



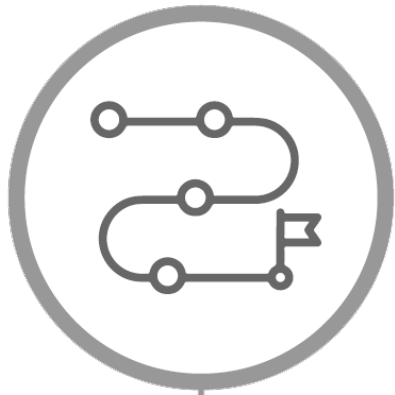
# Village of Estero Placemaking Project Update

shine light on  
your purpose



Presented to: Village Council  
Presented by: Kathy Horn, VP, vitalink  
Date: October 16, 2024

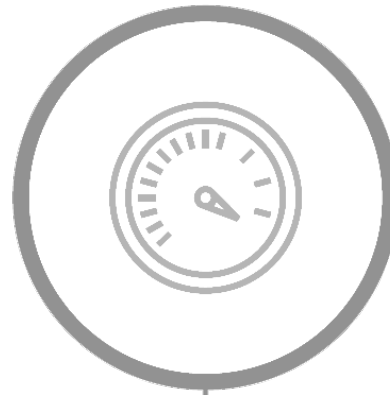
# Project Summary



01

## Research

Comparative analysis  
Internal meetings  
Onsite visit



02

## Creative & Strategies

Design concept choices  
Creative workshop  
Develop rollout framework  
Council meeting  
Public information meeting  
Approval/finalize concepts



03

## Supporting Elements

Design core materials  
Brand Style Guide  
Creative Bank

*Rollout & Implementation outside the scope of this agreement.*

# Placemaking Builds Community



- Create a unique sense of place
- Offer amenities to draw people & foster social interaction
- Encourage economic development
- Promote health & wellbeing
- Preserve cultural heritage
- Be accessible to everyone
- Have easily identified gateways, signage, well-marked pathways

*Our goal with placemaking efforts is to create a "place brand" through naming, messaging, and design that positions each "hub" as unique and recognizable while having each still viewed as part of the Village of Estero brand.*

# Placemaking Creative Concepts



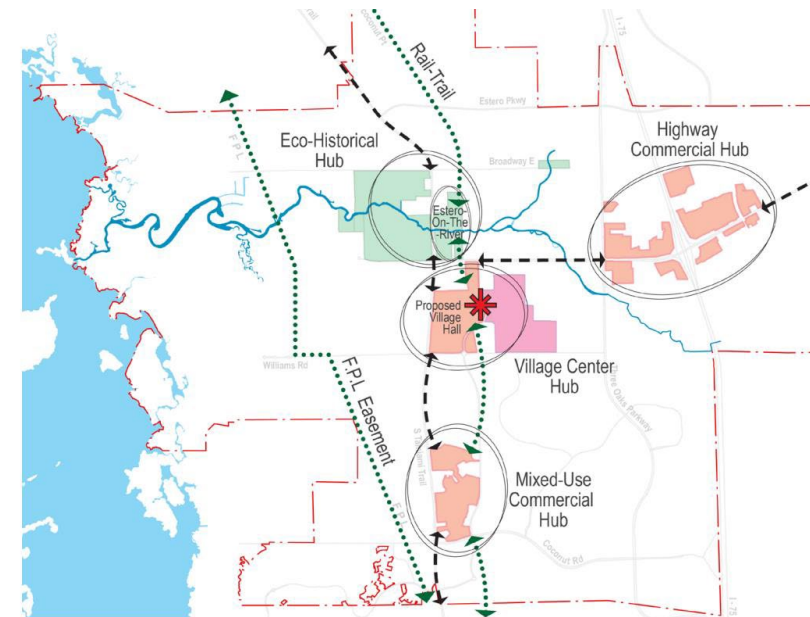
Support Open Space Master Plan Vision

Turn "hubs" into destinations with unique identities

- 4 currently identified "hubs" - "Village Center" top priority
- Unique names that support overall brand
- Proposed "tiered" name structure:
  - Village of Estero
    - Village Center Estero
      - River Point Estero (Eco-Historical Hub)
      - Coconut Point Estero (with permission)
      - Others?
  - Consideration of business partners:
    - Partner Name at Village Center Estero

The plan:

1. Identify each hub by name/color.
2. Show people how to get there.
3. Point them in the right direction once they arrive.
4. Give hub partners tools to stay on-brand.

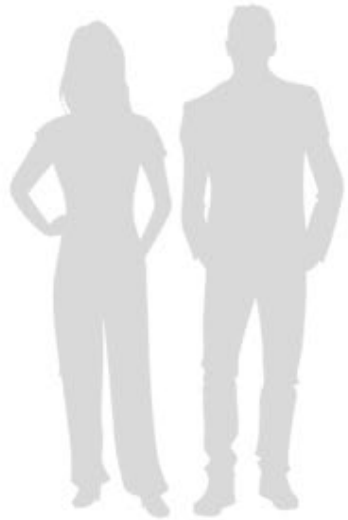




# Sign Hierarchy



## 1) Village of Estero Identification - Illuminated Monument sign





# Sign Hierarchy



## 2a) District/hub Identification - Vertical monument signs



Interior illuminated vertical monument





# Sign Hierarchy



## 2b) District/hub Identification - Square monument signs



Interior illuminated monument



# Sign Hierarchy



2c) District/hub Identification - Square elaborate monument signs



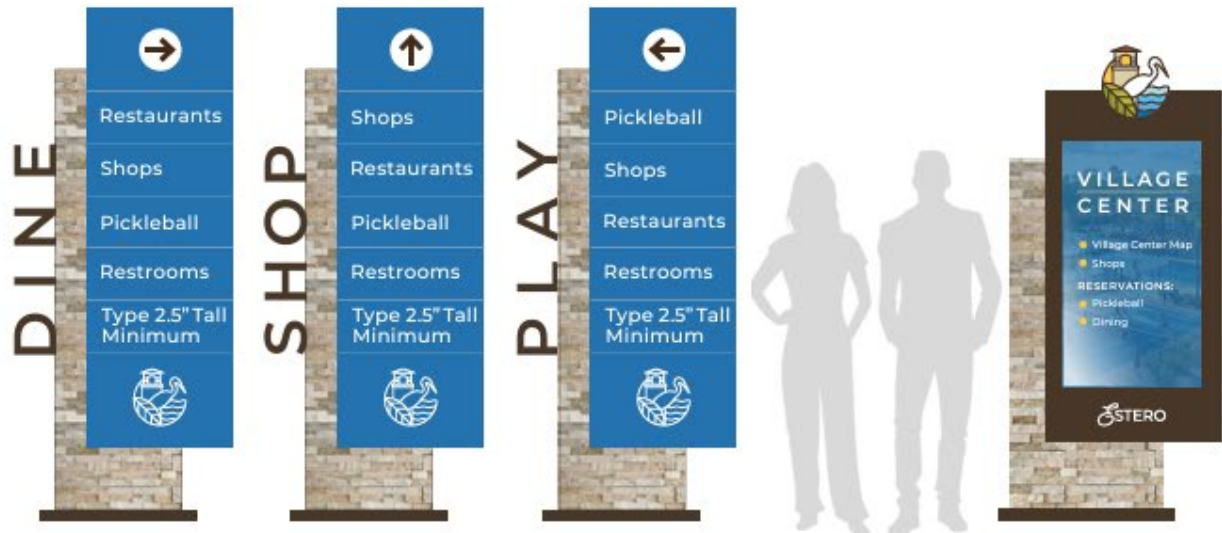
Interior illuminated monument



# Sign Hierarchy



## 3a) Way-finding Inside District/hub



Interior illuminated vertical monument

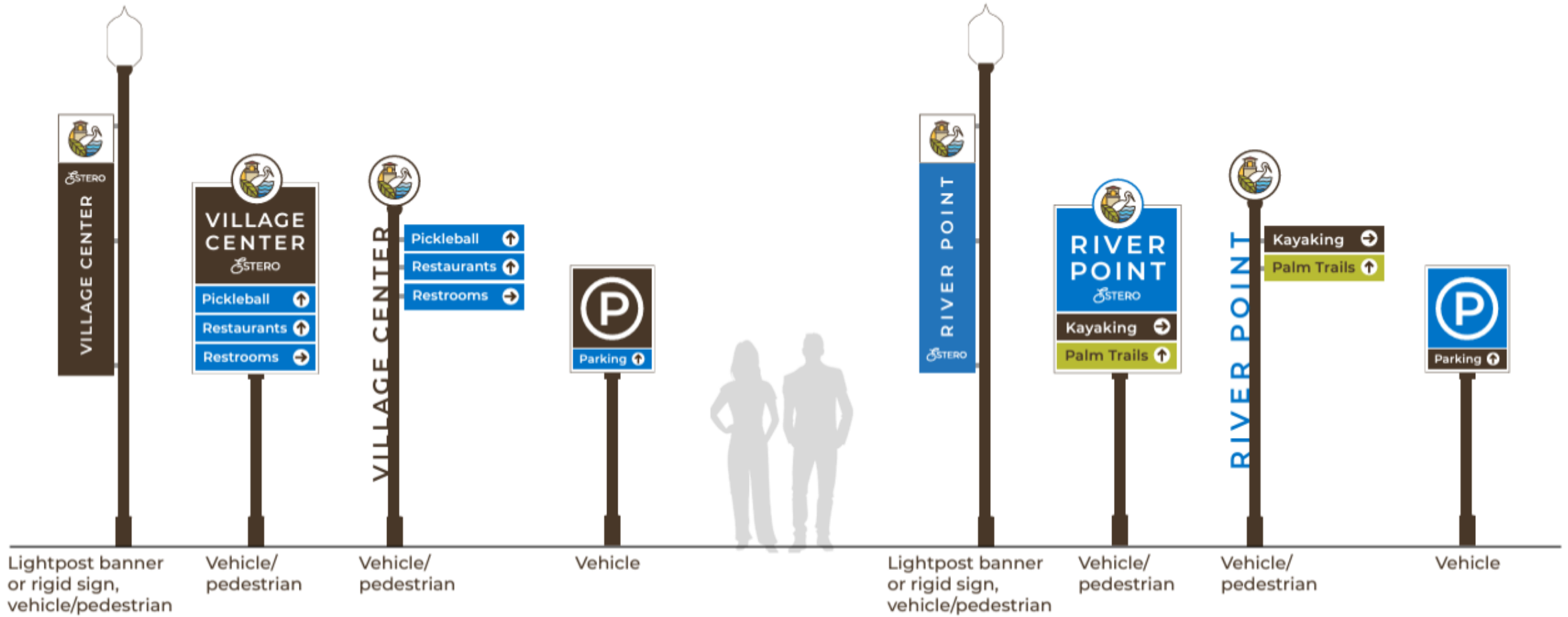
Digital kiosk



# Sign Hierarchy



## 3b) Way-finding Inside District/hub - Non-illuminated signs





# Sign Hierarchy



## 4) Way-finding Outside District/hub

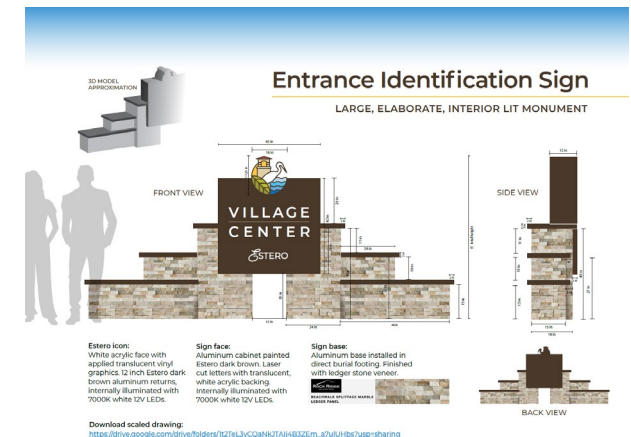


# Next Steps



- Confirm “Village Center” name, naming conventions for other “hubs”
- Develop strategic rollout framework
- Public information meeting
- Finalize design concepts
- Finalize and publish Place Branding Style Guide
- Utilize any remaining hours in creative bank
- Project wrap-up by 12/31/24

*Placemaking Style Guide will provide brand-specific guidelines and signage specs for developers and others planning to move into one of the hubs in the Village of Estero.*



*We are happy to provide a quote for implementation assistance.*



# Questions? Thank You

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