



The second quarter of 2019 continues to present Flatiron as a food destination, with both local and international chains. Major fitness studios continue to open new locations, appealing to office crowds and capitalizing on the health and wellness atmosphere of Flatiron. Retail availability is the lowest it has been in the last year.

Retail Market

New Businesses in Q2 2019

areppas (Coming Soon)	Food	115 East 23rd Street
Bourke Street Bakery	Food	15 East 28 th Street
Chick-fil-A	Food	700 Sixth Ave
Honeybrains (Coming Soon)	Food	34 West 22 nd Street
Iconoclast Fitness Studio	Fitness	210 Fifth Avenue (5 th Fl.)
Le Tea	Food	1134 Broadway
Paris Baguette (Coming Soon)	Food	700 Sixth Ave
Poster House	Museum	119 W 23 rd Street
Precision Run	Fitness	12 West 21st Street
Ralph's Coffee	Food	160 Fifth Avenue
Rumble Treading (Coming Soon)	Fitness	49 West 23rd Street
Summer Salt (Coming Soon)	Food	30 East 23rd Street
Standard Dose	Wellness	1145 Broadway
Sweetcatch Poke	Food	66 Madison Avenue
Tend (Coming Soon)	Healthcare	29 East 21 st Street



Bourke Street Bakery, 15 East 28th Street



Honeybrains, 34 West 22nd Street

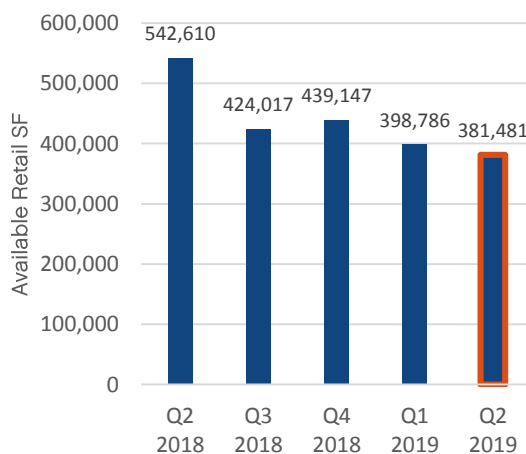
Bubble Tea Boom

The Flatiron District has witnessed an influx of the increasingly popular drink, bubble tea, along with more Asian cuisine options. Rabbit Rabbit Tea, a Taiwanese premium boba tea experience, opened at 110 East 23rd Street. Rabbit Rabbit Tea debuted within the newly opened dim sum spot, Xiang Xiang Noodles, that serves a variety of noodle dishes and soups. Le Tea debuted at 1149 Broadway offering elevated bubble tea served in a reusable mason-like jar with golden metal straws. These openings join the new Taiwanese fried chicken joint TKK Fried Chicken that also features Kung Fu Tea, a bubble tea brand inspired to provide an authentic Taiwanese tea taste. As its first U.S. location, the success of TKK Fried Chicken + Kung Fu Tea in the Flatiron District inspired a second location in Boston.

Bustling Broadway Corridor

A number of businesses debuted along Broadway, bringing new life to the NoMad area of the Flatiron District. The online CBD retailer, Standard Dose, opened at 1145 Broadway. The three-story wellness experience is designed to offer the stressed New Yorker a place to find relief. Neighboring Fellow Barber launched at 1149 Broadway providing a barber experience equipped with a café, shop, and curated selection of books and art magazines. These business openings join a growing list of beauty/wellness/health related businesses along Broadway including DECIEM and Forward.

Total Retail SF Availability in Flatiron



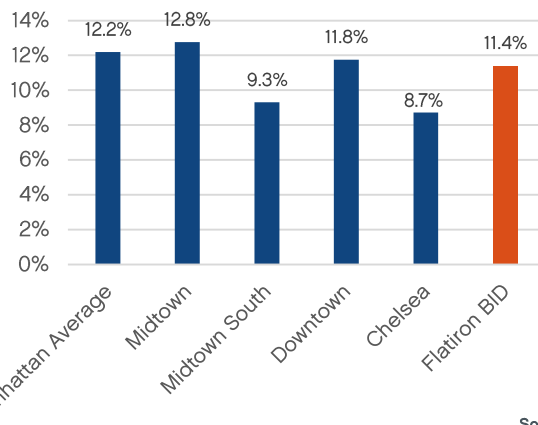
Source: CoStar

Commercial Office Market

In Q2 2019, the Class A & B office availability rate within the boundaries of the Flatiron BID, as reported in CoStar, was 11.4%, a 2.1% increase from Q1 2019. The graph to the right illustrates office availability rates in the Flatiron District compared to other Manhattan districts.

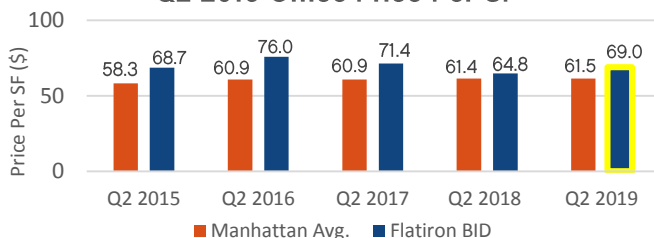
The graph below illustrates price per square footage compared to Manhattan as a whole. During Q2 2019, asking rents for Class A & B spaces averaged \$69/SF, a slight decrease from \$69.7/SF in Q1 2019. Flatiron District rates continue to be higher than the Manhattan-wide average.

Q2 2019 Available Commercial Office Space - Class A & B



Source: CoStar

Q2 2019 Office Price Per SF



Source: CoStar

Office & Residential Developments

The Flatiron Building's sole tenant, Macmillan Publishers, announced its relocation, leaving the building vacant for the first time since 1902. The historic landmark is now undergoing an extensive renovation. Meridian Capital Group announced a \$138.6 million ground-up construction for a 48-unit luxury condo property at 39 West 23rd Street that will feature a 24-story tower on 23rd Street, a 10-floor tower on 24th Street, and one retail unit. With office rents on the rise, and new luxury retail and residential leases, Flatiron continues to be a real estate hotspot.

Sources: Multi Housing News, CoStar, Commercial Observer



Commercial Leases

Ghostery	Matter Limited	21GRAMS	Payfone	RO
49 West 23rd	31 West 26th	381 Park Avenue South	245 Fifth Avenue	700 Ave of the Americas
5,594 SF	1,250 SF	14,000 SF	11,933 SF	38,223 SF
Tech	Architecture & Design	Marketing	Tech	Healthcare

Commercial Building Transactions

- **675 Avenue of the Americas**– GFP Real Estate Company purchased 675 Avenue of the Americas for \$89 million. The deal called for tech company Guidepoint to lease 50K sq ft for its headquarters.
- **24-28 West 25th Street**– Unizo Holdings has a hard contract to sell its 24-28 West 25th Street office building to Savanna for \$110 million.