



## TV EYE CUTS COSTS, UPS SECURITY AT KINGS PLAZA

**"For Your Information  
This mall is surveyed  
by closed circuit TV."**

Such signs posted throughout Kings Plaza's malls are mute evidence of a security system which will pay off its installation costs in wage savings within a year.

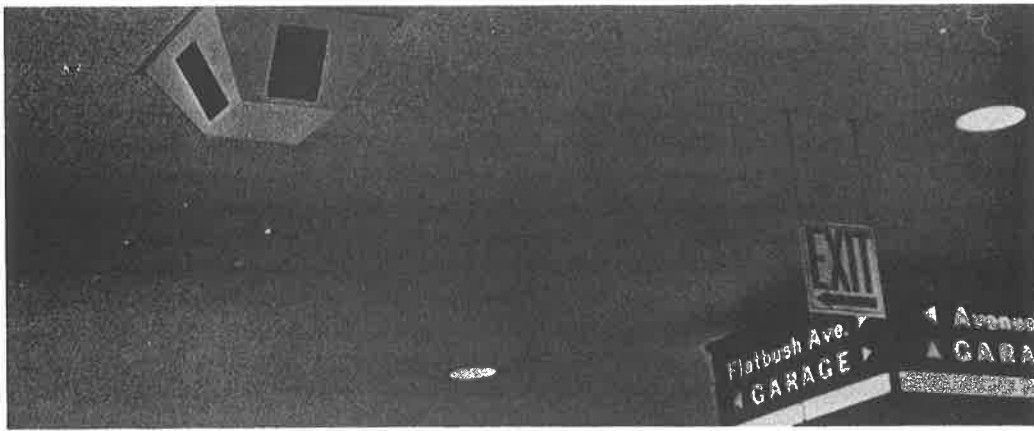
Kings Plaza, Brooklyn's two-level, million-plus-square-foot, enclosed shopping center is a joint venture of its two, identically sized, anchor stores—R. H. Macy and Alexander's. Situated with over a million people within a 10-minute drive and twice that number within 20 minutes, Kings Plaza has no lack of people

or people problems.

It opened in September, 1970 with a uniformed guard security organization to provide wide ranging coverage. The complex includes a total energy plant, roof top receiving docks, a multi-level customer parking garage for 3,700 cars, an open, street-level employe and customer parking area, and a marina. In addition to the shopping malls there are corridors running behind the satellite stores through which merchandise is received from the roof. In short, a security planner's nightmare.

When Robert S. Solomon took over as general manager 7 months after the opening, he recognized that the solution of his security problem required more than warm bodies and walky-talkies. To provide the required electronic back-up he called on Norman Schlaff, President of Brooklyn based Norcon Electronics, Inc. Norcon had already designed all seeing TV systems for banks, back rooms of brokerage firms and schools.

Schlaff's solution of this sophisticated problem was relatively simple. And when costs are considered, the investment was modest: in the



*Heart of security tv at Kings Plaza is the monitoring console (far left) manned round the clock seven days a week. Cameras are spotted such places as in camera housing on ceiling inside center (upper left), or outside (lower left) to cover such areas as receiving docks. Outside camera can operate at low light levels, thus protect at night as well as in day.*



lower range of 5 figures.

The system has basically two elements, cameras and a monitoring console. Seventeen cameras are mounted for interior coverage and 2 with low-light level (normal evening parking area illumination) pan/zoom and intercom capabilities cover various indoor and outdoor areas; such as the total energy plant, common corridors, and receiving docks.

The console with 7 monitoring screens is manned 24 hours, 7 days a week. By using sequential switching all portions of the mall are covered automatically and briefly. However, should the monitor guard spot trash in the rear of a tenant's space or a suspicious group on the shopping mall he is able to stop the camera and appraise the situation and if appropriate call a mall guard to the scene.

The flexibility of the 2 outdoor cameras is eyeopening. For example, they can zoom in on a delivery truck and the operator can read the license plate numbers. Or in covering the total energy plant there is a talk back arrangement at the entrance gate that permits the monitor guard to communicate (two ways) with an in-

dividual at the gate and unlock the door from his console.

Several people have questioned Solomon about the "This-mall-is-surveyed-by-closed-circuit-TV" signs. Had they offended customers? Quite the contrary, he said. It gives them a sense of security themselves. He further indicated they served as a deterrent to types.

When asked if the TV installation had achieved its objectives, the answer was an unqualified, Yes. Kings Plaza now has far wider, more accurate surveillance at less cost to management. The savings in guard man hours, uniforms and equipment will pay off the TV installation costs in less time than his original one year estimate and not incidentally it has reduced his dependence on "no show" personnel.

The original equipment installed about 8 months ago and maintained by a local firm has been free of breakdowns. The only shortcomings, according to Solomon, "Not enough coverage, I want to expand it."

When your shopping center has 8,000 visitors on Sundays and a marina for 150 boats, all in the middle of Brooklyn, he may have a point. ■