

CONEY ISLAND

is a world-famous, iconic amusement destination enjoyed by all New Yorkers. But the future of Coney Island is at risk.



PHOTO: CHARLES DENSON

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www.saveconeyisland.net ★ info@saveconeyisland.net

CONEY ISLAND

is at risk. The City hopes to protect Coney Island from the devastating impacts of land-speculation, but

its plan would permanently diminish Coney Island's historic amusement district and undermine its unique character. To save Coney Island, New Yorkers must ensure that the City fixes its flawed plan.

IT'S NOT TOO LATE

THE CITY'S PLAN SHRINKS CONEY ISLAND'S AMUSEMENT DISTRICT

The City's plan reduces the area reserved for open-air amusements to a narrow 12-acre strip — down from 60 acres currently zoned for amusements. The New York Times calls it "an area that is simply too small to attract enough rides and attractions to bring back the big crowds."



THE FIX!

Expand the area devoted to open-air amusements so it reaches, at a minimum, from the Boardwalk to the Bowery.

"We are concerned that the proposed area set aside for open-air amusements is of insufficient size and that as a result this revitalization effort will not be successful."

— Municipal Art Society



THE CITY'S PLAN RUINS CONEY ISLAND'S ICONIC SKYLINE

The plan proposes four high-rise hotels of up to 27 stories along the south side of Surf Avenue, blocking visitors from the amusements and the beach, and destroying Coney Island's sense of openness and seaside atmosphere.



PHOTO: CHARLES DENSON

VS.



"The hotels could too easily become a wall, blocking public access to the ...ocean."
— *New York Times* editorial

THE FIX!

Move the proposed high-rises north of Surf Avenue, as Coney Island's Community Board 13 has recommended, or west of Keyspan Park.

THE CITY'S PLAN ENDANGERS CONEY ISLAND'S HISTORIC LANDMARKS

Allowing developers to build high-rise towers along the south side of Surf Avenue would threaten to destroy Coney Island's few remaining historic buildings, like Nathan's Famous and several century-old structures.



PHOTO: JSLEEPR

THE FIX!

Remove the proposed high-rise towers from the south side of Surf Avenue, and landmark Coney Island's historic buildings.

"The building containing Nathan's Famous... is located on a potential development site.... there are no... preventative measures to minimize... potential demolition or enlargement."
— *Environmental Impact Statement, NYC Office of Environmental Coordination*

THE CITY'S PLAN THREATENS CONEY ISLAND'S SMALL BUSINESSES

The proposed zoning would allow chain and generic retail establishments to invade the amusement area and displace the small-scale, locally owned businesses that give Coney Island its creative energy and unique atmosphere.



PHOTO: CHARLES DENSON

THE FIX!

The City should zone the amusement district to ensure a greater mix of retail sizes and keep out generic commercial establishments that don't belong in an amusement area.

"We need to prevent the displacement of existing local businesses and make small spaces available for new, creative entrepreneurs to grow their businesses in Coney Island."
— *Dianna Carlin, Lola Staar Souvenir Boutique and Dreamland Roller Rink*

THE CITY'S current re-zoning plan, while well-intentioned, would do irreparable harm to Coney Island. But with a few critical changes to its plan, the City can save Coney Island's amusement district. Time is running out. The City Council may vote on the plan as early as July.

WE NEED YOUR SUPPORT!

"Coney Island's future as a world-class tourist destination is being sacrificed. What could have been an economic engine for New York City and the Coney Island community is being smothered by politically motivated, uninspired development."

— Charles Denson, author, *Coney Island: Lost and Found*



PHOTO: CHARLES DENSON

"If you make it a destination, you should really think big.... That's not what they're doing at the moment.... I think there's a huge danger that this plan won't work.... I think you have to come up with a much larger perspective for the development of Coney Island.... and it will be a destination or it could be a destination like the Chrysler Building, like Central Park, if you do it right."

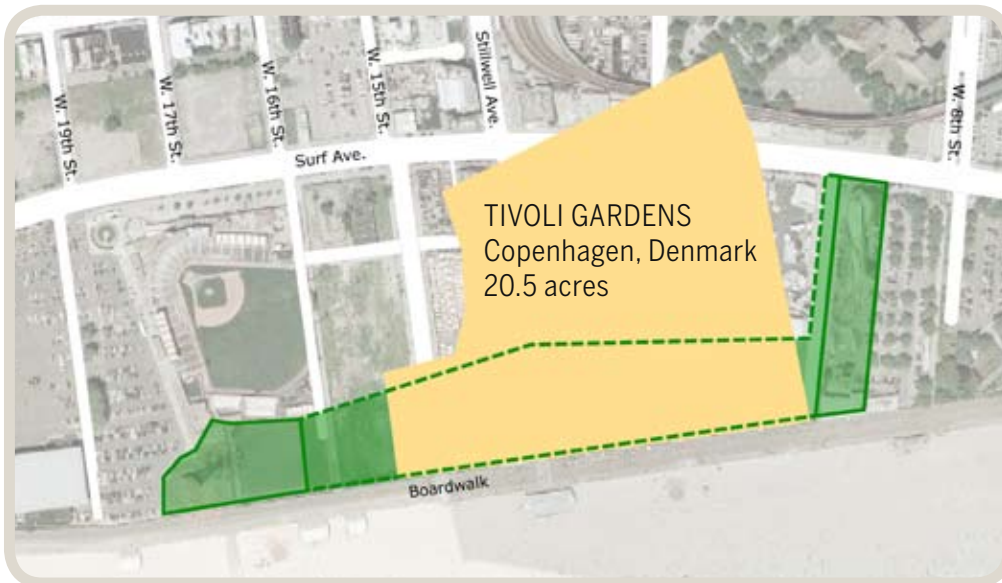
— Lars Liebst, CEO of Copenhagen's Tivoli Gardens

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CHOOSE YOUR CONEY:



Under the City's plan, it would be difficult to fit large rides within the proposed open-air amusement area.



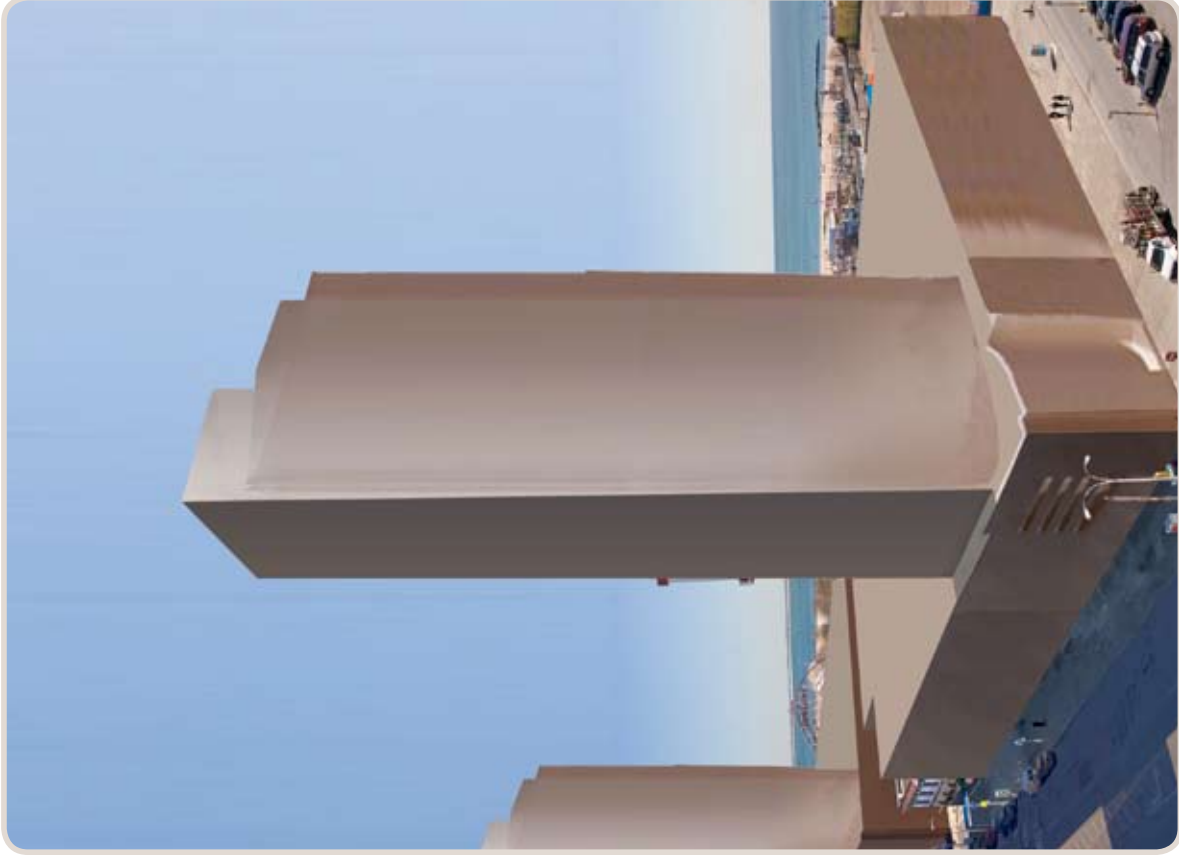
A comparison to peer amusement parks such as Copenhagen's famed Tivoli Gardens shows the inadequate size of the City's proposed open-air amusement area.



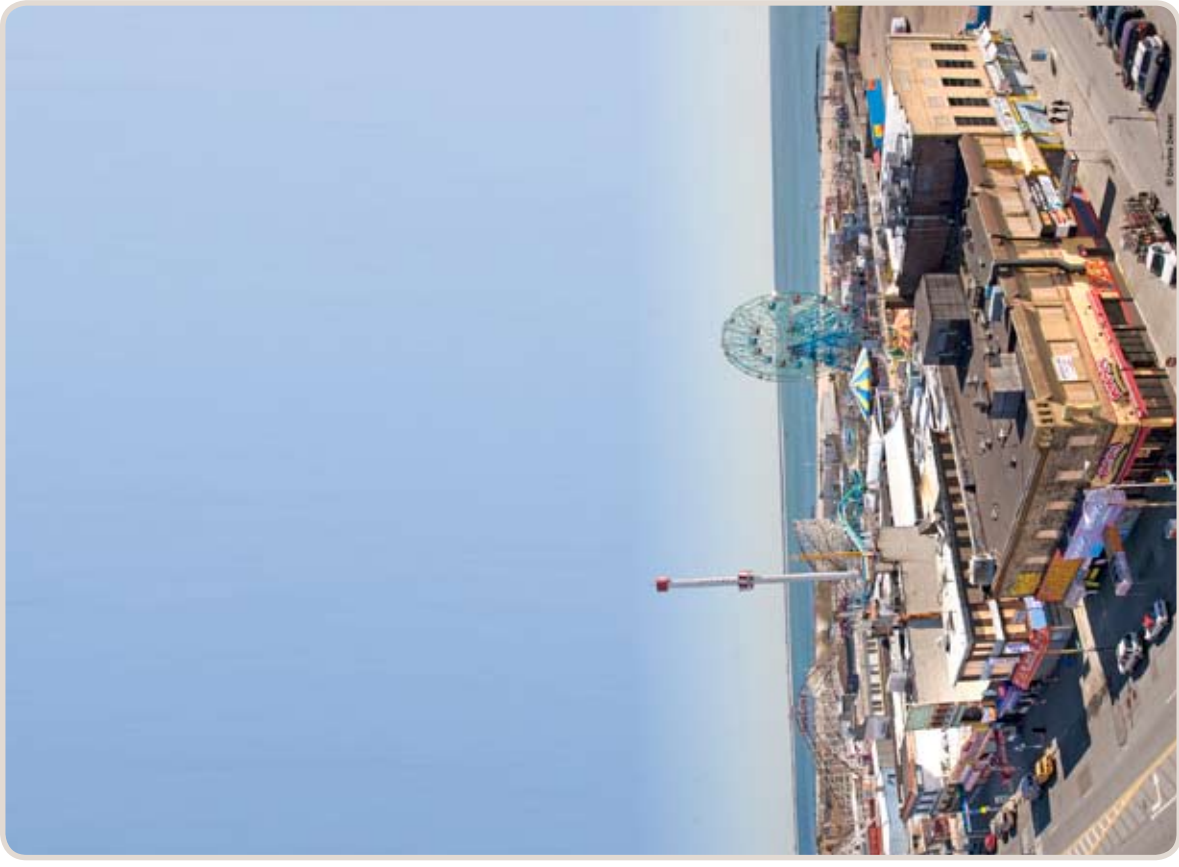
Our proposal, which approximates an earlier version of the City's own plan, could fit the rides necessary to create a world-class amusement destination.

CHOOSE YOUR CONEY:

THE PROBLEM: The city's plan proposes four high-rise hotels of up to 27 stories along the south side of Surf Avenue, blocking visitors from the amusements and the beach, and destroying Coney Island's sense of openness and seaside atmosphere.



THE FIX: Move the proposed high-rises north of Surf Avenue, as Coney Island's Community Board 13 has recommended, or west of Keyspan Park.



ORIGINAL PHOTO: CHARLES DENSON