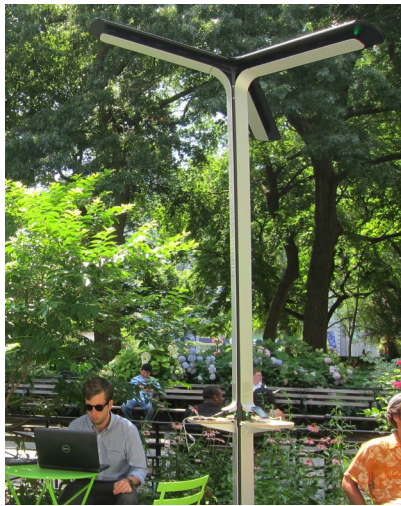


Welcome to the 2013 Union Square Partnership’s Biz & Broker Quarterly. Check out the Union Square district’s 2nd Quarter real estate news, and our easy-to-read map with exciting ground-floor retail opportunities in the area. Union Square is home to over 70,000 residents, 150,000 workers and 40,000 students. Pedestrian activity in and around Union Square is at an all-time high – nearly 350,000 people a day and 34.6 million subway riders each year – so come visit us in the Square!

Upgrading and Expanding Tech

Furthering Union Square as a digital 24/7 community, USP completed an upgrade and expansion of Union Square Park’s complimentary WiFi system in early July. The WiFi now extends to the pedestrian plaza along Broadway between 17th and 18th Streets. The upgrade was made possible through the generous support of Beth Israel Medical Center and our rooftop partners Vornado Realty Trust, Paragon Sporting Goods and

explosive growth of personal handheld devices, WiFi demand has increased and the new system can now handle up to 3,000 users. With all this tech activity, devices don’t stay charged forever so USP partnered with AT&T, Pensa, Goal Zero, NYC Parks and the Mayor’s Office on a pilot project to bring two solar panel charging stations to the park and the pedestrian plaza for free public use. These initiatives complement the continued growth of the district’s tech and creative services sector. Recently, Mediaocean, an advertising technology company, leased 88,400 square feet at 620 Sixth Avenue, and SHIFT Communications, a consumer technology public relations firm, leased the entire 4th floor at 125 Fifth Avenue. These firms are in good company with more than 164 tech-related businesses in the neighborhood. According to ABS Partners’ TechStarter Q1 2013 report, Union Square at 2.9% has the lowest commercial office vacancy rate compared to all other New York markets. For more on Union Square’s Digital District read our [2013 Commercial Market Report](#).



Related Companies. When USP last upgraded the WiFi system in 2008, it was able to host 250 simultaneous users. With the

Eatery Returning to Park Pavilion

Following the Appellate Court’s approval of a new food concession in Union Square Park, work has resumed to bring the last element of the North End Project to fruition – a full-service seasonal restaurant opening in Spring 2014. The concessionaire, Chef Driven, is committed to creating a unique dining experience in the rehabilitated Pavilion, using the Greenmarket’s seasonal fresh produce. The full-service restaurant will serve breakfast, lunch, dinner and take out. The new concession is the final piece of the \$20 million renovation

of the north end of Union Square Park, which tripled the size of the park’s playground, upgraded the plazas with new hex block pavers and historic lighting, and added Greenmarket utility connections, restroom facilities and 50 new trees and enhanced landscaping. We eagerly await the opening of this new park amenity next spring!

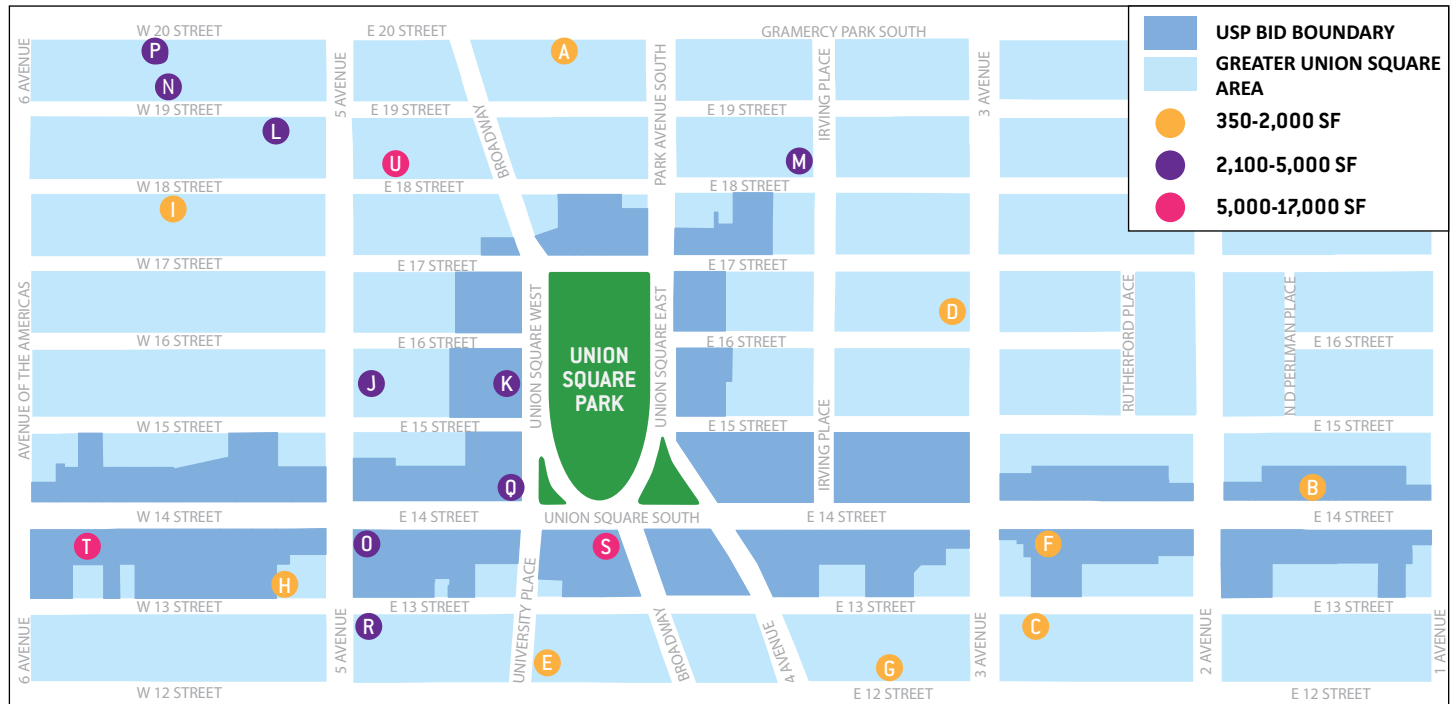
New Retailers & Eateries

2 Bros Pizza	229 1st Ave	Food & Drink
Arch Gate	40 West 17th Street	Food & Drink
Chickpea/Red Mango	63 West 14th Street	Food & Drink
Grape and Vine	52 West 13th Street	Food & Drink
Ponce De Leon Federal Bank	319 1st Ave	Retail
Singl	134 4th Ave	Food & Drink
The Fourth	134 4th Ave	Food & Drink
Union Square Magazine Shop	44 A Union Square East	Retail
Vince Camuto	123 5th Ave	Retail



District Retail Opportunities

Check out our easy-to-read map of ground-floor retail opportunities in the Union Square area. The BID's ground-floor retail vacancy rate remains one of the lowest anywhere in New York City at just 2.77% in the 2nd quarter of 2013.



350-2,000 SF

- A. 30-32 East 20th Street, 600 SF**
Walter & Samuels
John Antrim-Cashin, 212-696-7163

- B. 321 East 14th Street, 1,300 SF**
By Owner
Chani Newhouser, 917-951-2957

- C. 204 East 13th Street, 1,380 SF**
Tower Brokerage
Gary Auslander, 212-673-7333

- D. 176 Third Avenue, 1,500 SF**
Sol Goldman Investments
Brett Weinblatt, 212-265-2280

- E. 101 University Place, 1,550 SF**
Sutton Realty
Chandra Persaud, 212-593-3388

- F. 212 East 14th Street, 2,000 SF**
New York Realty Exchange
Ron Noy, 212-832-8180

- G. 123 East 12th Street, 2,000 SF**
SRS Urban
Matt Ogle, 212-710-5254

- H. 3 West 13th Street, 2,000 SF**
Massey Knakel
Ben Starr, 212-696-2500 x 7715

- I. 30 West 18th Street, 2,000 SF**
RKF
Rob Pennock, 212-599-3700

2,100-5,000 SF

- J. 104 Fifth Avenue, 2,150 SF**
Douglas Elliman
Faith Hope Consolo, 212-418-2020

- K. 25 Union Square West, 2,500 SF**
Newmark Knight Frank
Jared Lack, 212-372-2493

- L. 12 West 19th Street, 2,700 SF**
Susan Blumenthal, 203-948-0403

- M. 65 Irving Place, 3,000 SF**
Duman Associates
Richard Du, 212-505-6300 x 235

- N. 31 West 19th Street, 3,084 SF**
Winick Realty Group LLC
Kelly Gedinsky, 212-792-2637

- O. 65 5th Avenue, 3,500 SF**
Newmark Knight Frank
Eva Marie Santiago, 212-372-2483

- P. 28 West 20th Street, 3,553 SF**
Winick Realty Group LLC
Kelly Gedinsky, 212-792-2637

- Q. 1 Union Square West, 4,700 SF**
Buchbinder & Warren Realty Group
William Abramson, 646-637-9062

- R. 59 Fifth Avenue, 4,950 SF**
Wilshire Limited
Mike, 212-727-2088

5,000-17,000 SF

- S. 853 Broadway, 5,898 SF**
The Feil Organization
Brian Feil, 212-563-6557 x 213

- T. 48-50 West 14th Street, 7,900 SF**
Winick Realty Group, LLC
Kelly Gedinsky, 212-792-2637

- U. 3 East 18th Street, 16,945 SF**
Keen Realty Advisors
Stacy Ferrone, 646-381-9222

To list your space in the Biz & Broker Quarterly, please contact Felicia Tunnah, Director of Economic Development at 212-460-1204 or at ftunnah@unionsquarenyc.org

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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