

# USP Biz + Broker Quarterly Q2 2019 Report

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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.

## Transformation Underway at 14th Street + Sixth Avenue

Who could have predicted the level of change at the corner of 14th Street and Sixth Avenue a decade ago? Currently two major residential and retail projects are underway, just steps from the PATH and the subway station at 14th and Sixth Avenue. At the northeast corner, DNA Development and Landsea are leading a 63,400 square foot project at 530-540 Sixth Avenue, which will include ground floor retail and 50 residential units, accommodating 126,750 square feet of residential space. Directly across the street at 101 West 14th Street, another project led by Gemini Rosemont includes more than 54,000 square feet of residential space and 5,830 square feet for two retail spaces. The building plans to have 45 condos and 21 duplexes, and both buildings will include a long list of amenities to

### New Businesses

Camellia	155 Third Avenue	Food
Core Power Yoga	32 West 18th Street	Fitness
Made by We	902 Broadway	Retail/Coworking
Melt Shop	135 Fourth Avenue	Food
Mint Kitchen	83 University Place	Food
Ole & Steen	873 Broadway	Food
Teazzi	47 West 14th Street	Cafe



ODA Architecture rendering of 101 West 14th Street project led by Gemini Rosemont.

attract buyers. Further enhancements to the intersection include an upgrade to the subway station with a handicap-accessible elevator that MTA has slated for construction in 2020. Check out our map of nearby retail opportunities on the back of this report.

## Sweat Fest Celebrates 5th Anniversary of Health + Fitness

The Union Square Partnership utilizes the Sweat Fest program to highlight the local fitness scene and drive business right to our neighborhood. This year's program was wildly successful, driving attendees to workouts at Union Square studios, gyms and retailers and highlighting over 100 individual Union Square businesses. In



Sweat Fest highlights over 100 Union Square businesses, including Throwdown NYC.

collaboration with partners Fit + Love, USP celebrated Sweat Fest in a whole new way this year. With five signature Sweat Fest events, 13 free gym and retailer classes, and unlimited workouts to Sweat for Swag giveaways, this year's celebration reached over 500 attendees and drove hundreds of fitness enthusiasts to try new studios and gyms for the first time. Signature events highlighted both new and long-standing USQ partners including CorePower Yoga, Five Iron Golf, SWITCH Playground, Throwdown NYC, and one of a kind fitness classes in the W New York-Union Square ballroom. To learn more about how USP promotes member businesses and highlights synergies across the neighborhood, check out our full 2019 Sweat Fest recap story on the Union Square Partnership website.

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MEETING  
2019

### JOIN US

Monday, May 6, 2019 | 4:45 PM  
W New York - Union Square  
201 Park Avenue South, Great Room

### RSVP REQUIRED

[www.bit.ly/USQ2019](http://www.bit.ly/USQ2019)

# 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 4% at the beginning of the 2nd quarter of 2019.



0 - 2,499 SF	2,500- 5,999 SF	6,000 - 35,000 SF
<b>A.</b> 94 Third Avenue, 650 SF Newmark Knight Frank Jared Lack, 212 372 2493	<b>I.</b> 111 Third Avenue, 2,850 SF Winick Realty Jordan Bloom, 212 792 2641	<b>Q.</b> 15 Union Square West, 6,398 SF Winick Realty Steven Baker, 212 792 2636
<b>B.</b> 239 First Avenue, 800 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	<b>J.</b> 123 Third Avenue, 3,000 SF RKF Barry Fishbach, 212 331 0115	<b>R.</b> 100 Fifth Avenue, 7,400 SF RKF Gary Alterman, 212 916 3367
<b>C.</b> 328 E 14th Street, 900 SF Kalman Dolgin Todd Logan, 718 388 7700	<b>K.</b> 237 First Avenue, 3,069 SF Colliers International Jack Horowitz, 212 716 3698	<b>S.</b> 135 Third Avenue, 8,068 SF CBRE Andrew Goldberg, 212 984 8155
<b>D.</b> 207 E 14th Street, 1,100 SF Lee & Associates Barclay Smyly, 212 776 4353	<b>L.</b> 817 Broadway, 3240 SF RKF Karen Bellatoni, 212 331 0116	<b>T.</b> 31 Union Square West, 11,700 SF RKF TJ Cholnoky, 212 916 3373
<b>E.</b> 546 Avenue of the Americas, 1,125 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	<b>M.</b> 7 E 14th Street, 3,972 SF Winick Realty Steven Baker, 212 792 2636	<b>U.</b> 44 W 17th Street, 12,000 SF Adams & Company, LLC Alan Bonnett, 917 326 5533
<b>F.</b> 7 E 14th Street, 1,353 SF Winick Realty Steven Baker, 212 792 2636	<b>N.</b> 74 Fifth Avenue, 4,400 SF Oxford Property Group Brian Goldford 917 309 5108	<b>V.</b> 50 W 14th Street, 15,181 SF CBRE Lon Rubackin, 212 984 8195
<b>G.</b> 23 E 17th Street, 2,000 SF Transworld Equities, Inc. Ciro Salcedo, 212 686 6900	<b>O.</b> 12 East 14th Street, 5,000 SF NYC Homes LLC Jean King, 917 929 0749	<b>W.</b> 44 Union Square East, 27,212 SF Newmark Knight Frank Jeffrey D. Roseman, 212 372 2430
<b>H.</b> 28-32 W 14th Street, 2,300 SF The Ashtin Group Brett Rovner, 212 271 0278	<b>P.</b> 10 Union Square East, 5,726 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	<b>X.</b> 881 Broadway, 35,000 SF RKF Ariel Schuster, 212 331 0132