

THE STORY OF APEX VILLAGE NOW KNOWN AS “BIGBY”

Bigby. Life is about layers. Stories from the past collaborate with visions of the future. Personal passions layer on career aspirations. It's about creating new experiences designed into natural landscapes. The 'Bigby Cannon' limestone classification is prevalent in Central Tennessee and in Williamson County. It's easily recognized by a horizontal layered look and often seen cut through for roadways. Limestone preserves the past and is helping to build the future. The layered stratigraphy of Tennessee's stunning limestone formations reminds us of the intricate relationship between our personal pursuits and the environment around us.

CAROTHERS & MCEWEN AERIAL VIEW



MAIN STREET
LOFT OFFICE

HOTEL

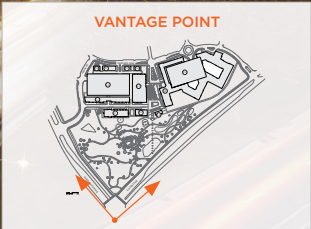
ONE BIGBY

MULTIFAMILY APARTMENTS

TRAILS

12-ACRE PARK

VISION



Where Franklin's charm meets Nashville's energy, you get Bigby – a community that truly rises above the rest. Named after the native stratified bedrock upon which it's built – the prevalent Bigby-Cannon limestone – we are building a community that celebrates the layers of life. Where stories from the past collaborate with visions of the future. Where personal passions layer on career aspirations. Where new experiences are designed into natural landscapes.

Steeped in charm and history, the city of Franklin truly glimmers among the rolling hills of Middle Tennessee, especially with nearby Cool Springs attracting notable businesses and retail over the past decade. Soon, at the intersection of these two distinctive places, Crescent Communities will introduce an entirely new way to experience the area. By bringing together inspired residential, retail, office and restaurant space into a contemporary, convenient environment, the Cool Springs submarket will become home to this pedestrian-friendly, mixed-use community of tomorrow.

Compact and curated, Bigby will redefine what it means to live, work and play here – with a new, energetic, urban-influenced experience. After nearly 15 years of Crescent investment in and development of this fast-growing area, Bigby caps it all off by providing a true town center that embraces the distinctive regional topography through beautifully terraced land, buildings and green spaces – including a 12-acre signature park. Here you'll find an immensely walkable community that fosters interaction at every turn, setting the stage for a dynamic, close-knit neighborhood.

MASTER PLAN

As the final phase of a master plan, Bigby caps off more than a decade and over two million square feet of development by Crescent in the Cool Springs submarket. Deliberately conceived to be an alternative to the legacy single-use office buildings and corporate business parks so prevalent in Cool Springs (and throughout suburban America), Bigby starts at the pedestrian scale to deliver a place uniquely created to respond to how people prefer to live, work and play today. Bringing a true Main Street to this fast growing area while embracing the distinctive topography of Middle Tennessee, Bigby offers a close-knit neighborhood of buildings and green spaces connected through a four-mile network of thoughtfully-designed trails and sidewalks. Main Street Bigby's 350,000 square feet of commercial office and retail space, 330 luxury apartments, 15 townhomes and 200-room hotel will empower those who live, work and play there to blur the lines throughout the day, week and year to provide the highest quality of life whether at home or at work.

EXISTING BIGBY

One Greenway | 155,000 SF Office

Two Greenway | 155,000 SF Office (Now Leasing)

Venue at Cool Springs | 428 Apartment Homes

Cadence at Cool Springs | 252 Apartment Homes

MAIN STREET BIGBY

Commercial (Retail & Office) | 350,000 SF

Hotel | 200 Rooms

Residential | 345 Units



MAIN STREET BIGBY

Bigby’s master plan heralds a dynamic Main Street with abundant dining and retail options, welcoming public plazas, integrated public art, easy access to the trail system, and an array of contemporary residential, office, hotel and retail buildings. Here you’ll find a true town center, rich in amenities and personality, and immensely safe, walkable and convenient.

OUTDOOR

A signature feature of Bigby will be generous green spaces, including a twelve-acre park open to all, with well-lit walking paths, fountains and benches; dynamic public plazas; assorted pocket parks; pedestrian-only gathering spaces, large and small dog parks; as well as integrated public art.

WELLNESS

Outdoor amenities, such as green space and walking trails, will encourage physical activity, promote wellness, foster collaboration and uniquely integrate the landscape. Blurring the lines between the city and nature, the master plan design draws the lush preserved green space up the hill and into the built environment.

RECREATION

A vibrant urban square and terraced commons will serve as the centerpiece of the neighborhood providing flexible space conducive to hosting special events like concerts, pop-up markets, food trucks and festivals. In addition, the integrated stairs with seating areas and gathering spaces overlook the park and views beyond.

COMMUNITY

Bigby will offer experiences that draw residents and workers into the community, while attracting and welcoming visitors. These amenities will provide a range of places to dine, meet or relax – spaces where people can serendipitously engage with one another, fostering community and a close-knit neighborhood feel.

DEVELOPMENT OVERVIEW

Residential +/- 345 Units

Multifamily Apartments 330 Units

Townhomes 15 Units

Retail +/- 30,000 RSF

Hotel +/- 200 Rooms

Office +/- 320,000 RSF

One Bigby (Tower) +/- 280,000 RSF

Loft +/- 40,000 RSF

Total Parking +/- 2,015 Spaces



FEATURES LEGEND

- 1 Entry Plaza
- 2 The Commons
- 3 The Square
- 4 Main Street
- 5 Park
- 6 Trail System
- 7 “Small Dog” Dog Park
- 8 “Large Dog” Dog Park
- 9 Stormwater Detention
- 10 Multifamily Amenity

BUILDING LEGEND

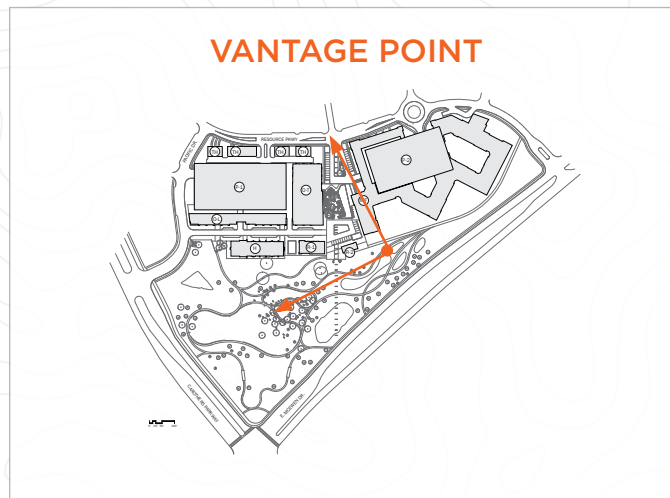
- O-T Office Tower (One Bigby)*
- O-L Loft Office*
- H Hotel
- R1/2 Retail Pad
- MF Multifamily Apartments*
- TH Townhome
- P1/2 Parking Garage

Includes Ground Floor Retail

AERIAL PARK VIEW

A vibrant urban commons will serve as the centerpiece of the development. Unlike anything existing in the Cool Springs submarket, the plaza capitalizes on a fifteen foot grade change by carving both social gathering and personal reflection spaces into the sloping terrain. Providing flexible space perfect for hosting special events like concerts, pop-up markets, food trucks and festivals, the neighborhood gathering space will draw residents, workers and visitors to the community.

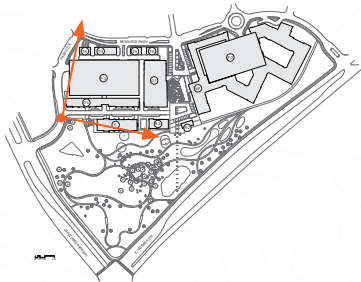
With One Bigby as the centering structure of this view, one can see how Bigby optimizes its topography to organize an array of places and spaces crafted into the Middle Tennessean landscape.



PACIFIC DRIVE VIEW

A perched approach provides great visibility to and from Franklin's newest address of choice. Bigby's main street not only is a walkable and storefront-lined avenue, it is the central organizing element and access point to the energy and activity in the heart of Bigby.

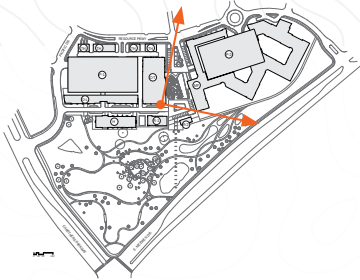
VANTAGE POINT



MULTIFAMILY HOMES VIEW

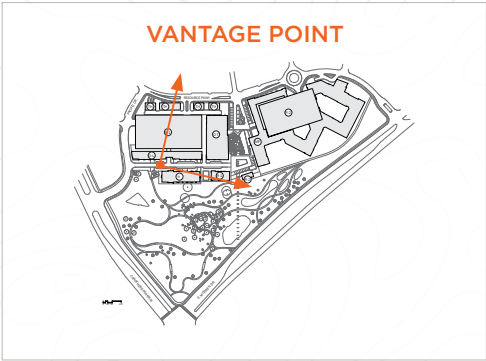
At the intersection of Franklin's charm and Nashville's energy, you'll find an entirely new way to live, work and play in the Cool Springs submarket. Bigby will bring together inspired residential, office, retail and nature into a convenient, pedestrian-friendly, urban-influenced experience. Compact and curated, this mixed-use community will appeal to residents and workers alike, while attracting and welcoming visitors to all that it offers.

VANTAGE POINT



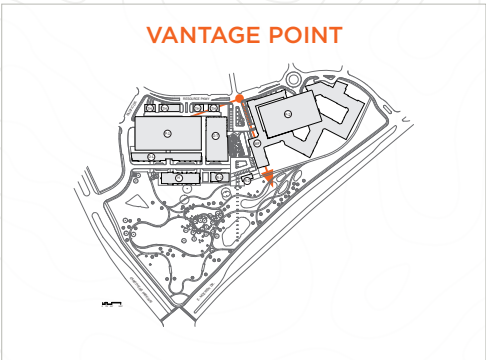
MAIN STREET VIEW

A look down Bigby's main street reveals a pedestrian-friendly address reflecting the true personality and energy of Bigby. Walking along this landscaped, curated boulevard delivers a uniquely Bigby experience, replete with easy access to residential and commercial spaces, ground-level retail and dining, nearby paths and parks, gathering spaces and other amenities.



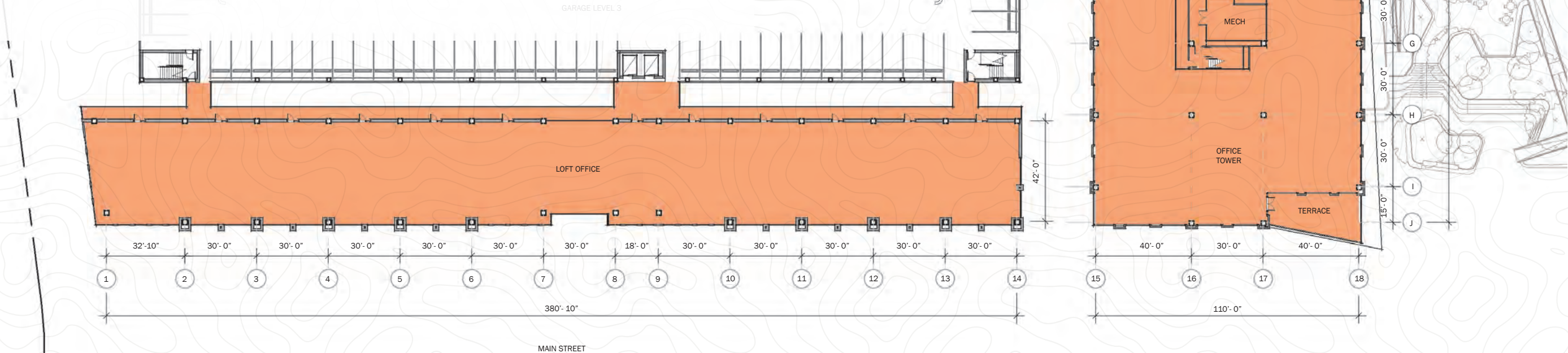
RESOURCE PARKWAY VIEW

Sited atop Cool Springs' most visible corner, One Bigby provides a "see and be seen" vantage point. One Bigby's front door plaza provides convenient and dedicated visitor parking and an outdoor collaborative space unmatched in Nashville.



MAIN STREET BIGBY OFFICE SPACE

Bigby’s office space is designed for a wide range of potential tenants, including those seeking a more creative and innovative work environment, offering both tower and loft space. By designing the office spaces from the inside out and placing people at the heart of design, Crescent Communities will add meaningful value, generate savings in personnel costs and enhance the human experience, health and wellbeing of the building community. The organization of the floor plates and incorporation of floor to ceiling glass will provide a high percentage of open space with outdoor views and ample daylight. The flexible floor plates will smoothly accommodate future growth and allow tenants to maximize the use of their rentable space. Promoting wellbeing through the working environment is of high priority. Tenants will be attracted to the mixed-use environment and amenities, including restaurants, shopping, parks and walking trails, that appeal to their employees both during the work day and after hours, offering the opportunity to visit with friends, dine, shop or workout.



SECOND LEVEL PLAN

OFFICE +/- 320,000 SF

LOFT OFFICE

+/- 40,000 SF

2 OFFICE LEVELS *

+/- 20,000 SF PER LEVEL

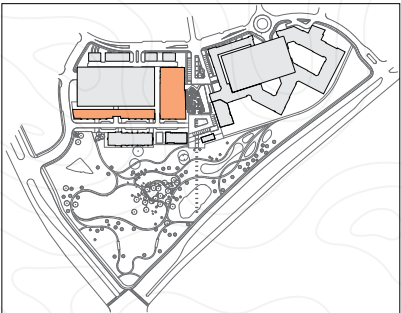
*ABOVE MAIN STREET

ONE BIGBY | OFFICE TOWER

+/- 280,000 SF

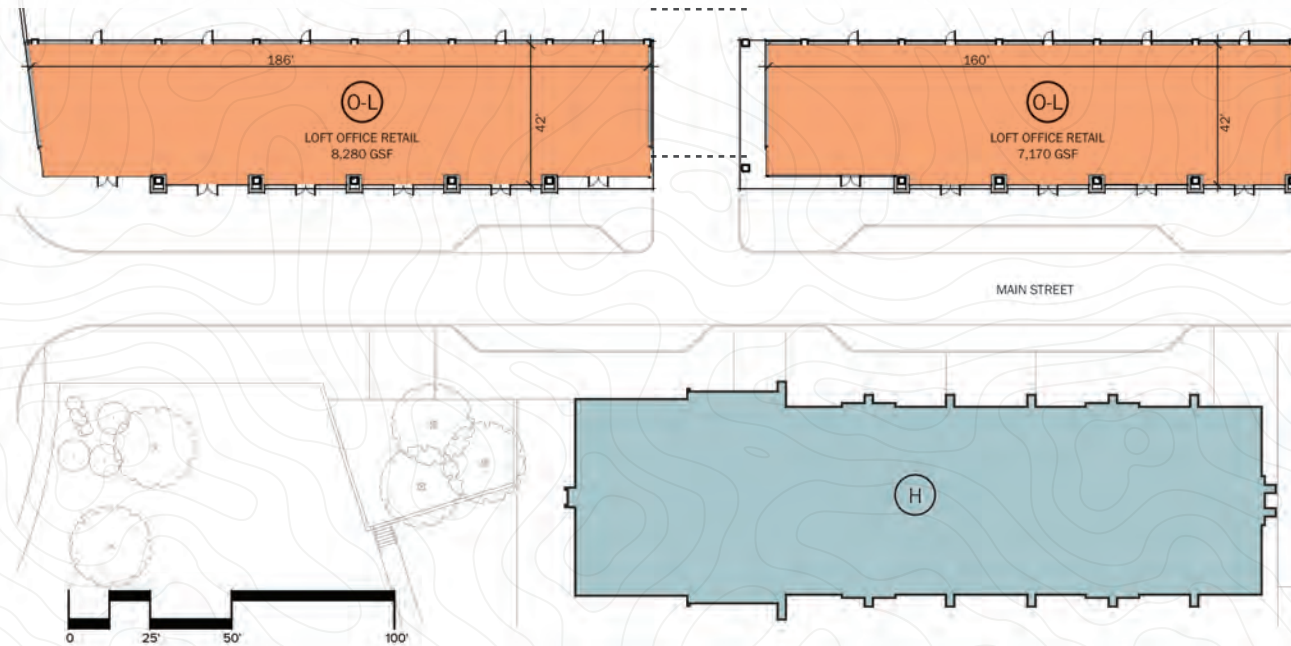
10 OFFICE LEVELS *

+/- 28,000 SF PER LEVEL



RETAIL & HOTEL

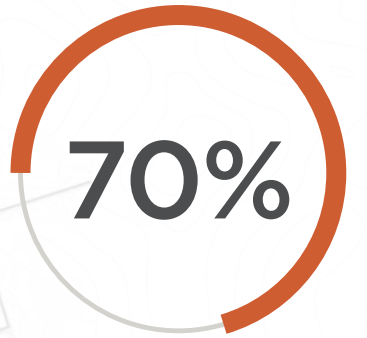
As you travel through Bigby's Main Street, the sidewalk bustles with activity from the street-level retail below Bigby's creative loft office space and the hotel's lobby and amenity spaces. Convenient parking can be found on-street or in the easily accessible but visually screened 5-level parking garage. Daily life is seamless at Bigby, where opportunities to live, work, and play are all just a short walk away. More than any other location in Franklin, Bigby offers an unparalleled quality of life.



MAIN STREET LEVEL PLAN

RETAIL +/- 30,000 SF

HOTEL +/- 200 ROOMS +/- 0.5 ACRE PAD SIZE



OF CONSUMERS AGREE

"It is important to live in a community where you can walk to the stores, services and amenities that you use most often."

(2015 Crescent Communities Segmentation Study)

BUILDING LEGEND

- O-T Office Tower (One Bigby)*
- O-L Loft Office*
- H Hotel
- R1/2 Retail Pad
- MF Multifamily Apartments*
- TH Townhome
- P1/2 Parking Garage

*Includes Ground Floor Retail



CRESCENT STORY

Crescent believes that everyone that lives, works and plays at our communities deserves the best experience possible. For nearly half a century, we have strived to create places with a higher purpose. We don't simply construct buildings and landscapes, we instill the spirit of community into everything we do. With assets over \$1 billion, including 24,000 acres of land, we continue to stay focused on developing the most innovative places for today's market.

Focused on the Southeast, Southwest, and Mid-Atlantic, our mission is to create mixed-use, residential, commercial and multi-family that cultivate places with lasting legacies. Our integrated, cross-disciplined approach to high-quality investment and development allow us to create unique and unrivaled communities.

CRESCENT FOOTPRINT

Although focused on quality over quantity, Crescent has been a prolific developer across a variety of product types.

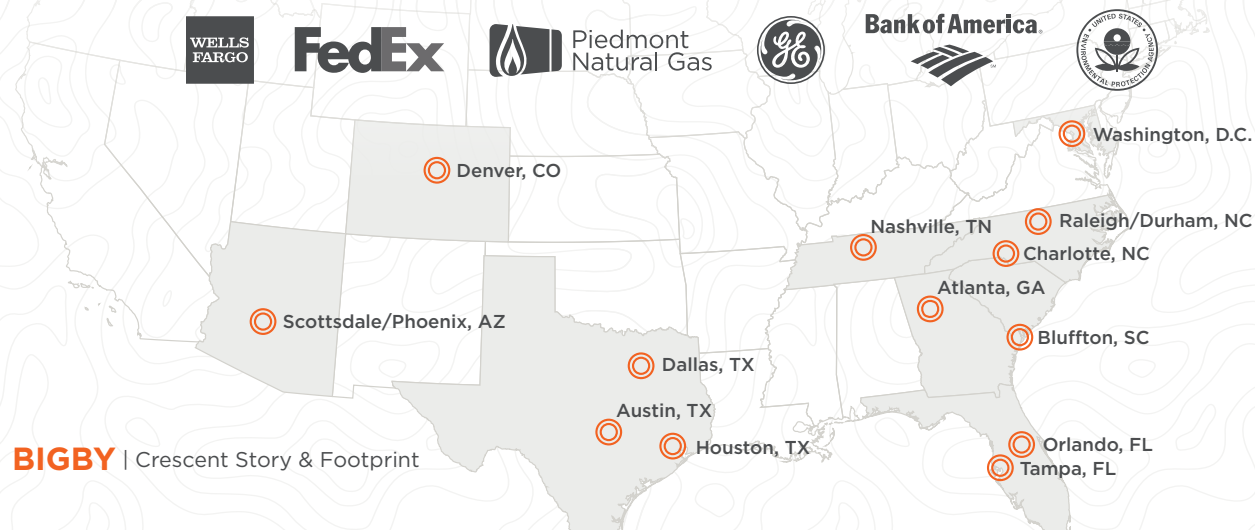
Selected by Multifamily Executive as one of the nation's **top 25 Developers in 2013**

9,500+ homes built and sold, with more than \$5.9B in revenue since company inception

19,800 home sites sold, with more than \$2.8B in land revenue since company inception

Legacy Land division has **sold more than 223,000 acres of land since 1990**

High quality office projects totaling more than 19 million square feet and attracting top companies including General Electric, Wells Fargo, Bank of America, the EPA, Piedmont Natural Gas and FedEx



Phipps Tower | Atlanta, GA



Adventist Health | Altamonte Springs, FL



Piedmont Town Center | Charlotte, NC



Ally Charlotte Center | Charlotte, NC



Stonewall Station | Charlotte, NC



Potomac Yards | Washington, D.C.



Cameron Village | Raleigh, NC

CRESCENT FRANKLIN

Crescent Communities has developed over 1.4 million square feet of Class A, commercial office space and 700 apartments in Franklin, TN over the past 20 years. Instrumental in the relocation of Nissan's Corporate North American Headquarters to the area, Crescent transformed the Cool Springs submarket to one of the most successful in the country. Crescent's office communities and residences are known for quality and attention to detail.

ENTITLEMENT VESTING TIMELINE

Original Approval	March 2017
Three Year Vesting Expires	March 2020
Joint Workshop Session	September 26, 2019
FMPC	October 24, 2019
BOMA	November 12, 2019
Proposed Extension Request	March 2021 (1 year)

CRESCENT DEVELOPMENT IN FRANKLIN



CONSULTANT TEAM



A nationally recognized architecture firm located in the heart of Nashville, Tennessee, ESa translates visions into reality with responsive design, cutting-edge technology and tireless dedication to create buildings that inspire and sustain. With a half-century of experience, ESa believes that people drive design—and that good design improves lives.



Hodgson Douglas is an award-winning firm with over 85 years of collective planning and design experience in Nashville and the surrounding areas. With a core philosophy of creating timeless spaces with simple elegance that can be enjoyed by all, Hodgson Douglas seeks authenticity by honoring local history and natural context while also pursuing imaginative and innovative solutions.



Kimley-Horn, one of the nation's premier planning and design consultants, professionals are experts in many disciplines yet share one passion: the success of their clients. Combining creative yet practical solutions, a sense of urgency, and a focus on bottom line value to meet specific project needs.