

~~THANK YOU.~~

The ~~Effect~~ of the Design
Community is a BUILDING
~~THANK~~ TO DESIGN.

CONGRATULATIONS FOR

IT ALL.

4 Letters on or of G

best _____

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ARCHITECTURE
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September 26, 2016

Jared Della Valle, CEO and Founder
AJ Pires, President
Alloy Development LLC
20 Jay St #1003
Brooklyn, NY 11201

www.aro.net

Dear Jared and AJ,

I am writing to recognize the positive contribution that Alloy Development has made to public life through the One John Street project in Brooklyn, which is nearing completion. Alloy's development and design unite program, form and material in architecture that enriches the quality of the public realm. Through carefully considered relationships to the context, not simply a feature or element, Alloy's holistic approach goes beyond common practice for a commercial residential development project. This is worthy of recognition as a model for better development practices in New York City and elsewhere.

One John Street originated from Brooklyn Bridge Park's master plan, which identified the commercial development of this brownfield site as a source of funds for the Park's operation and maintenance. This strategy gave financial value to a prime location at the water's edge and raised the bar for design excellence commensurate with the quality of the Park itself. The choice of developer was made through a competitive public process, an exemplary mechanism for comparing alternatives which is especially critical for high-profile projects which must demonstrate multiple public benefits. Following its selection and before the start of construction, Alloy's commitment to engaging the community through design was foreshadowed through John Street Pasture, a temporary public art project that they initiated on the site. This was created in collaboration with a local artist and an urban farming enterprise.

Alloy went beyond the required monetary contribution to the Park to posit, through the design of the building, spatial and programmatic connections that improve the public realm. The ground floor is oriented toward the water, using large expanses of glass set behind widely-spaced structural columns to enhance the sense of openness between the building and the landscape. This transparency provides residents with vistas of the waterfront and equally important it enables the Park to visually flow into the building, reinforcing the Park's primacy as the common area within which the building is located. Directly accessible from the Park, interior space for a restaurant and a branch of the Brooklyn Children's Museum will foster daily interaction between the building and the Park.

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Beyond the immediate site, the design of One John Street boldly engages its larger urban context. In a straightforward and direct manner, the building registers as an object both distinct from and tied to scale of the neighboring buildings in DUMBO. One John Street's simple cubic form also possesses an appropriately robust presence in relation to the East River's expansive open space and the gigantic structural elements of the adjacent Manhattan Bridge. The building's solid mass is elaborated by regularly spaced rectangular windows that gradually diminish in size on the upper floors. These crisply defined, slightly projecting apertures echo the proportions and character of the windows in nearby DUMBO warehouses through transformation rather than mimicry.

One John Street's material qualities enrich the relationship between tradition and innovation in the building's form and fenestration. Much of New York City, including DUMBO, is constructed of brick masonry. The use of handmade Petersen brick from Denmark as the exterior material for the upper floors is consonant with this historic precedent, reinforces the building's solidity and contrasts with the precise articulation of the window units. Custom artisanal concrete panels (locally-fabricated by Brooklyn-based SITU Studio) cover opaque areas of the ground floor, bringing distinction to the sidewalk along John Street. Their varied texture subtly echoes aspects of the landscape on the water side of the building

Space does not permit me to describe other attributes of the project that benefit the public, such as the building's energy efficiency and flood resiliency. Considered separately, each aspect of the design of One John Street is notable as it demonstrates Alloy's commitment to the city, which transcends the private residential program of the building. However, the integration of all of these design decisions in the final project is truly exceptional. This reflects Alloy's ambition to create a great work of architecture that is woven into the city's physical and social fabric. Congratulations on this achievement, and thank you for your contribution to the quality of public life in New York City.

Regards,

A handwritten signature in black ink, appearing to read 'A. Yarinsky', with a large, stylized flourish below the name.

Adam Yarinsky, FAIA, LEED AP
Principal

DDG

60 Hudson Street, 18th Floor
New York, NY 10013

9.30.16

To Alloy,

I was walking in my neighborhood in Brooklyn the other day with my daughter who is studying sustainability in her eighth grade class and we passed a blue steel construction container with a tree planted inside. She thought it was so cool and so did I.

I write this open letter to your firm to thank you for your creative work. At a time when the word "developer" can have such negative associations it is truly commendable that you have risen above and gone beyond. Your work embraces not only sustainability but the power of design and architecture and celebrates it by putting it at the center of your projects narrative. This is unique. You clearly understand its inherent value and it's economic contribution to your bottom line as well.

When others are building cynical buildings you are presenting the most positive outlook. A world where real estate projects, developments are turned into creations using design and architecture to anchor them and where this enhanced value benefits not only the inhabitants but their neighbors and the city at large.

Bravo and thank you for taking that risk!

Sincerely,

Peter Guthrie

DDG
Founding Partner
Chief Creative Officer
Head of Design & Construction

A handwritten signature in black ink, appearing to read 'PG', followed by a long horizontal line extending to the right.



September 22, 2016

Alloy Development
20 Jay Street, #1003
Brooklyn, NY 11201

Dear Jared and AJ:

As you know, I am a great admirer of your work and firm, Alloy Development. In both my professional and academic lives I have advocated for innovation and disruptions in the typical models and structures of the building industry in the name of better outcomes for all involved, particularly architects who are often challenged to translate their dedication to the built environment into tangible value.

Alloy serves as an exemplar of the best of these principles: professionals empowered to make real change and create that value who are unafraid to understand, integrate and control whatever is necessary to get to the right outcomes. I have used your firm as a proxy for several of the primary lines of investigation that I believe are central to transforming our industry: control of the conditions that lead to building, integrating design into the resulting understanding, translating that design directly through construction, and understanding and leveraging the implications of operating a built artifact. What is particularly intriguing is the "virtuous cycle" of insight that your practice creates, feeding each successive project with what has been learned in the last.

While your projects show a deft eye and clear business savvy in the market, it's surely your model that is the most important contribution you've made to how buildings can be made in New York.

Of particular importance to me as both an architect and educator is your commitment to hire and develop architects as fundamental to your culture and business strategy. In a truly provocative inversion of the old saw "if you can't beat 'em, join 'em" your firm sets an example of a truly modern, 21st century developer. It is little surprise that my students at Yale so often ask for an opportunity to start their careers in your shop.

Very much looking forward to what comes next from you guys!

Sincerely,

A handwritten signature in black ink, appearing to read 'Phillip G. Bernstein'.

Phillip G. Bernstein, FAIA RIBA LEED © AP
Consulting Fellow

Lecturer in Professional Practice
Yale School of Architecture

ennead architects

October 1, 2016

Katherine McConvey
Jared Della Valle
Founders
Alloy Development
20 Jay Street #1003
Brooklyn, New York 11201

Dear Katherine and Jared,

I have been asked to identify one exceptional act that a New York City developer has carried out that goes beyond common practice and that I wish more developers would be inspired to follow. I'll get to that one act. But first I want to thank you for your many acts that ALL developers should follow:

- Thank you for understanding that thoughtful design is not a luxury but should be a common right;
- Thank you for caring about how buildings hit the street;
- Thank you for not using PTACs (well almost never using PTACs);
- Thank you for responding thoughtfully to existing contexts and respecting the lessons of history in a thoroughly contemporary way;
- Thank you for not always thinking to demolish and championing adaptive re-use;
- Thank you for leaving FAR "on the table," when large bulk could kill a neighborhood;
- Thank you for believing that good urbanism comes from individual buildings acting urbanistic;
- Thank you for committing to the permanence of architecture in your detailing and materials;
- Thank you for not just taking money out of the land, but ploughing it back in as developers committed to your neighborhoods, public advocacy and art.

The act that Alloy has committed which I feel most noteworthy and impactful on the quality of our city's built environment belongs to no single development project. It is the act of your incorporation and mission. You are architects who are developers (give me this Katherine—although Jared couldn't do this without your business acumen). As the historic business model of the architect fails (it is failing), let us imagine more architects turning to conscientious development. A future for our profession and a glorious urbanism could be delivered!

Alloy, thank you for showing that profit and place-making are not mutually exclusive.



Tomas Rossant AIA
Partner, Ennead Architects/2015 AIANY President



29 September, 2016

Alloy Development
20 Jay St. #1003
Brooklyn, NY 11201

To the Members of Alloy Development:

I've read that you "see opportunity in unlikely places."
Others have praised you for your vision for these opportunities
and your developments at large; I wish to instead contact you as
a total enthusiast of the following unlikely details I recently
experienced first-hand:

1. Investment in common corridor details, including but not limited to:
 - a. High-quality door lever hardware*
 - b. Recessed strip light at heads of door frames**
 - c. Materials that tell a story, saying "You Are Here"
 - d. Circulation which embraces more than efficiency
2. Specification of a generous, high-quality elevator***
3. A well-conceived lobby****
4. *****

I look forward to the opportunity to discuss the above and other topics related to urbanism and public life in New York City and beyond. In the interim, continue to kick ass.

Best Regards,

M.N.

M.N.

-
- * That perfect "click" when the door shuts, tho.
 - ** Is that an Arne Jacobsen reference I smell?
 - *** Developments need more of this, less 'lipstick on pigs'
 - **** Something is at work here: perhaps city life starts WITHIN our buildings
 - ***** Your project articulates an odd question: If every developer created better corridors, would we foster better cities?

MNDPC

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