

USP Biz & Broker Quarterly Q4 2016 Report

UNION
SQUARE
PARTNERSHIP

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!

GrowNYC's New USQ Home: Project Farmhouse

Since 1976, GrowNYC's Greenmarket has brought vibrancy to Union Square, transforming the neighborhood into a bustling marketplace and creating a strong anchor for the district's restaurants, eateries and food retailers. The Greenmarket's economic impact on the Union Square community is unmatched. Businesses congregate within walking distance, and thousands of shoppers, chefs and onlookers visit the market's dozens of farmers four days a week. Forty years later, Union Square continues to be on the forefront of healthy living and environmental learning as we welcome Project Farmhouse, GrowNYC's new permanent center for sustainability and education. Located next to the Hyatt on 4th Avenue and 13th Street, the community center will offer dynamic programming year-round such as training for farmers, cooking classes for children, film screenings, special events, and panel discussions. The opening of this 3,500 SF space within the district continues

to promote the neighborhood's longstanding tradition of providing access to healthy foods, education, and the arts.



GrowNYC's new education center and event space opening at 76 East 13th Street.

NYC DOT Expands + Improves District's Bike Network

Cycling through Union Square has gotten a whole lot safer and simpler with a series of improvements that allow bikers easier travel. Working with our partners at the NYC Department of Transportation (DOT), the neighborhood's bike network has been upgraded with a new protected bike lane going north along Fourth

Avenue, and extended around the Square with new lanes on Union Square East, East 15th, 16th and 17th streets. Given the area's popular Citi Bike docks and the district's 6,500 daily bicyclists, these enhancements ensure the safety of the increasing amount of commuters who cycle through the Square. According to DOT, NYC has experienced a 68% increase in daily bike commutes [between 2010 to 2014] and a 23% increase in daily Citi Bike usage from 2014 to 2015. With Union Square's central location, the network's expansion improves one of the city's busiest and most popular destinations, making the area safer, more accessible and inviting for residents and visitors.



Cycling through the Square is now safer + easier with new, improved bike lanes.

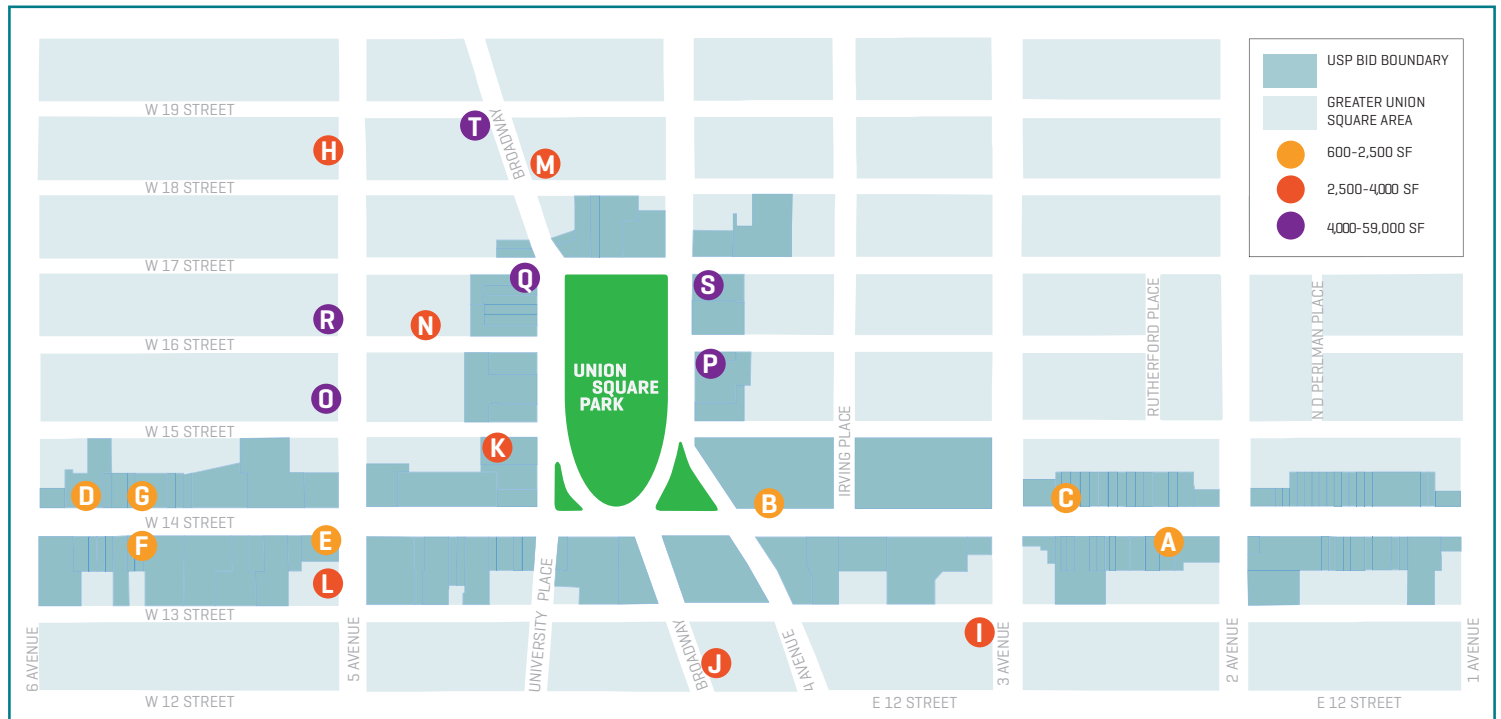
**BOOK YOUR HOLIDAY EVENT
IN UNION SQUARE**
CLICK HERE FOR EVENT SPACES

New Businesses

Bolton's	38 East 14th Street	Retail
Cava Grill	145 Fourth Avenue	Food
Farmer & the Fish	245 Park Avenue South	Food
Jordan 23	22 East 14th Street	Retail
Lou & Grey	138 Fifth Avenue	Retail
Maison Kayser	841 Broadway	Food
Metropolis	31 Union Square West	Food
The PokéSpot	120 Fourth Avenue	Food
Tsurutontan	21 East 16th Street	Food
The VNYL	100 3rd Avenue	Food

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 2.1% at the beginning of the 4th quarter of 2016.



600 - 2,500 SF	2,500 - 4,000 SF	4,000 - 59,000 SF
A. 328 East 14th Street, 600 SF Nest Seekers International Nahabed Mazmanian, 917 797 6666	H. 134 Fifth Avenue, 2,500 SF European American Properties Albert Rashtian, 212 645 3434	O. 102 Fifth Avenue, 7,460 SF RKF Gary Alterman, 212 916 3367
B. 10 Union Square East, 1,182 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	I. 104 Third Avenue, 2,500 SF First Service Residential Tal Eyal, 212 634 8907	P. 34 Union Square East, 9,505 SF Cushman & Wakefield Joanne Podell, 221 841 7500
C. 207 East 14th Street, 1,200 SF Winick Realty Lee Block, 212 792 2649	J. 830 Broadway, 2,600 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430	Q. 41 Union Square West, 11,024 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
D. 55-57 West 14th Street, 1,906 SF RKF Gary Alterman, 212 916 3367	K. 15 Union Square West, 2,880 SF Winick Realty Steven E. Baker, 212 792 2636	R. 110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
E. 4 West 14th Street, 2,100 SF Eastern Consolidated James Famularo, 646 658 7373	L. 74 Fifth Avenue, 3,000 SF Newmark Grubb Knight Frank Drew Weiss, 212 372 2473	S. 44 Union Square, 41,571 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
F. 44 West 14th Street, 2,300 SF The Ashtin Group Brett Rovner, 212 271 0278	M. 876 Broadway, 3,000 SF Jones Lang LaSalle Amy Zhen, 212 418 2651	T. 881 Broadway, 59,000 SF RKF Brandon Berger, 212 916 3390
G. 43 West 14th Street, 2,500 SF By Owner Jack Cohen, 212 944 0055	N. 15 East 16th Street, 4,000 SF Eastern Consolidated James Famularo, 646 658 7373	