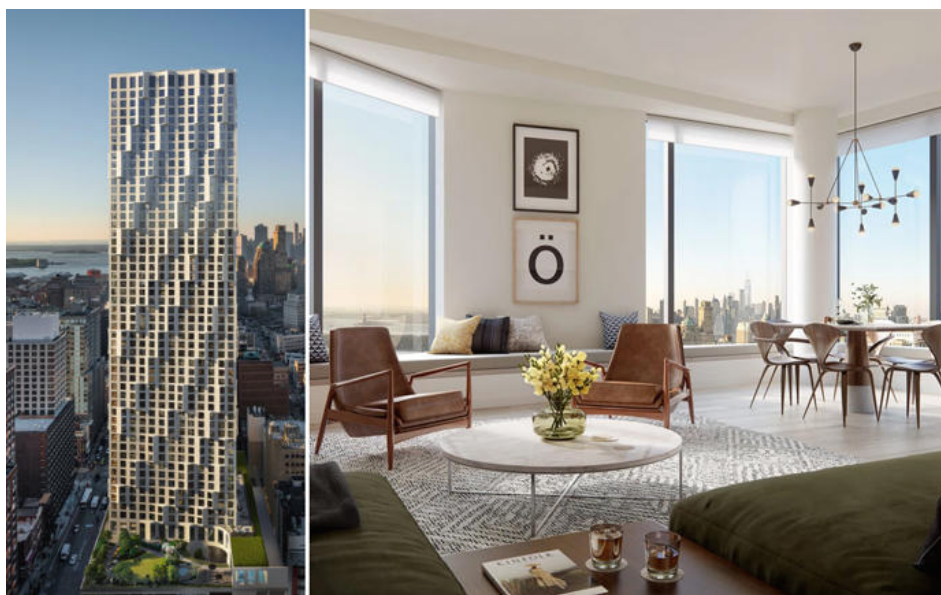


Sales have launched at Tishman Speyer's 11 Hoyt. Here's a look inside

The Downtown Brooklyn project is slated for completion in 2020

By [Meenal Vamburkar](#) | September 21, 2018 05:15PM



Renderings of 11 Hoyt Street in Brooklyn (Credit: Binyan Studios)

Tishman Speyer is launching sales at its 57-story tower at [11 Hoyt Street](#).

The 481-unit project — which is rising on the site of a Macy's parking garage — is expected to be completed in 2020. Corcoran Sunshine Marketing Group is handling sales, and prices range from \$600,000 for studios to about \$3.4 million for four-bedroom units.

Amenities include a 75-foot saltwater pool, a gym with a squash court and a sauna, and a 27,000-square-foot private park.



Designed by Jeanne Gang, of Chicago-based Studio Gang Architects, 11 Hoyt is made of cast concrete and glass. The design allows for bay windows in some units, according to a release from the developer. And there are roughly 190 units in the building.



Developers are increasingly trying to differentiate units in an oversupplied market. Strategic Capital, for example, commissioned an artist for its marketing [campaign for Greenwich West](#). And the Naftali Group did unique staging for each of the remaining units at The Shephard.

Michaelis Boyd Associates, a London-based firm which worked on different Soho House clubs, designed the interiors of 11 Hoyt.

Tishman secured a [\\$380 million](#) construction financing package earlier this year from JPMorgan Chase, Starwood Property Trust and iStar Financial.

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