

- Proposed Entrance Signage Locations
- Top Priority Wayfinding Signage to Roy G. Hoogveen Field
- Additional Wayfinding Signage Destinations



● Proposed Entrance Signage

Village of Lester

The only entrance sign, located on Clinton Street, half a block from busy Highway 9 does not alert highway traffic they are nearing Lester. Signage approaching Clinton Street from both the west and east would increase awareness of the community and potentially slow traffic. Signage on Dove Avenue would alert traffic coming from the north. The committee brain-stormed theme ideas (shown below). "Village of Lester", which holds historic significance for the community, was the favorite.




- "Village of Lester"
- "Small Town, Big Dreams"
- "Child-friendly Community"
- "Slow Down, Stop In"
- "Lester is More"

Wayfinding signage is needed for select destinations within Lester, specifically Roy G. Hoogveen Field, which has no signage (re: barriers, board 3d). The planned construction of a more convenient entrance into the softball field will further help this issue.



● Proposed Wayfinding Signage

Entrance Signage Native Planting Palette

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|---|--|
|  <p>Compact Inkberry Holly
Slow growing evergreen
Easily pruned to 2 feet tall
All year visual interest</p> |  <p>Pollinator Perennial Mix for Color
Top: Butterfly Milkweed
Middle: Purple Prairie Clover
Bottom: Coreopsis</p> |
|  <p>New England Aster
Native perennial flower
Fall Color
Easy maintenance</p> |   |



Proposed Village of Lester logo can be used on all city signage

Lester
Village of Lester

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