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The Dupont Brings Luxurious Rental Residences To Brooklyn's Waterfront

Brooklyn's prime waterfront location welcomes The Dupont, luxurious rental residences that feature a wide variety of apartments and several signature penthouses.

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The luxe property is pioneering a design-forward aesthetic.VMI STUDIO



The luxury building boasts a pool and skyline views.VMI STUDIO

Located at Brooklyn's northwest corner along the East River, **Greenpoint** is a vibrant neighborhood where the classic and the new intertwine. Old-world restaurants and modern eateries are interspersed near one another, while stylish boutiques border vintage shops.

In recent years Greenpoint has evolved into one of New York City's most sought after destinations, paving the path for new real estate offerings via luxury residences. In addition, at least 60 restaurants, bars and coffee shops have opened in the neighborhood since 2021. Once defined by Polish food, Greenpoint now serves a myriad of international fare with a twist from Korean fried chicken to Japanese dashi. Galleries and artist studios are housed in converted warehouses, and the revitalized East River waterfront has parks and new high-rises with sweeping views of midtown Manhattan.



The Dupont's apartments and penthouses ooze opulence.VMI STUDIO

The Rockefeller Group, in a joint venture partnership with Park Tower Group, recently announced Oct. 1, 2024 as the leasing launch for **The Dupont**, the newest luxury tower to arrive along Greenpoint's much sought-after waterfront. The luxe property is pioneering a design-forward aesthetic led by the architecture firm **Gerner Kronick + Valcarcel**, which envisioned the skyscraper's meticulously designed exterior, while AD100 firm **Workstead** crafted the building's exquisite interiors and homes, 90% of which feature water views.

"Creating innovative, experientially-driven properties has been a hallmark of Rockefeller Group for 100 years," explains Meg Brod, Senior Managing Director of the Northeast at Rockefeller Group. "We don't develop without significant thought and consideration. Our decision to enter New York City's residential market was not tied to trend, but very much to opportunity, and 16 Dupont Street in Greenpoint, where The Dupont is located, is an exceptional site. We were able to capitalize on the transformation occurring in Greenpoint Landing and had the vision during Covid to build 41 stories into the air, create homes where 90% have water views and a heated outdoor pool overlooking Manhattan. You couldn't build this property anywhere else, in our city in dire need of more housing for all, and it was knowing this that helped cement our decision to enter Brooklyn and the multifamily sector."

As the real estate company's first project in Brooklyn, the property is located within the highly successful Greenpoint Landing where it overlooks the newly constructed Newtown Barge Park and features unobstructed East River and Manhattan skyline views. Boasting 20,000 square feet of indoor and outdoor communal space, The Dupont spans the rooftop and garden levels and provides residents with a wide variety of social, wellness and recreational experiences.



Residences include genuine hardwood oak flooring throughout.VMI STUDIO

Comprising 381 homes, featuring studio, one, two and three-bedroom apartments, including a limited collection of penthouses, The Dupont's residences include genuine hardwood oak flooring throughout, soaring ceiling heights, keyless entry and in-residence washer and dryer, with private outdoor space accompanying select apartments. Designed for entertaining, kitchens are equipped with luxurious quartz countertops and backsplash, talian cabinets with custom hardware, panelized appliances and custom finishes with wood accents. Bathrooms feature Italian marble stone floors and walls, custom vanities with pewter accents by Workstead and frameless glass showers. These for-rent/for-lease only residences are priced per month at \$3,500 to over \$10,000 for the penthouse homes.

As the exclusive leasing and marketing partner on the project, Compass Development Marketing Group played an integral role in the development and planning of The Dupont's residences and lifestyle offerings. The team liaised with Rockefeller Group and Workstead from the property's conception to provide strategic guidance and ensure the layout and design of the homes would appeal to today's modern renter, and that the extensive amenity package would appeal to a wide variety of lifestyle needs.

Health and wellness are cornerstones of The Dupont experience. Residents can take advantage of the Fitness Center, Yoga Studio and an accompanying outdoor terrace. Relaxation and restoration are also on deck in The Spa, which includes an infrared sauna and a private treatment room. Additional amenity spaces include a serene Garden Terrace outfitted with BBQ stations and a lounge area, ideal for alfresco dining. For those looking to occupy themselves on a rainy day or tap into their inner artist, the lobby-level Craft Room includes art supplies and essentials. The Dupont also includes on-site parking with electric car charging stations and bike storage.

"Greenpoint now aligns with some of Manhattan's more desired neighborhoods in terms of demand and pricing," says Sarah Patton, Co-Head of New Development, New York, at **Compass Development Marketing Group**. "There's a major appeal to living where it often feels quieter and more residential. Greenpoint has benefited immensely from the area's redeveloped waterfront and the influx of star F&B, becoming a major catalyst in driving renter interest and spurring developers to uplevel their offerings. At The Dupont, our team worked closely with ownership during pre-development to craft a sophisticated offering to resonate with renters, including thoughtful layouts that provide a bit more space to grow, an impressive health and wellness program for the number of residences, and a refined design aesthetic delivered by Workstead, the AD100 Brooklyn based design firm."



The design appeals to today's modern renter. VMI STUDIO