



Q4 2023

UNION SQUARE BIZ + BROKER QUARTERLY REPORT

Welcome to Union Square Partnership's **Q4 Biz + Broker Quarterly Report**, which features the latest news and leasing metrics across Union Square-14th Street. This report highlights 24 available ground-floor retail spaces, ranging from 200 to 10,612 SF, that offer ideal opportunities for prospective tenants to take advantage of the district's prime location, 24/7 vibrancy, and rich amenities that make Union Square-14th Street one of the most desirable neighborhoods in NYC.

USQ'S NEWEST EMPLOYMENT HUB

In Q4, Civic Hall @ Union Square officially opened at Zero Irving [124 East 14th Street]. Civic Hall occupies seven floors [85,000 SF] of the 21-story building, including a two-story conference and events center, providing a hub for tech education, innovation and workforce training. **Civic Hall's opening solidifies Zero Irving as the newest economic anchor in Union Square.** Nearly 100% leased, Zero Irving is home to over 900 workers across high-profile tech and finance firms.

Alongside Zero Irving, **the Union Square district saw a 15.5% increase in employee visits to the area since this time in 2022**, according to Placer.ai. Positive momentum continues in the district with the opening of **Via Transportation's new headquarters at 114 5th Avenue** and the Q4 announcement that the fintech firm **Valon Technologies leased 13,850 SF of office space** at 860 Broadway. Valon joins the widely popular co-working space Industrious, which reached 65% capacity in the same building after just 3 months in operation.

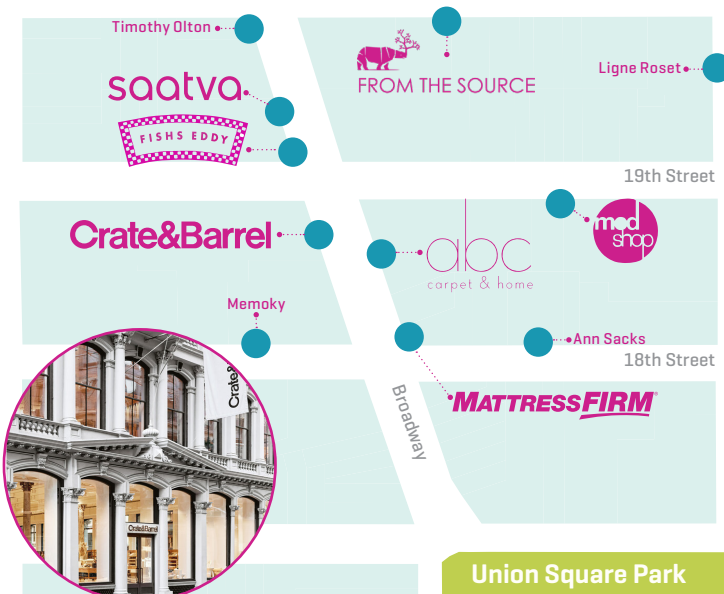


Union Square Partnership joined Mayor Adams, Council Member Rivera, The Fedcap Group, NYCEDC and other key partners at the ribbon-cutting ceremony for Civic Hall @ Union Square. Photo courtesy of Civic Hall.

EMERGING RETAIL TRENDS

In addition to hosting 178 vendors at the destination Union Square Holiday Market, **the neighborhood welcomed 17 new businesses this quarter, including Crate & Barrel's new 23,000 SF flagship location at 881 Broadway.** Crate & Barrel joins Union Square's vibrant cluster of homeware businesses along the Broadway corridor, creating a synergy with renowned neighbors such as Fishs Eddy, abc carpet & home, and From the Source. This addition follows Target's opening in October and precedes Saatva, scheduled to open a 6,700 SF space on Broadway in Q1 2024. **The abundance of home goods is one of Union Square's prominent retail trends** that solidifies the neighborhood as a destination for both small and well-known brands to reach a diverse market of locals and tourists.

Another notable trend this quarter is a rise in second-hand retail, most recently welcoming The ReShop at 12 East 14th Street. **The ReShop joins Union Square's cluster of 15 vintage and thrift shops.** Since 2020, Union Square welcomed Thrift NYC in two locations along 14th Street, 2nd STREET, Cure Thrift, and Crossroads, joining long-established neighborhood favorites like Beacon's Closet, L Train Vintage, Goodwill, and more. This growing roster demonstrates that **Union Square attracts fashion-forward shoppers who are looking for unique and sustainable finds.**



With a high concentration of home goods and furniture retailers on and around Broadway, Union Square is a destination for interior design shopping and inspiration.



GROUND FLOOR RETAIL AVAILABILITY

3,700 - 10,612 SF

1. 24 Union Square East, 10,612 SF*
Newmark
Jeffrey Roseman, 212-372-2430
2. 860 Broadway, 9,850 SF*
Newmark
Mitch Heifetz, 212-916-2934
3. 200 Park Avenue South, 8,590 SF*
ABS
Mark Tergesen, 212-400-9528
4. 145 4th Avenue, 6,934 SF*
JLL
Michael Riley, 212-812-5901
5. 19 Union Square West, 4,940 SF*
JLL
Bob Gibson, 212-812-6421
6. 31 Union Square West, 4,700 SF*
MONA
Brandon Singer, 516-808-6794
7. 1 Union Square West, 4,600 SF*
Buchbinder & Warren
William Abramson, 646-637-9062
8. 36 Union Square East, 4,100 SF*
Compass
Howard Aaron, 646-893-2539
9. 37 Union Square West, 4,200 SF*
Isa Realty Group
Louis Franco, 212-689-1646
10. 200 Park Avenue South, 3,700 SF*
ABS
Mark Tergesen, 212-400-9528

2,200 - 3,100 SF

11. 12 East 14th Street, 3,100 SF*
NYC Commercial Homes LLC
Jean King, 917-929-0749
12. 25 West 14th Street, 3,100 SF
Cushman & Wakefield
Meagan Bonan, 212-589-5150
13. 38 East 14th Street, 3,014 SF*
Ripco
Richard Skulnik, 212-750-0756
14. 20 West 14th Street, 3,000 SF*
KSR
Samuel Chera, 718-614-1731
15. 32 West 14th Street, 3,000 SF
Molcho Realty Group
Ron Molcho, 917-531-1100
16. 41 Union Square West, 2,800 SF
Newmark
Jeffrey Roseman, 212-372-2430
17. 54 West 14th Street, 2,500 SF*
Newmark
Michael Paster, 212-351-9345
18. 25 Union Square West, 2,500 SF*
Colliers
Jake Horowitz, 212-716-3798
19. 239 East 14th Street, 2,250 SF*
Meridian Retail Leasing
Greg Goldberg, 646-780-4904
20. 47 West 14th Street, 2,200 SF*
Cushman & Wakefield
Steven Soutendijk, 212-713-6845

200 - 1,700 SF

21. 39 West 14th Street, 1,700 SF
KSR
Jack Khaski, 917-355-0559
22. 862 Broadway, 1,690 SF*
Atlantic Retail
Joe Mastromonaco, 212-687-2400
23. 853 Broadway, 1,535 SF
Cushman & Wakefield
Mike O'Neill, 212-841-7909
24. 145 4th Avenue, 1,015 SF
Zelnik & Company
Jason Turner, 212-223-2200
25. 328 East 14th Street, 1,000 SF*
KSR
Joshua Berkun, 516-459-9251
26. 207 East 14th Street, 850 SF
Isa Realty Group
Louis Franco, 212-689-1646
27. 38 Union Square East, 800 SF
Compass
Herman Glaswand, 646-854-9635
28. 313 East 14th Street, 500 SF
Oxford Group
Assaf Amethys, 917-515-2898
29. 329 East 14th Street, 450 SF
Baumrind and Baumrind
Sasha Baumrind, 718-858-8426
30. 209 East 14th Street, 200 SF*
KSR
Carolina Aziz, 516-640-6961

*additional lower level, basement, or mezzanine square footage available

DISTRICT TRENDS



"Union Square's magic lies in its unique blend of innovation and community. This cross-pollination of ideas is what fuels creativity, drives progress, and ultimately makes Union Square a place where anything feels possible." - Josh Wein, Managing Director, RAL



360K average daily weekday trips to the Union Square area



Visitor traffic reached 95% compared to Q4 2019



15.5% increase in employee visits since 2022



17 new businesses in Q4 and **12 coming soon**



107K+ SF ground floor space leased in 2023
(within USP BID Boundary, page 2)



14% increase in retail spend compared to Q4 2022

Sources: Replica, Placer.ai, Union Square Partnership

Q4 BUSINESS OPENINGS

Apollo	873 Broadway	5,643 SF	Little Maven	30 W 18th St	2,200 SF
Chick-N-Smash	231 First Ave	1,800 SF	Matto Espresso	110 Third Ave	450 SF
Claire's	863 Broadway	1,440 SF	Memory Motel NYC	106 Third Ave	2,625 SF
Crate & Barrel	881 Broadway	13,000 SF	Naks	201 First Ave	2,450 SF
F45 Training	110 E 13th St	3,600 SF	Rockmeisha	351 East 14th St	900 SF
For U	155 Third Ave	2,400 SF	Serafina Vino e Cucina	110 University Pl	1,800 SF
Glaze	110 University Pl	1,137 SF	Target	10 Union Square E	33,000 SF
Jack's Delicatessen	126 University Pl	2,193 SF	The Re:Shop	12 E 14th St	3,300 SF
Jazba	207 Second Ave	2,600 SF			

Square footage is listed for the ground floor.

USQ IN THE NEWS

The Union Square Holiday Market is named the top holiday market in America



The 30th Annual Union Square Holiday Market featured 178 vendors in its six-weeks of operation and has been named the top holiday market in America by Time Out New York.

THE CITY: Union Square Tries to Become Manhattan's Future

Time Out New York: The Union Square Holiday Market is named the top holiday market in America

YIMBY: Civic Hall at Union Square Celebrates Grand Opening at 124 East 14th Street in Union Square, Manhattan

City & State: Tech start-up incubator heralded as sign of things to come

PR Newswire: Crate & Barrel Opens New York Flagship Store in the Heart of New York Home Design District

Commercial Property Executive: Fintech Firm Signs Full-Floor Lease in Manhattan

Cannabis & Tech Daily: Dazed Cannabis Takes Center Stage in Manhattan's Union Square Neighborhood

Have news about ground-floor spaces that you would like to feature in the next Biz + Broker Quarterly? We love to hear about the latest retail opportunities and new tenants joining our district! Email info@unionsquarenyc.org.

All images by Liz Ligon unless otherwise noted.

The Union Square Partnership works to ensure the community's continued growth and success by providing sanitation, public safety, economic development, and marketing services, and by investing in the beautification of Union Square Park. For more information visit unionsquarenyc.org.

[INFO@UNIONSQUARENYC.ORG](mailto:info@unionsquarenyc.org)
WWW.UNIONSQUARENYC.ORG
[@UNIONSQUARENYC](https://www.instagram.com/unionsquarenyc)
[#UNIONSQUARENYC](https://www.facebook.com/unionsquarenyc)



**UNION
SQUARE
PARTNERSHIP**