



FLATIRON
NOMAD

Q2 2023 Mobility Report

Data Locations

PEDESTRIAN COUNT & TRANSIT DATA LOCATIONS

Placer.ai Springboard Sensor Exteros Sensor Citi Bike



METHODOLOGY

Placer.ai Springboard Exteros

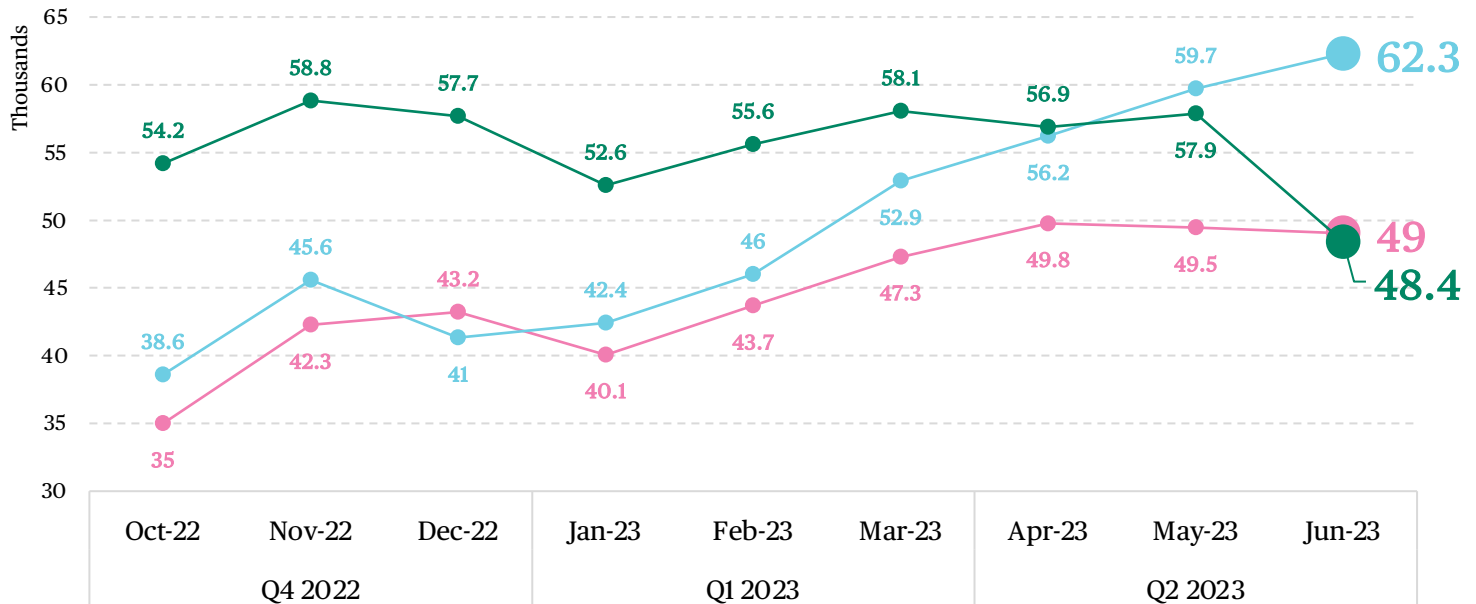
Pedestrian Counts

(By location)

DAILY AVERAGE

Plazas (Springboard) Park Avenue South/28th (Exteros) Broadway/31st (Exteros)

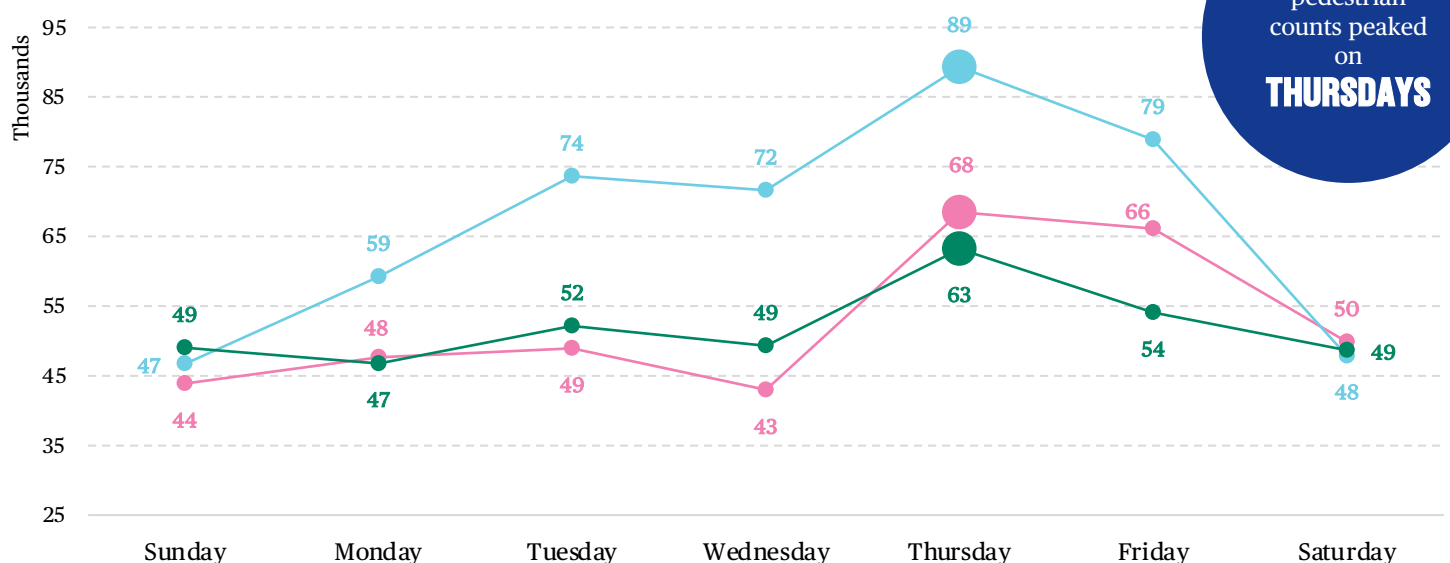
*Exteros data began in October 2022



Pedestrian counts at the Flatiron Public Plazas decreased from May to June by 16.4%, due in part to poor air quality days. Foot traffic at 28th Street and Park Avenue South gradually increased throughout Q2 with June seeing 62,000+ counts per day (18% increase over March 2023).

DAY-OF-WEEK (JUNE 2023)

Plazas (Springboard) Park Avenue South/28th (Exteros) Broadway/31st (Exteros)

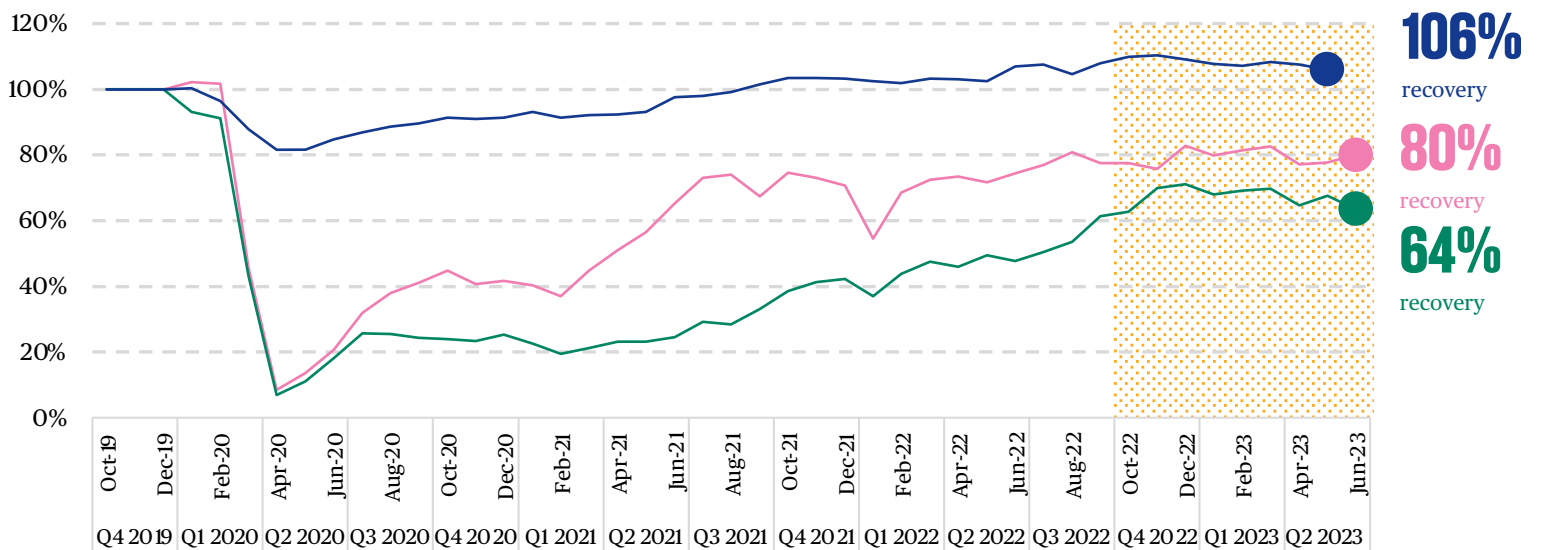


Neighborhood Trends: Recovery Rates Stabilizing

*Source: Placer.ai

TRENDS & RECOVERY (2019 – 2023)

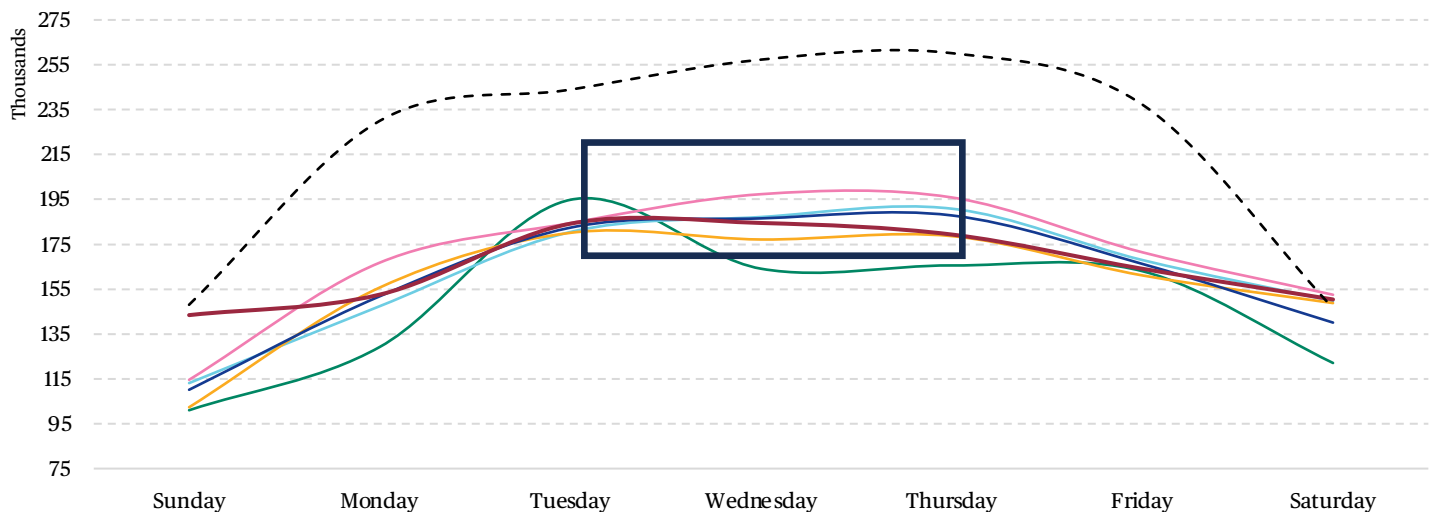
Visitors / Shoppers Full-Time Employees (weekdays) Residents



Visitation trends and 2019 recovery rates have stabilized since Q4 2022, averaging 105% for residential, 77% for visitors and shoppers, and 67% for employees. This quarter, 14.7 million people visited Flatiron and NoMad, averaging 161,000+ people per day.

DAY-OF-WEEK VISITATION (2023)

January 2023 February 2023 March 2023 April 2023 May 2023 June 2023 Dashed: June 2019



Flatiron and NoMad's weekly visit trends distribution curve is flattening as weekend visitation rises and mid-week visitation stabilizes. Weekday visit trends remain lower than pre-pandemic levels with return-to-office stabilizing at 67%. Tuesday through Thursday remain the busiest workdays in 2023, staying within a range of 11% change (+/- 19,000 visits per day) each month excluding January. 2023 weekend visitation is on par with 2019 levels.

Corridor Highlight: Broadway (25th – 31st Street)

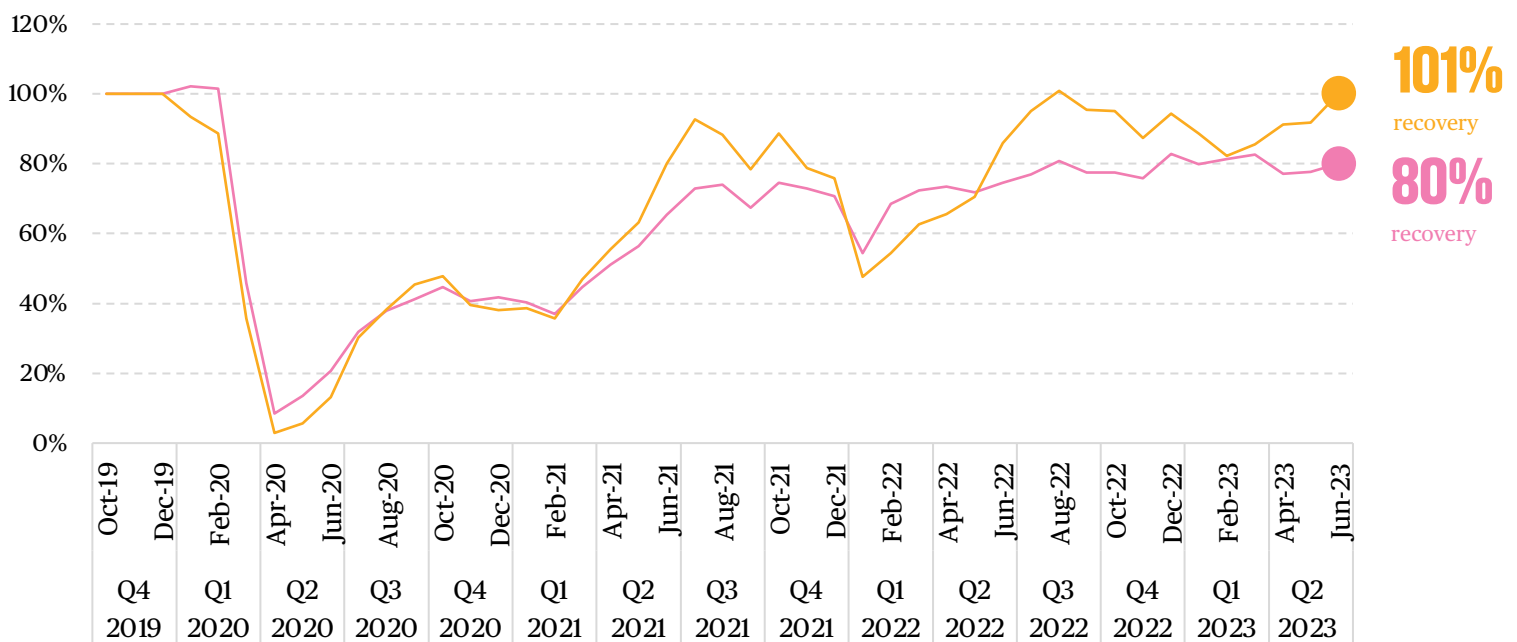
Broadway, from 25th Street to 31st Street, has blossomed in recent years due to new and expanded NYC DOT programs including [outdoor dining](#) and [Broadway Vision](#). Pivotal updates were made to the corridor in Q2 including new public plazas and seating areas, enhanced bike lanes, and seasonal plantings. In June, pedestrian counts along the corridor outpaced 2019 levels, a rate unmatched districtwide.



VISITATION RECOVERY (DISTRICTWIDE VS BROADWAY VISION CORRIDOR, 2019 – 2023)

Flatiron and NoMad Broadway (25th - 31st)

JUNE RECOVERY

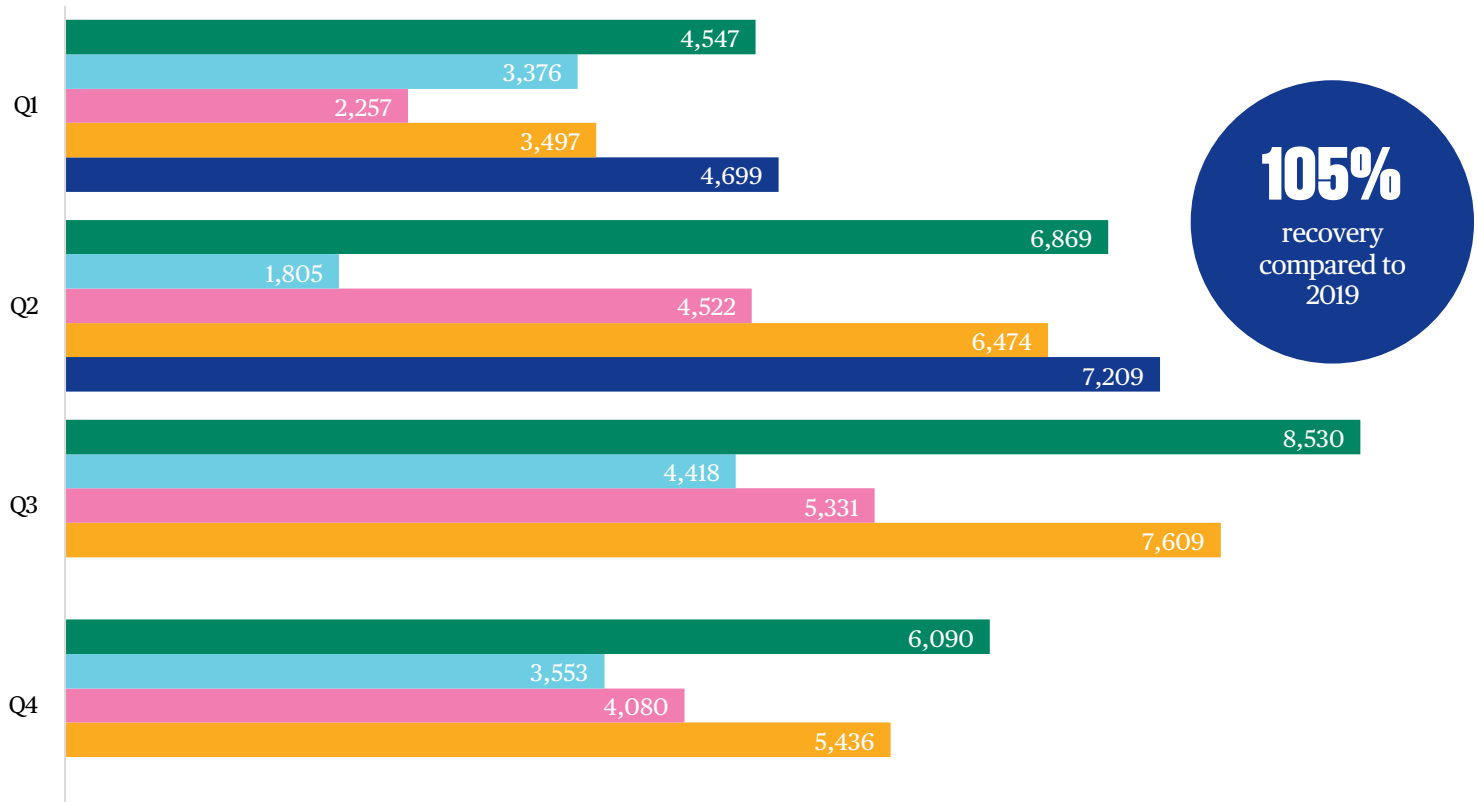


*Source: Placer.ai

Interested in Flatiron and NoMad retail space? Check out our [Retail Opportunities Map](#) or email nmandel@flatironnomad.nyc.

CITI BIKE RIDERSHIP

2019 2020 2021 2022 2023



Citi Bike ridership outpaced 2019 levels for the second consecutive quarter, averaging 7,209 rides per day in Q2.

BUSIEST STATIONS IN Q2 2023

- 6th Avenue & 21st Street (806 rides / day)
- 6th Avenue & 33rd Street (636 rides / day)
- Broadway & 17th Street (633 rides / day)
- Broadway & 21st Street (631 rides / day)
- 6th Avenue & 18th Street (523 rides / day)

NEW & EXPANDED STATIONS

- 6th Avenue & 27th Street (Q2 2023)
- Broadway & 29th Street (Q2 2023) - EXPANDED
- 5th Avenue & 20th Street (Q1 2023)
- Broadway & 19th Street (Q2 2022)

NICOLE MANDEL

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