



Joseph Millett

General Manager – Colonie Center

Success Magazine: What does success mean to you?

Joseph Millett: Achievement of your goals and objectives on both a business and personal level.

SM: Colonie Center was originally built in 1966, making it one of the first enclosed shopping areas in America. How many renovations has the mall seen since its inception?

JM: Two. Macy's was moved to their present location in 1991, resulting in the renovation and addition of stores in the former Macy's location, and adding the first and second levels from the center court to the present Macy's location. Boscov's and The Christmas Tree Shop were added in 1995.

SM: You recently did a major transformation. What was your aim in undertaking this new reconstruction?

JM: First and foremost, to maximize our market impact. We also wanted to open up the mall frontage to make it more appealing to the Wolf Road landscape. We wanted to improve interior sight, so the consumer could better see the stores they wish to visit. And finally, we wanted to improve the aesthetics of the interior to make it more appealing to everyone.

SM: What did the renovations entail?

JM: The project was completed in two phases. The entire interior was remodeled first, followed by the exterior addition and theatre. The interior remodel consisted of all construction and demolition

being done after the mall closed in the evening, and being completed by 7a.m. the following day in order for the mall to reopen daily. New lighting was added throughout the center. The mall flooring on both levels was removed and replaced with Italian marble. Soft seating areas with couches, chairs, plasma TVs, carpets, and landscaping were also added. Sight line improvements were made by resizing columns, replacing some of the existing staircases, and repainting the entire mall interior.

SM: What clientele were the recent renovations intended to target?

JM: Renovations were not targeted toward any particular clientele. We needed to maximize our current customer base, and expand our market by providing an environment ideal for shopping, dining, and entertainment.

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SM: How have the new additions and renovations contributed to the overall success of Colonie Center?

JM: The mall is now viewed by the consumer as an enjoyable lifestyle center where they and their families can shop, dine, and enjoy a state-of-the-art theatre.

SM: What are some of the main attractions that draw people to Colonie Center?

JM: The theatres, food court, store selection, and ambiance of the center are some of the main attractions. Accessibility off the highway, along with easy ingress and egress are also strong factors in our success.

SM: What do you want people to know about Colonie Center?

JM: I wish to assure them we will continue to add stores and restaurants to further enhance their shopping experiences, and that the staff at Colonie will always keep the interests of the customer our first priority.

SM: Why should Colonie Center be the first choice for people during the holiday shopping season?

JM: We have a new traditional holiday décor program through the center for the customer to enjoy. Our Santa photo booth has interactive activities for the children as they are waiting to see Santa. Merchandise selection, ease of shopping, restaurants, theatre, and all round pleasant experience are awaiting our shoppers.

SM: What are your holiday hours, and when do they start?

JM: Holiday hours start the day after Thanksgiving. The mall will be open that Friday and Saturday from 7 a.m. – 10 p.m., and on Sunday from 11 a.m. – 7 p.m. Effective Friday December 12th, the entire center—including all our restaurants—will remain open until 11 p.m. nightly.

SM: What sets Colonie Center apart from the competition? What makes you unique in the industry?

JM: Colonie Center is the only lifestyle center in the upstate New York area. It does not make us unique to the industry, but does allow our customers to have the same pleasant experiences of shoppers in other areas of the country.

