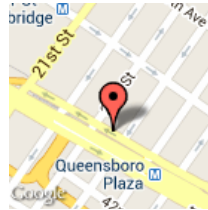




21-Story Rental Tower Breaks Ground In Long Island City

Thursday, September 12, 2013, by [Jessica Dailey](#)



41-50 24TH STREET
41-50 24th Street, New York, NY

[GIANT MAP](#)

[LONG ISLAND CITY](#)

[41-50 24TH STREET](#)

[COMING ATTRACTIONS](#)

[DEVELOPMENT WATCH](#)

[WORLD WIDE GROUP](#)

Long Island City welcomed the start of another new apartment tower today, as the **World-Wide Group**—best known around here for their planned tower at [250 East 57th Street](#) — broke ground on its first residential development outside of Manhattan in a decade. Locate at **41-50 24th Street** at the corner of Queens Plaza North, the building will have **421 units** and cost \$157 million. World-Wide Group became the long-stalled site's third owner in seven years after the developer purchased it in March 2012 for \$28.85 million. Units will range from studios to three-bedrooms, and the 25,000-square-foot of amenities include a landscaped rooftop deck with an **outdoor pool**, private gardens, a fitness center, indoor parking, and bike storage. The ground floor will host 5,400-square-foot of retail, and the building entrance will be adjacent to Long Island City's bike path.

World-Wide Group's director of development [told Crain's](#) that rents have not yet been decided, but it will be priced "to where the market is." Currently, data from Citi Habitats shows the average area rents to be \$1,990 for studios, \$2,750 for one-bedrooms, and \$3,750 for two-bedrooms. Leasing should start in 18 months.