



NEWS

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DeBARTOLO ANNOUNCES PLANS FOR THE FLORIDA MALL

THE FLORIDA MALL is as bold as the state it will imprint. Plans for The Florida Mall, originally designed for the development of one of the world's largest shopping malls, have been revised for the development of a multi-faceted, creative community befitting today's Orlando: The Florida Mall, anchored by six renowned department stores and bringing together 161 specialty shops and restaurants, will be crowned by a convention-class hotel and flanked by office buildings, restaurants and residential housing.

The project's 250-acre site, reserved 12 years ago south of Orlando, today locks arms with the famed and notable multi-million-dollar developments associated with the nationally popular region: Walt Disney World and EPCOT, Sea World and Orlando's new "21st Century" airport.

The Florida Mall's ideal location is actually framed in the lattice of the major central highways that tie together the state's multi-county central market. The mall site is situated on Sand Lake road (S.R. 528A) and Orange Blossom Trail (U.S. 17, 92 and 441), and it is served nearby by the Florida Turnpike, State Route 527, the Bee Line Expressway and Interstate 4.

(more)

Site work began November 29 for construction of the mall, which is scheduled to open in the Spring of 1985. The recent construction start was determined by the predominant, continuous growth of the Orlando region. Joining the Florida Mall project are Ivey's, J. C. Penney and Robinson's fashion department stores, negotiations are being finalized with Belk-Lindsey and discussions are continuing with Burdines and Sears. Among the 144 specialty shops and boutiques brought together within the mall will be 17 restaurants grouped together in a courtyard with dining tables and chairs, and the mall will also feature a Morrison's Cafeteria and major theme restaurant.

Architects at the DeBartolo Corporation outline the plans being fashioned for the mall's design thus: The mall, 1.3 million square feet in size, will feature four different architectural themes. Interlocking settings reminiscent of the English Victorian, Mediterranean Village, Scandinavian and Art Deco periods will be formed through the design and selection of concourse sculpture, furniture, fountains, storefronts and architectural highlights. This mode will tend to give each section of the large mall its own identity and hosting warmth. A natural sunniness will be common to all concourses, however, for ceilings throughout the mall will be opened to the sky by large skylights.

DeBartolo's landscape architects point out that the mall's interior concourses and exterior grounds will be extensively landscaped, and they particularly note that much

time and effort has been invested in the location and preservation of large pine trees prevalent across the acreage.

The DeBartolo Corporation will ensure that the architecture, landscaping and overall complexion of the entire planned community are of harmonious quality. The firm has much experience in the development and management of complex properties and notes other DeBartolo developments of similar scope: The grand Miami International Mall, opened six months ago, is the nucleus of 445 acres for which 6.5 million square feet of office buildings, hotels, restaurants and financial facilities are planned. The firm is also directing the commercial development of 107 acres on the periphery of its new mall in Melbourne, Florida (Melbourne Square, opened in October).

For The Florida Mall development, DeBartolo engineers are planning an internal roadway network to provide controlled traffic circulation within the mall community of 250 acres. The more than 100 acres of prime commercial property adjacent to the mall site are fully improved and available for purchase and development.

The Florida Mall hotel

The DeBartolo Corporation recently entered into a long-term agreement with Pratt Hotel Corporation for the development, construction and management of hotels in major

markets throughout the United States. The Pratt Hotel Corporation, formerly Inns of the Americas, Inc., owns the Sands Hotel and Casino in Las Vegas, the Sands Atlantic City, and is the largest operator of Holiday Inns in Latin America.

The two firms' first joint venture is The Florida Mall project, where Pratt will develop and manage the 500-room hotel which will actually anchor the mall. Jack E. Pratt, Chairman and President of Pratt Hotel Corp., explains that The Florida Mall hotel will be patterned after the firm's highly successful Centre Plaza Hotel in Dallas. Pratt's plaza hotels are described as convention-class hotels that provide rooms above average in size, restaurants, lounges, extensive meeting facilities, and a Plaza Club which offers personalized services for business travelers.

An enviable market

The Florida Mall will serve, in addition to Orange County, major sections of Osceola, Polk and Lake Counties -- a market including more than 290,000 residents. In addition, the hotel will attract annually an estimated one million guests (tourist and commercial), diners and convention attenders. This market is within the tri-county area experiencing the "unprecedented boom" in the construction of office buildings, corporate headquarters and hotels triggered by the new and highly lauded EPCOT Center, opened in November.

DeBartolo and Florida

The DeBartolo Corporation has long been recognized as the nation's largest developer of shopping malls. While the firm has developed 52 regional malls from coast to coast, much of its development activity is concentrated in Florida. Since 1967, the DeBartolo Corporation has opened 13 malls statewide, among them the new Miami International Mall (opened in August) and Melbourne Square (opened in October).

DeBartolo construction personnel are presently at five additional sites in Florida. The 1.5-million-square-foot Aventura Mall, adjacent to the Turnberry Isle Yacht and Country Club in North Miami Beach, is nearing completion and will open April 27. The DeBartolo Corporation is also constructing Boynton Beach Mall (1.25 million square feet) in Boynton Beach, Coral Square (1.2 million square feet) in Coral Springs and expanding Mayfair In The Grove in Coconut Grove. The firm is also developing the Brickell Bay Office Tower in Miami, where ground was broken December 16 for the building of the stately 31-story structure.

DeBartolo malls located in Florida:

Altamonte Mall, Orlando	Paddock Mall, Ocala
Cutler Ridge Mall, Miami	Palm Beach Mall, West Palm Beach
DeSoto Square, Bradenton	Pinellas Square, St. Petersburg
Eastlake Square, Tampa	Tyrone Square, St. Petersburg
Gulf View Square, Pasco County	University Square, Tampa
Melbourne Square, Melbourne	Volusia Mall, Daytona Beach
Miami International Mall, Miami	