

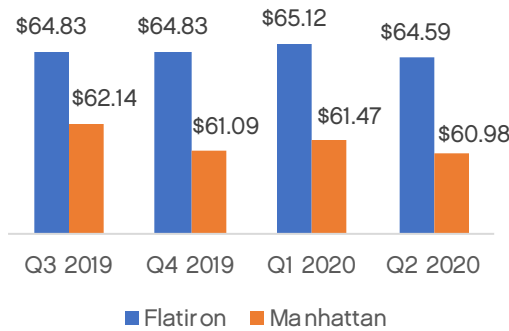
# Flatiron Quarterly Market Snapshot

## Q2 2020

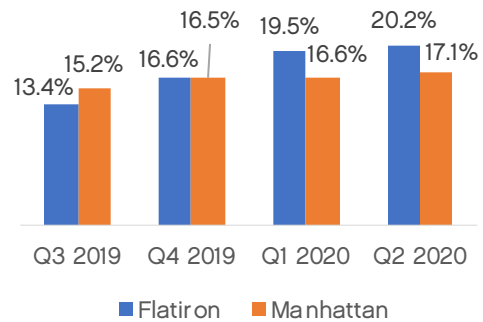
Late last quarter, the NY State on PAUSE Executive Order closed all non-essential businesses including most office and co-working spaces with many of those in the TAMI (Technology, Advertising, Media, Information) and FIRE (Finance, Insurance, Real Estate) sectors. Flatiron's 85,000 employees largely transitioned to work-from-home arrangements, and the unknowns lingered into Q2 2020 with **only 13 lease signings compared to 43 in Q1**. Few new commercial listings came online despite co-working companies, with their **largest NYC footprint** in the Midtown South market, handing back nearly **450,000** square feet during the quarter, with much of it in Flatiron/NoMad.

## Commercial A & B Office Space

### Price Per Square Foot



### Q2 Availability



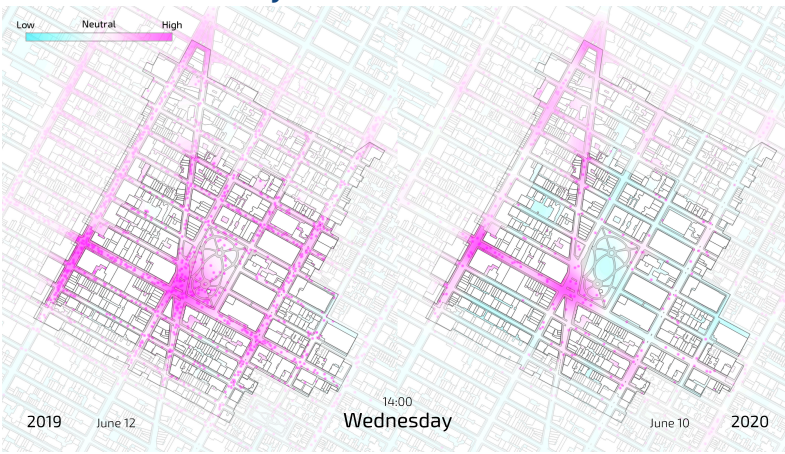
Source: CoStar

## Flatiron & NoMad – Fewer Daily Commuters

Average daily pedestrian volumes were down significantly (-80%) in June 2020 compared to the same time period last year throughout Flatiron and NoMad. Patterns, however, remained similar, with the largest concentration of people near the neighborhood's transit hubs and public spaces (Flatiron Public Plazas and Madison Square Park). The east side of the district saw the fewest pedestrians with employers along Madison Avenue and Park Avenue South continuing work-from-home policies.

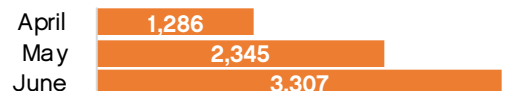
Tech:NYC data revealed that as of April, **one in five** companies expected to return to their offices as late as January 2021 but an updated survey indicates more than **three in five (61.5%)** will delay their return to winter next year. However, daily pedestrian activity in the Flatiron Public Plazas **increased 39%** from the lows of sheltering-in-place April through the June NY Forward phased reopenings, and Citi Bike trips beginning or ending in the neighborhood have **increased 157%** from April to June.

## Pedestrian Activity – June 2019 v June 2020



### Daily Citi Bike Trips

Beginning or Ending in Flatiron

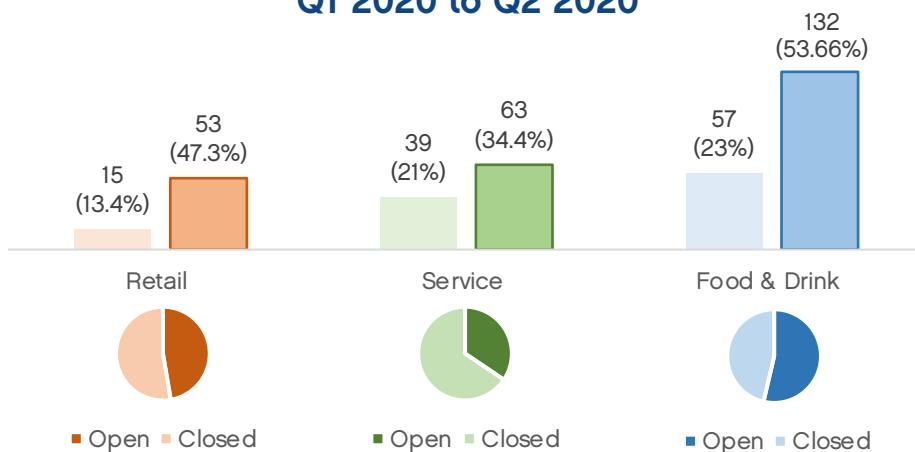


Sources: Unacast, Springboard, Citi Bike

## Q2 Retail: Essential Services & Transition to Outdoor Dining

In Q2, NYC shifted to Phase 1 and Phase 2 of [NY Forward](#) allowing ground floor businesses to reopen with limited capacity and altered service models. Essential and in-store retail and services, including barber shops and salons, reopened along with outdoor dining late in the quarter. In total, **137** businesses reopened in Flatiron/NoMad this quarter.

### Flatiron's Open Essential Businesses Q1 2020 to Q2 2020



### Al Fresco Dining – Curbside & Open Streets: Restaurants

On June 18, [Mayor de Blasio announced outdoor dining guidance](#) for restaurants to extend their seating onto sidewalks, curb lanes, and open streets to allow for social distancing among customers. Numerous Flatiron/NoMad establishments have taken advantage of this program including those along Broadway, 20th, and 22nd Streets where full weekend street closures offer even more al fresco dining space during peak hours. Of the **132** open food and beverage establishments in the district, nearly **one third** are offering full-service outdoor dining.

While outdoor dining can be a lifeline and provide vital revenue, the [NYC Hospitality Alliance](#) found that “**four of five** [establishments] did not pay full rent in June” and “**36%** of respondents said they paid no rent at all”.



Images: La Pecora Bianca (Broadway)  
Source: [Eden, Janine and Jim Flickr](#)

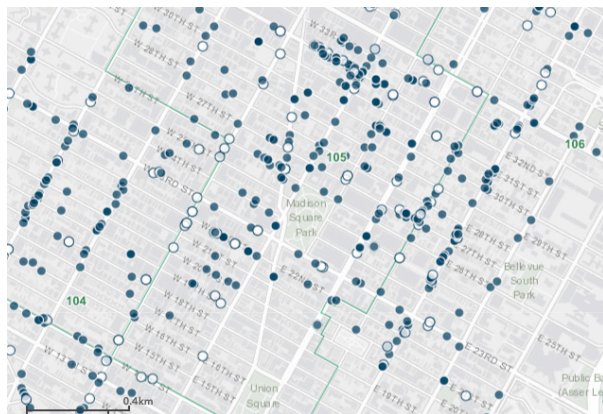


Image: Flatiron/NoMad Open Restaurants  
Source: [NYC DOT Open Restaurants Dashboard](#)