

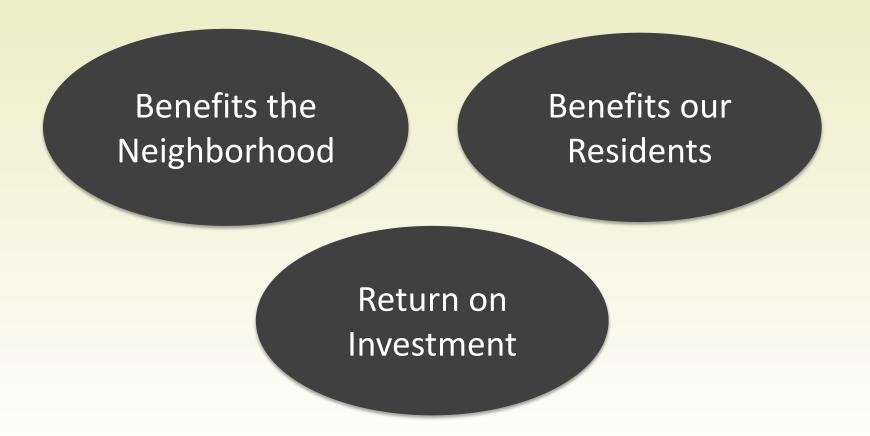
#### Urban Infill Retail - Getting it Right

Matt Wakenight, Senior Vice President – Investments – Equity Residential NOVEMBER 6, 2013

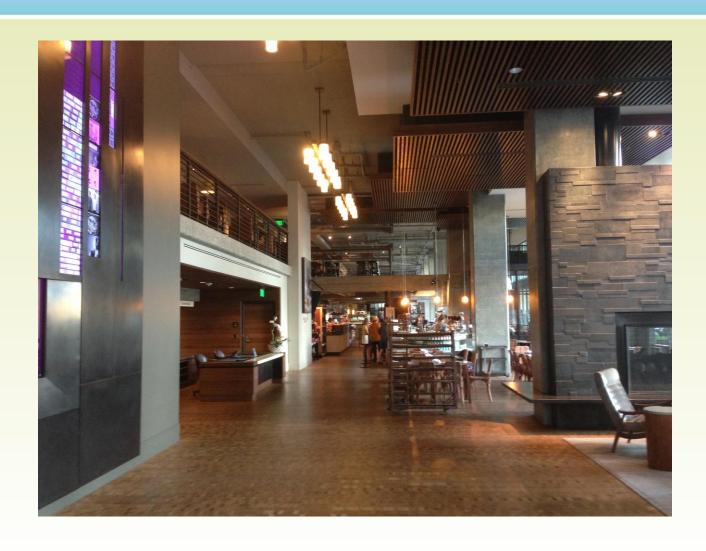
### EQR – Urban Retail Space – Location and Design.

- Location Location is the primary driver. Surrounding retail density is a key with an understanding of pedestrian patterns. Three blocks away might as well be three miles away. i.e. – Manhattan
- Space design Dimensions of the space Grade changes Storefront window design - Configuration the support columns - Venting for restaurant uses - Back of the house design - Access to basement space.
- Leasing Philosophy "What does the space want to be?"
  - "Who will benefit from the space?"
  - "What is the risk adjusted ROI on this investment?"

### **EQR Retail Leasing Philosophy**



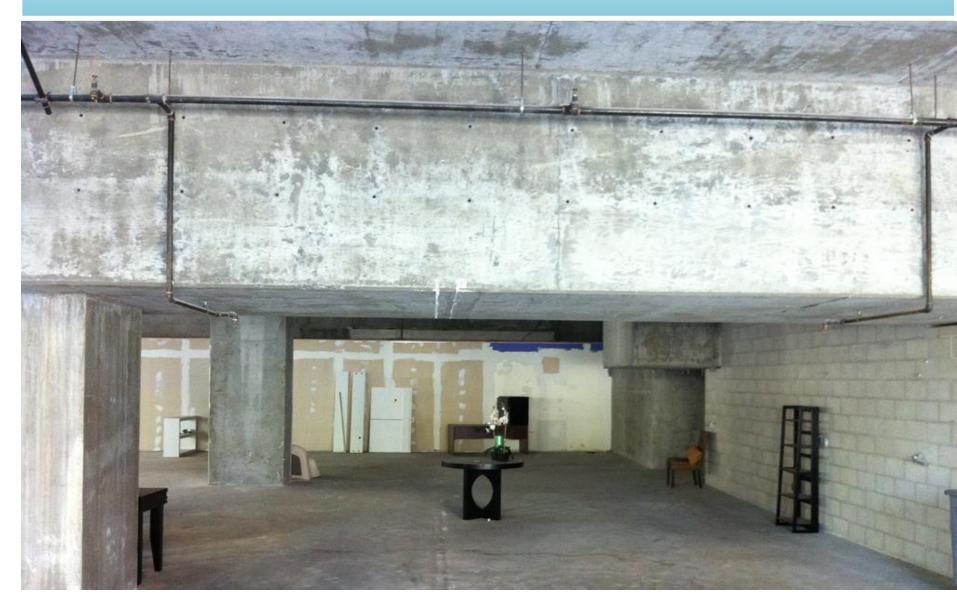
## New Retail Space – Do this – Nestled into the common area



# Retail Development – Do this - Sidewalk Landscape Feature



### Retail Development – Don't do this





Three blocks away...

