



## **FOR IMMEDIATE RELEASE**

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## **For Excellence in Waterfront Design, Two Projects are Awarded Waterfront Edge Design Guidelines (WEDG) Certification**

New York, NY—The [Waterfront Alliance](#) announced today at the Center for Architecture that two projects have achieved certification in 2017 for excellence in waterfront design through the [Waterfront Edge Design Guidelines](#) (WEDG®) program. From Greenpoint Landing, the mixed-income residential development in Brooklyn, to Starlight Park in the Bronx, an innovative recreational space on the Bronx River, these projects are reconnecting neighborhoods to their waterways and employing resilient practices.

The [award-winning](#) WEDG program, which seeks to catalyze sustainable, effective waterfront transformation, offers guidelines and a credit system, similar to LEED®, that promote resilience (flood risk reduction), ecology, and public access. WEDG launched in New York City in 2015, developed by a cross-cutting field of experts convened by the Waterfront Alliance to provide better guidance amid a complex regulatory environment and the threats of climate change and coastal storms. Much like LEED made complex sustainability concepts accessible to architects and developers, resulting in real market changes, WEDG aims to shift the field of waterfront design, providing professional and technical development opportunities for practitioners. WEDG also aims to empower grassroots advocates to demand better waterfronts, developing an ambassador network of organizations and assisting in community-based planning efforts. The program is currently undergoing revision for a national roll-out in 2018. Other certified projects include [Brooklyn Bridge Park](#), [Domino Sugar](#), [Hunters Point South](#), [Sandy Hook Pilots Association](#), and [Sunset Park Materials Recycling Facility](#).

### **GREENPOINT LANDING**

Located along a half-mile stretch of Brooklyn's East River waterfront, Greenpoint Landing, being developed by Park Tower Group, will eventually include 5,500 residential units 1,400 of which are affordable housing (25 percent of the total project) as well as a new pre-k through 8th grade public school and four acres of resilient public green space along the waterfront. The WEDG program has certified Phase I of the development, which represents 7.5 acres out of the total 21-acre project. More than half of

Phase I is either complete or under construction, and includes the opening of the waterfront in mid-2018, 800 residential units developed in a joint venture with Brookfield Property Partners, and 300 units of affordable housing developed in a joint venture with L&M Development Partners. The project design team for Phase I includes James Corner Field Operations, Handel Architects, and McLaren Engineering Group. [View the Greenpoint Landing case study.](#)

“We are thrilled to be unlocking this stretch of waterfront for the Greenpoint community to enjoy for the first time, working closely with James Corner Field Operations to make it not just a beautiful new public open space but highly resilient and sustainable. To be certified by the WEDG program is an incredible distinction for the Greenpoint Landing project, and highlights many of the efforts we made to ensure a safe, resilient, and accessible edge,” said Park Tower Group’s Marian Klein Feldt.

Emphasizing sustainable and resilient design, Greenpoint Landing achieved a high score, garnering 197 out of 401 possible points. (More than 130 points are needed for WEDG certification.) Highlights include the following:

- **Public access:** For the first time in almost a century, this section of Northern Greenpoint will have access to the waterfront, providing new visual and physical corridors that connect to beautifully designed greenspace along the shoreline.
- **Resilience:** One of the first developments to incorporate new FEMA flood regulations and considerations of sea level rise, the continuous ribbon of terraced promenades, upland landscape features, and building design features provide an integrated flood protection strategy to protect the site and the community behind it.
- **Ecology:** The site is being transformed from its past uses and will include a significant increase in vegetation, delivering benefits for people and habitat.

“Brookfield is proud to partner with Park Tower Group to create the first two waterfront buildings at Greenpoint Landing, a project that not only will transform a large stretch of Brooklyn shoreline with new housing and open space but also one that will serve as a model for waterfront resiliency and design,” said Maria Masi, Vice President for Development at Brookfield Property Partners. “We want Greenpoint Landing to meet the highest levels of design and sustainability, and the Waterfront Alliance’s WEDG certification is the latest affirmation that we are achieving that goal.”

“Our infrastructure should reflect our community values and always look forward to the challenges ahead,” said City Council Member Stephen Levin. “Greenpoint Landing has proven function and innovation are not mutually exclusive. If we are to preserve our environment for future generations we must take advantage of every opportunity. The standards set by the Waterfront Edge Design Guidelines Certification to encourage public access and resiliency are laudable. It is my hope future projects are similarly committed to these values.”

“We commend the Greenpoint Landing team for their major contribution to New York City’s waterfront greenway system, while embracing and advancing this new innovative model for coastal resiliency,” said Brian McCormick, Co-founder of Brooklyn Greenway Initiative.

“OSA congratulates Greenpoint Landing and James Corner Field Operations! We applaud them for being so responsive to climate change along the Brooklyn waterfront. Their design is a model for future waterfront projects. We are pleased to work in partnership with Greenpoint Landing and NYC Parks to improve the environment, increase equity, and promote resiliency and sustainability,” said Joe Mayock, executive director of Open Space Alliance for North Brooklyn (OSA).

## **STARLIGHT PARK**

Along the Bronx River, Starlight Park is a 25-acre park many years in the making and involving a multitude of challenges, from spanning a railroad to multiple agency coordination. Starlight Park achieved

a high score, garnering nearly 200 points (more than 130 points are needed for WEDG certification.) The New York State Department of Transportation, Bronx River Alliance, New York City Department of Parks and Recreation, New York City Department of Design and Construction, and others worked with a design team including NV5, Starr Whitehouse, Kiss + Cathcart, WSP, and Hardesty & Hanover. The first phase of the project (13 acres) was completed in 2010 and the second phase is currently in construction. [View the Starlight Park case study](#). Highlights include the following:

- **Public Access:** For the first time, the project connects both sides of the Bronx River to new green space and floating docks, and allows people-powered boating access, and adds a critical link to the planned 23-mile bike and pedestrian route through the Bronx and Westchester. The site also hosts a new hub for the Bronx River Alliance, which will manage programming and serve as stewards of the park.
- **Resilience:** The project employed natural edge stabilization methods and allowed space for natural areas to shift over time.
- **Ecology:** As a first phase of the project, shoreline restoration and greening of vacant space was employed to expand the ecological value of the site, contributing to the overall restoration of the Bronx River.

“We are so pleased that Starlight Park has achieved an excellent rating in the rigorous WEDG certification process,” said Maggie Scott Greenfield, Executive Director of the Bronx River Alliance. “This is worthy recognition of the hard work by so many public and private partners to make the Bronx River shoreline more accessible for Bronx communities, more ecologically valuable for wildlife and more resilient in the face of a changing climate. We look forward to sharing lessons learned on this project with others.”

“The expansion of Starlight Park is an incredible addition to our community, expanding access across both sides of the Bronx River,” said William Rivera, Bronx Community Board 9 District Manager. “WEDG certification confirms what our residents already know about this project – it is resilient, accessible, and improves the ecology of the Bronx River shoreline.”

“WEDG certification is a mark of excellence in waterfront design. We commend the people and the work behind Greenpoint Landing and Starlight Park, projects that show exemplary public and private leadership in responding to sea level rise and climate change, in ways that are reconnecting communities to our waterways,” said Roland Lewis, President and CEO of the Waterfront Alliance.

The Waterfront Alliance expects to partner with up to four other regions to expand the program in 2018. Providing practical guidance for innovative waterfront design for any stakeholder—from developers to community members to architects— WEDG facilitates positive outcomes at both the professional and grassroots levels, across private and public lands, through professional education, project certification, and stakeholder engagement.

The [Waterfront Alliance](#) works to protect, transform, and revitalize our harbor and waterfront.

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