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In Soho, huge condos in a rare ground-up building will start at \$13M

The building at 150 Wooster Street is a rare new project in the Cast-Iron Historic District

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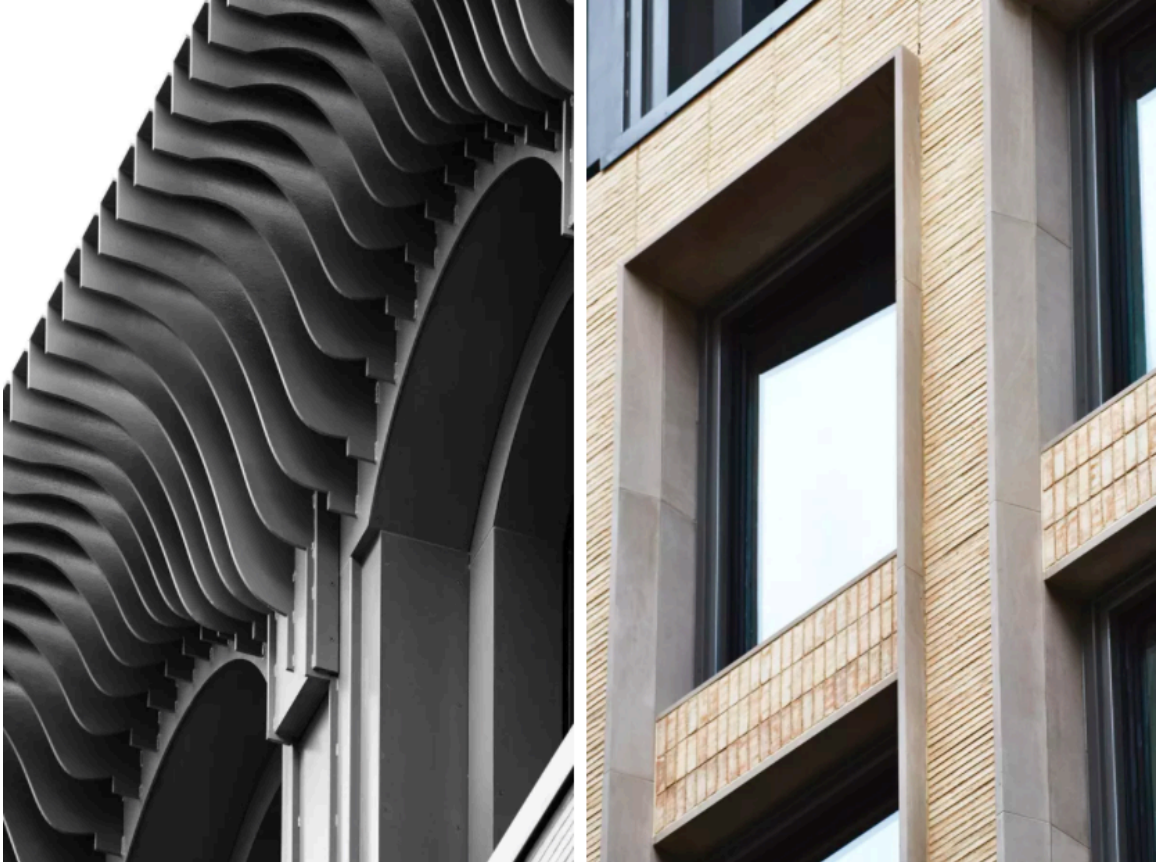


Photos by Adrian Gaut

It took a while to get here, but the enormous condos at [150 Wooster Street](#) in [Soho](#) are getting ready to make their debut. A [teaser site](#) for the project, developed and designed by KUB Capital, just went up, and while it doesn't offer a ton of details about the project, we've got some more intel on what to expect when sales launch this fall.

One of the reasons the project has taken so long to complete is because of its size; though it'll have just six apartments when it's finished, the building—which replaced a one-story garage—is large by Soho standards, rising eight stories and bringing a large amount of ground-floor retail to the neighborhood.

Local artists **fought** the project, the Landmarks Preservation Commission initially **rejected** it, and the original developer dropped out, with KUB coming on after buying the site in 2014. It was finally **approved** in 2015, and construction has been **chugging along** for the past year or so.



The building itself is a ground-up project, but KUB took its cues from the surrounding neighborhood (it's situated within the Soho Cast-Iron Historic District) with its design. The facade is a neutral, but elegant, Danish brick; decorative elements, such as the building's cornice, are meant to echo the architecture of the nearby cast iron buildings.

But given all those factors—boutique building; huge units (they're expected to average more than 4,000 square feet); ground-up construction—these apartments aren't going to be cheap. The full-floor lofts will begin at a whopping \$12.95 million, and pricing for the duplex penthouse that'll crown the whole thing has yet to be revealed. We'll likely find out soon enough, since sales (which are being handled by Emily Beare at Core) are due to launch soon.

<https://ny.curbed.com/2017/8/23/16189190/soho-nyc-historic-district-kub-capital>