



Eco-Historic Planning Study

Presented to:

**Village of Estero
Planning, Zoning and Design Board**

Presented by:

LandDesign

Date: June 16, 2026



AGENDA

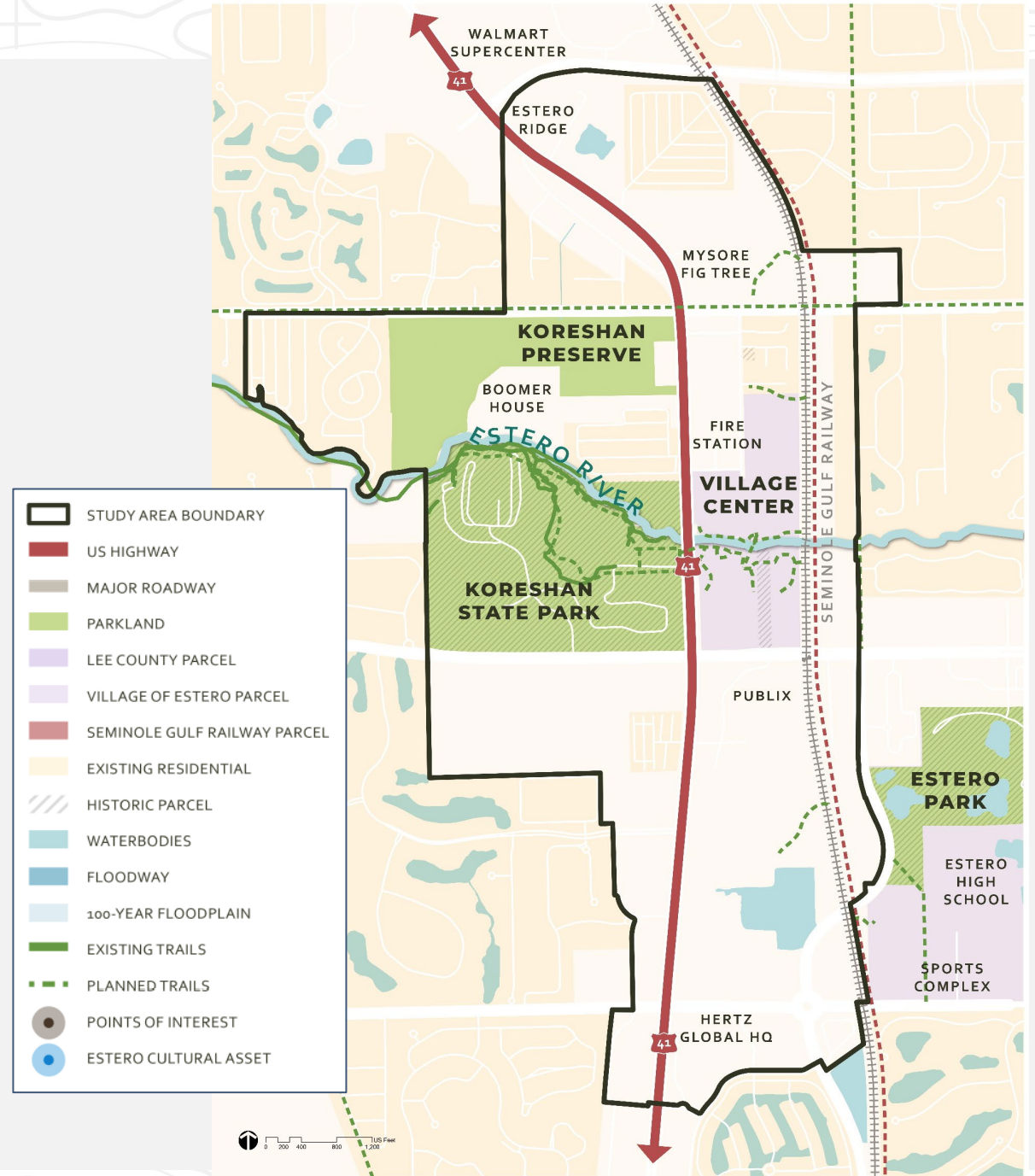
- Overview & Background
- Report Overview + Executive Summary
- Recommendations + Strategies for Village Council Consideration
- Catalyst Site Concepts
- Questions + Discussion

An aerial photograph of a lush green mangrove forest with a winding waterway. The forest is dense and vibrant green, with the waterway cutting through it. In the background, a body of water and a distant shoreline with some buildings are visible under a blue sky with scattered clouds. The entire image is framed by a white topographic map pattern.

Overview & Background

Study Area

- 1,000+ Acres
- Includes Estero River and several historic sites + conservation areas
- Publicly owned property (Village, State and County)
- Along the US-41 corridor
- Planned BERT corridor* (*pending purchase*)



Timeline

THE PLANNING PROCESS

MAY 2025

Phase 1: Discovery

- Collect data
- Map upcoming development, opportunities, and challenges
- Conduct a market demand analysis

Phase 2: Engagement

- Interview Village Council members
- **Community Open House** (June 24, 2025)
- Online Survey (January 2026)

Phase 3: Visioning

- Analyze the feedback from Phase Two to generate a gap analysis and guiding principles
- **PZD board presentation** (November 18, 2025)
- Develop an economic & land development strategy

Phase 4: Engagement

- Re-interview Village Council members
- **2nd PZD board presentation** (March 2026)
- **2nd Community Open House** (March 2026)

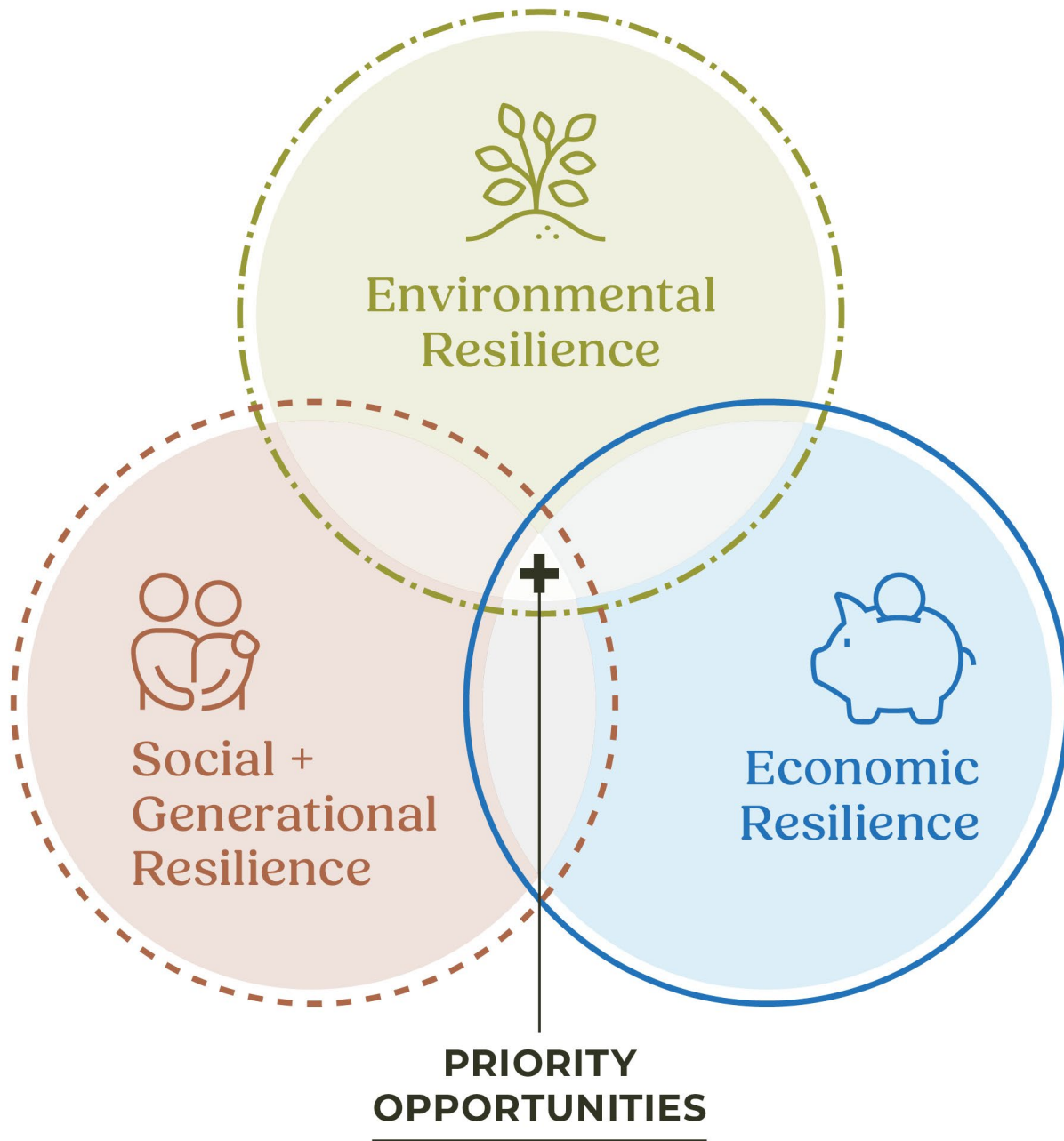
Phase 5: Adoption

- Finalize the Eco-Historic Planning Report with prioritized strategies
- Village Council presentation

MAY 2026



WE ARE HERE



Framework

- Three prong approach
 - Environmental
 - Generational
 - Economic

Online Survey



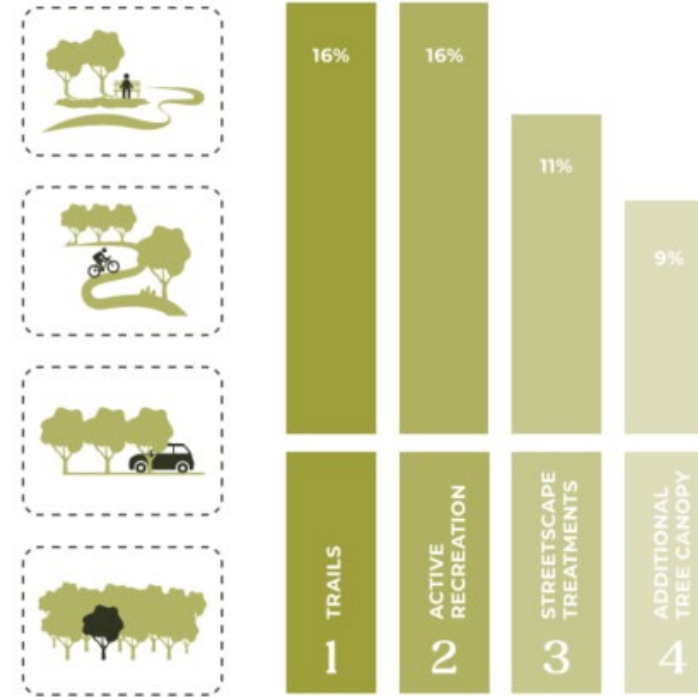
ENVIRONMENTAL RESILIENCE CONSIDERATIONS

People consistently prioritize amenities that support experience, access, and connection to nature.

59%

OF RESPONDENTS
EXPECT
ENVIRONMENTAL
STEWARDSHIP TO
GUIDE DECISION-
MAKING IN
ESTERO.

HOW DO PEOPLE WANT TO EXPERIENCE NATURE IN ESTERO?



WHAT'S MISSING IN ESTERO?

62%

OF RESPONDENTS SAID
WALKING & BIKING TRAILS

54%

OF RESPONDENTS SAID
PARKS & GREEN SPACE

46%

OF RESPONDENTS SAID
RIVERFRONT ACCESS

49%

OF SURVEY
RESPONDENTS
HAVE NOT SPENT
TIME AT THE
ESTERO RIVER.

Online Survey



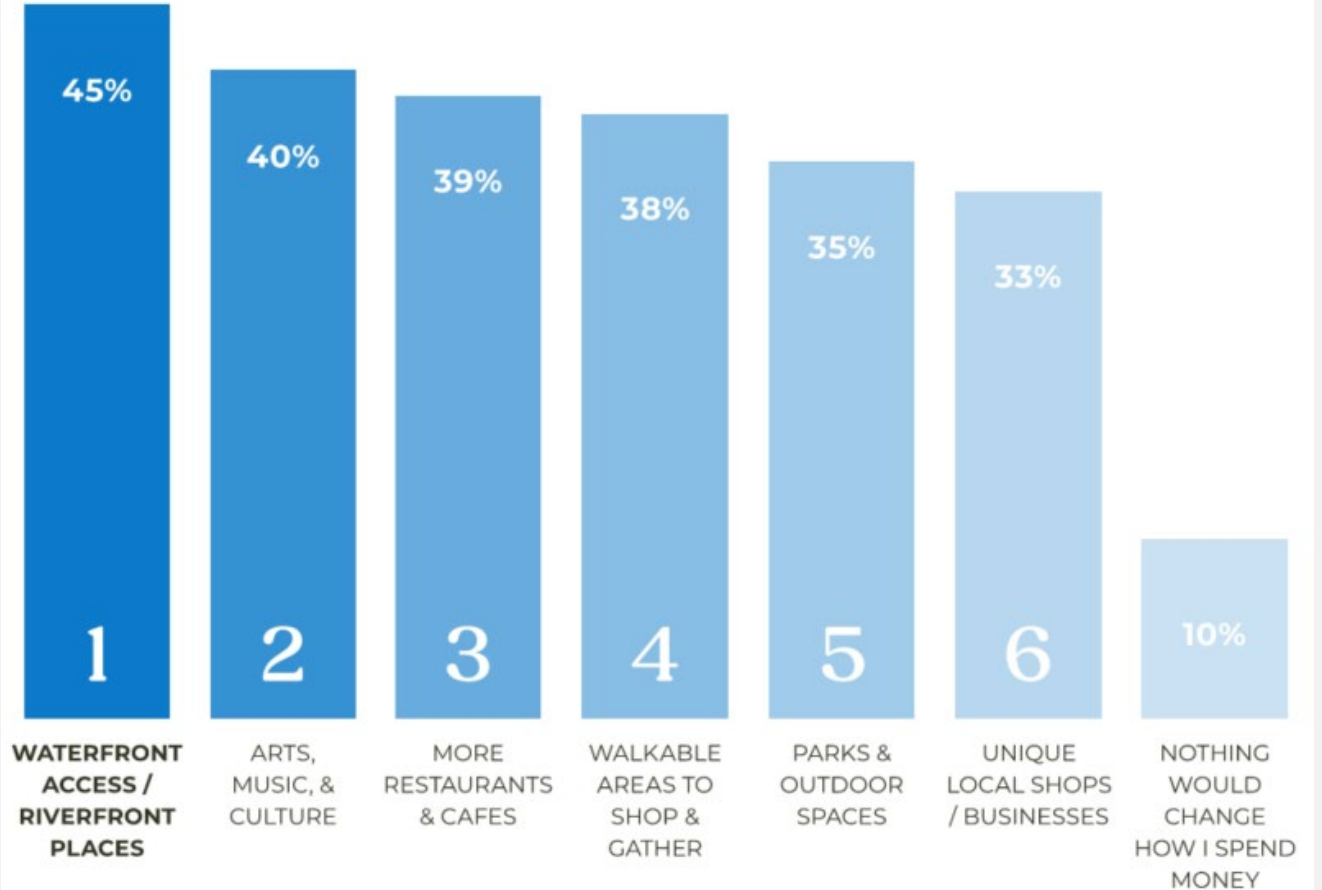
ECONOMIC RESILIENCE CONSIDERATIONS

People want local serving,
walkable destinations rather than
car-oriented commercial strips.

67%

OF RESPONDENTS SAID THAT
DEVELOPMENT IN ESTERO IS HAPPENING
TOO FAST AND/OR IN THE WRONG AREAS.

WHAT WOULD MAKE YOU SPEND MORE TIME & MONEY IN ESTERO?



Online Survey



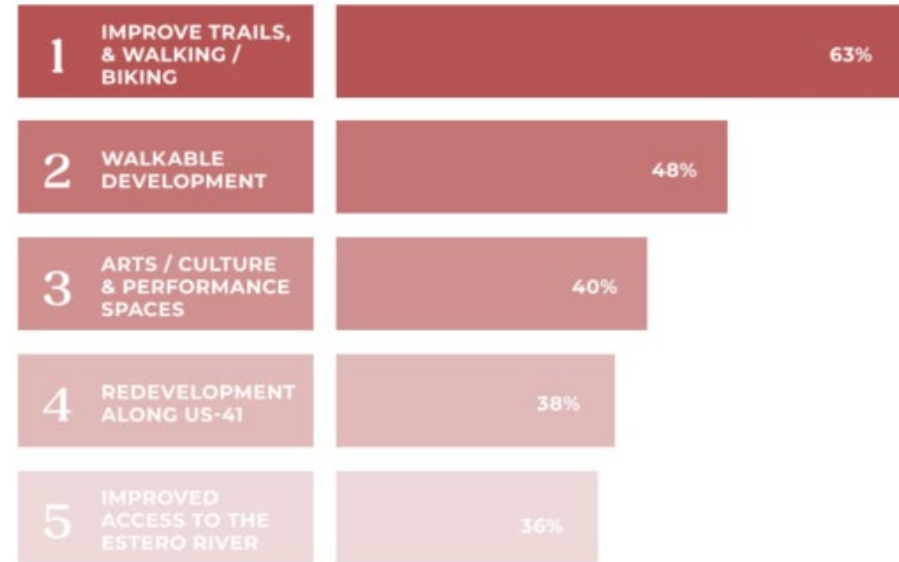
SOCIAL & GENERATIONAL RESILIENCE CONSIDERATIONS

Traffic and congestion are a dominant challenge by a wide margin, far outpacing all other concerns.

92%

OF RESPONDENTS
SAID THAT
TRANSPORTATION
& CONGESTION
IS A MAJOR
CHALLENGE IN
ESTERO.

WHAT DO PEOPLE THINK WILL HAVE THE GREATEST IMPACT ON IMPROVING QUALITY OF LIFE IN ESTERO?



55%

OF SURVEY RESPONDENTS THINK IT IS VERY
IMPORTANT THAT GROWTH IN ESTERO REFLECTS
ITS HISTORY & NATURAL ENVIRONMENT.

Walking and
biking trails are
the single most
cited gap.



“

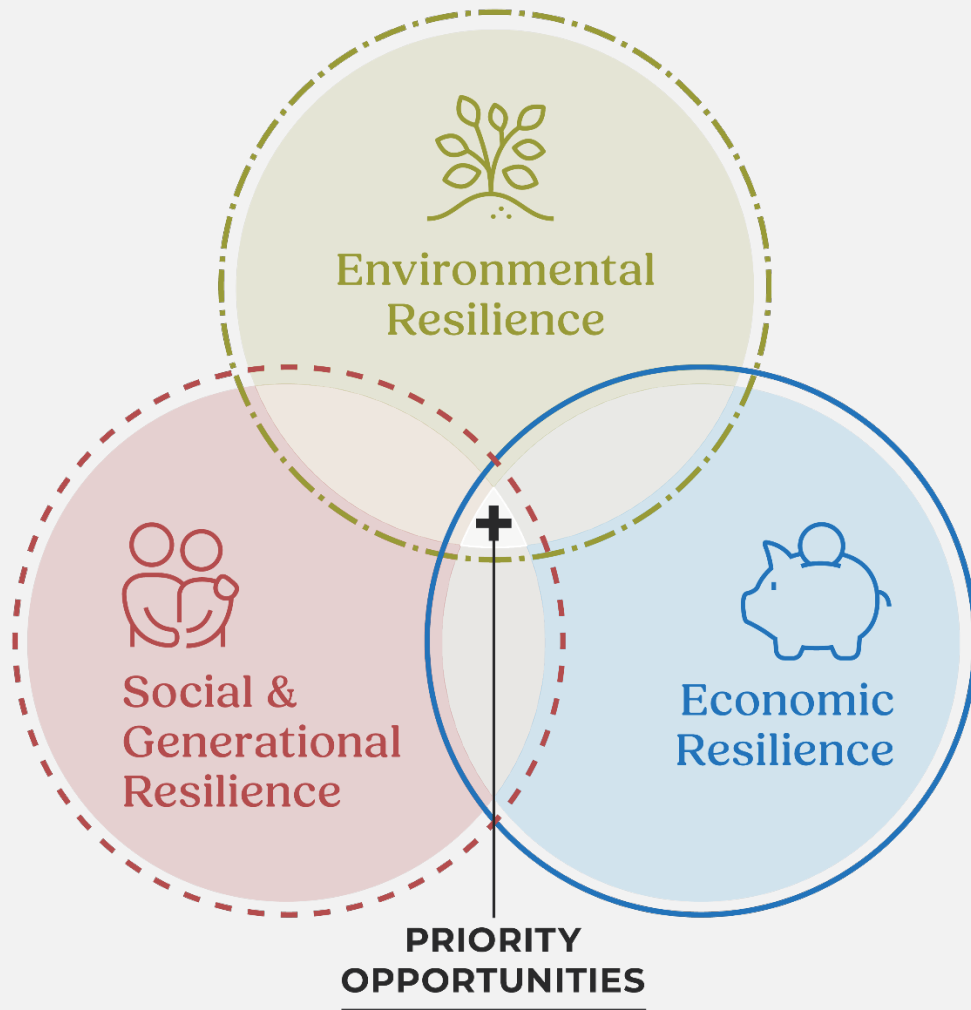
“Connected, not fragmented.”

“A place where you can walk &
bike without feeling unsafe.”

“A place where people feel
connected to each other.”

”

Resilience Framework = Project Goals



PROTECT IRREPLACEABLE
ENVIRONMENTAL SYSTEMS

*Safeguard the Estero River,
wetlands, and coastal systems*



STRENGTHEN COMMUNITY
IDENTITY & QUALITY OF LIFE

*Support walkability, gathering
spaces, and aging-in-place*



GUIDE
RESPONSIBLE
GROWTH

*Align with environmental system
constraints and infrastructure
capacity*

An aerial photograph of a lush green mangrove forest with a winding waterway. The forest is dense and vibrant green, with the waterway cutting through it. In the background, a body of water and a distant shoreline with some buildings are visible under a blue sky with scattered clouds. The entire image is framed by a white topographic map pattern.

Report Overview + Executive Summary

Executive Summary

This study establishes a 20-year framework of projects and strategic actions for the Village Council to consider in order to broaden cultural, recreational, and social opportunities and enhance residents' quality of life.

WHY NOW?

Almost four years ago, Hurricane Ian caused significant impacts to the Estero Bay and the greater Fort Myers region. These impacts continue to emphasize the need for proactive planning that protects residents, infrastructure, and the unique assets that define the community.

In 2024, the Village of Estero was awarded a grant through the *Lee County Recovery and Resiliency Planning Program* to undertake a comprehensive planning study focused on balancing development, open space, and conservation in the study area (see context map at right).

The *Village of Estero Eco-Historic Planning Study* proactively addresses storm inundation and ecological preservation while recognizing that Estero's environmental and cultural assets are foundational to long-term growth and community identity.

PROJECT GOALS



PROTECT IRREPLACEABLE ENVIRONMENTAL SYSTEMS



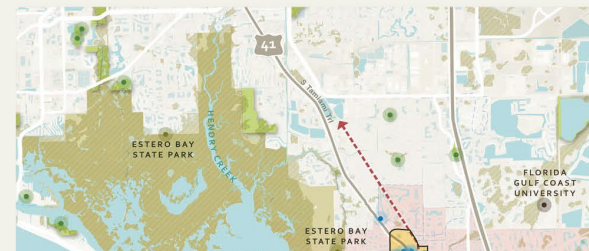
STRENGTHEN COMMUNITY IDENTITY & QUALITY OF LIFE



GUIDE RESPONSIBLE GROWTH

The plan is grounded in a three-pronged approach to resilience – **environmental, generational, and economic** – recognizing that long-term success depends on addressing these systems together, rather than in isolation. Every recommendation within the plan supports one or more of these interconnected goals.

CONTEXT MAP



Executive Summary

Recommendations in this plan are organized into four focus areas:

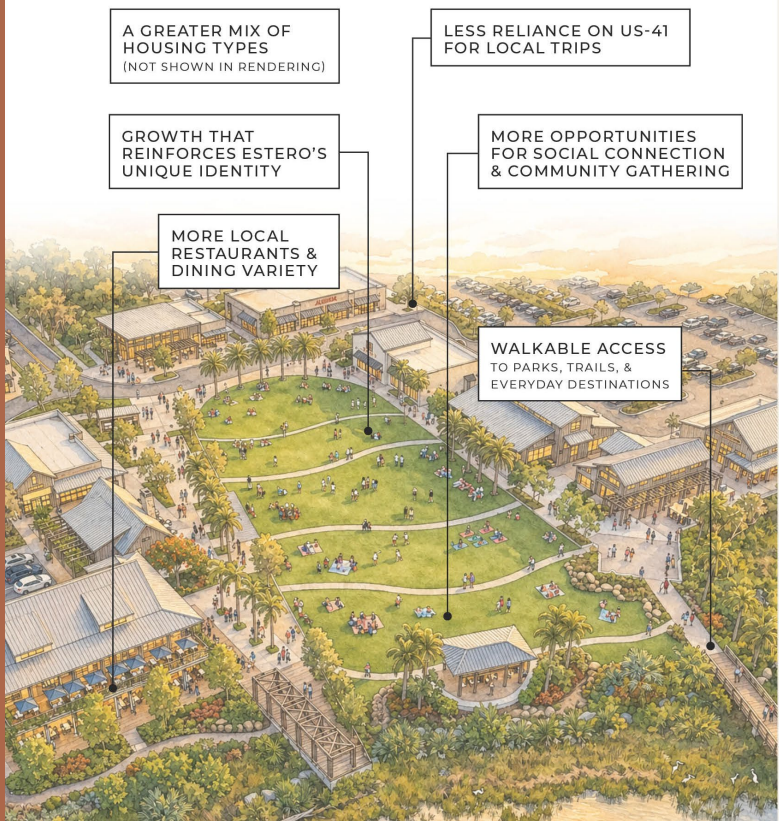
- **CONNECTIVITY & TRANSPORTATION**
- **ENVIRONMENTAL SYSTEMS**
- **PARKS, TRAILS, & OPEN SPACE**
- **ECONOMIC OPPORTUNITIES & COMMUNITY**

WHAT WILL IT TAKE TO ACHIEVE ESTERO'S VISION?

Recommendations in this plan are organized into four focus areas:

- **CONNECTIVITY & TRANSPORTATION**
- **ENVIRONMENTAL SYSTEMS**
- **PARKS, TRAILS, & OPEN SPACE**
- **ECONOMIC OPPORTUNITIES & COMMUNITY**

The projects and policies recommended are intended to support...



THE ACTION PLAN

The **Action Plan** breaks down proposed projects into smaller, bite-size steps that could be implemented across a 20 years, with Village Council approval.

0-12 MONTHS FOUNDATIONAL STEPS

Establish priorities and develop a funding strategy

0-2 YEARS EARLY ACTIONS

Quick-win, visible projects that build momentum

2-5 YEARS SHORT-TERM

Evaluate design standards and launch **Catalyst Projects**

5-10 YEARS MEDIUM-TERM

Advance signature destinations

10-20 YEARS LONG-TERM

Complete **Catalyst Projects**

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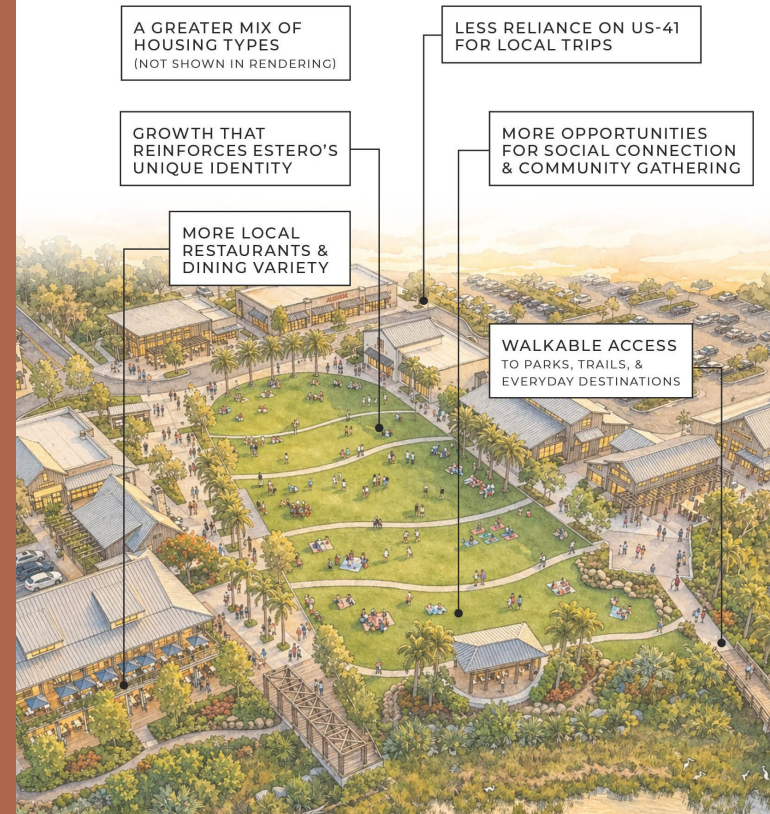


PARKS, TRAILS, & OPEN SPACE



ECONOMIC OPPORTUNITIES & COMMUNITY

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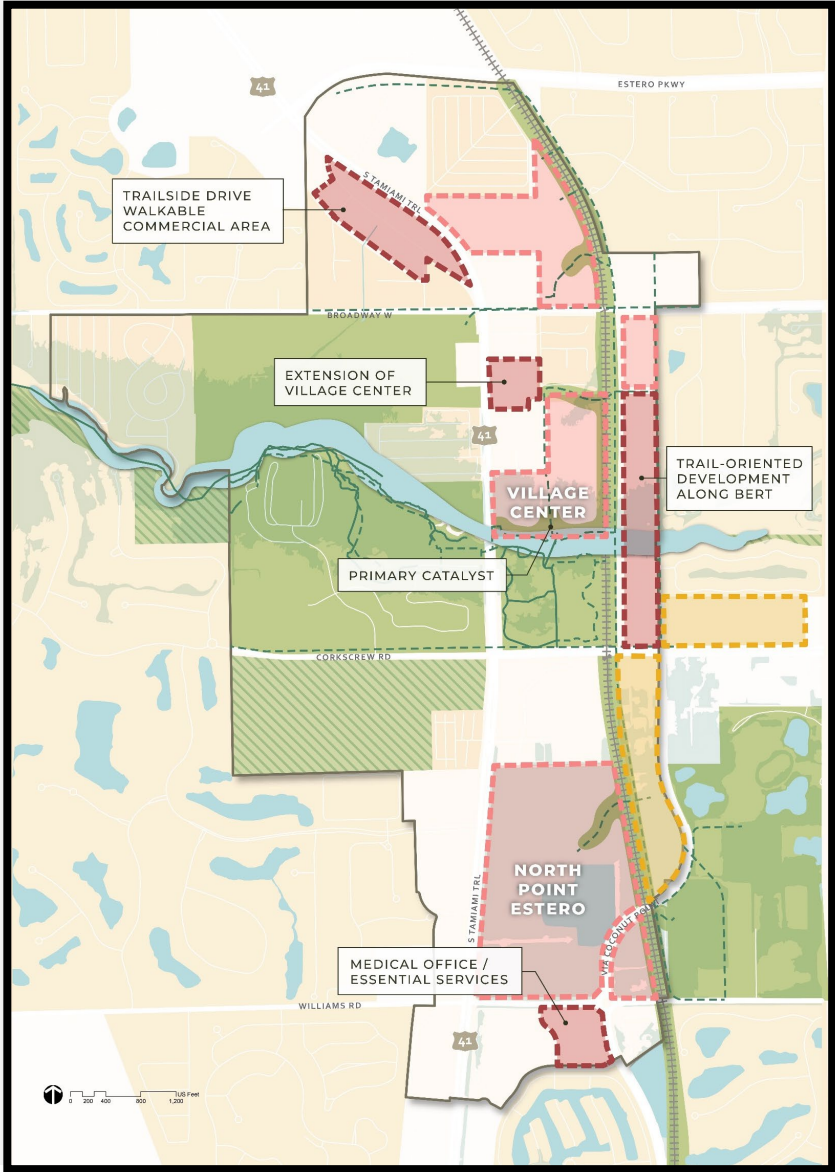
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Executive Summary



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CONNECTIVITY & TRANSPORTATION



ENVIRONMENTAL SYSTEMS

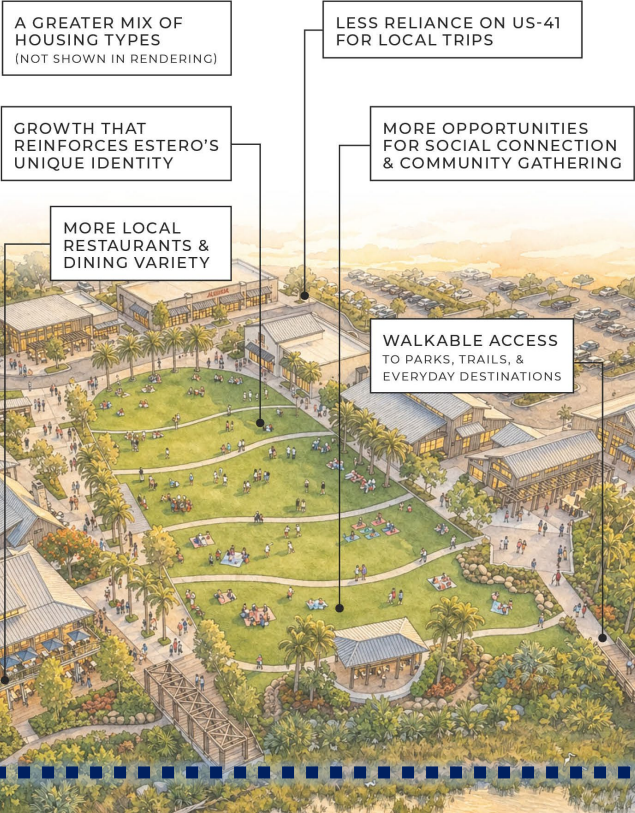


PARKS, TRAILS, & OPEN SPACE



ECONOMIC OPPORTUNITIES & COMMUNITY

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Catalyst Projects

CATALYST PROJECTS

- 1 VILLAGE CENTER
- 2 BONITA-ESTERO RAIL TRAIL (BERT)
- 3 ESTERO RIVER PARK
- 4 US-41 CORRIDOR IMPROVEMENTS



1 VILLAGE CENTER



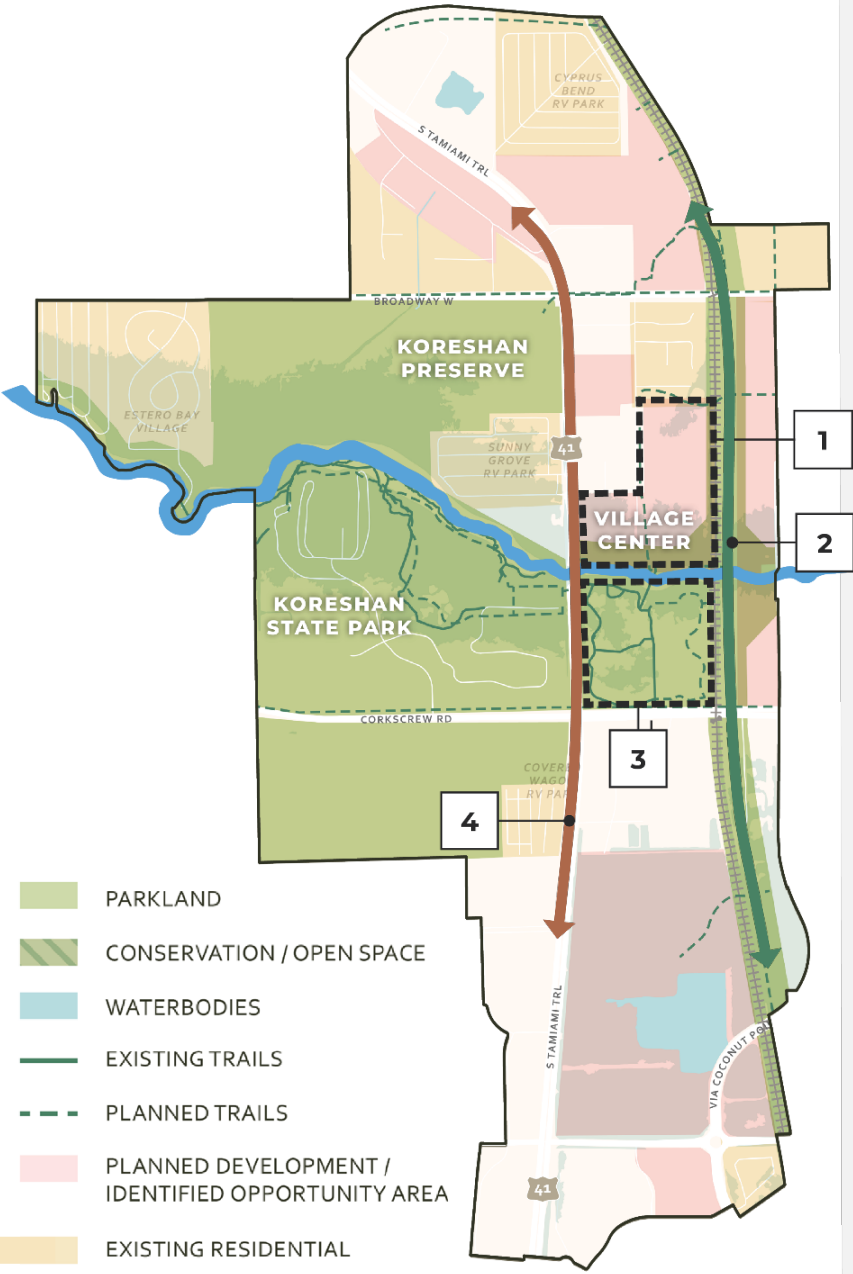
2 BONITA-ESTERO RAIL TRAIL (BERT)



3 ESTERO RIVER PARK



4 US-41 CORRIDOR IMPROVEMENTS



Action Plan

Foundational Steps

(0-12 MONTHS)

These steps build the capacity needed to move from planning to implementation, including organizational alignment and developing a funding strategy.

For more information see Next Steps, page 74-75.

Early Actions

(0-2 YEARS)

Early Actions are high-priority "quick-win" actions that can be initiated immediately to make tangible progress in the short-term. These efforts kick off implementation of the plan and signal a clear direction for the Village.

Short-Term Actions

(0-5 YEARS)

The short-term phase focuses on the Early Actions and other immediate improvements that respond directly to community concerns (safety, congestion, lack of walkability) while also establishing the policy structure that will guide future development.

**FIX SAFETY & CONNECTIVITY,
ESTABLISH IDENTITY**

Medium-Term Actions

(5-10 YEARS)

The medium-term phase transitions Estero from planning and early implementation into a fully functioning system of connected places. Short-term projects begin to scale, linking open space and economic development into a connected system that supports regional identity.

**BUILD SYSTEMS & DELIVER
DESTINATION PROJECTS**

Long-Term Actions

(10-20+ YEARS)

In the long-term, Estero can continue to strengthen its identity through coordinated public and private investments and improved connectivity. Earlier phases lay the foundation for long-term environmental, mobility, and community benefits.

**LONG EVOLUTION OF COMMUNITY
IDENTITY**

An aerial photograph of a lush green mangrove wetland. A dark, winding waterway cuts through the dense forest of mangrove trees. In the background, a body of water stretches towards a distant shoreline under a blue sky with scattered clouds. The entire image is framed by a white topographic map pattern with grey contour lines.

Recommendations + Strategies for Village Council Consideration

Recommendations + Strategies



**CONNECTIVITY &
TRANSPORTATION**



ENVIRONMENTAL SYSTEMS



PARKS, TRAILS, & OPEN SPACE



**ECONOMIC OPPORTUNITIES
& COMMUNITY**

Elements of the Plan

CHAPTER

①

FOUNDATIONS

Establishes the plan context and frames the need for an eco-historic planning approach in Estero

CHAPTER

②

VISION

Presents a vision for the overall study area and key sites, with short-, medium-, and long-term strategic actions

Recommendations are organized into four focus areas:



**CONNECTIVITY &
TRANSPORTATION**



ENVIRONMENTAL SYSTEMS



PARKS, TRAILS, & OPEN SPACE



**ECONOMIC OPPORTUNITIES
& COMMUNITY**

CHAPTER

③

ANALYSIS

Summarizes the research, community engagement, and technical analyses conducted in early phases of planning

CHAPTER

④

APPENDIX

Supporting documentation, technical materials, and interim deliverables that inform the plan



CONNECTIVITY & TRANSPORTATION

Key Takeaways

Fix safety first: Evaluate improvements to crossings, sidewalks, and bike facilities, making it safer and easier to move around Estero today.

Establish the framework before building the system: Early actions (the US-41 Corridor Master Plan, BERT framework) ensure that future investments are coordinated and consistent with long-term vision and resilience goals.

Transform US-41: Phased improvements will transform US-41 from a high-speed corridor into a multi-modal boulevard with safe crossings, walkable nodes, and a cohesive public realm.

Leverage BERT as the community's primary mobility spine: The Bonita–Estero Rail Trail serves as the primary north-south connector, linking key destinations with safe access across Estero.

Proactive, not reactive: Transportation improvements should *guide* where redevelopment occurs, rather than *respond* to ongoing growth, to encourage walkable development and multi-modal access.



CONNECTIVITY & TRANSPORTATION

EARLY ACTIONS

» Adopt US-41 Landscape & Streetscape Master Plan

- › Explore reclassification of a segment of US-41 (see page 35)
- › Define typical cross sections (lanes, medians, sidewalks, bike facilities)
- › Identify priority pedestrian and bicycle crossings (top 10 locations)
- › Evaluate grant opportunities

SHORT-TERM ACTIONS

» Implement priority crossings on US-41 and key intersections (2-3 locations)

- › Pilot protected bike lanes / shared-use paths
- › Improve sidewalk gaps and ADA accessibility
- › Launch “Safe Routes to Parks & Trails” program

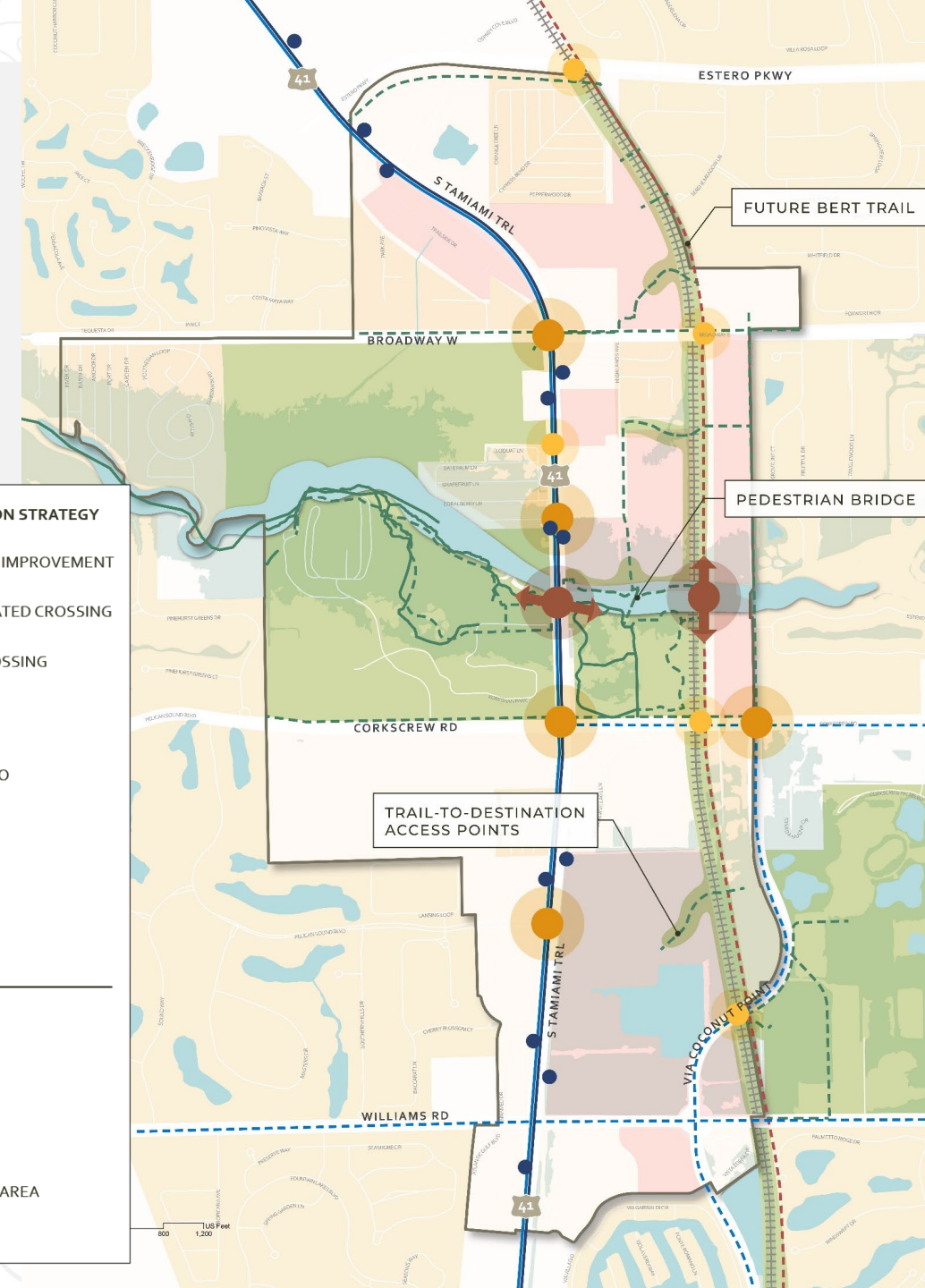
» Coordinate with FDOT on:

- › Speed management strategies
- › Under-bridge multi-use path at Estero River
- › Other grade-separated crossing options to reduce US-41 as a barrier

CONNECTIVITY & TRANSPORTATION STRATEGY

- PROPOSED INTERSECTION IMPROVEMENT
- PROPOSED GRADE-SEPARATED CROSSING
- PROPOSED MIDBLOCK CROSSING
- EXISTING TRAILS
- PLANNED TRAILS
- PROPOSED BONITA-ESTERO RAIL TRAIL (BERT)
- EXISTING BIKEWAYS
- PLANNED BIKEWAYS
- EXISTING BUS STOP
- EXISTING BUS ROUTE

- STUDY AREA BOUNDARY
- PARKLAND
- WATERBODIES
- 100-YEAR FLOODPLAIN
- PLANNED DEVELOPMENT / IDENTIFIED OPPORTUNITY AREA
- EXISTING RESIDENTIAL





ENVIRONMENTAL SYSTEMS

Key Takeaways

Protect first, before growth accelerates: Establishing clear protections (like the River Protection Overlay) ensures that community growth is aligned with environmental constraints from the outset.

Create a consistent and resilient river corridor: A defined setback and conservation strategy provides clarity for development while protecting ecological function, water quality, and flood storage capacity.

Phased integration: Over time, environmental assets become more visible and accessible through carefully designed river access, open space connections, and nature-based infrastructure that allows people to experience the river while maintaining its ecological integrity.

Leverage private dollars: Tools such as a Green Infrastructure Handbook and developer incentives help integrate stormwater management and resilience into standard practice.



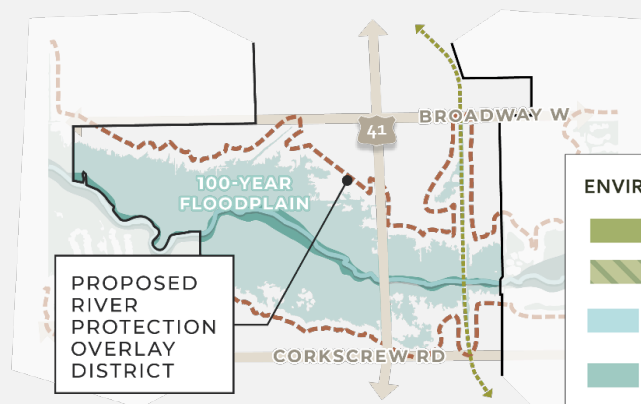
ENVIRONMENTAL SYSTEMS

EARLY ACTIONS

- » Consider adopting an Estero River Protection Overlay District
- » Develop and adopt a Village-wide Green Infrastructure Handbook to guide site and infrastructure design
- » Develop a Green Infrastructure Incentive Program

RIVER PROTECTION OVERLAY DISTRICT

A combination of floodplain regulations, wetland protections, and project-specific approvals govern development along the Estero River. While these tools provide important safeguards, they do not establish a corridor-wide approach to how the river edge is protected, experienced, or integrated into the community.



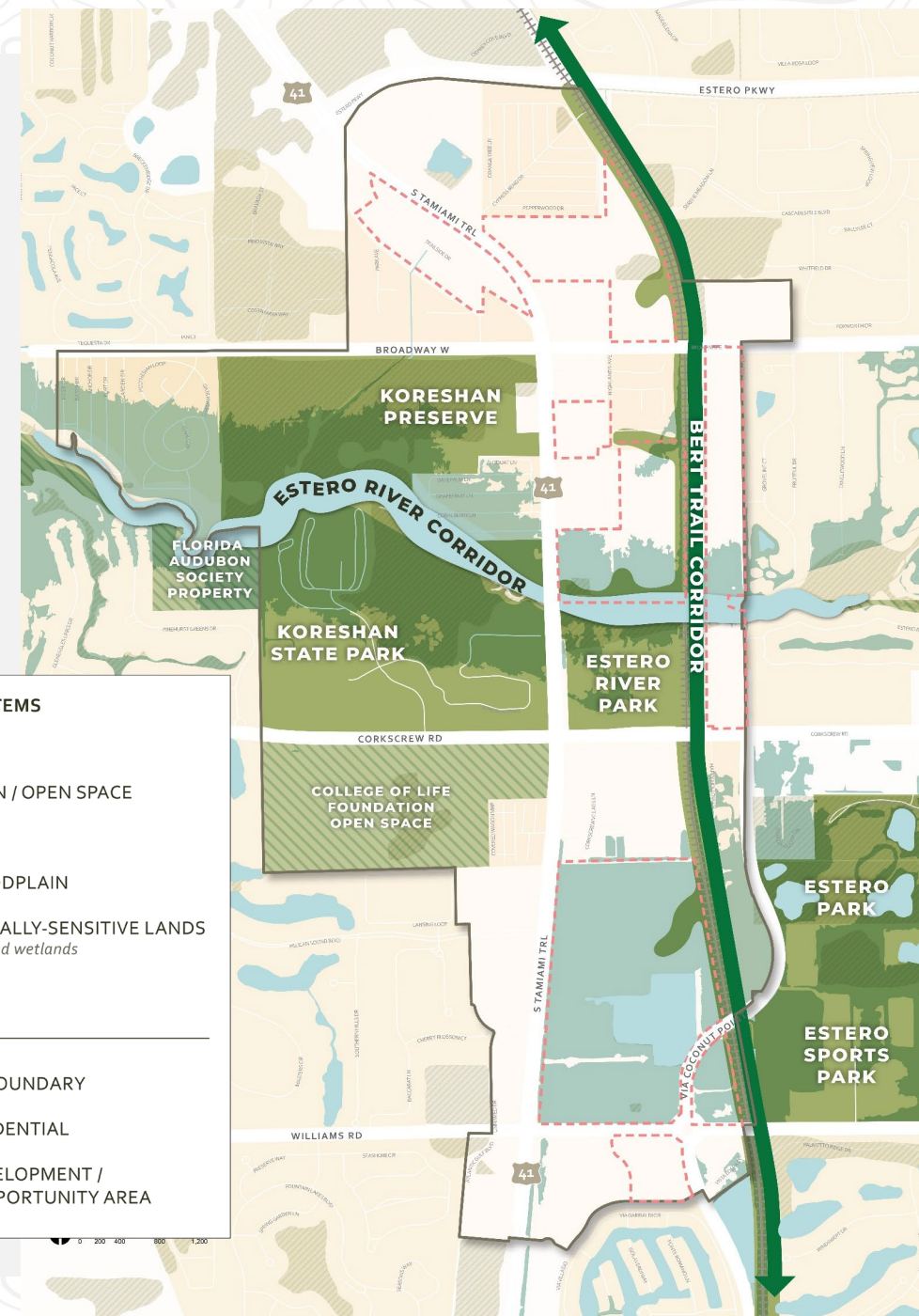
SHORT-TERM ACTIONS

- » Identify and secure 2–3 priority river access sites
- » Initiate wetland and floodplain land acquisition program
- » Secure river access sites through easements or purchase
- » Limit impervious surface coverage in sensitive areas

ENVIRONMENTAL SYSTEMS

- PARKLAND
- CONSERVATION / OPEN SPACE
- WATERBODIES
- 100-YEAR FLOODPLAIN
- ENVIRONMENTALLY-SENSITIVE LANDS
swamps, marsh, and wetlands
- BERT TRAIL

- STUDY AREA BOUNDARY
- EXISTING RESIDENTIAL
- PLANNED DEVELOPMENT /
IDENTIFIED OPPORTUNITY AREA





PARKS, TRAILS, & OPEN SPACE

Key Takeaways

Define identity early: Establish clear design standards and advance signature projects (Estero River Park, Boomer Property) to create a recognizable and cohesive open space system that reinforces the connection to local ecology from the outset.

Lead with design to ensure long-term quality: Early adoption of design standards ensures consistency in shade, materials, planting, and overall user experience.

Build over time from pilots to a complete system: Early improvements (shade, seating, wayfinding) evolve into a fully connected and mature open space network.

Connect what exists before adding new assets: Prioritize connections to existing parks, trails, the Estero River, and destinations, rather than developing isolated open spaces. A connected system encourages people to "park once," stay longer, and engage more deeply with the community. **BERT plays a critical role in making these connections.**



PARKS, TRAILS, & OPEN SPACE

EARLY ACTIONS

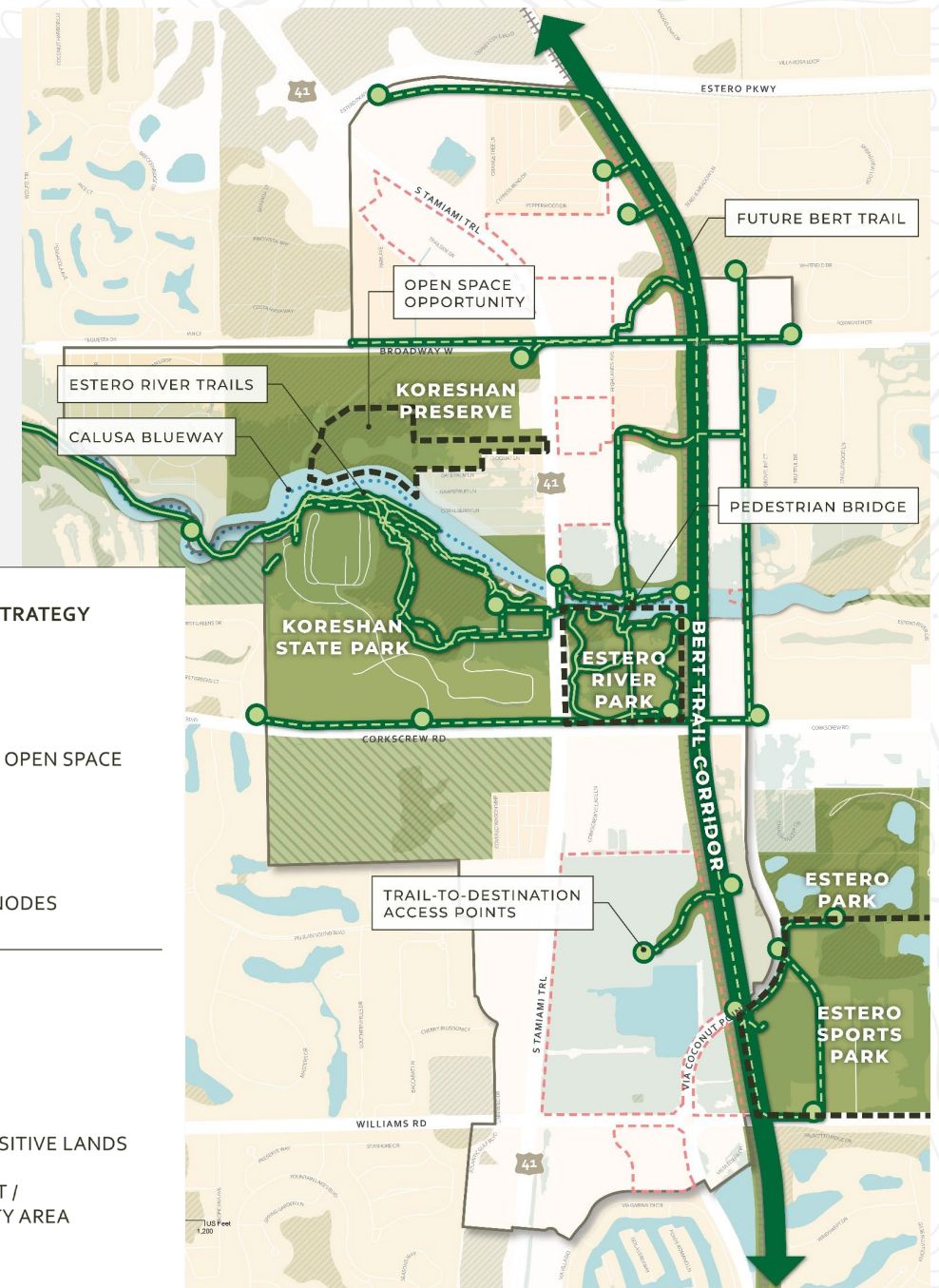
- » **BERT & Trail Design Guidelines**
 - › Establish signature trail identity (materials, lighting, signage, furnishings)
 - › Trail-to-destination interface standards
 - › Develop typical cross sections for trails and safe crossings
 - › Explore eco-tourism and heritage trail opportunities
- » **Estero Open Space Design Manual for Village-owned parks and public spaces**
 - › Define park typologies (civic greens, preserves, river access, neighborhood parks)
 - › Shade canopy standards
 - › Native planting and ecological restoration
 - › Materials, furnishings, and architectural elements

SHORT-TERM ACTIONS

- » **Establish long-term design framework for Estero River Park** (see page 55)
- » **Begin priority segments of BERT** (see page 53)
 - › Prioritize connections to Village Center, Estero River, and Koreshan State Park
- » **Develop master plan for Boomer House property** (see page 57)
- » **Install shade, seating, and wayfinding pilots** across the system

PARKS, TRAILS, & OPEN SPACE STRATEGY

- NEW PARK SPACE
 - PARKLAND
 - CONSERVATION / VISUAL OPEN SPACE
 - EXISTING TRAILS
 - PLANNED TRAILS
 - TRAIL ACCESS POINTS / NODES
-
- STUDY AREA BOUNDARY
 - WATERBODIES
 - 100-YEAR FLOODPLAIN
 - ENVIRONMENTALLY-SENSITIVE LANDS
 - PLANNED DEVELOPMENT / IDENTIFIED OPPORTUNITY AREA
 - EXISTING RESIDENTIAL





ECONOMIC OPPORTUNITIES & COMMUNITY

Key Takeaways

Invest in a walkable, local-serving economic core: The Village Center should support daily needs, local businesses, and community life, reducing reliance on regional commercial corridors.

Activate Village Center early to build identity and momentum: Temporary programming, events, and small-scale development will establish the Village Center as a gathering place before full build-out.

Use design and form to shape outcomes: Master planning and design standards ensure that development contributes to a cohesive, high-quality environment, rather than fragmented growth.

Walk, don't run: Phased development ensures that economic growth aligns with infrastructure capacity, market demand, and long-term community goals.

Create a lasting sense of place: Combining walkability, local businesses, intentional design elements, and connections to natural systems will develop a distinct and authentic identity for Estero that cannot be replicated anywhere else.



ECONOMIC OPPORTUNITIES & COMMUNITY

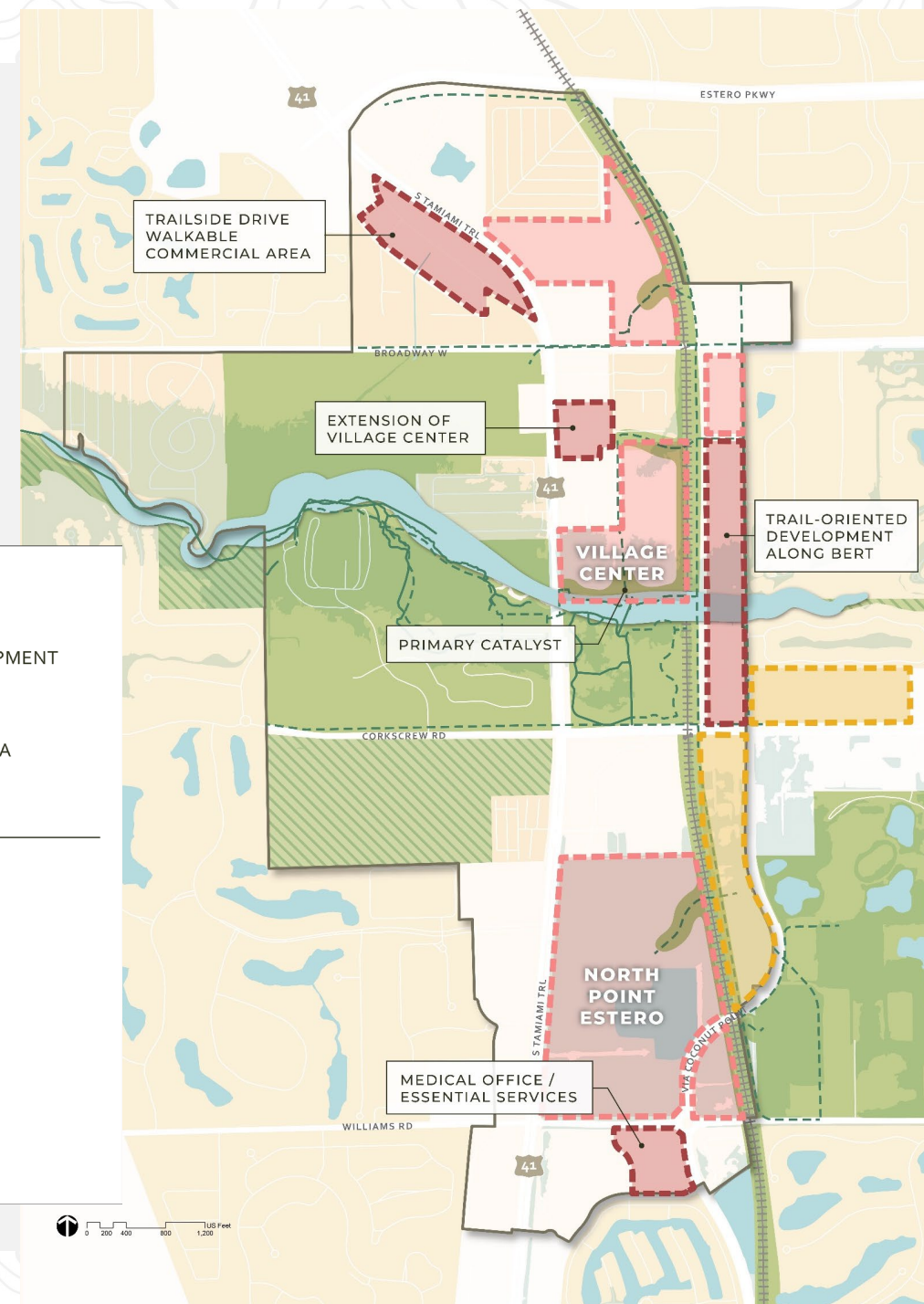
SHORT-TERM ACTIONS

- » **Evaluate a Historic District Overlay**
 - › Include the Village Center, Estero River Park and Boomer House Property
- » **Village Center Master Plan**
 - › Adopt Village Center master plan, economic strategy, and zoning
 - › Consider adopting form-based code to establish a consistent architectural and landscape language
 - › Recruit local businesses and food & beverage anchors
 - › Program temporary events (markets, festivals)
 - › Incentivize small-scale, locally serving redevelopment
 - › Coordinate with FDOT on traffic signal improvements
- » **Housing & Community**
 - › Identify priority redevelopment and infill sites
 - › Update zoning to support senior housing and missing middle housing
 - › Incentivize walkable, mixed-use housing near Village Center
- » **Consider creating a Main Street District Overlay for Trailside Drive**

OPPORTUNITY AREAS FOR TARGETED REINVESTMENT

-  PLANNED MIXED-USE DEVELOPMENT
-  PLANNED RESIDENTIAL
-  IDENTIFIED OPPORTUNITY AREA
-  EXISTING RESIDENTIAL

-  STUDY AREA BOUNDARY
-  PARKLAND
-  CONSERVATION / OPEN SPACE
-  WATERBODIES
-  100-YEAR FLOODPLAIN
-  EXISTING TRAILS
-  PLANNED TRAILS



An aerial photograph of a vast mangrove wetland. A dark, winding waterway cuts through a dense, vibrant green forest of mangrove trees. In the background, a body of water stretches towards a distant shoreline with some buildings and a clear sky. The text "Catalyst Site Concepts" is centered over the image in a white, bold, serif font.

Catalyst Site Concepts

Village Center

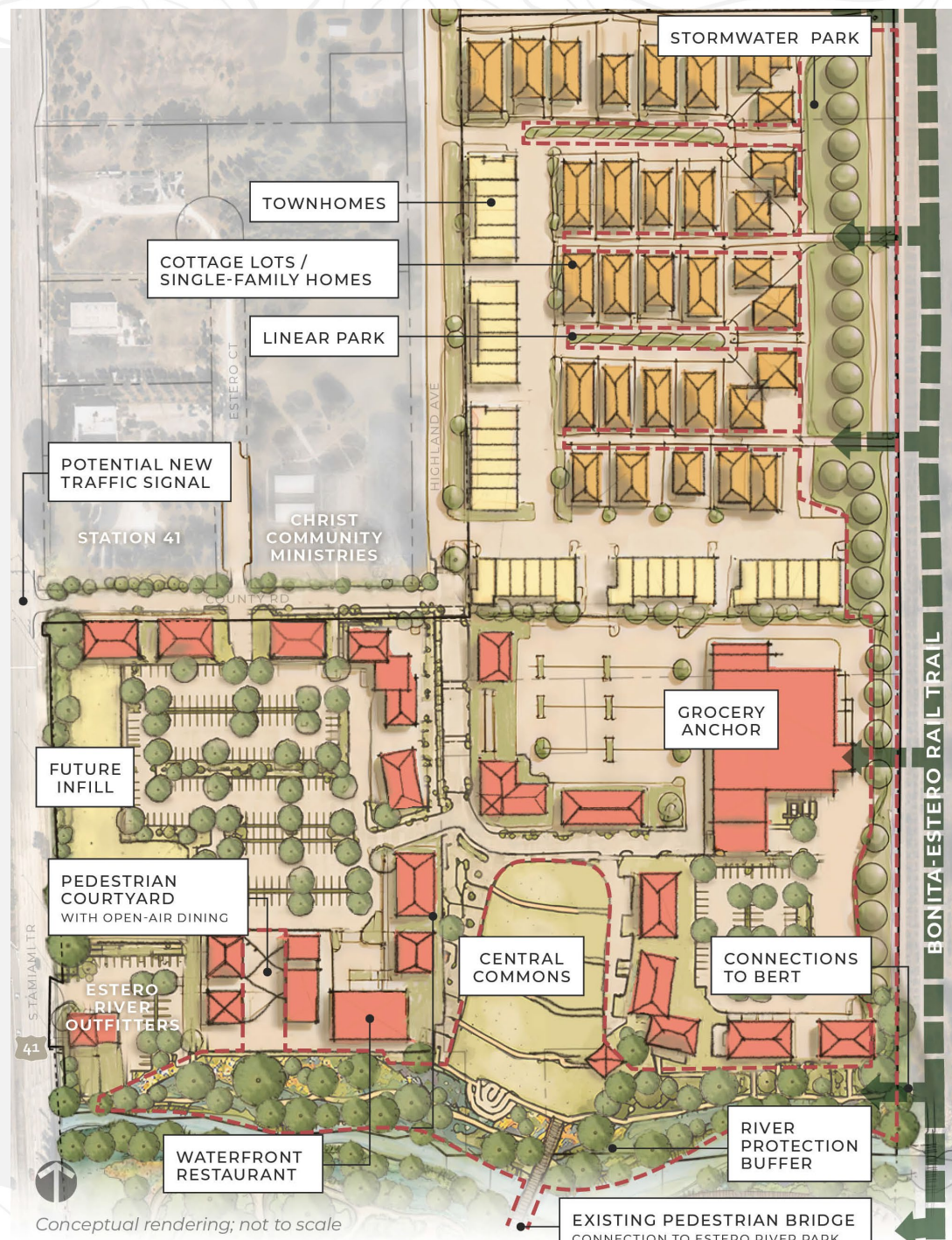
Waterfront Dining



Retail Integration



Central Commons



Conceptual rendering; not to scale

Estero River Park



Riverfront Nature Play Rendering



Shaded Gathering Spaces



Existing Restroom Facility

ESTERO RIVER PARK CONCEPT

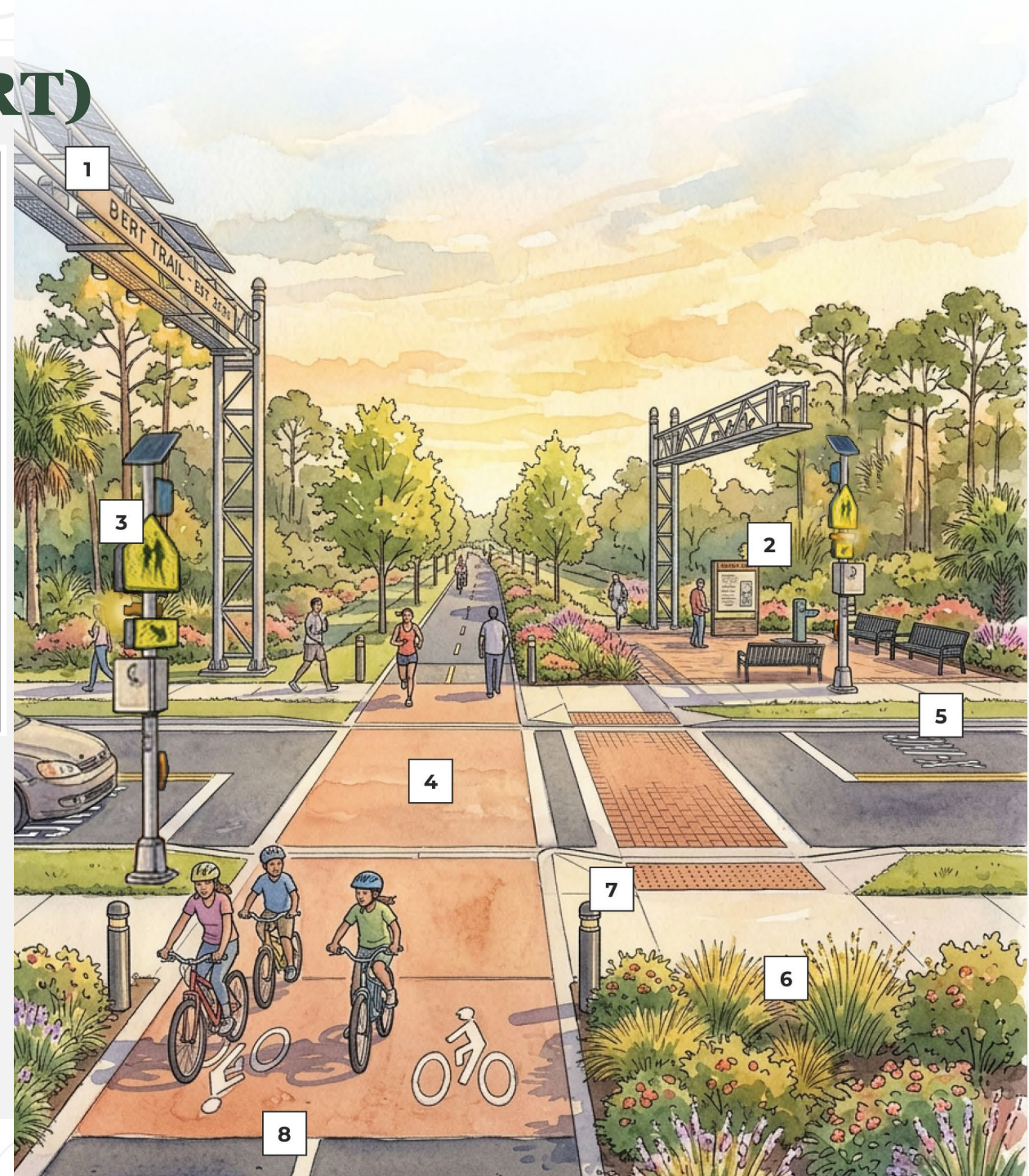
This rendering is conceptual and intended to illustrate potential site improvements. Final design will be informed by site constraints and subject to Village Council approval.



Bonita-Estero Rail Trail (BERT)



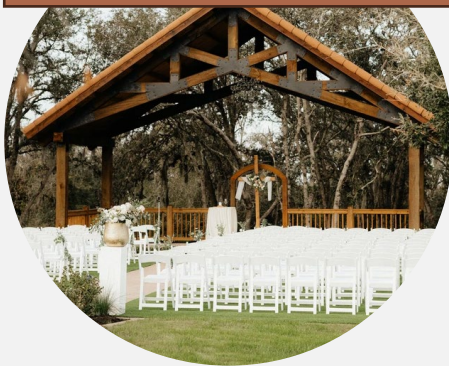
- 1 REPURPOSED RAIL SIGNAL MASTS:** VISUAL LANDMARK & IDENTITY FEATURE
- 2 MIDBLOCK TRAILHEAD:** DEFINE TRAIL ENTRY POINT WITH SIGNAGE & GATHERING SPACE TO MARK ACCESS
- 3 PEDESTRIAN-ACTIVATED RRFB SIGNAL:** FLASHES LIGHTS TO PROMPT DRIVER YIELD
- 4 BRANDED CROSSWALK:** REINFORCE TRAIL PRIORITY & AWARENESS
- 5 ADVANCE WARNING SIGNAGE & IN-LANE MARKINGS:** ALERT DRIVERS OF MIDBLOCK CROSSING
- 6 ENHANCED LANDSCAPING** TO SIGNAL TRANSITION FROM CORRIDOR TO CROSSING
- 7 BOLLARD LIGHTING:** DEFINE CROSSING ZONE & IMPROVE NIGHTTIME VISIBILITY
- 8 MODIFIED PAVEMENT** AT CROSSING APPROACHES & CONFLICT ZONES



Boomer Property



Wedding/ Event Venue



Amenity Building

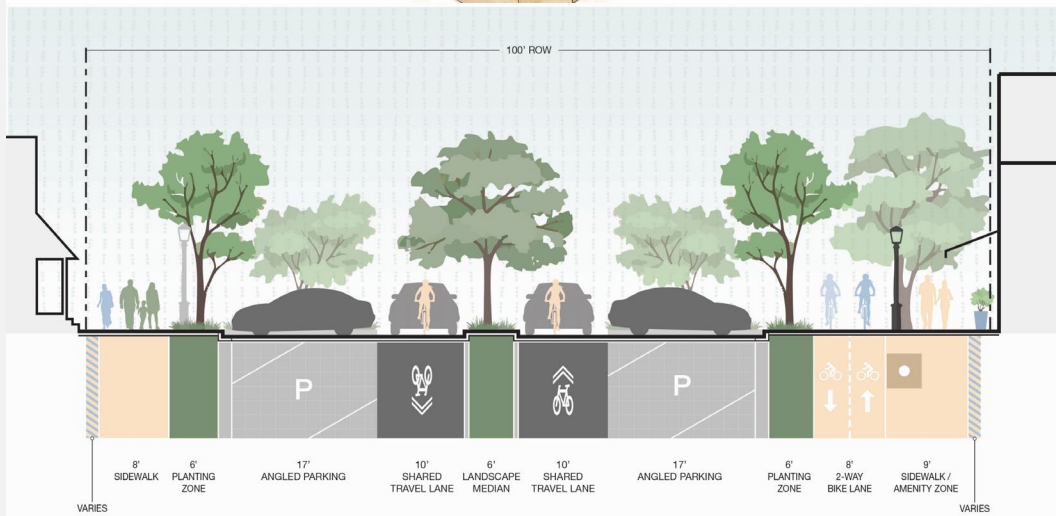
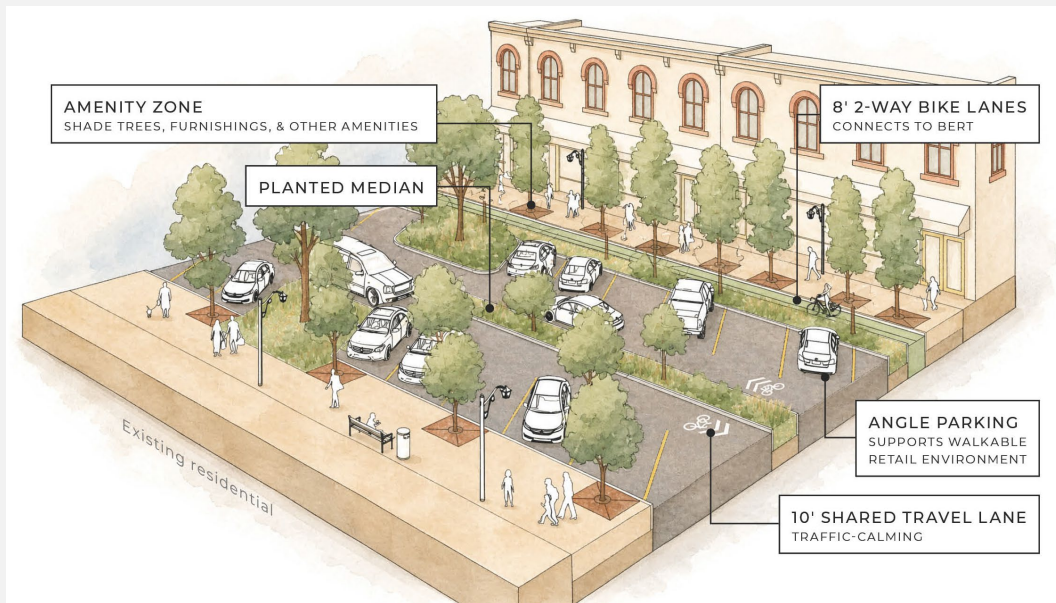


Glamping Sites



- 1** **FORMAL ENTRY DRIVE:** DEFINED ARRIVAL SEQUENCE WITH LANDSCAPE FRAMING
- 2** **"GLAMPING":** APPROX. 44 SITES INTEGRATED INTO NATURAL AREAS
- 3** **EVENT & MULTI-PURPOSE CENTER:** INCLUDES BACK-OF-HOUSE CATERING KITCHEN
- 4** **EVENT PLAZA:** FLEXIBLE OUTDOOR VENUE FOR RECEPTIONS, GROUP ACTIVITIES, ETC.
- 5** **WATERFRONT OVERLOOK:** FORMAL CEREMONY SPACE
- 6** **AMENITY BUILDING:** SHARED DINING HALL & RESTROOM FACILITIES FOR EVENTS & OVERNIGHT STAYS
- 7** **VISITOR PARKING**
- 8** **RENOVATED HISTORIC BOOMER RESIDENCE**
- 9** **VEGETATED BIO-SWALE:** STORMWATER FEATURE

Trailside Drive – Main Street District



TRAILSIDE DRIVE DEVELOPMENT PROGRAM

Commercial

Medical / office / retail / food & beverage

40,000-

50,000 sf

Residential

Townhome / duplex / single-family

22-44 units



A photograph of a wooden bridge with white railings, leading through a lush, mossy forest. The bridge has decorative white railings with pointed tops and arched sections. The path is made of wooden planks and is surrounded by dense green foliage and large trees with Spanish moss hanging from their branches. The scene is dappled with sunlight and shadows.

Questions + Discussion

Thank you



LandDesign.
CREATING PLACES
THAT MATTER.