

NOMAD PIAZZA POP-UP REPORT

FLATIRON 23RD STREET PARTNERSHIP



TABLE OF CONTENTS

Project Description / Broadway Vision	05
Teams Page	07
Project Timeline	08 - 09
Upper Broadway: Economic Development	12 - 13
Upper Broadway: Bicycling Data	14 - 15
Public Perception & Feedback	16 - 17
NoMad Piazza Stakeholder Responses	18 - 19
Lessons Learned	20 - 21
Broadway Vision	22 - 27
Slow Street: Economic Development Slow	28 - 29
Street: Bicycling Data	30 - 31
Key Findings	33



NoMad Piazza Summary

The Flatiron/23rd Street Partnership produced NoMad Piazza, a pop-up plaza on Broadway from 25th to 27th Streets from October 1, 2021 through November 14, 2021. Permitted through NYC DOT's Seasonal Streets program, NoMad Piazza featured public seating, greenery, and a colorful footprint that created a vibrant public space for pedestrians and bicyclists.

Broadway Vision

NYC DOT's Broadway Vision, from Union Square to Columbus Circle, offers a variety of design elements that can be implemented based on community and stakeholder input. Broadway Vision increases public space, creates safer bike lanes and pedestrian seating areas, adds greenery, and calms traffic.

Goals

1

Build on the success of DOT's Open Streets and outdoor dining programs

2

Increase public space and add seating amenities and beautify Broadway with plants/greenery

3

Pedestrianize two blocks of Broadway and monitor impacts to aid in planning Broadway Vision in NoMad



TEAMS PAGE



STREET PLANS

Better Streets, Better Places



PROJECT TIMELINE



NYC DOT launches Open Streets & outdoor dining programs

Partnership begins planning NoMad Piazza Pop-Up plaza to complement Open Streets & Broadway Vision

NoMad Piazza Installation (September 28 - 30)

NoMad Piazza Pop-Up Plaza Last Day (November 14)

NoMad Piazza De-installation Horticulture & Seating Removed (November 16 - 17)
Paint Removal (December 1 - 14)

Preliminary Piazza Planning

Material Procurement

Installation

NoMad Piazza Pop-Up Activation

De-Installation

← 2020 — Summer 2021 — September — October — November — December →

Community Outreach, Engagement & Programming

NYC DOT installs Flatiron Slow Street as part of Broadway Vision (21st to 23rd Streets)

NoMad Piazza Pop-up plaza Opening Day (October 1)
Public Survey Launches

Programming & Activations

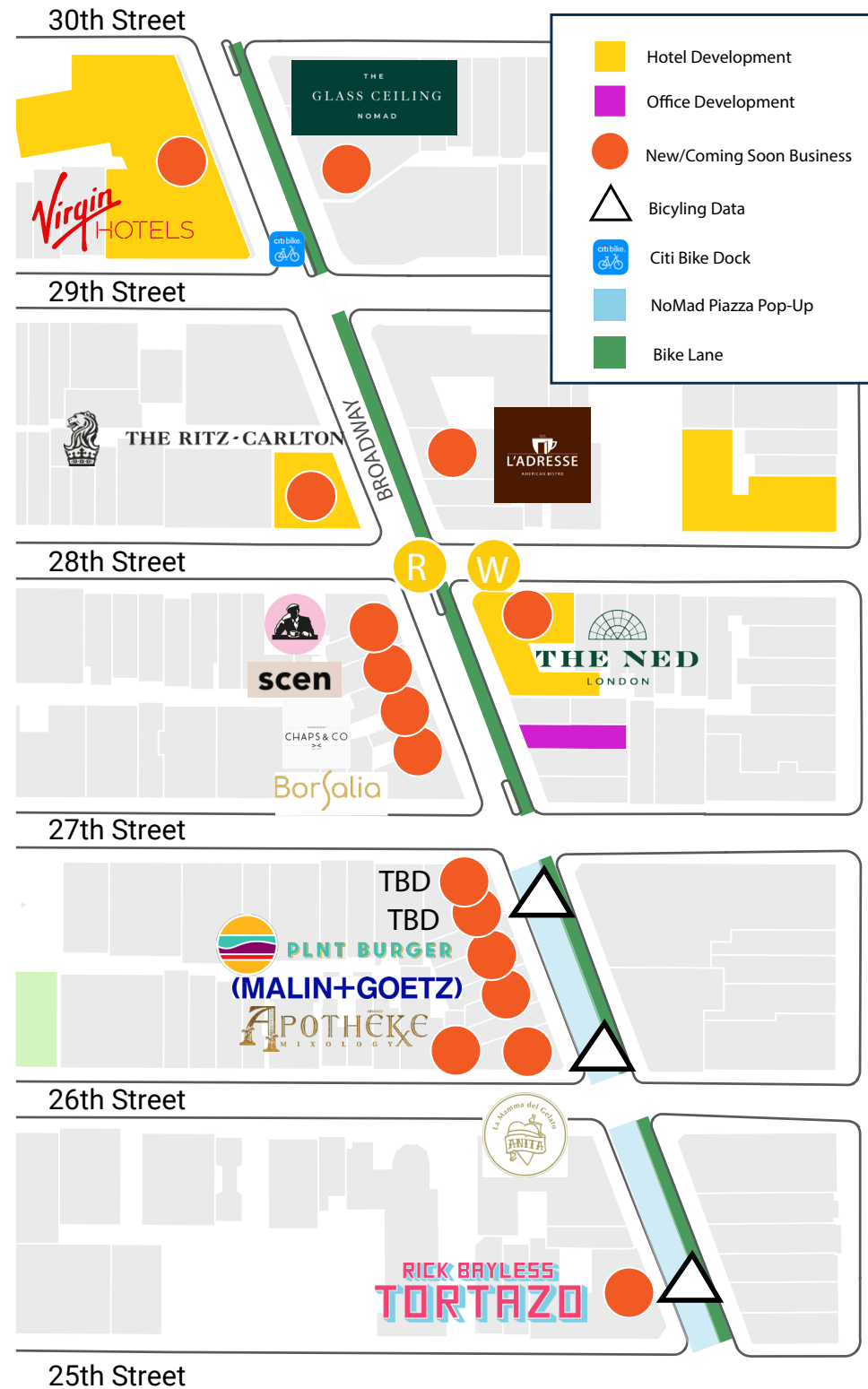
Post-Piazza Stakeholder Survey Released



UPPER BROADWAY: ECONOMIC DEVELOPMENT

Broadway, from 25th to 30th Streets, has seen increased ground floor leasing activity in advance of expected hotel and commercial property openings in 2022. 16 new businesses opened or signed leases in 2021 with 50% having opened during or immediately following the NoMad Piazza period. A few businesses noted Open Streets opportunities, specifically the NoMad Piazza Pop-Up, as an important consideration when deciding to lease Broadway property.

GROUND FLOOR LEASING & DEVELOPMENTS (BROADWAY 25 - 30)

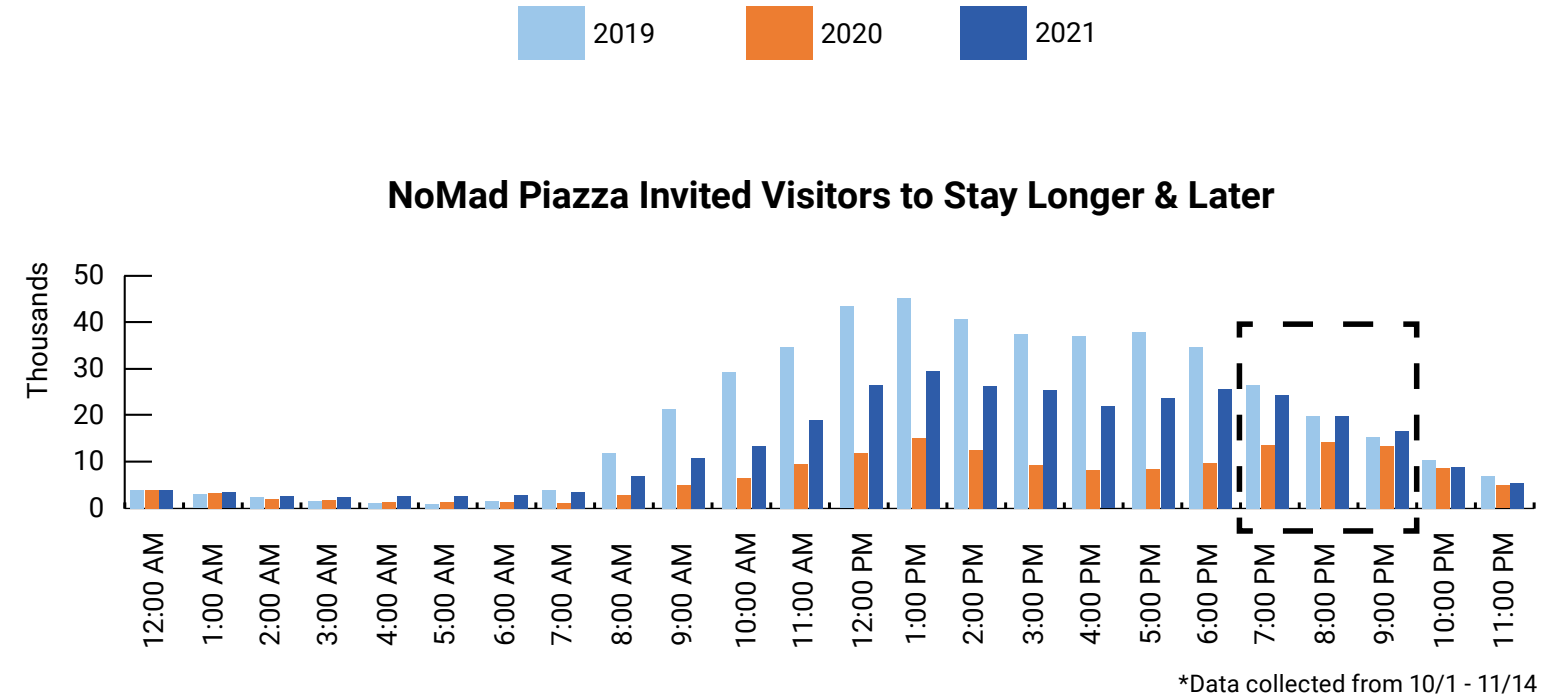


17
NEW
BUSINESSES

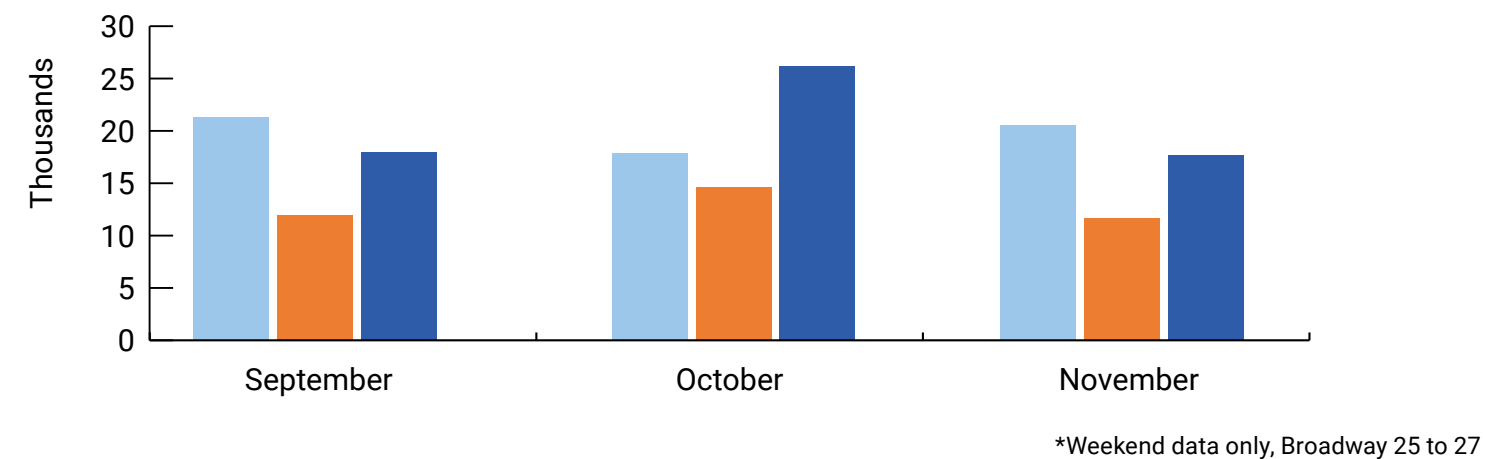
4
HOTELS IN
DEVELOPMENT

2
ADDITIONAL
RESTAURANTS
PARTICIPATED
IN OUTDOOR
DINING

BROADWAY FOOT TRAFFIC 25 - 27



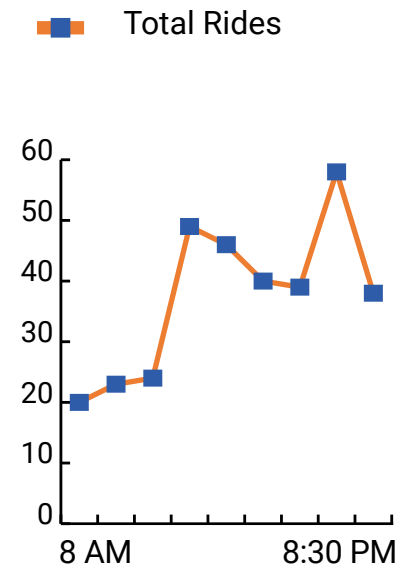
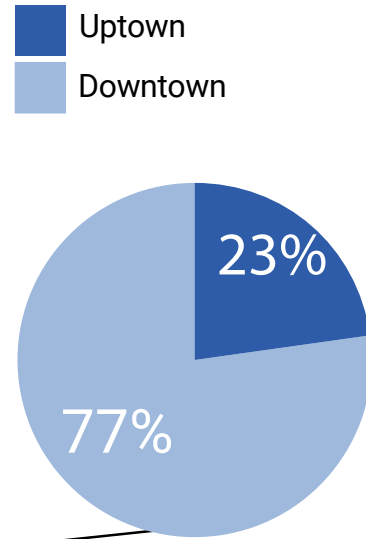
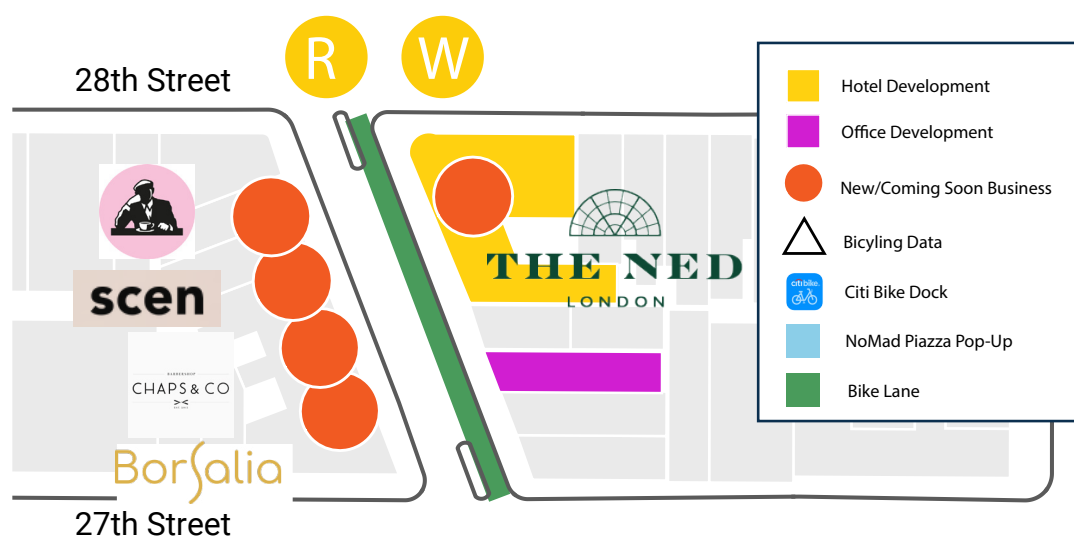
Broadway (25 - 27) October Foot Traffic Outpaced 2019



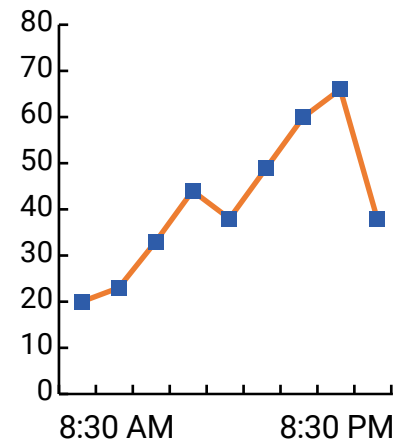
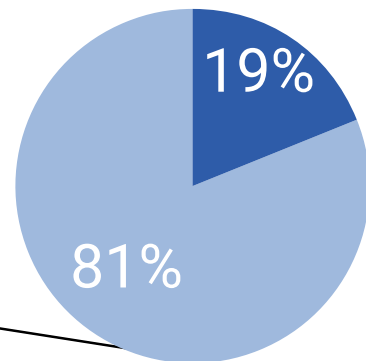
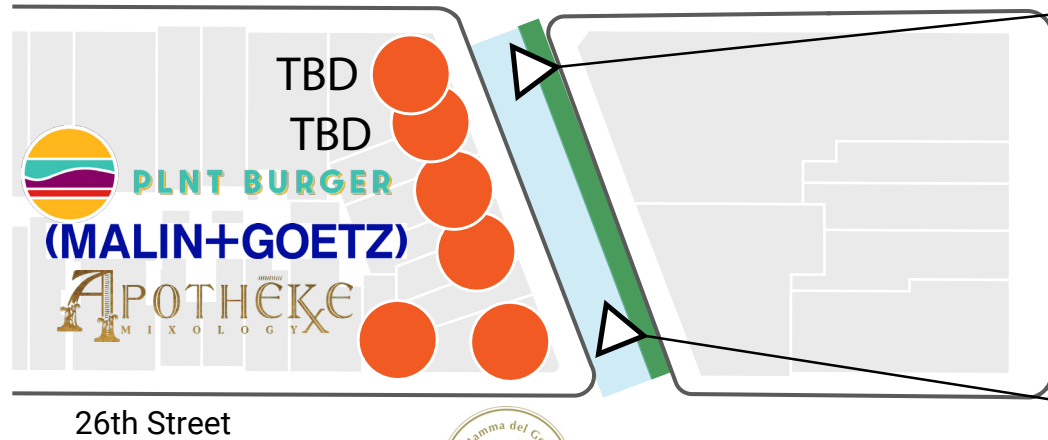
*Source: Placer.ai

UPPER BROADWAY: BICYCLING DATA

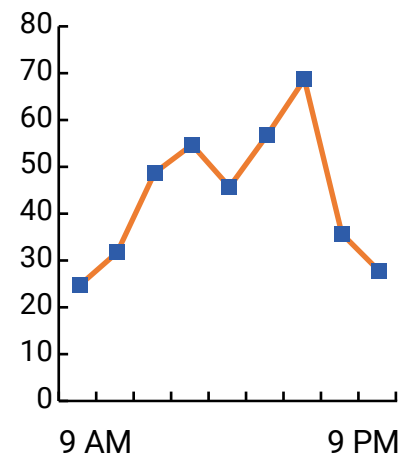
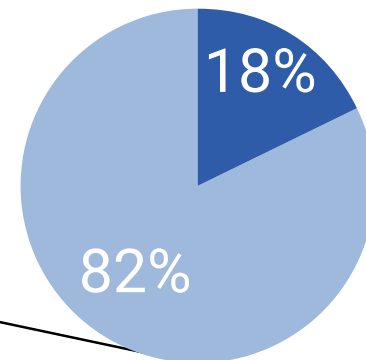
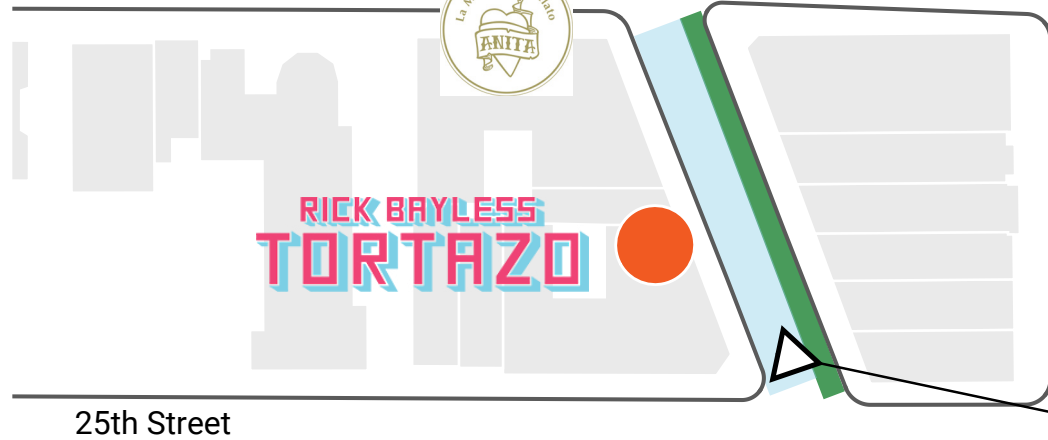
NoMad Piazza supported robust bike and pedestrian activity throughout the activation period. Data collected by the Partnership indicates a need for bidirectional bike infrastructure to safely connect destinations both uptown and downtown.



1st PEAK
296/hour
(12:30 PM - 1:30 PM)



2nd PEAK
386/hour
(6 PM - 7 PM)



20%
UPTOWN/
CONTRA-FLOW

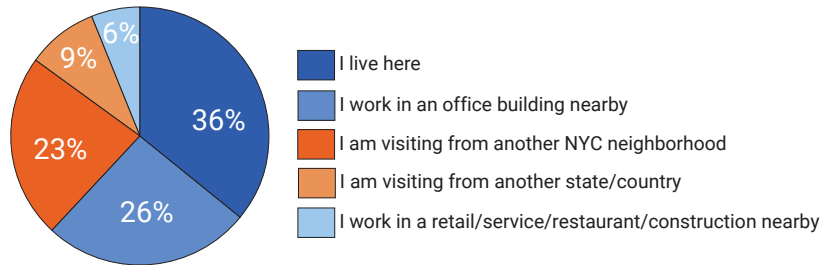
*Inspired by our work with Gehl Studios in June 2021, the Partnership conducted in-person, observational bike and vehicle counts at 10-minute intervals from 8 AM to 8:30 PM on Friday, October 22, 2021 at two sites along the Flatiron Slow Street.

PUBLIC PERCEPTION & FEEDBACK

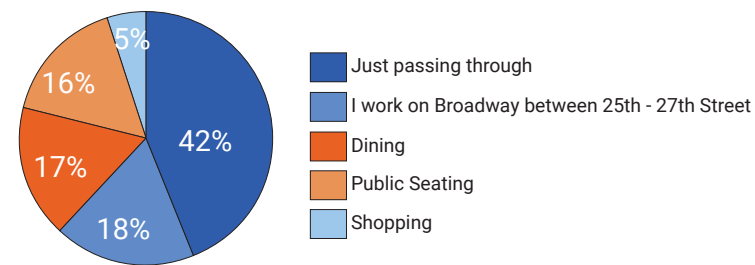
PUBLIC SURVEY DATA



What is your relationship to this area?
321 Responses



What brought you to NoMad Piazza Pop-Up today?
321 Responses



"I love it. I would love a permanent place like this to eat and refresh while shopping in the neighborhood. It's a great central area to meet friends who work in the neighborhood for lunch."

-Public Comment

"I've been living on 27th Street & Broadway for over 20 years and this is the best idea ever, love the display, the tables, and the wooden chairs. Please keep it this way."

-Public Comment



SOCIAL MEDIA

flatironny Flatiron District, NYC

Introducing the NOMAD PIAZZA POP-UP presented by the Flatiron Partnership! Now through early November, the space invites you to sit, relax, dine, and enjoy the neighborhood. 🌞🌳

Comments:

- saranordmann 🍌🍌🍌 Love it!!! 8w 2 likes Reply
- heydayskincare SO lovely! 8w 1 like Reply
- andie.kaplan Love this plaza!! Thanks for planning to bring it back again! 11w 1 like Reply
- standarddose So excited about this partnership! 8w 1 like Reply
- katiejhrlich This is awesome! I hope it becomes permanent one day! 8w 4 likes Reply
- fellowbarber 🥰🥰🥰 8w 1 like Reply
- katiehorwitch Omg nooooo! Why does it have to leave so soon?! This has been so lovely for the neighborhood. Happy to see it'll be returning 🥰 11w 1 like Reply

Liked by ilfioristanyc and 1,062 others

124,293
ACCOUNTS REACHED

41,282
TOTAL IMPRESSIONS

2,180
TOTAL LIKES

204
TOTAL SHARES

NOMAD PIAZZA STAKEHOLDER RESPONSES

27TH STREET

BROADWAY
—PLAZA HOTEL—

"I think the Piazza was a huge success. I would like the public space to become permanent."

-Broadway Plaza Hotel

100%

of Broadway stakeholder respondents support a future reconfiguration and resurfacing of Broadway between West 25th and West 27th Streets.

"Our entire office loved the Piazza! It brought more life to the block. Need to make it permanent!"

-Premier Equities

PREMIER EQUITIES

VIN SUR VINGT®
VSV WINE BARS

"By keeping Broadway as a pedestrian plaza, it allowed our business to install outdoor seating. The additional foot traffic helped our business."

- Vin Sur Vingt

100%

of Broadway stakeholders felt the area was as safe, or safer, during the Piazza period.

26TH STREET

"A push to shut Broadway to vehicular traffic and make it therefore available for ground floor businesses to utilize outdoor structures on a more permanent basis would provide a pandemic friendly support valve in a much-needed way!"

-Tortazo

RICK BAYLESS
TORTAZO

MADISON SQUARE PARK

33%

of respondents saw increased revenues during the Piazza period. **Zero** Broadway stakeholders reported lost revenue during the Piazza pop-up.

LESSONS LEARNED

1

People loved the Piazza and want more public space.

27% of survey respondents requested additional tables, chairs, shade umbrellas, and greenery on the Piazza.

2

The public seating and amenities helped balance out the commercial-only nature of the area.

17% of people used the Piazza to dine outside and others noted its comfort as a passive space to spend time.

3

Begin programming planning earlier.

Collaborate with stakeholders and local businesses as early as possible to help ensure more buy-in and help further enliven the public space.

4

Maintain and clean the temporary Piazza with the same attention and resources dedicated to the Flatiron Public Plazas.

5

Bicycling and other forms of micromobility have arrived in NoMad and have outpaced infrastructure.

Nearly 20% of bicyclists use Broadway for uptown travel. Some survey respondents expressed safety concerns due to two-way cycling especially with fast-moving mopeds, scooters, e-bikes, and motorcycles using the bike lane.

6

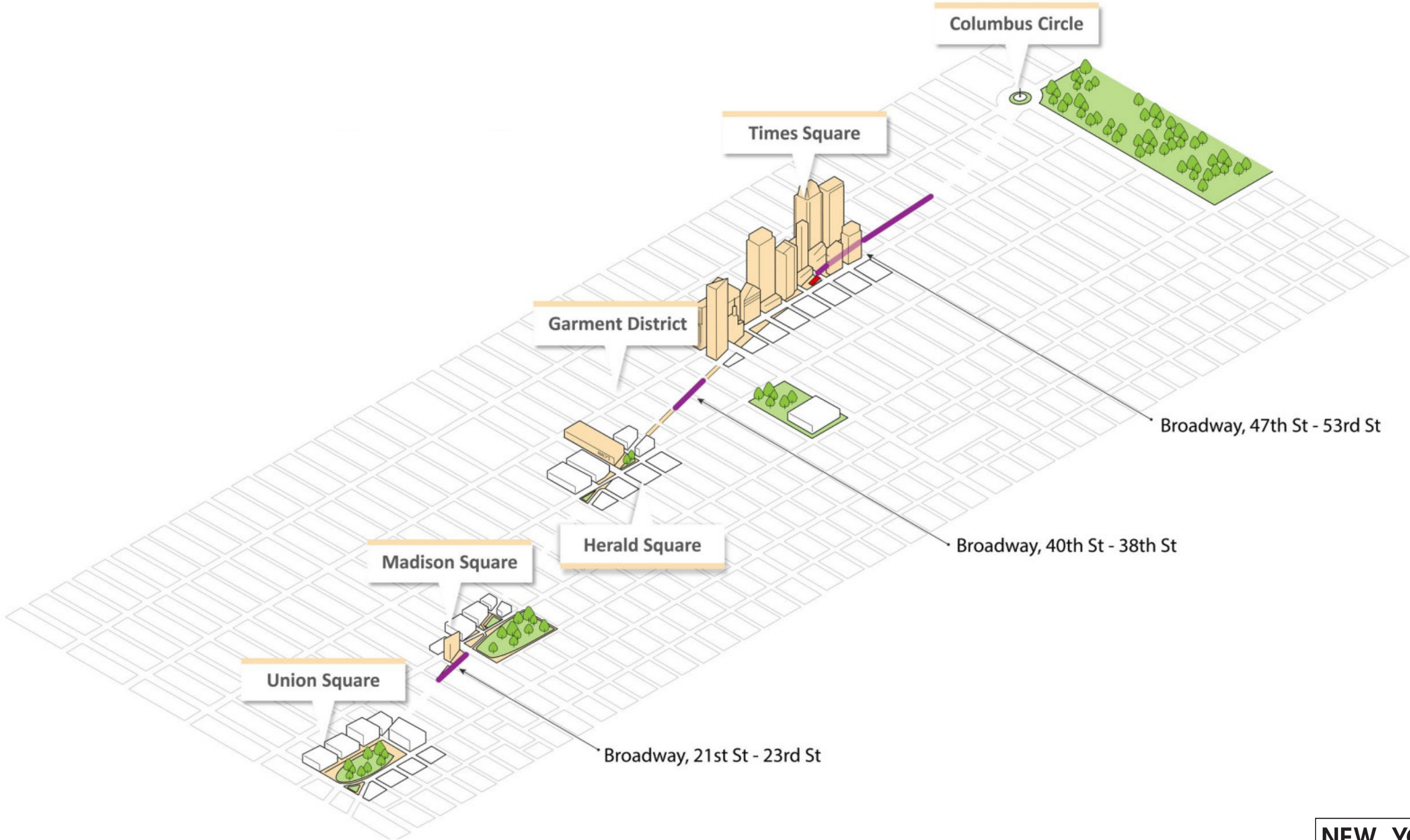
Painting the roadbed for short-term projects is neither time nor cost-effective.

The blue paint was memorable and helped demarcate the Piazza but the cost of planning, installing, and removing it outweighed the short-term project benefit. These resources are better utilized elsewhere (e.g., public programming). If considering roadbed paint, use high-quality materials incorporating non-slip additives like SharkGrip or TracSafe.



BROADWAY VISION 21ST - 23RD STREET

BROADWAY VISION



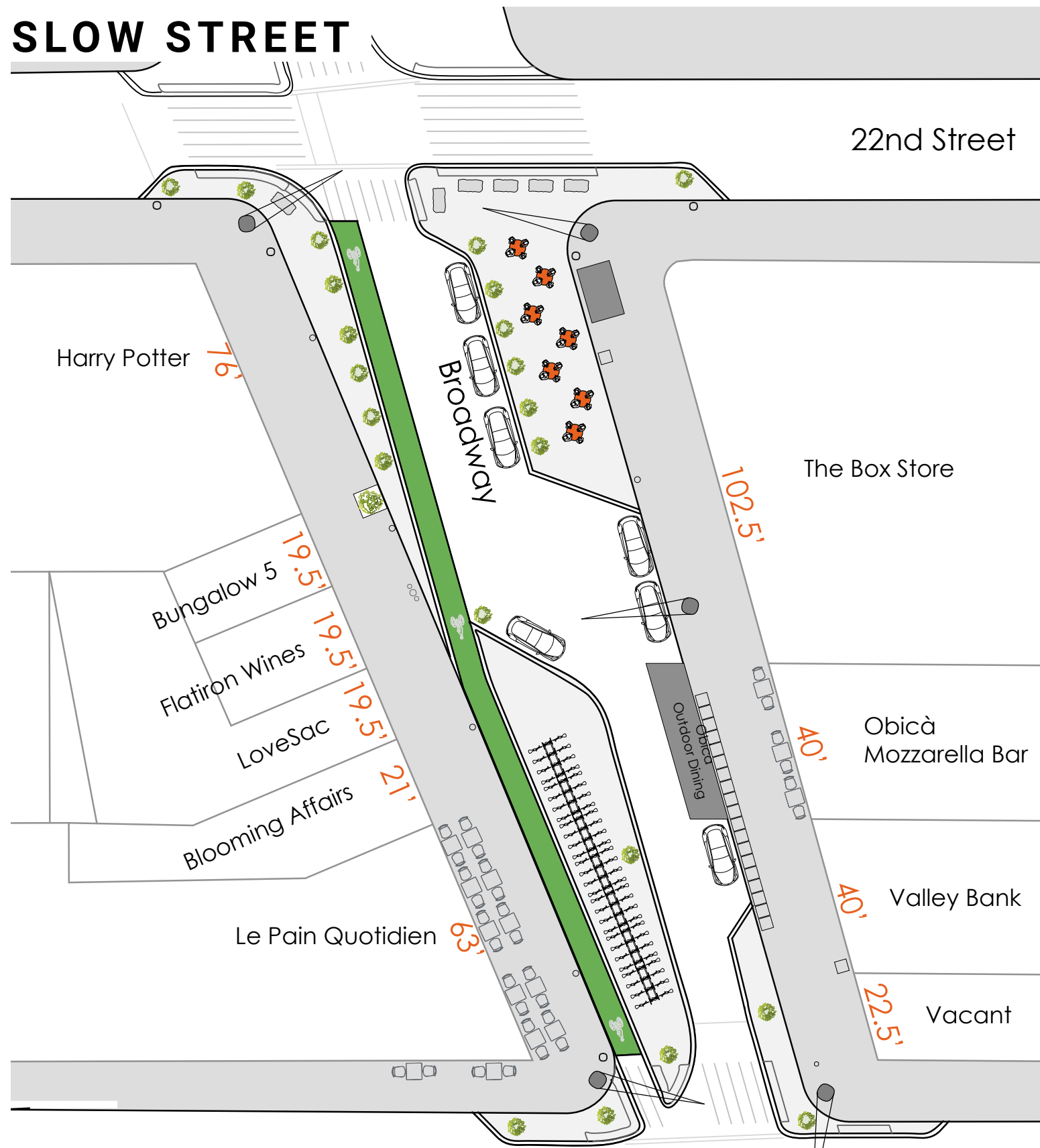
SOUTH PLAZA



- Amount of Items
- 44 Planters
 - 4 Granite Blocks
 - 7 Trash Bins



SLOW STREET



- Amount of Items
- 21 Planters
 - 6 Granite Blocks
 - 4 Trash Bins



SLOW STREET: ECONOMIC DEVELOPMENT

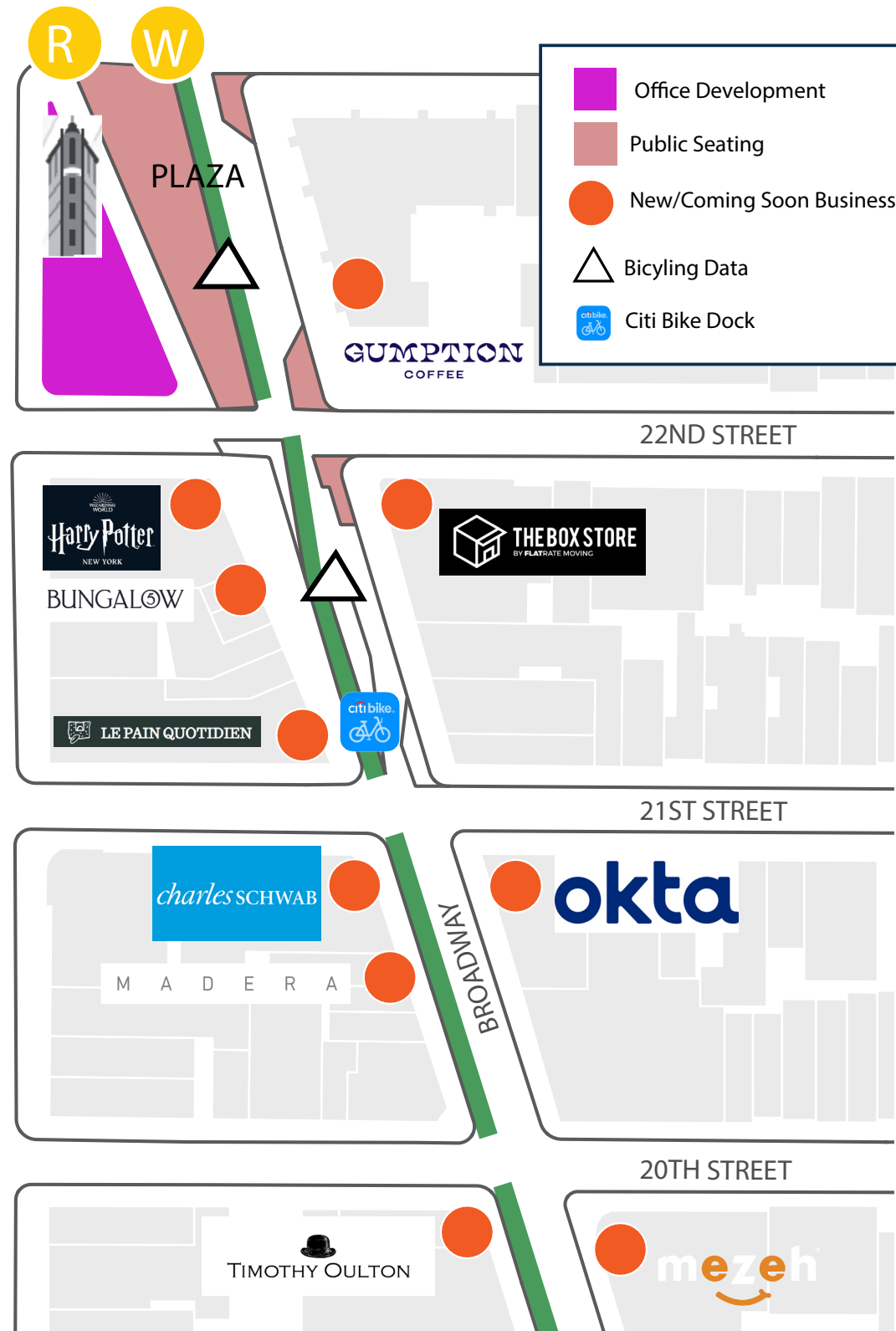
NYC DOT transformed Broadway from 21st to 23rd Streets into New York City's largest shared street in summer 2021 as part of the Broadway Vision program. At least ten new businesses, anchored by Harry Potter New York, opened on these two blocks over the last year. The expanded pedestrian spaces and public seating along Broadway are well-utilized as is the large Citi Bike station near 21st Street.

GROUND FLOOR LEASING & DEVELOPMENTS (BROADWAY 20 - 23)

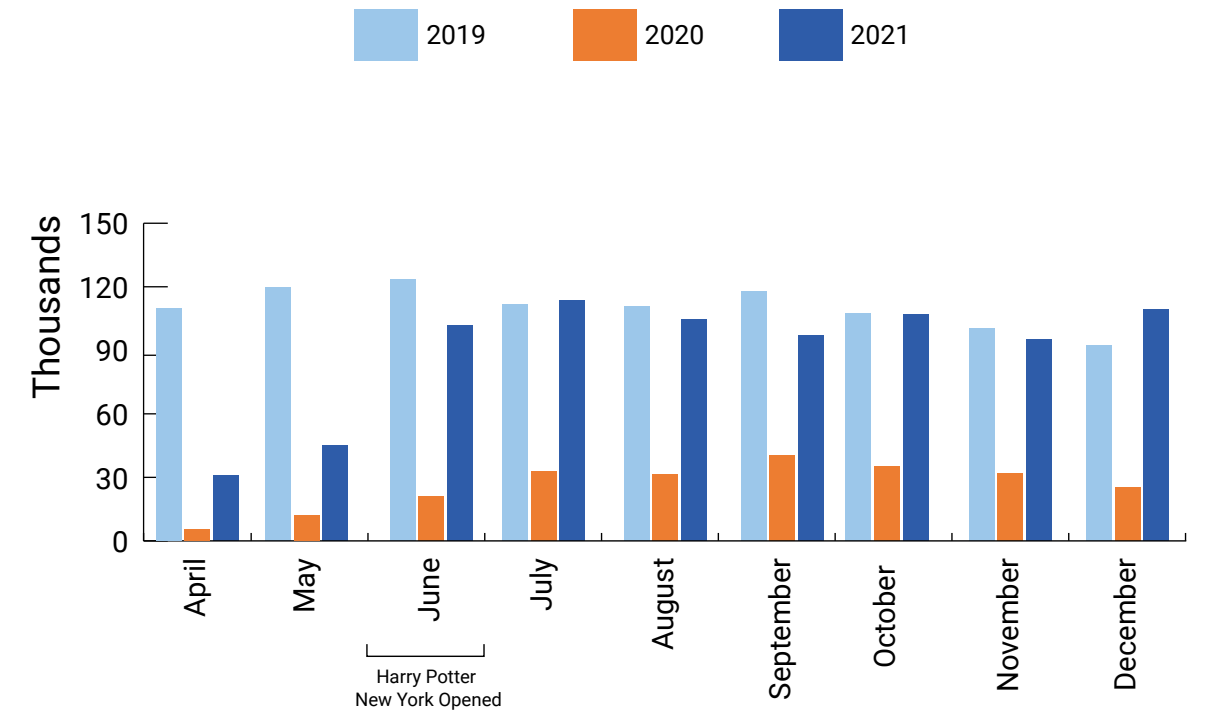
10
NEW
BUSINESSES

3
EXPERIENTIAL RETAIL
BUSINESSES OPENED/
COMING SOON

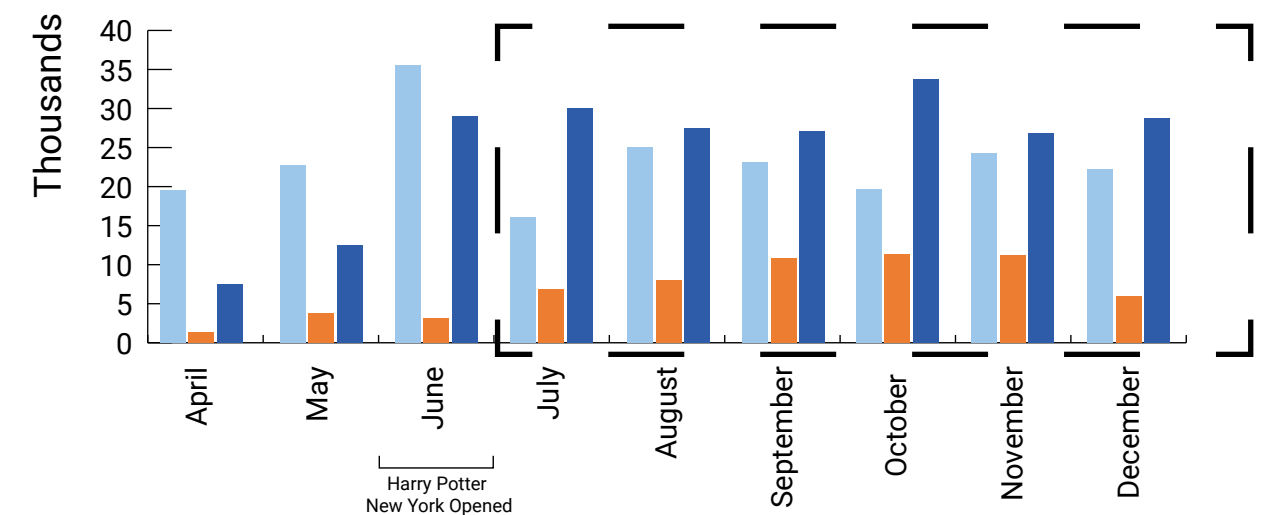
1
OFFICE IN
DEVELOPMENT



BROADWAY FOOT TRAFFIC 21 - 23



Weekend Foot Traffic Outpaced 2019



*Weekend data only, Broadway 21 to 23

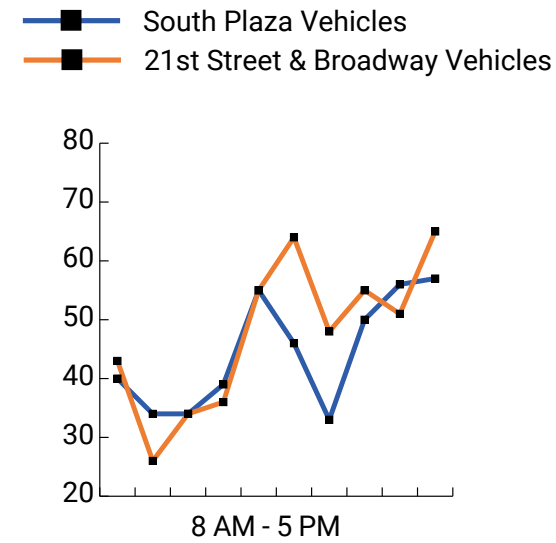
*Source: Placer.ai

SLOW STREETS: BICYCLING DATA

Data collected by the Partnership indicated nearly 30% of bicyclists rode contra-flow on these two blocks of Broadway showcasing strong support for a two-way facility connecting Flatiron and Union Square.



Cyclists & Microbility Counts



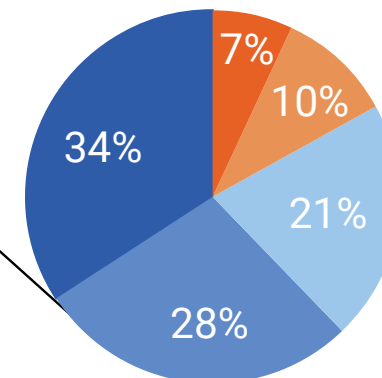
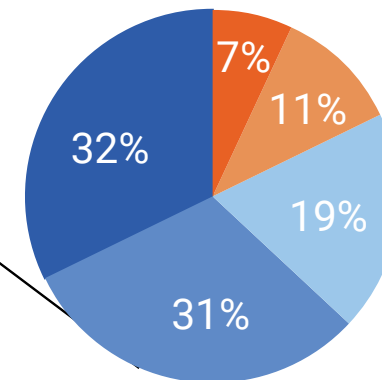
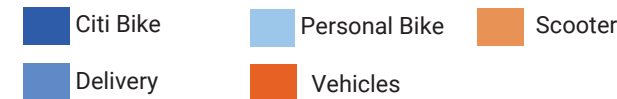
FIRST PEAK

330/hour
(12 PM - 2 PM)

SECOND PEAK

343/hour
(4 PM - 6 PM)

Mode Share Breakdown



Peak hour motor vehicle counts averaged fewer than one per minute

(only a **7%** mode share)

28%

of bicycle trips were contra-flow/uptown

*Inspired by our work with Gehl Studios in June 2021, the Partnership conducted in-person, observational bike and vehicle counts at 10-minute intervals from 8 AM to 8:30 PM on Friday, October 22, 2021 at two sites along the Flatiron Slow Street.



KEY FINDINGS

1

This is a true shared space.

People walking and bicycling feel safe entering the roadbed and scant vehicle traffic (roughly one vehicle per minute) is calm.



2

Broadway is a two-way cycling facility as it conveniently connects Flatiron and Union Square.

Nearly 30% of bicyclists rode contra-flow / uptown on Broadway.



3

Broadway ground floor vacancies are being leased and pedestrian counts have nearly rebounded to pre-pandemic levels as of December 2021.



NoMad Piazza Pop-Up Report
Flatiron 23rd Street Partnership