



WATERFRONT MATTERS

VOLUME 6
ISSUE 1
WINTER 2004

Full Steam Ahead! Funding Is Approved and Park Advances

THE NEWSLETTER OF
THE BROOKLYN BRIDGE
PARK CONSERVANCY

SUPPORTING THE CREATION
OF A WORLD-CLASS PARK ON
BROOKLYN'S WATERFRONT



Etienne Frossard © 2003

Winter Friends: King-sized DUMBO snowman enjoys great New York City views from Brooklyn Bridge Park.

IN THIS ISSUE

*A View from the Bridge:
What's in a Name?*

*Park People Profiles:
Etienne Frossard*

Fiscal Snapshot

PAW-ject Park!

*Waterfront Fun is
Around the Corner*

In New York City, big projects often get off track. Happily, Brooklyn Bridge Park is defying that stereotype and staying the course. This winter the Park moved ahead on several important fronts:

Green Dollars

On December 30, 2003, the Brooklyn Bridge Park Development Corporation signed a funding agreement with the Port Authority that secures the State's \$85 million contribution for the Park.

The agreement also provides for the full transfer of the Port's piers (1,2,3 and 5), upon completion of the environmental impact statement (EIS), expected by 2005. (See our web site: www.brooklynbridgepark.org for the Port's press release.)

On February 25, 2004, the BBPDC also reached an agreement with New York City on its pledge, securing another \$65 million for the Park's development.

These funding agreements are a critical milestone, allowing the BBPDC to move ahead with planning, design, and — in the not too distant future — construction.

Designing Now for the Future

The Park's design team, led by Michael Van Valkenburgh Associates (MVVA), continues its detailed site investigation, in order to explore design possibilities that will work best with the unique Park site. The site presents serious challenges, including its length, the windy waterfront of the Harbor and East River, and noisy areas at the two bridges and along the Brooklyn-Queens Expressway.

More detailed analyses of the cost to build and run the Park well into the future are also being conducted. The designers are returning to big-picture questions and working to create unique design

(continued on page 4)

A VIEW FROM THE BRIDGE

What's In A Name?

Spring is at our doorstep and very welcome after this long, cold winter. The snow chilled, but did not slow us, and we have many exciting developments to report.

One important change is the Brooklyn Bridge Park Coalition has become the **Brooklyn Bridge Park Conservancy**. While we will soon debut a new logo and “look,” the name change signals our organization’s long-term commitment to Brooklyn Bridge Park.

This organization and the earliest waterfront park effort originally began as Friends of Fulton Ferry Landing in 1985. Quickly, our vision for a park expanded and in 1989 Friends of Fulton Ferry Landing became the Brooklyn Bridge Park Coalition. *Coalition* reflected our identity as an alliance of more than 60 member organizations from all around the City who decided to *think big* together about Brooklyn’s waterfront. When the Park only included the Port Authority piers south of the Brooklyn Bridge, the Coalition pressed on and said *let’s think bigger*. We won the inclusion of the “interbridge” area in the Master Plan, gaining the City as a partner, and \$65 million for the Park’s construction. Fifteen years later, the Park is being designed and early construction has begun — and it’s time to begin the next phase in this organization’s life.

Every great urban park in America has a committed non-profit partner. There are “Friends of,” “Partners,” and “Alliances.” Our board mulled over the many possibilities. One name stuck. It meshed with our goal to be the best partner and provide the best support to our growing park. It’s a name inspired by the preeminent non-profit partner to the preeminent urban park — the Central Park Conservancy. And it says we think *big* — thus the Brooklyn Bridge Park Conservancy.



“One name stuck. It meshed with our goal to be the best partner and provide the best support to our growing park. ... And it says we think big — thus the Brooklyn Bridge Park Conservancy.”

We did ask — can we *own* “conservancy” — a name often adopted by organizations supporting parks with long histories? Our Park has only just begun, but we already have wonderful parkland to conserve.

Once a “secret” waterfront oasis, Empire-Fulton Ferry State Park (EFFSP) and the newly constructed Main Street park are becoming a city-wide destination. So, yes, we want to conserve... to nourish, to support, and to protect. And with your help, we will do just that.

Although our name is new, our commitment to continued advocacy and innovative programming is not. Look forward to increased access and activity on the waterfront this summer. Working together with the Brooklyn Bridge Park Development Corporation, State and

City Parks, Michael Van Valkenburgh Associates, and the Port Authority, exciting ideas are being developed for the upland of Pier 2. Add to that another summer of films in EFFSP, education programming with Brooklyn Center for the Urban Environment, summer theatre camp with White Bird Productions, a new stewardship program — and you can begin to plan your picnic, soccer game, evening of film, or just daydreaming — knowing that there will be a place for you this summer.

Save the Date! Thursday, June 3 is **Sunset Bayou** — our annual benefit...and the best party around! To join the committee and help spread the word, call us. Watch for an invite in early May, or visit our web site.

THE BROOKLYN BRIDGE PARK CONSERVANCY

The Brooklyn Bridge Park Conservancy is an independent citizens organization that supports the development of a world-class park along the New York City waterfront through advocacy, fundraising, and innovative programming.

BOARD OF DIRECTORS

Tensie Whelan, Chair
 Katherine Adams
 Marc Agger
 Mark Baker
 Lisa Barlow
 Kent Barwick
 Albert Butzel
 Dick Dadey
 Stephen Dietz
 Brendan Dugan
 Alan Fishman
 Martine Guerrier
 Rachel Hines
 Edison O. Jackson
 Irene Janner
 Constantine Karalis
 Shirley McRae
 Constance Roosevelt
 Theodore P. Shen
 Claude Shostal
 Allen Swerdlow
 Peter Stern
 Diana Taylor
 Tupper Thomas
 Gary VanderPutten
 Alexander Zagoreos

ADVISORY BOARD

Theodore Roosevelt IV, *Chair*
 John Adams
 Paul J. Elston
 Rose Harvey
 Fred Kent
 Ron Schiffman
 Constantine Sidamon-Eristoff
 James T.B. Tripp
 John Watts, *Chair Emeritus*
 David Offensend, *Vice Chair Emeritus*

STAFF

Marianna Koval, *Executive Director*
 Sharon Soons, *Deputy Director*
 Samara Rifkin, *Community & Government Relations Director*
 Sara Scheufele, *Operations Manager*
 Brian McGorry, *Program Consultant*
 Staci Rubin, *Intern*
 Emily Schwarz, *Intern*

334 Furman Street, Brooklyn, NY 11201
 718.802.0603 (phone)
 718.797.0250 (fax)
 www.brooklynbridgepark.org
 e-mail: info@bbpc.net

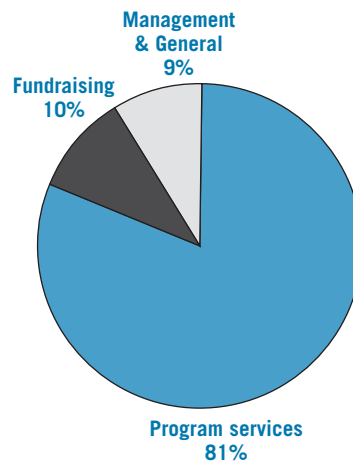
 Printed on Recycled Paper

Fiscal Snapshot

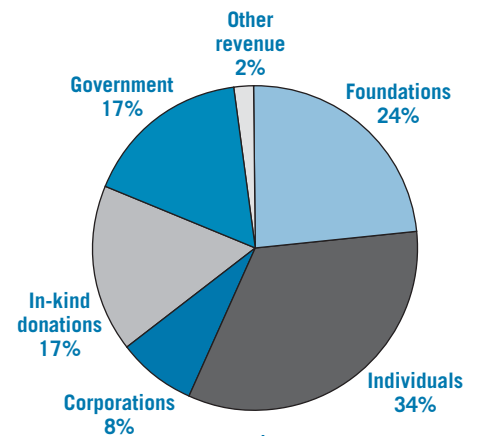
The past few years have been very busy for the Conservancy and the Park. The following charts illustrate where our funding came from in 2002 (our most recent financial audit), and how those contributions were spent. We're proud that over 80 cents of every dollar goes toward the things that matter most: advocacy, outreach, and programs that directly benefit the Park and you as a Park visitor and supporter.

Special thanks to Alan Fishman, Marilyn Gelber, and the Independence Community Foundation for their recent support.

FY 2002 Operating Expenses = \$505,337



FY 2002 Operating Income = \$569,192



CyberGiving

Support the Conservancy and the Park by making a donation — sans paper or stamps! We now accept donations online at www.bbpc.net/support.html, using the highly-respected and totally secure Network for Good web site. Thanks to everyone who gave, both online and off, to our end-of-year campaign — we greatly appreciate your support!

Welcome Marc Agger

The Conservancy's Board of Directors welcomes Marc Agger as its newest member. Marc knows the waterfront well — his days are spent at his business in the Navy Yard, an international import/export, wholesaling and fish processing operation. A longtime Conservancy supporter, Marc has also been active with the Citizens Advisory Council, contributing his business acumen to help get Brooklyn Bridge Park off the ground.



Courtesy Ham-Palton Associates

Picture Park: (above)

The Port Authority Piers (starting by the Bridge) 1, 2, 3 and 5 will become part of the Park soon. The deteriorated Pier 4 was private property, but is being acquired for the Park as well.

Park Potential: (opposite page)

Design team member Matt Urbanski leads a very visual presentation of Brooklyn Bridge Park design possibilities for the Citizens Advisory Council.

Historic Backdrop:

(right) The Empire Stores as viewed from the Park.

Full Steam Ahead! Funding Is Approved and Park Advances

(continued from page 1)

concepts to capture a diverse park “program,” while also keeping practical considerations in mind. For example, a restaurant on the end of Pier 1, included in the Master Plan, would require enormous infrastructure investment and create vehicle and pedestrian conflicts in the Park. These considerations are prompting more serious thought to moving the structure east from the water, toward Furman Street.

The Citizens Advisory Council is meeting regularly with the design team, learning about everything from maintenance and operation costs to market analyses, along with actual design concepts. The group is essentially tackling the question “How best do we create a world-class park?” from many different angles. The BBPDC expects to announce a spring town hall meeting soon.

More Park, Thank You!

The thousands who are already smitten with the newest oasis at Brooklyn Bridge Park at Main Street, just south of the Manhattan Bridge, will be delighted to learn that by October 2004 City Parks will have extended the green northward, along the waterfront, to Adams Street. The extension will continue existing

Park themes, with simple crushed stone pathways, boulder seating, native species plantings, grassy lawns, and another East River “beach.”

Visiting the Stores

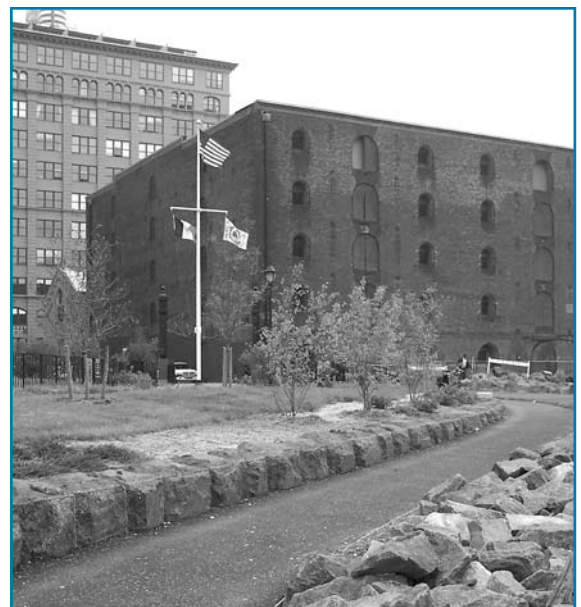
Development of the Empire Stores, which will provide revenue to support Brooklyn Bridge Park, moved forward as well. In September, the BBPDC received the required \$1 million nonrefundable deposit from Boymelgreen Developers (see our spring 2003 issue). Planning and general site investigation — in cooperation with the State’s historic preservation office — is now underway. The Boymelgreen plans for the Stores will be included in the overall environmental review for the Park.

Pier Push

Another big bonus that may come our way this summer is the opening of the Pier 2 upland, just south of Fulton Ferry Landing and Pier 1, for public access. The BBPDC is looking at simple, low-cost ways to create a friendly Park-like environment. To experience the New York Harbor from the piers is truly unique. The Conservancy is working with all the agencies on potential interim access, and looks forward to welcoming visitors to this long off-limits section of the waterfront soon.

Neighbor News

The final recommendations from the Port Authority / Economic Development Corporation (EDC) for the





Courtesy: Michael Egan, Edinborough Associates

future uses of Piers 6 – 12 were expected as we went to press.

The Conservancy participated in a community working group, ably led by Marilyn Gelber and Ken Adams, which met last fall to formulate principles to guide future development. Those recommendations included adding Pier 6 to the Park, and public planning for the Park's boundary transition.

Next door, at Pier 7, interest remains high to use this extra-long pier as a new terminal for cruise ships, a growing and lucrative industry for New York. In February, EDC offered funding for an interim terminal at Pier 7, while it works to enhance the West Side terminals. EDC also suggested a 10-year investment of \$250 million for infrastructure improvements, plus two new berths in Brooklyn. The New York Cruise Alliance and the City remain in negotiations.

Best Wishes to Jim Moogan

On March 1, 2004, James Moogan announced he was departing the Brooklyn Bridge Park Development Corporation to accept a new post as Deputy Commissioner for Operations with State Parks. The Conservancy has been privileged to work with Jim as president of the BBPDC since its formation in May 2002. As a Brooklyn native and longtime parks professional, Jim brought outstanding commitment and energy to the position, spearheading the Park's progress in many areas. We wish him the best of luck and much success at his new post.

PAW-fect Park! It's Man and Dog's Best Friend

Alex Hulse, an art gallery manager, and Griffin, his black Labrador, are typical of new DUMBO residents. Both man and dog are thrilled about the newest area of Brooklyn Bridge Park, although they express it in different ways.

"I feel lucky every time we go out there, it's so incredibly peaceful," said Alex, 29, who enjoys meeting area dog-owners and walkers while taking in the skyline and Brooklyn Bridge views.

Griffin, 7, loves to run on his extended leash, sniff the rocks or snow, and socialize with the other dogs. "It's doggie heaven, great for her, and nice for me," said Alex, who recently moved from Manhattan to the Sweeney Building on Main Street with his wife Sara, and Griffin. On his floor alone there are five dogs.

For years, dog owners had to bypass the tempting green lawns at Empire-Fulton Ferry, because State Park rules do not permit pets. The Park area just to the north, managed by the City, does allow dogs — as long as they follow the rules and remain on a leash. (The playground, of course, is off-limits.)

While dog owners like Hulse are celebrating the new park, not all have been so considerate. The Parks Department reminds all that Brooklyn Bridge Park is not a place to allow dogs to go unleashed. An "unwritten rule" allows dogs to be off leash between 9 pm and 9 am — but only in large parks, like Cadman Plaza Park or Ft. Greene Park. (The nearest dog run is just a few blocks away, on Columbia Heights.)

This lawn is simply not large enough, and unleashed dogs pose a potential danger to people, other dogs, plants, and wildlife. Experienced Park officials also note that unleashed dogs are much more likely to leave behind waste — and no one wants that. Alex said in his experience, dog-owners are respectful because they appreciate and care about the new Park. "You might hear someone say, 'Pick up, don't you want to keep this Park?'"

"Like I said, it's doggie heaven," Alex said, smiling. We'll have to assume Griffin's nonstop tail wagging means she agrees.



Fun for the Whole Family: Park visitors Alex, Griffin, and Sara.

PARK PEOPLE PROFILES: ETIENNE FROSSARD

Photographs that Bring the Park to Life

Karen Popelarski



Great Eye:
Etienne Frossard
contributes his
photographic talents
to the Park.

Taken from the Manhattan Bridge, high above the East River, Etienne Frossard's photographs of the Brooklyn Bridge and the Manhattan skyline merge what he calls the "Old and New New York" — the modern city of Manhattan skyscrapers combined with Brooklyn's historic buildings and warehouses. His striking images of the waterfront capture one of the few wide, open spaces of New York, instantly inspiring awe of the architecture and glistening waters at the edge of Brooklyn.

Etienne has been generously donating his work to the Conservancy for the past two years. "He just called up one day and said very modestly, 'I have some photos in case you want to use them.' Of course, we were flabbergasted when we saw them, because we didn't realize they would be so wonderful," recalls Sharon Soons of the Conservancy.

Since that auspicious day, Etienne's work has appeared in a variety of Conservancy outreach — from our web site to newsletters, materials for events, and special photos taken expressly for our *Cove between the Bridges Field Guide*. A shot of Empire-Fulton Ferry State Park and Brooklyn Bridge at sunset graced the cover of the Park's official Concept Plan.

Originally from France, Etienne has been recording the people and places of Brooklyn since he and his wife settled here in 1990. Before that, picture-taking was basically one of Etienne's hobbies. Soon though, as he began to explore and document his new home, he made photography his profession.

One reason Etienne loves shooting the Brooklyn waterfront is because of the interplay of light with the environment. "The way the light interacts with the facades of buildings, on the East River, on the towers of the Bridges, and how it highlights the surrounding texture of the urban environment is fascinating," he explains.

That mysterious play of light is well-illustrated in an image of the Empire Stores, taken at twilight. A stripe of light draws out the color and texture of the 140-year-old bricks, as the neighboring Tobacco Warehouse creates arches of light among the adjacent shadows. A crescent moon hangs in the distance. This photograph (see below) was part of a set of color note cards the Conservancy recently produced and distributed as a thank you to contributors. Another shot juxtaposes the Conservancy's sunflower garden on Pier 4 against the Manhattan skyline, offering the viewer a peaceful space in the midst of our busy city.

Images like this have helped the Conservancy share the beauty and individuality of the Park site with thousands in a way that cannot be conveyed through words. Etienne says he's glad to have a chance to put his pictures "to good use and show my work to the neighborhood."

Several other local groups and publications have displayed Etienne's talents as well. More recently, his work appeared in several exhibitions, including the New York Foundation for the Arts' "Nightlife in New York City," and the Advertising Photographers of America-NY's show "New York, New York."

To find out more about his work, contact Etienne at etiennemf@att.net.



Etienne Frossard © 2003

A set of 18 cards (with envelopes) featuring Etienne Frossard's photos is available for \$14.95, shipping included. See www.brooklynbridgepark.org for details.

WATERFRONT FUN IS AROUND THE CORNER

The record-setting cold of this past winter can only mean record-setting fun in the coming spring and summer months! Mark your calendar now for the fun to come.

April 10 • First Annual Spring Fling: Bring the kids down for an Easter egg hunt and maybe a bunny or two, too. 11 am – 2 pm

May 15 • It's My Park Day: Help keep the park in tip top shape.

May 15 • Waterfront Riding: Join the Brooklyn Greenway Initiative for a bike ride and see the potential of the waterfront from a new angle — your bike!

June 3 • Sunset Bayou, our annual benefit party at EFFSP: what better way to spend the night than with friends, food, drinks, and dancing on the waterfront?

Thursdays, July 8 to August 12 • The Fifth Annual Brooklyn Bridge Park Summer Film Series. Great movies, great seats, and it's free.

In the Know

Just a reminder — the first Thursday of the month is NAC night! The Neighborhood Advisory Committee meets to discuss current Park issues, hear from special guests, and consider a variety of issues. Meetings begin at 6:30 pm at the Conservancy office.

Want to Help?

Please contact the Conservancy at 718-802-0603 or info@bbpc.net to lend a hand.



Fishes & Birds & Boats, Oh My!

First Annual Estuary Day A Big Hit

Despite the somewhat soggy weather, our October 4 celebration of National Estuaries Day at Empire-Fulton Ferry State Park was fun and educational for Park visitors of all ages. The event, funded in part by the NY/NJ Harbor Estuary Program, included a waterfront tour aboard a New York Water Taxi, bird watching (the Brooklyn Bridge peregrine falcon was spotted!) with experts from Brooklyn Bird Club and NYC Audubon, catch and release fishing, a photography display, and the always-popular arts and crafts station for kids. Also participating were friends from Urban Divers and the Gowanus Dredgers Canoe Club. Our thanks to everyone who helped make the day a success, including our great volunteers from Con Ed.

The day also marked the official release of our *Cove Between the Bridges Field Guide*. Author Cindy Goulder joined the Conservancy's Marianna Koval, Jim Moogan of the BBPDC, and Mary Ellen Kris of State Parks, to announce the Guide's availability. Since then, the Conservancy has distributed nearly all 5,000 copies of the colorful 20-page educational publication, which was underwritten by a generous grant from Con Edison. The Conservancy hopes to re-print the Guide soon, but until then, you can view it online at www.brooklyn-bridgepark.org.

Go Fish! Estuary Day volunteers Tim and Mary provided instruction for anglers-to-be.



In Disguise: With some help from staff member Samara Rifkin (bottom right), these youngsters learned a little bit about the Cove's wildlife by creating their own.



BROOKLYN BRIDGE PARK CONSERVANCY

334 Furman Street
Brooklyn, NY 11201
www.brooklynbridgepark.org

NONPROFIT
ORG
U.S. POSTAGE
PAID
BROOKLYN, NY
PERMIT NO.
639

River Roundup Local Business and Elected Leaders Meet Park Planners

On a bright and blustery November morning, over 60 business leaders and elected officials came together for a special breakfast on the East River to learn about the Park and hear from the new design team, led by Michael Van Valkenburgh Associates.

Hosting the event was Michael O’Keeffe of the River Café, along with the Brooklyn Bridge Park Conservancy, the Brooklyn Bridge Park Development Corporation, the Brooklyn Chamber of Commerce and the Downtown Brooklyn Council.

Brooklyn Borough President Marty Markowitz welcomed the capacity crowd and shared his enthusiasm for the spirit of partnership that is bringing Brooklyn Bridge Park to life. He said he expected the new design team to “set a pace of design to be awed and admired by people around the world.”

The highlight of the program was of course Michael Van Valkenburgh, who spoke about the Park in superlatives. He said he personally felt “very lucky to have such an incredible oppor-



Talking Park: Breakfast attendees included Keyspan’s Victor Vientos and Pam Adamo (Michael Van Valkenburgh of the design team is visible just behind her).

tunity” to design for “the most amazing site in the world.”

Van Valkenburgh said his team looked forward to tackling tough issues, from design and cost, to access and ecology. He mentioned rethinking and “rehumanizing” Furman Street, and suggested a trolley as a potentially great connector for the long Park. Van Valkenburgh said the team was thinking a lot about how to get people to the Park and make the access points as welcoming as possible.

The breakfast concluded with a Q & A. The wind and cold deterred some, but a small group still braved the elements to tour the site afterward. Others stayed behind to continue the conversation and admire The River Café’s extraordinary views. The Conservancy thanks all of our co-hosts, with special thanks to Mr. O’Keeffe for providing the delicious breakfast and inspiring venue.