

# USP Biz + Broker Quarterly Q4 2019 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.

## Theater Thrives in Union Square

A **Tony-award winning director**, a beloved children’s bear, Rescue Me’s Steven Pasquale, and Game of Thrones’ Peter Dinklage are all debuting something special during Union Square’s 2019-2020 theater season. These hotly anticipated shows include a reimagining of the story of Cyrano de Bergerac as a musical, and a revival of the popular Stephen Sondheim and John Weidman, Tony-winning Assassins. Union Square’s incomparable array of theaters, including Classic Stage Company, the 14th Street Y, Daryl Roth and DR2 Theatres, and the Vineyard Theatre, welcomed over 75,000 ticket holders during their annual 8-month run last year, driving foot traffic and spending to the area.

The importance of arts and culture as an economic engine is evident throughout the City and especially in Union Square where hundreds of bars and eateries welcome guests after work, during lunch or before a show. Culture at the neighborhood level both attracts other amenities and businesses and is part of a creative mix that is necessary to economic viability in New York today. The dynamic fabric of Union Square truly sets the area apart with over 380,000 daily pedestrians and the second busiest transit station in the City. Visit our webpage for a complete line up of area shows, on weekdays and weekends, and further ticket information.



Union Square’s theaters prove to be a significant foot traffic driver in district.

### New Businesses

Caffè Panna	77 Irving Place	Food
Laut Singapura	31 East 20th Street	Food
Pasta Eater	9 East 17th Street	Food
Retro Coffee	134 East 17th Street	Food
Rowgatta	31 West 14th Street	Health/Wellness
Xu’s Public House	15 Union Square West	Food

## Business Leaders Step Up

**Union Square Park’s North Plaza** welcomed the 24th annual Harvest in the Square celebration on September 19. Highlighting the district’s bustling food scene, the event brings together business leaders from the neighborhood’s commercial sectors with upwards of 1,250 eventgoers celebrating Union Square’s culinary heritage while fundraising over \$370,800. “Year after year, Harvest in the Square blends cornerstones of the real estate community under one tent for an unforgettable evening filled with vibrant food and excitement,” said Jennifer Falk, Executive Director of the Union Square Partnership. “We would like to thank our business leaders for their continued support every year at this signature event.” Over the years, almost \$6.7 million raised has been raised to fund a wide range of district improvements, extensive neighborhood beautification efforts, and complimentary community programs orchestrated annually by the Union Square Partnership.



Our real estate community anchors turned out in droves at the 24th Harvest in the Square.

# 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 5.5% at the beginning of the 4th Quarter of 2019.



0 - 2,499 SF		2,500- 5,999 SF		6,000 - 35,000 SF	
<b>A.</b>	209 East 14th Street, 280 SF Kassin Sabbagh Realty David Green, 212 417 9217	<b>I.</b>	233 East 14th Street, 2,500 SF H. Stender Realty Inc Herbert Stender, 212 334 8033	<b>Q.</b>	135 Third Avenue, 8,068 SF CBRE Andrew Goldberg, 212 984 8155
<b>B.</b>	228 East 14th Street, 700 SF Meridian Capital Yoni Hadar, 347 517 8705	<b>J.</b>	200 Park Avenue South, 2,500 SF Cushman & Wakefield Christian Stanton, 212 841 5949	<b>R.</b>	44 Union Square East, 8,460 SF Newmark Knight Frank Jeffrey D. Roseman, 212 372 2430
<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 Newmark Knight Frank Barry Fishbach, 212 331 0115	<b>S.</b>	33 Irving Place, 10,000 SF Newmark Knight Frank Ross Kaplan, 212 850 5418
<b>D.</b>	26 East 17th Street, 961 SF Newmark Knight Frank Jeffrey D. Roseman, 212 372 2430	<b>L.</b>	48-50 West 14th Street, 4,500 SF CBRE Michael Kadosh, 212 984 7113	<b>T.</b>	31 Union Square West, 11,700 SF RKF TJ Cholnoky, 212 916 3373
<b>E.</b>	546 Avenue of the Americas, 1,125 SF Buchbinder & Warren Daniel Rodriguez Sains, 646 637 9050	<b>M.</b>	12 East 14th Street, 5,000 SF NYC Homes LLC Jean King, 917 929 0749	<b>U.</b>	881 Broadway, 35,000 SF RKF Ariel Schuster, 212 331 013
<b>F.</b>	230 East 14th Street, 1,300 SF Meridian Capital Yoni Hadar, 347 517 8705	<b>N.</b>	15 Union Square West, 5,073 SF Winick Realty Steven Baker, 212 792 2636		
<b>G.</b>	44 West 14th Street, 2,400 SF Kassin Sabbagh Realty David Green, 212 417 9217	<b>O.</b>	10 Union Square East, 5,726 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618		
<b>H.</b>	6 West 14th Street, 2,400 SF Meridian Capital James Famularo, 646 658 7373	<b>P.</b>	28 West 14th Street, 5,800 SF Kassin Sabbagh Realty Dorel Melloul, 347 922 4563		