

USP Biz & Broker Quarterly Q3 2016 Report

UNION SQUARE PARTNERSHIP

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 more than 75,000 residents, 140,000 employees and 60,000 students, Union Square is a thriving hub of food, fashion, culture, fitness and cutting-edge businesses. With nearly 383,000 daily visitors, 35 million annual subway riders, NYC's biggest Greenmarket, and the vibrant Union Square Park, there has never been a better time to do business in Union Square!

40th Summer in the Square Highlights Neighborhood Biz

In its 40th year, USP's free community entertainment series, *Summer in the Square*, continues to promote the business sector that has transformed the area into an epicenter of health, wellness, culture, and technology. And with less than a month to go, this summer's series is on track to draw tens of thousands of visitors to the neighborhood, encouraging exploration of the district's thriving retail and restaurant scene. To further increase this year's attendance rates, USP expanded the series' most popular programming, children's activities, and movie nights, and packed the roster with more than 120 events from 25 community partners. From morning and evening fitness classes to children's activities and live music and dance performances, each week highlights the neighborhood's economic breadth and diversity. Interested in promoting your brand to the Union Square community? **Contact us** to partner and gain exposure for your business.



USP's free community programming draws larger crowds every year.

Union Square's Innovative Culinary Scene Thrives

It's a good time to be dining in Union Square. The neighborhood continues to draw new eateries from the City's best restaurateurs, strengthening its reputation as a dining destination. At the same time, longtime culinary institutions are flourishing as they grow and evolve in the neighborhood. Union Square Cafe is preparing to reopen its brand new space at 235 Park Avenue South soon. In searching for a new location, Chef Carmen Quagliata prioritized proximity to

the world-famous Greenmarket. On the west side, Blue Water Grill is preparing for a remodel after renewing its 19-year lease last year, and the open-air Pavilion Market Café launched a successful third season in the park's North Plaza.

Newcomers to the scene are expanding the neighborhood's long-held reputation for high-quality, innovative food. Union Fare, an open-concept market and restaurant, is already abuzz with patrons at 5 E. 17th St. One block over, the popular Japanese udon noodle restaurant Tsurutontan is taking over Union Square Cafe's former space at 21 E. 16th St. Jean-Georges Vongerichten's much-anticipated eatery, ABCV, will soon open at 38 E. 19th St. Acclaimed Italian eatery Pulia is also slated to take over a 4,800-square-foot space at 113-115 E. 18th St. And later this year, expect to see openings from DC-based Cava Grill, Peet's Coffee, and Maison Kayser. To become a part of this vibrant scene, check out the retail opportunities map on the next page.



Spanning a full block, Union Fare includes a restaurant, cafe, wine bar + gastro hall.

**21ST ANNUAL
HARVEST
IN
THE
SQUARE**

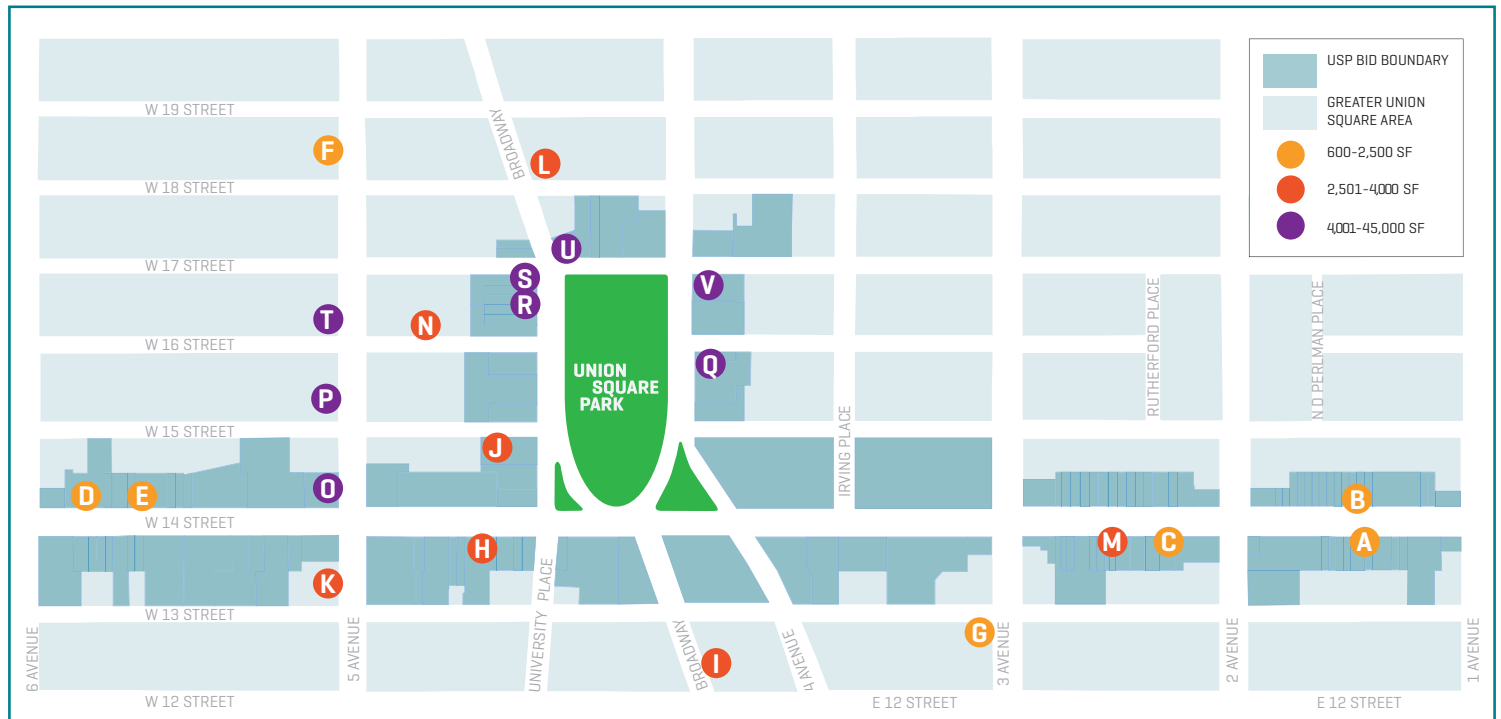
TICKETS ON SALE NOW!
THURSDAY, SEPTEMBER 22, 2016
A Celebration of Community + Cuisine
in Support of Union Square Park
harvestinthesquare.nyc

New Businesses

Capital One / Peet's Coffee	853 Broadway	Services / Food
Mr. Moustache Coffee Shop	227 East 14th Street	Food
Pink Bear Ice Cream	226 East 14th Street	Food
Santander Bank	841 Broadway	Services
Union Fare	5-7 East 17th Street	Food
YG Studios	33 West 17th Street	Health + Fitness

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 3% at the beginning of the 3rd quarter of 2016.



600 - 2,500 SF	2,501 - 4,000 SF	4,001 - 45,000 SF
A. 328 East 14th Street, 600 SF Kassin Sabbagh Realty Jeffrey Escava, 917 623 2386	H. 28 East 14th Street, 2,572 SF KWNyc Julie Kang, 917 977 1659	O. 90 Fifth Avenue, 4,700 SF RFR Retail Jordan Claffey, 212 308 2061
B. 331 East 14th Street, 742 SF By Owner Jessica Marin, 818 907 0800 x203	I. 830 Broadway, 2,600 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430	P. 102 Fifth Avenue, 7,460 SF RKF Gary Alterman, 212 916 3367
C. 244 East 14th Street, 1,373 SF JBA Commercial Real Estate Jonathan Bernstein, 212 366 0364 x12	J. 15 Union Square West, 2,880 SF Winick Realty Steven E. Baker, 212 792 2636	Q. 34 Union Square East, 9,505 SF Cushman & Wakefield Joanne Podell, 221 841 7500
D. 55-57 West 14th Street, 2,200 SF RKF Gary Alterman, 212 916 3367	K. 74 Fifth Avenue, 3,000 SF Newmark Grubb Knight Frank Drew Weiss, 212 372 2473	R. 35 Union Square West, 10,906 SF Cushman & Wakefield Michael Azarian, 212 660 7721
E. 39 West 14th Street, 2,500 SF By Owner Jack Cohen, 212 944 0055	L. 876 Broadway, 3,000 SF Jones Lang LaSalle Amy Zhen, 212 418 2651	S. 41 Union Square West, 11,024 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
F. 134 Fifth Avenue, 2,500 SF European American Properties Albert Rashtian, 212 645 3434	M. 218 East 14th Street, 3,500 SF Citi Habitats Chris Shiamili, 646 895 9524	T. 110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
G. 104 Third Avenue, 2,500 SF First Service Residential Tal Eyal, 212 634 8907	N. 15 East 16th Street, 4,000 SF Eastern Consolidated James Famularo, 646 658 7373	U. 860 Broadway, 18,192 SF Invest Co Inc. Valerie Coster, 212 503 0919
		V. 44 Union Square, 41,571 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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