

DMM Esri Feature Service options

Attribute Description	Data Sample	EFS-Point File Plus	EFS-Premium (includes stores)
Center Subset	DMM	✓	✓
Center Name	Westfield Garden State Plaza	✓	✓
Intersecting Streets	Rts. 4 & 17	✓	✓
Ctr. Street Address 1	1 Garden State Plaza	✓	✓
Ctr. Street Address 2		✓	✓
Center City	Paramus	✓	✓
Center State	NJ	✓	✓
Ctr. Census Zip code	07652	✓	✓
Country	Bergen	✓	✓
Country	United States		✓
Retail GLA	2,182,901		✓
Design of Center	Enclosed	✓	✓
Center Classification	Super-Regional Center	✓	✓
Center Website	https://www.westfield.com/gardenstateplaza		✓
Center Name	Westfield Garden State Plaza		✓
Design of Center	Enclosed	✓	✓
Year Opened	1957		✓
No. of Levels	2		✓
DMM Shape Description	Rectangle		✓
Site Acreage	138		✓
Total Stores	326	✓	✓
# of Actual Tenants Listed	258	✓	✓
# of Parking Spaces	10831		✓
Contains a Food Court	Y		✓
Food Court Seats	750		✓
Last Renovation / Expansion	2017		✓
Renovation / Expansion Planned	Y	✓	✓
Expected Completion Year	2026		✓
Comments	Renovation coming in phases, overtime, beginning in	✓	✓
Has Space Available	Y		✓
Has Outparcels	Y		✓
Accepts Temp. Tenants	Y		✓
Can Provide Carts & Kiosks	Y		✓
Center Rank by GLA	24		✓
Total Anchor GLA	952,000 sqft		✓
Closed & Vacant Anchor GLA	130,000 sqft		✓
Closed & Vacant Space as % of Ctr. GLA	5.96%		✓
Owner Company	Unibail-Rodamco-Westfield		✓
Owner Total GLA (sqft)	25,370,930		✓
Owner Center Count	20		✓
Owner % of Total GLA	0.67%		✓
Owner % of All Centers	0.22%		✓
Nearest Major City	Manhattan		✓
Nearest Major City Distance	10		✓
Avg. Miles Traveled by Visitors	10.4		✓
Nearest Competing Ctr.	Paramus-IKEA Shopping Center		✓
Miles to Nearest Competing Ctr.	0.00		✓
Nearest Comparable Ctr.	American Dream		✓
Miles to Nearest Comparable Ctr.	7.4		✓
DMM Region	North East		✓
Census Region	Mid-Atlantic		✓
MSA	New York-Newark-Jersey City, NY-NJ-PA		✓

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Attribute Description	Data Sample	EFS-Point File Plus	EFS-Premium (includes stores)
Nielsen Designated DMA	New York NY		✓
CBSA	New York-Newark-Jersey City, NY-NJ-PA		✓
Population (In Primary Market)	2,072,300		✓
Population 3 Mile Radius	178,623		✓
Population 5 Mile Radius	640,714		✓
Population 10 Mile Radius	2,382,522		✓
Population 20 Mile Radius	10,630,340		✓
Total Households (In Primary Market)	766,009		✓
Total Households 3 Mile Radius	66,359		✓
Total Households 5 Mile Radius	220,981		✓
Total Households 10 Mile Radius	878,768		✓
Total Households 20 Mile Radius	4,116,551		✓
Avg. HH Income (In Primary Market)	\$131,235		✓
Avg. HH Income 3 Mile Radius	\$142,075		✓
Avg. HH Income 5 Mile Radius	\$129,361		✓
Avg. HH Income 10 Mile Radius	\$125,856		✓
Avg. HH Income 20 Mile Radius	\$129,800		✓
Median Age (In Primary Market)	39.5		✓
Median Age 3 Mile Radius	43.4		✓
Median Age 5 Mile Radius	40		✓
Median Age 10 Mile Radius	40		✓
Median Age 20 Mile Radius	39		✓
Median HH Income (In Primary Market)	\$101,376		✓
Median HH Income 3 Mile Radius	\$108,827		✓
Median HH Income 5 Mile Radius	\$101,022		✓
Median HH Income 10 Mile Radius	\$96,411		✓
Median HH Income 20 Mile Radius	\$97,897		✓
Average Age (In Primary Market)	40		✓
Average Age 3 Mile Radius	43		✓
Average Age 5 Mile Radius	40		✓
Average Age 10 Mile Radius	40		✓
Average Age 20 Mile Radius	40		✓
Owner Co. Contact	Stephen Fluhr		✓
Owner Title	SVP, Project Development		✓
Owner Company	Unibail-Rodamco-Westfield	✓	✓
Owner Address 1	2049 Century Park East		✓
Owner Address 2	41st Floor		✓
Owner City	Los Angeles		✓
Owner State	CA		✓
Owner Zip code	90067		✓
Owner Phone	212-822-1133		✓
Owner Fax	0		✓
Owner Email	stephen.fluhr@urw.com		✓
Owner Website	http://www.urw.com		✓
Joint Venture Center	Y		✓
Joint Venture Partner(s)	Prudential PLC		✓
Leasing Contact	Caitlin Aldahondo		✓
Leasing Title	Project Manager, Tenant Coord.		✓
Leasing Company	Unibail-Rodamco-Westfield		✓
Leasing Street Address 1	c/o Westfield Garden State Plaza Management		✓
Leasing Street Address 2	One Garden State Plaza		✓
Leasing City	Paramus		✓

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Attribute Description	Data Sample	EFS-Point File Plus	EFS-Premium (includes stores)
Leasing State	NJ		✓
Leasing Zip code	07652		✓
Leasing Phone	201-359-3075		✓
Leasing Fax	0		✓
Leasing Email	caitlin.aldahondo@urw.com		✓
Leasing Website	http://www.urw.com		✓
Management Contact	Wesley Rebisz		✓
Management Title	Sr. General Manager		✓
Management Company	Unibail-Rodamco-Westfield		✓
Management Address 1	c/o Westfield Garden State Plaza Management		✓
Management Address 2	One Garden State Plaza		✓
Management City	Paramus		✓
Management State	NJ		✓
Management Zip code	07652		✓
Management Phone	201-843-2121 (ext. 93842)		✓
Management Fax	201-843-1716		✓
Management Email	wesley.rebisz@urw.com		✓
Management Website	http://www.urw.com		✓
Specialty Leasing Contact	Caitlin Aldahondo		✓
Specialty Leasing Title	Project Manager, Tenant Coord.		✓
Specialty Leasing Company	Unibail-Rodamco-Westfield		✓
Specialty Leasing Address 1	c/o Westfield Garden State Plaza Management		✓
Specialty Leasing Address 2	One Garden State Plaza		✓
Specialty Leasing City	Paramus		✓
Specialty Leasing State	NJ		✓
Specialty Leasing Zip code	07652		✓
Specialty Leasing Phone	201-359-3075		✓
Specialty Leasing Fax	0		✓
Specialty Leasing Email	caitlin.aldahondo@urw.com		✓
Specialty Leasing Website	http://www.urw.com		✓
Marketing Manager	Stephen Fluhr		✓
Marketing Manager Title	SVP, Project Development		✓
Marketing Manager Email	stephen.fluhr@urw.com		✓
Manager	Wesley Rebisz		✓
Manager Title	Sr. General Manager		✓
Manager Address 1	c/o Westfield Garden State Plaza Management		✓
Manager Address 2	One Garden State Plaza		✓
Manager City	Paramus		✓
Manager State	NJ		✓
Manager Zip code	07652		✓
Manager Phone	201-843-2121 (ext. 93842)		✓
Manager Fax	201-843-1716		✓
Center Email	wesley.rebisz@urw.com		✓
Manager Email	wesley.rebisz@urw.com		✓
Center Website	http://www.urw.com		✓
Demographics date -Year	2024		✓
Demographics date- Month	6		✓
Store Type	3A		✓
Store Category Description	3A-Anchor		✓
Store Name	Nordstrom		✓
Anchor GLA	246000		✓
Store Location			✓

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Attribute Description	Data Sample	EFS-Point File Plus	EFS-Premium (includes stores)
Store Status (Anchors)			✓
Store Status Year (Anchors)			✓
# of Locations in Ctr.	1		✓
Chain Type	National		✓
NAICS Code	455110		✓
NAICS Code Description	Department Stores		✓
SIC Code Name	Department Stores		✓
SIC Code	5311		✓
National Chain Count	166		✓
Regional Chain Count	58		✓
Local Regional Chain Count	7		✓
Independent Chain Count	27		✓
National Chain %	64.3%		✓
Regional Chain %	22.5%		✓
Local Regional Chain %	2.7%		✓
Independent Chain %	10.5%		✓
Anchors	Anchor (6)		✓
Anchor %	2.3%		✓
Shoes	Shoes (21)		✓
Shoes %	8.1%		✓
Women's Wear	Women's Wear (35)		✓
Women's Wear %	13.6%		✓
Men's Wear	Men's Wear (11)		✓
Men's Wear %	4.3%		✓
Children's Apparel	Children's Apparel (4)		✓
Children's Apparel %	1.6%		✓
Unisex/Family Clothing	Unisex/Family Clothing (45)		✓
Unisex/Family Clothing %	17.4%		✓
Food & Restaurants	Food & Restaurants (48)		✓
Food & Restaurants %	18.6%		✓
Jewelry	Jewelry (15)		✓
Jewelry %	5.8%		✓
Gifts, Cards, Books	Gifts, Cards, Books (2)		✓
Gifts, Cards, Books %	0.8%		✓
Temporary Tenant	Temporary Tenant (0)		✓
Temporary Tenant %	0.0%		✓
Barbers, Beauty	Barbers, Beauty (17)		✓
Barbers, Beauty %	6.6%		✓
Specialty Store	Specialty Store (33)		✓
Specialty Store %	12.8%		✓
Hi-Tech	Hi-Tech (9)		✓
Hi-Tech %	3.5%		✓
Services Count	Services (10)		✓
Services %	3.9%		✓
Entertainment Count	Entertainment (1)		✓
Entertainment %	0.4%		✓
Miscellaneous Count	Miscellaneous (1)		✓
Miscellaneous %	0.4%		✓
Year	2024		✓
Month	06		✓
Quarter	Q2		✓
Mobile Qtr.	2024_Q1		✓

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DMM Region	North East		✓
Census Region	Mid-Atlantic		✓
MSA	New York-Newark-Jersey City, NY-NJ-PA		✓
Top 5 PersonaLive® Segments %	31.12%		✓
Trade Area Population	2,072,300		✓
Population 3 Mile Radius	178,623		✓
Population 5 Mile Radius	640,714		✓
Population 10 Mile Radius	2,382,522		✓
Population 20 Mile Radius	10,630,340		✓
Average Income (In Primary Market)	\$131,235		✓
Average income 3 Mile Radius	\$142,075		✓
Average income 5 Mile Radius	\$129,361		✓
Average income 10 Mile Radius	\$125,856		✓
Average income 20 Mile Radius	\$129,800		✓
Median Income (In Primary Market)	\$101,376		✓
Median Income 3 Mile Radius	\$108,827		✓
Median Income 5 Mile Radius	\$101,022		✓
Median Income 10 Mile Radius	\$96,411		✓
Median Income 20 Mile Radius	\$97,897		✓
Trade Area Population	2,072,300		✓
Population: Male %	49.0%		✓
Population: Female %	51.1%		✓
Average Age (In Primary Market)	40		✓
Average Age, Male	39		✓
Average Age, Female	41		✓
Households (In Primary Market)	766,009		✓
Avg. Household Size	2.7		✓
Trade Area Population	2,072,300		✓
Trade Area Population	2,072,300		✓
Average Income (In Primary Market)	\$131,235		✓
Average Income (In Primary Market)	\$131,235		✓
Shopping Center Polygons are available as a separate custom licensed dataset.			

DMM shopping center dataset includes all available shopping centers and tenants in published dataset. Product code attribute field identifies legacy DMM (175k sqft + and "Small Center" records (<=175k).

Note: Shopping centers of < 175k sqft in GLA have verified location and sizes, but may have limited contact and tenants. These attributes are continually being researched and populated as efforts are made to expand and enhance the dataset further.

Pricing : Upon request and on a "Per user" based licensing within a single client company for non-commercial, internal usage. Contact your sales rep at Directory of Major Malls / ShoppingCenters.com with any questions or to discuss licensing geofences/polygons or historical datasets

Additional Detail Sources:

- [DMM shopping center classifications](#)
- [Retail Chain Type classifications](#)
- [DMM data FAQs - Fast Facts](#)
- sales@shoppingcenters.com