



Urban Infill Retail – Getting it Right

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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



Benefits the
Neighborhood

Benefits our
Residents

Return on
Investment

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...

JIA – Los Angeles, CA

