

Smells Like a Deal: 'Selling New York' turns garbage to gold in season premiere

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Plug your nose and open your wallets. Season 2 of HGTV's "Selling New York" premieres Thursday night at 9 with real estate superstar Tom Postilio trying to sell two top-dollar luxury apartments located in Soho's Urban Glass House (330 Spring Street) -- across the street from a city sanitation facility.

To get a sense of the challenge facing Postilio in the "Smells Like a Deal" episode, take a look at "Garbage In, Garbage Out" in New York Magazine. As of last July, not one apartment had been resold in five years. Neighbors sued the city to try to stop the sanitation facility from being built, but they lost.

"People come in and they like the product, the building," Postilio told the magazine, but the sanitation facility "is a psychological barrier." And it hasn't even been built yet.

The facility, nicknamed "Tower O' Garbage" by critics, won't be handling garbage, exactly. It will be a garage for the trucks. So the smell may not be ultra-hideous, but the view is a major problem, especially when your potential new apartment is floor-to-ceiling glass. Granted, the windows have electric shades that allow you to x-out of the urban vista at will, but still. The sanitation building ain't goin' nowhere.

It's TV, though, so you know something's going to happen, some way, somehow. And if anyone can turn garbage into gold, it's CORE's Postilio, who made his name as a silver-tongued lounge singer doing Frank Sinatra covers before he started entertaining the high rollers in their own future living rooms.

Meanwhile, one of Warburg Realty's top agents, former film director Deborah Lupard, faces struggles of her own as she tries to move "As The World Turns" star Ellen Dolan's opulent Tribeca loft in a New York minute.

HGTV's "Selling New York" premieres Thursday, January 6, at 9 p.m. (8 Central)