



# DESIGN CONCEPT

2938 TA EXPRESS PROTOTYPE STORE

May 6, 2019

Exhibit  
A



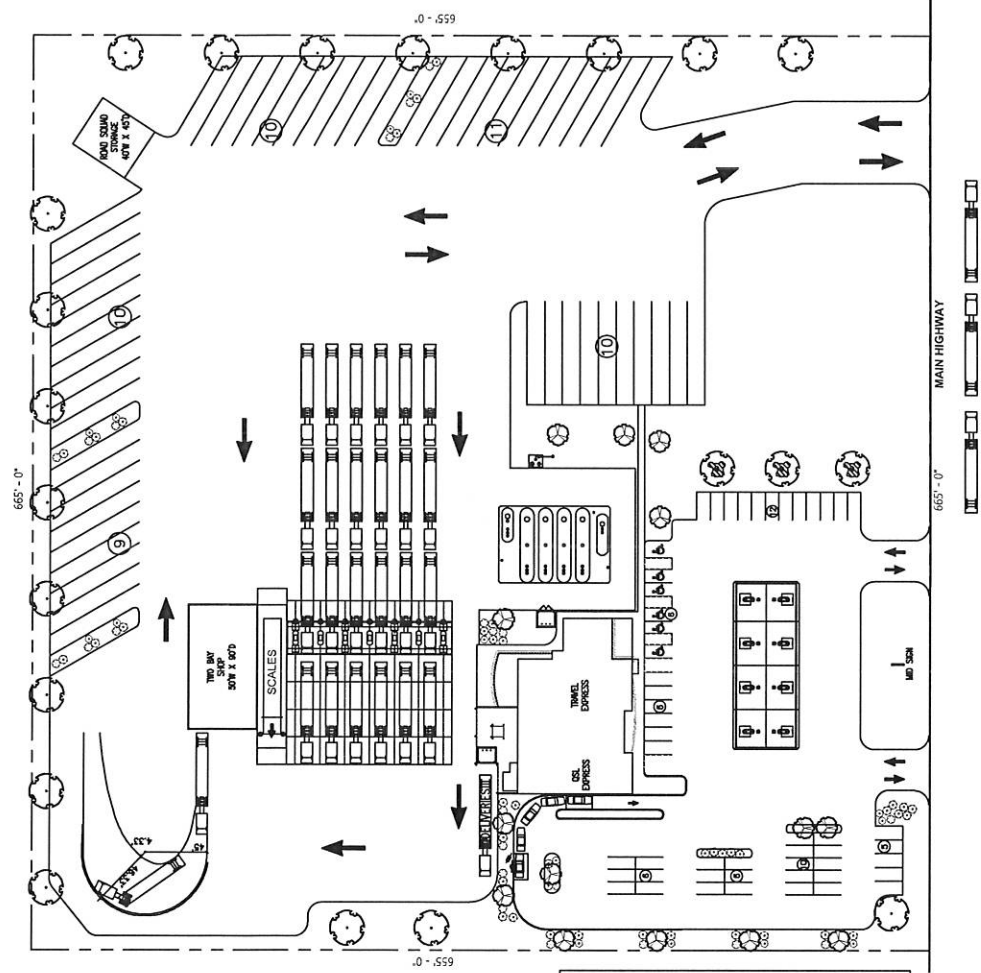
## TA Express Prototype - Key Design Points

### Exterior:

- Distinctive design elements
- Defined entry
- Prominent signage placement
- Curved roof line a "nod" to current brand architecture
- Use of varied materials to add interest and define spaces
- Pop of green with awnings ties to green bar in logo
- Distinctive TA "sculpture" at entrance
- Architectural features that can easily be retrofitted to future remodels.
- Affordable yet striking design
- Warm and inviting to encourage truckers AND families to stop and to feel safe
- Defined seating/gathering areas on exterior & interior

### Interior:

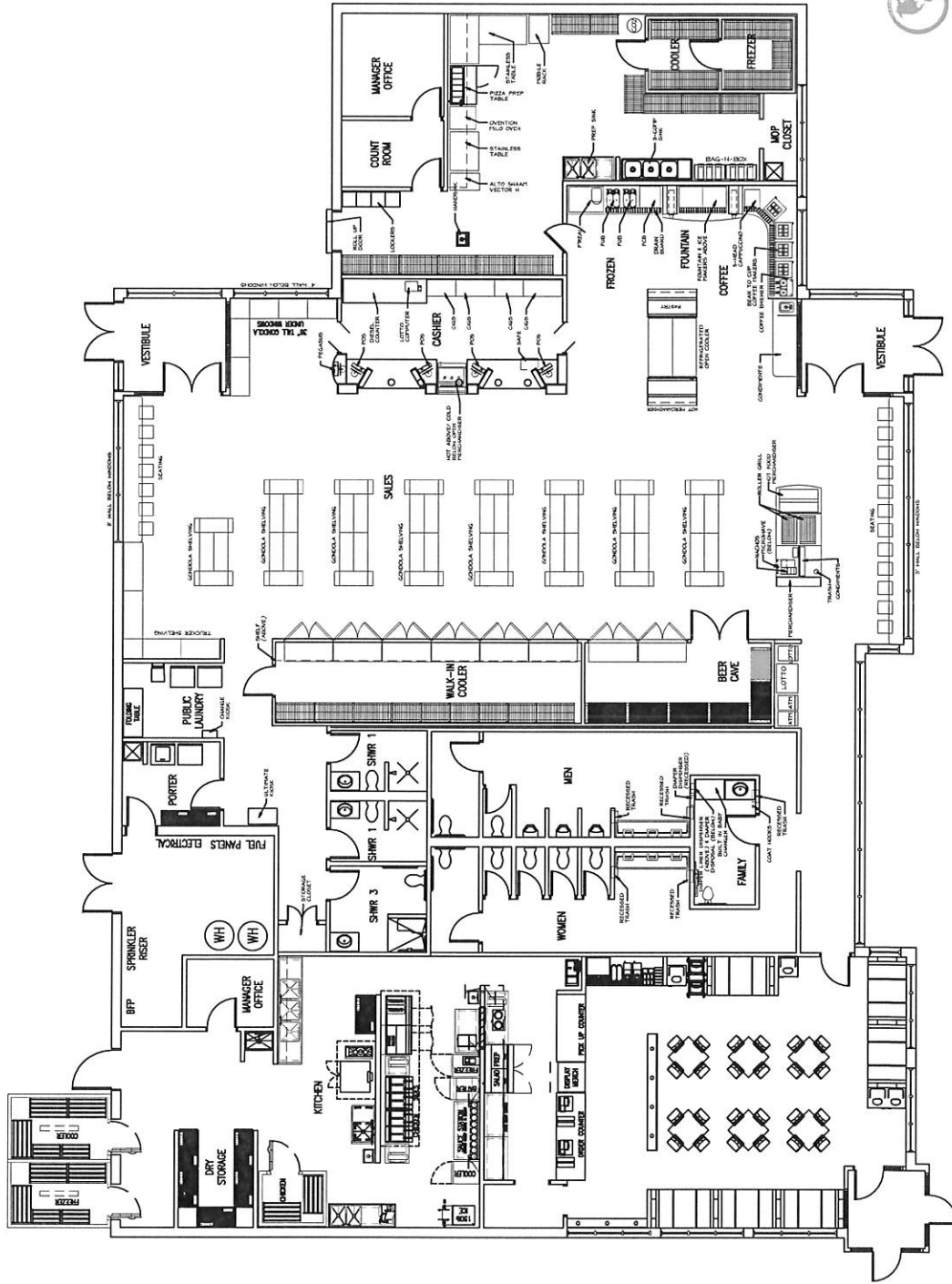
- Well-designed, space that is neat, clean and functional
- Attractive travel center that feels totally different than anything in the market
- Vaulted ceiling, tall windows and clerestory brings light and open feel
- Cozy seating nooks encourage shoppers to sit and stay awhile
- Unique ceiling clouds and features define areas and add pops of color
- Design details and materials that are budget friendly and easy to retrofit
- Clean, contemporary retail fixtures
- Shades of blue & green inspired by logo and allow TA and Express to come together
- Industrial touches such as brick, metal and wood introduce warmth
- Neutral palette allows graphics & brand elements to pop
- Complementary branded wayfinding signage
- Uninterrupted sightlines = easy of navigation



TA EXPRESS  
 POTENTIAL SITE PLAN  
 TWO BAY SHOP OPTION  
 10 ACRE PARCEL SHOWN  
 APRIL 27, 2018

PLAZA - 9,091 SQ. FT.  
 TRAVEL STORE  
 CSR W/ DRIVE THRU  
 PARKING  
 51 AUTO  
 50 TRUCK  
 FUELING OFFER  
 6 DIESEL FUELING LANES  
 (DEF PROVIDED ALL LANES)  
 8 GASOLINE MPD DISPENSERS  
 CAT SCALE  
 ROAD SQUAD STORAGE  
 40W X 45D (ECUV. OF TWO  
 HALF BAYS)  
 TWO BAY SHOP  
 50W X 90D

SECONDARY HWY OR  
 INTERSTATE



















# Refuel Replenish Refresh

COLD BEER

ICE COLD REFRESHMENT

# TA





# Refuge

## COLD BEER

# TA

PARAGON SOLUTIONS

Sandwich	
Smoking	\$11.99
Spicy	\$11.99
Hot	\$11.99
Original	\$11.99

Hot off the Grill	
Large \$12.99 / Small \$10.99	
• Macaroni & Cheese	
• Hamburger	
• Hot Wings	
• Italian Chicken Sandwich	
• Buffalo Chicken Sandwich	

Fast Finger Sandwich Bar	
Original	\$11.99
Spicy	\$11.99
Hot	\$11.99
Smoking	\$11.99

Additional Info	
Price Range	\$11.99 - \$12.99
Hours	11:00 AM - 11:00 PM

ROOMS



SHOWERS & LAUNDRY

WELCOME!

PARAGON SOLUTIONS









**Thank You!**

