

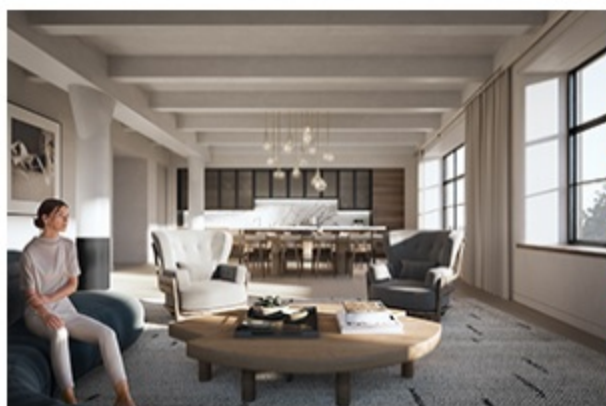
90 MORTON STREET West Village History.



By Daniel J. Bollinger

Tucked away in the sought-after West Village, precisely at the corner of Greenwich & Morton Streets, is a former printing factory built in 1912 located at 90 Morton Street. This conversion is being masterfully transformed into a condominium by Brack Capital Real Estate, with concept architecture led by Gottesman Szmelcman Architecture and the interior design by Leroy Street Studio.

The state-of-the-art condominium consists of 35 residences from two-to-five bedrooms, including one townhouse. The façade's first two floors are limestone, while white brick encompasses the next six. The four penthouse floors are comprised of blackened steel and make for a beautiful visual contrasting the neutral limestone and white brick. The units boast ceilings with original concrete beams and columns that are up to 12'4" in height. The penthouses have an ample amount of natural light and outdoor space.



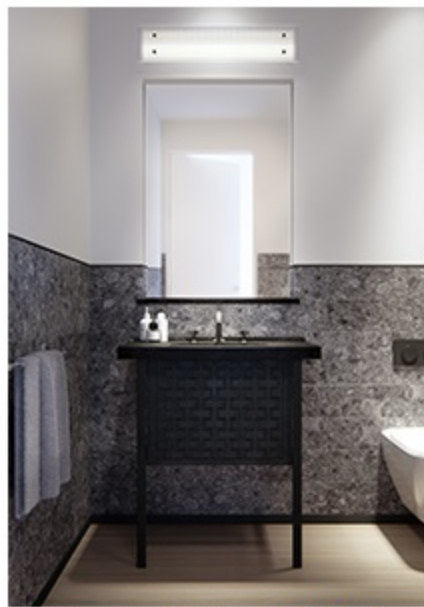
INTERIORS

The designers have kept with the original theme of this building by designing interiors I would describe as warm industrial chic. There are varying living spaces; light and privacy have been maximized in each of them. The concrete ceilings and original beam sequences have been preserved which adds to this historic, industrial feel.

The kitchens have quartzite counters and backsplashes of neutral gray. There is a great design detail around the kitchen island, where this same quartzite is laid around the island forming a border. This helps to define the kitchen space and makes the island pop. The island is expansive and features ample space for dining. Integrated cabinets of walnut veneer

create warmth. With appliances from Gaggenau and Sub-Zero, some include double ovens (convection and speed), a wine refrigerator and more. Blackened steel upper cabinets with ribbed glass add to the industrial chic feel. Waterstone fixtures are standard, and there is also a hot/cold filtered water dispenser.

The master baths are studies in white, with honed Royal Danby marble, and an encased tub with great ledges. The secondary baths feature custom medicine cabinets of walnut and are double mirrored with outlets inside the cabinet. There is a shelf below the medicine cabinet, and the secondary baths also feature a marble encased tub. All baths feature Waterworks fixtures in matte chrome. There are numerous solid wood pocket doors throughout the spaces that help maximize space.



AMENITIES

There is a robust amenities package at 90 Morton. From the outside, you can see a carport that provides privacy and security for residents. Next, to the large lobby, there is a private library. One floor below is a 64' lap pool, a rare amenity, and even rarer to find it in a boutique building. On the ground level is a fully equipped fitness center. On the roof of the building is an expansive terrace that provides views galore of the city. It also features a full kitchen with dining and lounge furniture, a fireplace and a powder room.

RECAP

90 Morton is another excellent example of luxury development hitting the NYC market. It is a boutique offering with high-end amenities and a fabulous warm industrial chic design. With large loft-like spaces and great designs from Gottesman Szmelcman Architecture and Leroy Street Studio, put 90 Morton Street on your list of great new condo offerings in NYC.

For more information on 90 Morton Street, visit 90mortonst.com.

