

THE WATERFRONT

A Brooklyn Model for Preservation and Change



a conference presented by

**THE STEVEN L. NEWMAN
REAL ESTATE INSTITUTE**

Baruch College, CUNY

Brooklyn Waterfront Research Center

New York City College of Technology, CUNY

CUNY Institute for Urban Systems

City College, CUNY



BROOKLYN BOROUGH HALL

209 Joralemon Street
Brooklyn, NY 11209

October 26, 2011

8:30 a.m. – 12:30 p.m.

AGENDA

The Waterfront

A Brooklyn Model for Preservation and Change

A conference presented by
The Steven L. Newman Real Estate Institute
Baruch College, CUNY

and

The Brooklyn Waterfront Research Center
New York City College of Technology, CUNY

October 26, 2011
8:30 a.m. – 12:30 p.m.

Borough Hall, Brooklyn, NY

8:00 – 8:30 a.m.

Registration & Refreshments

8:30 – 8:40 a.m.

Welcoming Remarks

Jack S. Nyman, Director
The Steven L. Newman Real Estate Institute, Baruch College, CUNY

Richard E. Hanley, Director
Brooklyn Waterfront Research Center, NYC College of Technology, CUNY

8:40 – 9:25 a.m.

The City's Stake in the Waterfront

The Honorable Marty Markowitz, Brooklyn Borough President

Nicholas Brooke, Chairman, Hong Kong Harbourfront Commission

Purnima Kapur, Brooklyn Office Director, NYC Department of City Planning

9:25 – 9:55 a.m.

Researchers' Findings: Opportunities at Hand

Jonathan Peters, Professor, The College of Staten Island, CUNY

Sapna Advani, Research Fellow, Brooklyn Waterfront Research Center

9:55 – 10:05 a.m.

Q&A Session

10:05 – 10:20 a.m.

Break

10:20 – 10:50 a.m.

Panel 1 – Innovation Perspectives

Moderator: **Carter Craft**, Principal, Outside New York and co-founder of the Metropolitan Waterfront Alliance

Ron Schweiger, Brooklyn Borough Historian

Andrew Kimball, President and CEO, Brooklyn Navy Yard

Regina Myer, President, Brooklyn Bridge Park Corporation

10:50 – 11:05 a.m.

Q&A Session

11:05 – 11:35 a.m.

Panel 2 – Visioning the Future

Moderator: **Roland Lewis**, President and CEO, Metropolitan Waterfront Alliance

Michael Marrella, Director of Waterfront and Open Space Planning, NYC Department of City Planning

Bonnie Harken, President, Nautilus International Development Consulting

Robert A. Levine, President and CEO, RAL Companies

11:35 – 11:50 a.m.

Q&A Session

11:50 a.m. – 12:00 p.m.

Environmental Remarks

Kenneth D. Daly, President, National Grid, New York

12:00 – 12:15 p.m.

End Remarks

Seth Pinsky, President, NYC Economic Development Corporation

12:15 – 12:20 p.m.

Closing

Jack S. Nyman, Director
The Steven L. Newman Real Estate Institute, Baruch College, CUNY

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Biographies for Speakers & Moderators

The Waterfront – A Brooklyn Model for Preservation and Change

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and

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New York City College of Technology, CUNY

October 26, 2011

Sapna Advani is an urban designer, planner and research fellow for preservation and urban design at the Brooklyn Waterfront Research Center. She is currently Director of Planning at Chelsea West Architects and has over fifteen years' experience designing and planning complex urban projects in New York City and internationally. She holds a Master of Architecture and Urban Design from Pratt Institute and a Bachelor of Architecture from Sushant School of Art and Architecture.

The challenge of designing in complex urban fabrics to create lively and vibrant public environments has been her constant pursuit and is reflected through all her work, whether in intense urban slums of New Delhi, neighborhoods of New York or new town planning in Australia. Ultimately, Ms. Advani sees the role of the architect and the urban designer as an advocate who focuses on the needs of the user and the place by layering and weaving strategies that respond to the history and the peculiarities intrinsic to every site and context. At Chelsea West Architects, she is responsible for the planning projects of the New York and New Delhi offices that address new community planning, regional growth management, waterfront development, neighborhood planning, downtown redevelopment and campus master planning.

Nicholas Brooke is the Chairman of the recently established Hong Kong Harbourfront Commission, the role of which is to coordinate the planning, design, implementation and management of the various initiatives around the harbour and to create a world class waterfront to frame Hong Kong's world class harbour. The Harbourfront Commission is seen as the champion of Hong Kong's most important natural asset as well as the initiator and instigator of a whole series of public private partnerships designed to bring life, connectivity and vibrancy to the waterfront.

Mr. Brooke is also the Chairman of Professional Property Services Limited which is a specialist real estate consultancy, based in Hong Kong, providing a selected range of advisory services across the Asia Pacific Region and of the Hong Kong Science and Technology Parks Corporation. Mr. Brooke is a past President of the Royal Institution of Chartered Surveyors and a former member of the Hong Kong Housing Authority and the Hong Kong Town Planning Board. He is currently sitting on the General Committee Member of the Hong Kong General Chamber of Commerce and is also a member of the Innovation and Technology Steering Committee, of the Task Force on External Lighting and of the Steering Committee on the Promotion of Electric Vehicles in Hong Kong.

Mr. Brooke obtained a B.Sc. Degree in Estate Management from London University, where he also received a diploma in business administration.

Carter Craft, Principal of Outside New York, was the co-founder of the Metropolitan Waterfront Alliance. He now serves as Co-Chair of the Harbor Education Subcommittee of the full Harbor Operations Committee. He teaches Waterfront and Wetlands Planning in the School of Architecture at Pratt Institute, and he teaches at Fordham University, as well. Mr. Craft served as the first Waterfront Director for the Urban Assembly New York Harbor School in its move to Governors Island.

During his tenure at the Metropolitan Waterfront Alliance, he created the first known “water use” map in the modern era. This map identified a suite of more than a dozen potential water-based activities ranging from small boat launches to freight ferry docks to wetland restorations, at more than 40 different locations between the Williamsburg Bridge and Newtown Creek on the East River. Used as an advocacy tool during the rezoning of much of Greenpoint and Williamsburg’s waterfront in 2003-2005, it was identified by the NYC Department of City Planning as a groundbreaking educational and planning tool which helped people understand the natural benefits as well as limitations of different types of shorelines, water depths, bottom conditions, currents and other aspects critical to physical planning for the waterfront and waterways.

Mr. Craft graduated from New York University’s Wagner School of Public Service with a Masters of Urban Planning. He also has a B.A. in Economics from UNC-Chapel Hill.

Kenneth D. Daly, CFA, is the President of the New York business of National Grid, which distributes electricity and natural gas. Mr. Daly joined the company’s predecessors Brooklyn Union/KeySpan in 1988 as a Management Trainee and most recently served as Global Financial Controller, based in London. He has previously held numerous positions in Finance, Human Resources and Customer Relations throughout his career.

Mr. Daly graduated from St. Francis College with a BA in English and has earned both an MBA in Finance from St. John’s University and an MS in Human Resource Management from Polytechnic University. He achieved the distinguished Chartered Financial Analyst (CFA) designation in 2002.

Mr. Daly has been an adjunct professor at St. Francis College teaching human resource, business and finance courses for 18 years and is also a member of their Board of Trustees. He has been the Director of St. John’s University Executive-in-Residence Program since 1992. He is also the past Chairman of the Kingsborough Community College Board of Directors and a former member of Junior Achievement Board of Directors. He was also an Executive Sponsor of the Women in Networks affinity group and the United Way Campaign Co-Chair.

Mr. Daly lives in New York with his wife, Laurie, and their four young children.

Richard E. Hanley is the director of the Brooklyn Waterfront Research Center at New York City College of Technology (City Tech) of the City University of New York (CUNY). A professor of English at City Tech, he is the founding editor of the *Journal of Urban Technology*, an international journal published by Taylor and Francis and devoted to the interaction of technologies and cities. He is also the board chair of the CUNY Institute for Urban Systems.

Professor Hanley has led several National Endowment for the Humanities initiatives that have been awarded to City Tech. This includes Water and Work and Along the Shore, an NEH American Landmarks Summer Institute focusing on the landmarks of Brooklyn’s industrial waterfront. He was the general editor of the *Networked Cities* book series published by Routledge, the editor of *Moving People, Goods and Information in the 21st Century* and the co-editor of *Sustaining Urban Networks*, both published by Routledge and part of the *Networked Cities* series. He received his Ph.D. in English at Binghamton University.

Bonnie A. Harken, AIA & APA, is President of Nautilus International Development Consulting, Inc., a multidisciplinary consulting firm focusing on urban waterfront redevelopment and downtown revitalization. Nautilus is currently the PANYNJ's consultant on the long-term future of over six miles along SW Brooklyn's waterfront and overseeing pilot projects in economic development, environmental sustainability, infrastructure investments and climate change. Other waterfront projects in New York City have included "Take Me to the River," a plan for 80 acres along the Hudson River in rapidly growing West Harlem, which will strengthen public waterfront access, increase the neighborhood's economic, cultural and recreational value and improve its overall environmental quality.

Ms. Harken is an internationally-recognized expert in sustainable waterfront redevelopment, speaking and publishing widely. Ms. Harken's extensive experience has helped shape successful urban developments throughout the US and in China, Japan, the Netherlands and Brazil. Her work has won numerous awards for design excellence, and she has spoken at the United Nations on topics such as "Waterfronts on the Front Lines of Climate Change." In addition, Ms. Harken is highly regarded in her profession and has won several awards from the American Planning Association. She studied environmental design at Parsons School of Design, holds a Master of Architecture from Columbia University and received advanced training in real estate finance at NYU.

Purnima Kapur is the Director of the Brooklyn Office of New York City Department of City Planning. She is responsible for directing land use and urban design policy, guiding housing and economic development and fostering the orderly growth of Brooklyn's neighborhoods, business districts and major institutions. She advises the Chair and members of the City Planning Commission on Brooklyn planning and land-use issues. In a period of unprecedented growth, the City's planning agenda has focused on balancing the needs of fostering economic development and creating affordable housing opportunities in transit-rich areas and former industrial areas, while also addressing issues of overdevelopment and preserving the fabric of unique neighborhoods. In her role as director of the Brooklyn Office, Ms. Kapur has spearheaded several large scale planning efforts, including the Comprehensive Plan for Coney Island, and rezoning in Sunset Park, Carroll Gardens, DUMBO, Flatbush and Greenpoint Williamsburg. Her office recently won a HUD grant for Sustainable Community Initiative and is undertaking a study in East New York pursuant to the grant.

As former director of the Bronx Office of City Planning, Ms. Kapur managed numerous highly complex projects including Yankee Stadium and the Bronx Terminal Market, and rezonings in several Bronx neighborhoods, including Port Morris, Morrisania, Throgs Neck and Riverdale.

Ms. Kapur holds Master's degrees in Planning and Architectural Studies from the Massachusetts Institute of Technology and a Bachelor of Architecture from the School of Planning and Architecture, New Delhi, India.

Andrew Kimball was appointed by Mayor Michael Bloomberg President and Chief Executive Officer of the Brooklyn Navy Yard Development Corporation (BNYDC) in December, 2005. BNYDC is a non-profit development corporation that manages the 300-acre Navy Yard on behalf of its owner, the City of New York. BNYDC leases approximately 4.5 million square feet of space in the Yard to 275 diverse tenants, promotes local economic development, develops underutilized areas and oversees modernization of the Yard's infrastructure. Additionally, the corporation manages waterfront assets that include three active dry docks and five piers. In leading its aggressive industrial expansion of over 2 million square feet, Mr. Kimball has significantly broadened BNYDC's commitment to environmental sustainability and the celebration of the Navy Yard's rich history. A recent report by the Brookings Institution and Pratt Center calling for a refocusing on urban manufacturing highlighted the Navy Yard as a national model.

Prior to his appointment, Mr. Kimball served as Director of Operations for NYC2012, the privately funded bid to bring the 2012 Olympic Games to New York City, and as Vice President of the New York Public Library. He holds a BA from Hamilton College and is a graduate of the Coro Public Affairs Fellowship program. Mr. Kimball lives in Park Slope, Brooklyn, with his wife, Sarah Williams, and two children and serves on the Board of the Prospect Park Alliance and the Coro New York Leadership Center.

Robert A. Levine is the founder, Chief Executive Officer and President of RAL Companies & Affiliates. Since the beginning in 1982, Mr. Levine has grown the firm to include five affiliate companies and a skilled staff. RAL coordinates and oversees every facet of the development of luxury residential, resort and commercial properties nationwide, from financing and design to construction and property management.

A renowned developer and graduate Planner/Architect, Mr. Levine has been responsible for the development of more than 100 luxury residential, hotel and mixed-use projects throughout the country totaling in the hundreds of millions of dollars in project valuations.

Mr. Levine attended the University of Cincinnati College of Design, Architecture and Art and is currently a board member of the Brooklyn Greenway Initiative, the Governors Island Alliance and Partnership for New York City.

Roland Lewis is a lifetime New Yorker and has worked in the field of community development since 1984, when he began as a program associate at the Trust for Public Land. A graduate of Columbia University, he went on to earn a Masters of City & Regional Planning and a Juris Doctor from Rutgers University. After nine years as a partner in the law firm of Dellapa, Lewis and Perseo, whose clients included not-for-profit corporations, civic groups, churches, cooperative corporations and private real estate developers, Mr. Lewis became Executive Director of Habitat for Humanity – NYC in 1997. He led the organization for ten years, guiding it to become one of the top producers in the region and a nationally emulated model of Habitat urban success.

In 2007, Mr. Lewis took the helm of the Metropolitan Waterfront Alliance, a not-for-profit organization dedicated to making the New York and New Jersey harbor and waterways accessible, healthy and vibrant. Under his leadership, the MWA has organized a growing constituency for a better waterfront, instituted new programs to provide water access and become the leading waterfront policy organization in the New York region.

Mr. Lewis serves on the board of the New York Foundation, as Co-Chair of the Harbor Estuary Program Citizens Advisory Committee and as a member of the Professional Advisory Committee for the New York Harbor School.

Marty Markowitz has served as Brooklyn Borough President since 2002, and in that position has advocated aggressively for Brooklyn's economic, social and cultural interests while initiating and promoting efforts to improve the borough's quality of life. His agenda has focused on housing, neighborhood preservation and community development. He has enacted programs to boost civic pride, improve health, promote tourism and empower young people. His office was instrumental in creating the High School for Innovation in Advertising and Media and the Brooklyn Academy of Global Finance.

Markowitz's efforts include revitalizing Coney Island; re-zoning Greenpoint-Williamsburg and Downtown Brooklyn; lowering auto insurance rates; cleaning up Newtown Creek; encouraging development of the Brooklyn Cruise Ship Terminal; wooing regional corporate headquarters, large manufacturers, retailers, startups and green businesses; and lobbying for inclusion of affordable housing and jobs in the Atlantic Yards project.

Elected to the New York State Senate in 1978, Markowitz represented Central Brooklyn for twenty-three years. He began his career in public service in 1971 by organizing the Flatbush Tenants Council, which grew into Brooklyn Housing and Family Services, the largest tenants' advocacy organization in New York State. In 1973, he founded the Senior Citizens League of Flatbush, which is still going strong.

Born and raised in Crown Heights, Markowitz received his B.A. in Political Science from Brooklyn College.

Michael Marrella, AICP is the Director of Waterfront and Open Space Planning for the New York City Department of City Planning. He served as Project Director for Vision 2020: the New York City Comprehensive Waterfront Plan, the document that provides the new long range vision for a 21st Century NYC waterfront. As Project Director, Mr. Marrella oversaw all aspects of the plan's creation, including public outreach, policy analysis, and plan writing.

Prior to his work on Vision 2020, Mr. Marrella worked for five years as Manager of Environmental Planning on the Freshkills Park project. He also previously worked for AKRF, Inc., a planning consulting firm, and for the Town of Smithtown, NY. A member of the American Institute of Certified Planners, Mr. Marrella served as Vice President of the New York Metro Chapter of the American Planning Association from 2006 through 2010. Born in New York City, he holds a Master's in City Planning from the Massachusetts Institute of Technology and a B.A. from Vassar College.

Regina Myer is President of Brooklyn Bridge Park, the corporation responsible for the creation and construction of Brooklyn Bridge Park. As president, Ms. Myer oversees all aspects of the Park, including design, construction, maintenance and operation. The 85-acre Park will stretch approximately 1.3 miles along the East River from Atlantic Avenue to north of the Manhattan Bridge, transforming the downtown Brooklyn waterfront into a civic space for all New Yorkers. Brooklyn Bridge Park will be one of the most significant public investments on the waterfront outside of Manhattan in the 21st century. Brooklyn Bridge Park was the recipient of a 2010 Municipal Art Society Annual Award.

Most recently, Ms. Myer has been senior vice president for planning and design at the Hudson Yards Development Corporation. Previously, she served as the Brooklyn Borough Director for the New York City Planning Department.

Jack S. Nyman is director of the Steven L. Newman Real Estate Institute, Baruch College, the City University of New York. He has been instrumental in the accelerated growth and esteemed reputation of the Steven L. Newman Real Estate Institute that has helped place the Institute in the national arena of real estate education and research. His expertise lies in the areas of real estate development, investment finance, energy management and sustainability.

Mr. Nyman holds a Master of Architecture degree from Arizona State University and an advanced Master's in Real Estate Development from Harvard University. He has lectured on various aspects of real estate development such as affordable housing, comprehensive smart city growth and energy management. He leads Institute operations, strategic planning, partnering, and industry liaison. Under his tenure the Institute has steadily gained recognition for leadership in promoting critical dialogue on industry concerns within a broad public policy context for New York City, the metro region, nationally and internationally. He is a Fellow of the Institute for Urban Design and has most recently served as Vice-Chair of the board of the U.S. Green Building Council, New York and serves on the boards of the CUNY Institute for Urban Systems and the Sustainability Practice Network.

Jonathan R. Peters is a professor of finance in the Business Department at the College of Staten Island of the City University of New York and a member of the doctoral faculty in the Ph.D. Program in Earth and Environmental Science at the CUNY Graduate School. He is also a research fellow at the University Transportation Research Center at the City College of New York. He received his Ph.D. in Economics from the City University of New York and his Masters in Economics from Hunter College.

Dr. Peters grew up on the waterfront in New York City in a family with strong ties to both the recreational and working waterfront. His family has been active in the New York City Maritime Community for over 130 years. Dr. Peters is the brother, son, grandson and great-grandson of ship captains who work or worked in or out of the Port of New York. He currently serves as the Vice Chair of the Board of Trustees for the Noble Maritime Collection on Staten Island.

Dr. Peters previously worked in the Finance Division of AT&T Corporation where he was a subject matter expert on immigration and international finance. He serves on the Transportation Economics Committee of the National Academies of Science Transportation Research Board and the Board of the City University Institute for Urban Systems.

Seth W. Pinsky was appointed President of the New York City Economic Development Corporation (NYCEDC) by Mayor Michael R. Bloomberg in February 2008, seven months before the collapse of Lehman Brothers ushered in one of the most significant economic downturns in generations. NYCEDC's agenda includes an aggressive slate of programs aimed at diversifying the city's economy, helping legacy industries transition to 21st Century business models, and expanding entrepreneurship to ensure that the city is well-represented in the fields of tomorrow.

Beyond working to overhaul the city's economy, Mr. Pinsky's efforts have included modernizing NYCEDC's property management portfolio; overseeing \$2 billion in capital investments ranging from basic infrastructure improvements to new parks and streetscapes across the city; and helping to negotiate and structure the City's involvement in some of the most complex development projects in recent years, including the World Trade Center, Yankee Stadium and Citifield. An attorney by training, prior to joining NYCEDC, he was an associate at the law firm of Cleary Gottlieb, Steen & Hamilton in the Real Estate practice and a financial analyst at the Mergers & Acquisitions boutique, James D. Wolfensohn Incorporated. Mr. Pinsky is a graduate of Columbia College, where he majored in Ancient History, and Harvard Law School.

Ronald Schweiger was appointed the official Brooklyn Borough Historian by Brooklyn Borough President, Marty Markowitz in 2002. He has contributed to many books on Brooklyn history. He has appeared on HBO, The Travel Channel, CBS, ABC, FOX News, Channel 11, NY1, News Channel 12 Brooklyn, NPR Radio and WFUV Radio. He has also been quoted in numerous newspaper and magazine articles. For the past 30 years, he has conducted scores of walking tours through some of Brooklyn's historic communities. During this same period, he has presented numerous slide and lecture shows on old Brooklyn, using his collection of nearly 3,000 slides.

Mr. Schweiger teaches a Brooklyn history class at Brooklyn College. He holds both a B.A. and a B.S. from Brooklyn College.



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