

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 |

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|------------|---|
| 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