



Union Square is authentically New York: We're an iconic, vibrant commercial and residential district whose namesake subway station is the 4th busiest in the city. We're a long-standing gathering point for New Yorkers from every borough and people from across the globe to celebrate creativity and freedom of expression. We're a hidden gem for tourists and a well-known destination for locals.

But the beloved park that anchors our district has not seen any meaningful capital investment in almost 15 years, and it sits within a square whose last significant redesign was almost four decades ago. 14th Street remains a work in progress: the dedicated busway has been a game-changer for bus riders, but without comprehensive streetscape improvements, the transformation of the corridor is incomplete. And while foot traffic in the district has recovered to nearly 100% of pre-pandemic levels, storefront vacancies and office space availability remain elevated.

Union Square has the fundamentals of success for a modern, post-pandemic business district: We are a leading transit hub, a powerful jobs center, an extraordinary residential community, a center for culture and recreation, home to distinguished eds + meds institutions, a burgeoning tech campus, and a favored shopping destination. **These assets make Union Square uniquely positioned for catalytic investment in its public realm, which would jump-start a virtuous cycle of economic growth in the district** and model a live-work-play neighborhood that advances business district recovery goals for the city as a whole.

Now is the time to create the dynamic mixed-use business district that New Yorkers need by transforming it into the high-quality urban environment they deserve.

USQNext is a bold new vision for this transformation of the district's public realm. Progressing this vision work to the next phase of detailed design in collaboration with all stakeholders is the critical path for advancing this generational investment for the future of Union Square and 14th Street.

KEY FEATURES OF THE VISION:

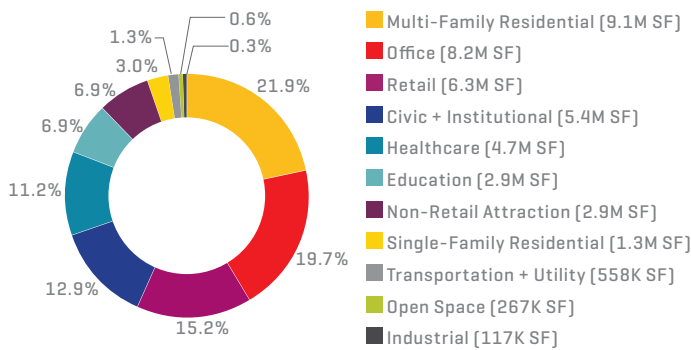
- 1 **A modernized Union Square Park** that preserves its historic elements and legacy of civic gatherings while better reflecting the way people use and enjoy public spaces today—with 21st-century design features for activation, pedestrian circulation, greenery, and safety.
- 2 **A 14th Street boulevard transformed** with a robust, green streetscape, delivering a best-in-class pedestrian experience and a high-quality retail environment with a dedicated crosstown transitway.
- 3 **Updated infrastructure, enhanced accessibility, and improved amenities** in Union Square Park and beyond, ensuring a world-class public realm that will last for generations.



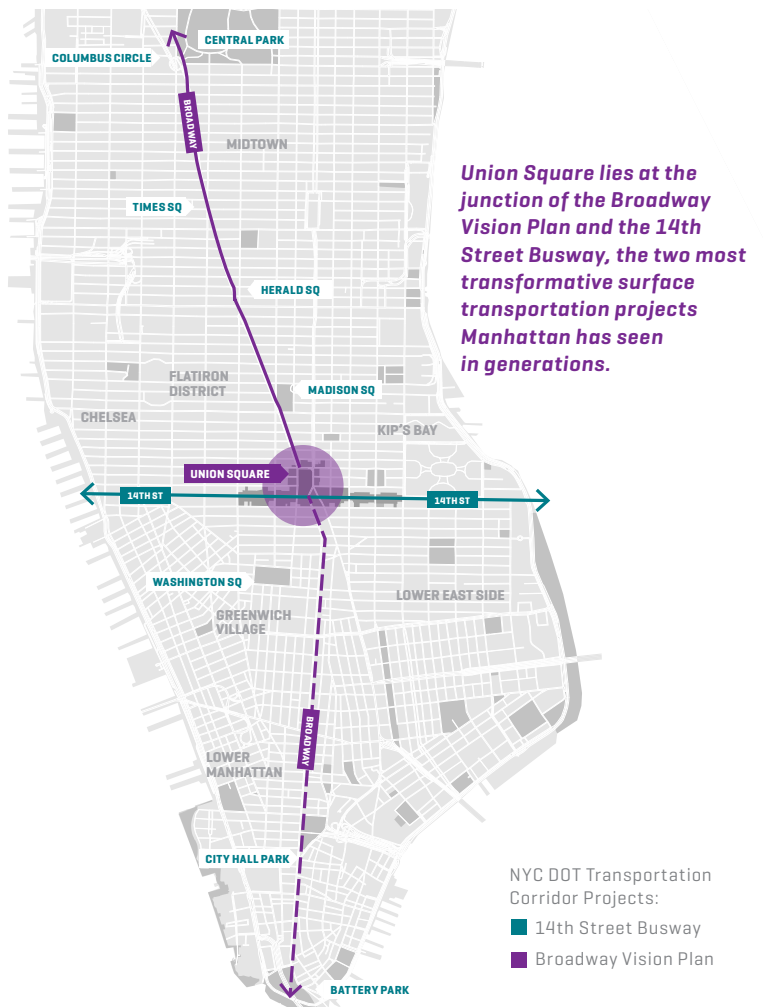
USQNext envisions a vibrant public realm that provides enhanced pedestrian and transit amenities, and increased opportunities for greenery. Left: Broadway Gateway plaza at 17th Street. Right: 14th Street Boulevard at Union Square South.

Union Square is a cultural and economic powerhouse for NYC

If NYC is to remain a great global city, it must invest in and nurture its vibrant, mixed-use neighborhoods. Union Square-14th is a model live-work-play neighborhood, making it the optimal setting for a demonstration project to show the economic recovery impact of public realm investment.



Built land use by square footage in Union Square: 12th-20th Streets and 1st-6th Avenues. Source: Replica.



- **Union Square is a district of regional importance and impact, with over 375,000 visitors** passing through on a typical weekday. The volume of annual visitation represents **10% of all customer visits in Manhattan**.
- **Job density in the district is 3.5x higher** and **business density in the district is 1.6x higher** than the Manhattan average. Top industries include IT, real estate, professional services, health care, food + beverage, retail, and utilities.
- **Every 10 jobs located within the district supports 7 additional jobs in other parts of the city**, contributing to \$2.5B in additional economic output (%1.7BN GDP) and \$1B in additional labor income within NYC.
- **NYC tax revenue directly attributable to businesses and properties is estimated at \$276M**, providing the funding needed, for example, to fund 4,200 public school teachers.
- **GrowNYC’s flagship greenmarket operates in Union Square** every Monday, Wednesday, Friday and Saturday, with a roster of **240 producers** throughout the year.

USQNext Vision Plan’s Economic Impact

- 1 A \$110M investment in capital projects in Union Square is estimated to generate **\$240M annually in additional economic output** across the five boroughs.
- 2 The overall economic benefits during the construction period are estimated at **771 total jobs, \$71M labor income, \$102M GDP, and \$157M economic output**.
- 3 According to conservative estimates, after the third year of project implementation, **local economic output within the District is estimated to increase by \$149M annually**, and with the strong economic and transit connections between Union Square and the rest of New York City, this translates to approximately **\$91M of economic output elsewhere across the five boroughs**.

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.

INFO@UNIONSQUARENYC.ORG
 WWW.USQNEXT.ORG
 @UNIONSQUARENY
 #UNIONSQUARENY

**UNION
 SQUARE
 PARTNERSHIP**