



**Flatiron**  
**23rd Street**  
**Partnership**

DISCOVERFLATIRON.ORG

**FOR IMMEDIATE RELEASE**

**Media Contact:** Jeff Simmons, [jeff@anatgerstein.com](mailto:jeff@anatgerstein.com), 917-673-0024  
Zac Roy, [zac@anatgerstein.com](mailto:zac@anatgerstein.com), 917-822-7203

## **Flatiron Facelift Transforms District in the Five Years Since Mayor Bloomberg Opened Public Plazas**

***-BID's robust Public Improvement Program has made District greener,  
more high-tech, and safer for pedestrians and cyclists-***

(New York, NY) – In the five years since Mayor Michael R. Bloomberg's September 2008 opening of public plazas at the intersection of Broadway, Fifth Avenue, and 23rd Street, the Flatiron/23rd Street Partnership Business Improvement District (BID) has revitalized the area's environmental aesthetic through a robust Public Improvement Program.

"Enhancing the physical landscape of the Flatiron neighborhood has been a priority for the BID over the last five years," said Jennifer Brown, BID Executive Director. "We are proud to have helped transform the District into a greener, more beautiful neighborhood that's safe and appealing for pedestrians and cyclists."

The BID's Public Improvement Program has focused on two areas: Public Plazas, and Streetscape and Beautification.

### **Public Plazas**

Created by the Department of Transportation and maintained by the BID since 2008, the four public plazas along Broadway from 21<sup>st</sup> Street to 24<sup>th</sup> Street, are hugely popular among local residents and business owners, earning an outstanding 90.4 percent approval rating from respondents to the BID's 2012 Community Survey.

The plazas have created additional pedestrian space, new crosswalks and bike lanes, and have simplified patterns for vehicular traffic, which knit the neighborhood together, providing a more enjoyable experience for the people who live, work, do business in, and visit the area.

Following a series of enhancements by the BID, the plazas today feature 188 chairs, 67 tables, 12 benches, and during the warmer months, 24 umbrellas. The plazas' edges

are defined by 28 granite blocks, which serve as additional seating, and by 148 planters that BID contractor A. Bulfamante Landscaping maintain with year-round seasonal plantings – including purple cabbage and kale in the fall, pansies and tulips in the spring, and hibiscus and geraniums in the summer.

New to the plazas in 2013 are two food and beverage kiosks operated by local Flatiron businesses. Flatiron Green Café, run by the adjacent Benvenuto Café's Perry Mallas, opened in the South plaza in May, and a second kiosk, run by ilili Restaurant in the District, is slated to open in the North plaza in September. Among other amenities is a BID information cart in the center plaza with maps and shopping guides, and free Wi-Fi access, provided by the BID, which more than 55,000 users logged on to in 2012.

### **Beautification and Streetscape**

The BID has further upgraded Flatiron's visual appeal through a series of projects first outlined in its 2008 Master Plan for Streetscape and Beautification, from greening the District to additional bike racks and lighting upgrades.

The latest beautification initiative, a four-phase tree pit expansion program, is slated to conclude in October and has increased the number of tree pits throughout the district to 114. The pits are outfitted with sleek BID-logo guards installed to protect the trees from foot traffic. Like the planters in the Public Plazas, the tree pits feature seasonal plantings maintained by Bulfamante Landscaping. Additionally, the BID has installed 39 hanging baskets along 23rd Street, Broadway, Fifth Avenue, Madison Avenue, and Park Avenue South.

The BID continues to coordinate a district-wide tree-planting initiative through the New York City Department of Parks & Recreation's MillionTreesNYC program. To date, 43 trees have been planted as a result of requests submitted by the BID.

Additionally, the BID has adopted the Park Avenue South median malls from 21st to 28th Streets and is providing seasonal planting and maintenance. The Park Avenue South beautification efforts are sponsored by New York Life Insurance, ABS Partners, Con Edison, Colliers International, Hanky Panky, Ltd., Housing & Services, Meringoff Properties, Kiamie Windsor Management, and Walter & Samuels.

This spring, Flatiron became an even more attractive destination for cyclists when the NYC bike share program Citi Bike came to the District with 86 docking spaces at two plaza locations, plus an additional 251 spaces in and around the BID boundaries. Separately, the BID had 48 bike racks installed through the NYC CityRacks program.

This fall, along the Broadway and 23rd Street corridors, the BID is poised to brighten up the district even further with new, distinctive – and energy efficient – LED light poles installed via a city initiative. Once the lighting is approved, Flatiron will be one of the first New York City neighborhoods to have these new LED poles, which will be funded through a joint grant from the Manhattan Borough President and the City Council.

### **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.

Web: [www.discoverflatiron.org](http://www.discoverflatiron.org)

Email: [info@flatironbid.org](mailto:info@flatironbid.org)

Facebook: [discoverflatiron.org/facebook](https://www.facebook.com/discoverflatiron.org)

Twitter: @FlatironNY

Instagram: @FlatironNY