

# World Trade Center Redevelopment Site-wide Wayfinding, Signage, and Operational Communications Program

**World Trade Center Redevelopment Subcommittee**

September 18, 2013



**THE PORT AUTHORITY OF NY & NJ**

# Program Overview

As a large multi-use complex, the WTC needs to finalize a site-wide wayfinding, signage, and operational communications program

## **Program Objectives**

- Support commencement of critical on-site operational activities and prepare for the needs of millions of visitors
- Connect complex project and promote diversity of new WTC offerings
- Utilize signage and wayfinding to support a phased site opening

# Background & Proposed Scope

## Background

- PA retained Landor Associates in October 2011
- Procured via competitive government-contract based selection process
- Performed interviews of diverse range of stakeholders, including 9/11 Memorial, survivors and families, key business partners (*SPI, Durst, Westfield*), and Downtown groups (*Downtown Alliance, Greek Church*)
- Assessed site's operational/public interface needs

## Proposed Authorization

- \$3.57 million to develop and implement program
- Integrated approach to include key business partners and stakeholders
- Contract through December 2015

# Program Components



- Integrated site-wide wayfinding, signage system, and mobile applications
- Integrate retail wayfinding, directories, and digital wayfinding
- Online presence/website
- Phased opening wayfinding and signage during construction
- Property manager identification
- Information kiosks



# Key Next Steps

- Determine digital and communications program strategies
- Westfield JV requirement to integrate retail wayfinding and signage
- Support West Concourse opening with temporary wayfinding and signage
- Support phased site opening: Tower 4 (Q4 - *ongoing*)



World Trade Center Construction  
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# World Trade Center Ongoing Contract Actions And Expenditures To Support Post-Hurricane Sandy Recovery

## Continuation of Sandy Recovery at the WTC Site

Additional Authorizations

\$ 20.5 Million

*Equipment in Tower3 B4*



*Transit Hall B4 MEP Tunnel*



*North Fan Plant in Transit Hall B4*



*Tower 1 B4 Steam Room*



*Transit Hall B4*



*Conduits in Tower 1 B4*



# WTC Retail Project – Authorization to Award A Construction Trade Contract for Early Pedestrian Access

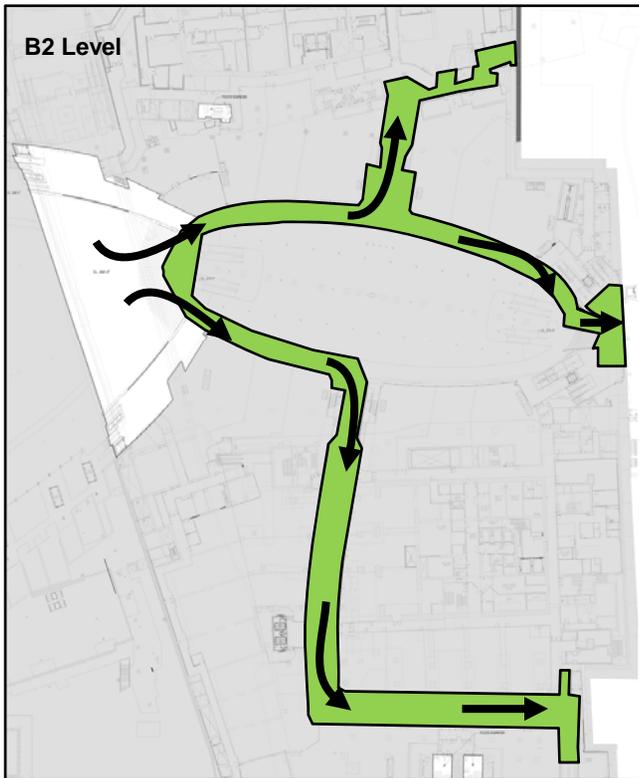


## T.B. Penick & Sons

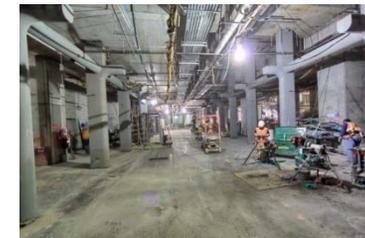
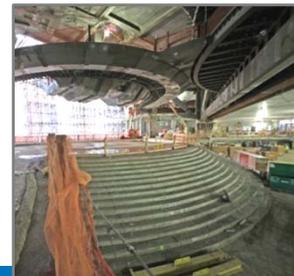
## Authorization

<b>Contract Amount:</b>	<b>\$ 4,050,000</b>
<b>Extra Work Allowance (8%):</b>	<b>\$ 324,000</b>
<b>Clause Work:</b>	<b>\$ 626,000</b>
<b>Total Contract Amount:</b>	<b>\$ 5,000,000</b>

- Passenger Corridors
  - Installation and furnishing
  - MEP fit out work
- Stakeholder’s need for direct vehicle access to Tower 1
- Enable pedestrian access to Oculus area and corridors significantly ahead of original schedule



Temporary Route of Passengers



# World Trade Center Site – Asbestos, Lead and Universal Waste Abatement – Award of Contract

## Recommended Authorization

**SCE Environmental Group, Inc.**

**Work Order Program Amount:**

**\$2M**

- Scope - Removal and disposal of
  - Asbestos and lead
  - Universal waste abatement from the WTC site
- Contract Terms: 2-Year term with option to extend up to 1 year
- Individual work order contracts expected to be in the range of \$25,000 to \$500,000

