

JANUARY 24, 2019 - **THE PLEX BROOKLYN** IN THE NEWS

Crown Heights ‘Hood Grows up In and Around The Plex



Years before Crown Heights was considered a destination neighborhood, **Halcyon Management** built **The Plex**. Completed in 2011 and located at **301 Sullivan Street**, on the corner of Nostrand Avenue, the developers of the 98-unit rental complex initially curated amenities geared to a demographic of recent college grads being identified for their technology acumen and mobile-first focus. A farsighted investment in an emerging neighborhood, The Plex offers mini conference rooms and co-work spaces with Apple desktops for a burgeoning remote workforce. It is among the first residential buildings in Brooklyn to introduce multiple amenity spaces for community bonding that includes lounges with hammocks, recreation rooms with billiards, air hockey and foosball tables, and dedicated spaces for Nintendo Wii and Xbox game consoles. It also has a fitness center with separate yoga room and sauna, furnished roof deck with barbecue grills, refrigerated storage room, screening room, and parking garage. The Plex even features a fenced-in, outdoor dog run for residents’ pets.

The Plex has maintained a high occupancy rate for nine years. It continues to be home to many long-term residents, some of whom are now raising families there. It has also become the go-to for a new wave of late millennials and Gen Z residents, including several first-time renters.

Points out **Halcyon Management’s Yoel Sabel**, “The Plex was the first project our team developed with the new Brooklyn perspective, highlighted by shared amenities along with exceptional apartment features. It paved the way for our next project on at 101 Bedford Avenue, which also offers a community experience.”

Situated close to mass transit, including the 2, 3, 4, and 5 trains, and minutes from Prospect Park, the once tawdry retail corridors near The Plex are now populated with hip restaurants, retail and services. But despite the growth, the rents at the building have remained accessible, with studios starting at \$1,900, one-bedroom apartments from \$2,295, two-bedroom apartments from \$3,000, and three-bedroom apartments from \$3,600.



Designed by the same team responsible for 101 Bedford, comprising architect **Karl Fisher** and interior designer **Hadas Metzler**, many apartments at **The Plex** have terraces or balconies, and all include hardwood floors, porcelain-tiled bathrooms with deep-soaking tubs, and open kitchens with stainless steel appliances, natural stone backsplashes and Caesarstone counters. Other features include individual air-conditioning and heating systems and generous closet space.

More information about The Plex may be found on its website at www.plexbrooklyn.com.