

USP Biz & Broker Quarterly Q1 2017 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!

Welcome Home: Danny Meyer's Union Square Cafe Reopens



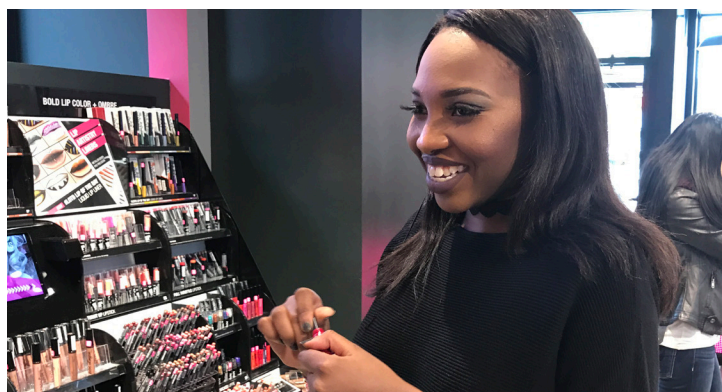
Photo Credit: Eater NY

Blocks from its original location, Union Square Cafe is reborn at 101 E. 19th St.

Walk a few blocks from Union Square Park in any direction and you'll encounter a culinary scene that boasts the best restaurants, eateries and fresh-picked seasonal produce. Danny Meyer's Union Square Cafe played an integral role in the district's transformation when it opened 30 years ago near the Greenmarket and became one of NYC's most influential restaurants. Since then, the neighborhood has become a destination for dining, attracting some of the best chefs and food concepts imaginable. Union Square Cafe's beautiful and nostalgic new home on Park Avenue South demonstrates the restaurant's commitment to the Union Square neighborhood. We are thrilled to welcome them back to the Square, along with their new grab-and-go eatery Daily Provisions opening later this quarter, and invite you to come hungry to taste the area's diverse array of new and favorite food options. Whether it's celebrated institutions like Blue Water Grill and Tocqueville or newcomers like TsuruTonTan and Union Fare, restaurants make our community vibrant.

Younger Demographic Attracts Beauty Brands

NYX Cosmetics recently opened its flagship store at 41 Union Square West, joining Union Square's expansive roster of premium beauty brands like MAC, Blue Mercury, Fresh, Kiehl's, Lush, Sephora and The Red Door. The neighborhood caters to NYX's youth-focused brand given its proximity to The New School and NYU, and the growing number of tech firms who often appeal to a younger workforce. Surrounded by 100+ fitness studios, gyms, athleisure retailers, and juiceries, Union Square is also a magnet for consumers who want to look good and feel well. The local beauty scene fits in with the area's health and wellness sector, making Union Square a popular place for the hottest names in health, fitness and beauty. For the past several years, the Union Square Partnership has showcased this market trend with our successful week-long winter celebration, *Union Square Sweat Fest*. To learn more about our health and wellness community, visit unionsquaresweatfest.nyc.



NYX Cosmetics is the latest store to join the health, fitness, and beauty scene.

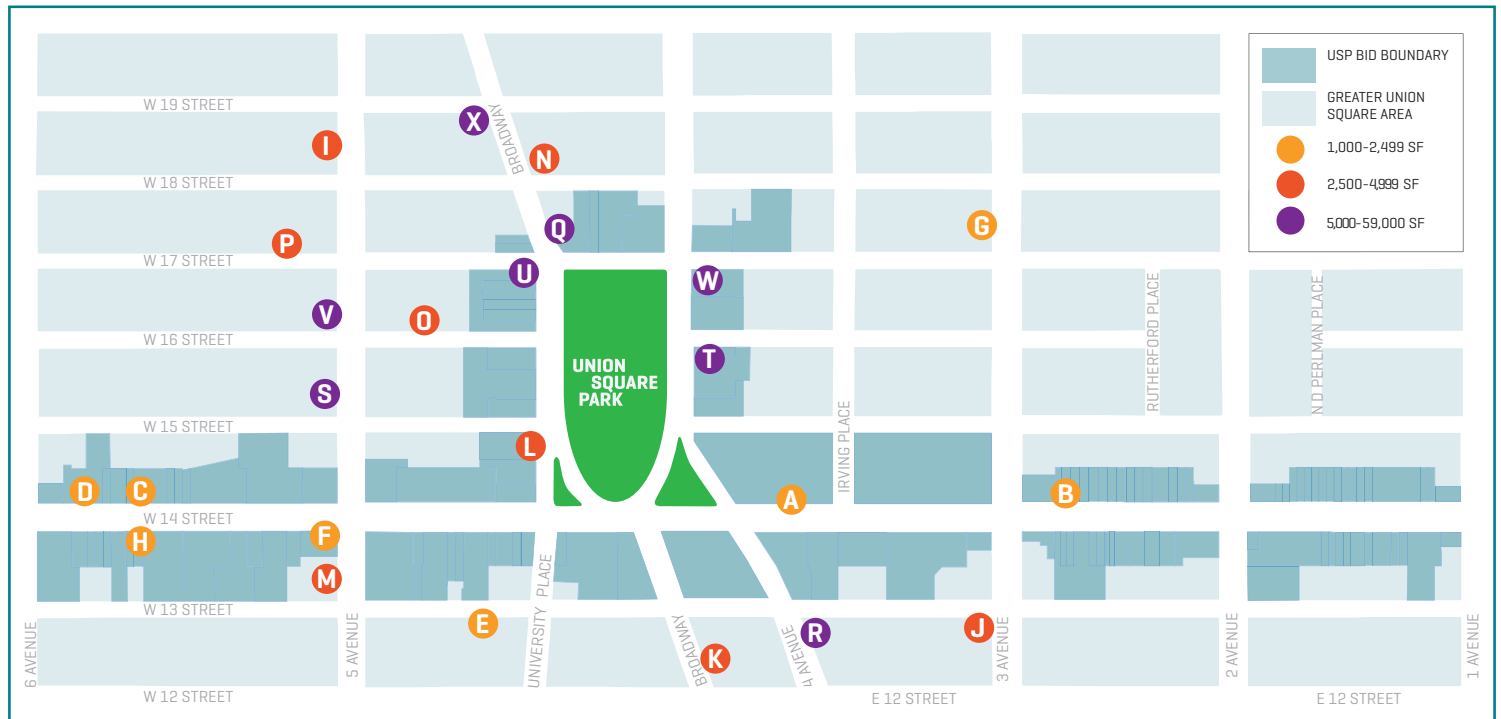


New Businesses

Cafe Manna	20 East 16th Street	Food
Make Sandwich	135 Fourth Avenue	Food
North Sails	108 Fifth Avenue	Retail
PokeVillage	250 East 14th Street	Food
Project Farmhouse	76 East 13th Street	Community
Rent the Runway	30 West 15th Street	Retail
Sneaker Pawn	26 West 14th Street	Retail
Sugarfish	33 East 20th Street	Food
Union Square Cafe	101 East 19th Street	Food

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 1.4% at the beginning of the 1st quarter of 2017.



1,000 - 2,499 SF	2,500 - 4,999 SF	5,000 - 59,000 SF
A. 10 Union Square East, 1,182 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	I. 134 Fifth Avenue, 2,500 SF European American Properties Albert Rashtian, 212 645 3434	Q. 862 Broadway, 5,070 SF RKF Beth Rosen, 212 916 3371
B. 207 East 14th Street, 1,200 SF Winick Realty Lee Block, 212 792 2649	J. 104 Third Avenue, 2,500 SF First Service Residential Tal Eyal, 212 634 8907	R. 127 Fourth Avenue, 5,837 SF RKF David Abrams, 212 222 1496
C. 47 West 14th Street, 1,200 SF Century 21 Mizrahi Realty Samuel Mizrahi, 718 998 5700	K. 830 Broadway, 2,600 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430	S. 102 Fifth Avenue, 7,460 SF RKF Gary Alterman, 212 916 3367
D. 55-57 West 14th Street, 1,906 SF RKF Gary Alterman, 212 916 3367	L. 15 Union Square West, 2,880 SF RKF Karen Bellatoni, 212 331 0116	T. 34 Union Square East, 9,505 SF Cushman & Wakefield Joanne Podell, 212 841 5972
E. 28 East 13th Street, 2,088 SF RKF Michael Cohen, 212 916 3374	M. 74 Fifth Avenue, 3,000 SF Newmark Grubb Knight Frank Drew Weiss, 212 372 2473	U. 41 Union Square West, 11,024 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
F. 4 West 14th Street, 2,100 SF Eastern Consolidated James Famularo, 646 658 7373	N. 876 Broadway, 3,000 SF Jones Lang LaSalle Amy Zhen, 212 418 2651	V. 110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
G. 194 Third Avenue, 2,200 SF Winick Realty Jason Berkley, 212 792 2630	O. 15 East 16th Street, 4,000 SF Eastern Consolidated James Famularo, 646 658 7373	W. 44 Union Square, 41,571 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
H. 44 West 14th Street, 2,300 SF The Ashtin Group Brett Rovner, 212 271 0278	P. 17 West 17th Street, 4,035 SF Rice & Associates LLC Doug Rice, 212 253 8703	X. 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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