

INTRODUCTION

For this activity, we went to Times Square to observe everything that goes on during a typical day in this iconic New York City destination. The one place I observed in particular was the Times Square Studios -- home to ABC's famed morning television show, *Good Morning America*.

PRE-VISIT REFLECTION

Before our visit to Times Square, I've always seen ABC's Times Square Studios on TV. But I wanted to observe the place and find out what makes it so unique among the bustling atmosphere of this district.

SITE DOCUMENTATION (photos/sketches)



Both the picture (top) and the sketch (bottom) show us the unique outlines of ABC's Times Square Studios, with its LED ribbons and Diamond Vision display.

QUALITATIVE SITE OBSERVATIONS

- Neighborhood / Street Character
 - Has a lot of pedestrian and vehicle traffic
 - Major commercial intersection
- Vitality of Place
 - General Description
 - i. Neighborhood is constantly visited by tourists and has lots of colorful billboards.
 - Pedestrian Activity
 - i. A lot of pedestrian activity (over 300,000 people per day on average)
 - Vehicular Traffic
 - i. Very busy vehicular traffic
- Age of Buildings (provide evidence for prediction)
 - Studio as some 21st century flair to the building's modernistic style.
- Relationship Between Buildings (urbeme)
 - Outer façade consists of over nine LED ribbons of lights, with the 8th ribbon used as a ticker for ABC News and the 9th as a sports ticker for ESPN.
 - Façade also features a large Diamond Vision display, made by Mitsubishi Electric and sponsored by Siemens.
 - Part of the 1500 Broadway skyscraper
- Building Details (historical/architectural styles, morphemes)
 - Building is of a modernistic style
 - Studios occupies the first and second floors of the building complex.
- Building Uses
 - Business
 - Tourist Attraction
- Other Observations
 - Convenient for Times Square visitors
 - Provides a simple venue for audience photo ops for high-profile events
 - Levels above the studio provide magnificent views of Times Square.

QUANTITATIVE DATA for Area of Study

Subject	Data
Street Names	Broadway & West 44 th Street
Street Width	N/A
Pavement Type	Asphalt
Building Heights	392 feet
Building Widths (Window Bays)	Average window dimensions are 54" x 85"
Building Types/Uses	Commercial use
Empty Lots / Gardens	N/A
Shops / Restaurants	Restaurants and shops are within the neighborhood
Industrial Shops	N/A
Other Data	Times Square Studios is part of the larger 1500 Broadway Complex, which occupies an entire block front on the east side of Broadway

Other Data	The area was formerly occupied by the Hotel Claridge from 1911 to 1972.
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QUESTIONS TO RESEARCH FURTHER

QUESTIONS:

- What building is located across the street from 1500 Broadway?
- Other than the studio that's home to ABC's *Good Morning America*, who are the other tenants at the 1500 Broadway Complex?
- Who designed the LED signage for Times Square Studios?

RESEARCH METHOD/SOURCE FOR EACH QUESTION ABOVE:

- Question 1
 - Wikipedia.org
 - Emporis.com/buildings/115232/1500-broadway-new-york-city-ny-usa
- Question 2
 - 1500bdwy.com
- Question 3
 - Kapc.com/brochure/times.pdf

SUMMARY / POST VISIT REFLECTION

I enjoyed observing ABC's Times Square Studios at 1500 Broadway. I found it interesting that I get to know the uniqueness of a building's designs. I also learned how a person illustrates such buildings from his/her point of view. I also learned about the details that makes a building more attractive to guests/tourists who visit th