



# Flatiron NoMad Major Concessions

Manhattan Community Board 5

February 2026



# Overview

**Applicant:** New York City Department of Transportation (NYC DOT)

**Plaza Partner:** Flatiron NoMad Partnership

**Requested Action:** A Major Concession

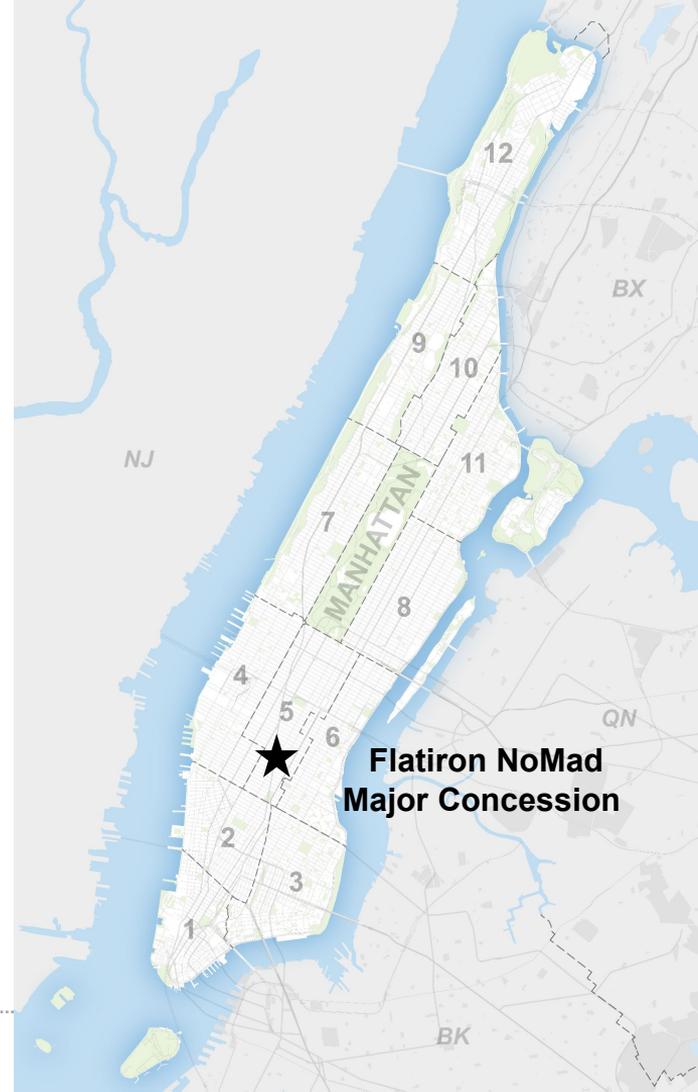
Pursuant to section 7-02(f) of Title 62 of the Rules of the City of New York, a concession is considered a major concession if it exceeds certain thresholds which includes, but is not limited to:

- an open use which occupies more than 42,000 square feet of open space other than parkland

**Concessions that exceed these thresholds are subject to ULURP**

**Borough/Community District:** Manhattan CB 5

**City Council Districts:** 2 and 3

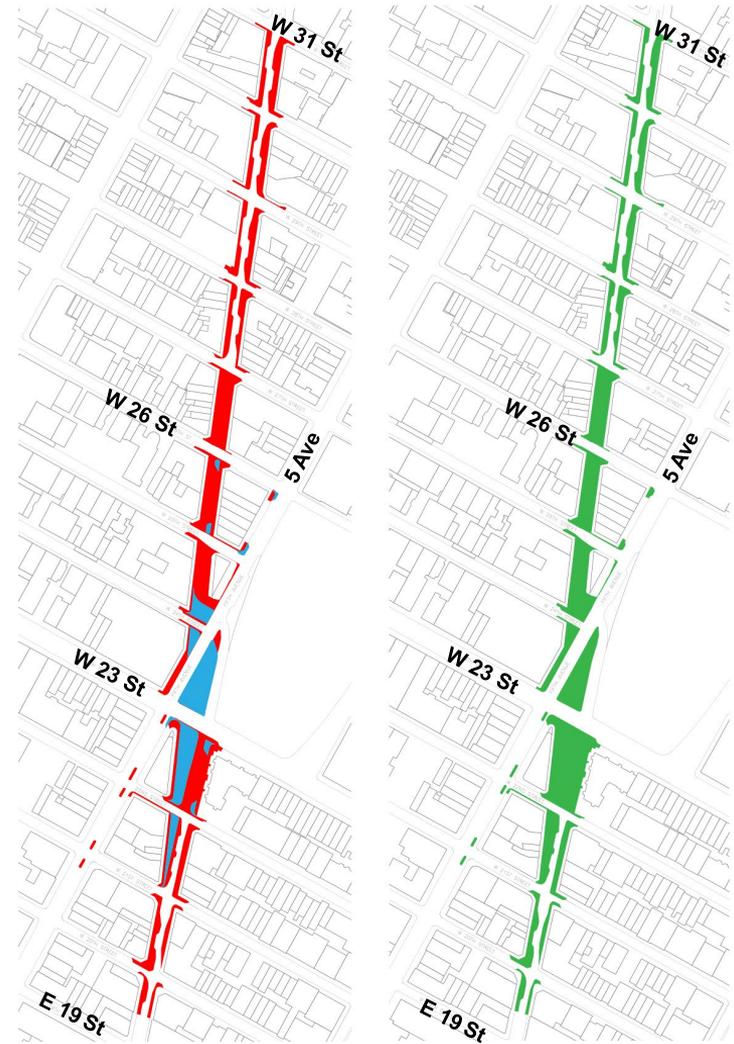


# Concession Area & Purpose

Existing Concession Area	Proposed Additional Concession Area	Proposed Total Concession Area after ULURP
38,500 sf	123,845 sf	162,345 sf

The proposed expansion will:

- Align the Existing Concession Area (blue) with the Proposed Additional Concession Area (red) in Flatiron providing for consistent operation and management throughout the Proposed Total Concession Area (green).
- Increase public space amenities to bring positive activations in the Proposed Additional Concession Area (red).
- Allow space for additional revenue-generating opportunities which will help to fund the increased maintenance obligations at the Proposed Additional Concession Area (red).
- Allow for one concession agreement to comprehensively cover the Proposed Total Concession Area (green).



# Area Map - Surrounding Land Use

## Location:

Broadway and 5<sup>th</sup> Avenue between 19<sup>th</sup> and 31<sup>st</sup> Streets

### Project

-  Project Area
-  Development Site
-  Rezoning Area
-  600 Foot Radius

### Zoning

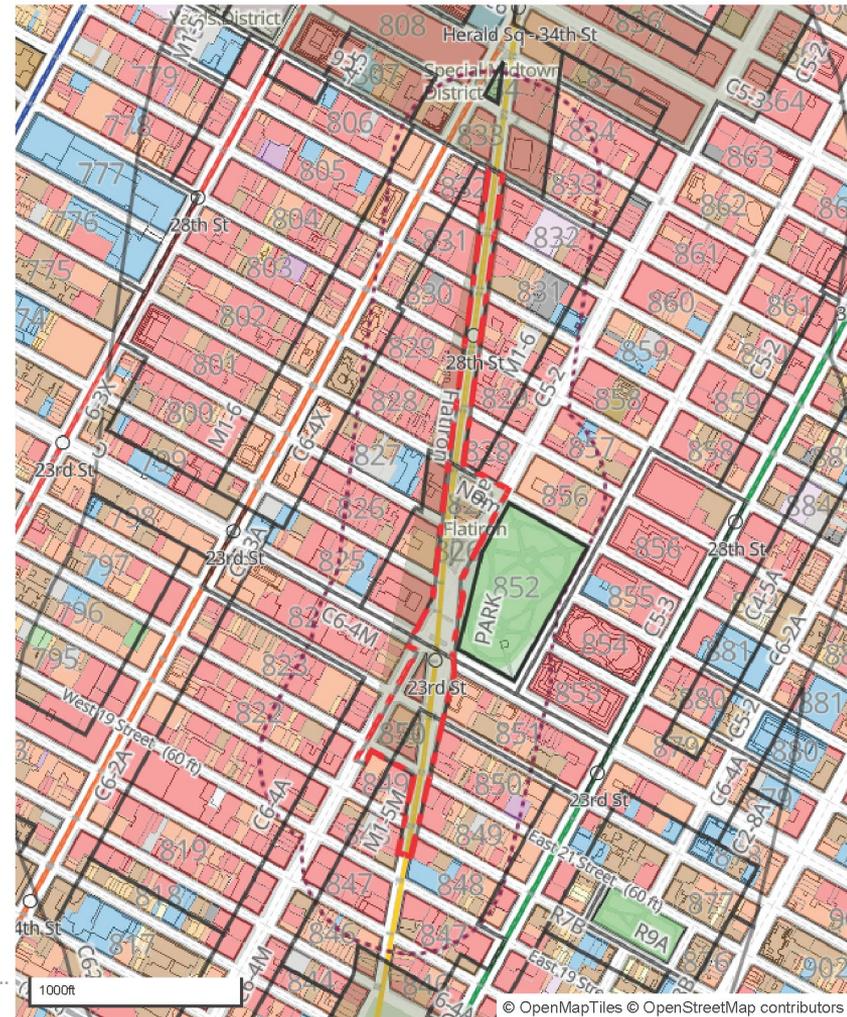
-  Zoning District
- C1-1
- C1-2
- C1-3
- C1-4
- C1-5
- C2-1
- C2-2
- C2-3
- C2-4
- C2-5
-  Special Purpose District

### Land Use

-  1-2 Family Residential
-  Multifamily Walkup
-  Multifamily Elevator
-  Mixed Commercial/Residential
-  Commercial & Office
-  Industrial & Mfg
-  Transportation & Utility
-  Public Facilities & Institutions
-  Open Space & Outdoor Recreation
-  Parking
-  Vacant/No Data
-  Other

### Transportation

-  Subway Stop
-  Subway Entrance

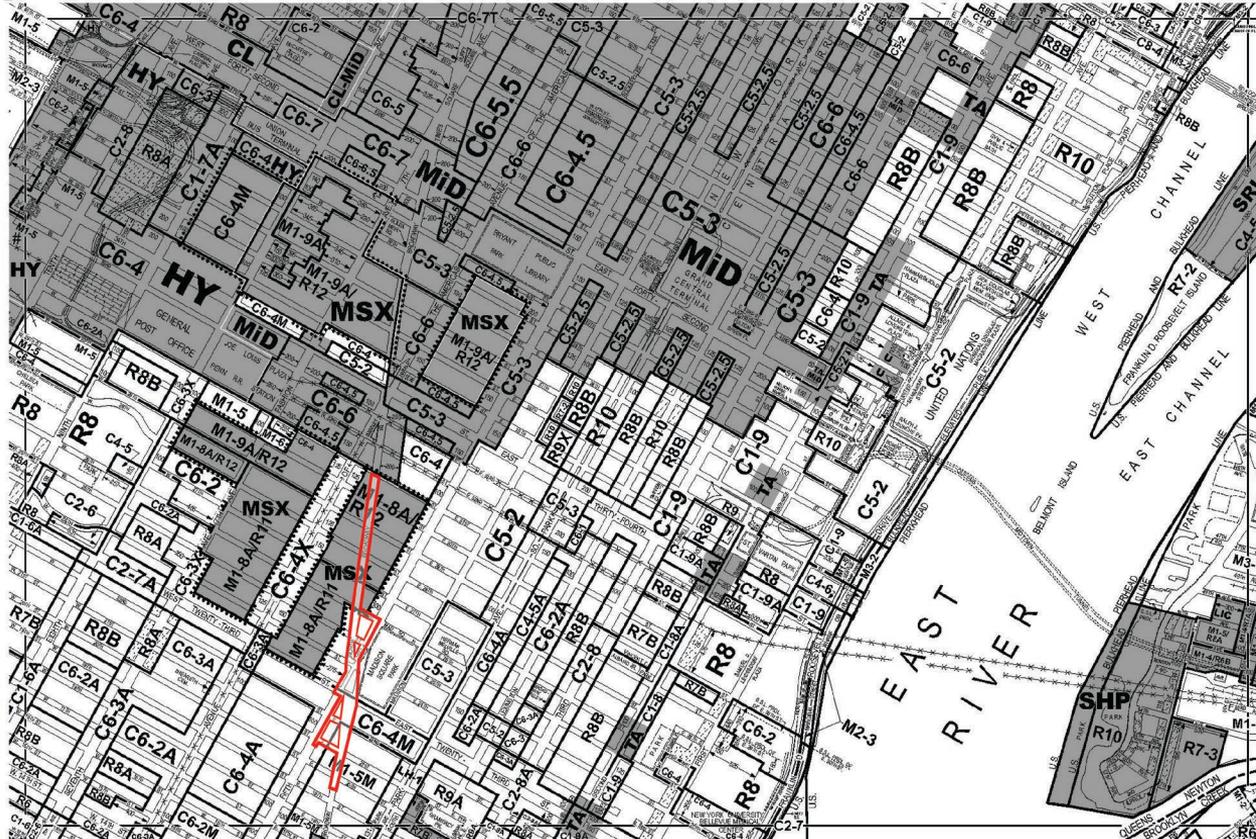


Map Created: Nov 25, 2024, 12:55am

Data Sources: [javasrc/planning/plats/over/1/9ources](#)

pluto MapPLUTO™, Bytes of the Big Apple (November 2022), zoning-districts (March 2023), digital-citymap (December 2022), planimetrics (26 February 2019), transportation (21 November 2017), supporting-zoning (December 2022)

# Zoning Map



## Legend

— Proposed Total Concession Area

600 0 600 1200 1800 FEET

# NOTE: STREETS FOR THE STREET MAP CHANGES © 04/2018 MIM AND C  
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C1-1 C1-2 C1-3 C1-4 C1-5 C2-1 C2-2 C2-3 C2-4 C2-5

## ZONING MAP

THE NEW YORK CITY PLANNING COMMISSION

**Major Zoning Classifications:**  
The number(s) and/or letter(s) that follows an R, C or M District designation indicates use, bulk and other controls as described in the text of the Zoning Resolution.

- R - RESIDENTIAL DISTRICT**
- C - COMMERCIAL DISTRICT**
- M - MANUFACTURING DISTRICT**

**SPECIAL PURPOSE DISTRICT**  
The letter(s) within the shaded area designates the special purpose district as described in the text of the Zoning Resolution.

**AREA(S) REZONED**

**Effective Date(s) of Rezoning:**  
08-14-2025 C 250185 ZMM

**Special Requirements:**  
For a list of lots subject to CEQR environmental requirements, see APPENDIX C.  
For a list of lots subject to "D" restrictive declarations, see APPENDIX D.  
For Inclusionary Housing designated areas and Mandatory Inclusionary Housing areas on this map, see APPENDIX F.

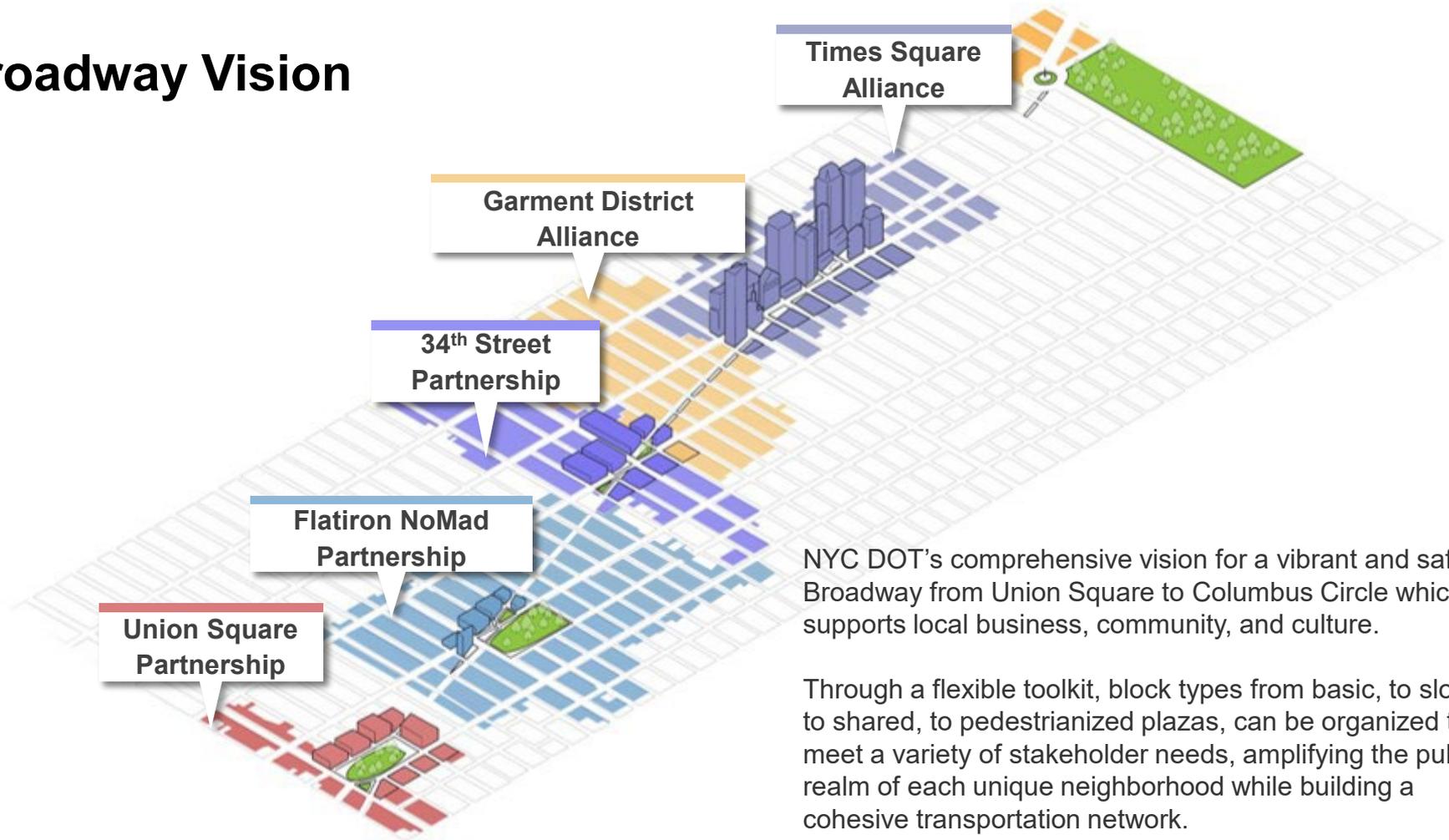
**MAP KEY**

8a	8c	9a
8b	8d	9b
12a	12c	13a

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NOTE: Zoning information as shown on this map is subject to change. For the most up-to-date zoning information for this map, visit the Zoning section of the Department of City Planning website: [www.nyc.gov/planning](http://www.nyc.gov/planning) or contact the Zoning Information Desk at

# Broadway Vision

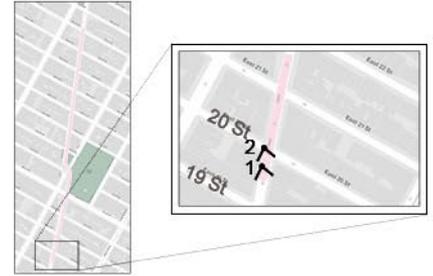


NYC DOT's comprehensive vision for a vibrant and safe Broadway from Union Square to Columbus Circle which supports local business, community, and culture.

Through a flexible toolkit, block types from basic, to slow, to shared, to pedestrianized plazas, can be organized to meet a variety of stakeholder needs, amplifying the public realm of each unique neighborhood while building a cohesive transportation network.

# Project Area Photographs

## Broadway between 19th and 20th Street



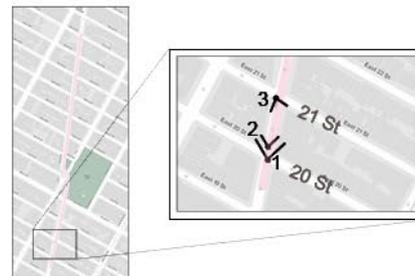
1. Broadway near 19th Street looking south, 6/25/2025



2. Broadway near 20th Street looking south, 6/25/2025

# Project Area Photographs

## Broadway between 20th and 21st Street



1. Broadway looking north to 21st Street, 10/05/2024



2. Broadway near 20th Street looking north, 06/25/2025



3. Broadway near 21st Street looking south, 06/25/2025

# Project Area Photographs

## Broadway between 22nd and 23rd Street



1. Broadway near 22nd Street looking north, 06/25/2025



2. Broadway near 23rd Street looking north (Flatiron South Plaza), 06/25/2025



3. Broadway near 23rd Street looking south (Flatiron South Plaza), 06/25/2025

# Project Area Photographs

## Broadway between 23rd and 25th Street



1. Broadway near 23rd Street looking north (Flatiron North Plaza), 06/25/2025



2. Broadway near 23rd Street looking north (Flatiron North Plaza), 06/25/2025



3. Broadway looking south to 24th Street, 06/25/2025

# Project Area Photographs

## Broadway between 25th and 28th Street



1. Broadway near 26th Street looking south, 06/25/2025



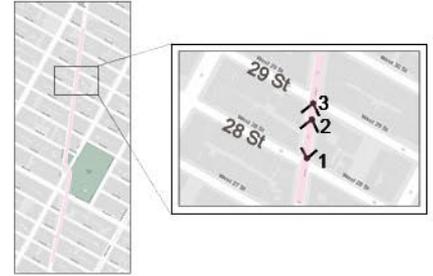
2. Broadway near 27th Street looking south (NoMad Piazza), 06/25/2025



3. Broadway near 28th Street looking south, 06/25/2025

# Project Area Photographs

## Broadway between 28th and 29th Street



1. Broadway near 28th Street looking north, 06/25/2025



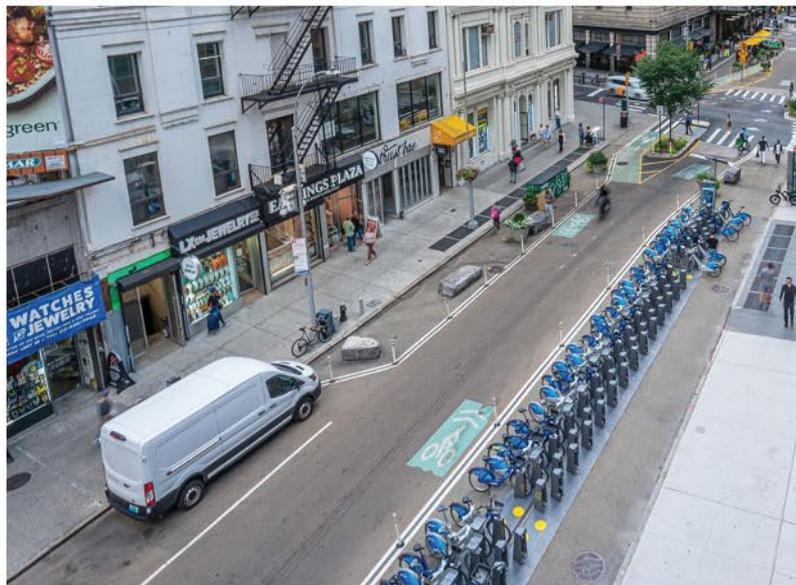
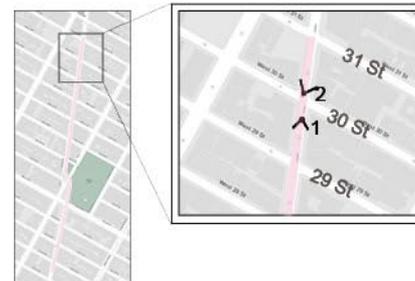
2. Broadway midblock between 28th and 29th Street looking south, 06/25/2025



3. Broadway at 29th Street looking south, 06/25/2025

# Project Area Photographs

## Broadway between 29th and 31st Street



1. Broadway midblock between 29th and 30th Street looking south,



2. Broadway near 30th Street looking north, 6/25/2025

# Long-Term Changes

## Madison Square/Flatiron Plaza Reconstruction

### Site History

**2008:** Flatiron Plazas installed, Broadway 22<sup>nd</sup> - 24<sup>th</sup> Street

**2017:** Shared Street installed, Broadway between 24<sup>th</sup> and 25<sup>th</sup> Street

**Spring 2021:** Shared Street installed, Broadway between 23<sup>rd</sup> and 21<sup>st</sup> Street

**Fall 2021:** Pop-up plaza on Broadway between 25<sup>th</sup> and 27<sup>th</sup> Street

**2023:** NoMad Piazza plazas, Broadway 25<sup>th</sup> - 27<sup>th</sup> and Shared Street installed, 27<sup>th</sup> - 32<sup>nd</sup> Street

### Estimated Capital Project Timeline

**Preliminary Design:** 2024-2025

**Final Design:** 2025-2027

(DOT will return to CB5 as the capital project develops)

**Construction Procurement:** 2027

**Construction:** 2028-2031

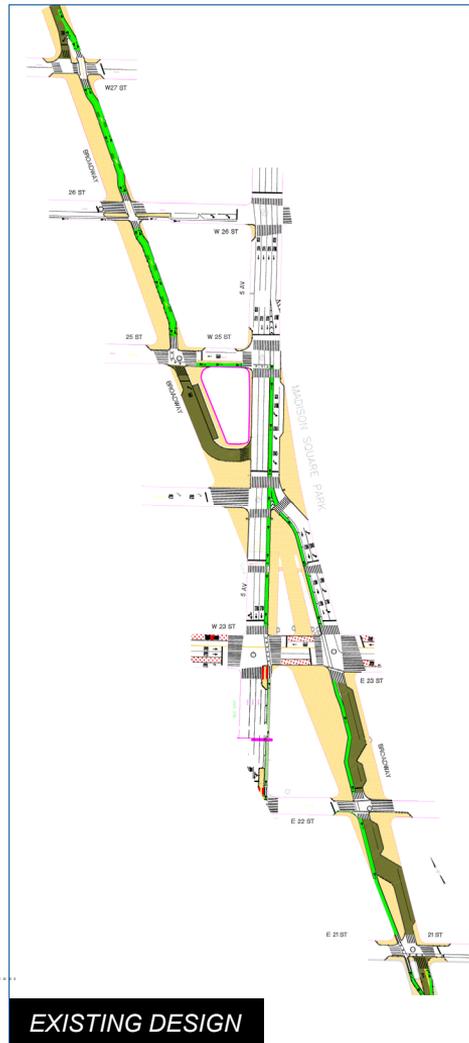


Concept rendering of Flatiron Plaza Reconstruction

# Capital Project

## Broadway, 21<sup>st</sup> Street - 27<sup>th</sup> Street

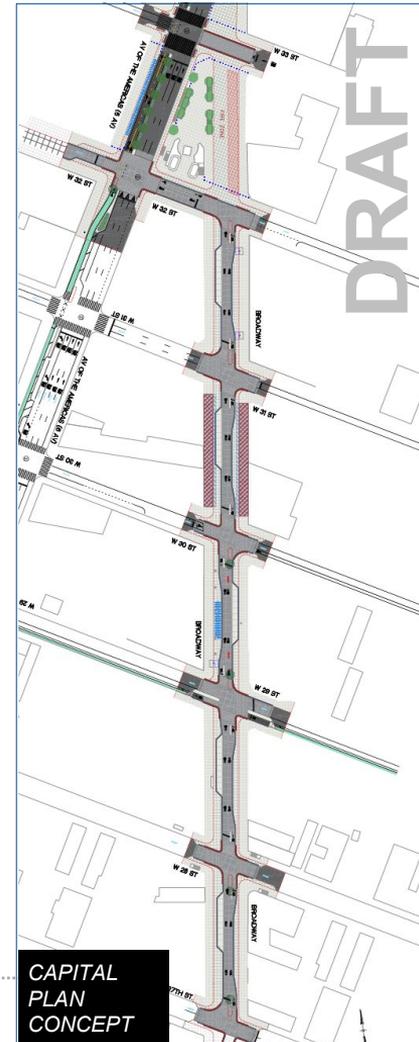
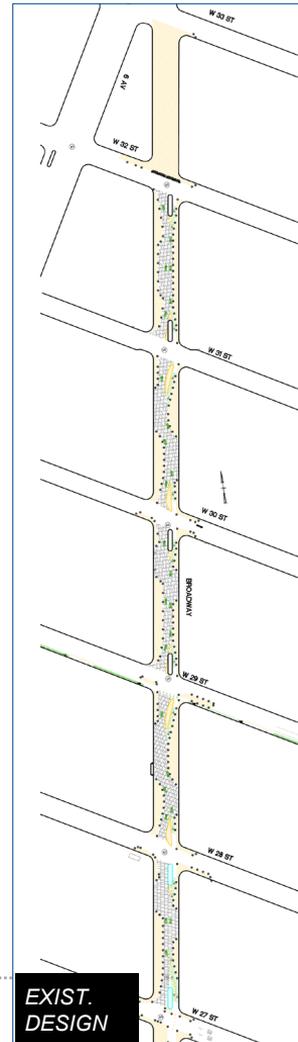
- Broadway, 21<sup>st</sup> Street - 27<sup>th</sup> Street is currently implemented with interim design treatments: tan gravel, painted markings, flexible delineators, granite blocks, furniture and planters in the right-of-way.
- The capital redesign includes a full reconstruction of the roadway and underground utilities, pedestrian plazas, shared streets, lighting, greening, furniture, pedestrian security measures, and utility connections.
- This portion of the project is entering the final design phase.
- NYC DOT + NYC DDC will host public engagement sessions and present to the CB later this year.
- Construction for the Madison Square/Flatiron Plaza Reconstruction is projected to start in 2028.



# Future Capital Project Phases

## Broadway, 27<sup>th</sup> Street - 33<sup>rd</sup> Street

- Broadway, 27<sup>th</sup> Street – 33<sup>rd</sup> Street is currently implemented with interim design treatments: gravel, painted markings, flexible delineators granite blocks, and planters in the right-of-way.
- The capital redesign includes a full reconstruction of the roadway and underground utilities, pedestrian plazas, shared streets, lighting, greening, furniture, pedestrian security measures, and utility connections.
- This portion of the project is in the pre-scoping phase.
- NYC DOT + NYC DDC will conduct public engagement and present to the CB in the future.



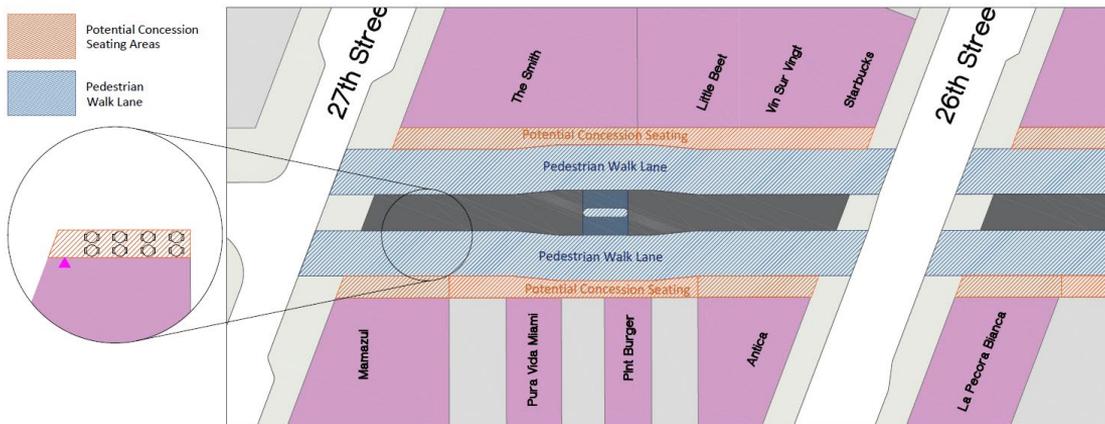
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# Potential Future Concession Layouts



NYC DOT Standard Kiosk

Kiosks included in the Capital Project Scope on the 22nd to 24th Street Plazas.



Potential layout of outdoor dining on a plaza block, including space for pedestrian and cyclist circulation. Pursuant to DOT's pedestrian plaza rules, if a major concession is approved, the total square feet of the concession seating may not exceed 50% of the total square feet of the pedestrian plaza.

# Thank You!

Questions?



NYCDOT



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