



Metropolitan Waterfront Alliance

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FOR IMMEDIATE RELEASE

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#WEDG

Waterfront Edge Design Guidelines Program to be Unveiled at MWA's Annual Waterfront Conference

Government officials, design experts and developers all on board in recognizing benefits of creating best practices for a resilient, accessible, healthy urban shoreline

New York, NY –To catalyze sustainable and effective waterfront transformation in this post-Sandy world, the Metropolitan Waterfront Alliance (MWA) has launched the innovative **Waterfront Edge Design Guidelines (WEDG)** program, a ratings system that will incentivize resilient, accessible and healthy waterfronts.

Earlier this year, and with the support of all major regulators, MWA assembled a multi-disciplinary team of experts to develop and implement WEDG. On April 24, 2014, this year's Waterfront Conference will feature an important panel discussion about real-life applications of WEDG, as seen through the prism of various East River projects.

“Waterfront Edge Design Guidelines is a game-changer,” said Roland Lewis, MWA's President and Chief Executive Officer. “We expect WEDG to form the foundation for the creation of resilient, equitable and ecologically beneficial waterfronts, used by decision-makers far into the future.”

Regulatory agencies, practitioners, developers, stakeholders and waterfront users are all participating in the WEDG brainstorming process, virtually guaranteeing the program's success. “MWA and its broad coalition participants are off to an encouraging start as they continue this iterative process to create design guidelines for the waterfront edge,” said Venetia Lannon, Director of the NY State Department of Environmental Conservation, Region 2, and a moderator and panelist at the April 24 Conference. “Multi-functional designs with possible co-benefits for resiliency, ecosystem restoration, and public access, are key to our success for responsible decision-making in a post-Sandy world. As this game-changing program continues, NYS DEC and our partners in government plan to provide meaningful input as to how the regulatory framework can provide more predictability and overall better outcomes for all stakeholders along the waterfront.”

“Though the WEDG guidelines are in progress, the work thus far is quite promising, providing the public with excellent information about what should be considered when designing the water's edge and offering potential for easing the regulatory review process,” said Michael Marrella, Director of Waterfront and Open Space Planning for the NYC Department of City Planning.

On April 24, Waterfront Conference panelists will discuss the advantages of WEDG (improved community relations, better predictability, cost savings, etc.) and how to earn points (incorporate public access into a waterfront development, design a softer, more resilient edge, etc.). A scorecard prototype at the bottom of this press release illustrates how a project could be rated in one category (out of seven) -- Public Access and Interaction -- and thus be rewarded in the nascent WEDG program.

“We are excited to hear about MWA’s WEDG program and its promising ability to encourage better waterfront edge designs, and specifically interested in its potential to provide guidance and best practices for all stakeholders to use as a tool for a productive dialogue with local communities and maritime stakeholders,” said David Lombino, Director of Special Project for Two Trees Management, and a panelist at the April 24 Conference. “As the developer for the Domino Sugar site, we have designed an edge that utilizes some of the ideas put forth by WEDG, such as setting back buildings, improving visual corridors, providing a kayak launch and maritime infrastructure, and improving stormwater management. As long-term investors along the North Brooklyn waterfront, we are encouraged by MWA’s WEDG program and are following its progress closely.”

“The Metropolitan Waterfront Alliance brings together the people, organizations and institutions that make New York harbor and riverfronts the most extraordinary mix of dynamic use and functional urbanism in the country,” said Rick Bell, Executive Director, AIA, New York chapter. “By convening experts from different sectors, MWA advances an advocacy agenda that talks about the importance of design and the need for coherent guidelines that delineate what is needed to make our waterfront resilient, user-friendly and edgy.”

“Brooklyn Bridge Park’s innovative design has created an activated waterfront while also providing features for resiliency and ecological benefit, strategies very much aligned with the core values of MWA’s WEDG program,” said Regina Myer, President of Brooklyn Bridge Park Corp. “At the water's edge, we have taken an impermeable landscape and made it porous, creating areas where visitors can actually get down to the water. We are also continuing to pilot various projects such as tidal pools and pile encapsulation with the dual goals of providing long-term maintenance and habitat enhancement along our shoreline. It is this thinking that WEDG is tapping into and we are excited to participate in the waterfront conference and follow the WEDG program’s progress.”

“Historically our waterfront played a key role in New York City's growth and development, but often removed its citizens from public access to the water’s edge,”

noted Joel Bergstein, President of Lincoln Equities Group. “Lincoln Equities is proud to be a part of MWA’s 2014 Waterfront Conference and admires MWA’s mission to return this important asset to the people of New York. Our development along the Astoria waterfront will reconnect the community to the waterfront in ways that relate to the WEDG program and we look forward to following its progress as a tool to incentivize better design.”

The 2014 Waterfront Conference – Rebuilding Our Waterfront: From the Water In, From the Grassroots Up -- will explore recent progress on the regional waterfront with a special focus on the remarkable grassroots, community-based waterfront plans developed before and after Superstorm Sandy. Morning panels will take place dockside, followed by afternoon panels and the Heroes of the Harbor awards ceremony as the [Hornblower Infinity](#) cruises around New York Harbor. For details on Heroes of the Harbor honorees, panel topics and tickets, visit www.waterfrontalliance.org/2014_Waterfront_Conference.

The Metropolitan Waterfront Alliance www.waterfrontalliance.org works to protect, transform, and revitalize our Harbor and waterfront. Media representatives wishing to attend the Waterfront Conference should contact Alison Simko at asimko@waterfrontalliance.org. #MWAConference2014

Example of Potential Scorecard for “Public Access and Interaction” Category

| Yes | ? | No | | | | | | | | |
|-------------------------------------|--------------------------|--------------------------|---|--|--|--|--------------------------|----------|--|--|
| 0 | 0 | 0 | 2. PUBLIC ACCESS AND INTERACTION | | | | X Points Possible | | | |
| <input checked="" type="checkbox"/> | | | Prereq 1 | Maintain and Provide Public Access | | | | Required | | |
| <input checked="" type="checkbox"/> | | | Prereq 2 | Engage Local Community and Users | | | | Required | | |
| | | | | <i>Subcategory A: Infrastructure and Facilities</i> | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 1 | Create/Renovate a Pier Structure | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 2 | Floating Docks | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 3 | Beach and Get-downs | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 4 | Human-Powered Boat Launches | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 5 | Community Boat House | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 6 | Marinas | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 7 | Mooring Fields | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 8 | Ferry Facilities | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 9 | Maritime & Docking Amenities | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 10 | Fishing Amenities | | | | | | |
| | | | | <i>Subcategory B: Increase Linkages and Greenspace</i> | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 11 | Provide Edges Continuity | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 12 | Add/Expand Visual Corridors/Upland Connections | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 13 | Provide Shuttle to Mass Transit | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 14 | Increase Planting Area | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 15 | Enhance Street Ends | | | | | | |
| | | | | <i>Subcategory C: Enhanced Interactions</i> | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 16 | Activate Ground Floor Frontages | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 17 | Identify Local Programming Partners | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 18 | Provide Signage | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 19 | Support Information Technology Access/WIFI | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 20 | Public Priority Phasing | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Credit 21 | Incorporate Historical/Cultural Elements | | | | | | |