

# DOWNTOWN

## RXR Realty Opens The Willoughby in Brooklyn

Julia Meyer, 6.14.22



RXR Realty at Willoughby Grand Opening, Photo: BerlinRosen PR

Last Friday evening RXR Realty, a leading real estate owner, operator, and developer in the New York Tri-State area, announced the grand opening of The Willoughby, a new ground-up, 34-story mixed-use tower. The building located at the intersection of Fort Greene and Downtown Brooklyn at 196 Willoughby Street hosted its grand opening event on its rooftop terrace.

While enjoying gorgeous views of Manhattan and Downtown Brooklyn, attendees indulged in a walk-up bar, where they enjoyed a variety of drinks, including Sauvignon blanc and hibiscus-infused cocktails.

Surrounded by food, event-goers were served hors d'oeuvres by attentive waitstaff. Inside near the rooftop terrace, attendees were able to enjoy a taco stand, choosing from mushroom, chicken, or beef tacos.

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The building dedicates 30 percent of units as rent-stabilized apartments for middle-income households. Further, RXR worked in conjunction with Long Island University (LIU) to offer affordable housing for the University in the building.

Todd Rechler, Chief Construction and Development Officer of RXR explained “We really had the opportunity to take a campus that was on the edge of its useful life and breathe new life into it. By going through this process, we’re not only building for us as RXR to give back to the community, new housing, new affordable housing for LIU.” He continued, “The more we go through their campus and work with them, we get to rebuild their campus to the next generation of students that are going to be coming through Liu and that’s what we really need to do.”

RXR aims to build better homes to cultivate a more successful community, which was a goal of opening the Willoughby.

Rechler said, “At RXR, we recognize the importance of the community as a whole around us as our neighbors in the community are successful... We are very proud to be part of this community and have their surrounding neighbors become part of this project with us and been able to open this up and open a piece of the campus up to the local neighborhood.”

Overall, RXR hopes the Willoughby can offer residents a place they are happy to call home.

“Whether you’re working from home, or whether you are just here, off-hours from your business time... At RXR we focus on building and designing to build community spaces that are really something that you’re happy to go home to.”

<https://thetdmag.com/2022/06/rxr-realty-opens-the-willoughby-in-brooklyn/>