

Weiss Unveils High-Visibility Corporate Center On LI

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Traditional advertising platforms from television to newspapers are watching their audience erode as consumers and advertisers turn to alternative news and entertainment sources on the Internet.

The mighty Internet, however, has failed to diminish the advertising clout of the billboard and its close relative, building signage.

These time-honored advertising venues continue to hold and even grow in value as a result of ever increasing vehicle traffic.

News like this is like a high five to commercial developer Ted Weiss, president of T. Weiss Realty Corp (TWR). As the developer of Melville Corporate Center III, a new Class A office building along the Long Island Expressway (LIE) set to open in April 2007, Weiss understands the value of the signage on his building. Each week more than one million vehicles travel that section of the LIE.

"The site is one of the best in Melville," said Weiss. "The value of the corporate signage on the building is priceless. We've got a built in audience that will continue to grow."

While MCC III is strategically located in the heart of Long Island's busiest business district, it also offers direct access to the LIE, avoiding the bulk of the local traffic. "In a sense building tenants can have it both ways," explained Weiss. "They gain the advantage of the traffic to get the most out of their signage, yet can skip around local traffic when they have someplace to go by hopping right on the LIE."

The building's high visibility location has also resulted in the incorporation of some of the very latest in security technology.

MCC III is the first building of its kind on Long Island to be pre-wired for uninterruptible power supply, telecommunications and security.

A self-contained generator insures the seamless continuation of power and telephone service, even in the event of a prolonged widespread outage.

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Ingress and egress are controlled by means of a keyless photo ID proximity system. The proximity system can track all employee comings and goings, not only through the outer and common area doors, but within specified zones and doors throughout the building proper. Employees can be restricted from various office areas within their own company space as well. For additional security, the system is controlled through T. Weiss Realty and individual cards that are filed by name can be immediately added or removed in the main system which instantly controls an individual's ability to enter a building. TWR can also instantly call up a detailed report of who entered or exited what door and when.

The 750,000 KW generator that supplies the building's uninterruptible power supply supports all aspects of the security system including fire, smoke and carbon monoxide detection. The landlord provides individual building security from 6:30 a.m. though 10pm-thereafter the building is policed by a roving security force.

TWR's most ambitious project yet, MCC III's 133,050 s/f, four-story granite and glass structure combines functionality and aesthetics that utilize design elements including wider hallways, high-end wall and floor coverings, abundant light and water sculptures. "We incorporated a holistic approach to the design of MCC III that addresses the needs of both employers and employees," explained Weiss. "MCC III offers the latest technological advances paired with work life amenities to foster a productive, balanced workspace."