

October 4, 2010

New Construction Condo Success Corner: 123 Third Avenue Takes The LEED In The East Village

POSTED ON OCTOBER 4, 2010 - 4:49PM

The East Village is still widely regarded as the greatest naturally occurring source of cool in lower Manhattan. But when it comes to luxury condos, well, not so much. But if the speed with which apartments at **123 Third Avenue** have been selling is any indication, though, that is all changing, and we could be entering a bold new era for **East Village luxury condo listings**. Curbed reported that **nearly 25% of 123 Third Avenue's apartment listings were in contract** just weeks after it opened, and that number is closer to 50% today. Those are numbers all **new construction Manhattan condominiums** would be proud to claim.

So, how did **123 Third Avenue** manage to become a success story in the East Village, a neighborhood better known for The Ramones than floor-to-ceiling windows? The short answer: by offering luxurious new construction condos at a prime location – it's a formula that works anywhere. There's more to 123 Third Avenue's success than that, though. Attractive and modern without being overstated, 123 Third Avenue's design – by celebrated architects Perkins Eastman – blends with its Union Square environs while still standing out for its aesthetic grace. Unique amenities such as a residents-only garden – one of several green touches at this LEED-hopeful development – and a business suite loaded with state-of-the-art Macintosh computers help set the tone, too. 123 Third Avenue clearly had its ideal tenants in mind when designing its suite of amenities and apartments for sale, and it shows.

Of course, none of those details would matter if the apartments for sale at 123 Third Avenue didn't deliver. They do, though, balancing stylish finishes and spacious floor plans with ultra-modern sustainable design. 123 Third Avenue has managed to stand out as one of Manhattan's most appealing new condo listings while blending gracefully into its neighborhood. That's no mean feat, in the East Village or anywhere else, and it's something most Manhattan condominium listings are trying to do. It's working at 123 Third Avenue.

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