

Q1 2024

UNION SQUARE BIZ + BROKER QUARTERLY REPORT

Welcome to Union Square Partnership's **Q1 Biz + Broker Quarterly Report**, which features the latest news and leasing metrics across Union Square-14th Street. This report highlights 30 available ground-floor retail spaces, ranging from 200 to 10,612 SF, that offer ideal opportunities for prospective tenants to take advantage of the district's prime location, 24/7 vibrancy, and rich amenities that make Union Square-14th Street one of the most desirable neighborhoods in NYC.

A STRONG START TO 2024

Union Square has started the year off on a high note with **10 new business openings and foot traffic recovering to 99% of 2019 levels, a 4% increase from the last quarter**. Newcomers include a range of quick service eateries and high-profile sit down establishments, such as the new Coastal Indian restaurant Kanyakumari from well-regarded Fungi Hospitality. Popular mattress retailer Saatva joined the established home goods corridor on Broadway, and Sweet Cats Cafe brings more family-friendly entertainment to the neighborhood [see the full list of openings on page 3].

Union Square continues to draw top office tenants, including the tequila manufacturer **Casa Komos Brand Group, which signed a ten-year lease for 10,268 SF at 853 Broadway**, and AI-video editing company **Captions, which signed a three-year lease for 15,202 SF at 71 Fifth Avenue**.



USQ INDUSTRY CLUSTERS

This quarter, USP released **USQ Industry Clusters**, a new real estate marketing tool showcasing Union Square-14th Street's **vibrant retail and commercial landscape** with high concentrations of **Tech + Innovation, Vintage + Thrift, Lifestyle + Fitness, Home Goods + Design, and Family - Friendly establishments**. These clusters are attractive hubs for retailers in similar sectors and have emerged as destinations for comparison shopping and linked trips, driving high customer foot traffic to the neighborhood. Visit www.unionsquarenyc.org/usqindustryclusters to download these resources.



Nightlife is thriving with new cocktail destinations including The Grain at 35 Union Square West, vinyl bar Another Country at 10 E 16th St, and L'Americana at 51 Irving Place. Photo credits: Another Country, Alex Luckey [left] / L'Americana, @joanna.lin [right]

DISTRICT TRENDS



370K average daily weekday trips to the Union Square area



5% increase in retail spend over Q1 2023



137K+ SF of commercial space leased in Q1 2024



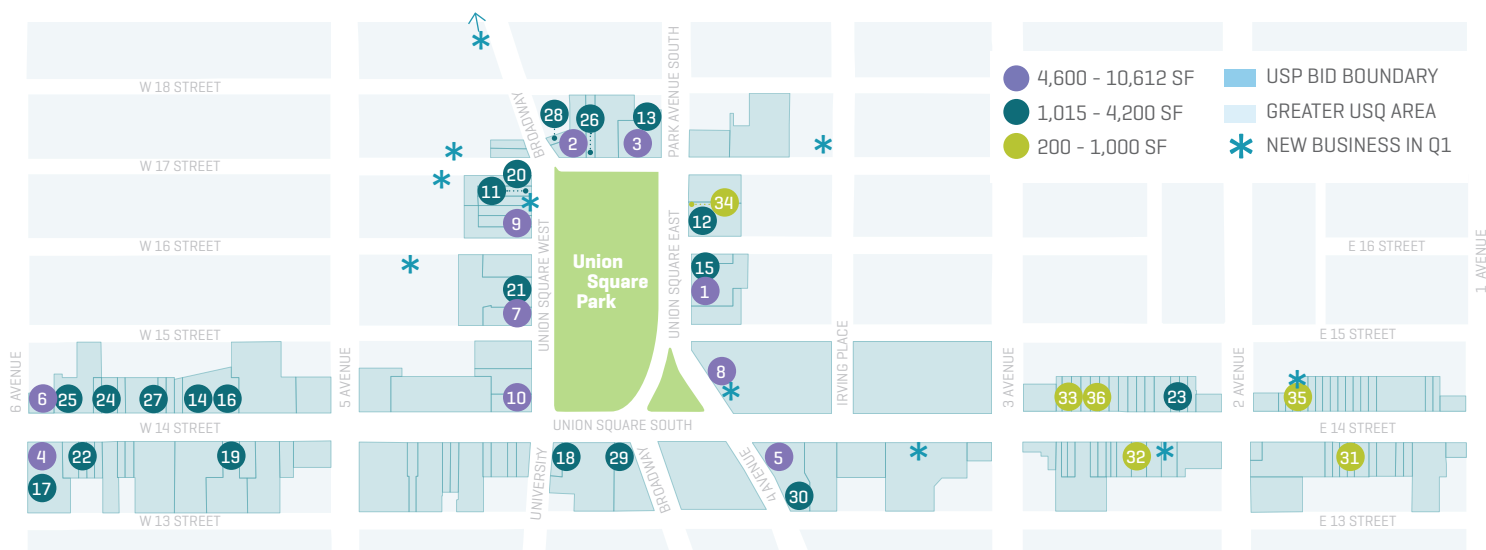
455K+ daily riders through Union Square -14th Street Station



10 new businesses in Q1 2024 and **16 coming soon**



10% higher activity on Greenmarket days in USQ



GROUND FLOOR RETAIL AVAILABILITY

4,600 - 10,612 SF

1,015 - 4,200 SF

| | | |
|--|--|---|
| 1. 24 Union Square East, 10,612 SF* Newmark Jeffrey Roseman, 212-372-2430 | 11. 37 Union Square West, 4,200 SF By Owner Martin Feinberg, 917-930-3859 | 21. 25 Union Square West, 2,500 SF* Colliers Jack Horowitz, 212-716-3798 |
| 2. 860 Broadway, 9,850 SF* Newmark Mitch Heifetz, 212-916-2934 | 12. 36 Union Square East, 4,100 SF* Compass Howard Aaron, 646-893-2539 | 22. 54 West 14th Street, 2,500 SF* Newmark Michael Paster, 212-351-9345 |
| 3. 200 Park Avenue South, 8,590 SF* ABS Mark Tergesen, 212-400-9528 | 13. 200 Park Avenue South, 3,700 SF ABS Mark Tergesen, 212-400-9528 | 23. 239 East 14th Street, 2,250 SF* Meridian Retail Leasing Greg Goldberg, 646-780-4904 |
| 4. 510 6th Avenue, 8,000 SF* Newmark Jeffrey Roseman, 212-372-2430 | 14. 25 West 14th Street, 3,469 SF* Sinvin Christopher Owles, 212-350-2338 | 24. 47 West 14th Street, 2,200 SF* Cushman & Wakefield Steven Soutendijk, 212-713-6845 |
| 5. 145 4th Avenue, 6,934 SF* JLL Michael Riley, 212-812-5901 | 15. 34 Union Square East, 3,250 SF Tower Brokerage Haz Aliessa, 212-673-7333 x10 | 25. 55-57 West 14th Street, 2,002 SF* MBRE Gere Ricker, 212-350-2338 |
| 6. 540 6th Avenue, 6,500 SF* CBRE Kassie Wallace, 212-984-8103 | 16. 25 West 14th Street, 3,100 SF Cushman & Wakefield Meagan Bonan, 212-589-5150 | 26. 31 East 17th Street, 2,000 SF* ABS Mark Tergesen, 212-400-9528 |
| 7. 19 Union Square West, 4,940 SF* JLL Bob Gibson, 212-812-6421 | 17. 510 6th Avenue, 3,026 SF Newmark Jeffrey Roseman, 212-372-2430 | 27. 39 West 14th Street, 1,700 SF KSR Jack Khaski, 917-355-0559 |
| 8. 10 Union Square East, 4,705 SF Empire State Realty Trust Fred Posniak, 212-850-2618 | 18. 38 East 14th Street, 3,014 SF* Ripco Richard Skulnik, 212-750-0756 | 28. 862 Broadway, 1,690 SF* Atlantic Retail Evan Clements, 212-687-2431 |
| 9. 31 Union Square West, 4,700 SF* MONA Brandon Singer, 888-421-6662 | 19. 20 West 14th Street, 3,000 SF* KSR Samuel Chera, 718-614-1731 | 29. 853 Broadway, 1,585 SF Cushman & Wakefield Mike O'Neill, 212-841-7909 |
| 10. 1 Union Square West, 4,600 SF* Buchbinder & Warren William Abramson, 646-637-9062 | 20. 41 Union Square West, 2,800 SF Newmark Jeffrey Roseman, 212-372-2430 | 30. 145 4th Avenue, 1,015 SF Zelnik & Company Jason Turner, 212-223-2200 |

*Additional lower level, basement, or mezzanine square footage available.

GROUND FLOOR RETAIL AVAILABILITY

200 - 1,000 SF

- | | | |
|---|--|---|
| <p>31. 328 East 14th Street, 1,000 SF* KSR Joshua Berkun, 516-459-9251</p> | <p>33. 207 East 14th Street, 850 SF Isa Realty Group Louis Franco, 212-689-1646</p> | <p>35. 313 East 14th Street, 500 SF Oxford Group Assaf Amethys, 917-515-2898</p> |
| <p>32. 230 East 14th Street, 900 SF By Owner 646-552-8222</p> | <p>34. 38 Union Square East, 800 SF Compass Herman Glaswand, 646-854-9635</p> | <p>36. 209 East 14th Street, 200 SF* KSR Carolina Aziz, 516-640-6961</p> |

*Additional lower level, basement, or mezzanine square footage available.

Q1 BUSINESS OPENINGS



Sweet Cats Cafe features arcade games, collectibles, and treats at 21 East 17th Street. Photo Credit: @sweetcatscafe

| | | |
|----------------------|-------------------|----------|
| Another Country | 10 E 16th Street | 2,100 SF |
| AT&T | 10 Union Square E | 1,650 SF |
| Daniel's Bike Shop | 313 E 14th Street | 500 SF |
| Kanyakumari | 20 E 17th Street | 2,300 SF |
| L'Americana | 51 Irving Place | 2,400 SF |
| Saatva | 893 Broadway | 6,700 SF |
| Sweet Cats Cafe | 21 E 17th Street | 3,900 SF |
| The Grain | 35 Union Square W | 2,000 SF |
| Tina's Cuban Cuisine | 238 E 14th Street | 1,000 SF |
| Trader Joe's Pronto | 138 E 14th Street | 2,800 SF |

USQ IN THE NEWS

Inside Hook: The 10 Best Food Halls in NYC

New York Business Journal: Another Country bar opens in New York City's Union Square

YIMBY: Casa Komos Brand Group Signs Ten-Year Lease At 853 Broadway In Union Square, Manhattan

THE TRAVEL: 10 Tourist Traps To Skip In New York City, Plus Alternatives To Visit Instead

The Villager: DOT rolls out 'Broadway Vision' to further pedestrianize four blocks near Union Square

New York Business Journal: Captions AI video company grabs office space in New York City's Union Square

Crain's New York: WeWork inks deals to keep space at Brooklyn Navy Yard and Union Square



Urbanspace Union Square celebrated its first anniversary in Q1. The 10,000 SF Food Hall features 13 food vendors, and an outdoor patio on the ground floor of Zero Irving (124 E 14th St). Photo Credit: Jane Kratochvil

Have news about ground-floor spaces that you would like to feature in the next Biz + Broker Quarterly? Are you looking for data, business trends, or photography to help market the district? Email us at info@unionquarenyc.org.

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. For more information visit unionquarenyc.org.

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