



RXR

**THE VISIONARIES**

**THE GAME CHANGERS**

**THE MAKERS**

**THE ARTISTS**

**THE ARCHITECTS**

**THE PROVOCATEURS**

**THE CHANGE-AGENTS**

**THE HALL**

# REACTIVATE. RESTORE. REPURPOSE.

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.

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# THE LOCATION



**DOWNTOWN BROOKLYN**

**YORK STREET SUBWAY STATION**

**WEGMANS + ADMIRALS ROW**

**DUMBO**

**DOCK 72**

**WILLIAMSBURG**

**BUILDING 92**

**BUILDING 77**

**NYC FERRY STOP**

**THE HALL  
BROOKLYN**

**STEINER STUDIOS**

**BROOKLYN GREENWAY**

**FUTURE STEINER STUDIOS  
MEDIA CAMPUS**

**FLUSHING AVENUE**

**BROOKLYN QUEENS EXPY**

**10 BUILDINGS.**

**ONE VISION.**



# THE SPECS

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## 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

673,958 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

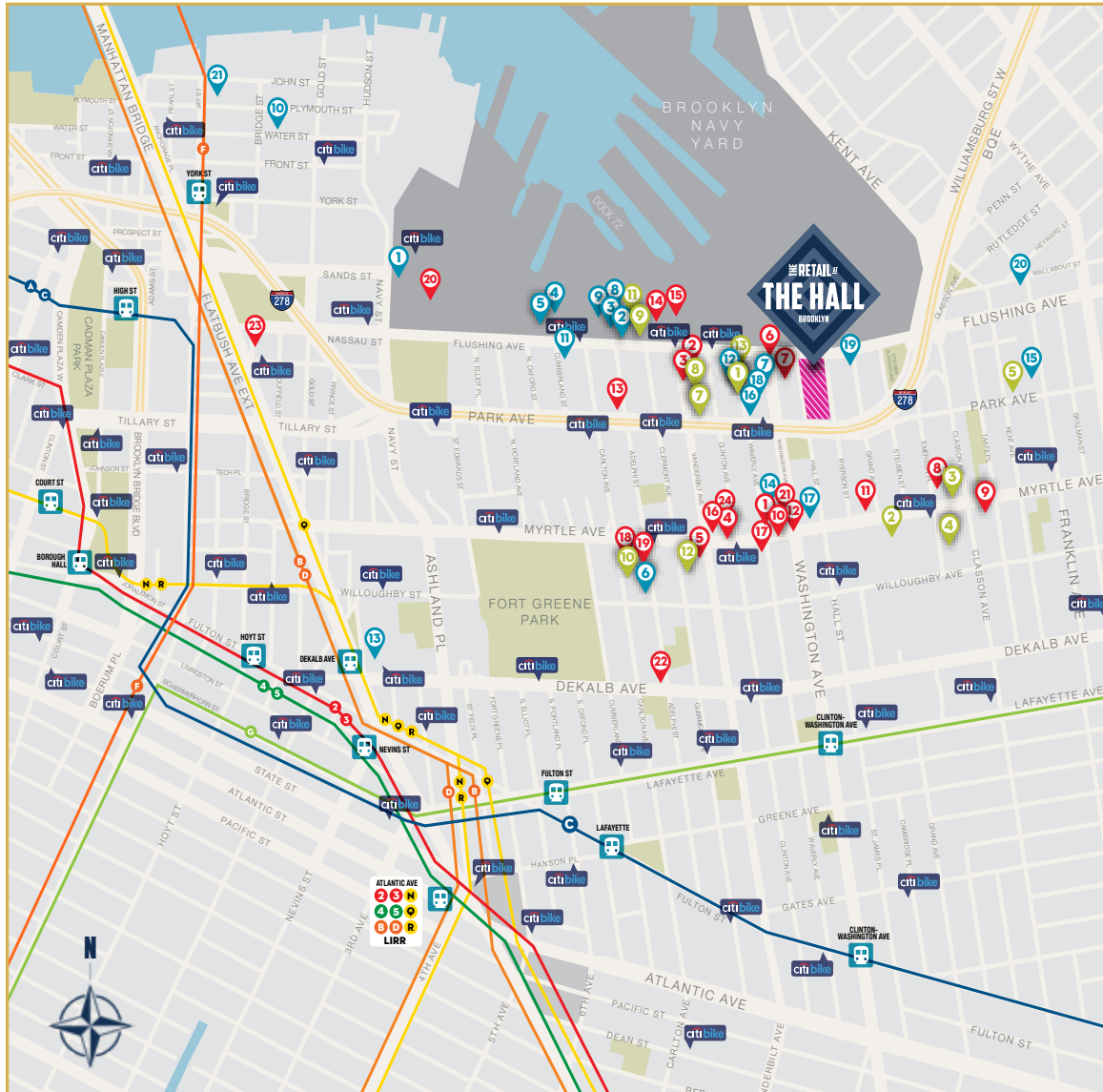
## TELECOM

Stellar internet connectivity; Gold Wired Certified, targeting Platinum certification



# THE NEIGHBORHOOD

## Points of Interest



### CULTURAL & ENTERTAINMENT

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

### FOOD & BEVERAGE

1. **PECKS**  
455A Myrtle Avenue
2. **PARLOR COFFEE**  
11 Vanderbilt Avenue
3. **SAMUI**  
15 Vanderbilt Avenue
4. **PUTNAM'S**  
419 Myrtle Avenue
5. **CHIPOTLE**  
394 Myrtle Avenue
6. **BROOKLYN ROASTING COMPANY**  
200 Flushing Avenue
7. **IL PORTO**  
37 Washington Avenue
8. **THE EMERSON**  
561 Myrtle Avenue
9. **BROOKLYN TAP HOUSE**  
590 Myrtle Avenue
10. **BAR BOLINAS**  
455 Myrtle Avenue
11. **SOCO**  
509 Myrtle Avenue
12. **BAR BOLINAS**  
455 Myrtle Avenue
13. **TIGER BOX**  
169 Park Avenue
14. **THE FOOD SERMON**  
Building 77 (BNY)
15. **RUSTIK TAVERN**  
Building 77 (BNY)
16. **DAMAS FALAFEL HOUSE**  
407 Myrtle Avenue
17. **MYRTLE THAI**  
438 Myrtle Avenue
18. **SAKURA TOKYO II**  
352 Myrtle Avenue
19. **HUDSON JANE**  
360 Myrtle Avenue
20. **THE GATEHOUSES AT KINGS COUNTY DISTILLERY**  
299 Sands Street
21. **FIVE SPOT SOUL FOOD**  
459 Myrtle Avenue
22. **DICK AND JANE'S**  
266 Adelphi Street
23. **AMARACHI**  
189 Bridge Street
24. **CARDIFF GIANT**  
415 Myrtle Avenue

### THE SHOPPING

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

# IT'S ALL ABOUT COMMUNITY

A warm, welcoming community rooted in diversity, education, entertainment, innovation, social responsibility, wellness and all the little extras that make work-life better.

RXR has a rich tradition in creating unique environments and experiences which foster community, collaboration, creativity, cross-pollination and opportunities to make a difference.

THE HALL will build on RXR's celebrated and award-winning community development program (pictured right) which originated in its iconic Starrett Lehigh Building, home to a dynamic and robust community which boasts over 2,000 engaged participants activated across the following themes:

*Wellness*

*Sustainability*

*Networking and Collaboration*

*Social, Fun and Entertainment*

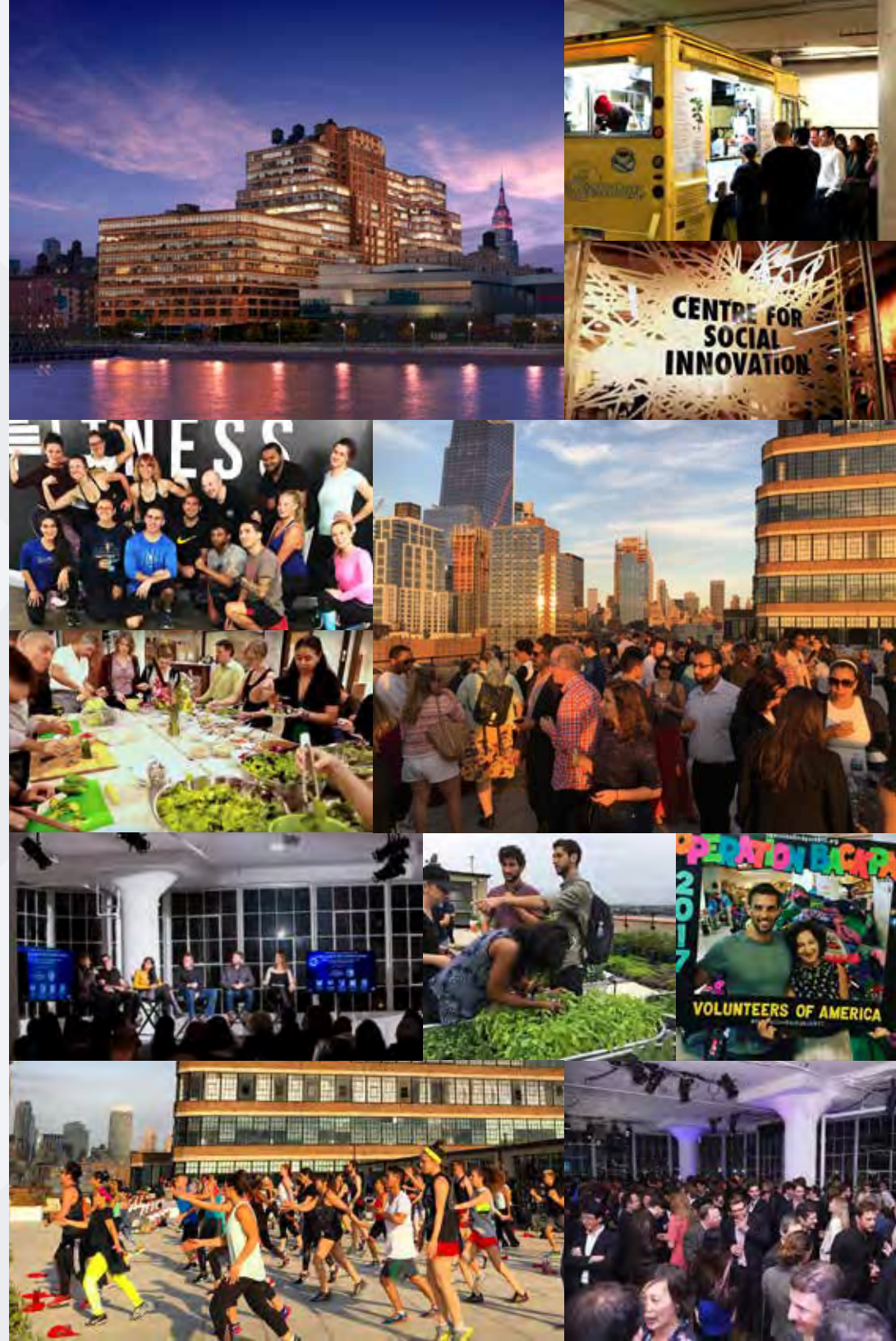
*External Community Engagement*

*Social Responsibility*

*Arts/Culture*

*Education*

*Food*



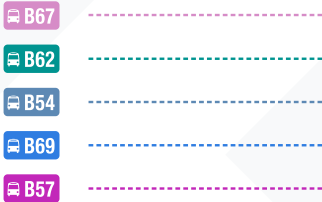


# TRANSIT

## NEARBY SUBWAY LINES



## NEARBY BUS LINES



## NEARBY CITI BIKE LOCATIONS

UNDER 10-MINUTE RIDE FROM 47 HALL



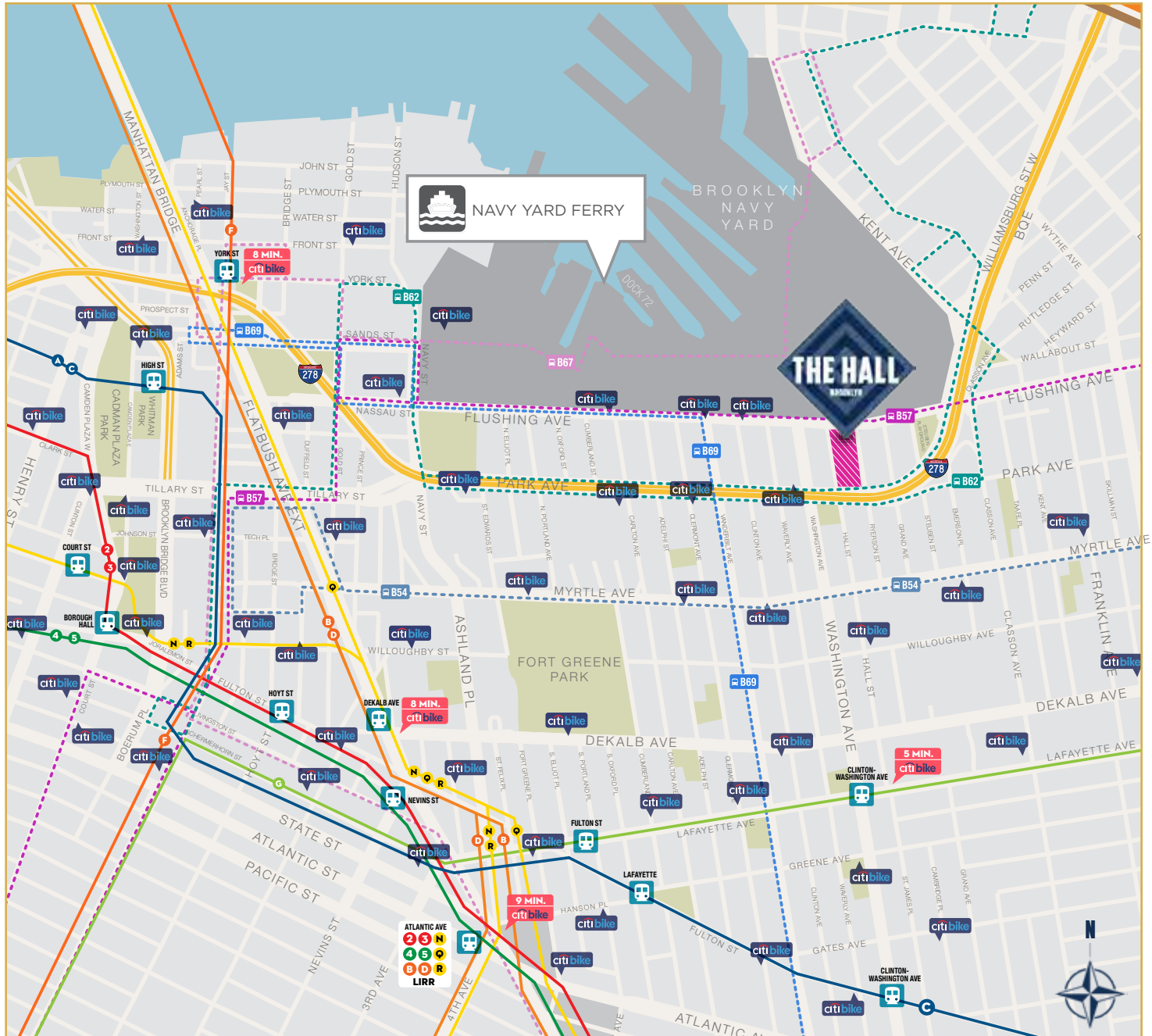
**G**  
CLINTON-WASHINGTON AVE  
5 MINUTES

**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

**\* NEW FERRY STOP \*  
DOCK 72**



# A WORKPLACE CAMPUS WITH PURPOSE

THE HALL's thoughtfully curated retail mix, exciting calendar of indoor/outdoor programs & events, activated communal spaces, targeted local partnerships, socially responsible focus and much more will inspire a magnetic culture that attracts premier talent and maximizes work-life integration, productivity, and purpose.



# A LEGACY OF INNOVATION

Built in Wallabout, an important industrial district of the 19th and 20th centuries, **THE HALL**'s history is deeply rooted in innovation, engineering, and manufacturing. The campus housed the Mergenthaler Linotype Company, one of Brooklyn's largest employers of the 20th century. Many of the buildings make use of the revolutionary Kahn System made famous by industrial architect Albert Kahn, whose brother Julius patented the reinforced concrete system that enabled for greater open building spans and safer, better fire protection.

Albert Kahn designed many significant buildings, including Detroit's famous art deco Fisher Building and Ford's River Rouge plant, at one time the world's largest factory. Only a handful of Kahn buildings remain in New York City.

Given its rich heritage, it is perfectly fitting that **THE HALL** will now be home to tenants working on the cutting edge of design, media and other industries. Its historic structures will continue to serve the industries that inspired their construction over a century ago - a lengthy pedigree that few sites in the city can still claim.





**RENDERINGS**

# CONCRETE INTERIORS



# BRICK & BEAM INTERIORS

**THE HALL**  
BROOKLYN



# FRONT PORCH

**THE HALL**  
BROOKLYN



# MAIN STREET

**THE HALL**  
BROOKLYN





# BACK PORCH



# HALL STREET RETAIL





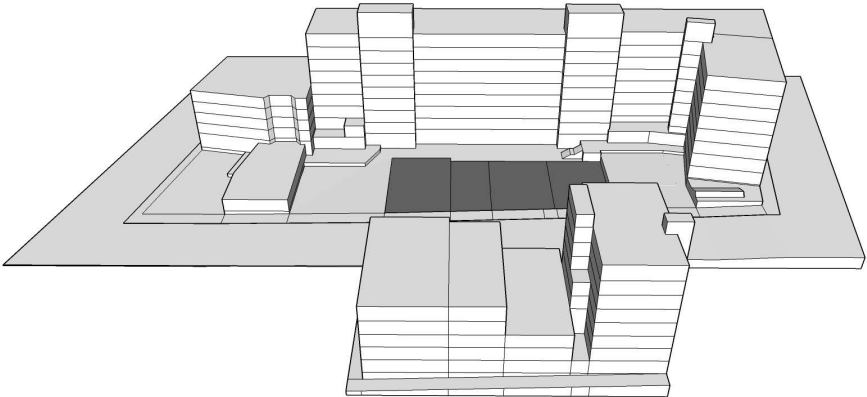
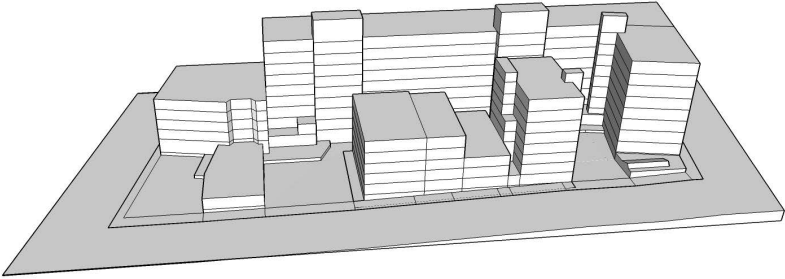
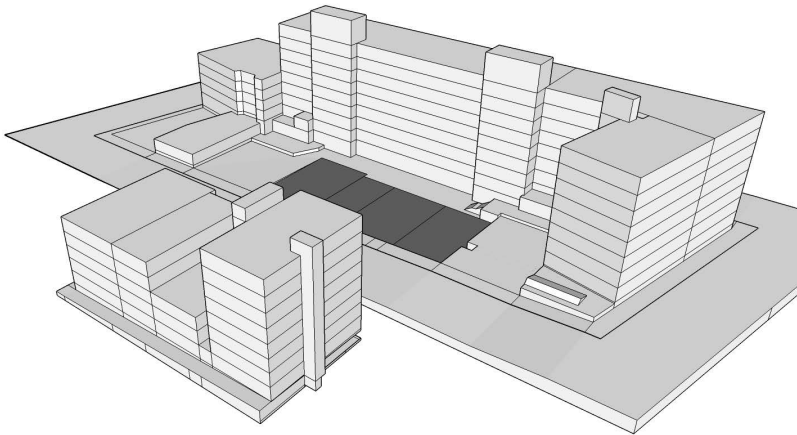
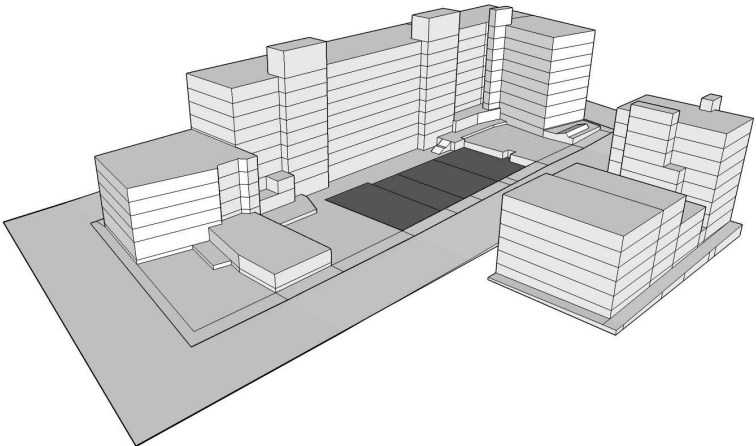
**FLOOR PLANS**

# Flexible Space Options

A variety of flexible and expansive floor plates available.



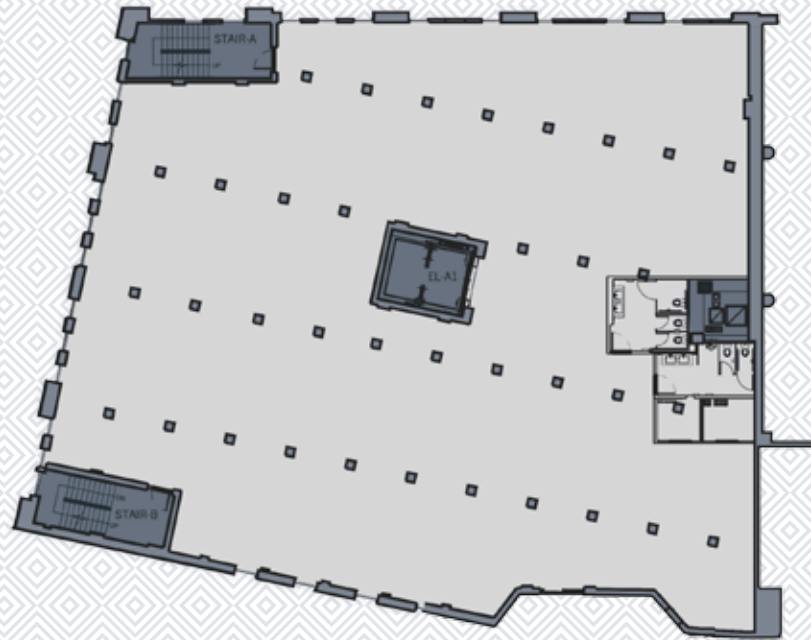
- Options for 50k sf Contiguous Floors
- Options for Standalone Building with Private Entrance
- Options for Multiple Buildings within the Campus



# THE HALL

BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
4	13,188 SF	12'-0"
3	13,159 SF	12'-0"
2	13,159 SF	12'-0"
1	13,168 SF	12'-0"
B	9,031 SF	16'-7"
C	8,448 SF	10'-2"
<b>TOTAL</b>	<b>70,153 RSF</b>	

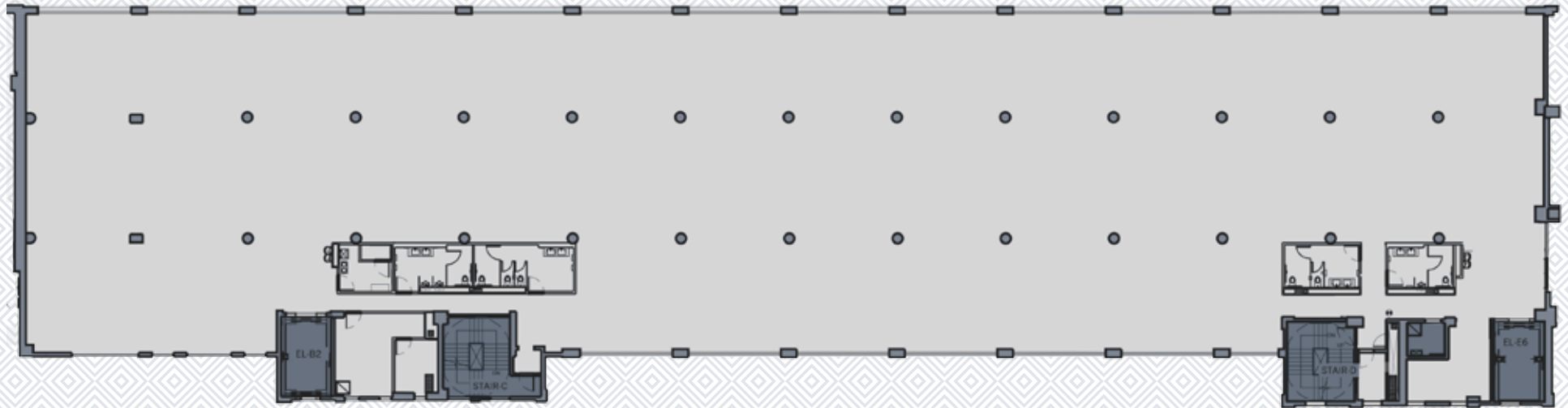
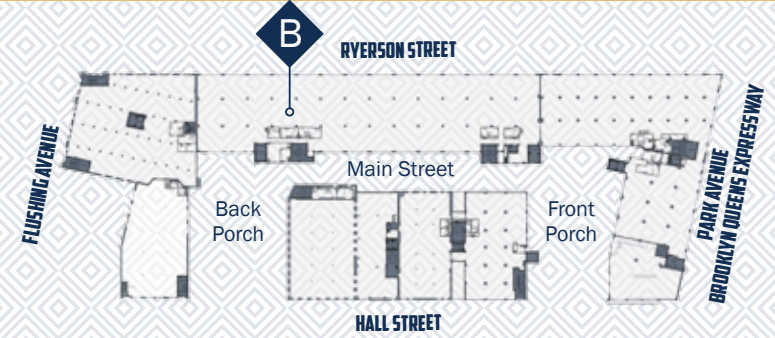


# BUILDING B

47 Hall Street

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
8	29,216 SF	13'-8"
7	29,223 SF	12'-10"
6	29,200 SF	12'-10"
5	29,207 SF	12'-10"
4	29,140 SF	12'-10"
3	29,242 SF	13'-2"
2	29,189 SF	13'-0"
1	29,142 SF	13'-2"
B	17,662 SF	17'-8"
C	4,187 SF	12'-3"
TOTAL	255,409 RSF	

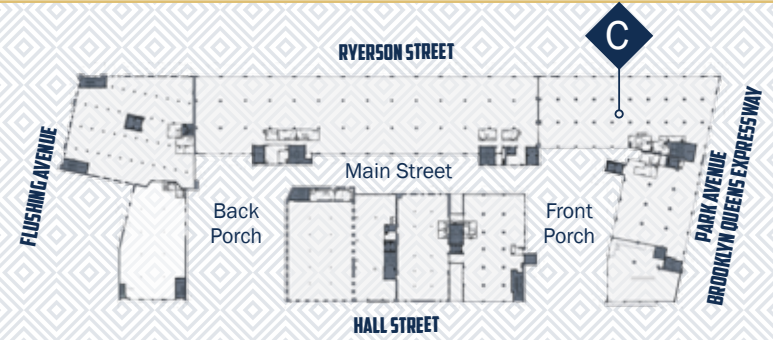
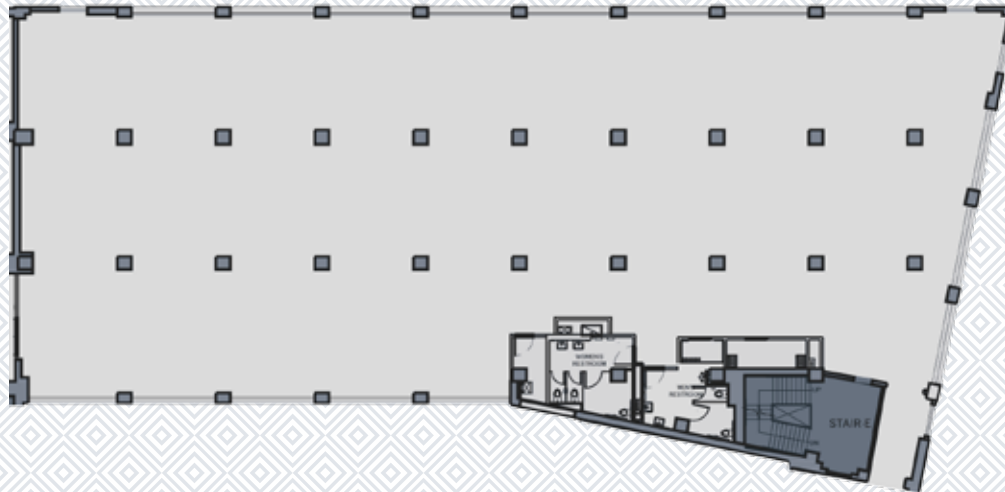


# BUILDING C

313 Park Avenue

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
8	13,738 SF	13'-4"
7	13,751 SF	12'-4"
6	13,707 SF	12'-10"
5	13,707 SF	12'-10"
4	13,581 SF	12'-10"
3	13,514 SF	12'-10"
2	13,568 SF	12'-10"
1	13,588 SF	12'-10"
B	6,193 SF	18'-0"
TOTAL	115,800 RSF	

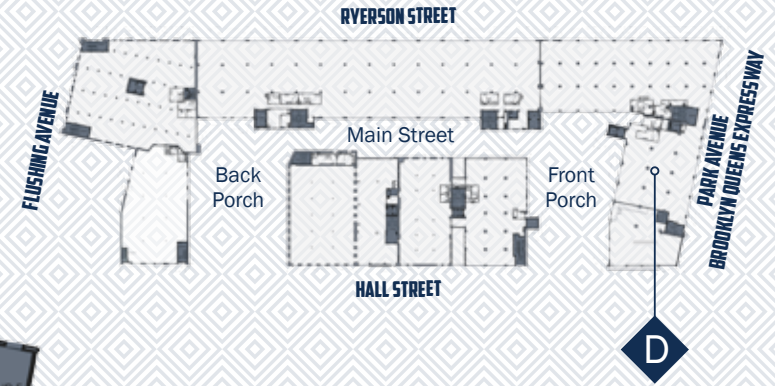
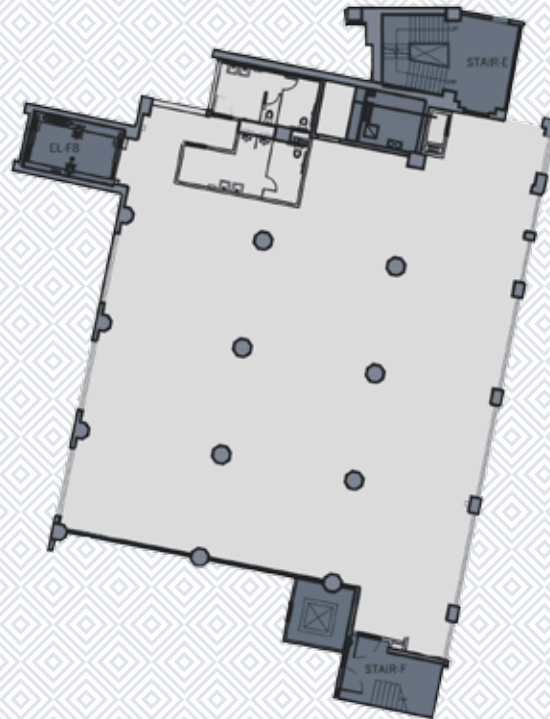


# BUILDING D

303 Park Avenue

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
8	8,704 SF	13'-5"
7	8,684 SF	12'-2"
6	8,674 SF	12'-9"
5	8,666 SF	12'-9"
4	8,860 SF	12'-9"
3	8,866 SF	12'-9"
2	8,862 SF	13'-0"
1	8,675 SF	13'-3"
B	6,028 SF	13'-4"
TOTAL	76,018 RSF	



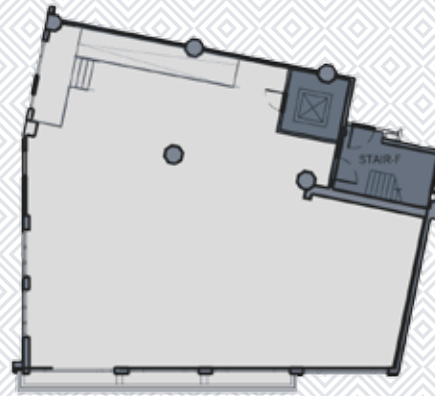
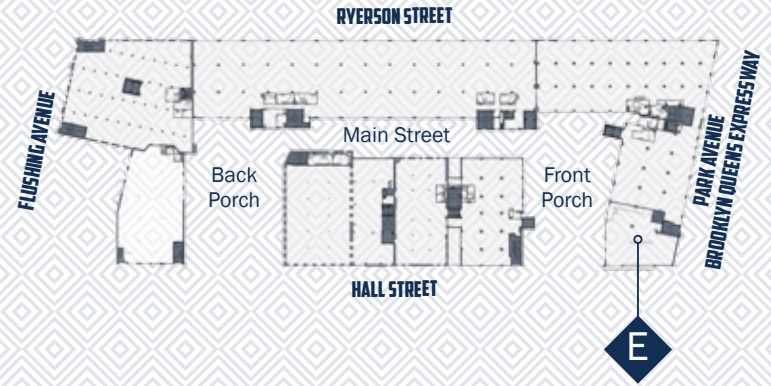


# BUILDING E

299 Park Avenue

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
1	3,041 SF	16'-6"
TOTAL	3,041 RSF	

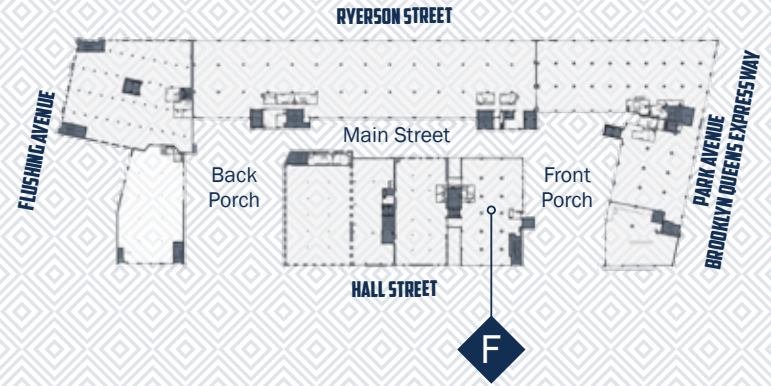
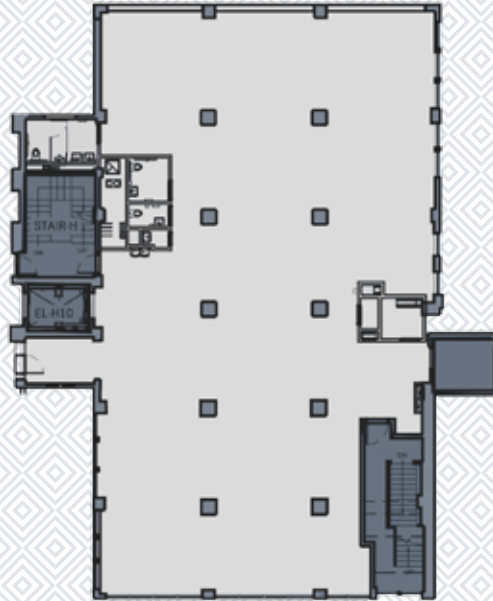


# BUILDING F

43 Hall Street

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
8	7,171 SF	12'-1"
7	6,960 SF	11'-4"
6	7,164 SF	11'-4"
5	7,263 SF	11'-4"
4	7,263 SF	11'-4"
3	7,293 SF	10'-9"
2	7,089 SF	11'-2"
1	4,883 SF	12'-6"
B	-	-
TOTAL	55,087 RSF	

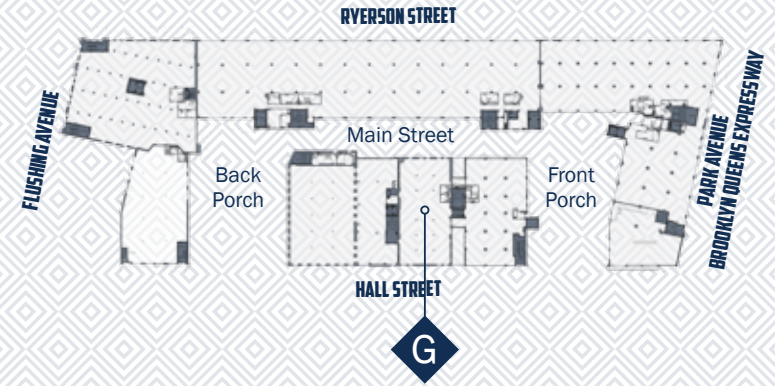


# BUILDING G

33 Hall Street

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
3	6,258 SF	12'-9"
2	6,252 SF	12'-9"
1	4,569 SF	13'-0"
B	3,384 SF	13'-3"
TOTAL	20,463 RSF	

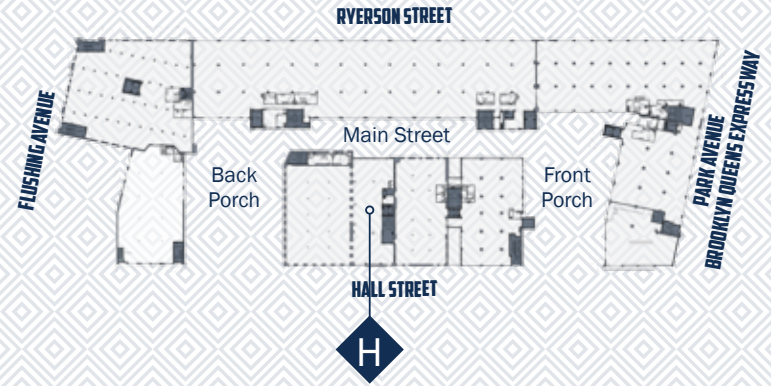


# BUILDING H

27 Hall Street

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
5	4,558 SF	12'-1"
4	4,419 SF	11'-6"
3	4,377 SF	10'-10"
2	4,395 SF	11'-5"
1	2,808 SF	12'-3"
B	3,302 SF	12'-5"
TOTAL	23,858 RSF	

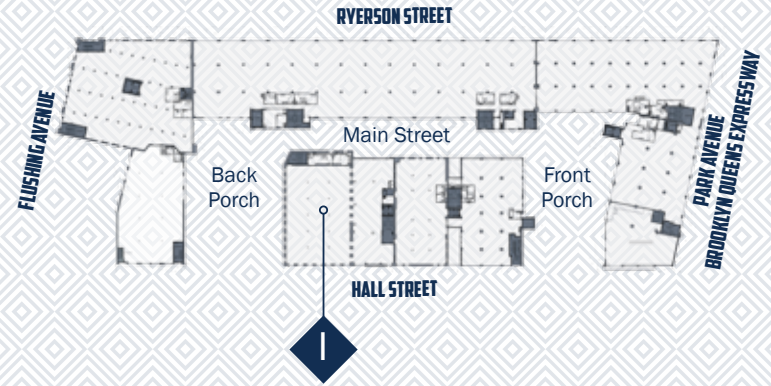
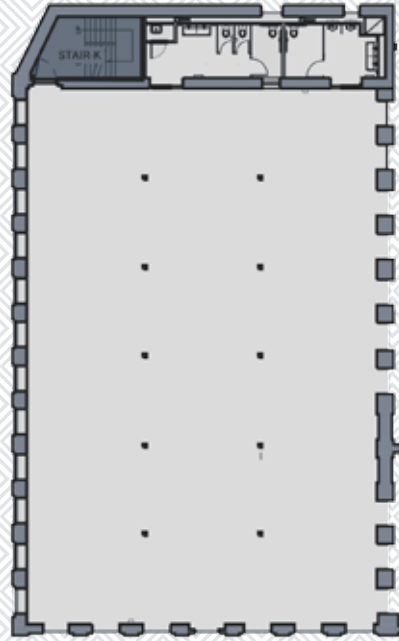


# BUILDING I

25 Hall Street

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
5	8,066 SF	12'-11"
4	8,077 SF	11'-2"
3	8,066 SF	10'-8"
2	8,066 SF	11'-6"
1	5,883 SF	12'-5"
Plaza	5,711 SF	12'-3"
TOTAL	43,868 RSF	

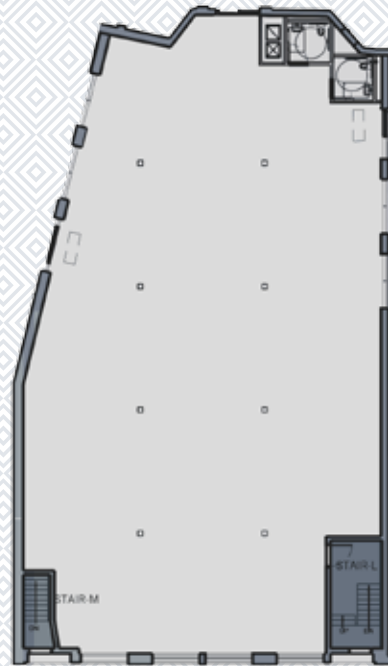
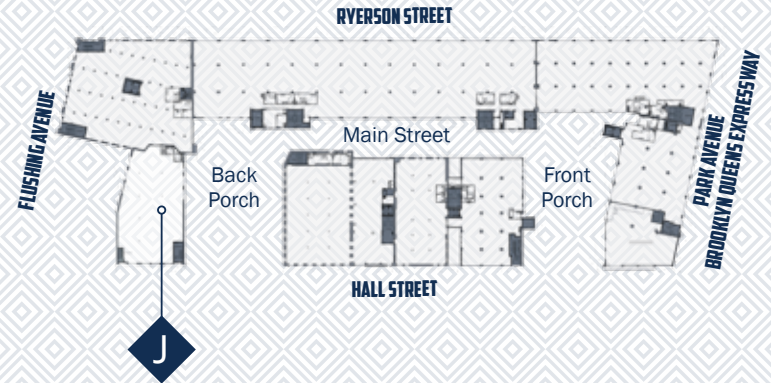


# BUILDING J

9 Hall Street

## THE HALL BROOKLYN

FLOOR	SQUARE FEET	CEILING HEIGHT
1	5,559 SF	12'-7"
B	5,155 SF	16'-4"
TOTAL	10,714 RSF	





**WHY BROOKLYN?**

# WHY BROOKLYN?



"We wanted to be in Brooklyn, in a place that inspires our employees and excites our clients—everyone from Google to Instagram, Apple to Nike."

— Buck Productions

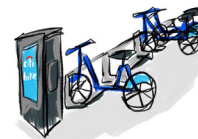
**500+** INNOVATION COMPANIES

**2** SPORTS VENUES

**427** PARKS

**15** MUSEUMS & CULTURAL CENTERS

EASE OF TRANSPORTATION TO MANHATTAN



## DEMOGRAPHICS

**IF BROOKLYN WERE ITS OWN CITY, IT WOULD BE THE FOURTH-LARGEST IN THE U.S.**



**31%** of NYC's **8.6M** residents reside in **Brooklyn**



**2.7M** total population



**25.1%** of Brooklyn residents are millennials, **aged 20-34**



**\$145,809** the average household income for Park Slope, Brooklyn Heights and Carroll Gardens is **90.4%** higher than Brooklyn's average



**40%** blue collar vs. **60%** white collar



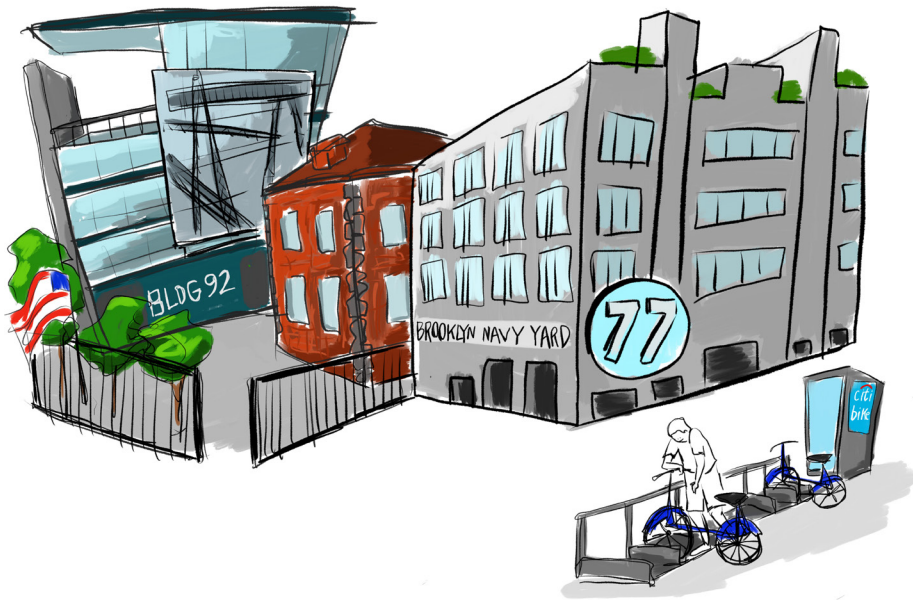
**33** colleges & universities





# UNPARALLELED ECONOMIC GROWTH

The startup sector of Brooklyn's economy has grown by 356% since 2008. Today, more than 1200 tech-enabled startups call Brooklyn home.



\*Report Center for an Urban Future ([nycfuture.org](http://nycfuture.org))

## TECH STARTUPS

- Over the last decade, Brooklyn's tech startup sector has posted the second-largest growth of all U.S. cities, trailing only San Francisco
- Since 2000, 441 tech startups have received venture capital or angel funding in Brooklyn
- Brooklyn is home to 7.2% of all funded startups in New York City



## CREATIVE COMPANIES

- The amount of creative jobs in Brooklyn increased 155% over the past decade, versus a growth rate of only 16% in Manhattan
- In 13 of the 15 creative industries tracked by the Quarterly Census of Employment and Wages (QCEW), employment has increased by at least 50% since the financial crisis



## MAKERS & MANUFACTURERS

- Brooklyn has a 28.4% share of all manufacturing jobs in New York City, which has increased steadily over the last decade
- There has been a 70% increase in Brooklyn-based manufacturing startups since 2013

## INCENTIVES

### REAP

(Relocation and Employee Assistance Program) Average additional savings of \$15 PSF

### CRT

(Commercial Real Estate Tax Abatement) Downtown Brooklyn does not have a commercial real estate tax

### ICAP

(Industrial and Commercials Abatement Program) 25-year tax abatement for property improvements passed through landlords

### CEP

(Commercial Expansion Programs) 5-year tax abatement for property improvements in buildings built before 1999

### ECSP

(Energy Cost Savings Program) 45% reduction in energy costs to companies relocating to Downtown Brooklyn

# EMERGING COMMERCIAL & RESIDENTIAL MARKETS

## REAL ESTATE



## RETAIL



**20 BREWERIES** make Brooklyn the craft beer capital of NY



**170 BRAND NEW EATERIES** opened during 2018



Big-box tenants have leased **740,830 SF** since the start of 2018



## RESIDENTIAL



**84** 50+ unit residential towers under construction / proposed



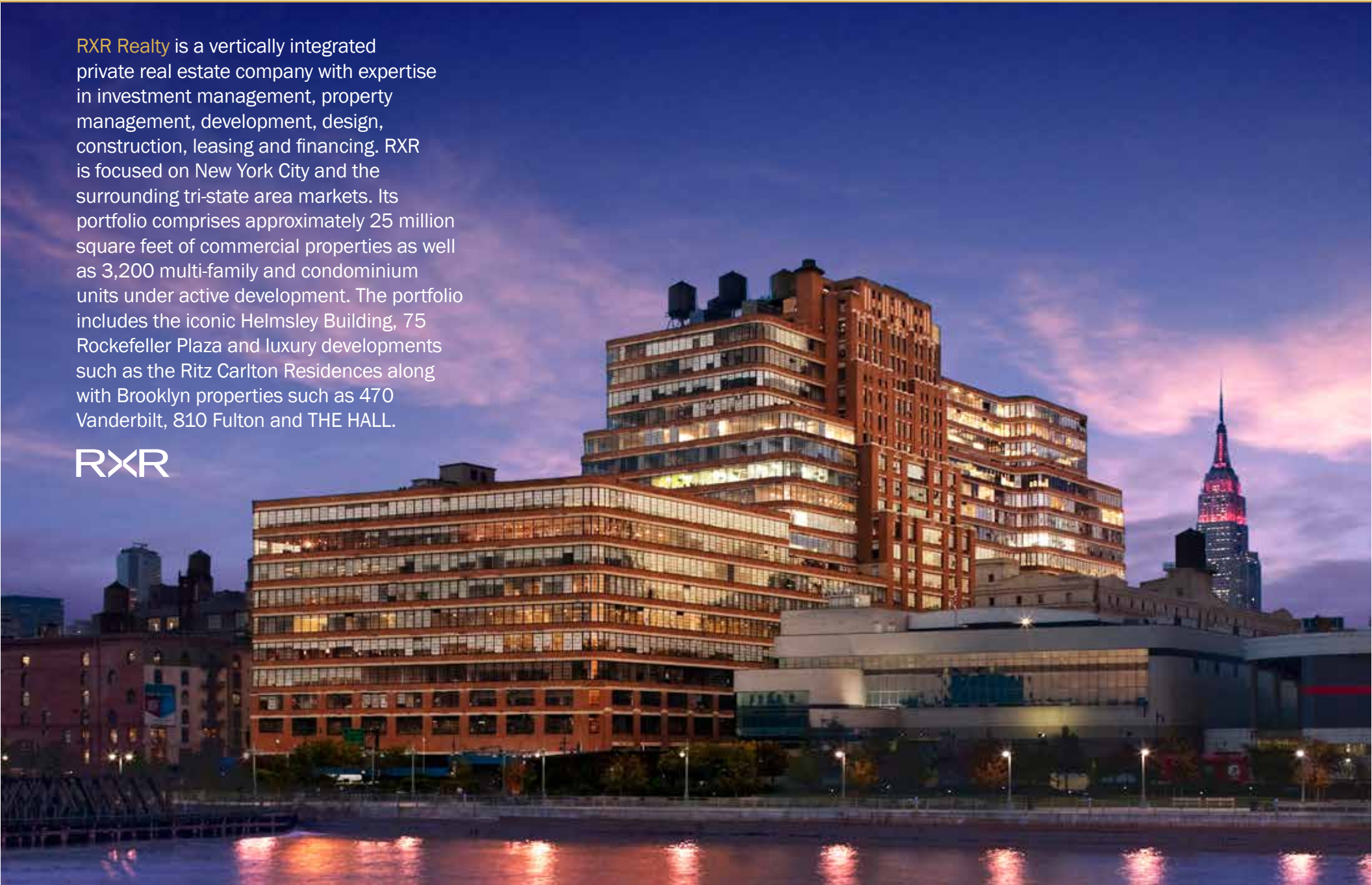
**+11,510** projected unit increase by 2021



# 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.

RXR





# THE HALL

BROOKLYN

RXR