

Call for Panelists!

Upcoming Technical Assistance Panel Workshop (TAP):
Waterfront Edge Design Guidelines (WEDG) Critique

New York, New York

August 10, 2017

ULI New York is seeking panelists for an upcoming Technical Assistance Panel Workshop from the following areas of expertise:

- Developers/owners/operators of waterfront property
- Insurance professionals
- Finance professionals

If you are interested in serving as a panelist, please contact Kathryn Craig (Kathryn.Craig@ULI.org).

ULI New York will be conducting a one-day Technical Assistance Panel Workshop in New York, NY on August 10th. This unique workshop, sponsored by the Waterfront Alliance and made possible by a grant awarded to ULI from the New York Community Trust, will explore and evaluate the Waterfront Alliance's Waterfront Edge Design Guidelines (WEDG) program, conducting a deeper dive into the framework for decision-making from the developer and private sector's perspective.

The Waterfront Alliance has been dedicated to better waterfront edge development since its inception. In 2015, the Alliance released WEDG - "LEED for the waterfront" - which is a tool and scorecard for creating resilient, accessible waterfronts. The guidelines aim to achieve "real and necessary change" at the waterfront and are intended for application to residential, commercial, industrial, parks and maritime properties directly touching a body of water. WEDG seeks to catalyze long-term, sustainable, effective urban waterfront transformation, emphasizing resilience to climate change and sea level rise, and facilitating positive outcomes across private and public lands.

Waterfront projects earn credits in seven categories, including site selection & planning, public access & interaction, edge resiliency, ecology & habitat, materials & resources, operations & maintenance and innovation. The Domino Sugar Factory redevelopment in Williamsburg, Brooklyn was the first real estate project to achieve WEDG certification.

Currently, WEDG is undergoing a revision in support of developing a nationally-applicable program. Supported by The New York Community Trust, The Rockefeller Foundation, and Doris Duke Charitable Foundation, multiple groups are working with the Waterfront Alliance to bolster the technical aspects and growth of the program.

As a part of the revision and launch of a nationally-applicable version of WEDG, the Waterfront Alliance has asked ULI New York to convene a Technical Assistance Panel Workshop to provide input from the real estate sector's perspective and address the following questions:

- 1. Primary Incentives:** what are the major drivers and decision points for engaging with the WEDG program for waterfront developers and the waterfront real estate community? How do these drivers and decision points vary among the spectrum of project sizes and types?
- 2. Economic Benefits:** What economic benefits are associated with credit programs (such as LEED) generally? Are there similar benefits you might expect with WEDG?
- 3. Developer Engagement:** At what point in the process of development would you be most receptive to a conversation about WEDG? At what stage would it be most useful to you? What are the critical windows for engaging in conversation from the developer's perspective and how might the WEDG program encourage engagement at the right time?
- 4. Insurance and Risk Reduction Incentives:** How do you think about and discuss risk/loss avoidance with your design teams? Your insurance providers? How is flooding/resilience built into your insurance package? Given the financing of many larger projects, influence on insurance premiums and loans may be a driver for some projects but not others. How can WEDG appeal to these decision points?

The final product from the TAP will include a presentation and report which may influence the WEDG revision as it grows toward a national standard for excellence in waterfront design.

Panelists MUST be able to commit to the full one-day TAP (8am-6pm) on Thursday, August 10th as well as a dinner the evening before, on Wednesday, August 9th .

If you are interested in serving on this TAP, please contact **Kathryn Craig** and include your resume/CV.

About ULI New York's TAP Program: The Urban Land Institute has a long history of providing unbiased, pragmatic solutions and best practice advice on responsible land use and sustainable development. ULI New York's TAP Program is designed to provide expert, objective, multidisciplinary real estate expert advice to public agencies and nonprofit organizations on the feasibility, design, or implementation of development initiatives. Previous projects have ranged in scope from generating ideas for redeveloping individual sites to creating strategies for revitalizing entire downtown districts.