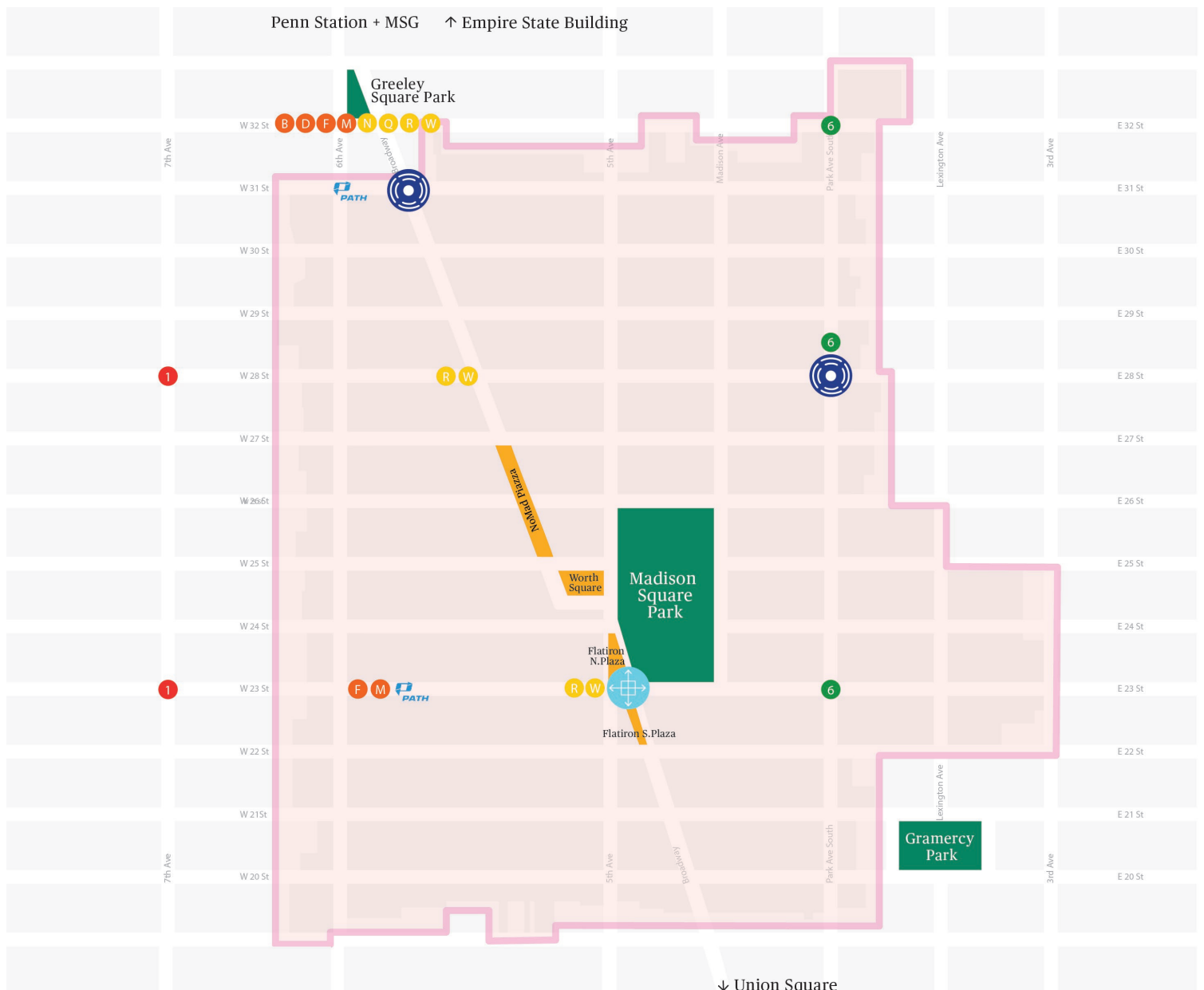


FLATIRON NOMAD PARTNERSHIP OFFERS NEW FOOT TRAFFIC DATA

The Partnership has collected pedestrian counts on the Flatiron Public Plazas since November 2019 via Springboard sensors. The following year, the Partnership began collaborating with Placer.ai to collect and analyze district-wide data. Most recently, in October 2022, the Partnership installed two new Exteros sensors at the intersection of 31st & Broadway and 28th & Park Avenue South.

PEDESTRIAN COUNT LOCATIONS

Placer.ai Springboard Sensor Exteros Sensor Public Space



METHODOLOGY

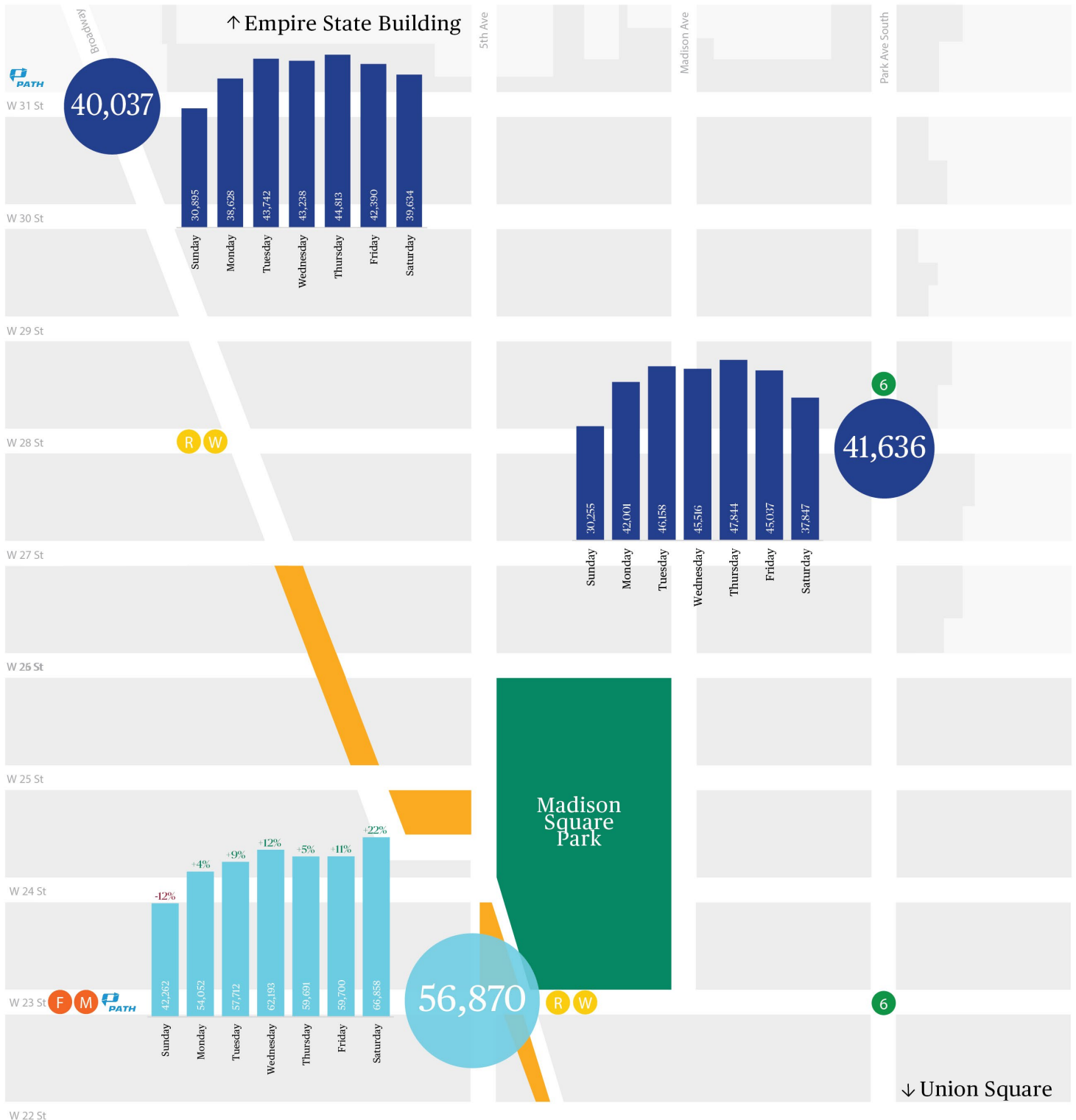
[Placer.ai](#)
[Springboard](#)
[Exteros](#)

Pedestrian Report

Q4 2022

Q4 DAILY AVERAGES

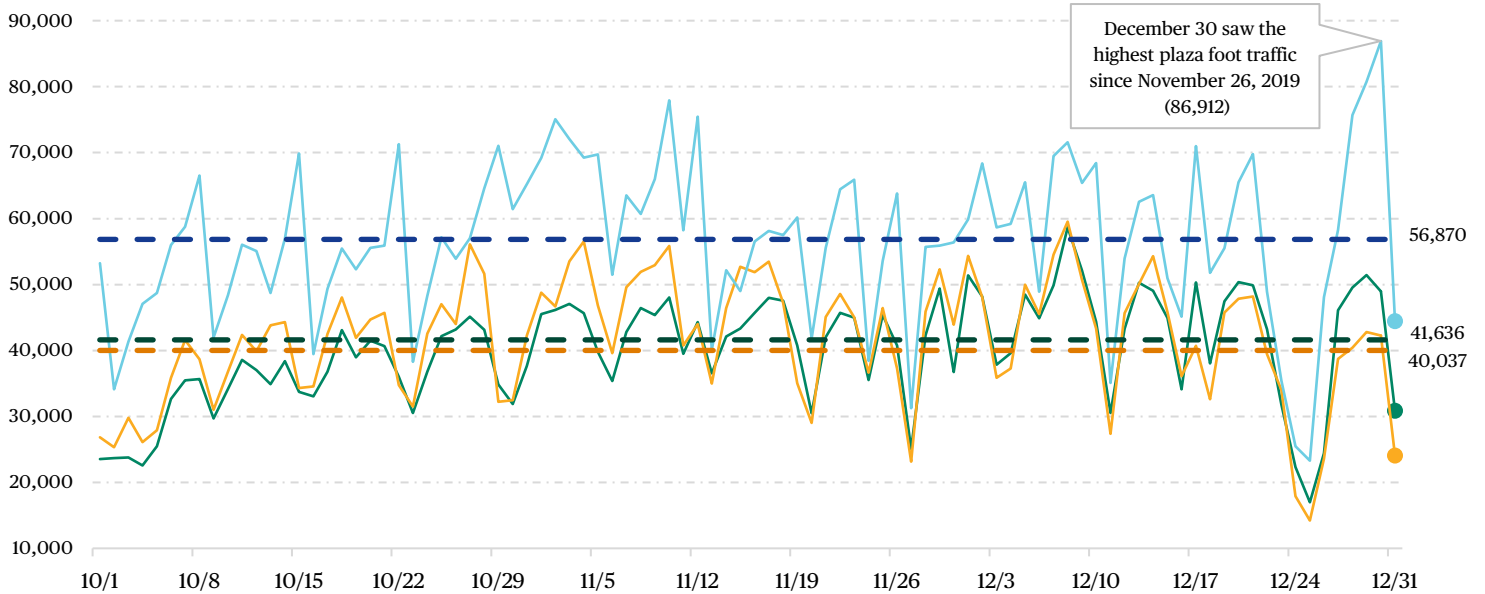
Springboard Average Exteros Average % Change Year-Over-Year Public Space



PEDESTRIAN COUNTS, BY LOCATION

DAILY COUNT, BY LOCATION

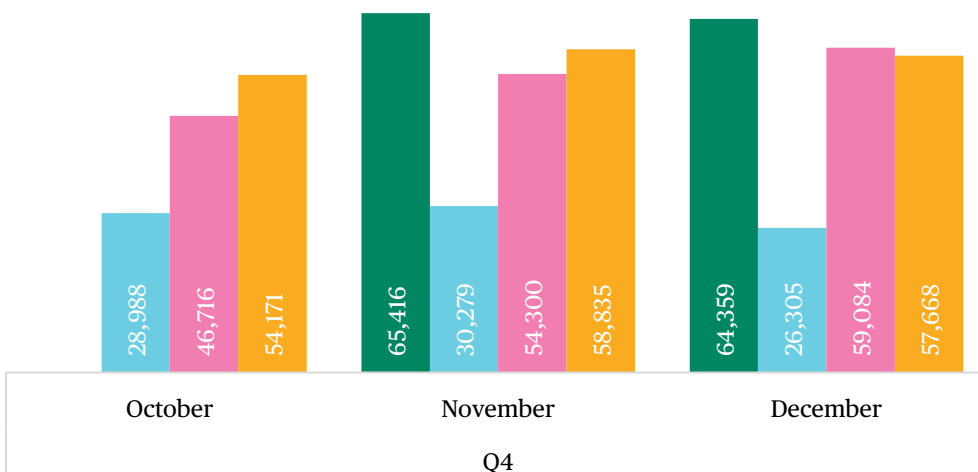
Plazas (Springboard) Broadway/31st (Exteros) Park Avenue South/28th (Exteros)



To gain a better understanding of district-wide foot traffic trends, the Partnership recently installed two additional sensors at 31st & Broadway and 28th & Park Avenue South. Fourth quarter pedestrian activity peaked from Tuesday through Thursday at these two locations. Park Avenue South foot traffic was slightly higher than Broadway's during the work week and dropped lower than Broadway foot traffic most weekends. This decrease may be related to large volume office footprints on Park Avenue South and nearby Madison Avenue. The Flatiron Public Plazas saw their highest foot traffic volumes on Saturdays.

FLATIRON PLAZAS

2019 2020 2021 2022



November & December 2022 reached

90%

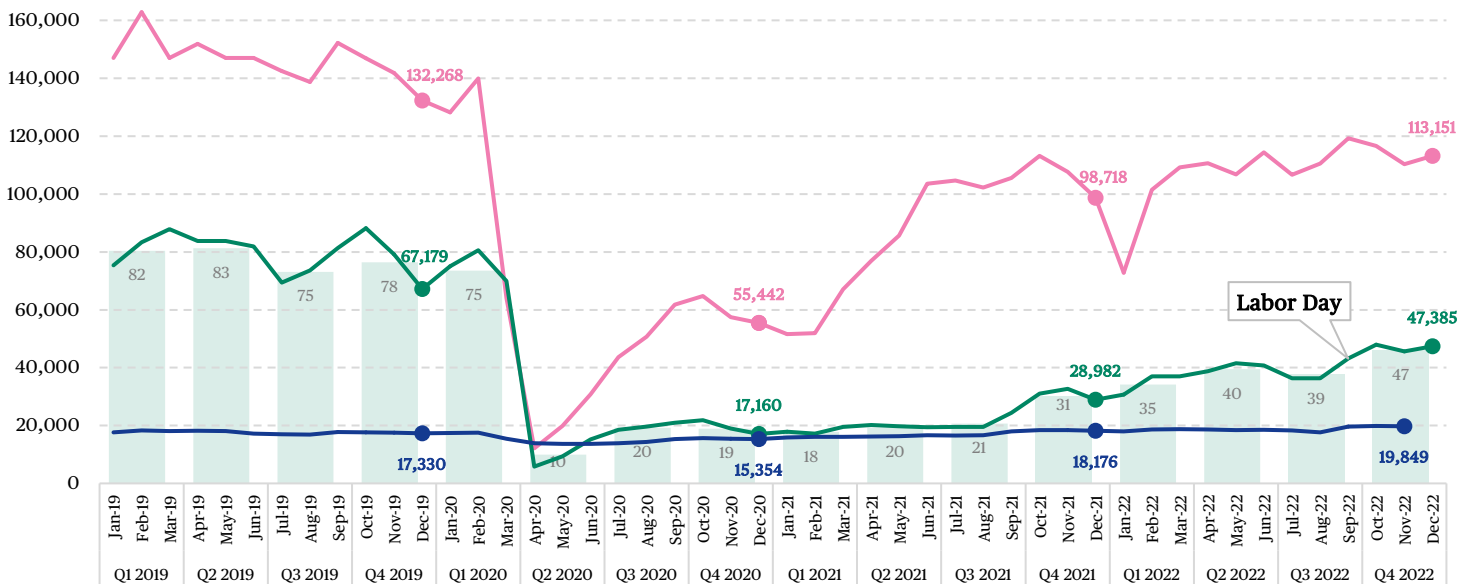
pre-pandemic levels

FLATIRON & NOMAD FOOT TRAFFIC SURPASSES 75% RECOVERY

Over 13.5 million people visited Flatiron and NoMad in Q4, an average of 145,000+ people per day. December foot traffic saw a 19% increase year-over-year and reached 76% of 2019 levels.

DAILY AVERAGE, BY MONTH (PLACER.AI)

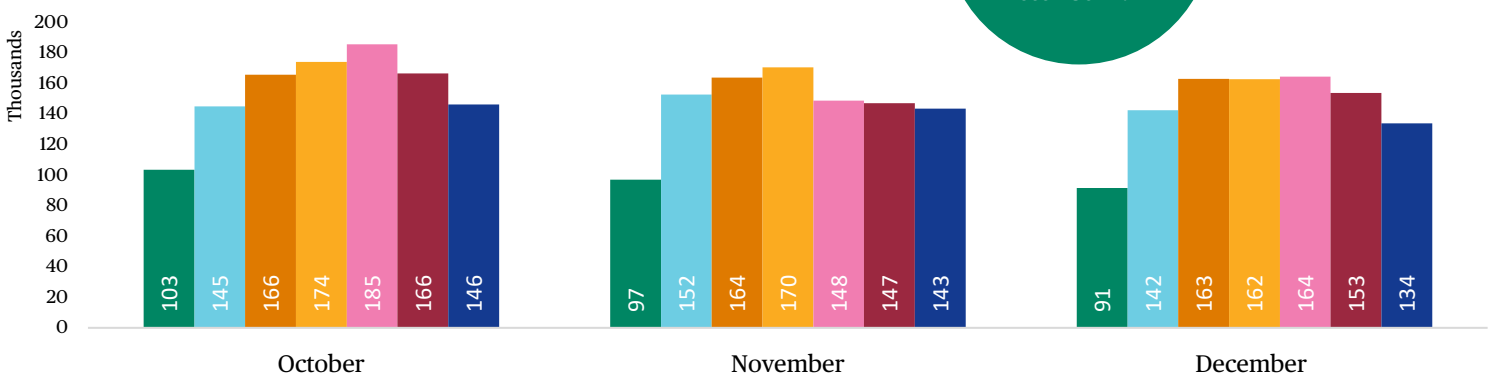
Visitors / Shoppers Full-Time Employees (weekdays) Full-Time Employees (Quarterly Average) Residents



Office employees returned in larger numbers after Labor Day, particularly from Tuesday through Thursdays with Mondays and Fridays reflecting remote work flexibility. Volumes peaked in October with an average of 47,987 employees in Flatiron and NoMad each weekday, the highest volume since the pandemic began.

DAY-OF-WEEK AVERAGE (PLACER.AI)

Sunday Monday Tuesday Wednesday Thursday Friday Saturday



60%
return-to-office rate through December 2022



INTERESTED IN HOSTING AN EVENT ON THE FLATIRON PUBLIC PLAZAS?

Please review the plaza [daily fee schedule](#)
& contact [Kurt Cavanaugh](#) for details.

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