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KUB's Soho Ground-Up Project, 150 Wooster, Unveils New Photos, Pricing & Teaser Site

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KUB has released new photos, pricing and a teaser website of their ground-up development, 150 Wooster. The scaffolding has come down at the project at one of the last remaining lots in Soho's Cast-Iron Historic District. Construction is expected to wrap up in the near future with sales slated to launch this fall. Preliminary construction plans for the site were previously filed by another developer who was met with strong opposition from the community. In 2014, KUB purchased the lot and submitted new design plans the following year that received the seal of approval from the Landmarks Preservation Commission, and a thumbs up from neighborhood residents. The building, developed and designed entirely in-house by KUB and features a

contemporary masonry façade made of handcrafted brick from Denmark, limestone piers, and metal detailing. A steel cornice provides a modern interpretation of the area's classic cast-iron architecture. 150 Wooster features 6 expansive full-floor lofts, including one duplex penthouse. The full-floor lofts will start at approximately \$12,950,000. Emily Beare of CORE is leading sales and marketing for 150 Wooster.







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