

A SoHo Condo With Big Layouts, Few Amenities

By C. J. HUGHES OCT. 16, 2015

Buyers yearning for golf simulators, pet spas or basketball courts are unlikely to head to [52 Wooster](#), a condominium under construction in the southern reaches of SoHo.

In a move that decisively bucks a trend, the only major amenity offered by the diminutive four-unit, six-story development is the complimentary storage areas in the basement. “I think people are happy to go out for Pilates or SoulCycle, or whatever it is they like to do,” said Jane Gol, the president of [Continental Ventures](#), the developer. “Here what we are touting is a private-home feeling.”

Ms. Gol had to contend with a shoehorn-tight construction site at the corner of Broome Street. Measuring about 100 feet long, but just 25 feet wide, the property — the site of a former parking lot — doesn’t have a lot of extra room to spare. So instead of allotting space to a fitness center or screening room, Continental is maximizing the apartment layouts, making them as sweeping as those in the older lofts found throughout the neighborhood.

In the three three-bedroom units, the living rooms will account for almost a quarter of about 2,000 square feet of total space and are positioned at a generously windowed corner. Broome Street bustles below. And as in a loft, the living rooms will flow openly into the kitchens, which will feature marble counters, Miele and Sub-Zero appliances, and cabinets with eucalyptus veneers.



Sales are set to begin this month at 52 Wooster. Rendering from Kim Wendell Design

Designed by the architect [Arpad Baksa](#), who has worked on several SoHo buildings, the condo also attempts to solve a problem that has often plagued lofts: how to channel sunshine into dark recesses. The solution will be to install small terraces at the rear walls of the three-bedrooms. Not visible from the street, the private terraces will be entered from the master bedrooms. Large windows in the master baths will overlook the terraces, so a soak in the tub can be enjoyed with some natural light.

A four-bedroom duplex will occupy the top two stories of the building.

Although 52 Wooster may have seamless spaces inside, its facade is more divided. The section along Broome and part of Wooster will be clad in metal, while the rest of the Wooster side will be red brick. The two-in-one design, which was hashed out for an earlier condo project at the address that never came to pass, was intended to complement the materials used in adjacent buildings. The city's [Landmarks Preservation Commission](#) had given its approval for the project, which is within SoHo's historic district.

An odd-shaped metal frame remains at the site, though it has little to do with the construction. It was built to prop up the next-door building, 477 Broome. The existing co-op leans 22 inches into 52 Wooster's site, a tilt that appears to have happened decades ago and is hardly surprising in an area known for its soft, shifting ground, said Mr. Baksa, the architect.

"When you look at it, you may say, 'What is this?'" he said, adding that 52 Wooster has also been re-engineered to make it extra-sturdy to keep its neighbor at bay. Continental bought the property and the approved plans for \$9.25 million in June 2013, according to city records. Sales of the apartments are set to begin this month, at prices that will start at around \$2,500 a square foot, or \$5 million for the three-bedrooms, according to Ms. Gol. Move-ins are expected in late 2016, said Shlomi Reuveni, the managing director of Town New Development, which is handling sales.

At \$2,500 a square foot, the condo is priced aggressively. In ZIP code 10013, which covers parts of SoHo, TriBeCa and Chinatown, the average sale price in the second quarter was \$1,853 a square foot, according to the Miller Samuel appraisal firm.