

Longacre House

**Longacre House (305 West 50th Street)**- Macklowe Properties owned, operated and developed this 280,000 SF, 293 unit luxury apartment building in 1998 on the site of a former adult movie theater. Located on the westerly blockfront of Eighth Avenue between 50th and 51st Streets, Longacre House pioneered the development of Eighth Avenue corridor north of Times Square, which is now a highly desired center of both residential and commercial activity. The property was very successful in capturing a tenancy from the nearby law firms, accounting companies, and investment banks which were then just beginning to move to the Times Square office district. The building was among the first in the area to feature such luxury amenities as a 24 hour concierge, health club, roof garden, valet service and multiple telecommunications providers. The building's commercial component is comprised of 12,500 SF of blockfront retail space and a 14,000 SF parking garage below-grade.

