



## APPENDIX

- Existing Conditions Data
- Public Outreach Memo
- Preliminary Concepts A - C
- Steering Committee Meeting Summaries

ORLAND PARK WAYFINDING AND BRANDING

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**APPENDIX****EXISTING CONDITIONS**

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Existing sign features were collected and assessed for this assignment.

Sign features were documented as geocoded locations and corresponding photographs. All data was prepared in GIS format and delivered to the Village in digital "KMZ" file format. The GIS dataset was the basis upon which all Wayfinding Sign planning was conducted.

ORLAND PARK WAYFINDING AND BRANDING

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APPENDIX

## PUBLIC OUTREACH MEMO

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The following memorandum summarizes the public outreach activities.

**Orland Park Wayfinding and Branding Plan  
Public Outreach Summary  
March 25 2015**



The summary that follows describes Public Outreach Activities for the Orland Park Wayfinding and Branding Assignment. The purpose of the public outreach was to understand an 'insider' and 'outsider' perspective relative to Orland Park's community identity.

Input was gathered and information will be utilized to generate wayfinding and branding concepts.

The following public outreach activities took place:

1. **Community Survey (December 10, 2014 – February 20, 2015)**
2. **Focus Group Meetings (March 12, 2015)**

A summary of public outreach activities follows below:

**Community Survey**

The survey was distributed to the community via the web-based Survey Monkey and included questions regarding *Community Resources; Community Identity and Character; Transportation Related Items and Demographics*.

The Survey was open December 10, 2014 – February 20, 2015 and was distributed to the Community via the following platforms:

1. Announcement and link through the Village's website home page
2. Announcement and link via Village Facebook, Twitter and public access TV
3. Weblinks provided within Village staff email signatures
4. Posters in Village Hall, Metra stations, JC Penney and Sears stores
5. E-blasts to the La Grange Rd and Recreation Department email lists
6. Issued via regular mail with the Village's water bills (note that due to the billing cycle, this announcement was sent only to the portion of the Village receiving water bills at this time, including approximately half of all Village households)
7. Announcement in the Village newsletter
8. Announcement in Press releases

Key highlights of the survey response follow below:

#### 1. COMMUNITY RESOURCES

- i. Respondents reported that the top reasons for their visits to Orland Park include “Shopping”; “Dining”; “Village Hall” and “Community Festivals and Events”.

#### 2. COMMUNITY IDENTITY AND CHARACTER

- i. Respondents reported that outsiders primarily associate Orland Park with “Shopping and Dining”.
- ii. Respondents reported the following top word associations with nearby communities:
  - 1. Tinley Park – “nice”; “downtown”
  - 2. Oak Lawn – “hospital”; “congested”
  - 3. Bolingbrook – “Promenade”; “Ikea”
  - 4. Lockport – “historic”; “canal”
  - 5. Oak Forest – “run”; “nice”
  - 6. Naperville – “nice”; “downtown”
  - 7. Schaumburg – “shopping”; “far”
- iii. Respondents listed Orland Park’s greatest assets as “quality shopping and dining” and “quality of schools”
- iv. Respondents listed top major community destinations in Orland Park as “Orland Mall” and “Centennial Park”

#### 3. TRANSPORTATION RELATED ITEMS

- i. Respondents listed most frequented community destinations along major roadway corridors, including “Orland Mall”; “Target”; “Jewel”; “St Michaels”; “Orland Crossing”; “Costco”; “SportsPlex”; “Coopers Hawk”; “Library”; “Village Hall”; “Metra”.
- ii. The majority of respondents reported that they ride a bicycle for exercise and recreation.
- iii. Respondents reported that the following destinations were easy to reach by bicycle: Village Hall/Library; Parks and Forest Preserve Areas; Local Schools; 143<sup>rd</sup> Street Metra
- iv. Respondents reported that the following destinations were difficult to reach by bicycle: Village Hall/Library; Downtown Areas; LaGrange Road Shopping and Dining; all Metra station areas.
- v. Respondents reported that the following methods of wayfinding were employed when exploring a new community: Real Time GPS; Internet Mapping; Directional Signage; Traditional Street Signs. It should be noted that paper maps were reported as the least helpful method.

#### 4. DEMOGRAPHICS

- i. Total responses: 443 total
- ii. Respondent demographics: approximately 82% residents, of which the majority were residents of 10+ years, 35 years or older.

A detailed summary of the survey questionnaire, followed by focus group meeting summaries, is on the following pages:

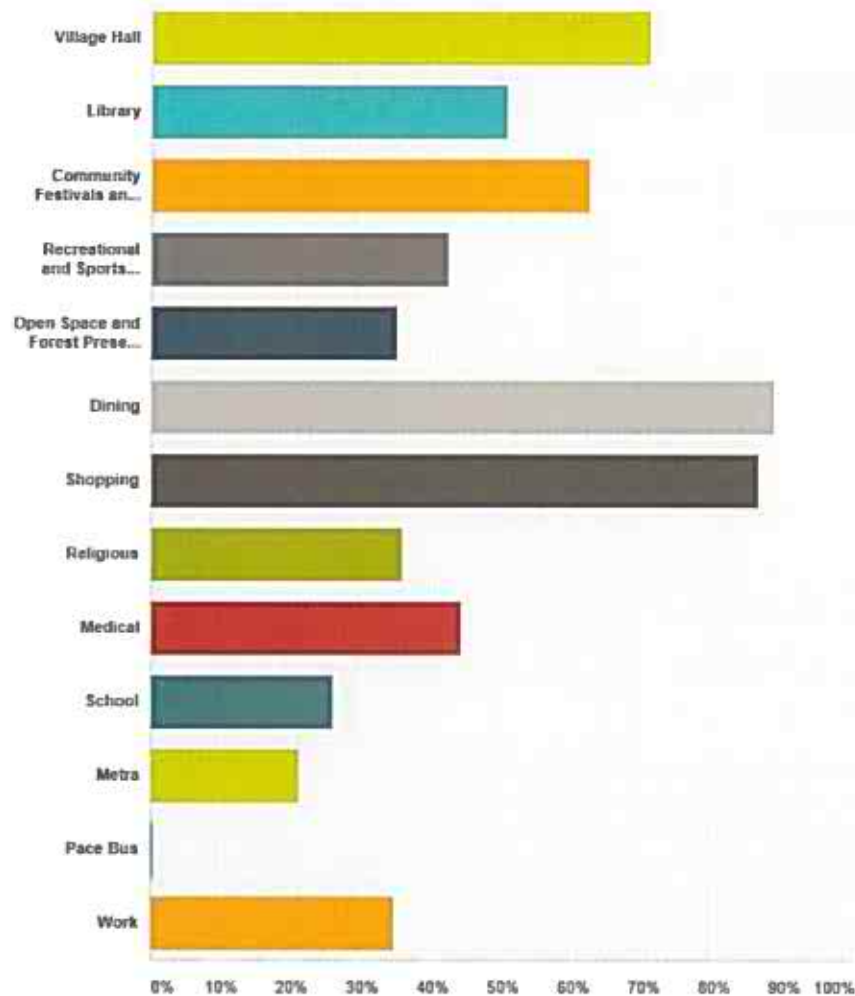
Q1

Customize

Export ▾

From the list below, select the reasons for your trips during the past year to Orland Park. (select all that apply)

Answered: 433 Skipped: 10



Answer Choices	Responses
Village Hall	70.67% 306
Library	50.58% 219
Community Festivals and Events	62.12% 269
Recreational and Sports Facilities (such as youth baseball, soccer and softball)	42.26% 183
Open Space and Forest Preserve Areas	34.87% 151
Dining	88.45% 383
Shopping	86.14% 373
Religious	35.80% 155
Medical	44.11% 191
School	25.87% 112
Metra	21.02% 91
Pace Bus	0.46% 2
Work	34.41% 149
Total Respondents: 433	

Comments (29)



Q2

Export ▾

## Describe how outsiders perceive Orland Park in one or two words.

Answered: 383 Skipped: 60

● Responses (383)

▲ Text Analysis

📁 My Categories (0)





Showing 27 words and phrases

Shopping	<div><div></div></div>	16.97%	65	
Traffic	<div><div></div></div>	16.45%	63	
Congested	<div><div></div></div>	12.53%	48	
Busy	<div><div></div></div>	7.31%	28	
Nice	<div><div></div></div>	7.31%	28	
Crowded	<div><div></div></div>	4.44%	17	
Upscale	<div><div></div></div>	3.39%	13	
Community	<div><div></div></div>	3.39%	13	
Suburb	<div><div></div></div>	2.35%	9	
Friendly	<div><div></div></div>	2.09%	8	
Retail	<div><div></div></div>	2.09%	8	
Affluent	<div><div></div></div>	1.57%	6	
Suburban	<div><div></div></div>	1.57%	6	
Family	<div><div></div></div>	1.57%	6	
Orland	<div><div></div></div>	1.31%	5	
Awesome	<div><div></div></div>	1.31%	5	
Growing	<div><div></div></div>	1.31%	5	
Naperville	<div><div></div></div>	1.31%	5	
Rich	<div><div></div></div>	1.31%	5	
Great Place	<div><div></div></div>	1.04%	4	
Upper Class	<div><div></div></div>	1.04%	4	
Construction	<div><div></div></div>	1.04%	4	
South Side	<div><div></div></div>	0.78%	3	
Strip Malls	<div><div></div></div>	0.78%	3	
Great Dining	<div><div></div></div>	0.78%	3	
Beautiful	<div><div></div></div>	0.78%	3	
Chain Restaurants	<div><div></div></div>	0.52%	2	

# What is the first word that comes to mind when describing each the following nearby communities?

Answered: 344 Skipped: 99

Answer Choices	Responses
Tinley Park	97.09% 334

Responses (334)

Text Analysis

My Categories (0)



Search responses



Showing 26 words and phrases

Nice		7.49%	25
Downtown		6.29%	21
Quaint		5.39%	18
Friendly		2.69%	9
Town		2.69%	9
Family		2.69%	9
Concerts		1.80%	6
Neighbor		1.80%	6
Clean		1.50%	5
Orland		1.50%	5
Train Station		1.20%	4
Boring		1.20%	4
Andrew		1.20%	4
Busy		1.20%	4
Metra		1.20%	4
Music		1.20%	4
Historic		1.20%	4
Convention Center		0.90%	3
Oak Park Ave		0.90%	3
Blue Collar		0.90%	3
Progressive		0.90%	3
Growing		0.90%	3
Okay		0.90%	3
Restaurants		0.90%	3
Shopping		0.90%	3
Better Train		0.60%	2

Oak Lawn	Responses	92.15%	317
Bolingbrook	Responses	93.90%	323
Lockport	Responses	92.15%	317
Oak Forest	Responses	88.37%	304
Naperville	Responses	97.67%	336
Schaumburg	Responses	94.19%	324

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Tinley Park	Responses	97.09%	334
Oak Lawn	Responses	92.15%	317

Responses (317)

Text Analysis

My Categories (0)



Search responses



Showing 18 words and phrases

Hospital		8.52%	27
Congested		5.68%	18
Older		3.15%	10
Busy		2.84%	9
Chicago		2.84%	9
Nice		2.84%	9
Traffic		2.84%	9
Outdated		2.21%	7
Street		2.21%	7
Crime		1.89%	6
Southside		1.26%	4
Old School		0.95%	3
Crowded		0.95%	3
Medical		0.95%	3
Established		0.95%	3
Historic		0.95%	3
Community		0.95%	3
Family		0.95%	3

Bolingbrook	Responses	93.90%	323
Lockport	Responses	92.15%	317
Oak Forest	Responses	88.37%	304
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Responses (323)

Text Analysis

My Categories (0)



Search responses



Showing 13 words and phrases

Promenade		9.29%	30
Ikea		7.74%	25
Shopping		7.43%	24
Far		7.12%	23
Nice		2.17%	7
Cheap		1.55%	5
Industrial		1.55%	5
Bass Pro		0.93%	3
Developing		0.93%	3
Growing		0.93%	3
Improving		0.93%	3
Peterson		0.93%	3
Yuck		0.93%	3

Lockport	Responses	92.15%	317
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Lockport	Responses	92.15% 317

Responses (317)

Text Analysis

My Categories (0)



Search responses



Showing 20 words and phrases

Historic		8.83%	28
Canal		5.05%	16
Nice		3.47%	11
Country		2.52%	8
Rural		2.52%	8
Town		2.52%	8
Quaint		2.21%	7
Farm		2.21%	7
Far		1.89%	6
River		1.89%	6
School		1.89%	6
Boring		1.26%	4
Porters		1.26%	4
Bridge		0.95%	3
Charming		0.95%	3
Joliet		0.95%	3
Poor		0.95%	3
Trash		0.95%	3
Water		0.95%	3
Cheap		0.95%	3
Oak Forest	Responses	88.37%	304
Naperville	Responses	97.67%	336
Schaumburg	Responses	94.19%	324



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Answer Choices	Responses	Responses
Tinley Park	Responses	97.09% 334
Oak Lawn	Responses	92.15% 317
Bolingbrook	Responses	93.90% 323
Lockport	Responses	92.15% 317
<b>Oak Forest</b>	<b>Responses</b>	<b>88.37% 304</b>

● Responses (304)

▲ Text Analysis

▼ My Categories (0)



Search responses



Showing 24 words and phrases

Run		3.29%	10
Nice		2.30%	7
Boring		1.97%	6
Hospital		1.97%	6
Crime		1.64%	5
Residential		1.64%	5
Poor		1.64%	5
Rundown		1.64%	5
Train Station		1.32%	4
Blue Collar		1.32%	4
Metra		1.32%	4
Trails		1.32%	4
Forest Preserve		0.99%	3
Average		0.99%	3
Outdated		0.99%	3
Aging		0.99%	3
Declining		0.99%	3
Dingy		0.99%	3
Tired		0.99%	3
Trouble		0.99%	3
Town		0.99%	3
Oak		0.99%	3
Struggling		0.99%	3
Close to East		0.66%	2

<b>Naperville</b>	<b>Responses</b>	<b>97.67%</b>	<b>336</b>
<b>Schaumburg</b>	<b>Responses</b>	<b>94.19%</b>	<b>324</b>

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Bolingbrook	Responses	93.90% 323
Lockport	Responses	92.15% 317
Oak Forest	Responses	88.37% 304
<b>Naperville</b>	<b>Responses</b>	<b>97.67% 336</b>

Responses (336)

Text Analysis

My Categories (0)



Search responses



Showing 28 words and phrases

Nice		8.04%	27
Downtown		7.14%	24
River Walk		4.46%	15
Upscale		3.87%	13
Expensive		3.27%	11
Rich		2.98%	10
Big		2.68%	9
Far		2.36%	8
Congested		2.08%	7
Yuppy		2.08%	7
Classy		1.79%	6
Shopping		1.79%	6
Crowded		1.79%	6
Snobby		1.79%	6
Wealthy		1.79%	6
Fun		1.79%	6
Pricey		1.49%	5
Snooty		1.49%	5
Community		1.49%	5
Busy		1.19%	4
Restaurants		1.19%	4
Vibrant		1.19%	4
Beautiful		1.19%	4
Town		1.19%	4
Rib Fest		0.89%	3
Upper Class		0.89%	3
Exciting		0.89%	3
Good Schools		0.60%	2
<b>Schaumburg</b>	<b>Responses</b>	<b>94.19%</b>	<b>324</b>

## What is the first word that comes to mind when describing each the following nearby communities?

Answered: 344 Skipped: 99

Answer Choices	Responses	Responses
Tinley Park	Responses	97.09% 334
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Lockport	Responses	92.15% 317
Oak Forest	Responses	88.37% 304
Naperville	Responses	97.67% 336
Schaumburg	Responses	94.19% 324

Responses (324)

Text Analysis

My Categories (0)



Search responses



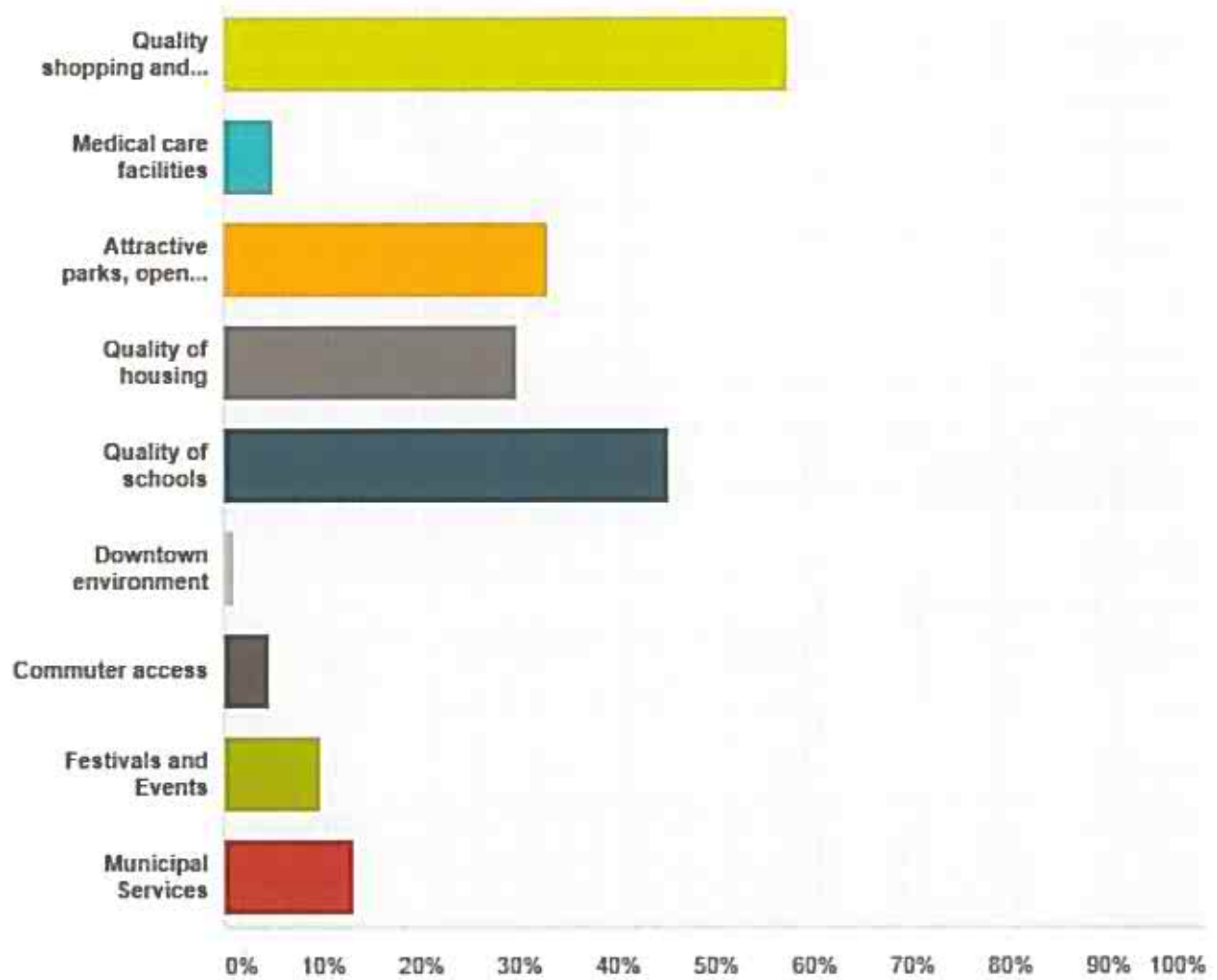
Showing 18 words and phrases

Shopping	<div><div></div></div>	21.60%	70
Far	<div><div></div></div>	12.35%	40
Woodfield	<div><div></div></div>	8.02%	26
Mall	<div><div></div></div>	6.17%	20
Busy	<div><div></div></div>	4.94%	16
Congested	<div><div></div></div>	4.32%	14
Crowded	<div><div></div></div>	2.78%	9
Corporate	<div><div></div></div>	2.47%	8
Traffic	<div><div></div></div>	1.85%	6
IKEA	<div><div></div></div>	1.54%	5
Nice	<div><div></div></div>	1.54%	5
Retail	<div><div></div></div>	1.23%	4
Not Familiar	<div><div></div></div>	0.93%	3
Commercial	<div><div></div></div>	0.93%	3
Expensive	<div><div></div></div>	0.93%	3
Big	<div><div></div></div>	0.93%	3
Orland	<div><div></div></div>	0.93%	3
Center	<div><div></div></div>	0.93%	3



## Orland Park's TWO greatest assets are (select two)

Answered: 364 Skipped: 79



Answer Choices	Responses
Quality shopping and dining	57.42% 209
Medical care facilities	4.95% 18
Attractive parks, open space and recreational facilities	32.97% 120
Quality of housing	29.95% 109
Quality of schools	45.33% 165
Downtown environment	1.10% 4
Commuter access	4.67% 17
Festivals and Events	9.89% 36
Municipal Services	13.19% 48
Total Respondents: 364	

Comments (18)

Q5

Export ▾

If you were to bring an out of town guest to a place in Orland Park that best personifies the community, what place would that be, and why?

Answered: 337 Skipped: 106

Responses (337)

Text Analysis

My Categories (0)



Search responses



Showing 27 words and phrases

Orland	<div><div></div></div>	25.82%	87	^
Centennial Park	<div><div></div></div>	20.47%	69	
Mall	<div><div></div></div>	17.21%	58	
Restaurants	<div><div></div></div>	12.46%	42	
Shopping	<div><div></div></div>	12.17%	41	
Food	<div><div></div></div>	4.15%	14	
Dining	<div><div></div></div>	3.56%	12	
Pool	<div><div></div></div>	3.56%	12	
Nice	<div><div></div></div>	2.97%	10	
Library	<div><div></div></div>	2.97%	10	
Open Land	<div><div></div></div>	2.67%	9	^
Forest Preserves	<div><div></div></div>	2.37%	8	
Trails	<div><div></div></div>	2.08%	7	
Clean	<div><div></div></div>	2.08%	7	
Summer	<div><div></div></div>	2.08%	7	
Village Hall	<div><div></div></div>	1.78%	6	
Space	<div><div></div></div>	1.78%	6	
Sportsplex	<div><div></div></div>	1.78%	6	
Granite City	<div><div></div></div>	1.48%	5	
Downtown	<div><div></div></div>	1.19%	4	^
Irish Patriot	<div><div></div></div>	0.89%	3	
Walking Path	<div><div></div></div>	0.89%	3	
Life	<div><div></div></div>	0.89%	3	
Near Village	<div><div></div></div>	0.59%	2	
Train Station	<div><div></div></div>	0.59%	2	
Service is Excellent	<div><div></div></div>	0.59%	2	
Concert in the Park	<div><div></div></div>	0.59%	2	^

Q6

Export

Please read the following roadway names  
and provide your top two destinations  
located along those routes:

Answered: 321 Skipped: 122

Answer Choices	Responses
La Grange Road	96.88% 311
Responses (311)	Text Analysis My Categories (0)
Showing 27 words and phrases	
Mall	34.73% 108
Orland	18.33% 57
Foods	8.04% 25
Trader Joes	7.07% 22
Restaurants	6.75% 21
Target	5.14% 16
Marcus Theater	4.82% 15
Shopping	4.50% 14
Rock Bottom	4.18% 13
Sandburg	3.54% 11
Granite City	3.22% 10
Walgreens	3.22% 10
Bank	2.89% 9
Avoid	2.57% 8
Dining	2.57% 8
Marcus Theatre	2.25% 7
Buy	2.25% 7
Chase	2.25% 7
Movie Theater	1.61% 5
Loves	1.61% 5
House	1.29% 4
Nordstrom Rack	0.96% 3
Panera	0.96% 3
Barnes and Noble	0.96% 3
Road	0.96% 3
Movie Theatre	0.64% 2
Fitness Marcus	0.64% 2
94th Avenue	Responses 90.03% 289
143rd Street	Responses 89.41% 287
159th Street	Responses 92.21% 296
Will-Cook Road	Responses 65.73% 211
Harlem Avenue	Responses 84.42% 271
Ravinia Avenue	Responses 91.90% 295
Southwest Highway	Responses 70.72% 227

Q6

Export ▾

Please read the following roadway names  
and provide your top two destinations  
located along those routes:

Answered: 321 Skipped: 122

Answer Choices	Responses	
La Grange Road	Responses	96.88% 311
94th Avenue	Responses	90.03% 289

Responses (289)

Text Analysis

My Categories (0)



Search responses



Showing 22 words and phrases

Target		22.49%	65
Jewel		21.11%	61
Mall		12.46%	36
Kohls		9.69%	28
Lowe's		8.65%	25
Shopping		5.19%	15
Buca		5.19%	15
Walmart		4.50%	13
Blissful Banana		4.15%	12
Mario		4.15%	12
Bed Bath		3.81%	11
Dao		2.77%	8
Orland Square		2.42%	7
Charter Fitness		1.73%	5
Hobby Town		1.04%	3
Private Bank		1.04%	3
Lagrange		1.04%	3
Marshalls		1.04%	3
Music		1.04%	3
Savers		1.04%	3
Shortcut		1.04%	3
Dicks		1.04%	3
143rd Street	Responses	89.41%	287
159th Street	Responses	92.21%	296
Will-Cook Road	Responses	65.73%	211
Harlem Avenue	Responses	84.42%	271
Ravinia Avenue	Responses	91.90%	295
Southwest Highway	Responses	70.72%	227

Q6

Export ▾

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Answer Choices	Responses	
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94th Avenue	Responses	90.03% 289
143rd Street	Responses	89.41% 287

Responses (287)

Text Analysis

My Categories (0)



Search responses



Showing 27 words and phrases

St Michaels	7.67%	22
Orland Crossing	6.97%	20
Metra	5.57%	16
Irish Patriot	4.53%	13
Mall	3.83%	11
Panera	3.83%	11
Pops	3.83%	11
Train Station	3.48%	10
Harris Bank	2.09%	6
Marquette Bank	2.09%	6
Rocca Vinos	2.09%	6
Cupids Candies	2.09%	6
Fox's Pub	2.09%	6
Coaches Corner	1.74%	5
Fox's Pizza	1.74%	5
Orland Oasis	1.74%	5
Crystal Tree	1.39%	4
Gas Station	1.39%	4
Forest Preserves	1.05%	3
Harlem Ave	1.05%	3
Charming Charlie	1.05%	3
Mackey's Pub	1.05%	3
Charming Charlies	1.05%	3
Granite City	1.05%	3
PF Changs	0.70%	2
Park School	0.70%	2
Dentist Office	0.70%	2

159th Street	Responses	92.21%	296
Will-Cook Road	Responses	65.73%	211
Harlem Avenue	Responses	84.42%	271
Ravinia Avenue	Responses	91.90%	295
Southwest Highway	Responses	70.72%	227



Q6

Export ▾

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143rd Street	Responses	89.41% 287
159th Street	Responses	92.21% 296

Responses (296)

Text Analysis

My Categories (0)



Search responses



Showing 25 words and phrases

Costco	<div><div></div></div>	26.01%	77	
Sports Plex	<div><div></div></div>	13.85%	41	
Wal-Mart	<div><div></div></div>	11.49%	34	
Jewel	<div><div></div></div>	10.81%	32	
Berkots	<div><div></div></div>	6.76%	20	
Dealers	<div><div></div></div>	5.74%	17	
Home Depot	<div><div></div></div>	5.41%	16	
Dealerships	<div><div></div></div>	5.41%	16	
Shopping	<div><div></div></div>	3.38%	10	
Patio	<div><div></div></div>	3.38%	10	
Orland Bowl	<div><div></div></div>	2.70%	8	
Culvers	<div><div></div></div>	2.70%	8	
Restaurants	<div><div></div></div>	2.36%	7	
Walgreens	<div><div></div></div>	2.03%	6	
Auto	<div><div></div></div>	2.03%	6	
McDonalds	<div><div></div></div>	1.69%	5	
Portillos	<div><div></div></div>	1.69%	5	
Plaza	<div><div></div></div>	1.69%	5	
Petsmart	<div><div></div></div>	1.69%	5	
Mo's Chinese	<div><div></div></div>	1.35%	4	
House	<div><div></div></div>	1.35%	4	
Goodwill	<div><div></div></div>	1.35%	4	
Cosco	<div><div></div></div>	1.01%	3	
Stores	<div><div></div></div>	1.01%	3	
Menards	<div><div></div></div>	1.01%	3	
Will-Cook Road	Responses	65.73%	211	
Harlem Avenue	Responses	84.42%	271	
Ravinia Avenue	Responses	91.90%	295	
Southwest Highway	Responses	70.72%	227	

Q5

Export

Please read the following roadway names  
and provide your top two destinations  
located along those routes:

Answered: 321 Skipped: 122

Answer Choices	Responses	Responses
La Grange Road	Responses	96.88% 311
94th Avenue	Responses	90.03% 289
143rd Street	Responses	89.41% 287
159th Street	Responses	92.21% 296
Will-Cook Road	Responses	65.73% 211

Responses (211)

Text Analysis

My Categories (0)



Search responses



Showing 25 words and phrases

Speedway	<div><div></div></div>	13.27%	28
Walgreens	<div><div></div></div>	12.80%	27
Kenwood Liquors	<div><div></div></div>	4.27%	9
Gas Station	<div><div></div></div>	3.32%	7
Forest Preserves	<div><div></div></div>	1.90%	4
Short Cut	<div><div></div></div>	1.90%	4
Road	<div><div></div></div>	1.90%	4
Lake	<div><div></div></div>	1.90%	4
Paddy bs	<div><div></div></div>	1.42%	3
Travel	<div><div></div></div>	1.42%	3
Ace	<div><div></div></div>	1.42%	3
Brook Hills	<div><div></div></div>	0.95%	2
Homer Glen	<div><div></div></div>	0.95%	2
I-355	<div><div></div></div>	0.95%	2
Pepes	<div><div></div></div>	0.95%	2
Shopping	<div><div></div></div>	0.95%	2
Sportsplex	<div><div></div></div>	0.95%	2
Street	<div><div></div></div>	0.95%	2
Unknown	<div><div></div></div>	0.95%	2
Cleaners	<div><div></div></div>	0.95%	2
Route	<div><div></div></div>	0.95%	2
Berkots	<div><div></div></div>	0.95%	2
Jewel	<div><div></div></div>	0.95%	2
Menards	<div><div></div></div>	0.95%	2
Pizza	<div><div></div></div>	0.95%	2

Harlem Avenue	Responses	84.42%	271
Ravinia Avenue	Responses	91.90%	295
Southwest Highway	Responses	70.72%	227

Q6

Export ▼

Please read the following roadway names  
and provide your top two destinations  
located along those routes:

Answered: 321 Skipped: 122

Answer Choices	Responses	Responses	
La Grange Road	Responses	96.88%	311
94th Avenue	Responses	90.03%	289
143rd Street	Responses	89.41%	287
169th Street	Responses	92.21%	296
Will-Cook Road	Responses	65.73%	211
Harlem Avenue	Responses	84.42%	271

Responses (271)

Text Analysis

My Categories (0)



Search responses



Showing 28 words and phrases

Coopers Hawk	29.15%	79
Portillos	11.07%	30
Mejor	9.59%	26
Home Depot	9.23%	25
SAMs Club	5.54%	15
Watts	4.06%	11
Traversos	4.06%	11
Fullers	4.06%	11
Outback	3.69%	10
Forest Preserves	3.32%	9
OFS	3.32%	9
White Castle	2.58%	7
Shopping	2.58%	7
Wash	2.58%	7
Food	2.21%	6
Bank	1.85%	5
Famous	1.85%	5
Bridge Teen Center	1.48%	4
Panera	1.48%	4
Palos Heights	1.11%	3
Tinley Park	1.11%	3
Chase	1.11%	3
Dining	1.11%	3
House	1.11%	3
Restaurant	1.11%	3
Travel	1.11%	3
Golden Shoes	1.11%	3
Oberweiss	1.11%	3

Ravinia Avenue	Responses	91.90%	295
Southwest Highway	Responses	70.72%	227



Q6

Export ▼

Please read the following roadway names  
and provide your top two destinations  
located along those routes:

Answered: 321 Skipped: 122

Answer Choices	Responses	Responses
La Grange Road	Responses	96.88% 311
94th Avenue	Responses	90.03% 289
143rd Street	Responses	89.41% 287
159th Street	Responses	92.21% 296
Will-Cook Road	Responses	65.73% 211
Harlem Avenue	Responses	84.42% 271
<b>Ravinia Avenue</b>	<b>Responses</b>	<b>91.90% 295</b>

Responses (295)

Text Analysis

My Categories (0)



Search responses



Showing 17 words and phrases

Library		44.75%	132
Village Hall		41.36%	122
Park		7.80%	23
Center		7.46%	22
Costco		6.44%	19
City Hall		3.73%	11
Short Cut		3.05%	9
Township		3.05%	9
Lagrange		2.03%	6
Police Station		1.69%	5
First Personal Bank		1.02%	3
John Humphrey Complex		1.02%	3
Pool		1.02%	3
Orland Bakery		1.02%	3
Michaels		1.02%	3
Trader		1.02%	3
Palos Health and Fitness		0.68%	2
<b>Southwest Highway</b>	<b>Responses</b>	<b>70.72%</b>	<b>227</b>

Q6

Export ▼

Please read the following roadway names  
and provide your top two destinations  
located along those routes:

Answered: 321 Skipped: 122

Answer Choices	Responses	Responses	
La Grange Road	Responses	96.88%	311
94th Avenue	Responses	90.03%	289
143rd Street	Responses	89.41%	287
159th Street	Responses	92.21%	296
Will Cook Road	Responses	65.73%	211
Harlem Avenue	Responses	84.42%	271
Ravinia Avenue	Responses	91.90%	295
Southwest Highway	Responses	70.72%	227

Responses (227)

Text Analysis

My Categories (0)



Search responses



Showing 28 words and phrases

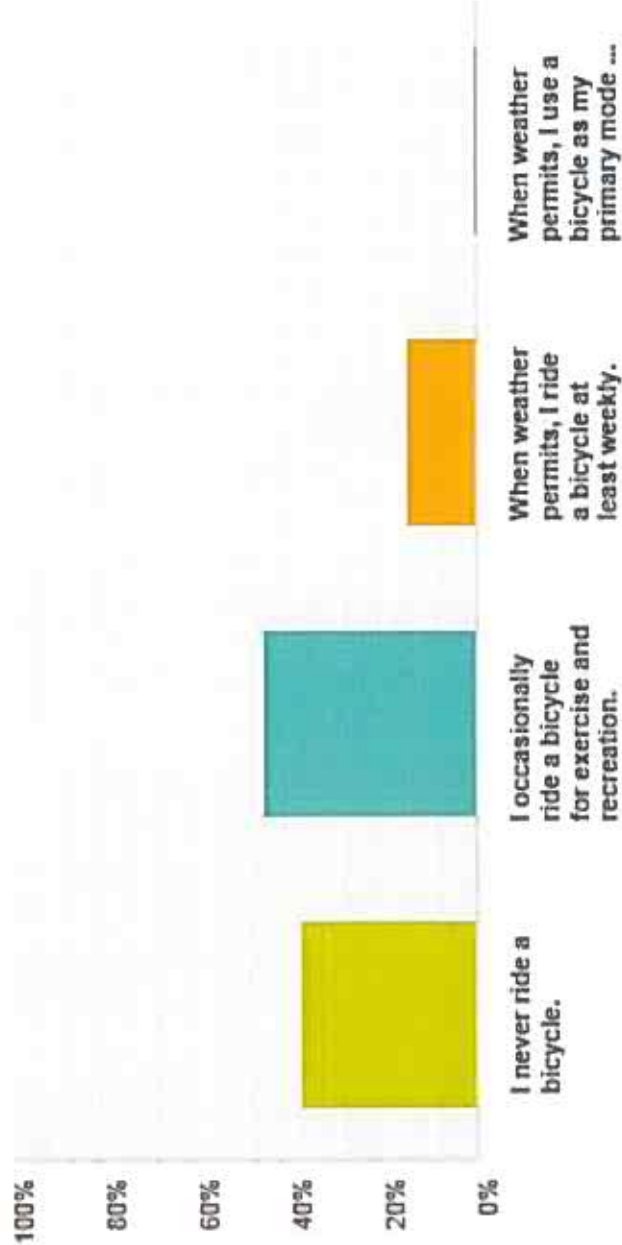
Palos	<div><div></div></div>	14.10%	32
Metra	<div><div></div></div>	9.69%	22
Train Station	<div><div></div></div>	7.93%	18
Irish Patriot	<div><div></div></div>	4.41%	10
Children's Farm	<div><div></div></div>	3.96%	9
Center	<div><div></div></div>	3.96%	9
Route	<div><div></div></div>	3.08%	7
Nagels	<div><div></div></div>	3.08%	7
Heinies	<div><div></div></div>	3.08%	7
Access	<div><div></div></div>	2.64%	6
Plush Horse	<div><div></div></div>	2.20%	5
Shortcut	<div><div></div></div>	2.20%	5
Midway Airport	<div><div></div></div>	1.76%	4
Oak Lawn	<div><div></div></div>	1.76%	4
Chicken	<div><div></div></div>	1.76%	4
Golf	<div><div></div></div>	1.76%	4
TRS Automotive	<div><div></div></div>	1.32%	3
Italian Imports	<div><div></div></div>	1.32%	3
Fullers car Wash	<div><div></div></div>	1.32%	3
LaGrange	<div><div></div></div>	1.32%	3
Trio	<div><div></div></div>	1.32%	3
Street	<div><div></div></div>	1.32%	3
Travel	<div><div></div></div>	1.32%	3
Chicago Ridge	<div><div></div></div>	0.88%	2
Silver Cross Hospital	<div><div></div></div>	0.88%	2
Path	<div><div></div></div>	0.88%	2
Road	<div><div></div></div>	0.88%	2
Shop	<div><div></div></div>	0.88%	2

Q7

Customize Export

# How often do you ride a bicycle?

Answered: 340 Skipped: 103



Answer Choices	Responses
I never ride a bicycle.	38.24% 130
I occasionally ride a bicycle for exercise and recreation.	46.18% 157
When weather permits, I ride a bicycle at least weekly.	15.00% 51
When weather permits, I use a bicycle as my primary mode of transportation.	0.59% 2
Total	340

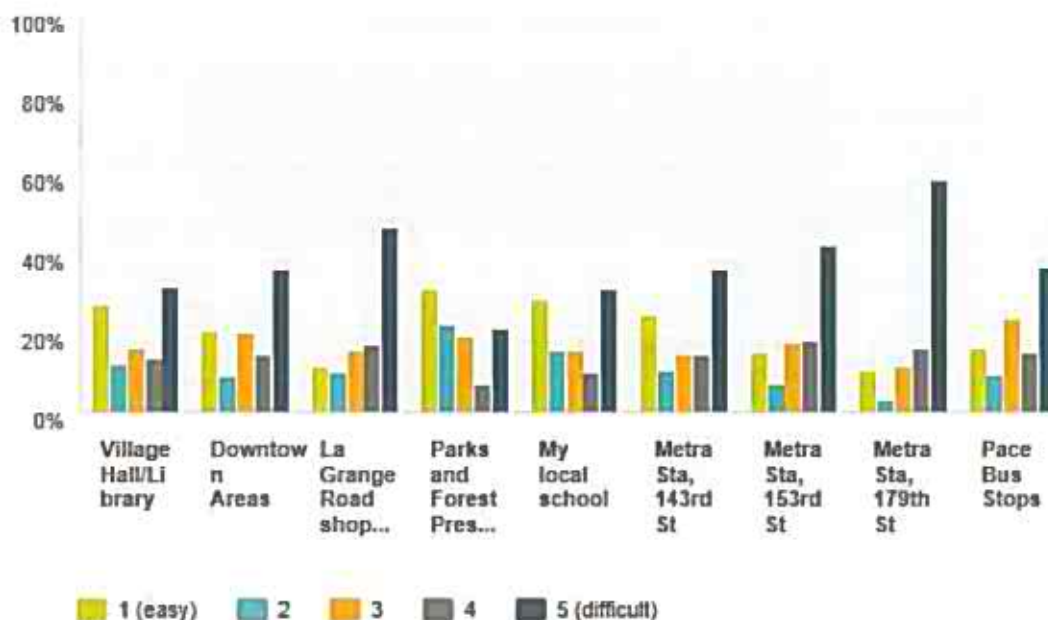
Q8

Customize

Export ▾

## How easily can you reach these Orland Park destinations by bicycle?

Answered: 293 Skipped: 150



	1 (easy)	2	3	4	5 (difficult)	Total
Village Hall/Library	27.24% 79	12.07% 35	15.86% 46	13.45% 39	31.38% 91	290
Downtown Areas	20.49% 59	9.03% 26	20.14% 58	14.58% 42	35.76% 103	268
La Grange Road shopping and dining	11.34% 33	9.97% 29	15.46% 45	16.84% 49	46.39% 135	291
Parks and Forest Preserves	30.82% 90	21.92% 64	19.18% 56	6.85% 20	21.23% 62	292
My local school	28.73% 79	15.27% 42	15.27% 42	9.82% 27	30.91% 85	275
Metra Sta, 143rd St	24.57% 71	10.38% 30	14.53% 42	14.53% 42	35.99% 104	289
Metra Sta, 153rd St	15.19% 43	7.07% 20	17.67% 50	18.02% 51	42.05% 119	283
Metra Sta, 179th St	10.43% 29	3.24% 9	11.51% 32	16.19% 45	58.63% 163	278
Pace Bus Stops	15.93% 43	9.26% 25	23.33% 63	14.81% 40	36.67% 99	270

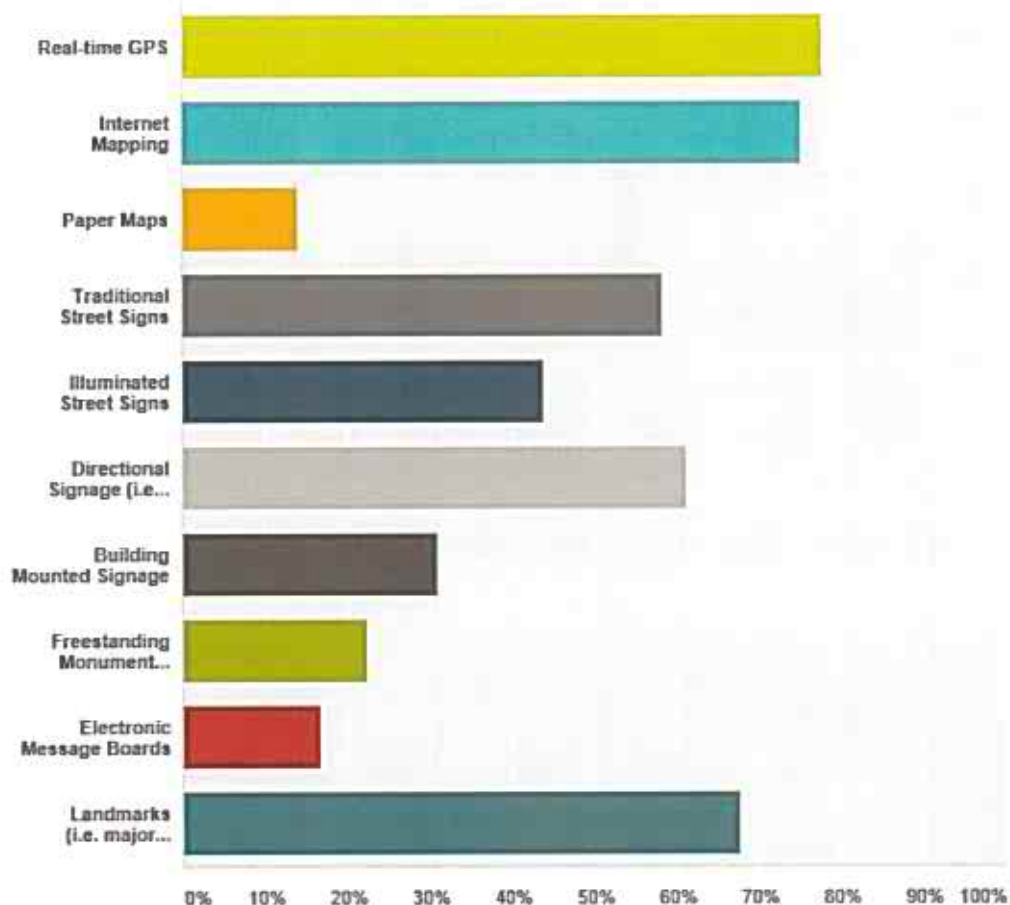
Q9

Customize

Export ▾

**When exploring a new community for the first time, which five (5) methods do you find most useful to help find a destination? (select 5)**

Answered: 330 Skipped: 113



Answer Choices	Responses
Real-time GPS	77.58% 256
Internet Mapping	75.15% 248
Paper Maps	13.94% 46
Traditional Street Signs	58.18% 192
Illuminated Street Signs	43.94% 145
Directional Signage (i.e. Historic District next left)	61.21% 202
Building Mounted Signage	30.91% 102
Freestanding Monument Signage	22.42% 74
Electronic Message Boards	16.67% 55
Landmarks (i.e. major business; civic building; public artwork)	67.58% 223
Total Respondents: 330	





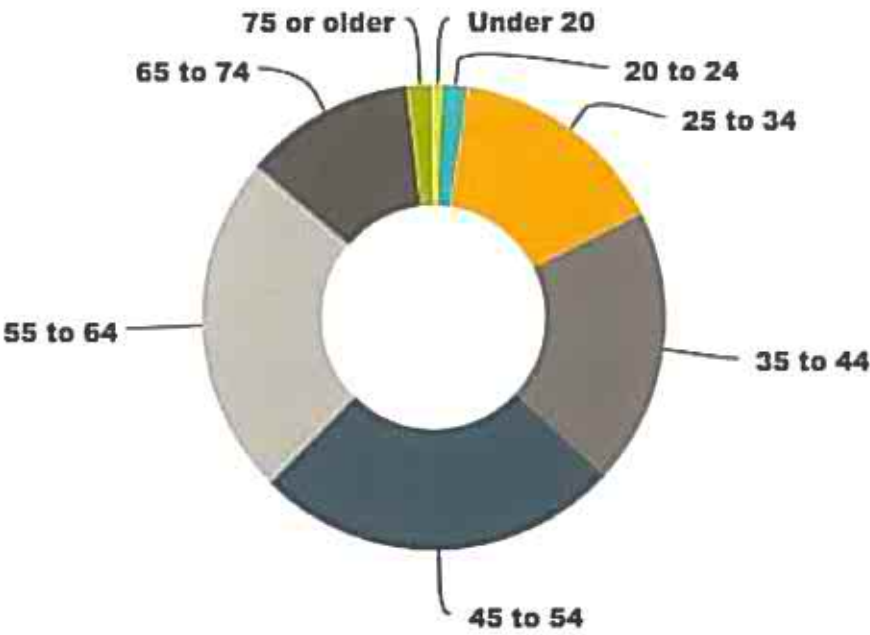
Q11

Customize

Export ▾

Please choose the category that matches your age

Answered: 328 Skipped: 115



Answer Choices	Responses
Under 20	0.61% 2
20 to 24	1.83% 6
25 to 34	15.24% 50
35 to 44	19.21% 63
45 to 54	25.61% 84
55 to 64	23.78% 78
65 to 74	11.89% 39
75 or older	1.83% 6
Total	328

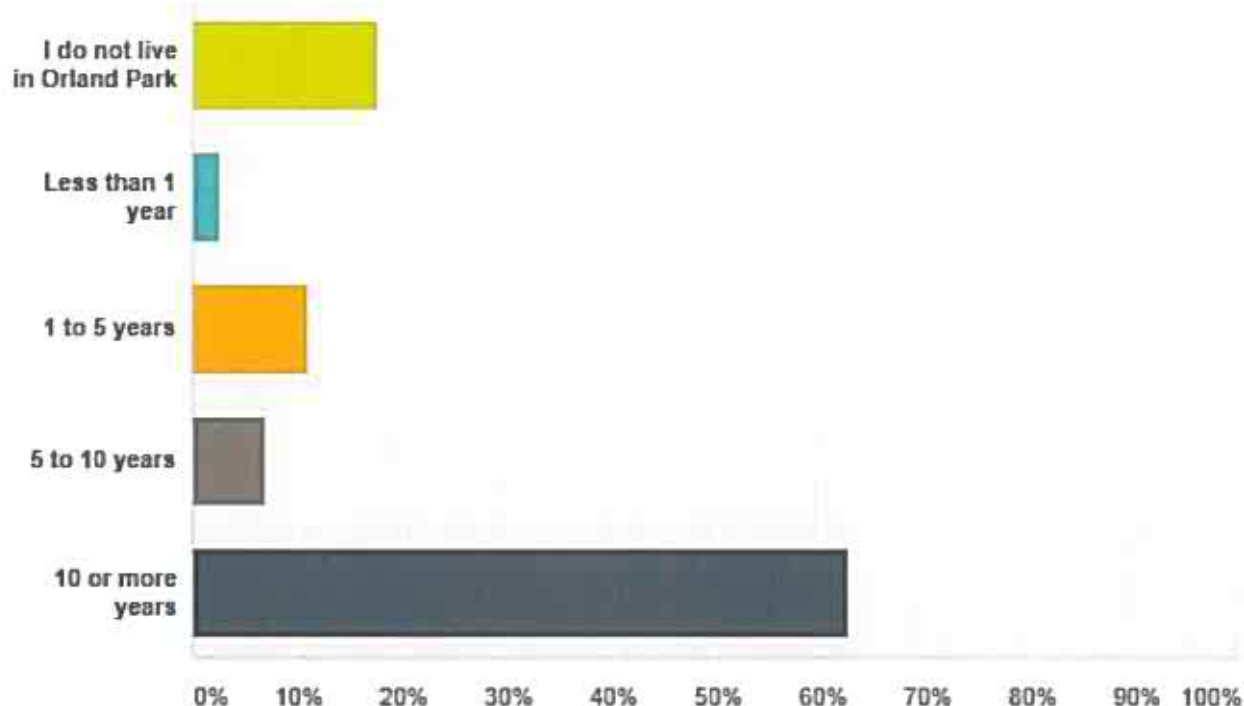
Q12

Customize

Export ▾

## How long have you lived in Orland Park?

Answered: 332 Skipped: 111



Answer Choices	Responses	
I do not live in Orland Park	17.47%	58
Less than 1 year	2.41%	8
1 to 5 years	10.84%	36
5 to 10 years	6.93%	23
10 or more years	62.35%	207
Total		332





**Orland Park Wayfinding and Branding Plan**  
**Focus Group Meeting Notes**  
**March 19 2015**  
**Village Hall**



**Purpose and Methodology:** As a follow up to the community wide survey, the purpose of focus group meetings was to obtain additional information relative to specific topics identified in the survey. The following topics were identified as unique identifiers for the Village:

1. Shopping/Dining
2. Recreational Uses

Two focus groups met at Village Hall, March 19, at 4:30pm and 6:30 pm.

Sign in sheets are attached on the following pages.

A summary of key discussion points follow below.

**Focus Group #1, 4:30 PM**

Attendees:

Carole Broadhurst, resident, [cb8329@comcast.net](mailto:cb8329@comcast.net)

Adrian Jimenez, resident, [adjimenez@gmail.com](mailto:adjimenez@gmail.com)

Rob Wehmeier, resident, business owner, [rob@wehmeierportraits.com](mailto:rob@wehmeierportraits.com)

Anna Maria Kowalik, Inland Real Estate Corp. landlord, owner, [kowalik@inlandrealestate.com](mailto:kowalik@inlandrealestate.com)

Bridget O'Connell Kocoreis, Inland Commercial Property Mgmt, [koconis@inlandrealestate.com](mailto:koconis@inlandrealestate.com)

Paula Burke, resident, [paulakburke@gmail.com](mailto:paulakburke@gmail.com)

Jeff Stwora, resident, [jeffrey.stwora@sbcglobal.net](mailto:jeffrey.stwora@sbcglobal.net)

Linda Stwora, resident, [jeffrey.stwora@sbcglobal.net](mailto:jeffrey.stwora@sbcglobal.net)

Diane Chin, resident, [dichin@sbcglobal.net](mailto:dichin@sbcglobal.net)

**Focus Group #1 summary**

**1. WHAT ARE ORLAND PARK'S STRENGTHS/ASSETS**

- a. Orland is a shopping destination, "all roads lead to Orland"
- b. Redevelopment north of 141<sup>st</sup>
- c. Redevelopment of triangle
- d. Recreation/Sports
- e. Centennial Park, natural open space development areas, outdoor use areas, trails
- f. Rich historical background dates back to the Blackhawk War, 1832. Mayor wants to build a history museum
- g. Mall keeps taxes low
- h. Great Village services (police, fire, schools, parks)

## 2. WHAT ARE ORLAND PARK'S WEAKNESSES

- a. High traffic areas are sometime difficult to navigate
- b. Difficult to navigate Village as a pedestrian/biker
- c. Wayfinding signage is lacking on back roads and trails
- d. Concerned about a "loss of soul" due to the Village's commercial developments/ malls and shifting of the center away from the historic center of town
- e. Concerned that the aging population is not supported by public transportation options
- f. Culture and live theater is lacking – go to Drury Lane

## 3. OPPORTUNITIES FOR BRAND IDENTITY

- a. Orland is a big suburb, almost a "City within a City"
- b. Outsiders think of Orland as 'shopping' and 'traffic'
- c. Triangle development is shifting the Village's center from the Mall back to the historic center of town
- d. Orland in 1974, population 5,400. Then the Mall changed everything – relocation of the center of town
- e. Nobody says 'Downtown Orland Park' – some say 'Old Orland'
- f. Village is no longer the 'golf center of the world'
- g. Does not want to see old fashioned Victorian stylings
- h. Farming legacy – big farms made use of RR access to deliver goods to Chicago and St Louis; overlay original farming plats to understand historic uses
- i. Nature/important agricultural center; prairie has peat beneath
- j. Green space; green/natural; recently won a sustainability award (cool to be green)
- k. Prairie style, "jewel of the prairie"; progress on the prairie
- l. "The center of so much"; we have everything
- m. Nature/nurturing – center of the Chicago Southlands
- n. Opportunity to enhance the misconception that southsiders are not sophisticated
- o. Southlands culture – blue collar, immigrant, not pretentious
- p. Similar product brands: SUV (not an escalade), hummer, mini-van, Subaru, expensive but functional and practical; sporty but nice, high quality
- q. Scale of 1-10 (traditional – progressive) – Orland should be an "8", look more progressive; move into the next phase of maturity (Village has history but is still maturing)

#### 4. WHO ARE ORLAND PARK'S PEER COMMUNITIES

- a. Frankfort – likes pleasant character
- b. Oak Forest – likes dedicated bike lanes
- c. La Grange – likes personal 'hip' feel
- d. Tinley – likes charm
- e. Flossmoor/Governors State University – cultural character

#### Focus Group #2, 6:30 PM

##### Attendees:

Tracy Sullivan, resident, [imsully2@aol.com](mailto:imsully2@aol.com)

Sue Novotny, resident, [sz514n@yahoo.com](mailto:sz514n@yahoo.com)

Keloryn Putnam, Orland Park Chamber, [kputnam@orlandparkchamber.org](mailto:kputnam@orlandparkchamber.org)

Robert Goes, non-resident, [bgoes3@gmail.com](mailto:bgoes3@gmail.com)

Ron Paraday, resident, Orland Park Chamber, [rparaday@jdrlogic.com](mailto:rparaday@jdrlogic.com)

Michelle Sabbia, resident, Orland Park Chamber, [m.sabbia@comcast.net](mailto:m.sabbia@comcast.net)

Renee Oswald, resident, Orland Park Chamber, [roswald728@sbcglobal.net](mailto:roswald728@sbcglobal.net)

#### Focus Group #2 summary

##### 1. WHAT ARE ORLAND PARK'S STRENGTHS/ASSETS

- a. Attractive to younger families, age 28-32, attracted to Orland for schools and parks.
- b. Village Center is shifting from Mall back to traditional center of town
- c. People who grew up here are returning as young families, attracted to active lifestyle
- d. Centennial West (outdoor music theater); Centennial Hills subdivision is positive, nearby to the park, access to fireworks, paddle boat/kayak rentals, fishing (Lake Sedgewick)
- e. Orland is what you make of it, key is knowing where the resources are if you are not local
- f. Convenient access to shopping
- g. "Taste of Orland" is turning into a major musical event
- h. Convenient access to educational resources

##### 2. WHAT ARE ORLAND PARK'S WEAKNESSES

- a. Orland Park is very spread out, fractured real estate market influences land values.
- b. Not enough opportunities to walk to destinations throughout town, wide roads are barriers
- c. Biking along 151<sup>st</sup> is uncomfortable/unsafe because of bumps
- d. Limited train service on weekends limits downtown activity (golfers used to follow trains to play)
- e. Must attract the next generation of users – younger people don't use malls, don't have cars
- f. Malls need improved landscaping

- g. Needs more entertainment and cultural resources

### 3. OPPORTUNITIES FOR BRAND IDENTITY

- a. Orland is in a transition period with the redevelopment of the Triangle and refocusing of the center of town from the Mall back to the traditional Village Center – this is considered a transition period.
- b. Scale of 1-10 (traditional – progressive) – one person likes old fashioned/Victorian.
- c. Many are not aware of Old Orland
- d. Where does La Grange Rd fit relative to the downtown and civic campus? La Grange Rd is key , front door to community, needs to be more walkable
- e. Corridors vs Center of Town: Corridors are front doors to the community, for visitors. Center is important and for the residents.
  - i. Visitors – corridors, malls
  - ii. Residents – center, locally owned businesses, Irish bar, Fox's pizza
- f. "Best of Both Worlds"
- g. La Grange Road (Magnificent Mile) versus adjacent neighborhoods
- h. Crown Jewel of the Southside
- i. Orland Park's color is green (Irish, Nature)
- j. Chamber is promoting 'shop local' campaign, can that be include on signs
- k. 159<sup>th</sup> is the southernmost area of the community, includes Orland plus Tinley and Orland Hills
- l. Would like to see illuminated street signs like Naperville has
- m. Access to Orland from surrounding Interstates needs to be consistently defined with signage "To Orland Park" (not Route 20/45 only)

### 4. WHO ARE ORLAND PARK'S PEER COMMUNITIES

- a. Naperville
- b. Downers Grove
- c. LaGrange
- d. Highland Park (Ravinia/music)
- e. Frankfort (has a design commission, Orland Park does not have design commission) – schools, Lincoln Way system
- f. New Lenox – up and coming, Walmart and new stores surrounding, Route 30, Will County taxes, planned mall at I-355 and Route 6, New Village Center, still 10-15 years behind; New Lenox has been master planned versus Orland Park's organic, market driven approach





19 March 2015

Village of Orland Park  
Wayfinding and Branding Plan

Focus Group Meeting #1, 4:30pm  
Sign In Sheet

NAME	AFFILIATION	EMAIL
CAROLE BROADHURST	RESIDENT	CB8329@COMCAST.NET
Adrian Jimenez	RESIDENT	adjimenez@gmail.com
Rob Wehmeier	Resident / Business owner	rob@wehmeierportraits.com
ANNA MARIA KOWALIK	INLAND REAL ESTATE CORP. LANDLORD/OWNER	Kowalikeinlandrealestate.com
BRIDGET O'CONNELL KOCONIS	INLAND COMMERCIAL PROPERTY MGMT	KOCONIS@inlandrealestate.com
Paula Burke	resident	paulkburke@gmail.com
JEFF STWORA	RESIDENT	jeffrey.stwora@sbcglobal.net
LINDA STWORA	RESIDENT	jeffrey.stwora@sbcglobal.net
DIANE CHIN	RESIDENT	dichine@sbcglobal.net



19 March 2015

Village of Orland Park  
Wayfinding and Branding Plan

Focus Group Meeting #2, 6:30pm  
Sign In Sheet

NAME	AFFILIATION	EMAIL
Tracy Sullivan	Resident	TracySully2@AOL.COM
Sue Novotny	Resident	SZ5147@Yahoo.COM
Kelory Putnam	Orland Park Chamber	kputnam@orlandparkchamber.org
Robert Goes	NON-RESIDENT	BGOES@30GMAIL.COM
Ron Parady	Resident/Chamber of Comm.	rparady@JDRLOGIC.COM
Michelle Sabbia	Resident & Chamber	m.sabbia@comcast.net
Renee Oswald	Resident & Chamber	ROswald728@sbcglobal.net
Cheryl		

## ORLAND PARK WAYFINDING AND BRANDING

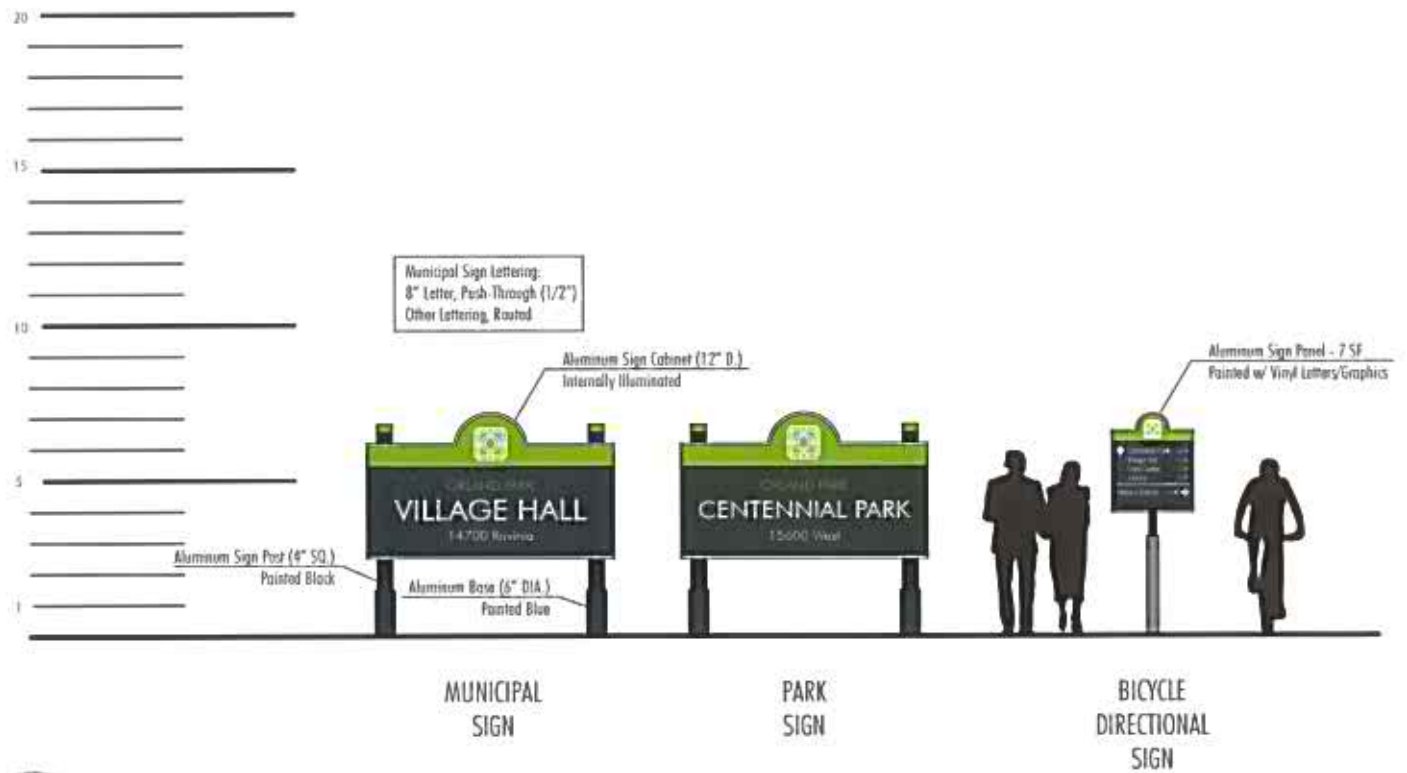
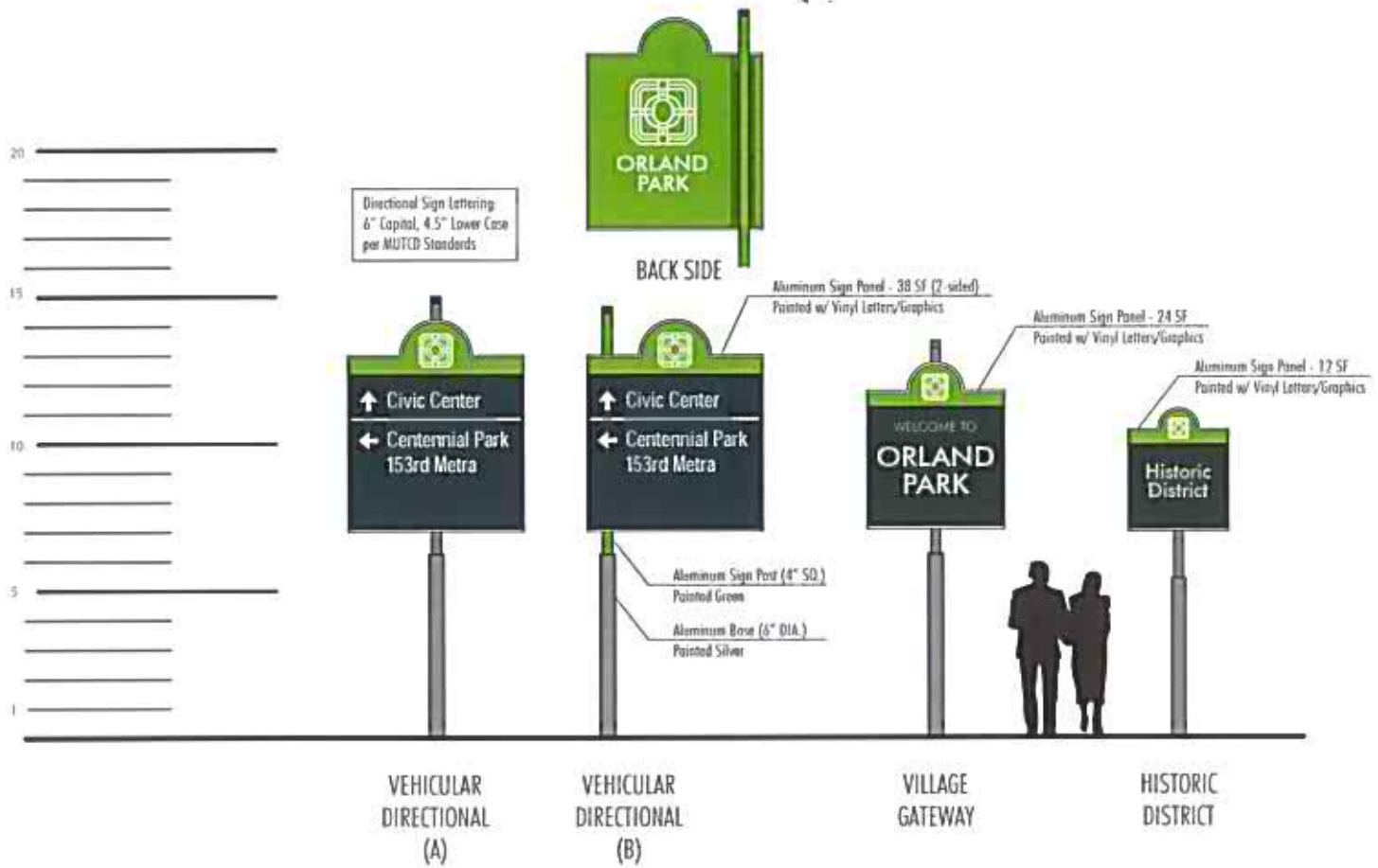
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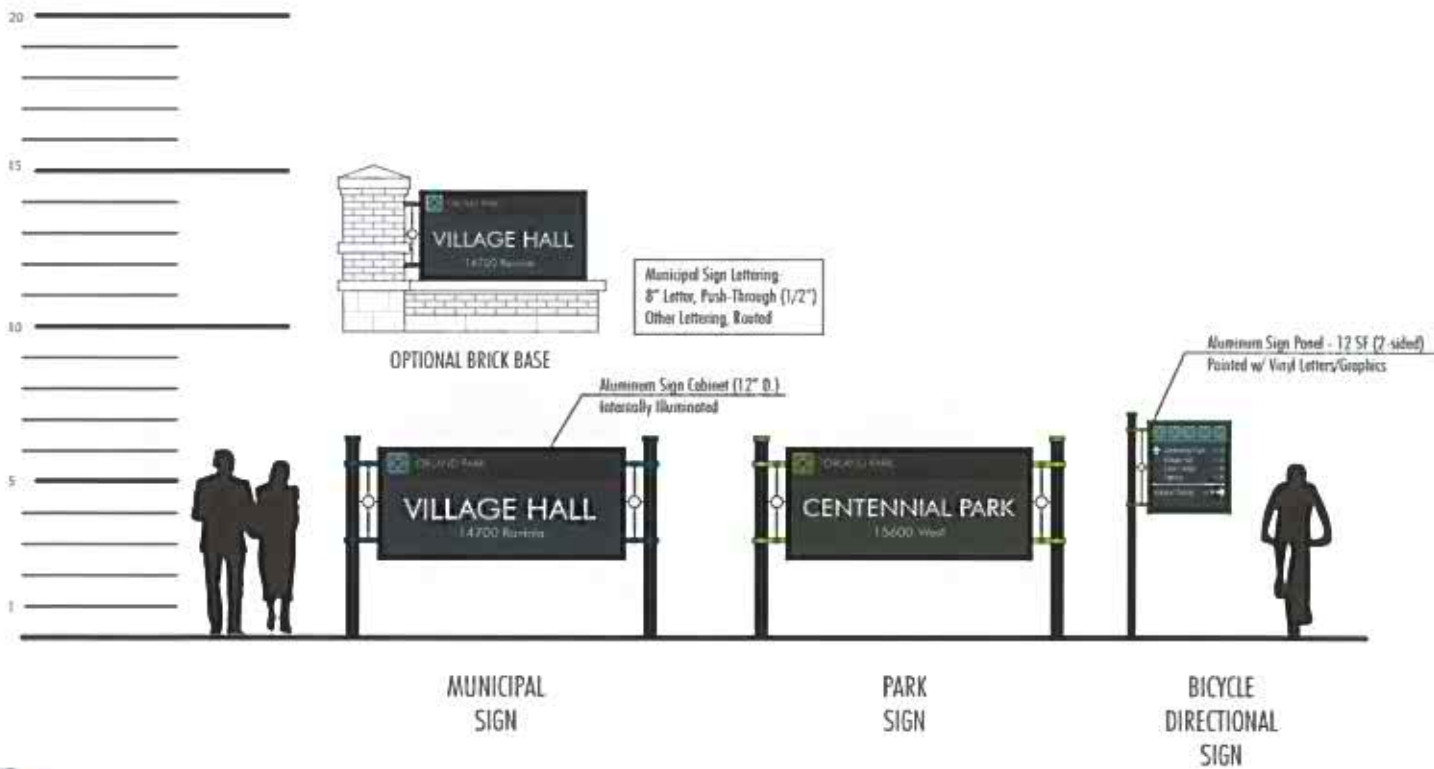
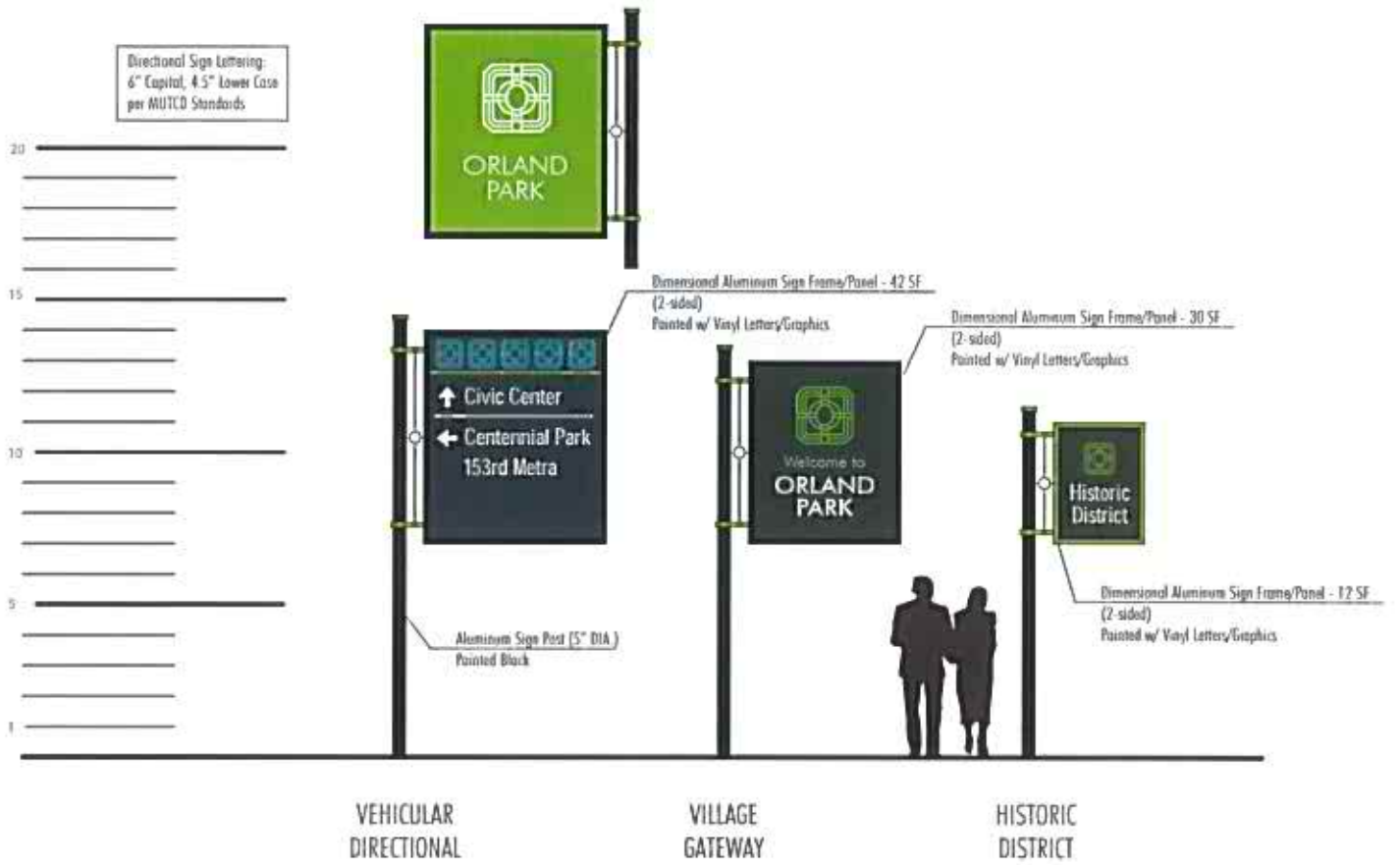


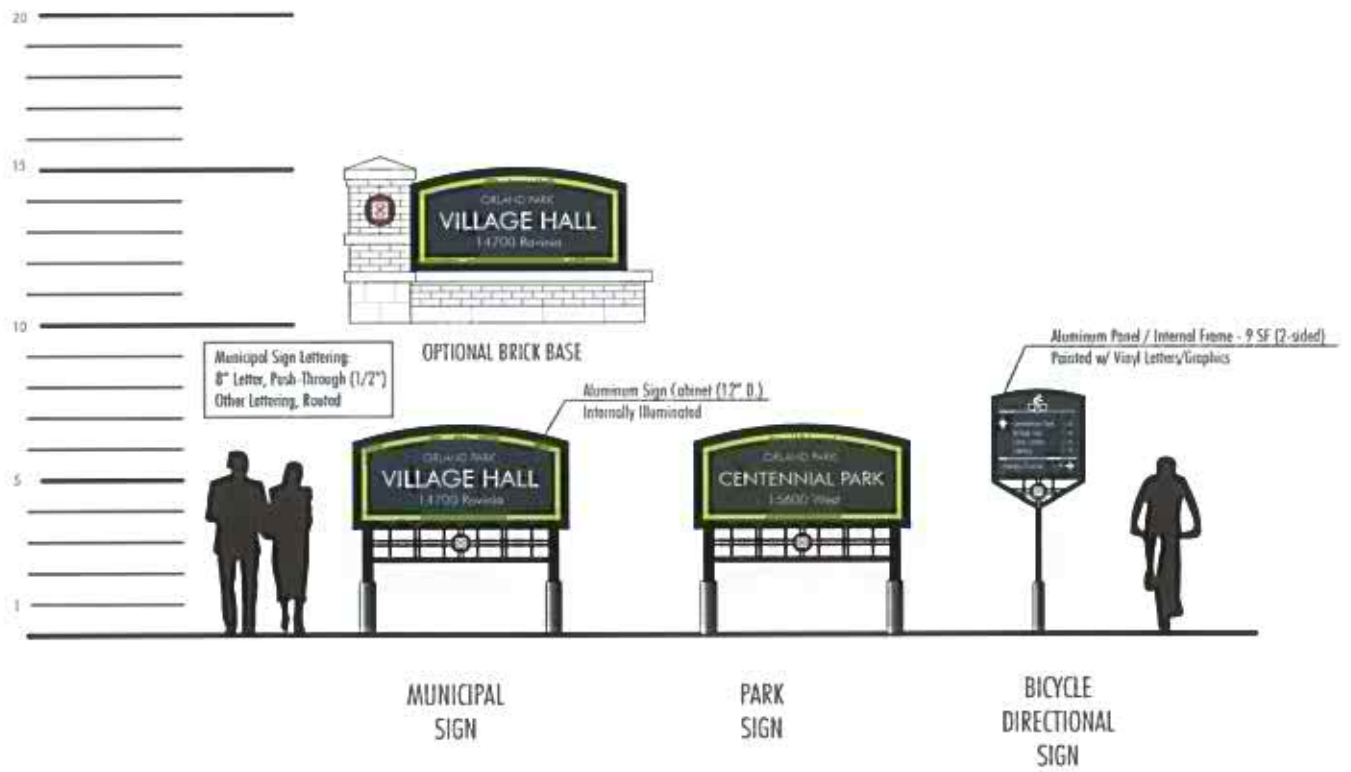
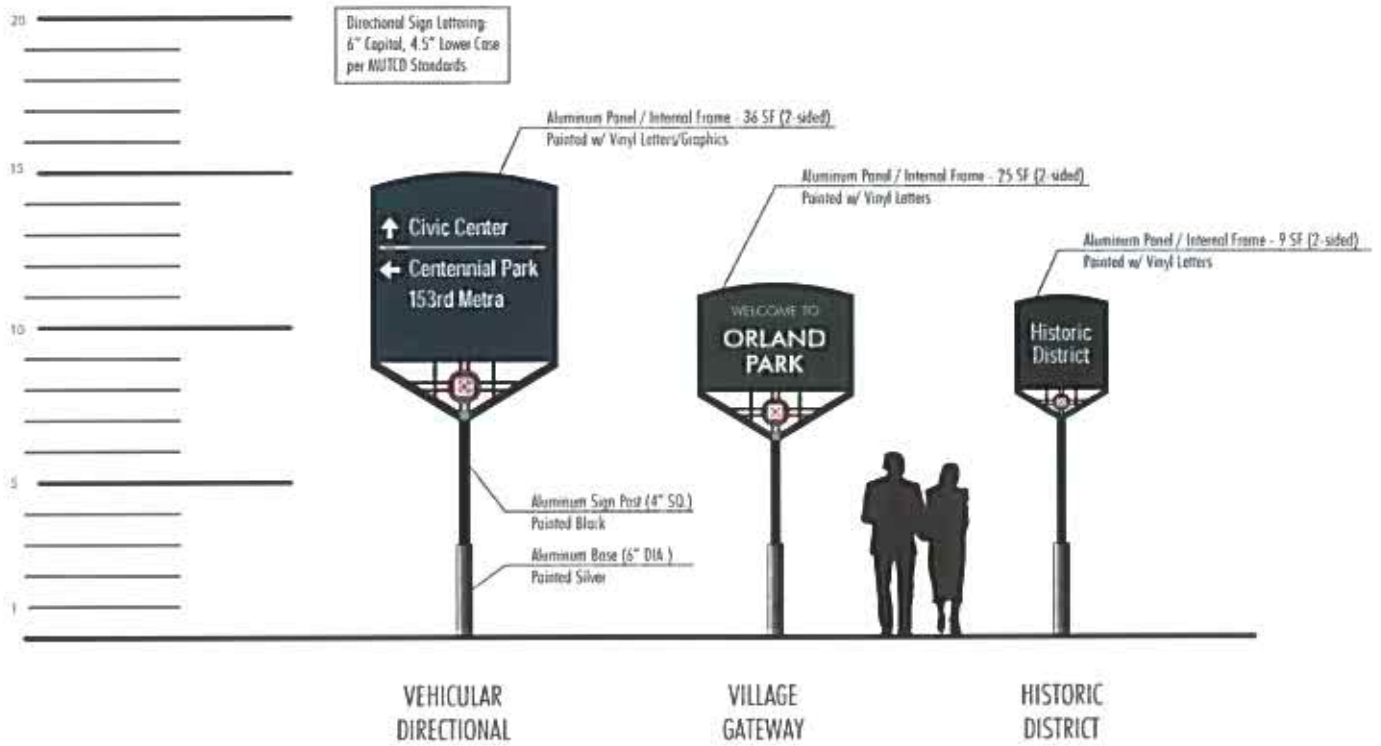
**APPENDIX****PRELIMINARY CONCEPTS A-C**

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The following preliminary concepts were reviewed with the Steering Committee. During Committee meetings, the group provided input on their selections towards the development of the Wayfinding Signage Plan.









COLOR OPTION: BLUE



COLOR OPTION: RED



COLOR OPTION: GREEN







## Orland Park Wayfinding and Branding Plan

Directional Sign Visualization (Ravinia/153rd)



wahlrsgroup

© Perivision



## ORLAND PARK WAYFINDING AND BRANDING

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**APPENDIX**

# **STEERING COMMITTEE MEETING SUMMARIES**

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The following summaries document presentations and outcomes fo the planning process.



30 October 2014

Village of Orland Park  
Wayfinding and Branding Plan

Kickoff Meeting  
Agenda

1. Review scope and schedule
2. Review GIS base map
3. Steering Committee – identify members
4. Outreach activities - Activities designed to understand insider and outsider perspective
  - a. Outsider Perspective
    - i. Targeted user groups: merchants, property owners, social organizations, shoppers, medical service users, park district users.
    - ii. Methodology: web based survey.
    - iii. Outreach methods: distribution via Village's website, email group lists, web blasts, postcards and flyers.
  - b. Insider Perspective
    - i. Community stakeholders: Historic Old Orland, Historical Society, La Grange Road Businesses, Triangle Development.
    - ii. Focus group meetings: 1 day back to back.
5. Listening session – goals, objectives and design criteria
6. Next steps
  - a. Develop survey questionnaire
  - b. Coordinate focus group meetings
  - c. GHA to survey existing sign features
  - d. Develop Steering Committee – first meeting to occur after focus groups



## Village of Orland Park Wayfinding and Branding Plan

### Meeting Summary – Steering Committee Meeting #2

December 17, 2014, 9.30am | Orland Park Village Hall

The following summarizes activities and comments gathered during Steering Committee Meeting #2. The purpose of this meeting was to review the Wayfinding and Branding Plan scope and schedule, work completed to date and to discuss what distinguishes Orland Park from surrounding communities. This meeting took place December 17 2014 at the Orland Park Village Hall, 9.30am. A list of attendees follows below:

#### Steering Committee:

Paul Grimes – Village Manager  
 Karie Friling – Director of Development Services  
 Michael Kowski – Assistant Director of Development Services  
 Kurt Corrigan – Transportation and Engineering Division Manager  
 Nancy Flores – Director of Recreation  
 Ed Lelo – Management Analyst, Development Services  
 Tom Martin – Superintendent, Public Works Department  
 Joe LaMargo – Public Information Officer, Deputy Village Clerk

#### Consultants:

Jodi Mariano, Teska Associates  
 Erin Cigliano, Teska Associates  
 Dominic Suardini, Teska Associates  
 Carl Wohlt, wohltgroup  
 Kelly Connolly, Gewalt Hamilton Associates  
 Brian Newton, Parvin Clauss Sign Company

The meeting began with introductions of the Steering Committee and Consultant Team. The following topics were discussed:

### **1) SCOPE & SCHEDULE**

- a. The proposed schedule is attached. The group generally was in favor of morning meetings. The next Steering Committee Meeting is preliminarily scheduled for mid April.

### **2) COMMUNITY SURVEY**

- a. The survey distribution was discussed. The Village has distributed the survey via the following channels:
  - i. Featured in OP Newsletter
  - ii. Issued via mail with water bills (scheduled to occur mid December)
  - iii. Sent via Village Facebook, Twitter and public access TV
  - iv. Poster displayed on TVs at OP Sportsplex
  - v. Poster displayed in Village Hall
  - vi. E-blasts to LaGrange Rd and Recreation Department email lists
  - vii. PACE interior bus posters – pending approval by PACE bus
  - viii. Kiosk to be set up in Village Hall with an ipad to take the survey

### **3) BASE MAPPING**

- a. Teska prepared base maps based on GIS and Comprehensive Plan base files provided by the Village.
  - i. The base maps include the following layers: municipal boundary, roadways, functional classifications, roadway center lines, rights of way, existing and proposed bike ways, parcels, buildings, creeks, water bodies, regulatory and street signs, district boundaries, public transportation routes, parks and open space.
  - ii. For the purposes of this study, base map enlargement sheets are organized by NE, NW, SE & SW quadrants.
- b. The base maps are augmented by an existing signage survey and photo inventory.
  - i. Signs are organized by the following categories: Directional Signage, Historic District Signage, Monument Signage, Municipal Service Signage, Municipal Signage, Transit Signage, and Park Signage. These categories will be the basis upon which proposed sign typologies will be created during design phases.
  - ii. The group discussed the major differences between all signs and noted opportunities to unify the appearance of signs.

### **4) COMMUNITY IDENTITY GRAPHICS**

- a. The group reviewed preexisting Village of Orland Park logos and identity graphics. The group discussed the various forms and methods by which existing identity graphics have been used throughout the Village. The group agreed that while there are some commonalities between these graphics, the purpose of the current assignment is to unify a common and consistent logo identity to be used by the Village on future wayfinding signage and other digital platforms. A list of existing identity graphics include the following:

- i. Downtown Orland Park and “Live, Shop, Dine... enjoy!” tagline
  - 1. Utilized for downtown promotional materials.
- ii. Orland Park Recreation and Parks Department logo (tree) and “live, laugh play” tagline.
  - 1. Utilized for Parks Department related materials
- iii. Orland Park Comprehensive Plan logo and “Quality Places, Natural Spaces” tagline.
  - 1. Utilized for the Village’s Comprehensive Plan and Village promotional materials.
- iv. “Smart Living, Orland Park” logo and tagline
  - 1. Utilized for a Village program that connects residents and business with the Village to promote sustainable green practices
- v. “OP” and blue circle logo
  - 1. Utilized on the Downtown Orland Park materials. It is worth noting that this icon is also displayed on web based search engines.
- vi. Village of Orland Park header
  - 1. Displayed as a banner on the Village’s website and other Village materials
- vii. Open Lands of Orland Park logo – logo for the Village commission which focuses on improving quality of life in Orland Park by increasing the amount of open space for the public.
- viii. Village of Orland Park seal.
  - 1. This is part of the Village’s legal document and not subject to change.
- b. The group reviewed logos from other surrounding communities. The group discussed the need for Orland Park’s logo design to articulate the Village’s unique identity and to be legible across all scales and platforms, including print and digital media.

## 5) COMMUNITY BRANDING PRESENTATION

- a. The group discussed community branding and opportunities for the Village to create an authentic image that balances existing differentiating characteristics with community aspirations. Based on current developments and initiatives, the group discussed the potential for Orland Park to differentiate itself as more of a contemporary and dynamic community, thereby differentiating itself from its more traditional peers.
- b. Participants requested that this presentation be repeated to the Village Board at a later date.

## 6) MIND MAPPING ACTIVITY

- a. The group participated in a written activity to understand what distinguishes the Village from surrounding communities. Participants filled out “Mad Libs” worksheets that were provided and then followed with a discussion. Copies of the worksheets are attached to this meeting summary. While participants read their responses, the consultant team recorded input as a Mind Map, in which comments and input are characterized, grouped and connected. A copy of the Mind Map follows and is attached:



# MAD LIBS

## Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n \_\_\_\_\_ community. When I bring  
(adjective)

out of towners to the Village they comment that the Village is \_\_\_\_\_.  
(adjective)

As compared to surrounding communities, Orland Park is unique because it  
has \_\_\_\_\_.  
(descriptive noun)

I believe the Village will become a community recognized for its \_\_\_\_\_.  
(descriptive noun)

List 3 words that describe Orland Park today...	List 3 words that describe Orland Park in the future...
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

**Mad Libs activity worksheet**

## Village of Orland Park Wayfinding and Signage Plan Steering Committee Meeting #2 | December 17 2014

Mad Libs Activity Steering Committee input

Conducted by Teska Associates in association with: wohltrgroup, Gewalt Hamilton Associates, Parvin-Clauss Sign Company

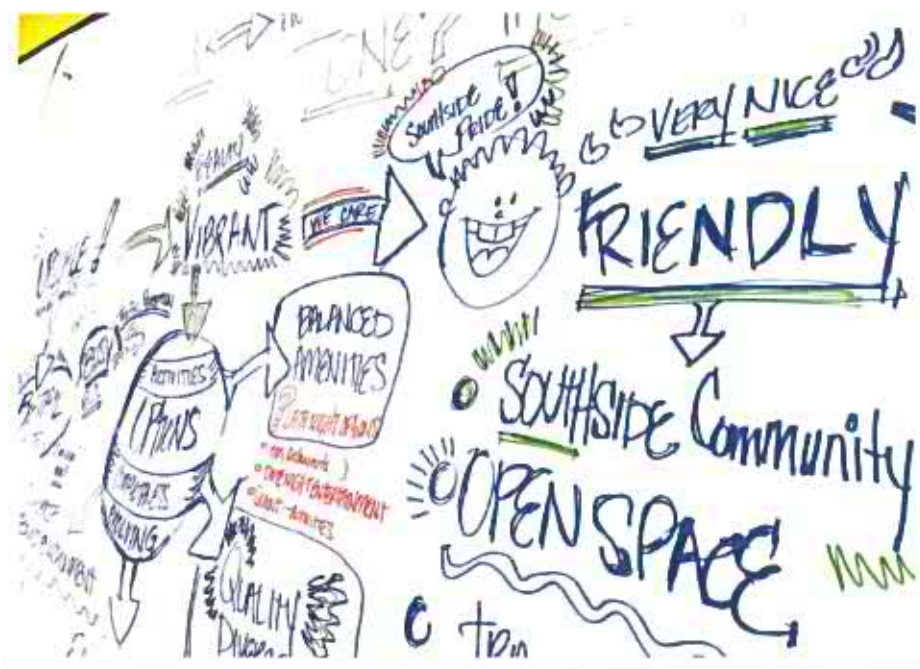
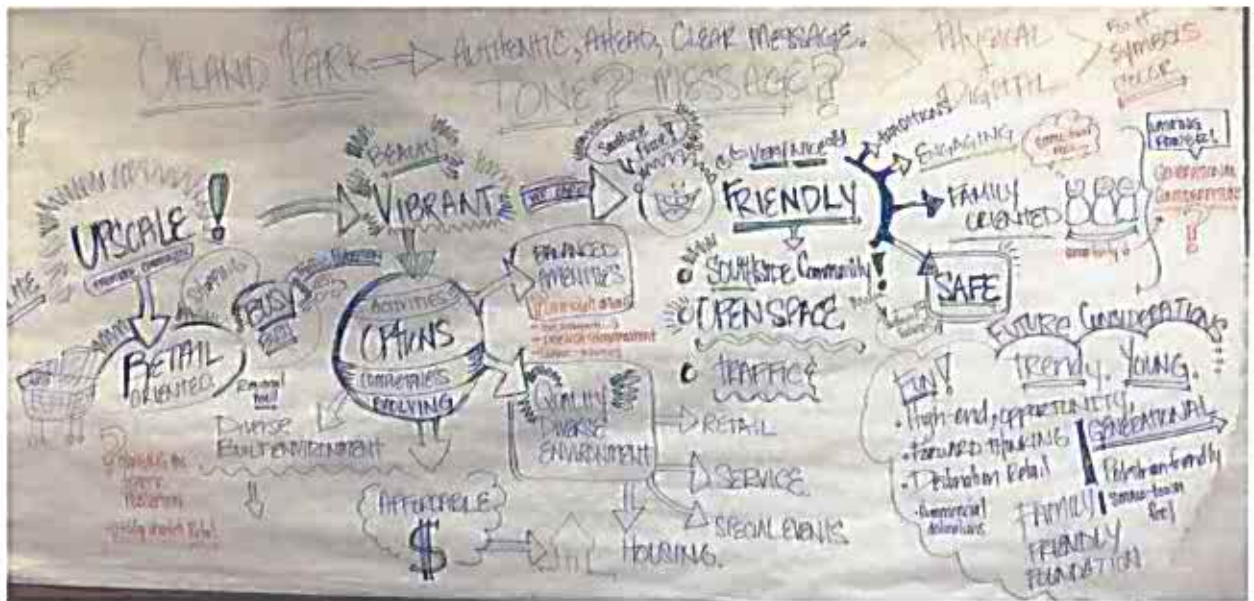
### PART 1 - MAD LIB PARAGRAPH

existing Village reputation	out of towners perspective	unique Village characteristic as compared to other communities	potential future unique Village characteristic
engaging	high-touch, full service	balance	diversity
upscale	beautiful	diverse community (built environment)	visionary community
upscale	vibrant and friendly	n/a	n/a
elite	busy	many activities	small town feel
shopping	busy	great parks	completeness
retail	busy	options	forward thinking
high quality, friendly	very nice	shopping and dining	high quality of life
premiere	busy	a regional mall	commercial destinations

### PART 2 - THREE WORD EXERCISE

List 3 words that describe Orland Park Today	List 3 words that describe Orland Park in the Future
busy, customer oriented, green space	trendy, high end, opportunity
family / community oriented, upscale, diverse (physical environment)	visionary, beautiful, well-planned
upscale, vibrant, friendly	vision, excellent services
many restaurants, commercial shopping, special events	entertainment, corporate HQs, small town feel
transitioning, busy, service oriented	fun, well rounded, generational
open space, traffic, safe	sustainable, connected, diverse
southsiders, retail, family friendly	forward thinking, welcoming to all, destination retail, family friendly
aging population, auto-oriented, emerging	pedestrian friendly, entertainment, young population

### Mind Mapping Activity – Mad Libs response summary



**Mind Mapping Activity**

- b. The following key words were also recorded during these activities. One dot represents the number of times each word was repeated:

12.17.14

Village of Orland Park Image and Identity

Key Words Summary

- Shopping, Dining and Entertainment Destination
- Upscale / High End / High Quality / High Quality of Life / Premier Community / Elite Community
- Diverse / Well Balanced / Complete (economically, range of businesses, built environment, services)
- Friendly / Family Friendly / Comfortable / Down to Earth / High Touch
- Visionary / Forward Thinking / Progressive
- Busy / High Traffic Volumes
- Beautiful
- Transitioning / Evolving
- Abundant Green Space / Great Parks and Recreation
- Vibrant
- Unique (many lifestyle options)
- Sustainable
- Connected
- Family & Community Oriented / Upscale
- Well-Planned
- Engaging Community
- Customer-oriented
- Trendy
- Very Nice Community
- Retains South Side Cultural and Traditions
- Auto Sales Center
- Aging
- Auto Oriented
- Pedestrian Friendly
- Young
- Good Schools
- Unique Activities and Events
- Small town feel
- Corporate headquarters
- Safe
- Utility Oriented Stores (not upscale)
- Very Proud
- Lexus SUV / Accura (if Orland Park was an automobile)

Key Word Summary

## 7) GEOGRAPHIC MAPPING ACTIVITY

- a. The group participated in an activity in which major Village destinations were identified on a map. Each participant was provided with stickers to add to the map while the names of each location were recorded. Destination types were organized by sticker color. A summary of destinations and the mapping activity follows below:

### i. Parks and Recreation – green

#### 1. Tier 1 Destinations:

- a. Centennial Park, Centennial West – multi-use path, baseball, soccer, regional attraction.
- b. John Humphreys Park – regional tournaments
- c. Silver Lake (private businesses)
- d. Nature Cetner
- e. Crescent Park – future town green
- f. Trailhead (pedestrian bridge, bike trail near Downtown development)

#### 2. Tier 2 Destinations:

- a. Stellwagen Farm
- b. Bolley Farm (Farmers Market)
- c. Forest Preserves

### ii. Municipal and Civic – blue

1. Village Hall
2. Civic Center (training, weddings, bingo, performances)
3. Library
4. Fire Department
5. Police HQ
6. Public Works
7. Sandberg High School (Village Schools organized by primary, intermediate, middle)
8. SportsPlex

### iii. Transportation – yellow

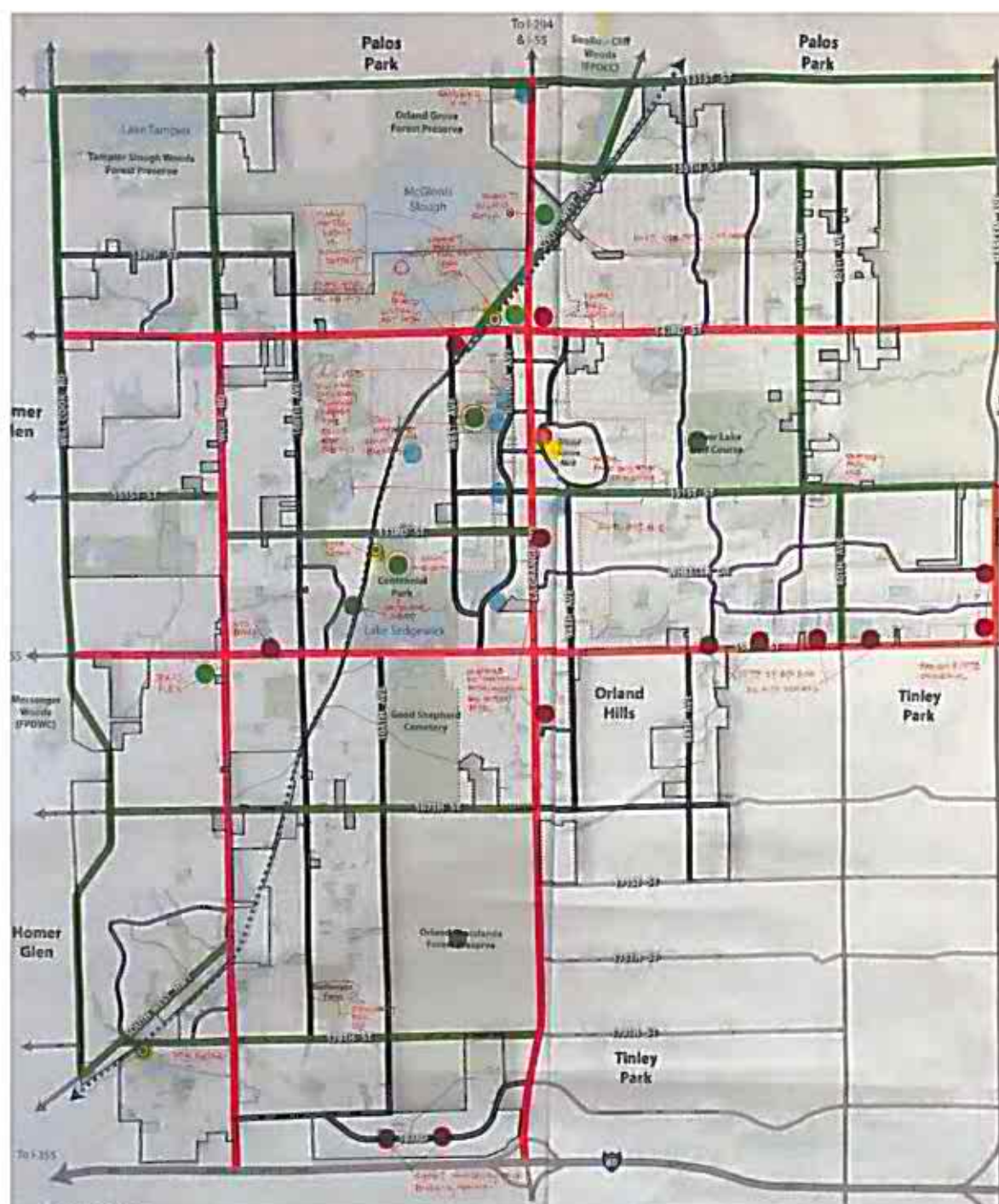
1. Three Metra stations (143<sup>rd</sup>, 153<sup>rd</sup>, 179<sup>th</sup>)
2. Bus Depot (stop at Orland Square Mall, access to Midway Airport)
3. Future I-80 commercial/office corridor

### iv. Shopping and Dining – red

1. Orland Square Mall
2. Old Orland Historic District
3. 94<sup>th</sup>/LaGrange
4. Main Street/143<sup>rd</sup> and LaGrange (“Triangle” Development)
5. Harlem & 159<sup>th</sup> / Auto Row
6. Note that there was mention of a retailer perception about 159<sup>th</sup> Street as a northern barrier to ‘desirable’ retail sites

- v. The group discussed differences in nomenclature towards identifying certain districts. These include the following:
  - 1. Downtown vs. Village Center
  - 2. Main Street / 143<sup>rd</sup> and La Grange Road vs. Triangle
- vi. "Downtown" naming conventions were discussed. The Group agreed that while there was an informal and somewhat complex naming system for the district and its subdistricts now in use, it is preferred that a simpler system be developed to strengthen visitor wayfinding and navigation.





### Geographic Mapping Activity

## SUMMARY OF NEXT STEPS

### Village:

1. Continue to distribute the community survey.

### Teska Team:

1. Monitor and work with the Village to send reminders to the Community to take the survey.
2. Upon completion of the survey, identify potential focus groups for further discussion.
3. Upon completion of the survey and focus group meetings, tally all community responses.
4. Based on community responses and input gathered at this Steering Committee meeting, prepare concept plan documents for Steering Committee Meeting #3, anticipated to occur Mid-April.

The meeting adjourned at approximately 11.15 am.

### Encl:

*Meeting Agenda*

*Project Schedule*

*Mad Libs Activity Sheets*

*Mind Mapping Documentation*

*Key Word Summary*

*Geographic Mapping Documentation of major destinations*



17 December 2014

Village of Orland Park  
Wayfinding and Branding Plan

Steering Committee Meeting #2  
Agenda

1. **Introductions:** Team, scope, schedule
2. **Work completed to date:** community survey, base mapping, inventory of signs and logos
3. **Presentation:** Community branding
4. **Mind Mapping Activity:** "What distinguishes Orland Park from other communities?"
5. **Geographic Mapping Activity:** "Where are the major destinations?"
  - a. Parks and Recreation (green);
  - b. Municipal and Civic (blue);
  - c. Transportation (yellow)
  - d. Shopping and Dining (red)
6. **Next Steps:** Meeting dates and times
7. **Adjourn**

# MAD LIBS

Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n engaging (adjective) community. When I bring out of towners to the Village they comment that the Village is high-touch (adjective) <sup>full</sup> service.

As compared to surrounding communities, Orland Park is unique because it

has balance (descriptive noun). When I think about current and future Village initiatives, <sup>business / shopping / events / parks /</sup>

I believe the Village will become a community recognized for its diversity (descriptive noun).

List 3 words that describe Orland Park today...

1. so busy
2. customer oriented
3. green space

List 3 words that describe Orland Park in the future...

1. trendy
2. high end
3. opportunity



# MAD LIBS

## Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n Upscale community. When I bring

(adjective)

out of towners to the Village they comment that the Village is beautiful.

(adjective)

As compared to surrounding communities, Orland Park is unique because it has diverse community. When I think about current and future Village initiatives,

(built environment)

(descriptive noun)

I believe the Village will become a community recognized for its Visionary Community

(descriptive noun)

List 3 words that describe Orland Park today...

1. Family / Community oriented

2. Upscale

3. Diverse (physical environment)

List 3 words that describe Orland Park in the future...

1. Visionary

2. Beautiful

3. Well-Planned

# MAD LIBS

Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n upscale community. When I bring

(adjective)

out of towners to the Village they comment that the Village is Vibrant & Friendly.

(adjective)

As compared to surrounding communities, Orland Park is unique because it has \_\_\_\_\_.

(descriptive noun)

When I think about current and future Village initiatives, I believe the Village will become a community recognized for its \_\_\_\_\_.

(descriptive noun)

List 3 words that describe Orland Park today...	List 3 words that describe Orland Park in the future...
1. <u>upscale</u>	1. <u>Vision</u>
2. <u>Vibrant</u>	2. _____
3. <u>Friendly</u>	3. <u>Excellent Service's</u>



West Suburb  
Overland  
St. Ignace & Southside

St. Ignace  
St. Ignace  
St. Ignace



# MAD LIBS

miss-period  
7 min

## Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n secret elite community. When I bring

secret elite  
secret elite

out of towners to the Village they comment that the Village is hazy (adjective)

As compared to surrounding communities, Orland Park is unique because it

has many activities. When I think about current and future Village initiatives,

(descriptive noun)

I believe the Village will become a community recognized for its small town feel (descriptive noun)

Small town feel  
restoration of special features

List 3 words that describe Orland Park today...

1. many restaurants
2. commercial shopping
3. special events

List 3 words that describe Orland Park in the future...

1. Entertainment
2. corporate HQs
3. small town feel

# MAD LIBS

Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n Shopping community. When I bring

(adjective)

out of towners to the Village they comment that the Village is bushy.

(adjective)

As compared to surrounding communities, Orland Park is unique because it has Great Parks.

(descriptive noun)

I believe the Village will become a community recognized for its Completeness.

(descriptive noun)

List 3 words that describe Orland Park today...

1. Transitioning
2. Busy
3. Service Oriented

List 3 words that describe Orland Park in the future...

1. Fun
2. Well Rounded
3. Greenstead



# MAD LIBS

Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n retail community. When I bring

(adjective)

out of towners to the Village they comment that the Village is busy.

(adjective)

As compared to surrounding communities, Orland Park is unique because it has options. When I think about current and future Village initiatives,

(descriptive noun)

I believe the Village will become a community recognized for its forward-thinking.

(descriptive noun)

List 3 words that describe Orland Park today...

1. open space

2. traffic

3. safe

List 3 words that describe Orland Park in the future...

1. sustainable

2. connected

3. diverse

# MAD LIBS

## Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n high quality, friendly community. When I bring

(adjective)

out of towners to the Village they comment that the Village is very nice.

(adjective)

As compared to surrounding communities, Orland Park is unique because it has shopping & dining.

(descriptive noun)

I believe the Village will become a community recognized for its high quality of life.

(descriptive noun)

List 3 words that describe Orland Park today...

1. active, safe, friendly
2. great retail, beautiful
3. family-friendly

List 3 words that describe Orland Park in the future...

1. well-managed, convenient, friendly to all
2. after destruction, rebuild
3. family-friendly

# MAD LIBS



Village of Orland Park, Illinois | Wayfinding and Branding Plan

Orland Park has a reputation as a/n peace community. When I bring out of towners to the Village they comment that the Village is busy.

(adjective)

(adjective)

As compared to surrounding communities, Orland Park is unique because it has a personal hall.

(descriptive noun)

I believe the Village will become a community recognized for its Commercial distinctions

(descriptive noun)

List 3 words that describe Orland Park today...	List 3 words that describe Orland Park in the future...
1. <u>Ageing (population)</u>	1. <u>Pedestrian - Friendly</u>
2. <u>Auto - oriented</u>	2. <u>Entertainment</u>
3. <u>Emerging</u>	3. <u>Young (population)</u>





## Village of Orland Park Wayfinding and Signage Plan Steering Committee Meeting #2 | December 17 2014

Mad Libs Activity Steering Committee input

Conducted by Teska Associates in association with: wohlthgroup, Gewalt Hamilton Associates, Parvin-Clauss Sign Company

### PART 1 - MAD LIB PARAGRAPH

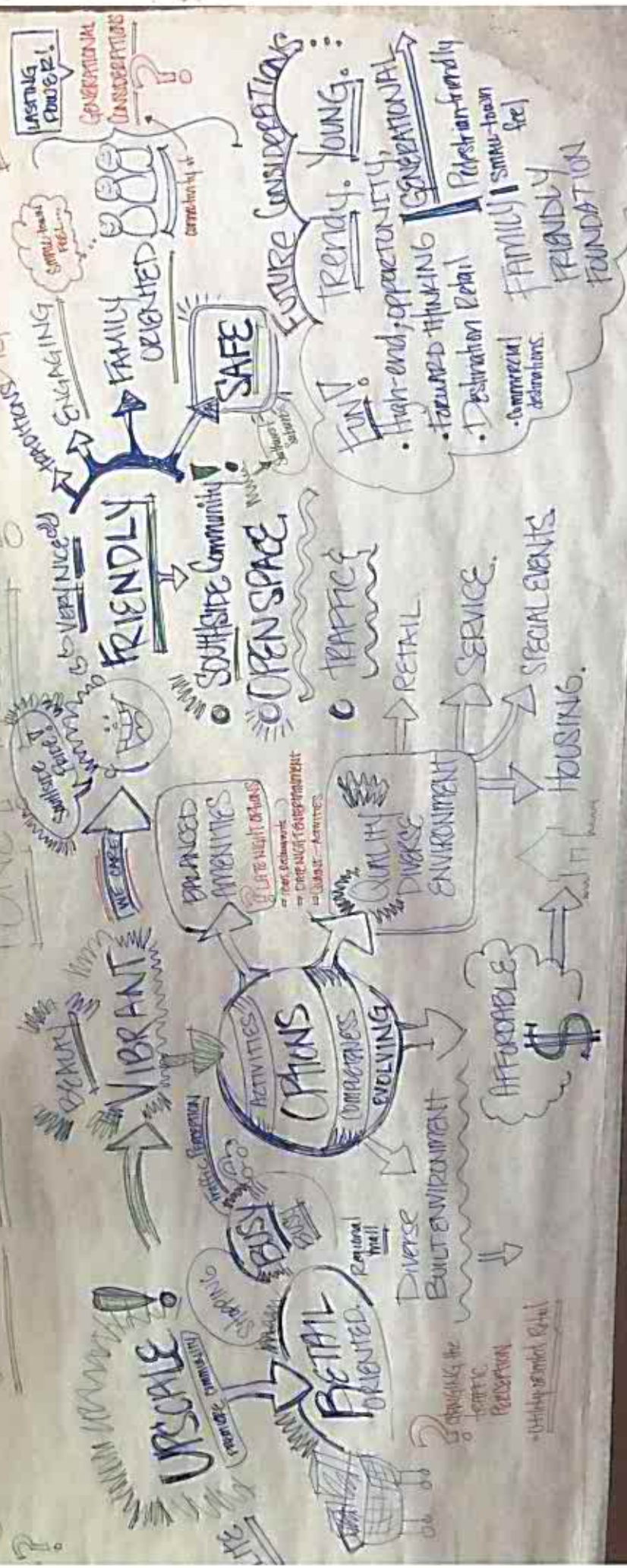
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upscale	vibrant and friendly	n/a	n/a
elite	busy	many activities	small town feel
shopping	busy	great parks	completeness
retail	busy	options	forward thinking
high quality, friendly	very nice	shopping and dining	high quality of life
premiere	busy	a regional mall	commercial destinations

### PART 2 - THREE WORD EXERCISE

List 3 words that describe Orland Park Today	List 3 words that describe Orland Park in the Future
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upscale, vibrant, friendly	vision, excellent services
many restaurants, commercial shopping, special events	entertainment, corporate HQs, small town feel
transitioning, busy, service oriented	fun, well rounded, generational
open space, traffic, safe	sustainable, connected, diverse
southsiders, retail, family friendly	forward thinking, welcoming to all, destination retail, family friendly
aging population, auto-oriented, emerging	pedestrian friendly, entertainment, young population



ORLAND PARK → AUTHENTIC, AHEAD, CLEAR MESSAGE.  
TONE? MESSAGE?



Fast spreads color

USING POWER!  
GENERATIONAL CONSIDERATIONS

ENGAGING

FAMILY ORIENTED

SAFE

Future Considerations

Trendy, Young

Fun

High-end, opportunity, generational

focused thinking

Destination Retail

Family friendly

FRIENDLY FOUNDATION

Safe

Future Considerations

Trendy, Young

Fun

High-end, opportunity, generational

focused thinking

Destination Retail

Family friendly

FRIENDLY FOUNDATION

Safe

Future Considerations

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High-end, opportunity, generational

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Family friendly

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Future Considerations

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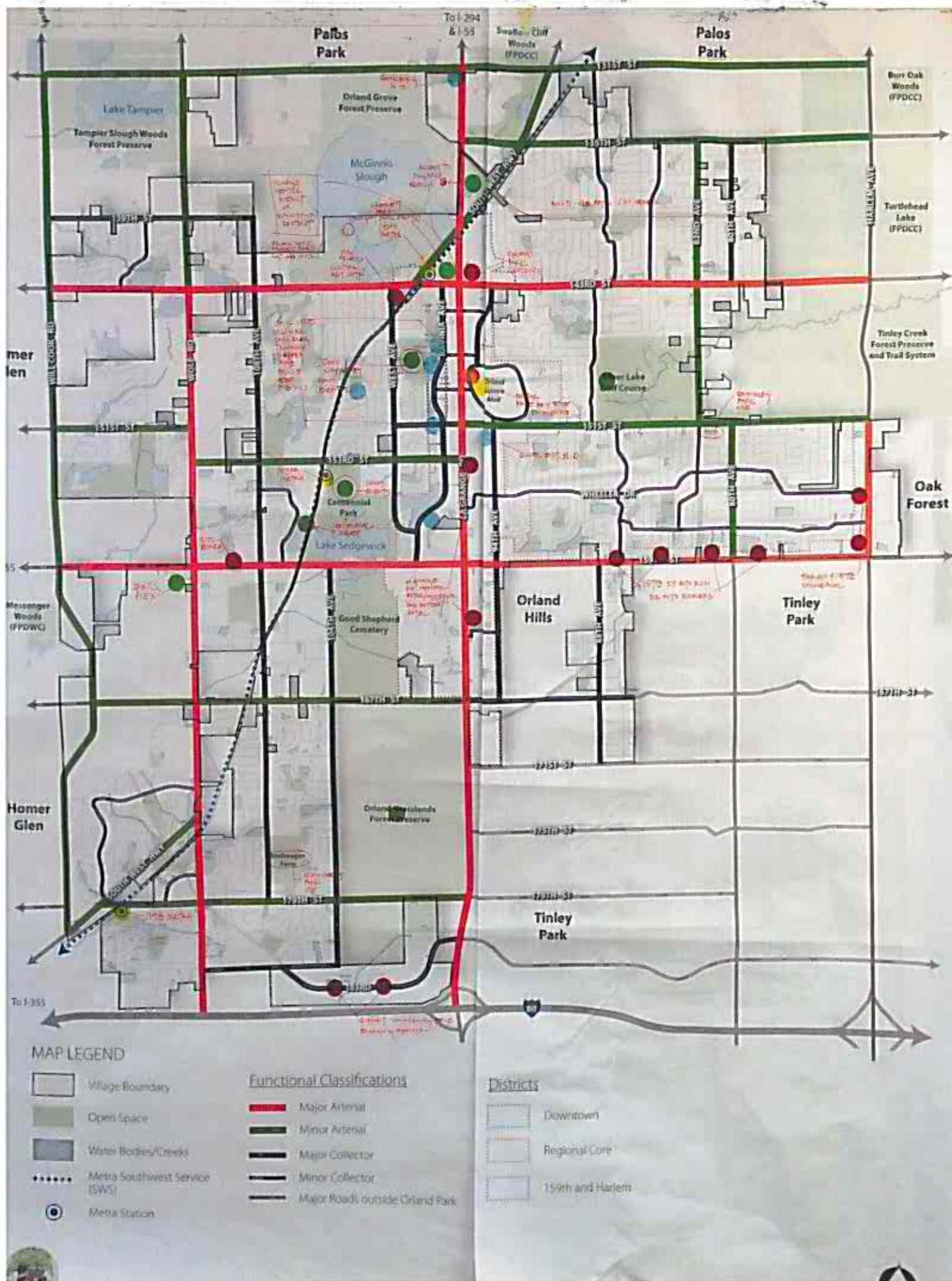
12.17.14

## Village of Orland Park Image and Identity

## Key Words Summary

- Shopping, Dining and Entertainment Destination
- Upscale / High End / High Quality / High Quality of Life / Premier Community / Elite Community
- Diverse / Well Balanced / Complete (economically, range of businesses, built environment, services)
- Friendly / Family Friendly / Comfortable / Down to Earth / High Touch
- Visionary / Forward Thinking / Progressive
- Busy / High Traffic Volumes
- Beautiful
- Transitioning / Evolving
- Abundant Green Space / Great Parks and Recreation
- Vibrant
- Unique (many lifestyle options)
- Sustainable
- Connected
- Family & Community Oriented / Upscale
- Well-Planned
- Engaging Community
- Customer-oriented
- Trendy
- Very Nice Community
- Retains South Side Cultural and Traditions
- Auto Sales Center
- Aging
- Auto Oriented
- Pedestrian Friendly
- Young
- Good Schools
- Unique Activities and Events
- Small town feel
- Corporate headquarters
- Safe
- Utility Oriented Stores (not upscale)
- Very Proud
- Lexus SUV / Accura (if Orland Park was an automobile)







**Orland Park Wayfinding and Branding Plan**  
**Focus Group Meeting Notes**  
**March 19 2015**  
**Village Hall**

**Purpose and Methodology:** As a follow up to the community wide survey, the purpose of focus group meetings was to obtain additional information relative to specific topics identified in the survey. The following topics were identified as unique identifiers for the Village:

1. Shopping/Dining
2. Recreational Uses

Two focus groups met at Village Hall, March 19, at 4:30pm and 6:30 pm.

Sign in sheets are attached on the following pages.

A summary of key discussion points follow below.

**Focus Group #1, 4:30 PM**

**Attendees:**

Carole Broadhurst, resident, [cb8329@comcast.net](mailto:cb8329@comcast.net)

Adrian Jimenez, resident, [adjimenez@gmail.com](mailto:adjimenez@gmail.com)

Rob Wehmeier, resident, business owner, [rob@wehmeierportraits.com](mailto:rob@wehmeierportraits.com)

Anna Maria Kowalik, Inland Real Estate Corp. landlord, owner, [kowalik@inlandrealestate.com](mailto:kowalik@inlandrealestate.com)

Bridget O'Connell Kocoreis, Inland Commercial Property Mgmt, [koconis@inlandrealestate.com](mailto:koconis@inlandrealestate.com)

Paula Burke, resident, [paulakburke@gmail.com](mailto:paulakburke@gmail.com)

Jeff Stwora, resident, [jeffrey.stwora@sbcglobal.net](mailto:jeffrey.stwora@sbcglobal.net)

Linda Stwora, resident, [jeffrey.stwora@sbcglobal.net](mailto:jeffrey.stwora@sbcglobal.net)

Diane Chin, resident, [dichin@sbcglobal.net](mailto:dichin@sbcglobal.net)

**Focus Group #1 summary**

**1. WHAT ARE ORLAND PARK'S STRENGTHS/ASSETS**

- a. Orland is a shopping destination, "all roads lead to Orland"
- b. Redevelopment north of 141<sup>st</sup>
- c. Redevelopment of triangle
- d. Recreation/Sports
- e. Centennial Park, natural open space development areas, outdoor use areas, trails
- f. Rich historical background dates back to the Blackhawk War, 1832. Mayor wants to build a history museum
- g. Mall keeps taxes low
- h. Great Village services (police, fire, schools, parks)

## 2. WHAT ARE ORLAND PARK'S WEAKNESSES

- a. High traffic areas are sometime difficult to navigate
- b. Difficult to navigate Village as a pedestrian/biker
- c. Wayfinding signage is lacking on back roads and trails
- d. Concerned about a "loss of soul" due to the Village's commercial developments/ malls and shifting of the center away from the historic center of town
- e. Concerned that the aging population is not supported by public transportation options
- f. Culture and live theater is lacking – go to Drury Lane

## 3. OPPORTUNITIES FOR BRAND IDENTITY

- a. Orland is a big suburb, almost a "City within a City"
- b. Outsiders think of Orland as 'shopping' and 'traffic'
- c. Triangle development is shifting the Village's center from the Mall back to the historic center of town
- d. Orland in 1974, population 5,400. Then the Mall changed everything – relocation of the center of town
- e. Nobody says 'Downtown Orland Park' – some say 'Old Orland'
- f. Village is no longer the 'golf center of the world'
- g. Does not want to see old fashioned Victorian stylings
- h. Farming legacy – big farms made use of RR access to deliver goods to Chicago and St Louis; overlay original farming plats to understand historic uses
- i. Nature/important agricultural center; prairie has peat beneath
- j. Green space; green/natural; recently won a sustainability award (cool to be green)
- k. Prairie style, "jewel of the prairie"; progress on the prairie
- l. "The center of so much"; we have everything
- m. Nature/nurturing – center of the Chicago Southlands
- n. Opportunity to enhance the misconception that southsiders are not sophisticated
- o. Southlands culture – blue collar, immigrant, not pretentious
- p. Similar product brands: SUV (not an escalade), hummer, mini-van, Subaru, expensive but functional and practical; sporty but nice, high quality
- q. Scale of 1-10 (traditional – progressive) – Orland should be an "8", look more progressive; move into the next phase of maturity (Village has history but is still maturing)



#### 4. WHO ARE ORLAND PARK'S PEER COMMUNITIES

- a. Frankfort – likes pleasant character
- b. Oak Forest – likes dedicated bike lanes
- c. La Grange – likes personal 'hip' feel
- d. Tinley – likes charm
- e. Flossmoor/Governors State University – cultural character

#### Focus Group #2, 6:30 PM

Attendees:

Tracy Sullivan, resident, [imsully2@aol.com](mailto:imsully2@aol.com)

Sue Novotny, resident, [sz514n@yahoo.com](mailto:sz514n@yahoo.com)

Keloryn Putnam, Orland Park Chamber, [kputnam@orlandparkchamber.org](mailto:kputnam@orlandparkchamber.org)

Robert Goes, non-resident, [bgoes3@gmail.com](mailto:bgoes3@gmail.com)

Ron Paraday, resident, Orland Park Chamber, [rparaday@jdrlogic.com](mailto:rparaday@jdrlogic.com)

Michelle Sabbia, resident, Orland Park Chamber, [m.sabbia@comcast.net](mailto:m.sabbia@comcast.net)

Renee Oswald, resident, Orland Park Chamber, [roswald728@sbcglobal.net](mailto:roswald728@sbcglobal.net)

#### Focus Group #2 summary

##### 1. WHAT ARE ORLAND PARK'S STRENGTHS/ASSETS

- a. Attractive to younger families, age 28-32, attracted to Orland for schools and parks.
- b. Village Center is shifting from Mall back to traditional center of town
- c. People who grew up here are returning as young families, attracted to active lifestyle
- d. Centennial West (outdoor music theater); Centennial Hills subdivision is positive, nearby to the park, access to fireworks, paddle boat/kayak rentals, fishing (Lake Sedgewick)
- e. Orland is what you make of it, key is knowing where the resources are if you are not local
- f. Convenient access to shopping
- g. "Taste of Orland" is turning into a major musical event
- h. Convenient access to educational resources

##### 2. WHAT ARE ORLAND PARK'S WEAKNESSES

- a. Orland Park is very spread out, fractured real estate market influences land values.
- b. Not enough opportunities to walk to destinations throughout town, wide roads are barriers
- c. Biking along 151<sup>st</sup> is uncomfortable/unsafe because of bumps
- d. Limited train service on weekends limits downtown activity (golfers used to follow trains to play)
- e. Must attract the next generation of users – younger people don't use malls, don't have cars
- f. Malls need improved landscaping



- g. Needs more entertainment and cultural resources

### 3. OPPORTUNITIES FOR BRAND IDENTITY

- a. Orland is in a transition period with the redevelopment of the Triangle and refocusing of the center of town from the Mall back to the traditional Village Center – this is considered a transition period.
- b. Scale of 1-10 (traditional – progressive) – one person likes old fashioned/Victorian.
- c. Many are not aware of Old Orland
- d. Where does La Grange Rd fit relative to the downtown and civic campus? La Grange Rd is key , front door to community, needs to be more walkable
- e. Corridors vs Center of Town: Corridors are front doors to the community, for visitors. Center is important and for the residents.
  - i. Visitors – corridors, malls
  - ii. Residents – center, locally owned businesses, Irish bar, Fox's pizza
- f. "Best of Both Worlds"
- g. La Grange Road (Magnificent Mile) versus adjacent neighborhoods
- h. Crown Jewel of the Southside
- i. Orland Park's color is green (Irish, Nature)
- j. Chamber is promoting 'shop local' campaign, can that be include on signs
- k. 159<sup>th</sup> is the southernmost area of the community, includes Orland plus Tinley and Orland Hills
- l. Would like to see illuminated street signs like Naperville has
- m. Access to Orland from surrounding Interstates needs to be consistently defined with signage "To Orland Park" (not Route 20/45 only)

### 4. WHO ARE ORLAND PARK'S PEER COMMUNITIES

- a. Naperville
- b. Downers Grove
- c. LaGrange
- d. Highland Park (Ravinia/music)
- e. Frankfort (has a design commission, Orland Park does not have design commission) – schools, Lincoln Way system
- f. New Lenox – up and coming, Walmart and new stores surrounding, Route 30, Will County taxes, planned mall at I-355 and Route 6, New Village Center, still 10-15 years behind; New Lenox has been master planned versus Orland Park's organic, market driven approach



19 March 2015

Village of Orland Park  
Wayfinding and Branding Plan

Focus Group Meeting #1, 4:30pm  
Sign In Sheet

NAME	AFFILIATION	EMAIL
CAROLE BROADHURST	RESIDENT	CB8329@COMCAST.NET
Adrian Jimenez	RESIDENT	adjimenez@gmail.com
Rob Wehmeier	Resident / Business owner	rob@wehmeierportraits.com
ANNA MARIA KOWALIK	INLAND REAL ESTATE CORP. LANDLORD/OWNER	Kowalikeinlandrealestate.com
BRIDGET O'CONNELL KOCONIS	INLAND COMMERCIAL REALESTATE PROPERTY MGMT	KOCONIS@inlandrealestate.com
Paula Burke	resident	paulakburke@gmail.com
JEFF STWORA	RESIDENT	jeffrey.stwora@sbcglobal.net
LINDA STWORA	RESIDENT	jeffrey.stwora@sbcglobal.net
DIANE CHIN	RESIDENT	dichine@sbcglobal.net



19 March 2015

Village of Orland Park  
Wayfinding and Branding Plan

Focus Group Meeting #2, 6:30pm  
Sign In Sheet

NAME	AFFILIATION	EMAIL
Tracy Sullivan	Resident	Tracy2@AOL.com
Sue Novotny	Resident	SE51411@yahoo.com
Kelory Putnam	Orland Park Chamber	kputnam@orlandparkchamber.org
Robert Gies	NON-RESIDENT	BGIES@30GMAIL.COM
Ron Parady	Resident/Chamber of Comm.	rparady@JDRLOGIC.COM
Michelle Sabbia	Resident & Chamber	m.sabbia@comcast.net
Renee Oswald	Resident & Chamber	ROswald728@sbcglobal.net
Cheryl		



## Village of Orland Park Wayfinding and Branding Plan

### Meeting Summary – Steering Committee Meeting #3

April 29, 2015, 1 pm | Orland Park Village Hall

The following summarizes activities and comments gathered during Steering Committee Meeting #3. The purpose of this meeting was to review preliminary plan alternatives for the Wayfinding and Branding Plan. This meeting took place April 29 2015 at the Orland Park Village Hall, 1pm. A list of attendees follows below:

#### Steering Committee:

Karie Friling – Director of Development Services  
Michael Kowski – Assistant Director of Development Services  
Kurt Corrigan – Transportation and Engineering Division Manager  
Nancy Flores – Director of Recreation  
Ed Lelo – Management Analyst, Development Services  
Napoleon Maney – Public Works  
Bill Sparks – Public Works

#### Consultants:

Jodi Mariano, Teska Associates  
Dominic Suardini, Teska Associates  
Carl Wohlt, wohltgroup  
Tim Doron, Gewalt Hamilton Associates  
Brian Newton, Parvin Clauss Sign Company



The meeting began with introductions of the Steering Committee and Consultant Team.  
The following topics were discussed:

### 1) SCOPE REVIEW

- a. The scope was reviewed. This assignment includes 3 phases total. This meeting represents the first of 2 Committee meetings in Phase 2.

### 2) COMMUNITY OUTREACH

- a. The community outreach program was reviewed, including highlights of the community survey and focus group meetings. A summary of the outreach is included in the attached presentation. Additional information regarding the community outreach may be found in the memo entitled, "OP Public Outreach Summary 2015 03 25 BINDER.pdf" dated March 25.
- b. Regarding potential themes relative to 'what distinguishes Orland Park from other communities', major takeaways from the outreach include the following highlights:
  - i. The community sees itself as more visionary and progressive than traditional;
  - ii. Based on recent developments, there is a cultural shift in the community's perception of the 'center of town' in that the 'center' is relocating from the shopping malls back to the Old Orland area, the historic and cultural center of Orland Park;
  - iii. Significant themes associated with Orland include the native prairie landscape, Prairie School Architecture, Nature of Open Spaces and Parks, and Sustainability.

### 3) BRANDING AND IDENTITY ALTERNATIVES

- a. Branding and identity alternatives were reviewed. A summary of the branding alternatives is included in the attached presentation. The branding presentation is organized into two parts:
  - i. Destination naming alternatives were presented as a method to identify specific subareas through sign color and sign copy. Four concepts were presented, along with advantages and disadvantages of each:
    - 1. Existing subdistricts;
    - 2. Pedestrian shed subdistricts at major intersections;
    - 3. Orland 'heart' plus adjacent corridors;
    - 4. Overall community with no designated subdistricts.
  - ii. Group discussion regarding district names included the following comments:
    - 1. Option #4 is liked for its simplicity;
    - 2. Definition of subdistricts is liked but concerns about what happens at the edges of those districts;
    - 3. The Village has investment in district names but there is general confusion about which names apply to which subareas: "Village Center, Main Street Area, Metra Triangle all apply to the same subarea
    - 4. Preference for one color to distinguish all of Orland Park
    - 5. The group discussed the name of "Village Center" or "Orland Center" as an umbrella name that includes Old Orland, the Triangle Area and Civic Area.
    - 6. **+++ District naming will be further discussed with Staff and others at the Village and developed by the consultant team.**

- iii. Branding and Identity alternatives were presented to convey community identity via graphic and text. The following three concepts were presented:
  - 1. Identity Concept 1: Chicago Southland's Crown Jewel
  - 2. Identity Concept 2: Flower of the Prairie
  - 3. Identity Concept 3: Prairie (Window) Motif
- iv. Group discussion regarding the branding and identity alternatives included the following comments:
  - 1. There was a majority preference of Identity Concept 1. The group participated in a player card voting exercise which yielded the following results:
    - a. Concept 1: 6 votes
    - b. Concept 2: 1 vote
    - c. Concept 3: 0 votes
  - 2. The following items were discussed for consideration and further refinement:
    - a. Omit horizontal line across the "O" so as to remove any potential inference of the religious cross;
    - b. Simplify the shape for digital and web based media
    - c. Bevel the corners to reference the 'gem' concept
    - d. Consider the complex shape for sign applications and simplified shape for digital applications.
- v. **+++ Branding and identity will be further discussed with Staff and others at the Village and developed by the consultant team.**

#### 4) PRELIMINARY DIRECTIONAL SIGNAGE CONCEPTS

- a. Directional signage concepts were presented via the following map exhibits:
  - i. Overall Destinations
  - ii. Directional Wayfinding NE quadrant
  - iii. Directional Wayfinding NW quadrant
  - iv. Directional Wayfinding SW quadrant
  - v. Overall Bike Plan
- b. Directional sign locations are identified on each map and supported by exhibits that illustrate sign copy and directional arrows for each proposed sign.
- c. The directional signage concepts consider MUTCD standards and the requirement for a maximum of 3 destinations per sign. Thus, the concepts highlight major community destinations identified as part of the outreach. Participants were asked to review the Overall Destinations Map and provide suggestions they may have for items to be added/removed.
- d. The following comments are noted relative to the Directional Signage Concepts:
  - i. Orland Mall is noted on the signs, but not the other malls. Consider adding other mall names OR identifying via a "La Grange Corridor Shopping District"
  - ii. 159<sup>th</sup> Auto Row should be identified in the signage
- iii. **+++ The group was provided copies of the Preliminary Directional Signage Concepts for comment. The consultant team will take in comments from the Village for further development.**



## 5) NEXT STEPS

- a. Staff suggested presenting these meeting materials to other committee members not present at the meeting. Members of the consultant team will make themselves available via GoTo Meeting or other.
- b. The consultant team's next steps include the following:
  - i. Refinement of the District Naming for subareas within the Village;
  - ii. Refinement of one Branding Identity Concept;
  - iii. Refinement of the Preliminary Directional Signage Concepts;
  - iv. Development of Signage Typologies – note that this item was discussed and the following sign types would be omitted from the scope: Gateway signs along La Grange Road (under development as part of the current streetscape efforts); Changeable LED message centers (no longer permitted in the Village); and Municipal Parking Lot Signs (no municipal parking lots exist in the 'downtown' area)
  - v. Development of design guidelines for each sign placement type – these would also be organized by typology
- c. Signage implementation was discussed as it may influence the development of sign mockups which are included in the current assignment. La Grange Road Streetscape construction is underway. This effort includes Gateway Monument signs, piers and walls. Placeholders are reserved in these items for inclusion of the future logo. Teska will coordinate these with the Village and their design consultant.

The meeting concluded at 2:45pm

*Encl:*

*Agenda*

*Sign In Sheet*

*Steering Committee #3 presentation*

*Preliminary Directional Signage Exhibits*



29 April 2015

Village of Orland Park  
Wayfinding and Branding Plan

**Steering Committee Meeting #3 – Preliminary Plan Alternatives  
Agenda**

- 1. Project scope review**
- 2. Public input summary**
- 3. Branding & identity alternatives:**
  - a. Destination naming: 4 options
  - b. Branding: 3 concepts
  - c. Applications: built signs & digital media
- 4. Preference activities:**
  - a. Player cards
  - b. Message & anatomy
  - c. Destination naming
- 5. Preliminary directional signage concepts: major destinations**
- 6. Next steps:**
  - a. Committee homework: Directional signage feedback
  - b. Consultant team develops Wayfinding Sign Typologies
  - c. Committee Meeting #4: meeting dates and times
- 7. Adjourn**

04/29/15  
1pm

OPENING PARK WAYFINDING + BRANDING S.C. #3  
SIGN IN.

QAR/WHOHT

Dominic Swardini - Teska

Brian Newton - POC

Napoleon Haney Public Works where Team Work makes the Dream Work

Bill Sparks PUBLIC WORKS (STREETS)

Ellen Baer, VOP, ASSISTANT VILLAGE MANAGER

Karie Friling, VOP - Director Dev. Services

Nancy Jones, VOP Director of Recreation

ED LEO, VOP Development Services

Mike Kowski VOP DEV. SERV.

KURT CORNWALL VOP Dev. Serv.

Tim Doran GEORGE HAMILTON

Jodi MARIANO TESKA.



## Village of Orland Park Wayfinding and Branding Plan

### Meeting Summary – Staff Meeting

May 13, 2015, 9 am | Orland Park Village Hall

As a follow up to Steering Committee Meeting #3 (April 29, 2015), members of the consultant team met with Village representatives and staff. The following summarizes comments gathered during the Staff Meeting. The purpose of this meeting was to review work completed to date and to discuss direction for the next phase of work. This meeting took place May 13 2015 at the Orland Park Village Hall, 9am. A list of attendees follows below:

#### Village Staff/Village Representatives:

Karie Friling – Director of Development Services  
Ed Lelo – Management Analyst, Development Services  
Paul Grimes – Village Manager  
James Dodge – Village Trustee

#### Consultants:

Jodi Mariano, Teska Associates  
Carl Wohlt, wohltgroup

The consultant team reviewed the presentation from the April 29 Steering Meeting, including the following topics:

1. Public Input Summary
2. Brand Identity Concepts
  - a. Destination Districts
  - b. Logo Concept

Relative to advancing the brand identity concepts, the following topics were discussed:

**1) BRAND IDENTITY CONCEPTS, PREFERRED DESTINATION DISTRICTS MAP**

- a. Concept 3 was discussed. This concept identifies major corridors (159<sup>th</sup> Auto Row and La Grange Rd) and Village Center as identifiable districts. The Group discussed advancing Concept 3 as the preferred concept but may include elements of Concept 4 depending how the subdistrict naming conventions are resolved.
- b. The concept of creating proprietary names for the LaGrange Rd Corridor, 159<sup>th</sup> St Corridor and the Village Center was appealing and is being taken under consideration.

**2) BRAND IDENTITY CONCEPTS, PREFERRED BRAND IDENTITY**

- a. There was a general preference to develop the “Gem of the Southland” concept, with the following considerations:
  - i. Own/emphasize the “O”;
  - ii. Investigate whether the letter “P” can be incorporated into the graphic;
  - iii. Investigate incorporating a prairie grass and/or prairie window theme;
  - iv. Investigate incorporating a reference to the 143<sup>rd</sup> Street Metra Station Tower element.





## Village of Orland Park Wayfinding and Branding Plan

### Meeting Summary – Steering Committee Meeting #4

October 19, 2015, 11 am | Orland Park Village Hall

The following summarizes activities and comments gathered during Steering Committee Meeting #4. The purpose of this meeting was to review preliminary plan alternatives for the Wayfinding and Branding Plan. This meeting took place October 19, 2015 at the Orland Park Village Hall, 11 am. A list of attendees follows below:

#### Steering Committee:

Karie Friling – Director of Development Services  
Ed Lelo – Management Analyst, Development Services  
Joe LaMargo – Public Information Officer, Deputy Clerk  
Ellen Baer – Asst. Village Manager  
Michael Kowski – Assistant Director of Development Services  
Kurt Corrigan – Transportation and Engineering Division Manager  
Nancy Flores – Director of Recreation  
Frank Stec – Director of Parks and Buildings  
Bill Sparks – Public Works

#### Consultants:

Jodi Mariano, Teska Associates  
Dominic Suardini, Teska Associates  
Carl Wohlt, wohltgroup  
Tim Doron, Gewalt Hamilton Associates  
Brian Newton, Parvin Clauss Sign Company



The following topics were discussed:

### 1) RECAP OF WORK COMPLETED TO DATE

- a. The consultant team made a brief presentation of work completed to date, including the public outreach summaries, brand identity concepts and committee preferences made during Steering Committee #3 for the "Jewel of the Southland" identity concept.
- b. The team has met and discussed the brand identity concepts with staff and with Trustee Dodge on 05/13 and 10/01 to further refine the branding concepts.

### 2) WAYFINDING SIGN DEVELOPMENT

- a. The consultant team presented three wayfinding sign concepts that incorporate preferred brand identity concept. The three wayfinding sign concepts are labeled Concepts A, B and C. Each concept is presented as a family of the following sign components:
  - i. Vehicular Directional, Village Gateway, Historic District, Municipal Sign, Park Sign, Bicycle Directional Sign.
- b. Recommended locations for the signs with recommended sign copy are indicated on a series of Directional Wayfinding Plan maps and exhibits presented during Steering Committee Meeting #3 and include the following:
  - i. Major Destinations; Directional Wayfinding Plan (organized by municipal quadrants – 7 sheets); Gateway/Historic Sign Locations (3 sheets); Municipal Sign Locations (3 sheets)
  - ii. Signage Color Options
  - iii. Directional Sign Visualizations
  - iv. Gateway Signage Retrofits
  - v. Municipal Signage Retrofits
  - vi. It was noted that existing Fire Department Signs are not to be included in the current effort
- c. Federal signage design standards (MUTCD) were presented by GHA. As signage plans are developed, these standards will need to be adhered to.
- d. Preliminary sign budgets were presented by Parvin Clauss. It was noted that within each sign budget, there are multiple options for cost savings while maintaining high quality and a desired appearance. The group discussed prioritizing and phasing sign projects.

### 3) WAYFINDING SIGN DEVELOPMENT - ACTIVITY

- a. **Mapping Exercise:** The group discussed sign prioritization and phasing. The following sign locations were discussed as high priority projects. These will be considered as the consultant team moves forward with producing full scale paper and temporary sign mockups.
- b. Proposed Phase 1 Signs:
  - i. La Grange Road Sign Retrofits
  - ii. La Grange Road Directional Signs

- iii. Downtown Retrofit Signs, near the Metra Station and Village Center sign near the detention pond
- iv. Sports Plex identity sign
- v. Ravinia Avenue directional signs
- c. District naming – the following were discussed as preferred sign copy text on the signs:
  - i. Civic Campus (to be used to describe the municipal campus area)
  - ii. Downtown (to be used to describe the Village Center, Triangle and Main Street areas)
- d. Phase 2 signs may consider 159<sup>th</sup> Street. Roadway reconstruction is anticipated for this area between Will Cook and Ravinia Ave.
- e. Water Tower painting treatments were discussed. The Village has 6 water towers. The Committee expressed a preference to replace the current water tower treatments “Golf Capital of the World” with the new brand identity. The group expressed a preference that the water towers maintain their white color with the selected identity incorporated.
- f. **Sign Color.** The group discussed the color of the brand identity logo represented in the sign concepts. The concepts indicate the color as white. The group expressed a preference for the emerald green color to be incorporated.
- g. **Preference Exercise.** The group was provided worksheets to indicate their preferences relative to the sign concepts and sign color. Results of this exercise are on the attached summary worksheet.

#### 4) NEXT STEPS

- a. The consultant team is scheduled to meet with Village Board members and the Mayor to discuss the work completed to date.
- b. A public open house is planned (date TBD) to present the work completed to date with the community. This will provide the community with an opportunity to view and provide their input on the wayfinding and branding materials.
- c. The Team will use the feedback provided by the Committee to prepare a preferred conceptual sign package.
- d. The preferred sign package will include refined budgets, design guidelines applications and full scale paper mockups.

The meeting concluded at 12:30 pm

*Encl:*

*Agenda*

*Sign In Sheet*

*Worksheet Activity Summary and individual worksheets*

*Signage Family Concepts and Visualizations – sent via dropbox link*

*Directional Wayfinding Plan – sent via dropbox link*

10/17/2015 ORLAND PARK WAYFINDING  
STEERING MTG #4.

SIGN IN

NAME

EMAIL

CHL WOHG

CWOH@GMAIL.COM

Brian Newton

BNEWTON@PRVINCIAES.COM

Bill Sparks

BSPARKS@ORLANDPARK.ORG

Ellen Baer

EBAER@ORLANDPARK.ORG

Ed LeLo

elelo@orlandpark.org

Joe LaMargo

jlamargo@orlandpark.org

Franti STEC

FSTEC@orlandpark.org

Karie Friling

Kfriling@orlandpark.org

Kurt Corrigan

KCORRIGAN@ORLANDPARK.ORG

MIKE KOWSKI

MKOWSKI@ORLANDPARK.ORG

Nancy Flores

nflores@orlandpark.org

Dominic Suardini

dsuardini@taskeassociates.com

# Wayfinding Preferences

Teska Tally Sheet

## Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT	FEATURES I LIKE... color, sign structure	FEATURES I DON'T LIKE... color, sign structure	PREFERENCE 1 - 3 { most favorite, least favorite }
 <p>{A}</p>	<p>two tone, bright green color</p> <p>price</p> <p>simple, clean design</p> <p>easy installation, maintenance</p> <p>logo stands out</p>	<p>rounded top</p> <p>needs more decorative elements</p> <p>seeing the top of the support pole behind sign structure</p>	<p>22.5 points</p>
 <p>{B}</p>	<p>post and bracket design</p> <p>5 icons at the top</p> <p>clean lines, prairie references</p> <p>formal appearance</p>	<p>flat style</p> <p>blue icon</p> <p>potential maintenance/installation</p> <p>blue color</p>	<p>11 points</p> <p>** most preferred</p>
 <p>{C}</p>	<p>prairie appearance of the bracket</p> <p>medallion feature in bracket</p> <p>unique shape</p> <p>easy installation</p> <p>needs to be outlined in green</p>	<p>arches</p> <p>"Y" shape at bracket</p> <p>looks top heavy</p> <p>complicated design features to build/maintain</p> <p>logo at bottom</p> <p>sign structure</p>	<p>20.5 points</p>



# Wayfinding Preferences

## Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 - 3  
{ most favorite }



↑ Civic Center

← Centennial Park  
153rd Metra

{blue}

17 points



↑ Civic Center

← Centennial Park  
153rd Metra

{red}

24 points



↑ Civic Center

← Centennial Park  
153rd Metra

{green}

13 points  
\*\* most preferred



# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

## SIGN CONCEPT



{A}



{B}



{C}

## FEATURES I LIKE... color, sign structure

- The sign is modern, clean.
- Not a few of the arrow at the top, however it looks good.

- I really like the bracket detail, add a small touch.
- I like the clean design.

very nice structure but prefer the B signage versus C

## FEATURES I DON'T LIKE... color, sign structure

- prefer clean design and head of business

- like when there are colors but I don't like the green -

sign structure

## PREFERENCE

1 - 3  
most  
least  
favorite

2

1

3

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 - 3  
{ most favorite }



{blue}

2



{red}

3



{green}

1

1, 2 are way  
Close!  
Great Job!

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT

FEATURES I LIKE...  
color, sign structure

FEATURES I DON'T LIKE...  
color, sign structure

PREFERENCE

1 - most favorite  
2 - least favorite  
3 - favorite



{A}



{B}



{C}

bright green

works against  
pole - too basic

3

post/bracket  
5 icons - can be used  
to sub-brand

2

looks prairie...  
you can light jewel  
arrow look - you are here

1

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 . 3  
{ most least  
favorite }



(blue)



(red)



(green)

1

2

3

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT



{A}



{B}



{C}

FEATURES I LIKE...  
color, sign structure

price

clean lines, consistent  
with prairie style

Bottom designed

FEATURES I DON'T LIKE...  
color, sign structure

Don't like at all

Flas style

Don't like arches

PREFERENCE

1 - 3  
most  
least  
favorite  
favorite

3

1

2



# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 - 3  
{ most favorite }



{blue}

1



{red}

3



{green}

2

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT



{A}



{B}



{C}

FEATURES I LIKE...  
color, sign structure

- Simple Design
- color scheme

FEATURES I DON'T LIKE...  
color, sign structure

- could incorporate some Additional decorative elements

PREFERENCE  
1 - 3  
{ most least favorite }

2

DON'T LIKE THE BLUE FOR THE ICON IN THE Scenario

1

Like the medallion Feature.

DON'T LIKE THE Y Shape Design

3

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT	PREFERENCE 1 - 3 { most favorite }
 <p>↑ Civic Center ← Centennial Park 153rd Metra</p> <p>{blue}</p>	2
 <p>↑ Civic Center ← Centennial Park 153rd Metra</p> <p>{red}</p>	3
 <p>↑ Civic Center ← Centennial Park 153rd Metra</p> <p>{green}</p>	1

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT



{A}



{B}



{C}

FEATURES I LIKE...  
color, sign structure

The two tone gives obvious identity or brand

like the bracketing  
love the colors  
like the flag look

Like the inset and uniqueness of shape

FEATURES I DON'T LIKE...  
color, sign structure

none

none

looks a little top heavy  
Like the idea of making the area by the jewel solid

PREFERENCE  
1 - 3  
{ most favorite least favorite }

2

1

3

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 - 3  
{ most favorite }



{blue}

1



{red}

3



{green}

2



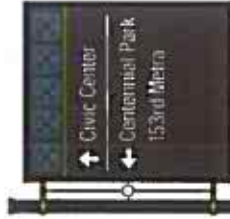
# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT



{A}



{B}



{C}

FEATURES I LIKE...  
color, sign structure

Easy installation  
Maintenance

Bracket features look  
more formal.

Easy installation

FEATURES I DON'T LIKE...  
color, sign structure

Bracket features  
Look more formal style  
Potential maintenance  
installation

Complicated design  
features to  
Build | maintain

PREFERENCE  
1 - 3  
{ most  
favorite  
least  
favorite }

2/3

1

2/3

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 - 3  
{ most favorite }



{blue}

2



{red}

3



{green}

1

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT

FEATURES I LIKE...  
color, sign structure

FEATURES I DON'T LIKE...  
color, sign structure

PREFERENCE

1 - 3  
{ most  
favorite  
least  
favorite }



{A}



{B}



{C}

Not

N/A

N/A

N/A & DE outline  
in green

3

2

1

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

## COLOR CONCEPT

## PREFERENCE

1 - 3  
{ most favorite }



{blue}

3



{red}

2



{green}

1

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT



{A}



{B}



{C}

FEATURES I LIKE...  
color, sign structure

The logo stands out

4

Like the 5 logos along top

Blue

Design

FEATURES I DON'T LIKE...  
color, sign structure

Top of pole you can see from top of sign.

2

1

Logo is on bottom

3

PREFERENCE  
1 - 3  
most least  
{ favorite }



# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 - 3  
{ most favorite }



{blue}

3



{red}

2



{green}

1

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

SIGN CONCEPT



{A}



{B}



{C}

FEATURES I LIKE...  
color, sign structure

color

structure

FEATURES I DON'T LIKE...  
color, sign structure

color

color

PREFERENCE

1 - 3  
most  
least  
favorite

3

1

2

# Wayfinding Preferences

Village of Orland Park, Illinois | Wayfinding and Branding Plan

COLOR CONCEPT

PREFERENCE

1 - 3  
{ most favorite }



{blue}

2



{red}

3



{green}

1



## Village of Orland Park Wayfinding and Branding Plan

### Meeting Summary – Meetings with Village Board Members & Mayor

October 19, 2015, 11 am | November 2, 2015 11.30 am | Orland Park Village Hall

The following summarizes activities and comments gathered during meetings with Village Board members. The purpose of these meetings was to review work completed to date with the Steering Committee, including public input activities, brand identity concepts and preliminary sign concepts.

Four meetings took place over the course of two days at the Orland Park Village Hall. The following members of the consultant team were present at all meetings:

#### Consultants:

Jodi Mariano, Teska Associates  
Carl Wohlt, wohltgroup

Discussion points and inputs are organized by meeting as follows below:

#### Meeting #1, October 19, 2015, 1.30pm

##### Village Representatives:

Trustee Pat Gira – Village Board Member  
Trustee Mike Carroll – Village Board Member  
Paul Grimes – Village Manager  
Karie Friling – Director of Development Services  
Ed Lelo – Management Analyst, Development Services

#### Meeting #1 Discussion Points

1. The concept of using the Prairie concept to represent nature (Orland Grasslands) and architecture (library and village hall) is very appealing
2. Suggest using color to further express the "O"
3. Consider incorporating multiple green colors in the logo to make it stand out
4. Two tone color on the sign is appealing
5. Green is the preferred color; may consider exploring other colors, such as brown (which may allow the logo to be green and stand out)

**Meeting #2, October 19, 2015, 3.30 pm****Village Representatives:**

Trustee Kathy Fenton – Village Board Member

Paul Grimes – Village Manager

Karie Friling – Director of Development Services

Ed Lelo – Management Analyst, Development Services

**Meeting #2 Discussion Points**

1. Desire to make sure the logo and story is understood by the community
2. The Orland Park Seal represents past and present
  - a. Past – logo cabin, train
  - b. Present – nature, Village Hall, Golf Course
3. Sign Concept Preferences:
  - a. Sign Concept B – vehicular, gateway, historic signs
  - b. Sign Concept C – municipal, park, bike signs
4. Suggest considering an alternative color scheme, such as a rust/pumpkin color

**Meeting #3, October 19, 2015, 4.30 pm****Village Representatives:**

Trustee Dan Calandriello – Village Board Member

Trustee Carol Ruzik – Village Board Member

Paul Grimes – Village Manager

Karie Friling – Director of Development Services

Ed Lelo – Management Analyst, Development Services

**Meeting #3 Discussion Points**

1. Consider adding color to the “O” to make it stand out
2. Consider simplifying the logo so that it does not look too busy
3. Review colors to make sure that it stands out against the tree backdrop
4. Red color is not preferred
5. Sign Concept B is preferred

*Note: After the October 19<sup>th</sup> Steering Committee Meeting #4 and Trustee Meetings noted above, the consultant team produced revised logo concepts for discussion with Staff and Mayor McLaughlin. The revised concepts are referenced in the November 2<sup>nd</sup> Meeting #4 below:*



#### Meeting #4, November 2, 2015, 11.30 am

##### Village Representatives:

Mayor Dan McLaughlin – Mayor of Orland Park

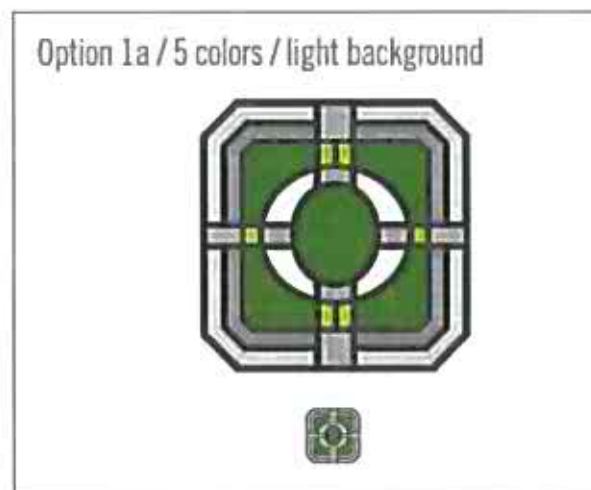
Paul Grimes – Village Manager

Karie Friling – Director of Development Services

Ed Lelo – Management Analyst, Development Services

#### Meeting #4 Discussion Points

1. Logo identity comments:
  - a. There was a general preference for logo concept #1: “Gem of the Southland”.
  - b. There was preference for the logo concept depicted in the graphic below and on Sign Concepts A-C (attached).
  - c. There was a preference to incorporate the logo as follows:
    - i. On wayfinding signs: one color
    - ii. On other marketing materials (digital and printed): multi-color as shown below



2. Sign Concept Preferences
  - a. There was a general preference for sign concepts that incorporate some reflection of the Prairie School Style, Concepts B&C
3. Sign Copy
  - a. Use “Downtown” to reference the downtown area
  - b. Use “Civic Campus” to reference municipal destinations along Ravinia Ave
  - c. There was a preference to use the words “Orland Park” on gateway signs only. There was a preference to limit the use of “Orland Park” sign copy on signs within the Village limits. Where signs may be double sided, there was a preference to show the logo only (not “Orland Park”)
  - d. There was some discussion regarding whether to incorporate “Orland Park” at municipal entry signs, such as the Police Department.

4. Priority Sign Projects. The following sign implementation projects are listed in order of preference:
  - a. La Grange Road signage and median medallions. *It should be noted that there was a preference for the La Grange Road gateway entry signs to include the logo only and not include sign copy for "Orland Park"*
  - b. Gateway entry signs
  - c. Retrofit signs
  - d. Civic Campus Signs

#### Next Steps

1. The inputs gathered above will be considered along with the inputs by the Steering Committee in preparing the preferred concept.
2. The consultant team would present the wayfinding and branding materials during a Committee meeting that the public would be invited to attend.

#### Attachments:

Sign Concepts A-C



## Village of Orland Park Wayfinding and Branding Plan

### Meeting Summary – Public Open House

January 18, 5pm | Orland Park Civic Center

The following summarizes activities and comments gathered during Public Open House Meeting. The purpose of this meeting was to present the preliminary plan alternatives and work completed to date for the Wayfinding and Branding Plan to the community. This meeting took place January 18, 2016 at the Orland Park Civic Center, 5 pm. A sign in sheet and comments gathered are attached to this summary.

Prior to the Open House Meeting, the Village notified the community about the meeting via the following media outlets:

- Homepage on the Village's website;
- Village newsletter;
- Emailed invitations to participants in the community survey.

Village staff present at the Open House included:

- Karie Friling, Director, Development Services
- Ed Lelo, Management Analyst, Development Services

The consultant team members who presented at the Open House included:

- Jodi Mariano, Teska Associates
- Carl Wohlt, wohltgroup
- Bill Grieve, Gewalt Hamilton Associates



*Projector presentation during the Open House*

The Open House Meeting was organized as follows:

1. Projector presentation, including the following items:
  - a. Opening remarks and introduction to the consultant team (K Friling)
  - b. Overview of the project scope and schedule (J Mariano)
  - c. Summary of the public input survey and focus groups summaries (J Mariano)
  - d. Review of the brand identity studies and concept (C Wohlt)
  - e. Presentation of three Gateway and Wayfinding Signage Concepts (J Mariano)
  - f. Overview of relevant engineering standards and design guidelines (B Grieve)
  - g. Summary of next steps and introduction of the public input activity (J Mariano)
2. Question and Answer period
3. Open House format activities within which participants visited exhibits placed around the room and provided written input.

Participants were invited to share their comments via comment cards. Scanned images of the comments cards are attached to this summary and are listed below:

1. Great job at answering our questions. Love the diamond design (red). Would be great to have the presentation on line with more details. Concept B&C are best.
2. Please place sign on 143<sup>rd</sup> St and Beacon "Antique Shops"
3. I like concept A
4. I like the logo and the designs of the signs. I believe that a downtown area should be a prime designation. We're missing that. Not sure Old Orland fits that definition but can with development.
5. Will the bike signs have maps of the paths? They would need to be updated as new paths come online.
6. Please not lime green – yellow, orange, rust.
7. Put the 'Park' in the middle of the Orland logo.
8. Very nice presentation. I'm looking forward to the finished product (the signage). Thank you for inviting the public to this.
9. Great project. Well planned and thought out.

#### NEXT STEPS

- Based on feedback gathered from the Committee, Staff and Community, the consultant team will develop one preferred plan for staff review.

The meeting concluded at 6:30 pm

*Encl:*  
*Presentation*  
*Sign In Sheet*  
*Comment cards*



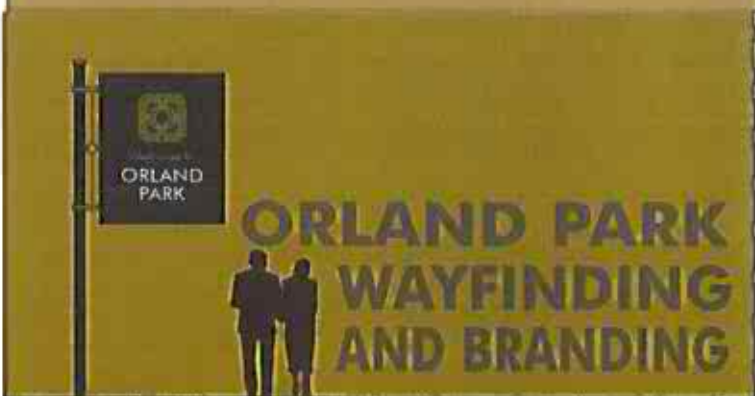
18 January 2016

Village of Orland Park  
Wayfinding and Branding Plan



Public Open House, 5pm  
Sign In Sheet

NAME	EMAIL
CAROLE BROADHURST	CB8329@COMCAST.NET
ANDREW BERNOTAKIUS	agbernes@comcast.net
ADRIAN JIMENEZ	adjimenez@gmail.com
Jada S. Stwora	jeffrey.stwora@sbcglobal.net
JEFFREY STWORA	"
Ron Pazmany	rpazmany@jdellogic.com
BOB GOES	BGOES@RKGDDESIGNGROUP.COM
NIKA RUNDLE	ANNA BANTIQUES@COMCAST.COM
Kay Shelander	kshelander@ATT.NET
PAUL WISNOSKI	PAULW1264@AOL.COM
VALRIE "	PVES4@AOL.COM
DAVE KLINGER	kristine@quenchyourthirst.com
KRISTIN KASSOLA	" "
Keloryn Putnam	kputnam@orlandparkchamber.org



Leave us your comments!

Great job at answering our question  
Love the diamond design (Red). Would  
be great to have the presentation  
on line w/ more details. <sup>Concept B +</sup> not best

Your Name: Adrian Jimenez  
Email address: adjimenez@gmail.com

Leave us your comments!

PLEASE place sign  
on 143rd St. + Balcon  
"Antiquo shops"

Your Name: K. Shulander  
Email address: KShulander@ATTN

Leave us your comments!

I like Concept A

Your Name: Sylvia Putnam  
Email address: \_\_\_\_\_

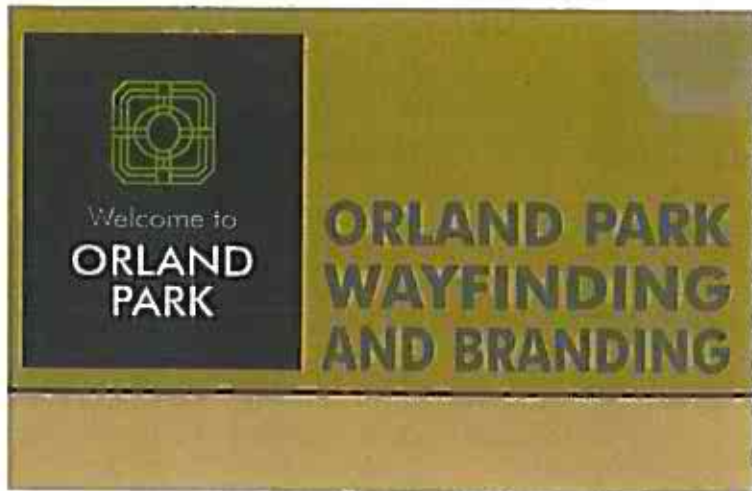
Leave us your comments!

I LIKE THE LOGO AND THE DESIGNS  
OF THE SIGNS. I BELIEVE THAT  
A DOWNTOWN AREA SHOULD BE A PEAK  
DESIGNATION. WERE MISSING THAT. <sup>NOT SURE</sup> "DOWNTOWN"  
<sup>FIVE THAT DEFINITION</sup> BUT CAUSE/DEFINITION

Your Name: Ron Paraday  
Email address: rparaday@tdellogic.com



OVER →



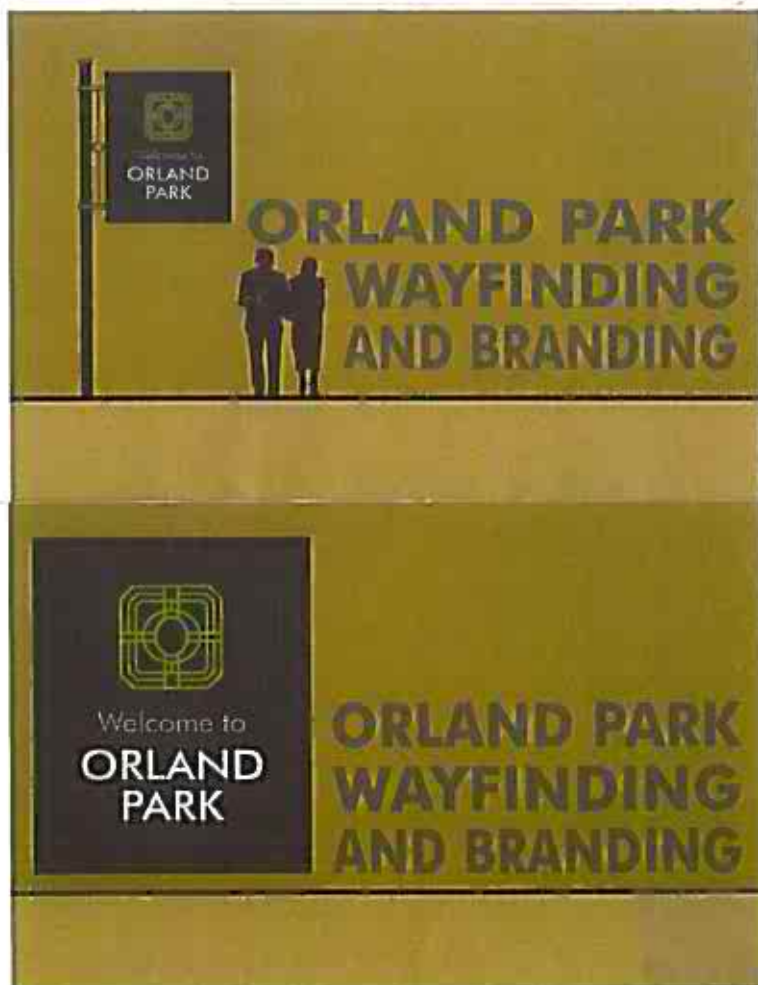
Leave us your comments!

- 1) WILL THE BLUE SIGNS HAVE MAPS  
OF THE PATHS? THEY WOULD NEED TO  
BE UPDATED AS NEW PATHS COME ONLINE
- 2) PLEASE NOT LIME GREEN, <sup>-YELLOW</sup> ORANGE/  
KUST

Your Name: BOB GOES

Email address: B GOES @ RKG DESIGN GROUP. COM

- 3) PUT THE "PARK" IN THE MIDDLE  
OF THE 'ORLAND' LOGO



Leave us your comments!

VERY NICE PRESENTATION.  
I'M LOOKING FORWARD TO THE  
FINISHED PRODUCT (THE SIGNAGE)  
THANK YOU FOR INVITING THE PUBLIC  
TO THIS

Your Name: CAROLE BROADHURST

Email address: C.B8329@COHCAST.NET

Leave us your comments!

GREAT PROJECT.

WELL PLANNED AND  
THOUGHT OUT.

Your Name: ANDRUS BERNOJAVICIUS

Email address: 2@berner@comcast.net



## Village of Orland Park Wayfinding and Branding Plan

### Meeting Summary – Steering Committee Meeting #5

April 13, 2016, 10 am | Orland Park Village Hall

The following summarizes activities and comments gathered during Steering Committee Meeting #5. The purpose of this meeting was to review the preferred plan for the Wayfinding and Branding Plan. This meeting took place April 13, 2016 at the Orland Park Village Hall, 10 am. A list of attendees follows below:

#### Steering Committee:

Karie Friling – Director of Development Services  
Ed Lelo – Management Analyst, Development Services  
Joe LaMargo – Public Information Officer, Deputy Clerk  
Kurt Corrigan – Transportation and Engineering Division Manager  
Nancy Flores – Director of Recreation  
Gary Couch – Parks Operations Manager  
Napoleon Haney – Public Works

#### Consultants:

Jodi Mariano, Teska Associates  
Carl Wohlt, wohltgroup  
Bill Grieve, Gewalt Hamilton Associates  
Brian Newton, Parvin Clauss Sign Company

The following topics were discussed:

**1) REVIEW PUBLIC INPUT ACTIVITIES**

- a. Review input gathered during the Public Open House Meeting (January 14, 2016)

**2) REVIEW DRAFT IDENTITY STANDARDS**

- a. The Village requested additional text be added to this document to further describe the recommended color palette (RGB/CMYK)

**3) REVIEW DRAFT PREFERRED PLAN AND PRIORITY PROJECTS**

- a. Review input collected during Steering Committee #4 and how it was incorporated into the preferred plan. The group reviewed proposed signs, sign retrofits and priority plan.
  - i. The previously proposed tower signage element at 147<sup>th</sup> and LaGrange is no longer part of the La Grange streetscape plans. The retrofit tower indicated at 143<sup>rd</sup> and LaGrange should remain in the signage plan.
  - ii. The Village is interested in lighting options, including backlighting and uplighting. The Team will provide examples of lit and dimensional signs.
  - iii. The Village may consider fabricating the logo medallions out of aluminum to match the proposed signage. The Team will provide a 12"x12" mockup of this element.
  - iv. The Village is interested in revisions to the Village Monument Retrofit including dimensional sign elements and a black frame around the perimeter to match the other signs. The Team will revise this retrofit concept.
  - v. The group generally agreed with the proposed priority sign map.
  - vi. The group discussed tenant signs as a potential future project for the Village to undertake. It was recommended that these be free standing pole mounted signs located within each building/campus area.
  - vii. The Village requested budget numbers for signs to be organized by fabrication and installation. The team will provide.
  - viii. The Village requested guidance regarding the proposed water tower sign as indicated in previous presentations. The team will provide.
  - ix. The Village noted that a proposed gateway sign at LaGrange/171<sup>st</sup> is part of the LaGrange Road improvement plan. The team will reference.

**4) REVIEW DRAFT ENGINEERING DIAGRAM FOR PRIORITY AREAS**

- a. The group reviewed engineering diagrams for phase 1 sign areas. GIS files will be provided of these diagrams.

**5) REVIEW FULL SCALE PAPER MOCKUPS**

- a. It was noted that some logo art should be revised for consistency in linework. The team will revise.
- b. After the meeting, it was suggested that the wayfinding signs be reviewed for potential reduction in sign size. The Team will review lettering and sign size and report back to the Village. Concept plans will be revised as required.



## 6) NEXT STEPS

- a. The Committee is recommending the proposed signage plan with modifications noted above to the Village Board.
- b. Next steps include a meeting with the Committee, followed by Village Board. The consultant team will work with staff and public works to provide (8) full scale sign panel mockups for installation by the Village.
- c. A final report will be provided in PDF format.
- d. The existing sign inventory and engineering diagrams will be provided in GIS format.

The meeting concluded at 11:30 am

*Encl:*

*Agenda*

*Sign In Sheet*

*Presentation*



13 April 2016

Village of Orland Park  
Wayfinding and Branding Plan

Steering Committee Meeting #5 – Preferred Wayfinding Signage Plan  
Agenda

1. Draft identity standards
2. Draft preferred plan and priority projects
3. Draft engineering diagrams for priority areas
4. Paper mockups
5. Adjourn

04/13/20/G. ORLANDO PARK STEERING MTG 5

SIGN IN

Joe LaMargo

VOP

ED LELO

VOP

Karie Friling

VOP

GARY W. CLOCH JR

VOP

Napoleon Haney

VOP PW

Nancy Arnes

VOP Recreation

Kurt Connors

VOP D.S.

Bill Grieve

GHA

BRIAN NEWTON

PCS

CARL WOHLE

wohle group.

Jodi Mariano

Teska



