



For Immediate Release

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Flatiron Partnership Holds Retail Roundtable, Unveils Fourth Annual *Flatiron: Where Then Meets Now* Report Detailing Real Estate Trends

-Highlights: More than 300 digital and startup companies, surge in fitness opportunities, substantial growth in co-working facilities-

(New York, N.Y.) -The Flatiron/23rd Street Partnership Business Improvement District (BID) today issued the fourth annual ***Flatiron: Where Then Meets Now*** report showcasing the significant development and growth of the commercial and residential sectors in the district.

The report was released at the BID's annual forum, a free event highlighting the development and growth of commercial and residential sectors in the district. ***Flatiron: Where Then Meets Now*** comprehensively describes the district's 2014 vital statistics, one of a suite of publications from the BID that focuses on the real estate market in the area.

"As this report clearly demonstrates, Flatiron is bustling with activity, new amenities, and an unrivaled allure," said Jennifer Brown, the Flatiron/23rd Street Partnership's Executive Director. "New York City is known for its creativity and resilience, and Flatiron exemplifies the best of our city: a place that more people are calling home, setting up shop, and visiting for a dynamic and engaging experience."

Bordered by 21st and 28th streets and Sixth and Third avenues, the Flatiron BID boundaries cover nearly 21 million square feet of commercial space and houses more than 4,500 commercial tenants and 550 ground-floor businesses.

Since the formation of the BID (one of 69 in the city) in 2006, Flatiron has undergone a dramatic transformation to a safe, clean and desirable neighborhood sought out by all types of people, businesses, industries and interests.

At the event, Real Estate Board of New York Senior Vice President of Research Michael Slattery delivered opening remarks, and detailed new research about Manhattan's retail leasing market in REBNY's Fall 2014 Retail Report.

"The Flatiron District is doing very well," Mr. Slattery said. "Increases in the average ground floor asking rents are indicative of Flatiron as an emerging and dynamic mixed-used neighborhood. The Flatiron BID is making an important and valuable contribution to this mixed use neighborhood."

The event featured a retail roundtable moderated by Amir Korangy, Publisher of The Real Deal, and comprised of panelists David LaPierre, Senior Vice President for Research, CBRE; Rebecca Anhalt, Director NYC Stores, DKNY; and James Garson, CEO & Co-Owner, DataVision.

“The Flatiron District has become an undeniable center for Manhattan, not only for its distinctive development, like One Madison and Ian Schrager's Edition, but for a vibe and energy that's derived not only from tourists but from New Yorkers,” said Mr. Korangy.

“What Flatiron has that makes it very special is that it has a number of very strong anchor tenants that are really the DNA of this market. Other quality retailers want to be near them. There's a very strong, local shopper base,” Mr. LaPierre said. “Everything about this market is extremely positive. You're seeing a lot of really great, quality retail in this market.”

Added Mr. Garson, “We came to Flatiron because of a combination of the residential properties, the up and coming business presence, and 7 days a week foot traffic. The proximity to our previous store was huge. Being close to Eataly and Home Depot was also a great draw for us.”

“One of the appeals for Flatiron for us is that our concept here is to have a smaller neighborhood store. It's not traffic driven but neighborhood driven,” Ms. Anhalt said. “We wanted local, loyal clientele to be part of our concept. We looked at several different markets. We chose Flatiron because it fit the concept we wanted to go with. We really felt this was the neighborhood niche we were looking for.”

Among the key findings in the new 29-page report:

- The retail vacancy rate now stands at 5.6%, with 166,495 square feet of available retail space. This involves 38 available retail spaces at 30 locations in the district. The average asking rent of current available market data is \$255 per square foot.
- Fitness opportunities have surged in the last several years. Currently, there are at least three dozen options, offering everything from yoga to Pilates to kickboxing to spin classes. That has lured top fitness gear brands as well to the district; in 2013, Athleta opened on Fifth Avenue, alongside established outposts of New Balance and Nike.
- Flatiron is now home to almost 200 restaurants, bars, and quick and causal food establishments, with 15 opening their doors in 2014, and eight more on the horizon. Newcomers are: Café el Presidente, Caffè Bene, The NoMad Bar, Obica Mozzarella Bar, Cosme, EXKI, Chaamlex, J. Gumbo's, Indikitch, Izakaya NoMad, KOA Restaurant, The Juice Shop Kitchen & Juicery, Upland, and Park Avenue Autumn.
- Broadway's renaissance anchors the thoroughfare as a significant destination. Rizzoli Brookstore recently announced plans to mark its 50th year with an opening at 1133 Broadway. New restaurants include Obica Mozzarella Bar, and The Smith, which will open in 2015.
- The 23rd Street corridor has seen substantial revitalization, with new businesses such as Caffè Bene, DataVision, LEGO, Pinky Otto, and TD Bank opening. On the horizon: elevators at the 6 train subway station at 23rd Street and Park Avenue to make the station fully ADA accessible; the full launch of a wireless corridor along 23rd Street; and, a Panera Bread and TD Bank.
- The tech sector is at the epicenter of the city's tech community. The Made in NY digital Map shows more than 300 digital and startup companies concentrated in the Flatiron District. Sony and Yelp will move into 11 Madison Avenue, while Tumblr recently grew its operations – now leasing 50,000 square feet – on East 21st Street.
- The district is comprised of 22.1 million square feet of commercial real estate, with 1.95 million square feet available for lease. The overall vacancy rate increased from 6.96% in 2Q 2013 to 9.51% in 2Q 2014, but decreased to 8.81% in 3Q 2014.
- Co-working facilities in the district continue to thrive, with 18 spaces located in and around the BID boundaries. One of the newest arrivals in the district is The Yard,

which contains 88 private office suites spread throughout four floors.

- The residential population continues to grow. There are currently over 700 residential units planned or in development in the district.
- The population's consumer spending power amounts to \$9 billion annually, and the media household income is \$90,246.
- Major development projects will continue to yield significant change on the horizon. Among them are: 10 Madison Square West; 39 West 23rd Street; 45 East 22nd Street; 287 Park Avenue South; 404 Park Avenue South; 400 Park Avenue South; 122-130 East 23rd Street; and 150-154 East 23rd Street.
- With multiple transportation options – including six subway lines, nine bus lines, and PATH – residents, workers and visitors alike find Flatiron an easily accessible destination. In 2013, ridership from Flatiron's subway stations was 44.5 million, or 2.61% of the city's total ridership.
- NYC Bike Share now has 13 locations with 515 docking spaces in Flatiron. The most active stations within the BID boundaries are West 21st Street and 6th Avenue, Broadway and East 22nd Street and Broadway and West 24th Street.

About the Flatiron/23rd Street Partnership

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district's businesses, residents and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood. **Learn more at www.FlatironDistrict.nyc**

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