

Welcome to the 2014 Union Square Partnership's Biz & Broker Quarterly. Check out the Union Square district's 4th 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 with nearly 350,000 people a day traveling through the District and 34.6 million subway riders each year – so come visit us in the Square!

Flagship Opportunities Open Up in Tight Union Square Retail Market

There has never been a better time for retailers to set up shop in Union Square. The neighborhood consistently enjoys low retail vacancy rates relative to the rest of the city. New construction and renovation of a few key retail spaces has brought rare opportunities for those looking to break into the area. The New School's gleaming new iron-clad University Center at 65 Fifth Avenue recently opened and includes 8,500 sf of available ground floor retail space. The Feil Organization is putting the finishing touches on the renovation of 853 Broadway, transforming the space into five floors and 31,000 sf of flagship retail space at the neighborhood's busiest corner. Additionally, another 15,000 SF of prime retail is available on 14th Street between University Place

and Fifth Avenue. The space combines an existing Duane Reade with two adjacent storefronts. These opportunities and more are listed on the following page.



853 Broadway - Courtesy of The Feil Organization

New York City's Heart of Health & Beauty



The Red Door, Union Square - Courtesy of Elizabeth Arden

Union Square is getting stronger and even more beautiful in 2014 with the opening of two New York health and beauty destinations. This spring, Reebok is set to open a FitHub on the corner of 14th Street and Union Square West. The new fitness mecca will be the largest of the brand's stores in New York City and will include a 4,800 sf apparel shop and 6,800 sf CrossFit gym. Reebok's move to Union Square coincides with beauty heavyweight Elizabeth Arden's new spa The Red Door, now open on the corner of East 17th Street and Park Avenue South. The Red Door features both traditional and speed spa services, targeted to the professional, trend-setting New Yorker. "Union Square is a quintessential New York neighborhood, with a historic park, concentration of young professionals, and hip vibe," said Meredith Smith, Senior Director, Global Marketing, Elizabeth Arden New York. It is no surprise that both companies chose to open their new concepts in Union Square.

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New Retailers & Eateries

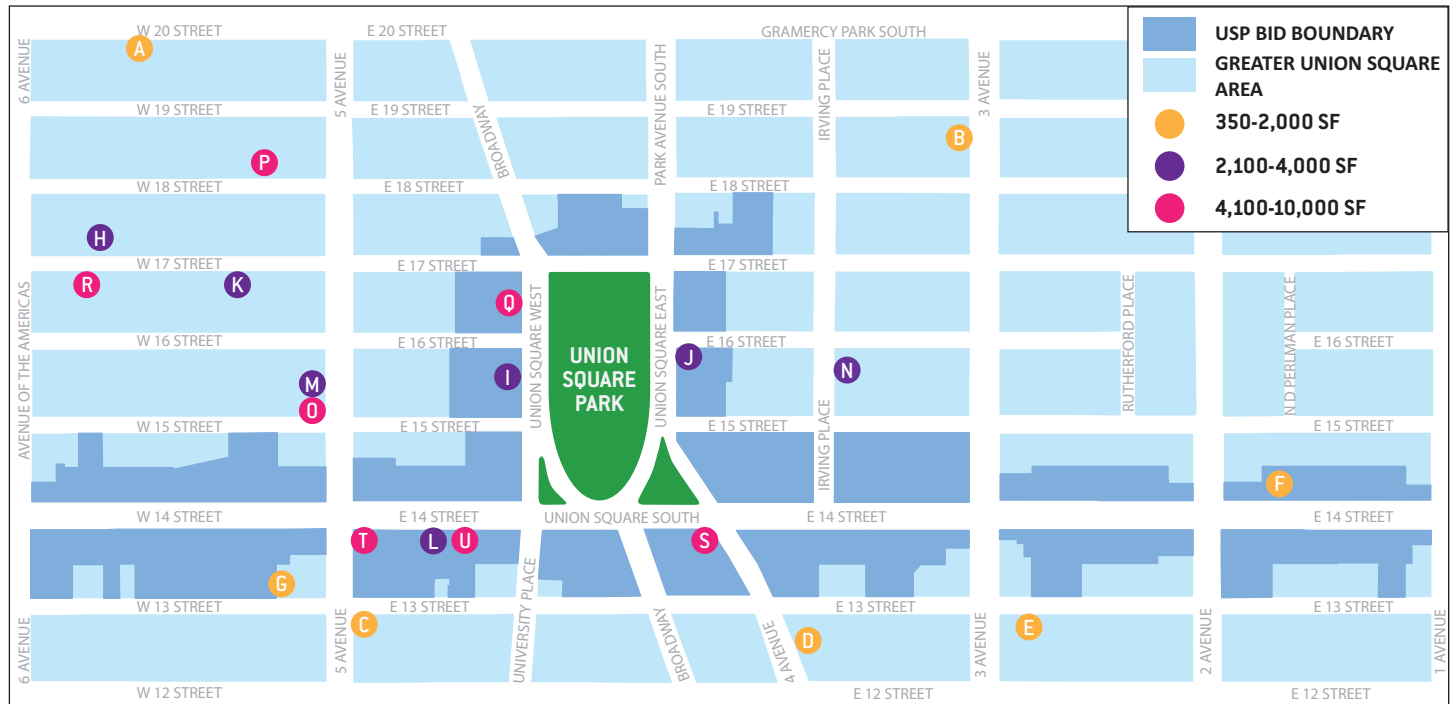
Athleta	126 Fifth Avenue	Retail
Famous Footwear	48-50 West 14th Street	Retail
Feel Food	496 Sixth Avenue	Food and Drink
Fitting Room	31 West 19th Street	Health and Fitness
Gunz European Market	101 University Place	Food and Drink
Luxeye Optical	147 Third Avenue	Retail
SoulCycle	8 West 19th Street	Health and Fitness
The Brazen Fox	106 Third Avenue	Food and Drink

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Meredith Smith, Senior Director, Global Marketing, Elizabeth Arden New York

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 1.21% in the 4th quarter of 2013.



350-2,000 sf

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

- B.** 216 Third Avenue, 800 sf
Winick
Joshua Sigelman, 212-792-2613

- C.** 61 Fifth Avenue, 1,095 sf
Sotheby's
Everett Perry, 877-301-2700

- D.** 127 Fourth Avenue, 1,106 sf
RFK
David Abrams, 212-351-9348

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

- F.** 321 East 14th Street, 1,400 sf
By Owner
Chani Newhouser, 917-951-2957

- G.** 3 West 13th Street, 2,000 sf
CVEK
Joseph Cvek, 212-792-2647

2,100-4,000 sf

- H.** 37 West 17th Street, 2,500 sf
Monian
Isabelle Sedghi, 212-808-400 x 277

- I.** 25 Union Square West, 2,500 sf
Newmark Grubb Frank Knight
Jared Lack, 212-372-2493

- J.** 34 Union Square East, 3,125 sf
Newmark Grubb Frank Knight
Jeffrey Roseman, 212-372-2430

- K.** 14 West 17th Street, 3,300 sf
RFK
Ryan Horvath, 212-916-3376

- L.** 12 East 14th Street, 3,500 sf
NYC Homes
John King, 917-929-0749

- M.** 102 Fifth Avenue, 4,000 sf
Douglas Elliman
Joseph Aquino, 212-418-2018

- N.** 30 Irving Place, 4,000 sf
SCG
Brad Cohen, 212-741-2500

4,100-10,000 sf

- O.** 100 Fifth Avenue, 4,400 sf
RFK
Gary Alterman, 212-916-3367

- P.** 7 West 18th Street, 4,600 sf
Scandia Realty
Bardwell Jones, 212-633-2378

- Q.** 35 Union Square West, 4,700 sf
Cushman & Wakefield
Joanne Podell, 212-841-5972

- R.** 50 West 17th Street, 5,030 sf
Ripco
Jason Pennington, 212-750-6565

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

- T.** 65 Fifth Avenue, 8,500 sf
Newmark Grubb Frank Knight
Jeffery Roseman, 212-372-2430

- U.** 22 East 14th Street, 8,700 sf
Ripco
Richard Skulnick, 212-750-6565

To list your space in the Biz & Broker Quarterly, please contact Scott Hobbs, Director of Marketing at 212-460-1201 or at shobbs@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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