

Green Point Food District

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UNDERSTANDING THE PROPOSAL:

This submission is a single, continuous, steel framed building, strategically situated in a repurposed industrial zone and woven through the Greenpoint neighborhood of Brooklyn. This proposed structure establishes a comprehensive food system seamlessly integrated with housing, commercial, civic and public spaces. Its modest, pragmatic form gets its power by creating flexible infrastructure, making connections and celebrating our interdependence—a foundation for economic growth and prosperity in the 21st century. This project is also fitting for a burrow that’s official motto is Eendraght Maeckt Maght - “In unity, there is strength.”

The two ends of this structure rise well above the existing fabric of the Greenpoint Neighborhood. These towers serve as beacons or markers for the food district and offer residents and visitors unmatched views of Brooklyn and the Manhattan skyline. The spaces atop these towers are open to the public and designed to support small civic events as well as private celebrations.

UNDERSTANDING THE CONTEXT:

Greenpoint is the northern most neighborhood in Brooklyn. During the 18th and 19th century much of this area was farmland and many of the streets still bear the names of the original farming families such as Meserole and Calyer. Farmers in those days used long boats to travel to Manhattan to sell their

farm produce. Today Brooklyn is redefining its agricultural traditions with high-end organic food companies like McClure’s Pickles, Brooklyn Soda Works, Steve’s Ice Cream and Madécasse, which all currently operate production facilities in Brooklyn.

The industrial land used for this proposal is part of the 175 block rezoning effort in the Greenpoint and Williamsburg neighborhoods that was passed by the New York City’s Department of City Planning in 2005. The plan was designed to bring over 16,000 new residents to the area with corresponding commercial capacity and civic amenities. The plan included a public park on the east river that would extend to Newtown Creek.

GREENPOINT FOOD DISTRICT

GOALS AND OBJECTIVES:

- create a dense, safe, vibrant, mixed use, mixed income, walkable development that connects users to existing built/natural systems and supports healthy living;
- address the needs of a mixed income, diverse population by seamlessly integrating systems of support for those in need;
- develop a progressive, non-hierarchical, non-stratified infrastructure that celebrates our symbiotic interdependence with our environment and one another;

- expand opportunities to train a 21st century food industry workforce and educate the community about the ecological challenges as they relate to our food systems and our long-term health and prosperity;

- utilize water and other resources to produce high quality organic agricultural products for residents, local restaurants as well as the broader community;

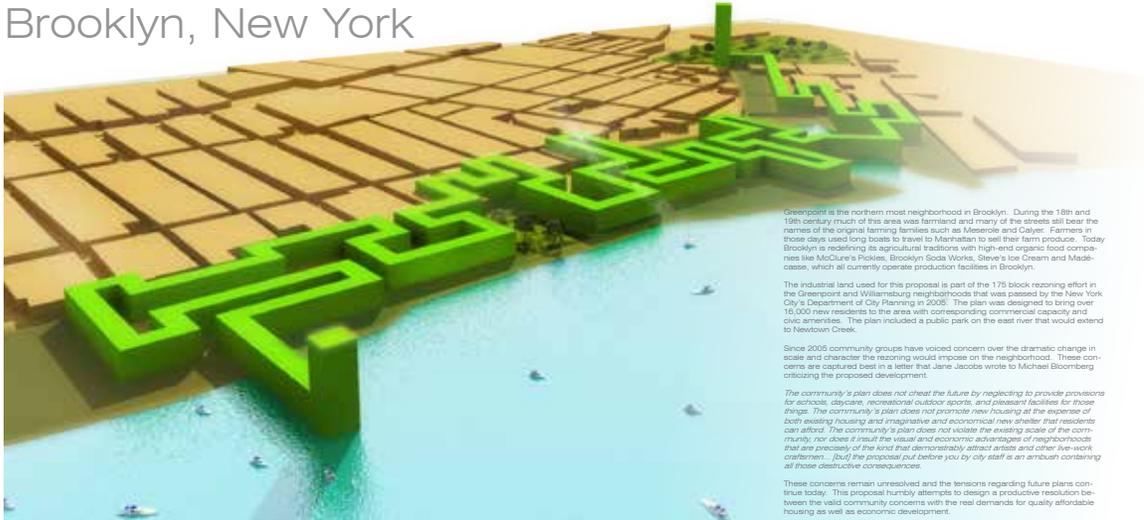
- create buildings that are flexible and can readily adapt to evolving community needs.

- use passive and active strategies to make the district efficient and a net energy producer;

- utilize existing transportation and civic infrastructure and augment gaps in that infrastructure with integrated amenities such as car sharing, a library, classrooms, community meeting space, community gardens and parks.

Greenpoint Food District

Brooklyn, New York



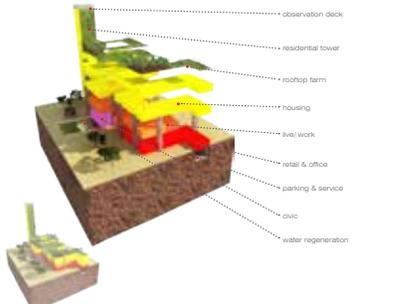
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Since 2006 community groups have voiced concern over the dramatic change in scale and character the rezoning would impose on the neighborhood. These concerns are captured best in a letter that Jane Jacobs wrote to Michael Bloomberg criticizing the proposed development.

The community's plan does not cheat the future by neglecting to provide provisions for schools, daycare, recreational outdoor sports, and pleasant facilities for those things. The community's plan does not promote new housing at the expense of both existing housing and imaginative and economical new shelter that residents can afford. The community's plan does not violate the existing scale of the community, nor does it insult the visual and economic advantages of neighborhoods that are precisely of the kind that permanently attract artists and other live-work craftsmen. ...[and] the proposal put before you by city staff is an ambush containing all those destructive consequences.

These concerns remain unresolved and the tensions regarding future plans continue today. This proposal humbly attempts to design a productive resolution between the valid community concerns with the real demands for quality affordable housing as well as economic development.



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