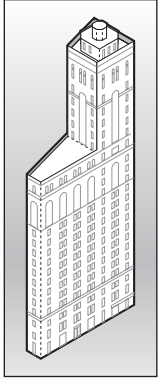


A Complete
Paper Model

One Times Square.

1:1500
Scale

NEW TOWER SCRAPES NEW YORK SKY



In 1904 the *New York Times* newspaper built this tower as its modern new headquarters. Architects C.L.K Eidlitz and Andrew McKenzie designed one of the first gothic-styled skyscrapers. At 375 feet tall, it was the second-highest building in the world at the time.

In honor of its new home, the paper persuaded the city to rename the triangular intersection of Broadway, 7th Ave. and 42nd Street formerly known as Longacre Square.

Publisher Adolph Ochs took a chance moving the paper uptown and away from the other newspapers near City Hall. At the time 42nd Street was considered a far edge of the city, too far from news sources to be relevant.

But new subway lines were being built right under the building. The Times Square station would become the

city's busiest. At the same time the subway tunnels were dug, the heavy printing presses were installed in deep basements 55 feet below street level.

The newspaper soon outgrew the tower and most of its operations moved to the larger Annex building across the street in 1914.

The famous "zipper" news sign running around the tower was added in 1926 in time for updates on New Yorker Al Smith's run for president, but the clutter of enormous billboards above only came later.

The newspaper sold the tower to developer Douglas Leigh in 1961, who had the facade stripped and re clad in modernist marble several years later.

For a time there was a restaurant with a grand view on the 16th floor, but by the 1990s the building was largely empty of office tenants aside from street-level

retailers. Nowadays the owners can make far more money by renting the exterior walls for advertising than by renting the empty floors.

The famous tradition of lowering a lighted ball from the building's flagpole began on New Year's Eve 1907, inspired by a naval noontime signal. For 2009's celebration, the ball was enlarged and redesigned as a 12-foot diameter sphere covered in Waterford crystal prisms and multi-colored LED lighting.

Though Times Square has changed dramatically since 1904, and many taller towers have risen around it, the slender One Times Square building holds a pivotal place in American history.



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