Union Square-14th Street continues to demonstrate incredible resilience with strong signs that the district will not only continue its upward trajectory but also thrive as one of the City’s best neighborhoods to live, work, and invest in. In this report, we outline the neighborhood’s key advantages and highlight the positive indicators of continued economic growth and success.

Among Union Square’s many advantages is its function as a true “15-minute neighborhood,” with its wealth of local amenities and resources accessible within walking distance or a short bike ride. The draw of Union Square’s diverse retail, food, culture, health, and entertainment offerings, and Union Square Park, its crown jewel, produced positive outcomes with foot traffic and spending reaching near pre-pandemic levels.

**OUR COMPETITIVE EDGE**

Union Square-14th Street is well-positioned to rebound from the impacts of the pandemic based on several key advantages:

- A diverse mix of residents, retail, and office tenants activate the district and contribute to its 24/7 vibrancy.

- Numerous anchor institutions and top employers call Union Square home, including Con Edison, Mount Sinai Downtown, NYU, Paragon Sports, The New School, and The Strand, to name a few (see page 2 for more).

- Commercial leaders are choosing Union Square, with over 485K square feet of office space leased across tech, health, and finance sectors [see page 3 for more].

- Since January 2020, Union Square-14th Street welcomed 86 new businesses and there are 12 more on the way, further demonstrating the neighborhood’s strong appeal [see page 4 for more].

- A robust transportation network, and a strong mix of shopping, dining, community, and cultural assets, including the world-famous Greenmarket are just a few of the district’s rich neighborhood offerings.

- Seasonal programming continues to be a major draw, exemplified by the 2021 return of Urbanspace Holiday Market, which saw foot traffic up 114%, and food vendor sales up 24% compared to the 2019 market, according to data from Placer and Urbanspace.

"The City is following through on our promise that New York City means business. We are making it clear that small businesses will be prioritized and supported because they create jobs and keep our neighborhoods and commercial corridors dynamic and vibrant."

Marie Torres-Springer, Deputy Mayor Economic & Workforce Development

PLNT Burger joined a long list of new eateries + retailers to lease space in Union Square. In total, 78 new businesses have opened since the start of the pandemic.
## OUR RICH COMMERCIAL MIX

Union Square-14th Street is home to high-profile institutions and headquarters across a range of sectors. These include technology, advertising, media, and information (TAMI), hospitality, finance, real estate, and design, along with a mix of retailers representing local landmarks and national brands.

This rich mix continues to be a major draw. According to the data platforms Replica and Placer, retail spending and foot traffic in the district are nearing pre-pandemic levels.

"Welcoming Microsoft and Allbirds to 120-122 Fifth Ave demonstrates the area's strong appeal. They join one of the most vibrant mixed-use neighborhoods in NYC and were attracted by Union Square's dynamic community of residents, office workers, students, and tourists."

Nick Haines
The Bromley Companies

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### COMMERCIAL TENANTS

<table>
<thead>
<tr>
<th>#</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adobe</td>
</tr>
<tr>
<td>2</td>
<td>Barnes + Noble HQ</td>
</tr>
<tr>
<td>3</td>
<td>Bombas</td>
</tr>
<tr>
<td>4</td>
<td>Capital One Labs</td>
</tr>
<tr>
<td>5</td>
<td>Cole Haan</td>
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<tr>
<td>6</td>
<td>Compass</td>
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<tr>
<td>7</td>
<td>eBay</td>
</tr>
<tr>
<td>8</td>
<td>Facebook</td>
</tr>
<tr>
<td>9</td>
<td>Goldbelly</td>
</tr>
<tr>
<td>10</td>
<td>Hulu</td>
</tr>
<tr>
<td>11</td>
<td>IBM iX</td>
</tr>
<tr>
<td>12</td>
<td>MasterCard Labs</td>
</tr>
<tr>
<td>13</td>
<td>Microsoft</td>
</tr>
<tr>
<td>14</td>
<td>Netflix</td>
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### RETAILERS

<table>
<thead>
<tr>
<th>#</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>ABC Carpet &amp; Home</td>
</tr>
<tr>
<td>29</td>
<td>Allbirds</td>
</tr>
<tr>
<td>30</td>
<td>Aritzia</td>
</tr>
<tr>
<td>31</td>
<td>Athleta</td>
</tr>
<tr>
<td>32</td>
<td>Bandier</td>
</tr>
<tr>
<td>33</td>
<td>Barnes + Noble</td>
</tr>
<tr>
<td>34</td>
<td>Best Buy</td>
</tr>
<tr>
<td>35</td>
<td>Bluemercury</td>
</tr>
<tr>
<td>36</td>
<td>Bonobos</td>
</tr>
<tr>
<td>37</td>
<td>Camp</td>
</tr>
<tr>
<td>38</td>
<td>Coach</td>
</tr>
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<td>39</td>
<td>Dr. Martens</td>
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<td>Fishs Eddy</td>
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<td>41</td>
<td>Fresh</td>
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<td>42</td>
<td>HBM</td>
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<tr>
<td>43</td>
<td>J. Crew</td>
</tr>
<tr>
<td>44</td>
<td>Lululemon</td>
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<tr>
<td>45</td>
<td>Nordstrom Rack</td>
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<tr>
<td>46</td>
<td>Paragon Sports</td>
</tr>
<tr>
<td>47</td>
<td>Reebok FitHub</td>
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<td>48</td>
<td>Rothmans</td>
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<tr>
<td>49</td>
<td>Scotch &amp; Soda</td>
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<tr>
<td>50</td>
<td>Sephora</td>
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<tr>
<td>51</td>
<td>The Strand</td>
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<tr>
<td>52</td>
<td>Trader Joe's</td>
</tr>
<tr>
<td>53</td>
<td>Union Square Wines</td>
</tr>
<tr>
<td>54</td>
<td>Whole Foods</td>
</tr>
<tr>
<td>55</td>
<td>Zara</td>
</tr>
</tbody>
</table>

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“Driving foot traffic to the area four days a week”

Over 145,000 employees within a 1/2 mile radius of Union Square
INDUSTRY LEADERS CHOOSE UNION SQUARE

Union Square continues to attract top firms and talent, with over 485K square feet of commercial office space leased since January 2021 across the tech, finance, and health sectors. Premier educational and publishing institutions have also announced plans to strengthen ties to Union Square, drawn to the district’s rich commercial and cultural offer and its legacy of community and innovation.

- Topping the list, Microsoft has leased 150K sf across 10 floors at The Bromley Companies’ 122 Fifth Avenue. The building is undergoing a complete renovation of its commercial and retail spaces, which also welcomed Allbirds to the ground floor in March 2022.

- The Zero Irving Tech Center made headlines as its first commercial tenants, Melio [25K sf], and Sigma [15.5K sf], signed leases in the state-of-the-art building, which is on track to open in 2022.

- NYU announced plans to relocate the Wagner Graduate School of Public Service to its formerly administrative office space at 105 East 17th Street. It plans to open to its 864 students and 200+ faculty members in Fall 2024.

- Longtime district partner Barnes & Noble unveiled Union Square & Co, the name for a new subsidiary of Sterling Publishing, further reinforcing the strength of the Union Square brand and neighborhood identity.

- Over 80K sf of retail space has been leased since 2020 to national brands, such as Allbirds and Sephora, and newcomers, such as Rookie and Modern Age, who chose Union Square to locate their flagship storefront.

The Urbanspace Food Hall, on track to open in 2022, will activate the ground floor of the Zero Irving Tech Center, and introduce a diverse selection of eateries to East 14th Street.

“NYU’s Wagner School of Public Service is looking forward to moving to Union Square. As a leading center for research and training in urban policy and non-profit management and public service, Wagner is a perfect fit for one of the most vibrant, diverse, and civic-minded communities in the city. The synergies will be amazing.”  

Lynne Brown  
New York University

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Industry</th>
<th>Area (sf)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft</td>
<td>122 Fifth Ave</td>
<td>Tech</td>
<td>150,000</td>
</tr>
<tr>
<td>Wellington Management</td>
<td>799 Broadway</td>
<td>Finance</td>
<td>71,000</td>
</tr>
<tr>
<td>Chainalysis</td>
<td>114 Fifth Ave</td>
<td>Fintech</td>
<td>40,000</td>
</tr>
<tr>
<td>Melio</td>
<td>124 East 14th St</td>
<td>Fintech</td>
<td>25,000</td>
</tr>
<tr>
<td>Stellar Health</td>
<td>215 Park Ave</td>
<td>Health</td>
<td>17,000</td>
</tr>
<tr>
<td>Sigma</td>
<td>124 East 14th St</td>
<td>Tech</td>
<td>15,500</td>
</tr>
<tr>
<td>Laurel Road</td>
<td>124 East 14th St</td>
<td>Fintech</td>
<td>15,240</td>
</tr>
<tr>
<td>Kaltura</td>
<td>860 Broadway</td>
<td>Tech</td>
<td>13,815</td>
</tr>
<tr>
<td>Union Square Ventures</td>
<td>817 Broadway</td>
<td>Finance</td>
<td>13,500</td>
</tr>
<tr>
<td>Piano Software</td>
<td>85 Fifth Ave</td>
<td>Tech</td>
<td>13,092</td>
</tr>
<tr>
<td>Accrue Savings</td>
<td>100-104 Fifth Ave</td>
<td>Finance</td>
<td>10,000</td>
</tr>
<tr>
<td>Superblocks</td>
<td>100-104 Fifth Ave</td>
<td>Tech</td>
<td>10,666</td>
</tr>
<tr>
<td>25madison</td>
<td>817 Broadway</td>
<td>Finance</td>
<td>9,943</td>
</tr>
<tr>
<td>Steadview Capital Mgmt</td>
<td>817 Broadway</td>
<td>Finance</td>
<td>9,943</td>
</tr>
<tr>
<td>Avenir</td>
<td>817 Broadway</td>
<td>Finance</td>
<td>9,943</td>
</tr>
</tbody>
</table>
NEW + COMING SOON

Since the start of the pandemic, 86 businesses have opened in Union Square, including a mix of eateries, retailers, health + wellness, beauty, and professional services. Of these, 37 have opened since January 2021, and 12 have announced plans to open soon. Looking ahead, we are excited to welcome these new additions, including Sweet Chick, Tompkins Square Bagels, Petco + Pet Hospital, and the Urbanspace Food Hall in 2022, and Target in 2023.

“Opening our first brick and mortar store is a huge milestone for us, and the fact that it’s located in Union Square, the heart of New York City, makes it an even bigger deal for us.”

Chef Spike Mendelsohn
PLNT Burger

In April 2022, USP was honored to receive a generous donation from Whole Foods in celebration of their new food hall expansion at 4 Union Square and continued partnership in the community.

NEW EATERIES
1. 787 Coffee
319 East 14th Street
2. Beyond Wok
42 Union Square East
3. Chard NYC + Singlish
17 East 13th Street
4. Chicken & the Egg | 2022
221 Second Avenue
5. Cutlets
99 Third Avenue
6. FIFTYLAN
32 Union Square East
7. GEN Korean BBQ | 2022
150 East 14th Street
8. HipCityVeg
28 East 12th Street
9. Little Rebel
219 Second Avenue
10. Mad for Chicken
230 East 14th Street
11. Martiny’s
121 East 17th Street
12. Mezze Mediterranean Grill
900 Broadway
13. NAYA
83 University Place
14. Panda Express | 2022
237 First Avenue
15. P.F. Chang’s | 2022
113 University Place
16. Pila de Boba
328 East 14th Street
17. PLNT Burger
139 Fourth Avenue
18. SONA
36 East 20th Street
19. Starbucks
111 University Place
20. Sweet Chick | 2022
27 Union Square West
21. Tacos Güey
37 West 19th Street
22. Tompkins Square Bagels | 2022
33 West 17th Street
23. Urbanspace Food Hall | 2022
124 East 14th Street
24. Unregular Pizza
135 Fourth Avenue
25. Whole Foods Food Hall
4 Union Square
26. Crossroads Trading
47 West 13th Street
27. Daily Thread
50 West 14th Street
28. MedRite | 2022
123 Third Avenue
29. Modern Age
100 Fifth Avenue
30. QQ Nail Spa
71 University Place
31. Stretch Zone
134 Fifth Avenue
32. Summit Health
18 West 18th Street
33. VSpot | 2022
104 Fifth Avenue
34. 3rd Ave Dollar & More
135 Third Avenue
35. Allbirds
120 Fifth Avenue
36. Bulbs NYC
11 West 14th Street
37. Cure Thrift
91 Third Avenue
38. Five Below
4 Union Square
39. Genius Gems | 2022
555 Sixth Avenue
40. Intimissimi
97 Fifth Avenue
41. Lot Stop
247 First Avenue
42. Lids
15 Union Square West
43. Petco + Pet Hospital | 2022
44 Union Square
44. U One Market
121 University Place

NEW SERVICES
37. All About Hair
225 East 14th Street
38. Hot Tips Nail
2 West 14th Street
39. MedRite | 2022
123 Third Avenue
40. Five Below
4 Union Square
41. Modern Age
100 Fifth Avenue
42. Intimissimi
97 Fifth Avenue
43. Lot Stop
247 First Avenue
44. Lids
15 Union Square West
45. Petco + Pet Hospital | 2022
44 Union Square
46. U One Market
121 University Place
DISTRICT SNAPSHOT

- With over 76,000 residents and 145,000 employees within a 1/2 radius, Union Square remains one of NYC’s most desirable places to live and work.

- Its 2:1 employee to residential population, and significant population density, 24% higher than Manhattan, make Union Square a true mixed-use neighborhood, supported by a diverse array of commercial businesses, retail, and restaurants.

- Union Square is comprised of 32.5% owner-occupied housing, which is well above Manhattan’s 24%.

- Union Square is one of NYC’s largest transit hubs with 10 subway lines, over 10 bus lines, the PATH, and 15 Citi Bike stations.

- In 2019, over 32.4M riders passed through the Union Square-14th Street subway station and 9.4M rode the M14 local/SBS buses. Between March 2021 and 2022, ridership at the station increased by 90%.

- Bike use is on the rise in Union Square. The Citi Bike station at Broadway/17th Street is one of Citi Bike’s top 10 stations and in May 2021, this station had 52% higher usage than the same period in 2019.

### COMMERCIAL OVERVIEW

<table>
<thead>
<tr>
<th>Total Businesses</th>
<th>6,488</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employees</td>
<td>145,432</td>
</tr>
<tr>
<td>Employee/Resident Population Ratio</td>
<td>2:1</td>
</tr>
</tbody>
</table>

### RETAIL OVERVIEW

<table>
<thead>
<tr>
<th>Total Businesses</th>
<th>1,874</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employees</td>
<td>78</td>
</tr>
<tr>
<td>New Establishments</td>
<td>Coming Soon (2022-23)</td>
</tr>
</tbody>
</table>

### RESIDENTIAL OVERVIEW

<table>
<thead>
<tr>
<th>Union Square</th>
<th>Manhattan</th>
<th>NYC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>76,254</td>
<td>1,576,876</td>
</tr>
<tr>
<td>Housing Units</td>
<td>45,125</td>
<td>892,878</td>
</tr>
<tr>
<td>Median Asking Rent</td>
<td>$2,576</td>
<td>$1,787</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$813,331</td>
<td>$1,024,500</td>
</tr>
<tr>
<td>% Owner Occupied</td>
<td>32.5%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$158,965</td>
<td>$89,812</td>
</tr>
<tr>
<td>Population Density (per sq mi)</td>
<td>97,018</td>
<td>69,468</td>
</tr>
<tr>
<td>Median Age</td>
<td>37</td>
<td>37.5</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>1.6</td>
<td>2.1</td>
</tr>
</tbody>
</table>

Sources: Replica, Placer, Citi Bike, MTA, US Census Bureau, USP

### IN THE NEWS

- **Commercial Observer**: Manhattan’s Union Square Moves Past COVID With New Development
- **New York YIMBY**: 122 Fifth Avenue’s Expansion Tops Out In Union Square, Manhattan
- **Hunter Urban Review**: Revitalizing 14th Street: An Interview with Union Square Partnership’s Executive Director, Jennifer Falk
- **New York Business Journal**: Petco’s new Union Square lease is among the city’s largest for 2022
- **New York YIMBY**: RAL Development Announces Zero Irving’s First Tenant At 124 East 14th Street In Union Square, Manhattan
- **Bloomberg**: NYC’s Union Square Gets a Colorful Reminder to Calm Down
PROUD COMMUNITY ADVOCATES

Throughout the year, the Union Square Partnership is focused on keeping the district safe and welcoming for its residents, businesses, and visitors. We maintain a strong commitment to our core services, which have roots in the organization’s early efforts to revitalize the neighborhood during times of fiscal crisis and have strong relevance today.

USP is working on a series of quality of life action items that include heightened efforts to address neighborhood conditions effectively along with our street teams and outside partners. This work includes increased monitoring of the district and focused communications with key stakeholders.

“When you choose Union Square-14th Street, you become a part of an incredible network of community partners who are supported by our ongoing work. We are proud to serve as the organization that advocates for, beautifies, and catalyzes change in the area, making it, by any measure, one of the most successful neighborhoods in NYC.”

Jennifer Falk
Union Square Partnership

USP IN ACTION

USP works year-round to foster positive change through a wide range of programs, including:

- **CLEAN + SAFE**
  USP’s clean and safe programs ensure that the district remains welcoming and a great place to live, visit and do business.

- **ADVOCACY + ASSISTANCE**
  USP continues to provide advice and assistance as well as advocate for improvements that benefit businesses and the overall quality of life in the area.

- **DISTRICT ALERTS**
  Communication is key for district partners in planning for the next steps in the area’s recovery. USP keeps partners informed so they can plan accordingly.

- **PUBLIC SPACE ENHANCEMENTS**
  Whether investing in beautification efforts or planning for the area’s future through our Vision Plan, USP continues to enhance the district’s physical landscape.

- **AMPLIFYING PROJECT MILESTONES**
  Despite the challenges, construction and investments continue throughout the area, and USP keeps partners informed of the progress and troubleshoots when needed.

- **NETWORKING EVENTS**
  USP continues to find ways to bring partners together through in-person networking events.

- **ACCESS TO PPE**
  From distributing tens of thousands of free masks and COVID rapid tests when necessary, USP ensures the district is a safe place to do business.
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.

SUPPORT OUR WORK

Check out our list of five ways that you can partner with USP to support our work and aid the district’s recovery. Most important, we hope you will forward this report to your colleagues in the real estate sector. Together, we are confident Union Square-14th Street’s trajectory will continue upward and emerge stronger and more vibrant than ever before.

1. PARTNER WITH US
   Our district’s commercial, residential, and cultural partnerships are our lifeline. Help us engage and identify new creative partnerships, participate in our many community efforts, and support us as we serve the district on its road to recovery.

2. SHARE DISTRICT MESSAGES
   Tag us on social media, forward our newsletters, share this report, and help amplify our message that Union Square-14th Street is back and better than ever. Post your own positive messaging and good news about the neighborhood, and its businesses and attractions, through your channels.

3. LEARN ABOUT OUR COMMUNITY VISION
   USP is launching a plan for streetscape and lighting improvements as part of the Union Square-14th Street District Vision Plan, our guide for urban design and infrastructure upgrades for the coming decades. Learn more at unionsquarenyc.org/vision.

4. REPORT NEIGHBORHOOD CONDITIONS
   Help us identify and address the neighborhood’s most pressing needs as we tackle recovery. You can do this by reporting conditions to 311, speaking with your local elected officials’ offices, and participating in Community Board discussions. More eyes and ears on our community can only make us stronger. Learn more at unionsquarenyc.org/reportqol.

5. SUPPORT LOCAL BUSINESSES
   It has never been a better time to show your love for local restaurants, retailers, and service businesses. These establishments need everyone to support their ongoing recovery. Dine locally, order take-out, shop, and frequent our neighborhood treasures to help bolster the local economy.