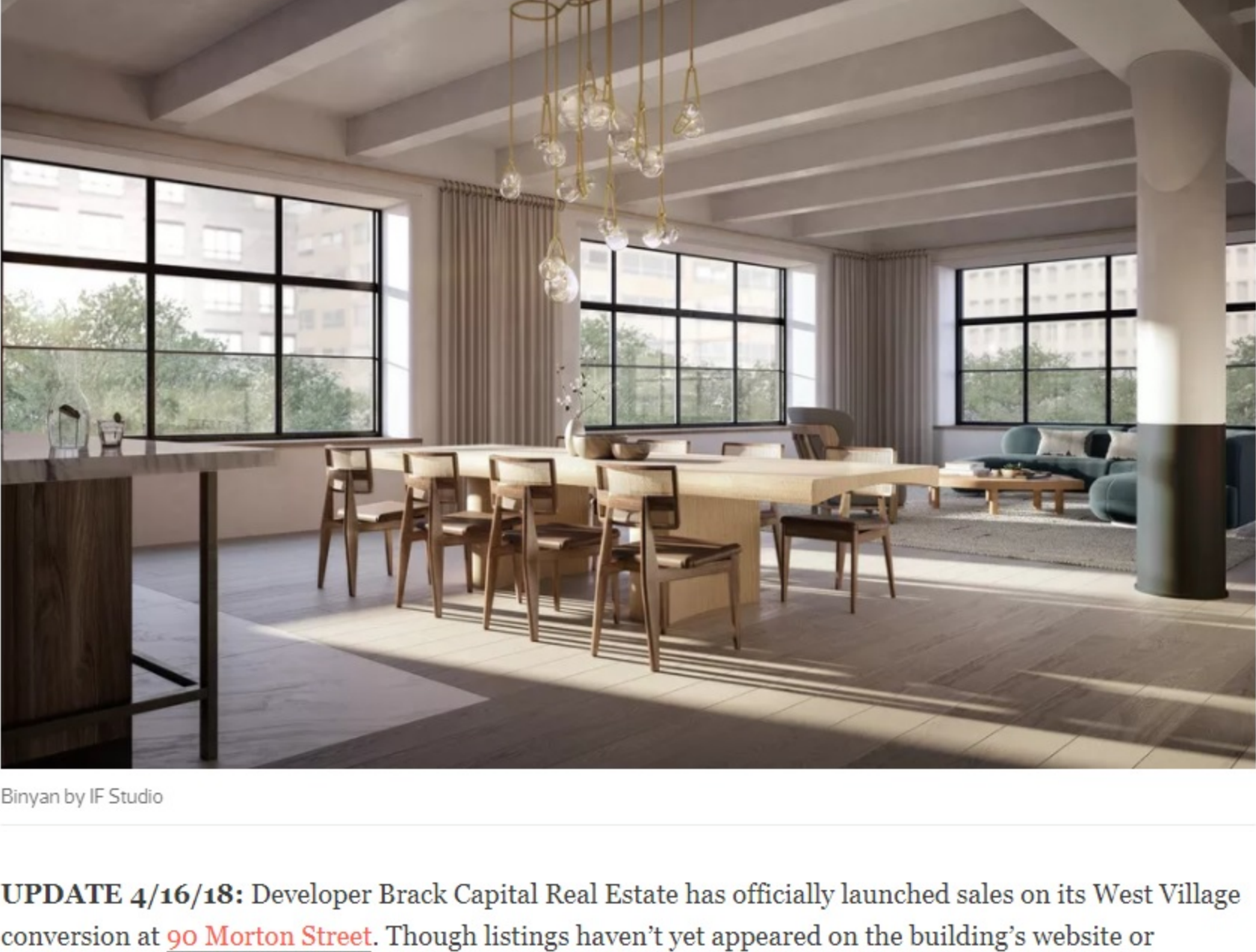


West Village printing warehouse's ritzy condo conversion launches from \$5.3M

The 12-story building will bring 35 apartments to the West Village

By [Tanay Warekar](#) | [@TanayWarekar](#) | Updated Apr 16, 2018, 11:32am EDT



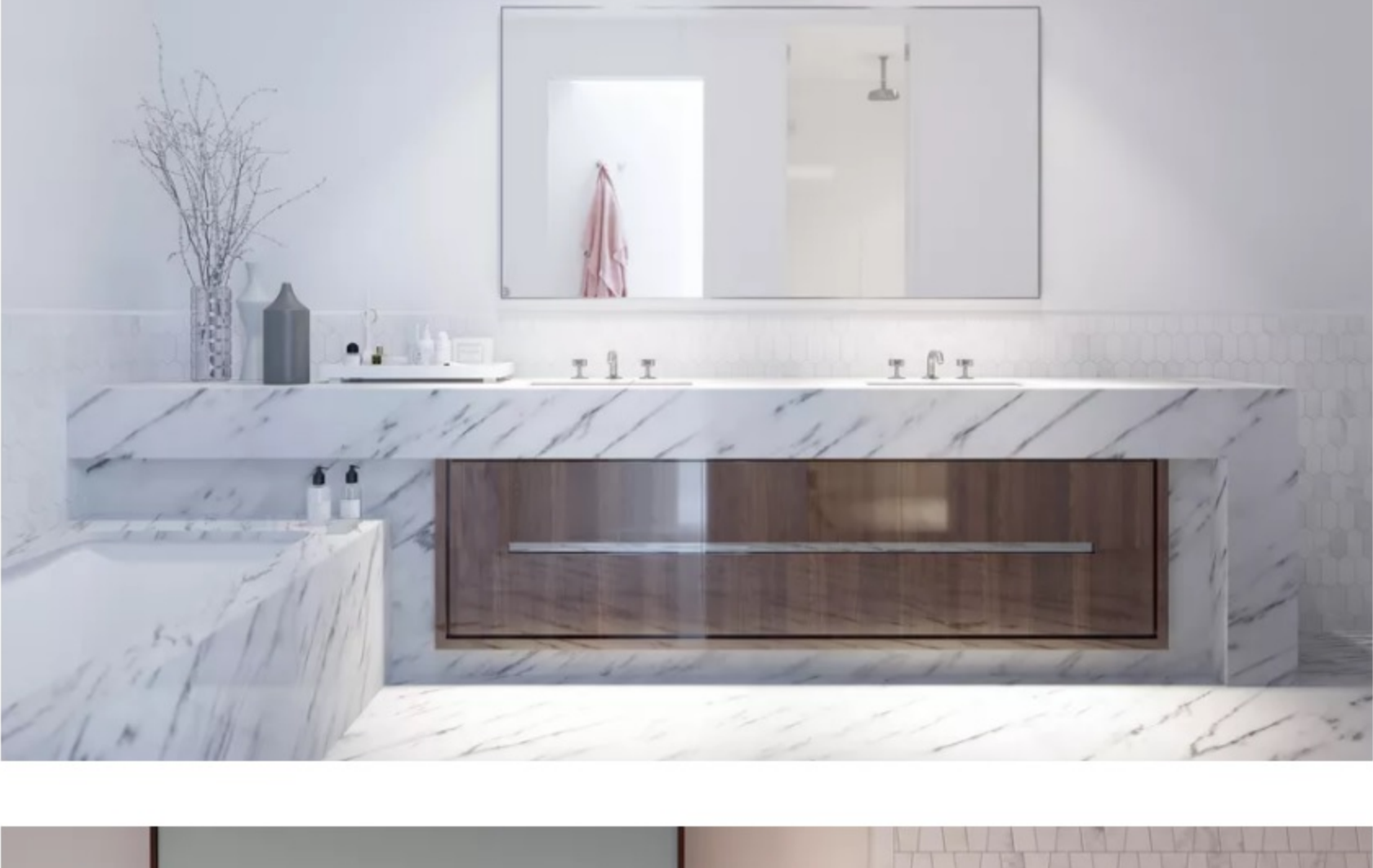
Binyan by IF Studio

UPDATE 4/16/18: Developer Brack Capital Real Estate has officially launched sales on its West Village conversion at [90 Morton Street](#). Though listings haven't yet appeared on the building's website or StreetEasy, apartments here will ask from a pricey \$5.3 million. 90 Morton's residences will come in two-to-five-bedroom variants, and the developers are looking for an over [\\$300 million sellout](#) at the building.

On the same day that developer Brack Capital Real Estate plans to unveil the sales office for its 35-unit [West Village building](#) at 90 Morton Street, the developer has also unveiled a host of renderings, along with a [teaser site](#), for the condo conversion.

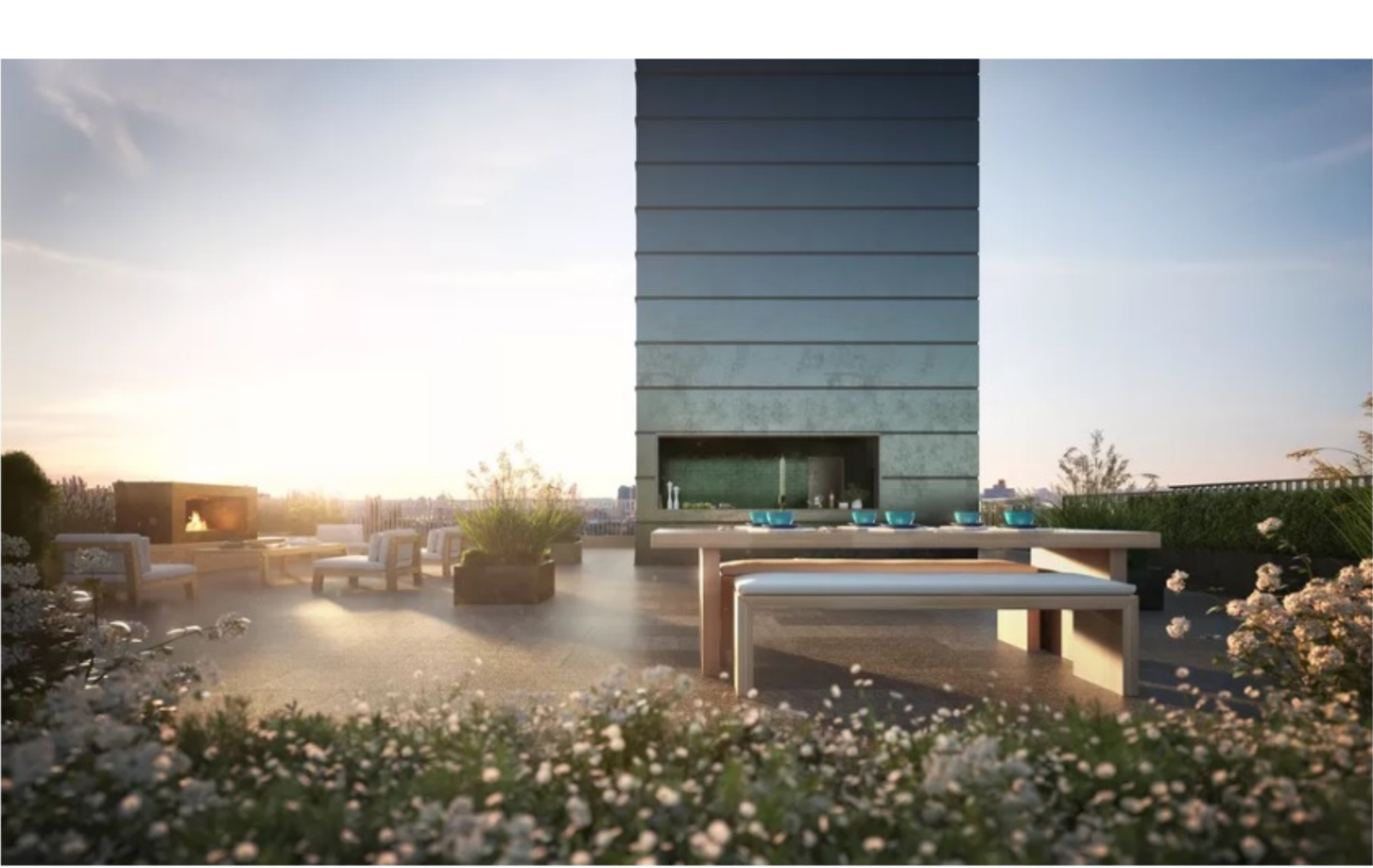
The developer announced in early 2016 that it planned to take a printing warehouse at 90 Morton Street and convert into a condo building. That conversion is currently ongoing, but in the meantime we can peak at what the interiors here will look like.

The renderings show off both the interiors of a typical apartment and some of the amenities in the building. In terms of the apartment, we get to see a typical living room, kitchen, master bathroom, secondary bathroom, and powder room.



In terms of amenities, there's the building's swimming pool, fitness center, light-filled lobby, and rooftop terrace on display. The building will have just 35 apartments that will come in two to five-bedroom variants, and they're expected to start from a pricey \$5.3 million.

Gottesman Szmecman Architecture is the concept architect on the project, and Leroy Street Studio is working on the interiors. Sales at the condo are expected to kick off on Monday, April 16, and are being handled by Reuveni Real Estate.



• [Dull West Village Building Will Undergo Ritzy Condo Conversion](#) [Curbed]