



# Flatiron Quarterly Market Snapshot

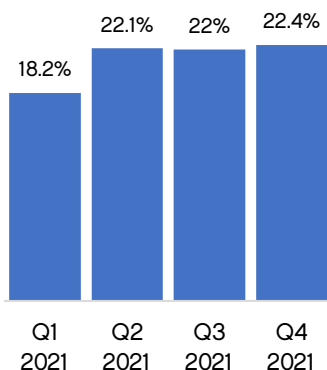
## Q4 2021

### NYC Office Market Ends 2021 on Positive Note

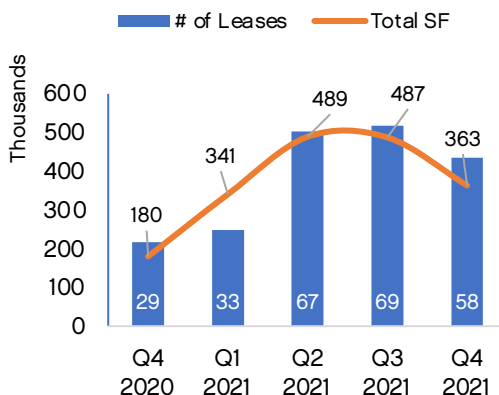
NYC's commercial office market had its **highest leasing volume in two years** in Q4 2021 and a **21%** increase over Q3. The demand was driven by new agreements, a sign that tenants are committing to long-term plans for offices in the future ([Savills](#)). Tech and finance led the way with the likes of Morgan Stanley, IBM, and Franklin Templeton willing to “commit to offices in Manhattan even amid a surge in coronavirus cases” ([Bloomberg](#)).

### Commercial A & B Office Space

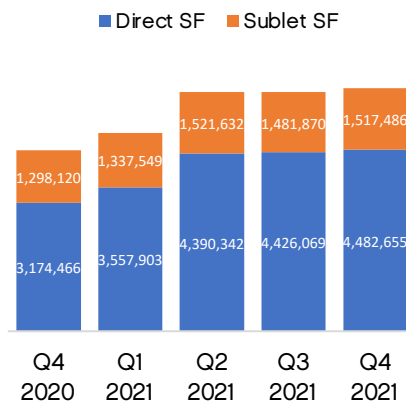
#### Availability Rate



#### Leasing Volume (SF)



#### Direct vs. Sublet Space (SF)



### More Employees Return to Flatiron & NoMad

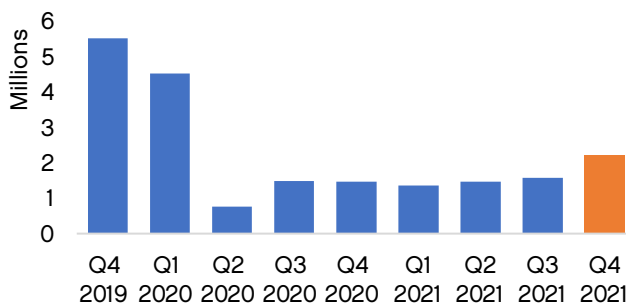
Commercial leasing in Flatiron and NoMad remained strong for the third consecutive quarter with **58** new lease signings, many long-term and totaling **363,000 SF**. Availability rates remained at **22%**. Full-time employees returned to offices in larger numbers with a **40%** increase over the previous quarter.

Always on the cutting edge, NYC is now home to over **1,000** fintech firms including [Chainalysis](#), a cryptocurrency and blockchain company valued at **\$4.2 billion** with **500** employees, who signed a **40,000 SF** lease in Flatiron due in part to its proximity of tech start-ups ([Crains](#)).

#### New Office Tenants

- Microsoft (122 Fifth Avenue, 150,000 SF)
- A24 (1245 Broadway, 41,114 SF)
- Bibazzo (50 West 23rd Street, 30,471 SF)
- Stephen B. Jacobs Group (381 PAS, 14,000 SF)
- Henry Luce Foundation (41 Madison, 13,439 SF)
- Ergatta (40 West 25th Street, 11,185 SF)

#### Return to Office - Full-Time Employees



\*Full-Time Employees: unique individuals that visit 4 hours a day for 4 days a week

Source: CoStar, Placer

# Investing in NoMad's Future

Q4 2021 saw promising signs of activity with increased foot traffic, major lease signings, and **six** commercial office and hotel developments nearing completion. **Two** new developments completed this quarter and **four** new building acquisitions were announced with plans for repositioning to office buildings and hotels.

## Office Redevelopments

Rockrose Development completed its acquisition of 11 East 26th Street for **\$145M** to complement the firm's 15 East 26th Street property. Director Ted Traum stated that the acquisition and repositioning of the **21-story, 260,000 SF** building signals the company's "tremendous confidence" in the health of the city and the future of the office market. The two buildings will share an expansive new lobby facing Madison Square Park along with a fitness center, rooftop deck, and other amenities ([Rockrose](#)).



Image: [Three Sixty Park Ave South](#)

Boston Properties, the largest publicly-traded developer, owner, and manager of Class A office properties in the US, finalized its purchase of 360 Park Avenue South, a **450,000 SF** office building for over **\$300M**. Redevelopment plans include modernizing systems and common areas to "meet the needs of the creative and technology companies investing in the future of the modern workplace" ([Boston Properties](#)).

## Hotel Openings

London-based 5-star hotel [The Ned](#), led by Nick Jones, founder of Soho House, will open its first NYC location at 1170 Broadway in the former NoMad Hotel. The Roger NY will be redeveloped as [AKA NoMad](#), a **194-room** property designed by Piero Lissoni in his first-ever hotel project in the United States. AKA NoMad is expected to open in spring 2022 ([Hotel Management](#)).



Image The Ned ([Bloomberg](#))

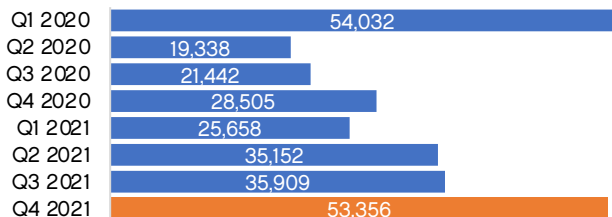
# Pedestrian Counts Reach 90% of Pre-Pandemic Levels

Pedestrian volumes continued to rise this quarter reaching up to **90%** of pre-pandemic levels by quarter's end ([Q4 2021 Pedestrian Report](#)). Citi Bike ridership decreased in the colder months mimicking years past, however rates were up **29%** in December 2021 compared to 2020.



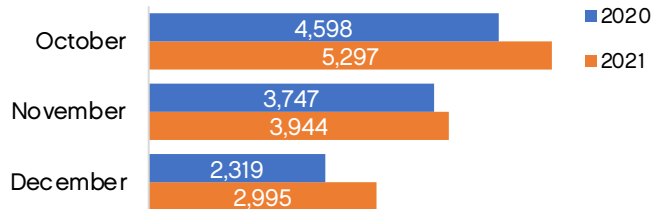
## Daily Pedestrian Counts

Flatiron Public Plazas



## Daily Citi Bike Trips

Beginning or Ending in Flatiron



Sources: Citi Bike, CoStar, Springboard