



Flatiron Quarterly

Flatiron District Market Snapshot / Q3 2019

This quarter, the Partnership explores the evolving Flatiron workforce along with significant neighborhood investments including the recently announced LifeSci tech hub on Park Avenue South and the early stages of One Madison Avenue's 18-floor addition.

Flatiron Workforce By The Numbers

Between 2007 and 2017, the Flatiron District's workforce grew by nearly 45%, well outpacing Manhattan and city-wide rates. Flatiron added +26,145 jobs across all sectors.

Workforce Growth, 2007-2017

45%



29%



23%



Flatiron District
+26,145 Jobs

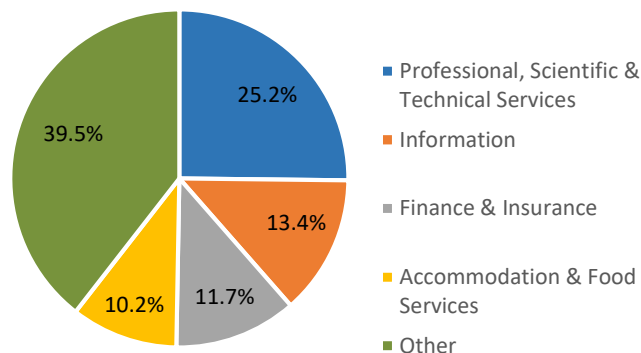
New York City
+987,127 Jobs

Manhattan
+474,263 Jobs

Flatiron Jobs

58,782 → 84,927
2007 2017

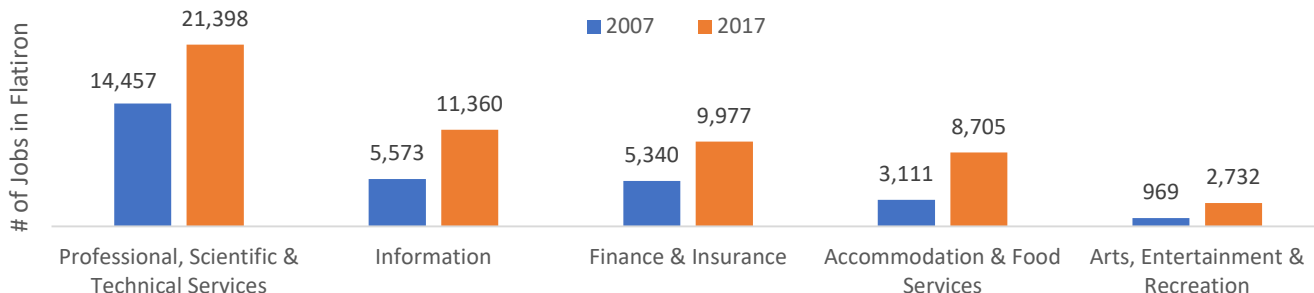
Flatiron Workforce (by industry, 2017)



Flatiron's Changing Workforce

From 2007 to 2017, the Flatiron District experienced significant growth in jobs in Professional/Scientific/Technical Services (+48%), Information (+104%), and Finance & Insurance (+87%). Of the 26,145 new jobs created, nearly half are within the Professional/Scientific/Technical Services and Information sectors, supporting TAMI (Technology, Advertising, Media, Information) as a growing industry in Flatiron. Finance & Insurance now makes up close to 12% of the total Flatiron workforce, and other expanding sectors include Accommodation & Food Services, and Arts, Entertainment & Recreation, growing 180% and 182%, respectively.

Flatiron Job Growth



Commercial Investments in Flatiron

Deerfield Management announced a partnership with the NYC Economic Development Corporation (NYCEDC) to redevelop 345 Park Avenue South into a cutting-edge life science campus and tech hub, and Madison Avenue will see changes at both One Madison and 63 Madison.

345 Park Avenue South – Deerfield Management & NYCEDC

In late September, NYCEDC and healthcare investment firm Deerfield Management announced their partnership to redevelop the **12-story 345 Park Avenue South building into a life sciences campus** as part of LifeSci NYC, a \$500 million commitment to establishing New York City as a global leader in the life sciences.

Once completed, 345 Park Avenue South will support healthcare and biotech start-ups working to treat diseases and chronic conditions by offering **300,000 square-feet of laboratory space** and other resources. Deerfield Management is partnering with MATTER, a Chicago-based healthcare nonprofit, to program the incubator and will commit up to **\$30M focused on workforce development, diversity, and inclusion**. The campus will create approximately **1,400 jobs** and is expected to open in **early 2021**.

Source: BioSpace



Image: 345 Park Avenue South
Source: RFR Realty LLC



Image: One Madison Rendering
Source: SL Green

One Madison Avenue – SL Green Renovation

SL Green's One Madison, one of Flatiron's most iconic buildings, is approaching its major renovation with work expected to begin the first half of 2020. The **1.4-million-square-foot development** will offer large column-free spaces with views of Madison Square Park and the adjacent MetLife Clock Tower.

To keep the historic-elements intact, SL Green is preserving the limestone façade on the first eight floors while making renovations to the lobby, their 800-person auditorium, and its **100,000 square-foot ground floor retail space**. Additionally, they will be **building a new, 14-story, 475,000-square-foot glass tower**, which will feature two "garden" floors, with public and private terraces and airy town hall-style spaces. Andrew Mathias, President of SL Green, shared with Commercial Observer that **three-quarters of the building has proposals in the works**, most of which are in the tech and finance sector.

Source: Commercial Observer

Flatiron Anchor Tenant Briefings

63 Madison

- Whole Foods leased 60,000 SF of retail space
- CBS re-signed their 162,000 SF office lease for 15 years

21 West 27th Street

- Equinox leased 15,869 SF of retail space and 23,156 SF of administrative office space for 20 years on the second and third floors

Source: CoStar