

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.

Diverse Business Economy in Union Square

Union Square continues to attract a wide array of technology, real estate, media, hospitality, and professional services firms, who are drawn by the neighborhood's central location and unique downtown character. Newcomer Discovery Communications, which owns the Discovery Channel, recently announced they will move their headquarters to 230 Park Avenue South. Knotel, a flexible office space, grew to four locations in the district, including two new offices on Union Square West. Existing Union Square companies, such as WeWork and IBM, have also expanded their footprint. Longstanding

neighborhood partner, Union Square Hospitality Group, recently inked a deal to move into a larger office at 853 Broadway, across from Union Square Park. New commercial leasing opportunities are on the horizon, including over 28,000 SF at 44 Union Square East's Tammany Hall. In the meanwhile, companies interested in making Union Square their home should explore available spaces in prime buildings, such as 215 Park Avenue South and 24 Union Square East.

Recent Commercial Leases		SF	
Discovery Communications	230 Park Avenue South	250,000	Media
WeWork	18 West 18th Street	177,000	Real Estate
IBM	19 Union Square West	27,699	Technology
Knotel	5-9 Union Square West	24,000	Real Estate
Clarifai	215 Park Avenue South	17,255	Food
Union Square Hospitality Group	853 Broadway	15,000	Food



5-9 Union Square West is the newest of Knotel's four locations in USQ.

River-to-River Transformation Underway

Over \$450 million is being invested into the Union Square - 14th Street community for site acquisition and development. Recent transactions include the \$39.5 million sale of a landmarked building at 14-16 East 16th Street and ABC Carpet & Home's \$133 million sale of four floors in 888 Broadway, which will be converted into commercial office space. Several established projects, such as NYCEDC's Tech Training Center, Mount Sinai Beth Israel's new hospital at 14th Street and 2nd Avenue, and Tishman's mixed-use development at 110 East 16th Street, are undergoing the City's review process and are expected to break ground by early 2019. Commercial corridors along 14th Street, Union Square East, and Broadway are primed for further transformation with several sites on the market, including

33-35 West 14th Street. Redevelopments in the pipeline will add an estimated 86,000 SF of ground-floor retail, creating an exciting opportunity for established businesses looking to expand or new eateries, shops, and fitness boutiques hoping to gain a foothold in the district. Some say Union Square's retail community will benefit from the tens of thousands of new pedestrians and bus riders that are anticipated to traverse the district above ground during the L train closure, which begins in April 2019.



Rendering of Mt. Sinai Beth Israel's new hospital on 2nd Avenue and 14th Street.

New Businesses

Boucherie	225 Park Avenue South	Food
Everything But Water	3 East 17th Street	Retail
Frye	144 Fifth Avenue	Retail
Midoriya	11 East 17th Street	Food
Performix House	80 Fifth Avenue	Fitness
Tender Greens	900 Broadway	Food
Vans	15 Union Square West	Retail

**UNION
SQUARE
PARTNERSHIP
ANNUAL
MEETING
2018**

Join us!

Monday, May 7, 2018

W New York - Union Square

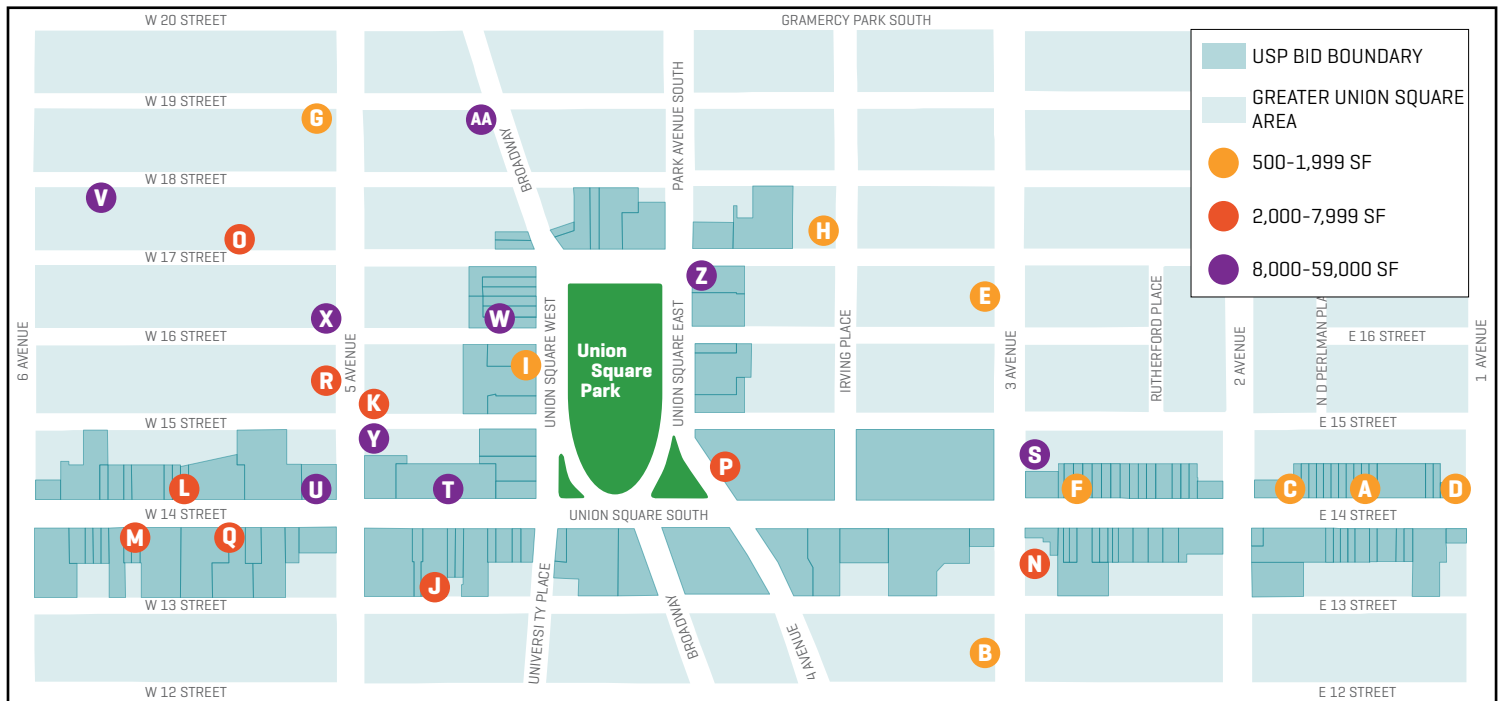
201 Park Avenue South

Great Room

RSVP Required: <http://bit.ly/USP2018>

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 2.7% at the beginning of the 2nd quarter of 2018.



500 - 1,999 SF		2,000 - 7,999 SF		8,000 - 59,000 SF	
A.	329 East 14th Street, 520 SF Baumrind + Baumrind 718 858 8426	J.	9 East 13th Street, 2,200 SF Eastern Consolidated Joe Robinson, 646 780 4905	S.	135 Third Avenue, 8,068 SF CBRE Corey Bryerman, 212 984 7170
B.	94 Third Avenue, 650 SF Newmark Grubb Knight Frank Jared Lack, 212 372 2493	K.	73 Fifth Avenue, 2,500 SF RFK Jeremy Ezra, 212 351 9351	T.	7 East 14th Street, 8,602 SF Winick Realty Daniyel Cohen, 212 792 2610
C.	309 East 14th Street, 700 SF Compass Group Andrew Chung, 917 548 4225	L.	31 West 14th Street, 2,500 SF Oxford Property Group Lior Lev, 212 686 1177	U.	90 Fifth Avenue, 10,498 SF RFR AJ Camhi, 212 308 0700
D.	239 First Avenue, 800 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	M.	44 West 14th Street, 4,300 SF The Ashtin Group Brett Rovner, 212 271 0278	V.	44 West 18th Street, 11,125 SF Adams + Company, LLC Alan Bonnett, 917 326 5533
E.	145 East 16th Street, 858 SF Solil Management solinkedcm@solil.com	N.	111 Third Avenue, 5,074 SF Winick Realty Jordan Bloom, 212 792 2641	W.	31 Union Square West, 11,700 SF RFK Marc Finkel, 310 593 0773
F.	207 East 14th Street, 1,100 SF Lee + Associates Barclay Smyly, 212 776 4353	O.	17-19 West 17th Street, 5,650 SF Mind Spring 17w17store@mindspring.com	X.	110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
G.	2 West 19th Street, 1,507 SF RFK Tyler King, 212 309 2822	P.	10 Union Square East, 5,726 SF Empire State Realty Trust Fred Posniak, 212 850 2618	Y.	71 Fifth Avenue, 29,000 SF Winick Realty Daniyel Cohen, 212 792 2610
H.	51 Irving Place, 1,800 SF Winick Realty Matthew Schuss, 212 792 2603	Q.	20 West 14th Street, 7,000 SF Kassin Sabbagh Realty Solomon Sharaby, 718 986 7149	Z.	44 Union Square East, 42,421 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
I.	27 Union Square West, 1,978 SF Newmark Grubb Knight Frank Jason Pruger, 212 372 2092	R.	102 Fifth Avenue, 7,460 SF RFK Gary Alterman, 212 916 3367	AA.	881 Broadway, 59,000 SF RFK 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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