

# USP Biz + Broker Quarterly Q3 2018 Report

**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.

## Union Square Businesses Serious About Waste

**As New York City** tackles reducing single-use plastics like straws, bags, and water bottles, many Union Square eateries are proving that they can embed waste reduction and composting into their operations without compromising profitability or the customer experience. Breads Bakery on East 16th Street, for example, is close to reaching zero waste-to-landfill by donating surplus food, composting food scraps, and reducing "to-go" bags. Other Union Square businesses, like Cava, Champion Coffee, Dig Inn, and Think Coffee, are using compostable packaging or collecting in-store food waste. Union Square Hospitality Group also committed to phase out plastic straws in its restaurants. Other businesses are offering incentives, such as Pret A Manger, which launched a 10-cent discount for customers who

bring their own beverage cup. Building on this momentum, USP will host a resource fair and forum on October 15 at the New School's Starr Foundation Hall at 63 Fifth Avenue to help more Union Square businesses with waste reduction. The forum is one of several waste reduction and recycling initiatives resulting from USP's recent study of public waste in the district, which was completed in partnership with Columbia University.



USP works with local businesses, like Breads Bakery, to help them reduce waste.

### Recent Commercial Leases

SF

Leasee	Address	SF	Industry
NYU (Renewal)	105 East 17th Street	125,000	Academic
WeWork	71 Fifth Avenue	45,000	Real Estate
WeWork	130 Fifth Avenue	30,000	Real Estate
Ernst & Young	841 Broadway	26,919	Prof Services
Digital Currency Group	250 Park Avenue South	11,985	Technology

## More Details on L Train Mitigation Plan

With the L train closure less than a year away, the NYC Department of Transportation and MTA recently announced updates to their mitigation plans, which will significantly impact the Union Square neighborhood. During the closure, 14th Street will be converted into a dedicated busway between Ninth to Third Avenues eastbound and between Third and Eighth Avenues westbound. Access will be restricted to buses, delivery trucks, emergency vehicles, and Access-A-Ride from 5 a.m. to 10 p.m. Businesses will be able to receive deliveries throughout the day and there will be 75 designated commercial loading spaces to accommodate businesses along 14th Street. The agencies also shared more information about cycling infrastructure changes, with a proposed pair of one-way bike lanes on 12th Street

and 13th Street. Although the agencies initially proposed a two-way bike lane on 13th Street, the modified plan would accommodate more parking spaces to balance the needs of local businesses, cyclists, and residents. Other elements of the proposed mitigation plan include a Citi Bike valet service at University Place and 14th St. and temporary pedestrianization of portions of Union Square West. For more updates, visit USP's L Train FAQ at [www.unionsquarenyc.org/ltrain](http://www.unionsquarenyc.org/ltrain).



The 14th St. busway will offer alternate transit for 50,000 displaced L train riders in Manhattan.

### New Businesses

Bandier	108 Fifth Avenue	Retail
Blue Stripes Cacao Shop	28 East 13th Street	Food
Bocce Union Square	20 Union Square West	Food
Champion Coffee	319 East 14th Street	Food
Kyma	15 West 18th Street	Food
Raymour & Flanigan	24 Union Square East	Retail
Taco Electrico	201 Park Avenue South	Food

**23RD ANNUAL HARVEST IN THE SQUARE**

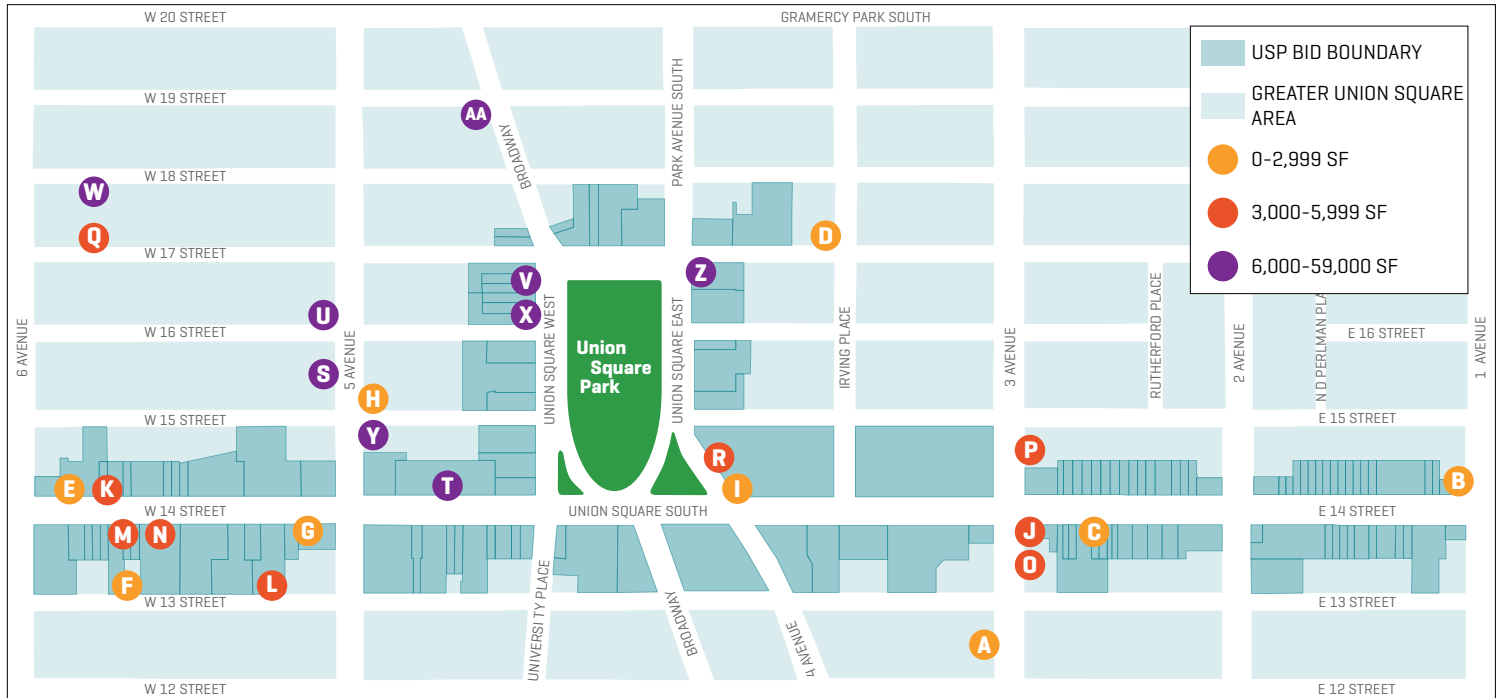
**BRING YOUR VIP CLIENTS TO HARVEST**

**Thursday, September 20, 2018**  
**North Plaza - Union Square Park**

**CLICK HERE FOR SPECIAL GROUP PRICING**

# 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 3.6% at the beginning of the 3rd quarter of 2018.



0 - 2,999 SF	3,000- 5,999 SF	6,000 - 59,000 SF
<b>A.</b> 94 Third Avenue, 650 SF Newmark Grubb Knight Frank Jared Lack, 212 372 2493	<b>J.</b> 123 Third Avenue, 3,000 SF RKF Barry Fishbach, 212 331 0115	<b>S.</b> 102 Fifth Avenue, 7,460 SF RKF Gary Alterman, 212 916 3367
<b>B.</b> 239 First Avenue, 800 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	<b>K.</b> 47 West 14th Street, 3,600 SF Century 21 Mizrahi Realty Samuel Mizrahi, 718 998 5700 x107	<b>T.</b> 7 East 14th Street, 8,602 SF Winick Realty Daniyel Cohen, 212 792 2610
<b>C.</b> 210 East 14th Street, 1,700 SF Kassin Sabbagh Realty David Green, 516 320 0260	<b>L.</b> 3 West 13th Street, 4,017 SF CVEK Real Estate Joseph Cvek, 212 534 0127	<b>U.</b> 110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
<b>D.</b> 51 Irving Place, 1,800 SF Winick Realty Matthew Schuss, 212 792 2603	<b>M.</b> 44 West 14th Street, 4,300 SF The Ashtin Group Brett Rovner, 212 271 0278	<b>V.</b> 37 Union Square West, 8,750 SF Winner Communications Martin Feinberg, 212 206 0111
<b>E.</b> 55-57 West 14th Street, 2,050 SF RKF Gary Alterman, 212 916 3367	<b>N.</b> 39 West 14th Street, 5,000 SF Comjem Associates Jack Cohen, 212 944 0055	<b>W.</b> 44 West 18th Street, 11,125 SF Adams & Company, LLC Alan Bonnett, 917 326 5533
<b>F.</b> 9 East 13th Street, 2,200 SF Eastern Consolidated Joe Robinson, 646 780 4905	<b>O.</b> 111 Third Avenue, 5,074 SF Winick Realty Jordan Bloom, 212 792 2641	<b>X.</b> 31 Union Square West, 11,700 SF RKF Marc Finkel, 310 593 0773
<b>G.</b> 6 West 14th Street, 2,400 SF Coldwell Banker Paul Fetscher, 516 889 7200	<b>P.</b> 135 Third Avenue, 8,068 SF CBRE Corey Bryerman, 212 984 7170	<b>Y.</b> 71 Fifth Avenue, 29,000 SF Winick Realty Daniyel Cohen, 212 792 2610
<b>H.</b> 73 Fifth Avenue, 2,500 SF RKF Jeremy Ezra, 212 351 9351	<b>Q.</b> 55 West 17th Street, 5,110 SF Eastern Consolidated James Famularo, 646 658 7373	<b>Z.</b> 44 Union Square East, 42,421 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
<b>I.</b> 6 Union Square East, 2,682 SF Gordon Brothers James Avallone, 516 682 4224	<b>R.</b> 10 Union Square East, 5,726 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	<b>AA.</b> 881 Broadway, 59,000 SF RKF 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](http://unionsquarenyc.org)

4 IRVING PLACE  
ROOM 751  
NEW YORK, NY 10003  
TEL 212 460 1200  
FAX 212 460 8670

**UNION SQUARE PARTNERSHIP**