

**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!

## Iconic Union Square West Continues to Evolve & Grow

The unique character of **Union Square West**, which stretches from 14th-17th Street and anchors Union Square Park, continues to draw a variety of new retailers, while retaining

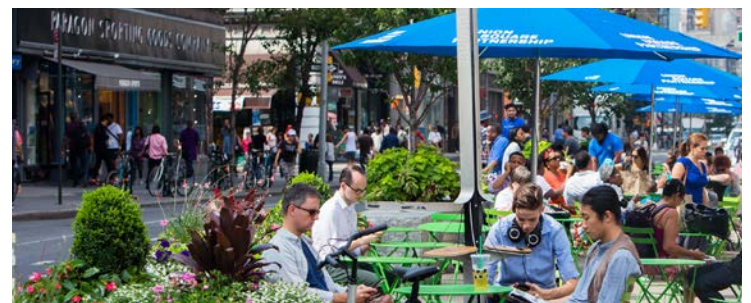
longtime neighborhood favorites. The block's high visibility, tremendous foot traffic, distinct architecture, and adjacency to the Greenmarket and subway hub make it an ideal retail location. Setting the tone is Dylan's Candy Bar, who recently opened their 3,300 SF boutique store at 33 USW in the Decker Building. This fall, Starbucks relocated from 41 USW to a new space below NYU residency hall Carlyle Court at 25 USW. Classic seafood restaurant Blue Water Grill renewed its lease after 19 years, and around the corner high-end Japanese noodle restaurant Tsurutontan will take over Union Square Cafe's former space when it relocates to 235 Park Avenue South. In the coming year, the west side of Union Square will experience more change with lease opportunities available at Lululemon [15 USW], the former Heartland Brewery space [35 USW], and the three-story 25,000 SF flagship corner [41 USW] at 17th Street.



Union Square West Welcomes Dylan's Candy Bar. Photo Credit: Zimbio

## USP's 2015 Community Opinion Survey Results

To better serve the **Union Square neighborhood**, the Union Square Partnership conducted its eighth annual Community Opinion Survey, which identified community needs and desires. Survey questions focused on existing programs and services, public investments, and events and communications. New questions related to park seating, safety, congestion, and pedestrian and bicycle improvements. Consistent with past years, survey results revealed a high level of satisfaction with USP's core services - overall performance [96%], quality of life [91%], park landscaping [96%], district cleanliness [86%], and safety [85%]. Respondents also indicated favorite neighborhood amenities and businesses, including where in the district they're most likely to spend their time and money. Read more of the [survey results here](#), and look for enhancements to our programs and services in 2016.



Over 580 Survey Respondents Shared Their Feedback.

### New Retailers & Eateries

Aritzia	89 Fifth Avenue	Retail
Blossom du Jour	15 East 13th Street	Food
Bruno Pizza	204 East 13th Street	Food
Dylan's Candy Bar	33 Union Square West	Retail
Goodwill	7 West 14th Street	Retail
Le Café Coffee	145 4th Avenue	Food
Mobile Center	227 East 14th Street	Services
Nanking Express	63 West 14th Street	Food
Paper Source	75 Fifth Avenue	Retail
T-Swirl Crêpe	247 East 14th Street	Food
World Market	620 Sixth Avenue	Retail

**BOOK YOUR HOLIDAY  
EVENT IN UNION SQUARE**  
CLICK HERE FOR EVENT SPACES

# 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 2.5% at the end of the 3rd quarter of 2015.



## 850-2,500 SF

- A.** 227 East 14th Street, 850 SF  
Hudson  
Rachel Kim, 917 363 0274
- B.** 325 East 14th Street, 1,200 SF  
Cushman & Wakefield  
Michael Azarian, 212 660 7721
- C.** 22 West 14th Street, 1,600 SF  
The Ashtin Group  
Brett Rovner, 212 271 0278
- D.** 825 Broadway, 2,000 SF  
RKF  
Ariel Schuster, 212 331 0132
- E.** 55-57 West 14th Street, 2,200 SF  
RKF  
Gary Alterman, 212 916 3367
- F.** 145 Fourth Avenue, 2,268 SF  
Zelnik & Company  
Cory Zelnik, 212 223 2200
- G.** 41 West 14th Street, 2,300 SF  
Newmark Grubb Knight Frank  
Jeffrey Roseman, 212 372 2430
- H.** 44 West 14th Street, 2,400 SF  
Helm Equities  
David Escava, 212 608 5100 x228

## 2,500- 3,500 SF

- I.** 43 West 14th Street, 2,500 SF  
By Owner  
Jack Cohen, 212 944 0055
- J.** 134 Fifth Avenue, 2,500 SF  
European American Properties  
Albert Rashtian, 212 645 3434
- K.** 28 East 14th Street, 2,572 SF  
KWNYC  
Julie Kang, 212 977 1659
- L.** 830 Broadway, 2,600 SF  
Newmark Grubb Knight Frank  
Jeffrey Roseman, 212 372 2430
- M.** 74 Fifth Avenue, 3,000 SF  
Newmark Grubb Knight Frank  
Drew Weiss, 212 372 2473
- N.** 15 Union Square West, 3,368 SF  
RKF  
Karen Bellantoni, 212 331 0116
- O.** 12 East 14th Street, 3,500 SF  
NYC Homes  
John King, 212 929 0749
- P.** 218 East 14th Street, 3,500 SF  
Citi Habitats  
Chris Shiamilli, 646 895 9524

## 3,500 - 26,500 SF

- Q.** 30 West 15th Street, 3,795 SF  
Newmark Grubb Knight Frank  
Jeffrey Roseman, 212 372 2430
- R.** 15 Union Square West, 4,860 SF  
Winick Retail  
Steven E Baker, 212 792 2636
- S.** 876 Broadway, 6,000 SF  
Jones Lang LaSalle  
Amy Zhang, 212 418 2651
- T.** 102 Fifth Avenue, 7,460 SF  
RKF  
Gary Alterman, 212 916 3367
- U.** 34 Union Square East, 9,505 SF  
Cushman & Wakefield  
Joanne Podell, 221 841 7500
- V.** 35 Union Square West, 10,906 SF  
Cushman & Wakefield  
Michael Azarian, 212 660 7721
- W.** 110 Fifth Avenue, 12,800 SF  
CBRE  
Richard Hodos, 212 984 8277
- X.** 41 Union Square West, 2,800-26,328 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](http://unionsquarenyc.org)

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**UNION  
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