

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.

Innovative Retail + Culinary Concepts Shine

Union Square's retail sector is thriving and home to a growing number of experiential concepts from new and established businesses. The district's diverse and dense population, and reputation as a destination for dining, shopping, and wellness, make Union Square an attractive location for businesses to introduce new products and directly engage customers. Google, for example, unveiled a multi-month holiday pop-up where customers could play with and buy the tech company's newest gadgets. In 2017, 64 percent of new storefront openings were in the food sector. Restaurants and grab-and-go eateries continue to be a source of creativity and commercial growth in the district. Kellogg's debuted its first permanent café in Union Square, where visitors can build their own cereals, relax in hammocks overlooking Union Square Park, and share their creations on social media. Experience-driven retail concepts will likely gain further traction with a number of new commercial buildings under construction and development sites on the market, such as 34 Union Square East. New opportunities, including 44 Union Square East's Tammany Hall, are focused on attracting additional TAMI tenants and innovative retail concepts.



Credit: Kellogg's NYC

Kellogg's, American Eagle + more launched new experience-driven concepts.

MTA + NYCDOT Release Proposed L Train Plan

A proposal to mitigate the effects of the planned L train closure, which will begin April 2019, was recently released by the NYC Department of Transportation (NYCDOT) and MTA. Changes will likely be made to 14th Street's sidewalks and roadway, as well as on several adjacent streets, to support increased pedestrian traffic and reduce congestion. NYCDOT plans to begin work on streetscape treatments in summer and early fall 2018. Additional transit options, including new Select Bus Service along 14th Street, were also included in the proposal to accommodate the 50,000 riders that currently use the L train within Manhattan. Community workshops will be held across

the five boroughs in early 2018 to gather additional input from NYC residents, businesses, elected officials, and other stakeholders. Bookmark our [FAQ page](#) to stay in the loop as further information on the L train shutdown is provided by NYCDOT and MTA.

New Businesses

Chat 'N Chew	10 East 16th Street	Food
Gramercy Kitchen	184 Third Avenue	Food
Journelle	14 East 17th Street	Retail
Kellogg's NYC	31 East 17th Street	Food
Knotel	5-9 Union Square West	Office
Morning Ritual Nail + Spa	241 East 14th Street	Retail
Ricky's NYC	830 Broadway	Retail
Spiderbands	12 East 14th Street	Fitness
Untuckit	103 Fifth Avenue	Retail



Credit: Luftschance / YouTube

There will be an opportunity to provide final feedback on the proposal in early 2018.



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 2.2% at the beginning of the 1st quarter of 2018.



500 - 1,499 SF	1,500 - 9,999 SF	10,000 - 59,000 SF
A. 329 East 14th Street, 520 SF Baumrind + Baumrind 718 858 8426	I. 820 Broadway, 1,776 SF RKF Joshua Strauss, 212 331 0126	Q. 90 Fifth Avenue, 10,498 SF RFR AJ Camhi, 212 308 0700
B. 94 Third Avenue, 650 SF Newmark Grubb Knight Frank Jared Lack, 212 372 2493	J. 27 Union Square West, 1,978 SF Newmark Grubb Knight Frank Jason Pruger, 212 372 2092	R. 41 Union Square West, 11,024 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
C. 309 East 14th Street, 700 SF Compass Group Andrew Chung, 917 548 4225	K. 244 East 14th Street, 2,000 SF Corcoran Cary Tamura, 212 500 7031	S. 44 West 18th Street, 11,125 SF Adams + Company, LLC Alan Bonnett, 917 326 5533
D. 145 East 16th Street, 858 SF Solil Management solinkedcm@solil.com	L. 73 Fifth Avenue, 2,500 SF RKF Jeremy Ezra, 212 351 9351	T. 34 Union Square East, 12,060 SF (for sale) Eastern Consolidated Adelaide Polsinelli, 646 658 7327
E. 207 East 14th Street, 1,100 SF Lee + Associates Barclay Smyly, 212 776 4353	M. 12 East 13th Street, 3,500 SF Newmark Grubb Knight Frank Derek Koelsch, 212 589 6367	U. 110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
F. 10 Union Square East, 1,182 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	N. 12 West 19th Street, 4,000 SF Eastern Consolidated James Famularo, 646 658 7373	V. 71 Fifth Avenue, 29,000 SF Winick Realty Daniyel Cohen, 212 792 2610
G. 192 Second Avenue, 1,400 SF First Service Residential Tay Eyal, 212 634 8907	O. 218 East 14th Street, 4,600 SF Eastern Consolidated Harris C. Bullow, 646 658 7357	W. 44 Union Square East, 42,241 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
H. 46 West 14th Street, 1,500 SF Sinvin Toby Sasson, 646 379 8285	P. 7 East 14th Street, 8,602 SF Winick Realty Daniyel Cohen, 212 792 2610	X. 881 Broadway, 59,000 SF RKF Brandon Berger, 212 916 3390