

WELCOME!

To Community Planning Workshop

Thank you for getting involved in a plan to bring housing, jobs, and investments south of Prospect Park!
Share your insights about the area and any ideas you may have, including opportunities and priorities.

AGENDA

Open House
6:30 - 7 p.m.

Opening Remarks
7 - 7:15 p.m.

Visioning Activity
7:15 - 8:30 p.m.

VIRTUAL WORKSHOP

Know someone who couldn't make it?
Join us on **Wednesday, September 23, 2026**
On Zoom from 6:30-8:30pm
RSVP at nyc.gov/southofprospect



Council Member
SHAHANA HANIF



Council Member
RITA JOSEPH

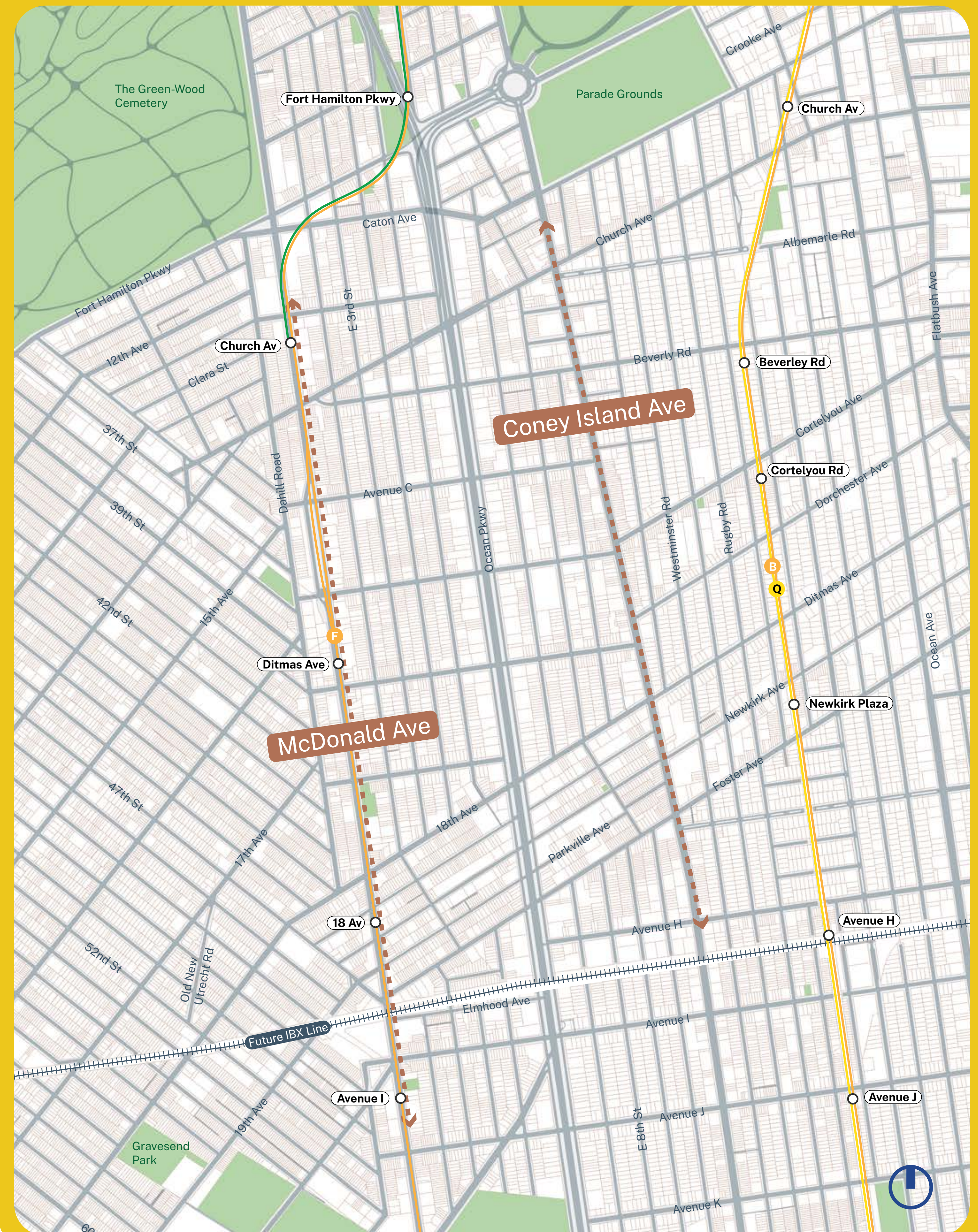


Council Member
FARAH LOUIS



Sign up for our Newsletter to stay up to date on this planning effort and community events
Questions about the plan? Contact us at southofprospect@planning.nyc.gov

South of Prospect Neighborhood Plan



What We Heard...



“Community members feel that the area’s greatest strength is the area’s diversity through the people, small businesses, transportation options and homes which contribute to a strong sense of community.”

“Diversity of restuarants and businesses especially those owned by local residents/small businesses that double as community spaces.”

“Between Coney Island and McDonald Aves, there’s such a diversity of businesses and food cultures. After 11+ years of living here, there’s still something new to discover.”

“I love that it is a rich mix of different communities, including Jewish, Pakistani, Indian, and Uzbek neighbors.”

“The transportation options are also very convenient -I frequently use the F, G, B, Q, B35, B68, and occasionally the B103 and BM3.”



“One of the biggest challenges shared so far is that the street design and traffic conditions of Coney Island Avenue makes many feel unsafe including people who drive, ride the bus, bike, and especially those who walk.”

“Careful monitoring of dangerous intersection for pedestrians at Church Ave and Ocean Parkway.”

“It’s a wide, dangerous street where drivers speed, double park, run red lights, and don’t yield to pedestrians.”

“In addition, many of the bus stops are in dangerous locations or have been removed along CIA. One specific example is the B68 bus stop by Ave C heading North that’s in the middle of an active gas station.”

“This is a corridor that has always had a lot of traffic and it seems to have gotten worse-- double-parking/ reckless driving has gotten so bad that I now try to avoid it.”

Survey Summary

1,865 Surveys

84% of respondents live in

Kensington | Ditmas Park | Prospect Park South | Flatbush | Midwood

Top Three Priorities So Far



Street Conditions



Affordable Housing



Parks and Open Space

How do community members want to stay involved?

I want to receive email updates	I want to use online tools to add my opinions	I want to participate in public meetings	
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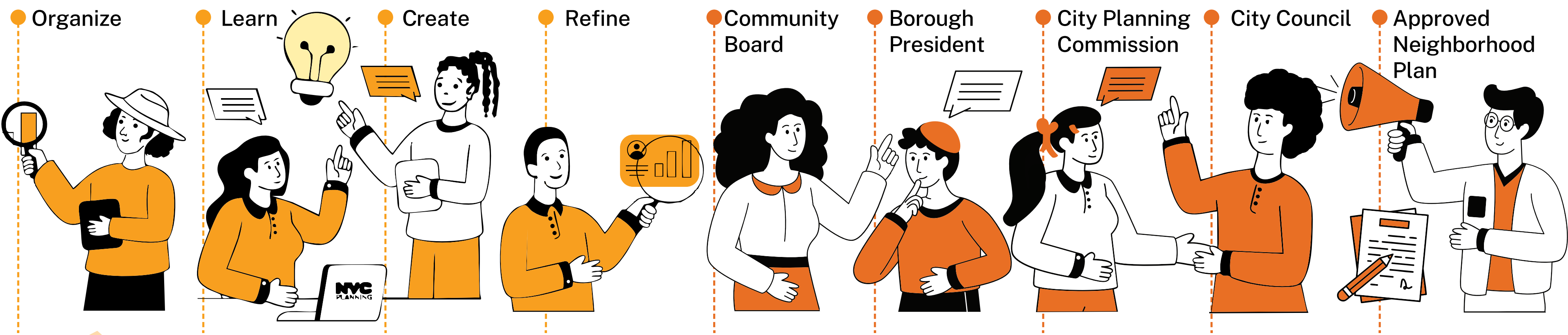
Survey Languages

Urdu	Spanish
Bangla	Yiddish
Haitian Creole	English

The Neighborhood Planning Process

Community Planning Process

Public Review Process (ULURP)



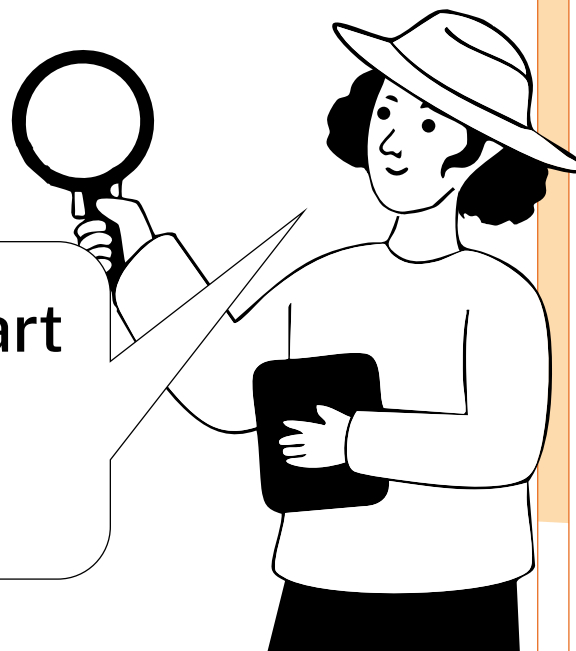
By working together, we can create a neighborhood plan with a vision for the future!

1 Organize

NYC Planning starts by communicating the neighborhood planning process and making sure those involved know how to work together.

Then we learn more about the neighborhood; *who lives here and what's going on with housing, jobs, and public spaces?*

Then, it's time to start the engagement process!



2 Learn

Public workshops and outreach events help to identify the neighborhood's strengths, challenges, and the community's priorities for the future of their neighborhood.

These help build the **Vision**, which guides the neighborhood plan as it develops.



3 Create

The next step is to create a set of **goals**.

The **goals** help advance the community's vision. They reflect shared values and guide future decisions on how and where the neighborhood should grow.

A **Neighborhood Planning Framework** shows how we can achieve the plan's **goals**.

What's in the **Neighborhood Planning Framework**?



4 Refine

The **Draft Zoning Framework** goes through *Environmental Review* to analyze how these new rules might-or might not affect things like traffic, open space, and air quality.

The **Roadmap to the Neighborhood Plan** gets refined through conversations between NYC Planning, community members and other city agencies to prioritize which ideas work best for the neighborhood and the city.

Environmental Review begins with a *Scoping Meeting*, where people share the topics they think should be analyzed.



Draft Zoning Framework:

The initial framework that describes how and where the neighborhood should add new housing and jobs.

Roadmap to the Neighborhood Plan: The initial set of ideas for how city agencies will work together to support the neighborhood as it grows.

This all comes together in the **Draft Neighborhood Plan**!

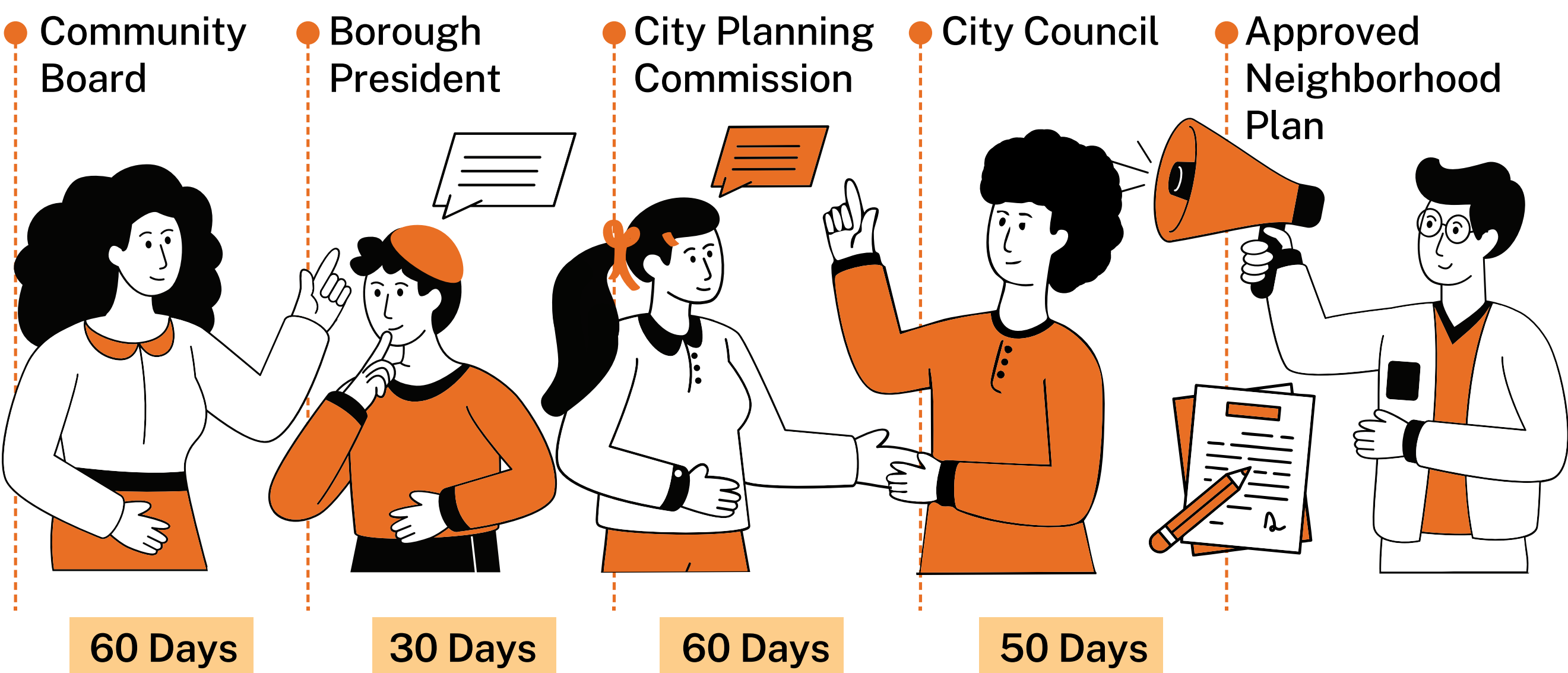
It summarizes:

- Neighborhood Plan, At A Glance
- Vision and Goals
- What We Learned
- What We Heard
- What We Are Planning
- The Zoning Proposal
- Public Review Process and how to **get involved!**

5

Now it's time for Public Review! (ULURP)

Community members can participate and share their perspectives at each step along the way.



How does stuff get built in New York City?

ZONING 101

New York City zoning divides land into three different types of zoning districts which determines what can be built where in the city.

Residential
R1-R12

- Single family homes
- Multifamily elevator apartment buildings
- Community facilities, like schools, libraries, museums

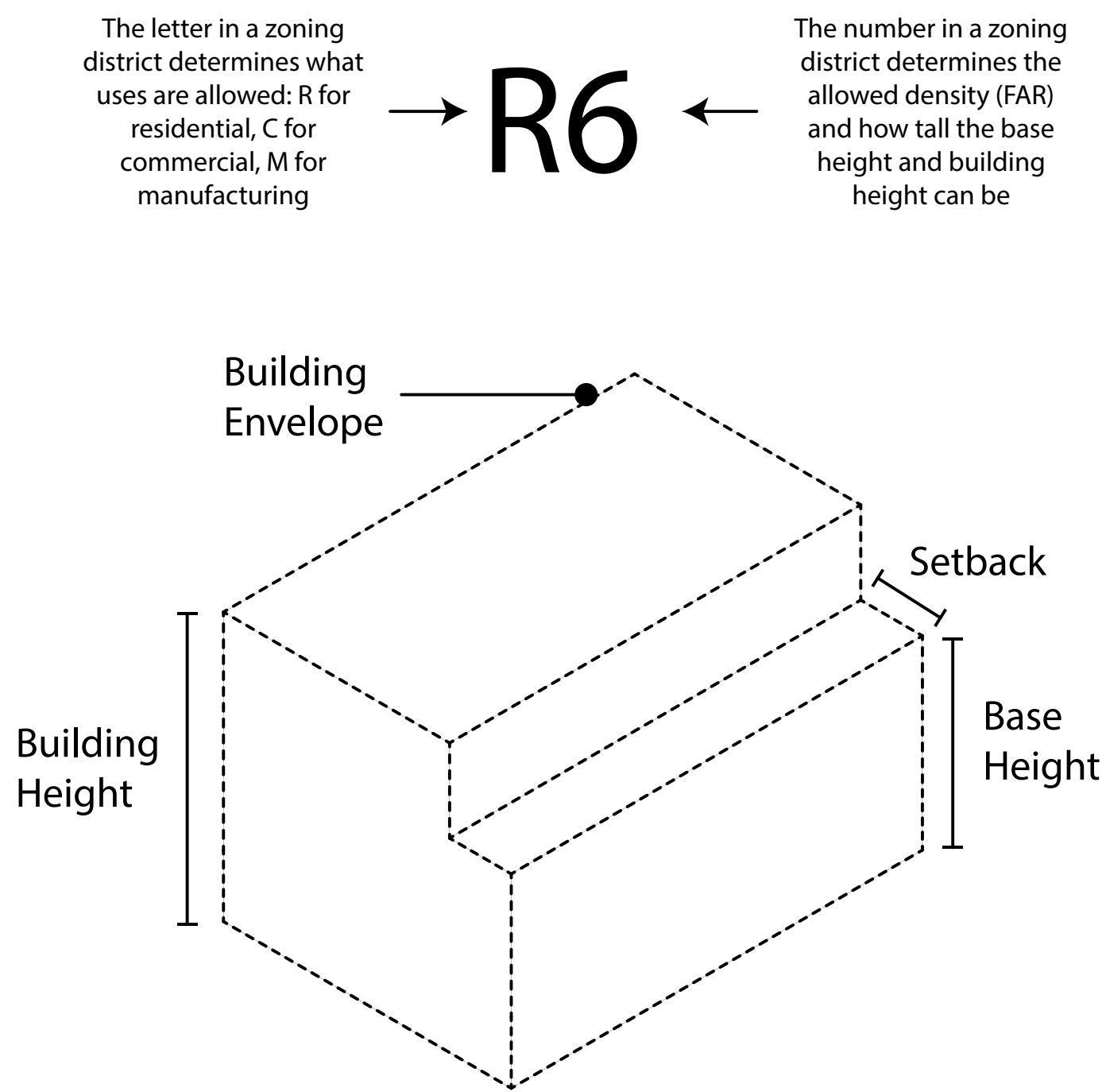
Commercial
C1-C8

- Retail uses like stores or offices
- Entertainment like movie theatres, bowling alleys
- Businesses like caterers or printers

Manufacturing
M1-M3

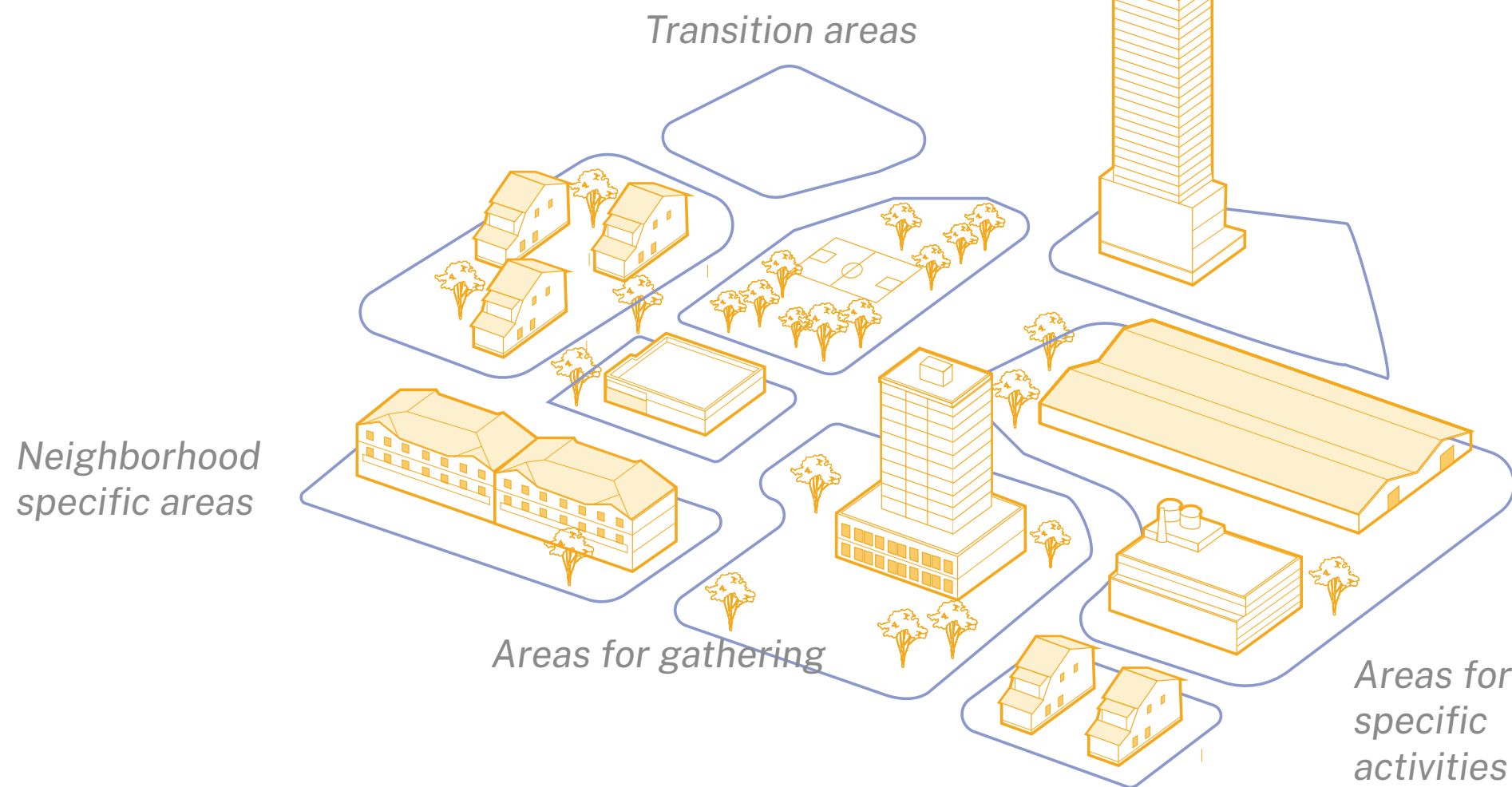
- Automotive uses like auto repair & gas stations
- Light industrial uses like appliance manufacturers
- Heavy industrial uses like cement plants or junk yards

Each zoning district has regulations on land use (designating where housing, stores, offices, factories, and open space may be located) and space (how large a building can be, both vertically and horizontally).



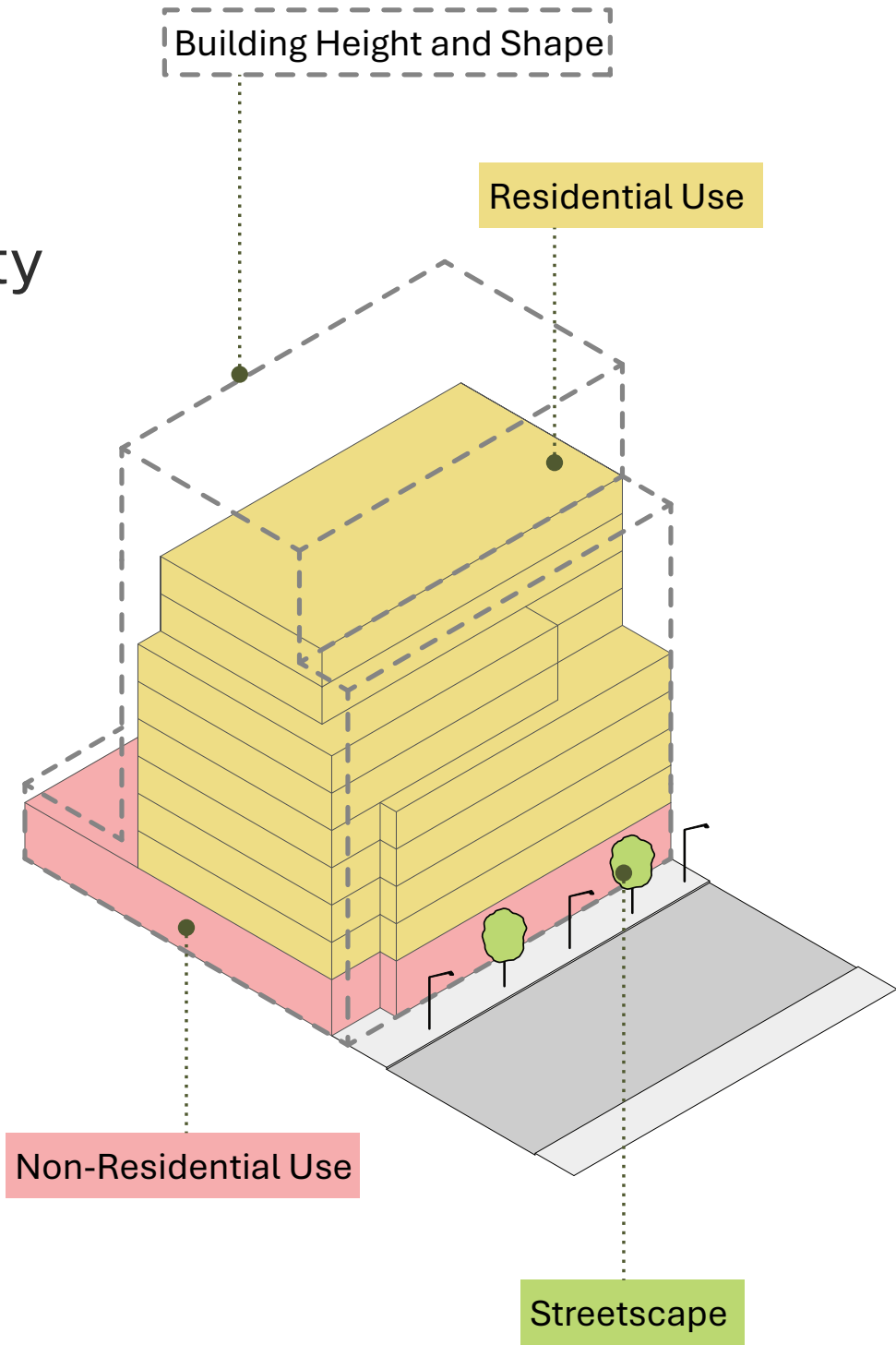
Why do we need zoning?

Zoning regulates how many people can live in an area, how many businesses and stores can open up, and how many churches, doctor’s offices, and day care centers are allowed.



What does zoning control?

- Land use
- Building height, shape, density
- Parking requirements
- Open space
- Streetscape
- Mandatory Inclusionary Housing (MIH)



Zoning cannot:

ZONING CANNOT...

Require 100% affordable housing

ZONING CANNOT...

Require existing buildings to change to the new rules

ZONING CANNOT...

Require certain businesses to locate into a building

ZONING CANNOT...

Prohibit the demolition of buildings

ZONING CANNOT...

Control the aesthetics of architecture of a specific building

ZONING CANNOT...

Require the construction of new buildings or new specific use

ZONING CANNOT...

Allow the City to tear down buildings or take them from private owners

ZONING CANNOT...

Require a building to only have a certain number of bedrooms

The Neighborhood Through Time...

Top: McDonald Ave at 18th Ave, 1917 (NYC Transit)
Bottom: Brooklyn 1800s Map, New York Public Library



The neighborhoods south of Prospect Park sat at the boundary of three Dutch towns: Flatbush, New Utrecht and Gravesend.



The area was primarily rural, with large agricultural plots and scattered farmhouses in the early 19th century.

Coney Island Plank Road (1850) and Ocean Parkway (1874) formed key arterials and catalyzed the area's urbanization and growth.

Prospect Park (1867-1870s) became a key respite as surroundings were developing.

Top: Newkirk Ave and Argyle Rd, 1928 (NYPL)
Bottom: Cortelyou Rd at Stratford Rd, 1914 (NYHS)



New housing was drawing residents from other parts of the city; including rapid apartment construction along Ocean Parkway.



Vibrant commercial corridors and community facilities supported new communities.

The advent of private automobiles led to auto repair shops and services along Coney Island Ave, while Industrial uses started growing on McDonald Ave.

Top: Kensington Plaza (NYC DOT)
Bottom: Coney Island Avenue (Wikimedia Commons)



During the postwar decades, the area continued to experience demographic shifts. Orthodox Jewish families sought homes with room for large families as Borough Park grew to become one of the largest Orthodox Jewish communities in the country.



Beginning in the 1980s, the area became a thriving hub for Brooklyn's South Asian community. Bangladeshi and Pakistani immigrants established new communities in Kensington.

Over time, sections of Coney Island and McDonald Avenues became known as "Little Pakistan" and "Little Bangladesh" with a concentration of South Asian restaurants, stores and social service organizations.

Early Infrastructure Projects in Original Brooklyn Towns

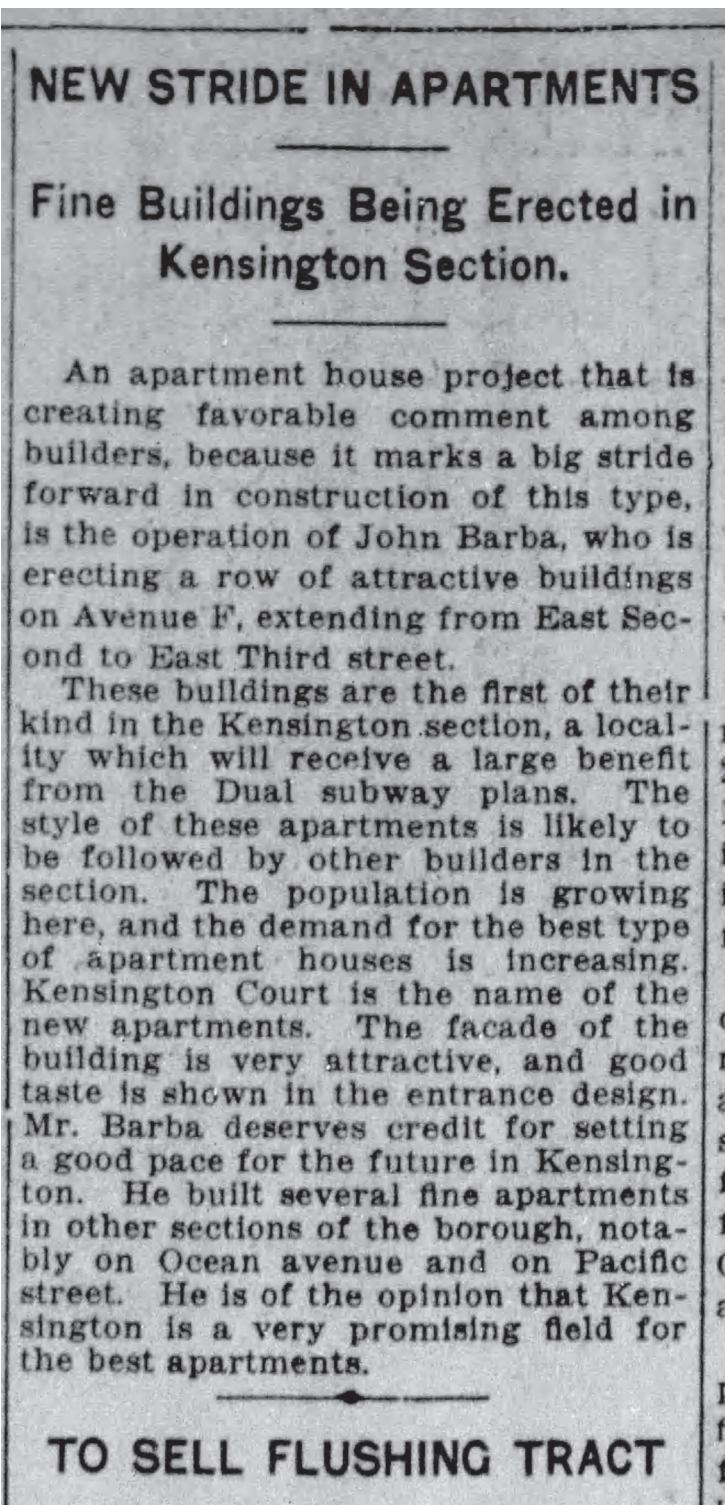
1850-1880

1880-1910

Rapid Residential Development at the Turn of the Century

Mass transit solidified Coney Island Avenue, McDonald Avenue, and Ocean Parkway as major north-south connectors in the borough, in early 1900s.

New transit lines led to the development of apartment buildings and single-family homes.



Left: Coney Island Ave at Hinckley Place, 1933 (NYPL)
Right: News Clipping (The Brooklyn Eagle, 1915)

Commercial-Institutional Growth Serving New Community

1910-1950

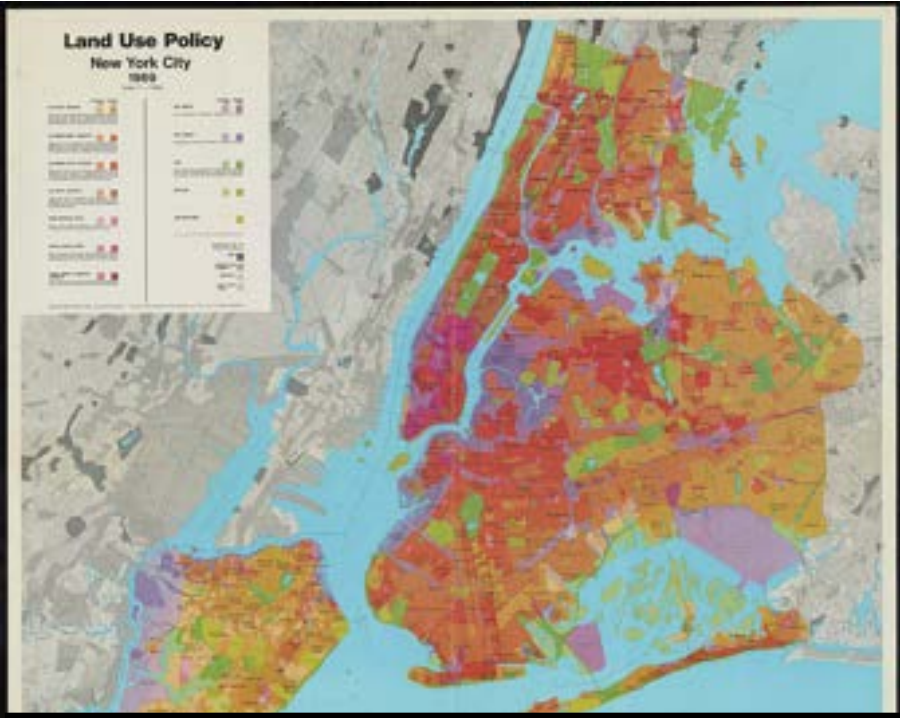
1950-1980

New Zoning in the Neighborhood and the City

New York City's new zoning code was approved in 1961, shaping the city we know today.

The suburban character of neighborhoods like Victorian Flatbush was preserved, while modern elevator apartment buildings defined Ocean Parkway. Meanwhile, Coney Island and McDonald Avenues were set aside as auto- and truck-oriented commercial corridors.

The creation of the Special Ocean Parkway District (1977) limited community facility and housing growth along Ocean Parkway.



Top: Borough Park kids, 1969 (DCP)
Bottom: Plan for NYC land use policy, 1969 (BPL)

Demographic Changes and Growing Population

1980-2000

2000-Present

Limited New Housing in the Neighborhood

A the area attracted families seeking larger homes and yards; many boarding houses or multi-family buildings were converted into single-family homes.

Zoning changes, especially the 2009 Flatbush Rezoning, reduced new housing opportunities on side streets and limited new housing on main corridors.

The Voluntary Inclusionary Housing incentives created in the rezoning went largely unused and affordable housing production in these areas has remained minimal.



Flatbush Rezoning Map, 2009 (NYC DCP)

The area’s cultural and economic diversity creates a strong sense of community among neighbors and businesses, which residents want to see celebrated and supported.

What We Saw...



Brooklyn Public Library



Celebrate Kensington! annual community event



Art mural at a local business



Artwork



Art Installations near Newkirk Plaza



Kensington Plaza



Art Installations

What We Heard...

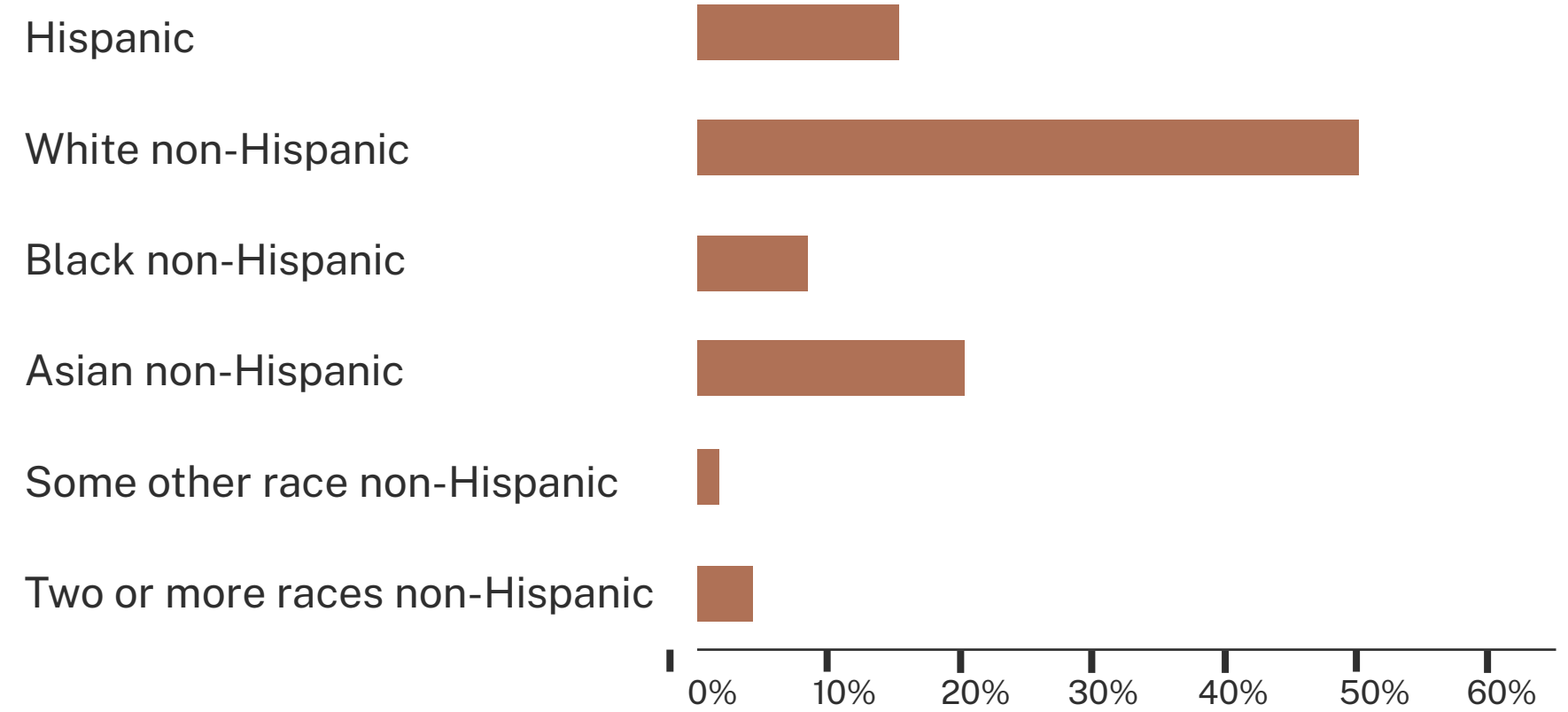
“It’s a classic, old-fashioned neighborhood community vibrant with diversity of cultures, ethnicities, ages, religions and classes.”

“Most of all, I love the community. [The] diversity, welcoming atmosphere, and the way people from many different backgrounds live side by side are what make the neighborhood such a special place to call home.”

“McDonald and Church is a lively crossroads of cultures and businesses that feels like the true heart of a thriving community that I hope to be able to stay a part of.”

What Data Shows...

High proportion of White & Asian non-Hispanic population



Demographics (Decennial Census 2020)

43.2%
English only

56.8%
Language other than English

Other Languages

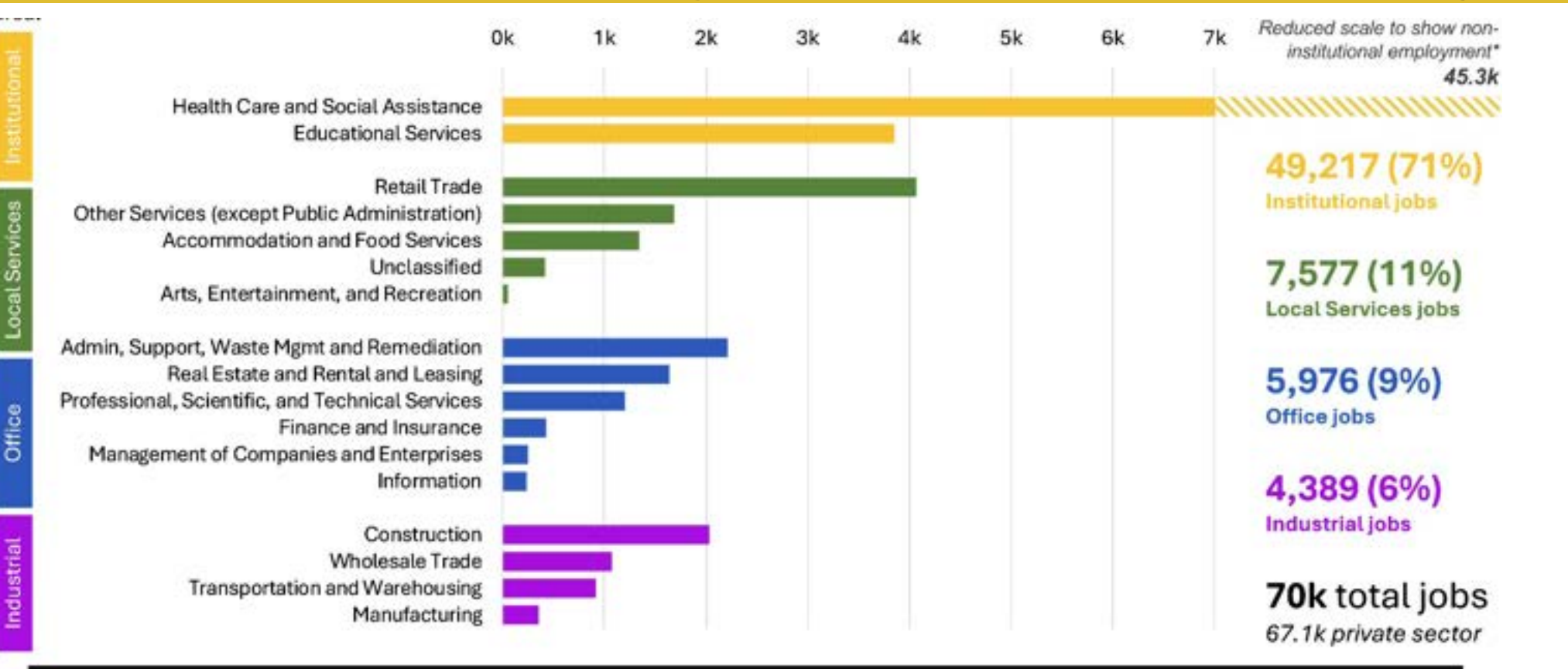
- Spanish
- Russian
- Haitian
- Yiddish
- Chinese
- Bengali
- Urdu
- Hebrew

There are about **220** storefronts on McDonald Avenue and **350** storefronts on Coney Island Avenue.

Limited English Proficiency (Decennial Census 2020)

(NYC DCP analysis of Live XYZ data; Q2 2026, storefronts only)

Diverse businesses with many institutional and local services jobs



Types of Jobs (NYC DCP analysis of NYSDOL QCEW Q4 2024)

Wouldn't it be great if...

Tell us with a sticky note!

Coney Island Avenue and McDonald Avenue offer convenient access to transit and culturally diverse businesses, but challenging street conditions make the corridors difficult to use.

What We Saw...



Challenging sidewalk conditions



Challenging pedestrian conditions



Elevated F Train Station



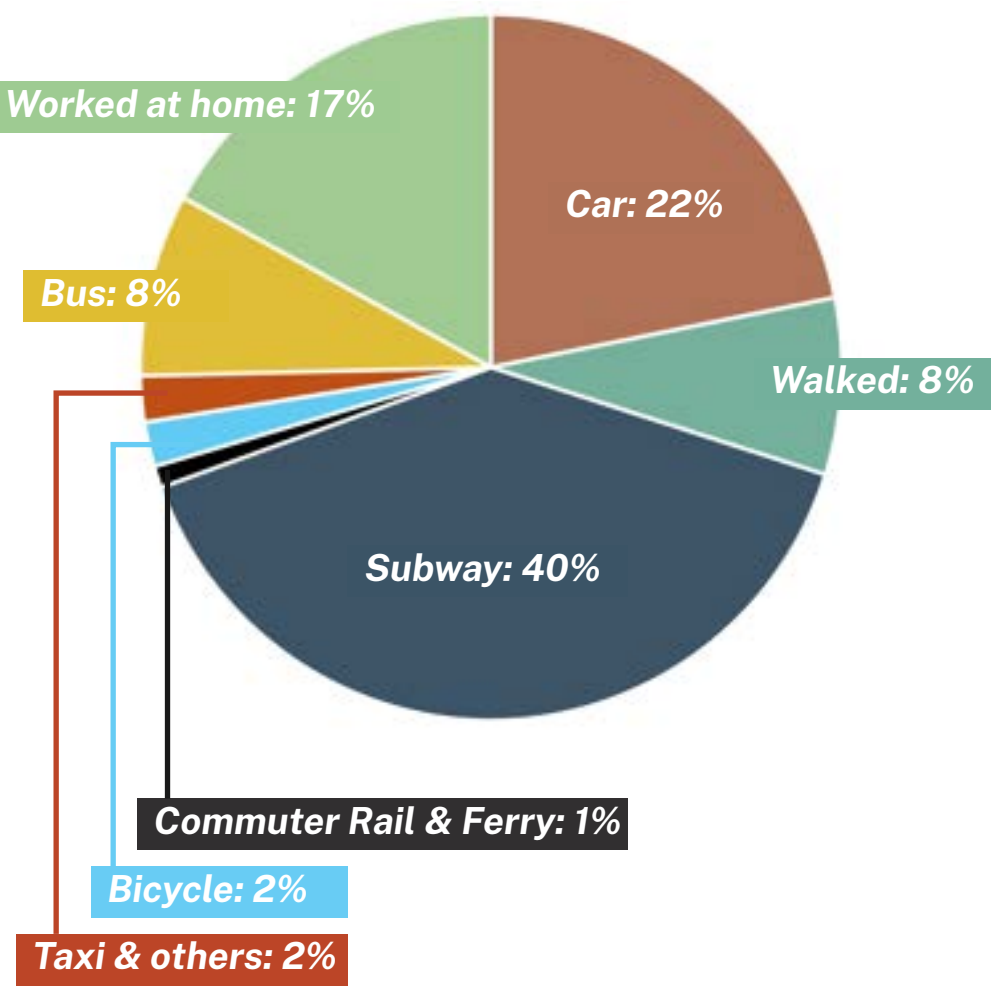
Double-parking limiting sidewalk access



Q Train Trench

What Data Shows...

Subway is the most used mode of transportation

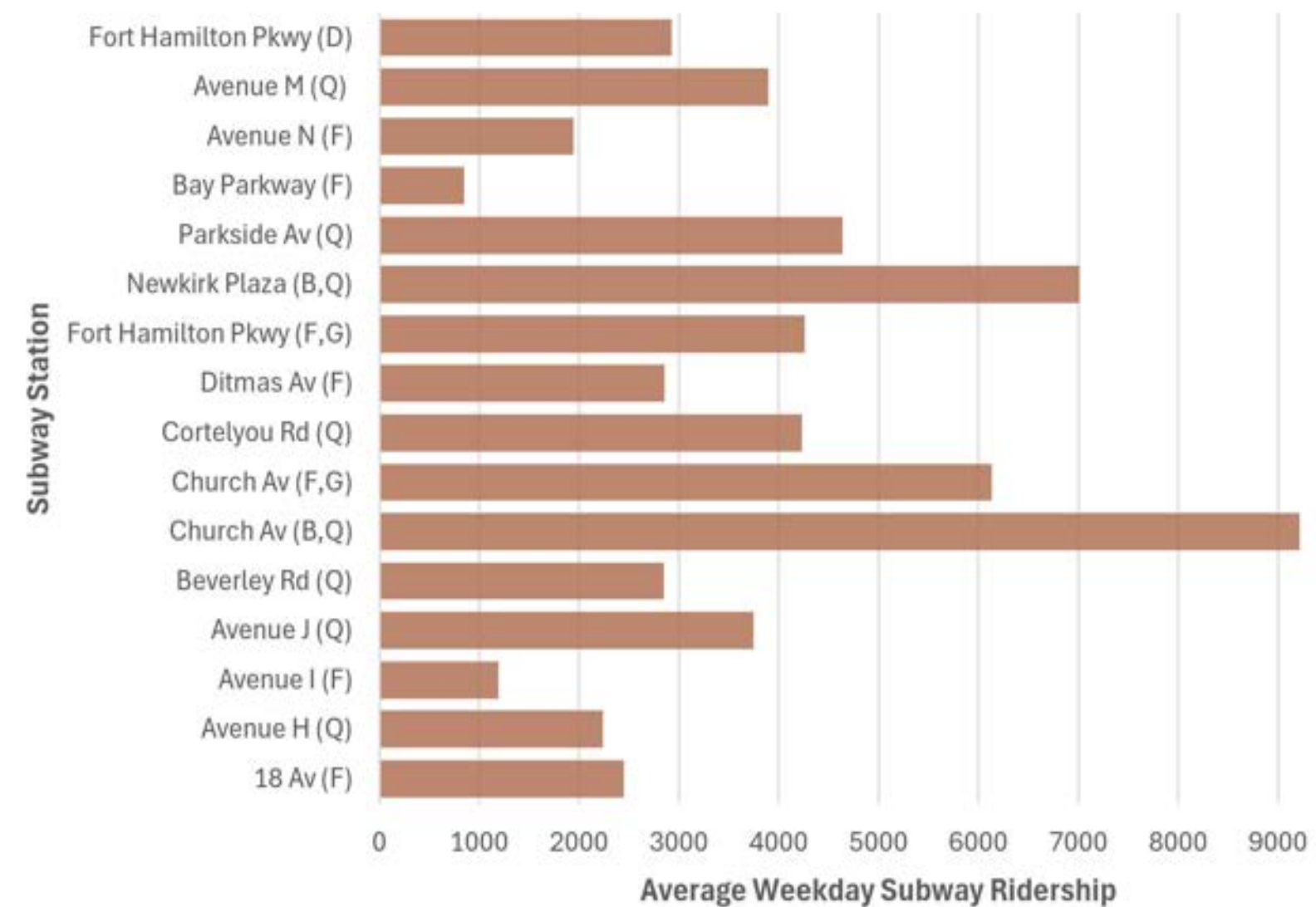


Modes of Transportation (ACS 2019-2023)

A portion of Coney Island Avenue was designated “Little Pakistan” in 2021, and a portion of McDonald Avenue was co-named “Little Bangladesh” in 2022

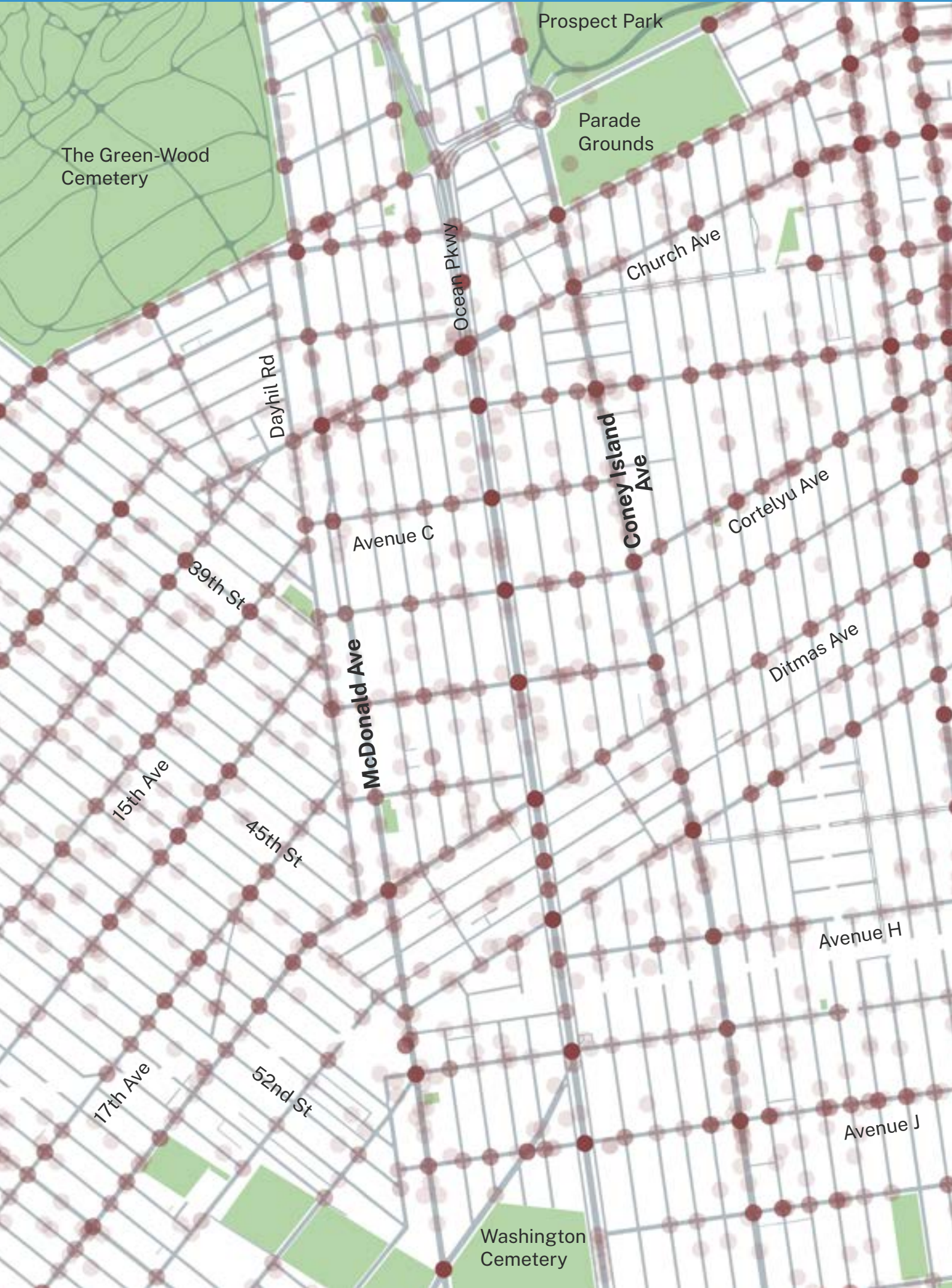
(New York City Council)

Church & Newkirk Ave stations have high ridership



Subway Ridership (Metropolitan Transportation Authority)

About 2,900 crashes in CD 14 & CD 12 each



Collisions Map (July 2021-2026, NYC Crash Mapper)

Wouldn't it be great if...
Tell us with a sticky note!

What We Heard...

“It’s great being so close to the B/Q and the F and well as the B68 bus! the central location is also great, making it easy to get to so many parts of Brooklyn.”

“We should make these streets more walkable and reduce the speed and intensity of traffic...there should be larger sidewalks and more trees.”

“It is incredibly unsafe to cross at multiple intersections, it’s difficult to drive down due to significant number of double-parked cars and auto body shops.”

“I avoid McDonald Avenue. I find it loud, chaotic, dirty, and very dingy in the parts with the F train overhead.”

Access to green space is uneven, and residents see opportunities to improve the public realm along the corridors.

What We Saw...



Prospect Park



Ocean Parkway Malls



East 4th Street Community Garden



Kids playing in DiGilio Playground



Tree-lined Residential Streets



Newkirk Community Garden

What We Heard...

“I love how close it is to Prospect Park, how much wildlife we get and how many trees and plants there are.”

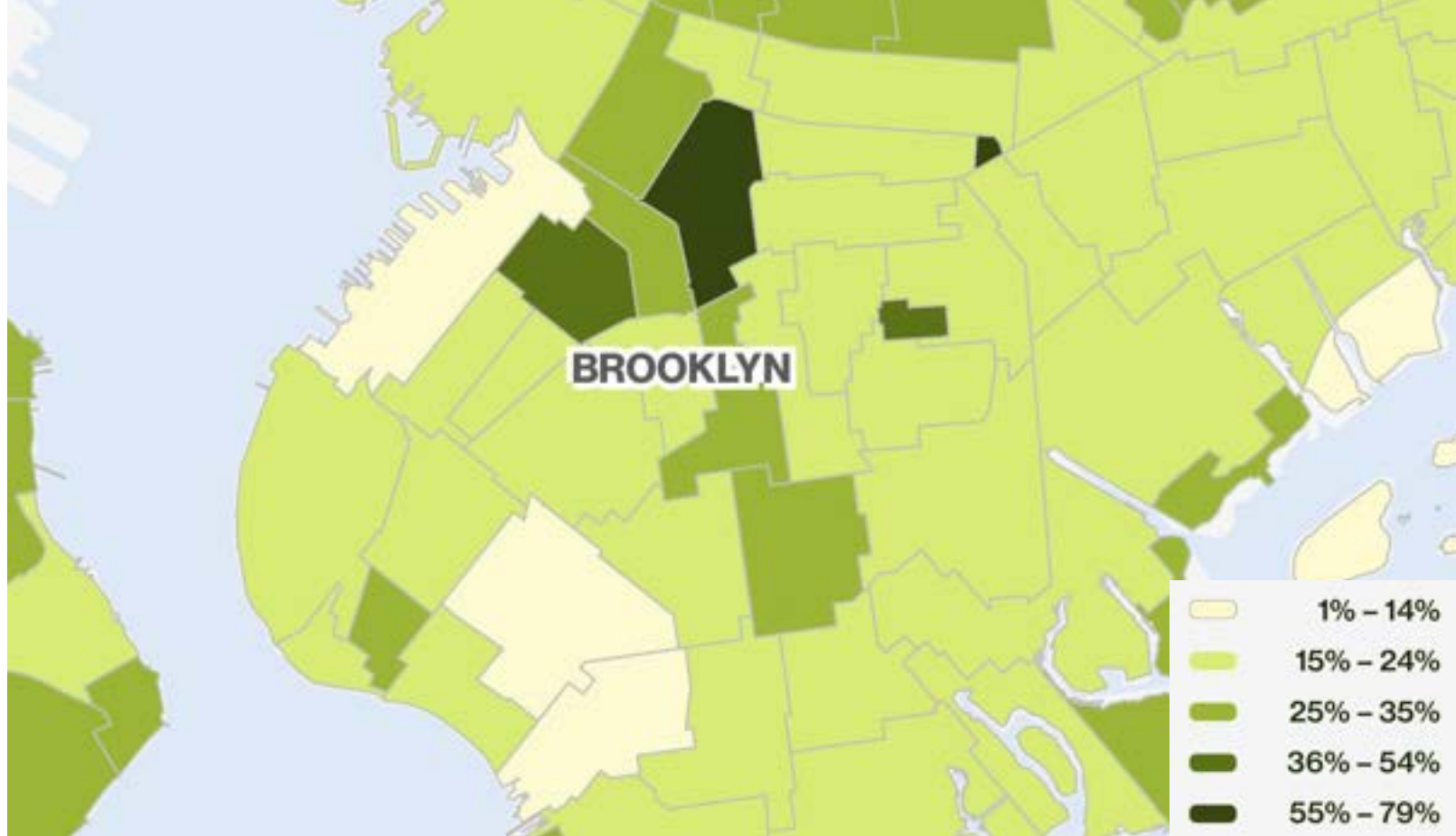
“There aren’t enough public spaces...the ones we have are tiny and marginal, like the strips along Ocean Parkway and a few small playgrounds. We don’t always want to have to go to the big parks elsewhere, [we] need more pocket parks.”

“There are so many trees and lush gardens on the residential streets, but the commercial corridors could use more pedestrian-friendly landscaping and amenities.”

“We are far enough from the park that there is a real need for green space. Kids are packed in the nearby school playgrounds when they are open; there are not a lot of community spaces.”

What Data Shows...

Borough Park, Kensington & Midwood West have less canopy cover than Flatbush West & Midwood



Canopy Cover by Neighborhood Tabulation Area (NYC Urban Forest Plan)

Walk-to-a-Park Service Area & Street Trees



(NYC Department of Parks & Recreation)

Wouldn’t it be great if...

Tell us with a sticky note!

Can you easily access open spaces around you?

Add a dot below!



YES



NO

There is recognized need for new housing along both corridors, particularly affordable housing, and a desire for new development to include space for businesses.

What We Saw...



New Housing Development



New Housing Development



Mixed Residential & Commercial Uses



Mixed Residential & Commercial on Side Street



Pre-war & Older Multifamily Buildings



Single Family Home

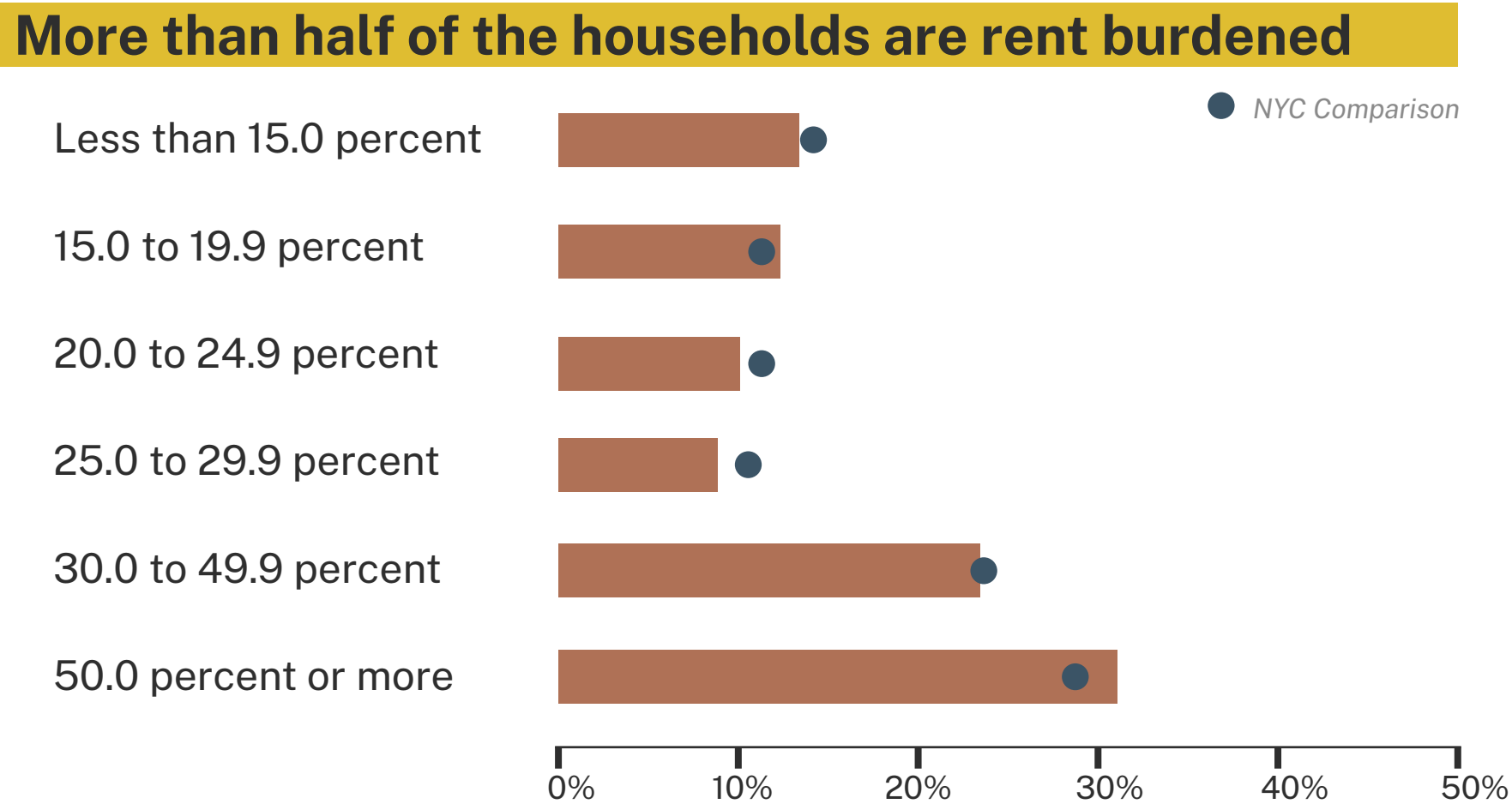
What We Heard...

“Not enough homes... The surrounding area is peaceful and beautiful; more homes would allow more folks to enjoy the neighborhood and can improve Coney Island Avenue”

“I think people will be happy to see more housing and more dense housing - the city needs it. It will be important to plan well to try to keep a true mix of incomes.”

“We need high rise all-affordable and supportive housing buildings with common and community space...families and business owners in the area should be prioritized.”

What Data Shows...



Percent distribution of gross rent as a percentage of household income (ACS 2020-2024)

“Rent burden means a household spends more than 30% of their income on rent and essential utilities.”

Net Housing Units Completed (2010-2026Q2)

Community District 12: 2,627
Community District 14: 5,927

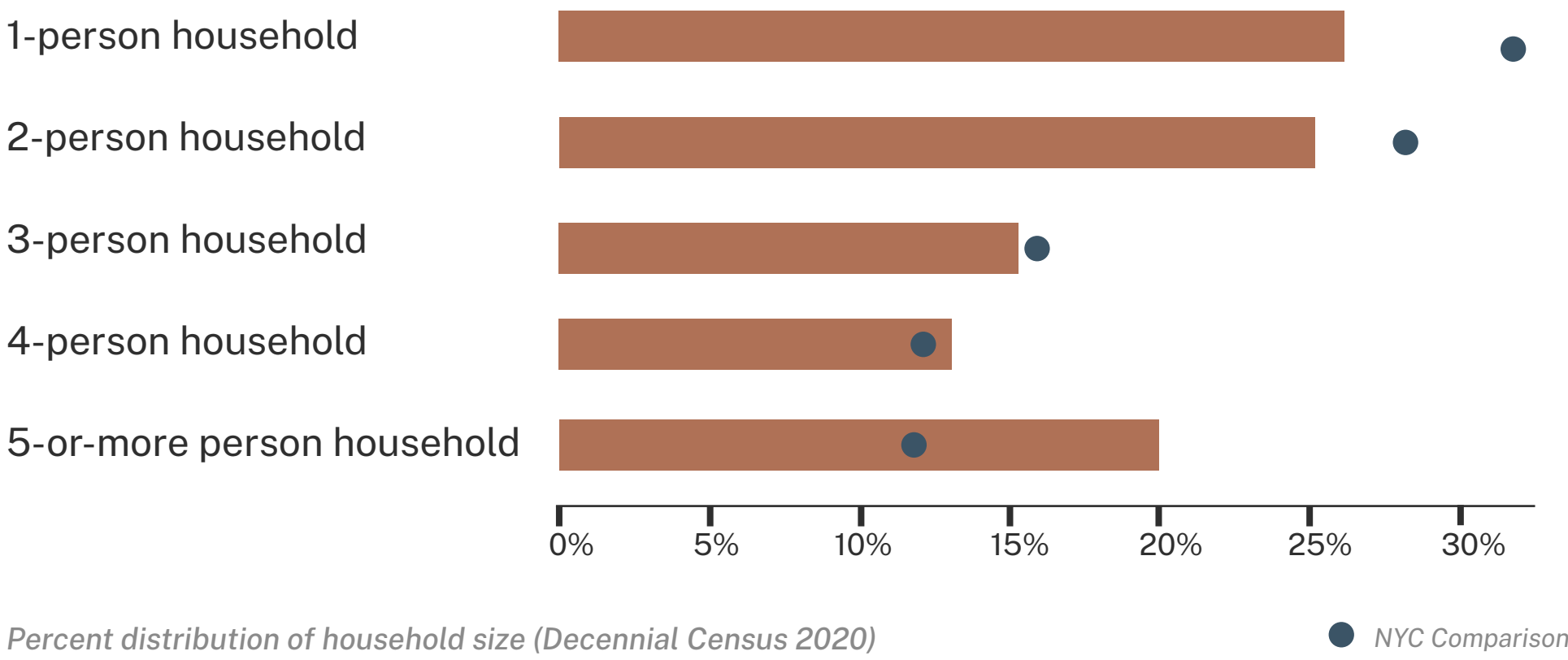
(Department of Housing Preservation & Development)

28.7%
Owner-occupied units

71.3%
Renter-occupied units

Housing Tenure (Decennial Census 2020)

Household size higher in the area compared to the city



Percent distribution of household size (Decennial Census 2020)

Wouldn't it be great if...
Tell us with a sticky note!

Auto-related businesses along the corridors are recognized as a source of jobs and services. However, there are concerns about environmental impacts, safety, and walkability of streets.

What We Saw...



Transportation



Gas/Fuel Dealers



Auto Parts, Repair, and Maintenance



Auto Parts, Repair, and Maintenance



Auto-related shops



Auto-related shops

What We Heard...

“It is incredibly unsafe to cross at multiple intersections... due to [the] significant number of double parked cars and auto body shops.”

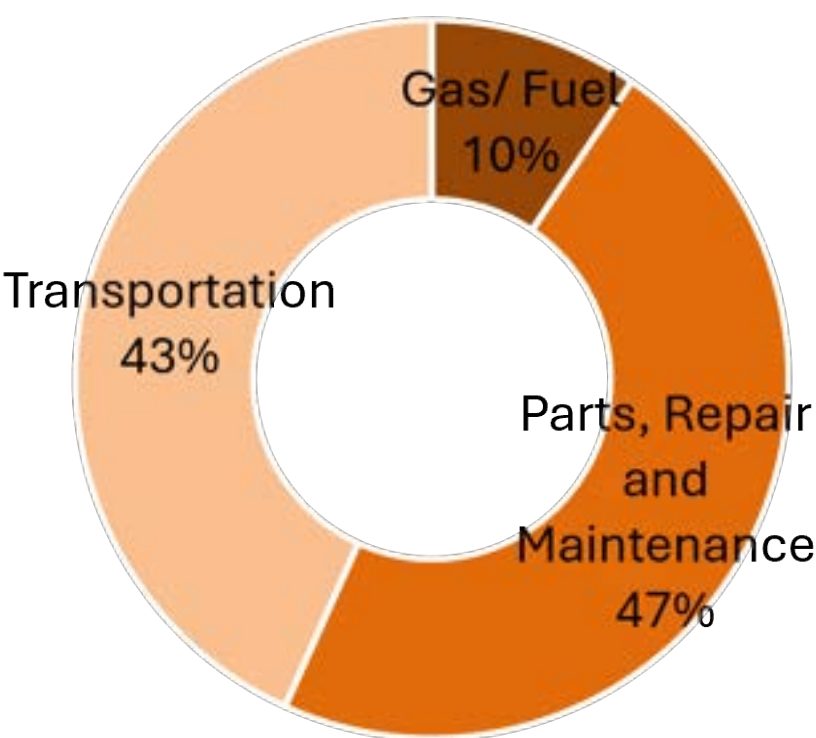
“The sidewalks are also car focused due to the ample car repair shops.”

“I appreciate the jobs the auto shops and building suppliers create.”

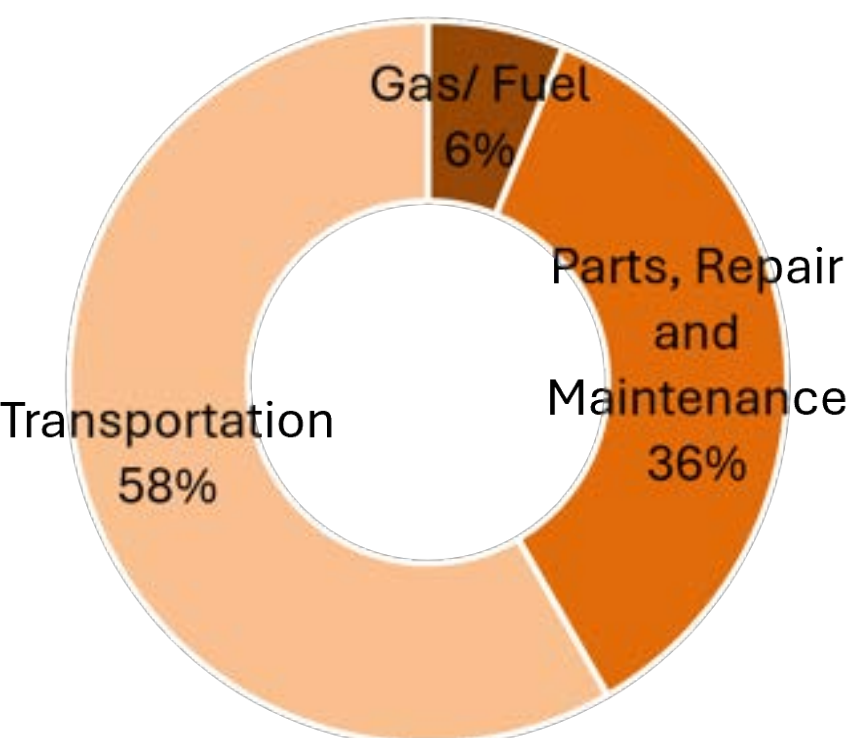
“The autobody shops and other similar uses make it a more low key and affordable environment for other businesses that might not survive a hotter housing and commercial space market.”

What Data Shows...

Auto Businesses by Subsector



Auto Employment by Subsector

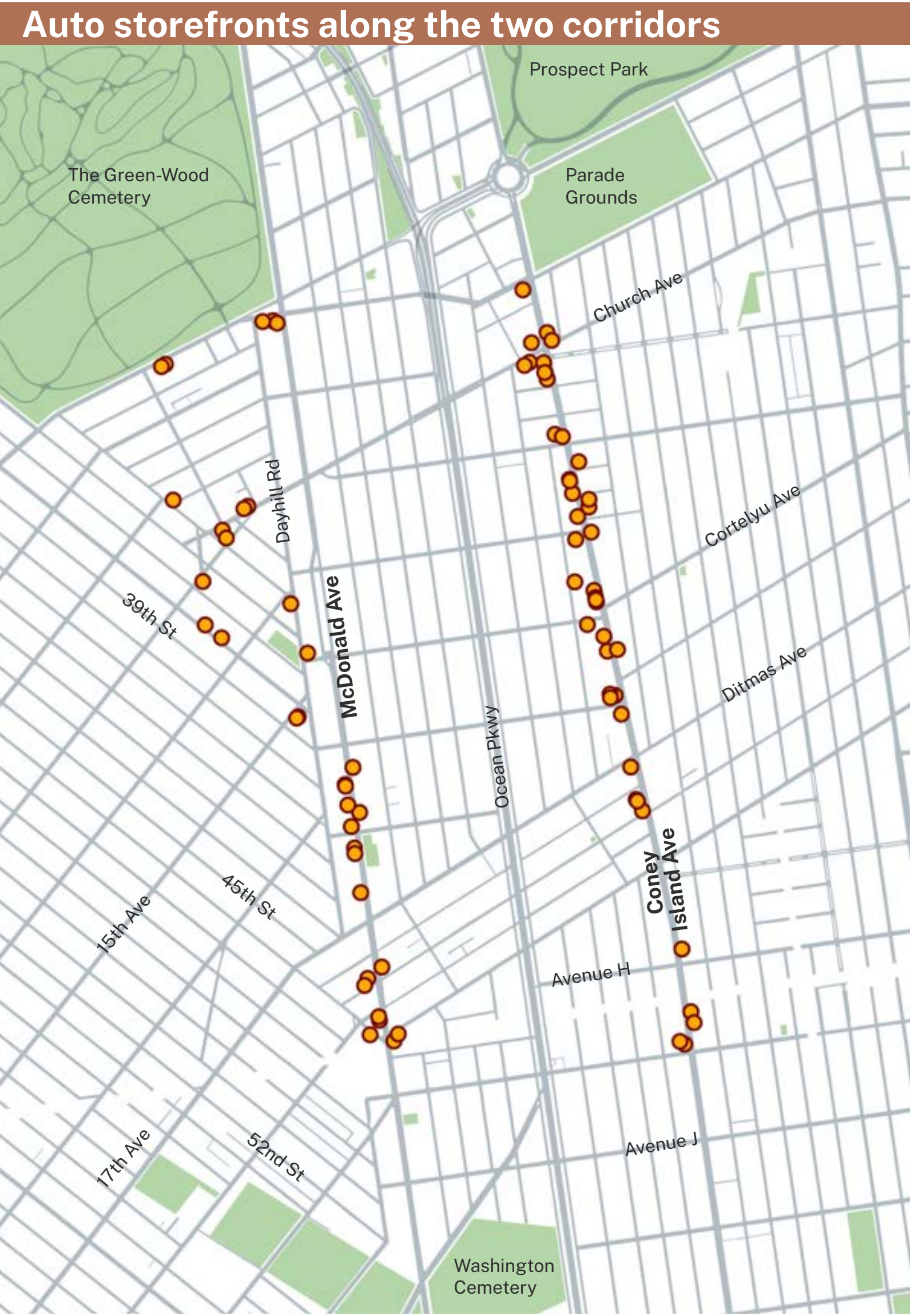


(DCP analysis of NYSDOL Q3 2025 (preliminary); private sector only)

Auto businesses represent 2% of the area’s total jobs, 3% of Brooklyn’s Auto jobs, and 5% of Brooklyn’s Auto businesses.

The South of Prospect Park context area is home to **875 Auto employees** and **148 businesses** across a range of subsectors.

Wouldn’t it be great if...
Tell us with a sticky note!



(DCP analysis of Live XYZ Q2 2026, storefronts only; *mapped Auto storefronts include motor vehicle repair, maintenance, and retail and are not a one-to-one representation of table figures)