

July 5, 2017

Epic East and West Towne Crossing
Project Brief

A phased development of approximately 600,000 sq. ft. on approximately 88 acres total.

Epic Towne Crossing's brand and identity are built upon the defining features of the development. A strong retail presence complemented by pedestrian orientation and highlighted visibility vistas create the backbone of the development. Kirby Creek bisects the site and will be enhanced to provide a major focus as a natural feature element. A set of showcase buildings around a pedestrian walkway provide a gathering point for an upscale experience. The project meets visions and goals stated in the SH 161 Overlay District, Appendix T, including:

Goal #1, "to enhance the appearance, image, and character of the corridor through use of architecture, placement of landscaping, and the use of the existing natural features and topography" by creating greenbelt areas and permanent open space.

Goal #3, "encouraging mixed use development" as we are planning to incorporate uses including retail, office, restaurant, possible hotel, and in the future could add residential within a complementary development. Pocket park/plaza areas provide a resting stop for the pedestrians.

Goal #4, "recognizing the hierarchy relationship between residential and non-residential uses" by providing the commercial part of the development along the major thoroughfares and intersections and creating appropriate parcel depths for such uses.

Goal #5, "encouraging economic vitality and strong sales tax base" by providing major retail development creating a vibrant tax base.

Goal #6, "to develop a functional and aesthetically compatible corridor that creates a positive asset through physical buffers and permanent open space". Our Kirby Creek enhancement and linear park will provide such an area using existing natural features and topography.

The project will relate to and complement other developments in the following ways:

The City Epic development to the north – Our connector road Esplanade will provide direct access to the Epic development to the north. We will continue the design features of Esplanade Drive from the City Epic development into our development to create a complementary roadway system. A trail from the west property will be provided along the north side of Kirby Creek connecting along Esplanade to the north into the City Epic development to encourage pedestrian connectivity from the neighborhood to the west as well as from the Epic Town Crossing development into the Epic. We also relate to the complementary use of Ikea to the southeast with roadway connectivity as well as complementary retail and supporting uses.

Justification for the proposed alternate compliance methods regarding design are based upon professional experience and feedback from retailers. Accommodating their Trade Dress as well as individual style while providing a quality design product is a balance. Many of the prototypes do not allow for certain specific articulation and materials (glazing, etc.) to be accommodated. Compensatory measures include updated materials, color changes, textural changes, and variations in the design look while continuing with the overall development theme. We will also incorporate a "showcase" building design in the central core.