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Writing and design sample

Assignment— Persuade

Walt Disney Company

to establish a hotel

in the old New York Times

building

(Pitch book sample pages)

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AFI's redevelopment of the Times Square Building presents the opportunity for The Walt Disney Company to design the interior of, own and operate a 377-room hotel or timeshare complex in the heart of one of the most popular tourist, entertainment and business destinations in the U.S.

Disney also has the option to incorporate into its plans the four-story chateau atop the building.



*The Times Square Building
is one building away from
Times Square*

New York City is one of the most popular tourist destinations in the world. Times Square is the most popular tourist destination in New York City.

In 2007, 46 million people visited New York City. They spent over \$28 billion.

Thirty million people visit Times Square annually. 80% of all tourists in New York City visit Times Square.

In retail stores and restaurants alone, visitors to Times Square spend over \$2 billion a year.

Times Square is alive and vibrant twenty-four hours a day, 365 days a year. On New Year's Eve, an estimated one million people jam themselves into Times Square.



*78,000 people a day walk by
within one-third of a block
of the Times Square Building*

Abundant pedestrian traffic signifies the popularity of Times Square as a tourist destination.

More pedestrians— an average of 78,000 per day— pass by the western intersection of 43rd Street with Times Square than by any other corner in the United States.





The 43rd Street entrance to the Times Square building is one building to the west of the teeming tourists of Times Square

A hotel or timeshare complex in the Times Square Building will have easy access to the millions of people who come to New York City to see Broadway shows

The Times Square Building stands in the heart of the Broadway theatre district. The building's 44th Street entrance opens up to the Shubert and Broadhurst theatres and to Shubert Alley—a popular mid-block pedestrian passageway.

During the 2008-2009 season, over 12 million people spent \$943 million to see shows at Broadway's 39 theatres.

During the 2008-2009 season, purchasers of more than 6 million theatre tickets came to New York City or stayed longer *specifically* to attend Broadway shows.



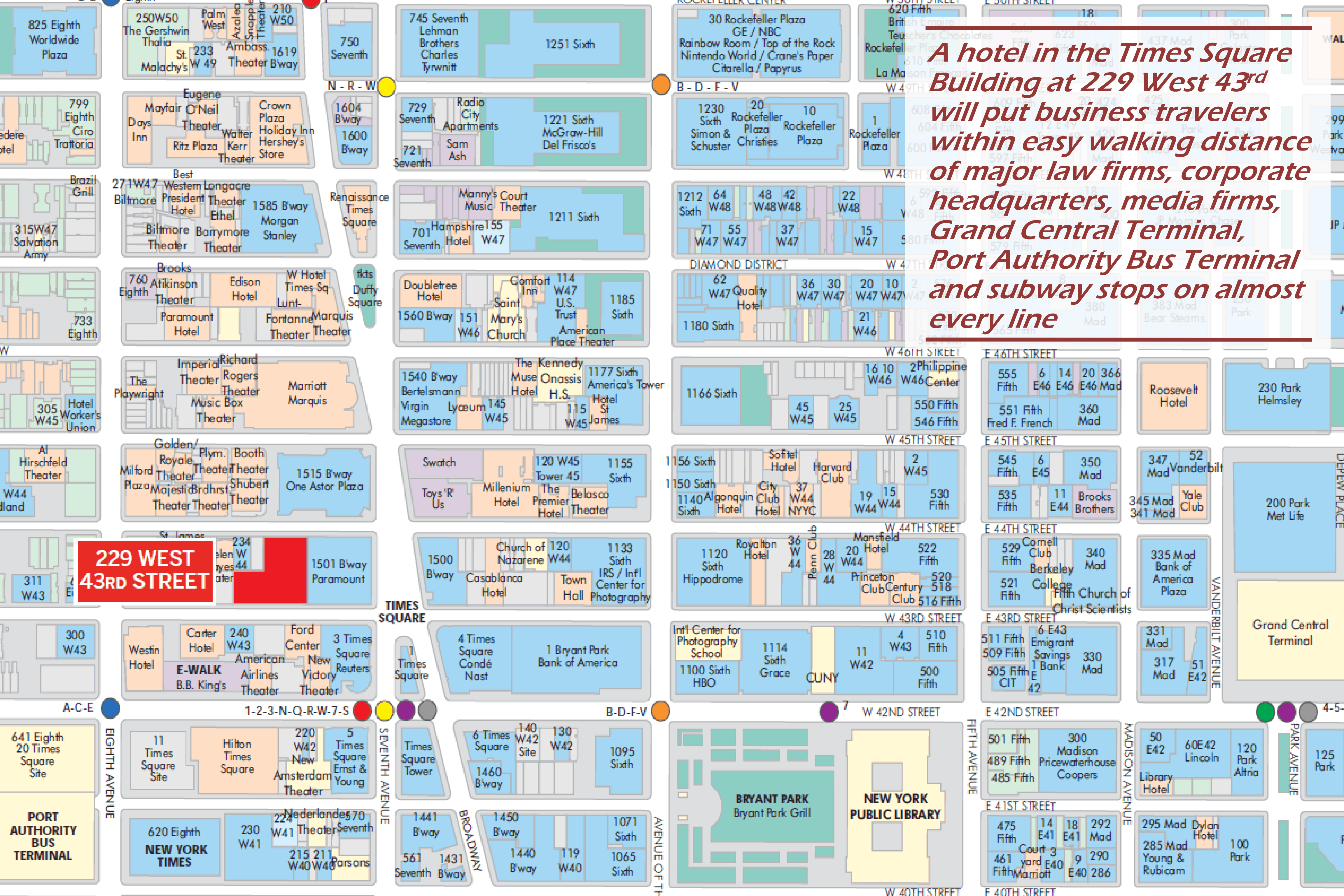


The most successful Hard Rock Café in the U.S. is in the adjacent building

The New York Hard Rock Café is in the building that stands between the Times Square Building and Times Square.

This Hard Rock café grosses over \$40 million a year—the most of any Hard Rock café in the U.S.

Proximity to the Hard Rock Café will increase the allure of a hotel or timeshare complex in the Times Square Building.



A hotel in the Times Square Building at 229 West 43rd will put business travelers within easy walking distance of major law firms, corporate headquarters, media firms, Grand Central Terminal, Port Authority Bus Terminal and subway stops on almost every line

AFI has demolished the Times Square Building to shell and core. You can design and quickly build rooms that fulfill the Disney vision.



*The Times Square Building
evokes elegance, history
and grandeur*

The Times Square Building combines neo-Gothic and French Renaissance styles. The architecture of the chateau atop the building echoes the look and feel of country castles in Europe.

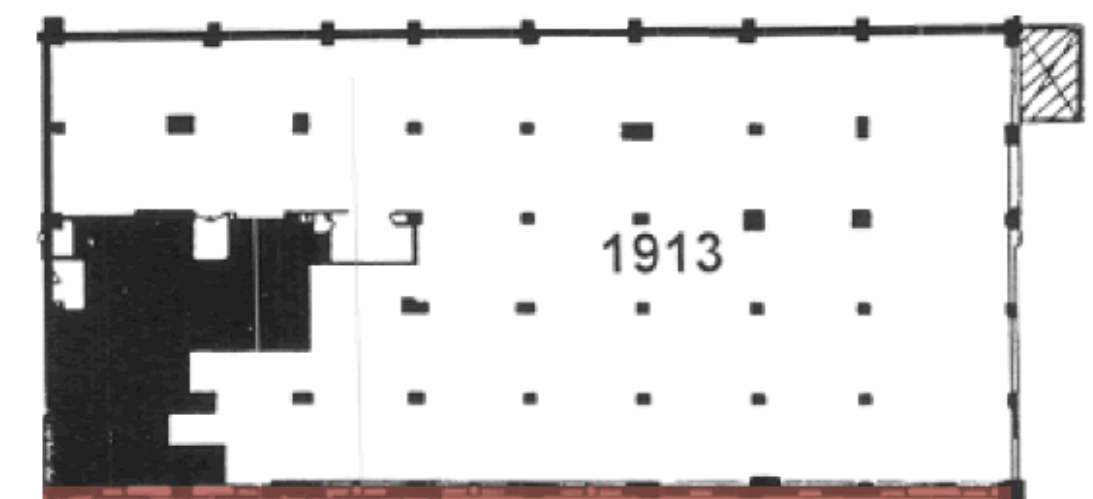
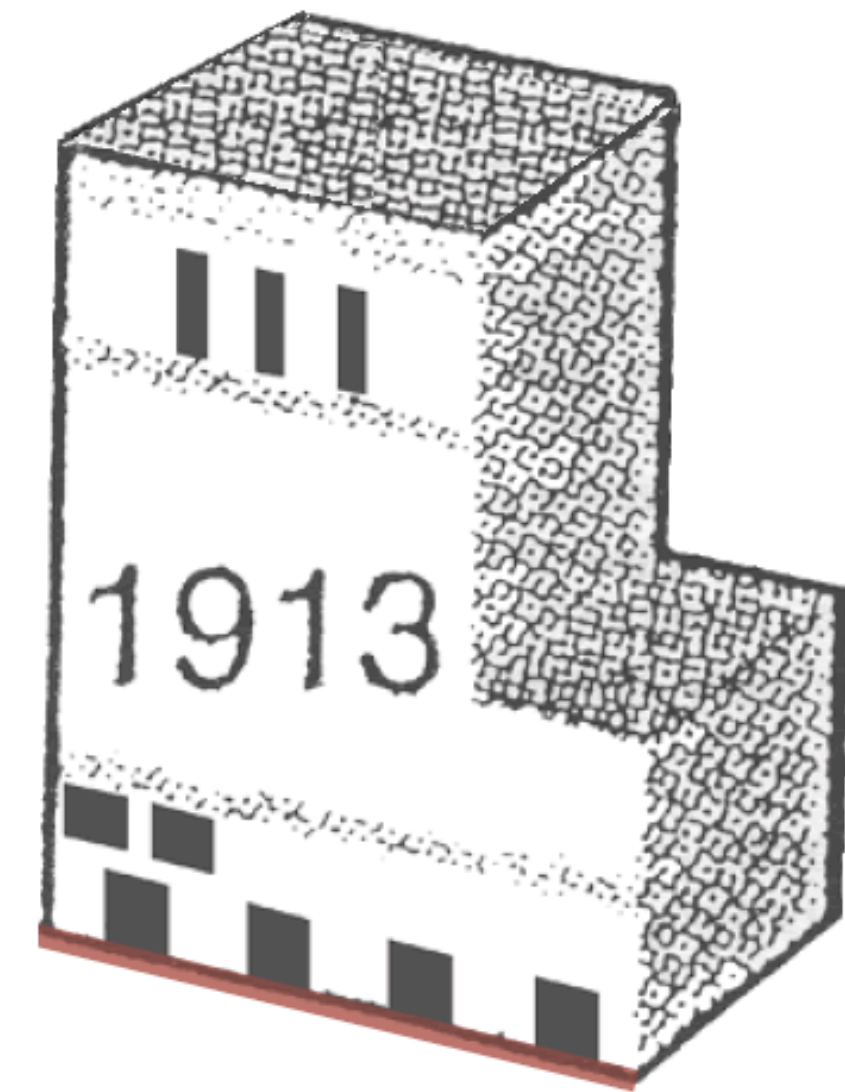
On the building's 43rd Street façade, classical detailing adorns windows, doorways and columns. In recognition of its beauty and architectural significance, New York City's Landmarks Preservation Commission in 2001 granted the façade landmark status.





The Times Square Building began as the Times Annex

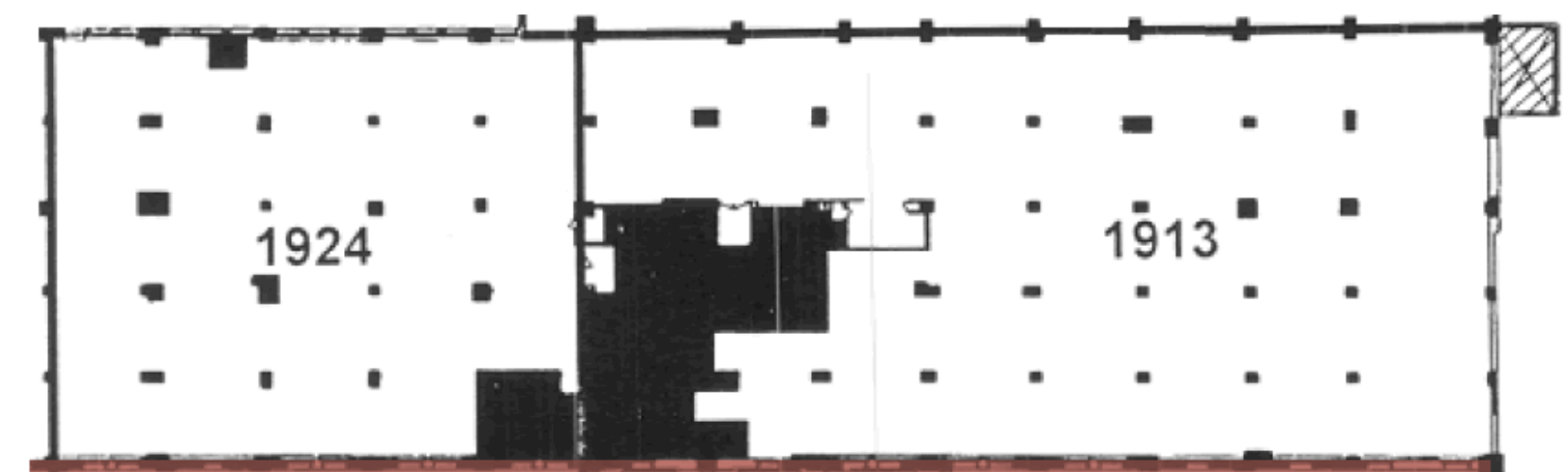
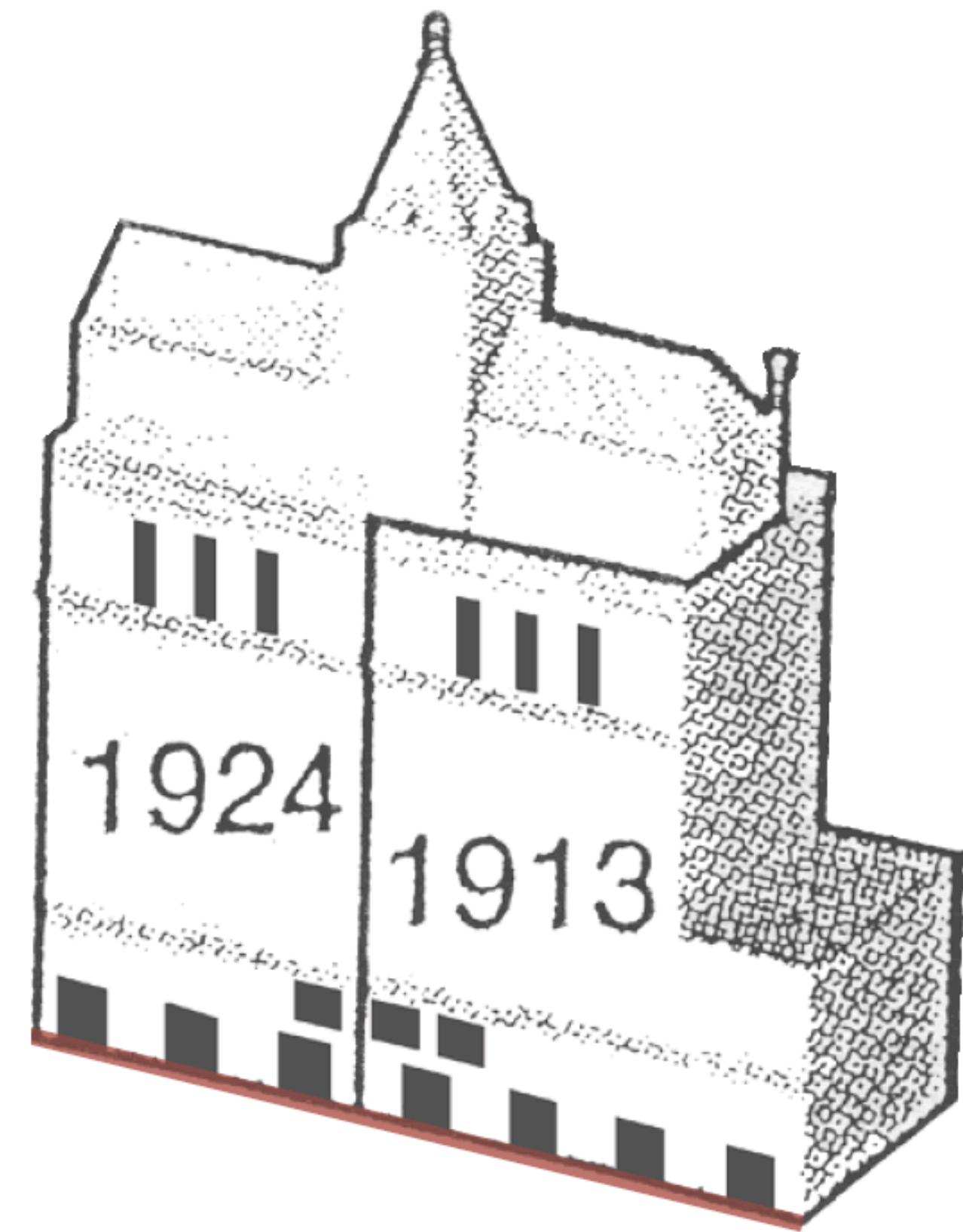
In 1905, the *New York Times* moved into new headquarters on Times Square. Soon thereafter, the *Times* realized they needed more space. At 229 West 43rd Street, in 1913, they completed the eleven-story building they called The Annex.





*In 1924, the Annex became
the Times Building*

In 1924, a westerly addition and the original part of the chateau were completed. Now named The Times Building, the building became headquarters of the *New York Times*.

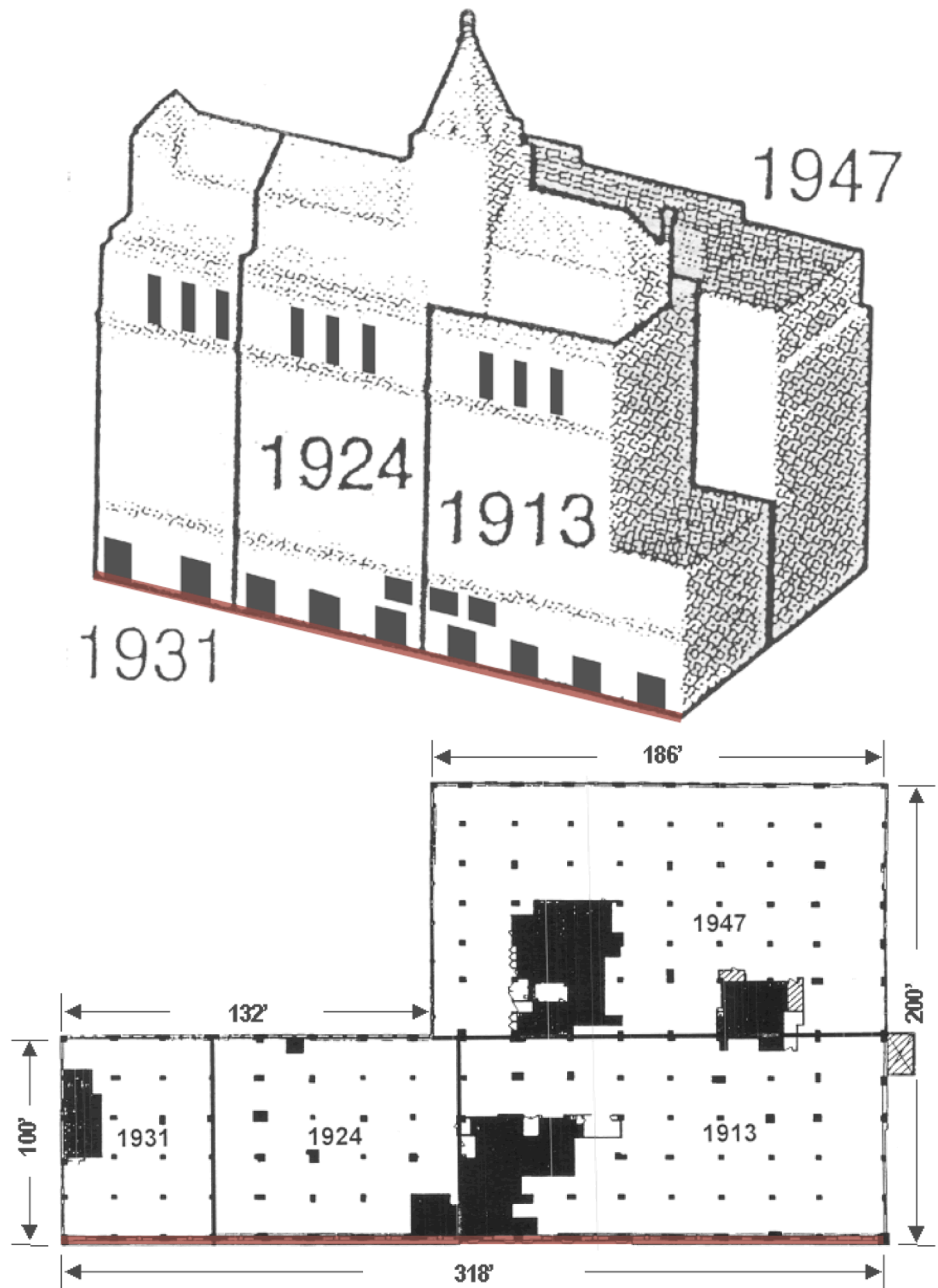


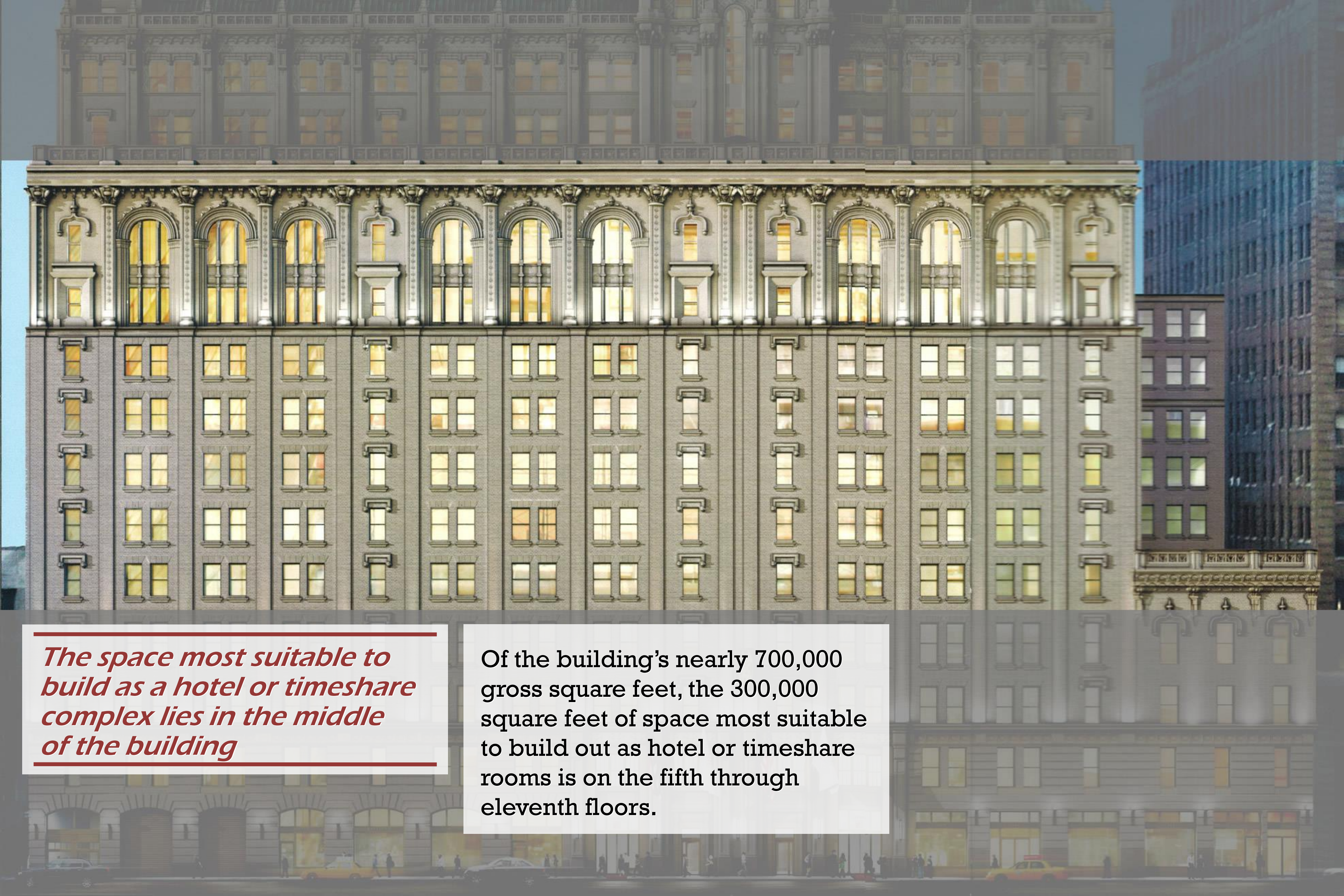


Additional phases completed in 1931 and 1947

In 1931, a more westerly section and an addition to the chateau were completed. In 1947, on the north side, the final structure was completed.

The *New York Times* occupied the building until 2007.





The space most suitable to build as a hotel or timeshare complex lies in the middle of the building

Of the building's nearly 700,000 gross square feet, the 300,000 square feet of space most suitable to build out as hotel or timeshare rooms is on the fifth through eleventh floors.

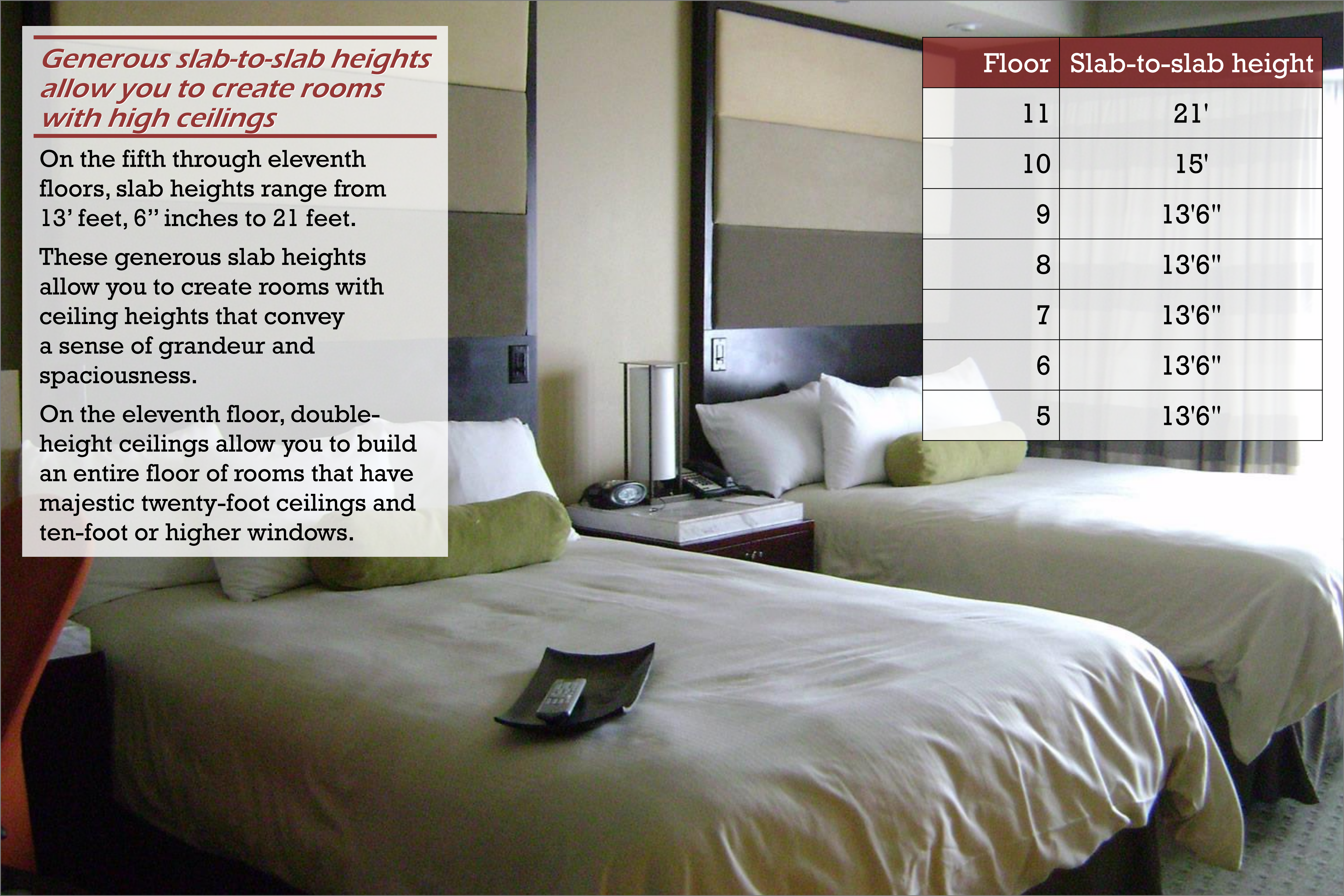
Generous slab-to-slab heights allow you to create rooms with high ceilings

On the fifth through eleventh floors, slab heights range from 13’ feet, 6” inches to 21 feet.

These generous slab heights allow you to create rooms with ceiling heights that convey a sense of grandeur and spaciousness.

On the eleventh floor, double-height ceilings allow you to build an entire floor of rooms that have majestic twenty-foot ceilings and ten-foot or higher windows.

Floor	Slab-to-slab height
11	21'
10	15'
9	13'6"
8	13'6"
7	13'6"
6	13'6"
5	13'6"



Large floor plates allow you to create an optimal mix of room sizes

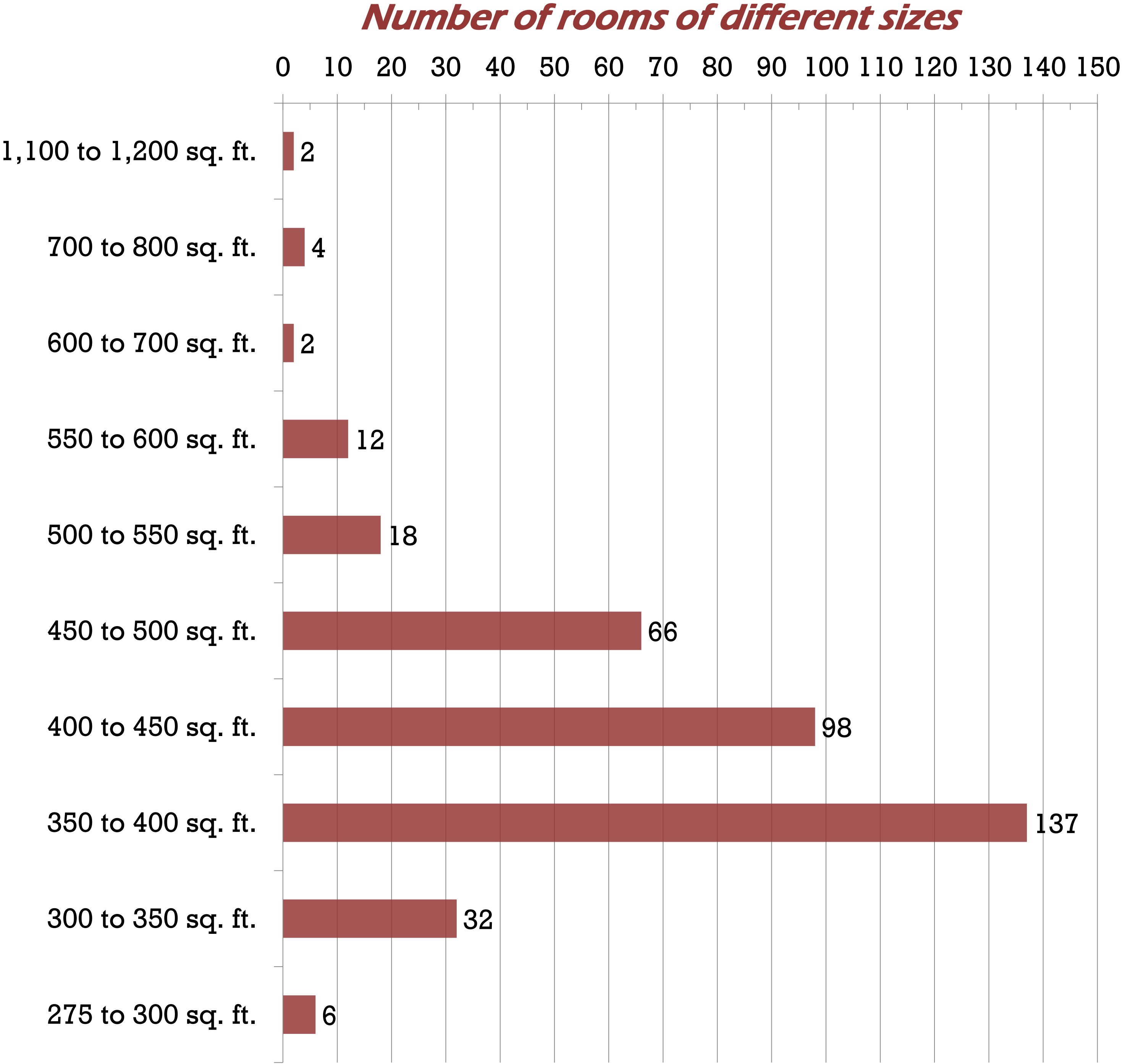
The floors of the Times Square Building designated for use as a hotel or timeshare complex have large floor plates—in the range of 50,000 to 60,000 square feet. AFI has demolished these floors to shell and core.

These large blocks of contiguous, un-built space give you a great deal of design flexibility. You can design the mix of room sizes you consider optimal.

AFI’s suggested allocation of space creates 377 rooms that have these statistics:

Average size	418 sq. ft.
Median size	405 sq. ft.
Largest	1189 sq. ft.
Smallest	286 sq. ft.

Ample interior space leaves plenty of room for restaurants, bars, spas, cafes and other guest or shared-use amenities.





You have the option to incorporate into your plans the four-story chateau atop the Times Square Building

The chateau floors 12, 14, 15 and 16 present the opportunity to create exceptional living spaces in the heart of Manhattan. If you wish, you can make the chateau part of your domain.

- Suitable for 25 living spaces
- 36,000 gross square feet
- 32,000 square feet usable

In the chateau, you can create living spaces that have a wide range of sizes and layouts.

Residences on the 12th floor will have large terraces.

<i>Unit</i>	<i>Net Usable sq. ft.</i>	<i>Terrace Net Usable sq. ft.</i>
1207	2,412	992
1409	1,854	
1509	1,854	
1407	1,282	
1507	1,282	
1205	1,122	904
1403	1,065	
1503	1,065	
1203	1,024	478
1201	885	829
1406	876	
1506	876	
1401	853	
1501	853	
1202	851	723
1404	846	
1504	846	
1204	840	532
1405	821	
1505	821	
1206	814	935
1402	814	
1502	814	
1408	799	
1508	799	

Designed and substantially completed in the roaring 20s, the chateau offers pre-war proportions with which you can create spacious residences that command spectacular views

On the 12th, 14th, 15th and 16th floors, slab heights range from 14’ feet to 25 feet, 10 inches.

These exceptional slab heights allow you to create residences with soaring ceiling heights and tall windows. Views from chateau residences will be spectacular.

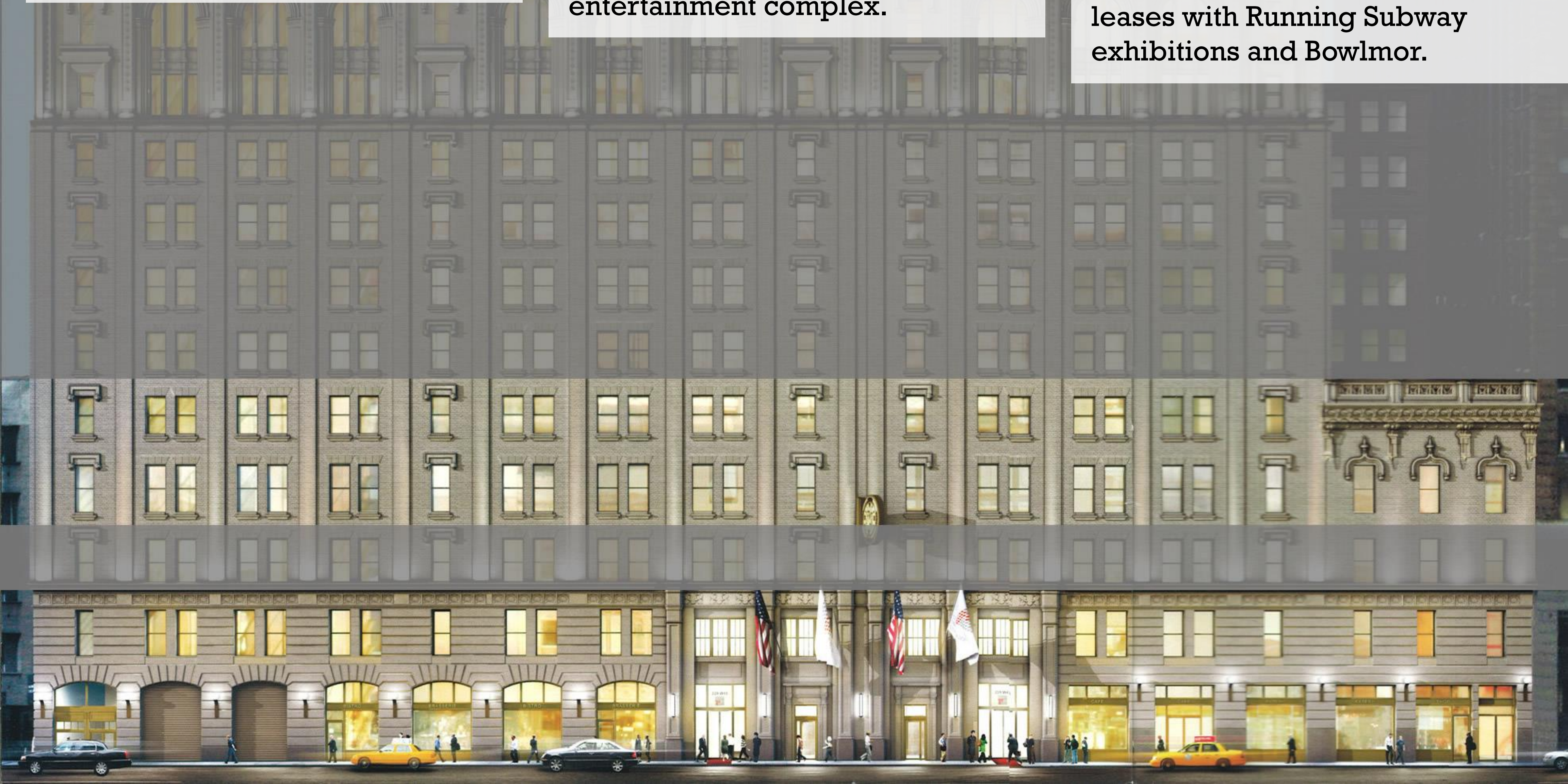
Floor	Slab-to-slab height
16	25’10’’
15	17’3’’
14	14’
12	14’



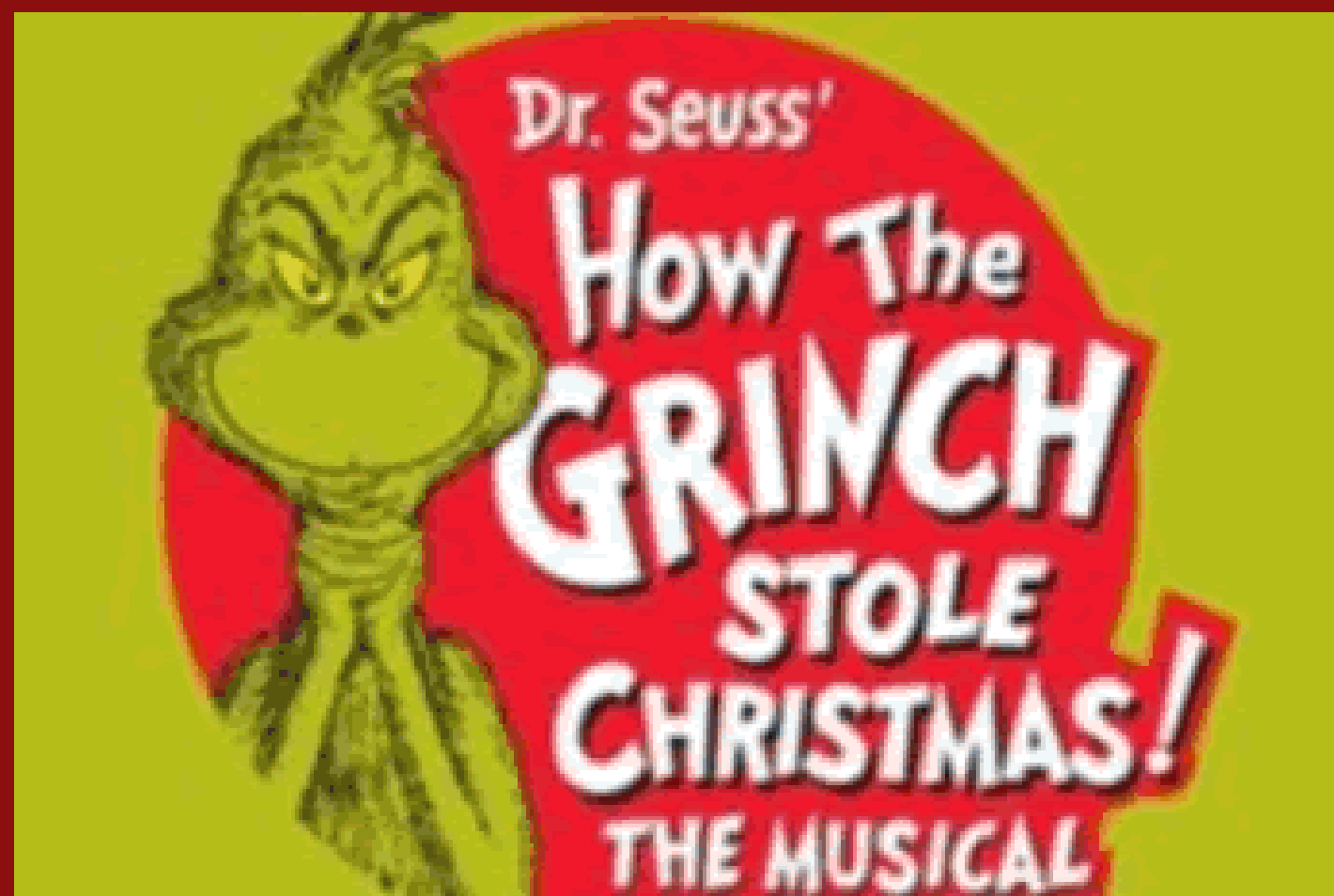
The other tenants to whom AFI is marketing space will make the Times Square Building even more appealing to your hotel or timeshare guests

AFI is redeveloping the Times Square Building as a mixed-use building. From the sub-cellar through the second floor, on the fourth floor plus part of the fifth, AFI is creating a retail and entertainment complex.

Already AFI has signed leases with two tenants who can anchor the retail and entertainment complex and draw tourists in. For 55% of the 235,000-square foot complex, AFI has signed leases with Running Subway exhibitions and Bowlmor.



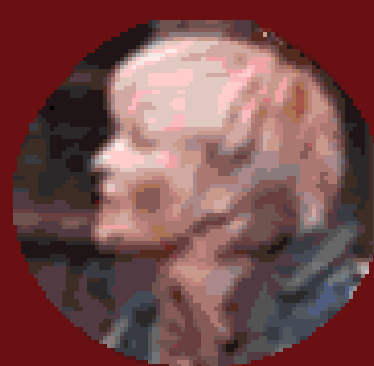
Running Subway



Running Subway is a New York based production and exhibition company. Its productions and exhibitions include *How the Grinch Stole Christmas!* and *Bodies*.

Running Subway has leased almost 65,000 square feet of space, which is 27% of the space that AFI has allocated to retail and entertainment.

Running Subway's space is distributed among the building's ground floor, cellar and sub-cellar.



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EXHIBITIONS

BUY TICKETS

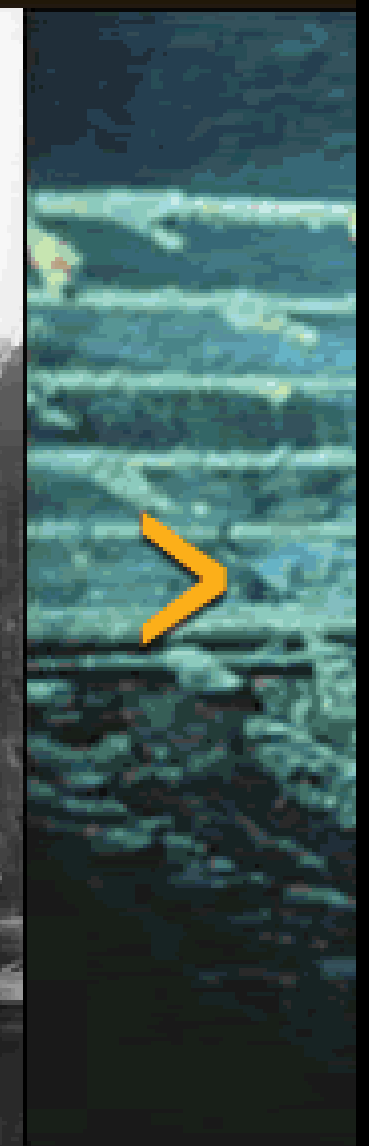
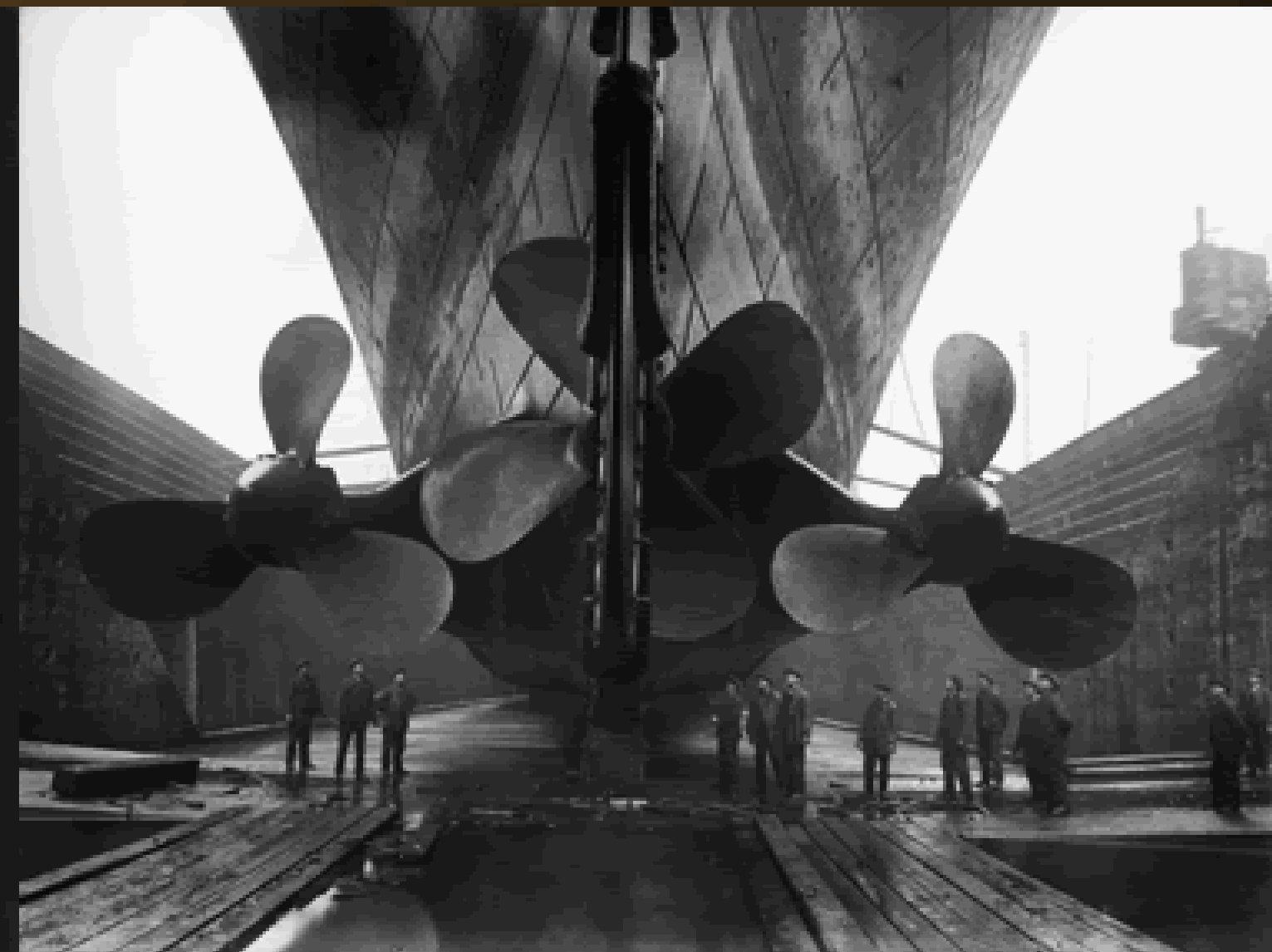
In June, in partnership with Discovery, Running Subway opened Titanic and Lucy exhibitions in the Times Square building.

LUCY'S LEGACY: THE HIDDEN TREASURES OF ETHIOPIA

TITANIC: THE ARTIFACT EXHIBITION

TITANIC: THE ARTIFACT EXHIBITION

LIMITED ENGAGEMENT BEGINS JUNE 24TH!



» [Learn more about the exhibition](#)

Explore the next big thing



Bowlmor has leased 28% of the space allocated to retail and entertainment.

Bowlmor anticipates bringing into the building over 300,000 people a year.

Bowlmor has re-conceptualized bowling. Customers experience glow-in-the-dark bowling, big screen video walls, mood-altering sound and a sports bar. Restaurants that Bowlmor operates in their entertainment centers serve food and drinks to bowlers at the lanes. (Bowlmor's sound attenuation systems are designed to ensure that, in your space, you do not hear their clients' strikes and spares.)



Floor plans

Chateau

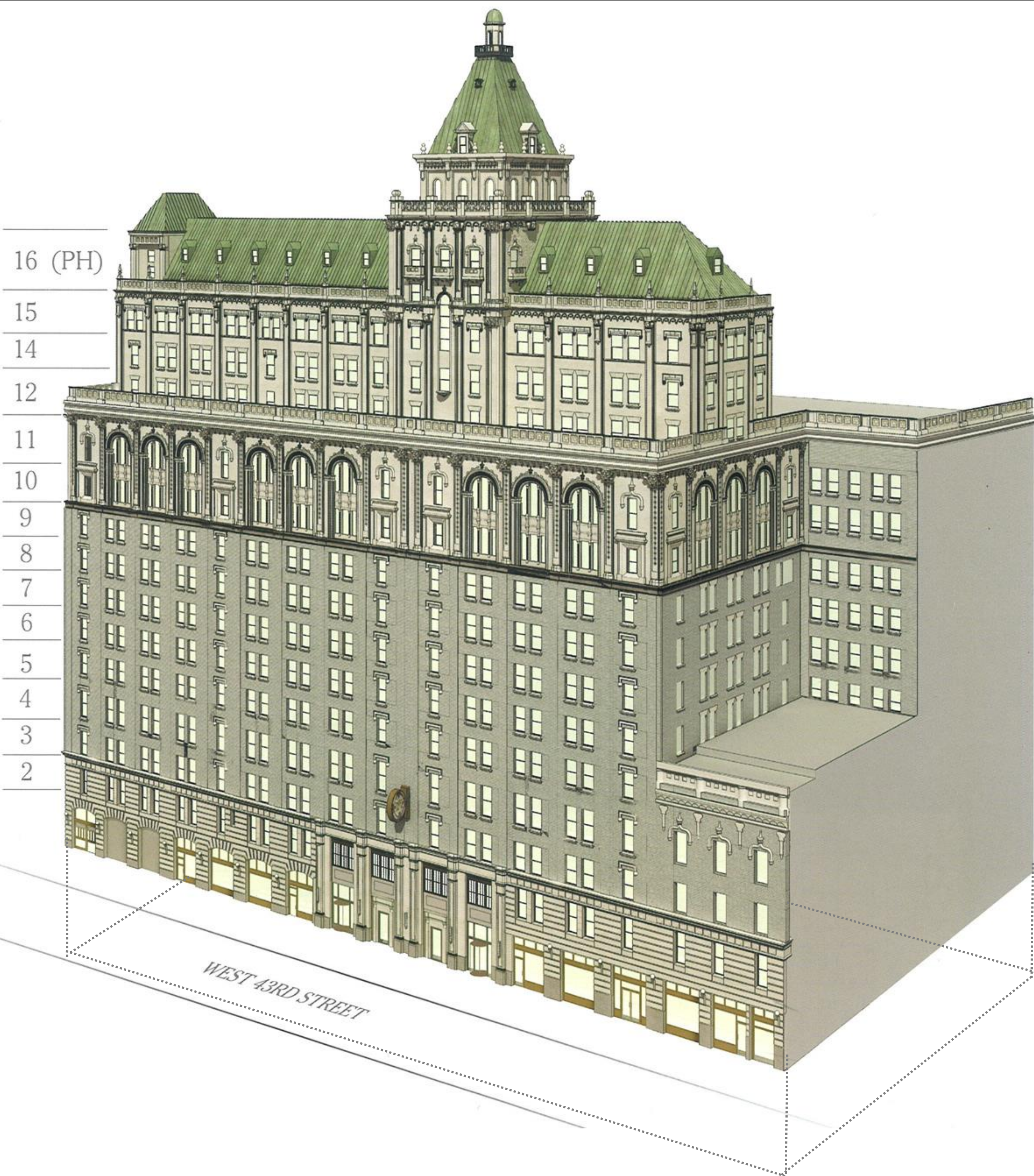
- 12th, 14th, 15th, 16th floors (penthouse)
- 36,000 gross sq. ft./ 33,000 net usable
- Suggested layout is for 25 living spaces

Hotel or timeshare complex

- 5th through 11th floors
- 377 rooms
- 300,000 gross square feet

Retail and entertainment complex

- Sub-cellar through 4th floor
- 235,000 rentable square feet



AFI invites The Walt Disney Company to write the next chapter in the story of a magnificent property—one that stands adjacent to Times Square, in the heart of the Broadway theatre district and at the cross streets of millions of tourists, theatre visitors and business travelers



