

Q4 2022 UNION SQUARE BIZ + BROKER QUARTERLY REPORT

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SQUARE
PARTNERSHIP

Welcome to Union Square Partnership's **Q4 Biz + Broker Quarterly Report**, which features the latest news and recovery metrics across Union Square-14th Street. This report highlights 31 available ground-floor retail spaces, ranging from 400 to 12,800 SF, that offer ideal opportunities for prospective tenants to take advantage of the district's prime location and the rich amenities that make it one of the most desirable neighborhoods in NYC.

INNOVATORS CHOOSE USQ

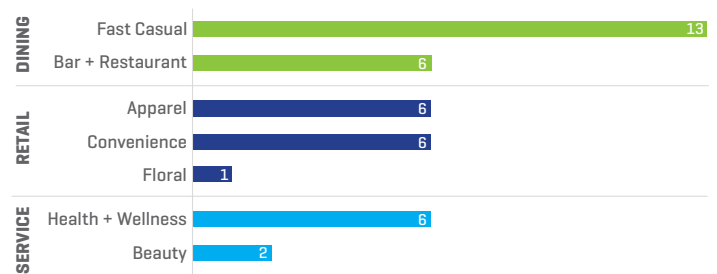
Union Square-14th Street continues to attract top commercial tenants to the neighborhood, with leaders in the tech, finance, and publishing sectors signing leases throughout 2022. Leading the charge, **Zero Irving reached a milestone, with over 200,000 SF and 90% of spaces leased**, following the Q4 announcements that GameChanger and Alpine Investors signed leases for 25,600 and 22,000 SF, respectively. They join the roster of talent within the building, including Sequoia Capital's East Coast HQ, Melio, Sigma Computing, and Laurel Road. With the opening of the 10,000 SF ground floor food hall, operated by Urbanspace, and the 85,000 SF Civic Hall digital skills center coming soon, Zero Irving is rapidly fulfilling its mission to become a hub for economic development, workforce training, and innovation.

Other notable area leases announced this quarter include Industrious (13,815 SF) flex workspace at 860 Broadway, and Pushkin Industries' renewed 12,500 SF lease at 5 Union Square West. Attracting these industry leaders across the finance, technology, food, and retail sectors is a testament to the district's promising future. Entering the new year, Union Square Partnership is excited to welcome these firms and their employees to the neighborhood.



Melio recently moved into its new 25,000 SF office at Zero Irving, the first tenant to occupy the building since opening in 2022. The office, spanning two floors, provides a new headquarters for the company's nearly 200 employees in New York City. Image: Melio/ Jennie Barst.

2022 NEW BUSINESS CATEGORIES



The majority of businesses to open in 2022 were fast casual food establishments, followed by retailers, and beauty, health + wellness services. With a roster of businesses coming to the district in 2023, there will be even more shopping and dining options to choose from in the new year.

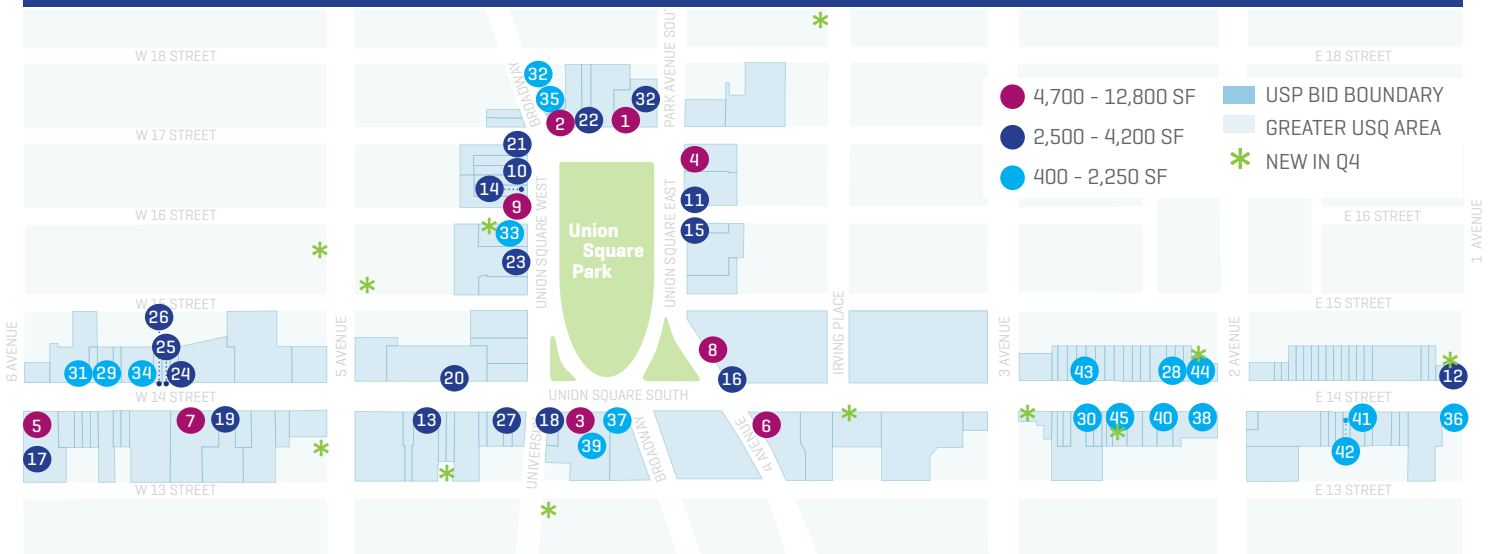
40 NEW BUSINESSES IN 2022

Union Square-14th Street welcomed 40 new ground-floor businesses in 2022, with an especially strong Q4 boasting 30% of the year's openings. Of the new additions, the majority include food + drink establishments (47%), from sit-down bars and restaurants like Reyna New York and P.F. Chang's flagship NYC location, to popular fast casual newcomers Sweet Chick, Pila de Boba, and Hutch & Waldo. The Urbanspace Food Hall at Zero Irving, which opened in December, introduced 13 new purveyors to the 14th Street food scene.

Retailers, comprising 33% of new businesses, included the return of family-operated Ariston Flowers & Café, and national brands Allbirds and Warby Parker. Beauty and health services (20%) include Glow Bar, VSPOT, and Modern Age, which join Fifth Avenue's growing concentration of wellness offerings.

These grand openings align with the latest positive visitor trends across the district. According to Placer.ai estimates, **domestic foot traffic reached 93% of 2019 levels** this past December, and according to the MTA, subway ridership at the Union Square-14th Street station reached 73% of 2019 levels, the second highest ranking station in Manhattan. The Urbanspace Holiday Market returned to Union Square with 185 vendors, drawing 107% of visitors compared to the pre-pandemic market, wrapping up the year on a high note.

GROUND-FLOOR RETAIL AVAILABILITY



Click on the listings below for more information.

4,700 - 12,800 SF

- 1.** 200 Park Avenue South, 12,800 SF*
ABS
Mark Tergesen, 212-400-9528
- 2.** 860 Broadway, 9,850 SF*
Ripco
Beth Rosen, 212-750-6565
- 3.** 4 Union Square, 8,779 SF
Vornado
Jason Morrison, 212-894-7946
- 4.** 44 Union Square East, 8,460 SF*
Newmark
Jeffery Roseman, 212-372-2430
- 5.** 510 Sixth Avenue, 8,000 SF*
CBRE
Jordan Kaplan, 212-984-6576
- 6.** 145 Fourth Avenue, 6,934 SF*
JLL
Michael Riley, 212-812-5901
- 7.** 30 West 14th Street, 5,350 SF*
Ripco
Alex Beard, 718-233-6565
- 8.** 10 Union Square East, 4,705 SF
Empire State Realty Trust
Fred Posniak, 212-850-2618
- 9.** 31 Union Square West, 4,700 SF*
MONA
Brandon Singer, 888-421-6662

2,500 - 4,200 SF

- 10.** 37 Union Square West, 4,200 SF*
Isa Realty Group
Louis Franco, 212-689-1646
- 11.** 36 Union Square East, 4,100 SF*
Compass
Herman Glaswand, 646-854-9635
- 12.** 239 First Avenue, 3,417 SF
Compass
Herman Glaswand, 917-214-2222
- 13.** 12 East 14th Street, 3,300 SF*
NYC Homes LLC
John King, 917-929-0749
- 14.** 33 Union Square West, 3,300 SF*
UALNY
Jack Laboz, 212-431-7500 x2948
- 15.** 34 Union Square East, 3,250 SF*
Capricorn Retail Advisors
Andrew Schulman, 917-685-8478
- 16.** 10 Union Square East, 3,077 SF
Empire State Realty Trust
Fred Posniak, 212-850-2618
- 17.** 510 Sixth Avenue, 3,026 SF
CBRE
Eric Gelber, 212-984-7127
- 18.** 38 East 14th Street, 3,014 SF*
Ripco
Richard Skulnik, 212-750-0756

- 19.** 20 West 14th Street, 3,000 SF*
KSR NY
Solomon Sharaby, 718-986-7149
- 20.** 7 East 14th Street, 2,902 SF
Ripco
Brian Von Schmid, 516-933-8880
- 21.** 41 Union Square West, 2,800 SF
Newmark
Jeffery Roseman, 212-372-2430
- 22.** 31 East 17th Street, 2,700 SF*
ABS
Mark Tergesen, 212-400-9528
- 23.** 25 Union Square West, 2,500 SF*
Colliers
David Tricarico, 212-716-3585
- 24.** 31 West 14th Street, 2,500 SF*
Newmark
Marc Leber, 212-372-2432
- 25.** 33 West 14th Street, 2,500 SF*
Tri State Commercial Realty
Shlomi Bagdadi, 718-437-6100
- 26.** 35 West 14th Street, 2,500 SF*
KSR NY
Dorel Melloul, 347-922-4563
- 27.** 34 East 14th Street, 2,500 SF*
Isa Realty Group
Louis Franco, 212-689-1646

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

GROUND-FLOOR RETAIL AVAILABILITY

400 - 2,250 SF

- | | | |
|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| 28. 239 East 14th Street, 2,250 SF*
Meridian Reail Leasing
Greg Goldberg, 646-780-4904 | 34. 39 West 14th Street, 1,750 SF*
KSR NY
Jack Khaski, 917-355-0559 | 40. 328 East 14th Street, 1300 SF*
Red Sparrow Realty
Russell Dinstein, 212-601-2686 |
| 29. 47 West 14th Street, 2,200 SF*
Cushman & Wakefield
Steven A. Soutendijk, 212-713-6845 | 35. 862 Broadway, 1,690 SF*
Atlantic Retail
Joe Mastromonaco, 212-687-2400 | 41. 238-240 East 14th Street, 858 SF
Friedman-Roth Realty
Anthony Rosato, 516-924-0507 |
| 30. 218-220 East 14th Street, 2,034 SF*
FlagshipEra
Harris Bulow, 646-209-9777 | 36. 237 First Avenue, 1,576 SF
Colliers
Jake Horowitz, 212-716-3798 | 42. 328 East 14th Street, 600 SF
Alpha
Sunny Zucchi, 917-553-6587 |
| 31. 55-57 West 14th Street, 2,002 SF*
Newmark
Gere Ricker, 212-350-2338 | 37. 853 Broadway, 1,535 SF*
Cushman & Wakefield
Mike O'Neill, 212-841-7909 | 43. 223 East 14th Street, 600 SF
Flatiron Real Estate Advisors
Robert Ancona, 917-539-8414 |
| 32. 870 Broadway, 2,000 SF*
Cushman & Wakefield
Alan Napack, 212-841-5057 | 38. 242 East 14th Street, 1,500 SF*
KSR NY
Jordan Raphan, 516-776-4771 | 44. 245 East 14th Street, 500 SF
By Owner
David, 917-447-0608 |
| 33. 32 East 16th Street, 1,777 SF
GFP
Barbara, Yagoda, 212-372-2168 | 39. 4 Union Square West, 1,461 SF
Vornado
Edward Hogan, 212-894-7988 | 45. 226 East 14th Street, 400 SF
Hirsch Enterprises
Stephanie, 347-672-7321 |

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

Q4 BUSINESS OPENINGS

Ariston	78 Fifth Ave.	Mealz	245 E. 14th St.	Sweet Chick	32 E. 16th St.
Flowers & Café		+MEDRITE	123 Third Ave.	Urbanspace	124 E. 14th St.
Empanada Mama	239 First Ave.	Urgent Care		Food Hall	
Hutch & Waldo	77 Irving Pl.	P.F. Chang's	113 University Pl.	VSPOT	104 Fifth Ave.
Jo's Tacos	226 E. 14th St.	Reyna New York	11 E. 13th St.	Warby Parker	73 Fifth Ave.



The Urbanspace Food Hall at Zero Irving, which opened in December 2022, offers a wide selection of quick service food + drink options as well as indoor and outdoor seating areas. Image: Jane Kratochvil.

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 the latest retail opportunities as well as new tenants that are joining our district! Reach out to us at info@unionsquarenyc.org.

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Cover Image: 2022 Union Square Holiday Market. Photo by Jane Kratochvil.

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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