

Christian Leon
Developing for Commercial Culture
Summary for the Chapter

- 1) Times Square was called the great market in 1900 and 1929. It became this way due to four main parts. National Decisions, Geographic, public and private land use policies and the response of the entertainment industry to the opening in the market.
- 2) The fact that some place would take over the marketplace as a central entity was determined long before Times Square came to be.
- 3) The economic infrastructure is what led Times Square to becoming the center.
- 4) The economic aspect intrinsically intertwined with politics is what allowed for other more specific aspects like transportation to take over.
- 5) The transportation means that were required were only made possible by the Chamber of commerce and their insistence of the need for better transportation methods.
- 6) The stops were chosen due to population and expected traffic due to the newly updated commercial area.
- 7) Other forms of transportation were also created with the purpose to increase foot traffic, these were greatly influenced by economic and political gain.
- 8) The greatly increased foot traffic allowed for manufacturing, retail and corporate offices to be created all throughout Times Square.
- 9) Thanks to an increase in transportation more and more manufacturers were moving closer to the subway lines to facilitate transportation of goods and to decrease cost.
- 10) This increase in manufacturing actually pushed out the theaters that were located on Broadway
- 11) Entrepreneurs faced many regulations which made it increasingly more difficult to make profits but they are what helped drive the market up.
- 12) In the 1890's larger organizations looked to increase profit by taking over theatrical chains.
- 13) Entrepreneurs decided to open movie theaters in instead of theaters because it became more difficult to stay open as a theater.