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
Top Floors Under Construction
Boast!

THE BIGGEST STORE WEST OF CHICAGO

YOUR NEW BON MARCHE

soon to be more than one million square feet

Yet it. 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 move into this huge premises? Here’s the answer as we see it.

By 1950 experts say Seattle will have more than 1,000,000 people—not goal to 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 continuous shopping you have come to expect from us. But this building addition is not a spur of the moment decision. When the present Bon Marche was built 29 years ago, provisions provided for this addition when you should demand it. Until then, changes and needs of our weight were already provided for in the present store.

The most understandable phase of the new addition at this point is the fact that financing services now take 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 this, but we can lease our new buildings 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 promise when the job is finished, for a hurry-up job would change your shopping conventions. 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
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
1st Floor Accessible Entries
Accessible Entry to Metro
Access Without Skybridge

- Proceed along 3rd ave to pine st.
- Cross 3rd ave at pine st.
- Take elevator to 3rd floor lobby.
- Weather protected access.
- Proceed along pine st towards 4th ave.
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
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
Lamp Posts
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
UW Paccar Hall and Chihuly Gardens and Glass
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 it’s loading dock is made available for buses
• Plus, the Skybridge is essential for accessibility
Macy’s