

Flatiron/23rd St. Partnership BID Launched Manhattan's First New BID In Over Four Years

New York City's Flatiron District is about to get a major makeover thanks to the recent establishment of the Flatiron/23rd Street Partnership Business Improvement District (BID) – Manhattan's first new BID formed in over four years. Through comprehensive street cleaning, neighborhood beautification, security, social service, and marketing initiatives, the Partnership will seek to improve the quality of life and economic vitality of the Flatiron/23rd Street area.

“The creation of this BID is a milestone in the revitalization of the Flatiron/23rd Street district and holds significant promise for the future of this community,” said Jennifer Brown, the Partnership's recently appointed Executive Director. “I look forward to working with the property owners, businesses, and other stakeholders in this dynamic neighborhood.”

The Partnership district, an approximately 38 block area with borders extending from 21st Street to 28th Street, between Third and Sixth Avenues, includes over 1,300 buildings, totaling more than 20 million sq ft of space. In addition to world-class restaurants, a burgeoning retail environment, and numerous new residential developments surrounding Madison Square Park, this historic district includes such landmark structures as the Flatiron Building, the Metropolitan Life Tower, and the New York Life Building.