

## Template 1: Enhancing Our Legacy

Dear [Council/Commission Member],

As a proud resident of Zionsville, I'm writing to voice my support for the proposed South Village project. This carefully planned endeavor will allow our beloved town to evolve in a thoughtful, sustainable way that enhances our historic legacy.

The South Village plan prioritizes pedestrian connectivity, green spaces, and design that visually ties into our iconic brick streets and Village aesthetics. With over 20 years of studies and millions in engineering plans already committed, this phased build-out is the responsible way to develop.

[Insert personal reason why you support here]

Perhaps most critically, the South Village is designed to increase economic activity and visitation in a way that amplifies and bolsters our existing brick Village district.

I encourage you to embrace this plan as the next evolution in ensuring our town's lasting legacy as an exceptional place to live, work, and raise a family for generations to come.

## Template 2: A Cohesive Community

Dear [Council/Commission Member],

As Zionsville looks ahead, I enthusiastically support the proposed South Village redevelopment as a blueprint for sustainable growth that protects the character of our historic Village center. This project represents the balanced approach our community deserves.

[Insert personal reason why you support here]

With its 40% allocation for green spaces, pedestrian-friendly streetscapes, and visual connections to our iconic brick accents, the South Village prioritizes celebrating Zionsville's roots. At the same time, its mix of new residential, commercial, civic, and hospitality spaces will provide the modern amenities and economic opportunities we need to thrive.

The South Village has been carefully designed to complement the existing Village by increasing activity and revenues that will support our beloved main street businesses. We have an incredible opportunity to grow in a way that uplifts our entire town. I urge you to embrace the South Village project as the responsible path forward for Zionsville's lasting success.

### Template 3: The Best is Yet to Come

Dear [Council/Commission Member],

When our town's earliest settlers laid the first bricks of the Zionsville Village, they did so with a pioneering vision for the community's future success. Today, we have an opportunity to build on that lasting legacy with the proposed South Village redevelopment.

This transformative project was holistically planned over 20+ years as an opportunity to enrich the entire town. Its residential, commercial, and civic spaces will provide modern amenities while the open layout, more green space, and aesthetic ties to the Village ensure this growth seamlessly uplifts Zionsville's character.

Perhaps most importantly, the South Village directly supports our beloved brick Main Street district by increasing foot traffic, revenues, and community activity in a thoughtful, phased manner. This cohesive approach allows us to evolve while steadfastly protecting what we cherish most about our hometown's heritage.

[Insert personal reason why you support here]

The best communities embrace progress while upholding their core identity. The South Village plan represents that ideal balance for Zionsville. I urge you to champion this vital project to uphold our town's pioneering spirit and ensure our lasting prosperity.