



# 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.



Prospect  
Park  
Alliance



GRAIN COLLECTIVE

Landscape Architecture | Urban Design | Community Planning

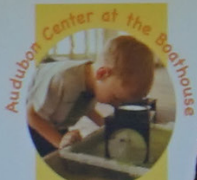
Reimagine Prospect Park is made possible through the generous support of the Altman Foundation.

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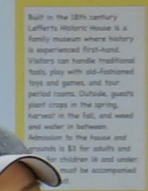
# Welcome to the Children's Center



**Audubon Center at the Boathouse**  
Prospect Park Audubon Center at the Boathouse, an historic New York City landmark, is a state-of-the-art facility dedicated to nature education and wildlife preservation. Surrounded by trails in areas of carefully restored natural habitat, the Audubon Center also houses the Park's Visitor Center, with an information desk, a cafe, and interpretive exhibits. Join us for an upcoming weekly Discovery Tour, bringing the nature of urban life to you. Admission is Free.



**Carousel!**  
The Carousel is a great place for kids – and adults! Take a ride back in time, to the golden age of carousel, with the carousel right in Brooklyn's Prospect Park. The Carousel features 11 magnificent carved horses, a giraffe, a deer and two dragon-pulled chariots. This Carousel is one of the oldest in the world. Admission is Free.



**Historic House**  
Built in the 18th century, Lefferts Historic House is a family museum where history is experienced first-hand. Visitors can handle traditional tools, play with old-fashioned toys and games, and tour period rooms. Outside, guests can pick crops in the spring, harvest in the fall, and weed and water in between. Admission to the house and grounds is \$3 for adults and \$1 for children 12 and under. Must be accompanied.



**Prospect Park Zoo**  
At the Prospect Park Zoo, you can see the lush garden, meadows, and croquet grounds. Discovery Trail, with 100 animals on the farm, or inside to meet nocturnal animals and our troop of Hamarayas baboons. The zoo features more than 125 species from around the world, including a Red Panda, and the Gray Langur. Admission is Free.

## Where in Prospect Park is the Rose Garden?

The Rose Garden is located deep in the wooded corner of the park. The garden is a beautiful garden with many different types of roses. It is a great place to go for a picnic or to enjoy the flowers.



## What do you want to do at Prospect Park?

Using sticky notes, tell us what types of activities, programs, and amenities are missing or that you want more of at Prospect Park.

Activities + Attractions	Fitness + Recreation	Family Friendly Activities
<ul style="list-style-type: none"><li>Modern Skate Park</li><li>Swimming Pool</li><li>Playground</li><li>Other</li></ul>	<ul style="list-style-type: none"><li>Swimming Pool</li><li>Other</li></ul>	<ul style="list-style-type: none"><li>Other</li></ul>





# 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.

A handwritten signature in black ink that reads "Sue Donoghue". The signature is fluid and cursive, with the first name "Sue" and last name "Donoghue" clearly distinguishable.

Sue Donoghue, President





# I. Introduction

**From April to December 2017, Prospect Park Alliance, in collaboration with Hester Street and Grain Collective engaged thousands of Brooklyn residents and Park users to collectively reimagine an area in the northeast section of the Park named the Rose Garden. The engagement approach aimed to be inclusive, community-driven and interactive to provide all of Brooklyn's diverse communities with the opportunity to give meaningful input. This report summarizes the community engagement process that will help cultivate a place that embraces nature and connects community members.**

## 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



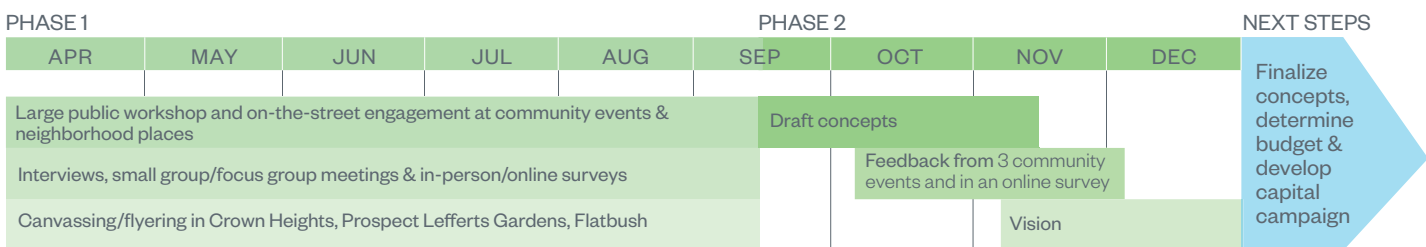


## II. Process

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:



### Timeline



# 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.



## Engagement at a Glance



**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 Curlfest
- 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

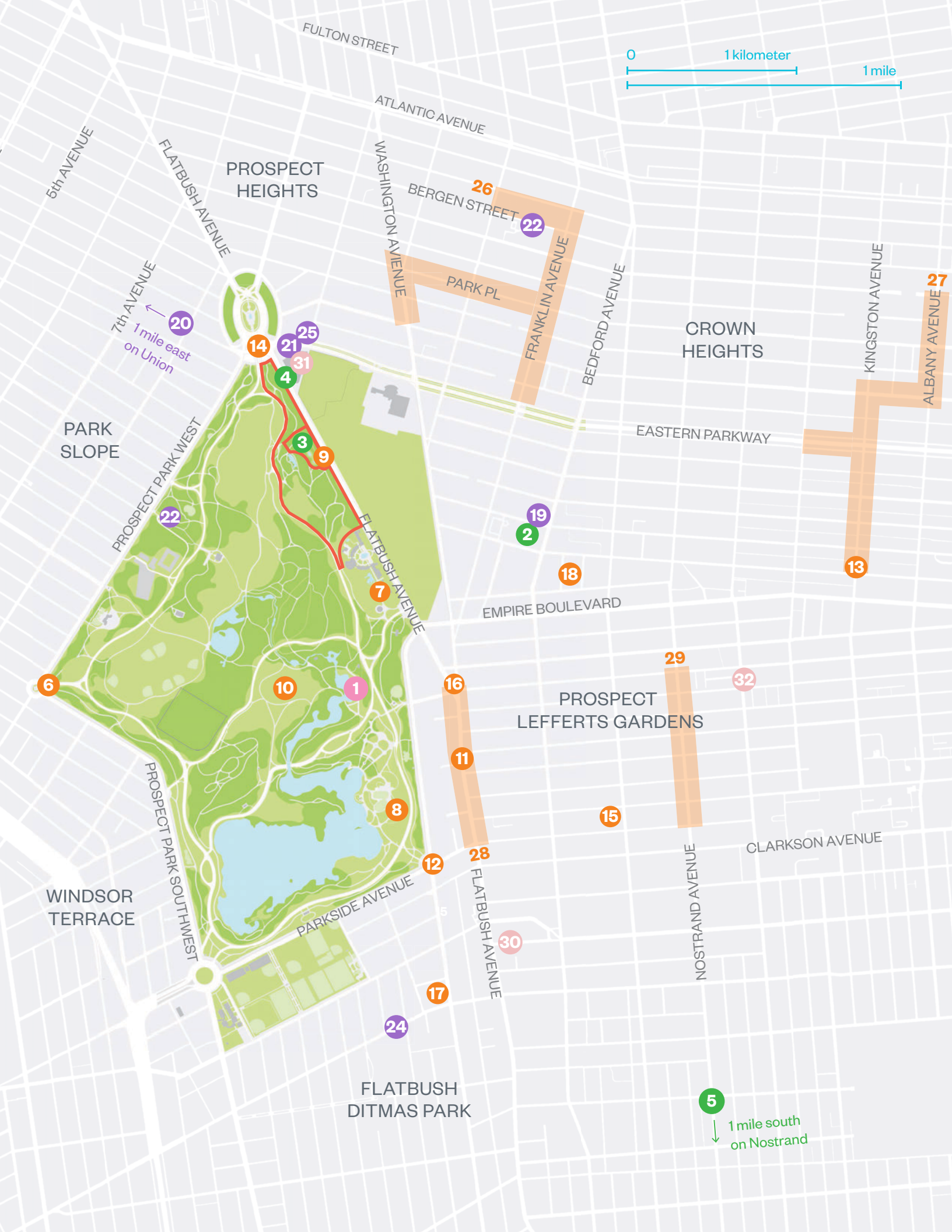
- 30 Flatbush Library
- 31 Brooklyn Public Library - Central Branch
- 32 Crown Heights Library

## Surveys

Online surveys  
In person surveys

\* *Selected list*



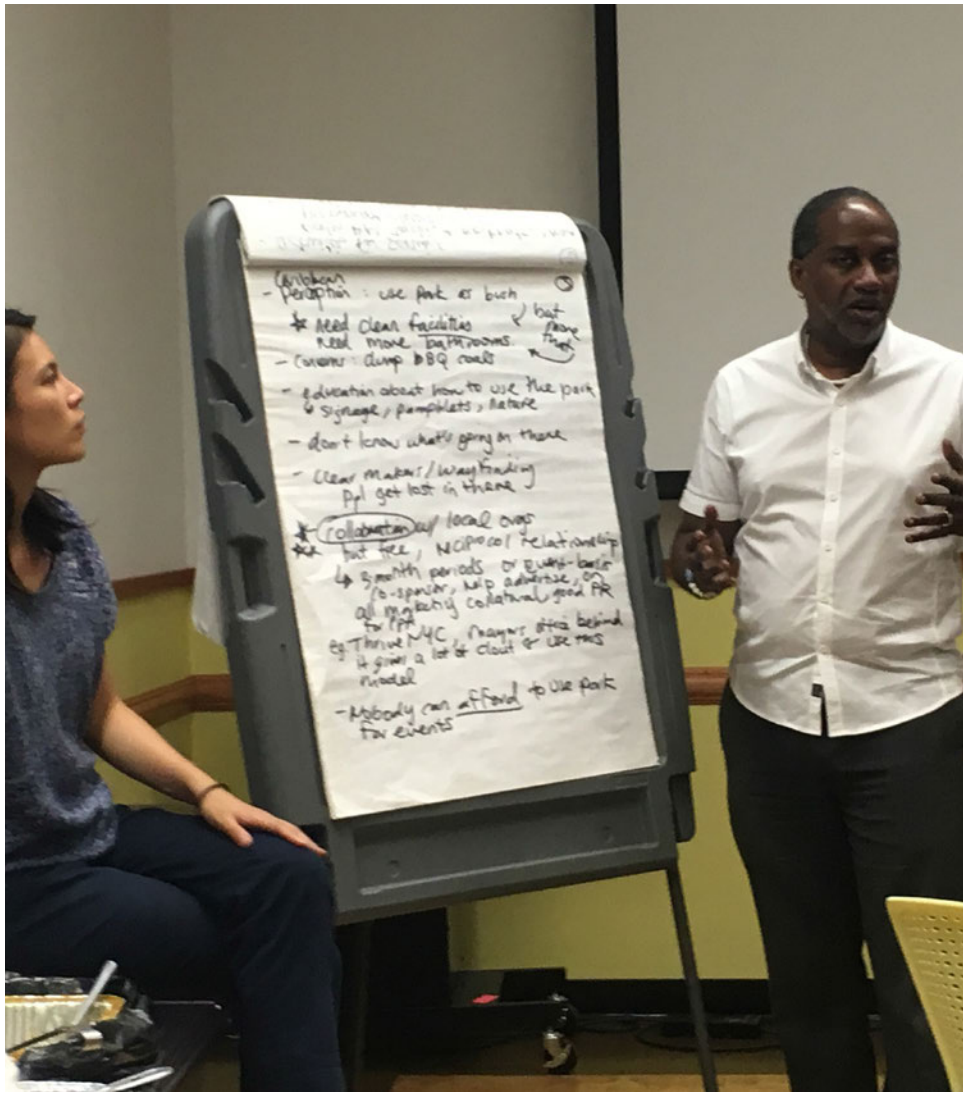




Right: Focus Group at  
Brooklyn Public Library -  
Central Branch



Below: Engagement at  
Grand Army Plaza  
Greenmarket



Left: Participant sharing  
visioning collage during the Public  
Workshop



# 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.

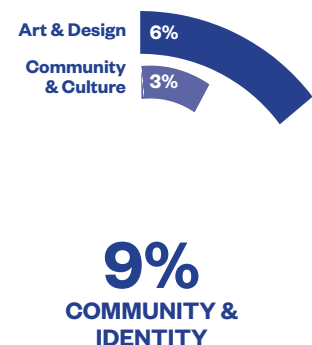
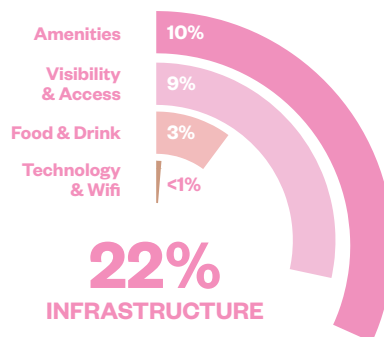
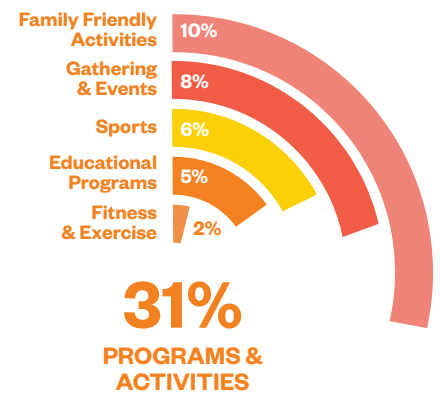
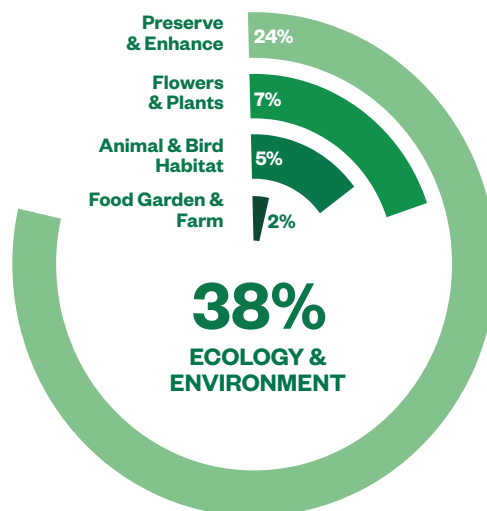
All ideas and comments collected were placed into four broad categories.

- 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**





# Phase 1 Engagement Summary



# Public Workshop

## 1 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







# Medgar Evers College

## 2 Focus Group

July 17, 2017, 10:00 AM - 11:30 AM  
Medgar Evers College

**7** Participants: MEC administrators and faculty

**52** Comments & Ideas

**43%** of responses related to **Community & Identity**

**25%** of responses related to **Programs & Activities**

Faculty, staff and administrators of Medgar Evers 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





# BASE High School Students

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.

## 3 Focus Group

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

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

**128** Comments & Ideas

**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







# Focus Group @ Brooklyn Public Library

## 4 Focus Group

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**

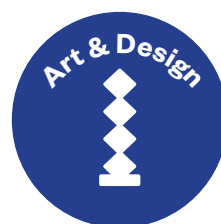
Brooklyn residents, primarily of Caribbean and African descent, joined Hester Street for a focus group at the Brooklyn Public Library's Central branch. In an effort to ensure this project was accessible to and reflected the voices of Brooklyn's diverse communities, the project team worked with local 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.

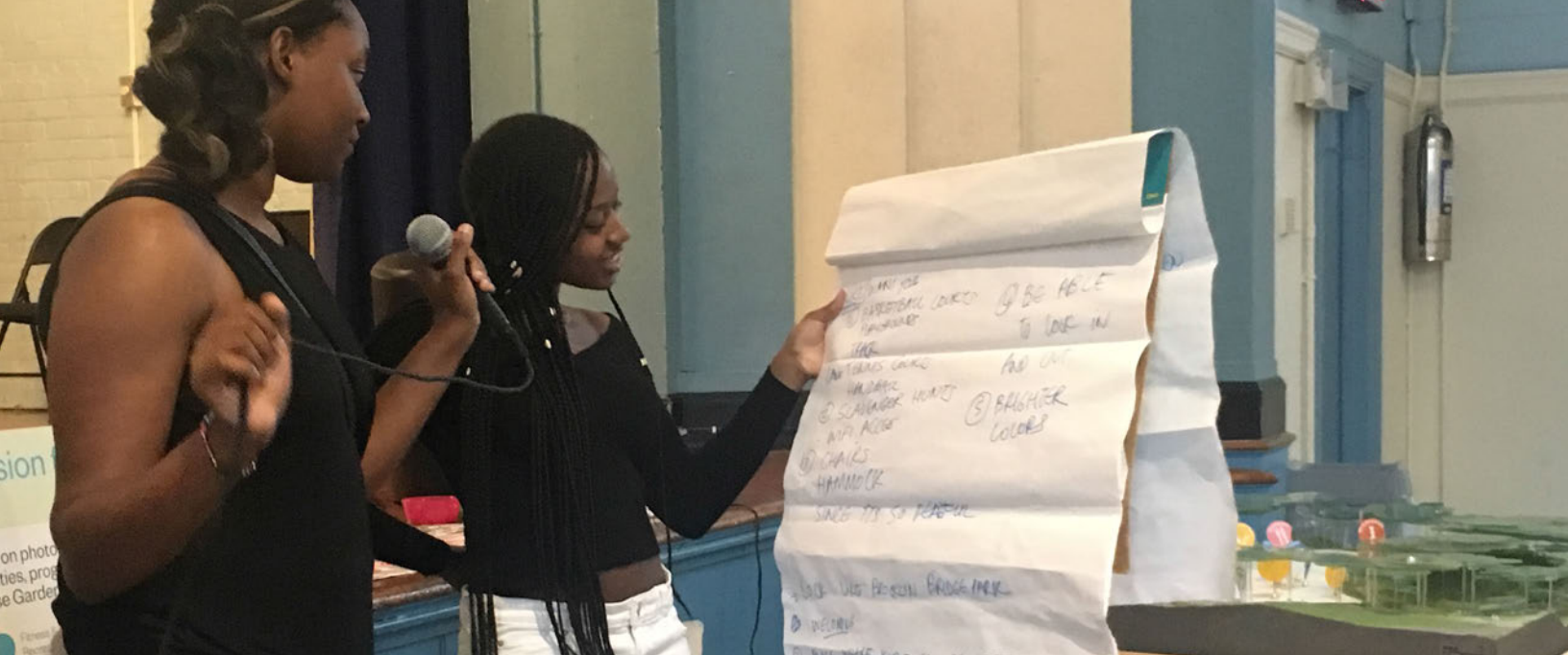
Participants learned about the project through a brief presentation given by Hester Street staff and were subsequently split into three groups to share ideas and feedback during a facilitated discussion.

## Themes

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

## Top Ideas





# CAMBA Summer Youth Program Students

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.

## 5 Focus Group

August 16, 2017, 12:00 PM - 1:30 PM  
PS 269

**12** Participants: CAMBA Summer Youth Employment Program Students

**69** Comments & Ideas

**39%** of responses related to  
**Programs & Activities**

**36%** of responses related to  
**Ecology & Environment**

## Themes

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

## Top Ideas







# Opening Day

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.

## 6 Informal Engagement

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

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

**66** Comments & Ideas

**50%** of respondents did not know or were not sure where the Rose Garden is

**35%** of respondents visited the Park daily

**30%** of responses related to **Infrastructure**

**30%** of responses related to **Programs & Activities**

## 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







# Fun on the Farm

## 7 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**

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





# LeFrak Center at Lakeside

## 8 Informal Engagement

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

**70** Participants: families visiting the LeFrak Center

**154** Comments & Ideas

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

**25%** 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







# Connective Art Project

**9** Informal Engagement

July 8, 2017, 2:00 PM - 4:00 PM  
Rose Garden

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

**76** Comments & Ideas

**47%** of responses related to  
**Programs & Activities**

**42%** 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

**10** Informal Engagement

July 15, 2017, 12:00 PM - 4:00 PM  
Prospect Park Nethermead

**65** Participants: CURLFEST attendees and Park users

**94** Comments & Ideas

**37%** of responses related to  
**Ecology & Environment**

**27%** of responses related to  
**Infrastructure**

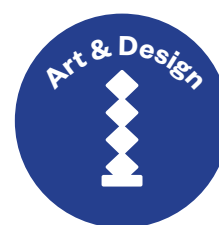
CURLFEST is an annual festival held in Prospect Park that attracts people, mainly women, from around the world to celebrate natural hair.

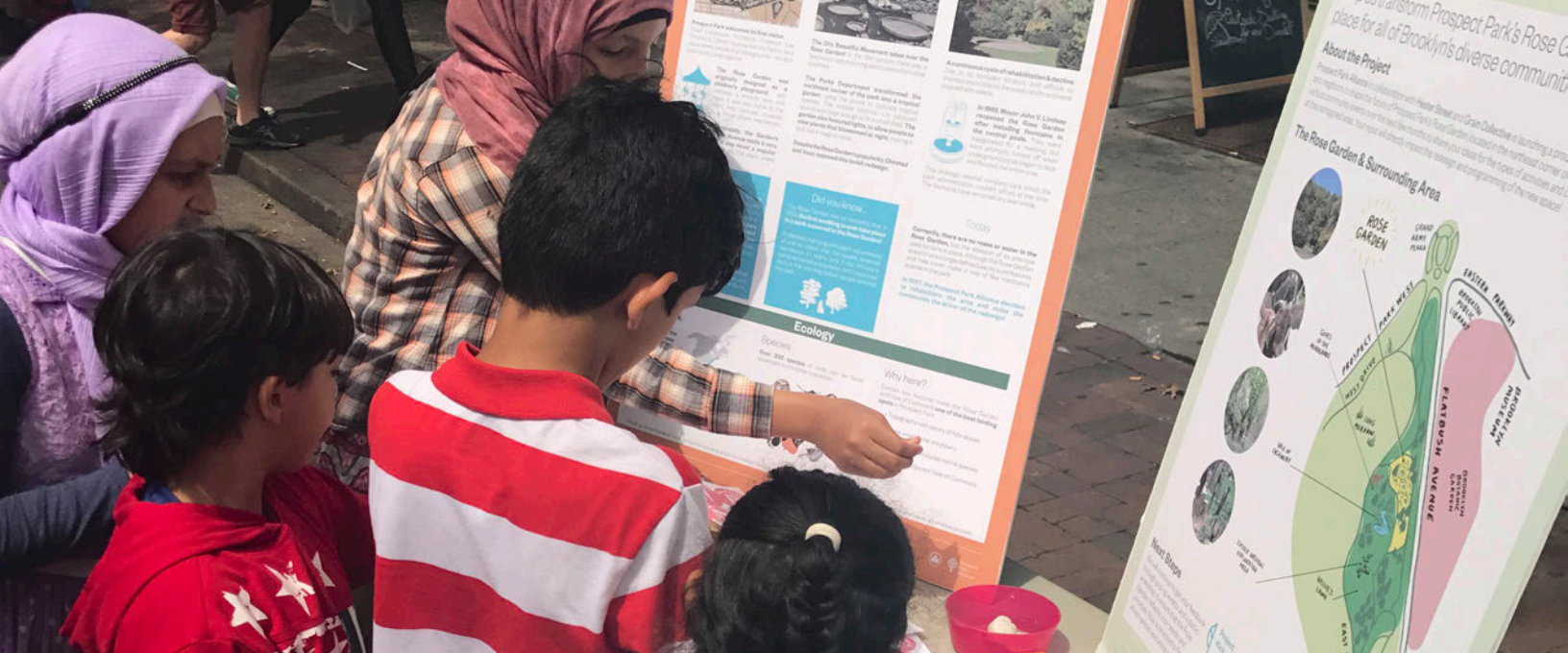
The project team spoke with CURLFEST attendees about the project and received feedback using the visioning board and Rose Garden model.

## 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





# Parkside Empire Street Festival

**11** Informal Engagement

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

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

**107** Comments & Ideas

**48%** of responses related to  
**Ecology & Environment**

**31%** of responses related to  
**Programs & Activities**

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







# 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**

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







# Crown Heights Jewish Community Council (CHJCC)

**13** Informal Engagement

August 10, 2017, 4:00 PM - 7:00 PM  
CHJCC

**52** Participants: Brooklyn community members

**99** Comments & Ideas

**40%** of responses related to **Ecology & Environment**

**39%** 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





# Grand Army Plaza Green-Market

**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**

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







# CAMBA Pop-Up: PS 92

## 15 Informal Engagement

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

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

**37** Comments & Ideas

**43%** of responses related to  
**Programs & Activities**

**37%** of responses related to  
**Ecology & Environment**

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





# MTA Station at Lincoln Road

## 16 Informal Engagement

August 23, 2017, 12:00 PM - 4:00 PM  
Prospect Park Q/B MTA Station

**45** Participants: Brooklyn  
community members

**42** Comments & Ideas

**55%** of responses related to  
**Programs & Activities**

**31%** of responses related to  
**Ecology & Environment**

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







# St. Paul's Church

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





# Sullivan-Ludlam-Stoddard Association Block Party

**18** Informal Engagement

September 16, 2017, 2:00 PM- 4:00 PM  
Sullivan PI & Stoddard PI

**50** Participants: SLSNA community members and stakeholders

**79** Comments & Ideas

**51%** of responses related to **Programs & Activities**

**22%** of responses related to **Infrastructure**

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





# Stakeholder Meeting Summary



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.



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.



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.



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.



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.



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.



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.

## Rose Garden Survey

Prospect Park Alliance is exploring improvements and enhancements to the Rose Garden - a little known area in the northeast section of the Park. What would you like to see in the Rose Garden? We want to hear from you. Please take a few minutes to fill out this brief survey. Your input is key to the process!

---

**1. Have you ever visited the Rose Garden?**

☐ Yes

☐ No

☐ Maybe (not sure)

**2. If you haven't visited the Rose Garden, do you know where it is?**

☐ Yes

☐ No

☐ Maybe (not sure)

**3. What use or activity would you most like to see in a rehabilitated Rose Garden?**

\_\_\_\_\_

\_\_\_\_\_

**4. How often do you visit Prospect Park?**

☐ Daily

☐ Weekly

☐ Monthly

☐ A few times a year

☐ Other (please specify)

\_\_\_\_\_

**5. When do you usually visit the Park?**

☐ Weekday mornings    ☐ Weekend mornings

☐ Weekday afternoons    ☐ Weekend afternoons

☐ Weekday evenings    ☐ Weekend evenings

☐ Other (please specify)

\_\_\_\_\_

**6. How do you usually get to the Park?**

☐ Walk    ☐ Bike

☐ Bus    ☐ Car

☐ Other (please specify)    ☐ Subway

\_\_\_\_\_

**7. Who do you usually visit the Park with?**

☐ Myself    ☐ Friends

☐ Family/Kids    ☐ Coworkers

☐ Other (please specify)    ☐ Dog

\_\_\_\_\_

**8. Zip Code** \_\_\_\_\_

**9. How old are you? (Optional)**

☐ 18 or younger    ☐ 46-65

☐ 19-24    ☐ 65 or older

☐ 25-30    ☐ Prefer not to answer

☐ 31-45

**10. Which category best describes how you self-identify? (Optional)**

☐ Woman

☐ Man

☐ Transgender woman

☐ Transgender man

☐ Gender Variant/Non-conforming

☐ Not listed

☐ Prefer not to answer

☐ Other (please specify)

\_\_\_\_\_

prospectpark.org/reimagine

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In-Person Survey

## Rose Garden Survey

Prospect Park Alliance is exploring improvements and enhancements to the Rose Garden - a little known area in the northeast section of the Park. What would you like to see in the Rose Garden? We want to hear from you. Please take a few minutes to fill out this brief survey. Your input is key to the process!

---

**\* 1. Have you ever visited the Rose Garden?**

☐ Yes

☐ No

☐ Maybe (not sure)

Online survey





What is Your Vision for  
the Rose Garden?



## 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:

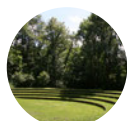


**More green space & natural landscaping**

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



1. Nature Education



2. Performances & Screenings



3. History & Nature Walks

### STRUCTURE

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

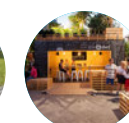
Top 3 Examples Liked



1. Trellis



2. Buried Building



3. Cafe & Restaurant

### 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

30 Open House

October 26, 2017, 6:00 PM - 8:00 PM



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

31 Open House

November 5, 2017, 1:00 PM - 5:00 PM



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

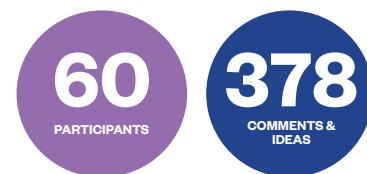
**63%** preferred a **small building or pavilion**

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

## Crown Heights Library

32 Open House

November 13, 2017, 3:00 PM - 5:00 PM



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**

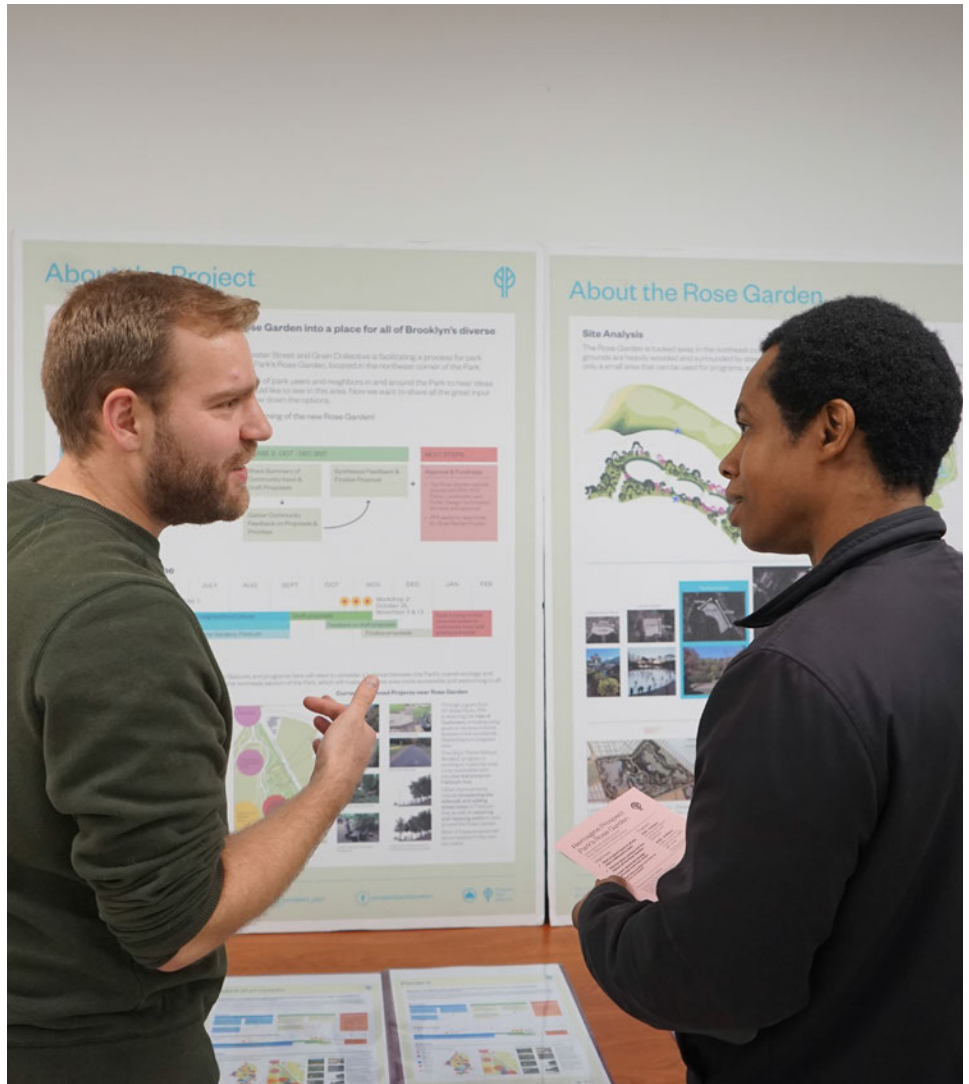


Left: Participants providing feedback at the Brooklyn Public Library's Central Branch Open House



Above: Mobile site model at Flatbush Library

Right: Open House at Crown Heights Library





Right: CAMBA students  
at Flatbush Library Open  
House

Below: Open House at  
Crown Heights Library



Left: Open House at the Brooklyn  
Public Library's Central Branch

# 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.**

Trade-Offs Between Different Types & Sizes of Structures

Scale Comparison & Size	Pavilion	Small Building	Large Building
	 <p><b>500sf - 5,000sf footprint</b></p> <ul style="list-style-type: none"> <li>Can vary in size</li> <li>More transparent than a building</li> <li>One story high</li> <li>Temporary walls can be erected for special events</li> </ul>	 <p><b>500sf - 2,000sf footprint</b></p> <ul style="list-style-type: none"> <li>Relatively uncomplicated</li> <li>Limited to smaller gatherings and (free and paid) programs</li> </ul>	 <p><b>+5,000sf footprint</b></p> <ul style="list-style-type: none"> <li>More complicated</li> <li>Could accommodate gatherings of all sizes and more (free and paid) programming</li> </ul>
Note: The site allows the building to partially be used and accessible from multiple levels			
Relative Cost	\$	\$\$	\$\$\$
Potential Amenities & Programs	<b>Seasonal</b> <ul style="list-style-type: none"> <li>Reading Point Vendors</li> <li>Public Programs/Events</li> <li>Educational programs</li> <li>Performances/Events</li> <li>Community events</li> </ul>	<b>Year round</b> <ul style="list-style-type: none"> <li>Cafe/Vending machine</li> <li>Comfort Station</li> <li>Small Meeting Room</li> <li>Public Programs &amp; Events</li> <li>Educational Programs</li> <li>Mid-size performances/events/programs</li> </ul>	<b>Year round</b> <ul style="list-style-type: none"> <li>Cafe/Vending machine</li> <li>Comfort Station</li> <li>Small Meeting Rooms</li> <li>Simultaneous Public Programs/Events</li> <li>Classroom/Exhibit/Visitor Center</li> <li>Educational Programs</li> <li>Larger Performances/Events/Programs</li> </ul>
Rentals	<b>Seasonal</b> <p>Note: Occasional rentals can offset free/low cost programming &amp; maintenance</p> <ul style="list-style-type: none"> <li>Family reunions</li> <li>Weddings</li> <li>Events</li> </ul>	<b>Year round</b> <ul style="list-style-type: none"> <li>Weddings</li> <li>Events</li> <li>Small conferences</li> </ul>	<b>Year round</b> <ul style="list-style-type: none"> <li>Weddings</li> <li>Events</li> <li>Small conferences</li> </ul>

Continue

press ENTER

### → 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?

#### Preserve & Enhance



Strengthen and elevate the Rose Garden as a **restorative and naturalistic place**

#### Amenities, Visibility & Access



Introduce elements that will make the place **more functional, comfortable and welcoming**

#### Family Friendly Activities & Gatherings



Provide programs and features to bring people together through **play, recreation, celebration and appreciation of nature**

Answer goes here...





Prospect  
Park  
Alliance

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](http://www.prospectpark.org).

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

