

MACY'S SKYBRIDGE

Third Avenue Public Amenities

December 19, 2013

A Fixture for 50 Years



Some History

- Original 4 floors of Bon Marche built in 1928
- Top 4 floors added in 1952
- Garage constructed in 1960
- Skybridge installed in 1962
- Designated a Landmark in 1989 by the Landmarks Preservation Board by Ordinance

Impact of Landmark Designation

- Controls placed on exterior of building, including roof and marquee
- Controls placed on decorative ornament of the first floor ceiling and columns, elevator surrounds and 2 sets of stair railings
- Lighting changes at underside of canopy is subject to administrative review

Original Four Floors in 1950



1952



Top Floors Under Construction



Boast!

more than one million square feet more than one million square feet more

THE BIGGEST STORE WEST OF CHICAGO

YOUR **NEW** BON MARCHE

soon to be more than one million square feet



Yes sir, The Bon Marche is going up 4½ more floors, and as we double our size we will double our service to you. How did we happen to venture into this huge project? Here's the answer as we see it.

By 1970 experts say Seattle will have more than 1,000,000 people; our goal is 1 square foot for each. The Bon Marche does the largest percentage of Seattle department store business and as population expands we will need more selling and service space to assure you the convenient shopping you have come to expect from our stores. But this building addition is not a spur of the moment decision. When the present Bon Marche was built 29 years ago, planners provided for this addition when you should demand it. Utilities, elevators and stress of extra weight were already provided for in the present store.

The most satisfactory phase of the new addition at this point is the fact that financing worries are all taken care of. The Bon Marche owns the land and present building, and has financed the new floors at an amazingly low interest rate. Not only that, but we can lease our service building for enough to pay for extra services and taxes.

This all adds up to the fact that the new building will cost you nothing . . . in price mark-ups or hidden charges. We can't promise when the job will be finished, for a hurry-up job would disrupt your shopping convenience. *Thirty more days and The Bon Marche goes on to new and greater heights. We're excited and we hope you are too.*



In the Early 60's



We Will Review with You

- Skybridge Review Committee Recommendations
- We were asked to quantify the economic impact
- The impact on accessibility
- Review current use on Macy's 3rd Avenue block
- SDOT improvements beginning in 2014
- Weinstein suggestions for Macy's
- How Macy's would carry out Weinstein ideas
- Quantify Macy's Public Benefit improvements

Skybridge Review Committee

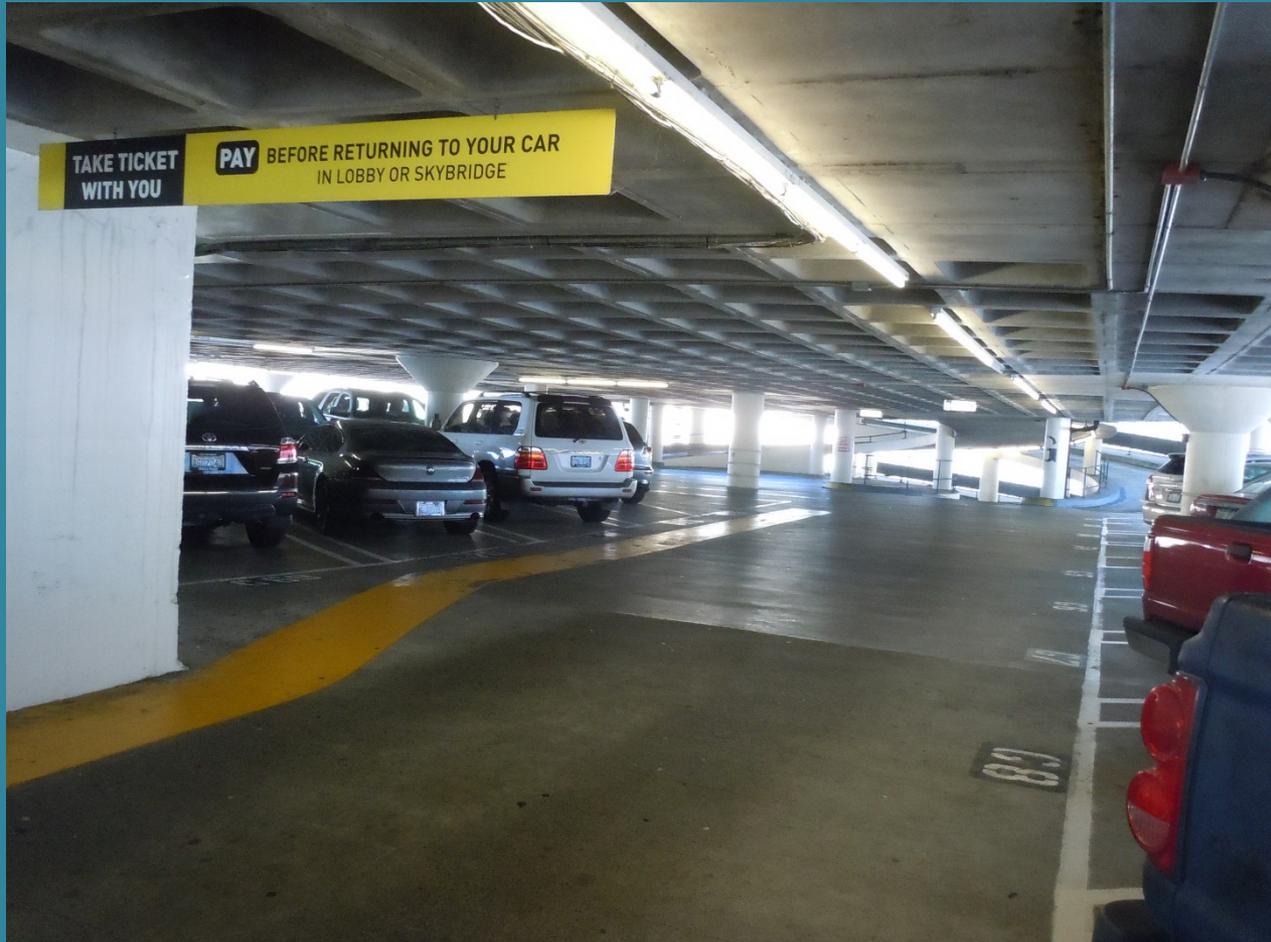
Analysis and Recommendation

- The 13 criteria have been met
- Recommends approval for a new 10-year term with two successive 10-year renewals
- Contingent on an improved public benefit mitigation proposal
- At a minimum, lighting under the canopy should extend the length of 3rd Avenue
- Screening of the loading dock is not sufficient
- Façade improvements of the Skybridge should be made within two years

Garage

- Not owned by Macy's
- Total of 800 spaces with 2 ADA stalls per floor
- Skybridge level is limited to 4 hours parking
- No time limit on other floors
- Approximately 70 spaces rented monthly by Macy's personnel
- Approximately 60% or 240 Macy's employees use bus passes
- Majority of garage users do not use skybridge

On a recent morning at 10:30 the skybridge floor had space available



But the rest of the garage was full



Even the roof!



Handicapped Parking Adjacent to Elevators on All Floors



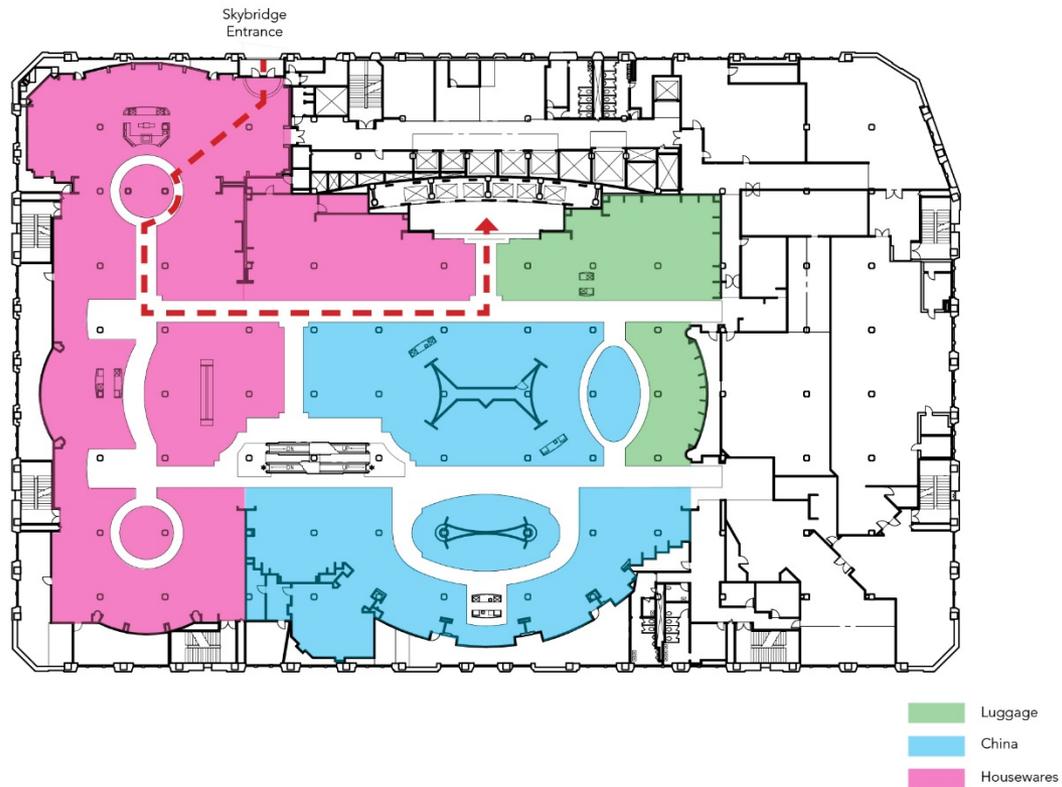
The Skybridge Plays a Vital Role for Accessibility and Other Users



Skybridge Also Serves Other Needs

- Macy's District Office staff on Floor 7
- John Robert Powers leased space on Floor 7
- Primary access for floor 6 – Housewares, Luggage, and China
- Average number of people using skybridge per day on yearly basis: 380
- Provides accessible access through store to 4th Avenue and bus tunnel
- Macy's vendor sales reps

6th Floor



7th Floor

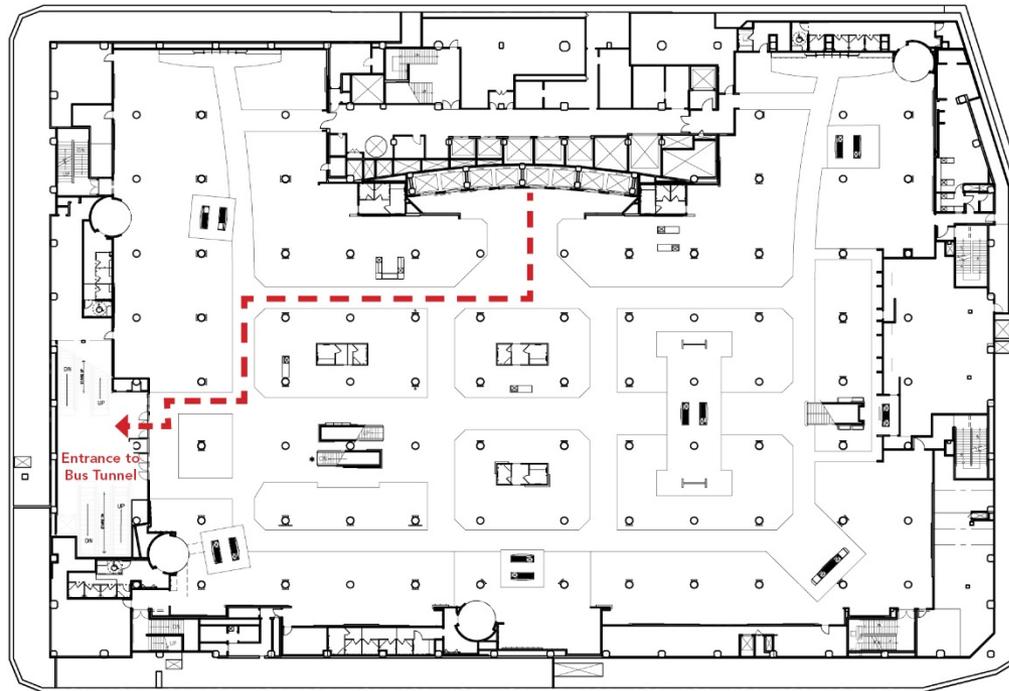


- John Robert Powers
(Leased Space)
- District Offices

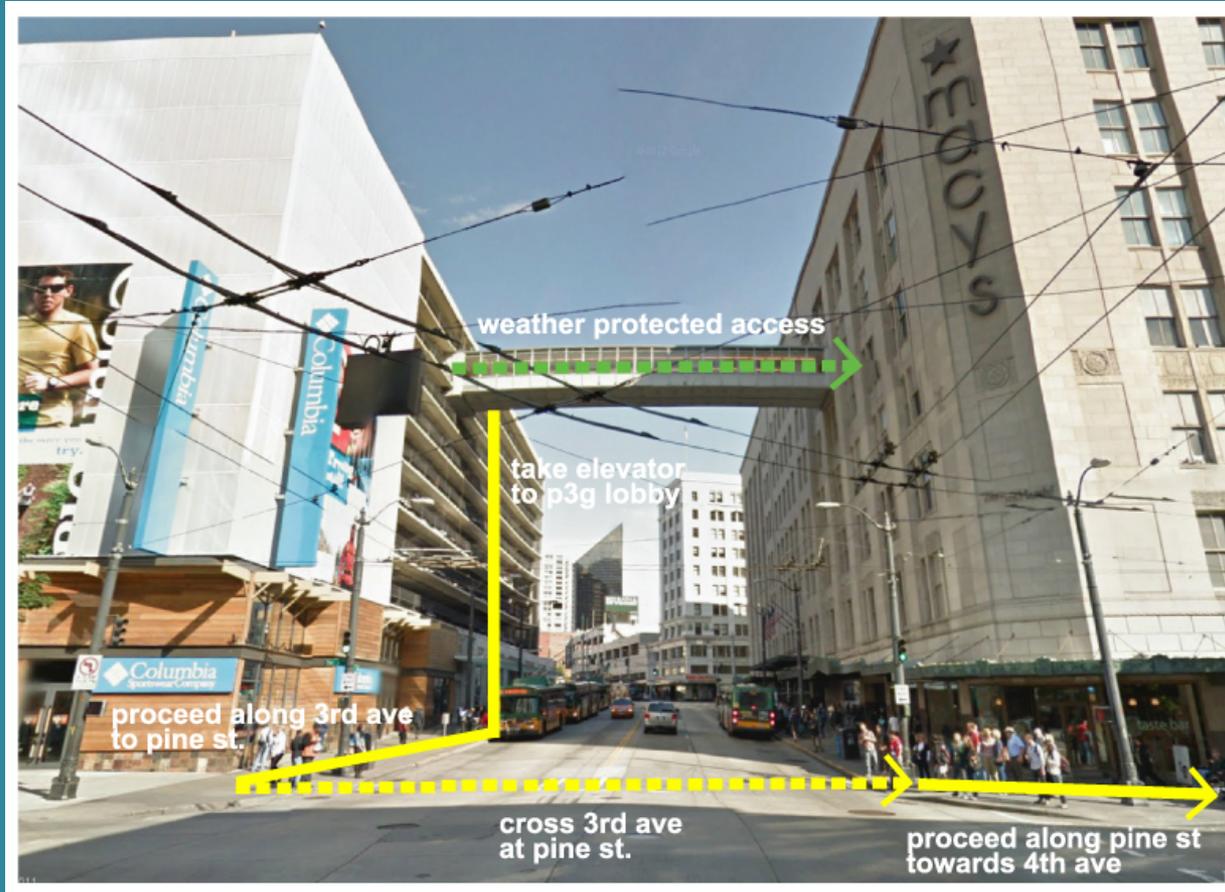
Economic Impact Without Skybridge

- 25% of total customer base uses Skybridge and most Home Store customers use Skybridge
- 75% of requested carry-outs by Macy's staff of oversized purchases use the Skybridge, the loss of which will reduce sales
- A potential drop in sales combined with the loss of sales tax and the use fee could cost the City over \$100,000 per year

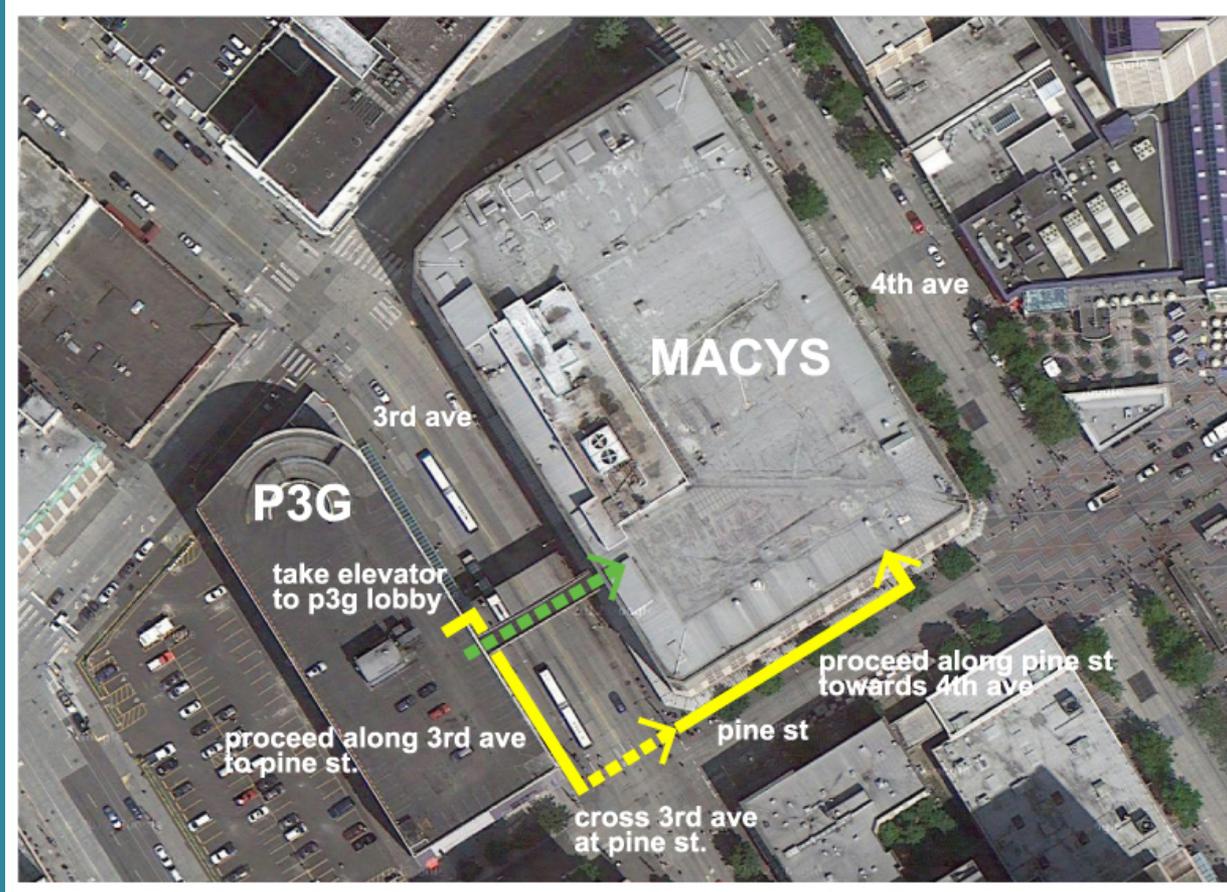
Accessible Entry to Metro



Access Without Skybridge



Accessible Entry is a Block Away



No Accessible Drop-off on Pine



No Accessible Drop-off on 4th



Accessibility Impact Without the Skybridge

- Dropping the Elderly or Handicapped at the curb would increase
- But there is no curb space around Macy's to safely use other than the loading dock where there is a curb cut.
- This leads to a conflict with the buses.
- The Elderly or Handicapped would face a difficult journey when parking in the garage

Macy's Block Today



Seven Fundamental Uses

- A Café at 3rd and Pine
- Two Customer entries
- A Metro digital bus schedule
- Employee entry
- Loading dock
- Police substation
- New cosmetology school

Café Entry at 3rd and Pine



Bus Stop Area in Front of Cafe



Entry Between Mezzanine & First Floor



Show Window with Metro Information

ROUTE NUMBER	destination	minutes
120	DOWNTOWN SEATTLE, WESTWOOD VILLAGE 01:49 - departed 15 mins late	-5
120	DOWNTOWN SEATTLE, WESTWOOD VILLAGE 01:48 - departed 2 mins late	-4
33	E MAGNOLIA, SEATTLE CENTER 01:53 - on time	NOW
16	NORTHGATE, WALLINGFORD 01:54 - on time	NOW
40	NORTHGATE, FREMONT 01:55 - on time	2
26	EAST GREEN LAKE, FREMONT 01:55 - on time	2
358E	AURORA VILLAGE, VIA AURORA AVE N 01:56 - on time	6
120	DOWNTOWN SEATTLE, WESTWOOD VILLAGE 02:02 - on time	9
5	SHORELINE, GREENWOOD	9

Be advised:
Bus arrival estimates are based on the best available information but actual times will vary.
Traffic and other conditions can affect the accuracy of this information.

OneBusAway.org | SDOT | King County METRO

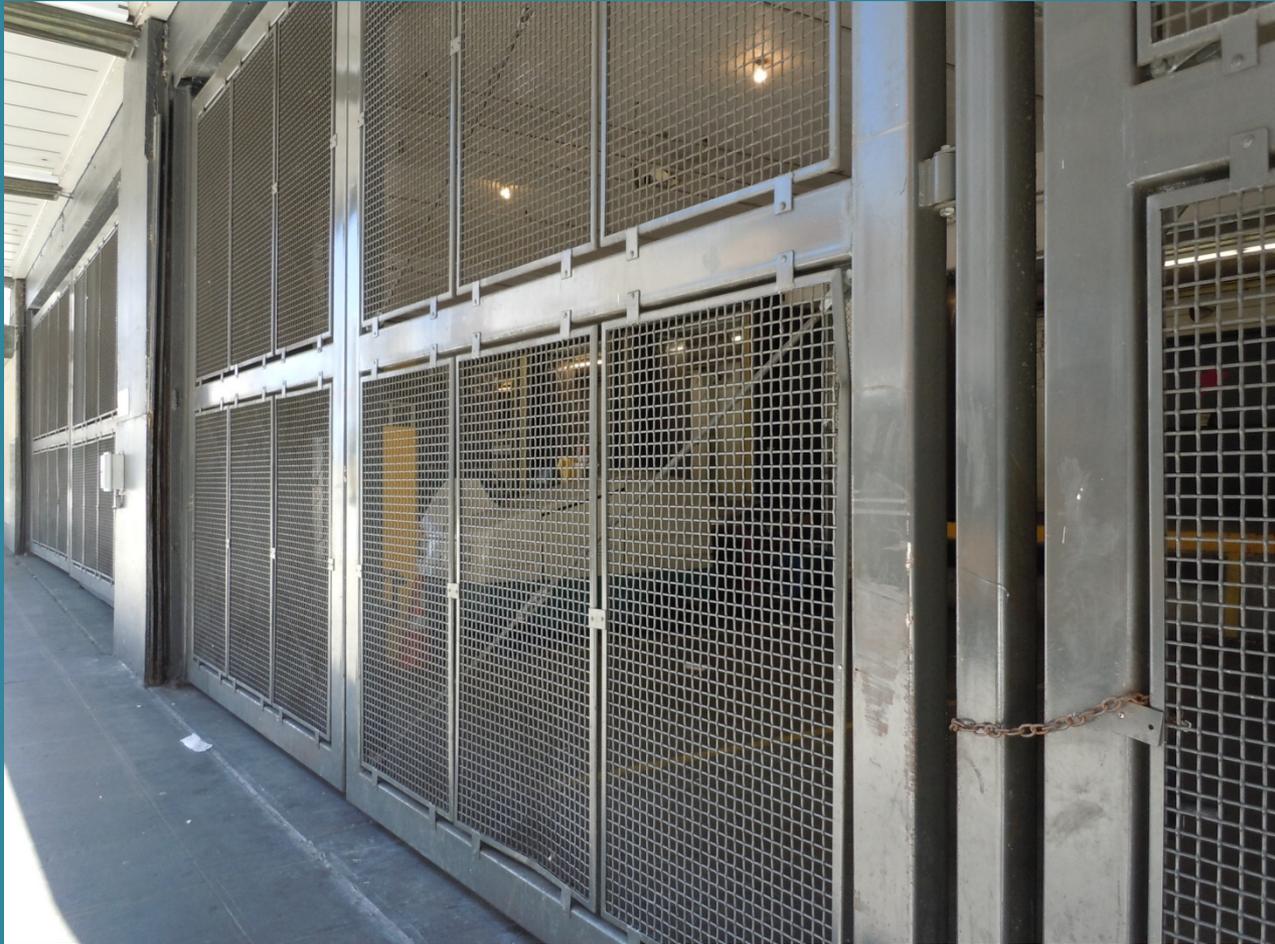
Employee Entrance



Loading Dock Occupies 25% of Third Avenue Frontage



Loading Dock Screen



Police Substation Provided at no Cost to the City



Entry at Mezzanine



New Cosmetology School



Weinstein AU Report

- Seattle Department of Transportation (SDOT) commissioned Weinstein AU (Weinstein) to study and make recommendations for improvement of 3rd Avenue.
- Their report recognizes Macy's as an Iconic place and makes three recommendations for Macy's execution to enhance the block.

Weinstein Study

- Locate bus shelters 2 feet from curb to try to pull riders away from building
- Loading dock act as barrier between North & South ends of block
- Working with landscape architect to mock-up street furniture
- Developing concrete color mixes for new sidewalk surfaces, lighter in color but not reflective

A Very Busy Intersection for Buses 42, 000 Transit Users per Day



And for Pedestrians – 16,000 Pedestrians along 3rd Ave. per Day



Currently, This is the Bus Stop



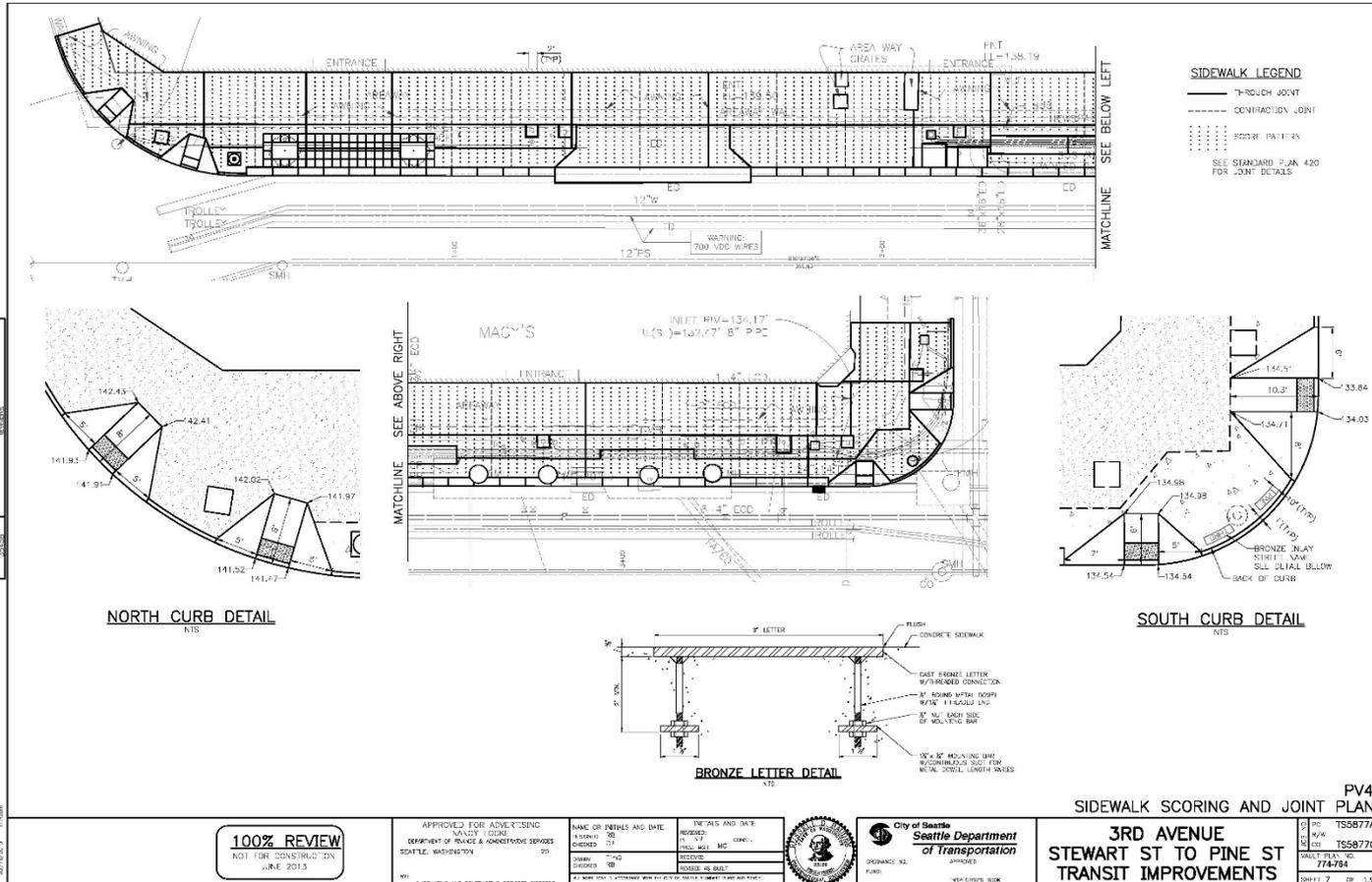
SDOT Contract for 3rd Avenue Improvements

- Macy's side of street between Pine and Stewart
- Construction starts January 2014
- Replaces all pavement, widens sidewalk 6 ½ feet
- Extends bus zone in front of south half of Macy's loading dock
- Provides footings for bus shelters & kiosks
- Restripes crosswalks at 3rd & Pine and 3rd & Stewart
- Adds one light pole and installs brackets on existing
- Adds 2 street trees

Bus Stop to Use South Half of Loading Dock Frontage



Widen Sidewalk



Our Lighting Consultant, Candela

- A recognized leader in lighting design
- Recognized nationally and internationally
- Hundreds of awards
- Energy-Conscious planning
- Visually dynamic lighting environment

Mohai and Whatcom Museum



MOHAI,
Seattle

Lightcatcher
Building at
Whatcom
Museum,
Bellingham



UW Paccar Hall and Chihuly Gardens and Glass



UW PACCAR Hall, Seattle



Chihuly
Gardens &
Glass,
Seattle

Currently, some fluorescent tube lighting under the canopy



And, some along the edge of the canopy



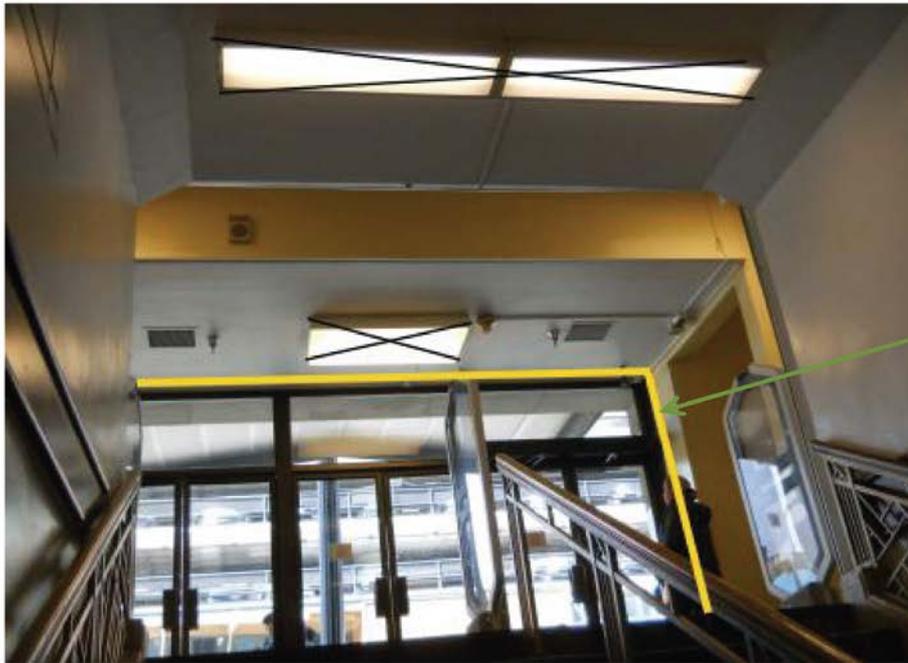
Provide High Intensity LED Lighting Under Canopy at Entries and Bus Stop



Example: High Intensity Lights at Entry



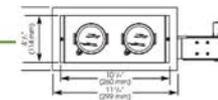
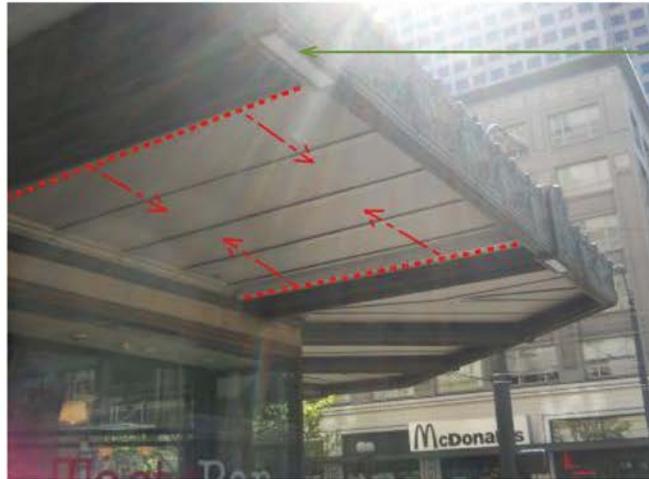
Add High Intensity LED Inside Vestibule



Provide LED Lighting Under Canopy Along Third Avenue



Add LED Lighting at Edge of Canopy



Add LED Lighting to Wash Bottom of Canopy



Enhance Loading Dock with Lighting and/or Art



Loading Dock Use

- Primarily used for shipping and delivery of new merchandise at night
- Houses large trash containers and bailers
- During the day, accepts deliveries from FedEx and UPS
- Skybridge is used for 75% of “carry outs” of oversized items by Macy’s staff.
- If there were no Skybridge, the Loading Dock would also be used for customer pick-up with hundreds of cars competing with buses

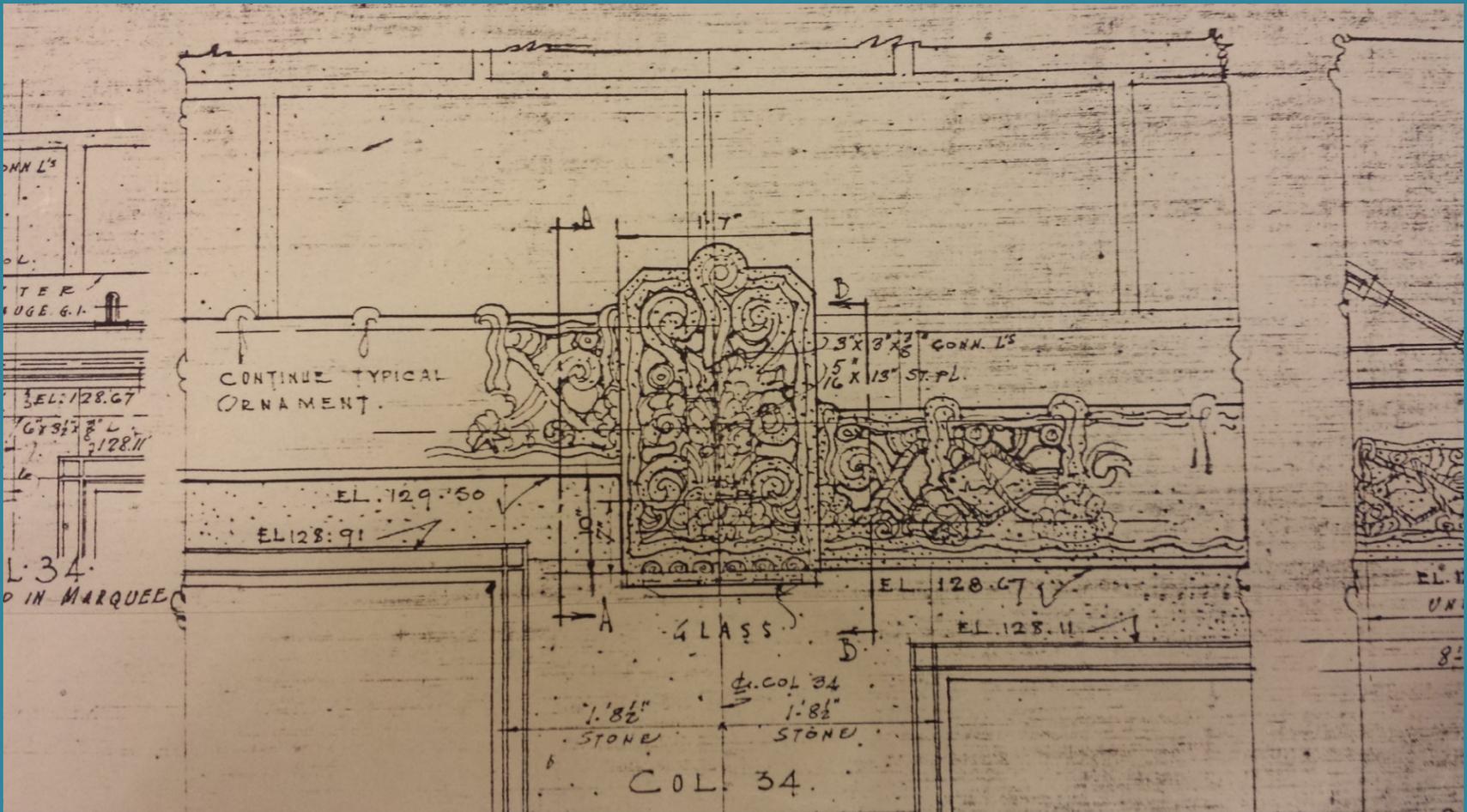
Graze Light Front of Screen



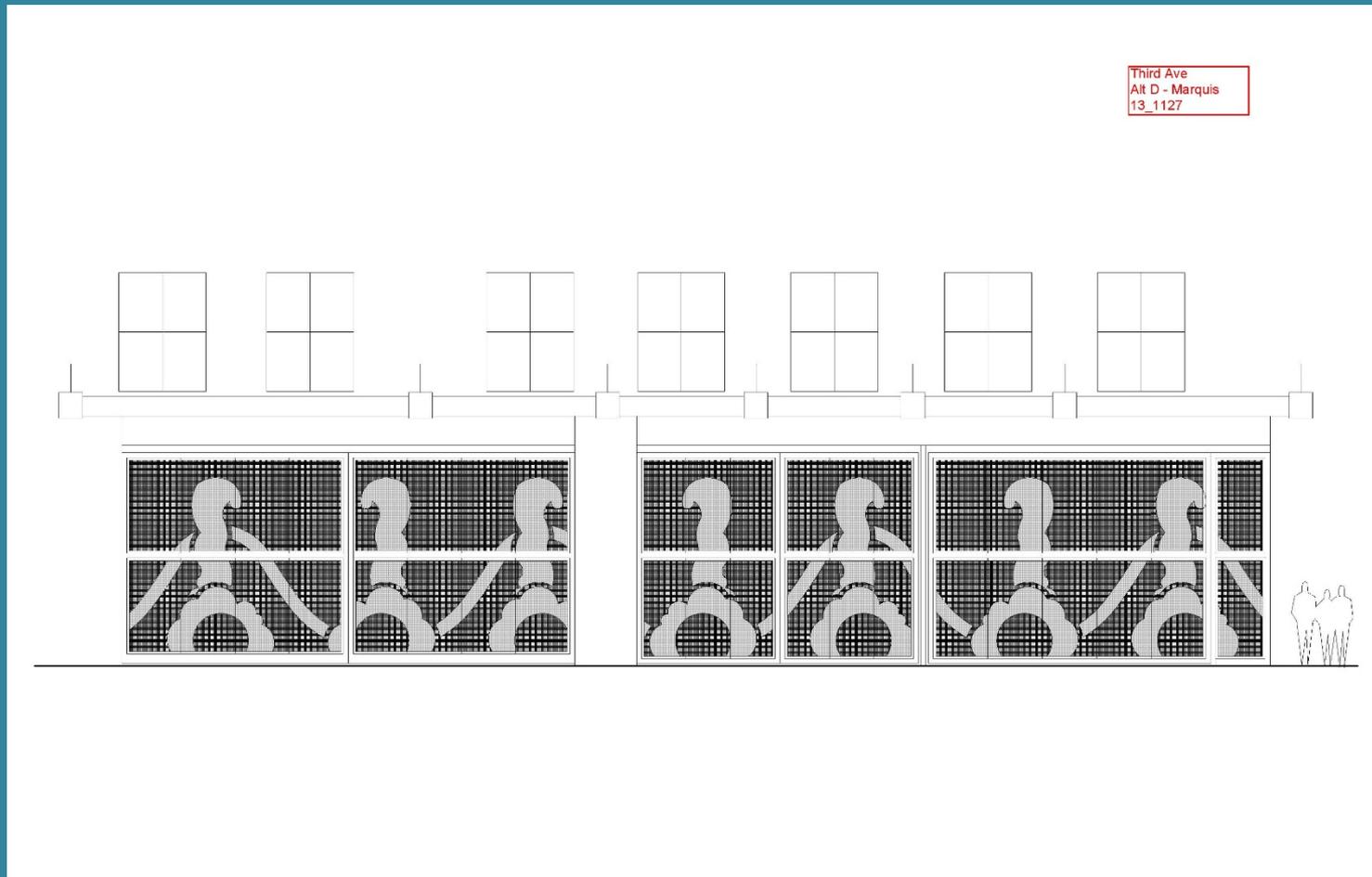
Programmable Color Changes Could Wash Security Screen



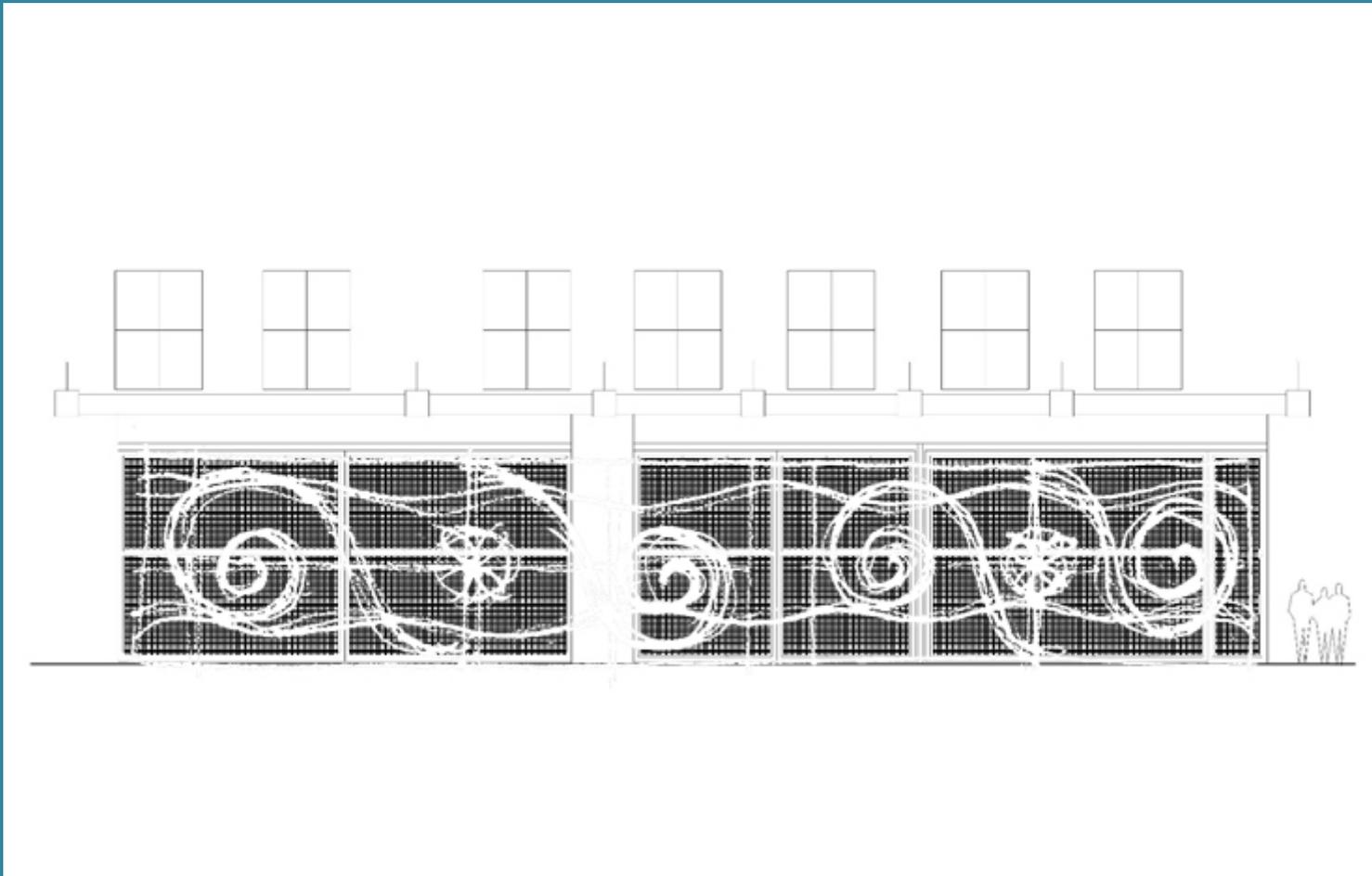
Art Inspiration - Marquis



Art Concept – Marquis 1



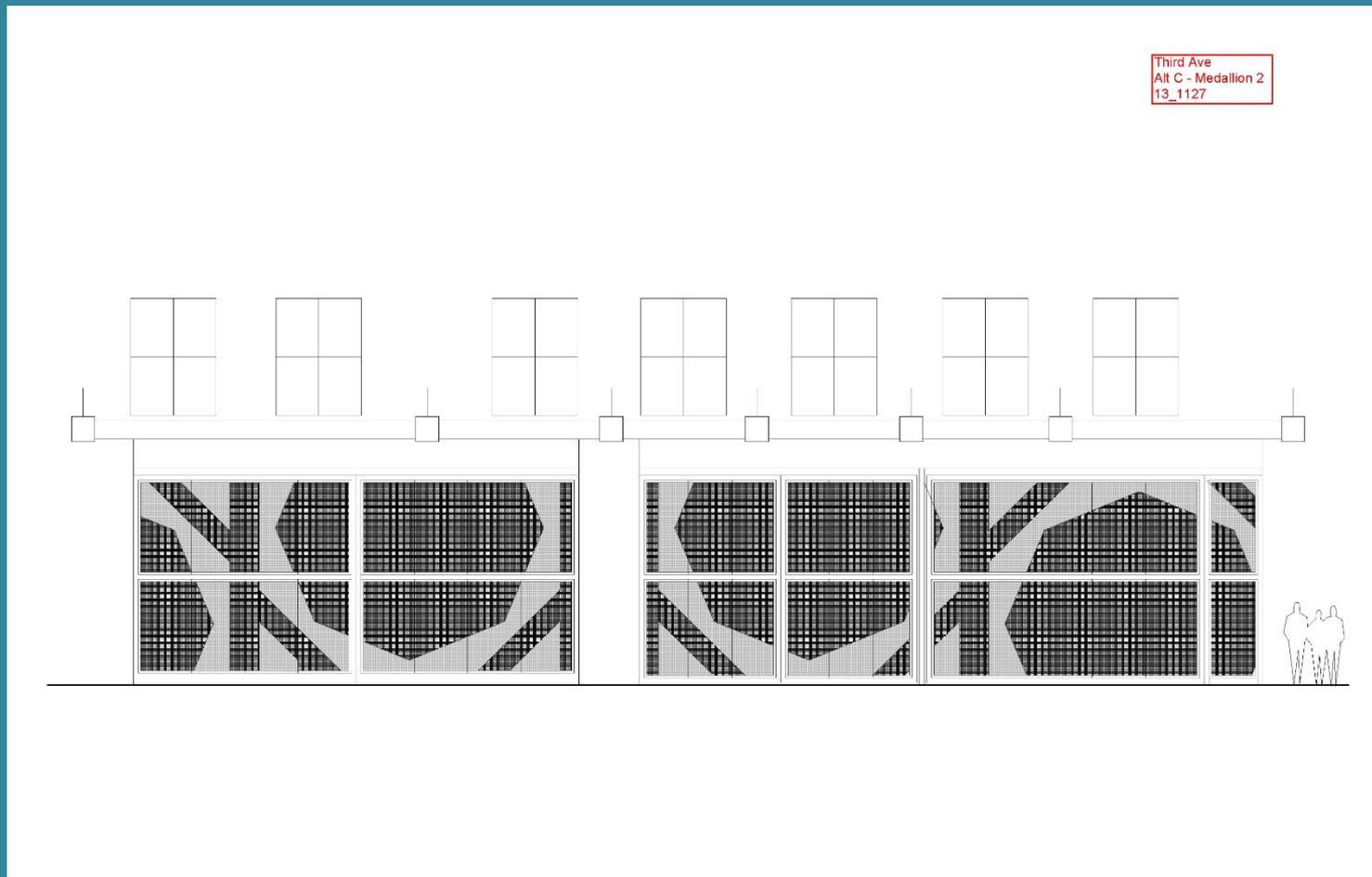
Art Concept – Marquis 2



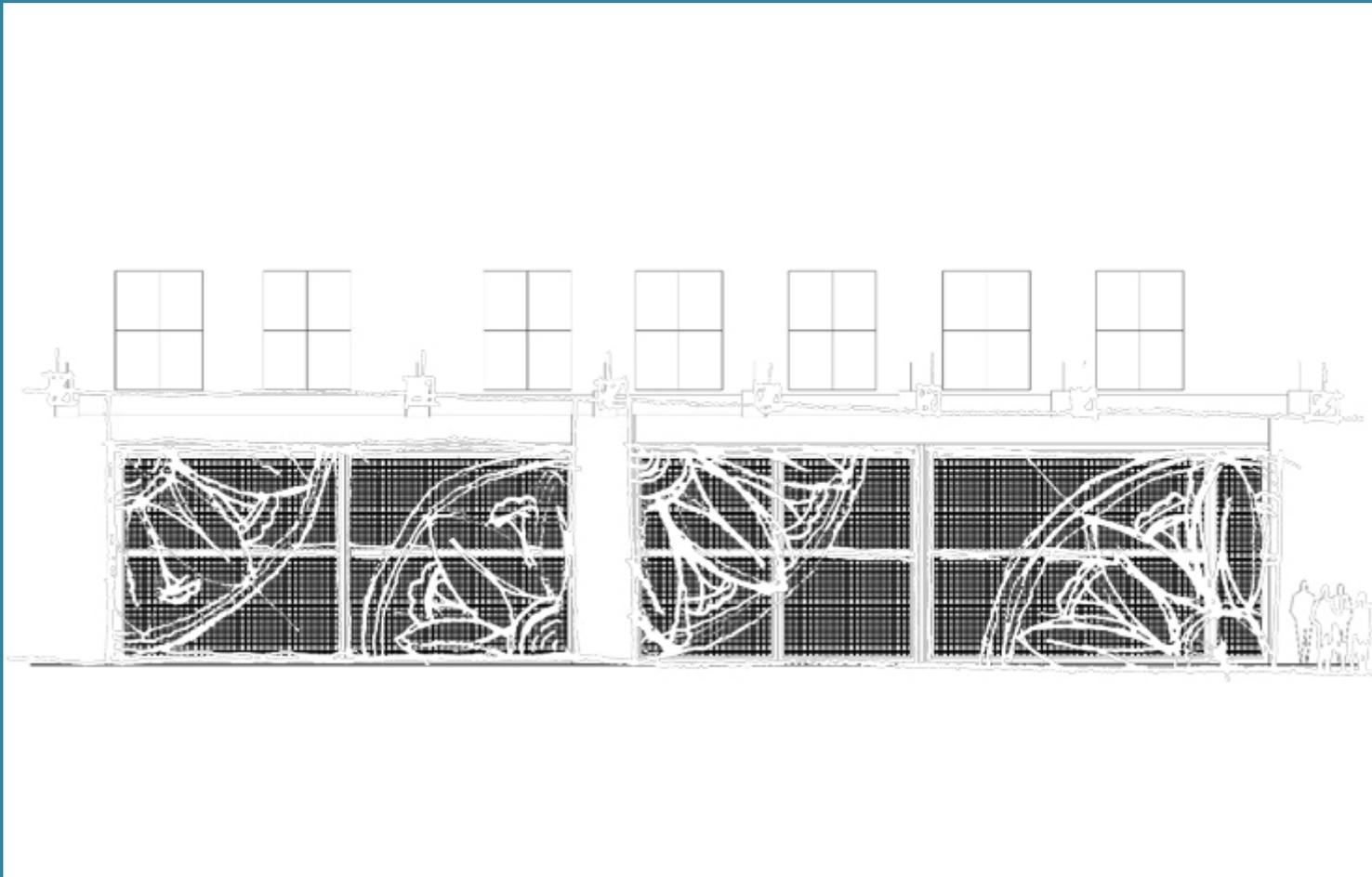
Art Inspiration - Medallion



Art Concept – Medallion 1



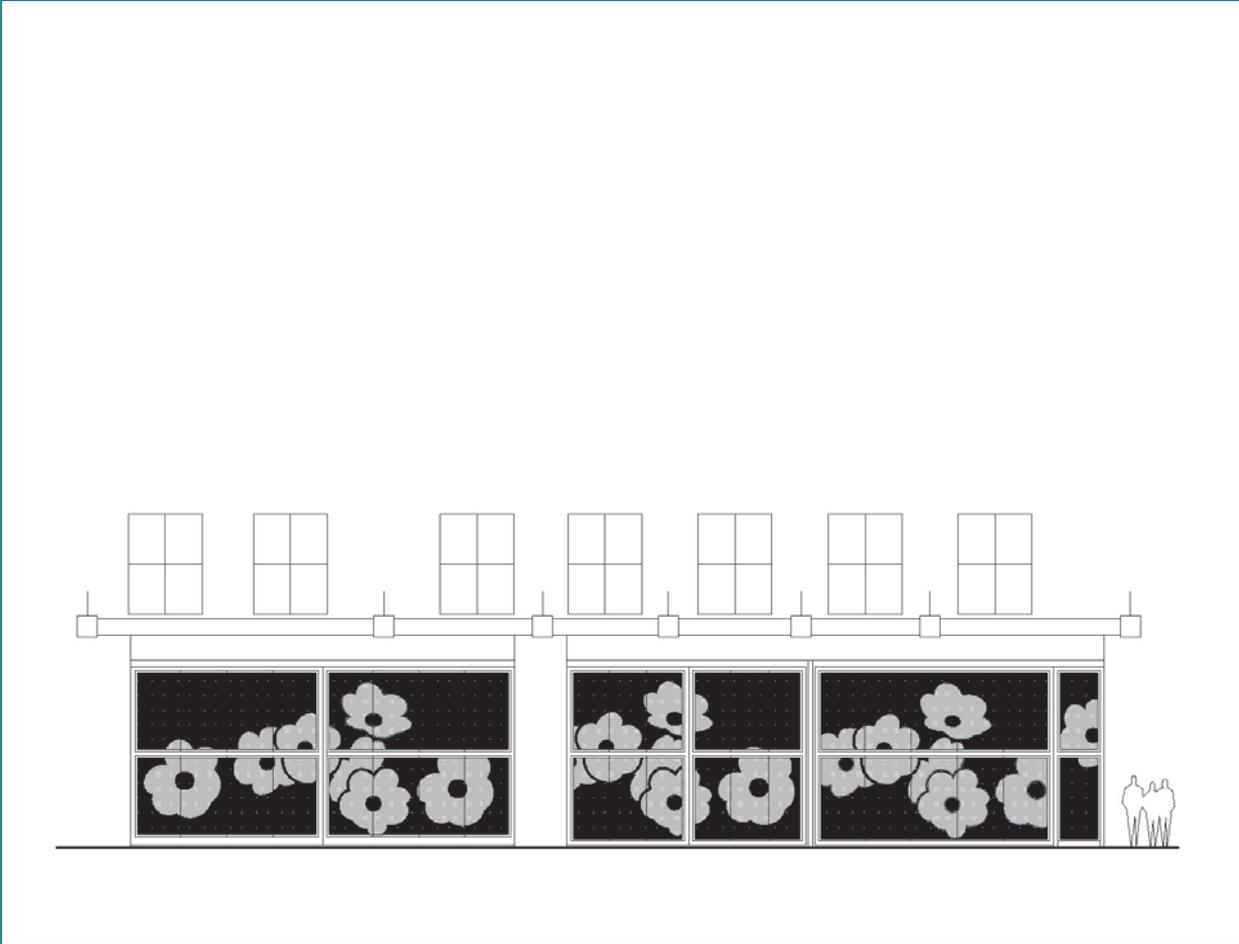
Art Concept – Medallion 2



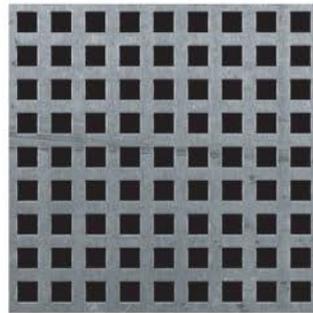
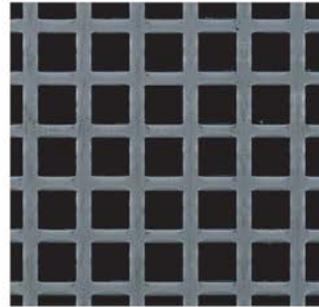
Art Concept - Pacific Dogwood



Art Concept - Dogwood Pattern



Powder Coated Metal Screens



Loading Dock during Daylight



RGB LED Programmable Color Could Change Effect at Night if Desired



Blue



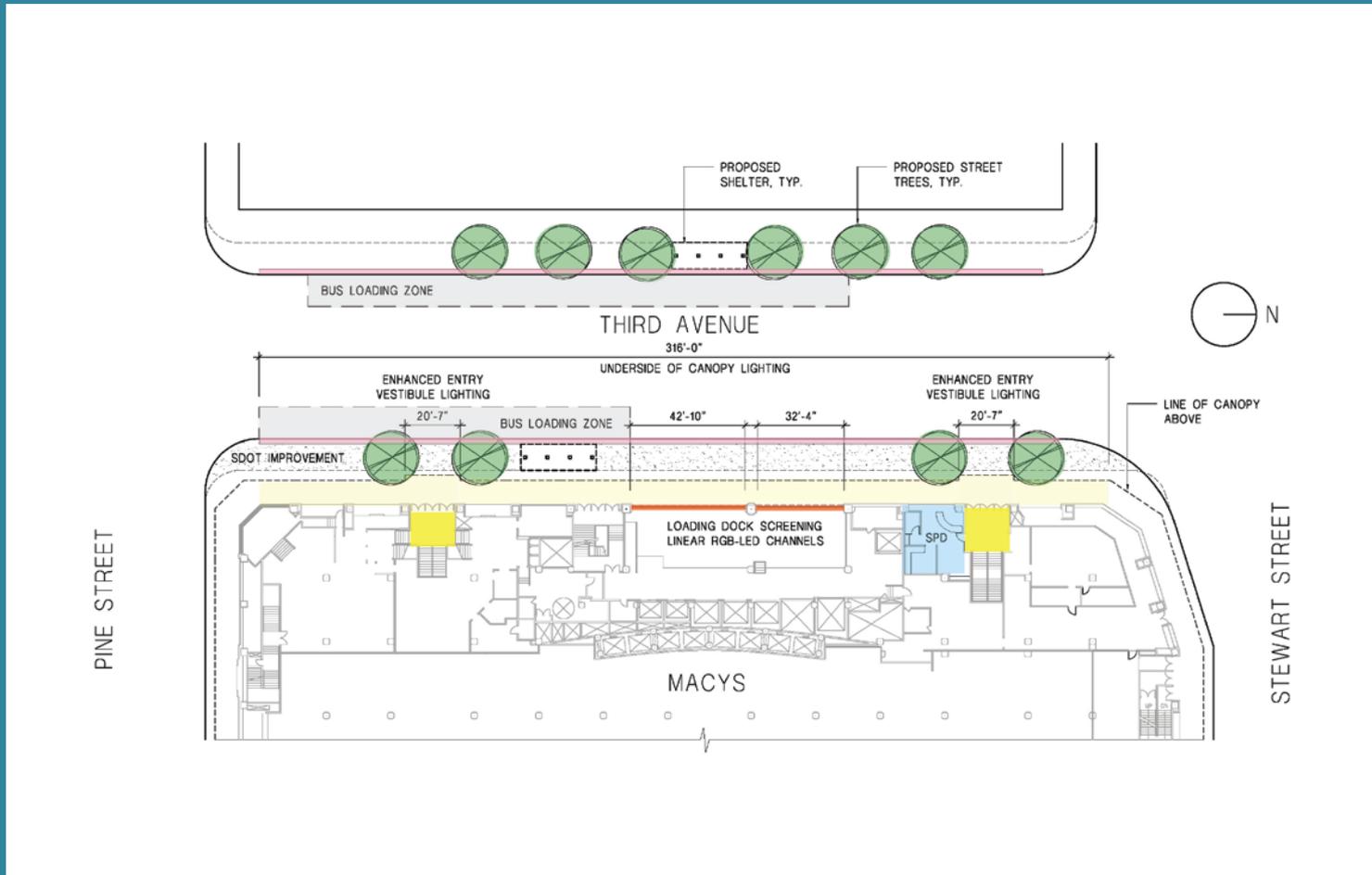
Green



Red



Extent of Macy's Proposed Added Public Benefits



WE'VE MET THE SKYBRIDGE REVIEW COMMITTEE'S RECOMMENDATIONS FOR PUBLIC BENEFIT MITIGATION

- Improved lighting under the canopy along Third Avenue
- Screening of the loading dock is improved with lighting and art as recommended
- Macy's donates 660 square feet of store front office space for the Seattle Police Department – approximate \$33,000 annual value
- Macy's will make Skybridge façade improvements as recommended
- Half of Macy's curb cut for its loading dock is made available for buses
- Plus, the Skybridge is essential for accessibility

Macy's

