

AGE-FRIENDLY USQ

DEALS + RESOURCES



Union Square-14th Street is a vibrant neighborhood with amenities for people of all ages. Union Square Partnership is pleased to share this guide focused on resources for community members ages 55+, featuring the latest deals in health + wellness, education + entertainment, retail, transportation, and more in Union Square.

**UNION
SQUARE
PARTNERSHIP**

PROMOTING AN AGE-FRIENDLY UNION SQUARE

To the USQ Community:

Union Square is one of the most vibrant districts in New York City, where more than 360,000 residents, workers, and visitors pass through each day. With a mix of homes, offices, stores, and experiences all in one place, Union Square offers a wide range of activities and services within a short walk or bike ride. Union Square Partnership (USP), the neighborhood organization for Union Square and 14th Street between 1st and 6th Avenues, works to enhance quality of life by making the district cleaner, safer and more enjoyable.

The number of Union Square residents ages 55+ has increased 23% over the last decade and is expected to continue to grow in the years ahead. USP recognizes that healthy aging is more than just maintaining good physical health—it also includes meeting basic needs, building relationships, and participating in one's community. USP created **Age-Friendly USQ** to connect the 55+ community to the amenities, resources, and discounts that our neighborhood has to offer. Sections in this guide include community + health services, education + entertainment, shopping, public amenities and more.

Age-Friendly USQ was crafted based on input you contributed to our annual Community Opinion Survey. This guide complements the work USP does every day to make the Union Square-14th Street District friendly to New Yorkers ages 55+, such as:

IMPROVING QUALITY OF LIFE

USP works daily to improve neighborhood quality of life through our clean + safe initiatives, including regular communication and coordination with law enforcement and City agencies. In addition to our Clean Team, who work seven days per week to maintain the district's public spaces, USP's Public Safety Officers are available across the district to assist community members.

ADVOCATING FOR ACCESSIBILITY

USP works with the NYC Department of Transportation to address unsafe street conditions and conflict points between bicyclists and pedestrians. The **USQNext District Vision Plan** seeks to implement safe and accessible transit infrastructure and improve pedestrian connectivity around the neighborhood. We also advocate for accessible public amenities like increased seating options, which are just some of the key improvements proposed in USQNext.

FACILITATING COMMUNITY ENGAGEMENT

USP works to ensure that Union Square is a destination for age-inclusive events, including USP's roster of free public programs such as Jazz in Triangle Park, Pickeball, and Mindful Meditation, during our Summer in the Square series. USQ is home to an array of social and cultural organizations, including theaters, museums, community centers, and religious institutions. USP connects community members to these rich offerings by promoting local businesses, events, and networking opportunities in our marketing and communications.

PROMOTING HEALTH + WELLNESS

In addition to supporting the 24 health + fitness businesses within our district boundary, USP promotes health + wellness community-wide through our summer programs, volunteer opportunities, and community-centered events, such as the 14th Street Busway Mural, that brings people together and enhances our shared public spaces.

We hope you find this guide helpful in connecting you to the businesses and local resources that make Union Square a unique and age-friendly community. We encourage you to share this guide with neighbors and friends. Check out page 16 for opportunities to stay connected with Union Square Partnership and learn more about our work in Union Square.



Julie Stein
Executive Director



USING THIS GUIDE

Browse each section for resources and deals around Union Square-14th Street.

 = Discount offered

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COMMUNITY + HEALTH SERVICES

HEALTHCARE

CityMD Urgent Care

Offers comprehensive care, including vaccinations, injuries, physical examinations, and more.

Location 1:

14 W 14th St, New York, NY 10011
[212] 390-0558

Location 2:

216 E 14th St, New York, NY 10003
[212] 256-1049
www.citymd.com

Dental365 - Union Square

Offers general, restorative, cosmetic, and emergency dental treatments.

24 W 14th St, New York, NY 10011
[212] 633-0365
www.godental365.com

Mount Sinai Beth Israel

Karpas Health Outreach & Education Dept.

Free virtual health education + wellness presentations with medical experts.

www.karpashealth.org

Martha Stewart Center for Living - Union Square

Offers outpatient care, medical examinations, advice about diet + exercise, and caregiving.

10 Union Square E., Suite 3G, New York, NY 10003
[212] 463-0101
www.mountsinai.org

+MEDRITE Urgent Care

Provides general treatment and routine care.

123 3rd Ave, New York, NY 10003
[212] 658-0058
www.medriteurgentcare.com

Spear Physical Therapy

Offers physical, rehabilitation, and occupational therapies. Covered by select insurance.

7 E 14th St, New York, NY 10003
[646] 973-5438
www.spearcenter.com

PEOPLEHOOD

Guided group conversations to speak freely and listen deeply. Sessions feature music and breathwork. In-person and virtual options available.

www.peoplehood.com

PHARMACY

Duane Reade

55+ or AARP members: 20% discount day on the first Tuesday of every month.

1 Union Square S., New York, NY 10003
[212] 358-8206
www.walgreens.com

CVS

Earn ExtraBucks Rewards plus 2% back in ExtraBucks Rewards on everyday purchases.

65 5th Ave, New York, NY 10003
[212] 255-0293
www.cvs.com

VETERINARY CARE

Bond Vet

\$50 credit to Bond Vet by using code USP.

282 1st Ave, New York, NY 10009
[212] 961-6779
www.bondvet.com

COMMUNITY + HEALTH SERVICES

EYE CARE

Cohen's Fashion Optical

AARP members: 30% off eyeglasses/RX sunglasses.

825 Broadway, New York, NY 10003

[212] 475-0999

www.cohensfashionoptical.com

LensCrafters

AARP/AAA members: 50% off lenses, 30% off sunglasses, and 15% off lenses or frame only.

510 6th Ave, New York, NY 10011

[212] 647-0801

www.lenscrafters.com

Union Square Eye Care

20% off one pair of glasses or 50% off a second pair of glasses with an eye exam.

235 Park Ave S., 2nd Fl, New York, NY 10003

[212] 844-2020

www.usqeyecare.com

Union Square Optical

20% off all frames and lenses for adults 62+.

9 W 14th St, New York, NY 10011

[212] 242-0314

www.unionsquareoptical.com

FITNESS

14th Street Y

Membership at \$64 / month for adults 60+. Special discounts may be available with health insurance.

344 E 14th St, New York, NY 10003

[212] 780-0800

www.14streety.org

Crunch

Rates vary. Discount available with valid ID.

113 4th Ave, New York, NY 10003

[212] 533-0001

www.crunch.com

McBurney YMCA

Membership at \$85 / month + \$0 one-time joiner's fee for adults 65+.

125 W 14th St, New York, NY 10011

[212] 912-2300

www.ymcanyc.org

Corepower Yoga

10% off membership for adults 55+.

32 W 18th St, New York, NY 10011

[833] 448-2561

www.corepoweryoga.com

BEAUTY

Salon Jatel

20% off services for hair, nail, and spa treatments for adults 60+.

13 W 17th St, New York, NY 10011

[212] 337-9600

www.salonjatel.com

Organique Hair and Body

15% off select services for adults 60+.

4 W 14th St, New York, NY 10011

[212] 293-0752

www.organiquehair.com

EDUCATION + ENTERTAINMENT

EDUCATION

The Academy of Lifelong Learning at New York University

Non-credit courses and certificates designed for adult learners to grow their creative skillset.

www.sps.nyu.edu

Continued and Professional Education at The New School

Non-degree courses in a range of disciplines allow lifelong learners to acquire new skills.

www.newschool.edu

General Assembly

Free online events and workshops focused on in-demand tech and data skills.

10 E 21st Street, New York, NY 10010

www.generalassembly.ly



Epiphany Library - NYPL

Offers a variety of free events, computer classes, book clubs, and activities.

228 E 23rd St, New York, NY 10010

[212] 679-2645

www.nypl.org/locations/epiphany

Center for Jewish History

Free admission to a wide range of exhibitions and public programs.

15 W 16th St, New York, NY 10011

[212] 294-8301

www.cjh.org

Sirovich Center for Balanced Living

Free and unlimited access to programs and resources for adults 60+.

331 E 12th St, New York, NY 10003

[212] 228-7836

www.14streety.org/sirovich

Upright Citizens Brigade [Coming Soon]

10% off your first comedy show or class with code UnionSquare10.

242 E 14th Street, New York, NY 10012

www.ucbcomedy.com



EDUCATION + ENTERTAINMENT

ENTERTAINMENT

AMC Theatres

Special pricing for select movie tickets for adults 60+.

890 Broadway, New York, NY 10003

[212] 260-8173

www.amctheatres.com

Cinema Village

Movie tickets at a rate of \$8 each for adults 60+.

22 E 12th St, New York, NY 10003

[212] 924-3364

www.cinemavillage.com

Classic Stage Company

Off-broadway theater showing epic stories performed by new and established artists.

136 E 13th St, New York, NY 10003

[212] 677-4210

www.classicstage.org

Daryl Roth Theatre

Off-broadway theater home to several productions and cabaret shows.

101 E 15th St, New York, NY 10003

[212] 375-1110

www.darylroththeatre.com



Fotografiska

\$10 off museum admission for adults 62+.

281 Park Ave S., New York, NY 10010

[212] 433-3686

www.fotografiska.com/nyc

Quad Cinema

Movie tickets at a rate of \$13 each for adults 62+.

34 W 13th St, New York, NY 10011

[212] 255-2243

www.quadcinema.com

Regal Union Square

\$3 off tickets for adults 60+.

\$7 tickets every Tuesday for RCC members.

850 Broadway, New York, NY 10003

[212] 253-6266

www.regmovies.com

Rubin Museum of Art

Free admission on the first Thursday of every month for adults 65+.

150 W 17th St, New York, NY 10011

[844] 462-7342

www.rubinmuseum.org

The Stand

Comedy club and restaurant featuring A-list comedians.

116 E 16th St, New York, NY 10003

[212] 677-2600

www.thestandnyc.com

Vineyard Theatre

Stream video content online through the Vineyard Theatre's Virtual Stage.

108 E 15th St, New York, NY 10003

[212] 353-0303

www.vineyardtheatre.org

SHOPPING RESTAURANTS

RESTAURANTS



Dunkin' Donuts

AARP members receive 10% off or a free donut with purchase.

101 E 16th St, New York, NY 10003
(212) 254-2055
www.dunkindonuts.com



IHOP

Discounts on menu items for adults 55+.

235 E 14th St, New York, NY 10003
(212) 388-1499
www.ihop.com



Jo's Taco

15% off for adults 60+ with valid ID.

226 E 14th St, New York, NY 10003
(646) 998-4440
www.jos-taco.com



Luke's Lobster

10% off for adults 65+ with valid ID.
In shack only at Luke's USQ.

124 University Pl., New York, NY 10003
(646) 692-3468
www.lukeslobster.com

SUBWAY Subway

10% discount on all menu items for adults 60+.

113 E 14th St, New York, NY 10003
(212) 777-7088
www.subway.com



Sophie's Cuban

15% off all menu items for adults 55+ with valid ID.

28 E 12th Street, New York, NY 10003
(646) 398-7481
www.sophiescuban.com



Tarallucci e Vino

10% off Lunch [11:30 AM - 4:00 PM] for adults 65+ with valid ID.

15 East 18th St, New York, NY 10003
(212) 228-5400
www.taralluccievino.net

SHOPPING RETAIL + SERVICES

RETAIL + SERVICES



Aum Shanti Bookshop & Crystal Gallery

15% off of total purchase and \$5 off Tarot Card readings.
230 E 14th St, New York, NY 10003
[212] 260-2866
www.aumshantibookshop.com



AT&T

AARP members save \$10/mo per line. Additional upgrades and discounts available.
10 Union Sq E., New York, NY 10003
[800] 331-0500
www.att.com



DSW-Designer Shoe Warehouse

10% off of total purchase for adults 55+ who mention this guide at checkout.
40 E 14th St, New York, NY 10003
[212] 674-2146
www.dsw.com



Goodwill

60+ Senior Savings Day: 10% off in-store purchase on Tuesdays.
7 W 14th St, New York, NY 10011
[212] 206-1619
www.goodwillnynj.org



Starbright Floral Design

\$10 off all orders. Minimum order \$50.
140 W 26th St, New York, NY 10001
[212] 229-1610
www.starbrightnyc.com



T-Mobile

55+ plans offer unlimited talk, text, and data for as low as \$55.
30E 14th St, New York, NY 10003
[212] 242-3570
www.t-mobile.com



UPS

AARP members: 5% off shipping plus 15% off eligible products.
111 E 14th St, New York, NY 10003
[212] 979-8785
www.ups.com

GROCERY

Garden of Eden

10% discount on Sundays.
 7 E 14th St, New York, NY 10003
 (212) 255-4200
www.edengourmet.com

Target

Offers a variety of affordable groceries, pantry items, and home goods.
 10 Union Square E., New York, NY 10003
 (332) 266-7061
www.target.com

Trader Joe's

Offers a variety of fresh foods, pre-prepared meals, and basic household products.
 142 E 14th St, New York, NY 10003
 (212) 529-4612
www.traderjoes.com

Union Square Greenmarket

The Greenmarket accepts Senior Farmers Market Nutrition Program (FMNP) coupons for fresh produce. Located on North and West Plazas of Union Square Park Monday, Wednesday, Friday and Saturday.
www.grownyc.org/greenmarket

Guided Greenmarket tours are available by request for Older Adult Centers + Community Organizations.
www.grownyc.org/greenmarket/AdultEd

Westside Market

10% discount on purchases made on Wednesdays between 6 AM - 11 PM.
 180 3rd Ave, New York, NY 10003
 (212) 254-0017
www.wmarketnyc.com

Whole Foods Market

Prime members receive an extra 10% off storewide sales and additional special discounts.
 4 Union Square S., NY 10003
 (212) 673-5388
www.wholefoodsmarket.com



Local Grocery Store Assets

	Delivery	Restrooms	Senior Discounts	SNAP/EBT
USQ Greenmarket	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Garden of Eden	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Target	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Trader Joe's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Westside Market	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Whole Foods Market	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

PLANNING YOUR STAY

HOTELS

Hyatt Union Square

5% off rooms midweek and 10% off on weekends for adults 62+ with valid ID.

134 4th Ave, New York, NY 10003

(212) 253-1234

www.hyatt.com

W New York - Union Square

Adults 62+ are eligible for room discounts subject upon availability.

201 Park Ave S., New York, NY 10003

(212) 253-9119

www.marriott.com

Walker Hotel Greenwich Village

Adults 65+ are eligible for room discounts of 10%.

52 W 13th St, New York, NY 10011

(212) 375-1300

www.walkerhotels.com



**"Well-designed,
age-friendly
communities foster
economic growth and
make for happier,
healthier residents of
all ages."**

– AARP

TRANSPORTATION

Union Square-14th Street has a wealth of public transportation options, with a selection of discounts available to riders who are 65+ or have qualifying disabilities.



MTA New York City Transit

Reduced fare, 50% off the price of a MetroCard, for subway + bus is available for riders who are 65+ or riders who have qualifying disabilities.

new.mta.info/fares/reduced-fare

Subway Entrance

- Handicap accessible
- Elevator
- Escalator

Check elevator + escalator status updates
new.mta.info/elevator-escalator-status

Bus Stop

ACCESS-A-RIDE Stop

MTA Paratransit Access-A-Ride provides public transportation for eligible customers who have disabilities. Customers must apply for service and receive an AAR MetroCard/ID.

[877] 337-2017

new.mta.info/accessibility/paratransit

CITI BIKE

\$5 monthly memberships for NYCHA residents and SNAP recipients.

[855] BIKE-311

www.citibikenyc.com

PATH

Riders 65+ may apply for the Senior SmartLink Card, which is \$1.25 for a one-way-fare.






panynj.gov/path/en/fares.html



PUBLIC AMENITIES

Make sure a visit to Union Square is as comfortable as possible with this guide to public amenities, including restrooms, outdoor seating, and more.



-  Restroom
-  Drinking Fountain
-  NYC City Bench
-  Dog Run
-  USP Public Seating

USP's bistro tables + chairs are available from 9 AM – 6 PM, April - November.



ADDITIONAL RESOURCES



NEW YORK CITY

Age-Friendly NYC: New City Commitments for All Ages

A collaboration between the Mayor's Office, the New York City Council, and the New York Academy of Medicine outlines 86 initiatives for making NYC more age-friendly.

www1.nyc.gov

Age-Friendly Business Resource Guide

This guide is designed to provide insight into the older adult market and assist businesses to attract older adult customers by providing practical no-cost and low-cost tips.

www.nyam.org

Lower East Side Community Care Guide

This guide provides a list of local resources to support people of all ages in their wellness journey across arts + culture, education, mental health, food, housing, LGBTQIA+, older adults, and more.

www.centerforwellbeing.nyc

What New Yorker's 50+ Deserve

This blueprint for action, by AARP New York City, is filled with recommendations to help city officials address vital issues facing older New York City residents.

www.aarp.org



NATIONAL

AARP Livable Communities

AARP Livable Communities supports the efforts of neighborhoods, towns, cities and rural areas to be great places for people of all ages.

www.aarp.org/livable-communities

AARP Network of Age-Friendly States and Communities

AARP engages + mobilizes communities and delivers technical assistance to the towns, cities, counties and states in the AARP Network of Age-Friendly States and Communities.

www.aarp.org

"Aging in place isn't so much about the home as the community — both the people and places."

– AARP

VOLUNTEER OPPORTUNITIES

AARP - NYC Volunteering

AARP posts volunteer opportunities, news and events happening in New York City.

www.local.aarp.org/new-york-ny/volunteering

Educational Alliance

Educational Alliance brings diverse communities together in Lower Manhattan, offering individuals and families high-quality, multi-generational programs and services. Get involved through individual or group volunteer opportunities.

www.edalliance.org/get-involved/volunteer

Henry Street Settlement

Henry Street offers a variety of volunteer opportunities including meal services, community events, and a senior companions program matching healthy older adults with homebound fellow seniors.

www.henrystreet.org/individual-volunteer

LES Ecology Center

The Lower East Side Ecology Center provides composting services, environmental stewardship opportunities and educational programming to New Yorkers.

www.lesecologycenter.org/volunteer

Xavier Mission

Xavier Mission is a for-impact organization providing basic services and opportunities for empowerment and self-sufficiency to New Yorkers in need. Xavier Mission offers volunteer opportunities in their clothing room, food pantry, welcome table and more.

www.xaviermission.org/volunteer



GET CONNECTED

1 JOIN US AT UPCOMING EVENTS

Stay up to date on district happenings by visiting our events page unionsquarenyc.org/events.

2 SHARE DISTRICT MESSAGES

Tag us on social media @UnionSquareNY, forward our newsletters, and share this guide! Post your own good news about the neighborhood and its business attractions through your channels.

3 LEARN ABOUT OUR COMMUNITY VISION

The USQNext District Vision Plan centers the future development of the district around accessibility, greenspace, and inclusive urban design. Learn about our several vision plan projects to improve lighting, infrastructure, and public space over the next decade at usqnext.org.

4 REPORT NEIGHBORHOOD CONDITIONS

Help us identify and address the neighborhood's most pressing needs. You can do this by reporting conditions to 311, speaking with your local elected officials' offices, and participating in Community Board discussions. More eyes and ears on our community can only make us stronger. Learn more at unionsquarenyc.org/reportqol.

5 SUPPORT LOCAL BUSINESSES

What keeps Union Square unique is our wide range of small businesses. Show your appreciation for local restaurants and retailers by dining locally, ordering take-out, and shopping in the district to support the USQ economy.

WANT TO BE INCLUDED?

Are you a Union Square business offering a discount or service for older adults?
Contact us at info@unionsquarenyc.org to have your business featured in Age-Friendly USQ.

SHARE

Scan the QR code to share Age-Friendly USQ with friends and stay up to date with the latest deals and discounts on our website.



The Union Square Partnership works to ensure the community's continued growth and success by providing sanitation, public safety, economic development, and marketing services, and by investing in the beautification of Union Square Park.

CONNECT WITH US



[WWW.UNIONSQUARENYC.ORG](https://www.unionsquarenyc.org)
[INFO@UNIONSQUARENYC.ORG](mailto:info@unionsquarenyc.org)
[@UNIONSQUARENY](https://www.instagram.com/unionsquarenyc)
[#USQNEXT](https://twitter.com/usqnext)
[#UNIONSQUARENY](https://www.instagram.com/unionsquarenyc)