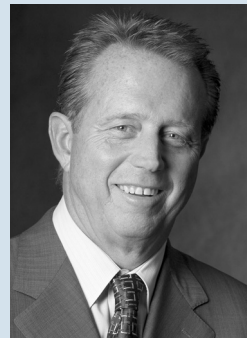


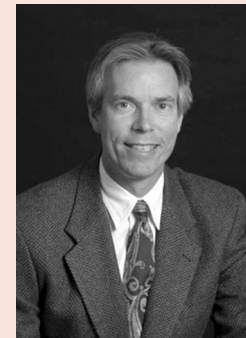
**WREB
 RETAIL
 ARCHITECTURE
 SURVEY**



Jeff Gill is a principal with MCG Architecture in Irvine, California.



Keith Ray is a principal at Irvine, California-based MVE & Partners.



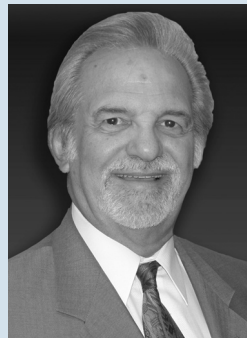
Brian Wolfe is a principal at Perkowitz + Ruth Architects in Long Beach, California.

<p>1) Where is your company's work most concentrated in the West?</p>	<p>With three offices in California, the majority of work is in the [Golden] State. Next would be Phoenix and Las Vegas.</p>	<p>California, Hawaii, Arizona and Washington.</p>	<p>We cover most of the western region with projects currently on the boards in California (Northern and Southern), Oregon, Washington, Nevada and Arizona.</p>
<p>2) Which retail product type do you see most of your business coming from this year?</p>	<p>We have quite a few retail centers on the boards. Most are power and/or lifestyle-related, rather than grocery-anchored neighborhood stores. However, we do have projects in design that focus on neighborhood with adjacent residential access for an overall walk-able site.</p>	<p>Dense mixed-use, which we call omni-use — vertical projects with strong component of retail and hospitality; the second retail product type is the major revamping of existing retail centers and adding to them.</p>	<p>Neighborhood, lifestyle and power centers anchored by new concept stores and traditional value retailers.</p>
<p>3) What's the latest retail design buzzword in the West?</p>	<p>Sustainability</p>	<p>Eco-use, omni-use and smart growth</p>	<p>Environmentally friendly and sustainable design</p>
<p>4) What new services/design themes are your clients asking you to provide?</p>	<p>Site accessibility from adjacent residential uses is a big factor in site design. The lifestyle center has been a great addition to the power center. We are now thinking further 'out of the box' as we look to ways to get people out of their cars and walking from adjacent neighborhoods for an overall cohesive walk-able community.</p>	<p>Green design, in materials and energy/water use.</p>	<p>LEED certification is becoming a common request for projects. We are also seeing an increase in remodels and expansions of existing centers as owners adapt to maturing markets. Clients are looking for creative solutions to establish identity and create linkage with the community.</p>
<p>5) What is the biggest trend you're seeing within the green/sustainability movement?</p>	<p>I would say the public is becoming more knowledgeable of sustainable sites. They are becoming more respectful of developments that consider environmental impact on a larger scale (e.g., new vs. reusable resources).</p>	<p>More cities, including Los Angeles and San Francisco, are developing mandatory green building ordinances.</p>	<p>We are seeing a serious pursuit of sustainable initiatives by our private sector clients. LEED for core and shell is allowing developers the control to achieve certification by the USGBC without involving their tenants' interior improvements.</p>
<p>6) How have rising construction costs affected what your clients request of your company's services?</p>	<p>The cost to create excellence in architecture does not have to be related to significant cost increases. If anything, we are seeing more amenities to meet competitive demands on new projects. Where we do see an impact is for major tenants who have building allowances. Cost increases impact embellishment.</p>	<p>More in-depth review of systems (structural, mechanical) and materials earlier in the process for value engineering.</p>	<p>A return to the fundamentals, maximizing resources and value engineering. Everyone is being more cost-conscious these days. Our clients are demanding efficiency, but some have also had to scale back the project scope of work. What we offer is a thorough knowledge of building materials that meet budgetary limitations but still help create authentic environments.</p>
<p>7) What are the most popular design materials that your clients are requesting?</p>	<p>Plaster is still the most common finish due to costs, however the embellishment varies from natural materials (metal siding and roofs, wood accents) to stone finishes and precast elements. If anything, design is becoming more sophisticated in its use of materials, which allows for a myriad of design opportunities.</p>	<p>Materials that are environmentally friendly, sustainable and recycled.</p>	<p>Materials that are recycled, energy efficient and friendly to the environment. The wonderful thing here is that we have an ever-enlarging pallet of these materials to choose from.</p>
<p>8) What new industry issue or trend will be a large factor during the rest of 2008?</p>	<p>Economic factors will continue to plague us. Remodels will continue to be popular as owners address older projects and concerns of losing tenants or responding to overbuilt markets. I believe we will continue to see requests for site planning exercises as clients look to the future.</p>	<p>Financing and the challenge of acquiring it.</p>	<p>Saturation of the retail market will demand non-traditional and creative design solutions that must incorporate all facets of good planning and architecture. Sustainable developments that are socially conscious and engage the community must also be economically feasible in order to succeed.</p>

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Kurt D. Reed is president and CEO of Scottsdale, Arizona-based Kurt D. Reed Associates Inc.



Domingo Cambeiro is president of Las Vegas-based DCC Architects.



Norm Garden is a senior vice president in the Los Angeles office of RTKL Associates.

1) Where is your company's work most concentrated in the West?	Arizona, California, Colorado, Nevada and Texas	Southern Nevada	We continue to strengthen our work throughout the Los Angeles Basin... Additionally, Las Vegas and western Canada have been sources of significant work.
2) Which retail product type do you see most of your business coming from this year?	Grocery and lifestyle centers	Neighborhood centers as infill	Fairly large-scale developments that mix retail and residential and, increasingly, some type of hospitality product.
3) What's the latest retail design buzzword in the West?	From site developers, it's "mixed-use" and from retailers it's "energy savings."	Sustainability projects	Authenticity — the creation of a place or an environment that feels real and genuine and makes users comfortable.
4) What new services/design themes are your clients asking you to provide?	The latest repeat client request is mixed-use site development plans, more pedestrian-friendly spaces, entertainment complexes, variety restaurants and the grouping of retail buildings with courtyards rather than line rows of retail boxes against the rear of a site.	Some of the new design trends that I have been providing are Tuscan/Mediterranean Italian-themed décor.	"Branded environments" seem to be a recurring request from our clients — from developers and retailers to corporations and municipalities, which want to create environments and workplaces that resonate with a particular audience.
5) What is the biggest trend you're seeing within the green/sustainability movement?	More of our retailers are interested in 'green' and sustainable materials for their interior and exterior finishes.	More people are becoming more aware of green building; more materials are becoming available.	The biggest trend is, well, the trend itself. While it's been a bit slow in coming to the retail world, sustainability has obviously had an impact on materials and systems.
6) How have rising construction costs affected what your clients request of your company's services?	Many of our long-term clients are requesting more of a wow factor in our design statements for their sites and exterior building designs. They find it necessary to have more spectacular designs to attract customers than trying to save money.	The rising cost of construction has led us to find alternative materials that are less labor intensive.	Our clients have always been cost-conscious. We're not seeing any major change or shift in client costs.
7) What are the most popular design materials that your clients are requesting?	The most requested design materials are EIFS, natural and faux stone, and structural steel beam and pipe rail design statements.	Some of the more popular design materials that our clients have been requesting are EIFS, 1-coat stucco and Ashlar Stone.	We've seen a move away from themed environments. For a number of reasons, strong sophisticated design is having a resurgence, and we find ourselves doing more contemporary work that relies on glass, steel and real materials rather than faux finishes or stagecraft. People seek environments that feel genuine and contemporary.
8) What new industry issue or trend will be a large factor during the rest of 2008?	We think the next or continued trend for the rest of 2008 will probably be the creation of more pedestrian comfortable and friendly outdoor spaces.	The down trend in residential development.	[Back] to the sustainability issue. As clients adopt their own sustainability goals and municipalities begin to legislate targets like LEED rating, we expect to see regionally produced and green materials and systems becoming more prevalent. This trend will continue not just for the rest of 2008 but for the foreseeable future.