

Q4 2014 - Biz & Broker Quarterly

Welcome to the 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!

USQ Benefits from Holiday Market Traffic



Attracting over one million visitors during the holiday season, the Union Square Holiday Market brought increased foot traffic and consumer spending to Union Square's diverse dining, shopping, and entertainment experiences. Completing its 21st consecutive year, the market created a commercial boost for local businesses surrounding Union Square Park by acting as an economic driver to connect the area's cultural, tourism and retail activities. This international destination, serving tourists and residents alike, is considered one of the world's best holiday markets. Union Square's combination of brick-and-mortar stores, artisanal market shops and one-of-a-kind Greenmarket booths make it one of NYC's most dynamic and convenient holiday shopping districts.

Spotlight on New Neighborhood Restaurants

The Union Square culinary landscape continues to evolve with a variety of new restaurants, innovative food concepts and attractive opportunity sites. Recent additions to Park Avenue South include Florian's classic Italian dishes, the playful and inventive menu at Morton's Grille, W New York - Union Square's 201 Bar & Restaurant, and Thai street-food, Wok to Walk. Other district openings include Little Sal's

neighborhood Italian joint, Shuko's intimate Omakase sushi bar experience, Darrow's farm-fresh take-out, and London's Burger & Lobster serving only those namesake dishes. New concepts expected in the coming year include vegan/vegetarian ABC Home Grown, Simon Oren's new Spanish restaurant in the former Sushi Samba space, and a 22,000 SF café and gourmet food market, Urban Fare. With a number of prominent spaces currently available (see map on next page), the neighborhood's beloved array of delicious food options are primed to continue growing in 2015 as new eateries and restaurants flock to Union Square.

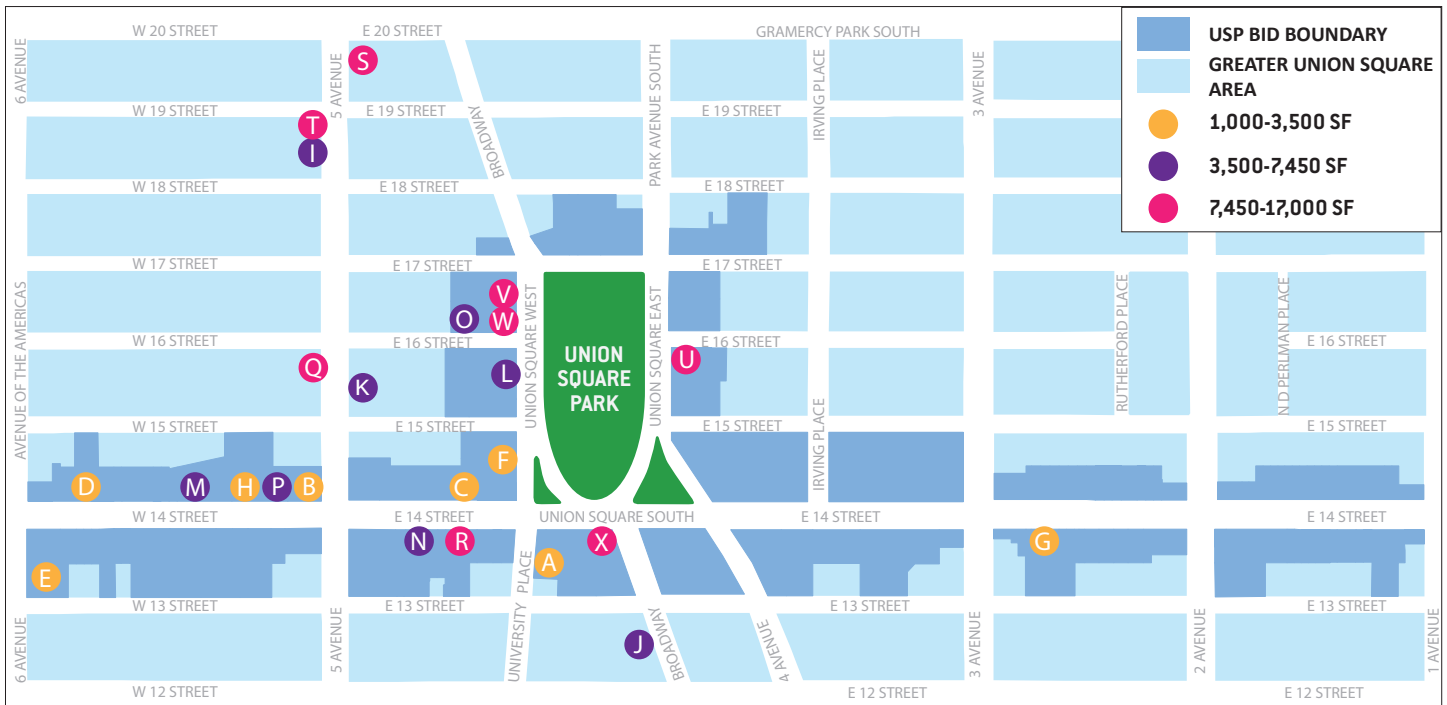
New Retailers & Eateries

Aum Namaste Bookstore	222 East 14th Street	Retail
Burger & Lobster	39 West 19th Street	Food and Drink
Chilewich	23 East 20th Street	Retail
City MD	216 East 14th Street	Medical
CrossFit Union Square	1 Union Square West, BSMT	Gym
CVS	2 West 14th Street	Retail
Darrow's	115 East 18th Street	Food and Drink
Eddie Bauer	100 Fifth Avenue	Retail
Florian	225 Park Avenue South	Food and Drink
Homenature	7 West 18th Street	Retail
Little Sal's	10 East 16th Street	Food and Drink
Lot Less	17 West 14th Street	Retail
MAC Cosmetics	853 Broadway	Retail
Morton's Grille	233 Park Avenue South	Food and Drink
Shuko	47 East 12th Street	Food and Drink
Wok to Walk	42 Union Square East	Food and Drink



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 2.9% at the end of the 4th quarter of 2014.



1,000-3,500 SF

- A. 4 Union Square South, 1,400 SF**
Vornado Realty Trust
Nick Howell, 212-894-7992

- B. 90 Fifth Avenue, 1,600 SF**
RFR
Jordan Claffey, 212-308-2061

- C. 7 East 14th Street, 2,400 SF**
Winick Realty Group LLC
Steven Baker, 212-792-2636

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

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

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

- G. 212 East 14th Street, 3,500 SF**
Kassin Sabbagh Realty
Albert Manopla, 212-380-8369

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

3,500-7,450 SF

- I. 134 Fifth Avenue, 3,500 SF**
European American Properties
Albert Rashtian, 212-645-3434

- J. 825 Broadway, 4,000 SF**
RKF
Benjamin Zack 212-916-3372

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

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

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

- N. 12 East 14th Street, 6,500 SF**
NYC Homes
John King, 917-929-0749

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

- P. 7 West 14th Street, 7,315 SF**
Jones Lang LaSalle
Craig Slosberg, 212-812-6518

7,450 - 17,000 SF

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

- R. 22 East 14th Street, 8,000 SF**
Sutton-Garret Real Estate
Ralph Sutton, 212-593-3388

- S. 129 Fifth Avenue, 8,987 SF**
Jones Lang LaSalle
Amy Zhen, 212-418.2651

- T. 138 Fifth Avenue, 9,100 SF**
Isa Realty Group
Louis Franco, 212-689-1646

- U. 34 Union Square East, 9,505 SF**
Cushman & Wakefield
Joanne Podell, 212-841-7500

- V. 35 Union Square West, 10,906 SF**
Massey Knakal
Michael Azarian, 212-696-2500 x7721

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

- X. 853 Broadway, 16,616 SF**
The Feil Organization
Brian Feil, 212-563-6557 x 213

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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