

Q1 2023 UNION SQUARE BIZ + BROKER QUARTERLY REPORT

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PARTNERSHIP

Welcome to Union Square Partnership's **Q1 Biz + Broker Quarterly Report**, which features the latest news and recovery metrics across Union Square-14th Street. This report highlights 29 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.

STRONG START TO 2023

Over the last several months the Union Square neighborhood has seen a major boom in business development, foot traffic, and commercial leasing. **According to Replica, the district kicked off the new year averaging 96% of the foot traffic seen in 2019-- the highest rate since 2020.** Additionally, the Union Square-14th Street subway station saw 76% of Spring 2019 ridership in February 2023, the highest of any Manhattan transit hub.

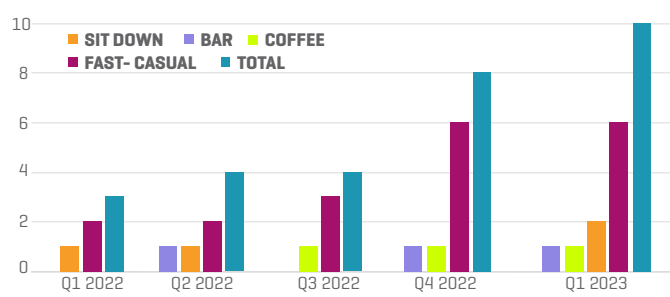
Top commercial lease announcements in Q1 include Brown Harris Stevens [20,062 SF], HUMAN Security [13,809 SF], and Spence-Chapin [15,100 SF], which join the 13 new businesses that opened this quarter. This represents the most business openings since 2020, including the new STEM experience Genius Gems, fast casual Gen Korean BBQ, and two bagel destinations, Bagel Market and Tompkins Square Bagels [see the full list on page 3].

Union Square's mixed-use landscape and diverse community of residents, employees, and students contribute to the district's positive activity. As the warmer months roll in, the Square expects to see another significant rise in foot traffic, making this season the optimal time to introduce your business to Union Square.



The Urbanspace Food Hall at Zero Irving, which opened in December 2022, is just one of the district's top dining options to check out this spring.

NEW FOOD + DRINK ESTABLISHMENTS



The district has welcomed over 60 new food and drink establishments since January 2020, with particular growth in this category over the past year. The majority of F&B businesses are fast casual followed by sit down restaurants, bars, and coffee shops.

USQ IS A DINING DESTINATION

Union Square holds the legacy of being one of New York City's hottest dining destinations. For decades, the Square has blended the historic and the modern with a varied landscape of restaurants and cuisines. Today, it continues to attract city-wide favorites and emerging startups across the food industry. Neighborhood classics like the Union Square Cafe and Pete's Tavern – NYC's oldest original restaurant and bar – continue to thrive alongside newcomers like REYNA NY and Kebaya, which opened its doors in Q1. **With 10 restaurant openings so far this year, there is a full roster of new dining experiences to choose from during your next visit to the district.**

Over the past 3 years, 50% of businesses that opened in the Union Square neighborhood are food establishments. These spaces combine to occupy over 30,000 SF, making food and beverage the most popular leasing category in the district. Recently, several Union Square restaurants have been featured in The New York Times, Eater NYC, and Forbes for their unique dishes, prime location, and lively ambiance. This quarter, PureWow featured "11 Union Square Restaurants That Should Be on Every New Yorker's Radar," highlighting notable spots for a casual lunch, creative cocktail, special occasion, night on the town and more.

GROUND FLOOR RETAIL AVAILABILITY



4,700 - 12,800 SF

1. 200 Park Avenue S, 12,800 SF*
ABS
Mark Tergeesen, 212-400-9528

2. 24 Union Square East, 10,612 SF*
Newmark
Jeffrey Roseman, 212-372-2430

3. 860 Broadway, 9,850 SF*
Newmark
Ariel Schuster, 212-331-0132

4. 4 Union Square, 8,379 SF
Vornado Realty Trust
Jason Morrison, 212-894-7946

5. 44 Union Square East, 8,460 SF*
Newmark
Jeffrey Roseman, 212-372-2430

6. 145 Fourth Avenue, 6,934 SF*
JLL
Michael Riley, 212-812-5901

7. 30-32 West 14th Street, 5,350 SF*
Molcho Realty Group
Ron Molcho, 917-531-1100

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

2,250 - 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
Howard Aaron, 646-893-2539

12. 239 First Avenue, 3,417 SF
Compass
Herman Glaswand, 917-929-0749

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 A Laboz, 212-431-7500 x2948

15. 34 Union Square East, 3,250 SF*
Colliers
Zach Redding, 570-574-9015

16. 10 Union Square East, 3,077 SF
Empire State Realty Trust
Fred Posniak, 212-850-2618

17. 38 East 14th Street, 3,014 SF*
Ripco
Richard Skulnik, 212-750-0756

18. 20 West 14th Street, 3,000 SF*
KSR
Samuel Chera, 718-614-1731

19. 41 Union Square West, 2,800 SF
Newmark
Jeffrey Roseman, 212-372-2430

20. 31 East 17th Street, 2,700 SF*
ABS
Mark Tergeesen, 212-400-9528

21. 25 Union Square West, 2,500 SF*
Colliers
David Tricarico, 212-716-3585

22. 31 West 14th Street, 2,500 SF*
Newmark
Marc Leber, 212-372-2432

23. 33 West 14th Street, 2,500 SF*
Tri State Commercial Realty
Shlomi Bagdadi, 718-437-6100

24. 35 West 14th Street, 2,500 SF*
KSR
Dorel Melloul, 347-922-4563

25. 34 East 14th Street, 2,500 SF*
Isa Realty Group
Louis Franco, 212-689-1646

26. 54 West 14th Street, 2,500 SF*
Newmark
Michael Paster, 212-351-9345

27. 239 East 14th Street, 2,250 SF*
Meridian Retail Leasing
Greg Goldberg, 646-780-4904

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

GROUND FLOOR RETAIL AVAILABILITY

400 - 2,200 SF

- | | | |
|--|---|---|
| 28. 47 West 14th St, 2,200 SF
Cushman & Wakefield
Steven Soutendijk, 212-713-6845 | 34. 862 Broadway, 1,690 SF*
Atlantic Retail
Joe Mastromonaco, 212-687-2400 | 40. 38 Union Square East, 800 SF*
Compass
Herman Glaswand, 917-214-2222 |
| 29. 218-220 East 14th Street, 2,034 SF*
FlagshipEra
Harris Bulaw, 646-209-9777 | 35. 237 First Avenue, 1,576 SF
Colliers
Jake Horowitz, 212-716-3798 | 41. 223 East 14th Street, 600 SF
Flatiron Real Estate Advisors
Robert Ancona, 917-539-8414 |
| 30. 55-57 West 14th Street, 2,002 SF*
Newmark
Gere Ricker, 212-350-2338 | 36. 242 East 14th Street, 1,500 SF*
KSR NY
Jordan Raphan, 516-776-4771 | 42. 328 East 14th Street, 600 SF
Alpha
Sunny Zach, 917-553-6587 |
| 31. 870 Broadway, 2,000 SF*
Cushman & Wakefield
Alan Napack, 212-841-5057 | 37. 4 Union Square, 1,461 SF
Vornado Realty Trust
Edward Hogan, 212-894-7988 | 43. 245 East 14th Street, 500 SF
By Owner
David, 917-447-0608 |
| 32. 32 East 16th Street, 1,777 SF
GFP
Barbara Yogada, 212-371-2168 | 38. 330 East 14th Street, 1,300 SF*
Meridian Retail Leasing
Kevin Bisconti, 212-468-5962 | 44. 209 East 14th Street, 400 SF*
KSR NY
Carolina Aziz, 516-640-6961 |
| 33. 39 West 14th Street, 1,750 SF*
KSR NY
Jack Khaski, 917-355-0559 | 39. 238-240 East 14th St, 858 SF
Friedman Roth Realty
Anthony Rosato, 516-924-0507 | 45. 226 East 14th Street, 400 SF
Hirsch Enterprises
Stephanie, 347-672-7321 |

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

Q1 BUSINESS OPENINGS

Bagel Market	238 E. 14th St.	Jooy	7 E. 14th St	Sophie's Cuban	28 E. 12th St.
Döner Haus	240 E. 14th St.	Kebaya	20 E. 17th St.	Tompkins Square Bagels	23 E. 17th St.
Everything's Jake	54 E. 13th St.	Pandora	122 5th Ave.	Union Square Travel Agency	62 E. 13th St.
Gen Korean BBQ	150 E. 14th St	Panera Express	110 University Pl.		
Genius Gems	555 6th Ave.	Popeyes	34 E. 14th St.		



In March, USP welcomed Spence-Chapin to their beautiful new space at 120 East 16th Street where they will continue their mission providing adoption services and support to families and children.

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.

CONNECT WITH US

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Image Credits: Liz Ligon, Jane Kratochvil, Spence-Chapin.

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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