

# Challenge 2020 Guide

[Greenway Route map on Google](#)

[Greenway Route map on RideWithGPS](#)

[Greenway Route Cue Sheet](#)

[Running Loop: Brooklyn Bridge Park](#)

[Running Loop: Shore Parkway](#)

[Running Loop: Jamaica Bay](#)



## ALONG THE ROUTE...

- 1** GREENPOINT LANDING PROMENADE  
GREEN ST. PIER. GREENPOINT
- 2** NAVAL CEMETERY LANDSCAPE  
63 WILLIAMSBURG ST WEST. WILLIAMSBURG  
STOP BY FOR A FREE OXIGEN WATER!
- 3** AMPLE HILLS FIREBOAT SCOOP SHOP  
1 WATER STREET. BROOKLYN BRIDGE PARK  
STOP BY FOR 25% OFF!
- 4** FORMINO  
PIER 6. BROOKLYN BRIDGE PARK  
STOP BY FOR 20% OFF!
- 5** AMPLE HILLS ICE CREAM FACTORY  
421 VAN BRUNT ST. RED HOOK  
STOP BY FOR 25% OFF!
- 6** SIXPOINT BREWERY BEER GARDEN  
40 VAN DYKE ST. RED HOOK  
STOP BY FOR 10% OFF!
- 7** RIDE BROOKLYN BIKE SHOP  
468 BERGEN ST. PARK SLOPE  
STOP BY FOR A FREE CLIF BAR!
- 8** SHIRLEY CHISHOLM STATE PARK  
1750 GRANVILLE PAYNE AVE  
STOP BY FOR A FREE CLIF BAR!

# Welcome!

Thank you for participating in the 2020 Brooklyn Waterfront Challenge presented by NYC Ferry!

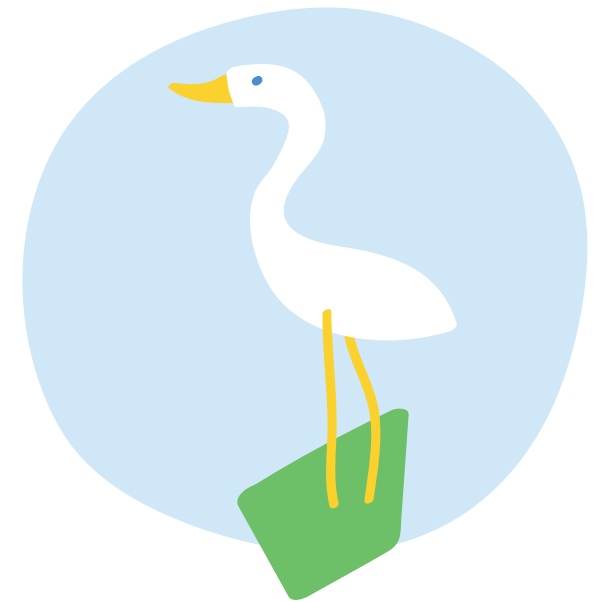
We are thrilled to have you join us for the first-ever Brooklyn Waterfront Challenge: an endurance competition to accomplish new distances while celebrating all 131 miles of Brooklyn's iconic waterfront.

There's much more to the Brooklyn waterfront than the Manhattan-facing bridges and piers (though we think those areas are wonderful, too). Taking on the Challenge will give you the chance to experience coastline grasslands, working waterfront iconography, and the sheer magnitude and diversity of the Brooklyn waterfront.

As you work to achieve personal bests, we hope you take advantage of the Greenway as much as possible, and see how it can transform the way people move around and experience all corners of the borough. Now more than ever, this vital infrastructure is creating healthy and sustainable ways for Brooklyn residents and visitors to move around the city, get exercise, enjoy nature, and see its many sights.

Brooklyn Greenway Initiative thanks our long-time supporters and first-time users for joining us during this profound and unprecedented year. We hope this Challenge Guide supports your fitness goals and inspires you to stand with us as we push for the rapid completion of the Brooklyn Waterfront Greenway and NYC's overall network of greenways as crucial public infrastructure for people of all ages and abilities.

So gear up for some friendly competition while setting and achieving goals to advance the important mission of realizing the full potential of the Brooklyn Waterfront Greenway!



# Prepare for the Challenge

**The Brooklyn Waterfront Greenway is the best way to discover parks, neighborhoods, and go the distance along the scenic waterfront. It offers something for everyone – experienced runners and cyclists, casual recreationalists, families, and people with disabilities. Like any great athletic competition, be sure to prepare for your Challenge.**

## Plan Your Route

Use the Greenway Challenge map on [Google Maps](#), [Ride with GPS](#), or Map My Run (running loop maps linked on cover page) to find a route that matches your experience and comfort level. Runners and cyclists who are less confident should stick to segments of the Greenway that are completely protected. Familiarize yourself with the detours on the next page, the terrain, and the turns before heading out.

## Tracking Distance

The Challenge can be completed ANYWHERE in the world:

- On the Brooklyn Waterfront Greenway
- At a local park with public measured 'fitness' trails
- At your local high School 400m Track (4 Laps = 1 Mile)
- On a treadmill
- In your neighborhood: Map out your own routes at [MapMyRun.com](#) or download the free app [Strava](#) and hit 'Record' to measure your journey

## How to Log Your Challenge Miles

1. Run/Walk whenever & wherever you'd like!
2. Beginning October 1st, [click here](#).
3. Search for your name and click UPDATE, then enter your distance.
4. Optional: Upload a selfie and/or photos of what you did!

You can log miles all month long and back log entries too. Did you get a team together? People can register and join the team throughout the month of October, then when you log your personal miles your team gets credit too!

## Getting Home

Depending on your planned route, you may find yourself far from where you started and too tired to run or ride back. Learn more about [bikes on NYC Transit](#) here, including MTA Subway, NYC Ferry and other regional transit.

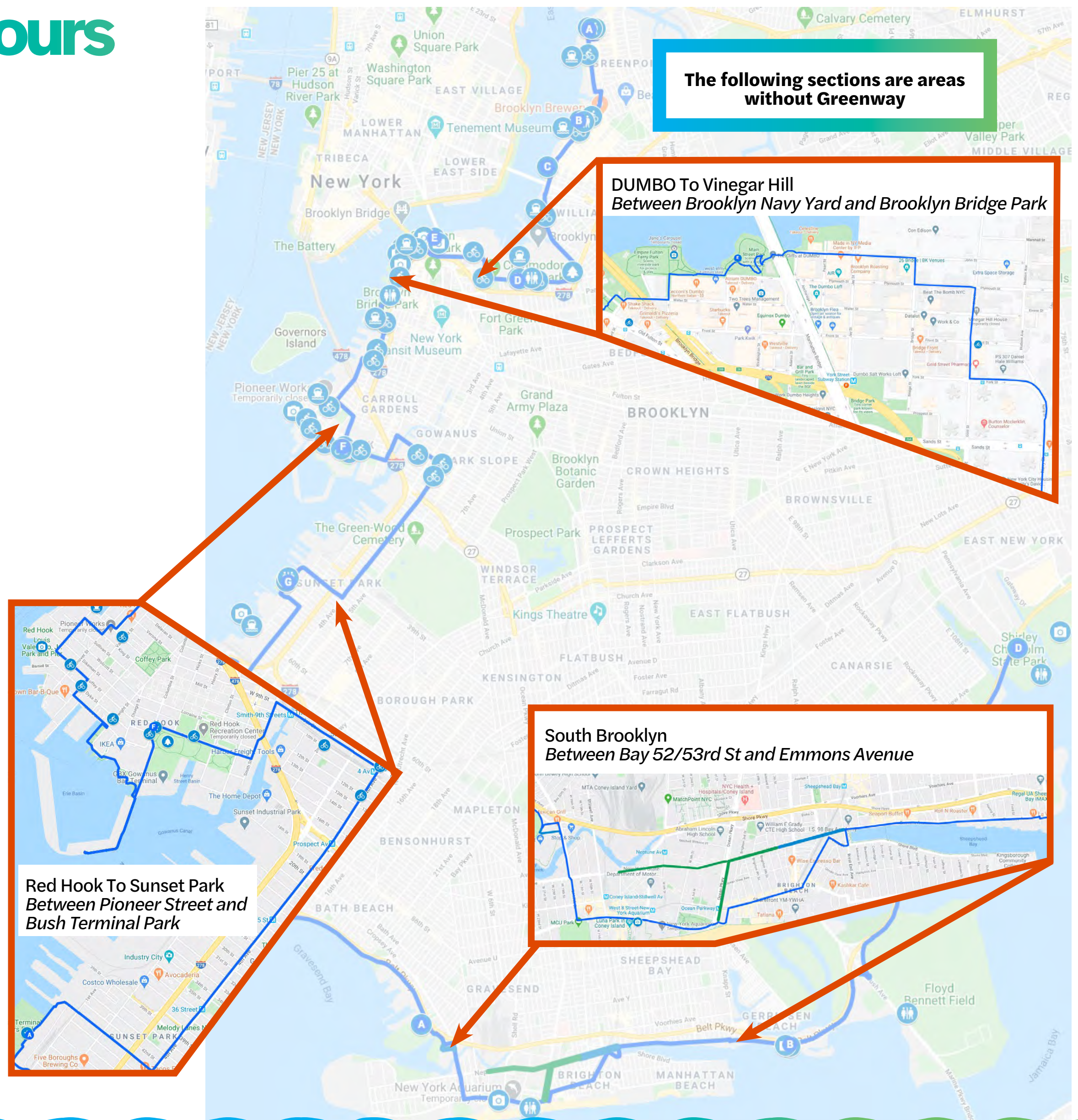


# Greenway Detours

**Please Note:** The Brooklyn Waterfront Greenway is a work in progress. There are segments that are planned but not yet built.

Major gaps in the Greenway are highlighted in maps on this page and in more detail on the [Greenway Route Map on Google](#). Alternate bike route options can be found on the official [NYC Bike Map](#).

**The Brooklyn Waterfront Challenge is a self-supported experience. Only run or ride where you feel comfortable and safe. Run and ride with respect for others and remember to wear a mask or other face covering when you cannot keep physically distant from others.**





# Greenway Destinations & Activations

Guide by **untapped** new york.  
Rediscover your city.



The views from Newtown Barge Park, on the northern tip of Greenpoint, are unparalleled. The Midtown Manhattan skyline is in full view, but so is gorgeous Hunters Point South Park just across Newtown Creek. This park, built atop a former industrial site once lined with barges, was completed in summer 2019 so it's relatively unknown. Come here to get a nice breeze and stunning views, away from the crowds of nearby Transmitter Park.



## **Greenpoint Terminal Market - Weekends, 10am - 5pm**

Over 100 local artisans will sell their home, design, art and beauty wares in an open-air, socially distanced market. Food and drinks are available for purchase.



Built on the site of the former Domino Sugar Refinery, Domino Park is a tribute to the diversity and resiliency of generations of Domino workers, their families and their neighborhood. The 5-acre public park in Williamsburg, Brooklyn offers expansive views of the surrounding area and across the river to Manhattan. Some well-placed remnants from the factory dot the park as a reminder of its industrial past. There's also a taco stand from Danny Meyer, courts for sand volleyball and bocce and water features to cool off.



## **Fog Bridge**

Check out the unusual interactive cooling fog experience that allows you to see the water situated under the pier that was built for this massive factory.



## **Greenmarket**

Sundays, 9 am - 3pm throughout October come and shop for local produce in partnership with Grow NYC.



## **Food System Cycles**

Mondays and Thursdays give back in your food scraps to help make compost!

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Just off Williamsburg Street West at the corner edge of the Brooklyn Navy Yard is a gateway into a beautiful native plant and pollinator habitat teeming with life to honor the dead buried there from the Civil War until it was decommissioned in 1910. The Naval Cemetery Landscape which is a small pocket memorial meadow nestled between the BQE and Wallabout Bay is a hidden gem. Drop by to take a self-guided tour of the blooms, buzzings and birds along the boardwalk and stepping stones that make up this uniquely serene space. Please walk bikes on the boardwalk.

***Stop by for a free Oxygen Water***



## ***Educational Materials and Self-Guided Tour***

There are seed packets, miniature notebooks and bookmarks with some reading recommendations for young ones waiting for you at Naval Cemetery Landscape! There will also be a self guided tour brochure that details all the unique elements that make the Naval Cemetery Landscape such a special place for the plants and pollinators that make up its ecology.



The appealing coastal attraction comprises a series of piers filled with recreational facilities, gardens, playgrounds, greenways and grassy areas for hanging out. Each pier has something to offer but the newly opened Pier 2 Uplands has a fantastic water play feature made for adults and kids alike. There is also the recently opened Pier 3 with an interactive Labyrinth that's fun for everyone. You'll find kid-friendly playgrounds at both ends (and some in between); the ones at Pier 6 include swings, slides, a giant sandbox and another water feature. There are also two NYC Ferry landings in the park.



## ***Davina Semo: Reverberation***

Come ring one of the bells that's been placed throughout Brooklyn Bridge Park and experience this profound unique work of public art by Davina Semo entitled *Reverberation*.



## ***Brooklyn Bridge Park Gardens***

Learn about the many types of gardens and ecosystems throughout the park through this link which includes downloadable plant lists and guides to improve your knowledge and plant identification skills!

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Erie Basin Park surrounds the Ikea store in Red Hook, offering more than just a ferry landing. With grassy lawns, a Greenway spur, seating, public art, and relics that were retained from the former New York Shipyard, Erie Basin Park provides public access to a waterfront that was historically closed off to the community. Ikea's involvement in the park's creation is an example of how public/private partnerships can transform abandoned waterfront properties.



## **Sixpoint Brewery Beer Garden, Weekends 12 - 7pm**

Stop by the Sixpoint Brewery Courtyard Beer Garden for pints of seasonal beers and classic drafts! Enjoy socially-distanced tables, strict clearing and safety protocols, and free snacks.

**Challenge participants can use the promo code**

**"GREENWAY10" for 10% off at the Brewery.**



A quiet natural space in the industrial section of Sunset Park, Bush Terminal Piers Park has spectacular views of the area's tidal pools and the Bay Ridge Channel. It is also quickly gaining popularity among bird enthusiasts. Bird sightings range from geese and herons to bald eagles. This site, once a port complex, was cleaned up and opened as a public park in 2014.



## **Industry City**

Shop for specialty items and taste international foods at [Sahadi's](#) or [Sunrise Mart](#)! Or check out this visually delicious large scale art piece, [Delectable by Dan Lam](#) in the Courtyard.



# Greenway Destinations & Activations

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Initially built as a military supply base during World War I, the Brooklyn Army Terminal is a feat of design by Cass Gilbert, the architect of the Woolworth Building. A multi-decade renovation and reactivation of the terminal by NYCEDC has transformed it into a light manufacturing and office complex that is home to food startups, biotech companies, artist studios, and more. The grounds have been undergoing a savvy redesign by WXY Architecture with more welcoming outdoor space.



Head down to Coney Island for the expansive beach and the famous wooden boardwalk. A home of firsts: America's first rollercoaster as well as where the hot dog was invented, this place is legendary. An off-the-beaten path discovery is the abandoned yellow submarine in Coney Island Creek, located between Kaiser Park and Calvert Vaux Park.



## [New York Aquarium](#)

Recently reopened to the public, book your tickets in advance and experience the wonders of water wildlife!



## [Wonder Wheel Selfie Spot](#)

The Wonder Wheel turns 100 years old this year! Take a selfie with it to celebrate, even if the ferris wheel remains closed due to the pandemic.



## ***Nathan's Famous***

Grab a Nathan's hot dog and stroll down the boardwalk.

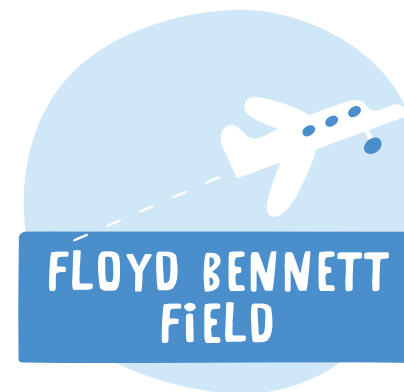


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Rediscover your city.



Sitting behind dunes along the Belt Parkway in Sheepshead Bay, Plumb Beach offers a sandy beach, tons of wildlife viewing, and serves as a popular site for kite flying and windsurfing. Plumb Beach is perhaps most famous for the many horseshoe crabs that use it during mating season. It's part of the Gateway National Recreation Area and was originally a separate island until the nearby creek was filled in with the creation of the Belt Parkway.



Floyd Bennett Field, New York City's first municipal airport, is considered a historical treasure. Its well-maintained surviving structures represent some of the best examples of early commercial aviation architecture, and it was also the busiest naval air station in the nation during World War II. Today the grounds are available for tours, and are also used as a site for restoring vintage aircraft.



# Greenway Destinations & Activations

Guide by **untapped new york.**  
Rediscover your city.



Have you been to East New York’s new park? This is a perfect location #OnTheBKGreenway to escape Brooklyn’s density. It was named to honor the inspirational Shirley Chisholm, the first Black woman to serve in Congress and first woman to seek the Democratic presidential nomination. Gravel paths for hiking and cycling snake through the park’s golden-hued grasses and high hills, and the views make you feel far outside the city. From Shirley Chisholm State Park’s 150-foot vantage above Brooklyn you can see all of Jamaica Bay, the towers of the Verrazano-Narrows Bridge, and the expanse of Manhattan’s skyline.

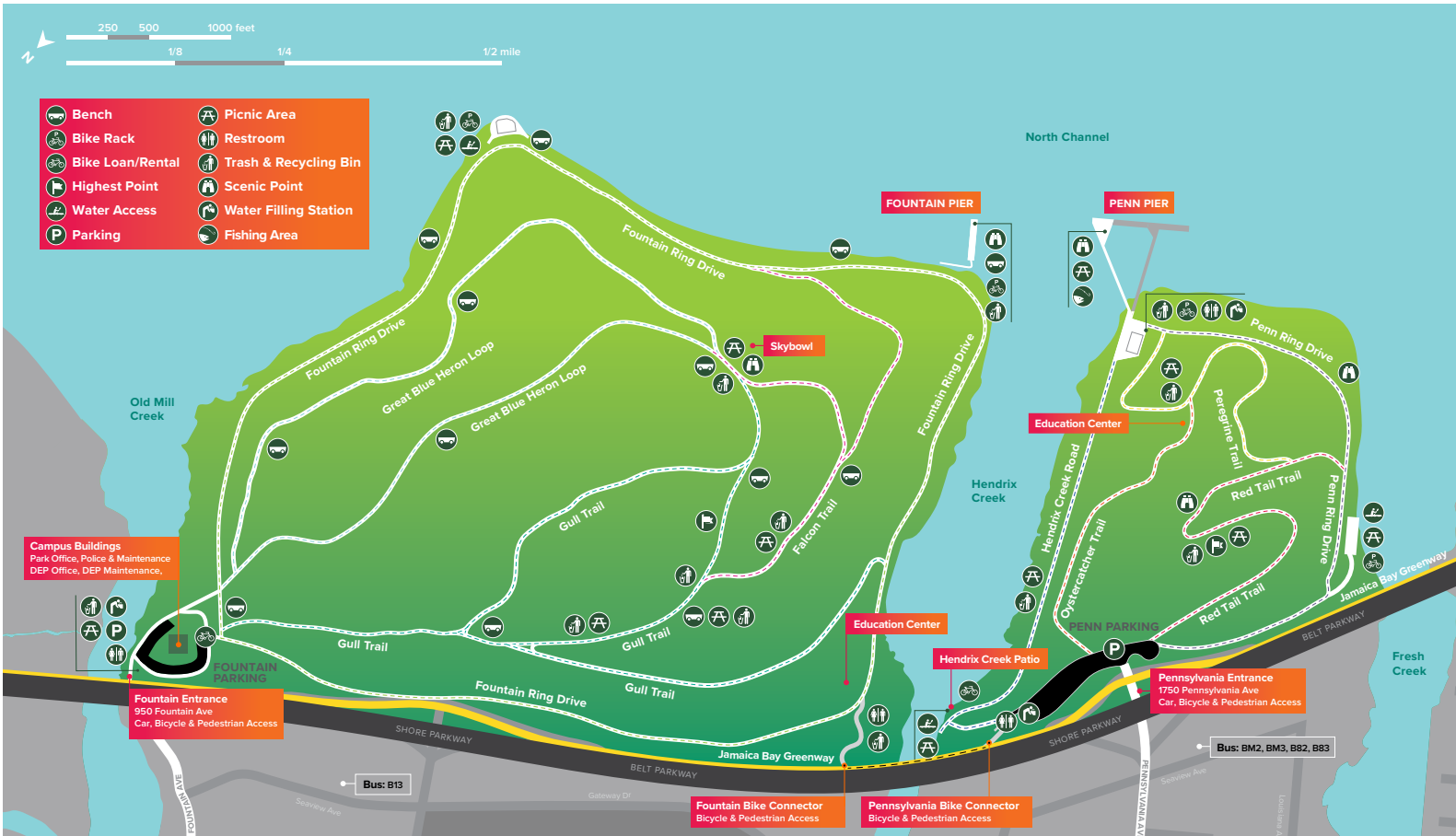
**Stop by for a free Clif Bar**



**Liberty Bell by Nancy Baker Cahill**

**Projects**

Come experience this inspiring interactive augmented reality work of art! Can be located at the 950 Fountain Avenue entrance of the park either by walking, bike or car (limited parking). Follow signs toward Fountain Pier, facing the open Jamaica Bay. Download and Access the 4th wall App (free) and take in this moving AR drawing which will appear over the water through your mobile device. The artwork is also viewable from the Skybowl at the park. *Note:* this is a remote location, roughly a ten-fifteen minute walk from the entrance area. Wheelchair parking is available.



**Ask an Educator**

Learn from park staff and rangers about all the incredible wildlife throughout this brand new park! Locations will be posted on A-frame signs at each of the park’s entrances on these days:

Thursday, Oct. 1st

Sunday, Oct. 4th

Wednesday, Oct. 7th

Saturday, Oct. 10th

Tuesday, Oct. 13th

Sunday, Oct. 18th

Thursday, Oct. 22nd

Saturday, Oct. 24th

Wednesday, Oct. 28th



# Challenge Promotions

## RED HOOK COURTYARD BEER GARDEN NOW OPEN

**HOURS OF OPERATION:**  
SATURDAY: NOON – 7  
SUNDAY: NOON – 6

FOR SAME DAY DELIVERY IN BROOKLYN,  
ORDER BEER ONLINE  
AT [SHOP.SIXPOINT.COM](https://shop.sixpoint.com)  
AVAILABLE THURSDAY-SUNDAY

**ORDER HERE**

USE CODE GREENWAY10 FOR 10% OFF





# Challenge Promotions



## NAVAL CEMETERY LANDSCAPE

### Memorial Meadow and Sacred Grove



Open Wednesday - Sunday, 10am - 6pm | @navalcemeterylandscape | Stop by for a free **OXIGEN** water



# Challenge Promotions

Choose a Sustainable Future & Receive Up to \$500 in Energy Efficient Products\*



Call **877 208 7636** or e-mail **info@kiwienergy.us** and use promo code **BGI500**.



\*Customers who have successfully enrolled with Kiwi Energy for electric and/or natural gas supply service using the code BGI500 may receive up to an estimated \$500 value in Energy Efficiency Products over a period of thirty six billing cycles. Customers will be eligible to redeem Energy Efficiency Products over a period of time: 20 LED Bulbs after three billing cycles, a Lighting and Water Efficiency Kit after six billing cycles, Deluxe Weatherization Kit after twelve billing cycles, a Surge Protector and Monitor after twenty four billing cycles and an Ecobee Thermostat after thirty six billing cycles. Customer must redeem via the Ecogold portal within twelve months of each product eligibility period. After the twelve months of each eligibility period has passed, Customer will no longer be eligible to redeem such products. Products may be subject to change on Kiwi Energy's discretion. Must be an active Kiwi Energy customer at the time of redemption. If Customer leaves Kiwi Energy, they are no longer eligible to redeem the remaining products. Person enrolling must have authority to make changes on the account or be account holder as required in some states. Photos are for illustrative purposes only, actual product may vary. Offer expires September 30, 2020 and is not applicable with any other promotion.

## Enjoy 25% off

Offer valid on small and large size cups and cones.  
Only at participating locations. Offer expires 11/1/20.  
One time use only. #20AELK87

Fireboat House  
1 Water Street  
DUMBO

@amplehills www.amplehills.com

Red Hook Factory  
421 Van Brunt St  
Red Hook

A hand holding a chocolate chip ice cream cone in front of a bridge. The background shows a city skyline and a body of water.

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# Challenge Promotions



**FORNINO**

Stop by our rooftop & terrace at  
Brooklyn Bridge Park Pier 6

**20% OFF**

offer valid for one item only through November 1, 2020



Challenge participants can enjoy a free

**BAR CLIF**

Pick up yours at Greenway rest stops:

**Shirley Chisholm State Park,  
1750 Granville Payne Ave** (aka Pennsylvania Ave)

**Ride Brooklyn Park Slope,  
468 Bergen Street**

Photo courtesy of Untapped New York



# Our Sponsors



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Ferry

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to get you moving again.*



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+Free Transfers



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Strengthening Communities



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Greenway  
Initiative



conEdison

Everything Matters

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LANDING **BK  
NY**

GREENPOINTLANDING.COM



# Our Sponsors



**NYC  
Ferry**

NYC Ferry Operated by Hornblower provides New Yorkers a dependable way to commute and connect in Manhattan, Brooklyn, Queens and the Bronx along the East River.



Securing a clean energy future and providing electric, gas, and steam to NYC and Westchester.

**GREENPOINT  
LANDING** BK  
NY

Located along a half-mile stretch of waterfront in the northernmost section of Greenpoint, will provide over 4 new acres of publicly accessible open space for the neighborhood. Designed by James Corner Field Operations, the waterfront open space will provide vantage points for the public to enjoy unobstructed city views as well as offer a variety of outdoor amenities.

NYC Councilman  
**Stephen T. Levin**

Public funding for the Brooklyn Waterfront Challenge and other programming and services to ensure the long-term viability of the Brooklyn Waterfront Greenway generously provided by NYC Council Member Stephen T. Levin, representing Council District 33.



**KIWI ENERGY**

Dedicated to providing innovative energy solutions for electricity and natural gas supply.



Sixpoint was created in an 800-sq. ft. garage in Brooklyn, in 2004 by award-winning homebrewer-turned-professional Shane Welch. The Mad Scientists at Sixpoint seek to honor the heritage and craft of brewing by designing unique formulas to perpetually inspire the creativity, collaboration, and culture that is generated by beer.



Ample Hills Creamery is the beloved Brooklyn-based ice cream company with 9 locations in New York City and New Jersey. Since opening in 2011, it has been rated the #1 ice cream in New York City by Zagat and "Best Ice Cream in America" by Food Network.



Bicycle Shop with a convenient location in Park Slope and great prices on high quality bikes and service.



Offering choice, quality and value in every aisle is how we hope to make your shopping experience a genuine pleasure. Visit the Brooklyn market at 21 Flushing Ave.

# Our Sponsors

## In-Kind Sponsors



## Program Partners



## Media Sponsors



# About Brooklyn Greenway Initiative



Brooklyn Greenway Initiative (BGI) is a 501(c)(3) nonprofit organization committed to the development, establishment and long-term stewardship of the Brooklyn Waterfront Greenway – a protected and landscaped route for pedestrians and cyclists of all ages and abilities that, when complete, will connect Brooklyn’s storied and iconic waterfront, parks and open space, commercial and cultural corridors, and new tech and innovation hubs for 2.65 million Brooklyn residents, over 1.1 million people who work in Brooklyn, and more than 15 million annual visitors from across the City and around the world.

Founded in 2004, BGI works with community, nonprofit, business, and government partners to create and fulfill a comprehensive vision for the Brooklyn Waterfront Greenway, while at the same time building awareness and support among residents and employees who live and work along its route.

[Ride Guide Design by Philip Leff](#)

[Map Illustration by Nate Padavick](#)

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Since its founding, BGI has channeled more than \$218 million in public and private investment toward implementation of the Greenway, leveraged public and private investment of \$2.38 million toward creation of the Naval Cemetery Landscape as a new park-like space and memorial meadow adjacent to the Greenway, and conceptualized or supported the development and stewardship of other open spaces and public amenities along the waterfront. Approximately 18 miles of completed Greenway are actively used by an estimated ten thousand cyclists and pedestrians daily.

BGI hosts numerous public events and programs designed to activate the Greenway and Naval Cemetery Landscape, foster critical support and stewardship for this vital public infrastructure, and build awareness and engagement of BGI as the organization dedicated to their long-term care.

