

Fol Rev # 2012055912



Department of Safety and Inspections
Skyways
375 Jackson Street, Suite 220
Saint Paul, Minnesota 55101-1806
Phone: (651) 266-9117

DSI Staff Use Only
File number: _____
Date Received: 4/20/12
Fee attached: \$110⁰⁰

SKYWAY ORDINANCE 140.11
Exception to General Hours of Operation Application

This application must be filled out completely. The application fee of \$110.00 must be attached. In addition to The significant reasons for requesting an exception to the general hours of operation, please attach any supporting information you feel should be considered in granting this exception.

****Incomplete applications will be returned.****

1. Reason for request Attach additional sheet if necessary *See attached ->* Responding to customers
rt of my macy's localization strategy is to
increase staffing mon-fri by taking
payroll from Sunday & 6pm-7pm^{mon-sat} and
adding staff to serve/sell mon-fri 11-2pm
 2. Skyway to be considered for exception to general hours of operation and 4-6pm

City skyway number: 116 Crosses over street: 6th Street

Building names and addresses on each side of the skyway:

- macys 411 Cedar Street St. Paul
- Alliance Bank Center Cedar Street St. Paul

Proposed alternate hours of operation: (10am-7pm^{currently} mon-sat 12-5 Sun)
↳ 10am-6pm mon-sat not open on Sundays
 3. APPLICANT INFORMATION except in December

Name of contact person: Judy Briggs VP Store manager

Building or company name: Macy's

Street and number: 411 Cedar Street

City: St. Paul State: Mn Zip Code: 55101

Phone number: (651) 292-5101 e-mail: Judy.Briggs@Macy's.com

4. PROPERTY OWNER(S) INFORMATION Complete only if different from applicant

Name: _____

Street and number: _____

5/11/12 IN 1
AMANDA GT FOLDER "SKYWAY VARIANCE"

City: _____ State: _____ Zip Code: _____

Phone number: () _____ e-mail: _____

5. ATTACHMENTS

Please include the filing fee of \$110.00, and all supporting documents required for consideration.

****Fee is not applicable at this time.****

(see American Express info attached)

6. APPROVAL/DENIAL

An exception to general hours of operation for skyways may be granted if, after review by the Department of Safety and Inspections, the Skyway Governance Advisory Committee and the Saint Paul City Council, it is found that the information submitted is sufficient to warrant an exception.

I, the undersigned, hereby certify that the information provided in this application is accurate.
I have read the requirements to apply for an exception to Sky ordinance 140.11.

Signature of applicant: [Signature] Date: 4-19-12

Signature of owner (if different): _____ Date: _____

FOR DSI OFFICE USE ONLY

Date received at DSI: 4/20/12 City Staff: [Signature]

Date submitted to Skyway Governance Advisory Committee: 5/4/12 by [Signature]
(Must be received at the City Council within thirty (30) days of this date.)

Date received at City Council: _____ by _____

Tentative Hearing Date: 6/6/12

Approval: Yes or No Resolution Date: _____

Alternate hours posted within five (5) feet of all entrances to # _____ skyway as required.

Confirmation of signage date: _____ by Inspector: _____

Statement on Macy's St. Paul Store

Macy's is excited to implement a variety of changes to its St. Paul store to better serve its downtown business customer. These changes are expected to begin this spring with completion by end of June. By applying the My Macy's strategy – being a national retailer with the focus on its local customer – the Macy's St. Paul store will become a destination for its neighborhood of nearly 75,000 downtown business workers and residents by offering a tailored store assortment and services to best fit their needs.

Several departments are being reconfigured for better flow and accessibility, making shopping easier and more convenient. In doing so, the merchandise assortment is being tailored to primarily focus on the dressing needs of nearby office workers with the expansion of Women's career collections, shoes, hosiery, handbags as well as Men's business collections, shoes and basics. In addition, customers will also see a larger selection of fashion and fine watches, luggage, briefcases and milestone or anniversary gifts.

The store will also offer extensive samples and testers of brands and styles that are available at larger Macy's stores which may be purchased through Macy's popular Search & Send program. This Search

[http://ma001xsm114.federated.fds/mail/y557328.nsf/\(%24Inbox\)/D5987C92BFA52289862...](http://ma001xsm114.federated.fds/mail/y557328.nsf/(%24Inbox)/D5987C92BFA52289862...) 4/19/2012

& Send program allows the associate to locate any item not readily available in the downtown store and order it from the company's online inventory at any point of sale terminal. All orders ship for free with a \$50 purchase. This also makes it easier on the customer as it eliminates having to tote packages to the office and back home.

Macy's St. Paul store will also market all services it currently offers. It is a dining destination with the River Room restaurant, Marketplace Café and Starbucks. In addition, the River Room restaurant may be used for private gatherings. Macy's St. Paul store also has a catering service and offers free delivery.

The store associates are also able reach their customers with complimentary client services. For instance, customers can make an appointment with an associate who can select merchandise options ahead of the customer's arrival. In addition, associates are also able to notify their customers of new merchandise deliveries, sales, promotions and special events.

Although a Macy's By Appointment (MBA) team – Macy's complementary personal shopping service – is not on staff at the St. Paul store, the Macy's Downtown Minneapolis MBA team has been working with individual clients who find it more convenient meeting at the St. Paul store. Also, MBA offers a corporate gift service, Style at Work seminars and a "Business Smart Pass" where companies can sign up for their staff to enjoy a corporate attire business savings pass. All this may be obtained at the St. Paul store.

Pending approval from Skyway Governance & Capital River Council

Since the majority of Macy's St. Paul customers are downtown business workers, the store operating model will change to better suit their needs. More staffing will be invested into days and times that this office worker is available to shop. Customers will see more associates on the floor during the high traffic times from 11 a.m. – 2 p.m. and 4 – 6 p.m., Monday through Friday. With these hours being reinvested, Macy's St Paul store will close at 6 p.m. on Mondays through Saturdays and close on Sundays except during the holiday season. In addition, several product specialists will be added to better serve the customer. *(The mayor has voiced support of this plan.)*

Macy's St. Paul will also offer a series of events and activities to reach out to downtown customers – office workers, residents and visitors. "First Fridays @ Macy's downtown St. Paul" showcases fun/education/fashion/culture from our local community of St. Paul. The events are scheduled from 11 a.m. – 2 p.m. and are held throughout the store. Some examples of happenings have been Clifford the Big Red Dog from the Children's Museum, random acts of culture's brass quintet presented by knightstarts.org and the like. Also, guests who are dining in the River Room are able to take part in an exciting promotion, "Customer of the Day." The "Customer of the Day" is selected by a random drawing from business card entries and may win an item such as a pair of shoes, handbag or fragrance.

Macy's is delighted to be a part of St. Paul's community and looks forward to continuing to welcome its customers and intensify the retailing traffic both for Macys and for neighborhood retailers.

Andrea Schwartz | VP, Media Relations & Cause Marketing | Macy's North and Midwest
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