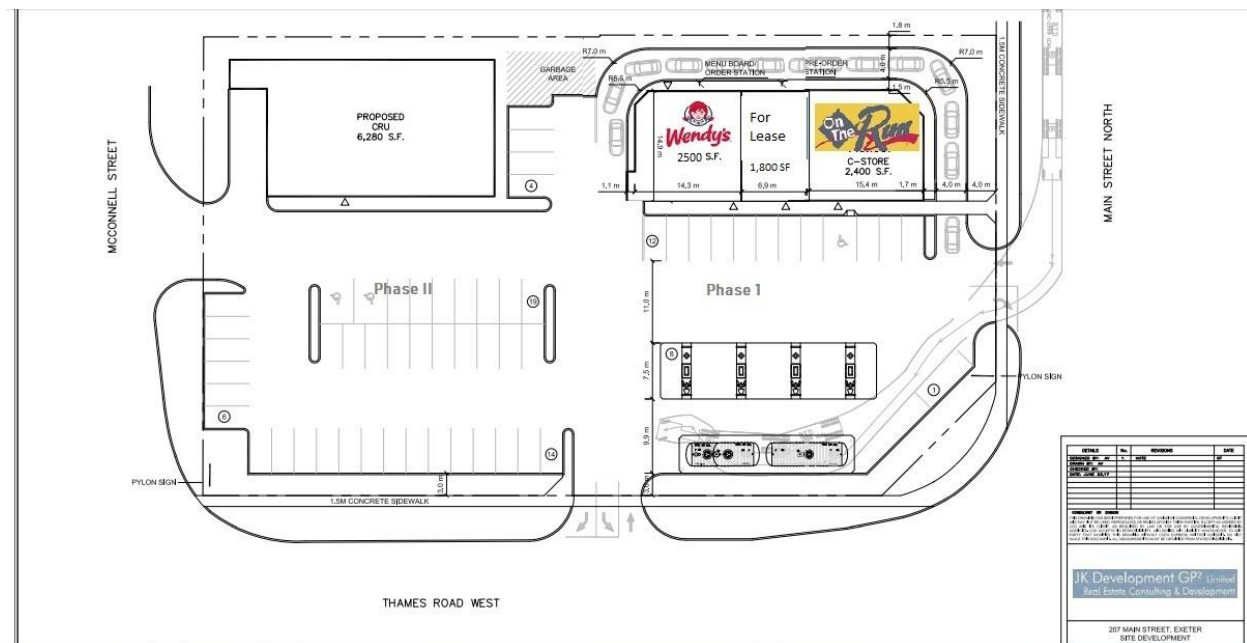


## EXETER MEWS DESIGN BRIEF

The project is located on the north-east corner of Hwys 4 (Main Street North) and Hwy 83 (Thames Rd West) . The projects strategic location in Exeter is designed to focus on the un-met demand for Quick Service Retail (QSR) Restaurant and continued consumer demand for Convenience store with fuel. The project is designed to stay within the existing zoning bylaw for the property and meets all zoning by-law criteria. The project will cater to the existing residential areas in the immediate area, the commuter traffic heading north and south on Hwy 4 and, traffic heading east and west, towards Grand Bend, on Hwy 83 east. It is the goal of the Developers of the project to support the increasing job market in the north end of Exeter with convenient lunch and dinner meal options as well as provision the market with options for automobile fuel and convenience store items.

This project is very unique in that this is the first prototype in Canada for a combination Pioneer Petroleum (Parkland Fuels) and Wendy's Restaurants of Canada in a drive-thru configuration. (Typically Wendys would be free-standing building, however this archetype design was taken from Wendy's International in Chicago and there are several successful examples in the U.S. If the project is successful it is both Wendy's and Pioneers plans to roll out this concept further in Canada. The project is split in to 2 Phases, Phase I will consist of the development of a 604 square meter (6500 SF) building consisting of the Fuel Station on the corner along with a 223 square meter (2400 SF) convenience store. Adjacent to the Convenience store is approximately 167 square meters of space for lease, and the new Wendy,s will be on the west side of the Phase I building with a 232 square meter (2,500 SF), with a Drive-Thru around the north end of the building.

North-West Corner  
Main Street North & Thames Rd West. Exeter



**Tenant Design Guidelines.** The new Wendys building is also a brand new prototype recently introduced to the Canadian Market. The new design has eliminated the older brown style brick building with translucent glass panels.

The dramatically different look and feel of the new Exeter location is part of Wendy's ongoing new restaurant design strategy. Several years ago, Wendy's laid out a mission to start remaking its restaurants for the future. The plan involved a top-to-bottom reimagining of how restaurant design affects all parts of Wendy's operation. Wendy's new Smart 2.0 design features some furniture made from recycled materials, interior and exterior LED lighting, and Energy Star certified kitchen equipment that reduces restaurant energy consumption and carbon dioxide emissions. The prototype also includes a kiosk-centric ordering process that eliminates the need for interior menu boards.

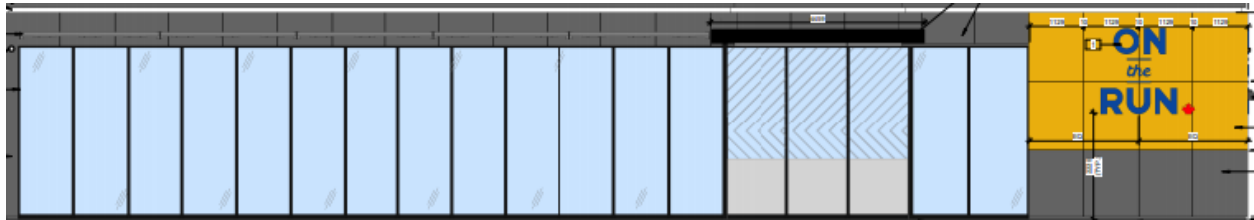


**Pioneer Petroleum.** A Canadian owned business, Parkland Fuel Corporation is Canada's largest and one of North America's fastest growing independent supplier and market of fuel and petroleum project and a leading convenience store operator in Canada.



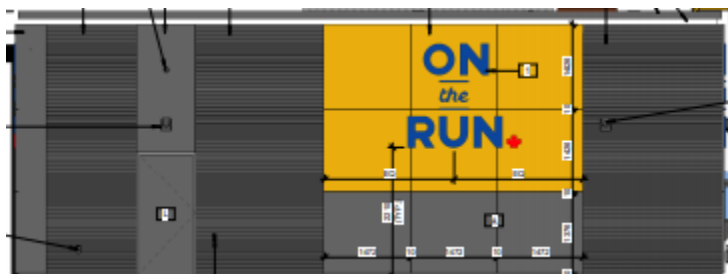
Parkland's recent acquisition of Mac's Milk's On The Run, will be its convenience store banner for the Exeter Market.

#### FRONT ELEVATION OF STORE



A BOLD EXPRESSION OF THE NEW STREAMLINED ON THE RUN BRAND IDENTITY HAS BEEN APPLIED TO THE EXTERIOR OF THE STORE. WE HAVE INTENTIONALLY INTEGRATED THE BRAND SIGNAGE ONTO THE FACADE TO PLAY WITH SCALE. THIS HAS ALLOWED THE BRAND TO MOVE FROM THE TRADITIONAL SIGNAGE BOX ABOVE THE STORE - AND CREATED A FRIENDLIER APPROACH THAT ENHANCES A CONNECTION BETWEEN THE CUSTOMER AND THEIR STORE EXPERIENCE. WHEN SEEN FROM MAJOR ARTERIAL ROADS, THE ON THE RUN BRAND HAS A STRONGER ASSOCIATION WITH THE ACTUAL CONVENIENCE STORE. WITH THIS SEPARATION BETWEEN THE FOOD AND GAS OFFERING, THE FORECOURT CANOPY BRANDING REMAINS CONNECTED TO THE GAS PUMP AREA - AND THEREFORE CREATES MUCH MORE APPETITE APPEAL FOR FOOD/CONVENIENCE OFFER.

#### SIDE ELEVATION OF STORE



### **Exeter Mews Project Phase II.**

Phase II of the project has not proceeded to pre-construction leasing or design and is not part of this application.