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.

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.
<table>
<thead>
<tr>
<th>No.</th>
<th>Address</th>
<th>Square Footage</th>
<th>landlord</th>
<th>Contact Person</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>200 Park Avenue South, 10,200 SF*</td>
<td>10,200 SF</td>
<td>ABS</td>
<td>Mark Tergesen</td>
<td>212–792–2636</td>
</tr>
<tr>
<td>2.</td>
<td>4 Union Square, 8,979 SF</td>
<td>8,979 SF</td>
<td>Vornado</td>
<td>Jason Morrison</td>
<td>212–894–7946</td>
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<tr>
<td>3.</td>
<td>44 Union Square East, 8,460 SF*</td>
<td>8,460 SF</td>
<td>Newmark</td>
<td>Jeffrey D. Roseman</td>
<td>212–372–2430</td>
</tr>
<tr>
<td>4.</td>
<td>510 Sixth Avenue, 8,000 SF*</td>
<td>8,000 SF</td>
<td>CBRE</td>
<td>Jordan Kaplan</td>
<td>212–984–6576</td>
</tr>
<tr>
<td>5.</td>
<td>31 East 17th Street, 7,100 SF*</td>
<td>7,100 SF</td>
<td>ABS</td>
<td>Mark Tergesen</td>
<td>212–792–2636</td>
</tr>
<tr>
<td>6.</td>
<td>135 Third Avenue, 6,815 SF*</td>
<td>6,815 SF</td>
<td>CBRE</td>
<td>Andrew Goldberg</td>
<td>212–984–8155</td>
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<td>7.</td>
<td>31 Union Square West, 4,700 SF*</td>
<td>4,700 SF</td>
<td>MONA</td>
<td>Brandon L. Singer</td>
<td>888–421–6662</td>
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<td>8.</td>
<td>19 Union Square West, 4,629</td>
<td>4,629 SF</td>
<td>ABS</td>
<td>Mark Tergesen</td>
<td>212–792–2636</td>
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<td>9.</td>
<td>48-50 West 14th Street, 4,500 SF*</td>
<td>4,500 SF</td>
<td>CBRE</td>
<td>Michael Kadosh</td>
<td>212–984–7113</td>
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<td>10.</td>
<td>5 East 16th Street, 4,000 SF*</td>
<td>4,000 SF</td>
<td>Newmark</td>
<td>Jeffrey D. Roseman</td>
<td>212–372–2430</td>
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<td>11.</td>
<td>20 West 14th Street, 3,500 SF*</td>
<td>3,500 SF</td>
<td>KSR</td>
<td>Solomon Shababy</td>
<td>718–986–7149</td>
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<td>12.</td>
<td>12 East 14th Street, 3,300 SF*</td>
<td>3,300 SF</td>
<td>NYC Homes LLC</td>
<td>John King</td>
<td>917–929–0749</td>
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<td>13.</td>
<td>34 Union Square East, 3,250 SF*</td>
<td>3,250 SF</td>
<td>Jones Lang LaSalle</td>
<td>Jonathan Hageman</td>
<td>212–812–5995</td>
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<td>14.</td>
<td>10 Union Square East, 3,084 SF</td>
<td>3,084 SF</td>
<td>Empire State Realty Trust</td>
<td>Fred C. Posniak</td>
<td>212–850–2618</td>
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<td>15.</td>
<td>510 Sixth Avenue, 3,026 SF</td>
<td>3,026 SF</td>
<td>CBRE</td>
<td>Jordan Kaplan</td>
<td>212–984–6576</td>
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<td>16.</td>
<td>38 East 14th Street, 3,014 SF*</td>
<td>3,014 SF</td>
<td>Ripco</td>
<td>Richard Skulnik</td>
<td>212–750–0756</td>
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<td>17.</td>
<td>123 Third Avenue, 3,000 SF</td>
<td>3,000 SF</td>
<td>Newmark</td>
<td>Barry Fishbach</td>
<td>212–331–0115</td>
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<td>18.</td>
<td>7 East 14th Street, 2,943 SF</td>
<td>2,943 SF</td>
<td>Winick</td>
<td>Spencer Planit</td>
<td>212–792–2604</td>
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<td>19.</td>
<td>41 Union Square West, 2,800 SF*</td>
<td>2,800 SF</td>
<td>Newmark</td>
<td>Jeffrey D. Roseman</td>
<td>212–372–2430</td>
</tr>
<tr>
<td>20.</td>
<td>31 West 14th Street, 2,700 SF*</td>
<td>2,700 SF</td>
<td>Elysee Investment Corp</td>
<td>David Haxhia</td>
<td>646–600–2800</td>
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<td>21.</td>
<td>35 West 14th Street, 2,700 SF*</td>
<td>2,700 SF</td>
<td>KSR</td>
<td>Dorel Melloul</td>
<td>347–922–4563</td>
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<td>22.</td>
<td>200 Park Avenue South, 2,500 SF*</td>
<td>2,500 SF</td>
<td>ABS</td>
<td>Mark Tergesen</td>
<td>212–792–2636</td>
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<td>23.</td>
<td>25 Union Square West, 2,500 SF</td>
<td>2,500 SF</td>
<td>Colliers</td>
<td>Jake Horowitz</td>
<td>212–716–3798</td>
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<td>24.</td>
<td>54 West 14th Street, 2,500 SF*</td>
<td>2,500 SF</td>
<td>Newmark</td>
<td>Michael Paster</td>
<td>212–351–9345</td>
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<tr>
<td>25.</td>
<td>233 East 14th Street, 2,500 SF</td>
<td>2,500 SF</td>
<td>KSR</td>
<td>Dorel Melloul</td>
<td>347–922–4563</td>
</tr>
</tbody>
</table>

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

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.

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