Parts of New York City's Times Square were shut down Friday over a report of a suspicious package that turned out to be a false alarm.

The Office of the Deputy Commissioner, Public Information for the NYPD told Fox News the package, a small, soft-sided cooler, had been rendered safe.

The cooler contained water bottles, a police source told Fox News, and a police officer was seen carrying the cooler and a shopping bag away from the scene.

Police received a call reporting the suspicious container at 12:42pm local time.

The package was reportedly near the intersection of 46th St. and Broadway near the Marriott Marquis hotel. The Metropolitan Transit Authority said subways in the area were still running but that buses had been rerouted.

That is the same area where an SUV was parked Saturday in a failed attempt to detonate the vehicle in Times Square. The Nissan Pathfinder was loaded with propane, gasoline and fireworks.

Federal law enforcement officials had been monitoring the situation Friday, an official told Fox News Channel.

Police were directing traffic and pedestrians out of the area encompassing 44th St. to 48th St. between 7th Ave. and Broadway but the streets were reopened about 2:20pm.

Police responded to the same area earlier Friday when a street vendor on the northwest corner of 45th Street and 8th Avenue reported seeing a suspicious-looking duffel bag, according to The New York Times. Police cleared the area and brought in a bomb squad, but a search of the bag uncovered only clothing.

According to The Wall Street Journal, between Sunday and Wednesday, New York City police have checked out 493 suspicious packages, compared with 381 in the same period last year.

Read more: http://ewatch.prnewswire.com/rs/display.jsp?a=33909-853051890-1774806255&key=D#ixzz0nqGz5vnc