

Project Name Greenpoint Manufacturing & Design Center

Location 1155-1205 Manhattan Avenue Brooklyn, NY 11222

1. Describe briefly the project's design and implementation.

The Greenpoint Manufacturing and Design Center is an arts and industry complex located in Greenpoint, Brooklyn. The Center was created and continues to be managed by a handful of woodworking manufacturers, craftspeople and artisans who formed the corporation in order to purchase the eight industrial buildings from the city of New York. Threatened with demolition, the eight century-old buildings are now home to over sixty small businesses and artisans. Out of the mix of talented tenants and community supporters, the GDC hopes to create a community-based employment and education fulcrum which can creatively respond to and capitalize on the needs, interests and commitments of the many businesses, employees and residents who have become part of the Center.

2. What local urban issues did this project address? What were its goals? Were there issues that, in your judgement, might have been addressed but were not?

The project, first and foremost, saved the 21 businesses which were threatened by the building's projected demise. The Center has since more than doubled in size, creating scores of new business and job opportunities. From its original employment level of 110, the Center has grown to nearly 300 employees. The Center has thus dealt with economic and employment growth in a measurable way. It has also preserved some vital neighborhood architecture and a structure which holds many memories for working class Greenpointers. And the Center is providing educational and environmental services to the tenants and residents to maximize the impact of the Center's many undertakings.

3. Describe the financing of the project. Do you think it could be replicated?

The GDC relied on a unique blend of public and private financing and on the proceeds from the buildings' rent roll. Banks, private foundations and utilities underwrote one-time predevelopment costs. State government covered the cost of providing business and residents services, such as ESL classes, environmental compliance training and computer instruction and technology upgrading. City and Federal government funds have been devoted to real property improvements and capital projects. And rent-roll income has been invested in on-going maintenance, repairs and building operations.

4. Why does the project merit the Ruby Bruner Award for Excellence in the Urban Environment?

The GDC deserves the Bruner Award because it has been an unusually successful collaboration amongst myriad agencies, organizations, regulators, banks, foundations and community organizations. The project has made great strides in economic development and demonstrated true originality and creativity in ways which are bettering the lives of local residents, businesses and employees.