

# Flatiron Quarterly Market Snapshot

## Q3 2020

### Commercial Leasing

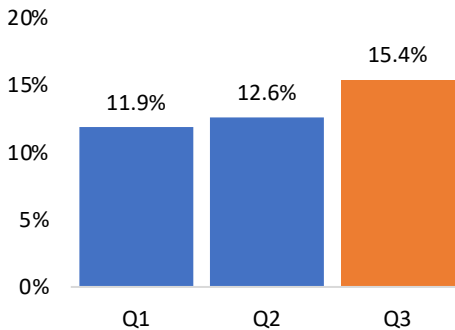
Flatiron and NoMad's commercial availability rate increased to **15.4%**, up from **12.6%** last quarter due in large part to the substantial increase (**64%**) in available sublet office space. Commercial office rents, however, stayed on par with the previous quarter at **\$76.32/SF** (\$76.71/SF in Q2).

More than **three quarters** of Flatiron/NoMad ground-floor businesses have reopened, and there are positive indicators with increased reported footfalls and Citi Bike trips. Tourists and office personnel have **yet to return** in large part, though citywide hotel occupancy has **increased**, and sales tax revenue year-over-year was only down **7.3% (July)** and **7.1% (August)** according to the [Office of the NYC Comptroller](#).

Despite the lingering uncertainty, firms and ground floor businesses signed or re-signed leases in Flatiron and NoMad this quarter including Yby Computers at 387 Park Avenue South and Hill Country BBQ doubling down on their West 25th Street location.

### Commercial A & B Office Space

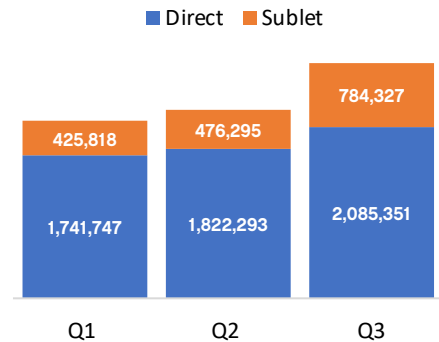
#### Availability Rate



#### Price Per Square Foot

**\$76.32**  
Q3 2020

#### Available Space



### Tenant Briefings

#### Office – 387 Park Avenue South

Yby Computers – 14,297 SF

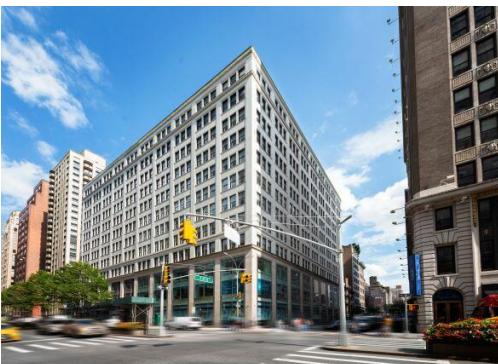


Image: 387 Park Avenue South  
Source: [IEC](#)

#### Food & Beverage – West 25th Street

Hill Country BBQ – 10,990 SF



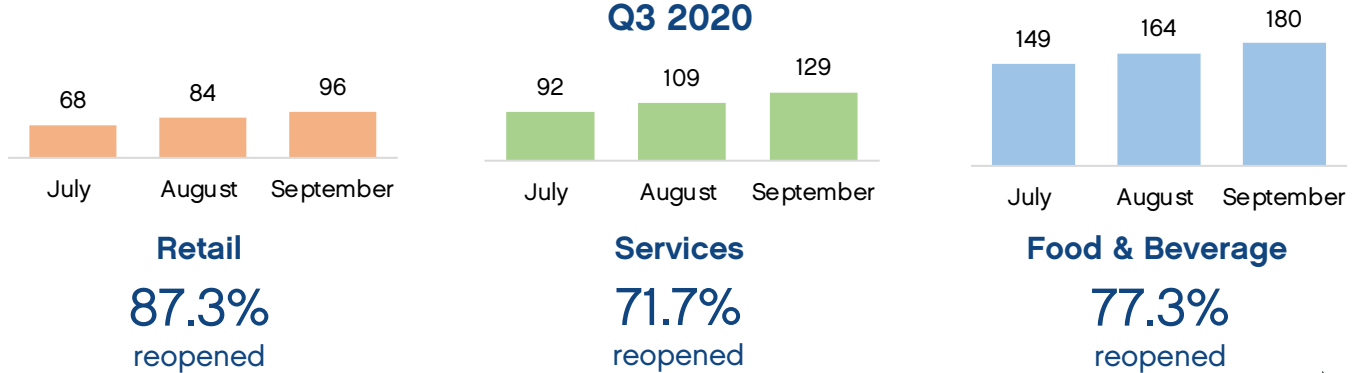
Image: Hill Country BBQ  
Source: [Alphabet City](#)

## Outdoor Dining & Phased Reopenings

At the end of Q2 2020, **more than half** of Flatiron and NoMad's retail and food and beverage establishments had reopened, as did a **third** of all service businesses. As [NY Forward](#) continued into Q3, personal care businesses reopened on July 6th as well as the launch of the NYC's [Open Streets: Restaurants](#) program in mid-July that allocated sidewalk, curbside, and street space for al fresco dining service. Gyms and fitness studios reopened in September, and at quarter's end, **over 75%** of all retail, services, and F & B businesses in Flatiron/NoMad had re-opened (up from **68% in Q2**).

Outdoor dining has proven popular, so much so that the program will be extended year-round including tenting and heating elements for fall and winter months. There remains much uncertainty, but **six** new ground floor businesses forged ahead and opened this quarter including local independents and national chains.

### Flatiron Open for Business Q3 2020



## Foot & Bike Traffic Uptick

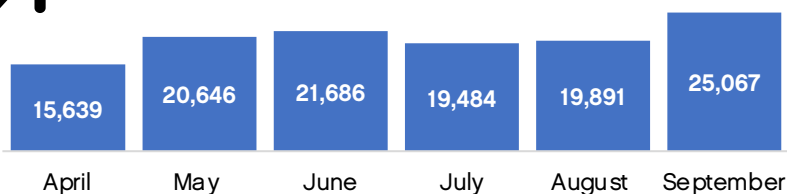
This quarter welcomed an increasing number of people to the Flatiron Public Plazas compared to the previous quarter. On average, there were **2,000+** additional people passing through the heart of the district each day than in Q2, and a **60%** increase from the pandemic lows in April (**15,639/day**). Most notably September saw a large increase post-Labor Day (**+30%**) compared to July.

The number of Citi Bike trips beginning or ending in the neighborhood has also increased steadily with September daily average ridership increasing **50%** from last quarter's end (**June: 3,307/day**), and a nearly **four-fold** increase from the **1,286/day** in April. Bike and pedestrian increases may be indicative of more people returning to their Flatiron/NoMad workplaces, as citywide estimates increased to **10% office occupancy**, up from **8%** in Q2.



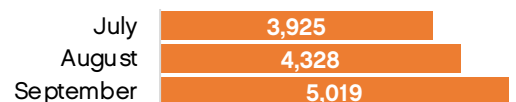
### Daily Pedestrian Counts

Flatiron Public Plazas



### Daily Citi Bike Trips

Beginning or Ending in Flatiron



Sources: Springboard, Citi Bike