

Q3 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 top-notch restaurants, unique fitness studios and diverse 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 383,000 daily visitors and over 35 million annual subway riders - so come visit us in the Square!

Union Square's Daily Visitors Reach 383,000



According to Union Square Partnership's (USP) [2014 Pedestrian Activity Report](#), administered by BFJ Planning, more visitors are walking, biking and riding through Union Square than ever before. An astonishing 383,000 people visited the area on a summer Greenmarket Friday, an 11% increase since our last study in 2012. Union Square also saw a 48% increase in bicyclists with the addition of Citi Bike and its 12 local stations. The neighborhood's amazing growth can be attributed to several factors including the area's unique amenities, the strong office leasing activity in Midtown South and USP's commitment to cleaning, promoting and beautifying the Union Square district. Findings from our latest [Community Opinion Survey](#) reveal that residents, employees and tourists most enjoy our convenient location, Union Square Park, the Greenmarket and the variety of shopping and dining destinations.

NYC Business Programs & Initiatives

In recent months, the City launched a number of new initiatives and USP wants to ensure our business community is aware of these resources and proposed laws. For local businesses, organizations, institutions and entrepreneurs looking to own a piece of .nyc, you can now register and purchase your .nyc web address at [OwnIt.nyc](#). This is a great chance to grab a piece of NYC's digital real estate and show the world the value of NYC's location online. The City also launched [Small Business First](#), an inter-agency initiative working to change the way government interacts with small businesses by improving the City's regulatory environment,

as well as the [Immigrant Business Initiative](#), which seeks to change the way government provides services to NYC's immigrant entrepreneurs. Additionally, a new law has been proposed, expected to become effective January 1, 2016, mandating that businesses with 20 or more full time employees must offer their employees an opportunity to participate in a Transit Benefits program.



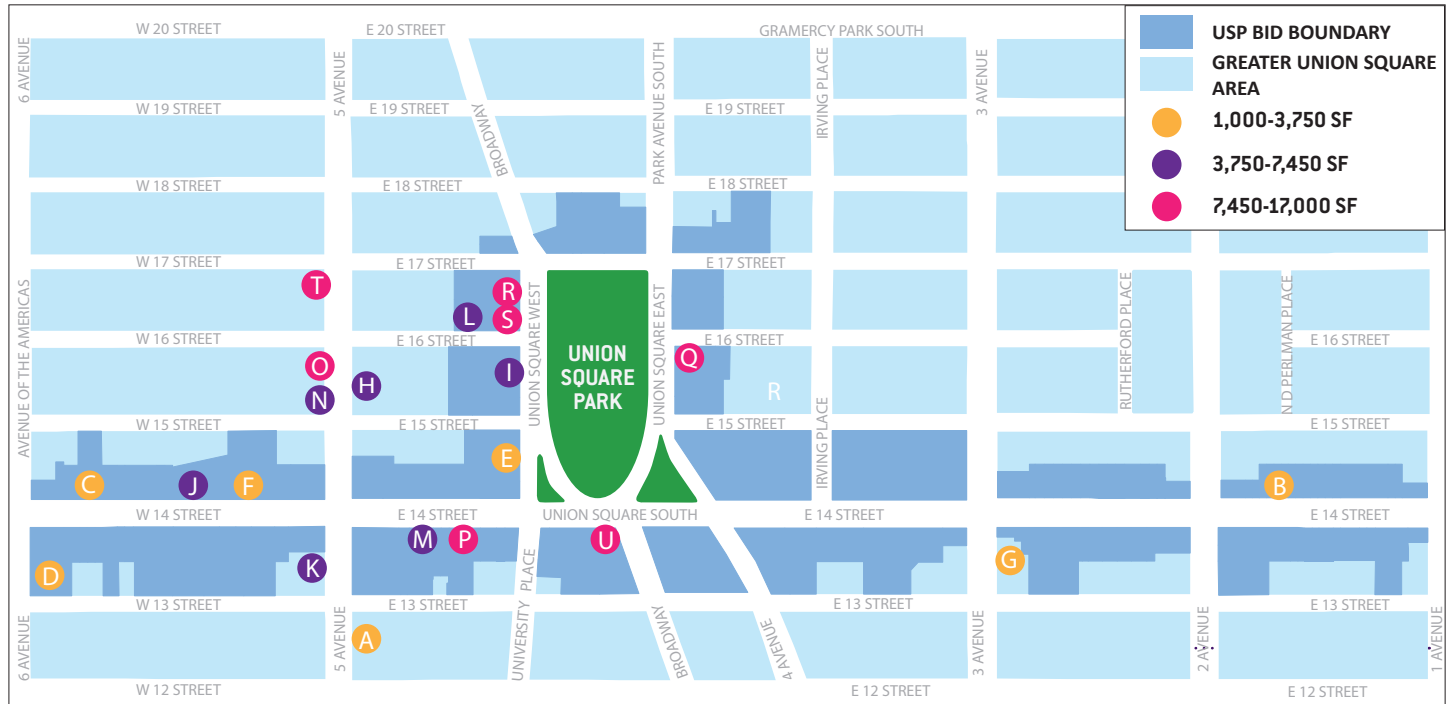
New Retailers & Eateries

Basics Plus	91 3rd Avenue	Retail
Be Juice	91 3rd Avenue	Food and Drink
Botequim	132 4th Avenue	Food and Drink
Dough	14 West 19th Street	Food and Drink
Intimacy	104 5th Avenue	Retail
Reebok Fithub	1 Union Square West	Retail
Rent the Runway	16 West 18th Street	Retail
Roast Kitchen	120 University Place	Food and Drink
Think Coffee	568 6th Avenue	Food and Drink

**BOOK YOUR
HOLIDAY PARTY
IN UNION SQUARE**
CLICK HERE FOR EVENT SPACES

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 2.1% at the end of the 3rd quarter of 2014.



1,000-3,750 SF

- A. 61 Fifth Avenue, 1,095 SF**
UVP Real Estate
Everett Perry, 877-301-2700

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

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

- D. 510 Sixth Avenue, 3,025 SF**
Winick Realty Group LLC
Jordan Kaplan, 212-792-2604

- E. 15 Union Square West, 3,368 SF**
RKF
Karen Bellantoni, 212-331-0116

- F. 25 West 14th Street, 3,500 SF**
Sinvin
Christopher Owles, 212-604-9002

- G. 111 Third Avenue, 3,615 SF**
Winick
Josh Siegelman, 212-792-2613

3,750-7,450 SF

- H. 77 Fifth Avenue, 3,800 SF**
RKF
Hunter Rief, 212-916-3370

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

- J. 41 West 14th Street, 4,600 SF**
Newmark Grubb Frank Knight
Jeffrey Roseman, 212-372-2430

- K. 74 Fifth Avenue, 6,000 SF**
Newmark Grubb Frank Knight
Drew Weiss, 212-372-2473

- L. 21 East 16th Street, 6,600 SF**
RKF
Beth Rosen, 212-916-3371

- M. 12 East 14th Street, 7,000 SF**
NYC Homes
John King, 917-929-0749

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

7,450 - 17,000 SF

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

- P. 22 East 14th Street, 8,000 SF**
Ripco Real Estate
Andrew Mandell, 212-750-6565

- Q. 34 Union Square East, 9,505 SF**
Newmark Grubb Frank Knight
Jeffrey Roseman, 212-372-2430

- R. 35 Union Square West, 10,906 SF**
Massey Knakal
Michael Azarian, 221-696-2500 x7721

- S. 31 Union Square West, 11,000 SF**
RKF
Marc Finkel, 212-331-0125

- T. 114 Fifth Ave, 15,686 SF**
L&L Holding Company, LLC
Andrew Wiener, 646-341-9838

- U. 853 Broadway, 16,616 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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