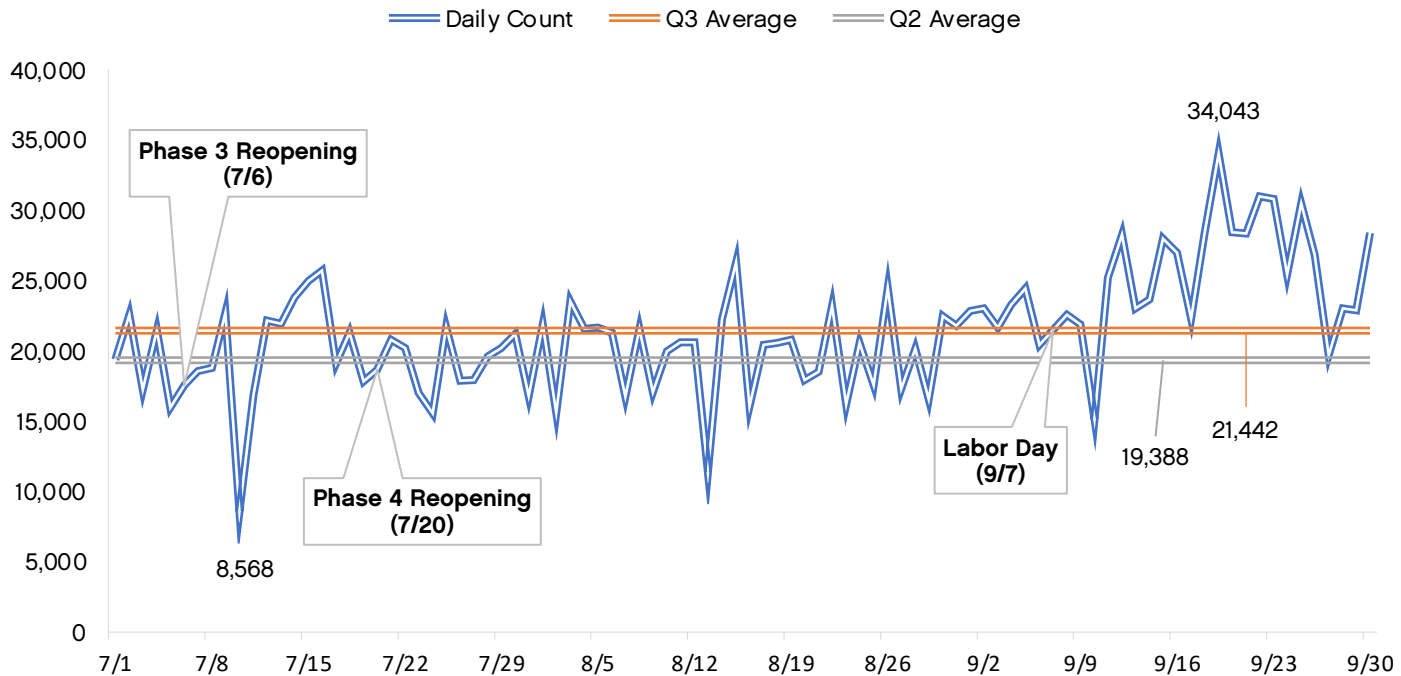




Flatiron Plaza Pedestrian Counts

Q3 2020

FLATIRON PLAZAS DAILY PEDESTRIAN COUNTS (JULY - SEPTEMBER 2020)



Q3 2020 welcomed an increasing number of people to the Flatiron Public Plazas. Compared to last quarter, there were, on average, **2,104** additional people traversing the plazas each day, a **60% increase** from lows set in April (**15,639/day**). September was the busiest month on the plazas since mid-March, with a high of **34,043** pedestrians counted on September 19th.

NY Forward phased reopenings continued into the quarter including personal care businesses on July 6th, and gyms and fitness studios on September 2nd. After Labor Day, there was a **30% increase** from July and August, which became more pronounced with the academic year beginning and office occupancy inching upward across the city.



Daily Pedestrian Averages

Flatiron Public Plazas



July
19,484



August
19,891



September
25,067

30%

increase in daily pedestrian activity after the Labor Day holiday