

USP Biz & Broker Quarterly Q3 2017 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!

USP + Neighborhood Partners Transform Union Square East

Economic activity along Union Square East and Park Avenue South is flourishing. Union Square Cafe relocated to the corner of 19th Street; new tech companies like Facebook, BuzzFeed, and WeWork have moved in nearby; and the redevelopment of key sites such as Tammany Hall and Mount Sinai Downtown Union Square keep reinventing the area. Public improvements, like protected bike lanes and LinkNYC kiosks, have also enhanced the streetscape. Building on this progress, USP collaborated with a dynamic team of stakeholders and designers to further transform the corridor. With help from NYC Parks, local property owner ORDA Management, and landscape designer HM White, USP overhauled the median malls with a beautiful and lush landscaping design which includes 80 new columnar Sweet Gum trees, shrubs, and perennials. This neighborhood beautification project wouldn't be possible without the generous support of our sponsors: ABS Partners Real Estate, Citibank, Con Edison, The New School, Union Square Hospitality Group, and Urbanspace.



USP's new beautification enhancements line Union Square's east side.

Summer Programming Drives Foot Traffic

Each summer, USP works with our community partners to program over 135 complimentary events in Union Square Park for our popular *Citi Summer in the Square*. The event series, every Thursday from June 15th to August 10th, is once again serving as an economic driver, encouraging foot traffic and highlighting the district's cultural, fitness, and family-friendly offerings. 2017 brings new fitness classes, an off-Broadway children's show, live dueling performances, #ThrowbackThursday Movie Nights, and an amazing round-up of the neighborhood's best lunch and happy hour deals featured on our new #USQDeals webpage. Activities in the park draw thousands of visitors

to the Square and stimulate local business activity by encouraging residents, employees, and visitors to patronize local food and drink establishments. [Connect](#) with us to learn more about our upcoming programs + promotions, or stop by our info booth during *Citi Summer in the Square*.

New Businesses

Babu Ji	22 East 13th Street	Food
Bowery Road	132 Fourth Avenue	Food
Blue Mercury	104 Third Avenue	Retail
Fat Cat Kitchen	223 14th Street	Food
Library of Distilled Spirits	118 East 15th Street	Food
Luke's Lobster	124 University Place	Food
Miss Mi's Hot Pot	4 West 14th Street	Food
Nur	34 20th Street	Food
Sandwicherie	127 Fourth Avenue	Food



#USQDeals features 60+ lunch and happy hour deals at local eateries.



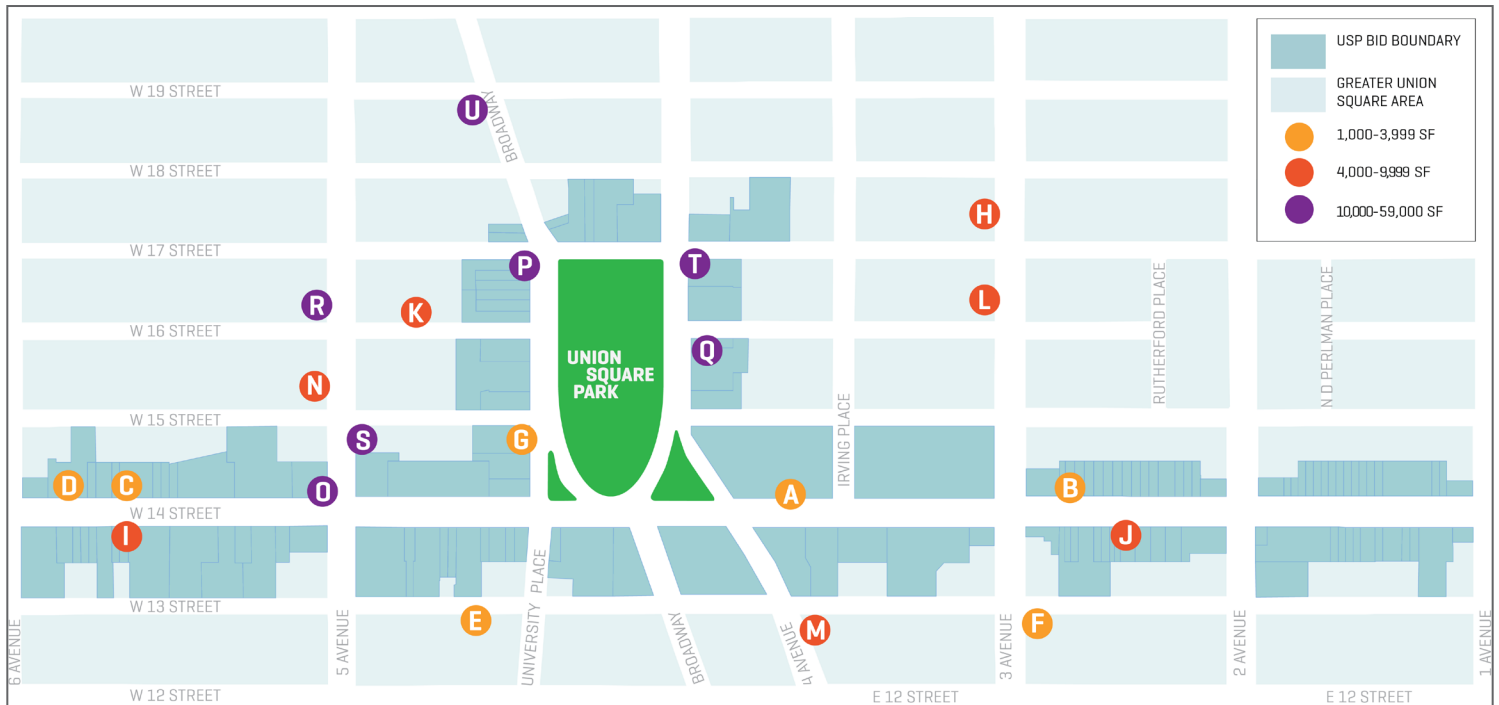
Thursday, September 14, 2017

A celebration of Community + Cuisine
in support of Union Square Park

TICKETS

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 1.6% at the beginning of the 3rd quarter of 2017.



1,000 - 3,999 SF	4,000 - 9,999 SF	10,000 - 59,000 SF
A. 10 Union Square East, 1,182 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	H. 194 Third Avenue, 4,200 SF Winick Realty Jason Berkley, 212 792 2630	O. 90 Fifth Avenue, 10,498 SF RFR Realty Jordan S. Claffey, 212 308 2061
B. 207 East 14th Street, 1,200 SF Winick Realty Lee Block, 212 792 2649	I. 44 West 14th Street, 4,300 SF The Ashtin Group Brett Rovner, 212 271 0278	P. 41 Union Square West, 11,024 SF Newmark Grubb Knight Frank Jeffery Roseman, 212 372 2430
C. 47 West 14th Street, 1,200 SF Century 21 Mizrahi Realty Samuel Mizrahi, 718 998 5700	J. 218 East 14th Street, 4,600 SF Eastern Consolidated Harris C. Bullow, 646 658 7357	Q. 34 Union Square East, 12,060 SF Cushman & Wakefield Joanne Podell, 212 841 5972
D. 55-57 West 14th Street, 1,906 SF RKF Gary Alterman, 212 916 3367	K. 15 East 16th Street, 5,000 SF Eastern Consolidated James Famularo, 646 658 7373	R. 110 Fifth Avenue, 12,800 SF CBRE Richard Hodos, 212 984 8277
E. 28 East 13th Street, 2,088 SF RKF Michael Cohen, 212 916 3374	L. 180 Third Avenue, 5,600 SF Solil Management solinkedcm@solil.com	S. 71 Fifth Avenue, 29,000 SF Winick Realty Jeff Winick, 212 792 2601
F. 123 Third Avenue, 3,000 SF RKF Barry Fishbach, 212 331 0115	M. 127 Fourth Avenue, 5,837 SF RKF David Abrams, 212 222 1496	T. 44 Union Square East, 42,241 SF Newmark Grubb Knight Frank Jeffery Roseman, 212 372 2430
G. 15 Union Square West, 3,368 SF RKF Karen Bellatoni, 212 331 0116	N. 102 Fifth Avenue, 7,460 SF RKF Gary Alterman, 212 916 3367	U. 881 Broadway, 59,000 SF RKF Brandon Berger, 212 916 3390