AGENDA ITEM WORKSHOP SUMMARY SHEET
VILLAGE COUNCIL MEETING
November 18, 2026

Agenda Item:

Review Monument signs, Pedestrian Wayfinding Signs, Vehicular Directional Signs, Secondary Vehicular Directional Signs, and Interpretive Signs for the Estero Village Center Hub.

Update council and receive input regarding the pedestrian wayfinding signs, vehicular directional signs, secondary vehicular directional signs, and interpretive signs for Estero SportsPark, designed in accordance with the Vitalink wayfinding design previously approved by Village Council and incorporated into the plans submitted by W&S, in compliance with Village requirements.

Background:

Vitalink developed a wayfinding and signage design for Estero SportsPark and presented it to Village Council. Following that approval, Perez and W&S used the Council-approved Vitalink design as the basis for the project signage and incorporated it into the plans submitted by W&S. Because the wayfinding design has already been approved, this item requests Council approval of the individual signs only, as shown in the plans submitted by W&S and in accordance with Village requirements.

Description:

The proposed signs carry the Vitalink design, including its colors, materials, typography, and graphic elements, into a coordinated family of signs that guide visitors arriving by vehicle and on foot. Sign locations, quantities, dimensions, and construction details are shown in the plans submitted by W&S and have been prepared to meet the sign requirements of the Village Land Development Code. Our goal is to ensure that signage is consistent with Village-wide standards. Direction and input is requested for the following four sign types:

- Monument Signs: Main Entry way signs placed at entrance of park .

- Pedestrian Wayfinding Signs: Pedestrian-scale signs placed along walkways and at key decision points to direct people on foot to destinations, amenities, and parking within the site.

• Vehicular Directional Signs: Primary directional signs located at site entrances and major intersections to direct drivers to main destinations and parking areas.

• Secondary Vehicular Directional Signs: Smaller directional signs placed along internal drive aisles and secondary intersections to continue guiding drivers once they are inside the site.

• Interpretive Signs: Informational signs placed at points of interest to share the history, environmental features, and character of the site with visitors.

Action Requested:

Consensus regarding the monument signs, pedestrian wayfinding signs, vehicular directional signs, secondary vehicular directional signs, and interpretive signs for Estero SportsPark, designed in accordance with the Vitalink wayfinding design previously approved by Village Council and incorporated into the plans submitted by W&S, in compliance with Village requirements.

Process and Timeline:

With Council direction, staff will work with Suffolk Construction to complete fabrication, with installation of the signs to be completed as part of Phase 2 of the project. Required sign permits will be obtained prior to installation, and the work will be coordinated with the Phase 2 construction schedule.

Financial Impact:

There is no additional financial impact to the Village. The cost to fabricate and install the signs is already included in Suffolk's Guaranteed Maximum Price (GMP).

Prepared by: Vieste

Attachments:

1. Vitalink Wayfinding Design Presentation
2. W&S Submitted Plans – Signage Plans and Locations
3. Sign Type Details – Monument, Pedestrian, Vehicular Directional, Secondary Vehicular Directional, and Interpretive Signs