

**Midtown Pedestrian Counts
34th Street Partnership
Retail Services Department
August 2018**

SITES	Average Pedestrians/Hour				
	AM	MID	PM	EVE	PEAK
A. At the Empire State Building, in front of Heartland Brewery restaurant at the southwest corner of Fifth Avenue and West 34th Street - eastbound and westbound on West 34th Street.	1,350	3,348	3,675	3,672	4,224
At the Empire State Building, in front of Heartland Brewery restaurant at the southwest corner of Fifth Avenue and West 34th Street - northbound and southbound on Fifth Avenue.	1,020	4,119	3,606	4,521	4,680
In front of the former Bolton's store, 8 West 34th Street - eastbound and westbound on West 34th Street.	2,202	3,453	3,969	3,591	4,920
B. 40 West 34th Street, in front of American Eagle Outfitters - eastbound and westbound on West 34th Street.	3,411	3,177	4,458	3,390	4,896
C. At 2 Herald Square, in front of Victoria's Secret, at the northeast corner of West 34th Street and Sixth Avenue - eastbound and westbound on West 34th Street.	2,469	3,387	4,884	3,249	5,028
At 2 Herald Square, in front of Victoria's Secret, at the northeast corner of West 34th Street and Sixth Avenue - northbound and southbound on Sixth Avenue.	2,526	3,168	4,428	3,405	4,572
D. 1350 Broadway, in front of Santander Bank, at the northeast corner of West 35th Street and Broadway - eastbound and westbound on West 35th Street.	843	816	1,149	1,194	1,368
1350 Broadway, in front of Santander Bank, at the northeast corner of West 35th Street and Broadway - northbound and southbound on Broadway.	1,092	1,698	1,722	2,121	2,412
E. 1333 Broadway, in front of Urban Outfitters at the northwest corner of West 35th Street - eastbound and westbound on West 35th Street.	2,004	1,389	2,082	1,341	2,304
1333 Broadway, in front of Urban Outfitters at the northwest corner of West 35th Street - northbound and southbound on Broadway.	2,295	3,003	5,184	3,432	5,940
F. 461 Seventh Avenue, at the southeast corner of West 35th Street, in front of the Dali Market - eastbound and westbound on West 35th Street.	2,262	1,320	2,325	1,173	2,580
461 Seventh Avenue, at the southeast corner of West 35th Street, in front of the Dali Market - northbound and southbound on Seventh Avenue.	5,667	3,600	5,442	3,516	6,144
G. In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - eastbound and westbound on West 34th Street.	1,575	1,824	3,537	1,884	3,804
In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - northbound and southbound on Seventh Avenue.	5,484	3,993	8,214	4,143	9,384
H. Northeast corner of Seventh Avenue and West 33rd Street, in front of Sbarro restaurant - eastbound and westbound on West 33rd Street.	762	1,140	1,470	1,284	1,560
Northeast corner of Seventh Avenue and West 33rd Street, in front of Sbarro restaurant - northbound and southbound on Seventh Avenue.	1,557	2,745	3,099	2,601	3,396
I. 494 Eighth Avenue, at the southeast corner of West 35th Street, in front of Starbucks - eastbound and westbound on West 35th Street.	1,314	1,575	1,086	936	1,932
494 Eighth Avenue, at the southeast corner of West 35th Street, in front of Starbucks - northbound and southbound on Eighth Avenue.	3,474	3,345	3,804	2,667	4,500

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, August 9 and Tuesday, August 14, 2018.
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. Temperatures were in the low to upper 80s on both days with rain.



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