

Union Square Partnership Pedestrian Activity Report Summer 2009

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 neighborhood destination.

Union Square has experienced tremendous growth over the past few years as visitors flock to the area to take advantage of the growing array of anchor retail, destination restaurants, entertainment and quality open space. Given Union Square's superb accessibility, attractions and economic opportunities, pedestrian volumes are at their highest levels ever.

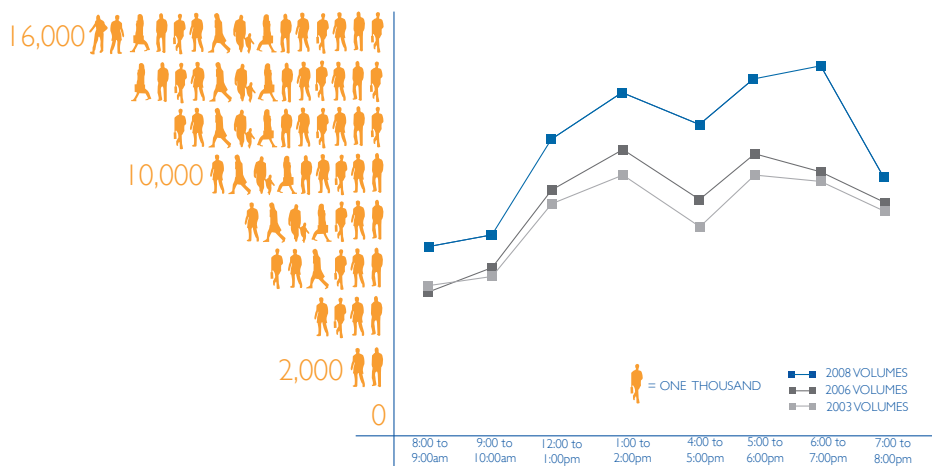
To gauge growth patterns at key locations in the district, the Union Square Partnership (USP) periodically conducts sidewalk pedestrian surveys. Over the past year, USP completed two separate studies of pedestrian activity in and around Union Square. See the map below for retail corridor and park plaza pedestrian survey locations.

PEDESTRIAN SURVEY LOCATIONS



The initial study was conducted at locations adjacent to major retail corridors in summer 2008. Pedestrians were counted for several hours over the course of both a weekday and weekend day, and the results are shown below at the left. The aggregate numbers were then compared to counts taken at the same sidewalk locations in 2003 and 2006 in order to track pedestrian growth over time. Weekday pedestrian volumes along Union Square's retail corridors increased 59% between 2003 and 2008 to a daily total of approximately 150,000.

SIDEWALK PEDESTRIAN COUNTS BY TIME OF DAY



“Union Square Park Saturday usage averages 200,000 people during the peak summer season.”

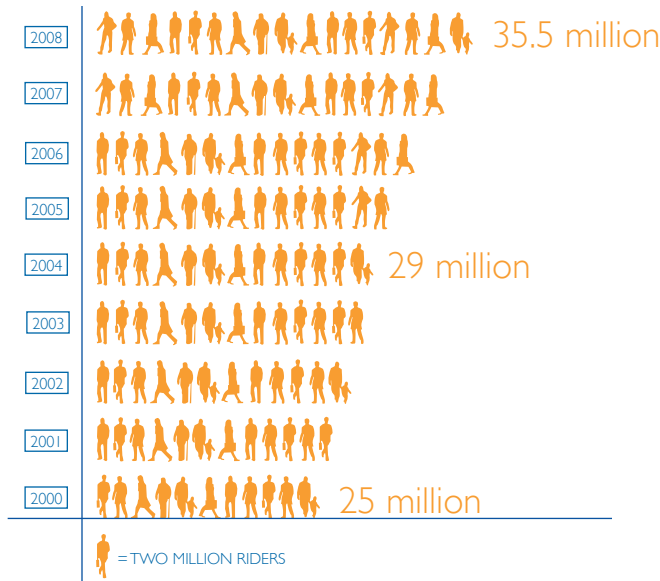
USP's most recent pedestrian study took place in summer 2009 on the north and south plazas of Union Square Park. Also performed on both a weekday and weekend day, the goal of the study was to better understand park usage on various days of the week. Daily pedestrian volumes fluctuated between an estimated 120,000 people on a non-Greenmarket weekday to 200,000 people on a Greenmarket Saturday, the park's highest daily volume.



USP's pedestrian study trends were also 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 chart below, 35.5 million subway riders passed through Union Square's turnstiles in 2008, a 42% increase since 2000, and the highest number of passengers ever recorded at the station.

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SUBWAY TURNSTILE COUNTS



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 Market, Filene's Basement, DSW, Forever 21 and Trader Joe's near Union Square Park. Additionally, the draw of well-established retail, dining and entertainment opportunities like Barnes & Noble, lululemon athletica, destination restaurants, Off-Broadway and movie theaters, and the City's largest Greenmarket continue to elevate Union Square's profile.

Given the neighborhood's prime location, accessibility and attractiveness, the \$20 million Union Square Park North End improvements, and the imminent arrival of national retailers Best Buy and Nordstrom Rack, the district will continue to be one of New York City's premier destinations for thousands of residents, workers and visitors alike.

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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

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