

Union Square District 2012 Pedestrian Activity Report

Union Square continues to climb towards the most popular spot in New York City. As one of New York City's few truly mixed-use neighborhoods, Union Square is home to over 70,000 residents, 142,000 workers and 40,000 students. As a top destination for straphangers, 14th Street – Union Square, consistently ranks amongst the City's busiest with 34.9 million riders annually. The station ranks fourth in the system during weekdays and skyrockets to the second most popular station on weekends.

Pedestrian Counts Break Records

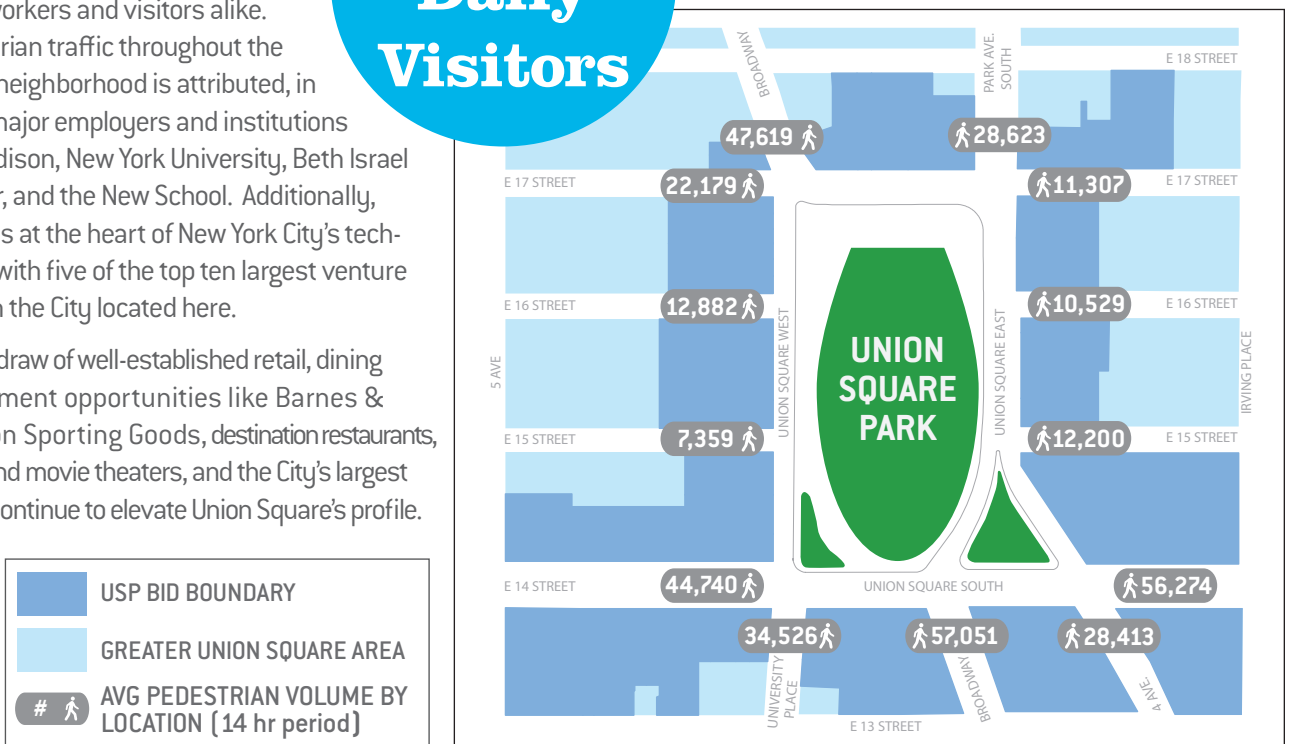
Our recent study reports an astonishing 349,311 pedestrians were counted within the district on a Greenmarket weekday and 306,672 on a Greenmarket Saturday—the highest since we began keeping records. The study was conducted over several days during the summer by BFJ Planning. Counters fanned out around the Park to 26 unique locations. Data gathered was then summarized and combined with MTA turnstile information for the 14th Street – Union Square Station in order to gain the most accurate account of how many people move through Union Square on an average day.

Given the neighborhood's prime location, the district continues to be one of New York City's premier destinations for thousands of residents, workers and visitors alike. Record pedestrian traffic throughout the Union Square neighborhood is attributed, in large part, to major employers and institutions such as Con Edison, New York University, Beth Israel Medical Center, and the New School. Additionally, Union Square is at the heart of New York City's technology scene with five of the top ten largest venture capital firms in the City located here.

The continued draw of well-established retail, dining and entertainment opportunities like Barnes & Noble, Paragon Sporting Goods, destination restaurants, Off-Broadway and movie theaters, and the City's largest Greenmarket continue to elevate Union Square's profile.



**350,000
Daily
Visitors**



- USP BID BOUNDARY
- GREATER UNION SQUARE AREA
- # AVG PEDESTRIAN VOLUME BY LOCATION (14 hr period)

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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