

RETAIL AT
THE HALL
BROOKLYN



THE VISIONARIES THE GAME CHANGERS THE MAKERS THE ARTISTS THE ARCHITECTS THE PROVOCATEURS THE CHANGE-AGENTS THE HALL

LOCATION

One entire block bound by Hall Street, Flushing Avenue, Ryerson Street, and Park Avenue; nestled between the BQE and the Brooklyn Navy Yard

YEAR BUILT

1890 — 1927

ARCHITECT

Select buildings by Albert Kahn; restoration by Marvel Architects

RENOVATION

Full campus restoration including façade, infrastructure, and exterior grounds. Completion by 2019.

BUILDING SIZE

670,000 square feet in 10 buildings across one full city block

CEILING HEIGHTS

12 feet — 17 feet

TRANSPORTATION

Located along the Brooklyn Greenway bike path, the new Brooklyn Navy Yard ferry terminal, several bus stops, and a short walk from the G train

POINTS OF ENTRY

Three new lobbies with access from Hall Street

AMENITIES

Curated retail and amenity experience; partnerships with ride sharing and other lifestyle conveniences

TELECOM

WiredScore Gold Certified; (Targeting Platinum Certification)



LOCATION

At the crossroads of old world and new world innovation, in a revitalized industrial area where DUMBO, Williamsburg and The Brooklyn Navy Yard converge, THE HALL marks the arrival of an exciting new adaptive re-use project in Brooklyn.

Approximately 100,000 sf of retail at the base of a 670,000 sf complex of 10 buildings.

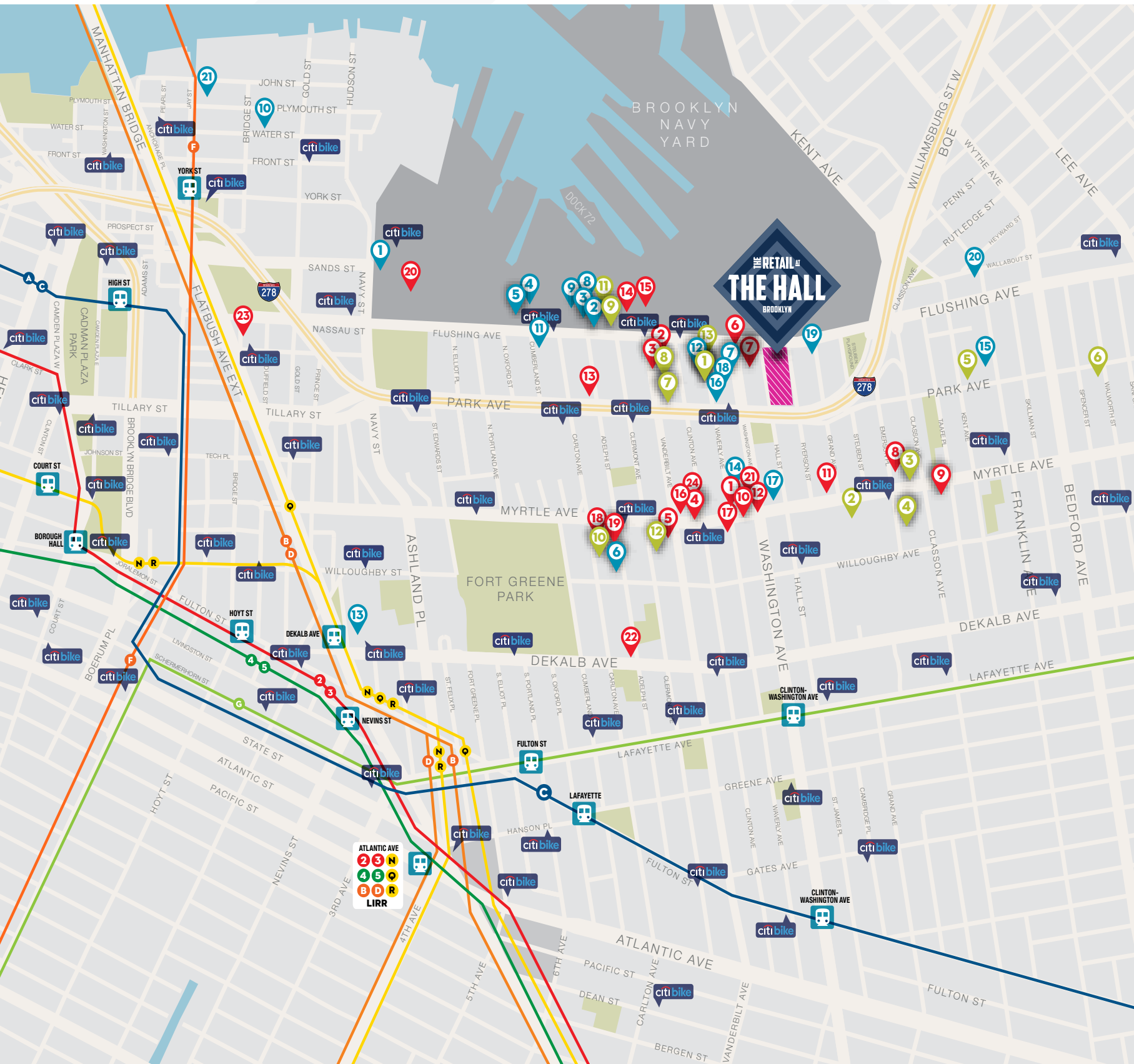
Ample signage opportunities, including possible exterior building mural signage.

A full campus restoration including facades, all interiors, infrastructure and exterior grounds.

Mid-2019 delivery.



THE NEIGHBORHOOD



CULTURAL & ENTERTAINMENT

- ROOFTOP REDS**
299 Sands Street
- BROOKLYN GRANGE**
63 Flushing Avenue
- BROOKLYN CLAY INDUSTRIES**
63 Flushing Avenue
- ERIC FORMAN STUDIO**
19 Morris Avenue
- SHARED STUDIOS**
19 Morris Avenue
- JANE GREENGOLD**
186 Adelphi Street
- RECESS**
46 Washington Avenue
- CREATIVE BLOCH GALLERY**
63 Flushing Avenue
- BLDG 92**
63 Flushing Avenue
- BEAT THE BOMB NYC**
247 Water Street
- SPECTRUM NYC**
70 Flushing Avenue
- COOLER GALLERY**
22 Waverly Avenue
- KUMBLE THEATER**
1 University Plaza
- TRILOK FUSION CENTER FOR ART**
143 Waverly Avenue
- CONDOR HOTEL**
56 Franklin Avenue
- BODY BY BROOKLYN**
275 Park Avenue
- BROWNSTONE SPA**
473 Myrtle Avenue
- CKO KICKBOXING**
45 Waverly Avenue
- CROSS FIT OUTBREAK CLINTON HILL**
10 Grand Avenue
- POINTE PLAZA HOTEL**
2 Franklin Avenue
- GELSEY KIRKLAND ACADEMY OF CLASSICAL BALLET**
29 Jay Street

FOOD & BEVERAGE

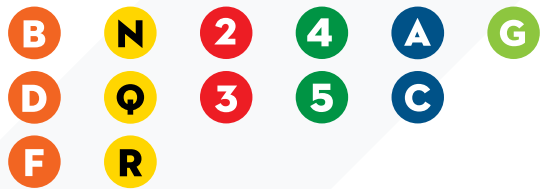
- PECKS**
455A Myrtle Avenue
- PARLOR COFFEE**
11 Vanderbilt Avenue
- SAMUI**
15 Vanderbilt Avenue
- PUTNAM'S**
419 Myrtle Avenue
- CHIPOTLE**
394 Myrtle Avenue
- BROOKLYN ROASTING COMPANY**
200 Flushing Avenue
- IL PORTO**
37 Washington Avenue
- THE EMERSON**
561 Myrtle Avenue
- BROOKLYN TAP HOUSE**
590 Myrtle Avenue
- BAR BOLINAS**
455 Myrtle Avenue
- SOCO**
509 Myrtle Avenue
- BAR BOLINAS**
455 Myrtle Avenue
- TIGER BOX**
169 Park Avenue
- THE FOOD SERMON**
Building 77 (BNY)
- RUSTIK TAVERN**
Building 77 (BNY)
- DAMAS FALAFEL HOUSE**
407 Myrtle Avenue
- MYRTLE THAI**
438 Myrtle Avenue
- SAKURA TOKYO II**
352 Myrtle Avenue
- HUDSON JANE**
360 Myrtle Avenue
- THE GATEHOUSES AT KINGS COUNTY DISTILLERY**
299 Sands Street
- FIVE SPOT SOUL FOOD**
459 Myrtle Avenue
- DICK AND JANE'S**
266 Adelphi Street
- AMARACHI**
189 Bridge Street
- CARDIFF GIANT**
415 Myrtle Avenue

THE SHOPPING

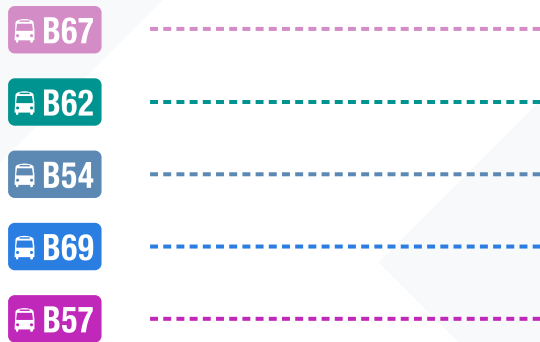
- THE DRIVE NEW YORK**
36 Waverly Avenue
- BLICK ART MATERIALS**
536 Myrtle Avenue
- LEISURE LIFE NYC**
559 Myrtle Avenue
- MUNY**
139 Emerson Pl, #103
- NECK & NECK**
445 Park Avenue
- LULU KIDS CLOTHING**
520 Park Avenue
- VESPA BROOKLYN**
215 Park Avenue
- JOYA STUDIO**
19 Vanderbilt Avenue
- E. VOGEL BESPOKE INC.**
9 South Street
- ATELIER ATSUYO ET AKIKO**
163 Carlton Street
- HIP HOP CLOSET**
63 Flushing Avenue
- GREY AREA**
165 Clermont Avenue
- DELUXE CYCLES**
16 Waverly Avenue

TRANSIT

NEARBY SUBWAY LINES



NEARBY BUS LINES



NEARBY CITI BIKE LOCATIONS

UNDER 10-MINUTE RIDE FROM 47 HALL

G
CLINTON-WASHINGTON AVE
5 MINUTES

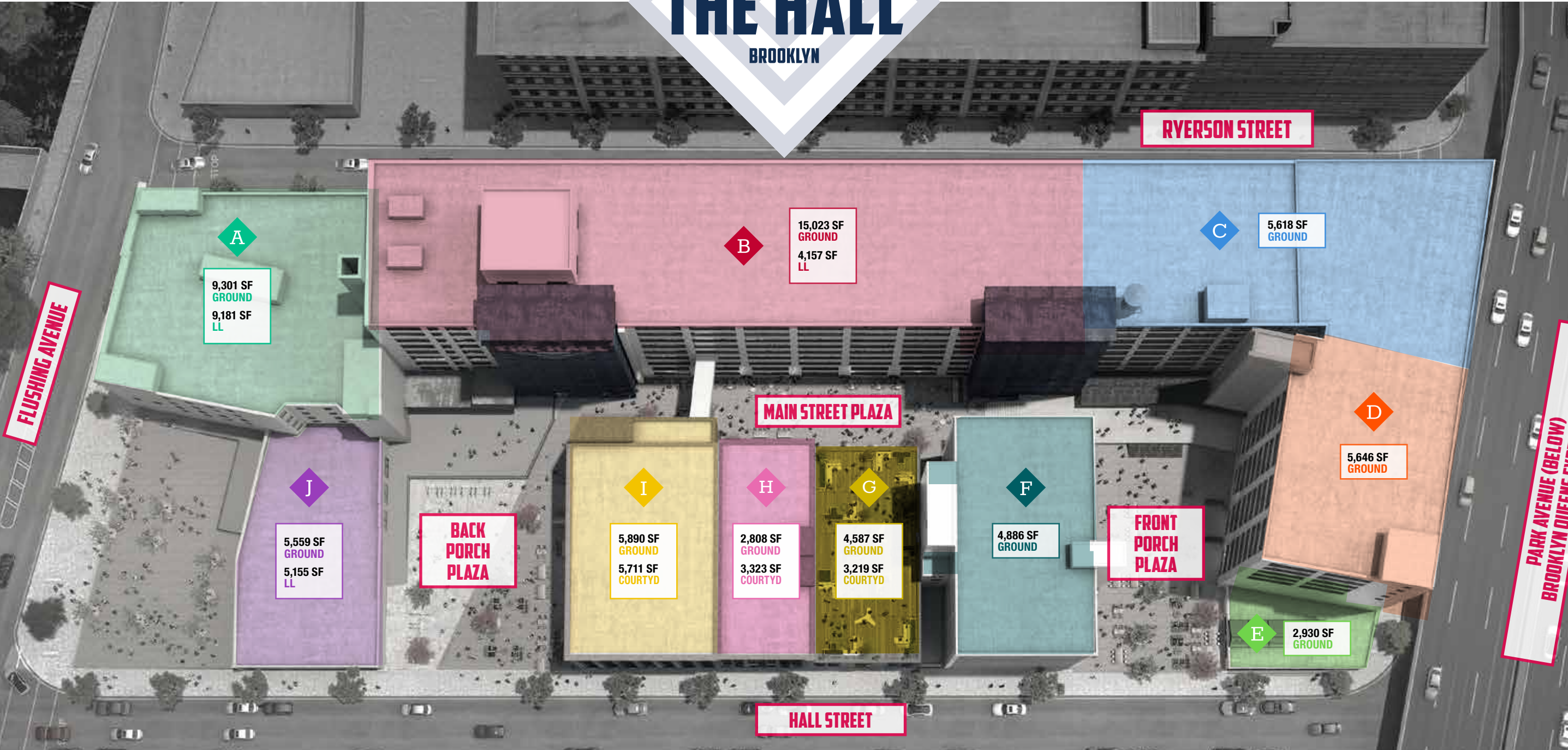
F
YORK ST
8 MINUTES

B Q R
DEKALB AVE
8 MINUTES

2 3 4 5 B D N Q R
ATLANTIC AVE
9 MINUTES



SITE PLAN



A BUILDING A
248 FLUSHING AVE

B BUILDING B
47 HALL ST

C BUILDING C
313 PARK AVE

D BUILDING D
303 PARK AVE

E BUILDING E
299 PARK AVE

F BUILDING F
43 HALL ST

G BUILDING G
33 HALL ST

H BUILDING H
27 HALL ST

I BUILDING I
25 HALL ST

J BUILDING J
9 HALL ST

9,301 SF
GROUND
9,181 SF
LL

15,023 SF
GROUND
4,157 SF
LL

5,618 SF
GROUND

5,559 SF
GROUND
5,155 SF
LL

BACK
PORCH
PLAZA

5,890 SF
GROUND
5,711 SF
COURTYD

2,808 SF
GROUND
3,323 SF
COURTYD

4,587 SF
GROUND
3,219 SF
COURTYD

4,886 SF
GROUND

FRONT
PORCH
PLAZA

5,646 SF
GROUND

2,930 SF
GROUND

MAIN STREET PLAZA

FLUSHING AVENUE

RYERSON STREET

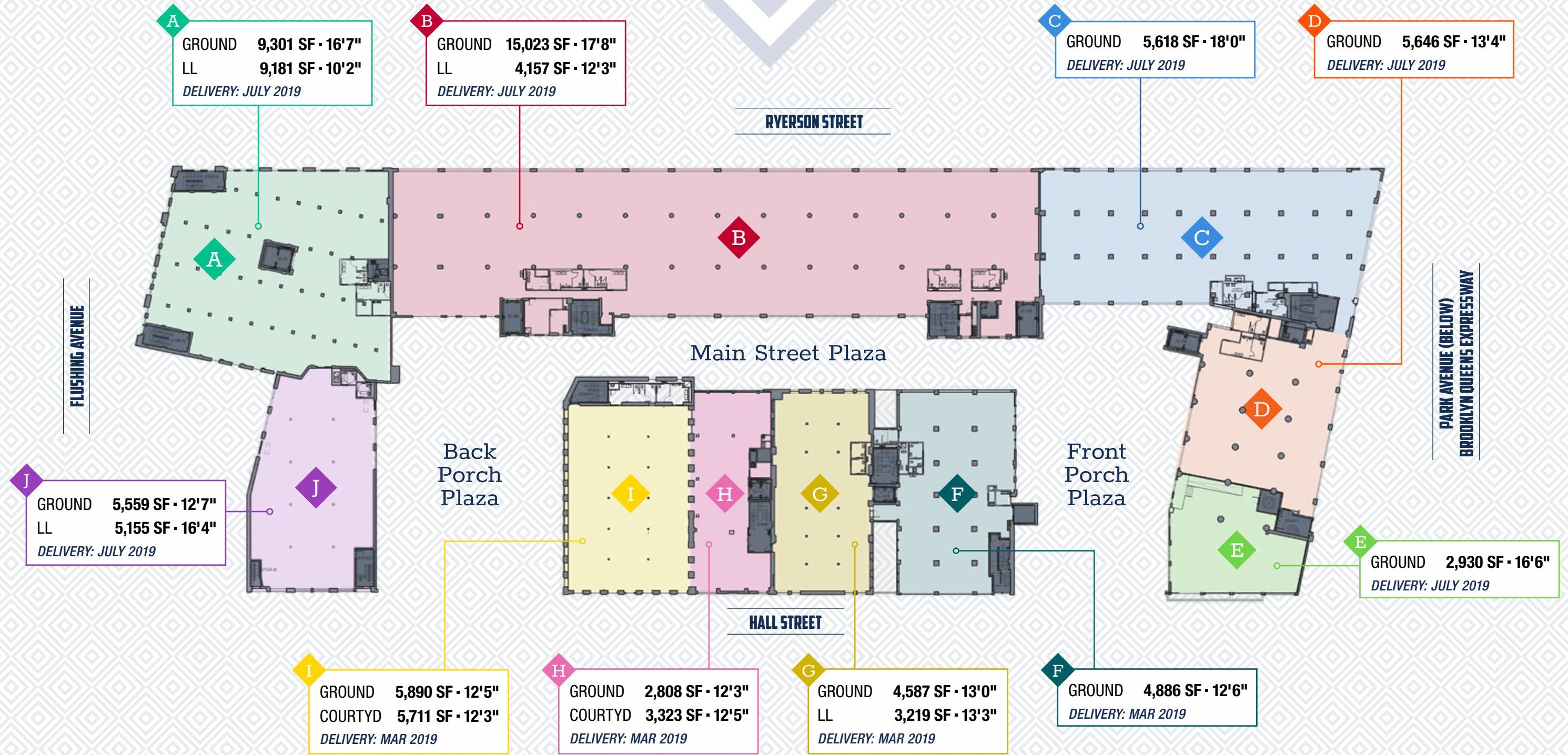
HALL STREET

PARK AVENUE (BELOW)
BROOKLYN QUEENS EXPRESSWAY

SPACE SPECS

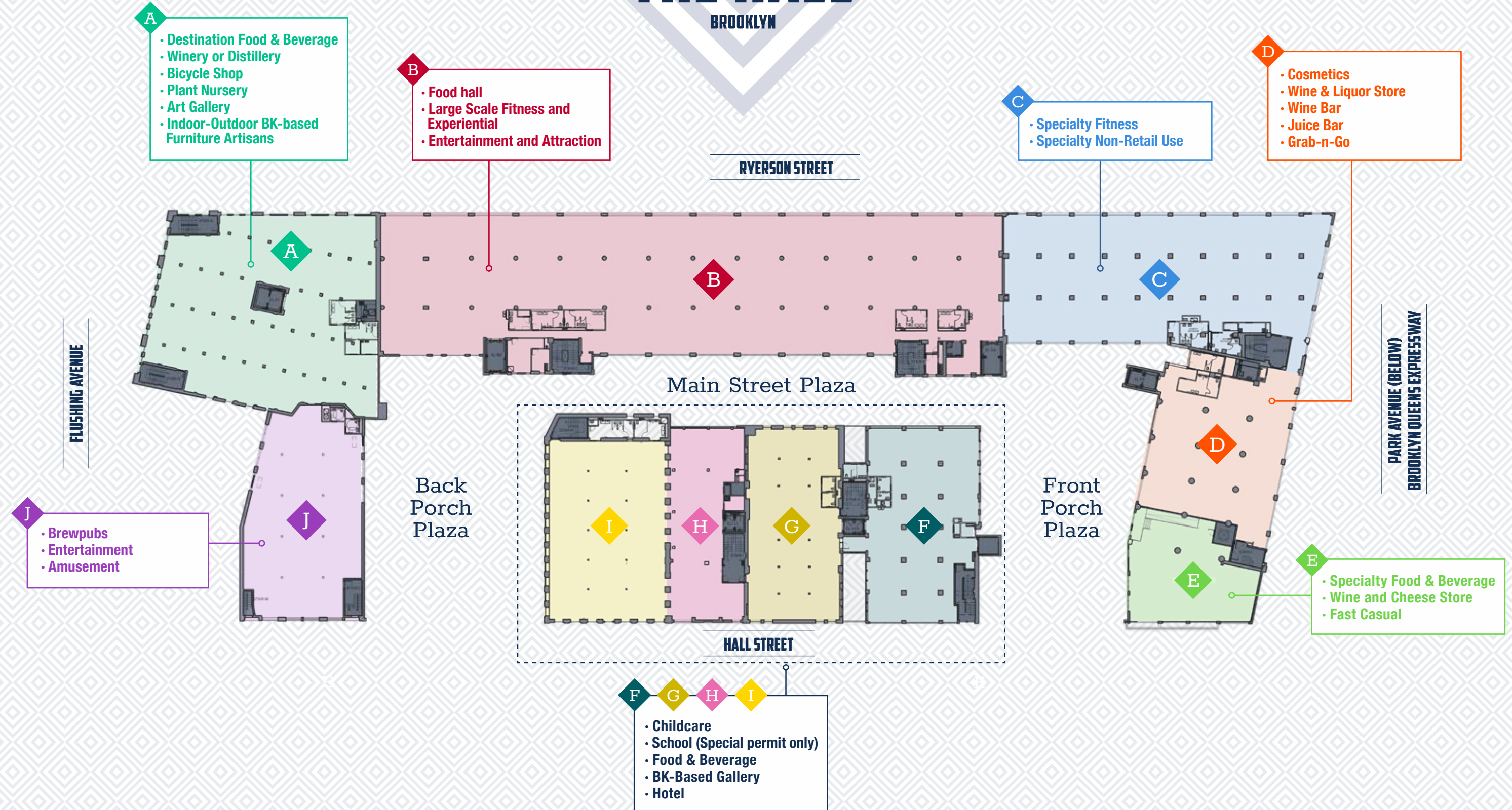
SQUARE FOOTAGE, CEILING HEIGHTS, AND DELIVERY DATES

THE RETAIL AT THE HALL BROOKLYN



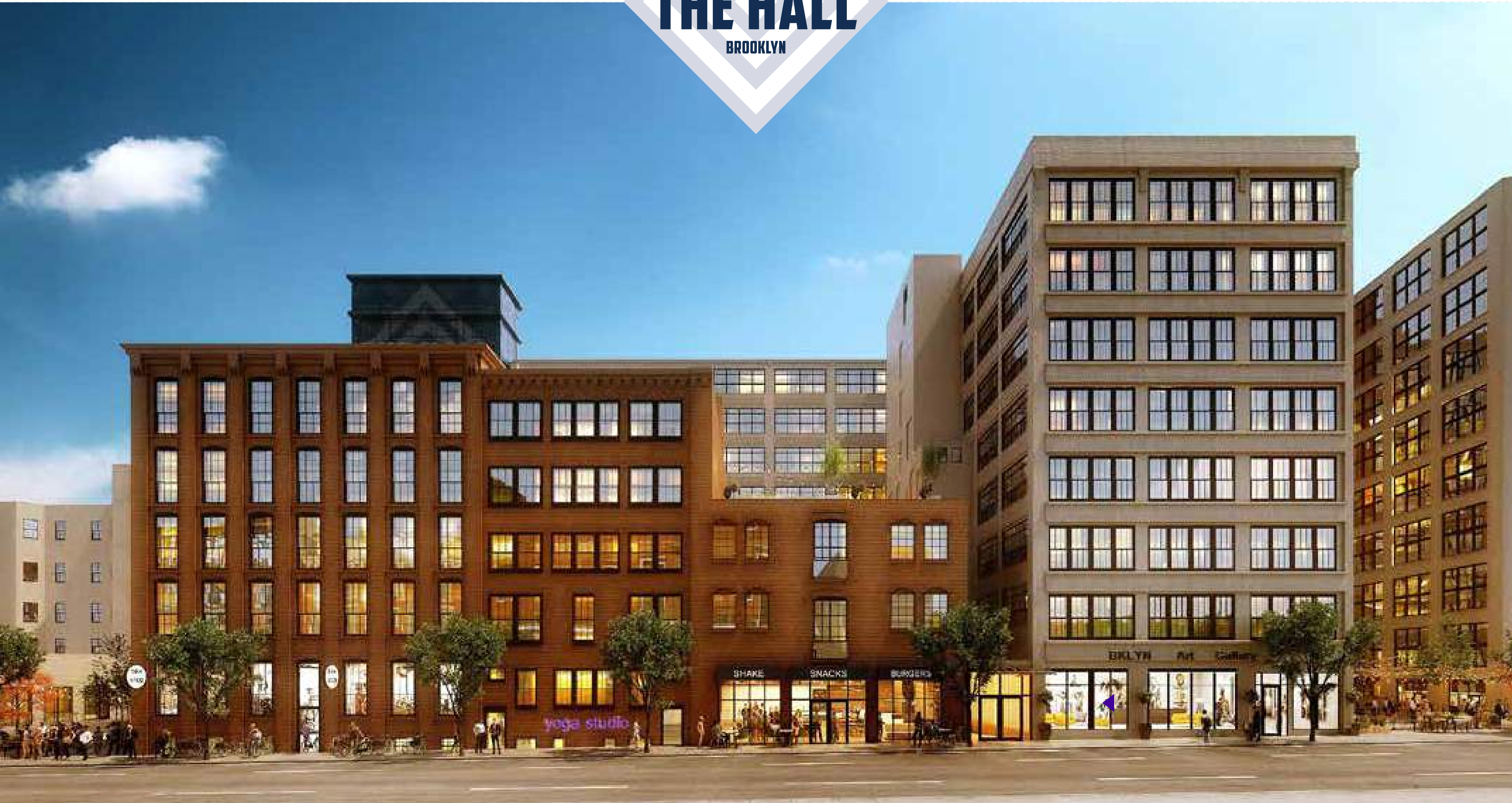
PROPOSED MERCHANDISING PLAN

THE RETAIL AT THE HALL BROOKLYN



HALL STREET RETAIL

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▼ **BACK PORCH PLAZA**



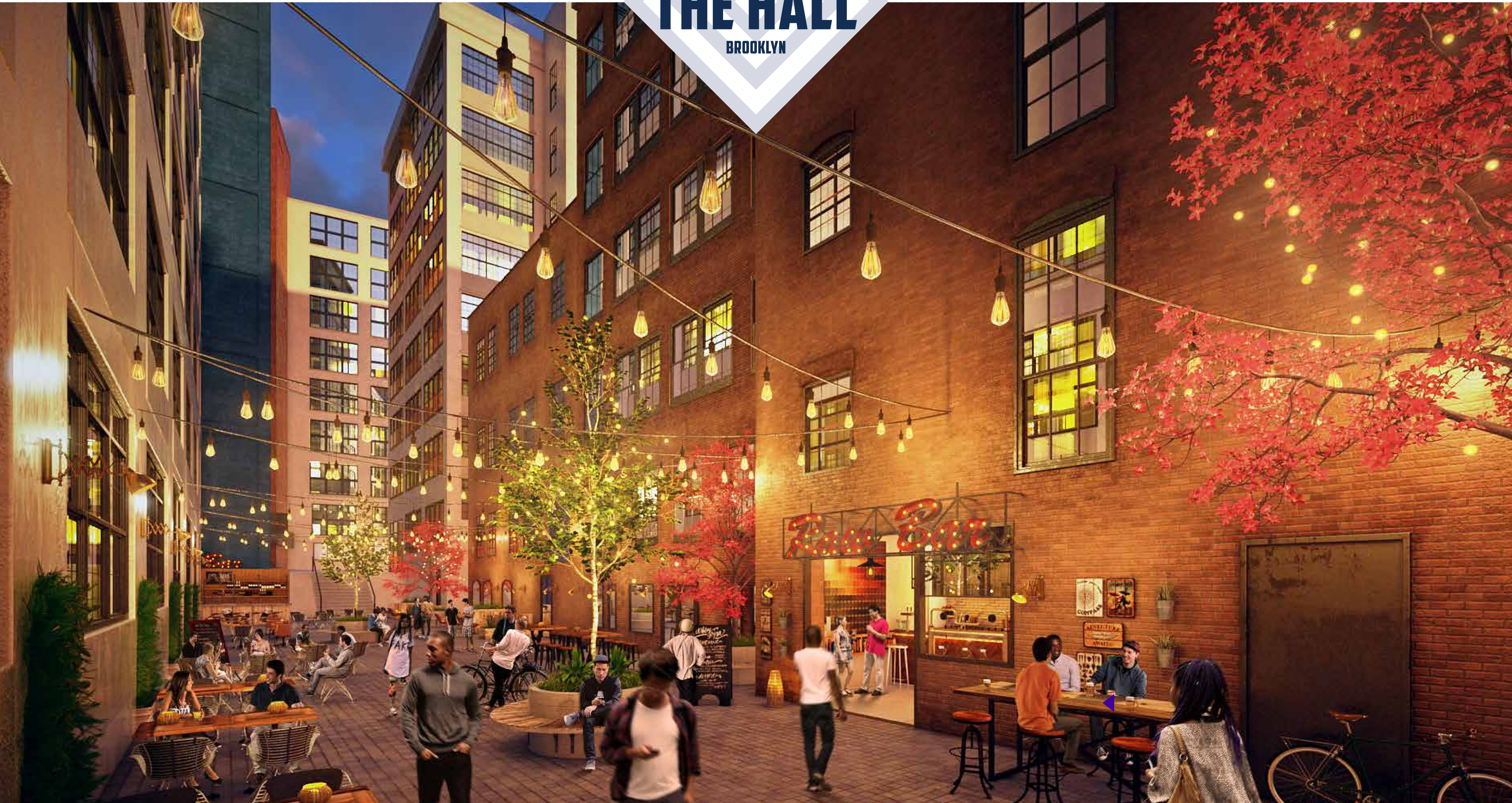
FRONT PORCH PLAZA ▶





MAIN STREET

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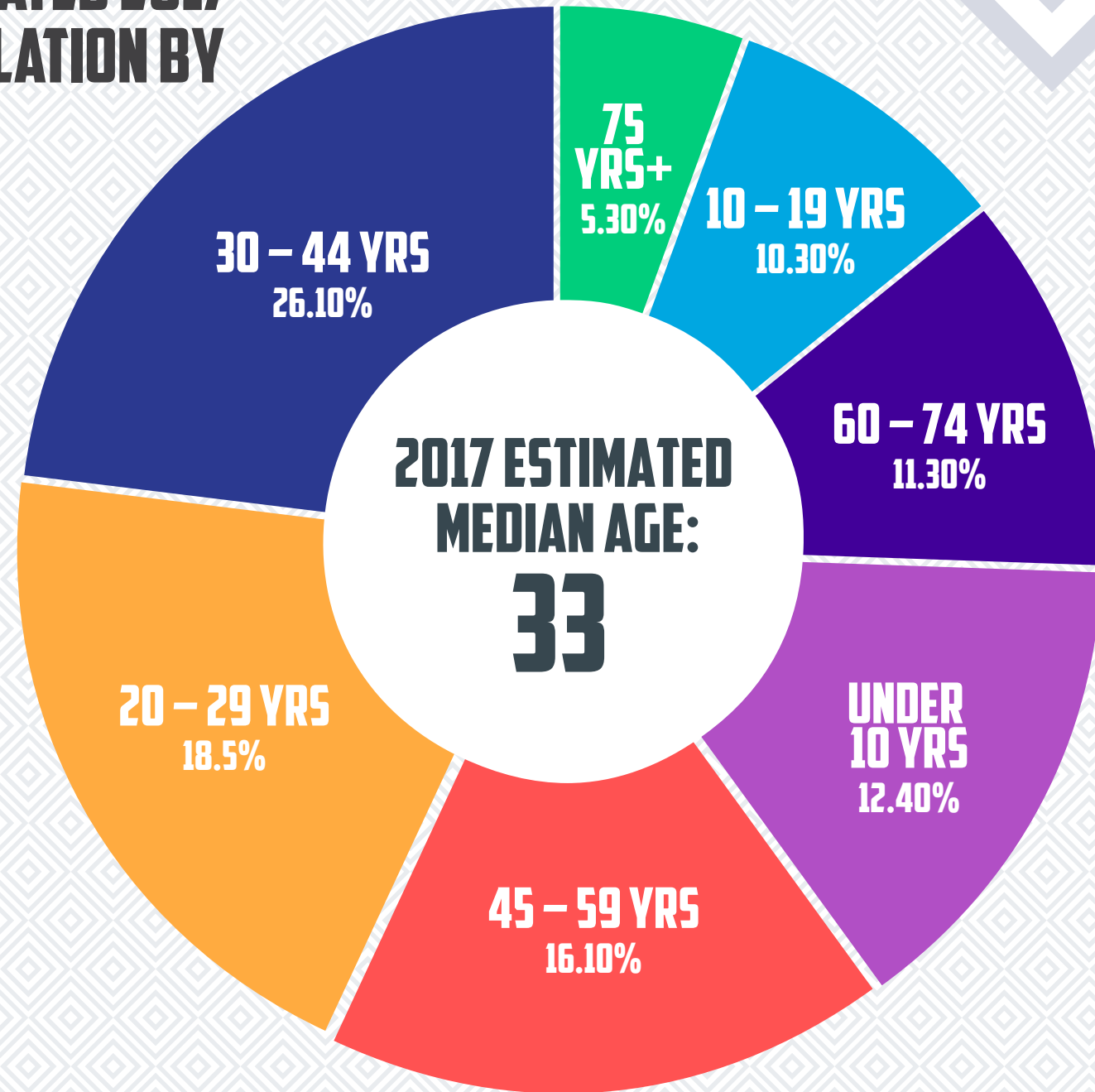


DEMOGRAPHICS

WITHIN 2-MILE RADIUS OF 47 HALL

THE RETAIL AT THE HALL BROOKLYN

ESTIMATED 2017 POPULATION BY AGE



2017 EST.
POPULATION
659,701

2022 PROJECTED
POPULATION
664,672



2017 EST.
AVG. HOUSEHOLD
INCOME
\$99,206



2017 EST.
TOTAL HOUSING
UNITS
276,920



2017 EST.
HOUSEHOLDS
265,735

2022 PROJECTED
HOUSEHOLDS
276,229

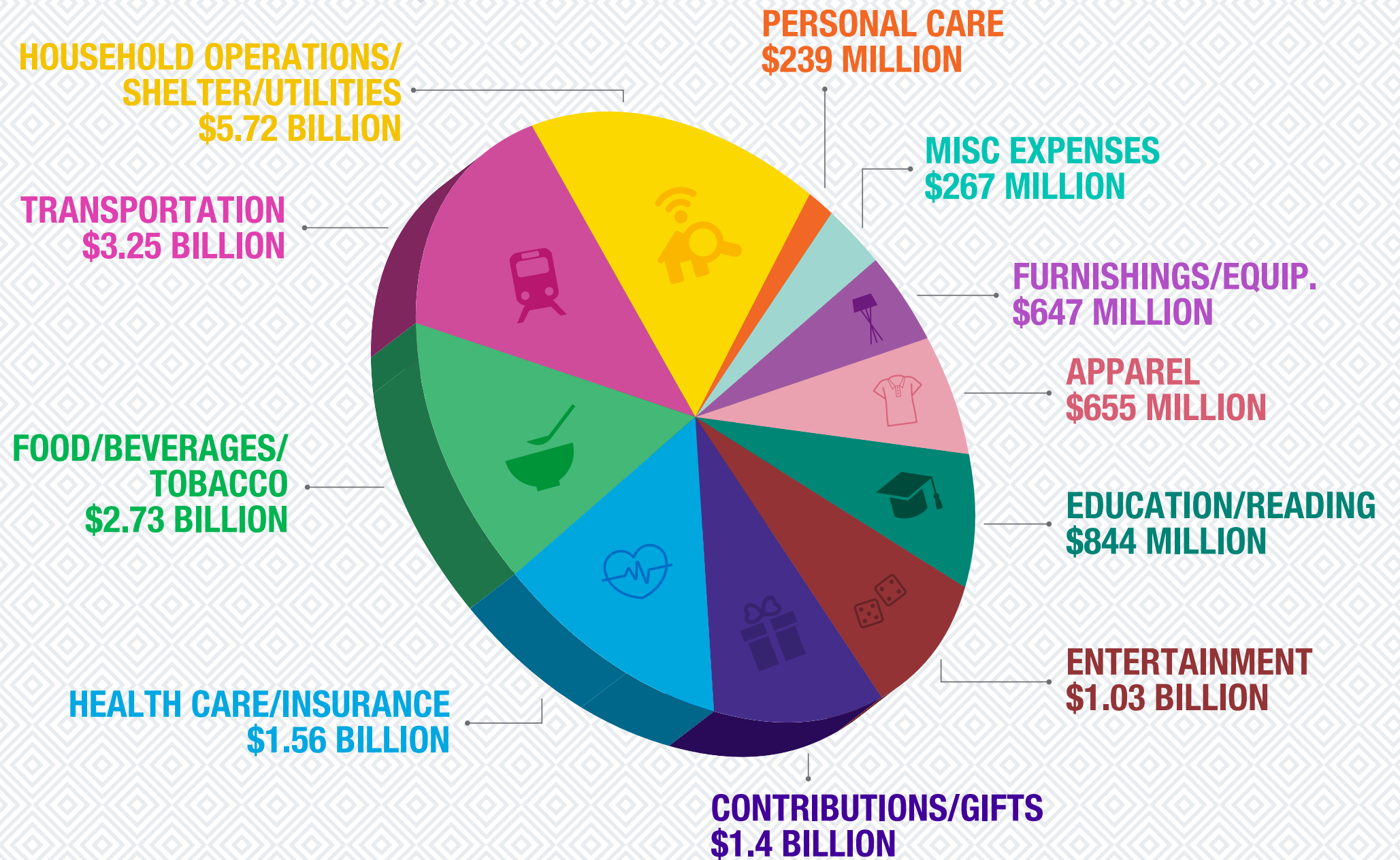


HOUSEHOLD EXPENDITURE

ESTIMATED 2017 EXPENDITURE BY CATEGORY
WITHIN 2-MILE RADIUS OF 47 HALL



2017 EST. TOTAL HOUSEHOLD EXPENDITURE: \$18.4 BILLION



ABOUT RXR

RXR Realty is a vertically integrated private real estate company with expertise in investment management, property management, development, design, construction, leasing and financing. RXR is focused on New York City and the surrounding tri-state area markets. Its portfolio comprises approximately 25 million square feet of commercial properties as well as 3,200 multi-family and condominium units under active development. The portfolio includes the iconic Helmsley Building, 75 Rockefeller Plaza and luxury developments such as the Ritz Carlton Residences along with Brooklyn properties such as 470 Vanderbilt, 810 Fulton and THE HALL.



CONTACT US



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