



WE LIFT YOU ABOVE ALL

HOW TO INSPECT THE WORLD'S LARGEST DEPARTMENT STORE FACADE IN JUST FIVE NIGHTS



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Macy's Herald Square is the largest department store in the world, operating for over 100 years. Opened in 1902, this is Macy's flagship store as well as its HQ. The building was added to the National Register of Historic Places as a National Historic Landmark.

Macy's Thanksgiving Day Parade, the world's largest parade, takes place annually on Thanksgiving Day and ends at Macy's Herald Square.

Macy's building takes up an entire NYC block between the 6th and 7th avenues and W34th and W35th streets with a whopping street frontage of about 1900 ft.

THE CHALLENGE

Macy's Herald Square building is one of the most challenging buildings to inspect in New York City. The building features 2.5-million square feet and a Palladian facade adorned with thousands of decorative ornaments. It is located on some of the busiest streets, where street work permits are given for nighttime work only.

The store's front entrance is permanently blocked from traffic by a pedestrian zone protected by bollards, making it impossible to squeeze in most trailers and lifts.

Our regular client, a global architectural and engineering firm, was looking for a quickly-moving boom lift that could reach up to 300 ft in height to access the facade up and over the cornices, setbacks, and mezzanines.

THE SOLUTION

The client rented our operated **A-300** boom lift, a 300-ft aerial platform with a full-time professional IPAF-certified operator, the only boom lift capable of reaching all building facade elements. It allows for 106 ft in side reach, and its 31.5-ft jib boom gives extra flexibility to the cage to reach up and over, around, and up over and back.

The client engaged our team for a 5-night project, working from 10 pm to 6 am. Our office obtained all the necessary street permits and started on time.



To wheel the truck-mounted platforms to the front entrance, our experienced driver had to carefully maneuver the lift, with little room to play with while squeezing it into the gate.

Even by night, New York midtown is a busy area: when the city goes to sleep, utilities, sanitation, delivery, and other large trucks take over the streets, making traffic management a major challenge for ground-level projects.

Our clients have the option to engage our traffic management personnel. Multiple flaggers were required at a busy location like Macy's Herald, even at night. We staffed three overnight flaggers when the lifts were parked on the busy sides of the Macy's block.

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THE OUTCOME

Two inspectors completed the project in just 5 nights. It would have taken inspectors nearly a month to complete the same job with conventional lifts.

These incredible time savings are possible because our lift cage continuously moved the boom along the facade, covering thousands of square feet in a single motion, without moving the truck.

To minimize the client's project costs, we deployed two different boom lifts, A-300 and [A-230](#), on different nights. We used the A-300 on the sides of the building that required extreme reach (newer construction). We deployed a smaller, less expensive A-230, a 230-ft "Giraffe" lift, to inspect the original 11-story facade sides where extreme reach was unnecessary.



Our precise German-made lifts and an all-inclusive operated rental service are the height access method of choice for hard-to-access structures or at extreme heights, as they combine unmatched productivity with safety and comfort.

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