

# PETER RIGUARDI [ PRESIDENT, JLL NYC ]

## ON THE REDEVELOPMENT OF THE WORLD TRADE CENTER

WITH THE:  
[ PORT AUTHORITY OF NY/NJ ]



The image features a low-angle shot of the Statue of Liberty, showing her head with the crown and her right arm raised holding the torch. The statue is set against a solid, vibrant teal background. The lighting is bright, highlighting the texture of the statue's patina and the details of the crown and torch.

**MACRO | NEW YORK CITY**

A blurred photograph of a crowd of people walking on a city street, likely in New York City. The people are out of focus, creating a sense of motion and density. The background is a light, textured surface, possibly a sidewalk or pavement.

# POPULATION OVERVIEW

**20 MILLION**  
**METROPOLITAN REGION**

**8 MILLION**  
**NYC (5 BOROUGHES)**

**4 MILLION**  
**WEEKDAY POPULATION**  
**(MANHATTAN ISLAND)**



NEW JERSEY

THE BRONX

HOBOKEN

QUEENS

MANHATTAN

HUDSON RIVER

EAST RIVER

BROOKLYN

285M S.F.  
MIDTOWN

64M S.F.  
MIDTOWN SOUTH

97M S.F.  
DOWNTOWN

HUDSON  
RIVER

EAST  
RIVER



**447 MILLION SQUARE FEET**

**COMBINED CBD'S**



**NYC**

**447M SF**



**CHICAGO**

**136M SF**

- ATLANTA
- PHILADELPHIA
- MINNEAPOLIS
- DENVER
- PITTSBURGH
- CHARLOTTE
- CINCINNATI
- PHOENIX
- KANSAS CITY
- CLEVELAND
- DETROIT
- MIAMI
- SALT LAKE CITY
- OAKLAND
- INDIANAPOLIS
- SAN DIEGO
- MILWAUKEE
- COLUMBUS
- AUSTIN
- SILICON VALLEY
- RICHMOND
- JACKSONVILLE
- SACRAMENTO
- TAMPA



**1970 - 2001 | WTC**





**MY FIRST MEMORY OF WTC**

# ■ BRIEF HISTORY OF ORIGINAL WTC

**1943**

**WAS WHEN THE WORLD TRADE  
CENTER IDEA FIRST CONCEIVED**

**7 BUILDINGS TOTAL**

**INCLUDING TWIN TOWERS 1 & 2**

**1967-1985**

**CONSTRUCTION OF ALL 7 BUILDINGS**

# ■ BRIEF HISTORY OF ORIGINAL WTC

**ORIGINALLY  
UNSUCCESSFUL  
TOOK A NUMBER OF YEARS  
TO LEASE**

**WEEKS PRIOR TO 9-11  
THE WTC WAS PURCHASED BY  
DEVELOPER; LARRY SILVERSTEIN  
FROM THE PORT AUTHORITY**

# CONSTRUCTION WTC 1 & 2



1967



1970



1973

# LOWER MANHATTAN LAND EXPANSION





■ A MID-SIZED AMERICAN CBD

**WTC'S 13.4 MILLION S.F.**  
**COMPARABLE TO INDIANAPOLIS'S**  
**ENTIRE CENTRAL BUSINESS DISTRICT**



A photograph of a construction site. On the left, a large black lattice crane stands tall, its cables extending upwards. In the center, a tall, modern skyscraper with a glass facade is under construction, its top section appearing to be a white, boxy structure. The background is a solid, vibrant teal color. The text 'PLANNING | WTC' is overlaid in the center-right of the image.

**PLANNING | WTC**



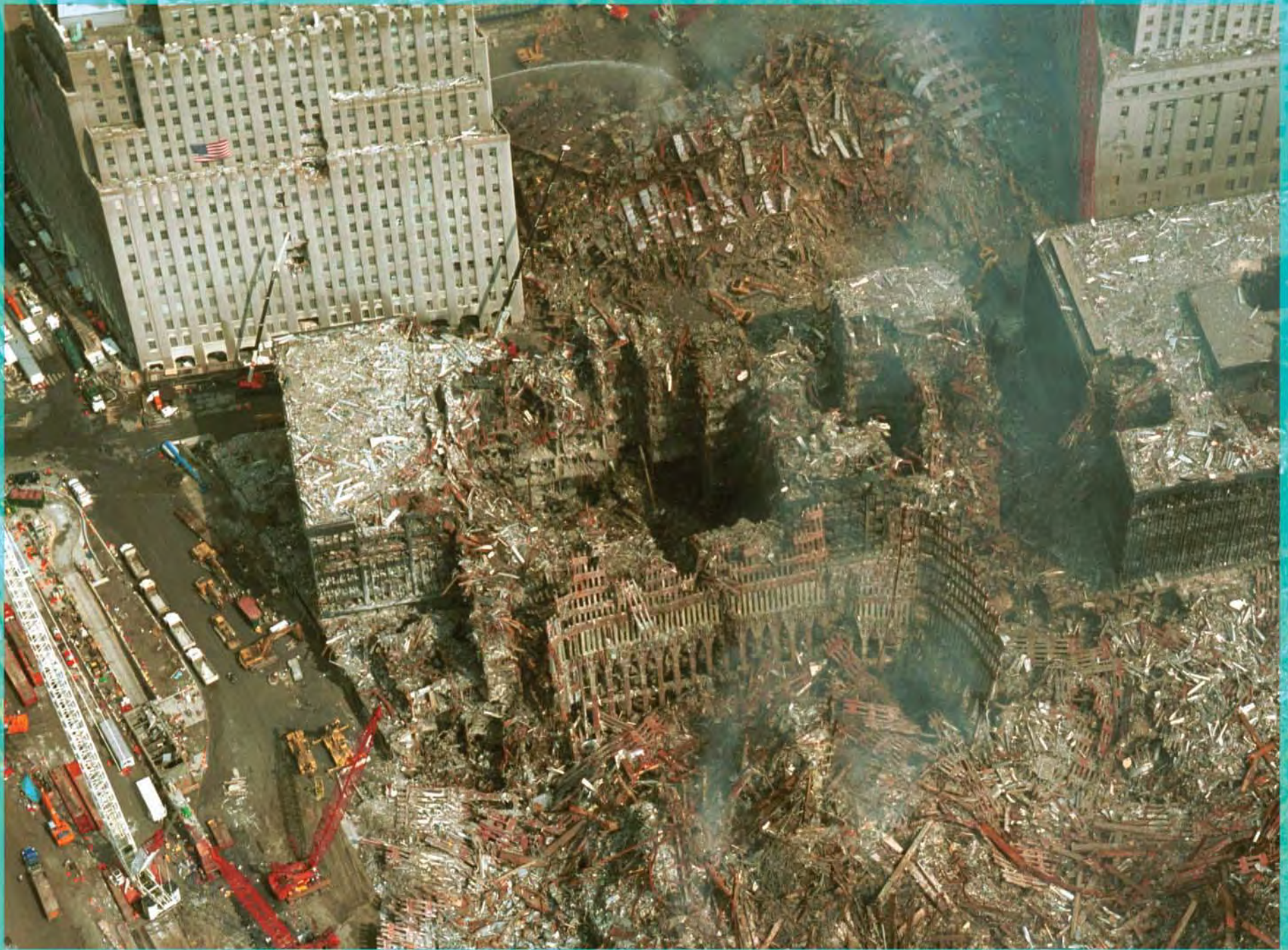




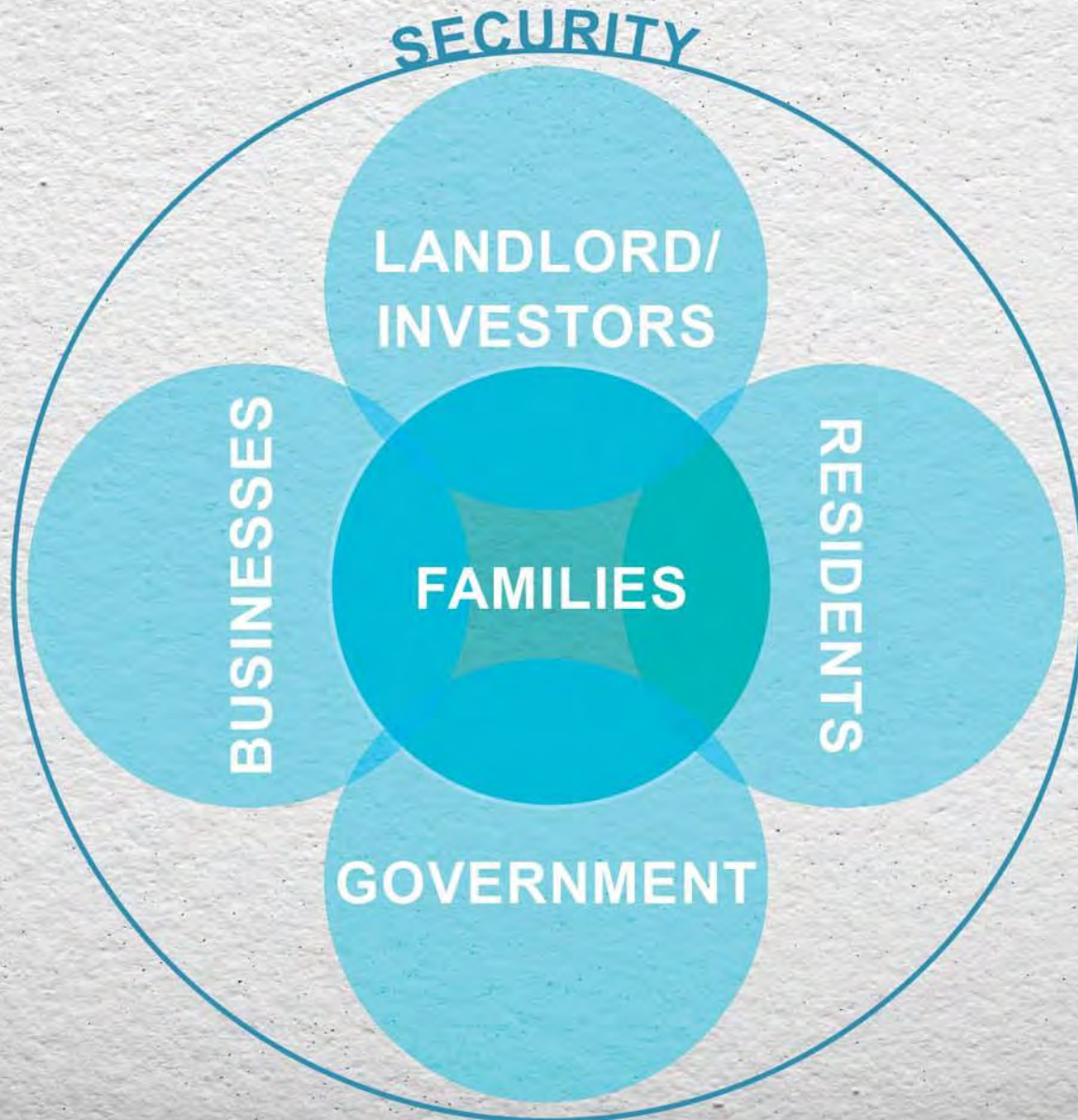
1  
WTC

2  
WTC





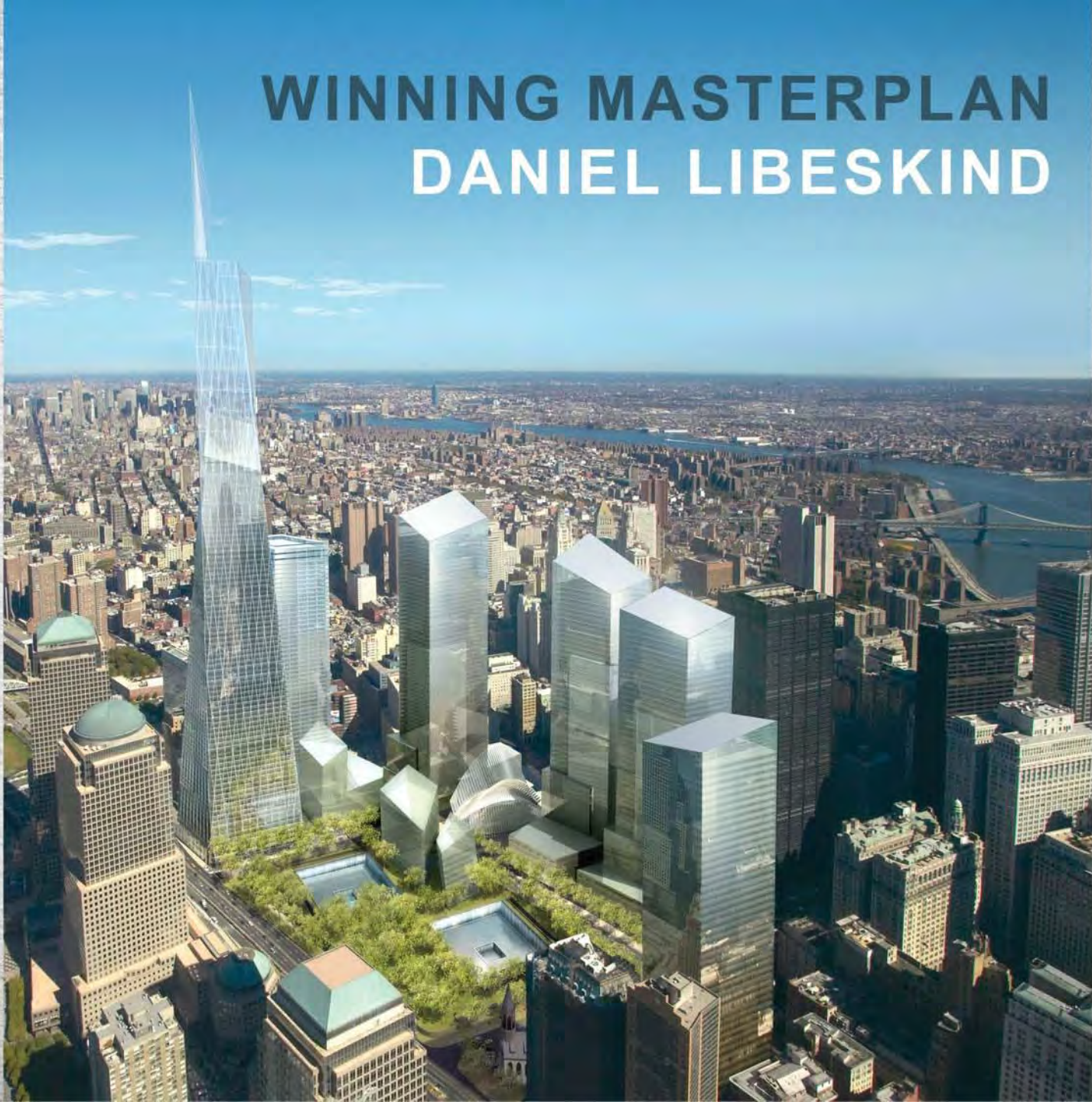
# SENSITIVITY VS INTERESTS



# NUMEROUS DESIGN SUBMISSIONS



# WINNING MASTERPLAN DANIEL LIBESKIND



**MEMORIAL**

# **TWIN TOWER FOOTPRINTS**

**INITIAL DEBATE WHETHER OR NOT  
TO MEMORIALIZE THE FOOTPRINTS  
OR REDEVELOP**

# **WINNING DESIGN**

**MICHAEL ARAD AND  
PETER WALKER & PARTNERS**





## **SUPPLY & DEMAND**

### **HESITANCE**

**WOULD TENANTS BE AFRAID?**

### **MARKET**

**AFTER 9/11 DOWNTOWN WAS ALSO STRUGGLING WITH THE DOTCOM BUST, FALLING STOCKS AND A WEAK ECONOMY. MANY QUESTIONED WHETHER NYC NEEDED AN ADDITIONAL 12M S.F. OF OFFICE.**

# PUBLIC / PRIVATE STAKEHOLDERS



**THE PORT AUTHORITY  
OF NY & NJ**



**Deutsche Bank**



**Brookfield Properties**

**CONDÉ NAST**



**MULTIPLE  
INSURANCE COMPANIES**



**TRANSPORTATION**

# **WTC TRANSPORTATION HUB DESIGNED BY SANTIAGO CALATRAVA**

**MOST INTEGRATED UNDERGROUND  
PEDESTRIAN NETWORK IN NYC**

**11 SUBWAY LINE CONNECTIONS**



## **MIXED USE / WALKABILITY**

### **CONNECTIVITY**

**ORIGINAL WTC SUPERBLOCK  
SUBDIVIDED TO INCREASE  
CIRCULATION & WALKABILITY**

### **24/7 COMMUNITY**

**LIVE WORK PLAY ENVIRONMENT  
CREATED WITH VARIETY OF USES**

# ■ SUSTAINABILITY

## LEED

WTC BUILDING DESIGNED TO LEED  
GOLD STANDARDS WITH BUILDINGS  
4 & 7 ALREADY GOLD CERTIFIED



# FINANCING & TAX INCENTIVES

**\$30B TOTAL INVESTMENT**  
INSURANCE, CAPITAL STACK  
LIBERTY BONDS, FEDERAL PROGRAMS

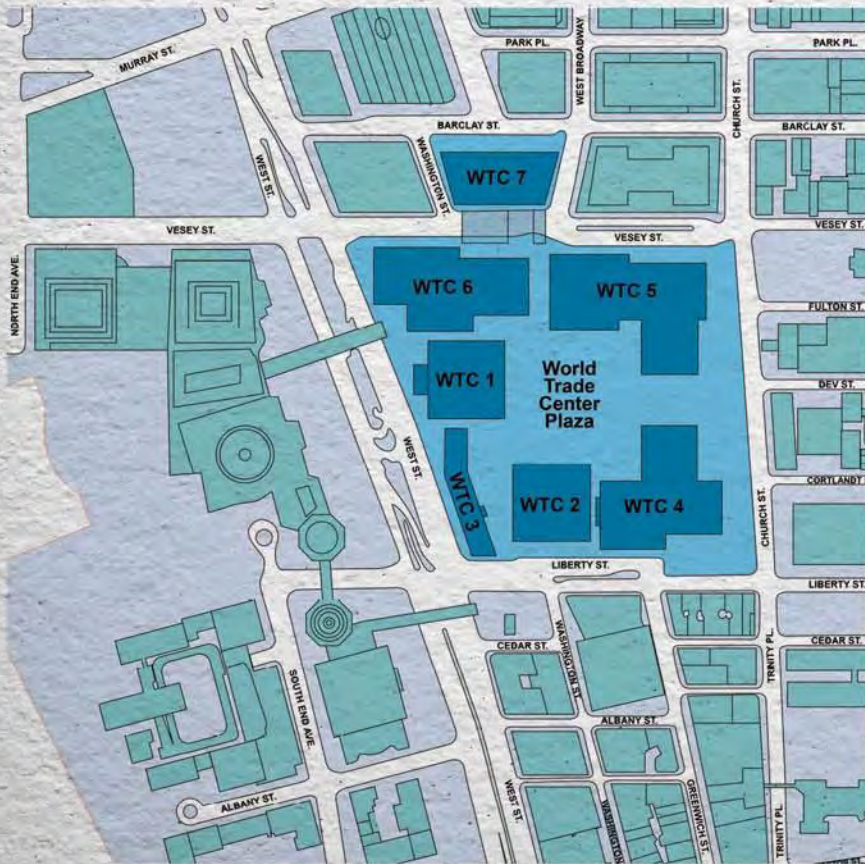
**FOR TENANTS**  
LOWER MANHATTAN REALLOCATION  
AND EMPLOYMENT ASSISTANCE  
PROGRAM (LM-REAP)

MULTIPLE OTHER TAX INCENTIVES

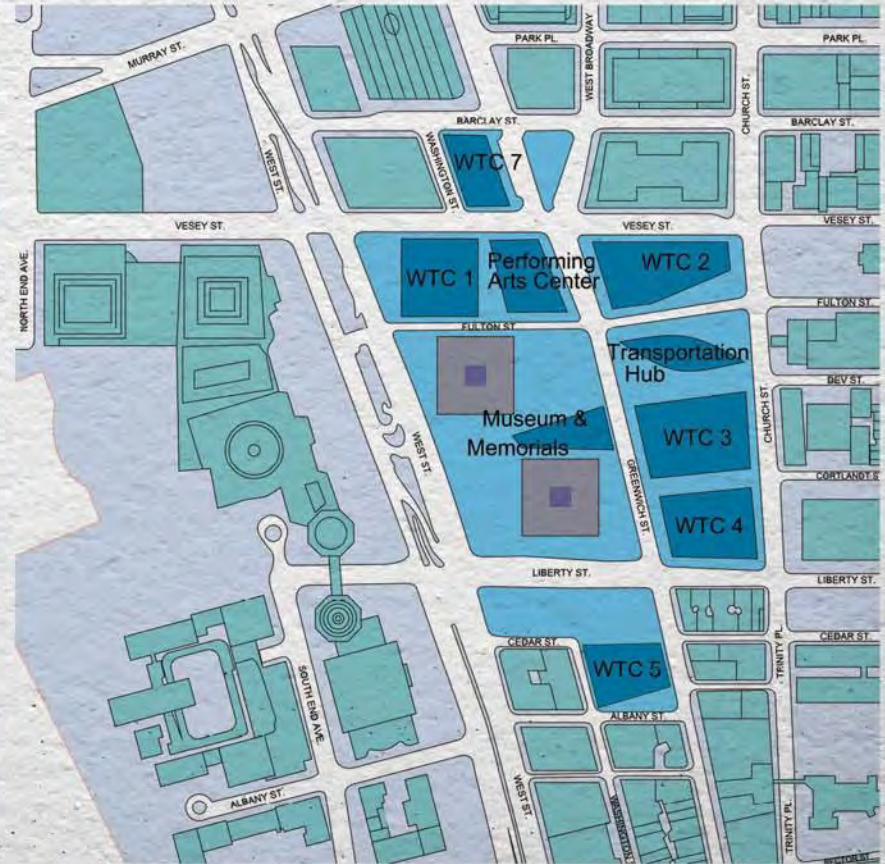
# WTC BEFORE & AFTER



## ORIGINAL



## REDESIGNED







1

7

2

3

4

5

3 MILLION SF

1.7 MILLION SF

2.8 MILLION SF

2.8 MILLION SF

2.5 MILLION SF

TRANSPORTATION HUB

MUSEUM

MEMORIAL

MIXED USE



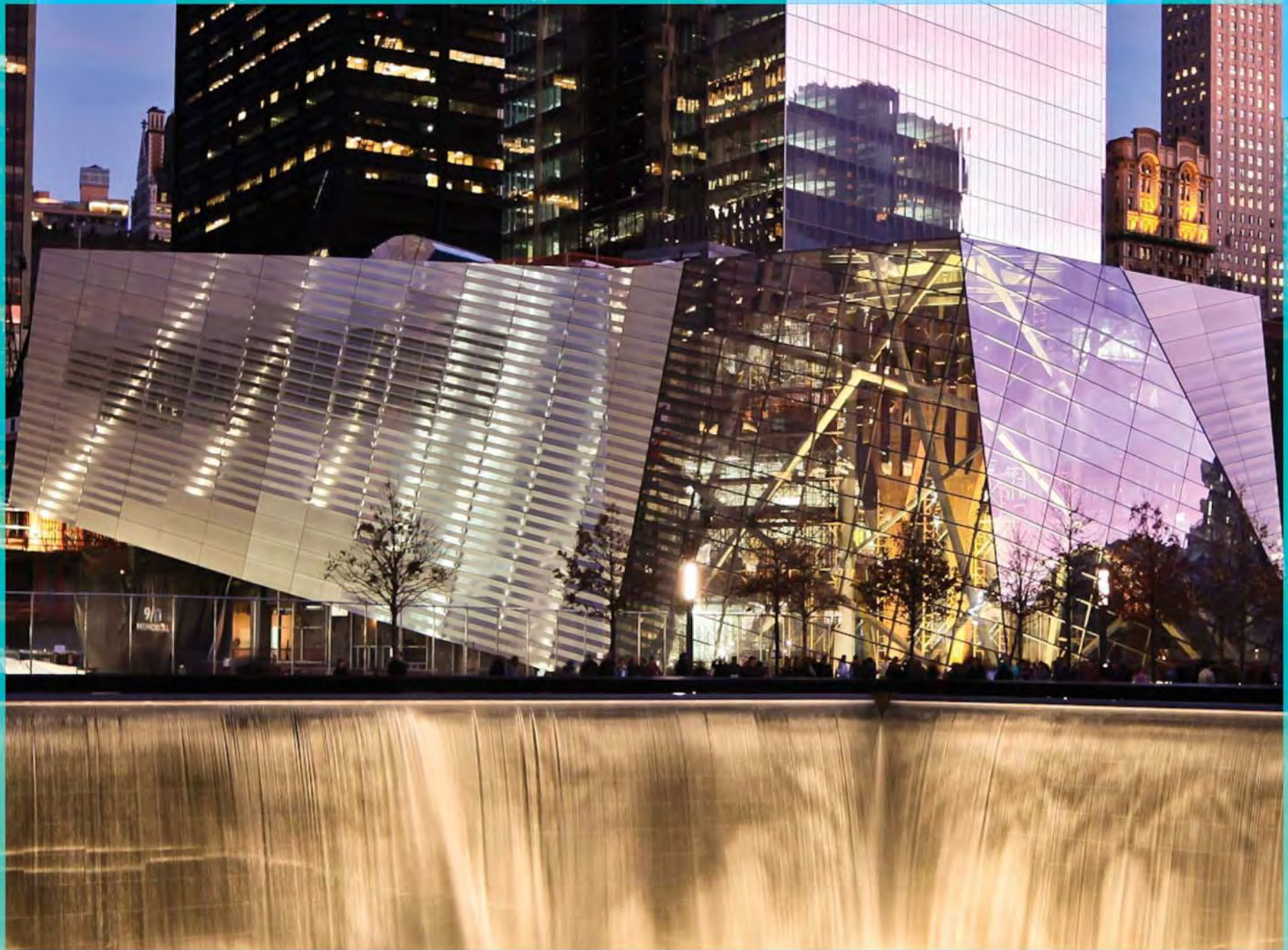
IMAGE BY DBOX







... WILLIAM P. RAYDON P. W. H. RAYDON  
CAMPBELL PATRICK CARL BARRINGER  
... GRAY TREVOR SCHMITT JEFFERSON  
... PRUNDELL JULIA RICHIE  
... HANG GEORGE COHEN

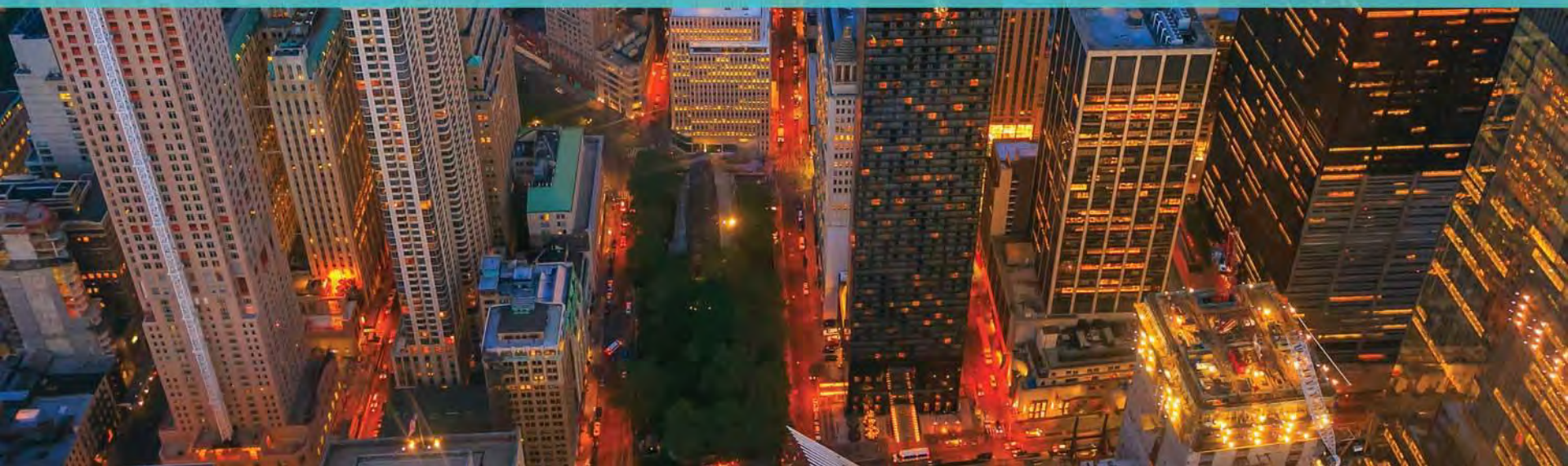




# WTC & DOWNTOWN TODAY



**THRIVING!**





# COMPANIES MOVING IN

Time Inc. MOODY'S

*Saks  
Fifth  
Avenue*

REVLON®

CONDÉ NAST

 HarperCollins Publishers

# RETAIL GROWTH

*Saks  
Fifth  
Avenue*



DF  
DIANE von FURSTENBERG

TIFFANY & Co.

*Salvatore Ferragamo*

BURBERRY

TOM FORD

# ■ DOWNTOWN/BROOKLYN CONNECTION

**T.A.M.I.**

**TECHNOLOGY, ADVERTISING, MEDIA  
AND INFORMATION**

**800+ TAMI TENANTS DOWNTOWN**

**MILLENNIALS**

**LOOKING FOR A  
COLLABORATIVE, FUN  
WORKING ENVIRONMENT**



# FOREIGN INVESTMENT

**FOSUN** 复星

## 28 LIBERTY



# TREND CENTRIC RESIDENTIAL



HOBOKEN

WEST  
VILLAGE

EAST  
VILLAGE

WILLIAMBURG

SOHO

LOWER  
EAST SIDE

JERSEY CITY

TRIBECA

DUMBO

DOWNTOWN  
BROOKLYN

**62,000** RESIDENTS IN  
DOWNTOWN TODAY  
VS  
ONLY **13,000** IN 2000

A nighttime photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated. A prominent teal horizontal banner is overlaid across the middle of the image. The word "QUESTIONS?" is written in large, bold, white, sans-serif capital letters across the banner. The background shows the city lights reflecting on the water in the foreground.

QUESTIONS?