

Q2 2014 - Biz & Broker Quarterly

Welcome to the 2014 Union Square Partnership's Biz & Broker Quarterly featuring the 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 cultural, business and education hub with top-notch restaurants, unique fitness studios and diverse retailers. The area hosts one of NYC's most iconic gathering points, Union Square Park, and features the popular Greenmarket four days a week. Pedestrian activity in and around Union Square is at an all-time high with nearly 350,000 daily visitors and over 35 million annual subway riders - so come visit us in the Square!

Summer in the Square Features Local Businesses

Attracting the largest crowds ever, Union Square Partnership's free entertainment series, *Summer in the Square*, showcases neighborhood businesses that offer an electrifying blend of fitness classes, children's programming, and dance and music performances. Residents, employees, and visitors are getting in shape in Union Square Park with CrossFit by Reebok and Brick New York, yoga with Atmananda and Om Factory, or by joining Paragon Sports' running club. After a workout, participants are treated to courtesy beauty and spa services provided by The Red Door and then meander to the west side seating area where talented musicians from The New School put on a soulful jazz show, or the South Plaza where Peridance hosts dance classes and performances. Interested in obtaining business

exposure or becoming an event sponsor? Email info@unionsquarenyc.org or visit us at the Union Square Partnership booth on site to pick up free maps, guides, and District Deals booklets.



Union Square Anticipates New Store Openings

From unique retail fitness experiences to artisanal handcrafted doughnuts, a variety of new concepts have chosen to call Union Square home. Several new store openings are in the works including Reebok FitHub's 6,800 SF cross-fit gym and 4,800 SF retail

space at one of the district's prime corners, 1 Union Square West. New York-based franchise Planet Fitness is gearing up to open a 16,000 SF gym facility at 22 East 14th Street. Beyond fitness, M-A-C Cosmetics signed a record rent 15-year lease for 1,600 SF at 853 Broadway, and new food establishments are staking claim to the area including Bed-Stuy-bred Dough, which will open a Manhattan outpost at 19th Street near 5th Avenue and Roast Kitchen with its perfectly roasted veggies, grains and marinated meats at 120 University Place. Interested in learning about Union Square's neighborhood trends and seeing which businesses recently moved to the area? Check out our 2014 Commercial Market Report.



Photo courtesy of feilorg.com

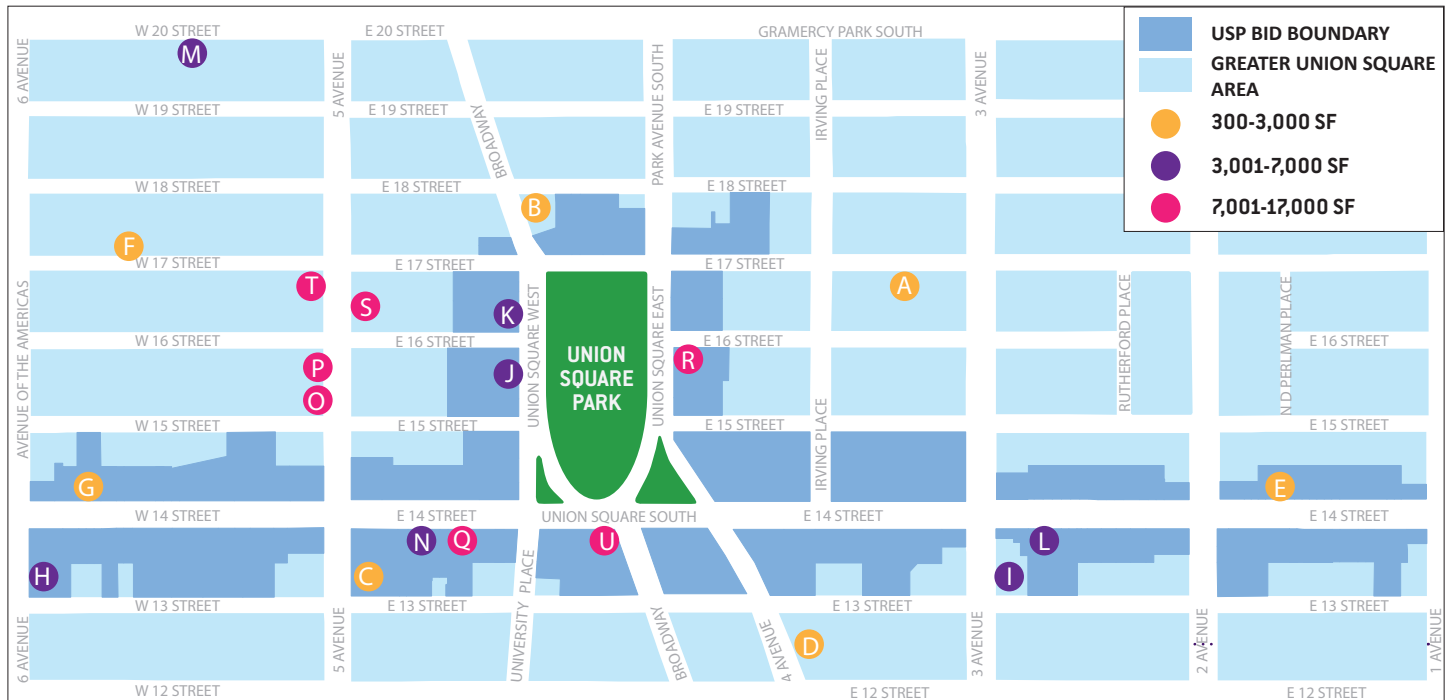
New Retailers & Eateries

Be Juice	121 University Place	Food and Drink
City Row	80 5th Ave, Suite 1501	Health and Fitness
Dairy Queen	54 W 14th Street	Food and Drink
Dear Irving	55 Irving Place	Food and Drink
Desi Shack	135 4th Avenue	Food and Drink
Fresh Routes	Union Square MTA Hub	Food and Drink
Funkiberry	88 3rd Avenue	Food and Drink
Liquiteria	145 4th Avenue	Food and Drink
Mezcla	327 2nd Avenue	Food and Drink
The Halal Guys	307 E 14th Street	Food and Drink
The Pavilion	Union Square Park	Food and Drink
Vivi Bubble Tea	226 E 14th Street	Food and Drink



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 2.95% at the end of the 2nd quarter of 2014.



300-3,000 SF

- A.** 134 East 17th Street, 325 SF
JAD Realty Group, LLC
Jeffrey Ditri, 610-781-8417

- B.** 872 Broadway, 700 SF
Transworld
212-686-6900

- C.** 61 Fifth Avenue, 1,095 SF
UVP Real Estate
Everett Perry, 877-301-2700

- D.** 127 Fourth Avenue, 1,326 SF
RKF
David Abrams, 212-599-3700

- E.** 321 East 14th Street, 1,400 SF
By Owner
917-951-2957

- F.** 37 West 17th Street, 2,200 SF
Massey Knakal
Michael A. Azarian, 212-696-2500 x7721

- G.** 55-57 West 14th Street, 3,000 SF
RKF
Gary Alterman, 212-916-3381

3,001-7,000 SF

- H.** 510 Sixth Avenue, 3,025 SF
Winick Realty Group LLC
Jordan Kaplan, 212-792-2604

- I.** 111 Third Avenue, 3,615 SF
Ripco Real Estate
Zach Nathan, 212-750-6565

- J.** 25 Union Square West, 4,000 SF
Newmark Grubb Frank Knight
Jared Lack, 212-372-2493

- K.** 33 Union Square West, 5,440 SF
City Connections
Cara Rosenbloom, 212-627-7800

- L.** 216 East 14th Street, 6,536 SF
Newmark Grubb Frank Knight
Marc Leber, 212-372-2432

- M.** 28 West 20th Street, 6,799 SF
Winick Realty Group LLC
Kelly Gudinsky, 212-792-2624

- N.** 12 East 14th Street, 7,000 SF
NYC Homes
John King, 917-929-0749

7,001-17,000 SF

- O.** 100 Fifth Avenue, 7,400 SF
RKF
Gary Alterman, 212-916-3367

- P.** 102 Fifth Avenue, 7,460 SF
RKF
Gary Alterman, 212-916-3367

- Q.** 22 East 14th Street, 8,000 SF
Ripco Real Estate
Andrew Mandell, 212-750-6565

- R.** 34 Union Square East, 9,505 SF
Newmark Grubb Knight Frank
Jeffrey Roseman, 212-372-2430

- S.** 87-89 Fifth Avenue, 10,400 SF
Dezer Properties Co.
Richard Angel, 212-929-1285x231

- T.** 114 Fifth Ave, 15,686 SF
L&L Holding Company, LLC
Andrew Wiener, 646-341-9838

- U.** 853 Broadway, 16,616 SF
The Feil Organization
Brian Feil, 212-563-6557 x 213

To open or expand a business in the Union Square area or to list a commercial space in the Biz & Broker Quarterly, please contact Kriss Casanova, Director of Economic Development, at 212.460.1204 or kcasanova@unionsquarenyc.org.

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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