

One World Trade Center Observation Deck

OVERVIEW

Legends Hospitality, LLC (Legends) will develop and operate the three-story observation deck at the top of One World Trade Center. One World Trade Center (One WTC) is much more than a beautiful skyscraper in Lower Manhattan – it will stand as a beacon of hope, a monumental icon of renewal and rebirth, and an enduring testament to the resilience of the human spirit.

- Legends' proposal for the *One World Observatory* outlines a concept for a state-of-the-art guest experience that will elevate the observation deck from a spectacular sightseeing opportunity to an inspirational journey on the building of this iconic structure in one of the world's greatest cities.
- Starting from the ground floor of One WTC, guests will ascend to levels 100, 101, and 102 for an eagle's-eye perspective of New York City and its surroundings. Guests will feel an emotional sense of "rising up" as they become an integral part of the story before physically ascending more than 1,250 feet to the one and only place to "see all of New York."

EXPERIENCE

Highlights of the journey include:

- From start to finish, the experience will last approximately one hour.
- Engaging pre-show that welcomes guests and provides an immersive background on the creation of the building and the foundations (literally and metaphorically) upon which it stands.
- Unique "Skypod" experience which combines state-of-the-art virtual technology along with some of the fastest elevators in the world.
- A pre-show theater called "See Forever." At the conclusion of the video, guests will experience the dramatic viewing galleries.
- For visitors wanting a deeper dive into the facts and stories of the building, a variety of audio tours will be available in several languages, tailored to adults, children and other interest groups.
- Tour ambassadors will be able to answer guest questions about the skyline, construction of One WTC and the history of New York City using cutting-edge digital displays. These displays will project answers and details about New York onto the observatory windows without obstructing the views.
- A thrilling bonus "Skypod" elevator experience on the return to the entry level will give guests the virtual experience of being outside the building to conclude the experience.

Mezzanine Dining

- Level 101 will feature contemporary and sophisticated dining options, all with eternal views of the skyline. The cuisine will feature an internationally inspired menu of gourmet offerings, quick bites to eat, and casual meals.

Gift Shop

- The One World Observatory gift shop will include an exciting assortment of WTC books, videos, apparel, and souvenirs.

Special Events

- One World Observatory will become the premier destination to host special events in New York City. The space will provide for maximum flexibility to allow for multiple simultaneous events while never disrupting guests who are enjoying the observation deck.
- The event space features programmable media that can be customized for the occasion, and a highly trained staff of event planners, coupled with a premier catering service to ensure a sensational experience for both guests and hosts.

Sustainability

- The observatory will use low-consumption fixtures, post-consumer recycled content, and locally sourced materials.

Summary of *One World Observatory* Components

- Welcome lobby (ground level): ticketing and transition to basement level (via escalator)
- Basement level (B2): entrance, security, exhibit queuing area, restrooms
- Five (5) high speed elevators: 60 second “SkyPod” video ascent and descent experiences
- Level 102: arrival theater, observatory views, event space, restrooms
- Level 101: dining options, kitchen, observatory views, restrooms
- Level 100: observatory views, “Sky Portals” with street views, interpreted viewing and overhead digital displays, gift shop, photography, restrooms

One World Trade Center is a joint venture between the Port Authority of New York and New Jersey and The Durst Organization. The Legends’ One World Observatory team includes The Hetteema Group, Montroy Andersen DeMarco and JRM Construction.