

WAYFINDING AND BRANDING PLAN FOR THE VILLAGE OF ORLAND PARK



wohltgroup



Parvin-Clauss
SIGN COMPANY

Submitted by Teska Associates, Inc. in coordination with
Wohlt Group, Gewalt Hamilton Associates, Inc., and Parvin Clauss Sign Company

- May 30th, 2014 -

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RFQ SUMMARY SHEET
Wayfinding and Branding Plan

Please make this the first page of your submittal.

Firm Name: Teska Associates, Inc.

Street Address: 627 Grove Street

City, State, Zip: Evanston, Illinois 60201

Contact Name: Jodi Mariano

Phone: 847.869.2015 x324

Fax: 847.869.2059

E-Mail address: JMariano@TeskaAssociates.com

Website: www.TeskaAssociates.com

I certify that any and all information contained in this submittal is true. I agree to abide by all terms and conditions of the RFQ, and certify that I am authorized to sign on behalf of the firm. This submittal is valid for sixty (60) calendar days from the date of submittal.

Name: Jodi Mariano

Signature of Authorized Signee: 

Title: Principal

Date: May 27 2014



30 May 2014

Ed Lelo
Village of Orland Park
14700 Ravinia Ave
Orland Park, IL 60462
elelo@orlandpark.org

RE: SUBMISSION TO THE VILLAGE OF ORLAND PARK FOR PROFESSIONAL SERVICES: WAYFINDING AND BRANDING PLAN

Dear Mr. Lelo:

Teska Associates is pleased to submit this proposal for Professional Wayfinding and Branding services for the Village of Orland Park. We have assembled an energetic team of professionals that are well suited to this project. Teska Associates will serve as project leader and lead urban designer. We are supported by wohltgroup, who will provide community branding and logo design. Gewalt Hamilton Associates will be responsible for the existing signage inventory and engineering support. Parvin Clauss Sign Company will provide sign review, budgetary pricing and full scale mockups.

We know and love Orland Park, and have enjoyed a rewarding working relationship with its leadership during the Orland Park Strategic Transportation Plan (Adopted 2013) effort during which Teska provided urban design services as a subconsultant to Gewalt Hamilton Associates. One element of that effort was the introduction of wayfinding signage as a relatively low cost, high reward project that would create a unified and attractive community image while also identifying and directing visitors to community facilities and resources.

Our team acts as both an "insider" and "outsider"... marrying local understanding with the perspective of having worked in many other communities in the Chicago area and around the country. We work as an extension of Village staff. The process and product of our work is crafted to assure that the Board, Staff and Steering Committee will embrace the Wayfinding and Branding Plan as their own.

We are committed to the success of Orland Park's comprehensive Wayfinding and Branding Plan and look forward to hearing from you soon.

Sincerely,

Jodi Mariano, PLA, ASLA
Principal

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CHAPTER ONE

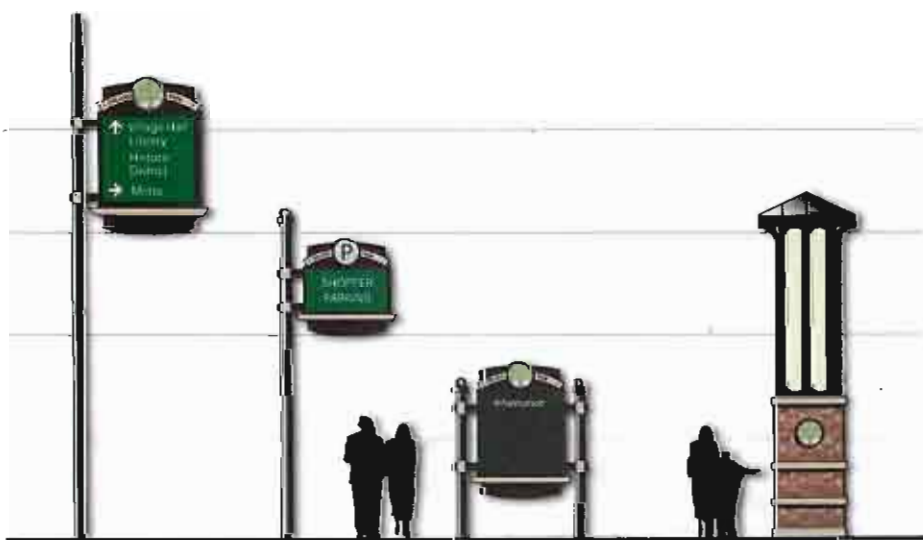
QUALIFICATIONS

INTRODUCTION

The purpose of this project is to develop a comprehensive plan that addresses wayfinding signage and community branding for the Village of Orland Park.

The goal of this assignment is to develop a clear and attractive community logo; strategies for logo implementation; comprehensive sign design plans; fabrication and construction budgets; and full scale sign mockups.

The process and deliverables associated with this effort will guide Village decision making towards the implementation of Wayfinding and Branding features. Special consideration will be given to the objectives listed at right.



► Wayfinding Sign Concept prepared by Teska for the Orland Park Strategic Transportation Plan (Adopted 2013)

PROJECT OBJECTIVES

- Promote Village of Orland Park's key destinations and districts, such as Centennial Park Aquatic Center, Sportsplex, Main Street Triangle, historic downtown area, multi use trailways, and municipal facilities;
- Enhance the character and identity of the Village through branding that distinguishes Orland Park from surrounding communities;
- Direct motorists, pedestrians and multi-use trail users to key destinations throughout the Village;
- Complement the Village's recent improvements such as the Main Street Triangle, La Grange Road streetscape and municipal developments;
- Improve the traveling public's experiences throughout the Village via a carefully thought out hierarchy of gateway and wayfinding sign features.

TEAM OVERVIEW

Our team members have been selected based on their experiences and expertise to deliver a Wayfinding and Branding Plan that is creative, effective and grounded in reality. A description of team roles and responsibilities follow:

■ Teska Associates

Project leader, lead urban designer

Teska will lead this assignment and will be the primary point of contact for the Village. Major roles include leading engaging Staff and Committee meetings designed to produce useful and measurable results. Teska's registered landscape architects on staff will prepare technical sign design documents, including GIS mapping, sign maps, schedules and sign typology documentation. All documents will be prepared in GIS, AutoCAD and Adobe products providing technical accuracy and high quality graphic communication. Teska has been involved in successful comprehensive signage efforts including Village of Lombard, Village of South Elgin, Village of Deerfield and City of Canton and is currently assisting the Villages of Glendale Heights and Broadview on their branding and signage efforts.

■ wohltgroup

Community branding and logo direction

wohltgroup will provide direction for the logo refresh efforts. Major responsibilities include developing graphics that express Orland Park's unique character and identity. wohltgroup has deep experience working with other communities on their community branding efforts including the following collaborations with Teska Associates: Village of Lombard, Village of Lake Villa, City of Highwood. Other community branding efforts include City of Des Plaines, Village of Mundelein, Village of Oak Brook and the Calumet River Corridor, among others.

■ Gewalt Hamilton Associates (GHA)

Sign inventory and engineering review

GHA will provide GIS based sign documentation and photographic inventory of existing Village signs. GHA has an extensive understanding of the Village's motorized and non-motorized circulation patterns by virtue of their recent involvement with the Orland Park Strategic Transportation Plan (Adopted 2013). GHA's professional engineering staff will provide support and review throughout the project ensuring that proposed signage placement, content and structures meet relevant MUTCD, AASHTO and Engineering standards.

■ Parvin Clauss Sign Company

Sign design review, construction budgeting, and full scale sign mockups

Parvin Clauss, one of the leading sign manufacturers in the area, will support our team, ensuring that sign features are practical and buildable. Parvin Clauss will also provide realistic construction budget information and full scale sign mockups for Village review.



► Wayfinding signage should direct visitors to key destinations such as the Main Street Triangle, 143rd Metra Station, and Old Orland Historic District.

CHAPTER TWO

APPROACH

STATEMENT OF UNDERSTANDING

Community branding and wayfinding is effective when balanced between creative logo development, intelligible sign design and detailed engineering support. The following phased process includes Analysis and Programming; Plan Development and Refinement; and Plan Adoption.

■ PHASE 1: ANALYSIS AND PROGRAMMING

Assess opportunities and constraints related to wayfinding and signage. Assessment includes GIS based sign inventory, photo analysis and meetings with Village Staff and Committee. Meetings include engaging exercises designed to provide creative and relevant design direction.

Village Meetings: In addition to Village Departments and Staff, we recommend inviting a Village Board member to join the committee. The following meetings and activities shown at right are anticipated.

MEETING #1

Kick-Off meeting with Village Staff to review scope, schedule and base mapping.

Activities

■ Listening Session

Goals, Objectives and Design Criteria.

■ Bus Tour

Review key destinations, districts and connections.

MEETING #2

Project Charrette with Committee to review inventory and analysis materials. Focus on community identity and strategies for logo development.

Activities

■ Mind Mapping Workshop:

Logo Anatomy - Color, Shape, Message
Identifying the Village's Unique Differentiating Characteristics - a creative brainstorming session that gives project stakeholders the opportunity to provide guidance and direction to the logo design in advance of concept development.

■ Destination: Orland Park

Mapping exercise that identifies key sign opportunities.

Standard Signature (Horizontal)



Positive Reproduction (Alternative)



Symbol and logotype print Downtown Lombard Dark Purple
Isotint to PANTONE® 28.7 C

Standard Signature (Vertical)



► Village of Lombard Visual Identity Standards
Excerpt from Lombard Downtown Guidebook.

CONSULTANT EFFORTS + DELIVERABLES

1. Inventory and Analysis

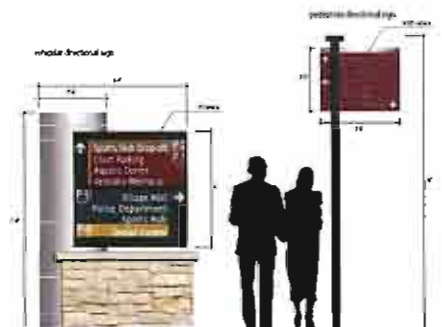
GIS base data is requested from the Village. Existing sign features will be documented with photography / GPS recorders, and located on the GIS base map. Vehicular, pedestrian and bike circulation patterns will be documented. Major destinations and initial key decision points will be identified on the base map. The Village's sign code will be reviewed.

2. Technical memorandum

Inventory of existing sign features including GIS (.shop) files; photo analysis of existing sign types; branding strategies for logo development; mapping of major destinations, routes and decision points.

3. Meeting summaries

Documentation of all meetings and outcomes of engaging group activities.



■ PHASE 2: PLAN DEVELOPMENT AND REFINEMENT

Prepare branding concepts that differentiate Orland Park from surrounding communities. Branding will be applied to sign typologies to demonstrate how signage can communicate Orland Park's unique identity. Preliminary sign maps, schedules and sign elevations will identify sign locations and treatments. Meetings will focus on evaluating alternative concepts and building consensus around a preferred plan. Full scale mockups will be produced and installed at key locations for Village review.

Village Meetings: The following meetings and activities shown at right are anticipated.



► Glendale Heights Signage Plan
Full Scale Sign Mockup

MEETING #3

Preliminary Plan Alternatives Presentation with Committee.

MEETING #4

Revised Plan Presentation / Selection of the Preferred Plan with Staff/Committee

Activities

■ Player Card Voting Exercise

Attendees vote on preferred sign treatments and discuss which features were voted most/least favorably. Based on group input, discuss direction to move forward with selection of the Preferred Plan.

CONSULTANT EFFORTS + DELIVERABLES

Preliminary Plan Alternatives and Refinement include:

1. Logo Development and Brand Refresh
Three (3) branding concepts that align with and support Orland Park's unique identity will be developed. Concepts will be presented via high quality graphics, text, font hierarchy, and color palette. Draft implementation strategies will address how branding may roll-out via digital, print, and video media.
2. Wayfinding Sign Development
Comprehensive mapping that identifies location and copy for each sign element. GIS Mapping and sign schedules to be organized by mode (vehicular, bicyclist, multi-use path).

3. Wayfinding Sign Typologies

Sign hierarchy relates to sequences with which the traveling public understand signage: from strategic regional arterials, to local connectors, parking and pedestrian areas. Sign typologies will be depicted as elevations and will address sign support systems, materials, panels and logo features. Signs will conform to relevant standards and guidelines including MUTCD, AASHTO, and ITE.

One elevation drawing will be prepared for each of the following typologies:

• Identification Signs - 5 Typologies

Gateway / Entry; Historic District; Municipal Facilities (including parking); Parks and Open Space; Neighborhood Centers.

• Directional Signs - 4 Typologies

Vehicular; Pedestrian; Parking; Multi-Use Paths.

• Informational Signs - 2 Typologies

Changeable Messages; Information Kiosks.

Preliminary budget costs will be provided; design guidelines will address sign placement.

4. Full Scale Sign Mockups

Produce ten (10) select full scale sign mockups for the Village's review. The Team will provide sign panels and requests Village Public Works to assist with sign panel install on temporary poles.

5. Meeting Summaries

Documentation of all meetings and outcomes of engaging group activities.

■ PHASE 3: PLAN ADOPTION

Meet and present to Staff, Committee and Board of Trustees. The team will be available to answer questions, provide clarifications and address revisions as necessary towards Village Board adoption.

Village Meetings: The following meetings and activities shown at right are anticipated.

MEETING #5

Final Plan Presentation with Committee to prioritize logo strategies and sign development – based on budget costs, attendees prioritize projects for phased implementation.

MEETING #6

Final Plan Presentation with Staff/Committee

MEETING #7

Final Plan Presentation with Board of Trustees

CONSULTANT EFFORTS + DELIVERABLES

1. Plan revisions and edits
2. Meeting summaries
Documentation of all meetings and outcomes of engaging group activities.
3. Final report
Provided in digital and hard copy format. GIS mapping will be provided.

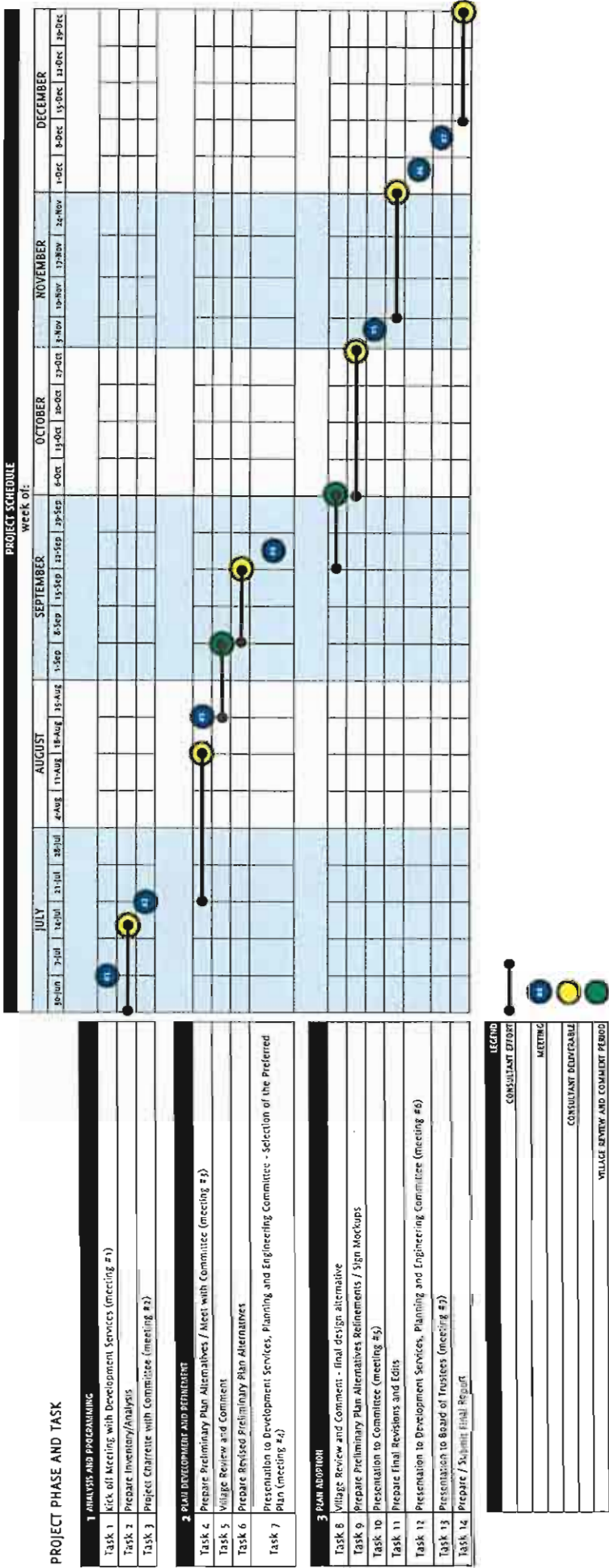
PRICE PROPOSAL

Included below is our Team's price proposal with sub-totals broken up by "Phase" and "Task". Task numbers relate to the tasks indicated in the RFQ.

PROJECT PHASE	TASK	TESKA		WOHLTGROUP		GHA		PARVIN CLAUSS		SUB TOTALS
		Staff Time	Total	Staff Time	Total	Staff Time	Total	Staff Time	Total	
PHASE 1	TASK 1: MEETING #1 Kick-Off Meeting	8	\$840	4	\$480	8	\$1,200	4	\$392	\$2,912
	TASK 2: Inventory and Analysis	20	\$2,100	12	\$1,440	50	\$7,500	0	\$0	\$11,040
	TASK 3: MEETING #2 Project Charrette	8	\$840	8	\$960	8	\$1,200	4	\$392	\$3,392
PHASE 2	TASK 4: MEETING #3 Preliminary Plan Presentation	80	\$8,400	40	\$4,800	30	\$4,500	20	\$1,960	\$19,660
	TASK 5: Village Review and Comment	8	\$840	0	\$0	0	\$0	0	\$0	\$840
	TASK 6: Revised Preliminary Plan	60	\$6,300	8	\$960	20	\$3,000	20	\$1,960	\$12,220
	TASK 7: MEETING #4 Development Services, Planning and Engineering Committee Presentation	8	\$840	4	\$480	8	\$1,200	4	\$392	\$2,912
	TASK 8: Village Review and Comment	8	\$840	0	\$0	0	\$0	0	\$0	\$840
	TASK 9: Plan Refinement/Sign Mockups	80	\$8,400	30	\$3,600	16	\$2,400	20	\$1,960	\$16,360
PHASE 3	TASK 10: MEETING #5 Steering Committee Presentation	8	\$840	4	\$480	16	\$2,400	4	\$392	\$4,112
	TASK 11: Final Revisions and Edits	40	\$4,200	8	\$960	16	\$2,400	4	\$392	\$7,952
	TASK 12: MEETING #6 Development Services, Planning and Engineering Committee Presentation	8	\$840	4	\$480	8	\$1,200	4	\$392	\$2,912
	TASK 13: MEETING #7 Board of Trustees Presentation	8	\$840	4	\$480	8	\$1,200	4	\$392	\$2,912
	TASK 14: Final Report	40	\$4,200	8	\$960	10	\$1,500	0	\$0	\$6,660
	DESIGN FEES/HOURS	384	\$40,320	134	\$16,080	198	\$29,700	88	\$8,624	\$94,724
	PROFESSIONAL FEE SUBTOTALS	Teska	\$40,320	wohlt	\$16,080	GHA	\$29,700	Parvin	\$8,624	
	PROFESSIONAL TIME SUBTOTALS	Teska	384	wohlt	134	GHA	198	Parvin	88	
PROJECT SUBTOTAL										\$94,724
DIRECT REIMBURSABLES (includes full scale mockups)										\$5,000
PROJECT TOTAL										\$99,724
Average Hourly Rates		Teska staff \$105		wohlt staff \$120		GHA staff \$150		Parvin Clauss \$98		

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PROJECT SCHEDULE



WAYFINDING AND BRANDING PLAN for the VILLAGE OF ORLAND PARK

CHAPTER THREE

TEAM MEMBERS + ROLES

An overview of our Team's firms and key project personnel are highlighted on below with detailed resumes of team members on the pages that follow.

TEAM FIRMS + ROLES	TEAM MEMBERS	HOURLY RATES
Teska Associates Urban Design Site Design GIS Mapping Documentation	Jodi Mariano, Principal Landscape Architect, Project Manager Erin Cigliano, Graphic Engagement Specialist Dominic Suardini, Associate Landscape Architect Heather Faivre, Associate Landscape Architect	\$130 \$95 \$105 \$90
wohlgroup Community Branding	Carl Wohlt, Founder and Principal, Creative Branding Director	\$120
Gewalt Hamilton Site Inventory GIS Mapping Transportation Engineering Review	Bill Grieve, PE, PTOE, Senior Transportation Engineer Tim Doron, Director of Transportation Planning Kelly Conolly, PE, Transportation Engineer	\$160 \$160 \$132
Parvin Clauss Sign Co. Sign Review Budgeting Sign Mockups	Brian Newton	\$98



RESUME OF

JODI Z. MARIANO, PLA, ASLA, CLARB

Principal

EXPERIENCE

Ms. Mariano's backgrounds in landscape architecture and architecture have prepared her well to guide community urban design projects.

Jodi brings a research-oriented, contextual approach to urban design, providing unique design solutions for our public and private sector clients.

Jodi has directed public processes which have resulted in useful master plans, successful funding applications and dynamic implementation projects. Her professional responsibilities range from concept planning through design, construction phase services, development approval and project installation.

Her proficiency with a wide range of graphic techniques, including hand drawings and computer generated graphics, allow her to craft effective and efficient communication techniques. Her technical experience enables her to produce dependable high quality construction documents.

Prior to joining Teska Associates, Jodi worked for a Chicago engineering firm on high profile infrastructural projects, developing her interest in blending vibrant community based design with functional infrastructure needs.

Jodi is an instructor at the Joseph Regenstein, Jr. School at the Chicago Botanic Gardens where she teaches in the Garden Design Certificate Program.

PROFESSIONAL AFFILIATIONS

- State of Illinois, Registered Landscape Architect
- License No. 157-001062
- CLARB Certified Landscape Architect, No. 4570
- Member, American Society of Landscape Architects
- Instructor, Joseph Regenstein, Jr. School, Chicago Botanic Gardens
- Member, Women's Transportation Seminar

SPEAKING ENGAGEMENTS

- APA Illinois State Conference, "Successful Grant Writing: Putting Plans into Action", 2011
- APA Chicago Metro Section, "Outside the Box: A Historic Preservation Toolkit for Planning", 2011
- Glenbrook South High School Women in Math and Science Breakfast, 2010, 2011, 2012, 2013, 2014
- Author of the Chicago Botanic Gardens Garden Design Certificate Curriculum Restructuring, 2010



JODI Z. MARIANO, PLA, ASLA, CLARB
Principal

EDUCATION

- | | |
|------|--|
| B.A. | Landscape Architecture
University of Illinois
(Urbana) |
| M.A. | Architecture
University of Illinois
(Urbana) |

RESUME OF

JODI Z. MARIANO, PLA, ASLA, CLARB

Principal

REPRESENTATIVE PROJECTS

Gateway & Wayfinding Signage

Prepared gateway and wayfinding signage packages for downtown district and corridor enhancement. Signage design assignments include the Villages of Lombard, Deerfield, Glendale Heights, Broadview, Berkeley, South Elgin, Canton, and Western Springs.

Transportation and Streetscape Planning

Worked on behalf of both private developers and municipalities to develop streetscape visioning and detailed bid document plans for streetscape developments. Assisted with obtaining ITEP (Illinois Transportation Enhancement Program) funding for streetscape implementation. Transportation & Streetscape planning assignments include Orland Park Transportation Plan, Canton Downtown (Canton); Sherman Plaza, Maple Avenue & Borders Plaza (Evanston); Vernon Court Parking Lot, Downtown Planters & Dundee Road median plantings (Glencoe); Lemont Downtown and Historic I&M Canal Trail (Lemont); St. Charles Road (Berkeley); and Southside Streetscape (Greensboro, NC).

Corridor and Urban Design Guidelines

Participated in and led community planning assignments which resulted in the design direction for publicly and privately owned properties, including assignments in Oak Lawn (95th Street Corridor), Broadview (Roosevelt Road) Berkeley (St. Charles Road Corridor), Western Springs, Lombard, South Elgin, Itasca, West Chicago, Sugar Grove and Prairie Grove. Continuing services for many of these communities have provided assistance with municipal decision making for items such as new development, building additions and modifications.

Façade Enhancements

Provided historical research and façade enhancement studies to assist with downtown revitalization projects. Assisted with obtaining DCEO (Department of Commerce and Economic Opportunity) grants for façade implementation. Façade enhancement assignments in downtowns include Broadview, Canton, Glencoe, Fox River Grove, Rochelle and Lombard. Façade enhancement assignments for commercial centers include Olympia Fields.

Site, Landscape and Architectural Plan Review

Analyzed and prepared project reviews and testimony for a variety of large and small scale projects for the Villages of Bloomingdale, Itasca, Glencoe and South Elgin.

Landscape Architecture

Provided landscape architecture design services for multiple residential projects, including single family, townhome and condominium homes. Provided landscape architectural design for specialty garden areas such as the Wilmette Reading Garden, Glenbrook Hospital Memorial Sculpture Garden, Glencoe Village Hall and Downtown Planters, Astellas Pharmaceuticals.

Park Master Plans and Park Site Design

Prepared park plans for the South Elgin Parks Department, including Gateway Plaza, Pickerel Park, and Pioneer Park. Prepared playground plans for B'Nai Torah Congregation.

Infrastructure Design

While at another firm, collaborated with teams of engineers, architects and landscape architects on high profile infrastructure projects including the South Lake Shore Drive Reconstruction through Historic Jackson Park and the Michigan Avenue Planters above the North & South Grant Park Garages in Chicago.



RESUME OF
ERIN CIGLIANO, AICP
New Media Specialist

EXPERIENCE

Strategic planner and multidisciplinary designer with an eye for innovation and pixel perfection. Erin has worked at Teska Associates for the past 8 years creatively engaging communities using her experience in planning and interactive design. Serving as Teska's New Media Specialist, Ms. Cigliano's abilities span from graphic design and web development to marketing, public outreach, and in-person workshop facilitations.

By merging the application of engagement mediums, Erin is able to effectively build project momentum and optimize outreach efforts. A self-taught web guru, she has designed dozens of project websites including those for the 2011 APA Awarded plans, 'Sustainable Decatur' and 'Downtown Lombard'.

Hands-on planning experience includes the facilitation of neighborhood seminars, including the Metropolitan Consortium of Community Developers (MCCD) in Minneapolis, MN, which encompasses 45 non-profit community development organizations, and the Local Initiatives Support Corporation (LISC), which is dedicated to helping residents transform their distressed neighborhoods.

Erin's recent outreach and design work includes the complete revamp of Teska's own website - from design conception, verbiage, and web design, RTA's 'Setting The Stage For Transit Guidebook', Oak Lawn's 95th Street Corridor Plan, and Plainfield's Transportation Plan Update.

PROFESSIONAL AFFILIATIONS

- AICP | American Institute of Certified Planners
- AIGA | American Institute of Graphic Artists
- APA | American Planning Association



ERIN CIGLIANO, AICP
New Media Specialist

EDUCATION

B.A. Urban Planning
 University of Illinois
 (Urbana)

Professional Mentor for Masters Students
within the Fine & Applied Arts Masters
Program at the University of Illinois
(Urbana); Year 2013

Two-Time Recipient of AICP Outstanding
Student Award / Graduated 1st in Major

RESUME OF
DOMINIC SUARDINI
Associate



EXPERIENCE

Mr. Suardini's background includes extensive knowledge in both landscape architecture and planning professions. Joining Teska in September of 2012, Dominic's experience includes a broad range of urban design, land planning, landscape design, construction documents, and planning projects, with a passion for creating special places for people to live, work and play. Over 12 years experience in hand and computer rendering with applied software programs AutoCAD, Adobe Creative Suite, Google SketchUp, and Microsoft Office Dominic brings both work experience and graphic communication to the drawing board.

Detail-oriented with ability to put on the planner hat, Dominic understands big picture thinking involved in community planning down to the smallest of details in creating a vibrant and unique streetscape for a community.

Prior to joining Teska, Dominic spent 7 years working as a landscape designer/planner for The Lakota Group, Inc. based in Chicago, Illinois. While there he was responsible for producing projects ranging in size from playgrounds to streetscape design to large scale community master plans. His focus was on executing projects from schematic design through constructions and providing clients multiple creative solutions to every project no matter how large or small.

Currently, at Teska Associates, Dominic is involved with design planning for the following corridor and streetscape projects:

REPRESENTATIVE PROJECTS

- Glendale Heights Wayfinding Signage and Campus Enhancement Plan, Village of Glendale Heights
- Oak Lawn 95th Street Corridor, Village of Oak Lawn/CMAP
- Ridgeland Avenue Corridor, Cities of Burbank and Palos Heights, Villages of Oak Lawn, Chicago Ridge, Worth and Alsip / RTA
- Roosevelt Road Streetscape and Signage, Village of Broadview



DOMINIC SUARDINI
Associate

EDUCATION

B.L.A.	Landscape Architecture
	Michigan State
	University
	East Lansing, MI



**RESUME OF
HEATHER FAIVRE**
Associate

EXPERIENCE

With her combination of skills and experiences in landscape architecture and visual communications Ms. Faivre has developed an adaptive approach to design. She is passionate about innovation and craft. Since joining Teska Associates in July 2013 she has worked on a wide range of projects, both landscape and planning, contributing her skills to design, analysis, mapping, construction documentation, digital rendering and community workshops.

Ms. Faivre has a Bachelor of Landscape Architecture with honors from the University of Illinois, she graduated in 2012. While at the University of Illinois Heather specialized in new media art, developing skills in graphic design, video editing, animation, 3D modeling and digital rendering.

Prior to joining Teska she worked as a landscape architecture intern at Thomas Graceffa Associates in Rockford IL, and as a visual communications specialist creating video presentations at the University of Illinois in Urbana, IL. As a student she was a summer intern for the Field Museum's division of Environment, Culture and Conservation, where she worked on the Climate Action Toolkit Project – helping with the planning and development of community gardens and climate education projects in diverse Chicago neighborhoods.

PROFESSIONAL AFFILIATIONS & AWARDS

- ASLA | American Society of Landscape Architects, Associate Member
- Landscape Architecture Foundation University Olmsted Scholar, 2012
- Illinois ASLA Undergraduate Award of Honor, 2012
- Illinois ASLA Outstanding Senior Award, 2012
- Illinois ASLA Outstanding Junior Award, 2011



HEATHER FAIVRE
Associate

EDUCATION

B.L.A.	Landscape Architecture University of Illinois (Urbana)
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200 EAST 5TH AVENUE
N° 318
NAPERVILLE, ILLINOIS 60563
630 300 4211 TEL
CWOHLT@GMAIL.COM
WWW.URBRANDING.COM

project profile

Carl Wohlt, Founder and Principal

Project Responsibilities: Research, Brand Positioning and Visual Identity Design

Education	Master of Urban Planning and Policy University of Illinois at Chicago Master of Fine Arts, Graphic Design Indiana University Bachelor of Fine Arts, Graphic Design Missouri State University	
Experience	Crosby Associates Inc. Principal and Creative Director 1981–2004 Hitchcock Design Group Senior Associate and Urban Planner 2005 – 2009 wohltgroup Founder and Principal 2009 – present	
Branding and Visual Identity Project Experience	Advocate Healthcare American National Bank Bank One Commercial Banking Blue Cross and Blue Shield Association Calumet River Corridor Chicago Wilderness / Leave No Child Behind Initiative City of Des Plaines, Illinois ColeTaylorBank CoreSource, Inc. Downtown Lombard, Illinois Edward Jones Dome Ewing Cultural Center First Chicago Electronic Services Division G.D Searle Illinois Tool Works	Mutual of Omaha's Wild Kingdom Re:New DeKalb Unicom University of Illinois / Village of Orchard Downs Village of Fox Lake, Illinois Village of Frankfort, Illinois Village of Highwood Village of Lake Villa Village of Lombard, Illinois Village of Mundelein Village of Long Grove, Illinois Village of Oak Brook, Illinois Village of Oak Forest Walker Information
Contact Information	Carl Wohlt, Principal wohltgroup 200 East 5th Avenue Number 318 Naperville, Illinois 60563 cwohlt@gmail.com www.urbranding.com	

RESUME OF

WILLIAM C. GRIEVE, P.E., PTOE

Senior Transportation Engineer

EXPERIENCE

William C. Grieve, Senior Transportation Engineer, has over 35 years of specialized experience in transportation planning and traffic engineering. His clients include municipalities, school districts, hospitals/medical centers, park districts, and developers and their consultants.

TRANSPORTATION PLANNING / MUNICIPAL CONSULTING

Managed comprehensive planning and corridor studies, Central Business District/ Transit Oriented Development and complete streets studies, conducted development reviews, and performed special topic investigations for dozens of Chicago-area municipalities. Participated in the transportation planning of new communities in Illinois, Texas, and Canada, including street system functional hierarchy, location, and alignment. Evaluated redevelopment proposals in Illinois, Wisconsin, Michigan, Kansas, and Texas and the Provinces of Alberta and Saskatchewan, Canada.

TRAFFIC ENGINEERING

Conducted Traffic Impact Studies (TIS) in over 100 Illinois municipalities, 15 states, and 3 Provinces in Canada. Evaluated and designed site plan elements (e.g. parking facilities, access intersections, and internal circulation) for retail/commercial centers, residential communities, office parks, industrial/business parks, school districts, hospitals/medical centers, mixed-use developments, and recreational facilities. Managed and conducted Intersection Design Studies (IDS) in Illinois. Provided expert testimony at public hearings in Illinois, Wisconsin, Iowa, Indiana, Michigan, Kansas, and in the Province of Alberta, Canada.

PARKING

Conducted parking studies for municipalities, commercial developments, and institutional campuses, including surveying inventory, determining existing peak/daily demands, and analyzing future shared parking needs. Prepared functional design for structured and at-grade parking facilities.

PUBLIC INVOLVEMENT

The following projects that Mr. Grieve managed and participated in had extensive public involvement:

- Main Street Feasibility Study – Bloomington-Normal
- CBD/TOD Transportation and Parking Studies: Wilmette, Kenilworth, Elmhurst, Huntley, and Northbrook
- Downtown Comprehensive Traffic and Road Diet Study – Skokie
- Comprehensive Plans: Mundelein, Niles, and Oak Park
- Downtown Riverfront Redevelopment Study – Sterling
- Des Plaines 5 Corners TIF Study – Des Plaines
- Corridor Studies: Skokie Boulevard – Northbrook, Waukegan Road – Glenview; East Grand Avenue – Gurnee; Harlem Avenue, North Avenue, and Madison Street – River Forest; Central Street – Evanston; IL Rte 60/83 – Mundelein



EDUCATION

B.S. Civil Engineering,
University of Illinois,
Champaign-Urbana;
1978

Graduate Studies in Public Administration and Transportation

Professional Registration
Professional Engineer
Province of Alberta, Canada (APEGGA)
Professional Traffic Operations Engineer (PTOE)

Memberships

Institute of Transportation Engineers (ITE)
American Planning Association (APA)
American Society of Civil Engineers (ASCE)

RESUME OF

TIMOTHY J. DORON

Director of Transportation Planning



EXPERIENCE

Mr. Timothy J. Doron has over 25 years experience in all phases of transportation planning and traffic studies, and currently manages GHA's Chicago office. His experience includes traffic, parking, pedestrian and transit studies within urban and suburban areas; comprehensive transportation planning and master plans; downtown plans and municipal studies; traffic simulation models; and roadway operations planning. Additionally, Mr. Doron has provided testimony at numerous commissions and committees in Illinois, Wisconsin and Kentucky.

Mr. Doron previously served as a Principal and Vice President at a major transportation traffic firm, was the Director of Transportation of the Northwest Municipal Conference, and also served as Executive Director, General Manager of a regional transit agency.

CITY OF CHICAGO TRAFFIC AND CIRCULATION STUDIES

Sample projects within the City of Chicago for public sector clients, not-for-profit interests, and private developers include:

- St. Joseph Hospital – traffic & parking study
- St. Mary of Nazareth Hospital – traffic & parking study
- 47th St and Cottage Grove Ave. Commercial Center – traffic and street operations
- Wrigley Corporation Headquarters Goose Island – circulation & traffic study
- Avondale Charter School 3400 Elston Ave. – traffic & access study
- Six Corners Master Plan – traffic & parking study
- St. Elizabeth Hospital – traffic & parking study
- Advocate Illinois Masonic Medical Center – traffic & street operations study
- City of Chicago PBC site, 13th St. and Damen Ave. – traffic & parking study
- Gateway Shopping Center Howard St. and Clark St. – traffic & parking study

MASTER PLANNING AND CORRIDOR STUDIES

The following are representative projects of Master Planning and Corridor Studies:

- Village of Niles Comprehensive Plan
- Orland Park Master Transportation Plan
- Village of Berwyn – Oak Park, Cicero & Roosevelt Rd. Corridor Study
- Elburn Comprehensive Access & Network Study
- Glenview – Milwaukee Avenue & Waukegan Road Corridor Studies
- LaGrange Park – 31st Street Corridor Study
- Niles Transit Operations Study
- Oak Park – Madison Street Corridor Study
- Sun Prairie, WI – Westside Master Plan
- Chicago CSX Properties Master Plan
- Stroger Hospital Campus (Chicago) Master Plan
- University of Illinois (Chicago) Campus Master Plan

EDUCATION

B.A. Urban and Municipal
Studies, Loyola University, 1971

Master of Public Administration
Roosevelt University, 1978

Memberships & Positions

Institute of Transportation Engineers
American Planning Association
Lambda Alpha International Land Economics Society, Board of Directors (2009-2012)
Glenview Plan Commission, Chairman (1992-2000)
Glenview Naval Air Station Redevelopment Commission, Chairman (1994-2000)

RESUME OF

TIMOTHY J. DORON

Director of Transportation Planning



ADVOCATE ILLINOIS MASONIC MEDICAL CENTER – CHICAGO ILLINOIS

Transportation Consultant for the planning and construction of a 157,000 square foot diagnostic and outpatient center. The study and planning efforts included changing the current street system from one way to two ways, designing pedestrian and loading areas, and predicting capacity impacts to the street system resulting in geometric changes.

RESURRECTION HEALTHCARE ST. JOSEPH HOSPITAL – CHICAGO ILLINOIS

Transportation Consultant for the planning and construction of a 330,000 square foot outpatient, diagnostic and medical office center. Evaluated parking requirements both on street and off street, traffic operations and pedestrian safety for the entire campus. The study and planning efforts included changing the current street system from one way to two ways and improving loading operations.

UNIVERSITY OF ILLINOIS CHICAGO – CAMPUS MASTER PLANS

Consulted with a team to evaluate and design both the new South Campus area as well as the entire campus master planning effort. This included an evaluation of all major street operations within the campus, pedestrian and bicycle interface, transit operations and stop locations and connections to major facilities such as the medical Center. Because of the very large volumes of pedestrians on and around the campus, special attention was paid to safety and locations of safe crossing areas as well as traffic signal pedestrian operations.

TRANSIT STUDIES

Representative Transit Operations Analyses include:

- Jefferson Park & Village of Evanston – CTA & Suburban Bus Terminals Operations Plan
- Lake Cook Road Transportation Management Association – Shuttle Transit Feasibility Study
- Village of Niles – Transit Operations Analysis
- Carle Hospital Urbana – Paratransit Shuttle Analysis

MUNICIPAL DOWNTOWN/COMMERCIAL STUDIES

Traffic, pedestrian, and parking studies projects conducted in downtown districts include:

- Downers Grove
- Evanston, Glenview
- Highland Park
- Lake Bluff
- Lombard
- Mt. Prospect
- Oak Park
- Orland Park
- Park Ridge
- Western Springs
- Wilmette
- Villa Park
- Elizabethtown, KY

RESUME OF

KELLY K. CONOLLY, P.E.

Transportation Engineer



EXPERIENCE

Kelly K. Conolly is a Licensed Professional Engineer with ten years of experience in the traffic engineering and transportation planning fields. Her experience covers both the public and private sectors and includes traffic impact studies; pedestrian, bicycle and transit studies; comprehensive planning; transportation master plans; downtown plans and municipal studies; transit and transit-oriented development studies; parking demand analyses; and roadway operations planning. Her projects typically incorporate bicyclists, pedestrians, transit, and autos in a cohesive plan that makes travel safer for all modes. Kelly's holistic approach blends practical engineering with fresh planning concepts, yielding plans and designs that support the needs of each community.

MASTER TRANSPORTATION PLANNING

The following projects are representative of the master transportation plans and corridor study projects on which Kelly has worked. The transportation component of these plans includes right-of-way, access management, circulation, signal location, pedestrian and bicycle facilities, parking, etc.

- Orland Park 2040 Transportation Plan
- Village of Niles Comprehensive Plan
- Village of Mt Prospect STAR Line Station Area Plan
- Marengo Western Corridor Plan

CAMPUS TRAFFIC & PARKING PLANNING

The following is a representative sample of university, medical and recreational campus projects for which Kelly has done comprehensive circulation and access planning. Campus plans always involve a multi-modal approach that considers the importance of pedestrian and bicycle access.

- DePaul University
- Loyola University Chicago
- University of Illinois at Chicago
- Advocate Illinois Masonic Medical Center

TOD/DOWNTOWN CONVERSION STUDIES

Kelly has worked on several projects evaluating the feasibility and implications of changing traffic circulation or capacity through downtowns and transit oriented subareas with the goal of calming traffic, promoting multimodal mobility and increasing business vitality.

- Skokie Road Diet Study
- Northbrook Downtown Plan
- Hanover Park Village Center Plan
- Two-way Conversion, Western Avenue, Downtown City of Blue Island

EDUCATION

B.S. Engineering with an emphasis on Structural and Transportation, University of Illinois Urbana-Champaign, 2004

PROFESSIONAL REGISTRATION

Illinois Licensed Professional Engineer # 062 061630

MEMBERSHIPS

Institute of Transportation Engineers
Active Transportation Alliance
Women In Transportation Seminar
American Planning Association

BIKE & PEDESTRIAN PLANNING

Kelly believes bicycling and other modes of active transportation add value to and improve our communities. Some of her bike and pedestrian planning projects include:

- Cook County Bicycle Signage Plan
- Northwest Highway Bike Facilities Plan
- Des Plaines River Trail Corridor Plan
- Village of Barrington Hill Trail Planning

RESUME OF

BRIAN NEWTON

Business Development Manager



EXPERIENCE

Brian Newton is in his fifteenth year with Parvin-Clauss. In that time, he has been involved in a variety of different high profile projects and worked with many different sign types for large subdivision monumentation, zoo wayfinding, industrial park monuments/wayfinding, sports arena signage and more. He led the sales team as Vice President, and continues to assist other sales team members. Brian has won several Sales Excellence awards with Parvin-Clauss and is very involved in day to day operations with estimating, production and installation. He works with suppliers and vendors and arranges learning seminars for the Parvin-Clauss team. He prides himself on being solutions oriented with his clients, and loves that his company has a combined industry experience of over 400+ years to lean on.

"I thoroughly enjoy helping people through the process of formulating their ideas of signs into realities".

Through Parvin-Clauss, Brian is a member of the International Sign Association (ISA) and the United States Sign Council (USSC).

Notably, he has worked on a panel, with other various sign companies and consultants, to assist Naperville with their sign code revisions.

Brian received his Bachelor of Science degree in Marketing from Eastern Illinois University, where he also wrestled and was a member of the Sigma Chi fraternity. He currently resides in the Glen Ellyn with his wife of 11 years and dog. He is an outdoorsman and loves golf, hunting, snowboarding, cross country skiing, snowmobiling, hiking, softball and cross training.

EDUCATION

B.S. Marketing
Eastern Illinois University

Memberships

International Sign Association (ISA) and the
United States Sign Council (USSC).

CHAPTER FOUR

REFERENCES

INTRODUCTION

The following pages provide summaries of relevant project experience for Teska and our consultant partners. Teska has extensive signage and wayfinding experience and has served as lead consultant in the following projects listed below.

Listed below is our client contact information for three of Teska's most representative projects, which serve as references for our team.

■ Village of Glendale Heights, Illinois
Raquel Becerra, Village Administrator
300 Civic Center Plaza
Glendale Heights, IL 60139
630.260.6000
raquel_becerra@glendaleheights.org

■ Village of Lombard, Illinois
William Heniff, Community Development Director
255 E Wilson Ave
Lombard, IL 60148
630.620.3599
Heniffw@villageoflombard.org

■ Village of Broadview, Illinois
Matt Ames, Public Works Director
2350 South 25th Avenue
Broadview, IL 60155
(708) 681-3602
mames@villageofbroadview.com

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CHAPTER FIVE

PROJECT EXPERIENCE

CHAPTER CONTENTS

TESKA ASSOCIATES

■ Teska Associates, Inc

Glendale Heights Civic Campus Signage and Wayfinding Plan
Lombard Downtown Guidebook
Deerfield NWQ Master Plan
Little Village 26th Street Streetscape Enhancements
Glenstar Signage and Wayfinding
Jens Jensen Park Restoration
Olympia Fields Sign Design
Roosevelt Road Streetscape and Signage Plan
South Elgin Gateways and Streetscapes

■ wohltgroup

Downtown Lombard Branding, Visual Identity and Signage System
Mundelein Community Branding
Des Plaines Branding and Visual Identity
Lake Villa Triangle Branding and Visual Identity
Village of Long Grove Visual Identity and Signage System
Calumet River Corridor Visual Identity
Branding and Visual Identity Examples

■ Gewalt Hamilton Associates, Inc

Strategic Master Transportation Plan, Orland Park, IL
Northwest Municipal Conference Bicycle Facilities Plans, North and Northwest Cook County, IL
Advocate Illinois Masonic Medical Center for Advanced Care, Chicago, IL
St. Joseph Hospital Redevelopment Plan, Chicago, IL

■ Parvin Clauss

Installation Examples



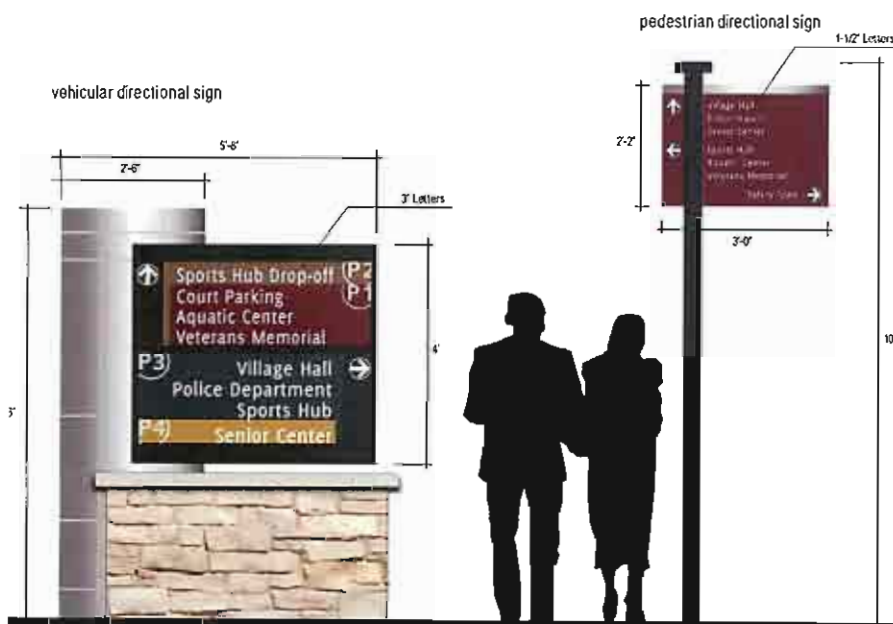
CIVIC CENTER SIGNAGE & WAYFINDING PLAN GLENDALE HEIGHTS, IL.

SIGNAGE AND WAYFINDING PLANNING

The Village adopted the signage and wayfinding program to improve the diverse user experience on the Campus. Teska developed comprehensive wayfinding/signage plans that addressed vehicular/pedestrian routes, open space destinations, building entrances, interconnectedness of sidewalks and opportunities for enhancement. Signage and wayfinding elements include the following:

- Campus Gateway Sign
- Vehicular Directional Signage
- Pedestrian Directional Signage
- Parking Identity Signage
- Building Signage

The Campus includes Village Hall, Police Department, Court, Senior Center, Sports/Aquatic Center and a Safety School. With this diverse group of users and parking designations, the signage program clearly guided users with simple color coded vehicular and parking identity signs.



Building Signage Visualization



Sign Mock-up

LOMBARD DOWNTOWN REVITALIZATION PROJECT GUIDEBOOK

LOMBARD, IL

LOMBARD DOWNTOWN REVITALIZATION

Lombard desired more than a plan; what the Village envisioned and received was a practical guidebook of projects to enable them to hit the ground running.

Downtown Lombard's function in the community as a center for commerce and community has changed for a variety of reasons. From the emergence of other commercial districts and Yorktown Center, certain businesses and uses were drawn away from the downtown area, changing its role as the traditional central business district. The primary objective of the Lombard Downtown Revitalization Project Guidebook was to identify specific projects and actions that the Village and its partners can implement to rejuvenate Downtown Lombard as a strong commercial district with a balance of supporting uses and dynamic gathering spaces.

Teska Associates, Inc. – along with its partners BDI, Gewalt Hamilton, Fish Transportation Group, Hitchcock Design Group, wohltgroup, and sculptor Richard Hunt – took past planning and visioning efforts to the next level to create a series of action steps that the Village and its partners can begin implementing immediately and continue rolling out as resources become available.

From redeveloping vacant sites to creating a downtown branding program, the Lombard Downtown Revitalization Project Guidebook was supported by a series of civic engagement activities to build public consensus on strategies to revitalize Downtown Lombard as a more vibrant destination and livable community. In addition, redevelopment strategies were market-tested to ensure their feasibility.



Proposed infill development for commercial site in Downtown Lombard.



Creating the brand for Downtown Lombard around the symbolic lilac, the Village's official flower.



Streetscape Signage and Pedestrian Crossing



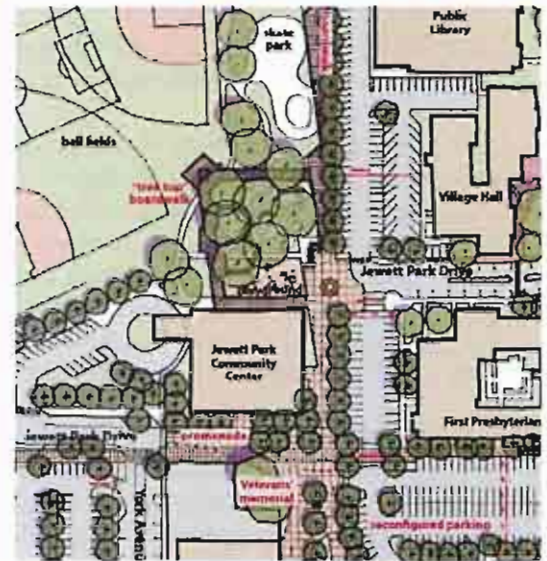
VILLAGE OF DEERFIELD NORTHWEST QUADRANT MASTER PLAN DEERFIELD, IL

CIVIC CAMPUS PLAN

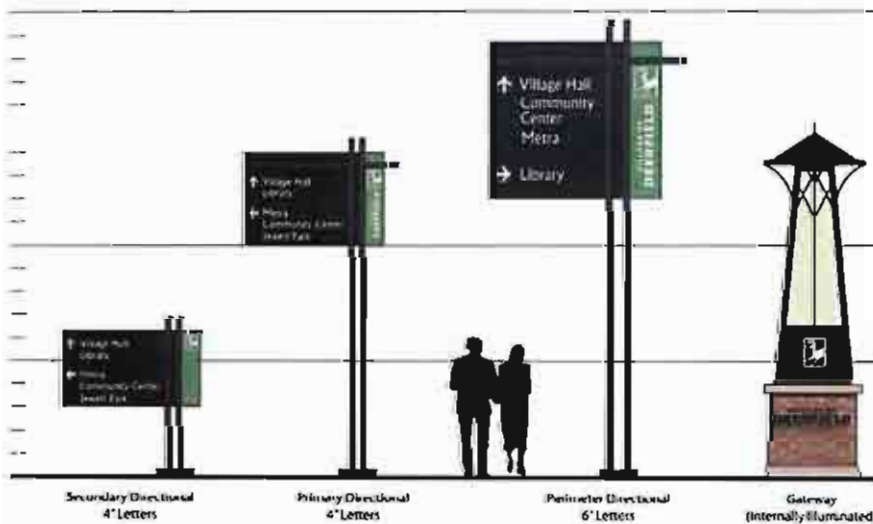
The Village of Deerfield has embarked on a visionary plan that will transform the Northwest Quadrant into the cultural centerplace of the community. Occupied by Village Hall, Public Library, Community Center, Jewett Park, Church, shops and dining, the Northwest Quadrant is currently a collection of important community destinations connected by disjointed parking lots.

Through a series of visioning sessions, design workshops, stakeholder meetings and public presentations, the Village has rallied around a Master Plan that puts the pedestrian first, emphasizes community gathering, promotes public art, and supports the community's vision for the civic center of Deerfield.

Teska's role in the master plan assignment was lead consultant, community planner and wayfinding signage designer. Subconsultants include Gewalt Hamilton Associates (transportation planning), Hitchcock Design Group (landscape architecture), and Bondy Studio (architectural illustrations).



Master Plan



Northwest Quadrant Signage Family



Jewett Park Improvements



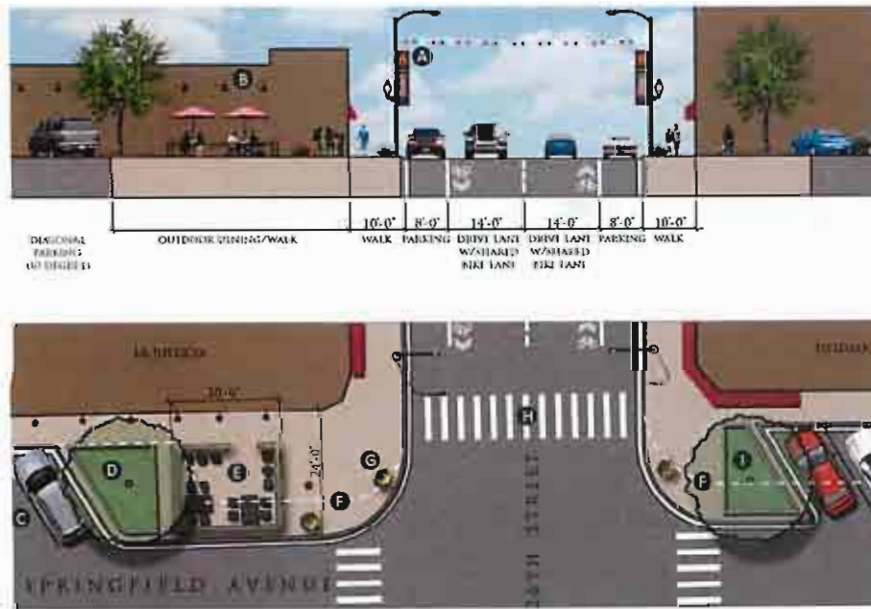
LITTLE VILLAGE SSA#25 26TH STREET STREETSCAPE ENHANCEMENTS CHICAGO, IL

STREETSCAPE, URBAN DESIGN & BRANDING

Teska Associates was retained by Little Village SSA #25 to conduct a market analysis and economic development strategic plan for Little Village SSA #25, one of the most vibrant commercial districts in Chicago. As part of this process, an important recommendation was to promote quality urban design through a branding campaign, renovation of Manuel Perez Jr. Plaza, and streetscape improvements along 26th Street.

26th Street is well utilized by multiple modes - cars, buses, bicycles, and pedestrians on narrow sidewalks. With limited space for pedestrians on 26th Street, side streets adjacent to 26th Street provided areas for both additional parking, landscaping, and opportunities for pedestrian amenities including outdoor dining space.

Developing a strong brand along 26th Street was also important in creating a character that signals strength, pride and culture in the area. The Arch, located along 26th is one of the most recognizable gateways in Chicago and provided a strong branding element that was used in developing community identity banners.



Streetscape improvements along 26th Street



New lighting and site improvements to Manuel Perez Jr. Plaza



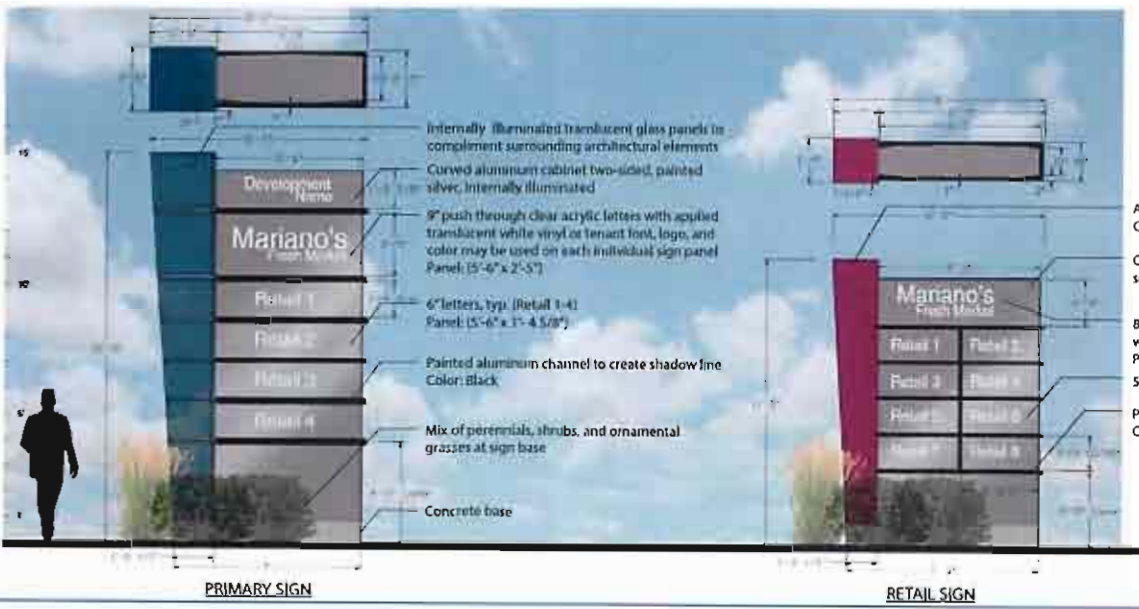
GLENSTAR PROPERTY SIGNAGE AND WAYFINDING PLAN GLENVIEW, IL

SIGNAGE DESIGN / LANDSCAPE ARCHITECTURE

The former home of a Culligan water bottling plant is now one of the most prime pieces of redevelopment property on the North Shore of Chicago. Located at the intersection of I-294 and Willow Road, the 40 acre site provides easy access to surrounding high tech businesses and close proximity to O'Hare International Airport.

To capitalize on this prime location, a mixed use site plan has been developed that includes the corporate headquarters for Astellas Pharma US (a leading pharmaceutical manufacturer), 70,000 s.f. of neighborhood retail, two hotels, and 153 attached residential units.

As a follow up to the landscape architecture work, Teska is currently developing a signage and wayfinding program (Installation Fall of 2014) which includes gateway and retail monument signs, vehicular and pedestrian directional signs, and retail parking identity signs. Creating a high quality signage program which reflected the surrounding character of the architecture was one of the key goals in this project.





JENS JENSEN PARK RESTORATION

HISTORIC NEIGHBORHOOD PARK RESTORATION

This project represents a collaborative public and private effort to recognize Jensen's small 1924 neighborhood park located within the core of Ravina's Business District. The restoration process was initiated by resident neighbors "The Friends of Jens Jensen Park" together with the Park District of Highland Park. The park was originally designed in 1924 by Jens Jensen, Ravinia's village green, a place for public gatherings and personal reflection.

Working together with the Friends of Jens Jensen Park and the Park District, Teska landscape architects created a restoration plan that was in keeping with Jensen's design philosophy and original vision for the park. The plan was used to create a united effort for public awareness and fundraising to reconstruct the lily pond, council ring, groves, meadows and perimeter plantings that characterized Jensen's philosophy and spirit of community within the context of landscape.

The landscape architects prepared plans and perspective sketches that were used to create consensus between residents and the Park District. The landscape architects, together with the Friends of Jens Jensen Park and Park District, held many informative meetings of the importance of this park as recognition of Jens Jensen's work and his rich legacy in Highland Park.

HIGHLAND PARK, IL



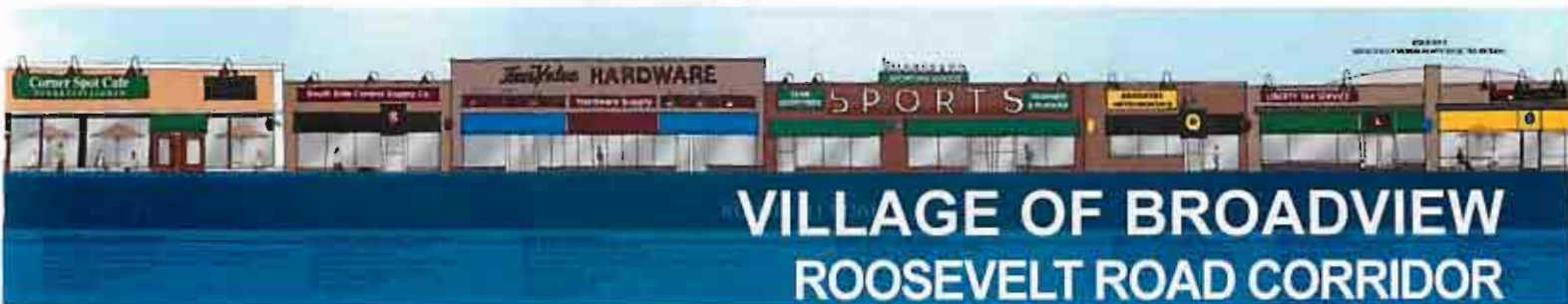


In addition, Teska worked with the property owner and the Village to create a new gateway sign that identifies the shopping center and key tenants, match the architectural character of the center, and promote community events. The sign's initial concept is illustrated to the right.



SIGN FACE (B)

OPTIONAL
SIGN FACE (A)



FACADE, STREETScape & SIGNAGE PLAN

Broadview's commercial corridor is changing for the better. New businesses have filled vacant storefronts; existing businesses have enhanced their facades; and the Village has budgeted for streetscape improvements.

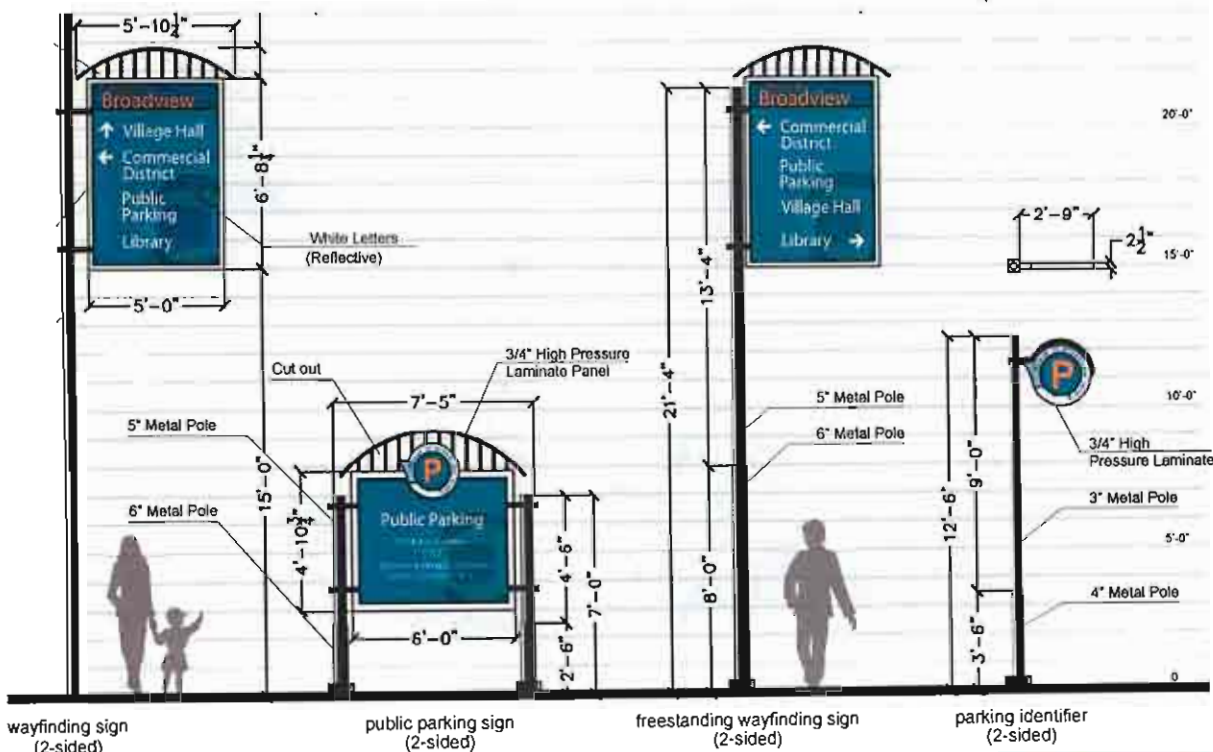
Teska worked with the Village and businesses to prepare a facade program, including application documents, conceptual plans and design guidelines. Teska led a design charrette with businesses and property owners to identify issues and opportunities for facade enhancements. The design concept plan for a one block face along the corridor was used by businesses to plan, budget and implement facade enhancements. Built projects include roof repair, business signage, storefront windows, doorways and other facade enhancements.

Teska continues to work with the Village on the preparation of streetscape construction documents for the corridor. The streetscape plan is designed to promote corridor businesses via improved on-street parking. New sidewalk cafes are designed to support the growing number of restaurant uses. Other features of the streetscape plan include enhancements to municipal parking lots, decorative lighting, enhanced paving, landscape plantings and wayfinding signage.

BROADVIEW, IL



Facade Improvements





VILLAGE OF SOUTH ELGIN GATEWAYS AND STREETSCAPES SOUTH ELGIN, IL

GATEWAY AND STREETSCAPE DESIGN

The Village of South Elgin draws upon its local history to influence new development patterns.

Through an engaging public process, Teska worked with the Village to develop a Design Manual for architectural and streetscape developments within its Village Center. Design themes were selected to celebrate characteristics that are unique to the Village, such as the Industrial Riverfront District, Commercial Rail & Road Corridors, and Upland Settlement Areas.

The Manual provides guidance to the Village and development community towards enhancements within the public right-of-way and private properties. Architectural guidelines address building orientation, building proportion & scale, facade treatments, roofing treatments and details. Streetscape design guidelines address roadway intersection treatments, parkway areas, gateways & signage and lighting.

Teska continued to work with the Village to implement key Gateways into the Village Center, including the Gateway Plaza and Pioneer Park. Within the heart of the Village Center, the Gateway Plaza includes native limestone boulders, Village signage, decorative lighting, specialty paving, streetscape furnishings, plantings and sculpture. Pioneer Park incorporates the renovation of an historic fountain, new Village signage, flagpoles and landscaping.



above: Gateway Plaza



above: Pioneer Park



above: Pioneer Park

Downtown Lombard Branding, Visual Identity and Signage System
Village of Lombard, Illinois



A branding and visual identity system was created as part of the Downtown Lombard planning initiative led by Teska Associates. The plan is one of the first urban planning initiatives in Chicago metropolitan area to fully integrate private sector branding practices with traditional placemaking strategies. wohltgroup helped craft a branding statement for Downtown Lombard that ultimately became the project goal. In addition, a new logo, visual identity standards and signage system standards were developed to support Downtown's targeted brand position.

Mundelein Community Branding Mundelein, Illinois

Branding Framework

After analyzing Mundelein's resources, marketplace opportunities and community aspirations, a brand positioning and promise statements were created to provide a framework for a new visual identity system that would align with and support the targeted brand.

In addition, key words that defined the tone and personality of the Mundelein brand were identified as follows:

- Vibrant
- Progressive
- Welcoming
- Attractive
- Embracing
- Community Oriented

Collectively, the branding framework suggested a fresh, contemporary overall look would be the most appropriate approach to pursue in the development of the new visual identity system, including the primary identifier (signature) that is the key element of the identity system.

Filling the Mundelein Story

In addition to supporting the branding framework, the Mundelein signature was designed to tell a story about Mundelein that would encourage visitors and residents to explore the village's unique character and opportunities.

In the process of creating the signature, the village's unique character and opportunities were explored. The signature was designed to tell a story about Mundelein that would encourage visitors and residents to explore the village's unique character and opportunities.



Mundelein

Tagline and Civic Motto Position

2 | Village of Mundelein Visual Identity Guidelines

Brand Position

Mundelein's breadth of choices for prospective businesses and residents makes the community a highly appealing option for both.

With its entrepreneurial legacy, centralized location and site selection options, the Village can accommodate the needs of both large corporations and mom and pop enterprises in a manner that is unmatched in the Central Lake County region.

Similarly, Mundelein's schools, excellent amenities and housing options make the Village a desirable home for those who value a community that has the appealing qualities of both town and country.

Brand Promise

Mundelein will be Central Lake County's premier location for entrepreneurs and known as a welcoming community.

Developed in association with Business Districts, Inc.

Village of Mundelein Visual Identity Guidelines | 3

The Mundelein community branding initiative began with a thorough evaluation of Mundelein's resources, community aspirations and marketplace opportunities. The project was guided by a project steering committee, Village staff and elected officials, and an extensive public engagement that included a survey, stakeholder interviews, public workshops and focus groups. A market positioning and brand promise statements were crafted targeting entrepreneurs and prospective new residents. An visual identity system that aligned with and supported the branding framework was then developed and approved Mundelein's Village Board. A multi-colored logo – the featured element of the new identity system – includes elements that represent Mundelein's unique legacy, community assets and geographic advantages.

project profile

DES PLAINES

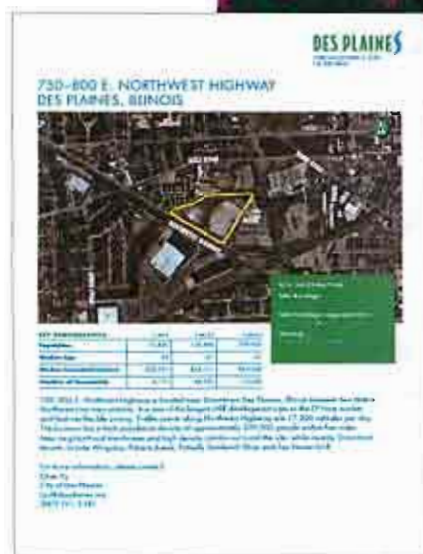
MOVING FORWARD

DES PLAINES

HIGHWAY



DES PLAINES
CHICAGOLAND'S CITY
OF DESTINY



PAGE 35

Lake Villa Triangle Branding and Visual Identity Lake Villa, Illinois



Developed in association with Teska Associates, Inc.

The Downtown Lake Villa TOD Plan (now in progress) includes a visual identity component developed to align with and support an “active lifestyle” branding strategy that leverages the community’s considerable natural features and amenities, including lakes, forest preserves and trails. A key element of the proposed visual identity system is renaming the downtown “Lake Villa Triangle” to clearly differentiate it from other regional marketplace competitors.

project profile

long grove

Developed in association with Hirstcock Design Group

PAGE 37

project profile

wohltgroup
PLANNING | DESIGN | BRANDING

200 EAST 5TH AVENUE
N° 318
NAPERVILLE, ILLINOIS 60563
630 300 4211 TEL
CWOHLT@GMAIL.COM
WWW.URBRANDING.COM

Calumet River Corridor Visual Identity Chicago, Illinois



The Green River Pattern Book, an illustrated guide to urban planning and design principles, and environmental design and energy conservation best practices, was create to help transform the image and identity of Chicago's Calumet River Corridor and attract investor interest. The project included a new visual identity for the Corridor that will be used for future marketing endeavors.

wohltgroup
PLANNING | DESIGN | BRANDING

200 EAST 5TH AVENUE
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630 300 4211 TEL
CWOHLT@GMAIL.COM
WWW.URBRANDING.COM

project profile



Leave No Child Inside
A signature (combined symbol and logotype) for the highly regarded Chicago Wilderness initiative that focusses on connecting children to nature.



BlueCross BlueShield Association

BlueCross BlueShield Association
Branding and visual identity for one of the nation's leading health care insurers and the independent companies that comprise its federation.



Bank One
Print Communications Visual System Guidelines for the commercial banking division of Chicago's largest bank.



Illinois Tool Works
Branding and visual identity program for a multinational manufacturer of industrial products and equipment, included a signature system for the company's 800-plus business units.



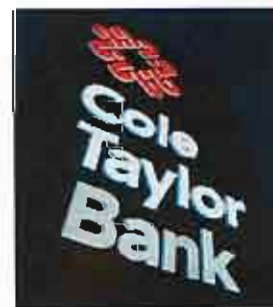
American National Bank
Branding and visual identity program for Chicago's premier middle market bank.



Walker Information
Branding and visual identity program for a company specializing in customer loyalty and business performance measurement.



Edward Jones Dome
Visual identity and primary identification signage for the home of the St. Louis Rams.



ColeTaylorBank
Branding and visual identity program for one of Chicago's leading middle market banks.



University of Illinois at Urbana-Champaign
A signature was developed for use during the master planning phases of a University of Illinois multipurpose residential development project.

Strategic Master Transportation Plan Orland Park, Illinois

Located 25 miles southwest of Chicago, the Village of Orland Park is situated in the center of a transportation system that rivals most, within minutes from I-80, the I-355 Tollway extension, I-294, and I-57. US Rte. 45 (LaGrange Road) serves as the north-south thoroughfare, connecting the Village to the Stevenson Expressway (I-55). Orland Park is served by three Metra commuter rail stations and several Pace suburban bus routes. However, robust population growth over the last decade has kept traffic and transportation issues at the forefront of constituents' concerns.

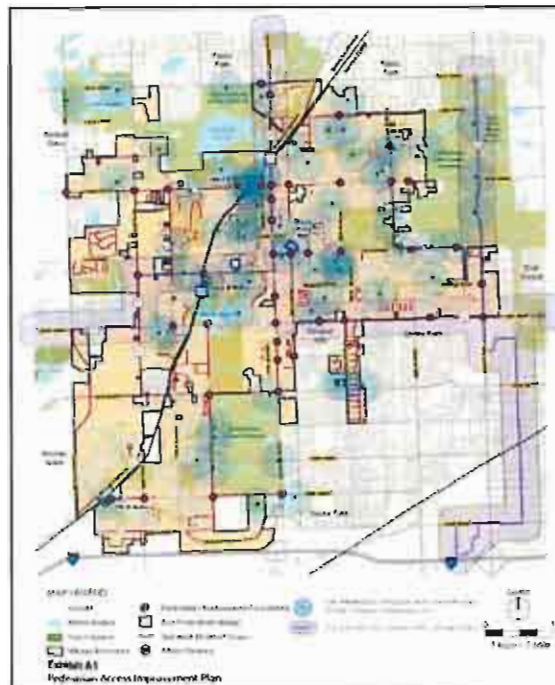
Accordingly, the Village initiated the development of a Master Transportation Plan with five primary objectives:

- Identify Year 2040 system capacity shortfalls
- Develop a plan for alternate travel modes and pedestrian safety
- Implement a complete streets plan for improvements
- Identify, preserve, and enhance Village character
- Develop costs associated with the proposed improvements and provide a schedule for implementation

GHA led a consultant team in the development of a Transportation Plan which serves as an extension of the Village's Comprehensive Plan, setting the groundwork for future mobility improvements.

Completed in 2013, the Plan provides detailed analyses including implementation and costs schedules, and approaches transportation as a network of interrelated parts. The Plan clearly depicts future conditions both with and without the proposed improvements, and highlights the importance of the special "Character Districts" to the operations of the Village's transportation system. Recommendations emphasize pedestrians, bicycles and transit; safety improvements; traffic congestion mitigation; integration with existing and future land uses; and blending functionality with aesthetics.

Kurt Corrigan, Transportation & Engineering Manager
Village of Orland Park
14700 Ravinia Avenue
Orland Park, IL 60462
708-403-5100
kcorrigan@orland-park.il.us



Northwest Municipal Conference Bicycle Facilities Plans North and Northwest Cook County, Illinois

The Northwest Municipal Conference (NWMC) is a regional council of government representing over 40 municipalities and covering approximately 300 square miles in Cook, DuPage, Kane, Lake and McHenry counties. The Conference strongly believes in providing non-motorized transportation options for its citizens traveling within and between its communities. As such, its members are proactive in planning for bicycle and pedestrian mobility, and have recently undertaken several initiatives to enhance biking and walking. The Conference selected GHA as part of a planning team to develop two separate bicycle facility plans.



Northwest Highway Corridor Bicycle Facilities Plan

Recently completed, this project will ultimately create the framework for a contiguous high-level bicycle facility along 20 miles of the Northwest Highway, corridor from Barrington to Park Ridge. This feasibility study will identify the challenges within the corridor and determine a short- and long-term alignment. Final plans illustrate typical cross sections and plan sheets for segments along the corridor, which will consider on-street markings, separate pathways, Rail-with-Trail, road diets, intersection treatments, etc. Planning level cost estimates were developed for the corridor, allowing the County and municipalities to better understand costs associated with the various segments. With the Plan in hand, the Conference will be able to move forward in seeking grants for engineering and construction.

North and Northwest Cook County Bike Signage Plan

This project developed a comprehensive regional bike signage network for all NWMC bicycle corridors in Cook County. Final deliverables included a GIS inventory of existing bike signage along 13 corridors, a prioritization of regional destinations, sign layouts and design, placement guidelines, as well as a policy map that documents the wayfinding and destination sign network. An implementation plan was also developed to help guide installation based on cost estimates and route prioritization.

Chris Staron
Program Associate for Transportation
Northwest Municipal Conference
1616 E Golf Road
Des Plaines, IL 60016
847.296.9200, ext. 31
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**Advocate Illinois Masonic Medical Center
Center for Advanced Care
Chicago, Illinois**

In 2011, GHA was brought into the master planning and implementation process for an expansion of Advocate Illinois Masonic Medical Center (AIMMC). The campus, which is located in a dense urban setting in Chicago's Lakeview neighborhood, is being improved with a new 155,000 square-foot building called the Center for Advanced Care. In order to create a fully integrated medical facility, the new building connects the existing main Stone Pavilion hospital building which requires closing streets and changing area traffic patterns. GHA worked closely with a planning team, consisting of hospital planners, architects, civil engineers, and construction management. The project is a Plan-Design-Build and is currently under construction.

GHA provided transportation planning and engineering services including completion of a traffic impact study, circulation and access plans, truck analysis, pavement marking and signage plans, parking plans, and public testimony before residents, neighborhood councils, the Chicago Plan Commission, and City Council. Our work examined existing traffic and pedestrian/bicycle conditions, street closures, circulation, on-street parking, traffic control improvements and directional signage. All services considered various horizon years as future expansion plans call for upward growth.



Rendering by team member SmithGroupJJR

Transportation facilities in the area are closely interwoven with traffic entering and exiting the site from the street grid system, pedestrian walkability supported by the density of the area and sidewalks surrounding the campus, and the CTA Brown Line Wellington stop located only a few hundred yards from the Hospital's front door. Working within the constraints of an existing hospital building and a very tight, urban site adjacent to a residential area, GHA was charged with the development of an access and drop-off system that could accommodate new circulation but preserve the walkability of the neighborhood. Directional signage and pavement markings were an important component of the plan. Furthermore, the project involved working closely with CDOT to vacate some streets, change others from one-way traffic to two-way.

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Strategy, Planning and Design Manager
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St. Joseph Hospital Redevelopment Plan Chicago, Illinois

Plans for a 300,000 square-foot addition to the hospital that would expand short-term surgical care, outpatient care, and medical office were crafted and submitted to the City of Chicago for approval. As part of staff and aldermanic review, the plans were presented to the public in a number of venues and over a number of months. GHA was retained to complete the traffic and civil engineering components of the plan.

Mr. Timothy Doron was the Project Manager for Traffic and Parking, and his analysis included an evaluation of traffic operations at three major intersections including Diversey Parkway and Sheridan Road, as well as signage design for a larger study area. In addition to his vehicular evaluation, the pedestrian environment and use of public transit was critical to approvals. Mr. Don Dixon, P.E., an Associate and Senior Engineer with GHA, has completed the civil engineering design of the project.

A detailed on-street and off-street parking analysis was performed. On-street parking areas and loading zones were adjusted to accommodate movements of visitors as well as employees. Mr. Doron worked with the development team to functionally design access and circulation to the parking garage. The analysis included a campus wayfinding component that looked at visitor and emergency travel routes and provided a directional signage plan from key arterials such as Lake Shore Drive. The project was approved by the City in 2010 and construction is in progress.

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SIGNAGE INSTALLATION EXAMPLES



Brookfield Zoo Wayfinding Signage | Brookfield, IL



Ingalls Hospital Wayfinding Signage | Tinley Park, IL



CenterPoint Intermodal Gateway Sign | Joliet, IL



Central DuPage Hospital Entry Monument Signage | Glen Ellyn, IL



Community Planning
Development Economics
Site Design
Landscape Architecture



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July 31 2014

Ed Lelo, Management Analyst, Development Services Dept.
Village of Orland Park, 14700 Ravinia Avenue, Orland Park, IL 60462
elelo@orlandpark.org



Re: Wayfinding and Branding Plan for the Village of Orland Park – addendum to Teska’s scope of services

Dear Ed:

Thank you and Karie for the call yesterday. We are so pleased to hear that we are being recommended by the selection committee for the above project and we are looking forward to working with you on this exciting assignment. Per our conversation, this letter identifies an additional task to be included in Teska’s scope of services. The additional task will be accommodated within the total budget indicated in our proposal (May 30 2014):

TASK 2.5, OUTREACH ACTIVITIES:

Purpose: The purpose of this task is to understand an ‘insider’ and ‘outsider’ perspective. Input will be solicited regarding how the general public views Orland Park’s character and identity. This information will be used to generate branding concepts described in Phase 2 of the proposal.

Schedule: This task will occur during Phase 1 and would add approximately one month to the project schedule.

Activities: The following activities are anticipated:

1. Work with the Village to understand targeted user groups and appropriate methods of outreach, including but not limited to: merchants, property owners, social organizations, shoppers, medical service users, park district users.
2. Prepare a web based survey (Survey Monkey or other) to be issued to user groups within and surrounding Orland Park. Work with the Village to distribute the survey via the Village’s website, email group lists, web blasts, postcards and flyers. Survey shall remain open for 4-6 weeks. Survey data will be reviewed and assessed.
3. Work with the Village to identify stakeholders within the community to participate in targeted focus groups, including but not limited to: Historic Old Orland, Historical Society, La Grange Road businesses, Triangle Development. Focus groups would be coordinated by the Village and take place over the course of 1-2 days.

We enjoyed working with the Village during the Transportation Planning effort and look forward to continuing our work with you on this assignment. Should you have any questions, please do not hesitate to call.

Regards,

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Cc: Karie Friling, kfriling@orlandpark.org