

Welcome to the Union Square Partnership's Biz & Broker Quarterly 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!

Summer Series Showcases District Businesses

USP's free entertainment series, *Summer in the Square*, highlights the diversity and strength of local businesses and serves as an economic generator for the Union Square

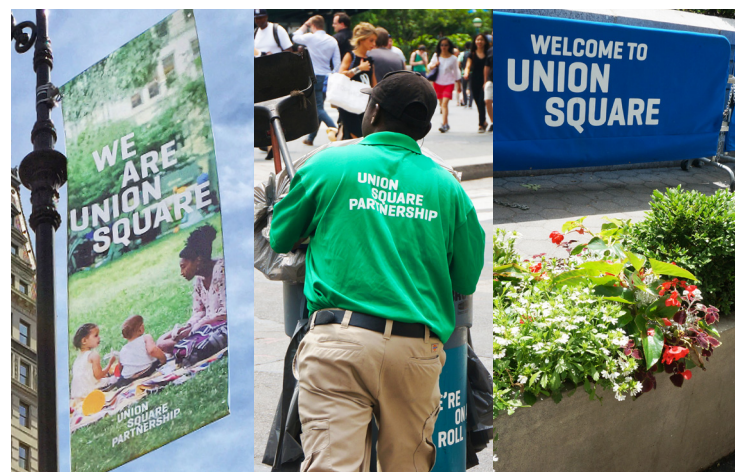


Just one of over 100 free events in Union Square Park

neighborhood. The all-day event, held in Union Square Park every Thursday from June 10th to August 13th, showcases over 25 community partners to thousands of residents, employees, and tourists who are encouraged to explore the district during the day and patronize businesses throughout the year. To further highlight Union Square as NYC's epicenter of health and wellness and to show the vast array of cultural institutions, more than 75 fitness classes, as well as dance and music performances, are offered by neighborhood gyms, studios, athletic retailers, and theatre companies. Exciting new activities include book readings by the Strand Bookstore, a performance by "Fuerza Bruta," two movie nights, and an all-day children's activities pavilion. Interested in promoting your brand to the Union Square community? [Contact us](#) to partner and gain exposure for your business.

Strengthening Union Square's Neighborhood Identity

Over the past year, USP launched a new look which not only highlights the Union Square district but also better communicates the organization's work. USP's new logo and its related branding elements were developed in collaboration with local design firm C&G Partners. The effort aims to highlight neighborhood strengths, increase community pride, and attract residents, businesses, and investment to the area. The initiative is an important way for USP to send a cohesive message that expresses Union Square's unique sense of identity. The brand creates an improved sense of place and explores Union Square's vibrant urban community - where people live, eat, learn, work, shop, and play. USP's work is represented through streetscape elements such as uniforms, light pole banners, dynasty trash cans and solar-powered trash compactors, park barricade covers, and umbrellas. The result is a strong new brand identity both for the organization and for the district itself.



New branding and streetscape elements within the Union Square district

20TH
ANNIVERSARY
**HARVEST
IN
THE
SQUARE**

THURSDAY, SEPTEMBER 17, 2015

A Celebration of Community
& Cuisine in Support of
Union Square Park

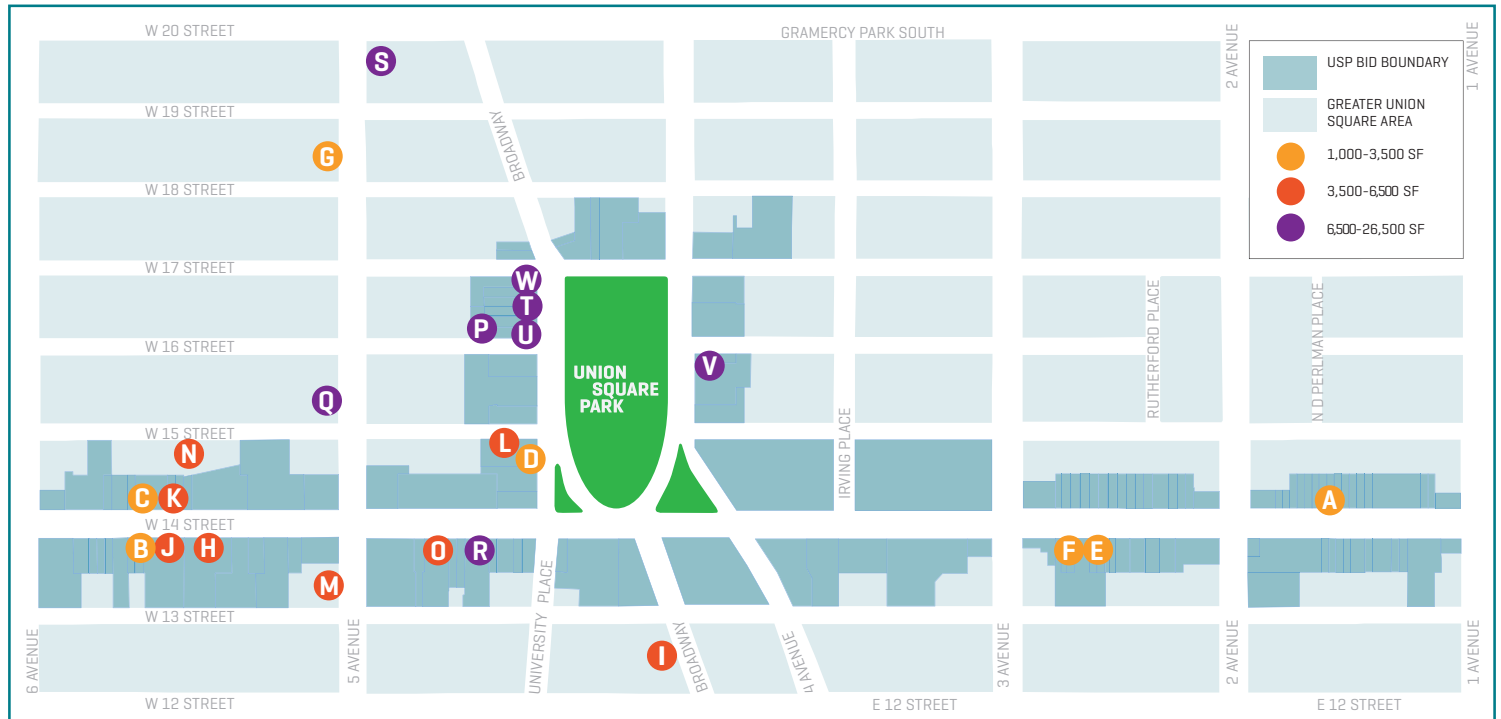
harvestinthesquare.org

New Retailers & Eateries

Al Vicoletto	9 East 17th Street	Food
Bonobos	95 Fifth Avenue	Retail
Brows Studio	28 West 14th Street	Service
Juice Generation	28 East 18th Street	Food
Mi Garba	129 Fourth Avenue	Food
Tasca Chino	245 Park Avenue South	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 1.8% at the end of the 2nd quarter of 2015.



1,000-3,500 SF

- A.** 325 East 14th Street, 1,200 SF
Cushman & Wakefield
Michael A. Azarian, 212 696 2500 x7721
- B.** 44 West 14th Street, 2,400 SF
Helm Equities
David Escava, 212 608 5100 x228
- C.** 43 West 14th Street, 2,500 SF
By Owner
Jack Cohen, 212 944 0055
- D.** 15 Union Square West, 3,368 SF
RKF
Karen Bellantoni, 212 331 0116
- E.** 218 East 14th Street, 3,500 SF
Citi Habitats
Chris Shiamilli, 212 774 3800
- F.** 212 East 14th Street, 3,500 SF
Kassin Sabbagh Realty
Albert Manopla, 212 380 8369
- G.** 134 Fifth Avenue, 3,500 SF
European American Properties
Albert Rashtian, 212 645 3434

3,500- 6,500 SF

- H.** 22 West 14th Street, 3,800 SF
The Ashtin Group
Brett Rovner, 212 271 0278
- I.** 825 Broadway, 4,000 SF
RKF
Benjamin Zack 212 916 3372
- J.** 42 West 14th Street, 4,525 SF
Newmark Grubb Knight Frank
Jason Pruger, 212 372 2092
- K.** 41 West 14th Street, 4,600 SF
Newmark Grubb Frank Knight
Jeffrey Roseman, 212 372 2430
- L.** 15 Union Square West, 4,860 SF
Winick Retail
Steven E. Baker, 212 792 2636
- M.** 74 Fifth Avenue, 6,000 SF
Newmark Grubb Frank Knight
Drew Weiss, 212 372 2473
- N.** 30 West 15th Street, 6,295 SF
Newmark Grubb Frank Knight
Jeffrey Roseman, 212 372 2430
- O.** 12 East 14th Street, 6,500 SF
NYC Homes
John King, 917 929 0749

6,500 - 26,500 SF

- P.** 21 East 16th Street, 6,600 SF
RKF
Beth Rosen, 212 916 3371
- Q.** 102 Fifth Avenue, 7,460 SF
RKF
Gary Alterman, 212 916 3367
- R.** 22 East 14th Street, 8,000 SF
Newmark Grubb Knight Frank
Jason Pruger, 212 372 2092
- S.** 129 Fifth Avenue, 8,987 SF
Jones Lang LaSalle
Amy Zhen, 212 418 2651
- T.** 35 Union Square West, 10,906 SF
Cushman & Wakefield
Michael Azarian, 221 696 2500 x7721
- U.** 31 Union Square West, 11,000 SF
RKF
Marc Finkel, 212 331 0125
- V.** 34 Union Square East, 12,060 SF
Cushman & Wakefield
Joanne Podell, 212 841 7500
- W.** 41 Union Square West, 26,328 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

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**UNION
SQUARE
PARTNERSHIP**