Assessment Information: Let’s go to the Mall!

Open the Madison Square Mall Area.kml file in Google Earth. Explore the area on your screen.

List 4 human-built features in the vicinity of the mall.
Examples below. Other human-built features may be provided.

1. ____ highway ______________________ 3. ____ office buildings ______________________
2. ____ housing development ____________ 4. ____ parking lot ______________________

What are some natural features you can identify?
Examples below. Other natural features may be provided. Students may also mention ponds.

1. _____ forested area __________________ 2. ____ grass area ______________________

Label the 14 features in the aerial photo that the arrow tips point at. Write on lines provided.
Analysis

1. What do you think the land around the Madison Square Mall area looked liked before the Mall was built?

   Students may reply that the area was once forested or woodland. Some students may respond that the area was agricultural farmland.

   What evidence can you observe in the aerial photo or in Google Earth to support your claim.

   Forested/woodland evidence: Areas of preserved forest stands. Some neighborhoods have large trees.
   Agricultural farmland: There are land areas nearby the mall that are cleared areas. These might be areas recently cleared for development purposes.

For each of the uses listed below identify one advantage and one disadvantage of being near the mall. A sample set of answers is provided for the movie theater.

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential area</td>
<td>Easy to get to the shopping mall. Walk and conserve gasoline for shopping. Increase in traffic on main roads.</td>
</tr>
<tr>
<td>Office complexes</td>
<td>Malls provide a place for people to have lunch or run errands after work. Increase in traffic on main roads.</td>
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<tr>
<td>Strip Mall</td>
<td>Take care of multiple shopping errands.</td>
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<tr>
<td>Highway exit ramp</td>
<td>Provides easy access for automobiles to mall.</td>
</tr>
<tr>
<td>Restaurants</td>
<td>People shopping can easily eat meal.</td>
</tr>
<tr>
<td>Movie theater</td>
<td>People shopping can easily go see a movie.</td>
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</tbody>
</table>

Discussion Questions

2. According to people in the Huntsville area, the Madison Square Mall was built before other commercial facilities including restaurants, a bank, a hotel, movie theater, and car dealers came to the area. Why would these businesses move near a shopping mall?

People often run a series of errands or engage in leisure activities at the same time they visit a mall.

3. Would you want a new mall built across the street from your home? Why or why not?

Answers may vary. Some students enjoy visiting malls, shopping, hanging out with friends and would enjoy having one near their home. Some students may not wish to have a mall nearby due to increase of traffic and noise in their neighborhood.