

**Midtown Pedestrian Counts  
34th Street Partnership  
Retail Services Department  
June 2017**

SITES	Average Pedestrians/Hour			
	AM	MID	PM	PEAK
<b>A.</b> At the Empire State Building, in front of the vacant Bank of America store on West 34th Street - eastbound and westbound on West 34th Street.	3,369	3,213	4,077	4,248
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.	3,186	2,790	4,053	4,392
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.	2,460	3,090	3,897	4,536
<b>B.</b> 1 West 34th Street, near the northwest corner of Fifth Avenue, in front of the vacant Bebe store - eastbound and westbound on West 34th Street.	2,430	2,568	3,798	4,164
<b>C.</b> 347 Fifth Avenue, between West 33rd and West 34th Streets, in front of the vacant McDonald's - northbound and southbound on Fifth Avenue.	2,064	2,802	2,727	2,988
<b>D.</b> 150 West 34th Street, between Broadway and Seventh Avenue, in front of the Old Navy store - eastbound and westbound on West 34th Street.	5,289	4,158	8,190	8,556
<b>E.</b> 11 Penn Plaza, southeast corner of West 32nd Street and Seventh Avenue - eastbound and westbound on West 32nd Street.	4,884	2,931	4,212	5,172
11 Penn Plaza, southeast corner of West 32nd Street and Seventh Avenue - northbound and southbound on Seventh Avenue.	3,114	2,262	3,213	3,444
<b>F.</b> In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - eastbound and westbound on West 34th Street.	2,424	2,994	4,071	4,368
In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - northbound and southbound on Seventh Avenue.	9,942	4,692	12,072	13,344
<b>G.</b> 219 West 34th Street, between Seventh and Eighth Avenues, north side of the street, in front of the vacant Payless Shoes store - eastbound and westbound on West 34th Street.	2,334	2,883	3,057	3,408
<b>H.</b> 218 West 35th Street, just west of Seventh Avenue, in front of Planet Fitness in the Renaissance Hotel - eastbound and westbound on West 35th Street.	2,340	2,391	2,136	2,604

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, June 15 and Tuesday, June 20, 2017.
2. Counts were taken during three time periods each day: 7:45 - 9:15am; 11:45am - 1:15pm (Mid); and 4:45 - 6:15pm.
3. The "PEAK" figure is based on the highest traffic volume recorded at each site.
4. Temperatures were in the upper 70s to low 80s.

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Partnership**