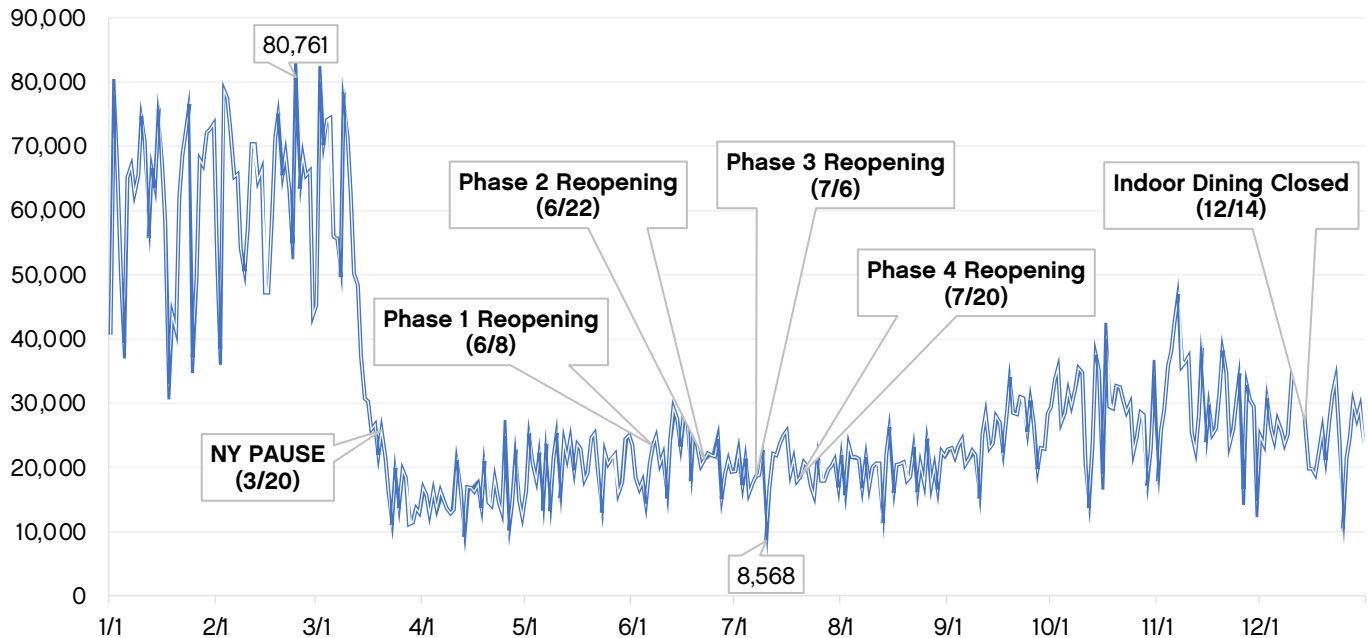




Flatiron Plaza Pedestrian Counts

Q4 2020

FLATIRON PLAZAS DAILY PEDESTRIAN COUNTS (JANUARY - DECEMBER 2020)



In Q4 2020, the number of people passing through the Flatiron Public Plazas continued its steady increase in October and November before dropping slightly in December. On average, there were an additional **7,063** people passing through the heart of Flatiron this quarter, a **33% increase** from last quarter. On November 7, over **47,000** pedestrians visited the Flatiron Public Plazas, the highest volume since March 14.

Prior to pandemic restrictions beginning in mid-March, pedestrian volumes averaged around **62,000/day**. Since the reported lows in April (**15,639/day**), pedestrian traffic has slowly returned to Flatiron's Public Plazas, rising steadily through June (**21,685/day**) before levelling off for the summer months. Post Labor Day, pedestrian volume continued to increase through November, topping off at a daily pedestrian average above **30,000/day**. As 2020 came to a close, December operated at **41% of typical volume** compared year-over-year.



Daily Pedestrian Averages

Flatiron Public Plazas



October

28,988



November

30,279



December

26,305

33%

increase in daily pedestrian activity from Q3 to Q4