



**Flatiron: Where Then Meets Now**

**Flatiron District: Destination Retail**  
Fall 2014

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# What is a BID?

## Business Improvement Districts: Public-Private Partners

A Business Improvement District (BID) is a formal organization made up of property owners and commercial tenants who are dedicated to promoting business development and improving an area's quality of life. BIDs deliver supplemental services, such as sanitation and maintenance, public safety and visitor services, marketing and promotional programs, capital improvements, and beautification for the area – all funded by a special assessment paid by property owners within the district.

There are 69 BIDs operating in New York City that invest over \$116 million to serve over 3,100 block faces in all five boroughs. The BID program in New York City is overseen by the NYC Department of Small Business Services.

## Tenant Attraction & Relocation Support

- BIDs are valuable partners in assisting new companies and their employees to acclimate to their new neighborhood.
- BIDs can meet with current and potential tenants to provide information about the area and its amenities and advise potential tenants on a variety of neighborhood issues.

## Information, Insight & Access

- BIDs act as a liaison with community boards and city government on behalf of member businesses and property owners.
- BIDs are an excellent source for information about an area gleaned from community outreach, research, and surveys.

## Business Assistance

- BIDs provide continual support for tenants to help them grow and expand.
- Business events provide access to services and information.
- Robust marketing programs promote local businesses through a variety of channels and initiatives.

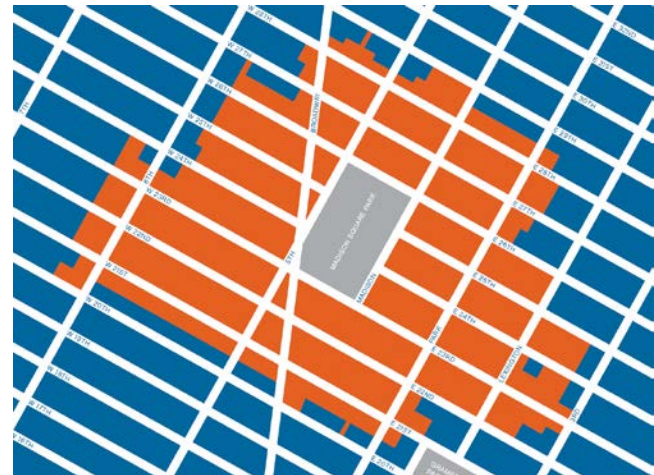


The Flatiron 23rd Street Partnership Business Improvement District, formed in 2006 by property owners, businesses, residents and others with a stake in the Flatiron District, is a not-for-profit organization with a focus on community improvements and economic development. The BID's mission is to enhance the area's reputation as one 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 neighborhood. Since then, the neighborhood has seen profound changes for the better.

Assessment Budget: \$2,200,000

Service Area & Constituents:

- 21st to 28th Streets, 6th Ave. to 3rd Ave.
- 103 block faces
- 21,000,000 commercial square feet
- Over 4,500 commercial tenants & 550 ground floor businesses





## Clean Streets

The program is the BID's largest—and first—program. Clean Team workers, contracted through Atlantic Maintenance Corporation, service the District seven days a week from 7:00 a.m. to 7:00 p.m. year round, keeping it free of litter and graffiti, clearing puddles and snow, and scraping bills and stickers from street furniture. The Clean Team also services and maintains over 200 custom BID and other trash receptacles. One night per week, a specialized crew with power-washing equipment scrubs sidewalks and removes graffiti in areas throughout the District.

## Marketing & Communications

The program includes a website, electronic newsletter, social media, print materials, and sponsorship opportunities. This year, as a part of New York City's "Own It" campaign, the BID launched a new web address with a .nyc domain. The new site was designed to better engage the local business community through self-managed listings and event postings, as well as a user friendly experience. The "Discover Flatiron Map" is now printed twice annually and includes Citi Bike docking stations.

## Programming and Events

The Intersections program includes a speaker series and business forums that have addressed challenging local and national issues as well as cultural events and exhibits highlighting the district. The BID continues to offer a weekly historic walking tour of the Flatiron District, a 90-minute tour beginning Sunday at 11:00 a.m., rain or shine, that is led by professional tour guides. The BID also hosts public programs and events in the public plaza during the summer and the holiday season.

## Public Improvements

Established in 2008, the BID's Public Improvement Program has advanced the nonstop revitalization of the area's physical and environmental aesthetic through the ongoing management and maintenance of projects throughout the district. As part of the Streetscape and Beautification plan, the BID maintains District-wide horticultural elements such as hanging baskets, floral tree-pits, and custom tree guards. The adopt-a-mall beautification program along Park Avenue South adds flowers and greenery to a once lifeless thoroughfare. The BID also coordinates the installation of

new bike racks, benches, and tree plantings throughout the district. The public plazas at the center of the district are maintained by the BID, and are embellished by lush plantings, bright blue umbrellas, silver-toned tables and chairs, and the BID's Visitor Information Cart.

## Public Safety

The BID's Public Safety Officers (PSOs), dressed in blue uniforms with badges and Flatiron patches, continue to be the eyes and ears of the district by patrolling seven days a week and observing and reporting conditions around them. Their duties include distributing vital BID information to local property owners and businesses, monitoring activities and conditions within the district, and acting as ambassadors.

## Social Services

The BID's Social Service program focuses on homeless outreach through a contract with Urban Pathways. The BID is also a founding member of the East Side Alliance, an effort geared toward fostering communication and accountability among area methadone clinics, law enforcement, and the community.





# Flatiron District Today







## LOCATION

- Neighbors include: Chelsea, Gramercy, Herald Square, Murray Hill, and Union Square
- Boundaries: 21st to 28th Streets, 3rd to 6th Avenues

## MAJOR ATTRACTIONS

- The Flatiron Building
- Madison Square Park
- Eataly

## TRANSPORTATION & ACCESS

- Five main thoroughfares: 23rd Street, Broadway, 5th Avenue, 6th Avenue, and Park Avenue South
- Six subway lines, nine bus lines, PATH
- Proximity to Penn Station and Grand Central Terminal

## DEMOGRAPHICS\*

- Residential population of 240,036
- Annual spending power of \$9 Billion
- Median household income of \$90,246
- Over 645,600 daytime workers

\*Based on U.S. Census 2010 data

## COMMERCIAL REAL ESTATE

- Over 200 commercial office buildings
- Rentable building area of 22.1 million square feet
- Average asking rent is \$70.66/SF\*\*
- Overall Vacancy Rate of 8.81%\*\*
- Major Commercial Tenants: Credit Suisse, Grey Group, Tiffany & Co., New York Life, Macmillan, Digitas, Quinn Emmanuel, Leo Burnett, AppNexus

## MAJOR INDUSTRIES

- Technology, new media, creative design, publishing, marketing/advertising/public relations, insurance, finance, apparel

## RETAIL REAL ESTATE

- Over 550 ground floor businesses
- Average asking rent is \$247/SF\*\*\*
- Retail vacancy rate is 5.6%\*\*\*
- 28% national, 72% locally-owned independent business
- Major Retailers: Best Buy, Home Depot, Eataly, LEGO, Marimekko, Michaels, Trader Joe's, P.C. Richard & Son



Image Credit: Luca Vignelli for the Flatiron BID

## Broadway's Renaissance

Broadway's role as one of the district's primary north-south commercial corridors is set to expand as exciting retailers and restaurants continue to move in. Rizzoli Bookstore, one of the country's preeminent independent booksellers, will mark its 50th year in New York City with a new location at 1133 Broadway. New restaurants include Obicà Mozzarella Bar and The Smith, which will serve trendy American fare and is set to open in early 2015.

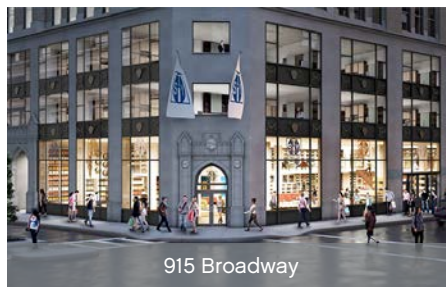
Changes at 915 Broadway will also make a big splash for the commercial corridor. The property, managed by ABS Partners, contains over 11,000 square feet of prime retail space and is surrounded by popular stores such as Cole Haan and Kate Spade. Across the street at 920 Broadway, two more available corner retail spaces have recently become available. Once leased, these spaces will contribute greatly to the bustling corridor along Broadway.



Rizzoli Bookstore



Obicà Mozzarella Bar

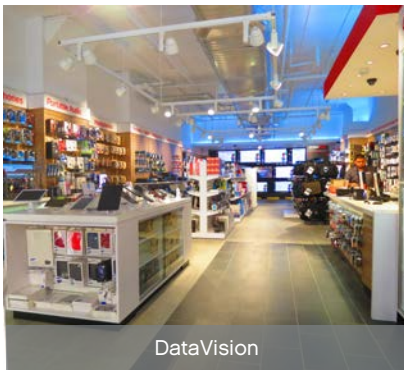


915 Broadway



## Revitalized 23rd Street Corridor

The Flatiron District's 23rd Street Corridor continues to undergo changes for the better. Elevators are being installed at the 6 train subway station at 23rd Street and Park Avenue South. The project, which began in July and will continue for 25 months, is part of MTA's "Key Station Plan" to make 100 stations fully ADA accessible. In August 2013, the BID was selected as one of five organizations to receive funding from NYCEDC's Wireless Corridor Challenge. While the network along the 23rd Street Corridor is still in development, over 125,000 users have logged on in 2014. New businesses that have opened along the corridor this year include Caffé Bene, DataVision, LEGO, Pinky Otto, and TD Bank. Businesses slated to open include fast-casual Panera Bread and TD Bank. Businesses slated to open include fast-casual Panera Bread and TD Bank.



DataVision



LEGO



TD Bank



MTA Elevator Project





## Dining Destinations in the Flatiron District

Home to almost 200 restaurants, bars, and quick & casual food establishments, the Flatiron District is without question a dining destination for both New Yorkers and visitors. This year, the district welcomed many new dining establishments, all of which were featured as “New Neighbors” on the BID’s website.

### New in 2014

- |                                       |                       |
|---------------------------------------|-----------------------|
| 1 The Juice Shop<br>Kitchen & Juicery | 13 Chaamlex           |
| 2 KOA Restaurant                      | 14 Upland             |
| 3 J. Gumbo’s                          | 15 Park Avenue Autumn |

### Coming Soon...

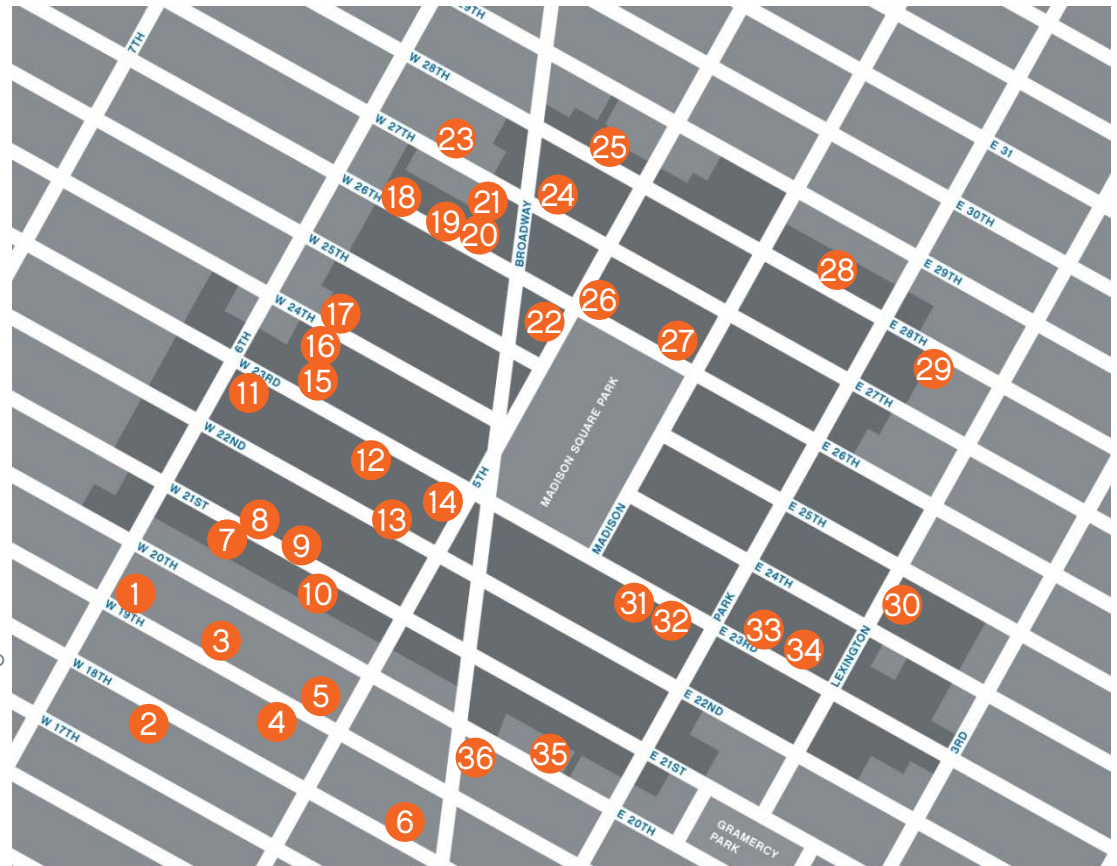
- |                         |                      |
|-------------------------|----------------------|
| 4 Indikitch             | 16 Dee Daa           |
| 5 Café el Presidente    | 17 Chop Shop Kitchen |
| 6 Caffé Bene            | 18 The Smith         |
| 7 Izakaya NoMad         | 19 Dig Inn           |
| 8 The NoMad Bar         | 20 Caffé Bene        |
| 9 Belgian Beer Café     | 21 Mexicue           |
| 10 Obicà Mozzarella Bar | 22 EXKi              |
| 11 Cosme                | 23 Panera Bread      |
| 12 EXKi                 |                      |



## Flatiron Fitness

Boutique fitness options abound in the district. From yoga and Pilates to kickboxing and spin classes, there is no shortage of ways to work up a sweat. Top fitness gear brands - Nike, New Balance, and Athleta - all have retail outlets within blocks of each other on Fifth Avenue.

- |                             |                             |
|-----------------------------|-----------------------------|
| 1 Laughing Lotus            | 19 Crossfit NYC             |
| 2 The Movement Fitness      | 20 Krav Maga                |
| 3 The Flitting Room         | 21 SoulCycle West 27th      |
| 4 SoulCycle 19th Street     | 22 Madison Square Club      |
| 5 Equinox                   | 23 Yoga Union               |
| 6 Om Factory                | 24 Doonya                   |
| 7 Peak Performance          | 25 Kingsway Boxing          |
| 8 Flywheel                  | 26 24 Hour Fitness          |
| 9 exhale Flatiron           | 27 Mendez Boxing            |
| 10 NY Personal Trainer      | 28 JKM Fitness              |
| 11 NY Health & Racquet Club | 29 Shockra Dance Studio     |
| 12 Uplift Studios           | 29 Bari Studio              |
| 13 Gotham Jiu Jitsu         | 30 NYC Shotokan Karate Dojo |
| 14 Bikram Yoga NYC          | 31 Chaise Fitness           |
| 15 World Saido Karate       | 32 NY Health & Racquet Club |
| 15 Dharma Yoga              | 33 NY Sports Club           |
| 16 Yoga Shanti              | 34 Kinespirit               |
| 17 Studio Anya              | 35 Gramercy Pilates         |
| 18 Body Conceptions         | 36 The Swan Pilates         |

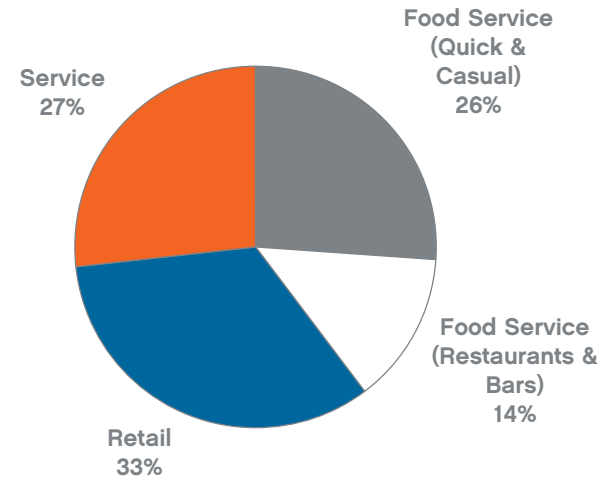


## Retail Space by the Numbers...

- 38 total available retail spaces at 30 locations
- 166,495 total square feet of available retail space, of which 109,964 square feet are on the ground floor
- Average asking rent of current available market data is \$255 per square foot
- Retail vacancy rate is 5.6%



## Ground Floor Business Composition



## Number of Available Total Retail Space October 2014



Source: Flatiron BID research, based on October 2014 Retail Opportunities





# Commercial Real Estate



## Vibrant Tech Tenants

The Flatiron District is at the epicenter of New York City’s tech community. While commercial space in the Flatiron District is favored by creative tenants for open, loft-like spaces and floor plans, another attractive quality of the district is the proximity to like-minded companies and individuals, as well as venture capital firms.

Two notable tech companies, Sony and Yelp, will move into 11 Madison Avenue. In February, Sony signed a 15-year lease for the top 10 floors of the building; the space will serve as their U.S. headquarters. A Sony store will occupy the ground floor retail space adjacent to Sony’s entrance. In July, Yelp signed an 11-year lease for the 14th and 16th floors of the building, with an average rent of \$80 PSF.

The Made in NY Digital Map shows approximately 300 digital and startup companies concentrated in the Flatiron District. Tumblr, a blogging platform and social networking website, has grown its operations at 35 East 21st Street in the Flatiron District, now leasing 50,000 square feet within the property. As part of the expansion, Tumblr has leased ground floor space to create a lobby area and establish a street level presence.

Joining these startup and tech companies in calling the neighborhood home are nine venture capital firms: 500 Startups, BOLDstart Ventures, Founder Collective, IA Ventures, Landmark Ventures, Metamorphic Ventures, MI Ventures LLC, Quotidian Ventures, and Union Square Ventures.

Source: SONY; Yelp; New York Post; Business Insider; Commercial Observer; The Real Deal; mappedinny.com; Crain’s New York.



## Flexible and Affordable Spaces for Startups

Coworking spaces offer startups and small companies affordable space, flexibility and room for growth. Coworking spaces in the Flatiron District have varied application processes, services and types of spaces. Some provide private or shared workspace, while others offer mentorship and incubator programs. One of the newest arrivals in the district is The Yard, which contains 88 private office suites spread throughout four floors.

- |                        |                           |
|------------------------|---------------------------|
| 1 TurnToTech           | 11 Grind*                 |
| 2 In Good Company      | 12 500 Start Ups          |
| 3 42West24             | 13 WeWork PAS             |
| 4 Select Office Suites | 14 Regus                  |
| 5 Hubitat              | 15 NeueHouse              |
| 6 Studio Guild*        | 16 Nervewire Inc          |
| 7 Techspace*           | 17 Coworks                |
| 8 The Yard             | 18 Micro Office Solutions |
| 9 WeWork NoMad         |                           |
| 10 Quick Suites        |                           |

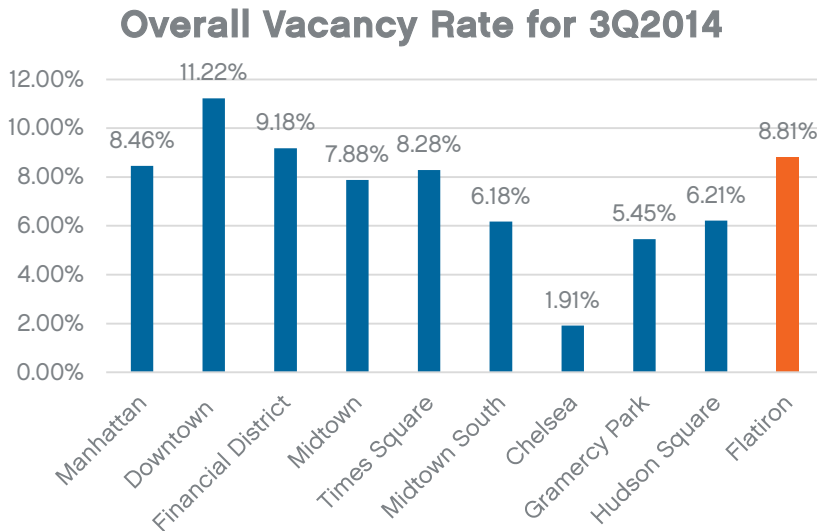
\*Location is outside BID boundary



## How the Flatiron District Compares

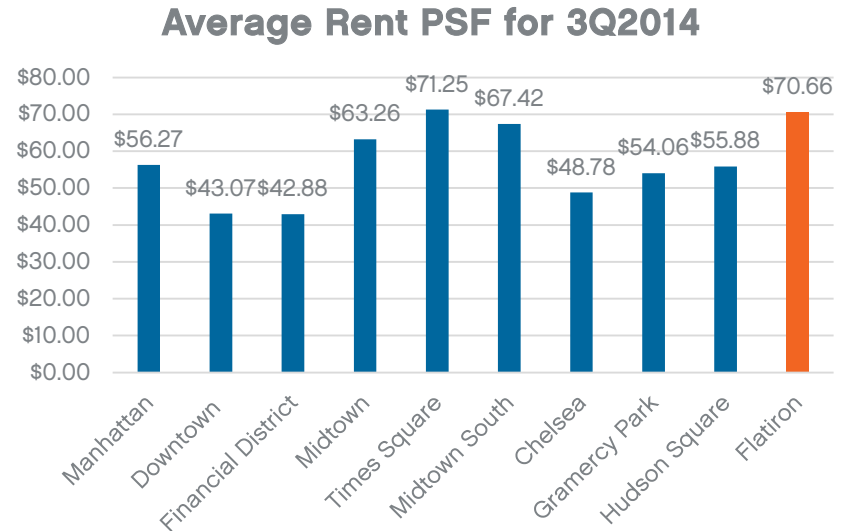
### Class A & B Office Vacancy Rate

Flatiron District has a rentable space of 22.1 million square feet with 1.95 million square feet available for lease. Overall vacancy rate in the Flatiron District increased from 6.96% in 2Q 2013 to 9.51% in 2Q 2014, but decreased to 8.81% in 3Q 2014. The graph below shows how the Flatiron District compares to Manhattan and other districts.



### Price Per Square Foot

Average price per square foot for office space in the Flatiron District for 3Q 2014 was \$70.66. This price is approximately 44% higher than the asking price \$49.10 in 2Q 2013. The graph below shows the Flatiron District's average rent price per square foot in 3Q 2014 as compared to Manhattan and other districts.



## Commercial Building Transactions

912-920 Broadway	670-672 Sixth Ave	172 Fifth Avenue
110,000 SF \$117.8 Million Sold by ClearRock and the Carlyle Group to KLM Construction	5,920 SF \$22.5 Million Sold by Ashkenazy Acquisition Corp to RFR Holding	6-story / 25 units \$28 Million Sold by ABS Management Corp. to Thor Equities
17 West 24th Street	15 East 26th Street	304 Park Avenue South
7,900 SF \$10 Million Sold by 17 West 24th Street LLC to Prime Hotel Management LLC	150,000 SF \$105 Million Sold by Savanna to Rockrose Development Corp.	215,000 SF \$135 Million Sold by a partnership led by David Berley of Walter & Samuels Inc. to SL Green

This past year, four non-profit organizations have sold their buildings in the Flatiron District

122-130 East 23rd Street	154 East 23rd Street	164 Fifth Avenue	281 Park Avenue South
60,000 SF \$150 Million Sold by United Cerebral Palsy to Toll Brothers	15,783 SF \$9 Million Sold by Xavier Society for the Blind to Omnia Group Ltd.	19,000 SF \$23 Million Sold by AIGA to Thor Equities	Church Missions House \$50 Million In contract between Federation of Protestant Welfare Agencies (seller) & Aby Rosen (buyer)

## Selected Tenant Roster

Appco Group U.S.	Ecole International de New York	Leo Burnett	Samsung
AppNexus	Eveo Communications	M. Booth & Associates Inc.	Select Office Suites
Arenson Office Furnishings	Forrester Research, Inc.	Macmillan	Slalom
Aruliden LLC	Fred Alger Management	Marimekko	Smithsonian Institution
Autodesk	General Assembly	Mashable	Sugar Publishing
Avenues: The World School	Gersh Agency	Media Planet	Sydell
BaubleBar	Gestalt Associates	Micro Office Solutions	TargetSpot
Bedford, Freeman & Worth	Goldstein, Rikon, Rikon & Houton, P.C.	The Napoleon Group	Tiffany & Co.
Bluewolf Inc.	Gresham Risk Partners	NewsCred	Tremor Video
Bonobos	Grey Group	New York Life	Tumblr
BrainPOP	Grohe America	NY School of Interior Design	Vector Media Group
Buzzfeed	HELP/PSI	NYS Council of the Arts	Vera Wang
C.Wonder	HFP Capital Markets	Paper Magic Group	Viggle Inc.
Cramer-Krasselt	High Five Gaming Corp.	Pentagram	Water Island Capital
Credit Suisse	Hirsch Construction Corp.	Perfect Fit Industries	Watermill Institutional Trading
DeSantis Breindel	IA Ventures	Project: Worldwide	WeWork
Digitas	Int'l Cosmetics & Perfumes	Prophet Brand Strategy	Whitehall Advisors
Dragon Rouge	Israel Berger & Associates	Quinn Emmanuel	Whitney Museum of American Art
Drummond Framing	JLA Home	RDA International, Inc.	William Grant & Sons, Inc.
Earsnova	Jump Associates	Rich, Intelisano & Katz	YouTube





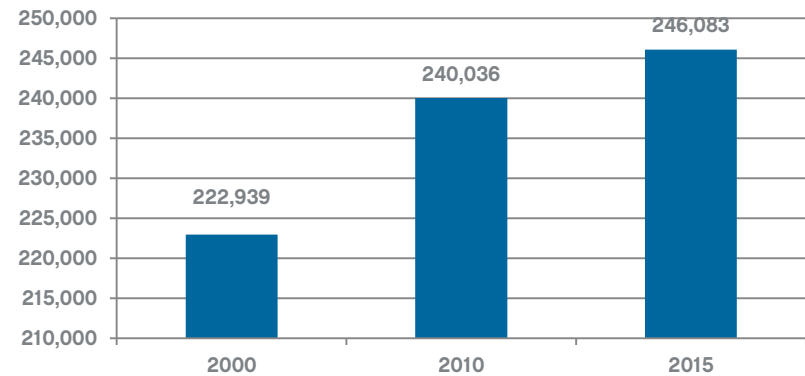
# Flatiron Residents

## A Growing Residential Community

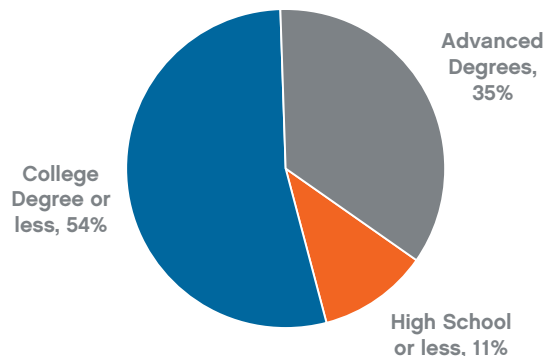
### Flatiron District Population

- The population of the Flatiron District grew by nearly 8% between 2000 and 2010, compared to 4.8% in New York City as a whole
- Additionally, the District's population is anticipated to increase another 2.5% by 2015. There are currently over 700 residential units planned or in development

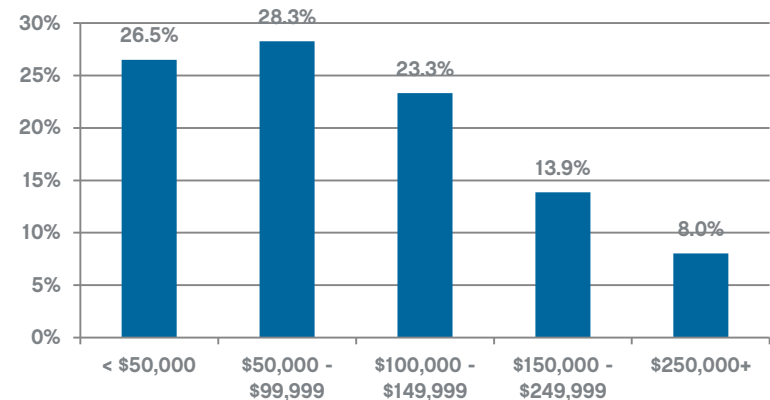
### Projected Population Growth



### Highly Educated

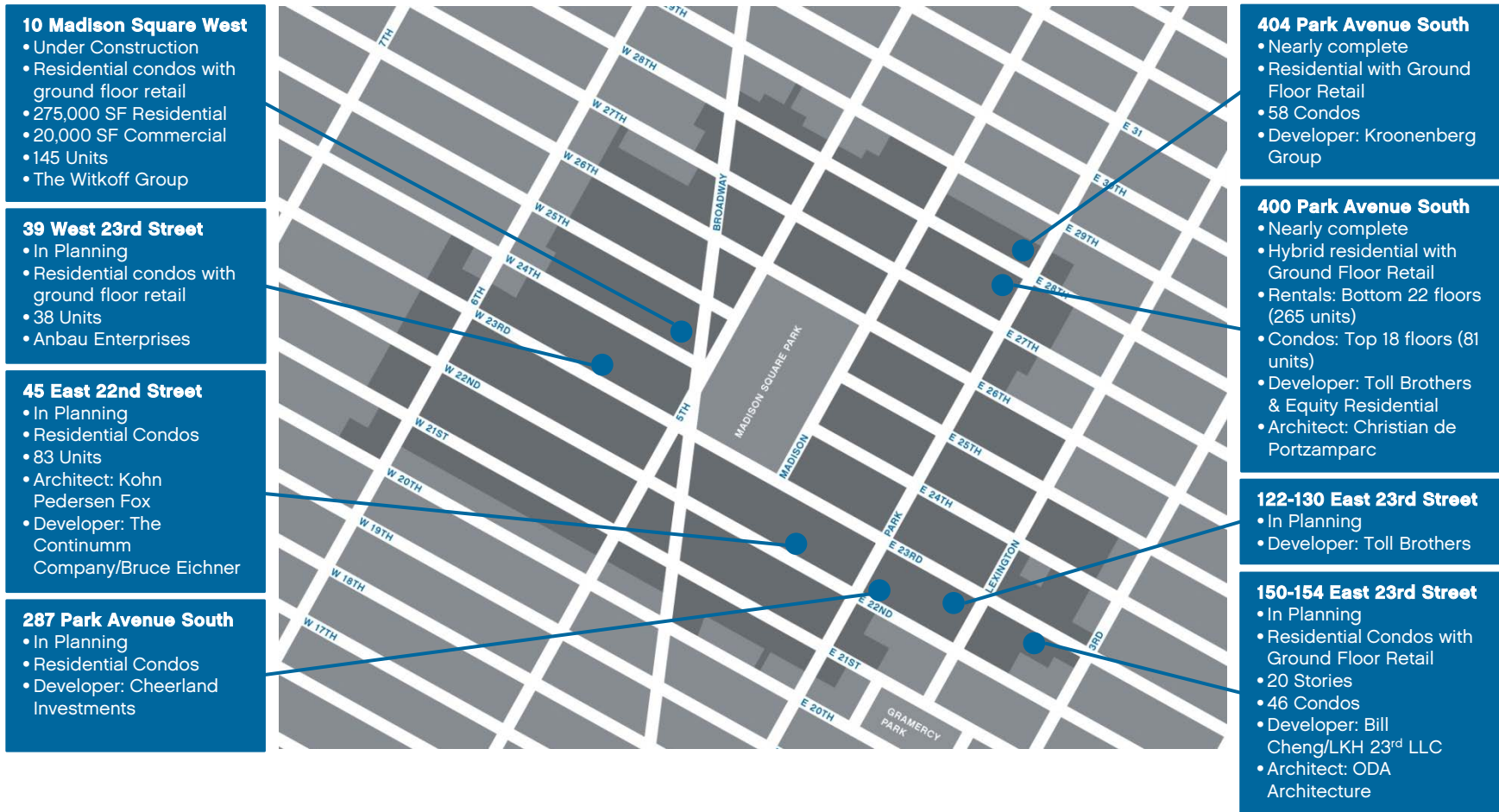


### Median Household Income of \$90,246



Source: U.S. Census 2010, 1 mile radius of address located at center of Flatiron District

## Planned and Active Developments







# Getting Around Flatiron

## Transportation & Access

With seven subway stations, nine bus lines, and a PATH station, people come to the Flatiron District from all parts of the City and New Jersey.



### Travel Times: From Flatiron Building to...

Destination	Automobile	Public Transport	Walking	Cycling
LaGuardia Airport	18 to 23 min.	59 to 69 min.	N/A	N/A
John F. Kennedy Airport	26 to 30 min.	57 to 78 min.	N/A	N/A
Port Authority Bus Terminal	7 to 10 min.	8 to 10 min.	25 to 27 min.	9 min.
Penn Station	4 to 7 min.	11 to 18 min.	18 to 20 min.	8 min.
Grand Central Terminal	5 min.	12 to 14 min.	21 to 23 min.	8 min.



## Transportation & Access: Subway and Bus Lines

In 2013, the ridership from the seven local subway stations in the Flatiron District was 44.5 million, or 2.61% of New York City's total ridership. Ridership from Flatiron District subway stations increased by 3.80% (+1.6 million) from 2012 to 2013 as compared to New York City's total subway station ridership increase of 3.20% (+53.0 million). The largest increase in the district is the 28th Street 6 train station with an increase of 5.80%.

In 2013, the ridership of bus lines that served the Flatiron District was 43.9 million, a decrease of -1.13% (-500,215) from 2012 to 2013. In comparison, New York City's total bus ridership was 678 million, an increase of 1.45%. Bus line M2 saw the largest decrease of -7.60%, while bus line M1 saw the largest increase of 8.70%. Note that bus ridership numbers on these lines are for the entire route and not specific to ridership exclusively within the Flatiron District.

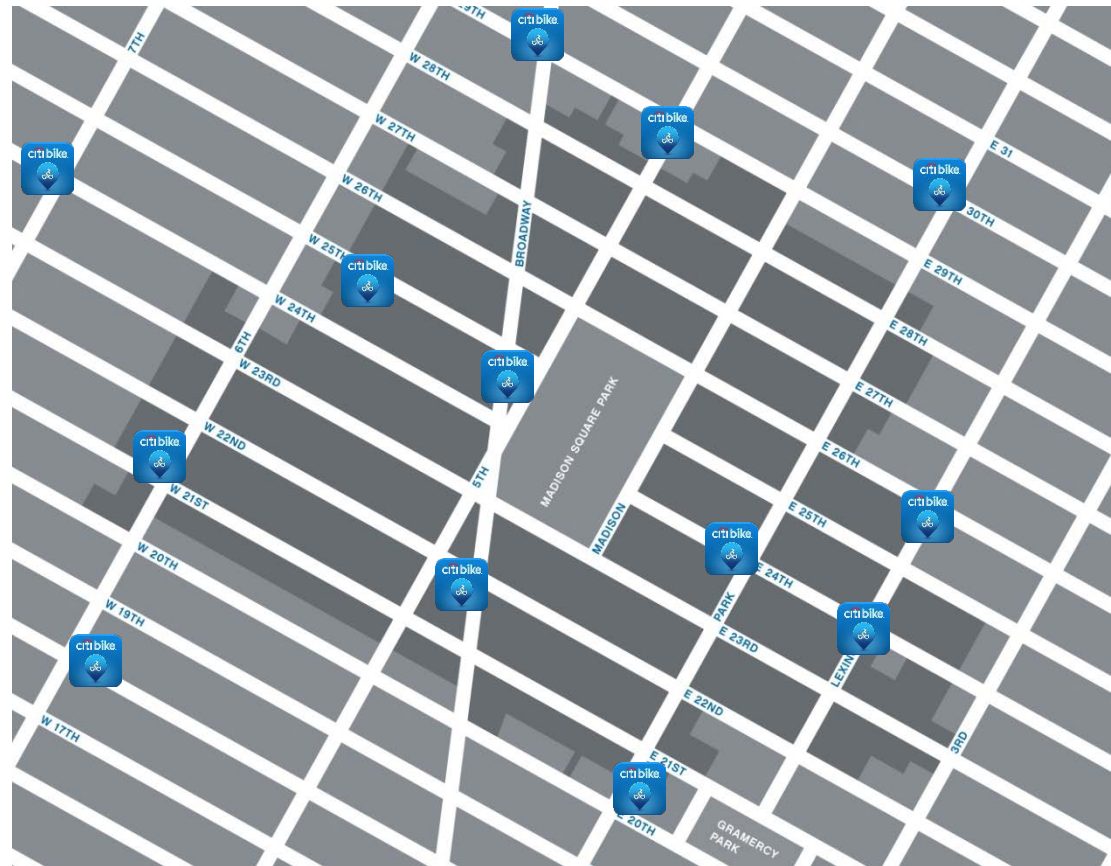




## Transportation & Access: NYC Bike Share

Since its launch in May 2013, NYC Bike Share now has 13 stations with 515 docking spaces in and around the Flatiron District. There are two docking stations in the two Flatiron Public Plazas: on the corner of Broadway and East 22nd Street and on the corner of Broadway and West 24th Street, for a total of 93 docking spaces in the Flatiron Public Plazas. The most active stations within the BID boundaries are West 21st Street and 6th Avenue, Broadway & East 22nd Street, and Broadway & West 24th Street.

Station Name	Number of docks
W 18 St & 6 Ave	36
Broadway & E 22 St	41
W 21 St & 6 Ave	45
Broadway & W 24 St	52
W 24 St & 7 Ave	36
W 25 St & 6 Ave	35
5th Ave & E 29 St	45
Broadway & W 29 St	39
E 24 St & Park Ave S	53
E 20 St & Park Ave	28
Lexington Ave & E 24 St	35
Lexington Ave & E 26 St	35
E 30 St & Park Ave S	35
<b>TOTAL</b>	<b>515</b>



## Transportation & Access: Taxi Drop-Off

On a typical weekday in 2013, 10,782 taxis dropped-off 15,095 passengers in the Flatiron District, a 4.1% decrease from 2012. DOT attributed the decrease of yellow city cabs to the introduction of Green Boro cabs, which can drop-off trips in the Flatiron District; private services, such as Uber; transit usage; and bike share programs. Morning drop-offs between 8:00 a.m. – 9:00 a.m. are 4.6 times higher than in Union Square, and slightly higher than both 34th Street and Times Square.



2013 Typical Weekday Taxi Drop-Offs in Area BIDs					
Taxi Counts	Flatiron	14th St	34th St	Times Square	Grand Central
Total	10,782	4,102	13,726	12,286	26,097
8:00–9:00 a.m. Peak	717	157	652	668	2,721
5:00–6:00 p.m. Peak	384	154	531	456	939

2013 Estimation of Taxi Passenger Drop-Offs in Area BIDs*					
Passenger Counts*	Flatiron	14th St	34th St	Times Square	Grand Central
Total	15,095	5,743	19,216	17,200	36,536
8:00–9:00 a.m. Peak	1,004	220	913	935	3,809
5:00–6:00 p.m. Peak	538	216	743	638	1,315

\* Numbers based on official NYC CEQR conversion factor for Office/Residential (1.40)

Percent Change of Taxi Drop-Offs Between 2012 and 2013					
Percent Change	Flatiron	14th St	34th St	Times Square	Grand Central
Total	-4.1%	-1.9%	-6.1%	-3.9%	-1.6%
8:00–9:00 a.m. Peak	-5.0%	-14.7%	-16.2%	-5.8%	-0.2%
5:00–6:00 p.m. Peak	-23.8%	6.9%	-16.2%	-18.9%	-11.7%

Source: NYC Department of Transportation, Taxi & Limousine Commission

## **Contact Us**

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