

# **Office Buildings Map Production Manual**

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## **I. Overview**

Map editing involves adjusting existing maps and creating new maps for the next edition of *Office Buildings* (OB). Map information is gathered through field and phone research, MrOfficeSpace.com research, art department and the sales department. The process also includes entering a latitude and longitude value for each building.

## **II. Sources of New Maps and Map Adjustment Requests**

- Maps must be created for new buildings that will be added to the layout for the next *Office Buildings*. These are obtained through field and phone research, art department, and sales department. Those from art and sales are advertiser requests. Formerly under construction and newly built buildings will also require maps.
- Field researchers are required to verify the location of each building they visit based on its specific map. They must provide a description of the change/issue in the appropriate section of page 2 of the field research sheet packet. The attached photo page from OB should also include a notation describing the change. Common types of changes will include building locations, highway exit changes, and street name changes.
- Keep in mind the dates for map creation as listed in the production schedule.
- Keep track of all emails announcing new additions to the layout as these will all require maps.
- Track changes in the [2008 Maps logs spreadsheet](#). If this file is regularly maintained, the county map process will be easier. You will know which maps will require changes to the county map.
- Note any changes to the building information you encounter while doing research for the map. These may include town and street name. Verify these and notify all of the change(s).
- Instruct the art department to export the new map if it is deemed correct.

## **III. Map Editing Process**

### **A. New Building**

- *Creating Map for New Building Based on Existing Map*

Check *Office Buildings* if there is an existing building on the same street or nearby. If so, copy and enlarge that map; you will use that as the base map. Create the map using external sources (Yahoo Maps, Google Maps, city government web sites, real estate company websites, etc.). The new map may require adding a new street or extending an existing one. Indicate reference number map should be saved to and the reference number of the base map. Submit to art

department along with original to illustrate progression of change. The original source will prove useful when adjusting the county map.

Of special note are Manhattan buildings. The exact location and shape of each building is represented accurately in the Manhattan editions of OB. More than likely, an existing map exists with a building next door. Use the [New York City map portal](#) to pinpoint the exact location and physical shape of the building. Use an existing OB map as the base where applicable.

Follow the same process for Seattle maps. Use the [King County Parcel Viewer](#) site as a guide.

For other downtown areas (Center City Philadelphia, Boston, etc.) the process is similar but the map will look different. Follow the examples in each book. There are sites for these cities as well.

- *Creating Map for New Building without Existing Base Map*

If there is no existing building in OB near the new building, a completely new map will have to be produced. Use external map sources. Trace a square over printout of external source map. Square should be *an inch and three-quarters*. Try to capture important roads and highways and show street leading to highway (for suburban buildings). Make clear, well-defined copy for art to work from. Indicate reference number to which map should be saved. Submit to art with external original.

- *Creating New Office Park Map*

Utilize same process for creating new building. Just indicate all buildings in park as opposed to individual map for all buildings. Save to lowest building reference number in the park (though it does not make sense logically). Submit to art with external original.

The exception to this rule is Seattle. Each individual building on a map are not represented. Just use a circle to indicate a park.

## **B. Map Adjustments**

- *Editing Non Office Park Building*

Make copy of original map from OB and enlarge. Indicate change. Submit new map and original to art to illustrate progression of change.

- *Editing Office Park Map*

Check if a new building is part of an office park. If so, you will only have to change the existing office park map (adding or deleting a building, etc.) and not create an individual map. Make a copy of the existing map and enlarge it. Use external map sources. Make the necessary change(s). Indicate to which reference number the map should be saved.

\*To maintain consistency, all office park maps should be saved to the lowest reference number of the buildings in the park. Double check the Layout area of the More tab in the Office Buildings program. Under the Files tab there is a Map\_Name column that will indicate the ref number the map is saved to. *See example below.*

| Layout      |      |            |                            |                                       |                   |               |            |           |      |      |
|-------------|------|------------|----------------------------|---------------------------------------|-------------------|---------------|------------|-----------|------|------|
| Publication |      | New Jersey |                            | <input type="checkbox"/> Show deleted |                   | Excel         |            |           |      |      |
| Main        |      |            | Address                    |                                       |                   | Files         |            |           | A    |      |
| Page        | AdNo | Book_ref   | Descript                   | FPO                                   | Pic_path          | Pic_name      | Map_name   | Logo_name | pPub | pYes |
| 269         |      | NJ2549     | Morris Corporate Center    | <input type="checkbox"/>              | pix\hsts\         |               | nj0233.eps |           | NJ   | 07   |
| 269         |      | NJ233      | 300 Interpace Pkwy.        | <input type="checkbox"/>              | pix\hsts          | nj0233.tif    |            |           | NJ   | 07   |
| 269         |      | NJ234      | One Upper Pond Rd.         | <input type="checkbox"/>              | pix\hsts          | nj0234.tif    |            |           | NJ   | 07   |
| 269         |      | NJ782      | 379 Interpace Pkwy.        | <input type="checkbox"/>              | pix\hsts          | nj0782_05.tif |            |           | NJ   | 07   |
| 269         |      | NJ2344     | 399 Interpace Pkwy.        | <input type="checkbox"/>              | pix\hsts          | nj2344.tif    |            |           | NJ   | 07   |
| 270         |      | NJ817      | Morris Technology Center   | <input type="checkbox"/>              | pix\hsts          | nj0817.tif    | nj0817.eps |           | NJ   | 07   |
| 270         |      | NJ254      | 1055 Parsippany Blvd.      | <input type="checkbox"/>              | pix\hsts\         | nj0254.tif    | nj0254.eps |           | NJ   | 07   |
| 270         |      | NJ2911     | 1140-1160 Parsippany Blvd. | <input type="checkbox"/>              | pix\hsts          |               | nj2911.eps |           |      |      |
| 271         |      | NJ255      | 199 Pomeroy Rd.            | <input type="checkbox"/>              | pix\client digita | 1160-1140 pa  | nj0255.eps |           | NJ   | 07   |
| 271         |      | NJ2029     | POWDER MILL PLAZA          | <input type="checkbox"/>              | pix\hsts\         |               | nj0258.eps |           | NJ   | 07   |
| 271         |      | NJ590      | Powder Mill Plaza          | <input type="checkbox"/>              | pix\hsts\         | nj0590.tif    |            |           | NJ   | 07   |
| 271         |      | NJ258      | Powder Mill Plaza          | <input type="checkbox"/>              | pix\hsts\         | nj0258.tif    |            |           | NJ   | 07   |
| 271         |      | NJ259      | Powder Mill Plaza          | <input type="checkbox"/>              | pix\hsts\         | nj0259.tif    |            |           | NJ   | 07   |
| 272         |      | NJ260      | 1515 Route 10              | <input type="checkbox"/>              | pix\hsts\         | nj0260.tif    | nj0260.eps |           | NJ   | 07   |

#### IV. Adding Map Key and Reference

In the More section of the OB program, there are fields under County Map which correspond to the Map Key and Reference on the County Map in *Office Buildings*. As you create new maps, you will have to complete these fields. They are needed before the layout is first run and will make it easier to add the buildings to the county map later. To determine the proper key, look for nearby buildings, the town, and major roads and highways on the county map. External sources will also be helpful. For the Reference, look for the last number assigned in the county map index. Assign the next sequential number to the new building. Keep track of these numbers so none are repeated or skipped. For office parks, follow the order established for already existing buildings. Some may use the same number while others will use a number and a lettering system. See *example below*.

The screenshot shows the 'Building in a park' application window. It features several tabs: Building, Company, Tenants, More, and Sale. The 'More' tab is active, displaying various data entry fields and a notes table.

**Address:** 300 Interpace Pkwy. **Park:** Morris Corporate Center **Park Options...**

**Markets:** Region: New Jersey; Market: Northern, NJ; Submarket: Morris **Bldg lngs/URLs**

**Building Data log**

|          |            |                                     |
|----------|------------|-------------------------------------|
| Received | 02/07/2008 | <input checked="" type="checkbox"/> |
| Complete | 02/08/2008 | <input checked="" type="checkbox"/> |
| Proofed  | 03/07/2007 | <input checked="" type="checkbox"/> |
| Done     | 03/07/2007 | <input checked="" type="checkbox"/> |

**Web Maps**

Latitude: 408692 Longitude: -744410 Update Lvl: 0 Zoom Lvl: 7

**Map log**

Assigned: //  Basemap: 233

Received: 09/13/1995  Assigned: 04/09/2003

Instruct: NJ97,299 Proofed: 02/22/2003

CD No: NJ06021 Noteote: edit

**County map**

Key: B1 Ref: 66

**Notes** Research

| Type     | User    | Created    | Priority |
|----------|---------|------------|----------|
| Research | cynthia | 02/13/2003 |          |
| Research | cynthia | 04/24/2003 |          |
| Research | david   | 06/04/2003 |          |
| Research | cynthia | 01/15/2004 |          |
| Research | cynthia | 04/01/2004 |          |
| Research | Ian     | 05/18/2004 |          |
| Research | sal     | 06/17/2004 |          |
| Research | sal     | 01/31/2005 |          |

**Picture log**

Assigned: //

**Paste Mapblast.com String Here**

Update Lat/Lon

Lat: Lon:

**Featured Building**

Start: // End: // D&B CPL: NJ0117 Seattle ID: //

**Buttons:** NJ233 Find Addr Prior LastCh New Bldg... Del Bldg... Save Undo Close

## V. Adding Latitude and Longitude

All new buildings require latitudinal and longitudinal values. These are necessary for the aerial view to be created on MrOfficeSpace.com. You may receive requests for web-only buildings, i.e., those that are not in OB and only for an advertiser's website. These numbers should be entered in the corresponding fields under Web Maps in the More section of the OB program. The numbers can be obtained from [MSN Maps](#) as well as several other web-based sources including [Yahoo Maps](#), [Map Builder](#) and [Batch Geocode](#).

For MSN and Yahoo, after an address query is performed and a map is produced, the resulting URL (in address window) will include both the latitude and longitude for that building. Other sources will produce the latitude and longitude.

\*\*\*Note- These numbers in OB do not include a decimal point and only allow four numbers after where the decimal point would be placed. Round off the fourth digit to the next highest number if the fifth digit is 5 or above. For example, 40.65786 becomes 40.6579 and 406579 in OB. See example below.

The screenshot shows the 'Building in a park' application window. The 'Web Maps' section is active, displaying the following fields:

- Latitude: 408692
- Longitude: -744410
- Update Lvl: 0
- Zoom Lvl: 7

Other visible fields include:

- Address: 300 Interpace Pkwy.
- Park: Morris Corporate Center
- Markets: Region: New Jersey; Market: Northern, NJ; Submarket: Morris
- Building Data log: Received (02/07/2008), Complete (02/08/2008), Proofed (03/07/2007), Done (03/07/2007)
- Picture log: Assigned (//), Received (09/13/1995), Instruct (NJ97,299), CD No (NJ06021)
- Map log: Basemap (233), Assigned (04/09/2003), Proofed (02/22/2003), Notecode (edit)
- Notes table (see below)
- Featured Building: Start (//), End (//), D&B CPL (NJ0117), Seattle ID (//)

| Type     | User    | Created    | Priority |
|----------|---------|------------|----------|
| Research | cynthia | 02/13/2003 |          |
| Research | cynthia | 04/24/2003 |          |
| Research | david   | 06/04/2003 |          |
| Research | cynthia | 01/15/2004 |          |
| Research | cynthia | 04/01/2004 |          |
| Research | Ian     | 05/18/2004 |          |
| Research | sal     | 06/17/2004 |          |
| Research | sal     | 01/31/2005 |          |

Buttons at the bottom include: NJ233, Find Addr, Prior, LastCh, New Bldg..., Del Bldg..., Save, Undo, Close.

After entering the latitude and longitude values, enter 7 in the field to the right of Zoom Lvl. This is also needed to create the map for the web.



## **VI. Adding Building to and Editing County Map and Indexes**

New buildings and building location changes must be represented on the county map. Use the previously assigned Map Key and Reference Number to position the building. Trace over the county map printout provided by the art department. Single buildings should be represented by one square and most parks by a circle. Some parks will have a Reference Number pointing to several buildings. Use the town, nearby buildings, and major roads and highways as a guide. External sources will be useful as well.

You will also have to edit the map index that accompanies each county map. Look for buildings with missing information that will include the key, reference and page number. Be mindful of any building maps that were created after type was run. As stated earlier, the Map Log will prove useful at this point.

Sometimes, the type will run long. Compare the current index to the previous year's to see where edits can be made. For example, keep a line for the office park but delete lines for the buildings within the park to make space.