

**Midtown Pedestrian Counts
34th Street Partnership
Retail Services Department
August 2021**

SITES	Average Pedestrians/Hour				
	AM	MID	PM	EVE	PEAK
A. At the Empire State Building, southwest corner of Fifth Avenue and West 34th Street - eastbound and westbound on West 34th Street.	741	990	1,098	1,335	1,416
At the Empire State Building, southwest corner of Fifth Avenue and West 34th Street - northbound and southbound of Fifth Avenue.	1,056	1,305	1,740	915	1,908
At the Empire State Building, in front of the vacant store, 18 West 34th Street - eastbound and westbound on West 34th Street.	765	1,026	1,173	1,221	1,356
B. 21-27 West 34th Street, in front of the Superdry store - eastbound and westbound on West 34th Street.	714	1,020	1,788	1,212	2,316
C. Herald Towers, 50 West 34th Street, at the southeast corner of Broadway, in front of the vacant store - eastbound and westbound on West 34th Street.	735	1,413	1,731	1,794	2,184
The Herald Towers, 50 West 34th Street, at the southeast corner of Broadway, in front of the vacant store - northbound and southbound on Broadway.	804	1,554	1,857	2,406	2,496
D. 4 Herald Square, 1328 Broadway, at the northeast corner of West 34th Street and Sixth Avenue, in front of the vacant store - eastbound and westbound on West 34th Street.	531	1,473	2,604	1,905	3,012
E. 128 West 34th Street, in front of the vacant store - eastbound and westbound on West 34th Street.	1,569	2,202	3,429	2,499	3,696
F. Northside of West 35th Street, between Broadway and Sixth Avenue, in front of Santander Bank - eastbound and westbound on West 35th Street.	609	570	876	534	996
G. Herald Square Park, at the intersection of West 34th Street, the Broadway pedestrian plaza and the Avenue of the Americas - eastbound and westbound on West 34th Street.	405	849	1,392	1,632	2,568
Herald Square Park, at the intersection of West 34th Street, the Broadway pedestrian plaza and the Avenue of the Americas - northbound and southbound into / out of the park.	1,056	843	1,428	1,236	2,340
H. Greeley Square park on West 32nd Street, between Sixth Avenue and Broadway, in front of the ad panel on the public toilet - eastbound and westbound on West 32nd Street.	834	867	1,392	1,116	1,548
I. In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - eastbound and westbound on West 34th Street.	597	1,026	1,128	963	1,392
In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - northbound and southbound on Seventh Avenue.	1,956	1,656	3,138	1,788	3,384
J. B&H Photo Video store, east side of Ninth Avenue, between West 34th and West 33rd Streets - eastbound and westbound on West 34th Street.	471	1,059	1,026	798	1,152
B&H Photo Video store, east side of Ninth Avenue, between West 34th and West 33rd Streets - northbound and southbound on Ninth Avenue.	393	798	1,044	648	1,272
B&H Photo Video store, east side of Ninth Avenue, between West 34th and West 33rd Streets - eastbound and westbound on West 33rd Street.	444	405	489	486	648

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, August 12 and Wednesday, August 18, 2021.
2. Counts were taken during four time periods each day: 7:45 - 9:15am; 11:45am - 1:15pm; 4:45 - 6:15pm; and 6:45 - 8:15pm
3. The "PEAK" figure is based on the highest traffic volume recorded at each site.
4. The high temperature ranged from mid 80s to upper 90s.



Contact: Dan Pisark
Tel: 917-438-5126
Email: dpisark@urbanmgt.com