

USP Biz + Broker Quarterly Q1 2019 Report

UNION
SQUARE
PARTNERSHIP

Welcome to the Union Square Partnership’s Biz & Broker Quarterly Report featuring the district’s 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 60,000 students, Union Square is a thriving hub of food, fashion, culture, and cutting-edge businesses. With nearly 344,000 daily visitors, 35 million annual subway riders, NYC’s biggest Greenmarket, and the beautiful Union Square Park, there has never been a better time to do business in Union Square.

USQ-14th Street Neighborhood Visioning Underway

As we enter into the new year, we are shifting into the project development phase of our nine-month Neighborhood Visioning + Planning initiative to shape the future of the Union Square - 14th Street district. Since September, USP and Marvel Architects organized a series of participatory community visioning and planning meetings, connecting with over hundreds of community members, including residents, business owners, employees, visitors, students, and more. From 11 neighborhood pop-ups to our first community forum, the teams collected feedback to guide future investments and projects that USP could undertake in the district. Community members shared

their desire for more outdoor seating, additional healthy eateries, and new amenities that could activate underutilized spaces throughout the district. Union Square’s diverse retail and service environment was highlighted as a key asset by residents and employees alike. The next Community Forum will be held on January 28th at Xavier’s High School, where attendees can provide feedback on emerging project concepts. For more information, please visit the link below:
<https://www.unionsquarenyc.org/planning/>

New Businesses		
CAMP/Milk Bar	110 Fifth Avenue	Retail/Food
Gala BBQ	92 Third Avenue	Food
GupShup	115 E 18th Street	Food
Mi Casa Latina	250 East 14th Street	Food
Nutella Cafe	116 University Place	Food
Paris Baguette	44 West 14th Street	Food
Patisserie Fouet	15 E 13th Street	Food
Spacious	34 Union Square East	Coworking
Venchi	861 Broadway	Food
Yum Cha	15 Union Square West	Food



Innovative + Thriving USQ Retail

New businesses are taking advantage of the Union Square district’s dynamic development market to launch evergreen pop-up concepts that bring life to underutilized spaces in the area until sales take place or longer-term tenants are found. Recently, tech startup Spacious, a co-working company, took the space formerly occupied by TGI Fridays at 34 Union Square East, which is currently for sale. As part of the company’s mission, Spacious seeks to transform vacant stores and restaurants into “spacious” co-working locations. Over on 14th Street, mebl, a sustainable furniture showroom and art gallery,

launched a long-term pop-up at 7 East 14th Street, drawing customers interested in their handcrafted furniture.

Union Square continues to attract new, first-of-their-kind retail and culinary concepts. This winter Union Square was dubbed the unofficial “chocolate district” of Manhattan with recent openings of new chocolate purveyors – Milk Bar at the CAMP Store, Blue Stripes Cacao Shop, Venchi, and the Nutella Cafe, which is the brand’s first standalone restaurant in New York City. Businesses catering to the neighborhood’s many families are also popping up. Last quarter, CAMP and Union Square Play opened their doors – one offering an interactive shopping experience for families and the other a new respite for children to play.

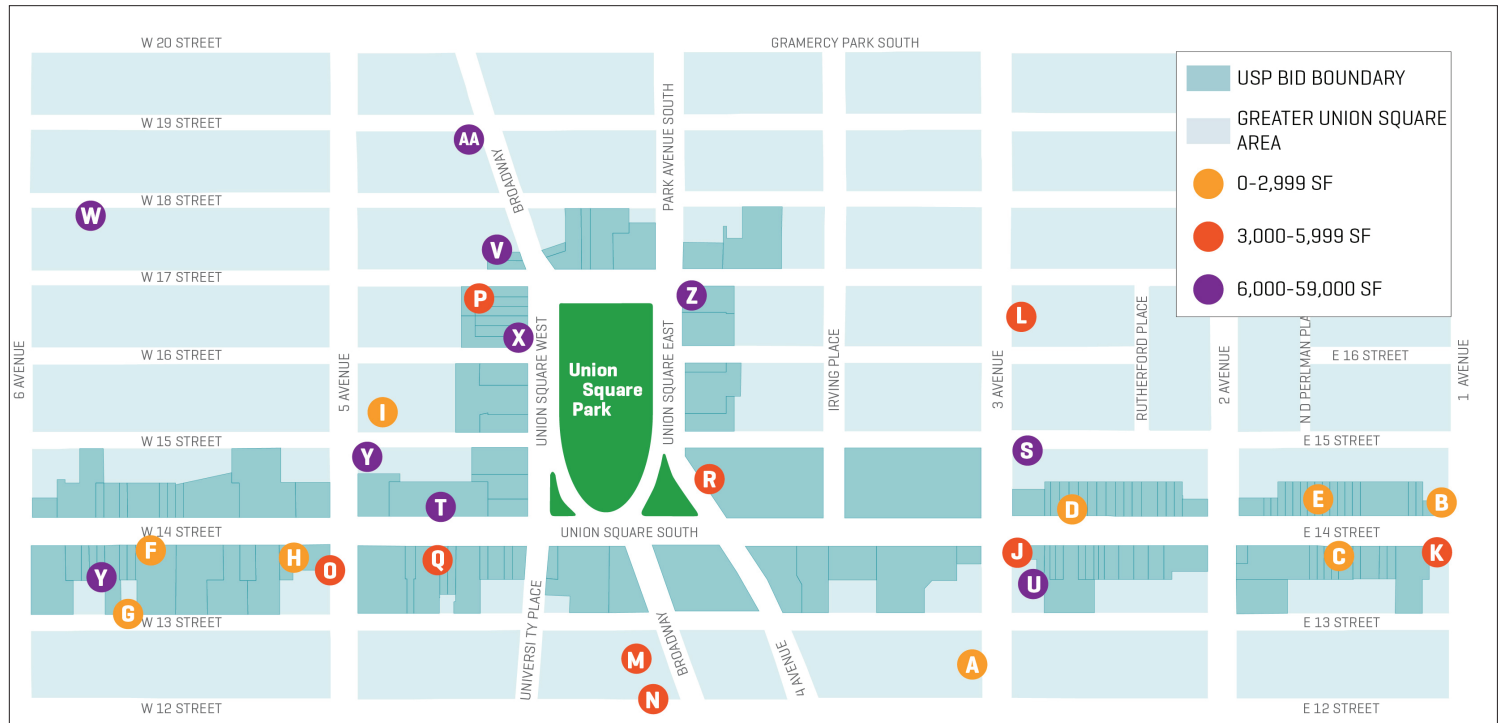


Spacious transformed the former TGI Friday’s into a new co-working space at 34 USQ East.



Union Square 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 3.5% at the beginning of the 1st quarter of 2019.



0 - 2,999 SF	3,000- 5,999 SF	6,000 - 59,000 SF
A. 94 Third Avenue, 650 SF Newmark Grubb Knight Frank Jared Lack, 212 372 2493	J. 123 Third Avenue, 3,000 SF RKF Barry Fishbach, 212 331 0115	S. 135 Third Avenue, 8,086 SF CBRE Corey Bryerman, 212 984 7178
B. 239 First Avenue, 800 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	K. 237 First Avenue, 3,069 SF Colliers International David Tricarico, 212 716 3585	T. 7 East 14th Street, 8,602 SF Winick Realty Daniyel Cohen, 212 792 2610
C. 328 E 14th Street, 900 SF Kalman Dolgin Todd Logan, 718 388 7700	L. 172 Third Avenue, 3,078 SF KSR Ralph Sarway, 917 533 3659	U. 111 Third Avenue, 8,602 SF Winick Realty Daniyel Cohen, 212 792 2610
D. 207 E 14th Street, 1,100 SF Lee & Associates Barclay Smyly, 212 776 4353	M. 831 Broadway, 3,200 SF Corbett & Dullea Nicholas Dullea, 212 203 5338	V. 23 East 17th Street, 9,529 SF Transworld Equities, Inc. Ciro Salcedo, 212 686 6900
E. 321 East 14th Street, 1,400 SF Kalman Dolgin Neil Dolgin, 718 388 2331	N. 817 Broadway, 3,240 SF RKF Karen Bellantoni, 212 331 0116	W. 44 West 18th Street, 11,125 SF Adams & Company, LLC Alan Bonnett, 917 326 5533
F. 26 W, 14th Street, 1,500 SF The Ashtin Group Brett Rovner, 212 271 0278	O. 74 Fifth Avenue, 4,400 SF Oxford Property Group Brian Goldford 917 309 5108	X. 31 Union Square West, 11,700 SF RKF TJ Cholnoky, 212 916 337
G. 9 East 13th Street, 2,200 SF Eastern Consolidated Joe Robinson, 646 780 4905	P. 111 Third Avenue, 5,074 SF Winick Realty Jordan Bloom, 212 792 2641	Y. 50 West 14th Street, 15,181 SF CBRE Lon Rubackin, 212 984 8195
H. 6 West 14th Street, 2,400 SF Coldwell Banker Paul Fetscher, 516 889 7200	Q. 12 East 14th Street, 5,000 SF NYC Homes LLC Jean King, 917 929 0749	Z. 44 Union Square East, 42,421 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
I. 73 Fifth Avenue, 2,500 SF RKF Jeremy Ezra, 212 351 9351	R. 10 Union Square East, 5,726 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	AA. 881 Broadway, 59,000 SF RKF Brandon Berger, 212 916 3390

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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