

October 25, 2023

Chair Dan Garodnick  
City Planning Commission  
120 Broadway  
New York, NY 10271

Re: City of Yes for Economic Opportunity

Dear Chair Garodnick and Members of the City Planning Commission:

On behalf of the Flatiron NoMad Partnership, I would like to express support for the NYC Department of City Planning's City of Yes for Economic Opportunity proposal. This proposal will modernize our city's zoning regulations to support small businesses, create thriving commercial corridors, and reinforce New York City's economic recovery.

As a Business Improvement District (BID) representing thousands of businesses and land-use interests in the Flatiron and NoMad neighborhoods of Manhattan, we have seen firsthand the impact of antiquated zoning protocols in and around our community. Burdensome regulations have made it difficult for entrepreneurs to start and grow, and they can also limit the types of businesses that can operate, flourish, and create life-changing career opportunities in mixed-use hubs like Flatiron and NoMad in Manhattan's Midtown South.

The "City of Yes for Economic Opportunity" initiative will address many of these challenges by making our zoning regulations more flexible and responsive to the needs of 21<sup>st</sup> century businesses. The initiative will buttress the underpinnings of Flatiron and NoMad's diverse and dynamic economic ecosystem by modernizing regulations for emerging industries, such as life sciences, creative media, and experiential retail. These changes will make it easier for local businesses to open, function, and grow, embedding them more firmly and inclusively into a "New" New York.

We believe that the "City of Yes for Economic Opportunity" initiative is essential for our city's sustained economic resiliency, competitiveness, and growth. The future vibrancy of Flatiron and NoMad can and should be emblematic of our ability to proactively adapt and advance using public policy tools together with private investment. We urge you to move forward with this initiative and to implement these important changes to our zoning regulations.

Sincerely,



James Mettham  
President  
Flatiron NoMad Partnership