

BLDG
12




PIER
70



A HUB OF CROSS- POLLINATION

Built on a foundation of innovation, Building 12's transformation establishes it as the heart of Pier 70 and the center of creativity and industry.

As a hub for local entrepreneurs and visionaries exploring the future of design and craftwork, Building 12's interdisciplinary approach to community asks the question: What new innovation can happen when a chocolatier collaborates with an engineer? Not sure about you, but we definitely want to find out.



Colossal Maker Hall with grand central staircase features retail experiences for local makers and producers

Retail amenities like boutique grocery and brewery/distillery

35K RSF of accessible second floor Maker Spaces for design and craftwork

GROUND FLOOR PLAN

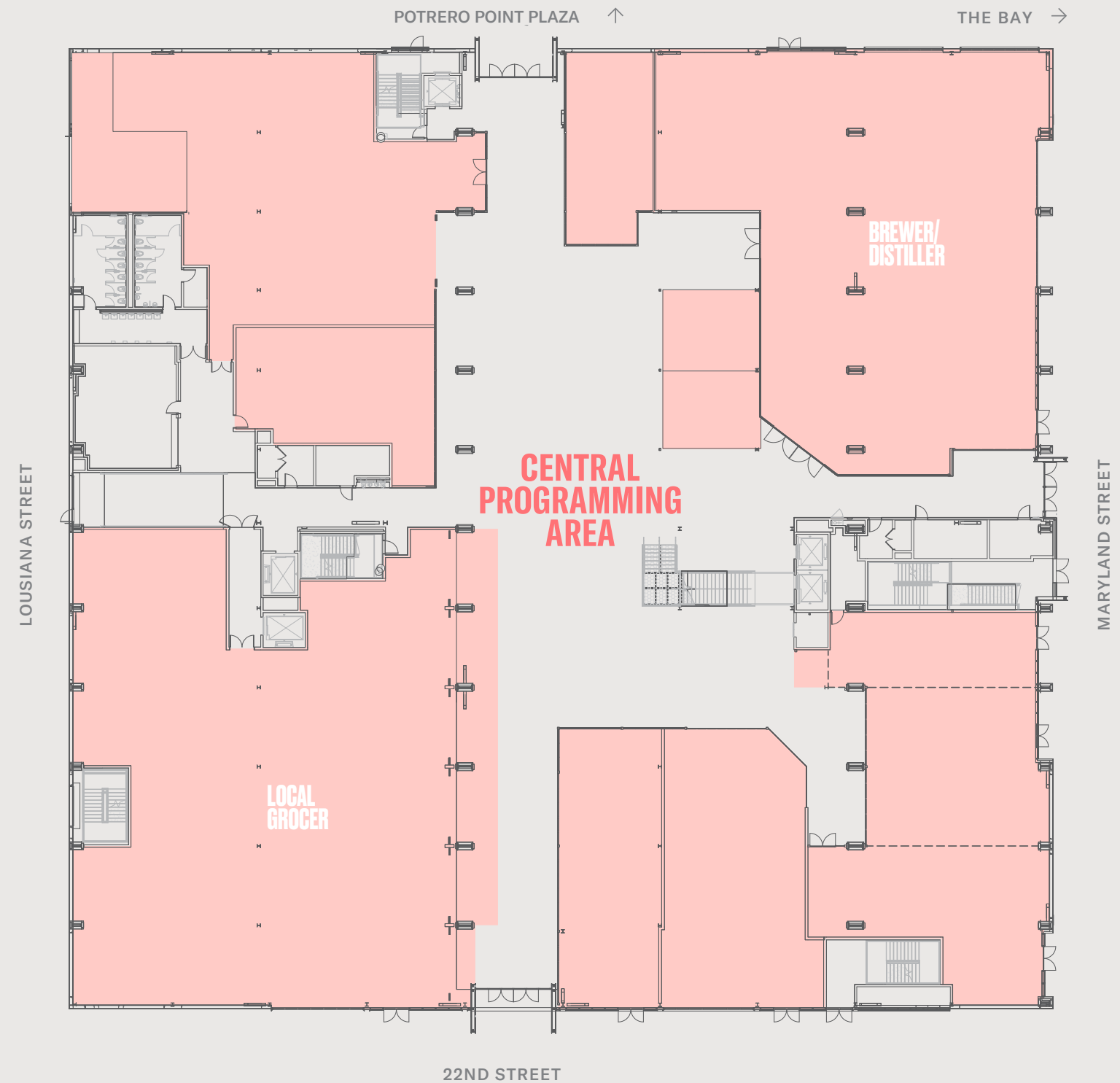
Central programming area designed as activated “third space”, outfitted with custom FF&E to promote collaboration and connection

FF&E designed for flexibility, creating space for Pier 70’s programming and activations

800 sf mezzanine space provides elevated, semi-private viewing platform for out of office confabs

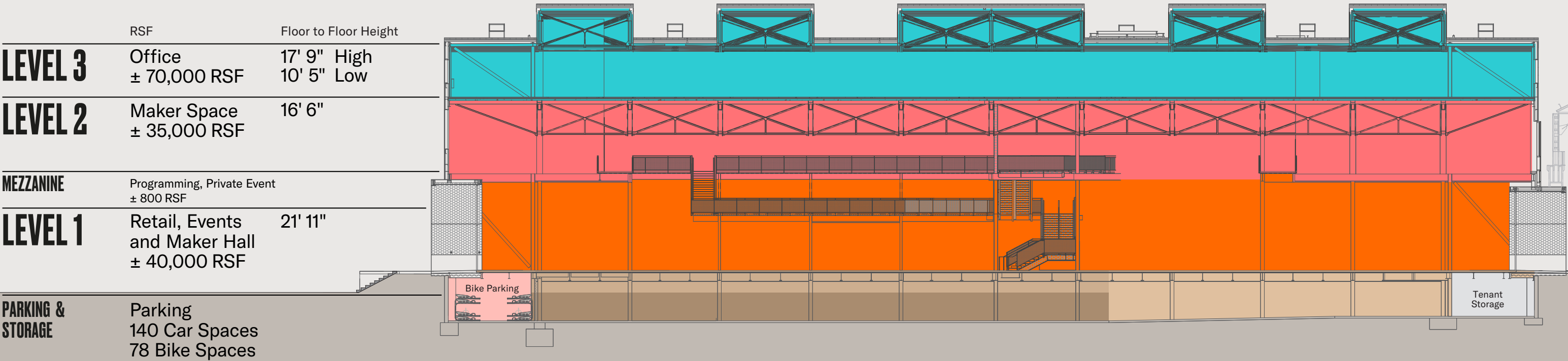
High ceilings, massive columns, way-finding and tenancy all act to create a grand thoroughfare of Pier 70 which will act as the hub for the site, creating opportunities for serendipitous exchanges

+/- 40,000 RSF



BLDG 12

STACKING PLAN



BLDG 12

KEY FACTS

70,000 RSF +/-
Total RSF

70,000 RSF +/-
Floorplate Size

20' x 100'
Column Spacing

10.5' – 18"
Floor to Floor Height

3 FLOORS
Building Extent

HISTORIC REHABILITATION
Construction Type

140
Parking Spaces



**HISTORIC
STRUCTURE**

Historic structure celebrated by retaining the Building 12 patinated cladding and maintaining visibility of massive built-up columns.



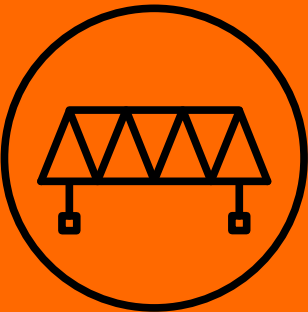
NATURAL LIGHT

Expansive third floor with crenellated roof structure provides abundant natural light via monitor windows.



**CREATIVE
ECOSYSTEM**

A springboard for a vibrant creative ecosystem with a mix of uses for cross-pollination of ideas and innovation.



SKY BRIDGE

Historic sky bridge connection to Building 2 possible if both leased by the same tenant.



BENEFITS OF COLLABORATION

Building 12's unique, historic structure is designed for collaboration to thrive. A culture of collaboration not only impacts employee happiness and productivity, but also leads to company growth and increased profits. Studies have shown the increased collaboration can lead to:

28% LESS TURNOVER

Spaces focusing on social connection drastically reduced turn over from 40% to 12%¹

75%

Of employees rate team work as "very important"²

HIGH REWARD

Teams with diverse backgrounds experience more failure, but also experience breakthroughs of unusually high value³

22%

Of millennials are more likely to prioritize a culture of connection⁴

35% HIGHER PERFORMANCE

Between diverse companies and their counterparts⁵

19% HIGHER REVENUE

Companies with above average diversity produced a greater proportion of revenue from innovation⁶

1. Waber, Ben, 2013. People Analytics: How Social Sensing Technology Will Transform Business And What It Tells Us About The Future Of Work Financial. Upper Saddle River: FT Press, Chapter 3. 2. "Cross-Pollination In Business: Why It's The Secret To Innovation". 2019. Growth Engineering. <https://www.growthengineering.co.uk/cross-pollination-in-business/>. 3. Fleming, Lee. 2004. "Perfecting Cross-Pollination". Harvard Business Review. <https://hbr.org/2004/09/perfecting-cross-pollination>. 4. Johansson, Anna. 2017. "How Millennials Separate Diversity From Inclusion - And Why That Matters". Forbes. <https://www.forbes.com/sites/annajohansson/2017/06/16/how-millennials-separate-diversity-from-inclusion-and-why-that-matters/#39076f251d93>. 5. Ibid. 6. Levine, Stuart. 2020. "Diversity Confirmed To Boost Innovation And Financial Results". Forbes. <https://www.forbes.com/sites/forbesinsights/2020/01/15/diversity-confirmed-to-boost-innovation-and-financial-results/#68185e54c4a6>





THEN

As a major shipbuilding hub in the 19th and 20th centuries, Building 12's massive floorplates were designed to accommodate the huge fabric patterns used as templates for the steel hulls of ships.

BREAK THE MOLD

TODAY BREAK THE MOLD

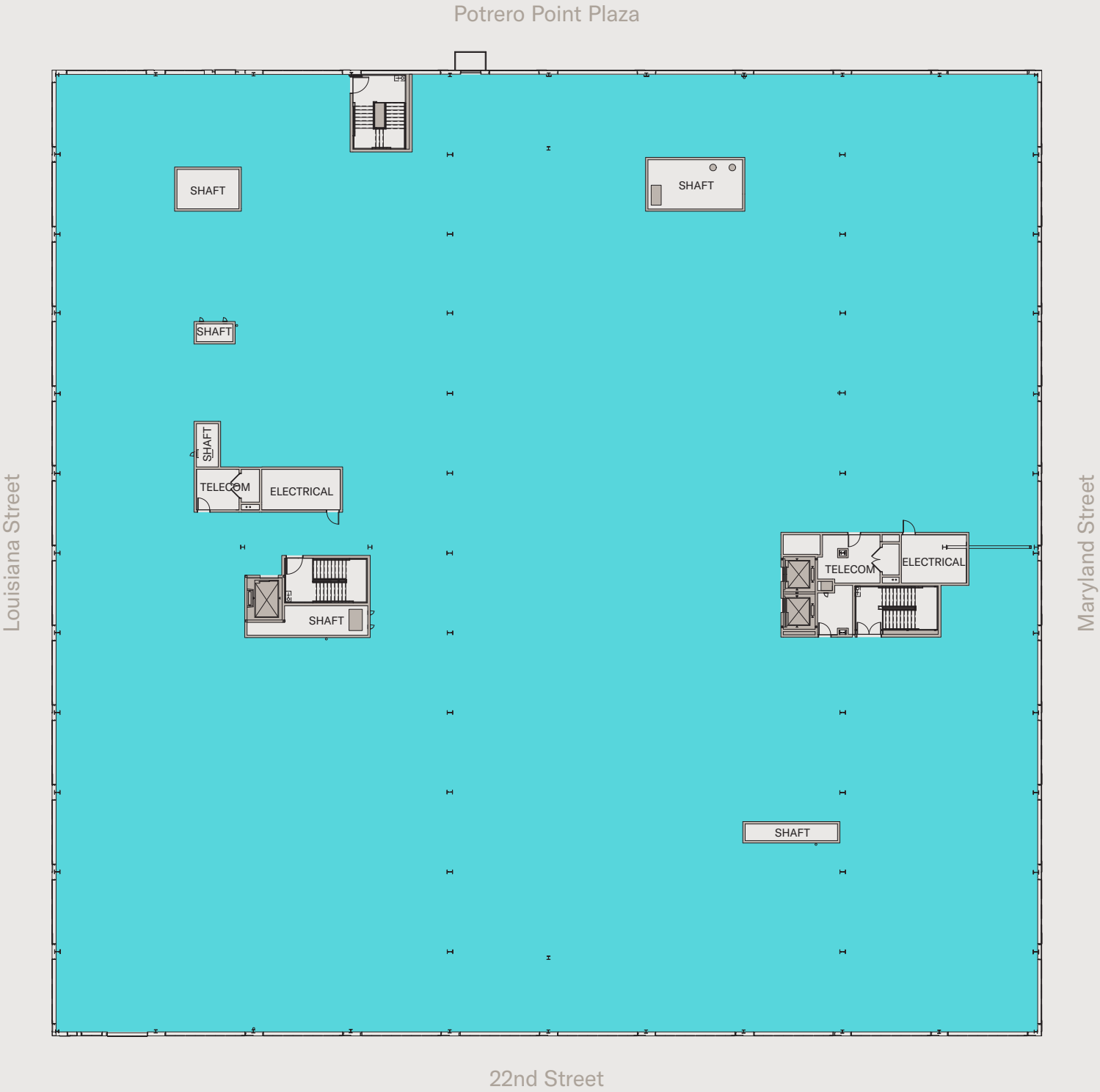
Today, these expansive and sun-soaked floors are thoughtfully designed for collaboration to thrive. With limitless opportunities to foster community and culture, this is a space designed for those looking to do things differently.

LEVEL 3 FLOOR PLAN

Core Type: Offset core

Level 3 Office Fit Out

+/- 70,000 RSF



LEVEL 3 TEST FIT

Core Type: Offset core

Level 3 Office Fit Out

+/- 70,000 RSF

- Base Building*
- Open Office
- Open Lounge
- Phone Rooms
- Conference Rooms
- All-Hands / Pantry

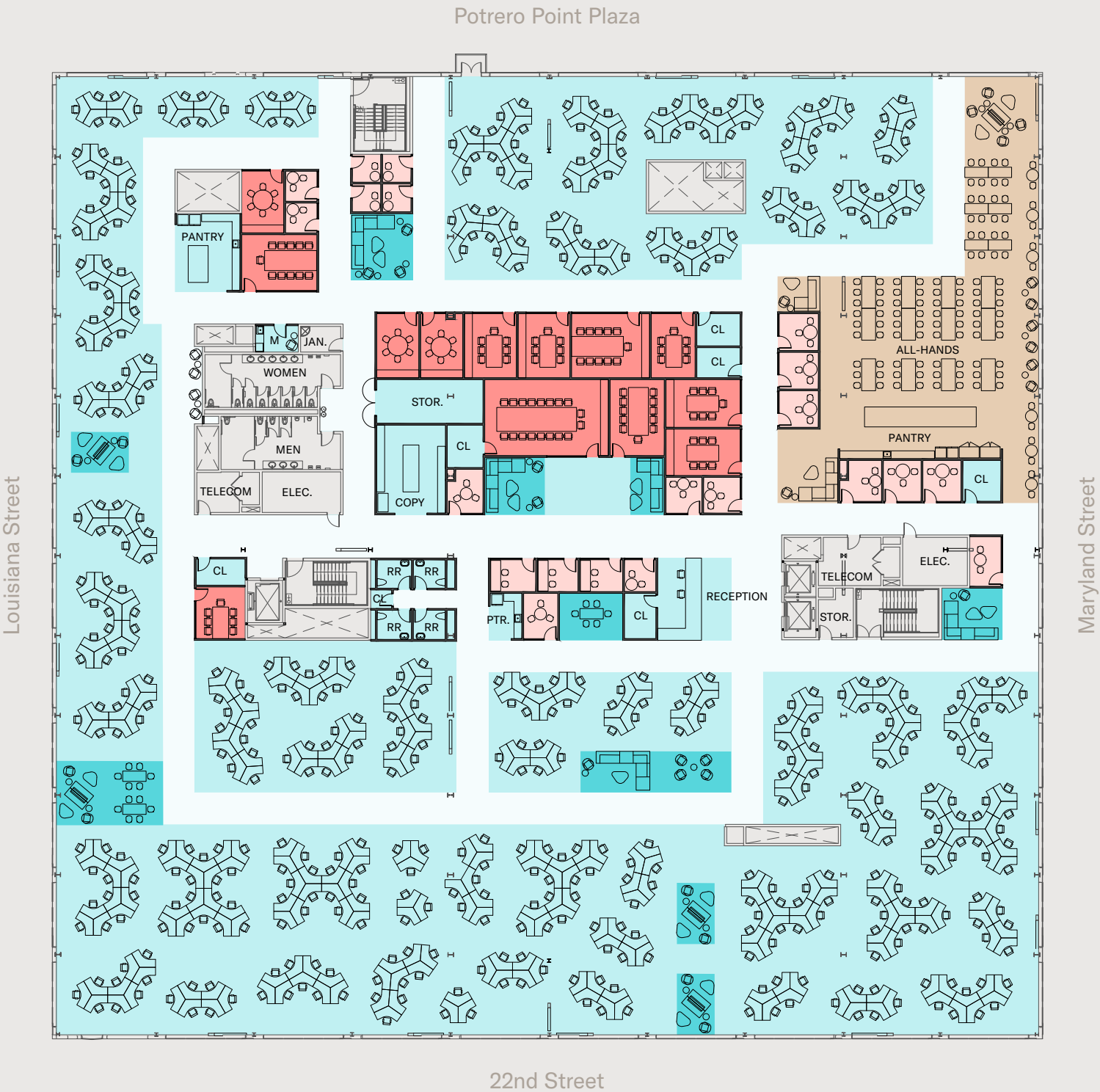
* Restroom build-out by tenant

Workstations	496
RSF/Person	175
Closed Collaboration	34
Phone Room (1 person)	4
Phone Room (2 ppl)	7
Phone Room (3 ppl)	10
Medium (6 ppl)	4
Medium (7 ppl)	5
Large (11 ppl)	3
X Large (18 ppl)	1

Open Collaboration	16
Open Collaboration Tables (4 ppl)	1
Open Collaboration Tables (6 ppl)	3
Small Lounge (3 – 4 ppl)	9
Large Lounge (5 – 7 ppl)	3

Pantry Breakroom	3
Small (0 seats)	2
Large (~114 seats)	1

Service Areas	4
Closet	1
Copy	1
Storage	1
Wellness/Mothers	1



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