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The Ghazi Company

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The idea behind EpiCentre was to create a full 24-7 mixed-use development in an urban setting, as the development will include everything from a CVS, dry cleaner, newsstand, and a Bank of America branch to high-end steak houses and lounges. In addition, EpiCentre will fill one of uptown's most talked about voids — lack of movie theaters — as a megaplex motion picture theater is part of the plan.

Sitting diagonally opposite from both Bank of America's and Wachovia's headquarters, EpiCentre is located on a site where people are constantly circulating. In addition to EpiCentre's residents and guests from the development's hotel component, a new W Aloft brand concept with 175 rooms, the complex will also attract guests from the nearby Ritz-Carlton, which was announced shortly after The Ghazi Company announced EpiCentre.

By creating a central entertainment hub, EpiCentre will help smooth out uptown's fragmented entertainment district. Here you can choose your own adventure whether it's washing down a prime rib with wine at Fleming's Prime Steakhouse & Wine Bar or having a romantic conversation at PJ's Coffee and Wine Bar. Feeling a little more active? Strike City Lanes, a high-end lounge/bowling alley, will also be a tenant.

Other restaurants slated to join EpiCentre are Belle Vita Italian, Flying Biscuit, The Fudger, Cold Stone Creamery, Jason's Deli, and Shane's Rib Shack,

Another fresh component of the development is retail, as the city has long wanted a resurgence in uptown shopping. With retailers such as CVS, Revolution, an AT & T concept store, and a handful of small retailers, EpiCentre is sure to prove to Charlotte that uptown is a viable shopping district.

With every project The Ghazi Company undertakes, it likes to base the development's architecture on its surroundings and also on what the market demands. While modern in nature, EpiCentre exudes a noticeably contemporary appearance yet also looks as if it has been sitting on its three-acre site for years. The first, second, and third floors in all five of the buildings are interconnected and vertically connected so that people can easily navigate the complex through a series of escalators, elevators, stairs, and bridges.



TOP RIGHT: At the corner of Trade Street and College Street, EpiCentre will function well for heavy walking traffic.
Rendering by Risdan McElroy

BOTTOM RIGHT: The EpiCentre is set conveniently at College Street and Trade Street.
Photograph courtesy of The Ghazi Company

FACING PAGE: At bird's-eye, the Central Plaza lies in the valley of downtown.
Rendering by Risdan McElroy



European-scaled streets featuring various facades invite people to stay and play, while a Megatron Screen with a Times Square quality hangs in the center of the project energizing the atmosphere even more. It is estimated that EpiCentre will draw eight to 10 million visitors yearly from the surrounding area and beyond.

Although the two-million-square-foot structure is not complete, it is obvious that EpiCentre has rejuvenated the College Street corridor of uptown, which for so long has acted as the little brother to Tryon Street. Accessible by Charlotte's new light rail system, EpiCentre will be a destination for everyone in the Charlotte area far into the future. ■ ■ ■ ■ ■ ■ ■ ■ ■ ■





*ABOVE: EpiCentre's first tenant is open for business.
Photograph courtesy of The Ghazi Company*

*RIGHT: The European style street of EpiCentre is completed with striped awnings and unique facades.
Photograph courtesy of The Ghazi Company*

*FACING PAGE TOP: The EpiCentre is featured along a European-style street.
Rendering by Rlsden McElroy*

*FACING PAGE BOTTOM: With a staircase leading to the plaza, the EpiCentre has convenient access from
Trade Street.
Rendering by Rlsden McElroy*

