

**Midtown Pedestrian Counts
34th Street Partnership
Retail Services Department
June 2022**

SITES	Average Pedestrians/Hour				
	AM	MID	PM	EVE	PEAK
A. At the Empire State Building, in front of the vacant store, 18 West 34th Street - eastbound and westbound on West 34th Street.	1,359	2,433	2,250	2,454	2,628
B. 31 West 34th Street, between Fifth and Sixth Avenues, in front of the vacant store, formerly Uniqlo, eastbound and westbound on West 34th Street.	1,224	1,686	2,739	2,427	3,192
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.	2,352	2,103	3,723	2,751	3,996
Herald Towers, 50 West 34th Street, at the southeast corner of Broadway, in front of the vacant store - northbound and southbound on Broadway.	2,058	2,646	4,053	3,426	4,320
D. At Macy's, in front of the central entrance on Broadway, northbound and southbound on Broadway.	2,433	3,075	5,439	3,840	5,736
At Macy's, in front of the entrance at the northeast corner of Seventh Avenue at West 34th Street, eastbound and westbound on West 34th Street.	1,059	1,653	1,869	1,566	2,448
At Macy's, in front of the entrance at the northeast corner of Seventh Avenue at West 34th Street, northbound and southbound on Seventh Avenue.	2,406	1,821	2,373	2,226	2,772
E. 128 West 34th Street, south side of the street, in front of the vacant store - eastbound and westbound on West 34th Street.	3,441	3,159	5,694	3,366	6,192
F. Northwest corner of Seventh Avenue and West 34th Street, in front of Citibank, eastbound and westbound on West 34th Street	795	1,527	2,397	1,530	2,880
Northwest corner of Seventh Avenue and West 34th Street, in front of Citibank, northbound and southbound on Seventh Avenue.	4,548	2,214	6,462	3,189	7,512
G. Penn 1, south side of West 34th Street, between Eighth and Seventh Avenues, in front of the "Office Hours" food and beverage, eastbound and westbound on West 34th Street.	1,881	1,947	2,844	2,037	2,988
H. 420 Ninth Avenue between West 34th and West 33rd Streets, at B & H Photo Video store, northbound and southbound on Ninth Avenue.	1,002	1,404	1,563	1,071	1,740

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, June 9 and Wednesday, June 15, 2022.
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 on both days were in the low 80s.



**34th Street
Partnership**

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