

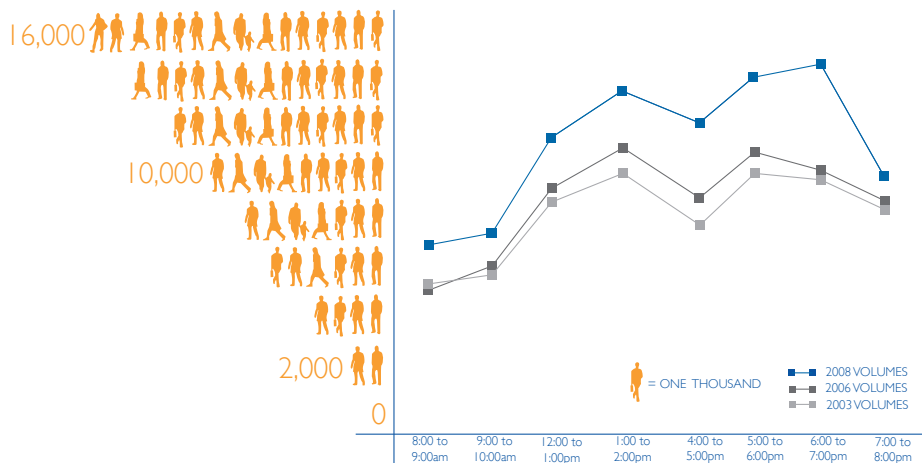
Union Square Partnership Pedestrian Activity Report Summer 2008

UNION SQUARE, one of New York City's most dynamic neighborhoods, is a thriving hub of culture, business, education and health care. Home to the City's first Greenmarket, the beautiful historic Union Square Park, and hundreds of the best restaurants and shops, the Union Square district has earned a reputation as the ultimate New York City destination. Union Square continues to grow as more people flock to

the neighborhood to take advantage of the growing availability of anchor retail, destination restaurants, entertainment and quality open space within the area. Given Union Square's superb accessibility, budding attractions and emerging economic opportunities, the neighborhood has experienced a remarkable growth in pedestrian volumes over the past 5 years.



PEDESTRIAN SURVEY COUNTS



“Pedestrian traffic increased by 59%...between 2003 and 2008.”

The Union Square Partnership (USP) periodically conducts pedestrian counts to gauge growth patterns within the Union Square area. In June 2008, USP completed a study of pedestrian activity at six key intersections in and around Union Square, utilizing pedestrian counts taken at the same six locations in 2003 and 2006. The six locations are shown on the map below.

PEDESTRIAN SURVEY LOCATIONS



The pedestrian counts were taken on a weekday (Wednesday) and on a Saturday, throughout the day. As displayed on the chart to the left, total weekday pedestrian traffic increased by 59% at the six locations between 2003 and 2008 to a daily total of approximately 150,000.

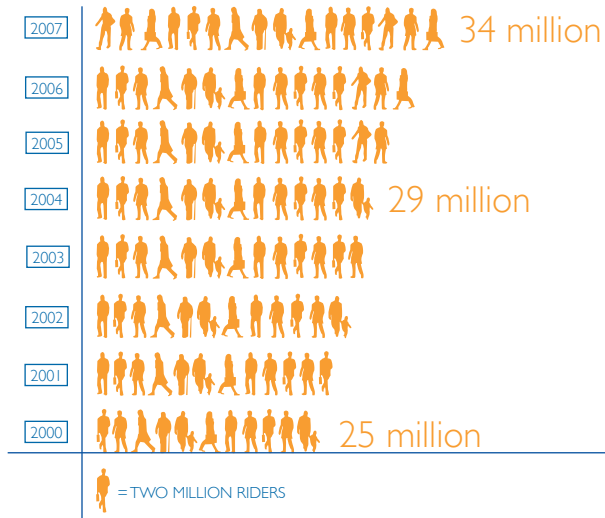
For more information, contact:
William Kelley
Director of Economic Development
Union Square Partnership
(212) 460-1200
wkelley@unionsquarenyc.org

USP's pedestrian study results were consistent with the MTA's annual turnstile counts for the Union Square subway station. The station, one of the largest transportation hubs in New York City, is home to the L, N, Q, R, W, 4, 5 and 6 lines. As shown in the figure to the right, 34 million riders passed through Union Square's turnstiles, a 26% increase in ridership between 2000 and 2007, and the highest number of passengers ever recorded at the station.

“34 million riders represented a 26% increase between 2000 and 2007.”

Record pedestrian traffic throughout the Union Square neighborhood can be attributed, in large part, to the addition of anchor retail developments that have opened over the last five years. These include Whole Foods, Filene's Basement, DSW, Forever 21 and Trader Joe's to name just a few. Additionally, the draw of well-established retail, dining and entertainment opportunities like the city's largest Greenmarket, Barnes & Noble, destination restaurants, Off-Broadway and movie theaters, continue to elevate Union Square's profile. Given the neighborhood's prime location, accessibility and attractiveness, and the \$20 million Union Square Park North End improvements opening in 2009, the district will continue to be one of New York City's premier destinations for thousands of residents, workers and visitors alike.

SUBWAY TURNSTILE COUNTS



The Union Square Partnership works to ensure the community's continued growth and success by providing public safety, sanitation, economic development, and marketing services, and by investing in the beautification of Union Square Park. For more information, visit unionsquarenyc.org

4 IRVING PLACE
ROOM 1148-S
NEW YORK, NY
10003
TEL 212 460-1200
FAX 212 420-8670

