

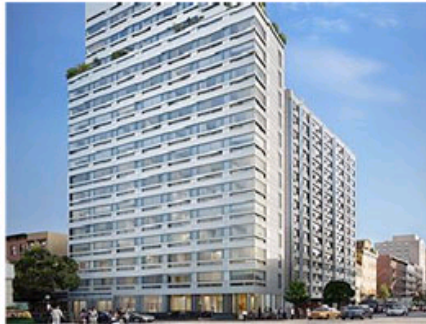
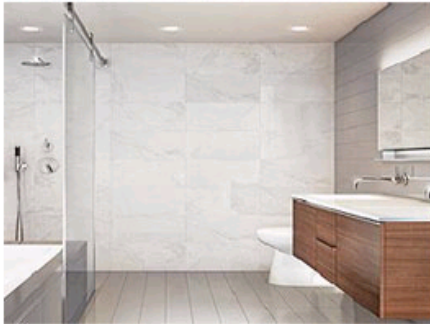


August 30, 2010

ON THE MARKET

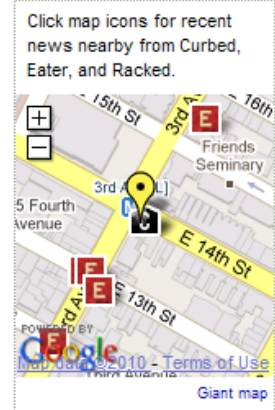
# East Village's Long-Awaited 123 Third Hits the Market

Monday, August 30, 2010, by Sara



It's been a while since we've had a new sales office to say hello to in the East Village, but the building we—and 14th Street—have been waiting for is here. A tipster notes that listings are finally up for **123 Third Avenue**, the building that's hoping "East Union Square" will be a successful sales pitch. So far, with only a handful of units and renderings online, prices are between **\$615,000 and \$3.7 million**. One broker-blogger predicted a "run away sellout" for this building at around \$1,000/square foot, and StreetEasy places the average per square foot price at \$1,199. Will the buyers be lining up in East Union Square?

- [123 Third Avenue \[StreetEasy\]](#)
- [123 Third Avenue coverage \[Curbed\]](#)



**123 THIRD**  
123 Third Avenue, New York, NY

- [East Village](#)
- [123 Third](#)
- [123 Third Avenue](#)
- [On The Market](#)

[Comment now](#)

[Like](#)

[http://ny.curbed.com/archives/2010/08/30/east\\_villages\\_longawaited\\_123\\_third\\_hits\\_the\\_market.php](http://ny.curbed.com/archives/2010/08/30/east_villages_longawaited_123_third_hits_the_market.php)