

NEW YORK

December 22-29, 2008

OUTRAGEOUS AMENITY WATCH



THE BUILDING:
50 Franklin Street,
Tribeca.



THE PROBLEM:
Too many out-of-town guests.



THE SOLUTION:
Their own apartment!

Silly selling points aren't going to cut it in this market, but we have to say that the team behind 50 Franklin, built by W Developers and designed by Rawlings Architects, does sound like they have a winner here. Distinguishing itself among a list of amenities (roof deck, health club, pet spa) is a **430-square-foot furnished suite for residents' guests**. Bookings will go through the concierge or the management office—they're still figuring that out—and a stay will cost residents much less than local hotels, likely \$100 per night. "It allows for friends and parents to stay the night and still give everyone privacy," says Jason Walker, the building's sales-team leader at Prudential Douglas Elliman. We'll tell you one thing: Right about now, as everyone's holiday houseguests come in by the busload, some buyers are going to be won over in a second. S.J.R.