

EchoPark™

AUTOMOTIVE

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EchoPark

- Launched in Denver, CO in 2014.
- Currently, 6 stores in Denver and affluent suburbs.
- Actively entering suburban Texas markets.
 - Austin
 - Dallas/Fort Worth
 - Houston
 - San Antonio
 - Waco
- Stores are owned and operated by Sonic Automotive so no external franchisor dictating the design.

Background on Sonic Automotive

- Fortune 500 retail automotive company headquartered in NC
- Annual revenue of \$9.6 billion
- Nearly 100 new and pre-owned auto dealerships w/in 13 states
- Approximately 10,000 employees



Design of the **EchoPark** Brand

- “Experience Guides” that are non-commissioned sales employees.
- Associates complete an extensive 90-day sales training program.
- Utilize tablets and tools to address guests from anywhere on the premises.
- Build long-term customer relationships with maintenance services and free car washes.



Design of the **EchoPark** Brand

- Interiors evoke the feeling of a specialty retail store.
- Utilizes modern furnishings and finishes.
- High-tech tools facilitate research and comparison shopping at the “Imagine Bar.”
- Transparent and interactive environment for a customer-centric buying experience.

EXTERIOR ELEVATIONS



FRONT ELEVATION



REAR ELEVATION

Design of the EchoPark Brand

- Exteriors incorporate building articulation and complementary materials.
- Façade finishes mimic natural materials for a sense of calm.
- Projects are LEED certified.
- Echo = We hear you; Park = A place of calm.



Photograph of Select Architectural Features

- Dri-Design Tapered Panels – Pantone PMS 369r (green)
- Panelized Fiber Cement – Nichiha Vintage Wood (cedar)

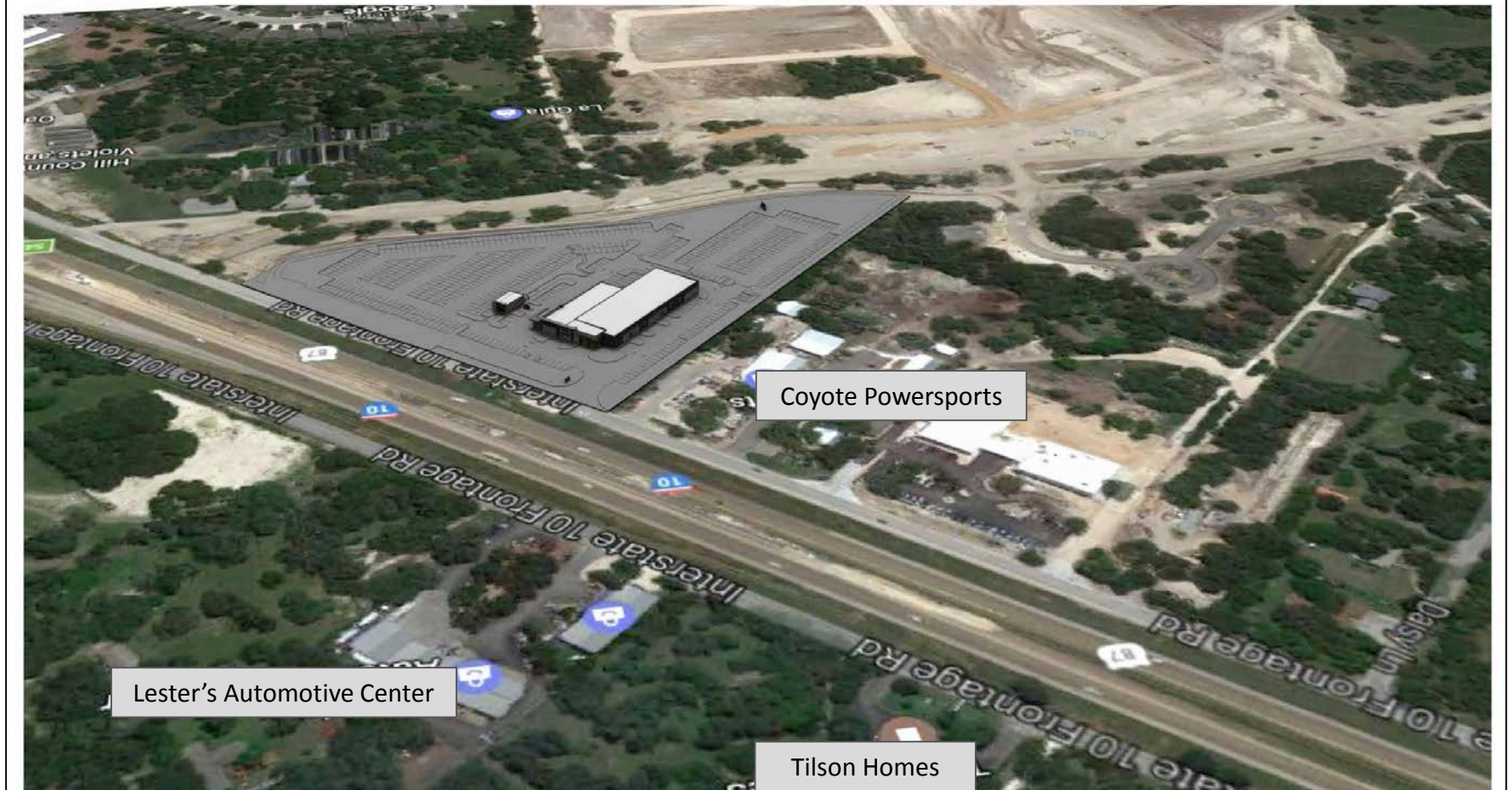


Example of High Performance Rolling Doors

- Rytec – Spiral FV
- Aluminum slat frames with clear, polycarbonate 9-inch high windows
- Opens at up 100 inches per second

Project Location: I-10 and Regent Blvd.

AERIAL VIEW (Front)



Proposed Site Plan

- Existing trees protected when feasible.
- Tree mitigation plan reviewed and evaluated during platting process.
- Additional landscaping provided per City Standards and Entrance Corridor Overlay District.
- Site layout minimizes view of inventory parking.
- Initially carried smaller inventory, but found 500 - 600 works better.
- Largest percentage classified as “A” vehicles – recent models, best shape, low mileage.
- Small percentage of “B” and “C” vehicles.

PARKING SUMMARY	
SITE AREA	7,300 SQUARE FEET
BUILDING AREA	4,220 SQUARE FEET
OFFICE PARKING	64 SPACES
INVENTORY PARKING	647 SPACES
TOTAL PARKING PROVIDED:	711 SPACES



Comparison with Other Boerne Dealerships

Dealership Name	Parking Area (SF)	Inventory
Boerne Dodge Chrysler Jeep	150,000	295
Cavender Chevrolet	293,600	625
Jennings Anderson Ford	151,324	366
Mercedes Benz of Boerne	224,800	340
Nissan of Boerne	306,770	577
Toyota of Boerne	223,001	930
EchoPark	approx. 290,700	approx. 400

Land Use Considerations

- Property zoned B-2 (Highway Commercial).
- Future Land Use/Development Plan Concept Map proposes Highway/Commercial Center uses.
- Proposed use is consistent w/ FLUM and surrounding land use pattern.
- Utilizes an oddly shaped, triangular tract.
- Automotive uses are appropriate w/in high traffic interstate corridors.

Economic Benefits

- Contributes to an existing industry cluster.
- Estimated \$1.5 million in revenue from parts and services, and estimated total revenue of \$6 million.
- Attracts 5,100 customers per year that may also eat, shop, and visit local retail establishments.
- Employs 25 – 29 associates.
- Increased property value (2017 taxes for a comparable site estimated at \$112,000).
- Tradition by **EchoPark** of community involvement w/ local non-profits and schools.

The background of the slide is a faded image of a modern car dealership building with large glass windows and a curved roofline. The EchoPark Automotive logo is centered in the upper half of the image. The word "EchoPark" is in a large, bold font, with "Echo" in green and "Park" in dark blue. A registered trademark symbol (®) is located at the top right of the "Park" wordmark. Below "EchoPark", the word "AUTOMOTIVE" is written in a smaller, dark blue, all-caps, sans-serif font with wide letter spacing.

EchoPark[®]

AUTOMOTIVE

EVERY CAR DESERVES A HAPPY OWNER

Questions and Comments