



In Soho, a rare ground-up condo building launches sales from \$12.95M

Two apartments at 150 Wooster have hit the market, marking a major milestone for the long-in-progress project

BY **ZOE ROSENBERG** | @ZOE_ROSENBERG | OCT 12, 2017, 11:45AM EDT



It's finally sales day at [150 Wooster](#), the luxe ground-up Soho condo developed by KUB Capital. Two of the eight-story boutique building's six condos hit the market this morning, two four-bedroom, four-and-a-half bathroom floor-throughs asking [\\$12.95 million](#) and [\\$13.5 million](#) through CORE.

The building may read as pricey for the area, but all condos in the building measure around 4,300 square feet or more, which means the price per square foot teeters around \$3,200. In [comparison](#) to buildings like Superior Ink or Walker Tower, that's about \$1,500 less per square foot.

The project was nearly a decade in the making, with the original developer jumping ship and selling the site to KUB after the Landmarks Preservation Commission rejected the original proposal for the site. (The site is in the Soho Cast-Iron Historic District, meaning Landmarks needs to be on board with the building's design to proceed.)

The design and facade that Landmarks *did* approve was done in-house by KUB and was [described by the Times](#) as "cream-colored, thin Danish bricks and a ribbed steel cornice that resembles an egg-slicer." The cornice description is more accurate than it reads.

It's rare for ground-up buildings to sprout in this area, and 150 Wooster was executed with all the 21st century bells and whistles. The apartments were prewired for Smart Home tech and come with vented AV closets, while the building has built-in cell signal boosters.

The buildings more traditional features are found in its austere finishes—vented gas fireplace with diamond-plaster mantel aside—like Danby marble countertops in the kitchen and master bathroom, a 24-hour attended lobby with travertine floors and diamond-plaster and leather-paneled walls, and custom fumed white oak flooring.

The appliances packages are predictably luxe—each apartment comes with not one, but two fully integrated Miele dishwashers—and include Wolf 60-inch six-burner ranges with a grill and griddle, Sub-Zero Pro model refrigerators with glass doors, and, in the bathroom, Toto high-efficiency toilets.

The building [topped out](#) way back in February, and new photos that accompany the sales launch show that it won't be long now before the building is finished.





150 WOOSTER

150 Wooster Street, New York, NY 10014

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