



Trending in Flatiron

At the (Healthy) Heart of
New York City
Fall 2019



Flatiron 23rd Street Partnership
FlatironDistrict.NYC

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The Flatiron District

**“An explosion of health startups in Flatiron are making it a wellness epicenter.”
– *Wall Street Journal* (May 2019)**

What is **wellness**?

The active pursuit of activities, choices, and lifestyles that lead to a state of holistic health.*

The wellness industry has driven interest in a variety of practices that have become a selling point for all types of products and services. Wellness components have increasingly appeared across an array of businesses in the Flatiron District.



**At the (Healthy) Heart
of New York City**

Flatiron Health & Wellness Trends

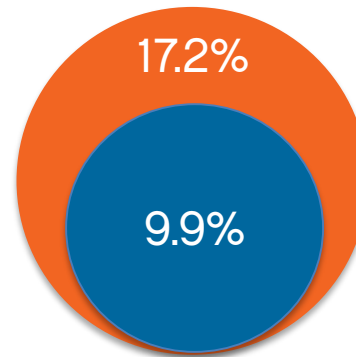
1 out of 5

ground floor retail & service businesses are wellness-focused

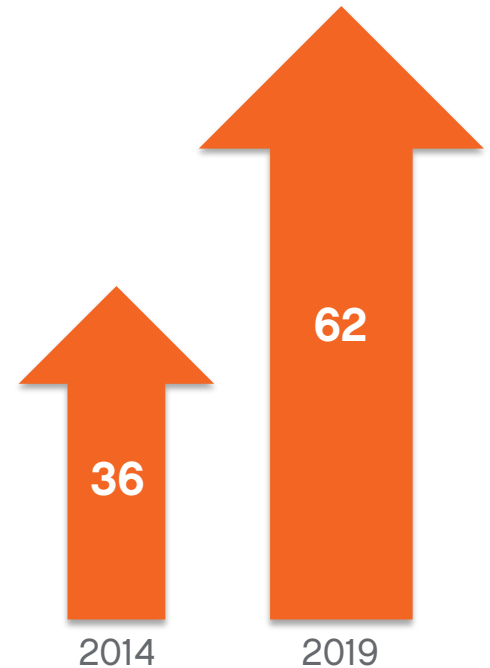


116 wellness-focused retail & service businesses

+ 7.3% increase in wellness-focused retail & service businesses since 2018



5-year growth of gyms & fitness studios in Flatiron



*Wellness-focused retail and services include fitness and yoga facilities, salons and spas, beauty and cosmetics, and med clinics.

Trend: Businesses Challenging Misconceptions

A suite of Flatiron businesses are **removing misconceptions** around wellness practices and products to make them more accessible and approachable.

Inscape (45 West 21st Street)

A community space aiming to rid misconceptions and intimidation of meditation. Inscape helps guests develop a more positive outlook on life through audio-guided meditation and relaxation sessions. The in-house wellness shop offers self-care products as well.

WTHN (20 West 22nd Street)

An acupuncture studio and herbal shop demystifying the ancient healing practice. WTHN strives to help heal bodies and relax minds in order to lead happier, healthier, and more fulfilled lives through accessible and personalized treatments. "We decided to open our flagship location in Flatiron because it is the heart of New York's wellness hub... with a great mix of fitness, health, wellness, retail, residential, and commercial spaces." said CEO and Co-Founder, Michelle Larivee.

Assemblage NoMad (114 East 25th Street)

A coworking community with workspaces designed to foster personal and professional transformation. The Assemblage features an alchemy bar harnessing the healing power of botanicals, meditation rooms, yoga and dance classes, a rooftop green oasis, communal dining, 2,350 plants throughout the space, and curated art.

Standard Dose (1145 Broadway)

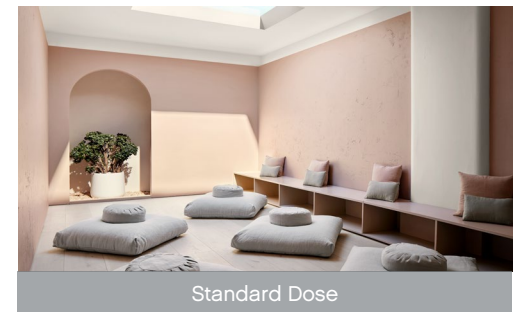
A three-story wellness destination that is committed to natural healing through CBD and plant-based products. The space features a tea bar, meditation studio, a therapeutic skylight installation that visually reproduces the behavior of the earth's atmosphere, an outdoor rooftop for classes, educational workshops, and community events. "I have been working in Flatiron for years and have seen it grow into a health and wellness hub. It's also a bustling business area..." said CEO & Founder, Anthony Saniger.



WTHN



Assemblage NoMad



Standard Dose

Trend: First-Of-Its-Kind Fitness

Flatiron is often referred to as the “Fit District” with **over 60 fitness studios** and gyms in and around the neighborhood and is home to several inventive fitness concepts that are the first-of-its-kind.

Brrrn (107 West 20th Street)

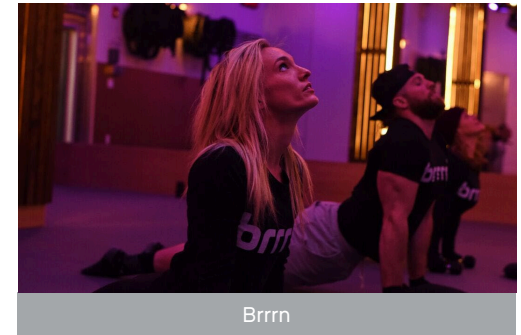
Brrrn, the world's first cool temperature fitness concept opened in May 2018. Brrrn features a rotation of cardio and HIIT classes at various temperatures: 45°F, 55°F and 60°F. At first glance, this seems gimmicky, but the research-driven concept claims that your body works harder and uses more energy when you're cold. "The main reason we chose the neighborhood is not because of the data with population density, but more because of its history for commercial businesses. From the days of it being Ladies' Mile to now becoming the hottest area for fitness, we couldn't be happier serving the residents and professionals working in the area," said co-founder Jimmy T. Martin.

Precision Run (12 West 21st Street)

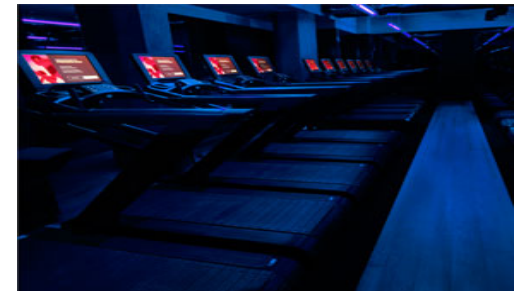
Precision Run, a fitness class featuring interval training on treadmills, was the most popular class offering at Equinox fitness clubs nationwide. Given this, Equinox launched its first running-only studio that does not require an Equinox membership. The studio prides itself on building a better generation of runners that's approachable for both haters and lovers of running. "The Flatiron District is a bustling hub for innovation, specifically for fitness and wellness," said Director of Operations James Gu.

Rumble Treading (49 West 23rd Street)

Rumble is a boxing-inspired group fitness concept that announced the launch of its first treadmill-only location coming soon to Flatiron. The HIIT-inspired Rumble Treading is a 45-minute, 10-round, treadmill and strength-based class. The studio is expected to debut later this year.



Brrrn



Precision Run



Rumble Treading

Trend: Beauty as Wellness

The Personal Care, Beauty, & Anti-Aging industry is a **\$1.083 billion** sector within the wellness market.* The beauty industry is converging with health and wellness as brands explore products and services as contributors to self-care. Flatiron is home to **50 beauty-related businesses.**

Alchemy 43 (40 East 21st Street)

An LA-based aesthetics bar, Alchemy 43 debuted its East Coast location in Flatiron. Founder Nicci Levy noted, “Flatiron is home to so many cutting-edge beauty and wellness concepts with clients who share an affinity for staying in tune with what’s new.” Alchemy 43 specializes in cosmetic microtreatments positioned as an accessible self-care experience instead of an intimidating medical procedure.

Sundays Studio (51 East 25th Street)

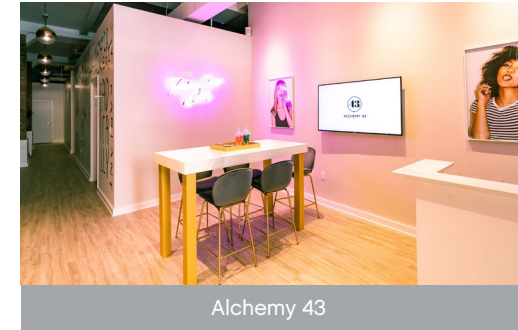
A sleek, wellness-inspired nail studio offering beautiful nails without the health risk. The toxin-free environment is positioned as a sanctuary of wellness and self-care offering vegan and nontoxic manicures.

L'Occitane En Provence (170 Fifth Avenue)

L'Occitane’s New York City flagship in Flatiron offers bath and beauty products and spa services touted as a sensorial holistic journey inspired by the Mediterranean. The Flatiron Beauty Lounge claimed to be a sanctuary of tranquility features various facial services. For L'Occitane, balance is at the center of beauty and the brand invites clients to reconnect with their bodies.

Silver Mirror Facial Bar (20 West 22nd Street)

Silver Mirror introduces a fresh and decidedly modern approach to skincare that aims to change the way people think about skincare. It can be affordable, in sync with a busy schedule, and part of ongoing skin health maintenance. Matt Maroone, Co-CEO, stated, “After opening our first location in the Upper East Side, we knew that Flatiron would be our next stop.”



Alchemy 43



L'Occitane En Provence



Silver Mirror Facial Bar

*The Global Wellness Institute

Trend: Fast-Casual Gets Healthy

With **140 fast-casual dining spots**, Flatiron is one of the city's most popular food destinations. As people have become more conscious of what they eat and increasingly seek out healthier options, fast-casual establishments have caught on.

Fields Good Chicken (44 East 23rd Street)

Chicken joint Fields Good Chicken was founded on the pursuit of food that is nutritious and filling with the belief that you get out of your body what you put into it. Fields Good sources its chicken from an upstate family-run farm, buys locally whenever possible, and never fries its food or cooks with butter or cream. Founder Field Failing said, "Flatiron is a quintessential New York neighborhood, and it's an excellent opportunity for us to further our mission of providing simple, no-BS food to people who care about what they eat."

Honeybrains (34 West 22nd Street)

Honeybrains is insanely passionate about empowering guests with the knowledge to achieve a healthy body and brain. The food

is based on neuroscience and designed for guests' overall well-being. According to Honeybrains, substituting processed sugars with natural sweeteners like raw honey can improve brain health. Whether it's salad dressing, coffee/tea, or fresh juices, processed sugars are nowhere to be found. "Flatiron is an exciting and vibrant neighborhood that contains an incredible mix of startups and health and wellness concepts," says Marisa Seifan, CEO and Founder.

Veggie Grill (12 West 23rd Street)

At Veggie Grill, vegetables are the rockstars at the center of bringing people together. All of the menu items are free of meat, dairy, eggs and other animal products, and free of antibiotics and hormones. Originally based in California, Flatiron marks Veggie Grill's first New York City location. The brand hopes to inspire a plant-forward movement with healthier alternatives for vegetarians, vegans, and those just hoping to eat better. Veggie Grill plans to open in Fall 2019.



Fields Good Chicken



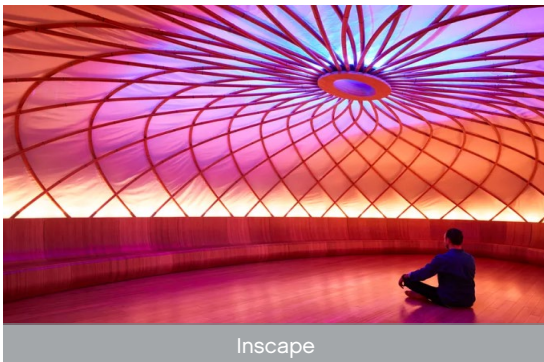
Honeybrains



Veggie Grill

Wellness Corridor: West 21st & 22nd Streets

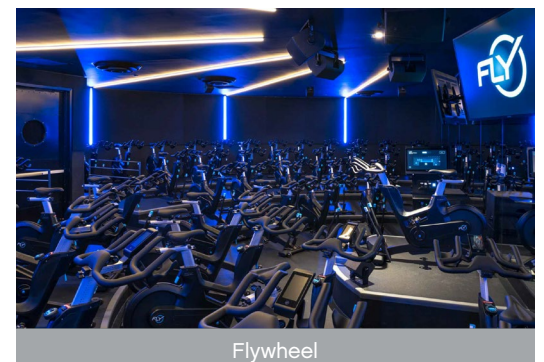
West 21st and West 22nd Streets, between Fifth and Sixth Avenues, have become health and wellness hotspots within the last year.



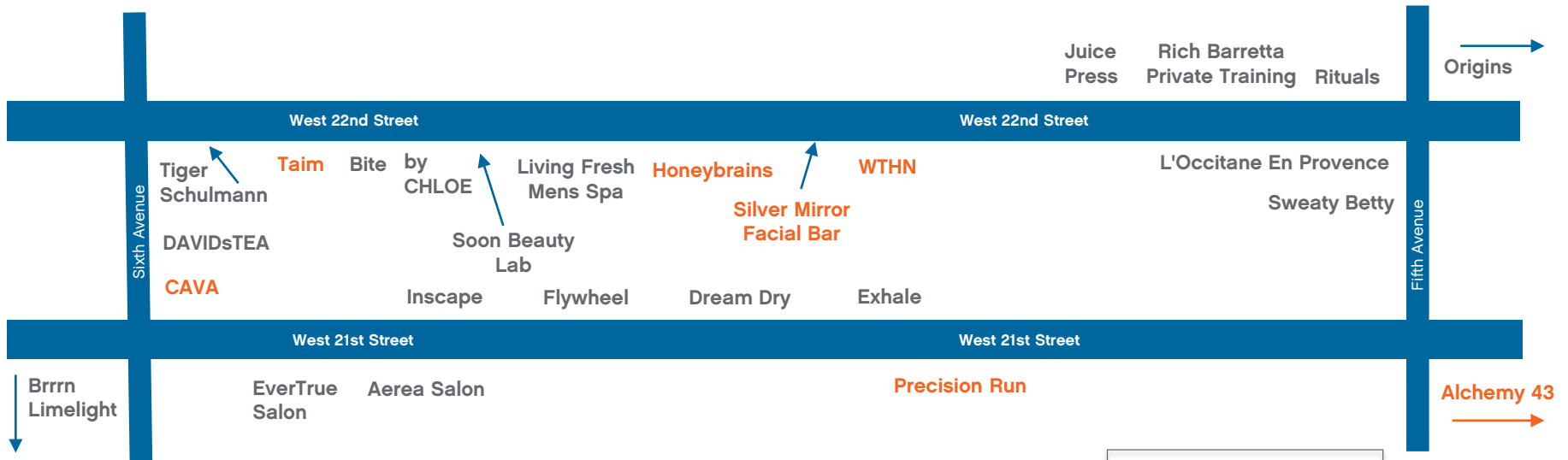
Inscape



Sweaty Betty



Flywheel



*Opened within the last year

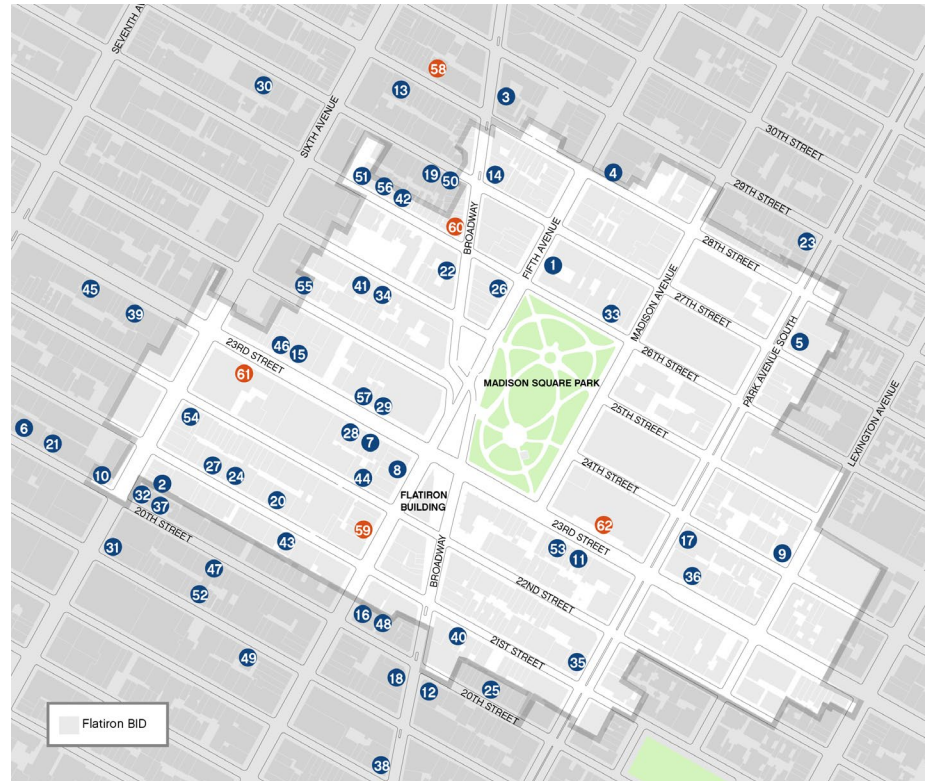
Fit-District: Gyms & Studios

The number of gyms and fitness studios has nearly doubled in and around the neighborhood since 2014.

- | | | |
|--------------------------------|-----------------------------------|---------------------------|
| 1 24 Hour Fitness | 21 F45 Training Flatiron | 41 PMT House of Dance |
| 2 30/60/90 Fitness | 22 Nelms | 42 Pop Physique |
| 3 AKT NoMad | 23 Flywheel NoMad | 43 Precision Run |
| 4 Ballroom Hub | 24 Flywheel Sports | 44 Rich Barretta Training |
| 5 Barry's Bootcamp | 25 Gramercy Pilates | 45 Rumble |
| 6 Barry's Bootcamp | 26 Iconoclast Fitness | 46 Seido Karate |
| 7 BK Pilates | 27 Inscape | 47 Shadowbox |
| 8 bode nyc | 28 Jane DO | 48 SLT |
| 9 Broadway Bodies | 29 Karma Kids Yoga | 49 Soul Cycle 19th Street |
| 10 Brrrrn | 30 Krav Maga Academy | 50 Soul Cycle NoMad |
| 11 ChaiseFitness | 31 Laughing Lotus | 51 Stepping Out Studios |
| 12 Core Pilates NYC | 32 Limelight Fitness | 52 The Fitting Room |
| 13 CrossFit NYC | 33 Mendez Boxing | 53 Tiger Schulmann |
| 14 Dancebody | 34 Mile High Run Club | 54 Tiger Schulmann |
| 15 Dharma Yoga Center | 35 New York Health & Racquet Club | 55 TrainStation |
| 16 Econe Fitness | 36 NY Sports Club | 56 TrampoLEAN |
| 17 Equinox | 37 NY Personal Training | 57 Y7 Studio |
| 18 Equinox Evolution Muay Thai | 38 Om Factory | 58 Yoga Union |
| 19 Thai | 39 Orange Theory | |
| 20 Exhale Flatiron | 40 OsteoStrong | |

Coming Soon:

- | | |
|------------------|----------------------|
| 59 Alo Yoga | 61 Lifetime Fitness |
| 60 ALTVM Fitness | 62 Rumble Fitness II |



A retail display of various patterned pillows and linens in a store window. The display is organized into five vertical sections. The first section on the left features pillows with black and white floral patterns, a black and white polka dot pattern, and a black and orange butterfly pattern. The second section shows a stack of pillows with a black and white wavy pattern, a colorful floral pattern, and a black and white polka dot pattern. The third section displays three tall, pointed pillows with a black and white wavy pattern, a black and white floral pattern, and a black and white polka dot pattern. The fourth section features a colorful floral pattern, a black and white polka dot pattern, and a black and white floral pattern. The fifth section on the right shows a colorful floral pattern, a black and white polka dot pattern, and a black and white floral pattern. The text "Retail & Hospitality" is overlaid in the center of the image.

Retail & Hospitality

Flatiron Is...

“...characterized by a relatively low vacancy rate, unique assets that attract spending, and less volatility compared to other corridors in Manhattan...”

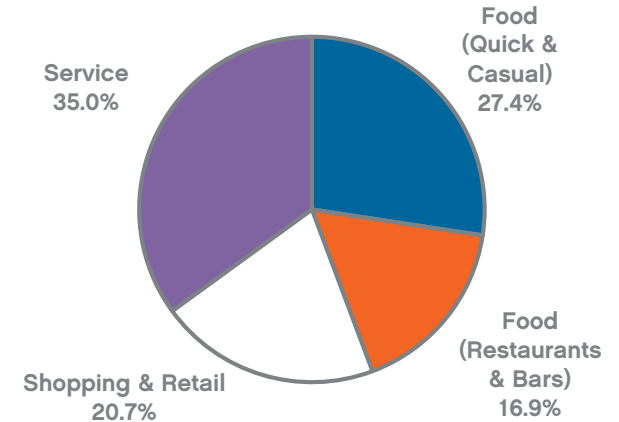
“Compared to other high-end Manhattan corridors, real estate market conditions were also relatively stable. Rents did not increase as dramatically, and fewer changed hands, potentially because many properties are owned by long-term, legacy owners.”

**“Assessing Storefront Vacancy in NYC” by NYC Dept. of City Planning
Union Square/Flatiron Case Study (August 2019)**

Retail Space by the Numbers

- 553 ground floor businesses
- 32.6% national, 67.4% locally-owned independent businesses
- 52 available retail spaces
- Retail availability rate is 9.4%

Ground Floor Business Composition



*Service includes Fitness/Wellness

Number of Available Retail Spaces September 2019



Source: CoStar, Flatiron Partnership Ground Floor Survey



Dining Destination

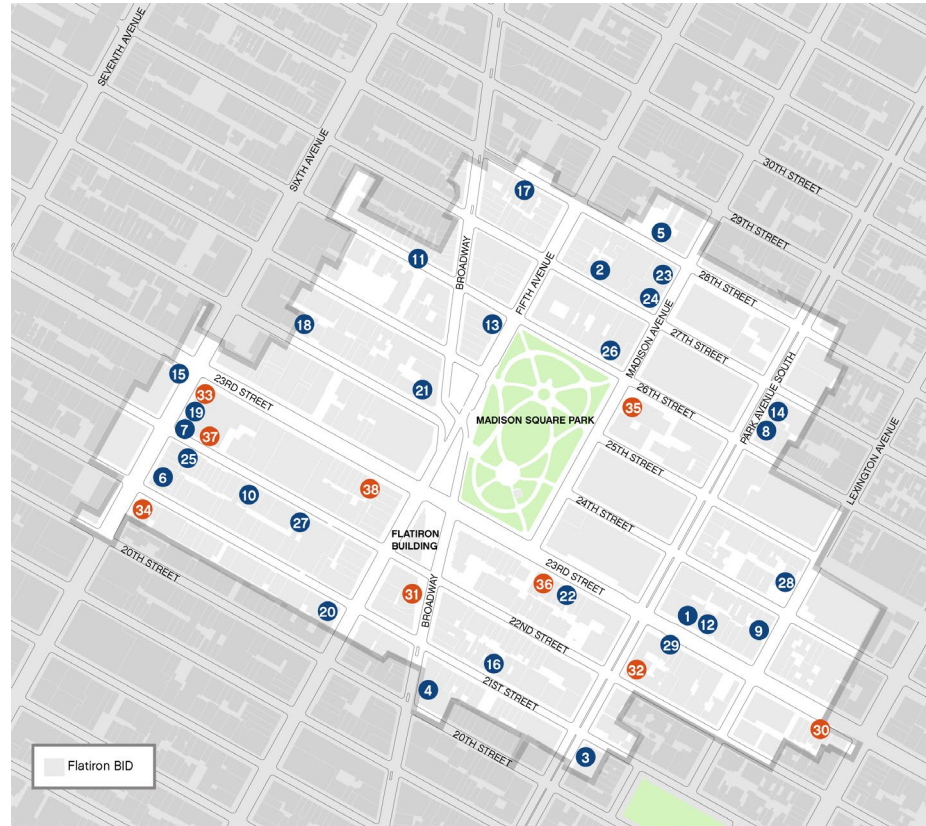
The Flatiron District is a major food destination boasting over **230 restaurants, bars, and fast-casual** food establishments. The southwestern corner of the district has welcomed a wave of new restaurants including Taim, CAVA, and Honeybrains.

Newly Opened Restaurants

- | | |
|------------------------------------|------------------------|
| 1 areppas | 16 NaNa Thai Street |
| 2 Benno | 17 Noda |
| 3 Blue Bottle Coffee | 18 Norikoh |
| 4 Bluestone Lane | 19 Paris Baguette |
| 5 Bourke Street Bakery | 20 Ralph's Coffee |
| 6 CAVA | 21 Rodos |
| 7 Chick-Fil-A | 22 ROLLN |
| 8 Gold Bear | 23 Seven Grams Caffe |
| 9 Grub Thai | 24 Sweetcatch Poke |
| 10 Honeybrains | 25 Taim |
| 11 Il Fiorista | 26 The Counter by Joe |
| 12 Kung Fu Tea + TKK Fried Chicken | 27 Undercote |
| 13 Le Tea | 28 ViVi Bubble Tea |
| 14 Marinara Pizza | 29 Xiang Xiang Noodles |
| 15 Memo Shish Kebab | |

Coming Soon

- | | |
|--------------------|--------------------|
| 30 Awesome Dim Sum | 35 Straussie's |
| 31 Godiva Café | 36 Summer Salt NYC |
| 32 Hawksmoor | 37 Two Hands |
| 33 Nuts Factory | 38 Veggie Grill |
| 34 Setagaya | |



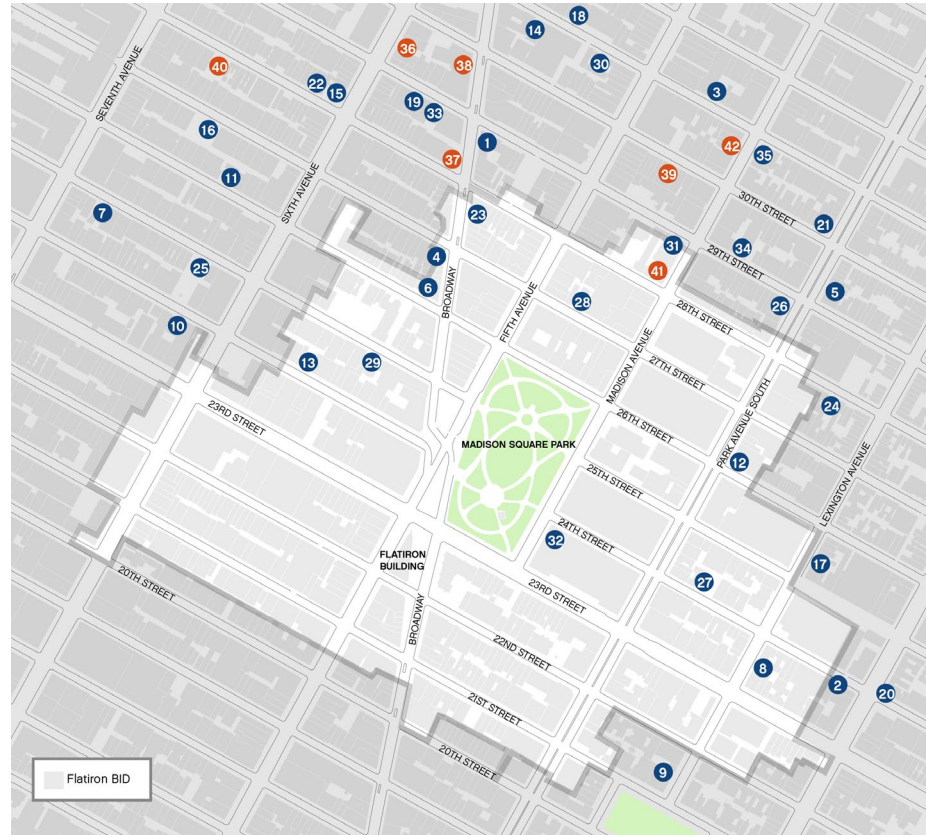
Hospitality Hub: Hotels

Flatiron and NoMad are destinations for travelers given its central location, proximity to historic and cultural sites, and easy access to public transportation. There are nearly **6,500 hotel rooms** in and around Flatiron, and over 1,600 rooms in development.

- | | |
|---------------------------|------------------------------|
| 1 Ace Hotel | 19 MADE Hotel |
| 2 American Dream B&B | 20 Marcel at Gramercy |
| 3 Arlo NoMad | 21 Mondrian Park Avenue |
| 4 Broadway Plaza Hotel | 22 Moxy NY Chelsea |
| 5 Clarion Hotel | 23 NoMad Hotel |
| 6 Flatiron Hotel | 24 Park South Hotel |
| 7 Four Points by Sheraton | 25 Renaissance Hotel Chelsea |
| 8 Freehand New York Hotel | 26 Royalton Park Avenue |
| 9 Gramercy Park Hotel | 27 Springhill Suites Marriot |
| 10 Hampton Inn | 28 The Evelyn Hotel |
| 11 Holiday Inn | 29 The Heritage Hotel |
| 12 Hotel Giraffe | 30 The Hotel Wolcott |
| 13 Hotel Henri | 31 The James New York |
| 14 Hyatt Harold Square | 32 The New York EDITION |
| 15 Hyatt House | 33 THE PAUL NYC |
| 16 INSIDE New York | 34 The Redbury |
| 17 Lex Boutique Hotel | 35 The Roger |
| 18 Life Hotel Nomad | |

Coming Soon:

- | | |
|------------------------------|-------------------------------|
| 36 AC Hotel New York Nomad | 40 Unnamed (140 West 28th St) |
| 37 The Ritz Carlton | 41 Unnamed (250 Fifth Avenue) |
| 38 Virgin Hotel | 42 Unnamed (292 Fifth Avenue) |
| 39 Unnamed (16-18 East 30th) | |





Office Space

FORTY ONE MADISON

How the Flatiron District Compares

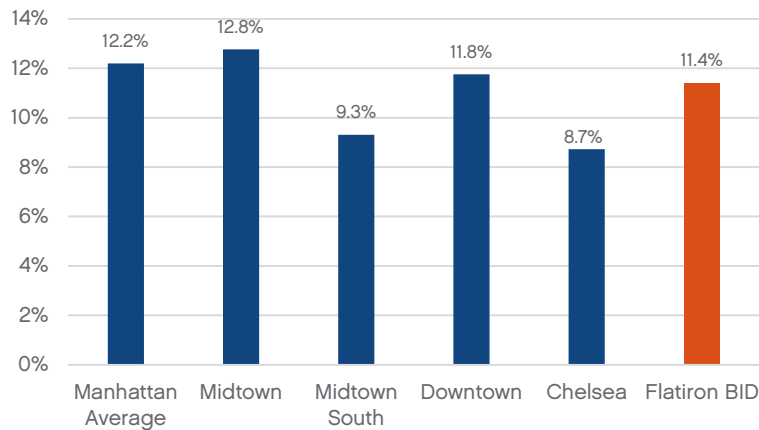
Class A & B Office Vacancy Rate

Within the greater Flatiron area there are 84,927 daytime employees*. Within the boundaries of the Flatiron Partnership, there is approximately 21.6 million square feet of rentable office space with 2.23 million square feet currently available for lease. The Class A & B vacancy rate for Q2 2019 in Flatiron was 11.4%.

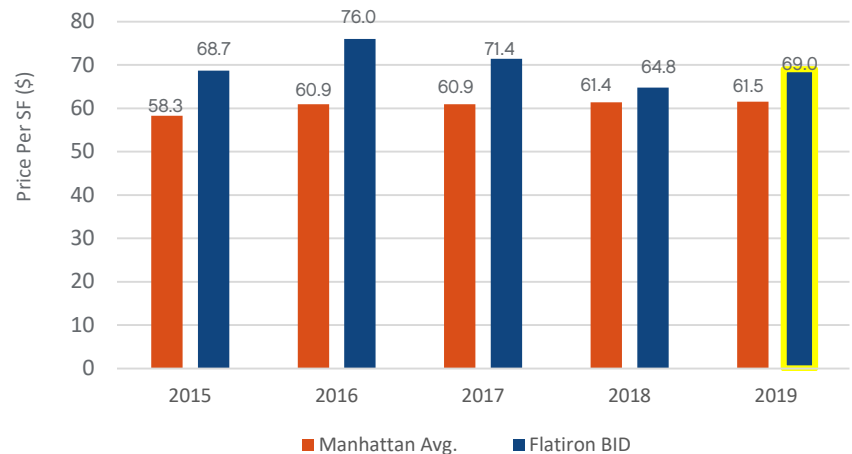
Price Per Square Foot

The average price per square foot for Class A and B office space in the Flatiron Partnership for Q2 2019 was \$69. The Class A and B office space price is approximately 4.2% higher than the price per square foot of \$64.80 in Q2 2018. Average asking rents in Flatiron in Q2 2019 were 7.5% higher than the Class A & B Manhattan-wide average of \$61.50/SF.

Available Class A & B Commercial Office Space (Q2 2019)



Office Space Price Per SF (Q2 2019)



Notable Building Transactions

675 Avenue of the Americas	24-26 West 25th Street
311,000 SF \$89 Million Sold by Chelsea Green Associates to GFP Real Estate	136,596 SF \$107 Million Sold by Unizo Holdings to Savanna Real Estate Fund
41 East 21st Street (Garage)	28 West 22nd Street
50,000 SF \$32.3 Million Sold by the Zucker Organization to Mequity Companies	35,461 SF \$31.5 Million Sold by the Van Alen Institute to Akelius Real Estate Management
160 Fifth Avenue	212 Fifth Avenue (GF Retail)
122,328 SF \$180.75 Million Sold by RFR Holdings to The Simons Foundation	N/A SF \$26.5 Million Sold by Madison Equities to an international investor



Image: Van Alen Institute, via Bruce Mau Design

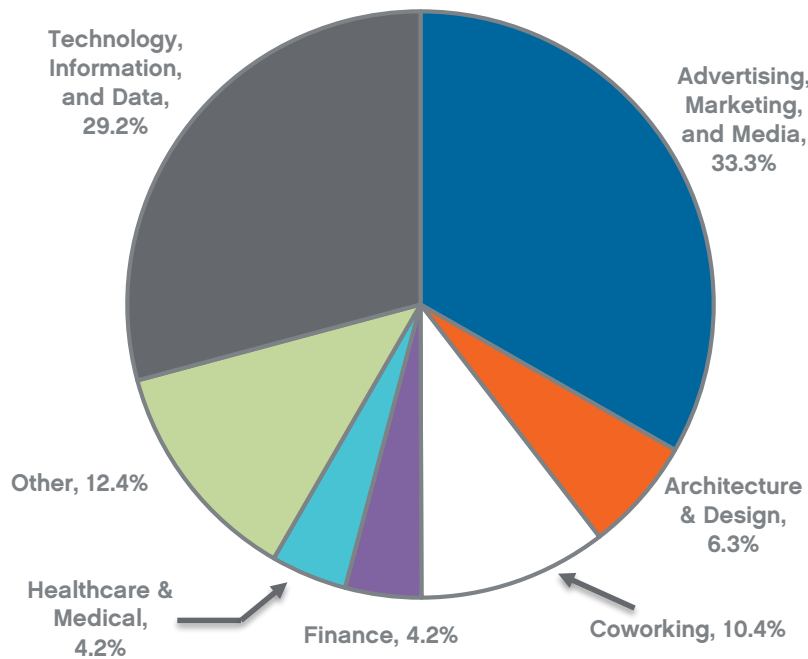


Image: 675 Avenue of the Americas via Commercial Observer

2018-2019 Lease Signings

Demand for office space in the Flatiron District remains high with technology, advertising, marketing, and media companies leading the way.

Lease Signings by Industry



CBS	WeWork
63 Madison Avenue 162,291 SF 15 Years *resigned lease	35 East 21st Street 97,000 SF 12 Years
RO	Enigma Technologies, Inc.
700 Sixth Avenue 38,223 SF 5 years	245 Fifth Avenue 34,552 SF N/A Years *resigned lease
Butterfly Network	Betterment Holdings
11 East 26th Street 24,116 SF 10.5 years	61 West 23rd Street 22,500 SF 4 Years
WalkMe	Reorg Research, Inc.
360 Park Avenue South 22,500 SF N/A Years	11 East 26th Street 12,083 SF 10 Years
Activate	M Science LLC
11 East 26th Street 12,083 SF 7 years	45 West 25th Street 10,912 SF 7 Years

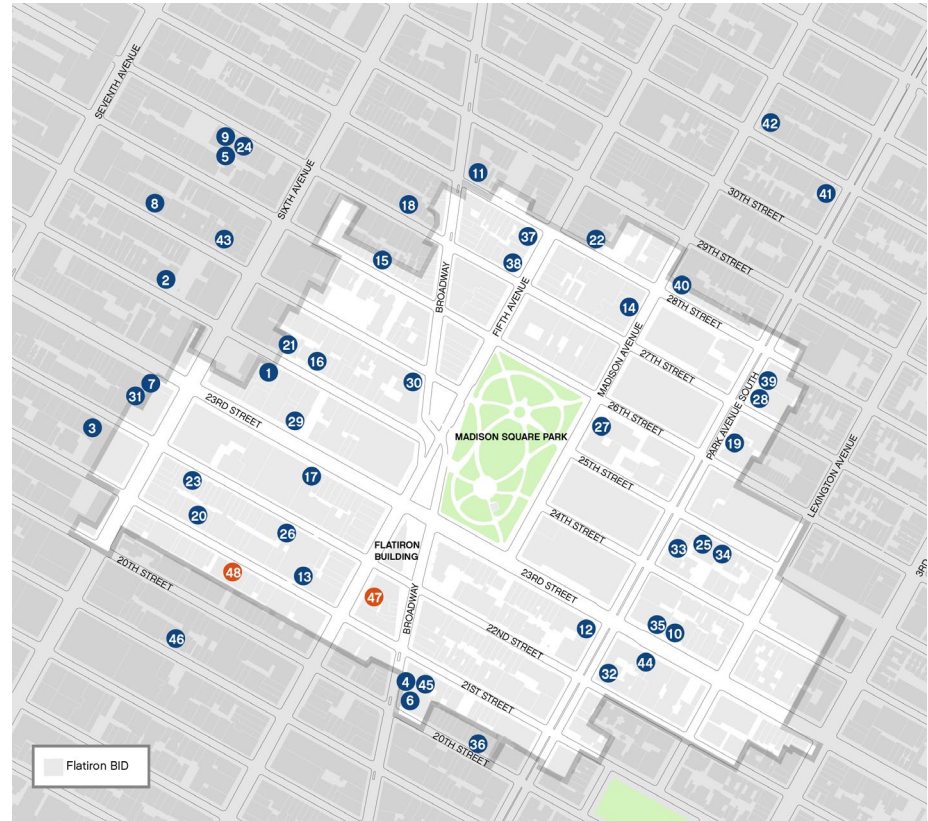
Coworking & Shared Office Spaces

Flatiron continues to be a coworking leader with nearly **50 locations** throughout the neighborhood. These flexible work spaces provide inviting office amenities for start-ups and established firms.

- | | | |
|------------------------|------------------|------------------------|
| 1 42West24 | 17 Knotel | 33 The Assemblage |
| 2 Alley | 18 Knotel | 34 The Assemblage |
| 3 Civic Hall | 19 Knotel | 35 The Bond Collective |
| 4 Coalition Space | 20 Knotel | 36 The Wing |
| 5 Coalition Space | 21 Knotel | 37 The Yard |
| 6 Croissant Coworking | 22 Knotel | 38 The Yard |
| 7 Croissant Coworking | 23 Knotel | 39 WeWork |
| 8 Croissant Coworking | 24 MicroOffice | 40 WeWork |
| 9 Croissant Coworking | 25 NeueHouse | 41 WeWork |
| 10 Croissant Coworking | 26 qLabs | 42 WeWork |
| 11 Farm Soho | 27 Regus | 43 WeWork |
| 12 Fuigo | 28 Regus | 44 WeWork |
| 13 Kettlespace | 29 Rise New York | 45 WeWork Now |
| 14 Knotel | 30 Select Office | 46 Work Better |
| 15 Knotel | 31 Select Office | |
| 16 Knotel | 32 Spaces | |

Coming Soon

- | | |
|-----------|-----------|
| 47 Knotel | 48 Knotel |
|-----------|-----------|





Residential

Residential Community

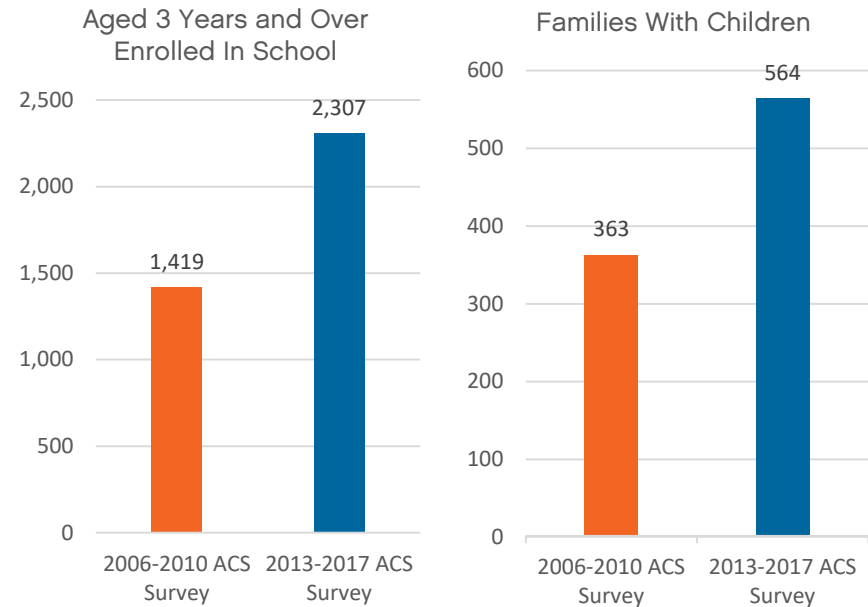
- Estimated Population: 29,866
- Estimated Households: 15,897
- Average Household Size: 1.72 members
- Family Households: 3506
- Average Family Size: 2.67
- Median Age: 32.2 years
- Median Household Income: \$121,105
- Median Home Value: \$745,380
- Housing Units: 19,986 housing units with an additional 411 units currently planned or under construction within the Flatiron BID boundaries



Image: *Hippo Ballerina* via DOT Public Art Program

Families & Youth

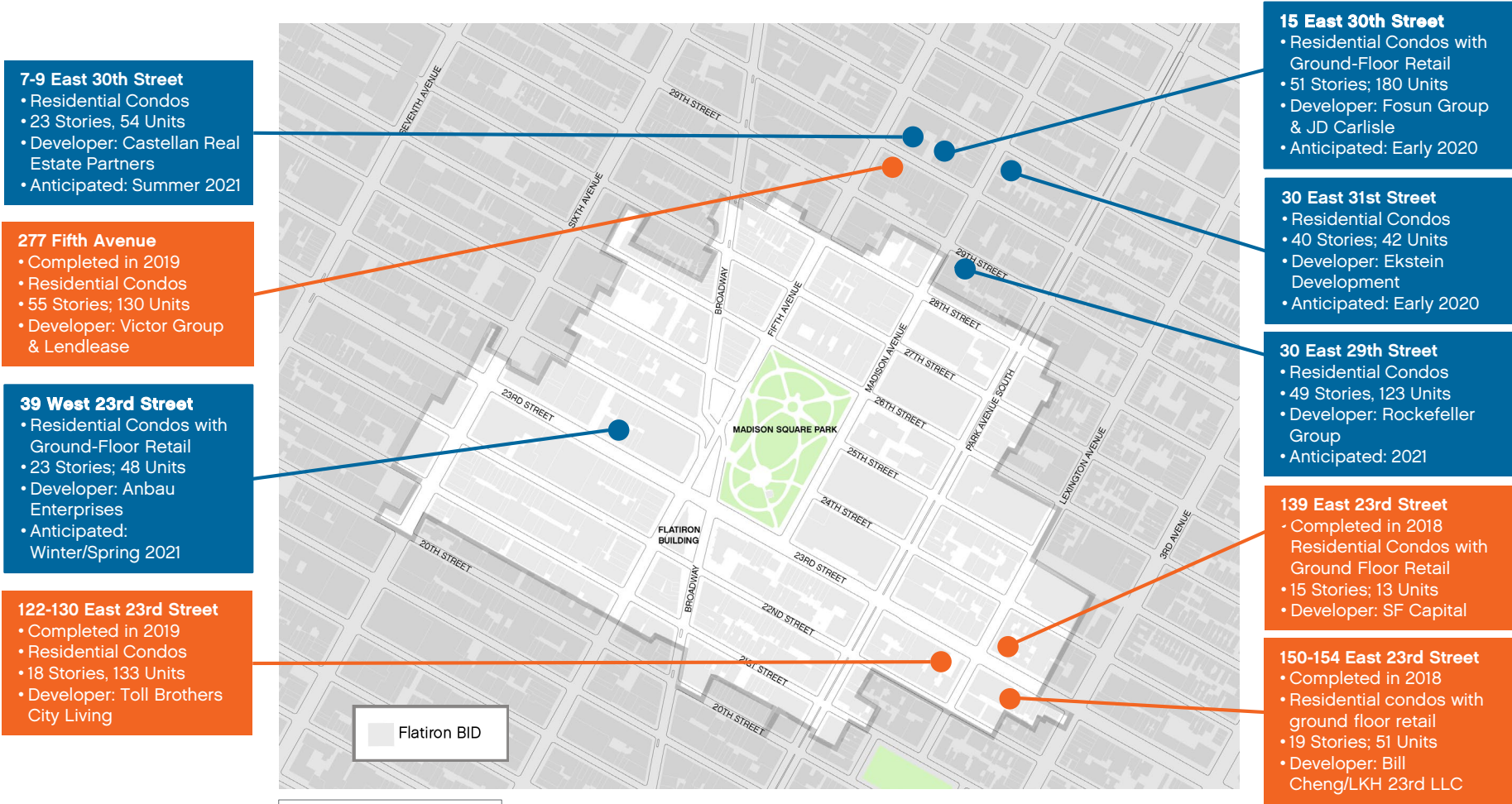
Due to Flatiron’s centralized location and its cultural, educational, and recreational assets, the neighborhood has become increasingly attractive to more families. In turn, Flatiron has seen a **62.6% increase** in school enrollment followed by **55.4% increase** in residential families with children.



Source: 2013-2017 ACS Data & 2010 Census Data (Tracts 56, 58, 62, 72, 74, 76 and Blocks 1000, 1002, 1003, 1004) via NYC Planning FactFinder, NYC DOB Data

Source: 2006-2010/2013-2017 ACS Data & 2010 Census Data (Tracts 56, 58, 62) via NYC Planning FactFinder, NYC DOB Data

Recent Residential Developments



Orange: Completed
Blue: In Construction



Getting Around Flatiron

Image: F/M Station at 23rd Street and Sixth Avenue

Public Transportation

MTA Subway Stations in Flatiron*

2018 Ridership: 39.5 million

2017 Ridership: 44.2 million

- Average Daily Ridership: 107,000
- 2.3% of total subway ridership across NYC
- The F/M train 23rd Street station and the 6 train 28th Street stations were closed for renovations for six months in 2018. Overall ridership increased for the five other subway stations in the Flatiron District.

MTA Bus Lines Running Through Flatiron

2018 Ridership: 33.9 million

2017 Ridership: 33.5 million

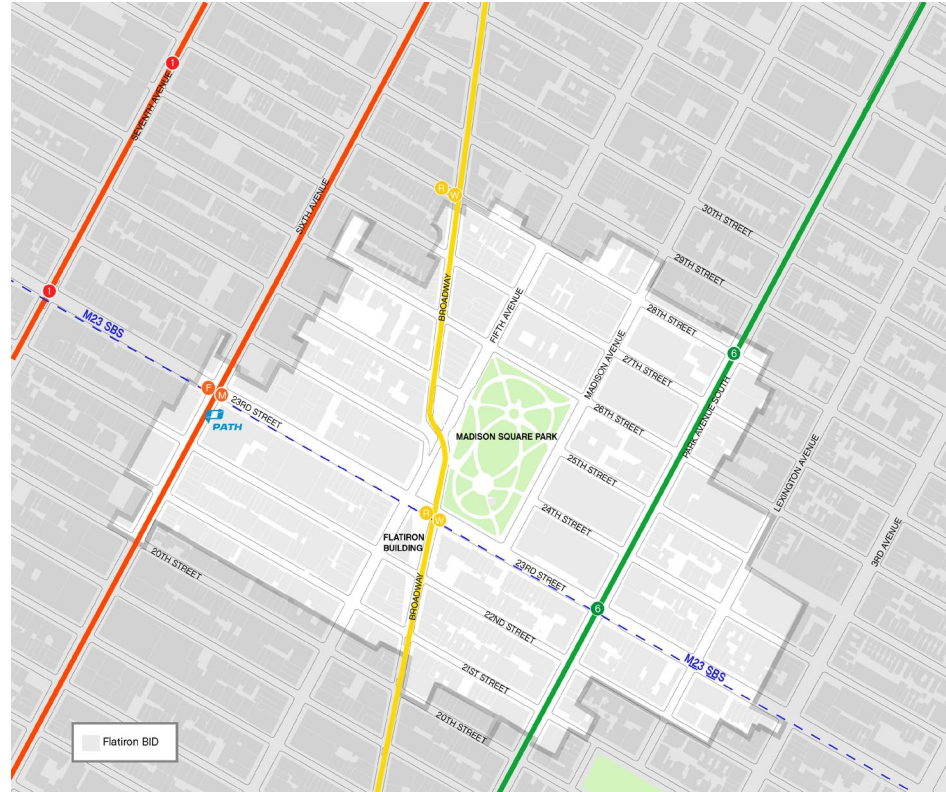
- Average Daily Ridership: 92,800
- Total NYC MTA bus ridership saw a decrease of 5.5% to 569.4 million in 2018 from 2017.

PATH 23rd Street Train Station

2018 Ridership: 2.5 million

2017 Ridership: 2.75 million

- Average Daily Ridership: 6,850
- 6.39% of all PATH New York City ridership



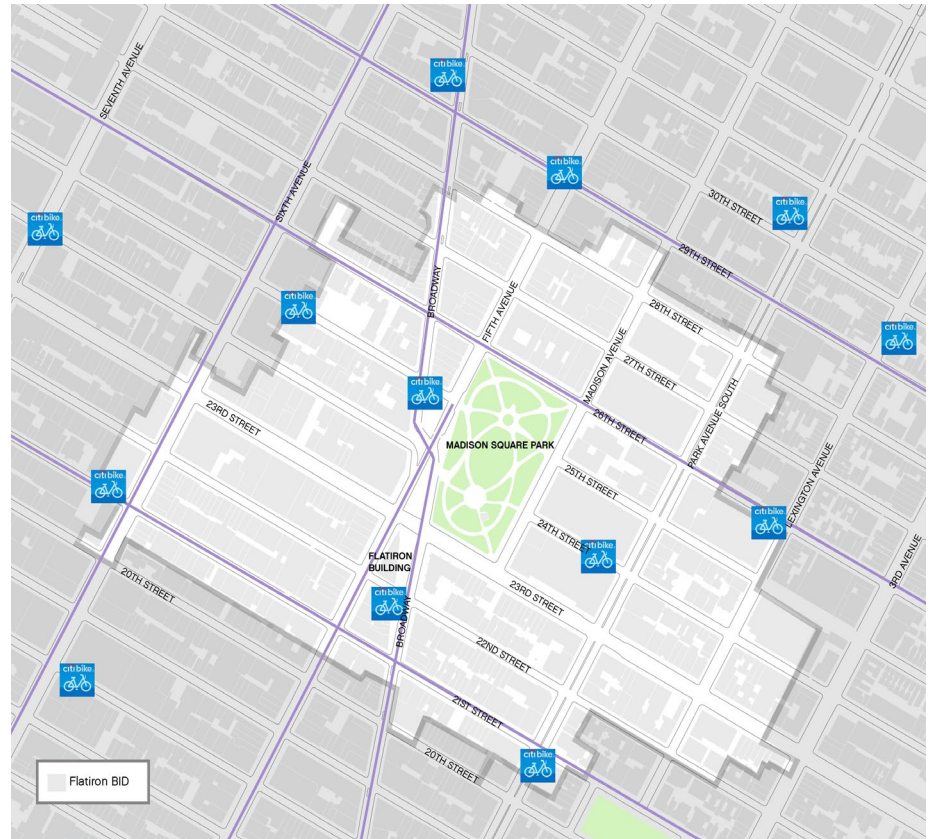
*Figures from the seven local subway stations: 23rd and 28th Street 1 train; 23rd Street F/M trains; 23rd and 28th Street R/W trains; 23rd and 28th Street 6 train

Bicycling in Flatiron

Citi Bike in Flatiron

- 13 stations
- 563 docking spaces
- Most active stations:
 - Broadway & East 22nd Street
 - Broadway & West 29th Street.
 - East 24th & Park Avenue South
- In the month of June 2019, a total of **183,542 bike share trips** originated or ended in or around the district. Rides in the Flatiron neighborhood account for about **8.6% of New York City's total bike share trips**.

Station Name	Number of docks
West 18 Street & Sixth Ave	45
Broadway & East 22nd Street	36
West 21st Street & Sixth Avenue	50
West 25th Street & Broadway	54
West 24th Street & Seventh Avenue	47
West 25th Street & Sixth Avenue	26
Fifth Avenue & East 29th Street	56
Broadway & West 29th Street	41
East 20th Street & Park Avenue South	30
Lexington Avenue & East 26th Street	55
Lexington Avenue & East 29th Street	29
East 30th Street & Park Avenue South	44
East 24th Street & Park Ave South	50
TOTAL	563





BID Expansion

Image: 30th Street along Park Avenue

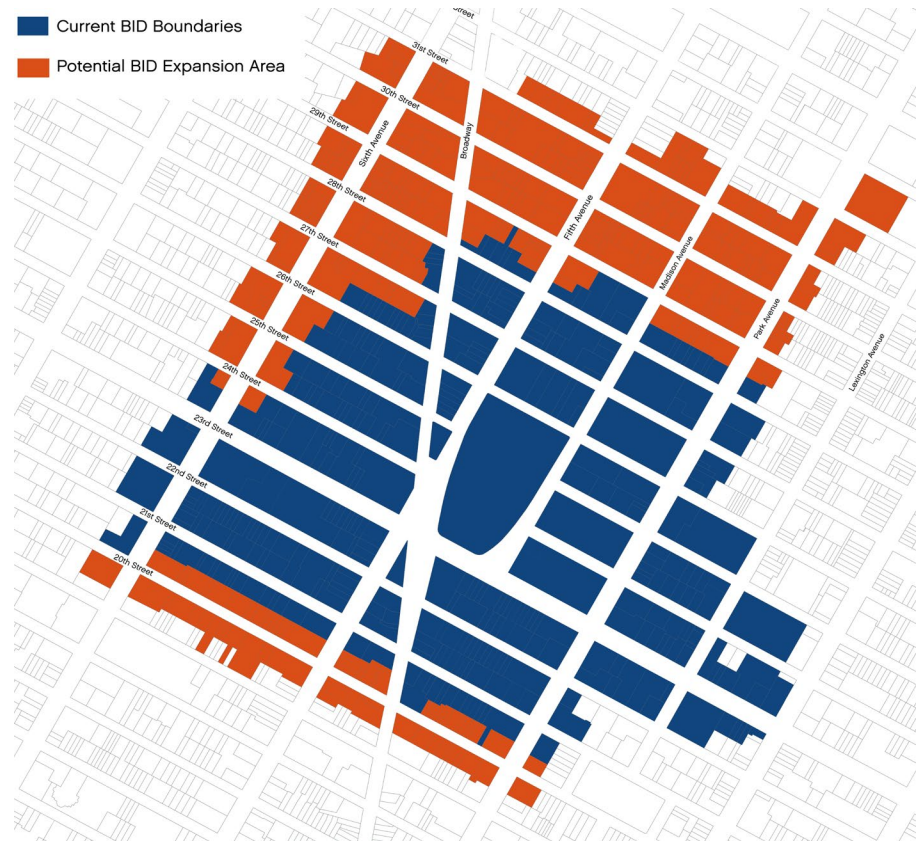
Flatiron & NoMad are Pushing the Boundaries

As the neighborhood grows and evolves, so does the need for further districtwide promotions, advocacy, and public realm services & enhancements.

The proposed expansion will bring our robust services—sanitation, safety, homeless outreach, marketing, and public improvements—to a larger footprint that includes NoMad, the Sixth Avenue gateway to the district and 20th Street.

Learn More: FlatironDistrict.NYC/expansion

Contact Us: expansion@flatirondistrict.nyc



A photograph of the New York City skyline at dusk, featuring several prominent skyscrapers. The sky is a mix of blue and pinkish-orange. A semi-transparent grey box is overlaid across the middle of the image, containing the text "Key Takeaways" in white. In the foreground, there are bare trees and street signs for "5 Av", "Broadway", and "5 Ave".

Key Takeaways



Location

- Boundaries: 21st to 28th Streets, Third to Sixth Avenues
- Neighbors include: Chelsea, Gramercy, Murray Hill, and Union Square

Major Attractions

- Flatiron Building
- Madison Square Park
- Eataly
- Flatiron Public Plazas
- National Museum of Mathematics
- Baruch College & Performing Arts Center (BPAC)
- Museum of Sex
- Fotografiska (Opening Fall 2019)

Transportation & Access

- Seven NYC Transit subway lines, PATH, and multiple bus lines including Select Bus Service along 23rd Street
- Proximity to Penn Station, Port Authority Bus Terminal and Grand Central Terminal

Demographics

- Residential population: 29,866
- Median household income: \$121,105
- Daytime workers in the greater Flatiron area: 84,927

Office Space

- Over 212 commercial office buildings
- Rentable building area of about 21.6 million square feet
- Major Commercial Tenants: Betterment, CBS, Credit Suisse, DigitasLBi, The Estée Lauder Companies, Grey Group, New York Life, Simons Foundation, Sony, Tiffany & Co., WeWork, WME Entertainment, Xandr, Yelp

Major Industries

- Technology, new media, graphic design, marketing/advertising/public relations, insurance, finance, apparel, beauty and cosmetics, home decor and interior design

Retail & Hospitality

- 553 ground floor businesses
- Retail availability rate: 9.4
- 35% of businesses in the service industry
- 27.4% of businesses in quick and casual food industry
- 6,500 hotel rooms with 1,600 in development
- Major Retailers: Ann Taylor, Best Buy, Burlington Coat Factory, Club Monaco, Eataly, Ethan Allen, Flying Tiger, Home Depot, KOHLER Experience Center, L'Occitane En Provence, LEGO, Marimekko, Michaels, Papyrus, P.C. Richard & Son, Rituals, Rizzoli Bookstore, Sweaty Betty, Trader Joe's, Wonder Photo Shop by Fujifilm



Image: Met Life Clocktower & 24th Street skybridge

Thank You!

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The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the reputation of Flatiron and NoMad as two of New York's most vital and exciting neighborhoods.

This is accomplished by maintaining a clean and safe environment for the district's businesses, residents, and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic area.

Flatiron 23rd Street Partnership

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