

**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 40,000 students, Union Square is a thriving hub of food, fashion, culture, and cutting-edge businesses. With nearly 383,000 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!

## Change Underway at P.C. Richard Site

To strengthen 21st century work-force skills and create quality jobs, NYC’s Economic Development Corporation (EDC) recently issued a Request for Proposals (RFP) to redevelop a city-owned site currently occupied by P.C. Richard & Son, located within the Union Square district at 124 East 14th Street. The RFP encourages developers to build office space targeting startups and coworking spaces. Union Square’s central location and proximity to transit, shopping, restaurants, and academic institutions make the site ideal for technology and creative businesses, with Midtown South considered one of the City’s hottest office markets. The area is also home to the City’s first public high school dedicated to computer science, the Academy for Software Engineering. This new tech hub will expand upon Union Square’s already thriving innovation corridor and join neighborhood newcomers such as BuzzFeed,

who will move their headquarters to 200 Park Avenue South next month, and WeWork, who has plans to occupy 88 University Place. Bids for the property are due by February 26th.



Union Square will welcome a new tech hub at East 14th Street and Irving Place.

## One Million Holiday Shoppers Visit Union Square

Union Square’s world-famous **Holiday Market**, operated by our partners at UrbanSpace, returned this winter to the park’s South Plaza with an updated look, over 150 vendors and artisans, a new Provisions section, warming lamps, special performances, and a life-sized gingerbread house. UrbanSpace reports that overall sales were up 5-15%, which can be attributed to the season’s warm weather and the market’s revamped design. To complement visitors’ shopping experiences and to increase district foot traffic, USP compiled a holiday shopping and eating guide highlighting the neighborhood’s most beloved shops, as well as deals to nearby eateries. Over 10,000 guides were distributed, and an electronic

version was made available on USP’s website, newsletter, and social media channels – increasing business exposure to thousands of USP followers. The new promotion encouraged district shopping and effectively cross-promoted the Holiday Market and Greenmarket as shoppers flocked to Union Square for the City’s widest selection of superior products, unparalleled local cuisine and a quintessential New York experience. Interested in gaining marketing exposure for your business? [Contact USP.](#)

New Businesses		
City Crab Shack	10 East 16th Street	Food
Columbia Care	212 East 14th Street	Services
Iviva	15 Union Square West	Retail
Liberty Travel	25 West 14th Street	Services
Lululemon / Hub 17	114 Fifth Avenue	Retail
Mimi’s Hummus	245 East 14th Street	Food
Nature Republic	12 East 14th Street	Retail
Roast Kitchen	870 Broadway	Food
Sweetgreen	8 East 18th Street	Food
Taco Shop	28 East 16th Street	Food
The New Stand	Union Square Subway	Retail
Vivi Bubble Tea	18A West 14th Street	Food

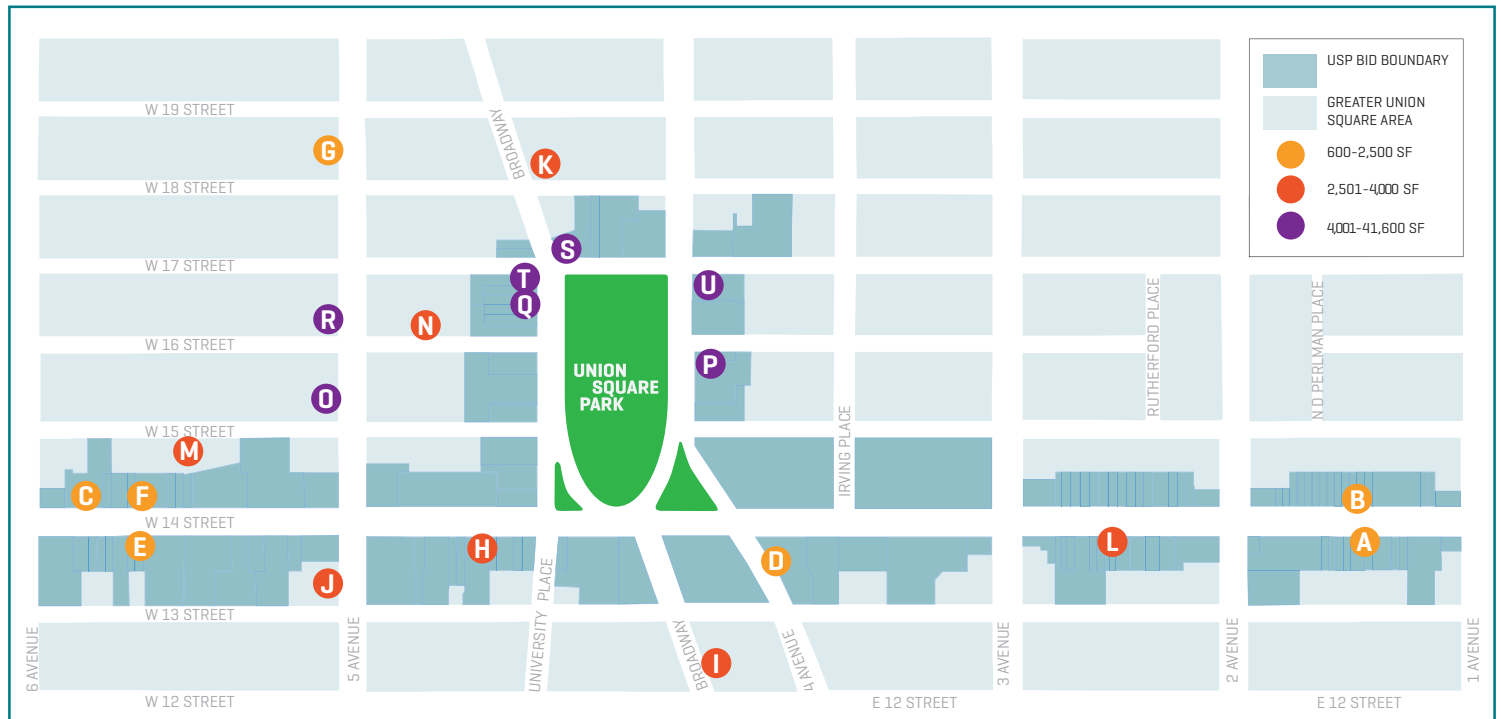


Holiday Market drives vital foot traffic to the area and neighboring businesses.



# 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 2.5% at the beginning of the 1st quarter of 2016.



600 - 2,500 SF		2,501 - 4,000 SF		4,001 - 41,600 SF	
<b>A.</b>	328 East 14th Street, 600 SF Kassin Sabbagh Realty Jeffrey Escava, 917 623 2386	<b>H.</b>	28 East 14th Street, 2,572 SF KWNyc Julie Kang, 917 977 1659	<b>O.</b>	102 Fifth Avenue, 7,460 SF RKF Gary Alterman, 212 916 3367
<b>B.</b>	325 East 14th Street, 1,200 SF Cushman & Wakefield Michael Azarian, 212 660 7721	<b>I.</b>	830 Broadway, 2,600 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430	<b>P.</b>	34 Union Square East, 9,505 SF Cushman & Wakefield Joanne Podell, 221 841 7500
<b>C.</b>	55-57 West 14th Street, 2,200 SF RKF Gary Alterman, 212 916 3367	<b>J.</b>	74 Fifth Avenue, 3,000 SF Newmark Grubb Knight Frank Drew Weiss, 212 372 2473	<b>Q.</b>	35 Union Square West, 10,906 SF Cushman & Wakefield Michael Azarian, 212 660 7721
<b>D.</b>	145 Fourth Avenue, 2,268 SF Zelnik & Company Corey Zelnik, 212 223 2200	<b>K.</b>	876 Broadway, 3,000 SF Jones Lang LaSalle Amy Zhen, 212 418 2651	<b>R.</b>	110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
<b>E.</b>	44 West 14th Street, 2,400 SF Helm Equities David Escava, 212 608 5100 x22	<b>L.</b>	218 East 14th Street, 3,500 SF Citi Habitats Chris Shiamili, 646 895 9524	<b>S.</b>	860 Broadway, 18,192 SF Invest Co Inc. Valerie Coster, 212 503 0919
<b>F.</b>	43 West 14th Street, 2,500 SF By Owner Jack Cohen, 212 944 0055	<b>M.</b>	30 West 15th Street, 3,795 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430	<b>T.</b>	41 Union Square West, 2,800-26,328 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
<b>G.</b>	134 Fifth Avenue, 2,500 SF European American Properties Albert Rashtian, 212 645 3434	<b>N.</b>	15 East 16th Street, 4,000 SF Eastern Consolidated James Famularo, 646 658 7373	<b>U.</b>	1 Union Square North, 41,571 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430

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](http://unionsquarenyc.org)

4 IRVING PLACE  
ROOM 751  
NEW YORK, NY 10003  
TEL 212 460 1200  
FAX 212 460 8670

**UNION  
SQUARE  
PARTNERSHIP**