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DOMINICAN  
SUGAR

# History

1900



1917



1950



1951



- After the civil war, New York became the biggest provider of refined sugar to the United States.
- For some time the Domino factory in Williamsburg was the largest sugar refinery in the world.
- Employed over 4,000 workers.
- Processed 3 million pounds of sugar per day.
- In 2004, the factory shut down due to steady decline in demand.







# WILLIAMSBURG



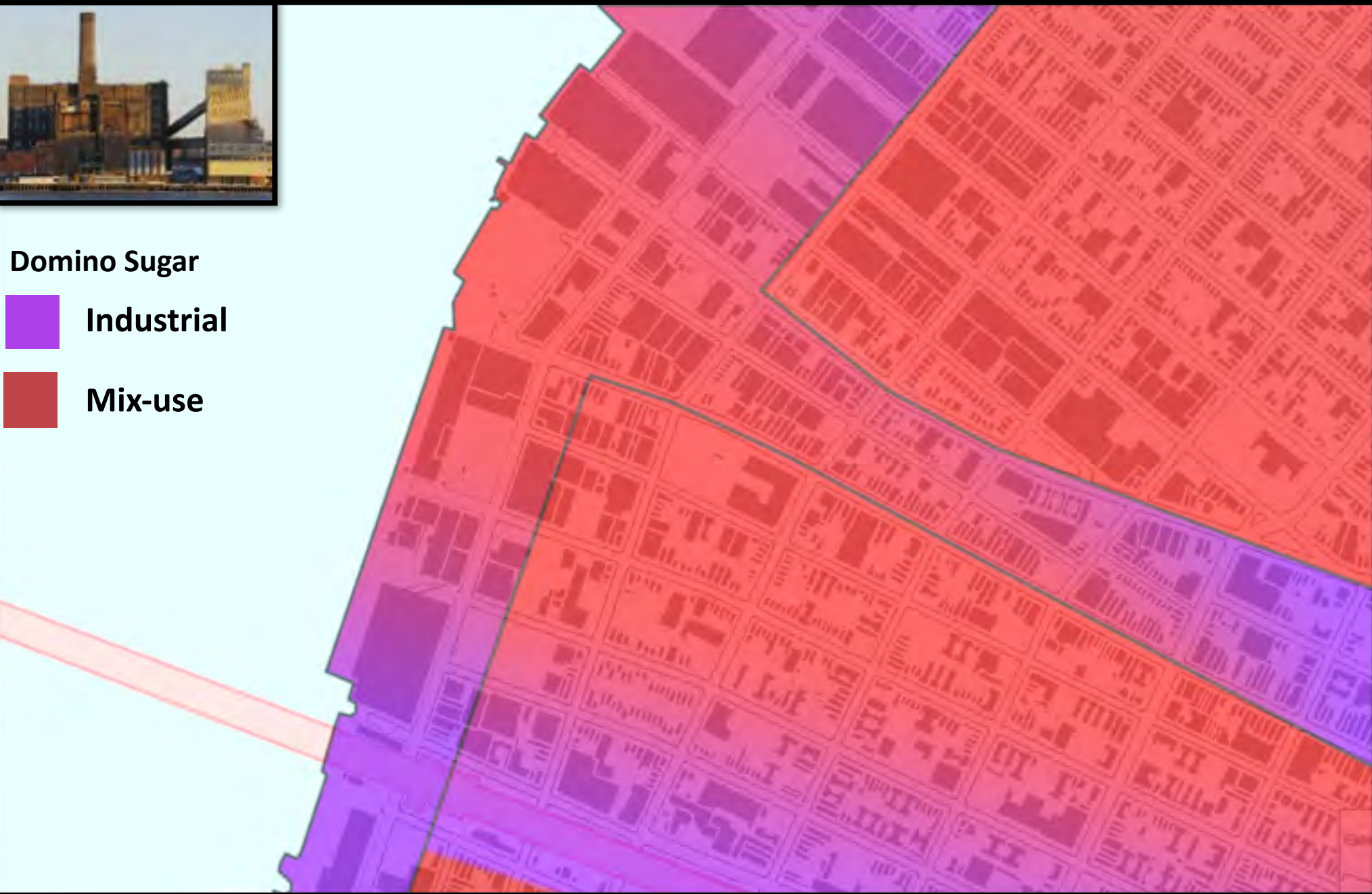




## Domino Sugar

 Industrial

 Mix-use



# Land Use

Our site is adjacent to an area that was rezoned in May 2005. Greenpoint-Williamsburg Rezoning; ~184 blocks were rezoned for residential and mixed residential/industrial use. Our site was not included in this rezoning as the site was still an active factory in 2002-(the beginning of the rezoning proposal)





# Site

- Approximately 11-acres
- Two Areas; Waterfront and Upland
- Waterfront; 9.9 acres (6.2 underwater)
- Upland; 1.3 acres





# Site

- Three historic buildings kept and reused on site: the Filter, Pan, and Finishing Houses (Refinery).
- Other buildings located on the waterfront project site would be demolished to accommodate the proposed project.



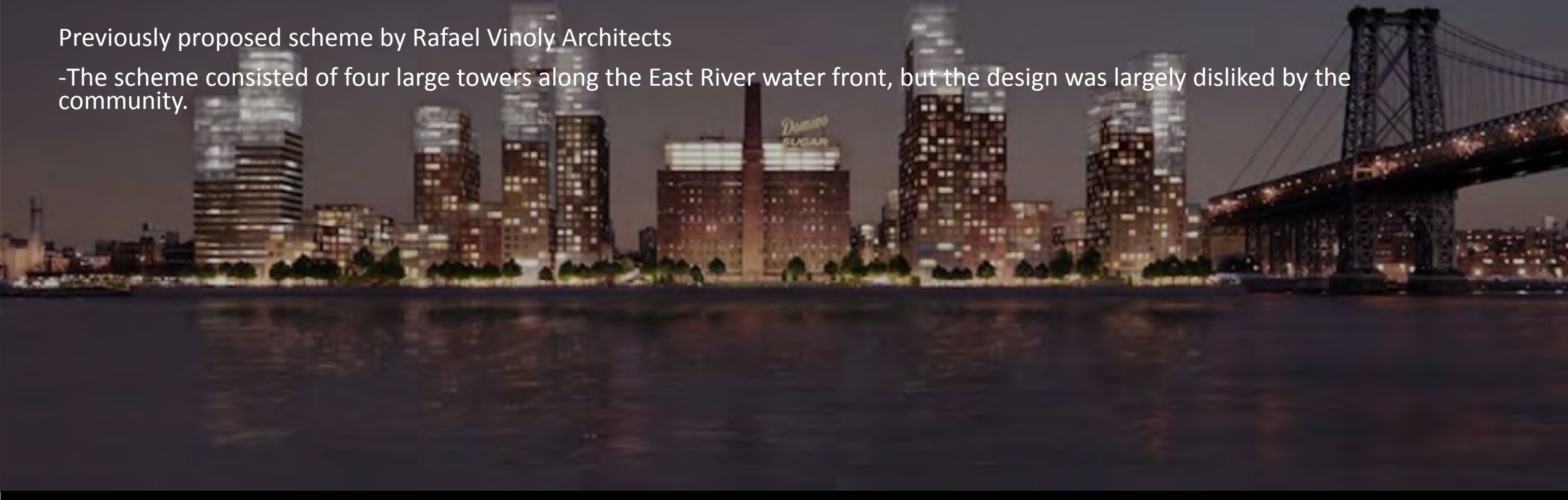




## Project 1:

Previously proposed scheme by Rafael Vinoly Architects

-The scheme consisted of four large towers along the East River water front, but the design was largely disliked by the community.











## HAO

- HAO's counter proposal hoped to save the Domino Sugar factory site by reusing the existing factory buildings including the Civil War era Domino Sugar Refinery.
- HAO aims to regenerate these spaces into a "world-class cultural destination" that combines public and private programs.
- The proposal divides the site into two general zones: a green energy technology center, educational, community and hotel-driven programming are located near the south; to the north, publicly accessible private museum space, exhibition and theater space.
- They believe that destinations like the 798 Art District and the Tate Modern, the Domino Sugar Factory has the potential to attract millions of visitors every year.
- Proposes an additional 2,200 luxury apartments.
- Adapting to the average building heights of the surrounding area.



# Site

Arch: SHoP Architects

Landmarks Oks-January  
14, 2014





-This scheme consist of five towers with 60% more open space along the water front, 631,000 square feet of new office space (versus the previous 98,000 square feet), and over two-thousand new apartments.

-It's a huge change for which could then be considered as the most important waterfront real estate in Brooklyn.

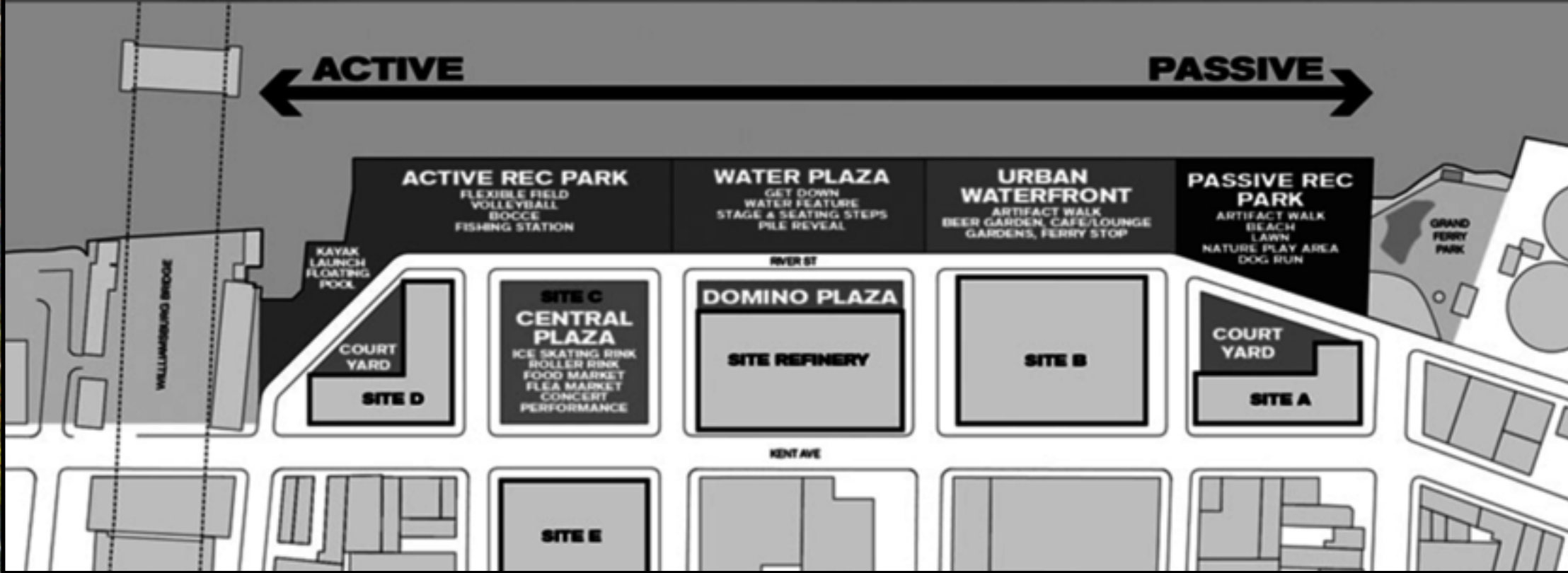
- the new one-quarter-mile long open park space created along the waterfront will rival the Nelson Rockefeller Park in Battery Park City in size, with multiple public uses, and a public plaza for larger events such as fairs, performances, or even graduation ceremonies.

-The park will also include a section dedicated to using salvaged pieces and materials of the Domino Sugar Factory itself.

- They hope the new towers will create a new skyline for Brooklyn.



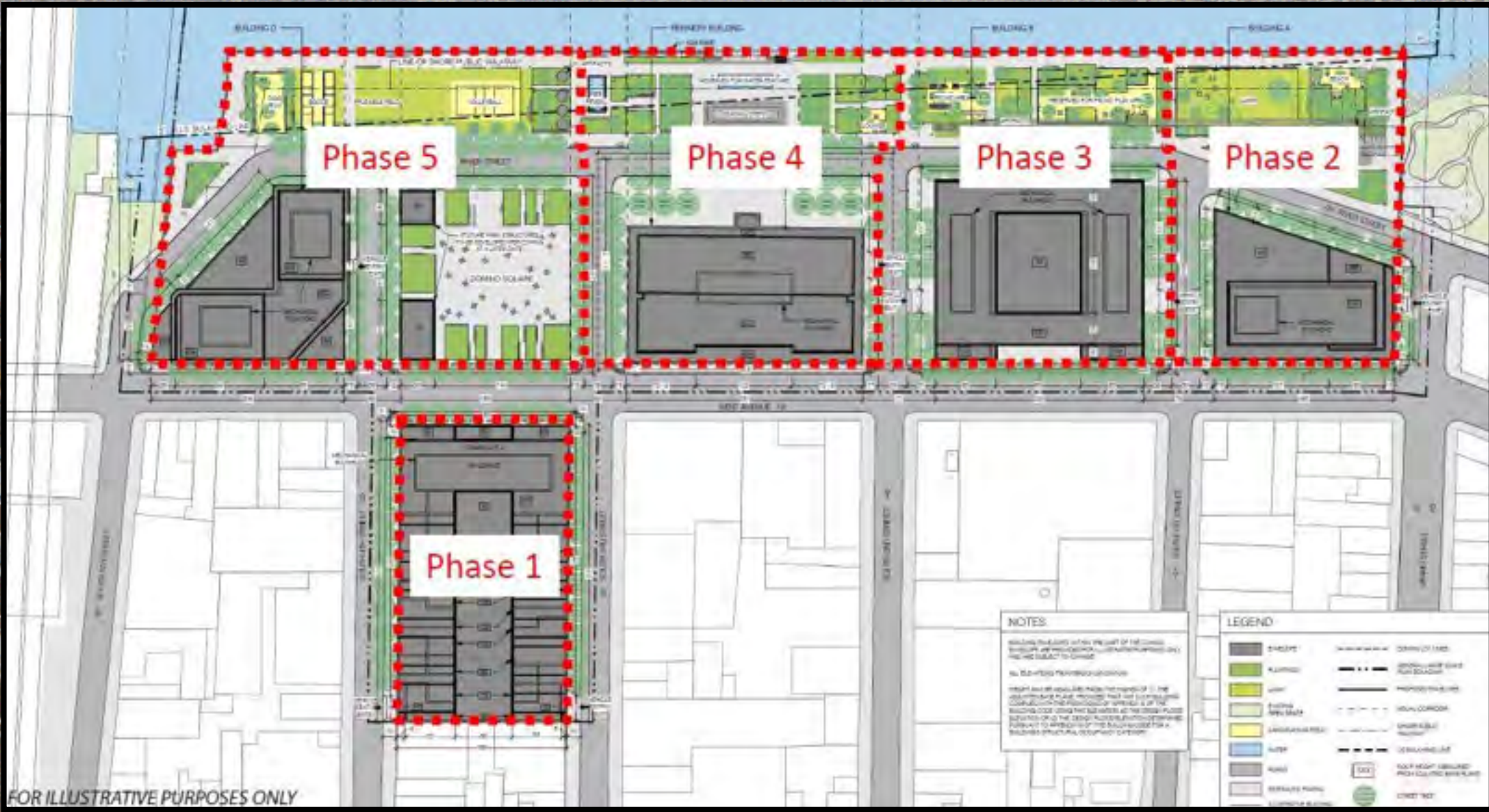




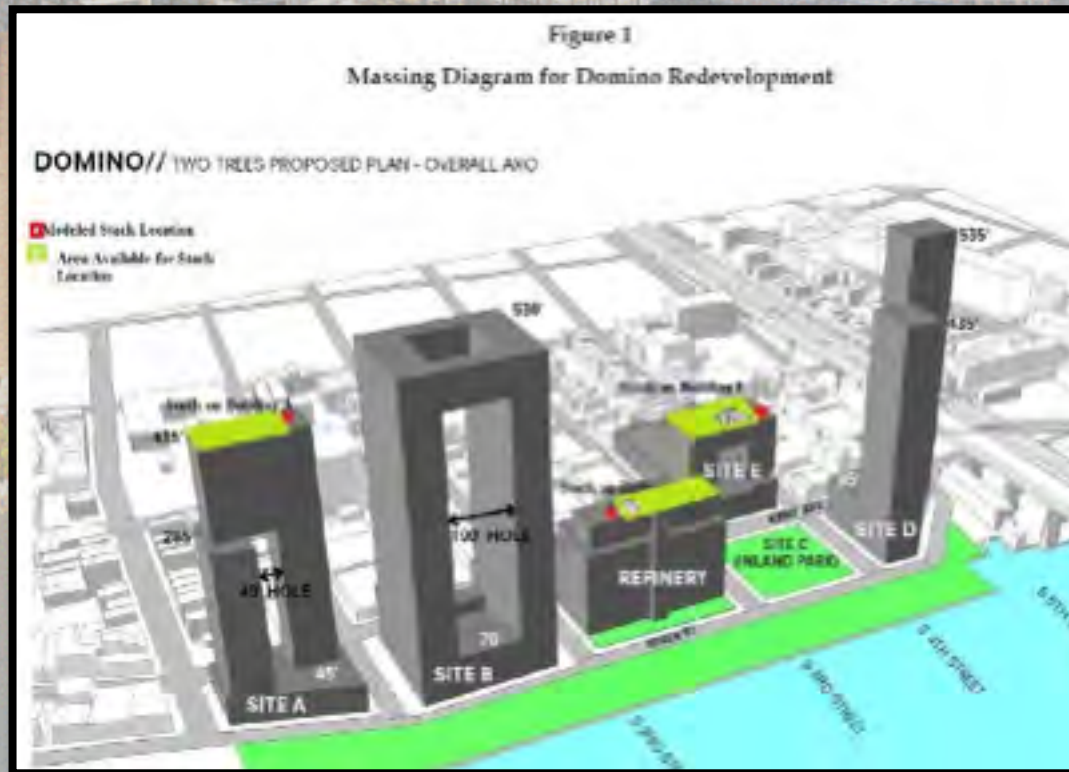
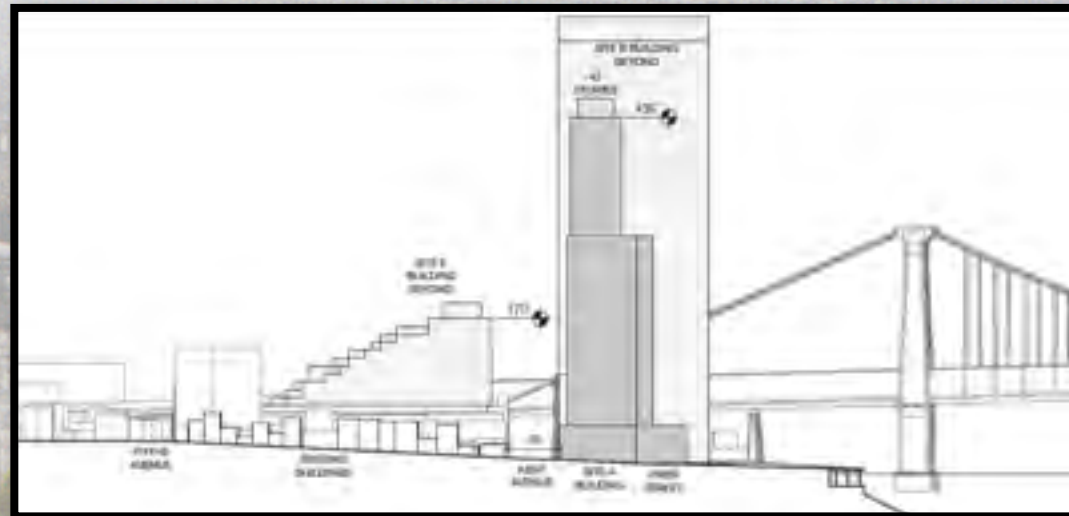
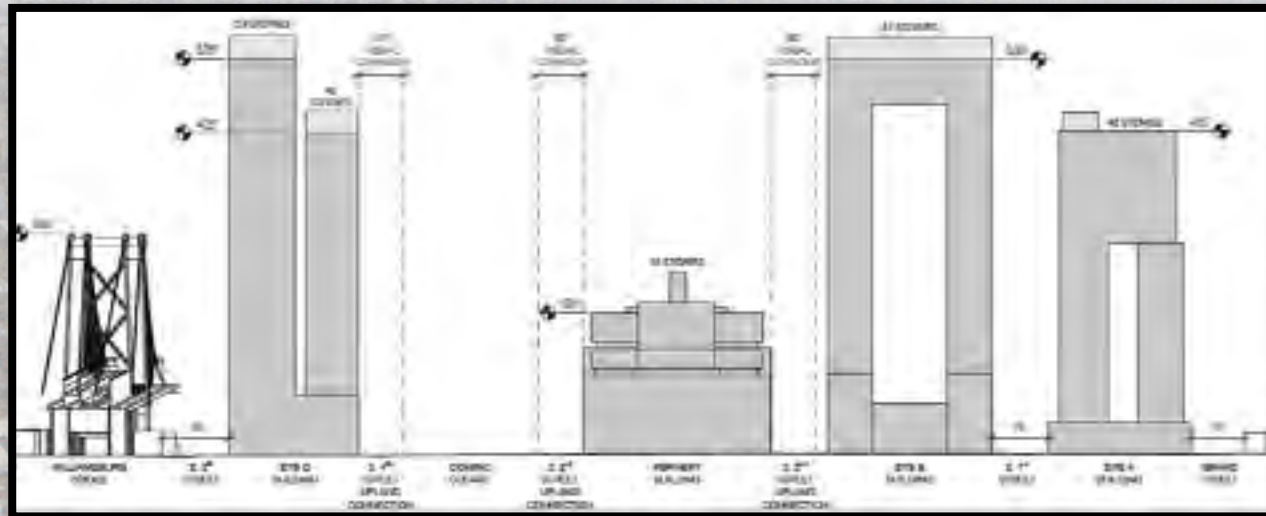


# Proposed Project

The proposed project will have; residential; affordable housing; retail/commercial; community facility uses; publicly accessible open space. Ground floor retail will be located along both sides of Kent Avenue, with community facilities in the Refinery.













A photograph of a building facade featuring large, illuminated, 3D letters. The word "Domino" is written in a stylized, cursive font, and "SUGAR" is written in a bold, blocky font below it. The letters are lit from within, casting a warm glow. The building's facade is a light color, and the sky in the background is a pale, overcast blue with soft clouds. The perspective is from a low angle, looking up at the building.

Domino  
SUGAR