

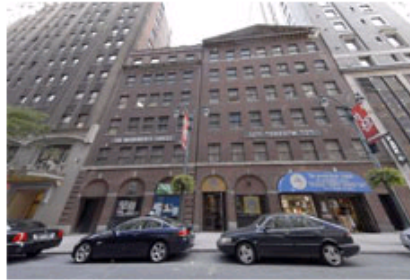


August 31, 2010

CONVERSIONS

Another Former Forward Building to Go Condo in Midtown

Is there something about the smell of newsprint that just says *condos*? Maybe! Because following the conversion of 173 East Broadway, the former home of the Jewish Daily Forward, *The Real Deal* reports that another old Forward office space, **45 East 33rd Street**, is going condo. (For developers looking to get ahead of the curve, the newspaper's current offices are in FiDi.) BCN Development is in contract to buy the building for around \$20 million, with construction to start early next year. BCN envisions a total of **108 units**, but unlike the LES's Forward Building, here most of those units will be added on top of the existing six-story structure, for a total of 18 stories. The developer tells us pricing will start at **\$500,000** for studios, and we're guessing local *skyline purists* aren't the conversion's target audience.



45 EAST 33RD STREET
45 East 33rd Street, New York, NY

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