



Directory of Major Malls® (DMM) Major Shopping Center File

Company location: Nyack, New York

Web address: www.directoryofmajormalls.com

Description: Directory of Major Malls tracks the following information on nearly 4,000 major shopping centers and malls across the United States. The file used in Business Analyst includes all shopping centers with a gross leasable area (GLA) of approximately 225,000 square feet and is current as of January 2006. Lifestyle/specialty centers of any size are also included in this file as this classification of centers has recently become a primary focus in shopping center development. In addition, the data in Business Analyst contains the data for up to four Anchor stores.

Enhancements for 2006: In order to improve upon the locational information of each shopping center in the database, ESRI put together an interactive ArcMap application with satellite and aerial imagery in which each shopping center point was individually studied, and then relocated to its best real-world location as necessary. This included repositioning shopping centers from a street intersection or address to an actual building. DMM reviewed every coordinate in the database and utilized satellite imagery as well as other sources to verify that the mall was geocoded correctly.

Fields:

Field	Field Name	Description
1	MALLCODE	Unique Identifier code
2	MALLNAME	Project Name
3	MALLCOUNTY	County where project is located
4	MALLLOCA	Intersecting streets where project is located
5	MALLCITY	City where project is located
6	MALLSTATE	State where project is located
7	MALLZIP	Zip code where project is located
8	GLA	Gross Leasable area (sq. Ft.) (Retail space)
9	TOTSALES	total retail sales (including anchor stores)
10	DISTONMALL	Distance to nearest competing center
11	TYPEMALL	Type of center ("O"=Open, "E"=Enclosed)
12	DATEOPENED	Year Opened/To Open
13	EXPANSION	Expansion planned - Yes/No?
14	WHENEXPAND	When will expansion be completed
15	DISTONCITY	Distance to nearest major city
16	NEARMCITY	Nearest major city
17	TOTSTORES	Total # Stores
18	MSA	Code for Metropolitan Statistical Area
19	LAST_RENOV	Last renovation completed
20	ANCHOR1	Anchor Store Name (largest)
21	ANCH1_SQFT	Anchor Store Square Footage (largest)
22	ANCHOR2	Anchor Store Name (2nd largest)
23	ANCH2_SQFT	Anchor Store Square Footage (2nd largest)
24	ANCHOR3	Anchor Store Name (3rd largest)
25	ANCH3_SQFT	Anchor Store Square Footage (3rd largest)
26	ANCHOR4	Anchor Store Name (4th largest)
27	ANCH4_SQFT	Anchor Store Square Footage (4th largest)