

One World Trade Center Boasts Chops Plus Prestige



In addition to prestigious tenants, One World Trade Center is also fully outfitted with more than 1.5 miles of fiber and coaxial cable. Photo: Reuters

By Steve Cuozzo

One World Trade Center has taken on cachet with all kinds of companies associated with its design and services. This week, Time Warner Cable is proudly announcing a new benefit for 1 WTC tenants: the completion of more than 1.5 miles of fiber and coaxial cable inside the tower.

TWC will provide all 3 million square feet access to a “full suite” of Time Warner Cable Business Class communications products, including network and Internet speeds as fast as 10 gigabits per second.

“We’re proud to partner with the Durst Organization to invest in Lower Manhattan’s continued revitalization,” said TWC business services COO Phil Meeks.

“It’s a nice tenant amenity,” said Durst spokesman Jordan Barowitz. He noted that the TWC service has been installed “from ground up into the building.” He noted that Durst is also working with other services to “come in via satellite” to provide redundancy.

TWC's wanting to crow about wiring up 1 WTC is understandable. Despite being far from fully leased, the skyscraper has taken on "iconic" status — if not quite the kind that former Gov. George Pataki, site planner Daniel Libeskind, 1 WTC architect David Childs and others involved in its creation envisioned.

The former "Freedom Tower" was meant to symbolize and affirm American resilience following 9/11. Yet it's quickly taken on a cheerful pop-culture aura distinct from any higher meanings.

Apart from its 1,076-foot height, North America's tallest building enjoys cachet as the new home of Glamour publisher Condé Nast,

The week's cover of the New Yorker depicts top-hatted Eustace Tilley, the magazine's symbol, riding in a convertible through Times Square. Brightly lit signs read, "Say it ain't so, Eustace!" and "Don't go!" In the distance — gleaming silver against a twilight sky — towers 1 World Trade.

The splendid cartoon gives no hint that about 1 million square feet of office space inside remains available. But Durst VP Eric Engelhardt, director of 1 WTC leasing, is upbeat about finding new tenants to join Condé Nast, China Center, the GSA, Hi Five Games, xAd Inc. and Serv Corp.

(Legends Hospitality's One World Observatory complex on floors 100 to 102 is expected to open in spring or summer).

Engelhardt noted that 1 WTC is in competition with other major new projects for technology, media and advertising tenants who don't want to be in older buildings in Midtown or Midtown South.

In addition to 1 WTC, those companies now can choose from brand-new state-of-the-art towers in far-flung Manhattan locations, either immediately or within the next few years. By Realty Check's count, about 6 million square feet are up for grabs at towers either just opened, under construction or about to start work.

They include Larry Silverstein's 3 and 4 WTC; two Related Cos./Oxford Properties Group towers rising at Hudson Yards and at a third tower Related and Mitsui Fudosan America just announced they will build nearby; and at least one tower soon to rise at Brookfield's Manhattan West where Skadden Arps will be anchor tenant.

If SL Green's 1 Vanderbilt next to Grand Central Terminal receives public approvals, it will add another roughly 1.5 million square feet to the brand-new inventory.

Of course, even 7 million square feet yet to be spoken for is a tiny percentage of Manhattan's 450 million square feet of offices.