

2012 Biz & Broker Quarterly

Welcome to the Union Square Partnership's Biz & Broker Quarterly. Check out our newly redesigned report with the latest news about recent commercial and retail activity within the district, and an easy to read map of the exciting ground-floor retail opportunities in the area. Union Square is home to over 70,000 residents, 142,000 workers and 40,000 students so take advantage of the area's high pedestrian volumes – an average of 200,000 people a day and 34.9 million subway riders annually – and come visit us in the Square!

More Tech Firms Make Union Square Home

Union Square continues to be the district where top tech firms want to be. One of our newest neighbors is FirstMark Capital, a leading venture capital firm that has helped finance startups such as Pinterest, recently re-located from Midtown. Managing Director Lawrence Lenihan said, "Union Square is the perfect fit for us – to be within walking distance of everything we need is a great feeling." For more buzz on Union Square's Digital District, [click here](#) to read our 2012 Spring Commercial Market Report.

New Tech Firms

Firm	Address	Sq. Ft.
Living Social	101 5th Avenue (renewal)	60,405
eBay	625 6th Avenue	35,000
Yelp	100-104 5th Avenue (expansion)	29,505
FirstMark Capital	100 5th Avenue	10,500
Bitly	85 5th Avenue	8,500
Essence Digital	120 5th Avenue (sublease)	6,200
Fjord Digital	3 West 18th Street	4,200
Levo League	833 Broadway	4,000
Toda! Cell	41 Union Square West	N/A

Spotlight on: Bedford Cheese Shop

We're excited to welcome twenty-one new retailers and eateries to the district this quarter, including the renowned Bedford Cheese Shop. Named for Bedford Street in Williamsburg, Brooklyn, the popular purveyor of all things cheese opened its first Manhattan location at 67 Irving Place. "We're excited to expand our presence, and Union Square was the only place in Manhattan that had a real neighborhood feel," says manager Nate McElroy. Bedford will be more than just your neighborhood cheese shop; "The Homestead," their event and classroom space, will regularly host educational courses on cheeses, charcuteries, wine and beer pairings, as well as a children's mozzarella-making class.



New Retailers & Eateries

Annie Sez	48 West 14th Street	Retail
Bedford Cheese Shop	67 Irving Place	Retail
Ben's Pizza	2 West 14th Street	Food and Drink
Beyond Sushi	229 East 14th Street	Food and Drink
Bishops and Barons	243 East 14th Street	Food and Drink
Brush	9 East 19th Street	Health and Beauty
Comfort Nail Salon	22 West 14th Street	Health and Beauty
Decor Gallery & Framing	220 3rd Avenue	Retail
Fort Street Studio	22 West 19th Street	Retail
Gramercy Park Bar	322 2nd Avenue	Food and Drink
James Corbett Studio	25 West 19th Street	Health and Beauty
Jebon Noodle and Slider	171 3rd Avenue	Food and Drink
Ootoya Japanese Restaurant	8 West 18th Street	Food and Drink
The Pink Tea Cup	538 6th Avenue	Food and Drink
Potbelly Sandwich Shop	41 West 14th Street	Food and Drink
Segafredo Zanetti Espresso Bar	504 6th Avenue	Food and Drink
7 Eleven	103 West 14th Street	Food and Drink
Spoiled Diva Nail Spa	220A 3rd Avenue	Health and Beauty
Subway	49 West 14th Street	Food and Drink
Tumi	125 5th Avenue	Retail

Summer District Deals

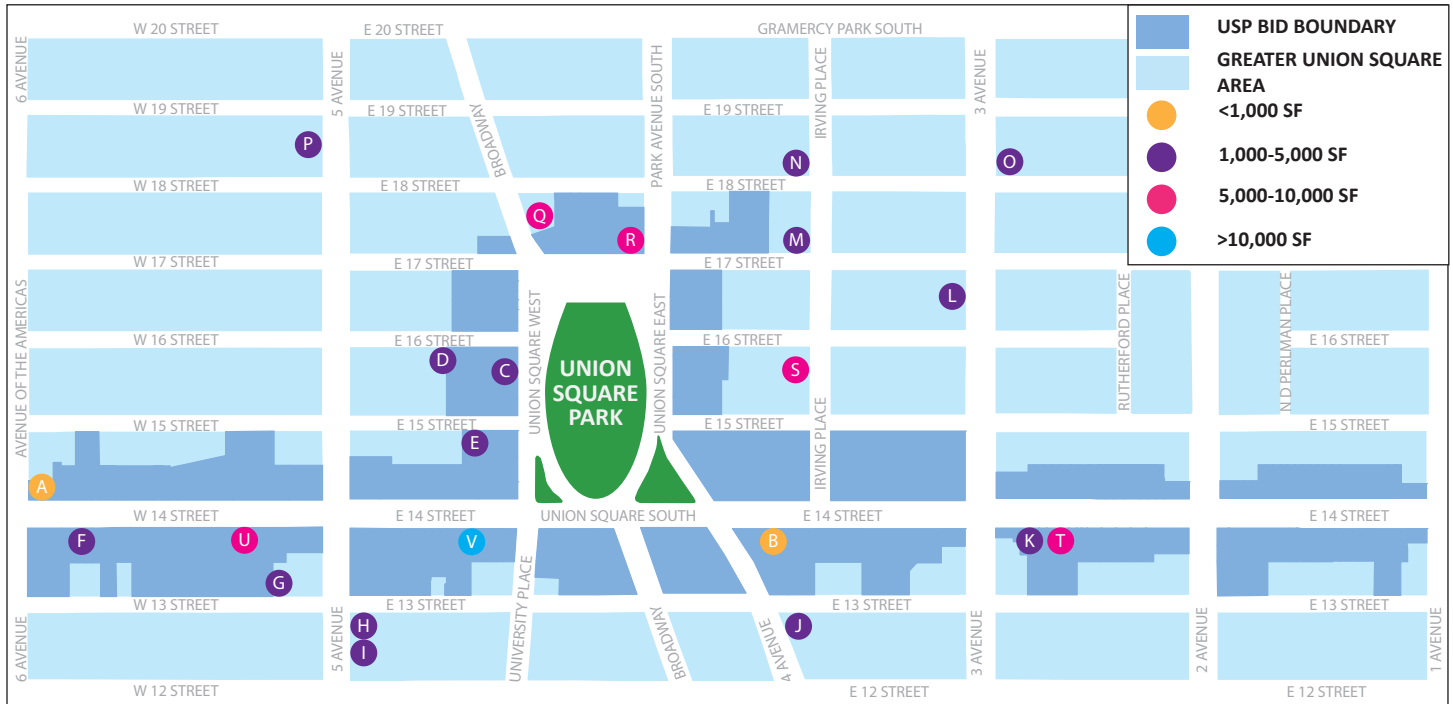
UNION SQUARE
DISTRICT DEALS 2012

Come to Union Square and check out discounts on health and fitness classes, neighborhood restaurants and theater productions. Download your District Deals [here](#).



District Retail Opportunities

Check out our easy-to-read map of ground-floor retail opportunities in the Union Square area. The district's retail vacancy rate within the BID remains one of the lowest anywhere in New York City at just 3.47%.



< 1,000 SF

- A.** 530 6th Avenue, 480 SF
Newmark Knight Frank
Jason Pruger, 212-372-2092
- B.** 104 East 14th Street, 800 SF
Zelnick and Company
212-223-2200

1,000 TO 5,000 SF

- C.** 25 Union Square West, 4,000 SF
Newmark Knight Frank
Jared Lack, 212-372-2493
- D.** 18 East 16th Street, 1,500 SF
RFK
212-599-3700
- E.** 15 Union Square West, 3,800 SF
RFK
Karen Bellatoni, 212-916-3361
- F.** 56 West 14th Street, 4,500 SF
CBRE
Gary Trock, 212-984-8035
- G.** 3 West 13th Street, 2,000 SF
Cvek Real Estate
Joseph Cvek, 212-534-0127

- H.** 59 5th Avenue, 5,000 SF
Property Manager, 212-727-2088
- I.** 61 5th Avenue, 1,095 SF
RKF
Jonathan Krieger, 212-916-3363
- J.** 127 4th Avenue, 4,335 SF
RKF
Pamela Haber, 212-916-3361
- K.** 208 East 14th Street, 1,070 SF
Newmark Knight Frank
Jeffrey Roseman, 212-372-2430
- L.** 176 3rd Avenue, 1,500 SF
Sol Goldman Investments
Brett Weinblatt, 212-265-2280
- M.** 53 Irving Place, 2,350 SF
Adina Equities
Adina Azarian 917-478-2699
- N.** 65 Irving Place, 3,000 SF
Duman Associates
Richard Du, 212-505-6300 x 235
- O.** 205 3rd Avenue, 1,600 SF
ABS
Mark Tergeson, 212-400-9528
- P.** 134 5th Avenue, 2,000 SF
European-American Properties
Albert Rashtian, 212-645-3434

5,000 TO 10,000 SF

- Q.** 868 Broadway, 6,226 SF
Easy Street Properties
Andrew Epstein, 646-290-7028
- R.** 200 Park Avenue South, 10,000 SF
ABS and CBRE
ABS, Mark Tergeson, 212-400-9528
CBRE, Gary Trock, 212-984-8035
- S.** 33 Irving Place, 6,500 SF
Newmark Knight Frank
Ross Kaplan, 212-850-5418
- T.** 216 East 14th Street, 6,536 SF
Newmark Knight Frank
Marc Leber, 212-372-2432
- U.** 14 West 14th Street, 7,000 SF
Newmark Knight Frank
Kate Cohen, 212-372-2376

>10,000 SF

- V.** 22 East 14th Street, 15,000 SF
SRS
Mark Kapnick, 212-710-5241

The Union Square Partnership works to ensure the community's continued growth and success by providing public safety, sanitation, economic development, and marketing services, and by investing in the beautification of Union Square Park. For more information, visit unionsquarenyc.org

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