

Flatiron & NoMad Economic Snapshot

Q2 2022

FLATIRON NOMAD

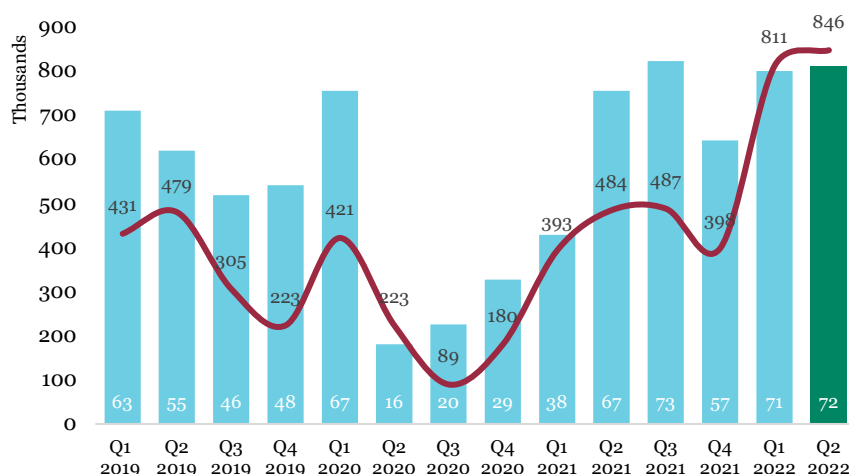
FLATIRON & NOMAD LEASING VOLUME REMAINS HIGH IN Q2

Flatiron and NoMad saw increased commercial leasing volumes and stabilized availability rates for the second consecutive quarter. Over **70** leases were signed in Class A & B office buildings totaling **846,000 SF** from April through June. Large anchor tenants Tiffany & Co. (**284,000 SF**) renewed at 200 Fifth Avenue and Tory Burch (**130,000 SF**) followed suit at 11 West 19th Street to help Midtown South lead the Manhattan market. Average asking rents increased for the sixth consecutive quarter, to **\$79.60/SF**, surpassing Midtown ([Colliers](#)).

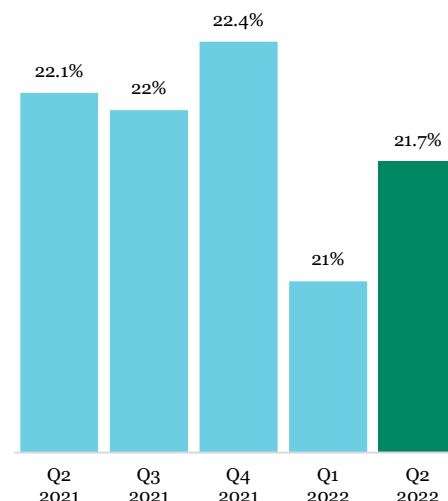
COMMERCIAL A & B OFFICE SPACE

LEASING VOLUME

of leases Total SF



AVAILABILITY RATE



PREMIUM OFFICE SPACE ON THE RISE

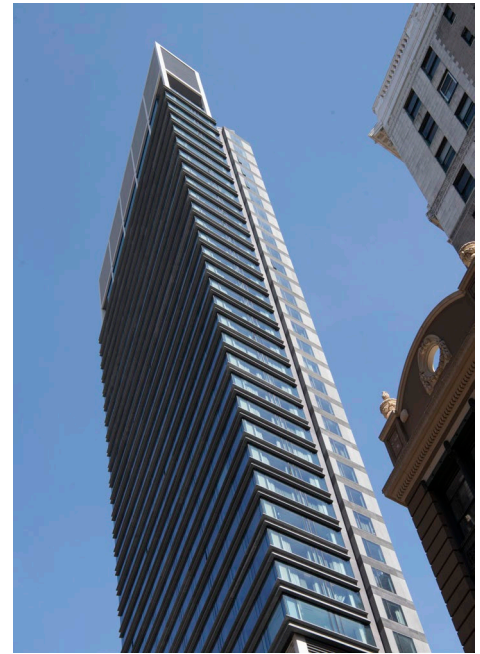
Since 2020, **eight** Class A commercial office properties announced ground-up development or full redevelopment plans in Flatiron and NoMad. Projects include [One Madison](#), [295 Fifth Avenue](#), [360 Park Avenue South](#), [11-15 East 26th Street](#), [Cure at 345 Park Avenue South](#), [1245 Broadway](#), and [23 West 20th Street](#). These developments totaling **3.6 million** square feet will increase the neighborhood's Class A inventory by **43%**.

Employers are seeking premium office space as an incentive to encourage a swift return to company headquarters ([CNBC](#)). According to Commercial Observer, Midtown South, which includes Flatiron and NoMad, has been the most desirable location for tenants relocating and expanding during the pandemic ([Commercial Observer](#)). Many are choosing the Flatiron District “because it's centrally located in Manhattan, is easily commutable, and has many local bars, coffee shops, and shopping destinations” ([Inc](#)).

NOMAD WELL-POSITIONED FOR INCREASED NYC TOURISM

NYC & Company projects **56.7 million** tourists in 2022, **85%** of the record **66.6 million** visitors NYC saw in 2019. It's a **70%** increase from 2021, and hotel occupancy and average daily room rates continue to rebound ([NYC & Company](#)). Greater Flatiron and NoMad are well-positioned with nearly **30** hotels. **Six** new hotels are set to open this year in NoMad, increasing hospitality properties by **25%** ([The Real Deal](#)).

Luxury hotel brands The Ritz-Carlton ([Hotel Management](#)) and The Ned ([Forbes](#)) opened in NoMad in Q2. Hotel AKA NoMad, Le Meridien, and The Fifth Avenue Hotel are set to open by 2023 ([The Real Deal](#)). Virgin Hotel recently opened Swingers indoor mini-golf club in its basement retail space ([Gothamist](#)) and will also open later this year.



The Ritz-Carlton

A MIXED-USE NEIGHBORHOOD FOR RESIDENTS & EMPLOYEES

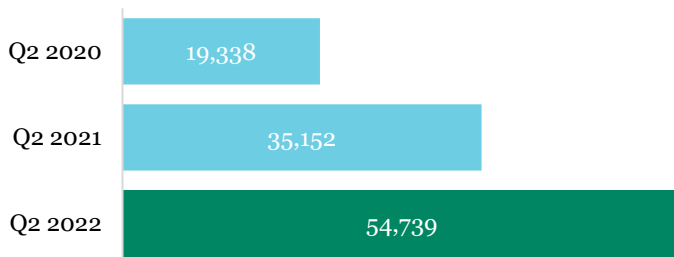
[Whole Foods opened at 63 Madison Avenue](#) this quarter, joining large-footprint grocery stores Trader Joe's, Fairway Market, Morton Williams Supermarkets, H Mart, and Eataly. These and other retailers offer daily necessities for both the workforce and local residents. Flatiron and NoMad's residential population of **35,000+** has grown nearly **20%** since 2010 ([Census 2020](#)). **37** new ground floor businesses opened, or were announced, across food and beverage, services, and retail industries in Q2.

Flatiron and NoMad's strong blend of commercial and residential tenants is a key factor for both retail and office tenants. South Florida-based Carrot Express chose the neighborhood because "Flatiron has everything...mix of residential customers, office workers, and tourists" ([WSJ](#)). San Francisco real estate startup Avenue 8 expanded to Flatiron "because employees want to be in a neighborhood that offers them benefits outside of the actual office" ([Inc](#)).



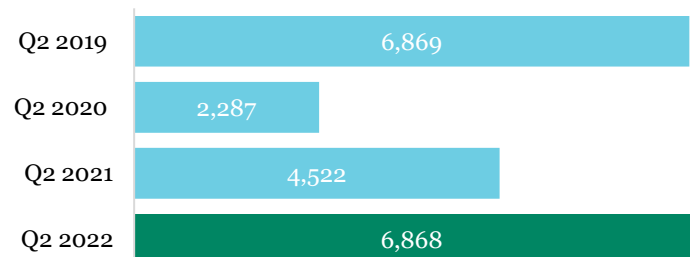
PEDESTRIAN COUNTS

Average Daily Foot Traffic in the Flatiron Plazas



CITI BIKE RIDERSHIP

Average Daily Trips Beginning or Ending in Flatiron & NoMad



FLATIRON
NOMAD

RETAIL OPPORTUNITIES MAP