

# USP Biz + Broker Quarterly Q4 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.

## Marvel Architects Engaged to Plan for Union Square's Future

**With several high-profile** public and private projects in development, Union Square is experiencing a unique period of change and growth. In August, NYCEDC's Tech Training Center was unanimously approved by City Council. Construction is slated to begin in Q1 2019. Conversions of landmark buildings, including 44 Union Square West's Tammany Hall and the ABC Carpet & Home building at 888 Broadway, continue to attract marquee companies seeking best-in-class amenities and office space. To ensure our district is best positioned to meet the needs of current and future tenants and businesses, USP has kicked off a collaborative Neighborhood Visioning and Planning initiative. We have selected Marvel Architects to gather input from property owners, businesses, and residents and to develop a plan for the district's next

chapter. Over the next nine months, the USP and Marvel teams will host a series of participatory community meetings to identify and prioritize potential projects for our district, such as new park amenities, improved security features, and more sustainable infrastructure. We look forward to hearing your ideas and suggestions for our district.



USP is committed to the continuous improvement of the USQ-14thStreet district.

### Recent Commercial Leases

		SF	
Atlassian	888 Broadway	34,000	Software
Zillow <i>(Expansion)</i>	130 Fifth Avenue	20,000	Real Estate
Adobe <i>(Expansion)</i>	100-104 Fifth Avenue	16,244	Technology
Knotel <i>(Expansion)</i>	41 Union Square East	14,000	Office Space

## Preparation Underway for L Train Closure

**With April 2019 fast approaching**, work is underway to prepare for next year's L train closure. The NYC DOT has begun surface work on 14th, 13th, and 12th streets, including milling and paving 14th Street, installing M14 Select Bus kiosks, installing protected bike lanes along 13th and 12th Streets, and other streetscape enhancements. Work will continue through November before the winter weather arrives. The Select Bus Service is slated to begin in January 2019 with enforcement of the 14th Street busway starting in March. Along the busway, vehicular traffic will be limited to buses, emergency vehicles, and local deliveries on 14th Street from 5 a.m. and 10 p.m. every day. Private vehicles will be able to access garages, but must exit 14th Street at the next available right off the transit corridor.

Weekend L train service will be suspended for several weekends in 2018 and in spring 2019 to allow for the MTA to begin preparations for April 2019's closure. Businesses are advised to plan ahead around access and delivery, as well as provide communication to employees, customers, and vendors. For more updates, visit USP's L Train FAQ at [unionsquarenyc.org/ltrain](http://unionsquarenyc.org/ltrain).



The City has begun implementing street treatments on 14th, 13th, and 12th Streets.

### New Businesses

Fit House	20 West 14th Street	Fitness
LROOM Café	41 West 14th Street	Food
Nutella Café	116 University Place	Food
Ole & Steen	873 Broadway	Food
Sauce Pizzeria	345 East 12th Street	Food
Silky Kitchen	137 East 13th Street	Food
Union Square Play	36 East 18th Street	Recreation

### BEFORE DISASTER STRIKES EMERGENCY MANAGEMENT FORUM

Wednesday, November 14, 2018  
Con Edison | 4 Irving Place  
19th Floor, Edison Room

[Click for more information](#)



# 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 3.5% at the beginning of the 4th 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>	135 Third Avenue, 8,068 SF CBRE Corey Bryerman, 212 984 7170
<b>B.</b>	239 First Avenue, 800 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	<b>K.</b>	172 Third Avenue, 3,078 SF KSR Ralph Sarway, 917 533 3659	<b>T.</b>	7 East 14th Street, 8,602 SF Winick Realty Daniyel Cohen, 212 792 2610
<b>C.</b>	207 East 14th Street, 1,100 SF Lee & Associates Barclay Smyly, 212 776 4353	<b>L.</b>	831 Broadway, 3,200 SF Corbett & Dullea Nicholas Dullea, 212 203 5338	<b>U.</b>	111 Third Avenue, 8,850 SF Winick Realty Jordan Bloom, 212 792 2641
<b>D.</b>	26 West 14th Street, 1,500 SF The Ashtin Group Brett Rovner, 212 271 0278	<b>M.</b>	817 Broadway, 3,240 SF RKF Karen Bellantoni, 212 331 0116	<b>V.</b>	23 East 17th Street, 9,529 SF Transworld Equities, inc Ciro Salcedo, 212 686 6900
<b>E.</b>	55-57 West 14th Street, 2,050 SF RKF Gary Alterman, 212 916 3367	<b>N.</b>	74 Fifth Avenue, 4,400 SF Oxford Property Group Brian Goldfarb, 917 309 5108	<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>	37 Union Square West, 4,700 SF Winner Communications Martin Feinberg, 212 206 0111	<b>X.</b>	31 Union Square West, 11,700 SF RKF Marc Finkel, 310 593 0773
<b>G.</b>	18 East 17th Street, 2,200 SF Whitebox Properties Jonathan Arnold, 917 291 0934	<b>P.</b>	12 East 14th Street, 5,000 SF NYC Homes LLC Jean King, 917 929 0749	<b>Y.</b>	50 West 14th Street, 15,181 SF CBRE Lon Rubackin, 212 984 8195
<b>H.</b>	6 West 14th Street, 2,400 SF Coldwell Banker Paul Fetscher, 516 889 7200	<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>	73 Fifth Avenue, 2,500 SF RKF Jeremy Ezra, 212 351 9351	<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)

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**UNION SQUARE PARTNERSHIP**