

**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.

## Tech Training Center Demolition Complete at 14th Street



Recent progress at the Union Square Tech Training Center site, 120 East 14th Street

**As the prominence of technology** further solidifies in Union Square, the former home of P.C. Richard & Son has been demolished to make way for Union Square’s Tech Training Center. The 240,000 square-foot tech hub will house a training center, classrooms, offices, start-up co-working spaces, ground-floor retail and food hall, and a civic innovation center. The Tech Center will bring over 600 permanent jobs to New Yorkers and support technology start-ups while also prioritizing technological equity through scholarship, education and job training. With the upcoming ground-breaking, the Union Square Partnership community is thrilled to welcome the newest contributor to the area’s technology ecosystem, grounded by district mainstays Facebook and BuzzFeed. The Union Square Tech Center joins a long list of TAMI tenants that have made Union Square home and anchored the area with its unparalleled reputation for innovation and entrepreneurship.

### New Businesses

Blue Bottle Coffee	257 Park Avenue South	Food
Cafe Bocce	20 Union Square West	Food [kiosk]
Chama Mama	149 West 14th Street	Food
Complete Body	22 West 19th Street	Health/Wellness

Greenwich Social	74 5th Avenue	Food
The Stand	116 East 16th Street	Entertainment
Sushi by Bae/ Sushi by Bou	118 East 15th Street	Food
Republic Bank	90 5th Avenue	Service

## Commercial Legacy Bolsters District Diversity

**Diversity is one of the cornerstones** of Union Square. This can be seen in the patrons of its public space and also in the broad offerings of its commercial district. Drawing on a history rich in retail, Union Square is known as a place for New Yorkers and tourists alike to come and shop. The ongoing beautification efforts led by the Union Square Partnership help to facilitate this and ensure a safe and clean atmosphere that invites visitors into the public realm. In addition to the district’s bustling, central location, this legacy is in large part due to the wide array of price points of the businesses located in the area. Maintaining a variety of price points attracts a range of socioeconomic groups and promotes the diverse and inclusive nature that the district is known and loved for. This variety is bolstered by a multitude of new openings that complement the



Cafe Bocce sits in the kiosk at the northwest corner of Union Square Park

district’s many favorite, long-standing retailers. The diverse mix includes ABC Carpet and Home and Fishs Eddy, Barnes & Noble and the Strand, J. Crew and Rothmans, Throwdown NYC and Crunch Fitness, Breads Bakery and Ole & Steen, and more. Showcasing the long-term commercial viability of the district strengthened by its dynamism and abundant cross-section of consumers that live, work or visit Union Square.

24th ANNUAL  
HARVEST  
IN THE  
SQUARE

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SEPT 19, 2019** } **BUY TICKETS**  
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**NETWORK AT A DELICIOUS CELEBRATION  
IN SUPPORT OF UNION SQUARE PARK**

# 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 6.5% at the beginning of the 3rd Quarter of 2019.



0 - 2,499 SF	2,500- 5,999 SF	6,000 - 35,000 SF
<b>A.</b> 329 East 14th Street, 520 SF Baumrind & Baumrind Sasha Baumrind, 718 858 8426	<b>I.</b> 233 East 14th Street, 2,500 SF H. Stender Realty Inc Herbert Stender, 212 334 8033	<b>Q.</b> 15 Union Square West, 6,398 SF Winick Realty Steven Baker, 212 792 2636
<b>B.</b> 239 First Avenue, 800 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	<b>J.</b> 111 Third Avenue, 2,850 SF Winick Realty Jordan Bloom, 212 792 2641	<b>R.</b> 100 Fifth Avenue, 7,400 SF RKF Gary Alterman, 212 916 3367
<b>C.</b> 328 East 14th Street, 900 SF Kalmon Dolgin Todd Logan, 718 388 7700	<b>K.</b> 123 Third Avenue, 3,000 SF RKF Barry Fishbach, 212 331 0115	<b>S.</b> 135 Third Avenue, 8,068 SF CBRE Andrew Goldberg, 212 984 8155
<b>D.</b> 26 E 17th Street, 961 SF Newmark Knight Frank Jeffrey D. Roseman, 212 372 2430	<b>L.</b> 237 First Avenue, 3,069 SF Colliers International Jake Horowitz, 212 716 3698	<b>T.</b> 31 Union Square West, 11,700 SF RKF TJ Cholnoky, 212 916 3373
<b>E.</b> 207 East 14th Street, 1,100 SF Lee & Associates Barclay Smyly, 212 776 4353	<b>M.</b> 7 East 14th Street, 3,972 SF Winick Realty Steven Baker, 212 792 2636	<b>U.</b> 44 West 17th Street, 12,000 SF Adams & Company, LLC Alan Bonnett, 917 326 5533
<b>F.</b> 546 Avenue of the Americas, 1,125 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	<b>N.</b> 37 Union Square West, 4,200 SF Winner Communications, Inc. Martin Feinberg, 212 296 0111	<b>V.</b> 50 West 14th Street, 15,181 SF CBRE Lon Rubackin, 212 984 8195
<b>G.</b> 7 East 14th Street, 1,353 SF Winick Realty Steven Baker, 212 792 2636	<b>O.</b> 12 East 14th Street, 5,000 SF NYC Homes LLC Jean King, 917 929 0749	
<b>H.</b> 28-32 West 14th Street, 2,300 SF The Ashtin Group Brett Rovner, 212 271 0278	<b>P.</b> 10 Union Square East, 5,726 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	