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# The New York Times At the Dupont in Greenpoint, 41 Stories of Rental Apartments

The latest addition to Greenpoint Landing, on the Brooklyn waterfront, has 115 “affordable” units and lots of amenities.

The Dupont, a new 41-story all-rental building, now dominates the skyline in Greenpoint, Brooklyn. The high-rise, at 16 Dupont Street, opened in the planned Greenpoint Landing development along the East River.

Greenpoint Landing — the name for a 22-acre strip of land the city designated for residential and retail projects — has drawn interest from renters who have outgrown nearby Williamsburg and from professionals who want unobstructed views of the Manhattan skyline.

“One of the things that we liked about Greenpoint is it’s an authentic neighborhood that existed,” said Meg Brod, a senior managing director at the Rockefeller Group, the project’s developer. “The waterfront wasn’t developed, but the neighborhood of Greenpoint existed. We love that there was a neighborhood already here — it’s not like we created a neighborhood.”

Rockefeller’s portfolio includes projects such as the Rose Hill condominium in Nomad and 1271 Avenue of the Americas in Midtown, formerly known as the Time & Life Building.

While Greenpoint Landing is in Greenpoint, the two feel distinct. Greenpoint is best known for its low-rise townhouses and parks; it’s unpretentious and authentic. But Greenpoint Landing, with its towers in various stages of development, is still searching for an identity.



The Dupont is in the Greenpoint Landing development in Brooklyn along the East River.  
Katherine Marks for The New York Times

“I think people who tend to pick this location are people who appreciate not just the views, but a sort of place that seems a little bit more mature and little less gritty,” Ms. Brod offered.

The Dupont is chock-full of amenities that apartment hunters have come to expect from a high-rise complex. The project has over 20,000 square feet of amenity spaces, including a rooftop pool, a fitness center and a garden terrace. For Alexander Lanaras and Christine Peter, newcomers to New York who moved to the United States from Switzerland, high-end amenities came as a pleasant surprise

“The standard of the apartment is really nice and very qualitative,” said Mr. Lanaras, a senior vice president at a luxury watch company. “It was important for us — we don’t know New York that well — but we heard that the standard can be a little bit of everything.”

The building has 381 residences, with 115 of them allotted for affordable housing. A studio at the Dupont starts at around \$3,400, while a one-bedroom unit costs about \$4,200 monthly, which is lower than the median rent of \$4,777 for a one-bedroom in the neighborhood, according to [StreetEasy](#).



The building, at 16 Dupont Street, is taller than others in the rapidly growing neighborhood.  
Katherine Marks for The New York Times



Meg Brod, senior managing director, Rockefeller Group



Model units at the Dupont are staged to help potential residents envision how they might decorate their own apartments.



Stephen Gosling

It would be, for me, a testament of our success if we were able to retain our residents. It's one thing to lease up a building; it's another to see how many people end up renewing and staying, because people have a choice here.

For me, success is not only measured by how beautiful this building ended up coming out and how well our leasing team is doing in terms of renting these units at quite high rents. But it's, really, do people stay? My wish would be for people to want to stay and can't imagine moving out. And if they have to, for life circumstances or move to a different state — life happens. But I hope they leave kicking and screaming.

## JR Sena, managing director, Compass Development Marketing Group



Katherine Marks for The New York Times

Early on, we decided collectively that we would market it the way that it was intended to be or designed, which is authentically. Both pro or con, of the projects around us, they're unique in their own way

Luxury is subjective, but there is a standard of luxury in the real estate rental world. For this building, there was an intent to work with Workstead and deliver something that felt luxurious but authentic to the neighborhood so that somebody creative or in the finance field could walk into this building and appreciate the design. But in their own apartments, be able to introduce their own personal style.

In Brooklyn, Williamsburg is usually the go-to, especially internationally. But you're seeing people coming here because they've reached a point individually where they feel like Williamsburg was cool at one point for them, but right now, they're looking for something more organic and authentic and homey in some ways.

## Ryan Mahoney, interior designer, Workstead



Matthew Williams

This is our first rental project that we've ever done, so that was a little different for us, although I would say we approached it like it was a condo project. You have to focus your detailing a little more, be more focused in what you're paying attention to and what we can create. But it's interesting because, in so many ways, it was very similar to other condominium projects we've done.

We went to visit other projects in the neighborhood and looked at projects that were under construction. We wanted to make sure that we carved out our own space creatively for this project. It's a little different than other projects. There's sort of a light, bright and optimistic quality about this project that makes it a little different.

Christine Peter and Alexander Lanaras, residents



Katherine Marks for The New York Times

We were looking at many districts and knew Manhattan or New York, but we didn't *know* New York. We never thought about living here, and then when we were thinking about where we could live, we thought Brooklyn or Williamsburg would be cool. Then we heard about Greenpoint, and we said let's look and see if there are any furnished apartments in Greenpoint so we can test it and see if we liked it.

It's really nice — you have nice restaurants and many bars. It's not so hustling and bustling like downtown New York, and coming from Switzerland, it's a difference.