

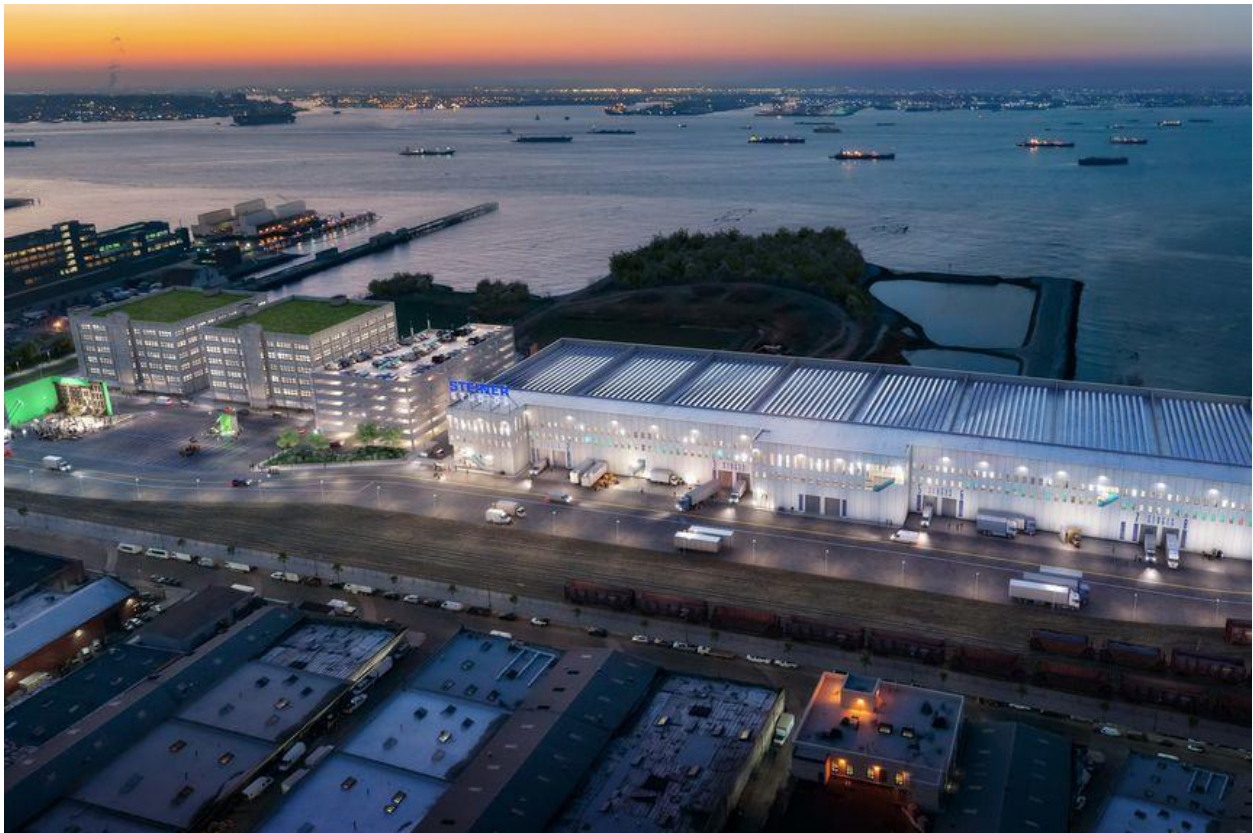
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<https://www.wsj.com/articles/steiner-studios-to-open-second-film-and-tv-production-facility-in-brooklyn-11597312811>

Steiner Studios to Open Second Film and TV Production Facility in Brooklyn
Multimillion-dollar project in Sunset Park is estimated to create at least 1,800 construction jobs and 2,200 full-time jobs

By Kate King



The new studio will be at Bush Terminal, a city-owned waterfront property in the Sunset Park section of Brooklyn.
PHOTO: SYNOESIS

New York-based Steiner Studios has signed a deal to build a multimillion-dollar film and television production facility in Brooklyn, a major commitment at a time of economic uncertainty for New York City.

The agreement marks the film and television studio's first expansion beyond the Brooklyn Navy Yard, where the company has operated a 780,000-square-foot production facility since 2004 and hosted shows including Amazon's "Marvelous Mrs. Maisel" and HBO's "Boardwalk Empire."

The new studio will be at Bush Terminal, a city-owned waterfront property in Sunset Park that the New York City Economic Development Corp. is redeveloping and rebranding as a dual media-production and garment-manufacturing campus called Made in New York.

Demand has been growing for soundstage and production space in the city, where a record-high 80 episodic series were scheduled for filming this year before coronavirus hit, said Anne del Castillo, commissioner of the New York City Mayor's Office of Media and Entertainment. Ms. Castillo said the pandemic hasn't dampened viewers' appetites for streaming content, and she believes the industry is well-positioned to weather the economic downturn.

"We have consistently heard that they need more space in order to bring more shows online," Ms. Castillo said. "We want to be able to sustain television, in particular, because it is a much more predictable form of production."

Steiner Studios has signed a predevelopment agreement for a 49-year ground lease at Bush Terminal with the option for five 10-year extensions. A spokesman for the EDC declined to disclose the terms of the agreement, which will go before the EDC Board of Directors for approval next month, but said it represents at least \$320 million in private investment. The city will undertake \$15 million in infrastructure improvements and predevelopment site work.

Steiner Studios will occupy 525,000 square feet of the southern portion of the campus. It will build half of the production facility from scratch, renovate the remaining buildings and build a 500-space parking structure.

Doug Steiner, chairman of Steiner Studios and a Brooklyn-based developer, said film and media production is one of the few promising real-estate uses in the current economic climate. He said the new studio will be set up similarly to the Navy Yard operation.

"I love the industrial landscape, and certainly that part of Brooklyn has it in spades," Mr. Steiner said of Bush Terminal. "It's hard to find such a big site in the city with good access to roads and public transportation."

The EDC estimates the project will create at least 1,800 construction jobs and 2,200 full-time jobs. Steiner Studios will also contribute to several local workforce-development initiatives over the life of its lease—\$1 million over the next decade alone—including programs for high-school students and funding for several groups focused on expanding gender and racial equity in media.

"This industry creates good quality jobs," said EDC President James Patchett, adding that the average salary in film and television is more than \$100,000 and that many of the jobs are unionized.

David Estrada, executive director of the nearby Sunset Park 5th Avenue Business Improvement District, said the workforce-development commitments are key to ensuring the local community benefits from and supports the project.

"There's a really ready and able and willing workforce in Sunset Park, but they need the door to be opened," he said. "And this is a chance."

The company will also develop about 3 acres of open space at Bush Terminal Piers Park, adding a rain garden, picnic area and open meadow.

Mayor Bill de Blasio announced in 2017 his plans for the Made in New York campus at Bush Terminal, and the EDC issued a request for proposals the following year to develop the film and television production facility. The northern part of the campus will be a garment-manufacturing hub, with the city investing more than \$200 million to build and renovate the industrial space and public space improvements. Construction on that project was paused during the shutdown but recently restarted and officials hope to wrap up next year.

The Made in New York campus is one of several publicly owned land parcels on the Sunset Park industrial waterfront. Nearby Industry City, a hub of manufacturing, retail, food and creative businesses that is in the middle of a controversial rezoning effort, is privately owned.

Ben Margolis, executive director of the business-membership nonprofit Southwest Brooklyn Industrial Development Corp., said film-industry jobs pay good wages and Steiner Studios has a proven record of recruiting from the local workforce.

"I'm really hopeful that this investment can translate into quality employment opportunities for local residents but also business opportunities for small manufacturers," Mr. Margolis said. "Film studios need caterers, steel fabricators and set designers. We have all of that locally."