



# INDUSTRY CITY



# WORK LOOKS DIFFERENT HERE

**INDUSTRY CITY IS A VIBRANT CREATIVE HUB WHERE START-UPS, ESTABLISHED COMPANIES, ARTISTS, AND INDUSTRIAL USERS THRIVE.**

With renowned tenants like **the Brooklyn Nets, West Elm, Puff Media, and the Brooklyn Chamber of Commerce**, innovation is inherent in the campus' DNA. Design, nonprofits, biotech, services, and manufacturing all coexist on one campus. From exclusive events to industry mixers, IC fosters meaningful connections that can lead to game-changing partnerships.

**Here, work transcends norms and opportunity knocks.**

**35 ACRES**  
**16 BUILDINGS**  
**6 MILLION SQUARE FEET**  
**ONE CREATIVE COMMUNITY**

**70+ RETAILERS**

- 
- |              |               |                   |
|--------------|---------------|-------------------|
| Auto Dealers | Design Stores | International     |
| Bars         | Distilleries  | Pop-ups           |
| Breweries    | Eateries      | Restaurants       |
| Coffee Shops | Entertainment | Specialty         |
| Craftmakers  | Galleries     | Vintage + Novelty |

**650+ UPPER FLOOR  
BUSINESSES**

- 
- | INDUSTRY            | SPACE USES          |               |
|---------------------|---------------------|---------------|
| Art                 | Artist Studios      | Makerspaces   |
| Biotech             | Commissary          | Manufacturing |
| Design              | Kitchens Content    | Offices       |
| E-Commerce          | Studios Fabrication | Showrooms     |
| Education           | Spaces Fitness      | Storage       |
| Food                | Studios Incubators  | Studios       |
| Light Manufacturing | Laboratories        | Workshops     |

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<b>9,500</b> WEEKDAY WORKERS	<b>20,000</b> WEEKEND VISITORS	<b>210,000</b> INSTAGRAM FOLLOWERS
<b>35,000</b> WEEKLY WEBSITE VIEWS	<b>28,000</b> FACEBOOK FOLLOWERS	<b>80,000</b> NEWSLETTER SUBSRIBERS

# SUBWAY

**ONE EXPRESS STOP FROM ATLANTIC AVENUE – BARCLAYS CENTER**

**ONE BLOCK FROM THE 36TH ST SUBWAY STATION**

Fulton Street	15 min
Union Square - 14th St	25 min
34th St - Herald Square	35 min
Grand Central - 42nd St	38 min

# CAR

**DIRECTLY OFF THE BQE  
OVER 1200 PARKING SPOTS**

Financial District	10 - 18 min
Union Square - 14th St	18 - 30 min

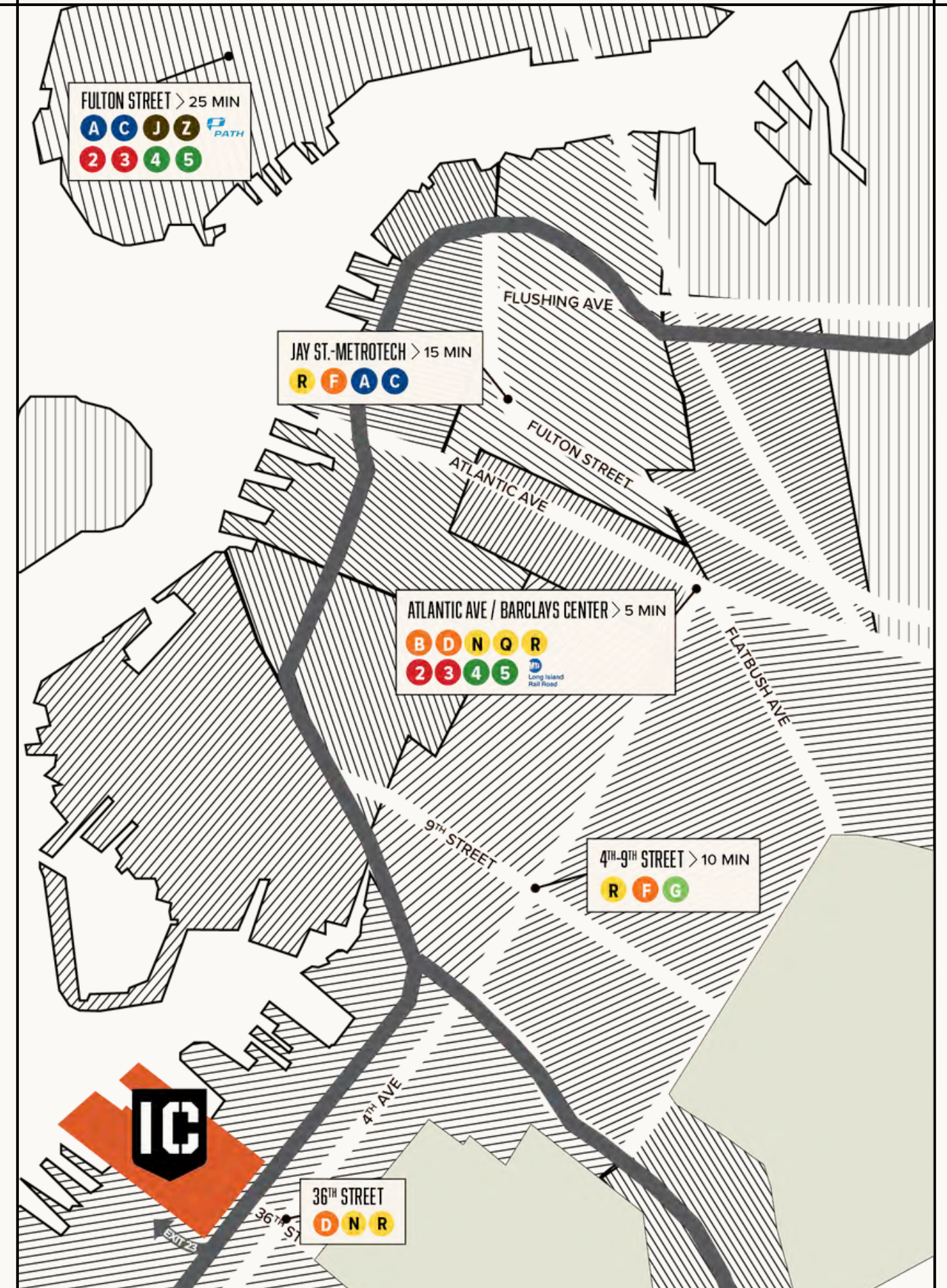
# BIKE

**BROOKLYN GREENWAY ADJACENT  
5 CITIBIKE STATIONS**

Park Slope	10 min
Downtown Brooklyn	20 min

# RIDE SHARE

**4 MIN AVERAGE WAIT TIME**



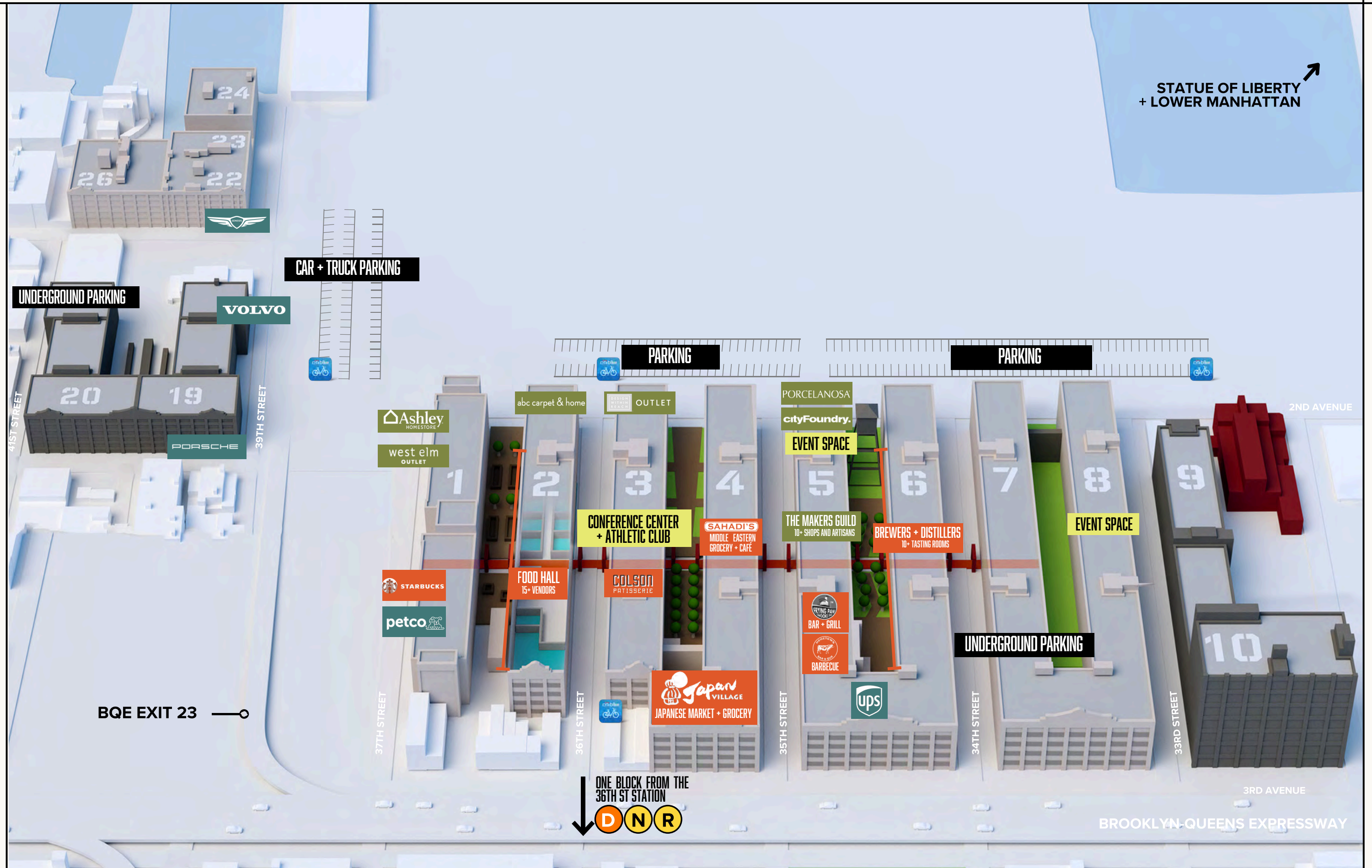
# IC CAMPUS SITE PLAN

## INDUSTRY

- Art
- Biotech
- Design
- E-Commerce
- Education
- Food
- Light Manufacturing
- Logistics
- Media
- Nonprofit
- Production
- Services
- Technology
- Warehousing

## SPACE USES

- Artist Studios
- Commissary
- Kitchens Content
- Studios Fabrication
- Spaces Fitness
- Studios Incubators
- Laboratories
- Makerspaces
- Manufacturing
- Centers Offices
- Showrooms
- Storage
- Studios
- Workshops



# 650+ COMPANIES ACROSS INDUSTRIES

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**COWORKING /  
FURNISHED OFFICE**

**CREATIVE  
WORKSHOPS**

**SMALL OFFICE**

**LARGE OFFICE**

**MANUFACTURING /  
STORAGE / FLEX**

**SIZE**

1 - 25 PEOPLE

500 - 2,000 SF  
1 - 15 PEOPLE

2,001 - 6,000 SF  
16 - 30 PEOPLE

6,001 - 90,000 SF  
31 - 400 PEOPLE

2,000 - 125,000 SF

**FEATURES**

- Furnished Office or Dedicated Desk
- Conference Rooms
- Pantry and Bathrooms
- On-Site Office Manager

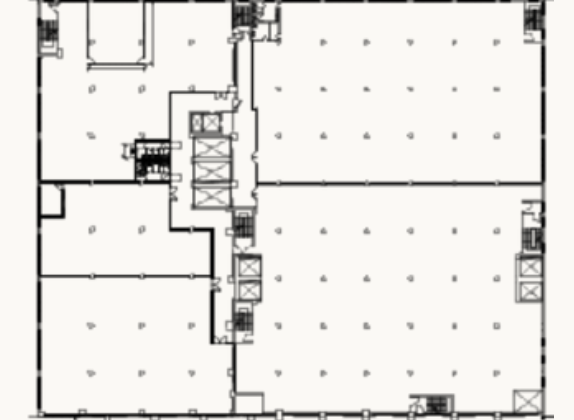
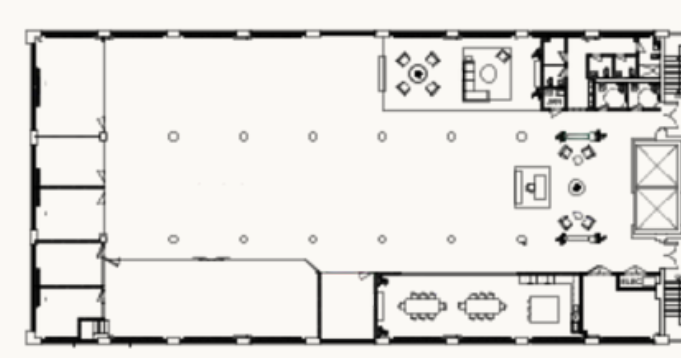
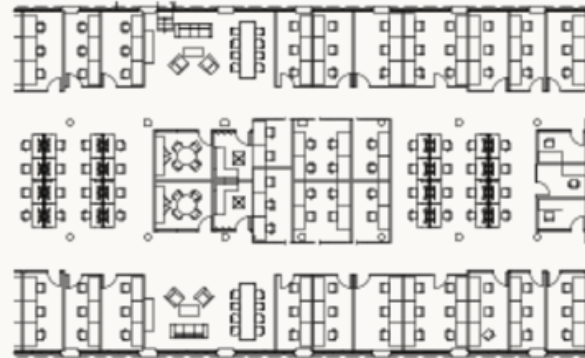
- 13'-0" Ceiling
- Operable Windows
- Shared Conference Rooms

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- Pre-Built Spaces Available

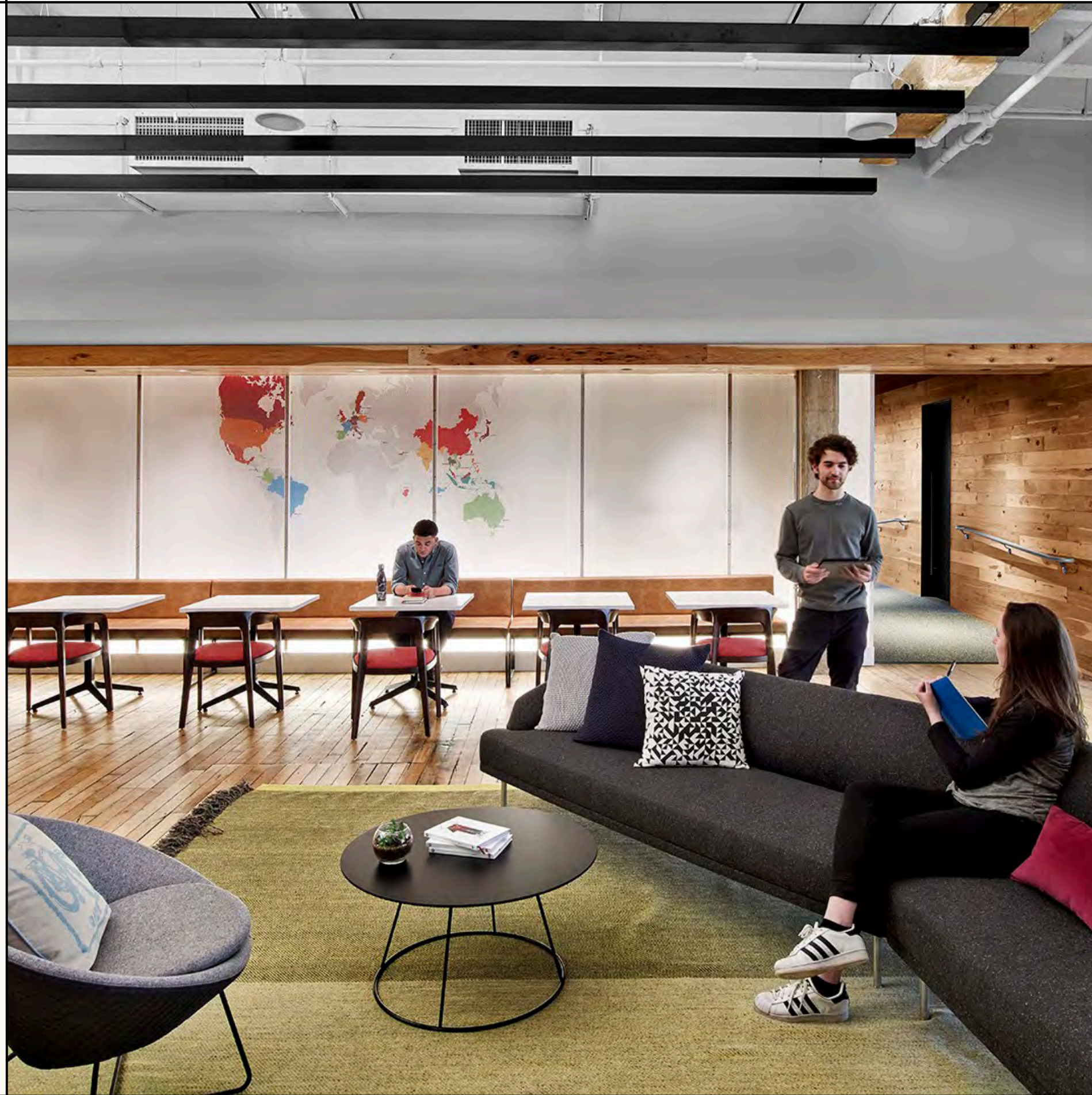
- 13'-6" Ceiling
  - Operable Windows
  - Direct Elevator Access
- Pre-Built Spaces Available

- 13'-6" - 15'4" Ceiling
- Oversized Freights
- Direct Elevator Access
- Abundant Loading

**SAMPLE  
FOOTPRINT**



**IC** TENANT OFFICES





# TENANT AMENITIES

## EXCLUSIVE TENANT PERKS FOR BUSINESS OWNERS AND THEIR TEAMS

	<b>TENANT EVENTS</b>	Exclusive events and special access to programming for IC-based businesses
	<b>EXECUTIVE LOUNGE + CONFERENCE CENTER</b>	Ground floor lounge for business owners + C-Suite staff members
	<b>THE IC APP + EXCLUSIVE PERKS</b>	Digital marketplace to access tenant exclusive discounts, event notifications, directory + more
	<b>TENANT-ONLY ATHLETIC CLUB</b>	Full service gym with personal training, free wellness classes, locker rooms, and showers
	<b>INTERNET CONNECTIVITY</b>	Access to 30+ carriers, network operators, ISPs, and major cloud providers; dark fiber cabling
	<b>CAMPUS SHUTTLE</b>	Private shuttle service for tenants running through campus, connecting the 36th St subway station to 1st Ave- 39th Street (Buildings 22-26)
	<b>IN-HOUSE DEVELOPMENT TEAM</b>	Handles construction process and delivers customized spaces



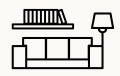
# A PACKED CALENDAR

With 8,500 people on campus every day and 15,000 visitors per weekend, there is always something going on — and IC tenants are the first to know.

**Past programming includes:**

- Industry-specific Mixers
- Lunch-and-Learns
- Workshops + Classes
- B2B Networking
- Brand Activations
- Festivals
- Markets + Sample Sales
- Kids Programs
- Trade Shows + Expos
- Film Screenings
- Concerts + Live Music





# THE LANDING

The Landing is open to business owners and C-Suite staff members of IC-based companies with one guest.

**The space functions as an executive lounge and meeting space where entrepreneurs are encouraged to connect.** Meeting rooms are available for booking and the entire ground floor can be privatized for events.



# IC | ATHLETIC CLUB by LA PALESTRA™

**\$40 / MONTH**

Individual memberships and corporate group rates available

**EQUIPMENT**

**Cardio:** treadmills, ellipticals, Jacob's ladder, stair master, versa climber, fluid rowers, arc trainers, bikes

**Weights:** free weights, kettlebells, squat/bench racks, hex bar, Cybex machines

**Accessories:** Medicine balls, physioballs, Bosu balls, jump ropes, TRX, bands, ropes

**DAILY CLASSES**

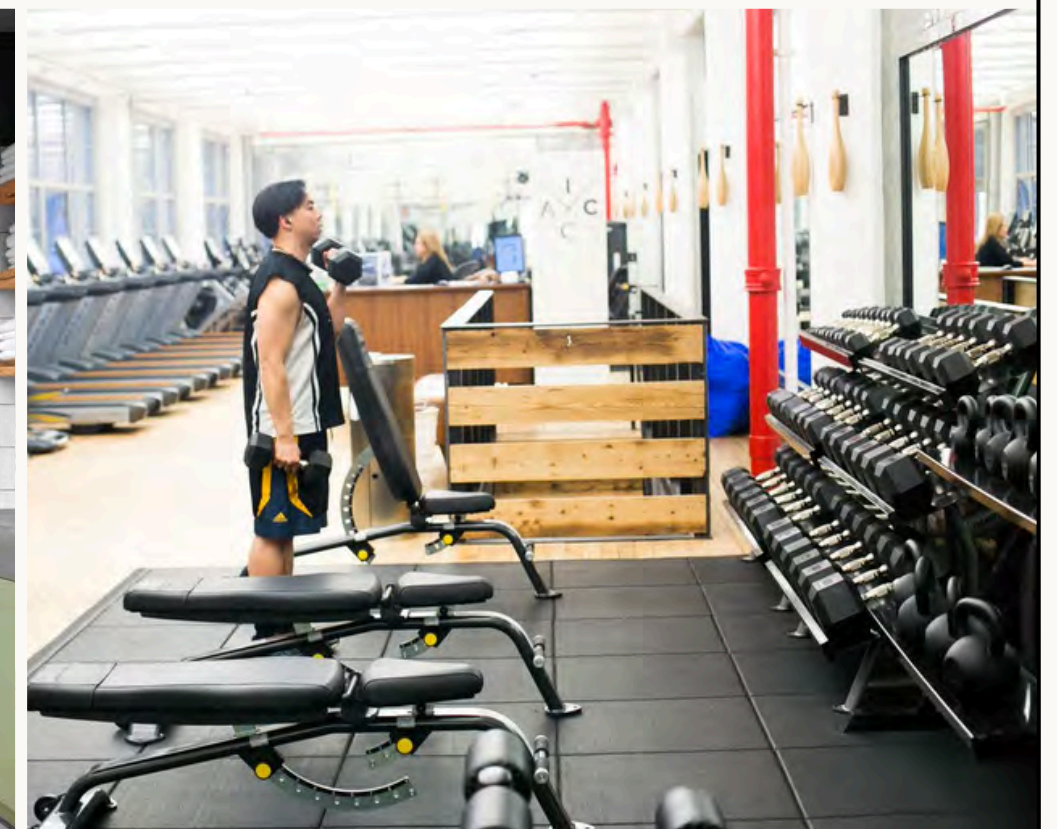
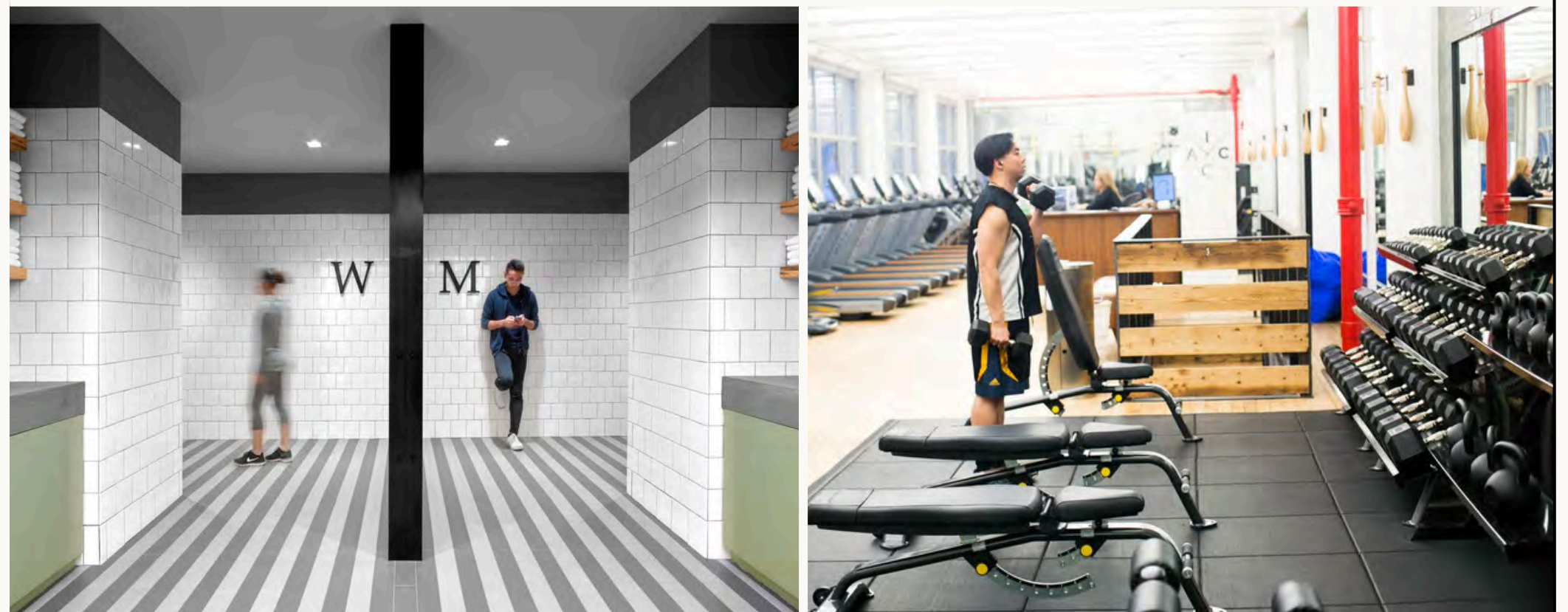
Yoga, HIIT, Pilates, Boot Camp, and Mobility as well as lunch-and-learns

**SHOWERS + LOCKER ROOM**

Towel service, Malin + Goetz body + hair care products, hair styling tools

**PERSONAL TRAINING**

1-on-1 training sessions, or partner training sessions offered





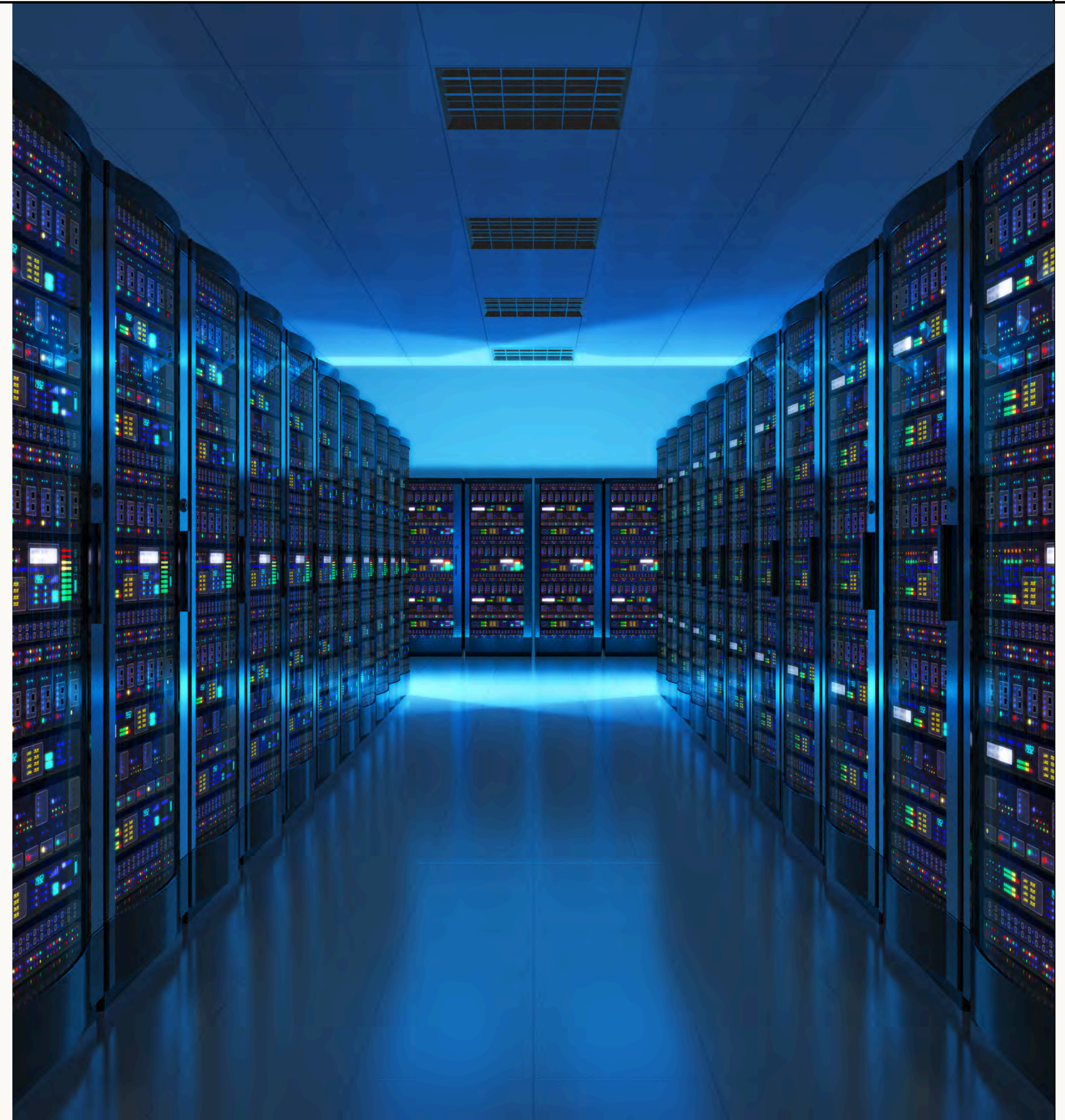
# DATAVERAGE ON-SITE

**LOCATED IN BUILDING 10, DATAVERAGE IS THE SOLE MEETING POINT FOR IC CONNECTIVITY**

- Access to 30+ carriers, network operators, ISPs, and major cloud providers
- Diverse points of entry for primary and back-up redundancy
- Dark fiber access for companies relying on cloud infrastructure and/or requiring low latency connections

## **Additional Dataverage Offerings:**

- On-site managed WiFi services, allowing for turn-key connectivity with 10 Gbps, DDoS Protection, and 99.99% reliability
- Telecommunications consultants on-call to assist with service procurement project management
- Data center, including 24/7 security and technical support:
  - Allows tenants to host IT infrastructure in the cloud rather than in an IT closet
  - Offers critical infrastructure resiliency with back-up generators, redundant cooling systems, and an onsite electrical substation
  - Provides access to transatlantic subsea cable system





# PUBLIC AMENITIES

**SPACE FOR EVERYONE TO ENJOY**



## EVENTS + VENUE RENTAL

Multiple turnkey event spaces available for booking and have hosted trade shows, markets, festivals, and more



## FOOD + BEVERAGE

Over 35+ restaurants, bars, breweries, distilleries, and grocery stores including a 40,000 SF food hall



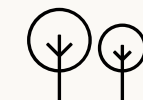
## ROBUST RETAIL

Over 30+ specialty shops, design retailers, and craftmakers



## JAPAN VILLAGE

NYC's largest Japanese food hall with a grocery store, dry goods shop, liquor store, and dollar store



## COURTYARDS + OUTDOOR SPACE

Three furnished, heated courtyards with distinctive personalities



## CAMPUS SECURITY

Security Command Center is staffed 24/7 and monitors the campus vis CCTV surveillance and roving mobile patrols.



## PARKING + TRANSIT

- 5 minute walk to D, N, R lines at 36th St Secure bike room, 5 CitiBike docks
- Monthly parking available
- Electric Vehicle charging stations

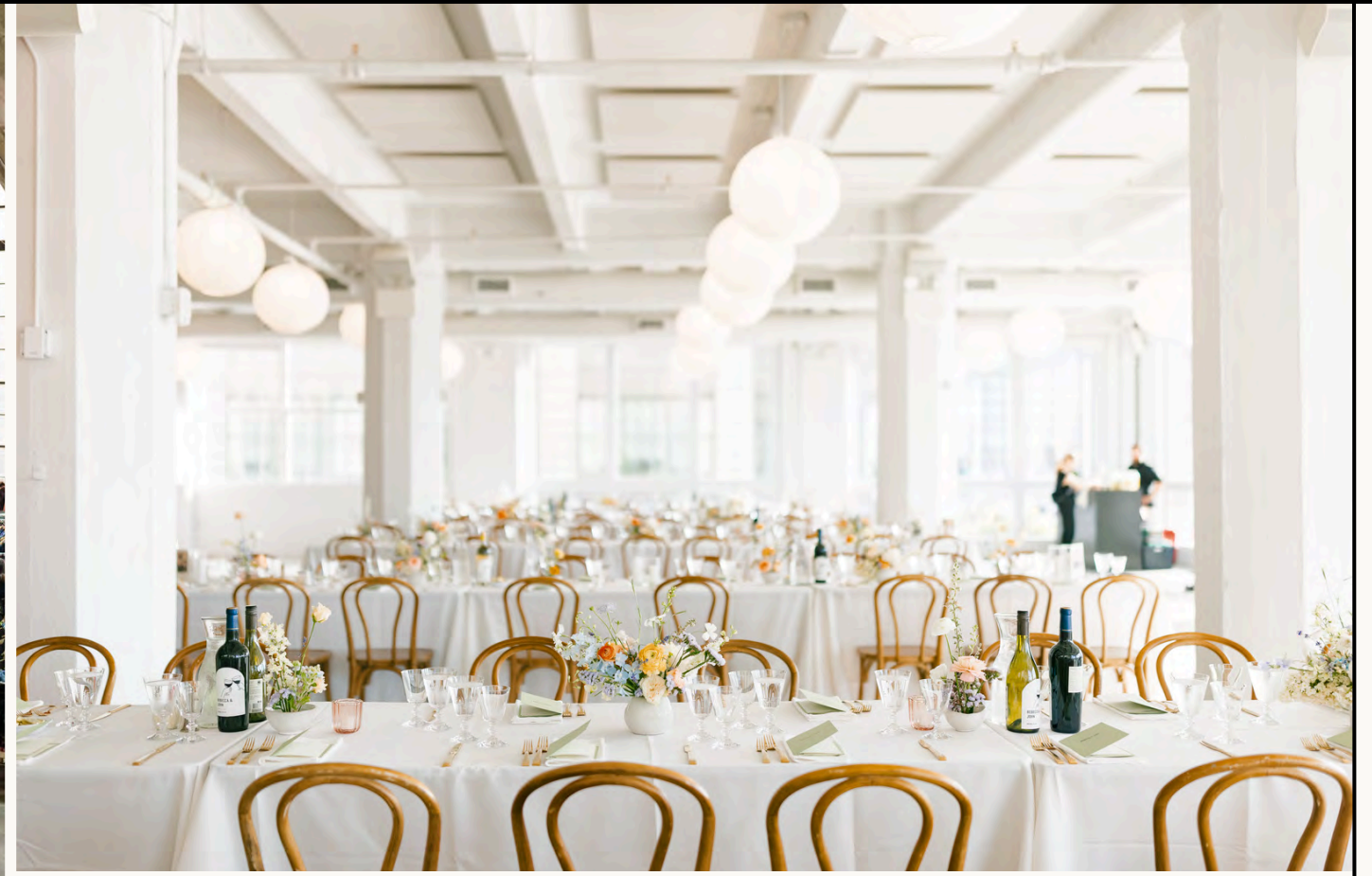
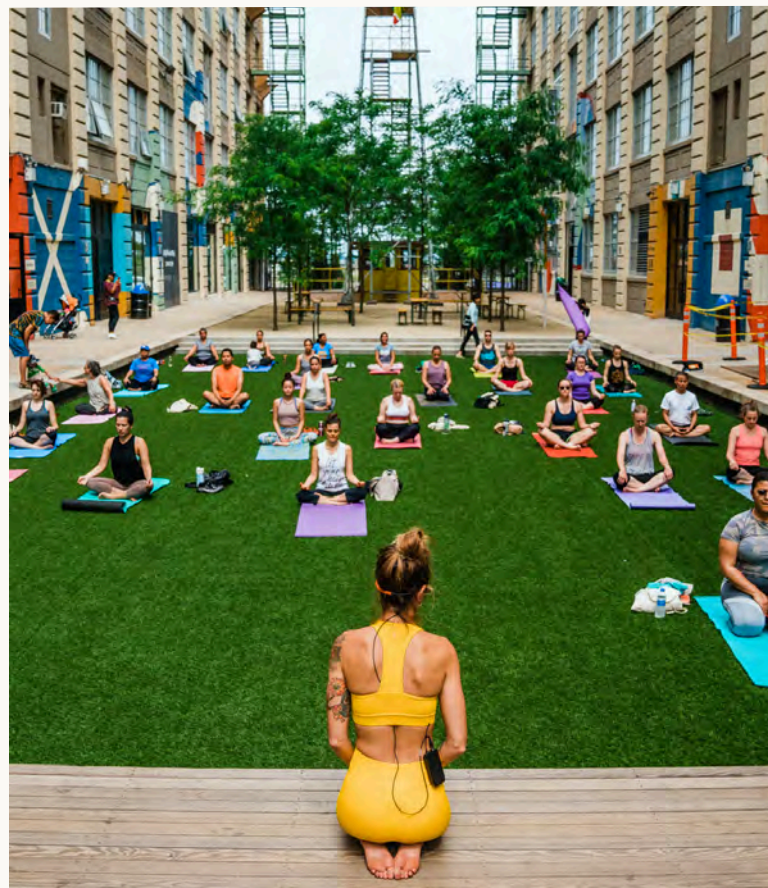


# SIGNATURE + SEASONAL SPACES

Industry City offers striking, light-filled indoor event spaces to suit a wide range of occasions and audiences. From cocktail parties to galas, photo shoots to trade shows, there are a variety of options for hosting memorable moments at IC.

## Event Spaces:

- Five / Two / A
- The Box Factory
- The Landing
- The Gallery
- Courtyards + Private Streets
- The Ice Rink (Winter)
- The Band Shell





# INTERNATIONAL INSPIRATION MEETS LOCAL FLAVOR

## FOOD

Avo  
 Bangkok B.A.R  
 Baolala  
 Burger Joint  
 Carreau Club  
 Colson Patisserie  
 D-Jing Korean  
 Ends Meat  
 Frying Pan BK  
 Hometown Bar-B-Que  
 Japan Village  
 Jus by Julie  
 Kotti Berliner  
 LiLac Chocolates  
 Panya Bakery  
 Starbucks  
 Table 87  
 Taco Mix  
 Uluh  
 WakuWaku

### Coming Soon:

- *Apollo Bagels*
- *Gyuya Japanese BBQ*

## BEVERAGE

Barrow's Intense  
 Bittermonk  
 Brooklyn Kura  
 Fort Hamilton Distillery  
 Gumption Coffee  
 Gun Hill Brewing  
 HiFi Records + Listening Bar  
 Oldies  
 Standard Wormwood  
 Tadaima

## GROCERY + WINE

Sahadi's  
 Kuraichi  
 Moore Brothers Wine  
 Sahadi Spirits  
 Sunrise Mart





# NEXT GENERATION BRICK + MORTAR

## DESIGN DISTRICT

ABC Carpet & Home Outlet  
 Ashley Furniture  
 City Foundry  
 DWR Outlet  
 Kohler  
 Porcelanosa  
 RH Outlet  
 Shakuff Lighting  
 West Elm Outlet

## ENTERTAINMENT

BkONE Productions  
 Brooklyn Escape Room  
 Brooklyn Game Knight  
 Brooklyn Pop Exhibit  
 Craftsman Ave  
 Hapik Climbing Gym  
 J-Tunes Karaoke  
 Nazz Forge



Atelier Beroj  
 Bios Apothecary  
 Court Tree Collective  
 Hollander & Lexer  
 Ippin Project / Kajiha  
 Mise En Scent  
 N+A Jewelers  
 Sirko Fitness  
 Vasari  
 Waplinger + Euell  
 William Storms Studio

## SERVICES

Gloss BK Hair Salon  
 King of Kings Barbershop  
 Upside Frown Tattoos  
 UPS Store

## SPECIALTY

Adventurers Supply  
 Artists & Craftsman Supply  
 Brooklyn Candle Studio  
 Brooklyn Made Store  
 IC General Supply  
 Genesis  
 Porsche  
 Powerhouse Books  
 St. Marks Comics  
 Volvo





# A HUB FOR CULTURE + CUISINE

Japan Village, a homage to the rich traditions of Japan, brings together a 10+ stall food hall brimming with Japanese delicacies. It celebrates the timeless craftsmanship of ancient Japan, blending it with the vibrant spirit of the present day.

## **JAPAN VILLAGE RETAIL:**

**Bandai Namco** - Japanese Toys

**Book Off** - Anime + Collectibles Shop

**Daiso** - Dollar Store

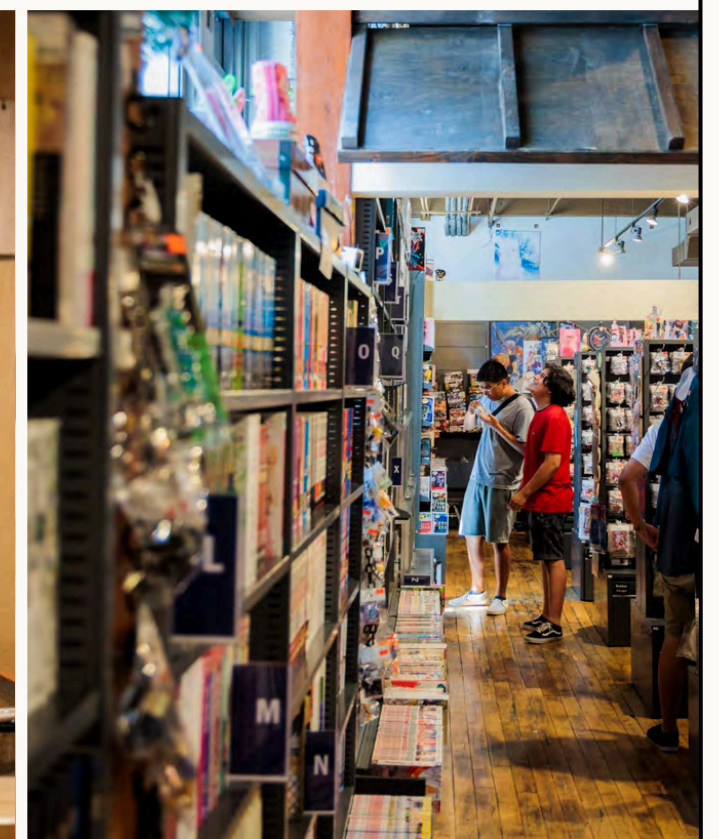
**Kuraichi** - Sake + Spirits Shop

**Oldies** - Cocktail Bar

**Sunrise Mart** - Grocery

**The Loft** - Cultural Center

**WakuWaku** - Seated Dining



# FOUR COURTYARDS FOR ANY SEASON

The courtyards are open to the public, welcoming refreshing waterfront breezes in the summer and offering cozy warmth during crisp fall and winter nights. They are furnished, heated, and host a rotating roster of seasonal tents and structures.

## **Courtyard 1/2 -**

The Band Shell and the Food Hall

## **Courtyard 3/4 -**

Zen garden, Sahadi's, and Japan Village

## **Courtyard 5/6 -**

Brewers + Distillers, the Turf, and the Ice Rink

## **Courtyard 7/8 -**

Event Space near The Box Factory





# ECONOMIC INCENTIVES

## THE VALUE OF MOVING YOUR BUSINESS TO BROOKLYN

### RELOCATION EMPLOYMENT ASSISTANCE PROGRAM (REAP)

REAP benefits companies relocating to Brooklyn from Manhattan (below 96th St), or outside of NYC, by providing \$3,000 in tax credits annually for each full-time employee, for up to 12 years.\*

For example, an eligible business relocating to Industry City with 40 full-time employees would receive a New York City income tax credit equal to \$120,000 ( $\$3,000 \times 40$ ) per year - effectively reducing the annual rent for a 5,000 SF office by \$24 per RSF.

Industry City will assist your business in securing benefits through the above program.

### COMMERCIAL RENT TAX (CRT)

Brooklyn office tenants are exempt from the NYC Commercial Rent Tax.

### ENERGY COST SAVINGS PROGRAM (ECSP)

Qualified companies are eligible for savings of up to 22.5% on energy costs.

\*If, during the first 5 years of your lease, your company's New York City income tax liability is less than the credit amount, you will receive the difference in the form of cash.



# ECONOMIC INCENTIVES

## THE VALUE OF MOVING YOUR BUSINESS TO NEW YORK CITY

### **RELOCATION ASSISTANCE CREDIT FOR EMPLOYEES (RACE)**

RACE benefits companies relocating to New York City from out of state by providing \$5,000 in tax credits annually for each full-time employee, for up to 10 years.\*

For example, an eligible out of state business relocating to Industry City with 50 full-time employees would receive a New York City income tax credit equal to \$250,000 ( $\$5,000 \times 50$ ) per year – effectively reducing the annual rent for a 10,000 SF office by \$25 per RSF.

Industry City will assist your business in securing benefits through the above program.

### **COMMERCIAL RENT TAX (CRT)**

Brooklyn office tenants are exempt from the NYC Commercial Rent Tax.

### **ENERGY COST SAVINGS PROGRAM (ECSP)**

Qualified companies are eligible for savings of up to 22.5% on energy costs.

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**FEATURED PRESS**



**SOCIAL MEDIA COMPANY PUFF MEDIA  
EXPANDS TO 15K SF AT INDUSTRY CITY**

APRIL 2024 | COMMERCIAL OBSERVER



**HOW BROOKLYN'S 'INNOVATION COAST'  
BECAME A SELF-FULFILLING PROPHECY**

JANUARY 2024 | COMMERCIAL OBSERVER



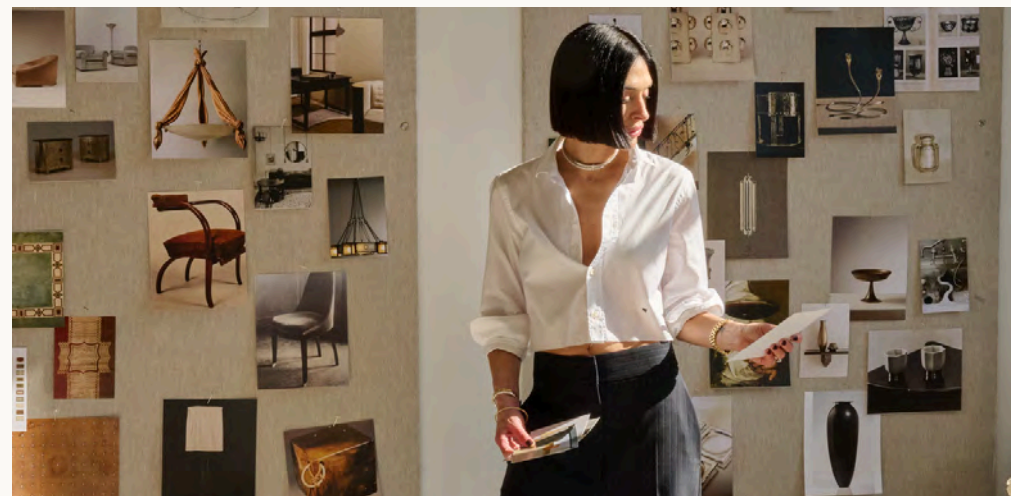
**STATE-OF-THE-ART VIRTUAL PRODUCTION CENTER  
BUILT FOR NYU TISCH SCHOOL OF THE ARTS**

DECEMBER 2023 | BROOKLYN EAGLE



**SONIA MOSSERI OF STILL HERE NEW YORK NAMED ONE  
OF INC MAGAZINE'S FEMALE FOUNDERS OF 2024**

APRIL 2024 | INC MAGAZINE



**STEP INSIDE THE EYESWOON  
CREATIVE STUDIO**

APRIL 2024 | EYESWOON



**THE FLIGHT TO COOL LEADS  
THE FUTURE OF WORK**

OCTOBER 2023 | NAOIP MAGAZINE



Industry City's ownership, responsible for the development of NYC's Chelsea Market and millions of square feet nationwide, is actively involved in on-site development, management, leasing, and events.