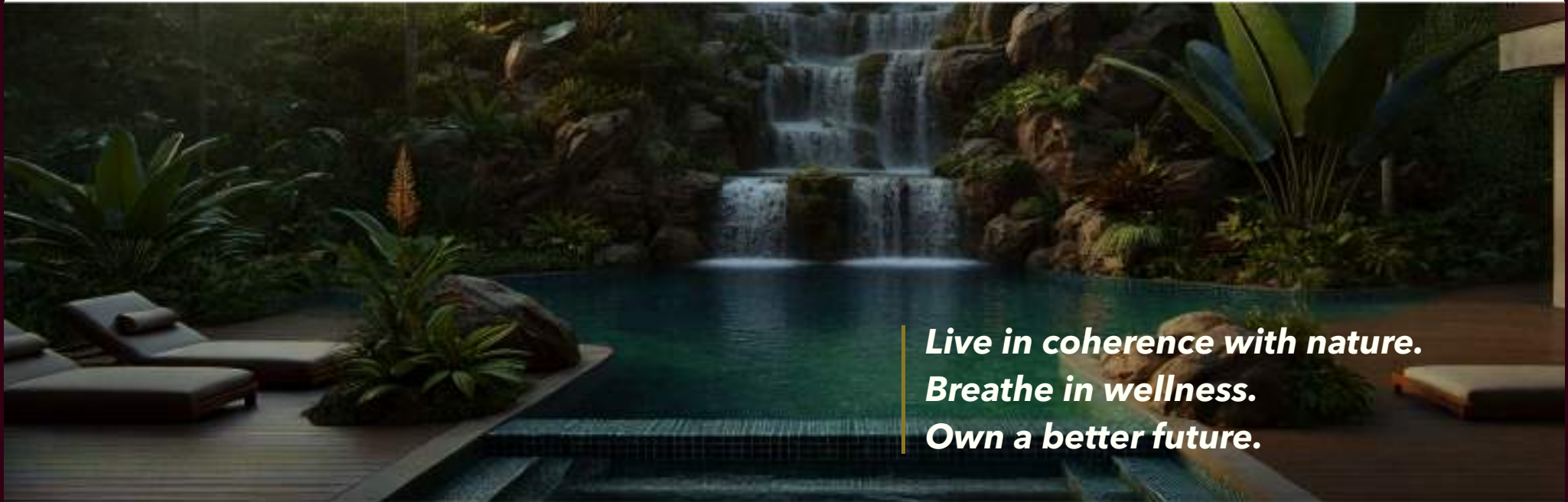




ECOROUGE
- ESTATES -

EON Projects

presents **EcoRouge Estates at 180 Highland Shores Road**



***Live in coherence with nature.
Breathe in wellness.
Own a better future.***

EcoRouge Estates brings the essence of the Blue Zones to North Dallas—where wellness, nature, and community converge in everyday life. At 180 Highland Village Road, EON Projects introduces a 6-acre living incubator: a prototype for regenerative development that merges architectural excellence with ecological stewardship. Designed to enrich the land and increase oxygen, the site will feature waterfall pools, permaculture gardens, and eco-homes surrounded by lush forestry and pure water systems that nourish from the inside out.

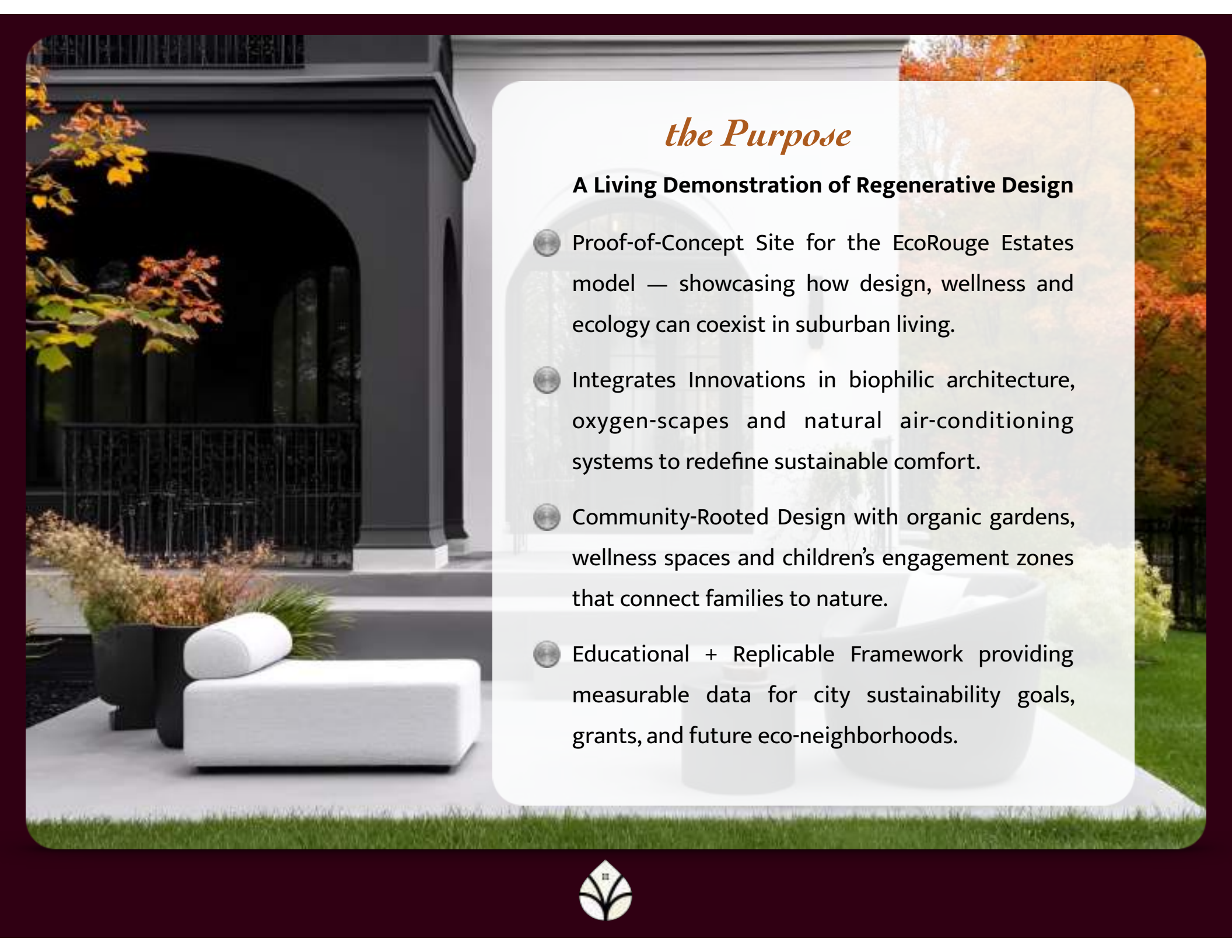


A rare 6-acre lakefront canvas in one of North Texas's most desirable suburban enclaves.

EON Projects – The EcoRouge Incubator introduces an innovative model of ecological living along the quiet shores of Lewisville Lake in Highland Village, Texas. Designed in collaboration with the leading eco-architect of the Dallas metroplex, the project integrates innovations in biophilic architecture, organic gardens, oxygen-scapes that purify air quality, flowing water pathways and a revolutionary natural conditioning system — merging beauty, comfort and environmental intelligence.

A limited collection of luxury eco-homes will express sustainable elegance through nature-enriched landscapes, mineralized pools, spas and curated garden features, creating the atmosphere of a wellness community within a suburban sanctuary. Rooted in community connection and children's engagement, the incubator collection of Serenity homes, becomes a living environment where families grow in harmony with nature.. breathing cleaner air, living healthier lives and belonging to something truly restorative.





the Purpose

A Living Demonstration of Regenerative Design

- Proof-of-Concept Site for the EcoRouge Estates model — showcasing how design, wellness and ecology can coexist in suburban living.
- Integrates Innovations in biophilic architecture, oxygen-scapes and natural air-conditioning systems to redefine sustainable comfort.
- Community-Rooted Design with organic gardens, wellness spaces and children's engagement zones that connect families to nature.
- Educational + Replicable Framework providing measurable data for city sustainability goals, grants, and future eco-neighborhoods.



Architecture & Design

Biophilic Architecture

Homes are designed in harmony with the land, blending natural light, materials and airflow with a seamless indoor-outdoor flow that connects daily living to the surrounding landscapes and cooling gardens.

Badgir Ventilation Towers

An ancient cooling method reimagined for modern living—drawing fresh air through vertical towers to circulate and naturally conditioning indoor air while reducing HVAC loads.

Passive Solar Design

Orientation and shading harness natural light and thermal mass to maintain year-round comfort while minimizing mechanical energy demand.

Climatic Regulation

Stone, wood, and climate-adaptive composites moderate temperature and humidity, enhancing comfort and durability while reducing environmental impact.

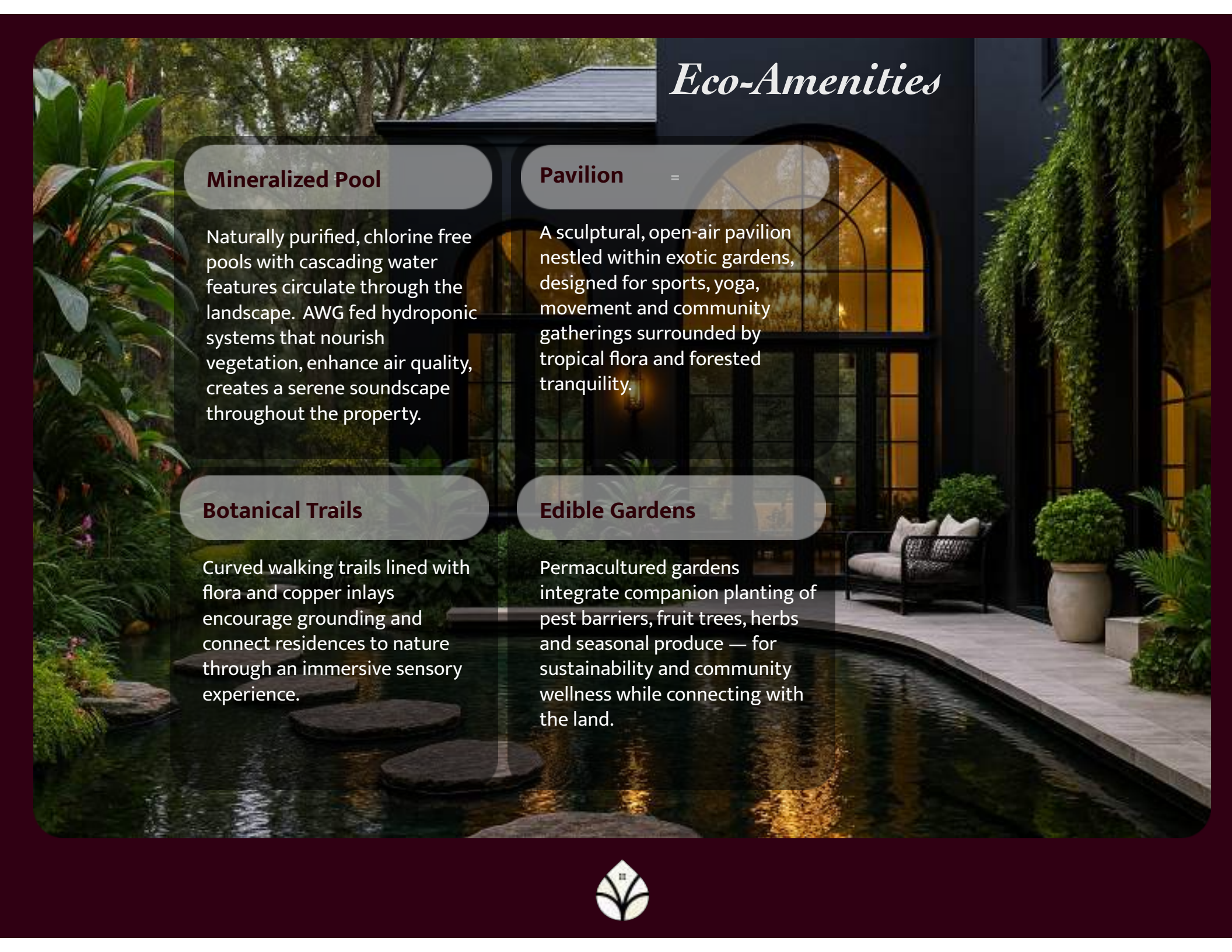
Oxygen-Scapes & Gardens

Atmospheric Water Generation (AWG) irrigates to sustain flowing garden networks that recycle water, regulate humidity and purify air—creating microclimates that enhance health.

Net 0 Architecture System

Solar rooftops, PV windows and solar canopies generate up to 75-95% of a home's energy needs, while SolarisKit thermal integration reduces overall consumption by 20-25%. Each structure becomes a living energy system, designed for endurance and efficiency.





Eco-Amenities

Mineralized Pool

Naturally purified, chlorine free pools with cascading water features circulate through the landscape. AWG fed hydroponic systems that nourish vegetation, enhance air quality, creates a serene soundscape throughout the property.

Pavilion

A sculptural, open-air pavilion nestled within exotic gardens, designed for sports, yoga, movement and community gatherings surrounded by tropical flora and forested tranquility.

Botanical Trails

Curved walking trails lined with flora and copper inlays encourage grounding and connect residences to nature through an immersive sensory experience.

Edible Gardens

Permacultured gardens integrate companion planting of pest barriers, fruit trees, herbs and seasonal produce — for sustainability and community wellness while connecting with the land.



NEO *flow*

Smart Technology for Seamless Living

NEO Flow is EcoRouge's proprietary smart home system designed to unify comfort, wellness, and energy efficiency. From one intuitive interface, residents can control their full home environment with ease.

Key Features:

- Controls lighting, shading, air and water flow, temperature, speakers, security, and more – all from one intelligent platform
- Seamlessly integrates with EcoRouge's Net Zero hydrogen or solar infrastructure
- Low-EMF, climate-responsive, and beautifully embedded into each eco-home

NEO Flow adds lasting value to every residence – blending luxury with effortless, sustainable living.





Community Intergration & Local Impact

Connecting People, Place & Purpose

Suburban Farming & Organic Gardens

Residents share in cultivating food and native plants, creating self-sufficiency, connection, and wellness within a suburban setting.

Education Through Experience

The incubator serves as a living classroom, introducing families and children to regenerative design, sustainability, and ecological awareness.

Academic & Community Partnerships

Potential collaborations with UNT Environmental Concerns and the UT Arlington School of Architecture will expand research, data collection, and educational outreach in regenerative design and biophilic development.

Wellness & Engagement Programs

Outdoor sessions, yoga and nature-based activities bring people together, enhancing physical health and mindfulness.

Environmental Stewardship

Every element—from permaculture and clean energy systems to water reclamation—demonstrates responsible, measurable impact for future city models.



Solving Suburban Sprawl & Flood Mitigation

Through Coving Design, AWG Water Reticulation & Oxygen-Scape Restoration

An Incubator for the New Way of Developing Suburbia

The Highland Village site functions as a living demonstration of what future suburban planning can be—where architecture, land, and ecology unite to create healthier, flood-resilient community. This incubator merges advanced architectural design, natural resource circulation-and oxygen-enriched environments to form a replicable template for sustainable eco-housing.

Restoring Natural Land Balance

North Texas overdevelopment has fragmented soil systems and increased flood risk. Ecoeougs's coving-based site design follows natural topography, reducing surface runoff by up to 35%.

AWG Water Reticulation & Air Quality Enhancement

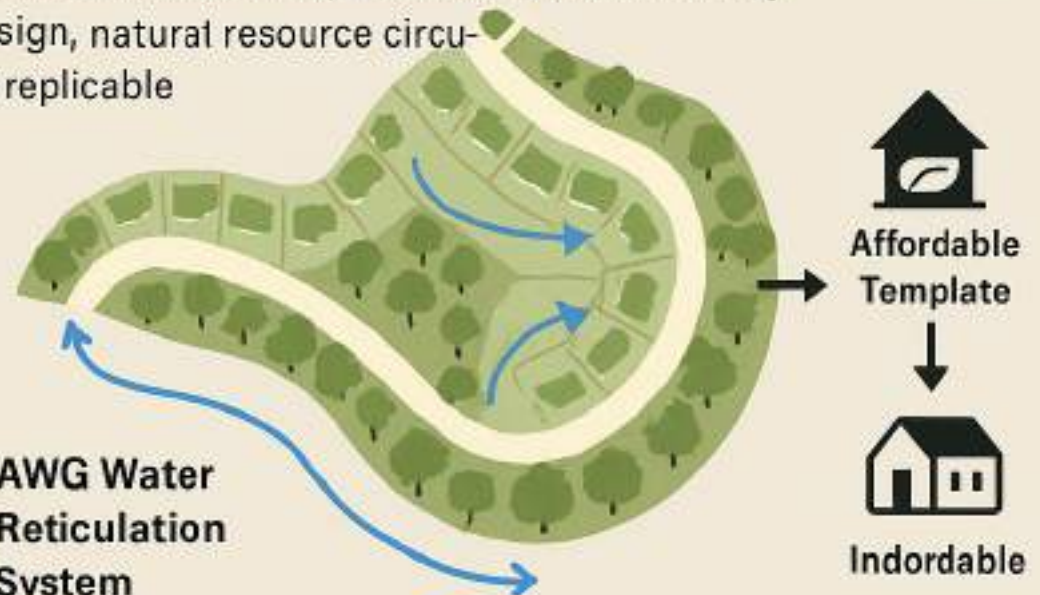
Atmospheric Water Generation (AWG) systems harvest moisture from the air and circulates it into hydroponic and water-garden systems—cleaning the air through increased oxygen production.

AWG Water Reticulation System

- Mitigates flooding and soil erosion.
- Purifies air and enhances oxygen levels.
- Increases atmospheric oxygen benefits regenerative design.

The Result

- A self-regulating suburban planet
- Increases a replicable table-etc



Comps & Market Validation

Highland Village commands premium lakefront values exceeding \$400–\$525 per sqft, positioning EcoRouge as a natural leader in this market tier.

MLS Listings	Address	S/s"	acres	\$/sqft	S.ride
MLS 20794142	20 Horseshoe Dr.	3,221	0.91	\$400.50	\$1,290,000
MLS 20790250	820 N Shore Dr.	8,720	0.75	\$198	\$1,999,999
MLS 21020266	3093 Whispering Oaks Dr.	4,000	0.73	\$525	\$2,100,000

Regional Market Momentum

(from Dallas Regional Chamber, 2024)

- DFW ranks as a Top 2 U.S. Metro for inbound migration (2023–2025)
- Thousands of affluent families relocating from California, New York & Chicago
- Luxury demand surge in Denton County: limited supply of homes above \$1.5M positioned in a more desirable lakefront enclave.

Key Takeaway

EcoRouge's Highland Village incubator enters a scarcity-driven market—where regenerative design and lakefront wellness living will command premium value and deliver measurable environmental and economic return.



NUMBERS & ASSUMPTIONS

Highland Village | 6-Acre Proof-of-Concept Site (Planned for 7-14 Eco-Luxury Homes | No Rezoning Required)

	7 Homes (Base Model)	14 Homes (Full Build-Out)
Land Acquisition	\$1.8M	\$1.8M
Construction Costs (Hard Costs)	\$9.6M	\$19.25M
Infrastructure & Amenities (CAPEX)	\$2.5M	\$3.0M
Operating Expense (15% of CAPEX)	\$1.13M	\$1.45M
Realtor Commissions (ESG Credits)	(11.05M)	\$22.5M
Total Development Costs	\$13.0M	\$22.5M
Projected Revenue	\$17.1M	\$34.2M
Projected Net Profit	4.11M	11.7%
ROI (on cost basis)	32%	52%
Build-Out Timeline	~2.5 years	~3 years
Break Even	Phase 1 (Year 1, 4 pre sales)	~3 years



Zoned for 19 Homes:
flexibility to scale within
city parameters (7-14
planned)



\$1.8M land value creates
8n immediate equity base
for partnership and
grant leverage



Low-risk phasing:
infrastructure and
7 homes demonstrate
proof-of-concept:



Public benefit: oxygen-scapes,
water recirculation, and
land preservation
Private benefit: 32-52% ROI



Investing & Funding Model



Purpose Driven Entry Point

A \$1M capital target secures 50% of land acquisition for the Highland Village incubator, activating a proof-of-concept that demonstrates the economic and ecological strength of the EcoRouge model.



Scalable Framework

Once proven, the model scales into larger regenerative communities like EcoRouge Estates in Flower Mound — each site financed through hybrid equity structures and aligned with ESG impact capital and municipal sustainability grants.



Curing Suburban Sprawl Problem

This incubator responds directly to overdevelopment's impact: restoring land preservation, soil integrity, and natural flood resilience in a region increasingly at risk of destructive runoff and waterway collapse.



Low Risk High Return

Land improvements, oxygen-scapes, and eco-infrastructure significantly increase land valuation, ensuring early investor protection and long-term asset growth.



Future Expansion & Legacy Value

A Replicable Blueprint for Regenerative Suburban Living



From Prototype To Portfolio

The Highland Village incubator functions as the living model for a series of regenerative communities — Flower Mound, Lucas, and future national and international sites.



Municipal & Educational Alignment

Partnerships with UNT, UT Arlington, and city planning departments will document environmental and social data, supporting future funding and urban policy reform.



Legacy of Regeneration

Each EcoRouge site restores ecological health, reduces flooding risk, and redefines suburban development as a positive, oxygen-enriching force.



Enduring Impact

This is not simply real estate—it's a movement to reestablish harmony between people, architecture, and the living Earth.



Landowner Partnership Opportunity

Creating Shared Value Through Regenerative Development

Option A – Equity Partnership (75%)

- Landowner contributes the 6-acre property as equity. Contribution satisfies lender's equity requirement for construction loan.
 - EcoRouge and partners secure financing for vertical buildout and amenities.
 - Landowner receives 75% equity participation in project profits.
- The \$1 nominal land legacy and land value appreciation while retaining local recognition.

Shared Benefits

- Increased land valuation through ecological infrastructure and visibility.
- Participation in the first regenerative residential partnerships as founding contributor to sustainable suburban transformation.

Option B – Deferred Equity (35%)

- Landowner contributes land as temporary equity while EcoRouge secures financial principal and sustainability grants.
- After Year 1 and three pre-sales, landowner receives \$1.8 M payout + 30-35% equity at completion. *\$7 infrastructure land participation*

Shared Benefits

- Increased land valuation through ecological infrastructure and visibility.
- Participation in the first regenerative residential incubator in Highland Village.



Public Benefit & City Alignment



Wellness-Forward Redevelopment

Responds to Flower Mound's City Plan 2025, facilitating wellness-oriented, sustainable growth.



Flood Risk Mitigation

EcoRouge-practices address key initiatives in Highland Village's Hazard Mitigation Plan, increasing natural resilience.



Strategic Green Investment

EcoRouge appeals to city sustainability ideals, creating eligibility for municipal and state grants for eco-friendly development



Positive Community Perception

A city-partnered incubator model will enhance Highland Village's reputation as a leader in regenerative wellness living



Funding & Grant Eligibility Overview

Unlocking Public-Private Resources for Sustainable Development

Category	Program	Purpose	Alignment with EON Projects
 Environmental Restoration	EPA Clean Water State Revolving Fund	Stormwater mitigation & native landscaping	Oxygen-scapes & water gardens support stormwater retention
 Green Infrastructure	HUD Sustainable Communities Initiative	Sustainable housing & urban renewal	Proof-of-concept eco-community
 Renewable Integration	DOE Energy Efficiency & Renewable Energy (EERE)	Not Zero design, solar integration	Biophilic + passive solar systems
 Academic Partnership Grants	UNT / UT Arlington Research Collaboratcions	Applied sustainability education	Local alignment for pilot funding
 Local City Incentives	Highland Village / Denton County Green Building Fund	Public-private sustainability partnerships	Local alignment for pilot funding



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