

Q1 2014 Biz & Broker Quarterly

Welcome to the 2014 Union Square Partnership's Biz & Broker Quarterly featuring the latest real estate news and an easy-to-read map showcasing exciting ground-floor retail opportunities. Home to over 70,000 residents, 150,000 employees and 40,000 students, Union Square is a thriving cultural, business and education hub with a vibrant restaurant scene and a wide array of retailers. The area hosts one of NYC's most iconic gathering points, Union Square Park, and features the popular Greenmarket four days a week. Pedestrian activity in and around Union Square is at an all-time high with nearly 350,000 daily visitors and over 35 million subway riders annually - so come visit us in the Square!

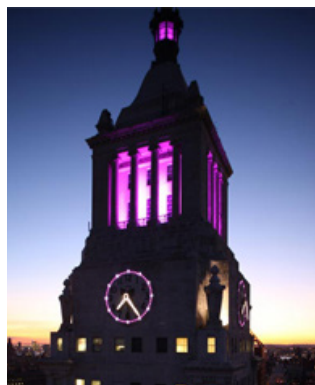
Get Your Juice on in Union Square

Known for some of the hottest workouts in NYC, Union Square continues to appeal to New Yorkers in search of a healthy and fit lifestyle. Now that spring has finally arrived, it's the perfect time to start sipping some of Union Square's best smoothies, cold pressed juices, and cleanses. The area has more than its share of cool drinks to choose from with over half a dozen neighborhood juice bars. One of the first of its kind to open in New York, Liquiteria is in expansion mode with a location on East 17th Street and an additional cafe under construction on Fourth Avenue at 13th Street. In addition to nationally known Jamba Juice, look for the Greener Pastures wheatgrass stand when shopping at the Greenmarket or head over to The Coffee Shop's juice box, Jus, for fruity concoctions. Health-conscious and locally-sourced

restaurants Hu Kitchen, Feel Food, Union Square Cafe and One Lucky Duck also offer their own creative juice selections. With so many nutritious options to choose from, next time you're buying the season's best bounty or thirsty after an intense workout, drink your way to better health in Union Square!



Con Edison Increases Energy Incentives



Con Edison, one of Union Square's anchor tenants and biggest supporters, has dramatically increased incentives for landlords willing to consume less power during peak demand periods. The Demand Response program rewards large customers who prepare their buildings to conserve

electricity when energy demand is high, such as on blazing hot NYC summer days. Other incentives include cash payments for pledging to cut back kilowatts or agreeing to reduce electrical service during planned events. Owners and operators who participate in energy efficiency practices are an integral part of Con Edison's strategy to promote sustainability and provide continued reliable electrical service. Interested in learning more about flexible options and incentives from Con Edison's Green Team? There is an energy efficiency program for everyone! Click [here](#) to take advantage of increased benefits and energy-saving rebates.

New Retailers & Eateries

All'onda	22 East 13th Street	Food and Drink
Amedei	15 East 18th Street	Food and Drink
Caffe Bene	4 West 14th Street	Food and Drink
Campeon	9 East 16th Street	Food and Drink
INA	110 East 13th Street	Retail
Liquiteria	26 East 17th Street	Food and Drink
Pizza Vinoteca	15 Union Square West	Food and Drink
Swerve Fitness	106 Third Avenue	Health and Fitness
Tone House	20 East 17th Street	Health and Fitness
The Gander	15 West 18th Street	Food and Drink
US Post Office	333 East 14th Street	Retail

Union Square Partnership Annual

Meeting and Networking Reception

Monday, May 12, 2014 | 4:45 PM

W New York - Union Square, Great Room
201 Park Avenue South at 17th Street

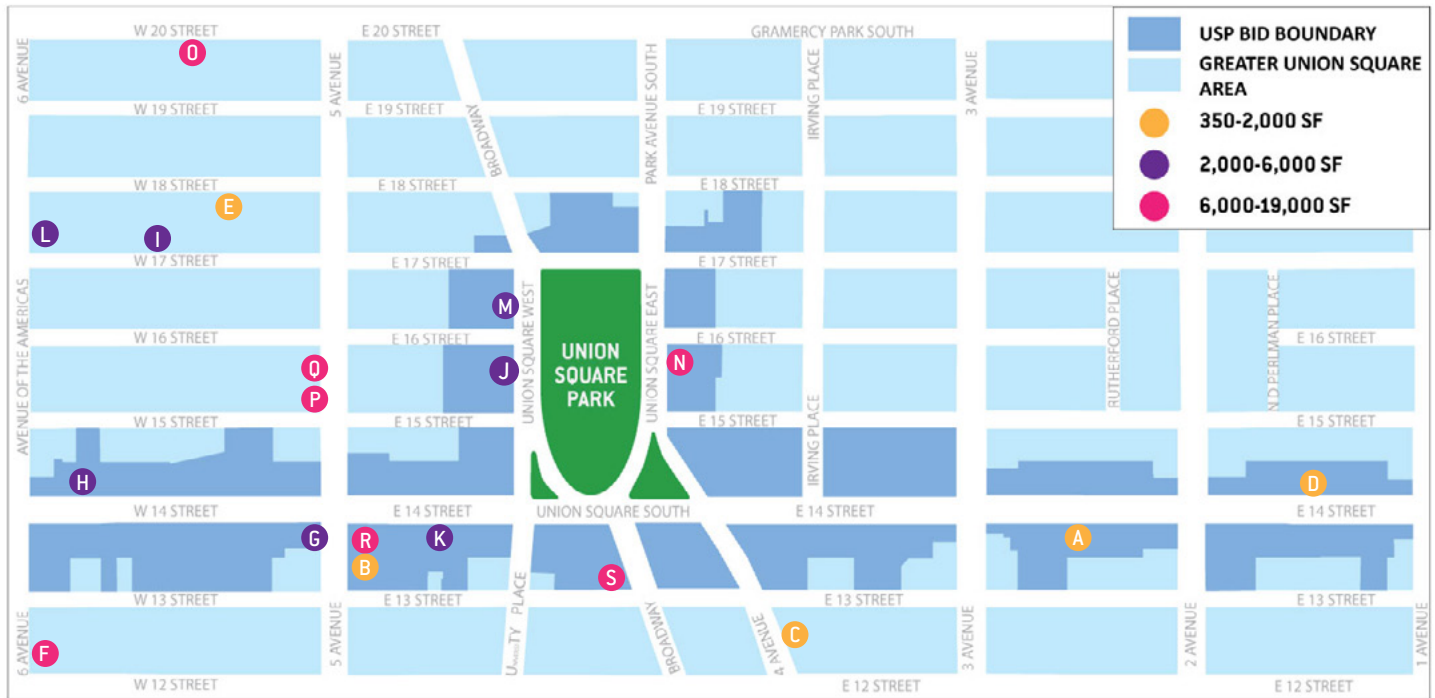
Special performance by the
Peridance Contemporary Dance Company

RSVP Required:
USAnnualMeeting2014.eventbrite.com



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 2.99% in the 1st quarter of 2014.



350-2,000 SF

- A.** 226 East 14th Street, 400 SF
Miller Management Corp
Murray Miller, 516-741-8440

- B.** 61 5th Avenue, 1,095 SF
UVP Real Estate
Everett Perry, 877-301-2700

- C.** 127 Fourth Avenue, 1,326 SF
RKF
David Abrams, 212-599-3700

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

- E.** 16 West 18th Street, 1,706 SF
Cushman and Wakefield
Alan Napack, 212-841-5057

- F.** 498 6th Avenue, 1,785 SF
Newmark Grubb Frank Knight
Jansen Hafen, 212-372-2034

2,000-6,000 SF

- G.** 2 West 14th Street, 2,150 SF
NYCRS
Abe Bichoupan, 212-420-9435 x 109

- H.** 55-57 West 14th Street, 3,000 SF
RKF
Gary Alterman, 212-916-3381

- I.** 37 West 17th Street, 3,300 SF
Massey Knakal
Michael Azarian, 212-696-2500 x7721

- J.** 25 Union Square West, 4,000 SF
Newmark Grubb Frank Knight
Jared Lack, 212-372-2493

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

- L.** 600 Sixth Avenue, 4,200 SF
United American Land
Ralph Chera, 212-431-7500 x2915

- M.** 33 Union Square West, 5,440 SF
City Connections
Cara Rosenbloom, 212-627-7800

6,000-19,000 SF

- N.** 34 Union Square East, 6,250 SF
Newmark Grubb Frank Knight
Jeffery Roseman, 212-372-2430

- O.** 28 West 20th Street, 6,799 SF
Winick
Kelly Gudinsky, 212-792-2624

- P.** 100 Fifth Avenue, 7,400 SF
RKF
Gary Alterman, 212-916-3367

- Q.** 102 Fifth Avenue, 7,460 SF
RKF
Gary Alterman, 212-916-3367

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

- S.** 853 Broadway, 18,686 SF
The Feil Organization
Brian Feil, 212-563-6557 x 213

To open or expand a business in the Union Square area or to list a commercial space in the Biz & Broker Quarterly, please contact Kriss Casanova, Director of Economic Development at 212.460.1204 or kcasanova@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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