

# Rudy Bruner Award Application



1000 Dean Street  
Brooklyn, NY



**BFC PARTNERS**  
BUILDING PROGRESS. INSPIRING CHANGE.

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# 2015 RUDY BRUNER AWARD PROJECT DATA



# PROJECT DATA

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name 1000 Dean Street Location Brooklyn City New York State NY

Owner 1000 Dean LLC

Project Use(s) Office, Retail and Food & Beverage

Project Size 150,000 sf Total Development Cost \$28.7 million

Annual Operating Budget (if appropriate) Approx \$1 million

Date Initiated March 2012 Percent Completed by December 1, 2014

Project Completion Date (if appropriate) June 2014 Project Website (if appropriate) www.1000dean.com

Attach, if you wish, a list of relevant project dates

### Application submitted by:

Name Ernie Padron Title Development Associate

Organization BFC Partners

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### Perspective Sheets:

Organization Name E-mail

Public Agencies New York City Economic Development Corporation Zachary Smith zsmith@edc.nyc

Architect/Designer Selldorf Architects Sara Lopergolo, AIA sara@selldorf.com

Developer BFC Partners Win Wharton wwharton@bfcnyc.com

Professional Consultant Aptsandlofts.com Chris Havens chavens@aptsandlofts.com

Community Group

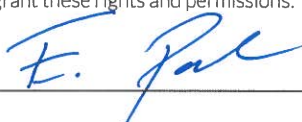
Other

Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

- Direct Mailing  Direct Email  Previous Selection Committee member  Other (please specify) \_\_\_\_\_  
 Online Notice  Previous RBA entrant  Professional Organization \_\_\_\_\_  
 Social Media  Bruner/Loeb Forum \_\_\_\_\_

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Date

12/9/14

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**2015  
RUDY BRUNER AWARD  
PROJECT  
AT-A-GLANCE**



# PROJECT AT-A-GLANCE

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This sheet, the Project Data sheet, and the representative photo will be sent to the Committee in advance as the *Project Overview*.

Project Name	1000 Dean Street	
Address	1000 Dean Street	City/State/ZIP Brooklyn, New York

1. Give a brief overview of the project. Approximately 500 words.

1000 Dean Street is an exciting commercial project located in the Crown Heights neighborhood of Brooklyn. A 150,000-square-foot former garage that had been used as a storage facility for decades has been repositioned as a home for local small businesses. The 1920's building began as a Studebaker Service Station which is evident from the building's bones—with high ceilings, wide floor plates and remnants of ramps connecting the different levels. The four-story concrete structure was purchased in 2012 by a joint venture between BFC Partners, Brownstoner, and the Goldman Sachs Urban Investment Group. The developers' vision of igniting the historically low-income neighborhood started with an anchor on the ground floor. A 9,000-square-foot food and beer hall operated by the founders of Smorgasburg, New York City's famous food market. The partnership has also converted the building into creative offices and studios positioning the project as a hub of entrepreneurial activity. The building has been designed to address the needs of the Brooklyn entrepreneurial community with a wide range of office sizes, ranging from 500 feet and up.

By assembling a mix of creative financing sources that included Goldman Sachs' Urban Investment Group and New Markets Tax Credits, the team was able to invest close to \$30 million in the project. The renovation included all new windows and sky lights flooding the building with natural light and a new core of elevators and bathrooms allowing for the activation of the site. The food and beer hall has already become an anchor in the community with local residents flocking to the establishment during the week and people from all over the city making it a popular weekend destination. In addition, the hall has become a de facto cafeteria for the building's workers giving it almost a co-working space feel with ideas being exchanged and connections being formed.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.) Approximately 500 words.

Historically known as a low-income residential neighborhood, Crown Heights is attracting new residential projects filled with a changing demographic consisting of young professionals in the creative industries. In addition to Crown Heights, the manufacturing zone that 1000 Dean sits in abuts Prospect Heights, Bed Stuy and Clinton Hill and is within walking distance of Fort Greene and Park Slope. Keeping in line with this designation, the developers repositioned the building as a commercial project that caters to this evolving population. 1000 Dean Street embodies the principles of the Randy Bruner Award for Urban Excellence by leveraging an existing, underutilized asset in an urban environment and converting it into an exciting hub of creativity. With many smaller companies getting priced out of other areas with a concentration of tech and creative companies, such as Midtown South and Williamsburg, 1000 Dean Street fills a need in an industry where there are few comparable products.

The project has had a positive effect on the surrounding environment by creating a new destination for families and young professionals in the area. Berg'n, the food and beer hall, has become a de facto town square for local residents where neighbors congregate with each other while enjoying food provided by small local vendors. (Approximately two-thirds of the people hired to work at Berg'n live in the neighborhood.) The office tenants that have moved into the building have activated an otherwise sleepy part of Crown Heights generating additional foot traffic for the local retailers. The design team integrated some of the building's features into the conversion while also creating new elements adapting the building to its new use. The structurally damaged façade was rebuilt with wood molded brick, and garage doors replaced with operable storefronts. A portion of the existing roof was removed to create a 1,200 sf enclosed outdoor courtyard with seating. The giant entryway, which was the former car showroom, is an imposing entrance which will also be made available to tenants for events. This winter, the building's first floor is serving as the "off-season" home of the Brooklyn Flea—New York City's biggest flea market. With over 100 vendors selling a variety of products every weekend, 1000 Dean Street continues to serve as a hub for local residents, New York City residents and tourists alike.

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# 2015 RUDY BRUNER AWARD PROJECT DESCRIPTION



# PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project? Approximately 500 words.

1000 Dean Street was approached from the perspective of creating a place for a creative a place for smaller businesses that are growing in New York's burgeoning tech and creative industries. After the last economic downturn, the City of New York focused on diversifying the city's economic base and created initiatives to strengthen and grow the tech and media sectors. Their fruitful endeavors resulted in a dramatic increase in the presence of these companies in New York. In addition, many new companies sprouted from these initiatives but faced significant challenges from Manhattan's high barriers of entry due to the office rents. These nascent companies started looking at other boroughs and many gravitated towards Brooklyn. Crown Heights, the surrounding neighborhood, has been experiencing rapid growth in the residential sector over the last several years. 1000 Dean Street was able to provide a balance to the residential growth with the presence of office space while also providing an amenity to the community in the form of the food and beer hall as well as the the Brooklyn Flea on the weekends.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project? Approximately 500 words.

1000 Dean Street is located in the Crown Heights neighborhood of Brooklyn which has historically been known as a low-income neighborhood. The project is surrounded by low rise residential buildings and warehouse buildings that comprise the adjacent manufacturing zone. Local residents comprise the office workers, restaurant workers and customers of the project. With the recent addition of the Brooklyn Flea on weekends, the local neighborhood is filled with activity all week long. Berg'n has become a destination for local residents as well as people from outside the neighborhood. Due to the variety of uses in one building the project serves Brooklynites, New York City residents and even tourists.

# PROJECT DESCRIPTION (CONT'D)

3. Describe the key elements of the development process, including community participation where appropriate. Approximately 400 words.

The original idea for conversion of 100 Dean Street came from Jonathan Butler, founder of the real estate blog Brownstoner and the popular Brooklyn Flea and Smorgasburg markets. Jonathan has lived in neighboring Clinton Hill for the past decade. His markets are among the biggest small business incubators in the city so he had developed a first-hand knowledge of what small businesses in Brooklyn needed and what locations were underserved. Throughout the development process, Jonathan and the rest of the development team worked closely with neighborhood groups such as Community Board 8 and the Crow Hill Association to keep the community informed and to get input. In particular, he worked with the Crow Hill Association and the NYC Department of Small Business Services to create a local hiring initiative that ended up providing employment for more than 30 local people, including unemployed youth and formerly incarcerated individuals. Most recently, Council Member Robert Cornegy visited 1000 Dean to meet with Jonathan and discuss ways to broaden the building's reach in the community.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable. Approximately 400 words.

The project was financed using a combination of private equity, New Market Tax Credits and conventional debt. The total development cost was approximately \$28.7 million. In terms of hard costs, the renovation cost was approximately \$65 per square foot not including fit out for tenants.

#### Sources

Goldman Sachs Equity:	\$2 million
Goldman Sachs Loan:	\$16 million
Tax Credit Equity:	\$7.6 million
BFC Equity:	\$3.1 million

#### Uses

Acquisition:	\$11 million
Hard Costs:	\$9.8 million
Soft Costs:	\$7.9 million

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings? Approximately 400 words.

The project has played a unique role in the commercial revitalization of Crown Heights. There had been almost no investment in the manufacturing zone for decades despite its proximity to dynamic residential areas like Bedford Stuyvesant and Fort Greene. The project showed that commercial investment was viable in the area and has triggered a number of other projects in the surrounding blocks, including the creation of a new Greenpoint Manufacturing and Design Center facility for woodworkers one block away. What's more, the ground floor space is being used this winter to house the Brooklyn Flea, which has resulted in thousands of new visitors coming to the neighborhood each weekend, something that has been a boon to local food and retail businesses.

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**2015**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



Send to Contact

## PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name Zachary Smith Title EVP and Chief Operating Officer  
Organization New York City Economic Development Corporation Telephone (212) 818-5000  
Address 110 William Street City/State/ZIP New York, NY 10038  
Fax (212) 312-3913 E-mail zsmith@edc.nyc

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Signature  Date 12/5/14

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements). Approximately 400 words.

New York City Economic Development Corporation (NYCEDC) is the City's primary engine for economic development, charged with leveraging the City's assets to drive growth, create jobs, and improve quality of life. We build from the bottom up; starting with a strong infrastructure to support the City's many neighborhoods. By leveraging partnerships between the public and private sectors, we stimulate the economy with real estate developments that create jobs, build and revive communities, and improve quality of life for all New Yorkers. NYCEDC provided \$15 million of New Markets Tax Credit (NMTC) allocation to the project with our strategic partner, United Fund Advisors, a NMTC Community Development Entity. The NMTCs leveraged much needed private investment to stabilize the project's financing and make the project a reality. NYCEDC supports NMTC projects that are catalytic community investments that generate quality jobs and strengthen neighborhoods. We prioritize projects in neighborhoods that suffer from high unemployment, poverty and very low incomes.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them? Approximately 400 words.

The project consists of the conversion of underutilized and dilapidated buildings into commercial workspace, event space and food venues that will serve as a hub for small, creative businesses and a catalyst for the transformation of the Crown Heights. Crown Heights' commercial redevelopment has been dormant for decades and the neighborhood has historically lacked private investment. The project achieves policy goals through the improvement of real property to provide affordable and flexible space for growing sectors of the city's economy. The project will provide approximately 100 local small businesses with affordable office space and bring significant economic activity to the area. The infusion of hundreds of workers to the area would have large implications for the number and kinds of businesses that could thrive within the community. In addition, the creation of the food hall and event space is likely to attract new visitors from outside the area, bringing in additional spending and raising the area's profile on a city-wide basis.

## PUBLIC AGENCY PERSPECTIVE (CONT'D)

3. Describe the project's impact on your city. Please be as specific as possible. Approximately 400 words.

- Redevelopment and activation of a significantly underutilized property
- Create 176 construction jobs and 425 jobs at tenant-businesses.
- Provide goods and services through a diversity of small-business tenants to low-income residents including education, healthy foods, arts and culture as well as technology, architecture and design.
- Provide tenant businesses with flexible lease rates.
- Attract minority- and women-owned subcontractors and tenants.
- Create environmentally sustainable outcomes by incorporating smart growth principles and remediating environmental contamination.
- Serve as a catalyst to invigorate business activity in Crown Heights

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities? Approximately 400 words.

This was a large NMTC transaction that attracted NMTC allocation from national Community Development entities (CDE's) based in Portland and Texas. The model employed by NYCEDC in this case was not necessarily a new one here in New York City, but it is one that we believe should be explored in other cities that may not have taken full advantage of public/private partnerships. The strength of this model is that it uses a widely available tax credit program without the local government having to provide equity or debt.

5. What do you consider to be the most and least successful aspects of this project? Approximately 400 words.

1000 Dean Street is a catalytic project in a neighborhood that has seen underinvestment while also showing strong demand for more affordable commercial space with interesting amenities for geographically sensitive users. We understand the project has been successful in attracting office tenants as well as crowds to its food and beverage hall. One risk of the project will be to keep demand strong for new tenants and customers, which will be somewhat sensitive to trends in the New York City economy over time.

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**2015**  
**RUDY BRUNER AWARD**  
**DEVELOPER**  
**PERSPECTIVE**



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This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name	Win Wharton	Title	Director of Development
Organization	BFC Partners	Telephone	(718 ) 422-9999
Address	150 Myrtle Avenue	City/State/ZIP	Brooklyn, NY 11201
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Signature		Date	12/9/14
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1. What role did you or your company play in the development of this project? Describe the scope of involvement. Approximately 400 words.

BFC Partners acted as the developer and general contractor for 1000 Dean Street. In its capacity as developer, BFC arranged for the financing, worked with design professionals on the look and feel of the building. In addition, BFC managed the entitlement process and all other pre-construction activities. BFC continues to manage the leasing and operations of the building. As the general contractor, BFC oversaw the construction of the renovations. In sum, we have been and continue to be involved with every aspect of the project.

2. What trade-offs or compromises were required during the development of the project? Approximately 400 words.

The financing of the project posed a challenge given the relative nascence of the commercial presence in the Crown Heights neighborhood. We had to utilize New Market Tax Credits to enable the development of this project. We needed this financing in order to rehabilitate project in a manner that would attract talent and businesses to a neighborhood that was under served, overlooked and generally undeveloped. So believing in the project, we had to sacrifice typical risk/return metrics and look at this project as transformative and which has long term social and economic returns.

3. How was the project financed? What, if any, innovative means of financing were used? Approximately 400 words.

The project was financed from a variety of sources including the joint venture comprised of BFC, Brownstoner, and Goldman Sachs' Urban Investment Group, senior debt and New Market Tax Credit.

4. What do you consider to be the most and least successful aspects of the project? Approximately 400 words.

1000 Dean Street has catalyzed further development in the neighborhood and created a market. It has spurred lots of change and economic activity in the vicinity. The project has proven that reuse and repositioning of old structures is a viable proposition. As we do in many projects, we keep a focus on sustainability and there is nothing greener than adaptive reuse of an existing building. For these reasons, we are very proud of 1000 Dean Street. Unfortunately, a large anchor tenant that we were excited about filed for bankruptcy as we were starting to undertake the tenant improvements. The tenant had planned a large kitchen incubator for emerging culinary businesses, but the project never took shape as the organization dissolved.

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**2015**  
**RUDY BRUNER AWARD**  
**PROFESSIONAL**  
**CONSULTANT**  
**PERSPECTIVE**



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This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

Name	Chris Havens	Title	Commercial Director
Organization	AptsandLofts.com	Telephone	(718) 907-2500
Address	236 Court Street	City/State/ZIP	Brooklyn, NY 11201
Fax ( )		E-mail	chavens@aptsandlofts.com

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Signature	Date
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1. What role did you or your organization play in the development of this project? Approximately 400 words.

As Commercial Director of Aptsandlofts.com, I played several roles in the project. I was a consultant to the design and development team on amenities, layouts and much more. I have acted as a press agent as well. My chief role is Leasing Director and manager of the marketing process. I have been working on the job for 2 ½ years, since May of 2012.

2. Describe the project's impact on its community. Please be as specific as possible. Approximately 400 words.

The project has had several effects on the community. First, we provided much needed office space to creative companies and entrepreneurs located in Crown Heights and surrounding neighborhoods. Office space is in severe shortage in Brooklyn and tenants like to work nearer their homes than in past decades. Second, the property brings 400 plus people to the neighborhood, with their shopping, food buying and home buying power. Third, the building is housing the Brooklyn Flea and Smorgasburg, bringing thousands of visitors to the area, filling the restaurants, bars and shops on the weekends. Fourth, 1000 Dean has spurred the renovation of 893 Bergen, a 5000 rsf commercial building and 1010 Dean, an 11,000 rsf commercial building, both of which are adjacent to the property. A 900 sf co-work space called the Dean Machine has opened on the block, at 1037 Dean. 951 Dean is being offered for restaurant space, a new bar opened on Classon between Dean and Pacific and CRABBY SHACK opened on Franklin between Dean and Bergen.

## PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

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3. How might this project be instructive to others in your profession? Approximately 400 words.

1000 Dean is one of the top five renovated loft office buildings in Brooklyn, demonstrating how to create a creative work environment in a gut reno job. Numerous development groups seeking to replicate 1000 Dean in other locations have toured the building, as has Open Space, elected officials, NYC EDC staff and many more. The building is influential, in my view.

4. What do you consider to be the most and least successful aspects of this project? Approximately 400 words.

It has been challenging to lease the large ground floor spaces, though we have significant activity this fall. The biggest success are the happy business tenants in the building.

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## PROFESSIONAL CONSULTANT PERSPECTIVE

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This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

Name Chris Havens Title Commercial Director  
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Signature [Signature] Date 11/29/14

1. What role did you or your organization play in the development of this project? Approximately 400 words.

2. Describe the project's impact on its community. Please be as specific as possible. Approximately 400 words.

**aptsandlofts.com**

we've got your space

**Christopher Havens**  
Director of Commercial Property  
Licensed Associate Broker

Real Estate Marketing

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**2015**  
**RUDY BRUNER AWARD**  
**ARCHITECT**  
**OR DESIGNER**  
**PERSPECTIVE**



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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name	Sara Lopergolo, AIA	Title	Partner
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Signature  Digitally signed by sara lopergolo  
DN: cn=sara lopergolo, o, ou, email=sara@selldorf.com, c=US  
Date: 2014.12.04 17:28:47 -0500 Date 12/4/14

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc. Approximately 400 words.

This project demonstrates that industrial buildings in Crown Heights, Brooklyn have contemporary value, and can be renovated and repurposed in ways that celebrate the neighborhood's legacy, serve evolving needs, and strengthen community. The design revives a dilapidated former Studebaker Service Station and adjacent brick garage for use as an indoor market, food hall, and studio space for Brooklyn's creative community. Research to uncover and understand the original design and evolution of both buildings was a critical first step that guided this adaptive re-use project.

For the Studebaker building (1000 Dean Street), the façade was repainted to match the historic design, roll down gates were removed to reveal original building openings along the street, and the historic Studebaker sign was recreated on the exterior. Broken and rusted windows were replaced throughout with double-hung, anodized aluminum frames—new windows that maintain the building's industrial character but also allow for individual operability and views. Inside, the building's vast floor plates and industrial interiors offered the ideal setting for new programs including Brooklyn Flea's artisanal food and craft market and studio space for creative companies on the three levels above. The renovation maintains the building's raw, open quality but updates it for modern uses with a new central circulation core including elevator and connecting stair, as well as modern mechanical systems, technology infrastructure, and lighting; The design's major intervention is the insertion of two new light wells measuring 8' by 92' which penetrate the interiors and bring abundant daylight to the deep floor plates. Key elements of the historic interiors were preserved and renovated such as the entry lobby's elegant vaulted arches.

The adjacent brick garage on Bergen Street was transformed into Berg'n, a new food-hall-style restaurant and bar. The building's structurally damaged façade was completely rebuilt with wood-moulded brick and existing garage doors were replaced with operable storefronts made from black-painted aluminum and glass. A portion of the existing roof was removed to create an enclosed outdoor courtyard with seating. Inside, the original wood beam ceiling was restored and painted, and fitted with new skylights that bring daylight into the space. A mix of vintage and modern finishes, fixtures, and furnishings work together to create a contemporary design that evokes the building's industrial past. The main beer hall space has long tables made from reclaimed pine, a refurbished vintage bar, food vendor stalls clad in quilted stainless steel, and industrial copper light fixtures.

2. Describe the most important social and programmatic functions of the design. Approximately 400 words.

From the outset, the project was imagined as both a workspace for the local creative community and a public destination. Significantly though, it was imagined as a vibrant new community amenity where both groups would come together. The realized project offers open and light-filled studio spaces for companies with a creative focus, as well as a market space on the ground floor where businesses can sell the products they make. Operated by Brooklyn Flea, the indoor market is an unprecedented new amenity in Crown Heights, one that attracts local and international visitors with its vast array of artisanal products and vintage goods. The market is complemented by Berg'n, a food-hall-style restaurant that serves food from local vendors. Berg'n draws in diverse audiences including people who work in 1000 Dean Street, visitors to Brooklyn Flea's indoor market, and residents of Crown Heights and the surrounding Brooklyn neighborhoods. An open floor plan and picnic-table-style seating encourages a feeling of community and interaction inside the restaurant. The design connects both buildings with a new passageway, effectively making the diverse structures a singular project.

## ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

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3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project. Approximately 400 words.

This project was realized on a limited budget which impacted preservation and new interventions. We created a clear set of priorities required to make the project a success. This included reestablishing the “essential” historic character of each building; updating the building for new functionalities and code; making modifications, such as light wells or skylights, that enhance user comfort; and introducing new mechanical, lighting, and technology infrastructure throughout. Not every historic detail could be precisely rebuilt, but the overall effect is a building that evokes its original historic character while serving 21st century needs.

Another major challenge was striking a balance between flexibility and the specificity of a distinguished architectural design. For 1000 Dean Street, upper floors which serve as creative studio space were planned to be fitted out by individual tenants. In response, the design creates the essential conditions for great working space such as introducing two new light wells which bring daylight to the vast floor plates, new operable windows for light and ventilation throughout, and new internal circulation. The industrial quality of these floors was preserved and restored with freshly painted wall surfaces and concrete floors. The open and raw sensibility of these spaces complements the nature of creative work, while also offering the flexibility for tenants to further customize their work spaces. Ground floor programming evolved during the design phase. Here too, flexibility was essential in order to accommodate a range of possible tenants but is balanced with restored historic character and a welcoming ground floor presence. This includes large windows along the street and a new welcoming entry lobby which make the building’s inner workings visible and invite the public inside.

4. Describe the ways in which the design relates to its urban context. Approximately 400 words.

The project is located in Crown Heights, a Brooklyn neighborhood that is beginning to experience regeneration and growth. The design responds to its urban context by restoring and repurposing two underutilized historic structures that are part of Brooklyn’s industrial heritage. The fundamental architectural character of both buildings was revived, and new functions were introduced including a market, food hall, and creative studios—programs that activate the neighborhood with jobs and amenities. These programs establish the building as a destination in the neighborhood and beyond, and their mixed-use nature ensures that the facility remains active from day to night and on weekends. To welcome the public, both buildings have large glazed openings along the ground floor which reveal the building’s contents to the city. Berg’n, the food-hall-style restaurant, incorporates outdoor gathering spaces and has interiors that echo the building’s industrial legacy in a modern way.

Overall, this project is a catalyst for positive change in Crown Heights—one that encourages neighborhood renewal and growth, preserves architectural heritage, fosters community, and supports local creative entrepreneurs.

# Visual Representation

1000 Dean Street



# Lobby Entrance with Bicycle Parking for Tenants



# Newly Created Light Well and Open Floor



# Interior Hallways



# Former Car Ramp



# Newly Installed Elevators



# BER'GN Beer and Food Hall



# BER'GN Beer and Food Hall



# 1000 DEAN: BEFORE THE RENOVATION

by 1000 Dean

December 17, 2013

uncategorized

Before 1000 Dean began getting renovated last year to make way for office and artist space, the building had most recently been used as a storage facility. The exterior hadn't been touched in decades and there were still plenty of artifacts on the inside from when the building was erected in the 1920's to serve as the Studebaker Service Station. Here are a few fun photos from its former life.

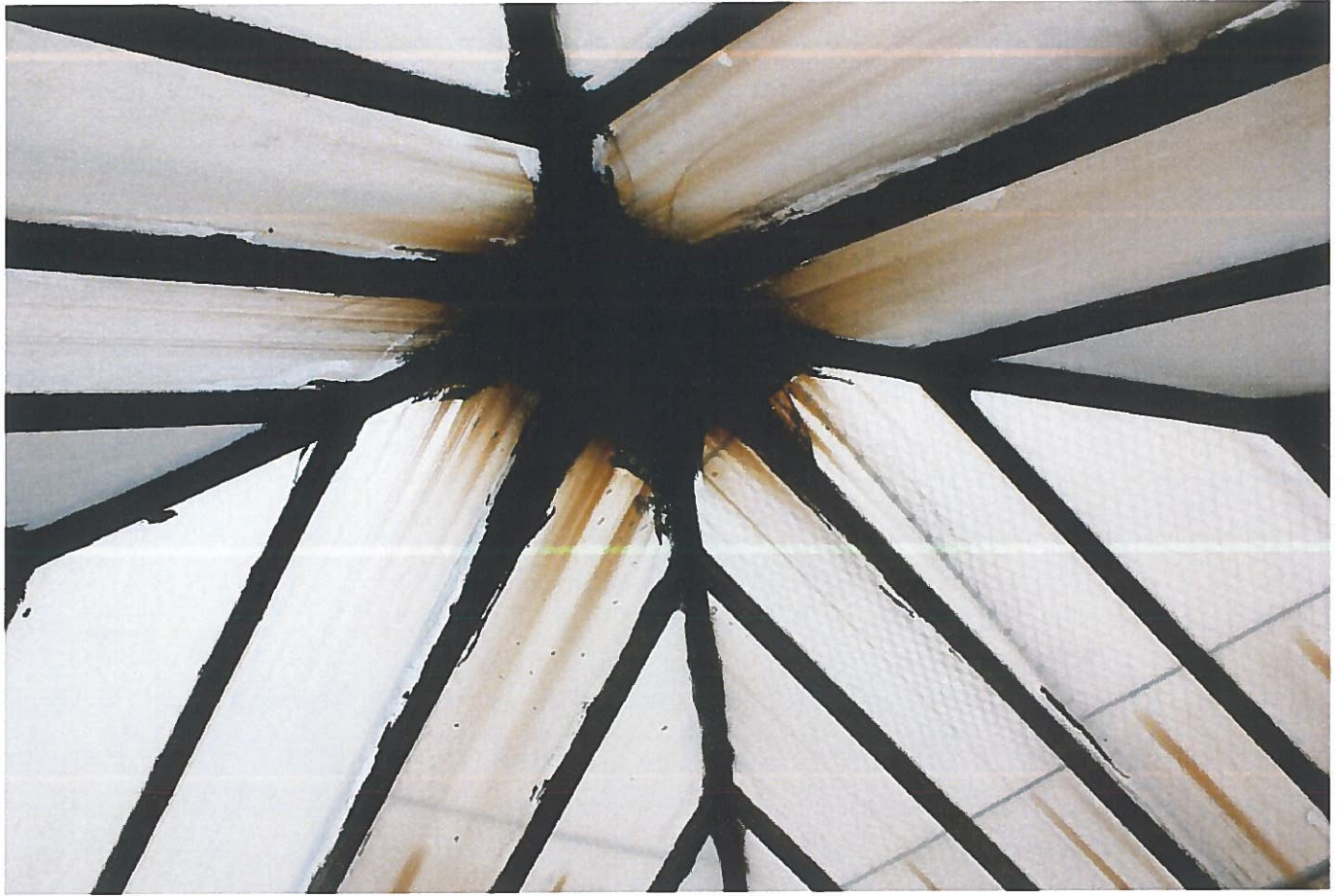












**Optional  
Supplementary  
Pages**

**1000 Dean Street**

# Service station re-born as small business hub

By **REW Staff**

2:07 PM, JUNE 4, 2014

The 150,000 s/f former Studebaker Service Station in Crown Heights has re-opened as a hub for new and growing companies. Designed by Selldorf Architects with the needs of technology and creative companies in mind, 1000 Dean merges office, production and collaborative spaces under one roof.

A completely new interior, built with state-of-the-art steel, concrete, and masonry systems, has been constructed within the existing shell to support the new building functions. New, high-efficiency mechanical and lighting systems are part of an extensive program of green building features that have taken the building to the forefront of 21st century efficient building technology.

“Crown Heights is rivaling many of our neighborhoods for the title of Brooklyn’s crown jewel, and 1000 Dean Street certainly adds to its luster,” said Brooklyn Borough President Eric L. Adams.

“This new hub for small business innovation will be a hot spot for our creative economy and innovative entrepreneurs, many of whom simply need a little space in order to blossom and thrive.”

Brownstoner Media, BFC Partners and the Goldman Sachs Urban Investment Group officially opened 1000 Dean Street today (Wednesday) following a two-year gut renovation .

The launch was celebrated at a ribbon-cutting attended by New York City Economic Development Corporation (NYCEDC) Chief Operating Officer Zac Smith, Councilwoman Laurie A. Cumbo and Brooklyn Chamber of Commerce President and CEO Carlo A. Scissura.

The \$30 million adaptive reuse project would not have been possible without the assistance of the New Markets Tax Credit program. In all, \$25 million in credits were provided by Goldman Sachs Urban Investment Group, Waveland Ventures and United Fund Advisors.

“We’ve worked to transform Crown Heights into a revitalized hub for new businesses, the arts and culture,” said Don Capoccia, a partner with Joseph Ferrara and Brandon Baron at BFC Partners, 1000 Dean’s developer, along with Jonathan Butler, the founder of Brownstoner.

“Now, with the establishment of this new business incubator at 1000 Dean, we will witness the emergence of creative and co-working companies in the area, which will further our city’s new innovative economy and continue to build on Brooklyn’s success.”

The conversion restored the 1920’s façade and many of the original building details while introducing new architectural elements such as two new light wells in the center of the building.

The building’s upper three floors will be utilized as creative office space, with units as small as 500 s/f and flexible lease terms varying from one to five years.

The property's office space is currently 40 percent leased to a roster of tenants, including Brooklyn Community Foundation, NC2 Architecture, Jack's Gourmet Kosher.

According to Christopher Havens of [aptsandlofts.com](http://aptsandlofts.com), the exclusive leasing agent for 1000 Dean Street, a 30,000 s/f space that was originally slated for food incubator 3rd Ward is currently available for lease, as well as an 8,000 s/f former loading dock ideal for a theater or a food production user. Most rents range from \$1,500 to \$3,000 per month.

Located in the historic Crown Heights neighborhood, 1000 Dean is surrounded by a low-rise community of houses and small buildings. Crown Heights North boasts a new generation of restaurants, bars and quick fine food, supported by hardware, cleaning and child care services. Over three dozen new businesses have opened in the last few years, transforming the retail environment.



PHOTO: Michelle George, District Manager of Community Board 8 – Brooklyn; Jonathan Butler, the founder of Brownstoner; Eric L. Adams, Brooklyn Borough President; Don Capoccia, a partner at BFC Partners; Zachary Smith, chief operating officer at NYCEDC; Margaret Anadu, managing director in the Urban Investment Group at Goldman Sachs; Laurie A. Cumbo, Council Member – District 35, Brooklyn ; and Carlo A. Scissura, President and CEO of the Brooklyn Chamber of Commerce.

# Iconically Hip, 1000 Dean Street May Transform Crown Heights

Offices, Workspaces for Creatives Carved From 1920s Studebaker Service Station



By Ellen Freudenheim  
Brooklyn, NY Expert



Open office space at 1000 Dean Street in Crown Heights, 2014. Photo by Ellen Freudenheim

## **Really? THIS is Crown Heights? Airy Workspaces with Beer Hall at 1000 Dean Street**

1000 Dean Street may be the hottest office building in Brooklyn. Why? Because it's so cool.

Located in Crown Heights, 1000 Dean Street is a \$30 million adaptive reuse project that repurposes a huge 1920's Studebaker Service Station building. It offers newly renovated workspaces with a full cafe and beer hall on the first floor. It's unlike anything available not just in Crown Heights but in Brooklyn in general.

The developers describe the building as not just standard-issue office space, but as having a higher social mission, too. They see it as a "revitalized hub for new businesses, the arts and culture," and frame it as an opportunity for "creative and co-working companies," and a chance for formerly poor-to-low-income Crown Heights to enter New York City's 21st-century innovation economy.

Some of that is surely marketing hype. But in reality, the building might just become the single most visible icon of rapidly gentrifying Crown Heights. It won't be iconic in the same way that yesteryear's [Domino Sugar Factory](#) or [Williamsburg Savings Bank](#) are iconic. These are physically impressive buildings, which 1000 Dean Street, while attractive, is not.

### **Office Space with Bells: In Synch with the BK Zeitgeist**

But in hip Brooklyn it's all about the zeitgeist.

And, 1000 Dean Street has fairly well lassoed the "BK zeitgeist." It's got:

- location, location, location (up-and-coming neighborhood; bikeable);
- a retro property with Brooklyn creds (recycled vintage); and
- a pedigree (one owner, of Brownstoner, Smorgasburg and Brooklyn Flea fame, has already left a huge footprint on hip Brooklyn urban culture).

Further, in keeping with Brooklyn's love affair with multifunctionality, 1000 Dean Street will house not only rental office and work spaces, but a food and entertainment space too, with a large beer hall/restaurant on the ground floor with a separate entrance. [Berg'n Beer Hall](#), at the ground level of 1000 Dean Street, has its own entrance on Bergen Street. It is expected to be open for breakfast through dinner, and also offer neighborhood entrepreneurs and creatives an expansive meeting place.

Office tenants at 1000 Dean Street will have special keys to their own entrance to Berg'n, and, with the convenience of a suburban corporate office park, they can reach the onsite restaurant without ever setting foot outside the office building.

(All that's missing to echo the Silicon Valley-like blurring of the lines between work and play is a pool table and some skateboards.)

Future bells and whistles include public spaces that can be used for community education programs, and a 7000 square-foot shed, currently not yet developed, that might, in the future, evolve into a music venue.

In short, if the breaks go their way, 1000 Dean Street could become Brooklyn's first "destination workspace" — that is, the office building that everyone who's anyone wants to work in.

### **Banking on Bikes**

The nearest subways are four blocks away, and it's an eight mile hike to the excellent Franklin Ave. subway hub — but there's always lemonade or in this case, a bike.

1000 Dean Street is being marketed as not just an office space, but as a bike-able alternative to working in Manhattan for those who live close enough to Crown Heights to just hop on their bike to get to work. That universe of neighborhoods within a mile or so includes [Bed-Stuy](#), Fort Green, Clinton Hill, and parts of [Park Slope](#). And, of course, the boroughs' classic cultural nexus — the Brooklyn Museum, [Brooklyn Botanic Gardens](#), the Brooklyn Public Library and [Prospect Park](#), with its zoo, merry-go-round and concert spaces — are just a sneeze away from 1000 Dean.

### **Rooms With a View**

With a total space of about 150,000 square feet, and equipped with state-of-the-art facilities – including a communal kitchen — the offices enjoy a basic amenity that's hard to find at decent rents in Manhattan: particularly good light.

And, views. Some spaces on the upper floors of this four-story building enjoy a panoramic view across a wide swath of Brooklyn, Queens and Manhattan.

One can make out the Freedom Tower in Lower Manhattan, the striking Citibank Building in Long Island City Queens; and in Brooklyn, Woodhull Hospital, the

Williamsburg Savings Bank at One Hanson in Fort Greene, and Boys and Girls High School in Bed-Stuy, among other sites.

### **A Nod to the 1920s**

The project was designed by Selldorf Architects, known for the Neue Galerie on the Upper East Side. "The design restored the 1920s facade and many of the original building details, while introducing new architectural elements such as two new light wells in the center of the building," they said.

The interior is designed for contemporary use, with high efficiency mechanical and lighting systems. It is not LEED certified, and a roof garden, while enticing, is not currently in the works.

Among the team undertaking the 1000 Dean Street project are Jonathan Butler of Brownstoner Media and Don Capoccia of BFC Partners, in conjunction with financial backers, the city itself, and the real estate agency [aptsandlofts.com](http://aptsandlofts.com).

### **Pop Up Workplace Community?**

As of this writing, prior to the opening of the building, nearly 30 of the available 100 or so spaces have been leased.

The list of first tenants runs a kind of Brooklyn gamut, from the influential Brooklyn Community Foundation to Jacks Gourmet Kosher, a yoga studio, online booksellers, video producers, architects, and e-commerce businesses. A mainstay tenant will be one of the projects' own developers, Jonathan Butler of Brownstoner Media.

Until its sudden demise, the popular "maker" organization, Third Ward, was slated to move here bringing with it an entire community of creative entrepreneurs that would have ipso facto branded the site as part of the "new Brooklyn" scene.

The developers have a notion that the building's tenants might generate creative synergy, forging a pop-up community or dynamic ecosystem onsite.

### **Public Private Partnership" "Build Baby Build"**

The public-private sector partnership behind the 1000 Dean Street project was born during the Big Apple's pro-development era under Mayor Michael Bloomberg. NYCEDC CEO Zachary Smith noted that the City "allocated \$25 million in New Market Tax

Credits through a partnership with United Fund Advisors, Goldman Sachs Urban Investment Group, and Waveland Ventures" to the project.

What's in it for New York City? "We look forward to seeing 1000 Dean Street transform this underutilized neighborhood asset into a venue that will spark new economic, educational and community activity," Smith said.

[Brooklyn Borough President Eric Adams](#), attending the building's ribbon cutting ceremony on June 3 2014, recalled that when he was a beat cop, he used to patrol that same block when it was down-and-out. He reiterated what has become, famously, his tag line, "build, baby, build," and expressed hope that 1000 Dean Street would become a hotspot for entrepreneurship and job creation.

Crown Heights North, where 1000 Dean Street is located, "boasts a new generation of restaurants, bars and quick fine food, supported by hardware, cleaning and childcare services. Over three dozen new businesses have opened in the last few years, transforming the retail environment," noted the press release distributed at the event.

## Brownstoner and Partners Open Renovated 1000 Dean Street

BY **TOBIAS SALINGER** 6/03 2:42PM



Ribbon-cutting ceremony.

**Brownstoner Media, BFC Partners** and the **Goldman Sachs** urban investment group opened a 150,000-square-foot gut renovated office warehouse at a ribbon cutting ceremony at **1000 Dean Street** in Crown Heights this morning.

The roughly \$19 million facelift at the four-story former storage facility at an old Studebaker service station has flipped a building **Brownstoner** founder **Jonathan Butler** says he and his backers purchased for \$11 million in March 2012, as *Commercial Observer* reported in February.

“One thousand Dean has been transformed from a lifeless storage facility into a small business hub with scores of small businesses and hundreds of workers,” said Mr. Butler, who first noticed the building on a bike ride three years ago. “The project has jump-started investment activity in the surrounding blocks, activity that will broaden the tax base and expand economic activities.”

The building has 29 tenants already, with space for about 70 more in areas varying from 500 to 40,000 square feet. **Brownstoner** will be moving into a shared area on the top floor overlooking the media company’s 9,000-square-foot restaurant, **Berg’n**, which Mr. Butler says will start serving up brews picked by a **Brooklyn Brewery** brew master and food from **Smorgasburg** within a month in an area where three dozen new businesses have opened in recent years.



1000 Dean Street

“We took a walk around the block and we thought this was an interesting opportunity,” said BFC Partners principal **Don Capoccia**, who Goldman Sachs contacted about the potential investment three years ago. “We didn’t even recognize a neighborhood we had spent an extraordinary amount of time in. That’s how much this neighborhood has changed.”

The building owners secured a \$25 million federal “new markets” tax credit with assistance from the city’s Economic Development Corporation and financing from Goldman Sachs, **Waveland Ventures** and **United Fund Advisors**.

“This building is a reflection of Brooklyn’s past and Brooklyn’s future,” said Borough President **Eric Adams**. “If we don’t embody the concept of ‘build baby build,’ we’re going to be left behind.”

**Christopher Havens** of **aptsandlofts.com**, the building’s leasing agent, says asking rents at the property run from the teens to \$32 per square foot, depending on the space, and both a 40,000-square-foot space formerly slated for **3rd Ward**’s food incubator and an 8,000-square-foot loading dock area are still available.



R. Hochman Papers.

**Erik Rimalovski** moved his four-person staff at printing company **R. Hochman Papers** into a 1,700-square-foot room on the third floor this past weekend after 25 years in Great Neck. The small firm, which makes wrapping paper and packaging, shares the space with an architecture company.

“It’s much easier to commute here than it was to go out to Long Island,” said Mr. Rimalovski, who now lives only a 15-minute walk from work. “We’ll have synergies here.”

# Crown Heights Deal Puts Blogger to Test

By  
JOSEPH DE AVILA  
April 3, 2012 10:10 p.m. ET

Brooklyn entrepreneur Jonathan Butler specializes on chronicling the ins and outs of the borough's residential and commercial real-estate market on his blog [Brownstoner.com](http://Brownstoner.com)

[Enlarge Image](#)



The industrial building at 1000 Dean St in Crown Heights, above, will be part of a new renovation project. *Philip Montgomery for The Wall Street Journal*

Now Mr. Butler is trying his hand at a large commercial real-estate project of his own in an underdeveloped section of Crown Heights, Brooklyn.

Mr. Butler, also a co-founder of the Brooklyn Flea, and his partners have acquired three adjacent industrial properties measuring a total of 155,000 square feet on Dean Street.

They plan to renovate the buildings and make them into mixed-use office space to house a mix of small businesses like Internet start-ups, food makers and light industrial manufacturers.

Construction on the \$30 million project is expected to begin in a few weeks and is scheduled to be completed in nine to 12 months.

"We hope there are 400 or 500 people working there in a couple of years," Mr. Butler said.

In addition to the work space, one section of the property will be used for cultural events and another section will have a food and beer hall that will feature food vendors from the Brooklyn Flea, a flea market held on weekends in Fort Greene and Williamsburg. Mr. Butler envisions that the 9,000-square-foot food hall will have five or six different food vendors.

"Hopefully, it will be a way for our food vendors to graduate from the Flea to having their own restaurant," Mr. Butler said.

The main building that will be used for office space and manufacturing was built during the 1920s. For the past three decades it has been used as warehouse. Before that it was used as a service station.

The project is situated in the industrial patch of Crown Heights where there has been little commercial investment but is surrounded by new residential real-estate development and a growing population that work in creative fields.

That made the site ideal for adding a mixed-use office building to cater to Brooklyn's jewelers, furniture makers and artists, said Alicia Glen, managing director of [Goldman Sachs Group](#) Inc. 's Urban Investment Group, a partner with Mr. Butler that has committed \$25.5 million toward the project.

"We think we are making a smart, long-term investment by supporting this sector in this neighborhood," Ms. Glen said.

The project still faces challenges. There aren't any comparable spaces in this corner of Brooklyn that offer the types of nontraditional office space like Mr. Butler's project. It is unclear what type of demand this space will receive.

But Mr. Butler was able persuade BFC Partners, the builder of the Toren luxury condominium in Downtown Brooklyn, to sign on as a partner and to handle the renovation of the building.

Mr. Butler "convinced me that there is an untapped potential for this type of space," said Don Capoccia of BFC Partners. Similar types of creative office space are being used in cities like Montreal and Auckland, he added.

"This is a market that is manifesting itself in cities around the world," Mr. Capoccia said. "I don't see why we shouldn't be investing in this in New York."



The Winter Flea + Holiday Market from Brooklyn Flea is in its seventh year. (Credit: Brooklyn Flea)

## Brooklyn Flea holiday market: What you'll find

By POLLY HIGGINS *November 12, 2014*

The Brooklyn Flea folks are at it again, serving up an indoor holiday market where shoppers can peruse in warmth under cover and grab some hot food. Open 10 a.m. to 6 p.m. Saturdays and Sundays through March, the Winter Flea + Holiday Market, occupies a new space at 1000 Dean St.

Brooklyn Flea co-founder Eric Demby describes the market's approach as "quality flea market," with less rooted-from-the-basement junk and more quality items. Some 100 vendors are selling everything from vintage furniture to vinyl records, textiles to tea towels, books to baby clothing, and more than a dozen food purveyors will fill your belly with such comforting eats as grilled cheese, ramen burgers, lobster rolls and doughnuts.

The Winter Flea + Holiday Market, connected to Berg'n beer hall, takes over 30,000 square feet of warehouse space in Crown Heights. That's a good deal of ground to cover, so here's how to navigate.

## Welcome to the Winter Flea + Holiday Market's new digs



In a former Studebaker service center, you'll enter from Dean Street. And don't worry: the market is contained to the first floor. *(Credit: Polly Higgins)*

### Coat check



Demby is particularly excited about a revolutionary new feature: a coat check. Because, really, who wants to lug around a coat whilst browsing for things like, well, coats? "It's huge," Demby says. "In wintertime, (patrons) want to spend a few hours." *(Credit: Polly Higgins)*

## There's stroller parking too

Yes, breeders, there is a Santa Claus: No need to navigate that loaded-down stroller. Just park it, right across from the coat check. *(Credit: Polly Higgins)*



## 2 showrooms

Two smaller showrooms, with windows overlooking Dean Street, feature furniture and textiles presented in a more typical, tidy store format. Pictured are handmade rugs from Christian Rathbone, who is set up in Showroom East. *(Credit: Brooklyn Flea)*



## Brooklyn Flea regulars



Many of the vendors – including Sheepshead Design, selling prints, t-shirts, stationary – will be familiar to Brooklyn Flea regulars. Five vendors, Demby says, are brand new to the fold. (Credit: Polly Higgins)

## Everyone loves books



Fort Greene's Greenlight Bookstore, set up not far from the entrance, is another regular and sells everything from the year's top sellers to older tomes. (Credit: Polly Higgins)

## A focus on the local



Among the local vendors are some NYC artists. Illustrator Claudia Pearson has a booth featuring tea towels, totes and other gifts for the home. (Credit: Polly Higgins)

## Budget time



By the time you hit the south wall (where silent holiday movies are being screened on an elevator door), you've realized you're glad you scheduled a good amount of time. dAN's Parents House, with

toys, taxidermy and type press letters, is a microcosm of a flea market within the flea market. (Credit: Polly Higgins)

## Vintage clothing



This is why you're glad you checked your coat. (Credit: Polly Higgins)

## Packaged goods in the hallway



An array of purveyors of packaged foods – chocolates, granola, nut butters, hot sauces – are set up in the wide hallway off the western edge of the main space. (Hang a right once you hit the back wall.)

Here, you can purchase the Brooklyn Flea gift basket (pictured); for \$50, it includes taffy, pickles and more. *(Credit: Brooklyn Flea)*

## Berg'n



Off the hallway to your left, you'll find Berg'n, a new beer hall-style spot that has its own street entrance at 899 Bergen Street. Run by the Brooklyn Flea folks, Berg'n boasts seven food vendors that are set on the perimeter. Starting Dec. 1, Christmas trees will be for sale on the patio off of the dining room. *(Credit: Polly Higgins)*

## The Berg'n food vendors



Berg'n features food from Ramen Burger, Asia Dog, Pizza Moto, Mighty Quinn's, Parlor Coffee, Dough and Blue Marble Ice Cream. If you're feeling brunch-y, order that ramen burger (pictured) with a fried egg on it. (Credit: Brooklyn Flea)

## Berg'n has a full bar



The full bar at Berg'n means you can a) have a bloody Mary with that brunch and b) visit when you're not holiday shopping for happy hour, which is 4 to 7 p.m. Tuesdays through Fridays. You'll find plenty of local and craft brews, with 50 total bottled and canned beers. (Credit: Brooklyn Flea)

## Pinball!



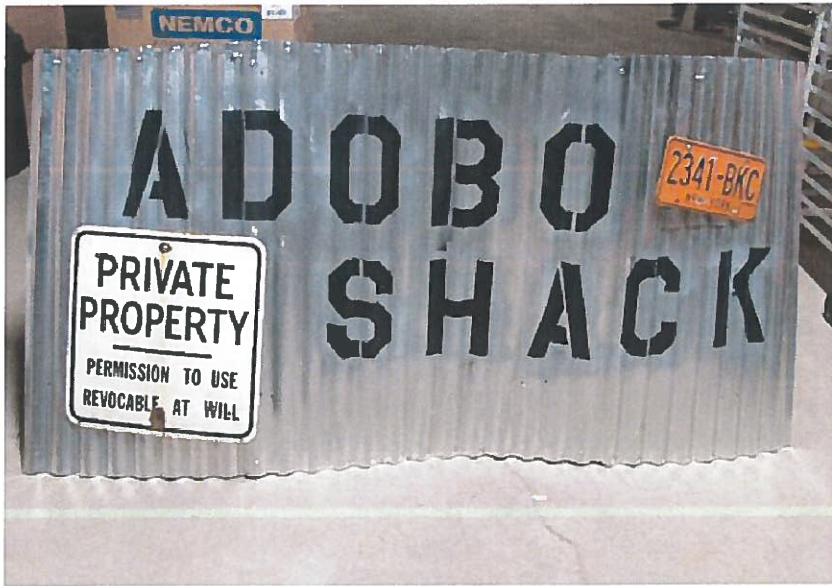
On your way out of Berg'n, definitely drop some coins into the Metallica "Master of Puppets" pinball machine. (Credit: Polly Higgins)

## Even more food in the loading dock area



Just off that hallway but to the right, you'll find even more food options in a loading dock area filled with communal tables, ping pong tables, video games and pinball machines, and salvage items from Olde Good Things. (Credit: Polly Higgins)

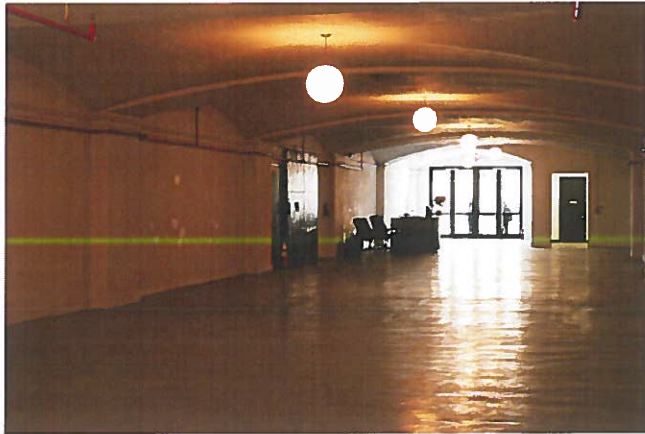
## And those food vendors are



The loading dock vendors include Adobo Shack, Solber Pupusas, Red Hook Lobster Pound, Milk Truck Grilled Cheese, Brooklyn Soda Works, Lonestar Empire, Queen Cobra Thai, Rice & Miso Everyday, and Chickpea & Olive. (Credit: Polly Higgins)

## 1000 Dean St: Crown Heights project wants tech tenants

*A gut rehab of 1000 Dean Street to make a contemporary tech and business hub in Crown Heights is looking for new tenants; amenities might make it suitable for some tech ventures. The project has been helped by Brownstoner blog founder Jonathan Butler.*



*Photo by Brady Dale*

**1000 Dean Street** is known colloquially around Crown Heights as “The Studebaker Building” because it was once a facility owned by the Studebaker company at its height.

Though, interestingly, as **Christopher Havens** of [aptsandlofts](#), our guide through the space, told us that it was **Pontiac** that first built the place before quickly selling it. It was picked up by the company that still bares its name today.

[We know that space is a major issue for companies in Brooklyn](#), and while Crown Heights is outside today’s hotbed of tech ventures, it will be interesting to see if the high cost of Dumbo sends more tech operations southeast — maybe here, to the building with a tenant entry to the space’s giant new beer garden.

The project has Internet roots. Its rehabilitation has been led by **Jonathan Butler**, the blogger behind [Brownstoner](#) with offices in Dumbo. The next time your brother-in-law makes fun of your blog, let him know that a writer in New York turned his online opining into a multi-million dollar real estate purchase. He did it alongside **BFC Partners** and the **Goldman Sachs Urban Investment Fund**, [according to \*The Commercial Observer\*](#).

Havens also helped facilitate the rehab, bringing some of what he learned as a real estate professional during the renewal of Dumbo to his work on 1000 Dean. For example, Havens said,

“You have to have multiple Internet providers in a building.” [We’ve written about the problem with fiber access](#), but this project has it, as well as cable and dish.

The building has some attributes that make it appealing to startups and tech firms:

- **Community features.** Rather than installing lots of in office kitchens, each of the top floors has a pantry/kitchen. This should help tenants make connections.
- **Public space.** The giant entryway (former car showroom) is the one everyone will see, which will be made available for events to tenants. There are also two former vehicle ramps that the team hopes to turn into lecture and theater spaces (see photos).
- **Lots of outlets.** The building has favored the quad outlet approach with lots of outlet access along the walls.
- **A modest sized beer and food hall.** [Just 9,000 square feet](#), so get there early to get a seat at happy hour.
- **Flexible leasing.** Havens said he would work with tenants who didn’t want to commit forever. One year, 18 month or two year leases are an option.
- **Mechanically ventilated or lightwell offices** (see photos). Tenants can save a few dollars on these spaces and certain operations might prefer the lower levels of light.
- **Intercom access.** The building will have a locked door, but tenants with evening visitors can let them in by way of intercoms.
- **Services such as accounting and IT support** available from other tenants in the building. Yoga and Pilates, too.

The building is about 50 percent leased now, though it is looking to solidify a few of those last big anchor tenants. Talks are underway with some, but nothing has been announced for most of the largest spaces. As we’ve previously reported, [the plan for one of the largest ground floor spaces fell through with the closure of 3rd Ward](#).

# Office Project Looks to Brooklyn Entrepreneurs

## Founder of Brownstoner Blog Is Leading Crown Heights Effort

By

MELVIN BACKMAN

Updated Sept. 24, 2013 5:08 p.m. ET

[Enlarge Image](#)



The commercial property at 1000 Dean Street. *Jonathan Butler*

The founder of a popular New York real-estate blog is close to opening an office-space project in Crown Heights that he hopes will attract owners of small companies and entrepreneurs who live in Brooklyn and don't want to commute to Manhattan.

The development at 1000 Dean St. is spearheaded by Jonathan Butler, founder of the Brownstoner blog and the expanding network of Brooklyn Flea weekend markets. The project includes 140,000 square feet of offices chopped mostly into sub-1,000-square-foot spaces with rents in the low-to-mid \$20s a square foot. There will also be a food incubator run by 3rd Ward of Brooklyn and a beer hall populated by vendors from the Flea and its related Smorgasburg food market.

"If the average age in the building is over 35, I'll be surprised," Mr. Butler said of the anticipated tenants.

Chris Havens, a broker from [aptsandlofts.com](#) handling leasing on the office units, said he expects many of those seeking space will be communications, arts and tech companies coming from surrounding neighborhoods like Clinton Hill, Prospect Heights and Bedford-Stuyvesant.

"That part of Brooklyn is home to a lot of creative and tech employees," he said.

Trish Martin, Brooklyn sales director for Halstead Property, said she has noticed that demand is rising for office space in popular neighborhoods radiating from the waterfront Brooklyn areas experiencing residential booms. She said clients have been asking about space from Williamsburg in the north to Sunset Park in the south.

"There's a lot of interest running along Third Avenue to Sunset Park," she said.

[Enlarge Image](#)



The exterior of 1000 Dean St. in April 2012. *Philip Montgomery for The Wall Street Journal*

The building at 1000 Dean, which will have entrances on both Dean and Bergen streets, was a Studebaker service station in its former life, evidenced by service ramps left behind in its upper floors. Mr. Butler teamed up with developer BFC Partners and the Goldman Sachs's Urban Investments group to buy the property for \$11 million in March 2012.

Leasing for 1000 Dean St. opened in July and the office component is set to begin in December. Although no leases have been signed yet apart 3rd Ward's 40,000-square-foot spread, Mr. Havens said 5,000 square feet of the office space is under contract. It is the first commercial Crown Heights development since the 45,000-square-foot Monti Building, renovated by Big Sue LLC and sitting across the S train tracks from 1000 Dean, opened in 2006.

Michael de Zayas, who owns a group of businesses around the corner on Franklin Avenue, said he gets plenty of solicitations from patrons asking if he'd open an establishment for those hoping to avoid cabin fever during their working hours.

"There's not any office space that I'm aware of around the neighborhood, and there are lots of young professionals, creatives, writers who are looking for places to work outside their apartments," he said.

Brooklyn's commercial market has evolved as more people move to the borough. Two Trees Management Co., which built its name in Dumbo, will add a significant commercial portion in its plans to rehab Williamsburg's Domino sugar factory. Jamestown Properties LP, which developed the Chelsea Markets in Manhattan, was recently part of a group buying a large stake in the sprawling Industry City warehouse complex in Sunset Park.

Stacey Sheffey, vice president of the Crow Hill Community Association, which was instrumental in making the area in Crown Heights near Franklin Avenue a more attractive area for residents and businesses, said she was glad to see 1000 Dean coming online.

"I just see it as more people wanting to work and live here and not call it Prospect Heights," she said.