

The Cornerstone of History and Technology

A Brief History of 501 Franklin Avenue, Home to NY1, Webair's Flagship Data Center



Webair established NY1, its flagship data center at 501 Franklin Avenue on Long Island, in 2010.

Now the epicenter of cloud connectivity, security, and managed infrastructure solutions on Long Island, the building Webair calls home has a century-old history of innovation.

More than 100 years after the building's cornerstone was laid, Webair continues to enrich its history, transforming part of the property into the most redundant and reliable data center East of New York City.

IN THE BEGINNING

American publishing firm Doubleday purchases the grounds at 501 Franklin Ave. in 1910 for just over \$22,000, quickly becoming Long Island's largest content distributor.



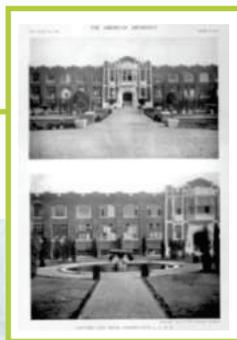
JUNE 1, 1910

Former President of the United States Theodore Roosevelt returns to his home state of New York to lay the cornerstone at 501 Franklin Avenue.

DID YOU KNOW?

After others turned it away, Doubleday published Upton Sinclair's "The Jungle," which led founder Frank Nelson Doubleday to order investigation of the Chicago Stock Yards. Upon completion, Doubleday brought his findings to the attention of President Roosevelt, which influenced the creation of new food and drug laws throughout the U.S.

Designed by architectural firm Kirby & Petit, the building's original structure was built to resemble the splendor of England's Hampton Court.



The building was finished in just three and a half months, complete with engines, boilers, elevators, steam heating and state-of-the-art electrical wiring.



To enable an easier commute from New York City and streamlined shipping, a private train track was installed at the North and South entrances of the building. Part of this station, the Country Life Press, remains in operation today.

DID YOU KNOW?

Frank Doubleday buried his architect's plans for structural changes (with which he disagreed) under the building's original front steps. Without these plans, which are said to still be there, no major architectural changes were carried out.

Prior to World War II, the building's campus was characterized by its beautiful gardens, however, during the war, the Doubleday book plant was expanded and the surrounding gardens were converted into parking lots.



1956

501 Franklin Avenue was completely converted to office space.

1987

Following Doubleday's acquisition by Bertelsmann AG, the Franklin Avenue campus was sold in a leaseback arrangement to the Rockrose Development Corporation.

1995

Rockrose invested over \$20 million to remodel the building, installing new elevators, bathrooms, stairs and offices.

2007

Airline JetBlue established its global flight operations center at 501 Franklin Ave., selecting the building for its exceptional connectivity and redundancy.



2006

The building was renovated again to install energy-efficient transparent green glass windows and a state-of-the-art HVAC system for temperature control.

2002

The space underwent additional restoration of its brick masonry and reconstruction of its 360-foot-long, four-story façade.



DECEMBER 2010

Webair purchased the space from JetBlue to establish its flagship NY1 data center.

TODAY

The data center provides over 25,000 sq. ft. of space and still serves as one of Long Island's largest content distributors – only that content is now digital.

NY1 offers direct connectivity to eight major carriers, New York's prominent PoPs, third-party clouds and peering exchanges, Manhattan bypass fiber, and transatlantic subsea cable systems.

The data center is Tier III-rated and functions as the premier facility East of NYC for enterprise Cloud, Disaster Recovery and Backups, Colocation, and other fully managed services.

DID YOU KNOW?

Over 40% of NY1's facility power comes from Niagara Falls and other New York-based renewable energy sources.

