



*A Simply Luxurious Lifestyle*

# Courtyards at Heritage Trail

## ***SMART, MEASURED GROWTH for Zionsville***



# Signature Courtyard Homes

- ❖ 55+ Boutique Lifestyle Community
- ❖ Right-Sized, Upscale Ranch Homes
- ❖ Carefree Lifestyle, Easy Living
- ❖ Resort-Style Amenities



# Neighbor-Friendly by Design



 **Private  
Copyrighted  
Courtyards**

 **Deed-Restricted  
Backyards**



# Heritage Trail = Russell Oaks Part II



 **Legacy That Matches Zionsville's Character and Cachet**

 **Russell Oaks = Proven Success**

 **No New Burden, Just Continuation**

— same niche, same low impact, no overlap with Wild Air or Henke projects.



# Epcon Buyer Profile = Economic Development



## Epcon Buyer Profile:

-  **Affluent local empty nesters &**
-  **Trailing grandparents**

## Givers Not Takers:

-  **Keeps Wealth in the Community**
-  **Boosts Local Economy**
-  **Active, Engaged Residents**



# Zionsville Growing 55+ Demand



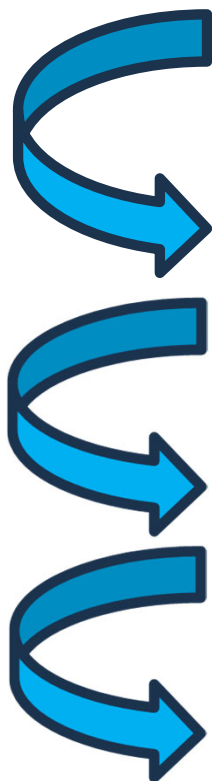
## Zionsville Market Profile of 55+ Population\*

- 2023 Population: 9,170
- 2028 Population: 11,746
- **Projected 55+ Population 5-yr Growth: 28.1%**

\*TransUnion demographics for Zionsville Indiana

| 2023 Q4 Household Age  | Zionsville |       |
|------------------------|------------|-------|
| 2023 Q4 HHs Age 15-24  | 530        | 4.3%  |
| 2023 Q4 HHs Age 25-34  | 1,410      | 11.4% |
| 2023 Q4 HHs Age 35-44  | 2,446      | 19.8% |
| 2023 Q4 HHs Age 45-54  | 2,733      | 22.1% |
| 2023 Q4 HHs Age 55-64  | 2,380      | 19.3% |
| 2023 Q4 HHs Age 65-74  | 1,672      | 13.5% |
| 2023 Q4 HHs Age 75-84  | 868        | 7.0%  |
| 2023 Q4 HHs Age 85+    | 313        | 2.5%  |
| 2023 Q4 Average HH Age | 52         |       |
| 2023 Q4 Median HH Age  | 52         |       |

| 2028 Q4 Household Age  | Zionsville |       |
|------------------------|------------|-------|
| 2028 Q4 Average HH Age | 53         |       |
| 2028 Q4 Median HH Age  | 53         |       |
| 2028 Q4 HHs Age 15-24  | 661        | 4.8%  |
| 2028 Q4 HHs Age 25-34  | 1,771      | 12.7% |
| 2028 Q4 HHs Age 35-44  | 2,179      | 15.7% |
| 2028 Q4 HHs Age 45-54  | 2,829      | 20.3% |
| 2028 Q4 HHs Age 55-64  | 2,707      | 19.5% |
| 2028 Q4 HHs Age 65-74  | 2,086      | 15.0% |
| 2028 Q4 HHs Age 75-84  | 1,216      | 8.7%  |
| 2028 Q4 HHs Age 85+    | 463        | 3.3%  |



**Seniors Downsize into Epcon**



**Frees Up Existing Larger Homes (100 – 150)**



**Younger Families Move Into Existing Homes**



**Reduced Need to Approve New Subdivisions**

# \$50M Economic Win Without The Cost

- 💰 Annual Tax Increment: ± \$2.4M (annually)
- 💰 Utility, Road & Park Impact Fees: ± \$2.5M
- 💰 Upfront Land Donation: ± \$4M
- 💰 Age-Restricted Commitment / NOT ASKING \$ INCENTIVE

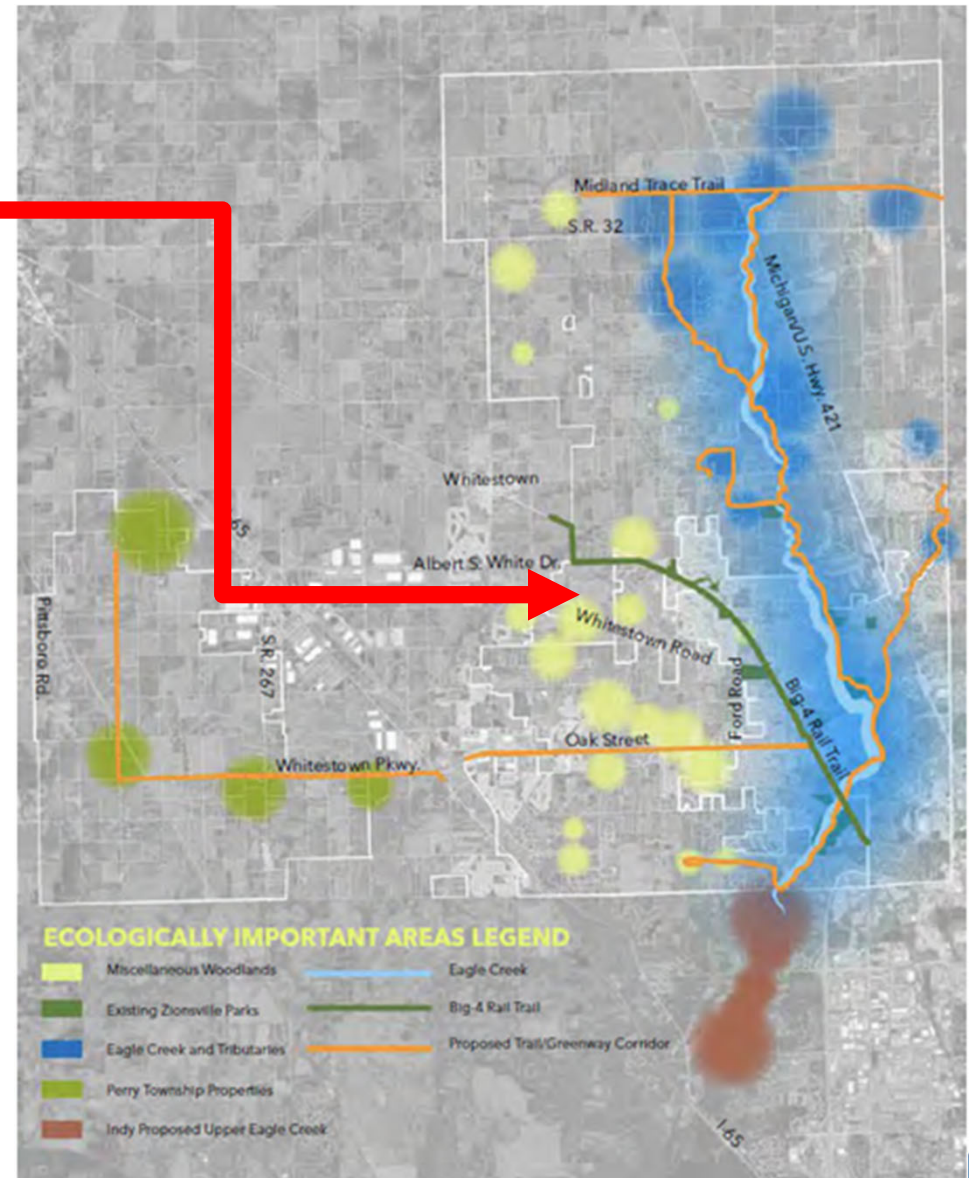
|                                 | Per Property Assumption | Illustrative Annual Impact Of Full Development <sup>1</sup> |
|---------------------------------|-------------------------|-------------------------------------------------------------|
| Average Sale Price              | \$725,000               | \$261,000,000                                               |
| Percent of AV / Sales Price     | 95%                     | 95%                                                         |
| Gross Assessed Value            | \$688,750               | \$247,950,000                                               |
| Net Assessed Value              | \$404,544               | \$145,635,840                                               |
| Base Taxes <sup>2</sup>         | \$0                     | \$0                                                         |
| School Referendum Taxes         | \$1,343                 | 483,480                                                     |
| Incremental Tax Revenues (est.) | \$6,665                 | \$2,399,400                                                 |

# Not Ecologically Sensitive

 **No Ecologically Important  
Areas Identified On-Site**

 **Currently Active  
Farmland**

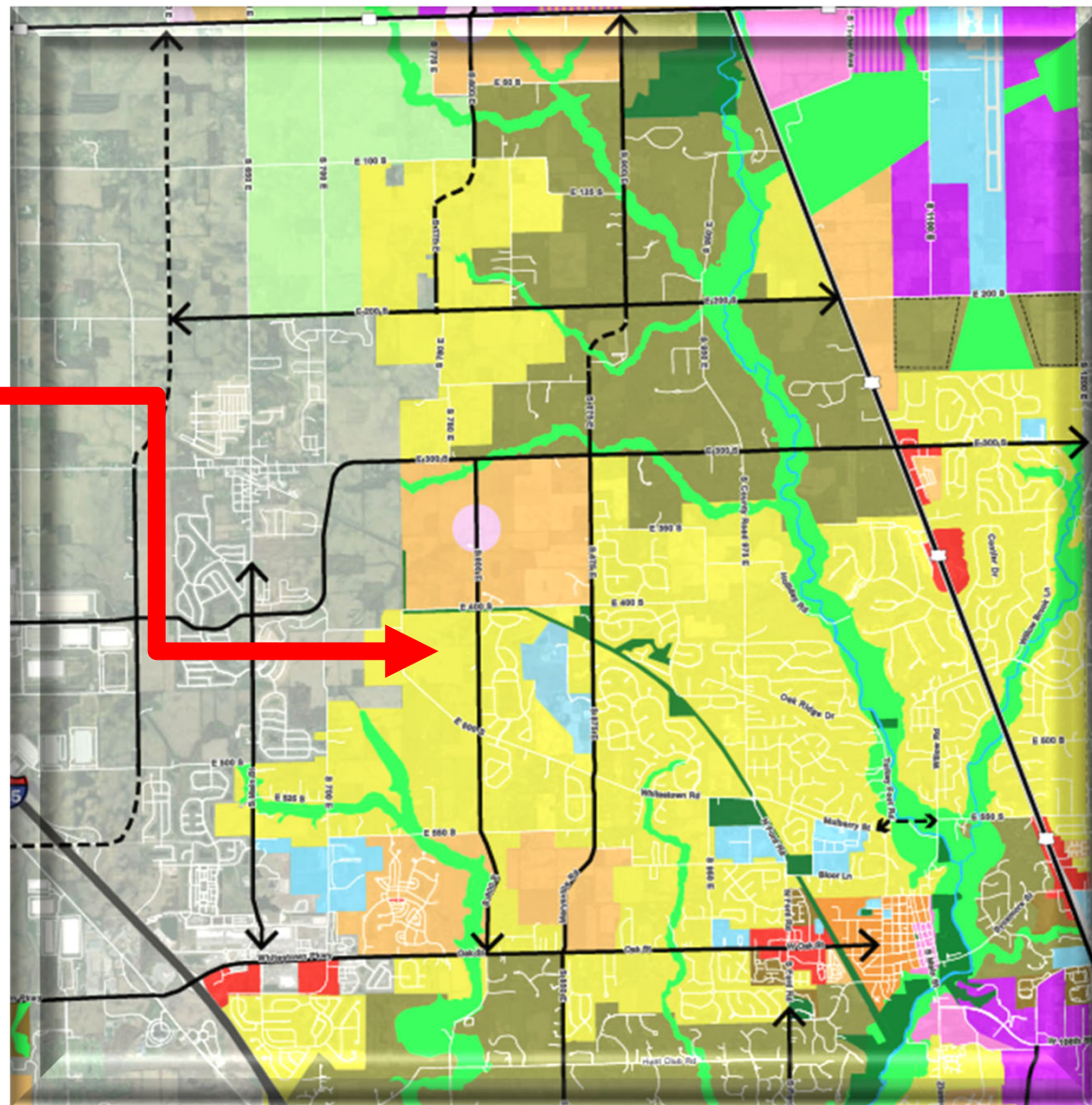
 **Not in Preservation Area**



# Aligned with Zionsville's Comp Plan

## Legend

-  Parks
-  Agriculture
-  Open Space
-  Estate Residential
-  Conventional Subdivision
-  Mixed Residential
-  Village Residential
-  Multifamily Residential
-  Regional Activity Center
-  Neighborhood Activity Center
-  Office & Innovation
-  Employment Flex
-  Institutional
-  Commercial



- **Density  $\neq$  Impact**
- **People, Not Lot Counts, Drive Impact**



**No Kids = No School Impact**

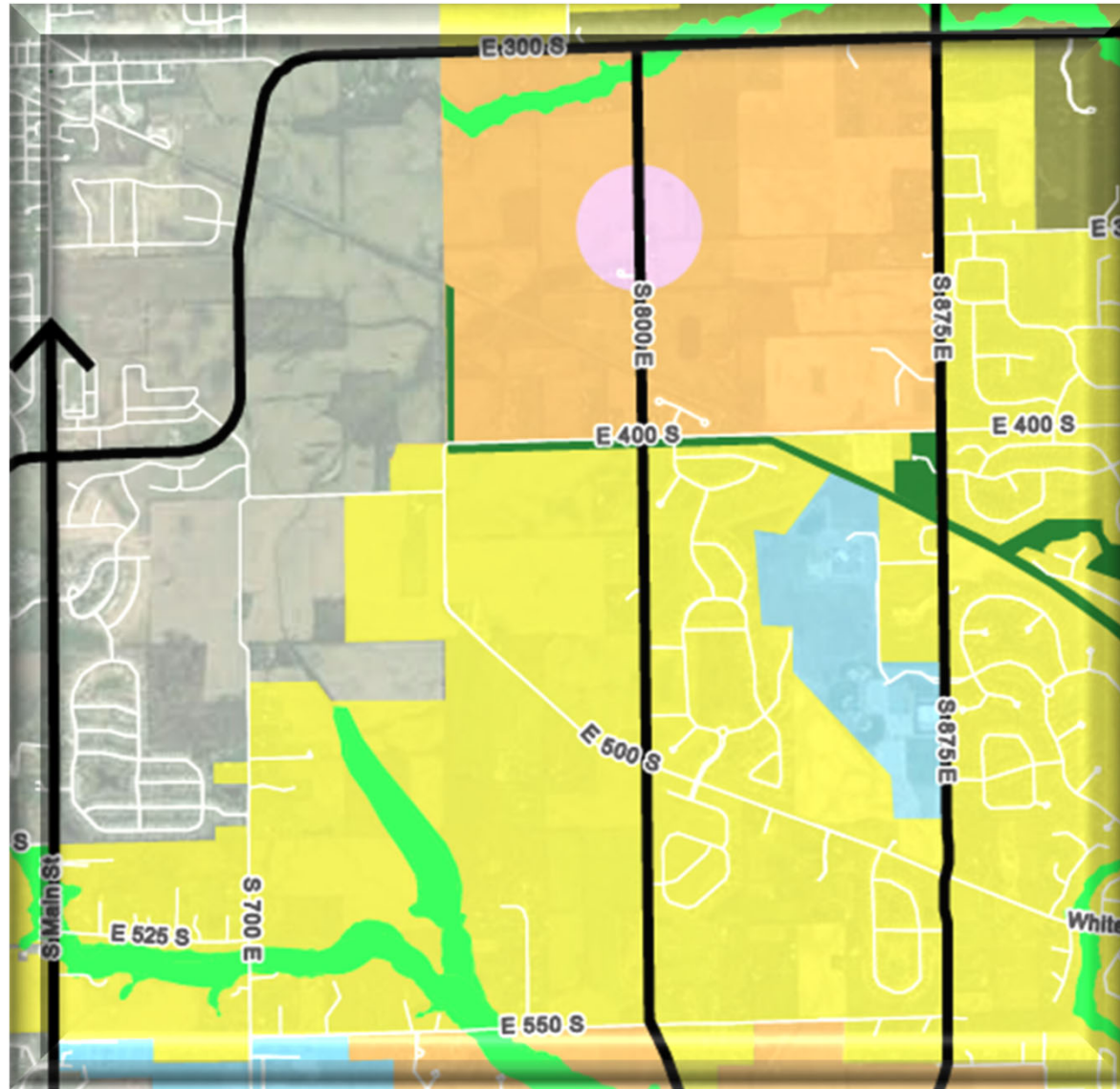


**60% Fewer Vehicle Trips**

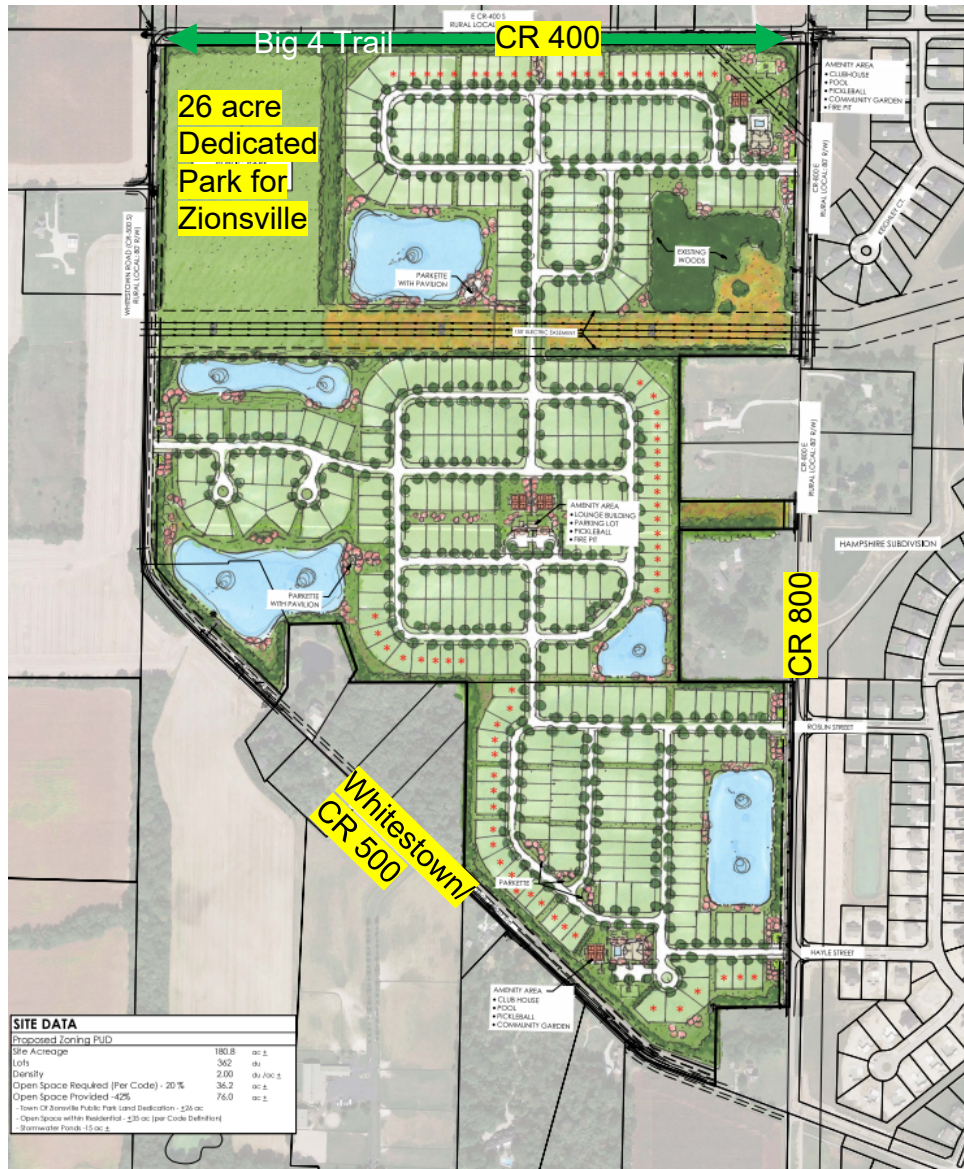
**2.0 Epcon Density = 1.0 Conventional Impact**

**SAME IMPACT as R-1 zoning – With ALL the Benefits**

# Built-in Guardrails



# Epcon is Smart Design



 **Inspired by Timeless TND Neighborhoods**

 **Compact Scale, Rural Fit**

 **Walkable, Vibrant, and Distinctive**

**Site Area: +/-180.8 acres**

**Donated Park Land: +/- 26 ac**

**Total Lots: 362 homes**

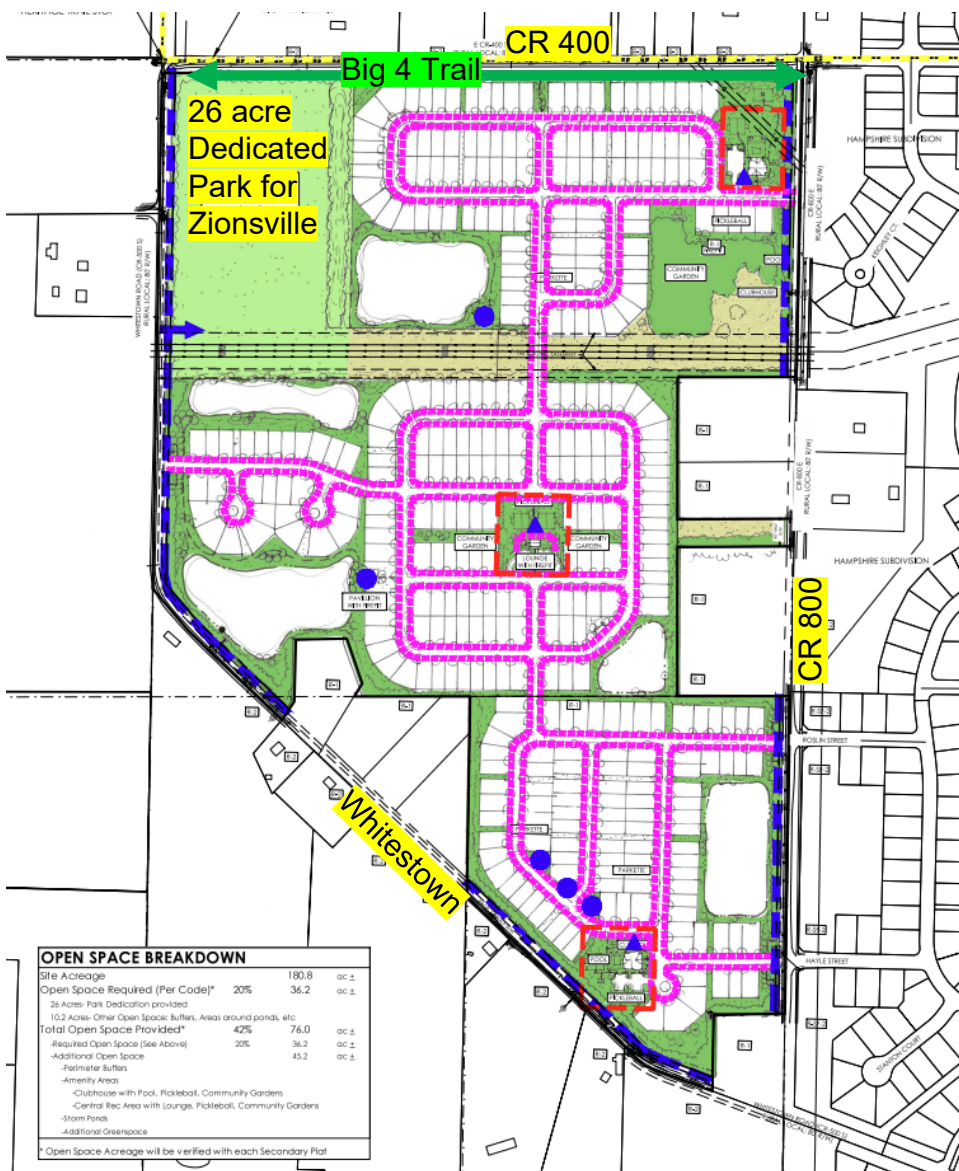
**Density: 2.0 per acre**

# Open Space & Conservation, Not Sprawl



-  81 acres/45% Open Space  
— ***DOUBLE What's Required***
-  Green dedicated backyards push total open space beyond 50%
-  All woodlands preserved
-  Prairie plantings reflect rural heritage and reduce maintenance

# Amenity-Rich & Parkland



## KEY

- OPEN SPACE (MAINTAINED BY HOA)
- ZIONSVILLE PUBLIC PARK DEDICATED AREA (± 26 ACRES)
- CONCEPTUAL PRAIRIE AREA (PART OF OPEN SPACE)
- PARKETTES: BENCHES/ SEATING AREA
- BIKE RACKS
- EXISTING BIG 4- RAIL TRAIL
- PROPOSED 5' SIDEWALK (±6.3 MILES)
- PROPOSED 10' PATH (±6793 L.F.)
- AMENITY AREA CLUB HOUSE, POOL, PICKLEBALL, LOUNGE, PARKING & COMMUNITY GARDEN

## OPEN SPACE BREAKDOWN

|                                                                |     |       |      |
|----------------------------------------------------------------|-----|-------|------|
| Site Acreage                                                   |     | 180.8 | ac ± |
| Open Space Required (Per Code)*                                | 20% | 36.2  | ac ± |
| 26 Acres- Park Dedication provided                             |     |       |      |
| 10.2 Acres- Other Open Space: Buffers, Areas around ponds, etc |     |       |      |
| Total Open Space Provided*                                     | 42% | 76.0  | ac ± |
| -Required Open Space (See Above)                               | 20% | 36.2  | ac ± |
| -Additional Open Space                                         |     | 45.2  | ac ± |
| -Perimeter Buffers                                             |     |       |      |
| -Amenity Areas                                                 |     |       |      |
| -Clubhouse with Pool, Pickleball, Community Gardens            |     |       |      |
| -Central Rec Area with Lounge, Pickleball, Community Gardens   |     |       |      |
| -Storm Ponds                                                   |     |       |      |
| -Additional Greenspace                                         |     |       |      |

\* Open Space Acreage will be verified with each Secondary Plat

## Positive Impact on Area Home Values



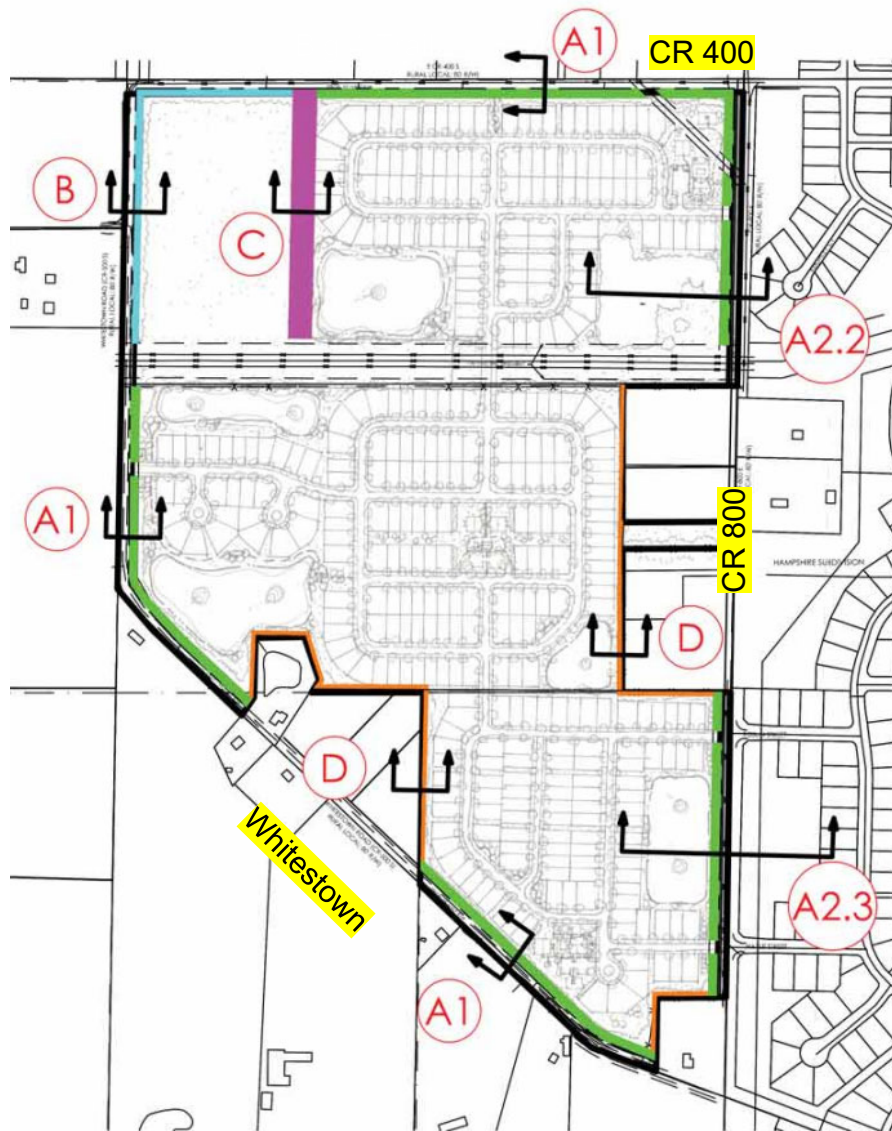
|                             | Epcon (1)   | Hampshire (2) |
|-----------------------------|-------------|---------------|
| Approved # of Homes         | 362         | 322           |
| Zoning                      | PUD: 2025   | R-SF-2: 2006  |
| Max Building Height         | 30'         | 44'           |
| Avg. Beds                   | 2           | 4.5           |
| Avg. Year Built             | 2026        | 2020          |
| Avg. Sq. Ft. (Above Ground) | 2,076       | 3,318         |
| Average Sale Price (5yrs)   | \$815,728   | \$621,059     |
| Price Per Sq. Ft.           | \$392.93    | \$187.18      |
| School Impact (est)         | 0           | 155           |
| Open Space Acres (est)      | 51          | 42            |
| Open Space %                | 28%         | 20%           |
| Homes over \$1M             | 4           | 4             |
| Low Price                   | \$570,000   | \$354,671     |
| High Price                  | \$1,053,000 | \$1,170,000   |
|                             |             |               |

(1) Based on Epcon actual sales at Russell Oaks (52 sold out of 150)

(2) MIBOR CMA Report - based on 124 Sold in Hampshire over the last 5 years.

Hampshire has a 17-acre wooded nature preserve

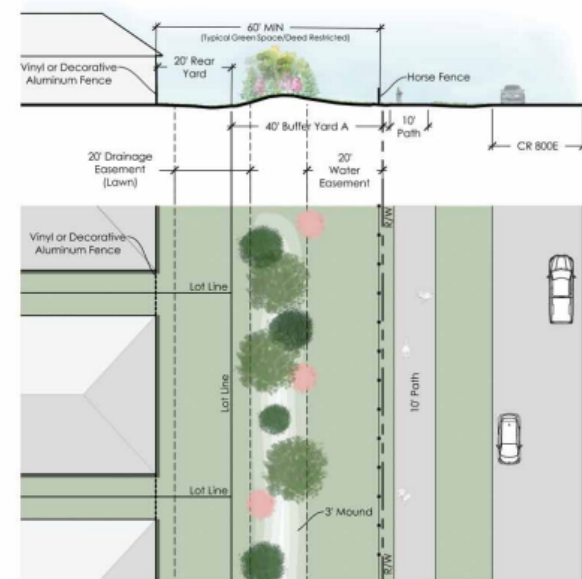
# Neighbor Support, No Opposition



## SECTION A1 CR 400 S WHITESTOWN ROAD

**BUFFER YARD A = 40'**  
TYPICAL - NOT TO SCALE

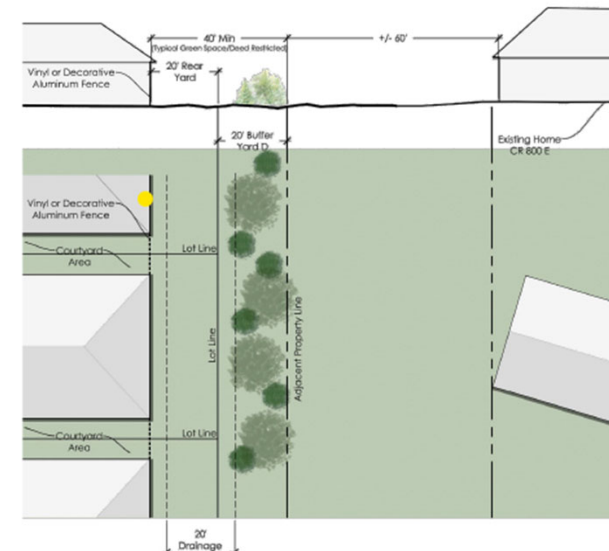
PROPOSED PER 100':  
(4) EVERGREEN TREES  
(3) SHADE TREES  
(3) ORNAMENTAL TREES  
HORSE FENCE



## SECTION D2

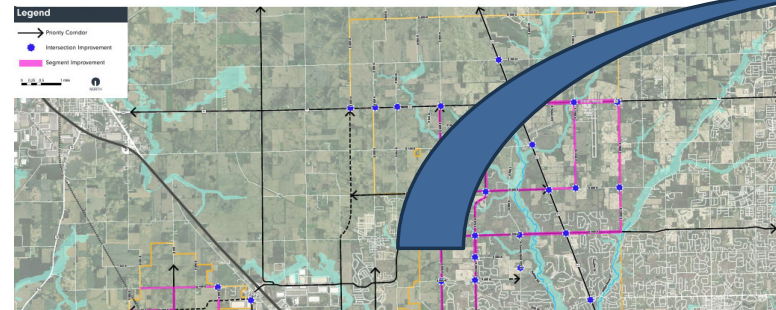
**BUFFER YARD D = 20'**

PROPOSED PER 100':  
(6) EVERGREEN TREES  
(4) SHADE TREES



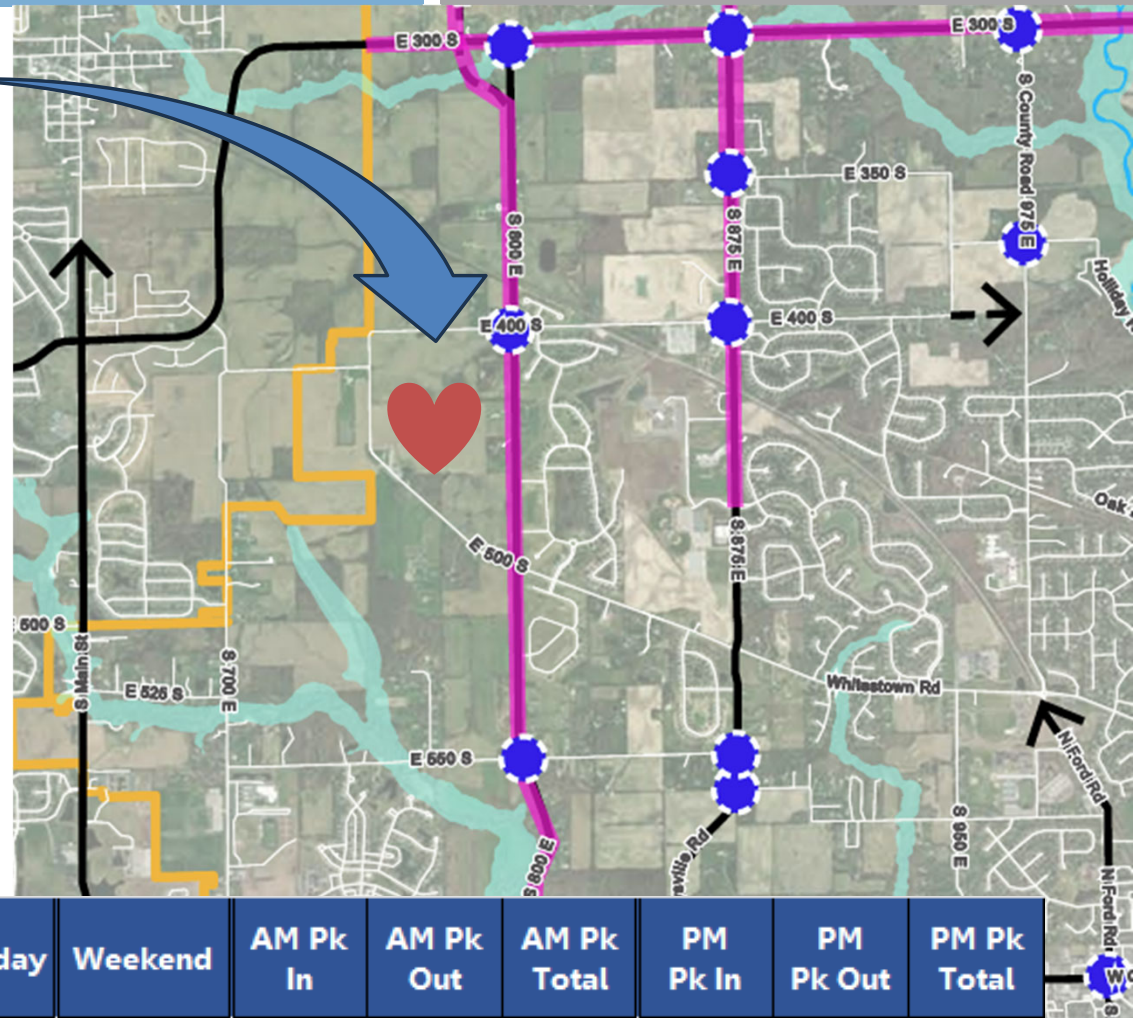
# Low Traffic Impact / Priority Road Corridor

## FUTURE TRANSPORTATION MAP



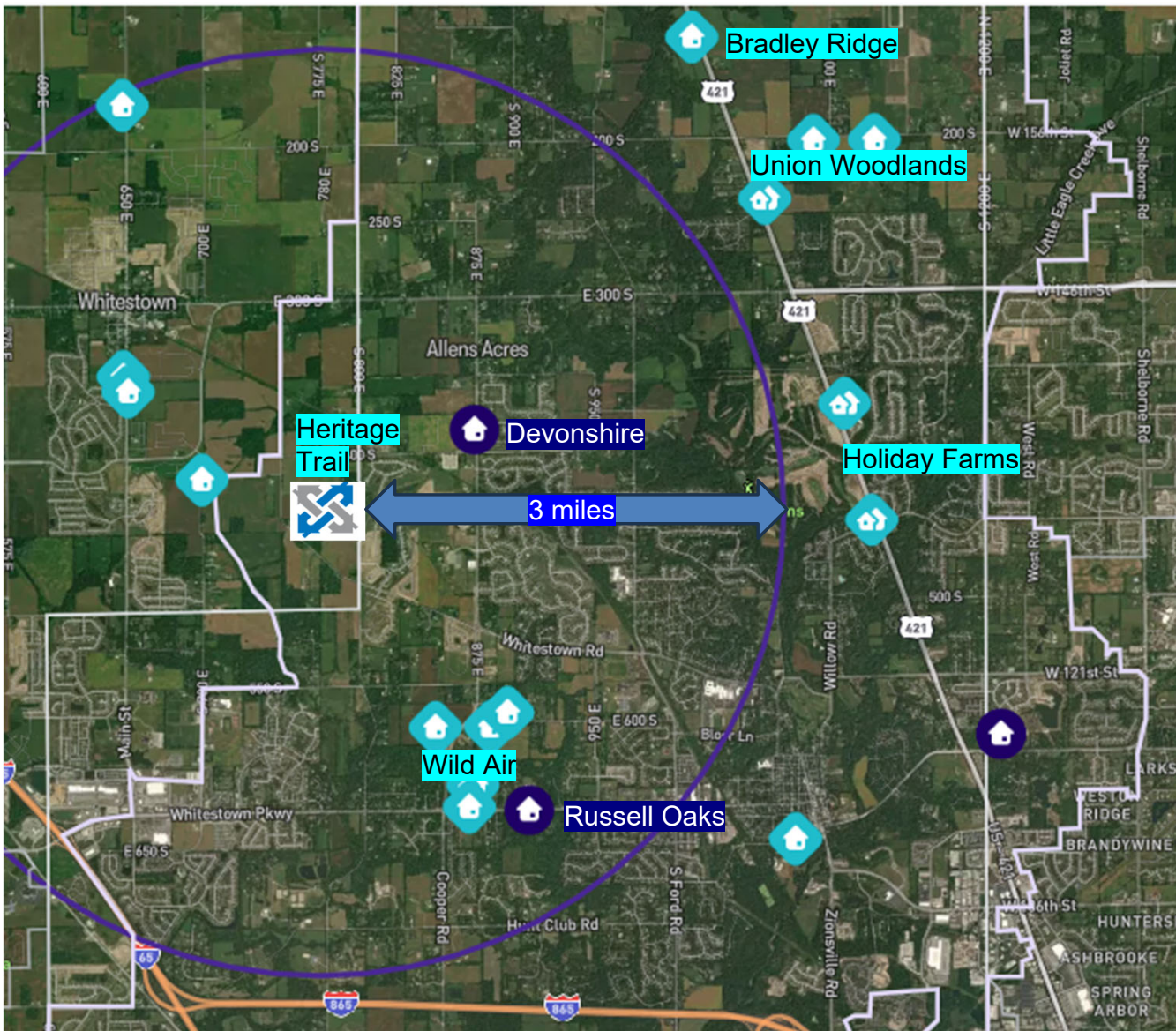
### Legend

-  Priority Corridor
-  Intersection Improvement
-  Segment Improvement



| ITE Code          | Land Use Description                 | # of Dwelling Units | Weekday      | Weekend      | AM Pk In    | AM Pk Out   | AM Pk Total | PM Pk In    | PM Pk Out   | PM Pk Total |
|-------------------|--------------------------------------|---------------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 210               | Single-Family Detached Housing       | 362                 | 3295         | 3344         | 60          | 180         | 240         | 210         | 123         | 333         |
| 251               | Senior Adult Housing - Single Family | 362                 | 1769         | 1084         | 34          | 69          | 103         | 74          | 47          | 121         |
| <b>Difference</b> |                                      |                     | <b>-1526</b> | <b>-2260</b> | <b>-26</b>  | <b>-111</b> | <b>-137</b> | <b>-136</b> | <b>-76</b>  | <b>-212</b> |
| <b>% Change</b>   |                                      |                     | <b>-46%</b>  | <b>-68%</b>  | <b>-43%</b> | <b>-62%</b> | <b>-57%</b> | <b>-65%</b> | <b>-62%</b> | <b>-64%</b> |

# Continuation of Russell Oaks, Not Wild Air

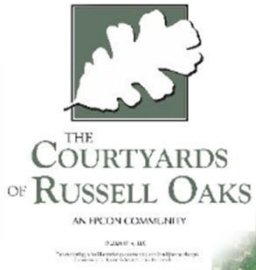


- **4 PUDs approved in 5 years**  
→ none compete with Epcon.
- Avg 150 single family lots per year

- **Promontory & Bradley Ridge**  
→ Henke estate-home projects, 3+ miles away.

- **Wild Air**  
→ a different animal: mixed-use with apartments, commercial, 50' tall buildings.

# Predictable, Phased Growth with One Builder



-  Epcon controls the entire site
-  Phased build-out
-  PUD zoning locks in exactly what can be built
-  No bait-and-switch: No townhomes, no rentals, no commercial

*(Indiana Code § 36-7-4-603)*

✓ **Comprehensive Plan**

- *Aligns with staff-supported medium-density goals near roads & utilities*

✓ **Current Conditions & Character**

- *Adjacent to established Hampshire neighborhood zoned R-2*

✓ **Most Desirable Use**

- *Senior housing fills documented 55+ gap*

✓ **Conservation of Property Values**

- *Above market, high-end homes*

✓ **Responsible Growth**

- *Phased Low impact: 1.73 people/unit, fewer cars, no school kids*

# It's a Grand Slam for Stakeholders

💰 **Zionsville Wins** → \$50M+ benefit, retains affluent seniors, low impact, 100+ homes freed up.

🏡 **Neighbors Win** → better neighbors, less traffic, more buffers, no trampolines, higher home values.

🏟️ **Community Wins** → 26 acres of free parkland for future fields.

