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Starting with the a gallery-style lobby with a mirrored hallway, European walnut flooring and lots of marble and bronze, attention has been paid to the smallest details of the building's architecture and interiors, which were designed by Adam Rolston of [Incorporated Architecture & Design](#).

Apartments feature ceilings of up to 12 feet and oversized casement windows, with details like finished architectural concrete ceilings and white oak wide plank flooring. Kitchens offer Miele appliances, marble backsplashes, Zen Black engineered quartz countertops and blackened nickel Waterworks faucets.

Penthouses have 1,634-square-foot private terraces with expansive views of the neighborhood below and the city beyond.

Early marketing campaigns stirred some controversy for using Katz's cachet (remember that scene from "When Harry Met Sally?") and upscale hipster imagery, though the renderings of a winsome young bohemian lass enjoying the new luxe digs aren't much different from most new-condo [marketing messages](#).

Amenity-wise, an adjacent 30,000 square-foot Equinox gym "that marks the continued reinvention of the neighborhood" is a big selling point, with residents getting a private entrance to the fancy fitness facility.

551-square-foot studios are \$1.075 million, with the priciest three-bedroom unit listed at \$5,590,000. The average price per square foot is \$2,275.

Stay up-to-date on 196 Orchard Street at [CityRealty.com](#).