

# USP Biz + Broker Quarterly Q1 2020 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 400,000 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.

## 14 Things We’re Jazzed About in 2020

It’s not just another new year, it’s the start of a new decade and things are only looking up in the Union Square-14th Street district. With new developments, business openings, and milestone annual events, the Union Square Partnership is welcoming the new decade with an eye toward success. Highlights of the coming year include the building out of the Union Square Tech Training Center, dubbed Zero Irving. The center will house Civic Hall, a digital skills training center, a food hall, and more. On the horizon, Marriott International made news last fall with the announcement that they would be using the W New York-Union Square as a “showpiece” as it remakes this beloved boutique hotel brand. And 44 Union Square East is now in the final stages of its redesign. Construction has just wrapped on a new glass dome. With the project set to wrap soon, 44 Union Square East will serve as office space for some very lucky Slack employees. There’s equally great news in Union Square’s food/beverage, health/wellness and arts/entertainments sectors with a long list of recent openings including Oceans, by Chloe, Joe Coffee, The Well and Rowgatta, along with hotly

anticipated shows like Classic Stage’s Assassins and the Vineyard’s Dana H. Read more of the 14 things we’re excited about in 2020 in our recent blog post here.



Union Square welcomes 2020 and exciting developments happening this year.

## Urbanspace’s Holiday Market Buzziest Year Yet

Each year, the Union Square Holiday Market, operated by Urbanspace on the park’s south plaza, welcomes tens of thousands of visitors, New Yorkers and tourists alike. This past, the winter holiday shopping season was one of the market’s most successful and garnered tons of local, national and international news in a number of high-profile publications including Newsweek, CBSN, Eater New York, and 6SQFT. The City’s tourism office, NYC&CO proclaimed; “Take the stress out of holiday shopping by visiting one of the many holiday markets New York City has to offer. You’ll be sure to find something different for everyone on your list—whether you’re looking for clothing, jewelry, toys or some one-of-a-kind craft—without having to brave crowded stores. Bonus: most markets have food vendors, good for keeping

your stamina level in line with your holiday spirit.” The Union Square Holiday Market is a critical foot traffic driver during the competitive holiday market season. The City’s Department of Parks & Recreation just awarded Urbanspace a 5-year contract so thankfully the holiday shopping season will be just as festive in the years to come.



Union Square Holiday Market drives foot traffic and dollars to the neighborhood.

### New Businesses

305 Fitness	12 East 14th Street	Fitness
by CHLOE	32 East 16th Street	Food
Club Clio	11 West 14th Street	Beauty
Joe Coffee Company/Chase	29 Union Square West	Food + Retail
Organique Hair and Body	4 West 14th Street	Beauty
Spear Physical Therapy	7 East 14th Street	Wellness
The Well	2 East 15th Street	Health/Wellness
Three Times	818 Broadway	Food
White Box	31 East 17th Street	Event Space
Williamsburg Pizza	15 Union Square West	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 less than 5% at the beginning of the 1st quarter of 2020.



0 - 2,500 SF	3,000- 5,999 SF	6,000 - 35,000 SF
<b>A.</b> 228 East 14th Street, 700 SF Meridian Capital Yoni Hadar, 357 517 8705	<b>F.</b> 123 Third Avenue, 3,000 SF Newmark Knight Frank Barry Fishbach, 212 331 0115	<b>M.</b> 135 Third Avenue, 8,068 SF CBRE Andrew Goldberg, 212 984 8155
<b>B.</b> 328 East 14th Street, 900 SF Kalmon Dolgin Todd Logan, 718 388 7700	<b>G.</b> 48-50 West 14th Street, 4,500 SF CBRE Michael Kadosh, 212 984 7113	<b>N.</b> 44 Union Square East, 8,460 SF Newmark Knight Frank Jeffrey D. Roseman, 212 372 2430
<b>C.</b> 230 East 14th Street, 1,300 SF Meridian Capital Yoni Hadar, 347 517 8705	<b>H.</b> 19 Union Square West, 4,629 SF ABS Partners Mark Tergesen, 212 400 9528	<b>O.</b> 33 Irving Place, 10,000 SF Newmark Knight Frank Ross Kaplan, 212 850 5418
<b>D.</b> 233 East 14th Street, 2,500 SF H. Strender Realty Inv Herbert Stender, 212 334 8033	<b>I.</b> 12 East 14th Street, 5,000 SF NYC Homes LLC Jean King, 917 929 0749	<b>P.</b> 31 Union Square West, 11,700 SF RKF TJ Cholnoky, 212 916 3373
<b>E.</b> 200 Park Avenue South, 2,500 SF Cushman & Wakefield Christian Standon, 212 841 5949	<b>J.</b> 15 Union Square West, 5,073 SF Winick Realty Steven Baker, 212 792 2636	<b>Q.</b> 881 Broadway, 35,000 SF RKF Ariel Schuster, 212 331 013
	<b>K.</b> 10 Union Square East, 5,726 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	
	<b>L.</b> 30 West 14th Street 5,850 SF Kassin Sabbagh Realty Dorel Melloul, 347 922 4563	