

Flatiron & NoMad Economic Snapshot

Q2 2022

FLATIRON NOMAD

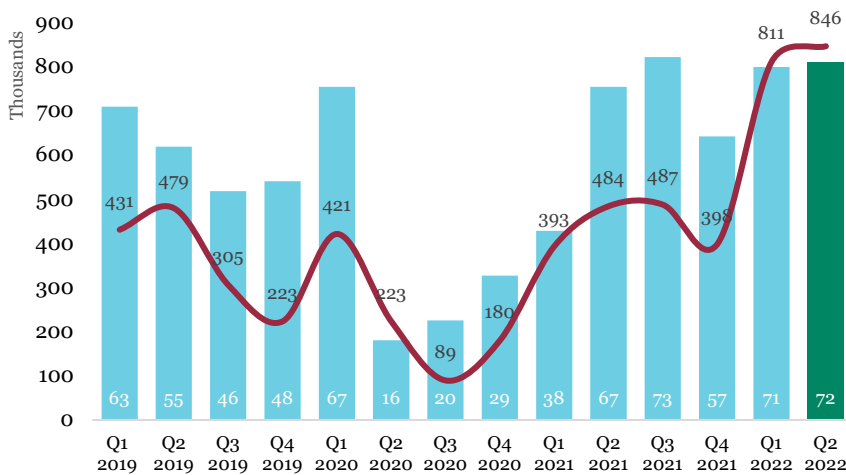
FLATIRON & NOMAD LEASING VOLUME REMAINS HIGH IN Q2

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](#)).

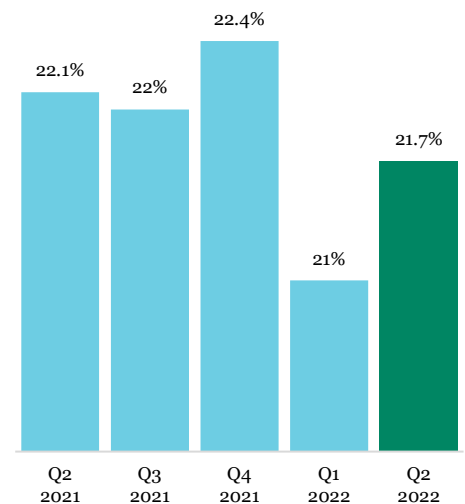
COMMERCIAL A & B OFFICE SPACE

LEASING VOLUME

of leases Total SF



AVAILABILITY RATE



PREMIUM OFFICE SPACE ON THE RISE

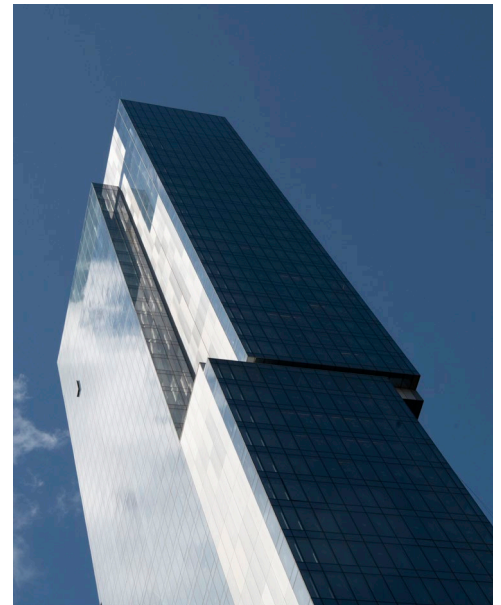
Since 2020, eight Class A commercial office properties announced ground-up development or full redevelopment plans in Flatiron and NoMad. Projects include [One Madison](#), [295 Fifth Avenue](#), [360 Park Avenue South](#), [11-15 East 26th Street](#), [Cure at 345 Park Avenue South](#), [1245 Broadway](#), 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

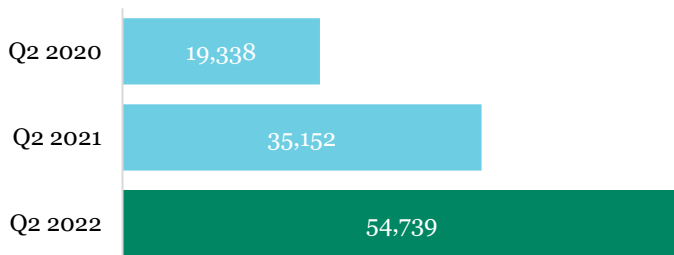
[Whole Foods opened at 63 Madison Avenue](#) this quarter, joining large-footprint grocery stores Trader Joe's, Fairway Market, Morton Williams Supermarkets, H Mart, and Eataly. These and other retailers offer daily necessities for both the workforce and local residents. Flatiron and NoMad's residential 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](#)).



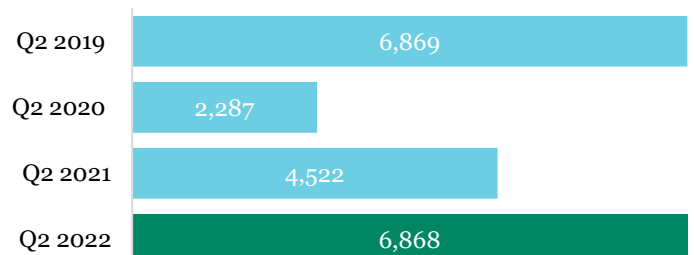
PEDESTRIAN COUNTS

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