

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!

Chihuly Tower Lights Up District for Fall

To celebrate autumn’s arrival, the Union Square Partnership (USP) welcomed Dale Chihuly’s *Rose Crystal Tower* to Union Square Park’s triangle along 14th Street in early October. The unveiling of Chihuly’s *Tower* is the latest in a series of public art installations spanning four decades that USP has brought to the Square as part of its *Celebrate #USQArt* Program. This stunning feat of engineering stands 31-feet tall and is composed of steel and 342 Polyvetro crystals, a plastic material that resembles glass and is more resilient for outdoor settings. The installation joins the long list of world-renowned art that has been featured in the district’s public art spaces, including Lionel Smit’s *Morphous*, Miguel Barcelo’s *Gran Elefantret*, and Rob Pruitt’s *The Andy Monument* to name a few. Chihuly’s installation was a collaboration between USP, the City’s Department of Parks & Recreation, and the Marlborough Gallery. It will be on display through October 2018 and is expected to draw hundreds of thousands of visitors to the Square over the next year.



The opening of Chihuly’s *Tower* draws crowds to Union Square Park.

USP Investments Attract Shoppers, Diners and Businesses

Our tenth annual **Community Opinion Survey** revealed that our neighborhood investments are paying off. An impressive 98.6% of individuals surveyed praised USP for its work cleaning, promoting, and beautifying the Union Square district. Some of USP’s most popular investments include 600 pieces of new bistro furniture and 70 energy efficient LED lights that promote safety in the park at night. Respondents also commended USP on the 198+ community events we hosted to bring new visitors to the district and spotlight local businesses. This year’s *Harvest in the Square* brought together nearly 1,300 attendees and featured over 50 businesses – ranging from newcomers Nur and Bowery Road to local favorites Union Square Cafe and Breads Bakery. Businesses expanding to NYC have taken note of all that Union Square has to offer. The district has become the “go-

to” neighborhood for new concepts, such as Make Sandwich from the creators of Melt Shop, and for international brands to make their US debut. Innisfree, Korea’s #1 beauty brand, opened its flagship location across from the North Plaza and TsuruTonTan, the acclaimed Japanese restaurant chain, is serving up bowls of udon around the corner at its first U.S. location.



Credit: Jenny Hu

Brands, like Innisfree, are debuting their first U.S. locations in Union Square.

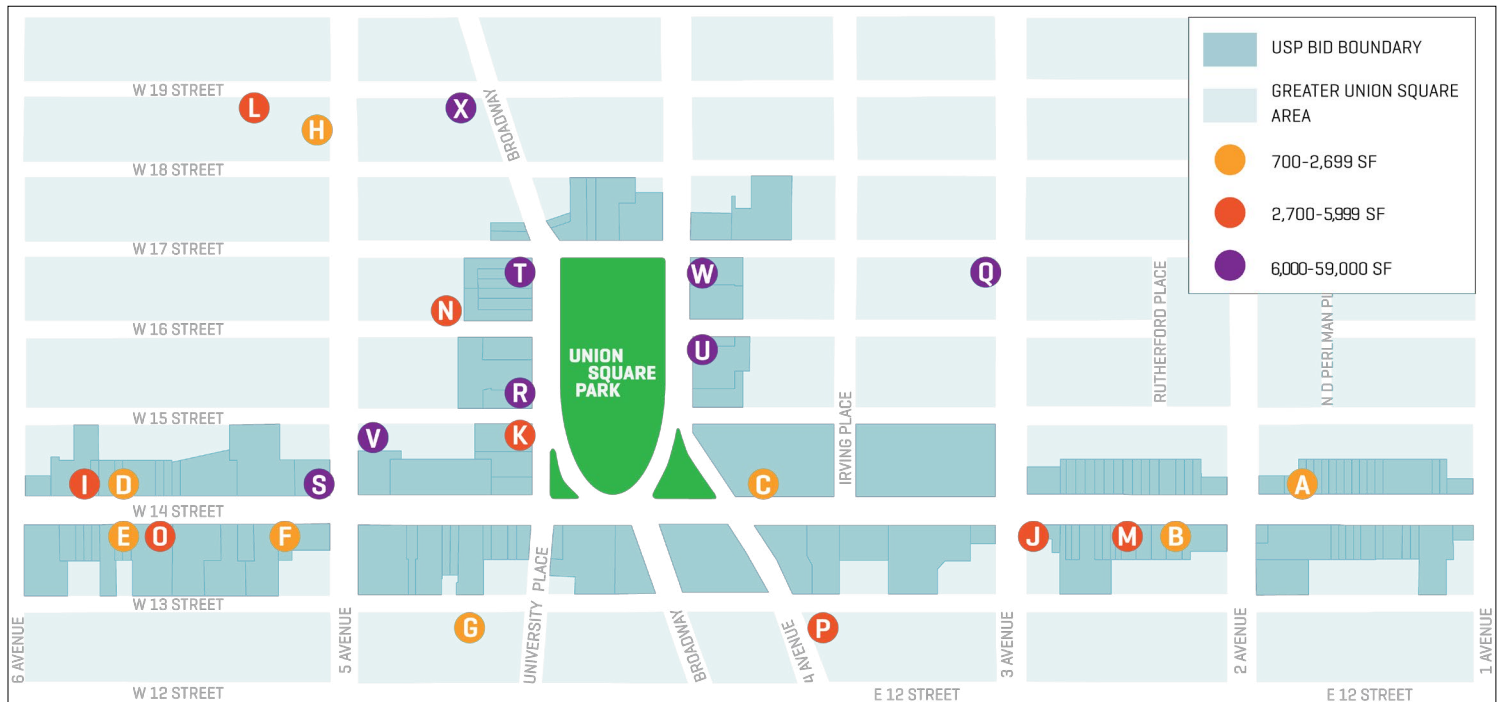
New Businesses		
Ando	31 West 14th Street	Food
Blue Bottle Coffee	101 University Place	Food
Côte	100 East 13th Street	Retail
Innisfree	862 Broadway	Retail
Lotus Blue Dongtian	15 Union Square West	Food
Martina	198 East 11th Street	Food
Rescue Spa	29 East 19th Street	Retail
Sweetgreen	101 University Place	Food
Thaimee Box	244 East 13th Street	Food

**BOOK YOUR HOLIDAY
EVENT IN UNION SQUARE**
[CLICK HERE FOR EVENT SPACES](#)



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 2.6% at the beginning of the 4th quarter of 2017.



700 - 2,699 SF	2,700 - 5,999 SF	6,000 - 59,000 SF
A. 309 East 14th Street, 700 SF Compass Group Andrew Chung, 917 548 4225	I. 55-57 West 14th Street, 2,802 SF RKF Gary Alterman, 212 916 3367	Q. 180 Third Avenue, 6,733 SF Solil Management solinkedcm@solil.com
B. 244 East 14th Street, 1,000 SF Weichert Properties Marcel Bellucci, 917 532 6019	J. 123 Third Avenue, 3,000 SF RKF Barry Fishbach, 212 331 0115	R. 102 Fifth Avenue, 7,460 SF RKF Gary Alterman, 212 916 3367
C. 10 Union Square East, 1,182 SF Empire State Realty Trust Fred C. Posniak, 212 850 2618	K. 15 Union Square West, 3,368 SF RKF Karen Bellatoni, 212 331 0116	S. 90 Fifth Avenue, 10,498 SF RFR Jordan S. Claffey, 212 308 2061
D. 47 West 14th Street, 1,200 SF Century 21 Mizrahi Realty Samuel Mizrahi, 718 998 5700	L. 12 West 19th Street, 4,000 SF Eastern Consolidated James Famularo, 646 658 7373	T. 41 Union Square West, 11,024 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
E. 46 West 14th Street, 1,500 SF Sinvin Randy Kornblatt, 646 673 8772	M. 218 East 14th Street, 4,600 SF Eastern Consolidated Harris C. Bullow, 646 658 7357	U. 34 Union Square East, 12,060 SF Cushman & Wakefield Joanne Podell, 212 841 5972
F. 6 West 14th Street, 1,500 SF Eastern Consolidated James Famularo, 646 658 7373	N. 15 East 16th Street, 5,000 SF Eastern Consolidated James Famularo, 646 658 7373	V. 71 Fifth Avenue, 29,000 SF Winick Realty Jeff Winick, 212 792 2601
G. 28 East 13th Street, 2,088 SF RKF Michael Cohen, 212 916 3374	O. 44 West 14th Street, 4,300 SF The Ashtin Group Brett Rovner, 212 271 0278	W. 44 Union Square East, 42,241 SF Newmark Grubb Knight Frank Jeffrey Roseman, 212 372 2430
H. 134 Fifth Avenue, 2,500 SF European American Properties Albert Rashtian, 212 645 3434	P. 127 Fourth Avenue, 5,837 SF RKF David Abrams, 212 222 1496	X. 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

4 IRVING PLACE
ROOM 751
NEW YORK, NY 10003
TEL 212 460 1200
FAX 212 460 8670

UNION SQUARE PARTNERSHIP