Reimagine Prospect Park

Community Engagement Summary

FEBRUARY 2018
Project Team

**Prospect Park Alliance** is the non-profit organization that sustains “Brooklyn’s Backyard,” working in partnership with the City of New York. The Alliance was founded in 1987 to help restore the Park after a long period of deterioration and decline. Today, the Alliance provides critical staff and resources that keep the Park green and vibrant for the diverse communities that call Brooklyn home. The Alliance cares for the woodlands and natural areas, restores the Park’s buildings and landscapes, creates innovative Park destinations, and provides free or low-cost volunteer, education and recreation programs.

**Hester Street** is an urban planning, design and development nonprofit that works to ensure neighborhoods are shaped by the people who live in them. We offer planning, design and community development technical assistance to community-based organizations, government and other agencies. Our goal is equitable, sustainable and resilient neighborhoods and cities.

**Grain Collective** is a landscape architecture and urban design practice dedicated to a rich design and planning process that incorporates research and collaboration from varied professionals and stakeholders to create successful, aesthetically pleasing and experientially diverse environments.

Reimagine Prospect Park is made possible through the generous support of the Altman Foundation.
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Letter from the President

Prospect Park is a cherished community destination. It is an oasis in the heart of a bustling city. Whether it is nature walks, ballgames, birdwatching, picnicking and barbecuing, running, or enjoying open-air concerts, there is something for everyone in the Park.

Importantly, Prospect Park is also one of the increasingly rare, truly democratic spaces where a wide variety of people of different nationalities, cultures, ethnicities, races and socio-economic backgrounds intermingle. As the Park advances and evolves to meet the community’s needs, we are committed to nurturing a diverse audience and to supporting and encouraging its use by all.

Beginning in April 2017, Prospect Park Alliance, in collaboration with Hester Street and Grain Collective, gathered ideas and inspiration from thousands of community members and park users to create a collective vision for the area formerly known as the Rose Garden in the northeast corner of the Park.

We asked Brooklynites how this area could become a more vibrant place for all of Brooklyn’s diverse communities at meetings and events in over 30 locations in the Park and adjacent neighborhoods.

Our efforts were targeted to include the many communities that use and border the Park—particularly communities of color, young people, low-income families and new immigrants. Reaching out in multiple languages, in varied formats and at local venues ensured that people whose voices are often missing from local decision-making helped shape the future of the Park.

What follows is a summary of the multi-phase process and the principles that will guide future development. It is the result of a community-driven vision for enhancing this area of the Park into a place that embraces nature and provides the surrounding communities an opportunity to gather, learn, play and discover.

We thank Hester Street, Grain Collective and the Altman Foundation—which provided the critical funding for this project—for their hard work and for being important collaborators in this process.

Sue Donoghue, President
Context

The Rose Garden, pictured above, was envisioned as a children’s playground in the Park’s original design. In the 1920s, it was transformed into a popular tropical garden with fountains. Currently, the area has no roses or fountains, but maintains a quiet and bucolic ambiance compared to many busier places in the Park.

Reimagine Prospect Park is part of a targeted effort by the Alliance to improve access and infrastructure in the northeast section of the Park.

Related Alliance projects include: the Vale of Cashmere woodlands restoration, pathway repairs and new entrances and streetscape improvements along Flatbush Avenue. Any new programs, activities and improvements will complement these projects.

It is important to remember that the northeast section of the Park is home to some of Brooklyn’s oldest native trees. It is also a stop for hundreds of migratory bird species. The Alliance will consider these two key features, the ecology of the Park and a balance of uses across the Park as a whole.

The Alliance is already planning basic improvements to the northeast section of the Park such as increased lighting, pathway improvements and signage. Implementation of the vision will go beyond these improvements to create a truly unique and special place in the Park.

Outreach Goals

- Create a community-driven vision for the Rose Garden site
- Be inclusive and expansive - engage hard to reach Park users and neighbors
- Build awareness, excitement and support for the project
II. Process

The Reimagine Prospect Park team deployed a variety of interactive, qualitative and quantitative engagement tools designed to provide users with the inspiration and information needed to give meaningful input about the future of the site. The project was carried out in two phases:

**PHASE 1**
Gather community input & understand priorities

Engaged thousands of people at multiple events over six months; Gathered broad input on community likes, dislikes and priorities for the site; Analyzed and synthesized findings to inform Phase 2.

**PHASE 2**
Narrow down program & design concepts with community

Reported back Phase 1 findings to community; Presented options for programs, character and features, and feasibility criteria for each option; Community members weighed in at three large community events and in an online survey; Used input to narrow in on select program and design concepts.

**VISION**
Propose concepts that reflect community input and priorities

Community input directly shaped the key conceptual elements for the reimagined place.

**NEXT STEPS**
Finalize concepts, determine budget & develop capital campaign

This vision will serve as a framework for more detailed feasibility studies. It will guide the Alliance’s work with the Parks Department and other relevant city agencies to formalize concepts, determine budget and develop a capital fundraising campaign.

**Timeline**

<table>
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<td>APR</td>
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<td>Finalize concepts, determine budget &amp; develop capital campaign</td>
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Large public workshop and on-the-street engagement at community events & neighborhood places

Interviews, small group/focus group meetings & in-person/online surveys

Canvassing/flyering in Crown Heights, Prospect Lefferts Gardens, Flatbush

Draft concepts

Feedback from 3 community events and in an online survey

Vision

Thoughts? Comments?

Preserve and Enhance
We have been delighted by the momentum in favor of keeping the conservatory gardens on site. The Conservatory Gardens will be preserved as part of the design, with some additional input.

What should it look and feel like? Add green or no green? What are the trade-offs for adding more green?
III. Engagement Approach

The Reimagine Prospect Park engagement approach was:

**Inclusive and Equitable**
Targeted outreach efforts reached communities adjacent to the Rose Garden. Through events and canvassing in and around the Park, voices of low-income communities of color, young people, non-English speakers, new immigrants and working families were included in the process. All materials were translated into Spanish and Haitian Creole. Events included childcare and children’s activities. Input was gathered both in and out of the Park, at varying times of the day on both weekends and weekdays to capture the broadest possible audience.

**Community-Driven**
The project team partnered with community-based organizations, faith-based institutions, educational institutions, small businesses, social service providers and arts and cultural institutions on outreach and engagement to reach a diverse group. The project team convened workshops and focus groups, and attended dozens of community events.

**Interactive & Innovative**
Community input, coupled with existing site conditions and constraints, feasibility and funding opportunities, helped shape the vision for the area. The team created a fun, adaptable and accessible toolkit to gather feedback from users regardless of age or background. A mobile site model, survey, mobile display, video and walking tour were some of the components of an expansive outreach process.

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**Engagement at a Glance**

- **Workshops & Open Houses**: 4
- **Focus Groups**: 4
- **Stakeholder Meetings**: 15
- **Informal Events: Tabling & Canvassing**: 17
- **Survey Responses**: 1,590
- **People Reached**: 2,070
- **Total Ideas Collected**: 3,035

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**The following institutions and partners helped inform engagement strategy, assisted with outreach and/or hosted the project team at workshops, focus groups and informal events:**

Assembly Member Mosley, Blue Mango LLC, Brooklyn Academy of Science and the Environment, Brooklyn Borough President Adams, Brooklyn Community Foundation, Brooklyn Public Library (Flatbush, Central, Crown Heights), CAMBA, CaribBEING, Community Boards 8 & 9, Council Member Cumbo, Council Member Lander, Crown Heights Jewish Community Council, Fifth Avenue Committee, Medgar Evers College, Prospect Heights Neighborhood Development Council, Prospect Park Community Committee, St Paul’s Church and Sullivan-Ludlam-Stoddard Neighborhood Association
## IV. Who We Engaged

### Large Public Workshops

1. Public Workshop

### Targeted Focus Groups

2. Medgar Evers College Faculty, Staff, & Administrators
3. BASE High School Students at Rose Garden
4. Neighborhood Residents at Brooklyn Public Library - Central Branch
5. CAMBA Summer Youth Employment Program (SYEP) Students at P.S. 269

### Informal Engagement: Tabling

6. Opening Day
7. Fun on the Farm at Lefferts Historic House
8. LeFrak Center at Lakeside
9. The Connective Project
10. Curfifest
11. Parkside Empire Street Festival
12. CaribBEING Happy Hour / Drum Circle / Parkside Plaza
13. Crown Heights Jewish Community Council
14. Grand Army Plaza Greenmarket
15. CAMBA Pop-Up: PS 92
16. MTA Station at Lincoln Road
17. St Paul’s Church
18. Sullivan-Ludlam-Stoddard Neighborhood Association Block Party

### Stakeholder Meetings*

19. Medgar Evers College
20. Fifth Avenue Committee
21. Brooklyn Public Library
22. CAMBA
23. Prospect Heights Neighborhood Development Council
24. Prospect Park Alliance
25. Brooklyn Community Foundation

### Informal Engagement: Canvassing

The project team along with volunteers walked around areas in Crown Heights and Prospect Lefferts Gardens to share information with residents and local businesses about the project, as well as publicize planned events.

26. Crown Heights West
27. Crown Heights East
28. Prospect Lefferts Gardens - Flatbush Avenue
29. Prospect Lefferts Gardens - Nostrand Avenue

### Open Houses

30. Flatbush Library
31. Brooklyn Public Library - Central Branch
32. Crown Heights Library

### Surveys

Online surveys
In person surveys

*Selected list
Left: Participant sharing visioning collage during the Public Workshop

Right: Focus Group at Brooklyn Public Library - Central Branch

Below: Engagement at Grand Army Plaza Greenmarket
V. Phase 1: Broad Input
Phase 1: Broad Input

In this phase the project team heard from 1,750 people through dozens of in-person events and online surveys. Broad input on likes, dislikes and priorities for the Rose Garden site were gathered. Users were also asked what their vision was for a reimagined place.

All ideas and comments collected were placed into four broad categories.

- Ecology and Environment
- Program and Activities
- Infrastructure
- Community and Identity

Each category was further broken down, helping to synthesize thousands of data points and uncover patterns on communities’ priorities.

### Priority Issues

1. Preserve and enhance the place
2. Introduce programs and activities
3. Improve infrastructure with amenities, visibility and access

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**ECOLOGY & ENVIRONMENT**

- Preserve & Enhance: 24%
- Flowers & Plants: 7%
- Animal & Bird Habitat: 5%
- Food Garden & Farm: 2%

**PROGRAMS & ACTIVITIES**

- Family Friendly Activities: 10%
- Gathering & Events: 8%
- Sports: 6%
- Educational Programs: 5%
- Fitness & Exercise: 2%

**INFRASTRUCTURE**

- Amenities: 10%
- Visibility & Access: 9%
- Food & Drink: 3%
- Technology & Wifi: <1%

**COMMUNITY & IDENTITY**

- Art & Design: 6%
- Community & Culture: 3%
Phase 1
Engagement Summary
Public Workshop

June 10, 2017, 12:00 PM - 2:00 PM
Prospect Park Boathouse

60 Participants: Brooklyn stakeholders and community members
256 Comments & Ideas
47% of responses related to Ecology & Environment
35% of responses related to Programs & Activities

Visitors to the Boathouse event learned about the project through informational displays, a video guide and a short speaking program. Some attendees participated in a small group discussion where they shared design and programming ideas using an interactive 3D model. Working in small groups, participants built collages of their visions for the Rose Garden. Facilitators led discussions of common themes and main ideas, followed by a tour of the Rose Garden led by Turnstile Tours.

Attendees of this event included both those already aware of the project and casual passersby. This workshop aimed to introduce the project to a wider audience.

Themes
- Preserve a quiet and natural atmosphere
- Re-introduce water features
- Improve infrastructure such as lighting, paths and restrooms
- Consider flower, plant, vegetable or spice gardens
- Explore potential for educational or event space

Top Ideas
Faculty, staff and administrators of Medgar Ever College (MEC) provided feedback and ideas about the project through a small group discussion. The conversation focused on ways the Rose Garden can help promote health and wellness as well as reflect community values and customs. Participants highlighted the need to make the Rose Garden and Park in general more inclusive to students who work and who are single parents.

In a separate meeting with MEC Youth Program Directors, Hester Street presented the project and shared ideas on how to get youth in MEC programs involved in the outreach process.

Themes
- Develop partnerships and exchanges that benefit the community
- Engage with youth programs and college students
- Provide ongoing low-cost or free activities
- Reflect Caribbean/African/African American heritage in space

Top Ideas
Brooklyn Academy of Science and the Environment (BASE) High School students participated in the project through a visioning session that took place in the Rose Garden. After taking a tour of the space, students completed a worksheet that asked them to describe what they thought was missing in the Rose Garden. They were encouraged to sketch out their ideas for what envisioned for the space. Each participant had an opportunity to report back their ideas to the entire group.

Focus Group
August 3, 2017, 10:00 AM - 11:30 AM
Rose Garden

Participants: Brooklyn Academy of Science and the Environment (BASE) Students

Comments & Ideas
128

38% of responses relate to Ecology & Environment

31% of responses relate to Infrastructure

Themes
- Bring color to the space with more roses and flowers
- Restore the fountains
- Maintain the peaceful, relaxing atmosphere of the space
- Open up the area by adding lights and way-finding

Top Ideas
Reimagine Prospect Park

Focus Group @ Brooklyn Public Library

August 14, 2017, 6:00 PM - 8:00 PM
Brooklyn Central Library

40 Participants: library patrons and Brooklyn community stakeholders

100 Comments & Ideas

32% of responses related to Ecology & Environment

25% of responses related to Community & Identity

Brooklyn residents, primarily of Caribbean and African descent, joined Hester Street for a focus group at the Brooklyn Public Library's Central branch. In an effort to ensure this project was accessible to and reflected the voices of Brooklyn's diverse communities, the project team worked with local stakeholders to assist with outreach within the Caribbean community. Additionally, a Haitian Creole interpreter was hired to translate engagement and outreach materials and assist with interpretation during the workshop.

Participants learned about the project through a brief presentation given by Hester Street staff and were subsequently split into three groups to share ideas and feedback during a facilitated discussion.

Themes

- Promote the existence of the Rose Garden
- Represent Brooklyn's Caribbean community
- Preserve the tranquility of the area

Top Ideas

- Preserve
- Enhance
- Community & Culture
- Art & Design

Promote the existence of the Rose Garden
Represent Brooklyn's Caribbean community
Preserve the tranquility of the area
CAMBA is a non-profit organization that provides resources and programs including youth development, family support and legal services to New Yorkers. Every year, CAMBA partners with NYC’s Summer Youth Employment Program (SYEP) to provide jobs and training for youth in NYC.

At this focus group, CAMBA SYEP students learned about urban planning and types of careers available within the field. Students were then introduced to the Rose Garden through the mobile site model. They then individually completed a worksheet with prompting questions, participated in a group discussion and provided final comments and ideas using the Rose Garden model.

**Themes**

- Dedicate space to teens, like in Brooklyn Bridge Park
- Maintain peaceful and relaxing atmosphere
- Provide WiFi in more places

**Top Ideas**

- Family Friendly Activities
- Sports
- Preserve & Enhance
- Flowers & Plants
On April 1, 2017 the project team kicked off the Reimagine Prospect Park engagement process by introducing Park users and neighbors to the project and asking them what they would like to see in the Park. Using surveys, interactive activities and information displays, the team reached over 100 people during the course of the day.

**Themes**
- Provide more activities such as yoga, tai-chi and dancing
- Provide food and drink options
- Create paths for jogging through the area
- Dedicate space for gardening
- Offer sports activities such as rock climbing

**Top Ideas**
- **Fitness & Exercise**
- **Flowers & Plants**
- **Food & Drink**
- **Sports**

**Informal Engagement**
- April 1, 2017, 10:00 AM - 2:00 PM
- Bartel-Pritchard Square

**Participants:** Park visitors and Brooklyn community members

**Comments & Ideas**
- 100
- 66

**Key Statistics**
- 30\% of responses related to Infrastructure
- 30\% of responses related to Programs & Activities
- 50\% of respondents did not know or were not sure where the Rose Garden is
- 35\% of respondents visited the Park daily
Fun on the Farm was a Prospect Park event at Lefferts Historic House where Park visitors and local residents could learn how sheep's fleece is transformed into wool and celebrate the return of the goats to Prospect Park. The project team set up a table at the event to engage participants and passersby in re-envisioning the Rose Garden. Display boards with information about the project and site were available as well as the visioning board and programming stickers. Postcards of the project and surveys were also distributed. The event was a great opportunity to build awareness and excitement for the Reimagine Prospect Park process.

### Themes

- Provide more family-friendly features such as playgrounds and picnic areas
- Maintain the space as a meditative place
- Increase visibility through signage and lighting

### Top Ideas

- Family Friendly Activities
- Preserve & Enhance
- Amenities
- Visibility & Access

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**Informal Engagement**

- May 21, 2017, 1:00 PM - 4:00 PM
- Lefferts Historic House

- **70** Participants: Park visitors and Brooklyn community members
- **60** Comments & Ideas

**37% of responses related to Programs & Activities**

**35% of responses related to Ecology & Environment**
The LeFrak Center at Lakeside in Prospect Park offers seasonal activities such as a splash pad, roller skating, ice skating, a café, boats and bikes. Participants, predominantly families and youth, shared their ideas for the Rose Garden by placing stickers and sticky notes on the site plan and visioning board.

**Themes**
- Provide kosher food and drink options
- Program with more family-friendly activities

**Top Ideas**
- Family Friendly Activities
- Gatherings & Events
- Flowers & Plants
- Preserve & Enhance

**Informal Engagement**
June 30, 2017, 3:00 PM - 6:00 PM
LeFrak Center

**Participants:** families visiting the LeFrak Center

**Comments & Ideas**

**58%** of responses related to **Programs & Activities**

**25%** of responses related to **Ecology & Environment**
The Connective Art Project was an installation piece in celebration of Prospect Park’s 150th Anniversary. The project gathered community participation in an art project to collectively create a yellow pinwheel display that was installed in the Rose Garden. The project team tabled at the opening weekend to share information about and get input on the Rose Garden.

Themes

- Enhance quiet and meditative qualities
- Plant flowers and gardens
- Provide educational programming on the planting & birds of Prospect Park

Top Ideas
CURLFEST is an annual festival held in Prospect Park that attracts people, mainly women, from around the world to celebrate natural hair.

The project team spoke with CURLFEST attendees about the project and received feedback using the visioning board and Rose Garden model.

**Themes**

- Represent Brooklyn’s diverse culture
- Display art installations of local artists’ work
- Restore fountains and maintain quiet, meditative space
- Provide more spaces to sit by adding chairs, benches and hammocks

**Top Ideas**

- **Amenities**
  - Preserve & Enhance
- **Art & Design**
The Parkside Empire Street Festival is an annual celebration of the Prospect Lefferts Garden/Flatbush community organized by the Flatbush Avenue Merchant Association. Participants at the festival shared their ideas for the Rose Garden by placing stickers and sticky notes on the site plan and visioning board.

**Themes**
- Highlight Caribbean and African heritage
- Improve infrastructure such as lighting, paths, benches and restrooms
- Re-introduce water to area i.e. fountains, ponds, wetland gardens or streams
- Preserve the garden and keep as is

**Top Ideas**

- Preserve & Enhance
- Flowers & Plants
- Family Friendly Activities
- Fitness & Exercise

**Informal Engagement**
July 23, 2017, 12:00 PM - 4:00 PM
Prospect Lefferts Gardens (PLG)/Flatbush

**Participants:** Brooklyn community members from PLG and Flatbush.

**Comments & Ideas**
- 111 comments and ideas
- 48% of responses related to Ecology & Environment
- 31% of responses related to Programs & Activities
Hester Street shared information about the project and conducted surveys around the southeast corner of the Park, visiting the CaribBEING Happy Hour at Flatbush Caton Market, the Parkside Plaza, the Drum Circle and open space south of Lakeside. Participants were asked if they knew about the Rose Garden, what they liked or disliked about the space and what their ideas were for programs and activities for a reimagined place.

### Themes
- Restore fountains and roses while maintaining peaceful atmosphere
- Provide spaces for barbecues, picnics and events
- Dedicate spaces for animal & bird habitats

### Top Ideas
- Preserve & Enhance
- Gatherings & Events
- Animal & Bird Habitat

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**CaribBEING Happy Hour, Parkside Plaza & Drum Circle**

**12** Informal Engagement

**July 28, 6:00 PM - 8:00 PM**
**August 20, 12:00 PM - 2:00 PM**
Caton Market, Parkside Plaza & Drum Circle

**55** Participants: Park visitors and Brooklyn community members

**60** comments & ideas

**45%** of responses related to Ecology & Environment

**33%** of responses related to Programs & Activities
Crown Heights Jewish Community Council (CHJCC) is a nonprofit organization run by Jewish residents of Crown Heights, Brooklyn. CHJCC acts as a social service agency, providing services including assistance to the elderly, employment and job training and youth services. Using the model, visioning board, program stickers and sticky notes, residents were able to share ideas and comments about the future of the Rose Garden.

**Themes**

- Provide programming on Sunday or any day besides Saturday
- Create a more interactive place for children
- Improve infrastructure such as lighting, paths, benches and restrooms
- Restore the fountains

**Top Ideas**

- Preserve & Enhance
- Flowers & Plants
- Family Friendly Activities
- Fitness & Exercise
GROWNyc, a resource created to provide services that improve the City and environment, organizes Greenmarket farmers markets every Saturday in Grand Army Plaza. The Grand Army Farmer’s Market is the largest farmers market in Brooklyn and runs year round. Families, children and individuals shared ideas about the Rose Garden by interacting with the model and visioning board.

Themes

- Provide interactive activities such as ping pong, chess and playgrounds
- Restore fountains and bring back roses
- Enhance place with butterfly gardens and animal habitats
- Offer educational programming on plantings & birds of Prospect Park

Top Ideas

- Family Friendly Activities
- Preserve & Enhance
- Educational Programs
- Animal & Bird Habitat

14 Informal Engagement
August 12, 2017, 12:00 PM - 3:00 PM
Grand Army Plaza / Prospect Park

100+ Participants: Greenmarket shoppers

145 Comments & Ideas

40% of responses related to Ecology & Environment

31% of responses related to Programs & Activities
The project team tabled in the gymnasium at P.S. 92 in Flatbush and spoke with CAMBA staff that were part of the Summer Youth Employment Program (SYEP). Staff were able to ask questions about the project and provide feedback using the model and visioning board.

**Themes**

- Offer sports activities such as rock climbing, skating and basketball
- Enhance space for relaxing
- Provide fitness activities such as yoga & meditation

**Top Ideas**

- Preserve & Enhance
- Family Friendly Activities
- Sports

**CAMBA Pop-Up: PS 92**

**Informal Engagement**
August 15, 2017, 1:00 PM - 2:00 PM
PS 92

**Participants:** CAMBA SYEP, P.S. 92 Staff

**Comments & Ideas**

- 43% of responses related to Programs & Activities
- 37% of responses related to Ecology & Environment

**Participants:** CAMBA SYEP, P.S. 92 Staff
The project team tabled in front of the B/Q MTA station at Lincoln Road in Prospect Lefferts Gardens to capture feedback from the community at a heavily traversed area. Participants provided feedback by writing their ideas on sticky notes and pasting them onto the visioning board or placed stickers with programming ideas onto the Rose Garden 3D model.

**Themes**

- Restore fountains and roses
- Create more spaces for picnics and barbecues
- Provide opportunities to play sports, such as basketball, rock climbing and skating

**Top Ideas**

- Informal Engagement
- Programs & Activities
- Ecology & Environment

**August 23, 2017, 12:00 PM - 4:00 PM**

**Prospect Park Q/B MTA Station**

**Participants:** Brooklyn community members

**Comments & Ideas**

- 16 Informal Engagement
- 45 Participants: Brooklyn community members
- 42 Comments & Ideas
- 55% of responses related to Programs & Activities
- 31% of responses related to Ecology & Environment
St. Paul’s is an historic Episcopal church located in Flatbush. The Church holds various events throughout the year, including an International Food Festival celebrating food from the Caribbean and African diaspora. Hester Street attended and spoke to church goers about how they would reimagine the Rose Garden.

17 Informal Engagement

September 10, 2017, 12:00 PM - 2:00 PM
St. Paul’s Church

30 Participants: members of St. Paul’s Church

10 Comments & Ideas

60% of responses related to Ecology & Environment

30% of responses related to Infrastructure

Themes

• Restore rose gardens
• Provide more bathrooms

Top Ideas
The Sullivan-Ludlam-Stoddard Neighborhood Association (SLSNA) hosted their annual block party in September. Participants provided feedback by writing their ideas on sticky notes or by placing programming stickers onto the visioning board.

**Themes**
- Improve accessibility and maintenance of the area
- Create more spaces for gatherings
- Offer more interactive family-friendly activities

**Top Ideas**
- **Gatherings & Events**
- **Family Friendly Activities**
- **Preserve & Enhance**

**Informal Engagement**
September 16, 2017, 2:00 PM - 4:00 PM
Sullivan Pl & Stoddard Pl

**Participants:** SLSNA community members and stakeholders

**Comments & Ideas**
- 50 Participants: SLSNA community members and stakeholders
- 79 Comments & Ideas
- 51% of responses related to Programs & Activities
- 22% of responses related to Infrastructure
Stakeholder Meeting Summary

19 Medgar Evers College
Medgar Evers College leadership expressed the need for a list of criteria and amenities to help make the Park more accessible to underrepresented community members.

20 Fifth Avenue Committee
Fifth Avenue Committee expressed the need for better connectivity to make biking and walking more intuitive. They suggested using way-finding as an educational component to share Park history and ecological facts. They also expressed the need for more restrooms, grassy meadows, and bike paths.

21 Brooklyn Public Library
Stakeholders at the Brooklyn Public Library highlighted the importance of maintaining the area’s inherent character. Ideas included creating a space for cultural performances, religious ceremonies and night-time activities.

22 Prospect Park Alliance
Prospect Park Community Committee provided feedback on the public workshop to help improve future engagement events. They also provided their ideas for the space that included providing creative programming, improving access and offering experiential learning opportunities.

23 Brooklyn Community Foundation
Brooklyn Community Foundation suggested providing space in the former Rose Garden where local community-based organizations could reserve space for educational and environmental programs linked to neighborhood schools. They also shared a list of other stakeholders in the community to engage.

24 CAMBA
CAMBA discussed best outreach methods to reach the Flatbush community and provided ideas for the space, including children-oriented activities, community meeting space, water fountains and restrooms.

25 PHNDC
Prospect Heights Neighborhood Development Council (PHNDC) recommended focusing on programming that fosters connections, interactions and sense of community and is sensitive to affordability within the community. PHNDC also highlighted a need for playgrounds.
Online & Print Surveys

In order to reach a broad range of community members to engage in the visioning process, surveys were made available online and in-person at various events in and around the Park. The same kinds of information were gathered from the surveys as from the various engagement events. Ideas from the surveys about what to do in the Rose Garden were organized, synthesized and analyzed along with all the input gathered from other engagement methods.
VI. Phase 2: Narrow Options
Phase 2: Narrow Options

Phase 2 focused on using community input to narrow down potential concepts and elements for the reimagined place. The project team presented:

- Phase 1 findings
- Draft Guiding Principles
- Options for programs, look & feel, character and structures

Feedback was received from 250 park users at 3 community events and through an online survey.

An analysis of phase 2 community input served as the foundation of key conceptual elements for the vision.

LOOK & FEEL

Participants liked:

More green space & natural landscaping

Top 3 Likes

1. Native Planting & Pollinator Garden
2. Grassy Amphitheater
3. Natural Materials

Participants disliked:

Hardscape, paved areas & structural shapes

Top 3 Less Liked

1. Structural Play (does not include natural play features)
2. Paved Amphitheater
3. Paved Area

PROGRAMS

% breakdown per type

40% Nature & Ecology 35% Recreation 25% Arts & Culture

Top 3 Choices


STRUCTURE

Participants were equally in favor of either a small building, pavilion or comfort station on the site.

Top 3 Examples Liked


USAGE

Almost half of participants are most likely to visit the reimagined place on the weekend

53% of participants are most likely to visit the redesigned space with family
Phase 2 Engagement Summary
### Flatbush Library

**Open House**
October 26, 2017, 6:00 PM - 8:00 PM

- **50 Participants**
- **412 Comments & Ideas**

Participants included CAMBA students, library patrons and community members.

- 45% liked **natural features** such as a grassy amphitheater, open lawns and native planting
- 48% preferred programs that relate to **recreation**, such as fitness and a rope course
- 67% preferred a **small building or pavilion**

Participants were most likely to visit the reimagined place with **Family on Weekend Evenings**

### Central Branch

**Open House**
November 5, 2017, 1:00 PM - 5:00 PM

- **90 Participants**
- **611 Comments & Ideas**

Participants included Community Board members, library patrons and community members.

- 49% liked **natural features** such as natural materials and native planting
- 72% preferred programs that relate to **recreation or nature**, such as fitness and nature education
- 63% preferred a **small building or pavilion**

Participants were most likely to visit the redesigned space with **Family on Weekend Daytime**

### Crown Heights Library

**Open House**
November 13, 2017, 3:00 PM - 5:00 PM

- **60 Participants**
- **378 Comments & Ideas**

Participants included library patrons and community members.

- 44% liked **natural features** such as native planting, grassy amphitheater and open lawns
- 46% preferred programs that related to **recreation**, such as playground and yoga
- 33% of participants preferred a **pavilion, small building or comfort station only**

Participants were most likely to visit the Rose Garden with **Family on Weekend Daytime**
Left: Participants providing feedback at the Brooklyn Public Library’s Central Branch Open House

Above: Mobile site model at Flatbush Library

Right: Open House at Crown Heights Library
Left: Open House at the Brooklyn Public Library’s Central Branch

Right: CAMBA students at Flatbush Library Open House

Below: Open House at Crown Heights Library
Survey

Community members who were unable to attend the open houses were given the opportunity to provide input and feedback through an online survey.

51 Survey Responses

43% liked natural features such as native planting, pollinator garden and natural materials

43% preferred programs that related to nature and ecology such as history/nature walks and nature education

61% of participants preferred a comfort station only

80% of participants preferred a small building

Participants were most likely to visit the redesigned space with Family on Weekend Daytime

“Occasional private rentals and events can help fund free and low cost programs, and overall maintenance. We want to know what trade-offs, like the ones below, you are willing to make between different kinds of structures.

Rose Garden Vision

Based on what we have heard to date from approximately 2,000 people, here are the big concepts we will incorporate into the future Rose Garden. What do you think of this shared vision?

Answer goes here...
Prospect Park Alliance is the non-profit organization that sustains, restores and advances Prospect Park, Brooklyn’s Backyard, in partnership with the City. The Alliance was founded in 1987 to help restore the Park after a long period of deterioration and decline. Today, the Alliance provides critical staff and resources that keep the Park green and vibrant for the diverse communities that call Brooklyn home. The Alliance cares for the woodlands and natural areas, restores the Park’s buildings and landscapes, creates innovative Park destinations, and provides volunteer, education and recreation programs. Prospect Park is one of Brooklyn’s most treasured destinations with more than 10 million visits each year. Learn more at www.prospectpark.org.

Reimagine Prospect Park is made possible through the generous support of the Altman Foundation.