



The Brooklyn Tower starts leasing of apartments; developed and built by JDS Development Group and designed by SHoP Architects

April 25, 2023 - Owners Developers & Managers



Brooklyn, NY JDS Development Group and Douglas Elliman Development Marketing Group have begun the official launch of leasing for The Brooklyn Tower. The tower is designed by award-winning SHoP Architects with residential interiors by Gachot Studios and amenities interior design by Krista Ninivaggi of Woods Bagot. As the borough's first supertall skyscraper, The Brooklyn Tower stands at 93 stories and over 1,000 ft. in height. Situated in the burgeoning neighborhood, the new building comprises 400 residences for lease, with 30% designated as affordable housing for middle-income New Yorkers. SHoP Architects and Gachot Studios designed The Brooklyn Tower's flexible layouts to cater to today's modern renter. Starting on the 11th floor and reaching the 52nd floor at just under 535 ft., these apartments are among the highest rental homes in the borough.

"The Brooklyn Tower is a new beacon and architectural reminder of this borough's rich history and innovation," said Michael Stern, Founder, and CEO of JDS Development Group, the developer and builder of the project. "The Brooklyn Tower offers a unique opportunity for renters to be the first to live in Brooklyn's most recognizable landmark and the most notable new addition to New York City's iconic skyline."

The project will offer an unprecedented collection of amenities, which span over 120,000 s/f, providing one of the most comprehensive lifestyle packages in New York City. The building houses an expansive Life Time Athletic Club and the city's first Life Work coworking space, the wellness brand's most extensive offering to-date in the New York area. From the building's high vantage points residents will have expansive views of the Manhattan and Brooklyn skylines, East River, and New York Harbor with sightlines down Flatbush Ave. and downtown. The tower anchors a residential neighborhood in downtown and illustrates a significant architectural achievement for the borough.

Residences range from studios to three-bedrooms. The Brooklyn Tower partnered with contemporary furniture retailer Industry West and interior design firm Studio Kestrel to stage the rental model residences.

Each residence has been designed by Gachot Studios, an Architectural Digest 100 interior design firm. Highly considered residential layouts leverage the building's unparalleled vantage points and distinctive hexagonal form to maximize the transcendent city and water views through floor-to-ceiling windows, with many residences boasting multiple exposures. An intimate and tranquil interior experience is achieved through warm, richly layered finishes and custom design elements. Living spaces feature 10'3" ceiling heights and European white oak flooring with a custom honey stain.

The kitchens are a custom design by Gachot Studios, featuring graphite matte black and etched bronze mirror cabinetry with Absolute Black granite countertops. These layered materials are complemented by integrated brass, oil-rubbed bronze detailing, Waterworks fixtures in a matte black finish, custom matte black and bronze lighting, and integrated under cabinet lighting. Each kitchen features a fully integrated suite of Miele appliances including a refrigerator, gas cooktop (with range hood by XO), convection oven, Bosch dishwasher, and Bosch washer and dryer.

Principal baths are wrapped in honed Bianco Venato porcelain tiled walls, brass and bronze accent

trim, and custom Bianco dolomite hexagon mosaic floors with an Absolute Black granite border. Custom Gachot-designed vanities feature Absolute Black granite countertops and custom sconces, custom medicine cabinets with charging stations, and Waterworks fixtures in matte black finish. The shower floors are ornamented in hexagonal Absolute Black granite.

Secondary bathrooms feature tiled walls with an oil-rubbed bronze accent trim, custom vanity in a light Mahogany finish, Absolute Black granite countertops, Waterworks fixtures in a matte black finish, and Absolute Black mosaic flooring in a brick pattern. The powder rooms, located in select residences, are beautifully appointed with light mahogany millwork walls and a vanity with an oil-rubbed bronze base. Additional details include an Absolute Black granite countertop, Waterworks fixtures in a matte black finish, custom decorative lighting, and Bianco Dolomite marble and Absolute Black granite stone flooring in a custom triangular mosaic.

The Brooklyn Tower will offer over 120,000 s/f of indoor and outdoor amenities, featuring interior design by Krista Ninivaggi of Woods Bagot, architecture by SHoP Architects, and landscape design by HMWhite. Signature amenities will include: The Dome Pool and Terrace, a creative reimagining of the Dime Savings Bank of Brooklyn's roof deck, featuring three outdoor pools that surround the historic bank's immense Guastavino dome: a 75' outdoor pool, kids pool, and whirlpool; a hammock lounge, an outdoor dining area, barbeque grills, lounge seating, fire pit, and outdoor showers. Additional amenities include a double-height poolside lounge and cocktail bar, movie theatre, billiards room, and library with co-working spaces and a conference room. A beautifully appointed living room lounge and children's playroom further enhance the impressive amenity offering.

Designed to provide a curated suite of holistic experiences, this unique environment is meant to be imaginative, engaging, reinvigorating, and fun. Programming will be centered on a year-round schedule of activities focused on six key themes: art, music, style, sport & health, food & drink, and storytelling.

High above the borough, the SkyPark will include the world's highest dog run, outdoor children's playground, and outdoor games.

Life Time at The Brooklyn Tower will include an expansive luxury athletic club with five studios for barre, cycle, group fitness, Pilates, and yoga, cardio and strength equipment, a beautifully designed recovery space with chiropractic services, as well as private and open-plan workspaces and conference rooms.

The Brooklyn Tower features a full block residential lobby designed by Krista Ninivaggi of Woods Bagot in collaboration with SHoP Architects, to express the architecture of the soaring new tower and native geometries of the site on the interior. Two distinct residential entrances, from Fleet Street and Flatbush Avenue Extension, feature soft cream and white hexagonal flooring in a nod to the original design motifs and patterns found inside the Dime Savings Bank of Brooklyn's landmarked interior. The walls of both residential entrances are wrapped in warm, white oak paneling cut into a sculptural pattern that evokes the tower's fluted façade, while bronzed mirrored surfaces, and bespoke furnishings create an immediate sense of arrival, transporting one away from the hustle

and bustle of the city. Additional ground-level amenities will include a 24-hour doorman, valet services, a rideshare lounge, and a coffee stand.

Rental residences at The Brooklyn Tower range from studios to three bedrooms. Douglas Elliman is the exclusive marketing, sales, and leasing agent for The Brooklyn Tower. The Brooklyn Tower anticipates occupancy for the rental residences this spring.

“Not only is The Brooklyn Tower transforming New York’s skyline, but it is transforming the way people think about Brooklyn living,” said Matthew Villetto, executive vice president of Douglas Elliman. “As the borough’s first supertall, our residents will enjoy unobstructed views, unmatched amenities and premium finishes. Downtown Brooklyn’s proximity to lower Manhattan as well as wide open spaces in Fort Greene Park and Dumbo’s waterfront underscore this vibrant neighborhood as a first-class destination – and The Brooklyn Tower is at the center of it.”

The design of The Brooklyn Tower rises from the native geometries of its location in Downtown Brooklyn. It’s design by SHoP Architects draws inspiration from the hexagonal shape, design motifs and unique patterning found on the landmarked interior of the historic Dime Savings Bank of Brooklyn. The skyscraper’s form takes a cue here as a series of interlocking hexagons and dramatic cascading setback that come together to create cinematic exterior façade of shimmering bronzes and deep blacks. It holds its shape and texture at every angle, deploying a wide variety of fluted, cylindrical, and triangular shapes arranged in a strongly vertical composition between oversized glass panes. The building’s distinctive materiality incorporates elegant white marble at its base and evolves to blackened stainless steel and shades of bronze and copper as the tower ascends.

The Brooklyn Tower is bound by DeKalb Ave., Fleet St., and Flatbush Ave. Extension in Downtown Brooklyn in one of the most connected neighborhoods in New York City, with unrivaled transportation access to 13 subway lines, 11 commuter trains via the LIRR at Atlantic Center, and 22 Citi bike stations. Downtown Brooklyn lives at the intersection of three of Brooklyn’s most beloved Brownstone neighborhoods (Fort Greene, Boerum Hill, and Cobble Hill), just minutes from DUMBO and Brooklyn Heights. Downtown Brooklyn is the third-largest central business district in New York City and home to a robust technology and innovation sector, vibrant shopping along Fulton Street, City Point, and nearby Atlantic Avenue, and is proximate to more than 100 arts and cultural institutions in the Brooklyn Cultural District, including the Brooklyn Academy of Music, the Brooklyn Art Museum, Marc Morris Dance Group, Roulette, Brooklyn Museum, BRIC, and the Barclays Center, home to the Brooklyn Nets. Brooklyn is a creative, culinary, and artistic mecca for New York City, with celebrated restaurants such as Gage & Tollner, Grand Army, Romans, as well as popular DeKalb Market Hall and the famed Junior’s Cheesecake located just below the tower. Residents are minutes away from world-class parks and greenspaces, including beloved Fort Greene Park, Brooklyn Bridge Park, and Prospect Park. Significant new growth in the residential, hospitality, and commercial sectors has ushered in a new era of 24-7 living in Downtown Brooklyn, with the introduction of new schools, infrastructure, and transformative streetscape improvements underway.

Established in 1859, the Dime Savings Bank of Brooklyn commissioned a new headquarters at 9 DeKalb Ave. in anticipation of the opportunities offered by the 1908 opening of both the first subway

tunnel between Brooklyn and Manhattan as well as the creation of the Flatbush Ave. Extension. Originally designed by Mowbray and Uffinger (1906-1908) and later expanded by esteemed architects Halsey, McCormack & Helmer (1931-1932), the historic building has been celebrated by critics for its civic-minded urban design and was designated a New York City landmark in 1994. It was also the first building in the United States to feature the marble found in ancient Greek temples. As one of the largest savings banks constructed in the country, the institution played a critical role in the development and growth of Brooklyn and serves as a prominent gateway to the Fulton St Mall shopping district. Decommissioned as a working bank, the space will become publicly accessible once again as a new retail flagship destination. The 115-year-old structure is being carefully restored and integrated with the tower through a new retail entrance at Flatbush Ave. Extension and a new residential entrance at Fleet St. (one of the tower's two residential entrances). The bank is also ingeniously connected to The Brooklyn Tower's amenity spaces on the 7th floor which will allow residents to swim and lounge around its historic dome. The development will feature 100,000 s/f of retail at its base – including the Dime Savings Bank of Brooklyn, one of Brooklyn's most prominent landmarked buildings, which is being restored as flagship retail. The development is reshaping the fabric of Brooklyn which has yet to see a mixed-use development of this scale.

The condominium residences starting on the 53rd floor of the tower provide an astonishing new vantage point with long, uninterrupted views of the Manhattan and Brooklyn skylines, East River, and the New York Harbor. The residences start above most other penthouses in Brooklyn at an elevation of 535 feet and continue to soar to astonishing heights. The for-sale offering will also include a limited number of penthouses at its crown, to be released later this year.

Team

- Developer: JDS Development Group
- Builder: JDS Construction Group
- Architect: SHoP Architects
- Dime Savings Bank of Brooklyn Architects: Mowbray & Uffinger (1906-1908); Halsey, McCormack & Helmer (1931-1932)
- Residential Interior Design: Gachot Studios
- Amenities Interior Design by Krista Ninivaggi of Woods Bagot
- Landscape Design: HMWhite
- Structural Engineer: WSP
- Mechanical, Electrical, Plumbing Engineer: JB&B

- Curtain Wall Consultant: MW Skins
- Civil Engineer: AKRF
- Geotechnical Engineer: Mueser Rutledge
- Wind Engineer: RWDI

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540