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REALTY CHECK



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REAL ESTATE

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Morton Williams Set to Open on Third Ave.



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There's finally good news on tenant-starved, uptown Third Avenue.

A “curated” edition of supermarket chain Morton Williams will open soon at 1251 Third Ave., at East 72nd Street — the former home to sportswear store Talbot’s that has been vacant for over two years.

The deal for 13,000 square feet on two floors is a badly needed tonic for Third Avenue’s struggling retail corridor in the East 60s and 70s, where many storefronts are empty. The new Morton Williams site was especially noticeable with its 150 feet of wraparound frontage on two sides of the colonial-style brick apartment building.

After at least two other brokerages failed to lure a tenant, Douglas Elliman’s Faith Hope Consolo helped the landlord, a local investor, bring in Morton Williams. The asking rent was \$2 million a year.

Third Avenue north of Bloomingdale’s boasts such prime store tenants as Pier 1 Imports, Jacadi, Lululemon, Flying Tiger Copenhagen and the always-packed restaurant T-Bar — but the corridor has been hard hit by the same lack of demand as in many other parts of Manhattan.

Family-owned Morton Williams has 16 New York City locations. The new store will be considerably different from the others, sources said.

Construction has begun and the market is expected to open this year.