

An aerial photograph of a modern residential development at dusk. The scene is illuminated by the warm glow of the setting sun, casting long shadows and highlighting the architectural details of the buildings. In the foreground, a multi-lane highway curves through the frame, with light trails from cars creating a sense of motion. The development features a mix of multi-story apartment buildings and lower-rise structures, interspersed with green spaces, trees, and a small pond. The overall atmosphere is one of a vibrant, well-planned community.

# ELEVATE AT BIGBY.

Franklin's charm.  
Nashville's energy.  
Your story.

That's Bigby.  
A community that rises above the crowd.

# BIGBY

Well-Founded.





## INTRODUCING FRANKLIN'S NEWEST PLACE

Perched atop a stratified bedrock of Bigby-Cannon Limestone awaits a new community inspired by the beauty of layers: Bigby. Come experience the authentic, layered life that you desire.

Crafted with texture, a penchant for variety, and a love of altitude, Bigby elevates life to a new level. Because the place you live, work and play should be built around the experiences, the relationships - and yes, the rolling hills - that make life so beautiful.

The same way the hills and stream valleys that surround Bigby were formed, here rises a community birthed from the collision of many dynamic elements. That's where things really start to rise. Where urban convenience and energy meet Franklin's nature and charm, you get elevated living. Where a modern architectural style meets a place with generations of stories to share, you get elevated living. Where inspired homes, workplaces and dining meet connected parks, plazas and people, you get elevated living. Witness here the rare alchemy of inspired placemaking - where the ingredients come together to create pure...golden...memories. Join us.

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Main Street View



Pacific Drive View





# ABOUT BIGBY

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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.

## THE 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: Bigby. 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.





# PROJECT OVERVIEW

<b>RESIDENTIAL</b> +/- 330 Units	<b>OFFICE</b> +/- 320,000 RSF
<b>RETAIL</b> +/- 30,000 RSF	<b>Tower</b> +/- 280,000 RSF
<b>HOTEL</b> +/- 200 Rooms	<b>Loft</b> +/- 40,000 RSF
<b>TOTAL PARKING</b> +/- 2,015 Spaces	

## 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; as well as integrated public art.

## WELLNESS

Outdoor amenities will encourage physical activity, promote wellness, foster collaboration, and uniquely integrate the landscape. The idea is to blur the lines between city and nature, drawing the lush preserved green space up the hill and into the built environment.

## RECREATION

A vibrant urban plaza 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, drawing residents and workers alike to the community.

## COMMUNITY

Bigby will be a place of experiences and events that draw residents and workers into the community, while attracting and welcoming visitors to all that it offers. Together all of 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.

## MATERIALS

Bigby will bring a new style and level of modern sophistication to the area. Materials will be both refined and raw, both classic and contemporary.



# VISION & EXPERIENCE PRINCIPLES

## WHAT ARE VISION AND EXPERIENCE PRINCIPLES?

Crescent uses a vision statement and experience principles as the creative brief for our communities. The vision is used to articulate our aspiration for what the place will be. Experience principles are the core tenets that define the character of the experience and the place.

### VISION

#### CREATE A TIERED AND TEXTURED, HIGH-ENERGY EXPERIENCE

Bigby brings a new way to live, work and play to Franklin and Cool Springs.

The charming and historic Franklin, TN, holds special appeal for individuals and families in the greater Nashville area. Cool Springs has attracted businesses and retail to serve these people over the past decade. Bigby has the unique opportunity to bring a **contemporary** and **dynamic** experience to the intersection of these two distinctive places.

Bigby will create a community that is compact and curated—integrating people and uses to create a singular, **energetic** experience. By embracing the distinctive topography, the development will create presence and interest with a terraced design that capitalizes on superior views, both to and from the project. The signature park will command attention and inspire use, both attracting visitors and being a part of Bigby's daily life.

### EXPERIENCE PRINCIPLES

#### INTEGRATE LANDSCAPE AND BUILT FORM

A distinctive approach to design marries the site's natural topography with the community's parks, walkways, and built environment. Ten acres—transformed into landscaped green space, walking paths, dog parks, urban plazas, and grand stairs—blends up and into the heart of the community. These amenity spaces create a visually distinct place that celebrates natural light, fresh air, and a mild Southern climate.

#### CELEBRATE STYLE AND SOPHISTICATION

Bigby brings a level of modern sophistication to Cool Springs. Materials will be both refined and raw: steel and glass blended with weathered wood and exposed brick. A blend of classic and contemporary, Bigby will set the bar for style in Williamson County.

#### ACTIVATE OUR PEOPLE AND PLACES

Bigby programming will center on experiences and events that draw residents and workers into the community, as well as attract and welcome visitors. The multitude of public spaces will encourage groups to stay between outings such as coffee, exercise, lunch and wine. An extensive network of public space, including plazas, trails, and parks will create an active community with a distinct sense of place.







# LOCATION

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Bigby's 23-acre Main Street site in Franklin, TN is located at the intersection of Carothers Parkway and East McEwen Drive. Due to the site's natural features, including a creek and dramatic topography, Bigby will be set back from the intersection and built into the beautiful hillside, preserving over half the site as a public park.

Boasting easy access to both the commercial-oriented east side and retail-oriented west side of Cool Springs - as well as direct access to downtown Nashville (approximately 20 miles north) - Bigby is centerstage of the most active planned development intersection in the Franklin market, with large scale mixed use projects planned or currently under construction on all four corners. The combined development at this intersection will include several million additional square feet of office and several thousand new apartments and for sale housing units. Retail, dining, entertainment and hospitality will also be in the mix.

The historic and idyllic Downtown of Franklin is an easy 10-15 minute drive from Bigby and is the cultural center of the entire region, with charming shops, gourmet food and a range of small craft businesses organized in a cozy, pedestrian-friendly cluster. Downtown Franklin is a key attraction that draws residents and visitors to the overall submarket.



# SITE & LOCATION PROXIMITY





# AREA MAP





# 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 be the most complementary community to how people prefer to live, work and play today. Bringing a true town center to this fast growing area while embracing the distinctive topography of Middle Tennessee, Bigby offers beautifully terraced buildings and green spaces, including a signature park. It's all connected through a network of thoughtfully-designed trails and sidewalks, fostering interaction to create a dynamic, close-knit neighborhood. 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 the office.



**FEATURES LEGEND**

- 1 Entry Plaza
- 2 BIGBY Plaza
- 3 Main Street Plaza
- 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 Tower Office\*
- O-L Loft Office\*
- H Hotel
- R1/2 Retail Pad
- MF Multifamily\*
- TH Townhome
- P1/2 Parking Garage

\*Includes Ground Floor Retail\*





3. Plaza View



1. Pacific View



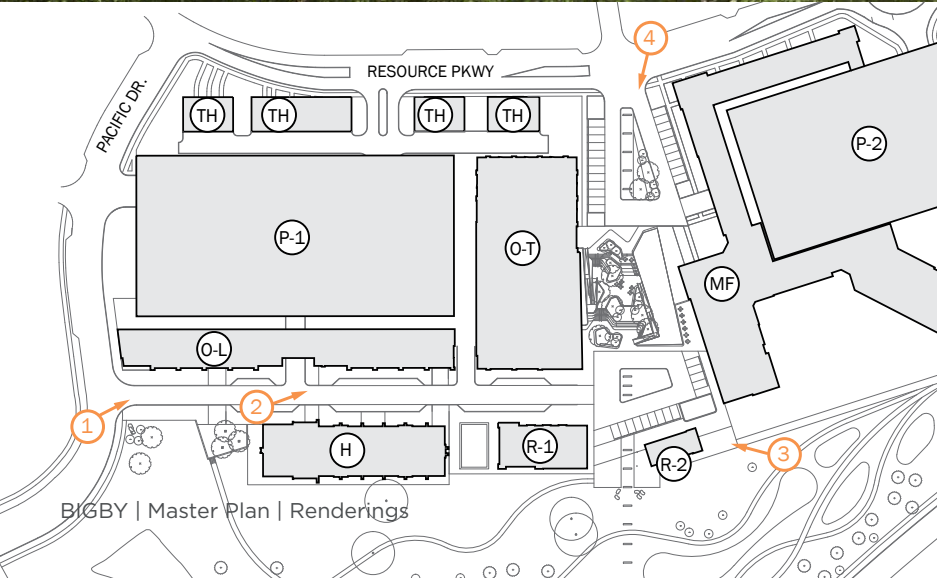
4. Resource Parkway View



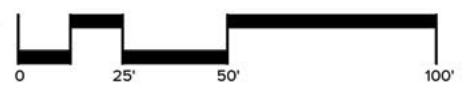
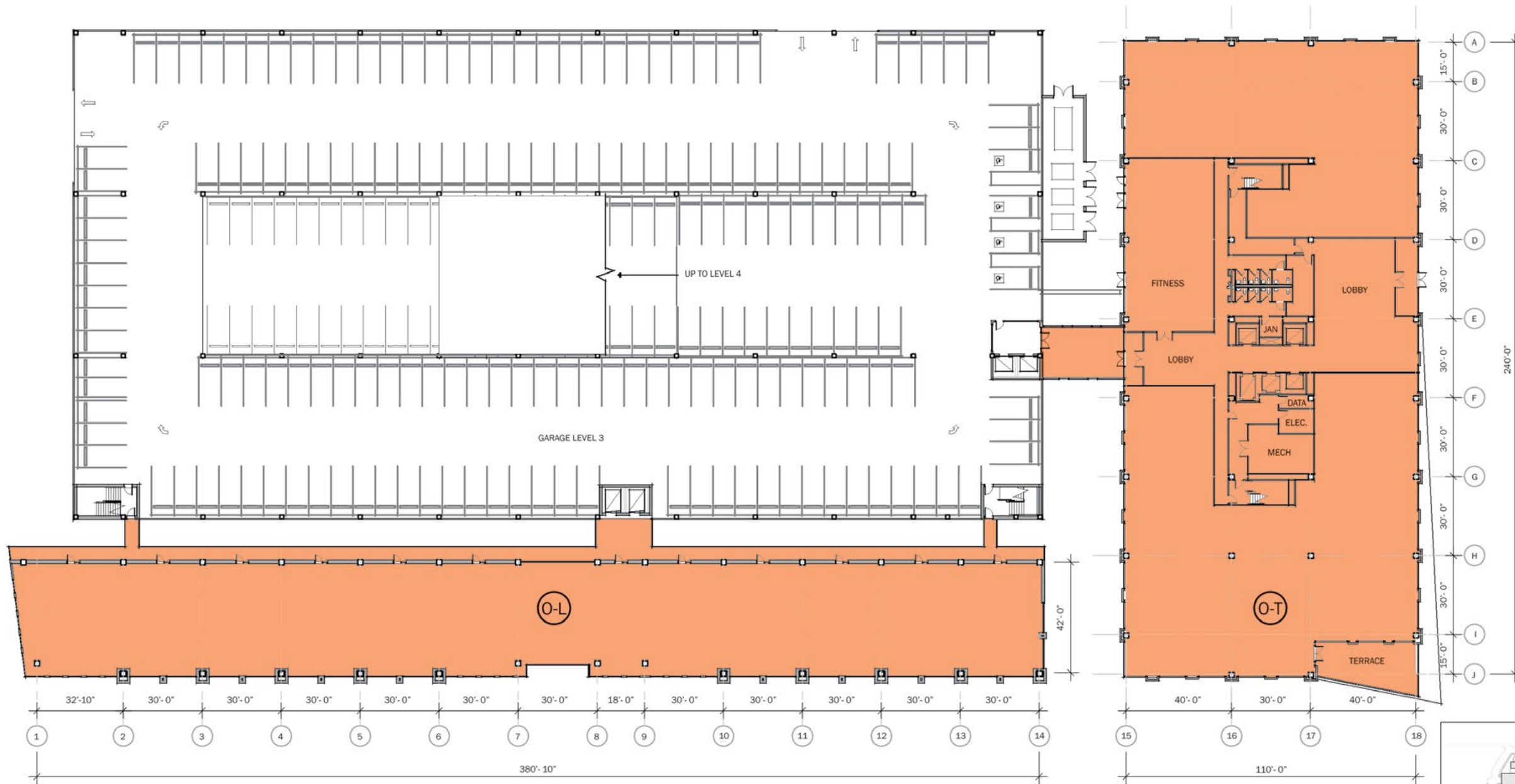
Carothers and E. McEwen Aerial View



2. Main Street View







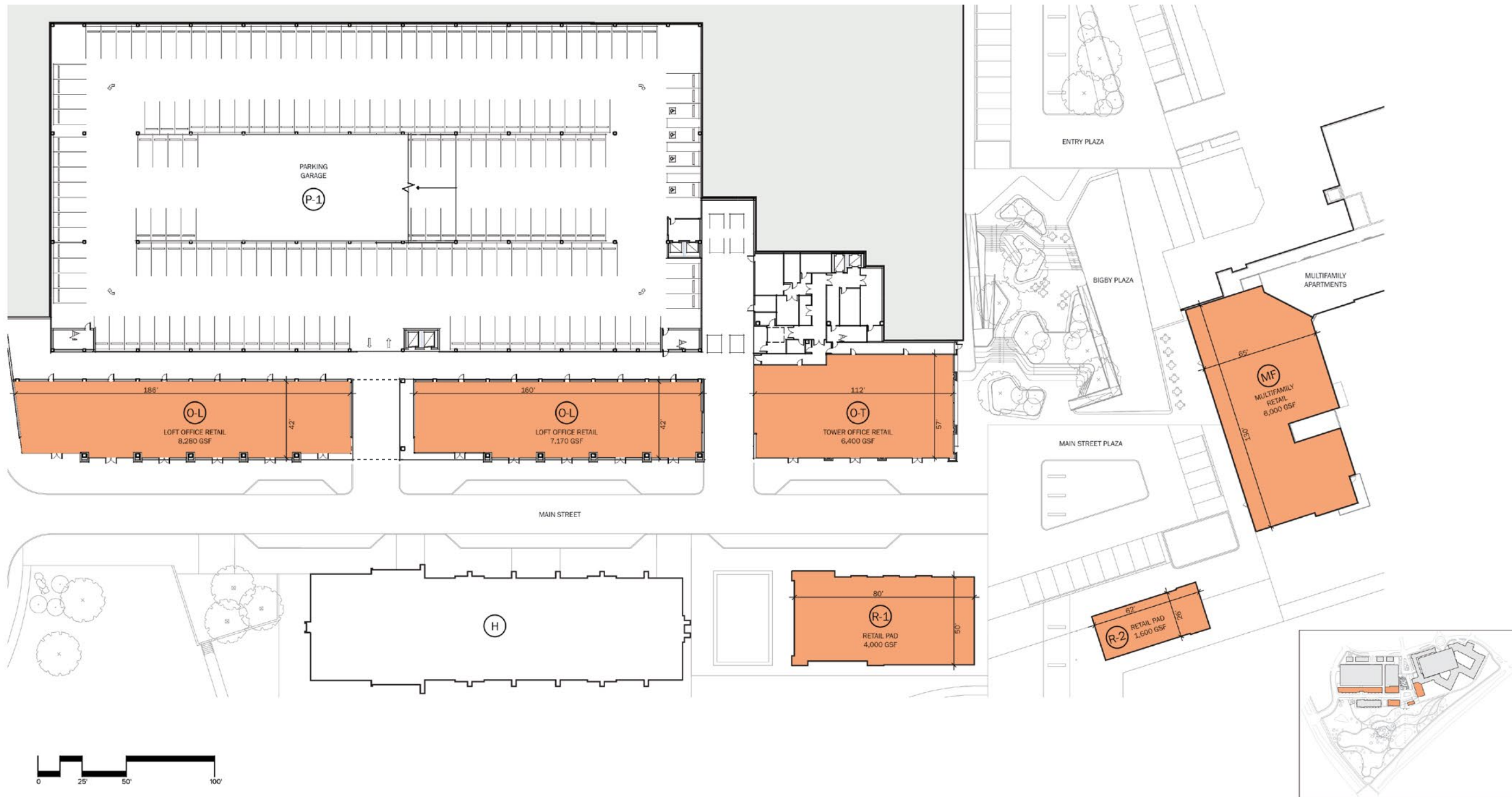
**SECOND LEVEL PLAN**

**OFFICE** +/- 320,000 SF

TOWER (O-T)	LOFT (O-L)
+/- 280,000 SF	+/- 40,000 SF
10 OFFICE LEVELS	2 OFFICE LEVELS
+/- 28,000 SF PER LEVEL	+/- 20,000 SF PER LEVEL



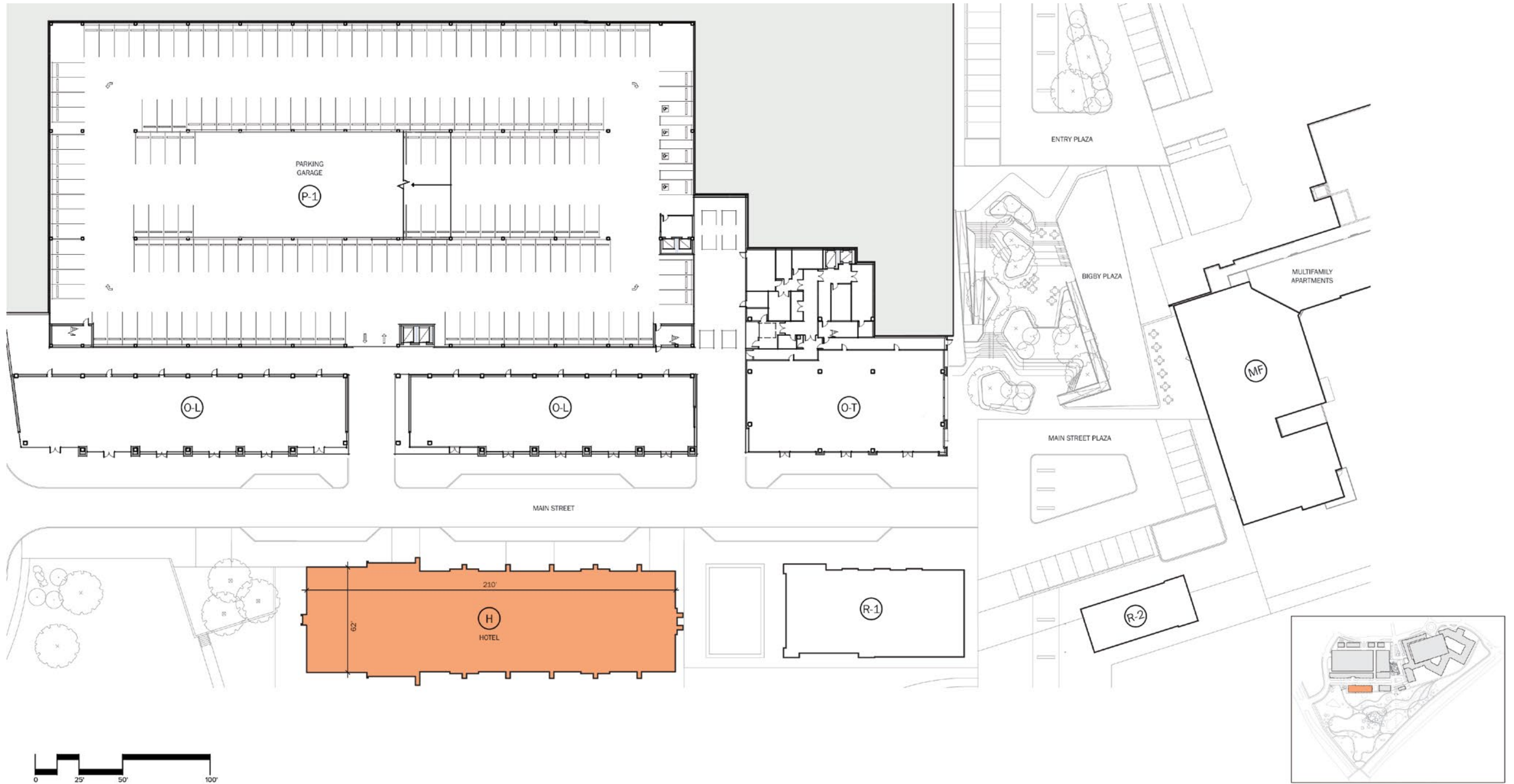




**MAIN STREET LEVEL PLAN**

**RETAIL** +/- 30,000 SF





**MAIN STREET LEVEL PLAN**

**HOTEL**

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



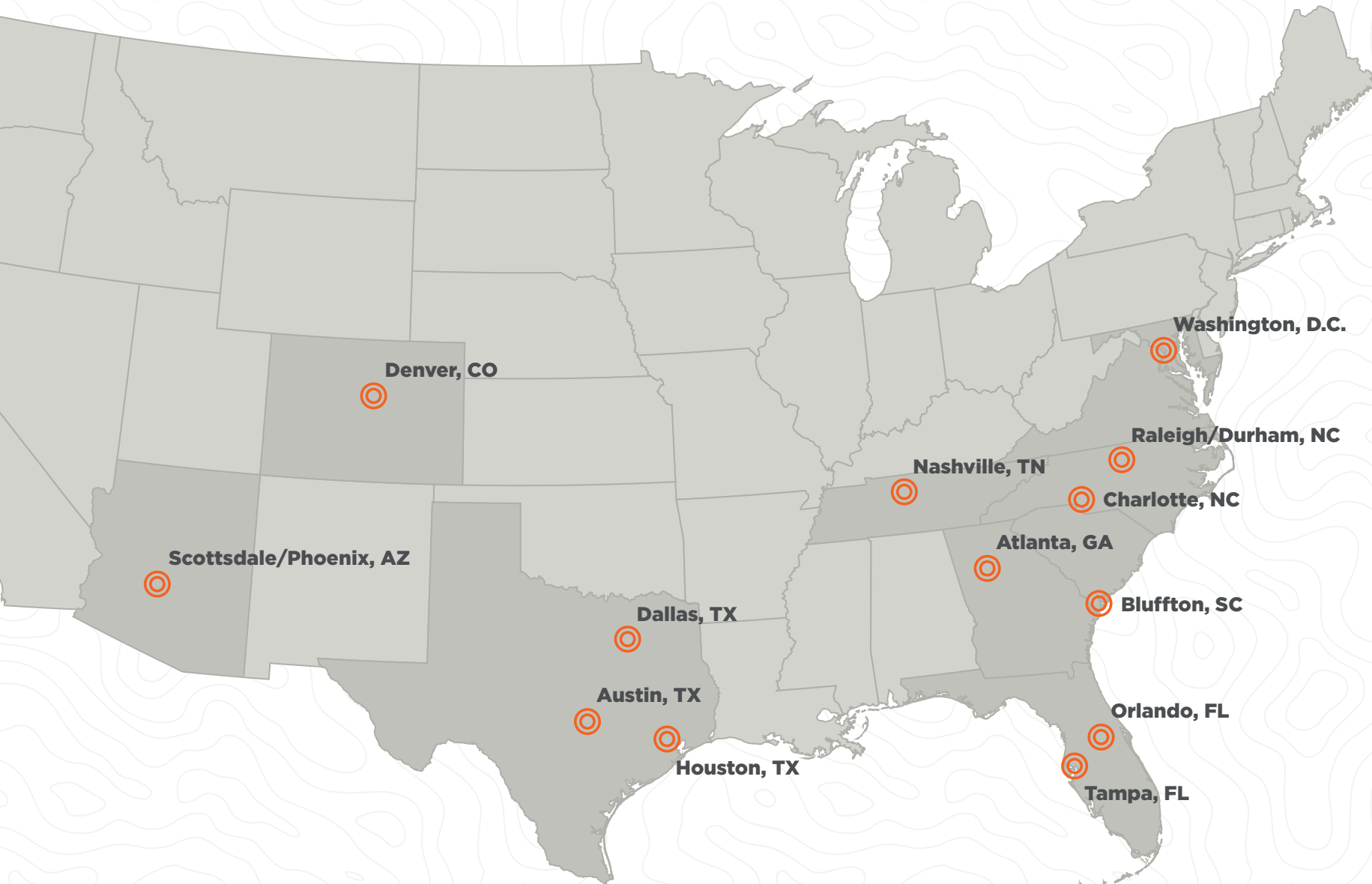
# BUILD COMMUNITY. BETTER PEOPLE'S LIVES.

For over half a century, Crescent Communities has helped define moments that matter for everyone that lives, works and plays at our properties. Our mission is to create single family, commercial / mixed use, multifamily and land sales that cultivate communities, grow relationships and establish legacies. We are based out of Charlotte, NC and our offices and developments cross some of the most active real estate markets across the country.





# CRESCENT STORY & FOOTPRINT



Crescent Communities helps define moments for everyone that works, lives and plays at our properties. For nearly half a century, we have strived to create places with a higher purpose. We don't simply construct buildings and landscape. 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.

Based in Charlotte, NC, and focused on the Southeast, Southwest and Mid-Atlantic, our mission is to create mixed-use, residential, commercial, multifamily and land developments that cultivate communities with lasting legacies. Our integrated, cross-disciplined approach to high-quality investment and development allow us to create communities beyond compare.

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

**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

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**



# CRESCENT NASHVILLE

Crescent Communities has developed over 1.4 million sf 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.



Two Greenway | Franklin, TN



Nissan Americas | Franklin, TN



Crescent Cool Springs | Franklin, TN



An aerial photograph of a modern residential development at dusk. The scene is dominated by a large, multi-story building with a prominent glass facade, illuminated from within. The surrounding area includes other multi-story buildings, a large green lawn, and a winding road with light trails from traffic. The sky is a mix of blue and orange, suggesting sunset or sunrise. The overall atmosphere is one of a well-planned, modern community.

# BIGBY

Well-Founded.



[WWW.CRESCENTCOMMUNITIES.COM](http://WWW.CRESCENTCOMMUNITIES.COM)