

Q3 2021 UNION SQUARE BIZ + BROKER QUARTERLY REPORT

UNION SQUARE PARTNERSHIP

Welcome to the Union Square Partnership's **Q3 Biz + Broker Quarterly Report**, which highlights Union Square-14th Street's resilience, with a range of new businesses opening across the district and foot traffic on the rise. This report includes 34 ground-floor retail spaces, ranging from 250 to 10,000 square feet. Each offers a terrific opportunity to take advantage of the district's prime location and the rich amenities that make it one of the most desirable neighborhoods in NYC.

RETAIL RESILIENCE IN UNION SQUARE

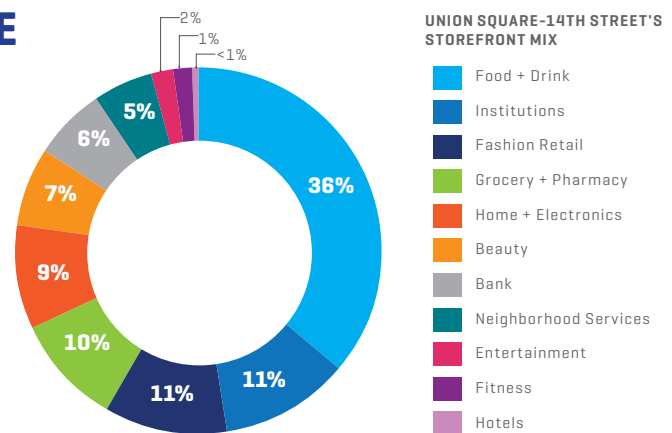
Walking around the neighborhood, it is clear that economic recovery is well underway, with a slew of retail activity across the district. In 2021, Union Square's retail market gained momentum with 12 retail spaces totaling 42,000 SF leased, and additional deals pending. Spending within the district, including e-commerce, is up 53% over the past six months, according to data from Replica.

These trends are also reflected in the significant number of new businesses opening. **Since January 2020, 55 businesses have opened or announced plans to open around Union Square-14th Street.** Over half of these businesses are eateries, and there are also retailers, and health, beauty and professional services joining the neighborhood. This summer, we celebrated the grand openings of popular retailers Lids and Rookie USA on Union Square West, adding to the growing list of apparel options for all ages.

Looking ahead to the fall, food halls at Zero Irving and Whole Foods will provide even greater cuisine and craft beer offerings, perfect for casual bites and happy hours. With these additions and more to come, including Target in 2023, Union Square remains the best place to live, work, and visit.



The USP team joined Sephora and community partners, including Councilmember Carlina Rivera, to celebrate their new location at 4 Union Square, which takes advantage of 14th Street's unparalleled foot traffic.



Union Square-14th Street is home to 204 active storefronts, including over 70 food + drink options, healthcare + academic institutions, a variety of retail, and so much more.

FOOT TRAFFIC ON THE RISE

The area is buzzing with the familiar sounds of office workers, students, and visitors returning to their favorite spots to eat, shop, and play around the Square. **Over the past six months, foot traffic in the district has increased by 113%, according to data from Replica.**

USP's research shows that area office workers have returned in greater numbers when compared to the rest of Manhattan. Our Return to Office survey (June 2021) found that 79% of respondents have returned to their Union Square-14th Street-based offices in-person, either part-time (47%) or full-time (32%). Of those businesses that have not returned yet, the majority plan to do so this fall. And according to data from Replica, the number of trips to work on an average weekday has increased 75% since January 2021.

These are all positive indicators that things are moving in the right direction and that foot traffic is on the rise. With new public art installations, our renowned Greenmarket, the return of the Holiday Market in November, and a robust list of fall theater offerings, Union Square is *the* 24/7 NYC neighborhood in which to open a business this year.

GROUND FLOOR RETAIL AVAILABILITY



4,500 - 10,200 SF

2,030 - 4,000 SF

1. 200 Park Avenue South, 10,200 SF* ABS Mark Tergesen, 212-792-2636	10. 5 East 16th Street, 4,000 SF* Newmark Jeffrey D. Roseman, 212-372-2430	19. 41 Union Square West, 2,800 SF Newmark Jeffrey D. Roseman, 212-372-2430
2. 4 Union Square, 8,979 SF Vornado Jason Morrison, 212-894-7946	11. 20 West 14th Street, 3,500 SF KSR Solomon Sharaby, 718-986-7149	20. 31 West 14th Street, 2,700 SF* Elysee Investment Corp David Haxhia, 646-600-2800
3. 44 Union Square East, 8,460 SF* Newmark Jeffrey D. Roseman, 212-372-2430	12. 12 East 14th Street, 3,300 SF* NYC Homes LLC John King, 917-929-0749	21. 35 West 14th Street, 2,700 SF* KSR Dorel Melloul, 347-922-4563
4. 510 Sixth Avenue, 8,000 SF* CBRE Jordan Kaplan, 212-984-6576	13. 34 Union Square East, 3,250 SF* Jones Lang LaSalle Jonathan Hageman, 212-812-5995	22. 200 Park Avenue South, 2,500 SF* ABS Mark Tergesen, 212-792-2636
5. 31 East 17th Street, 7,000 SF* ABS Mark Tergesen, 212-792-2636	14. 10 Union Square East, 3,084 SF Empire State Realty Trust Fred C. Posniak, 212-850-2618	23. 25 Union Square West, 2,500 SF Colliers Jake Horowitz, 212-716-3798
6. 135 Third Avenue, 6,526 SF* CBRE Andrew Goldberg, 212-984-8155	15. 510 Sixth Avenue, 3,026 SF CBRE Jordan Kaplan, 212-984-6576	24. 54 West 14th Street, 2,500 SF* Newmark Michael Paster, 212-351-9345
7. 31 Union Square West, 4,700 SF* MONA Brandon L. Singer, 888-421-6662	16. 38 East 14th Street, 3,014 SF* Ripco Richard Skulnik, 212-750-0756	25. 233 East 14th Street, 2,500 SF Stender Realty Herbert Stender, 212-334-8033
8. 19 Union Square West, 4,629 SF ABS Mark Tergesen, 212-792-2636	17. 123 Third Avenue, 3,000 SF Newmark Barry Fishbach, 212-331-0115	26. 30 West 14th Street, 2,350 SF* KSR Dorel Melloul, 347-922-4563
9. 48-50 West 14th Street, 4,500 SF* CBRE Michael Kadosh, 212-984-7113	18. 7 East 14th Street, 2,943 SF Winick Spencer Planit, 212-792-2604	27. 218 East 14th Street, 2,034 SF* FlagshipEra Harris Bulow, 646-209-9777

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

GROUND FLOOR RETAIL AVAILABILITY

0 - 2,000 SF

- | | | |
|---|--|--|
| 28. 870 Broadway, 2,000 SF*
Cushman & Wakefield
Alan Napack, 212-841-5057 | 34. 328 and 330 East 14th Street
1,300 SF / 700 SF
Meridian Retail Leasing
Yoni Hadar, 347-517-8705 | 40. 246 East 14th, 800 SF
JBA
Harry Safter, 917-991-6560 |
| 29. 15 Union Square West, 1,730 SF*
Winick
Steven E. Baker, 212-792-2636 | 35. 55-57 West 14th Street
1,250 SF / 752 SF
Newmark
Gary Alterman, 212-916-3367 | 41. 47 West 13th Street, 700 SF*
Winick
Ross Burack, 212-792-2624 |
| 30. 39 West 14th Street, 1,700 SF*
KSR
Jack Khasi, 917-355-0559 | 36. 121 University Place
1,200 SF / 600 SF
Avi Tsadok, 516-712-9090 | 42. 223 East 14th Street, 600 SF
Flatiron Real Estate Advisors
Robert Ancona, 917-539-8414 |
| 31. 237 First Avenue, 1,576 SF
Colliers
Jake Horowitz, 212-716-3798 | 37. 244 East 14th Street, 1,200 SF
JBA
Harry Safter, 917-991-6560 | 43. 225 East 14th Street, 500 SF
Meridian Retail Leasing
James Panularo, 646-658-7373 |
| 32. 853 Broadway, 1,535 SF*
Cushman & Wakefield
Taylor Reynolds, 212-841-5920 | 38. 207 East 14th Street, 1,100 SF
Cornerstone Commercial NYC
Barclay Smyly, 917-553-0218 | 44. 313 East 14th Street, 500 SF*
By Owner
Danny Zada, 516-441-5115 |
| 33. 4 Union Square, 1,461 SF
Vornado
Jason Morrison, 212-894-7946 | 39. 226 East 14th, 900 SF
Joe Strasser, 646-220-7040 | 45. 209 East 14th Street, 250 SF
KSR
Dorel Melloul, 347-922-4563 |

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



LET'S GET BACK TOGETHER

With all that Union Square has to offer, it is the perfect neighborhood to reconnect with colleagues and friends. USP's new marketing campaign, **REUNION SQUARE**, encourages visitors of all ages to make the district their place of reunion through local "day-cations" and "stay-cations" at local restaurants, shops, cultural institutions, and outdoor spaces. More information and local itineraries are available at www.unionsquarenyc.org/reunion-square.

SHARE YOUR NEWS

Have news about ground-floor spaces that you would like to feature in the next Biz + Broker Quarterly Report? We love to hear about new opportunities as well as new tenants that are joining our district! Reach out to us at info@unionsquarenyc.org.

CONNECT WITH US

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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.

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