



ORLAND PARK

WAYFINDING AND BRANDING PROGRAM

VILLAGE OF ORLAND PARK

DRAFT

Last Revised 14 June 2016

ACKNOWLEDGEMENTS

The Orland Park Wayfinding and Branding Plan is the culmination of the dedicated efforts of Village Staff, Steering Committee and public participation. The consultant team thanks the many dedicated people who have helped to shape and guide the recommendations documented in this plan.

Steering Committee

James V. Dodge, Trustee

Paul Grimes, Village Manager

Karie Friling, Director of Development Services

Ed Lelo, Management Analyst, Development Services

Ellen Baer, Assistant Village Manager

Michael Kowski, Assistant Director of Development Services

Joe LaMargo, Assistant Village Manager, Public Information Officer

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wohltgroup

GHA GEWALT HAMILTON
ASSOCIATES, INC.

Parvin-Clauss
SIGN COMPANY

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**CHAPTER
ONE**

EXECUTIVE SUMMARY

It is an exciting time for Orland Park. Redevelopment is taking place in the downtown area, La Grange Road is undergoing a major streetscape transformation, parks are as popular as ever, community festivals and events are well attended, and businesses continue to grow.

Covering approximately 22 square miles, Orland Park is filled with many well-loved community destinations, including municipal services, commercial destinations, parks, bike routes, downtown area and a historic district. The community has struggled with an enviable challenge: How to direct visitors to all of these great destinations – and how to do this in a way that expresses Orland Park's unique identity?

This is an opportune time to invest in a Wayfinding and Branding program. This program will differentiate Orland Park from its peer communities while also providing much needed directional information to the traveling public.

Throughout this assignment, we have worked with Village Staff, Steering Committee and the community to develop a Wayfinding and Branding Plan that tells a unique story of Orland Park's special identity. The entire process has been collaborative and the final product reflects the input that has been received through Steering Committee meetings, Staff workshops, and community outreach activities.

The Wayfinding and Branding Plan report documents the culmination of visioning sessions, design workshops, steering committee meetings, public presentations and discussions about how the Wayfinding and Branding Plan can and should reflect the high quality of life that the Village provides. In addition to this Executive Summary, the document includes a background of the project, the Wayfinding and Branding Plan and its associated materials, interpretive elements and plans that outline how Wayfinding Signage can function while also promoting the Village's unique community identity.

Once the Village Board approves the Wayfinding and Branding Plan, we recommend that the Village continue advancing the Plan, including development of detailed wayfinding signage as budgets allow towards building the recommendations outlined here into future plans for the Village.

Sincerely,
Teska Associates



Jodi Mariano, Principal

ORLAND PARK WAYFINDING AND BRANDING

**CHAPTER
TWO**

INTRODUCTION TO THE WAYFINDING & BRANDING PLAN

Since the approval of the 2013 Comprehensive Plan and Strategic Transportation Plan, the Village has rallied around the concept of a Wayfinding and Branding Plan. The Village recognized a need for a unified approach to directional signage as well as an expression of community identity. During October 2014, The Wayfinding and Branding Plan efforts commenced.

STUDY AREA AND DESIGN STANDARDS

The study area is defined by Orland Parks' Village limits, generally bounded by 131st Street to the north, I-80 to the south, Will Cook Road to the west and La Grange Road / Harlem Avenue to the east. The study reviewed the Village limits as a whole and wayfinding signage was prepared to a conceptual design level, including general locations of proposed signs and proposed sign copy text. Signage concepts were developed as the following sign family types:

- Vehicular Directional Signs
- Village Gateway Signs
- Historic District Signs
- Municipal Signs
- Park Signs
- Bicycle Directional Signs

The Manual on Uniform Traffic Control Devices (MUTCD) is a nationally recognized design standard that was applied to the wayfinding signage design assignment as appropriate. This standard is used by road managers nationwide for the installation and maintenance of traffic control devices on all public roadways. The MUTCD is published by the Federal Highway Administration (FHWA) under 23 Code of Federal Regulations (CFR), Part 655, Subpart F. A weblink to these standards follows: <http://mutcd.fhwa.dot.gov/>

All maps and exhibits were prepared based on GIS data provided by the Village. Maps and exhibits included herein are prepared for large format printing. Large format digital files are provided to the Village. For the purposes of this document, maps and exhibits are reduced in scale and may be printed at 11x17 size.

ORLAND PARK WAYFINDING AND BRANDING

PLANNING PROCESS

The planning and design process consisted of three parts:

Phase 1

Analysis and Programming

- Inventory and analysis of existing signage elements;
- Assessment of brand identity elements used throughout the Village and among Orland Park's peer communities;
- Community outreach in the form of a web based survey, focus groups and public meetings.
- Visioning and workshop meetings with the Steering Committee to determine brand identity opportunities and key community destinations.

Phase 2

Plan Development and Refinement

- Preliminary plan alternatives for the wayfinding signage and brand identity components;
- Workshop meetings with the Steering Committee to select and refine the preferred wayfinding and branding elements;
- Presentation to staff and elected officials to select and refine the preferred wayfinding and branding elements.

Phase 3

Plan Adoption

- Refined Wayfinding Signage and Brand Identity Plan, including the following components:
 - Refined Wayfinding Signage and Brand Identity Plan;
 - Priority project areas;
 - Signage placement diagrams;
 - Full scale paper mockups;
- Workshop meeting with the Steering Committee to review and refine the preferred wayfinding and branding elements;
- Presentation to the Development Committee and Village Board to recommend and adopt the Wayfinding and Branding Plan.

**CHAPTER
THREE**

MARKETING IDENTITY STANDARDS

The following marketing identity standards identifies the outcome of the planning process.

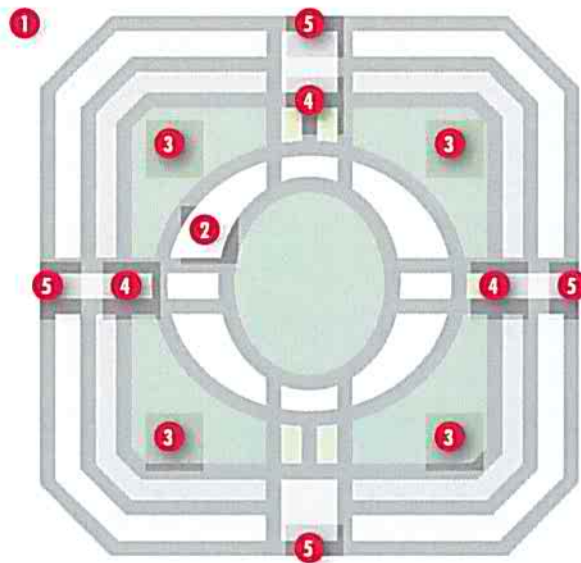
The identity standards are a reflection of the public input gathered throughout this process. The main themes of the Orland Park Symbol reflect the community's story about the the Village's position in the region as not only a regional shopping and dining destination, but also as a Village returning to its roots in the redevelopment of its Downtown Area and support for vibrant neighborhoods.

Key elements of the Orland Park symbol are described in the following package. Identity standards demonstrate the use of the selected brand identity features, including font, color, and approved use of the logo identity graphic in digital and printed applications.



VILLAGE OF ORLAND PARK

MARKETING IDENTITY STANDARDS



ABOUT THE ORLAND PARK SYMBOL

1) GEMSTONE DESIGN

The "gemstone" concept derives from observations by residents that Orland Park is Chicago Southland's "crown jewel" and "the jewel of the prairie."

2) "O" TYPOGRAM

The letter "O" typogram represents both the "O" in the Orland Park name and Village's "Heart of Orland," its historic core district now being redeveloped as a centerpiece for the community's image and identity.

3) GREEN QUADRANTS

The green quadrants represent Orland Park's much beloved neighborhoods, parks and green spaces.

4) HORIZONTAL AND VERTICAL BANDS

The horizontal and vertical bands symbolize the Village's two major roadway corridors – La Grange Road and 159th Street – and their premier retail, dining and entertainment destinations that differentiate Orland Park from peer communities.

5) HORIZONTAL AND VERTICAL BAND TERMINALS

The four terminal points of the horizontal and vertical bands represent the Orland Park's major gateways and the easy access the Village has to major regional roadways.

INTRODUCTION

A new visual identity has been created for the Village of Orland Park for use in its new signage and wayfinding plan, and other marketing communications. The new identity was designed to complement but not replace the existing Village seal now used for a variety of applications.

The development of the new identity was guided by the signage and wayfinding project steering committee, Village staff and elected officials. In addition, invaluable input was provided in the form of a community survey, focus group reviews and personal interviews with a variety of stakeholders.

Legibility was an important consideration throughout the identity development process, especially in regards to applications such as signage and the Village's smart phone app. Just as importantly, the symbol created for the new identity was designed to tell a concise and compelling story about Orland Park's key attributes that appeal to prospective new residents and investors, and that differentiate the Village from peer communities.

The marketing identity standards on the following pages revolve around three basic elements. These include the new Orland Park "signature" – the combination of a "gemstone" symbol and a logotype (a graphically stylized version of the Village's name) – color standards and typographic standards.

Consistent and thoughtful use of these elements will help Orland Park establish a more recognizable image with outside audiences, elevate the community's overall profile, and strengthen awareness of the Village's many unique features and amenities.

STANDARD SIGNATURES

STANDARD SIGNATURE ELEMENTS

The primary identifier for Orland Park is a "signature" comprised of two elements – a "logotype" (graphically stylized version of the Village's name) and a "gemstone" symbol.

The signature elements are proprietary designs and must never be modified or altered in any way. Doing so could compromise the Village's ability to defend its rights of ownership against others who attempt to infringe upon the signature's design or use.

Standard Signature Elements



Symbol

ORLAND PARK

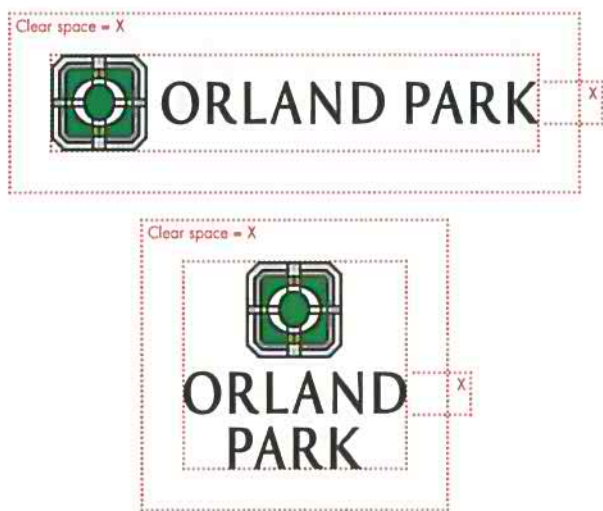
Logotype

STANDARD SIGNATURE VARIATIONS AND CLEAR SPACE

There are four total signature variations – horizontal and centered signatures for reproduction on white or light neutral colored backgrounds, and horizontal and centered signatures for reverse reproduction on dark colored backgrounds. The reverse reproduction variations feature slightly modified versions of the gemstone symbol in which the dark outer line has been removed.

A clear space free of other elements such as copy or design objects should always be maintained around the signature as illustrated below.

Standard Horizontal Signature, Standard Centered Signatures and Clear Space



COLOR REPRODUCTION

It is preferred that the standard signature be reproduced in six colors on white or light neutral colored backgrounds, or in six colors reversed out of dark colored backgrounds whenever possible (top row on the facing page).

Please note the six color symbol used for reverse reproduction on dark backgrounds (top row, right on the facing page) is a slightly modified version of the six color symbol used for positive reproduction on light backgrounds (top row, left on the facing page). The six color symbol used for positive reproduction on light backgrounds should never reversed out of dark colored backgrounds.

In instances where using the preferred signature is not feasible, it is acceptable to reproduce the signature in one of the color combinations illustrated in the bottom four rows of the facing page.

Any variations to the preferred or acceptable signature colors must be approved by the Village's Director of Development Services before publication.

**Preferred**

Dark Green: Orland Park Dark Green (similar to PANTONE® 627 C)
 Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)
 Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)
 Medium Gray 1: 50% Orland Park Dark Green (similar to PANTONE® 627 C)
 Medium Gray 2: 35% Orland Park Dark Green (similar to PANTONE® 627 C)
 Light Gray: 20% Orland Park Dark Green (similar to PANTONE® 627 C)

**Acceptable**

Dark Green: Orland Park Dark Green (similar to PANTONE® 627 C)
 Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)

**Preferred**

Dark Green: Orland Park Dark Green (similar to PANTONE® 627 C)
 Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)
 Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)
 Medium Gray 1: 50% Orland Park Dark Green (similar to PANTONE® 627 C)
 Medium Gray 2: 35% Orland Park Dark Green (similar to PANTONE® 627 C)
 Light Gray: 20% Orland Park Dark Green (similar to PANTONE® 627 C)

**Acceptable**

Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)
 White: Reverse to white

**Acceptable**

Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)

**Acceptable**

Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)

**Acceptable**

Black: 65% Orland Park Black (similar to PANTONE® Black 7 C)

**Acceptable**

Black: 40% Orland Park Black (similar to PANTONE® Black 7 C)
 White: Reverse to white

**Acceptable**

Black: Orland Park Black (similar to PANTONE® Black 7 C)

**Acceptable**

White: Reverse to white

COLOR STANDARDS

A coordinated palette of 15 colors has been selected for use on Village of Orland Park communications and other key applications such as signage and banners. It is comprised of bright, medium and dark variations of the colors specified for standard signature reproduction.

Other colors can be used for applications such as seasonal banners but must be approved by the Director of Development Services prior to production.

However, it is recommended that the specified color palette be used as often as possible to establish and strengthen the palette's association with the Orland Park brand.

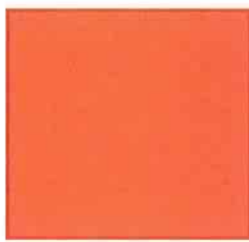
Note:

Some applications may require modifications to colors in order to "optically match" the standards. For example, the effects of bright sunlight on outdoor signage or vehicle graphics can cause colors to appear brighter than the same colors viewed under artificial indoor lighting. In such instances it is recommended vendors submit paint samples of the modified colors for review and approval in advance final manufacturing.



Orland Park Bright Yellow
(similar to PANTONE® Yellow C)

CMYK: RGB:
C 0.0 R 255
M 1.0 G 239
Y 100.0 B 0
K 0.0



Orland Park Bright Red
(similar to PANTONE® 172 C)

CMYK: RGB:
C 0.0 R 240
M 86.38 G 75
Y 93.13 B 36
K 0.0



Orland Park Bright Blue
(similar to PANTONE® 638 C)

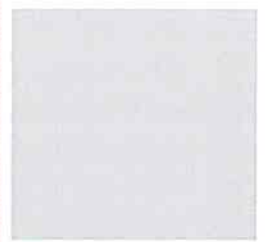
CMYK: RGB:
C 81.1 R 0
M 7.34 G 173
Y 8.98 B 216
K 0.0

Standard Signature Color



Orland Park Bright Green
(similar to PANTONE® 368 C)

CMYK: RGB:
C 58.0 R 121
M 2.0 G 188
Y 100.0 B 67
K 0.0



Orland Park Light Gray
(similar to PANTONE® 420 C)

CMYK: RGB:
C 20.52 R 202
M 16.74 G 200
Y 17.14 B 199
K 0.0



Orland Park Medium Yellow
(similar to PANTONE® 117 C)

CMYK: RGB:
C 21.2 R 202
M 39.34 G 152
Y 100.0 B 44
K 1.48



Orland Park Medium Red
(similar to PANTONE® 1797 C)

CMYK: RGB:
C 12.05 R 209
M 94.67 G 50
Y 83.69 B 56
K 2.49



Orland Park Medium Blue
(similar to PANTONE® 641 C)

CMYK: RGB:
C 100.0 R 0
M 53.09 G 105
Y 21.34 B 152
K 4.01

Standard Signature Color



Orland Park Medium Green
(similar to PANTONE® 348 C)

CMYK: RGB:
C 88.0 R 2
M 24.0 G 131
Y 100.0 B 66
K 11.0



Orland Park Light Gray
(similar to PANTONE® 423 C)

CMYK: RGB:
C 48.24 R 138
M 39.09 G 140
Y 39.39 B 140
K 3.5



Orland Park Dark Yellow
(similar to PANTONE® 7553 C)

CMYK: RGB:
C 47.95 R 93
M 59.71 G 70
Y 92.33 B 33
K 45.24



Orland Park Dark Red
(similar to PANTONE® 4975 C)

CMYK: RGB:
C 0.0 R 85
M 73.0 G 25
Y 100.0 B 0
K 80.0



Orland Park Dark Blue
(similar to PANTONE® 7463 C)

CMYK: RGB:
C 100.0 R 5
M 80.48 G 43
Y 43.03 B 72
K 45.52

Standard Signature Color



Orland Park Dark Green
(similar to PANTONE® 627 C)

CMYK: RGB:
C 84.0 R 18
M 55.0 G 49
Y 70.0 B 43
K 64.0



Orland Park Black
(similar to PANTONE® Black 7 C)

CMYK: RGB:
C 63.94 R 62
M 61.46 G 57
Y 64.99 B 53
K 54.33

TYPOGRAPHIC STANDARDS

TYPEFACE STANDARDS

Futura has been selected for use on Village of Orland Park communications.

Futura is a geometric sans-serif typeface noted for its appearance of efficiency and forwardness. Futura is widely regarded to be a classic typeface design that works well for both headlines and body copy sizes. It is recommended that Futura be used as frequently as possible for both internal and external communications.

In addition, Futura Condensed may be used for charts, graphs, business forms and other applications where the space for copy is limited.

STYLISTIC STANDARDS

It is generally preferred that copy be typeset flush left / random right in caps / lower case. However, Futura has a very elegant and appealing quality when typeset in all caps, and use of all caps for headlines and subheads is encouraged.

In ceremonial applications where a more formal overall presentation is desired, copy may be typeset with centered or justified type alignments.

Futura Light and Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890*

Futura Medium and Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890*

**Futura Medium Condensed and
Medium Condensed Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890*

Futura Book and Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890*

Futura Bold and Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890***

**Futura Bold Condensed and
Bold Condensed Oblique**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890***



ORLAND PARK

VILLAGE OF ORLAND PARK
14700 RAVINIA AVENUE
ORLAND PARK, ILLINOIS 60462

708.403.6100 TEL

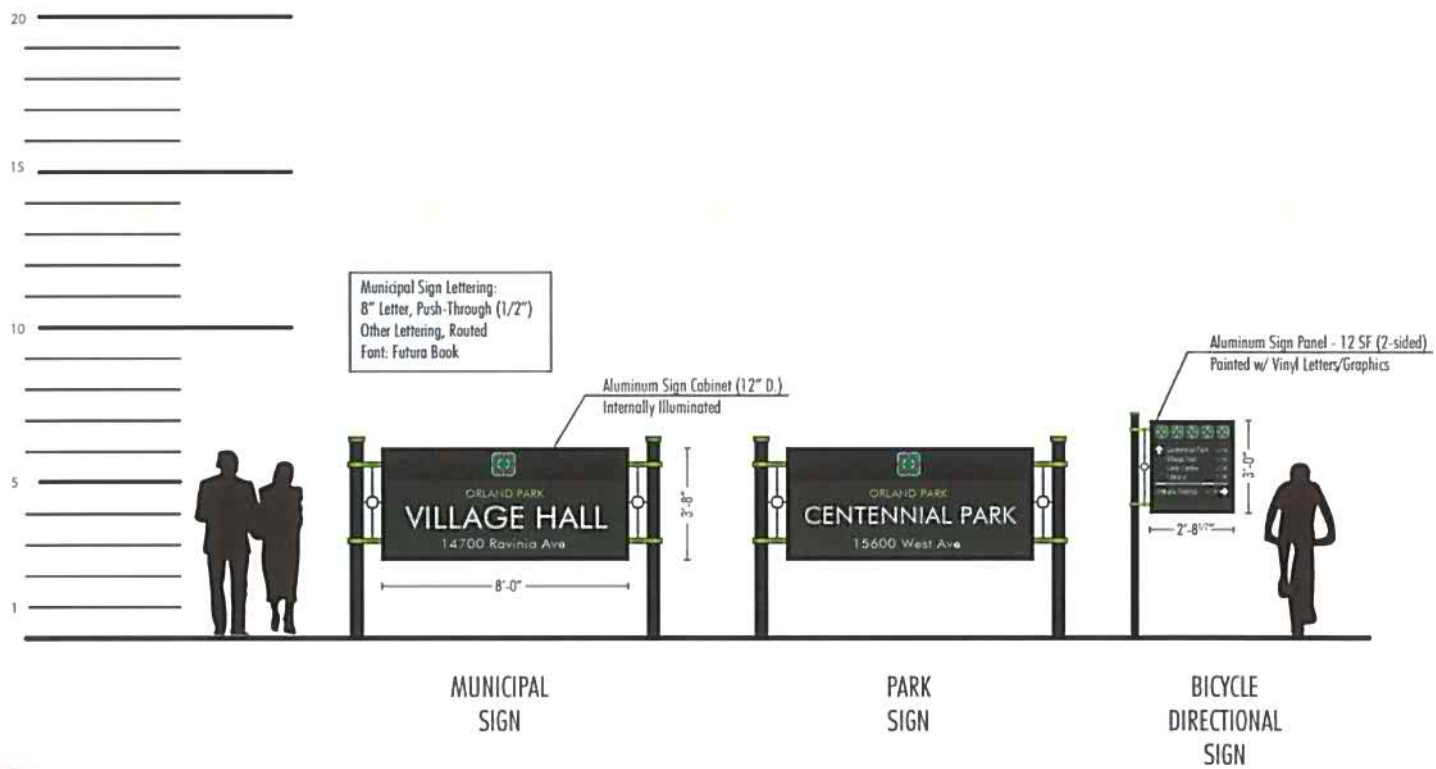
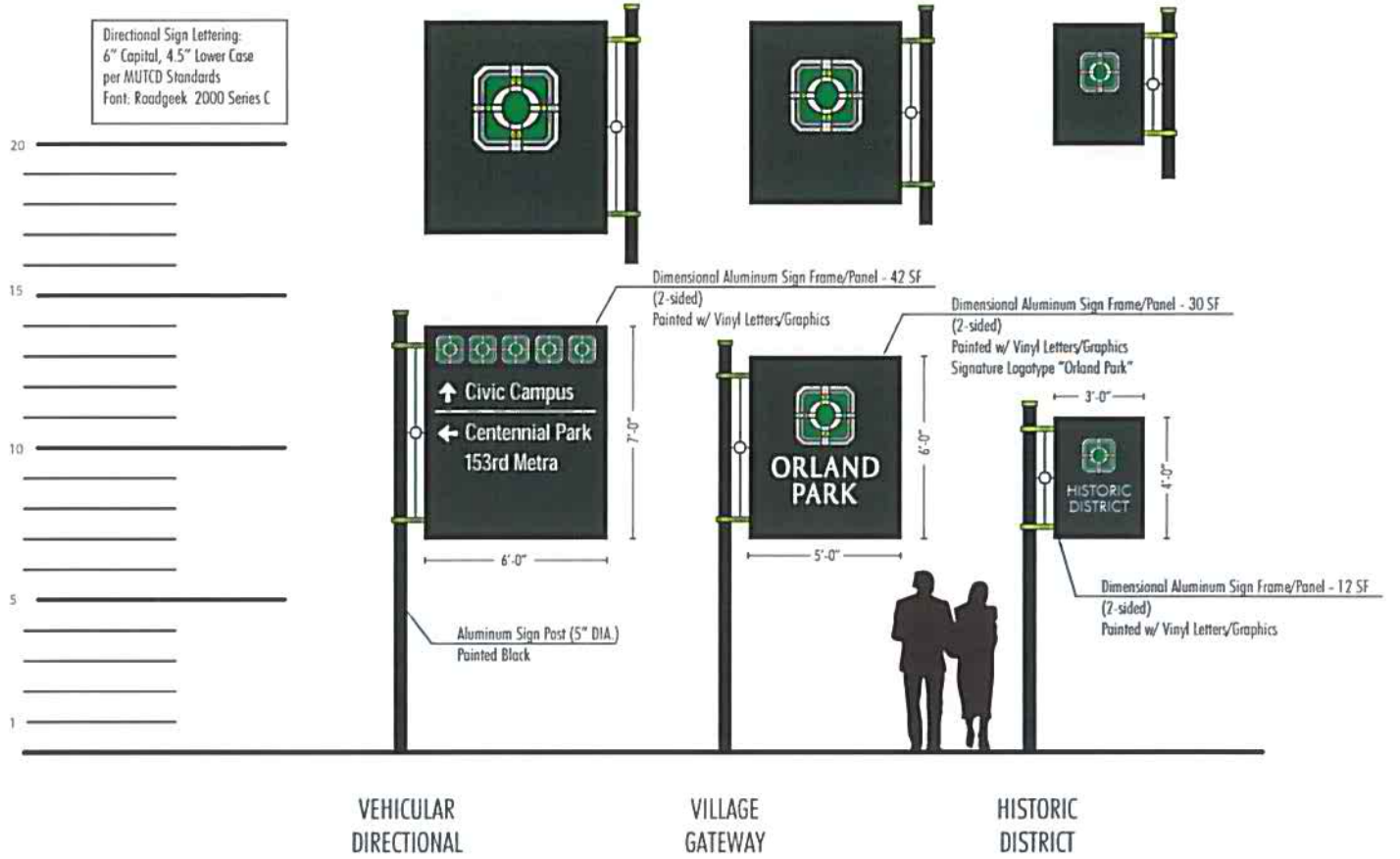
WWW.ORLANDPARK.ORG

ORLAND PARK WAYFINDING AND BRANDING

**CHAPTER
FOUR****WAYFINDING SIGNAGE PLAN**

The following Wayfinding Signage Plan identifies major destinations, sign copy text and sign concept typologies for wayfinding sign features. As the MUTCD standards limit the amount of information that can be displayed to three (3) messages per sign, critical Village destinations were selected by the Steering Committee for documentation in the plan. New signs, retrofit signs and planned signs as part of the current La Grange Road streetscape projects are evaluated herein. Priority signage projects are documented to guide future development of wayfinding signs.

It should be noted that discussions are currently underway with IDOT to reconsider lettering height of the proposed Vehicular Directional sign type. Per Village request, the team is discussing a reduction of lettering height and overall sign panel for this sign.



Orland Park Wayfinding and Branding Plan

Preferred Signage Family Concept



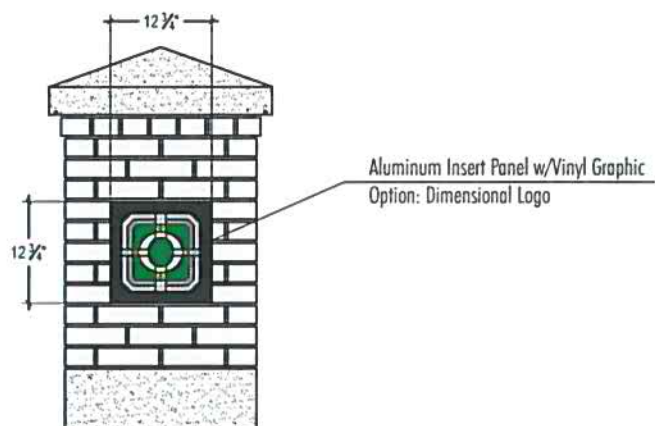
wohltgroup



March 17, 2016



PRIMARY MONUMENT RETROFIT (LaGrange/147th)



MEDIAN COLUMN MEDALLION RETROFIT



Aluminum Insert w/ Dimensional Logo

EX. PRIMARY MONUMENT RETROFIT (LaGrange/143rd)



Dimensional Logo

EX. GATEWAY MONUMENT RETROFIT (Harlem/143rd)



EX. GATEWAY MONUMENT RETROFIT (Will Cook/143rd)



Orland Park Wayfinding and Branding Plan

Gateway Signage Retrofits



wohltgroup

Partin-Clune

March 17, 2016



LIBRARY MONUMENT RETROFIT

Dimensional Logo

Reposition Existing Text



EXISTING LIBRARY MOUNMENT SIGN



POLICE DEPARTMENT MONUMENT SIGN RETROFIT

Aluminum Sign Panel



EXISTING POLICE DEPARTMENT MONUMENT SIGN



Orland Park Wayfinding and Branding Plan

Municipal Sign Retrofits



wolffgroup

Parish-Cramer

March 17, 2016

Dimensional Sign Panel /
Logo / Lettering



VILLAGE MONUMENT SIGN RETROFIT



EXISTING VILLAGE MONUMENT SIGN





Orland Park Wayfinding and Branding Plan

Directional Sign Visualization (Ravinia/153rd)



wohlfgroup

Parsons-Clark

March 17, 2016





MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Functional Classifications

- Major Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Major Roads outside Orland Park

Districts

- Downtown
- Regional Core
- 159th and Harlem



Orland Park Wayfinding and Branding Plan

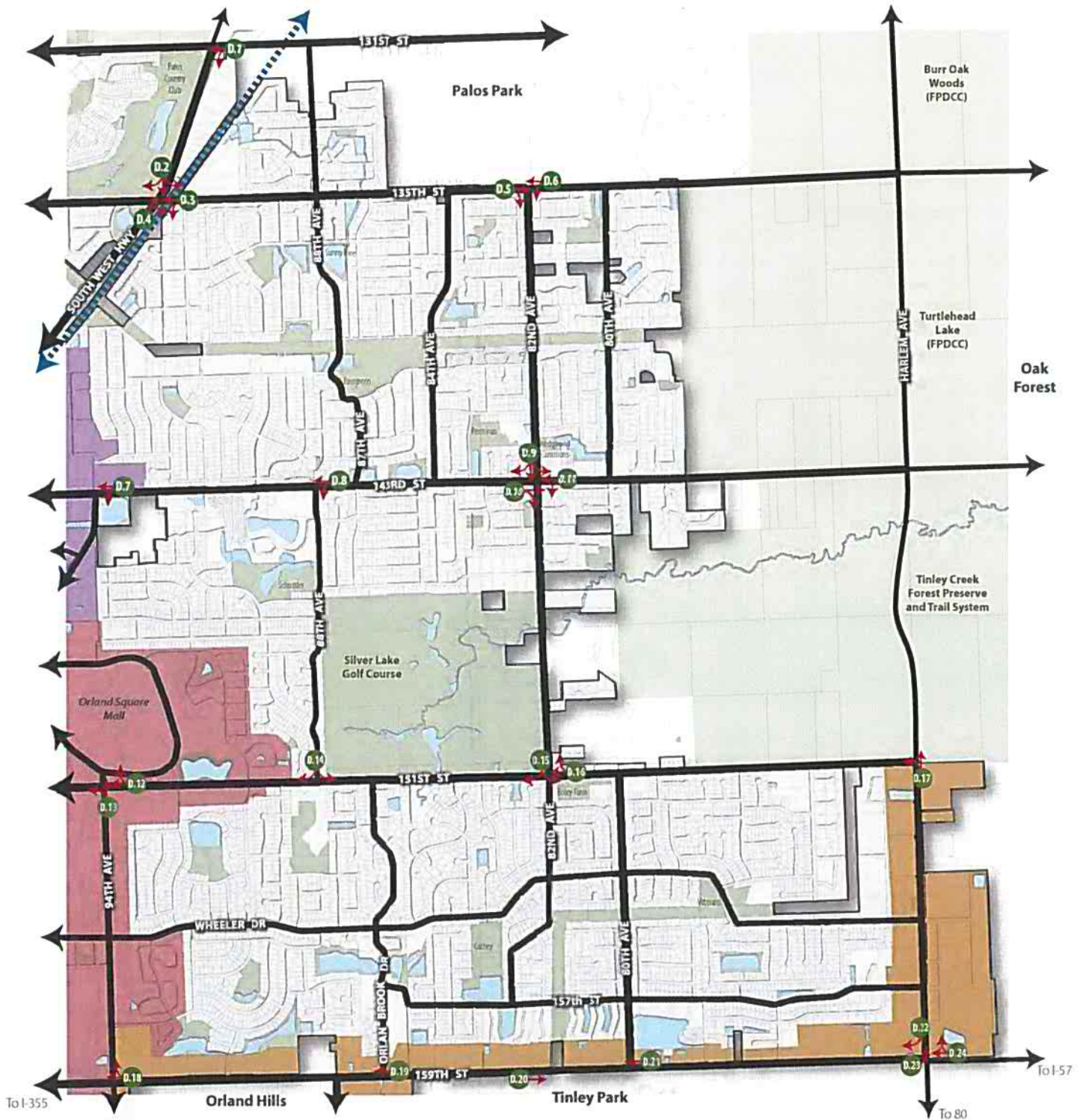
Major Destinations



GHA wohltgroup Parviz-Clavin



0 2500' 5000'



MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Districts

- Downtown: Orland Crossing
- Regional Core
- 159th & Harlem

Wayfinding Plan

- Directional Signage



Orland Park Wayfinding and Branding Plan

Directional Wayfinding Plan: Northeast Quadrant - Sheet 1 of 2



0 1250' 2500'

- | | | |
|--|---|---|
| <p>D.1</p> <ul style="list-style-type: none"> McGinnis Slough 143rd Metra Downtown | <p>D.9</p> <ul style="list-style-type: none"> Silver Lake Country Club Turtlehead Lake Downtown | <p>D.17</p> <ul style="list-style-type: none"> Tinley Creek Forest Preserve Silver Lake Country Club Orland Square Mall |
| <p>D.2</p> <ul style="list-style-type: none"> Downtown 143rd Metra McGinnis Slough | <p>D.10</p> <ul style="list-style-type: none"> Turtlehead Lake Silver Lake Country Club | <p>D.18</p> <ul style="list-style-type: none"> Centennial Park Sports Plex Orland Square Mall |
| <p>D.3</p> <ul style="list-style-type: none"> McGinnis Slough Downtown 143rd Metra | <p>D.11</p> <ul style="list-style-type: none"> Downtown 143rd Metra Silver Lake Country Club | <p>D.19</p> <ul style="list-style-type: none"> Orland Square Mall Centennial Park Sportsplex |
| <p>D.4</p> <ul style="list-style-type: none"> Palos Country Club Burr Oak Woods | <p>D.12</p> <ul style="list-style-type: none"> Civic Campus Centennial Park Orland Square Mall | <p>D.20</p> <ul style="list-style-type: none"> Tinley Creek Forest Preserve |
| <p>D.5</p> <ul style="list-style-type: none"> Burr Oak Woods Silver Lake Country Club | <p>D.13</p> <ul style="list-style-type: none"> Orland Square Mall Civic Center Centennial Park | <p>D.21</p> <ul style="list-style-type: none"> Orland Square Mall Centennial Park Sportsplex |
| <p>D.6</p> <ul style="list-style-type: none"> Downtown 143rd Metra Silver Lake Country Club | <p>D.14</p> <ul style="list-style-type: none"> Civic Campus Orland Square Mall Silver Lake Country Club | <p>D.22</p> <ul style="list-style-type: none"> Orland Square Mall Centennial Park Sportsplex |
| <p>D.7</p> <ul style="list-style-type: none"> Historic District 143rd Metra Orland Square Mall | <p>D.15</p> <ul style="list-style-type: none"> Civic Campus Orland Square Mall Tinley Creek Forest Preserve | <p>D.23</p> <ul style="list-style-type: none"> Tinley Creek Forest Preserve Silver Lake Country Club |
| <p>D.8</p> <ul style="list-style-type: none"> Downtown 143rd Metra Orland Square Mall | <p>D.16</p> <ul style="list-style-type: none"> Orland Square Mall Civic Campus Silver Lake Country Club | <p>D.24</p> <ul style="list-style-type: none"> Orland Square Mall Centennial Park Tinley Creek Forest Preserve |



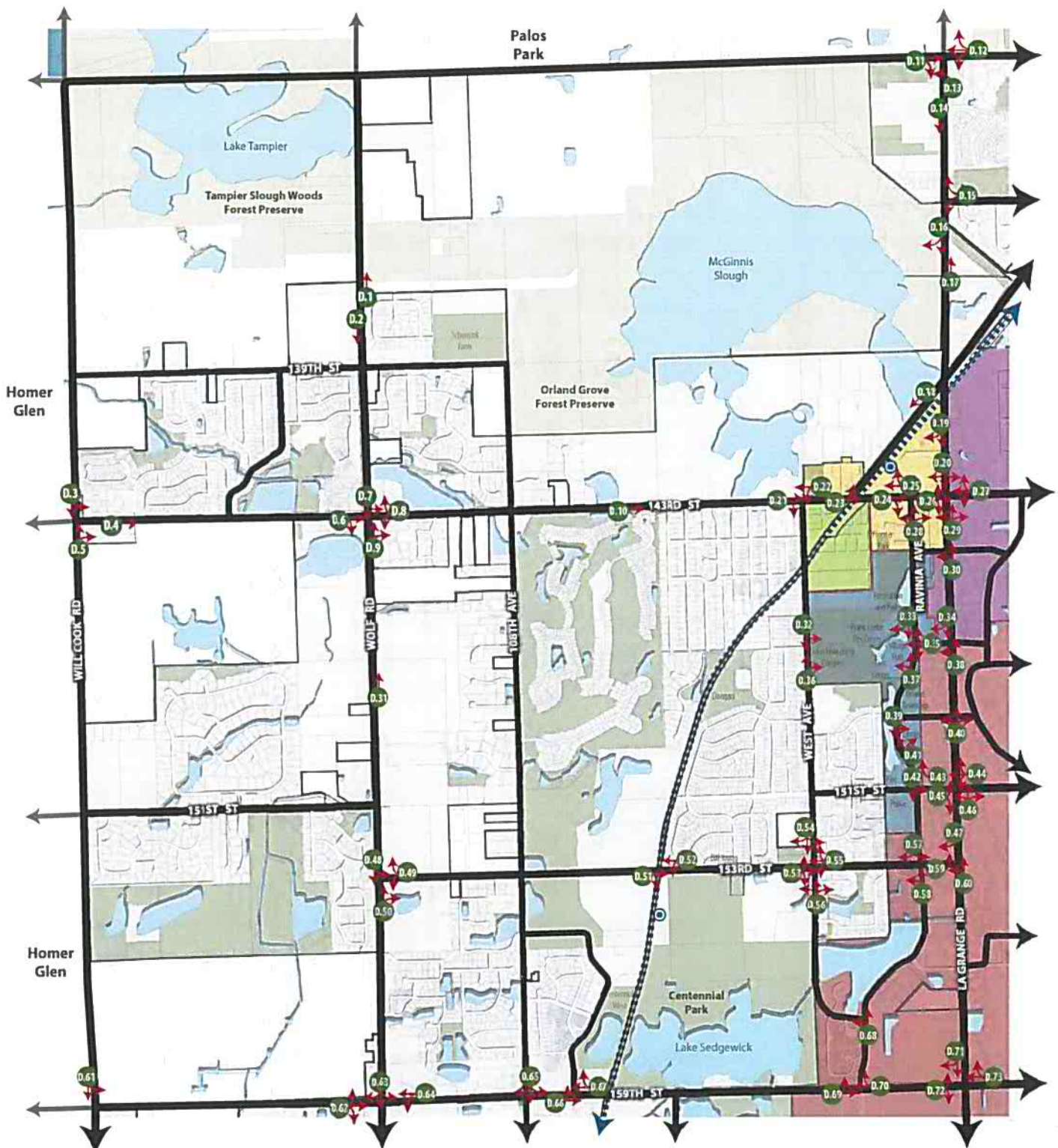
Orland Park Wayfinding and Branding Plan

Directional Wayfinding Plan: Northeast Quadrant - Sheet 2 of 2



wohlgroup

Perin-Clum



MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Districts

- Downtown: Old Orchard
- Downtown: Main Street
- Downtown: Orchard Crossing
- Downtown: Civic Center
- Regional Core

Wayfinding Plan

- Directional Signage



0 1250' 2500'

Orland Park Wayfinding and Branding Plan

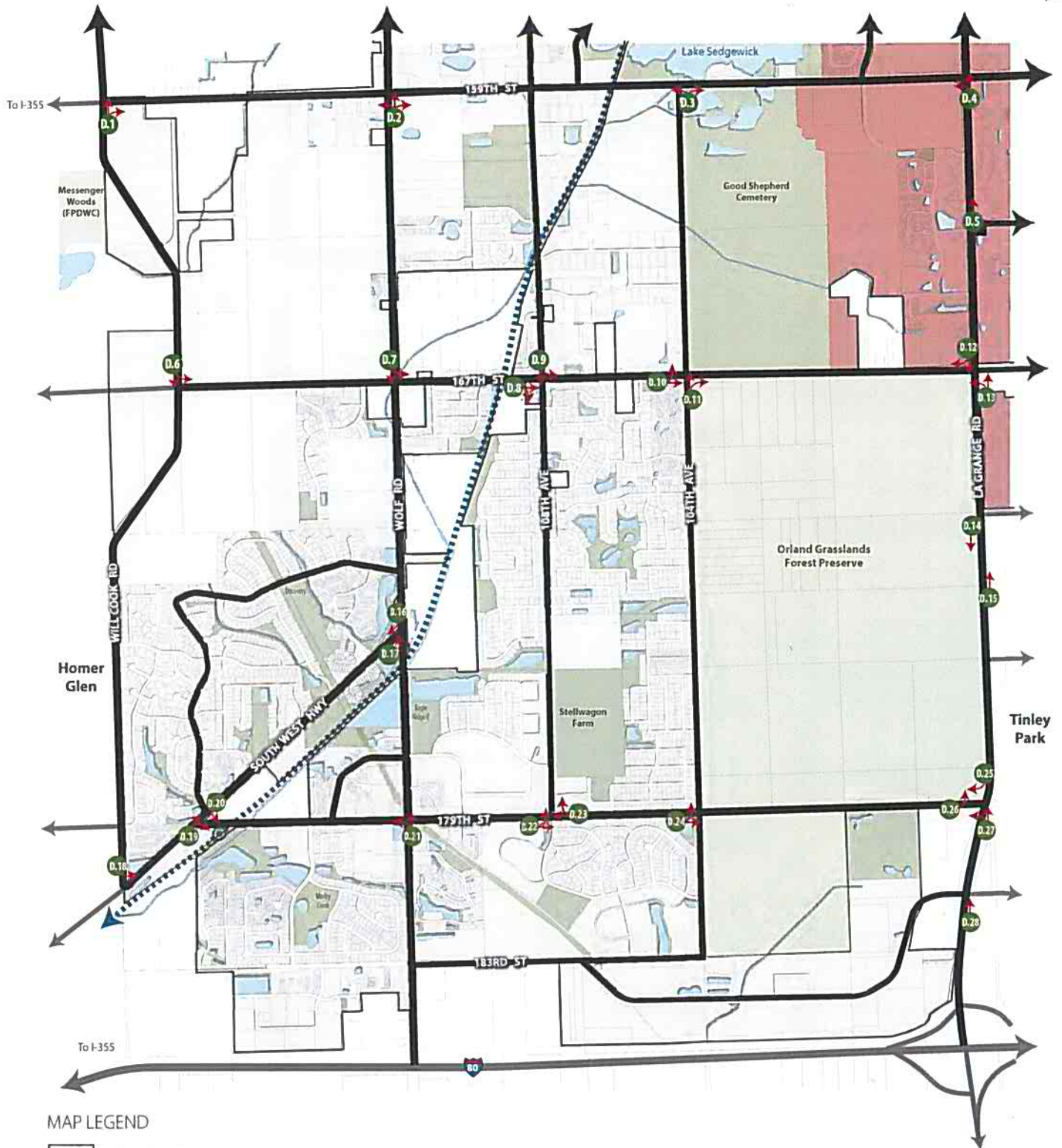
Directional Wayfinding Plan: Northwest Quadrant - Sheet 1 of 3

D.1 Tampier Slough Woods Forest Preserve	D.11 - Swallow Cliff Woods - McGinnis Slough - Downtown	D.21 143rd Metra - Civic Campus - John Humphrey Complex	D.31 - Downtown 143rd Metra - Tampier Slough Forest Preserve
D.2 - Downtown 143rd Metra - Centennial Park	D.12 - Tampier Slough Woods Forest Preserve - McGinnis Slough - Downtown	D.22 - Tampier Slough Woods Forest Preserve - John Humphrey Complex - Centennial Park	D.32 - Centennial Park 153rd Metra - John Humphrey Complex
D.3 - Centennial Park - Sportsplex - Downtown	D.13 Tampier Slough Woods Forest Preserve	D.23 - Civic Campus - Orland Square Mall 143rd Metra	D.33 - Library - Village Hall - Civic Center
D.4 - Downtown - Centennial Park - Civic Campus	D.14 - McGinnis Slough - Downtown 143rd Metra	D.24 - Orland Square Mall - Orland Park Crossing - Civic Campus	D.34 - Orland Square Mall - Centennial Park - Civic Campus
D.5 - Tampier Slough Woods Forest Preserve - Downtown - Civic Campus	D.15 - Carl Sandberg H.S. - Downtown 143rd Metra	D.25 - Historic District - Centennial Park 143rd Metra	D.35 - Village Hall - Historic District - Library
D.6 - Downtown - Civic Campus - Centennial Park	D.16 - Downtown 143rd Metra - McGinnis Slough	D.26 - Orland Park Crossing - McGinnis Slough - Orland Square Mall	D.36 - Historic District 143rd Metra - John Humphrey Complex
D.7 - Centennial Park 153rd Metra - Downtown	D.17 - McGinnis Slough - Carl Sandberg H.S.	D.27 143rd Metra - McGinnis Slough - Orland Square Mall	D.37 - Historic District 143rd Metra - Village Hall
D.8 - Tampier Slough Woods Forest Preserve - Centennial Park 153rd Metra	D.18 143rd Metra - Historic District	D.28 143rd Metra - Orland Park Crossing - Historic District	D.38 143rd Metra - Orland Park Crossing - Civic Campus
D.9 - Tampier Slough Woods Forest Preserve - Downtown - Civic Campus	D.19 - Civic Campus - Orland Square Mall 143rd Metra	D.29 - McGinnis Slough - Orland Park Crossing 143rd Metra	D.39 - Centennial Park - Police - Library
D.10 - Historic District 143rd Metra - Civic Campus	D.20 - Orland Square Mall - Historic District - Silver Lake Country Club	D.30 143rd Metra - Orland Park Crossing - Historic District	D.40 - Downtown - Orland Square Mall - Library



D.41 ⬆ Village Hall ⬆ Civic Center ⬆ Library	D.51 ⬆ Centennial Park ⬆ Orland Square Mall ⬆ 153rd Metra	D.61 ⬆ Orland Grasslands ⬆ 179th Metra ⬆ Centennial Park	D.71 ⬆ Orland Grasslands ⬆ Centennial Park ⬆ Sportsplex
D.42 ⬆ Centennial Park ⬆ 153rd Metra ⬆ Orland Square Mall	D.52 ⬆ Sportsplex ⬆ Tampier Slough Woods Forest Preserve ⬆ 153rd Metra	D.62 ⬆ Centennial Park ⬆ 153rd Metra ⬆ Sportsplex	D.72 ⬆ Downtown ⬆ Orland Square Mall ⬆ Orland Grasslands
D.43 ⬆ Library ⬆ Village Hall ⬆ Civic Center	D.53 ⬆ Orland Square Mall ⬆ Centennial Park ⬆ John Humphrey Complex	D.63 ⬆ 179th Metra ⬆ Sportsplex ⬆ Centennial Park	D.73 ⬆ Centennial Park ⬆ Downtown ⬆ Orland Square Mall
D.44 ⬆ Library ⬆ Centennial Park ⬆ Downtown	D.54 ⬆ Centennial Park ⬆ 153rd Metra ⬆ Orland Square Mall	D.64 ⬆ Sportsplex ⬆ 179th Metra ⬆ Orland Grasslands	
D.45 ⬆ Orland Square Mall ⬆ Downtown ⬆ 143rd Metra	D.55 ⬆ 153rd Metra ⬆ John Humphrey Complex ⬆ Centennial Park	D.65 ⬆ Orland Grasslands ⬆ Centennial Park ⬆ Sportsplex	
D.46 ⬆ Downtown ⬆ Library ⬆ Orland Square Mall	D.56 ⬆ John Humphrey Complex ⬆ Orland Square Mall ⬆ 153rd Metra	D.66 ⬆ Centennial Park ⬆ Orland Square Mall ⬆ Centennial West	
D.47 ⬆ Centennial Park ⬆ 153rd Metra ⬆ Sportsplex	D.57 ⬆ Centennial Park ⬆ 153rd Metra ⬆ Orland Square Mall	D.67 ⬆ Sportsplex ⬆ Orland Grasslands ⬆ Centennial West	
D.48 ⬆ Sportsplex ⬆ Centennial Park ⬆ 153rd Metra	D.58 ⬆ Civic Campus ⬆ Centennial Park ⬆ 153rd Metra	D.68 ⬆ Civic Campus ⬆ Centennial Park ⬆ 153rd Metra	
D.49 ⬆ Tampier Slough Woods Forest Preserve ⬆ 179th Metra ⬆ Sportsplex	D.59 ⬆ Downtown ⬆ Orland Square Mall ⬆ 143rd Metra	D.69 ⬆ Orland Square Mall ⬆ Centennial Park ⬆ Civic Campus	
D.50 ⬆ Centennial Park ⬆ 153rd Metra ⬆ Orland Square Mall	D.60 ⬆ Downtown ⬆ Orland Park Mall ⬆ Centennial Park	D.70 ⬆ Sportsplex ⬆ Centennial Park ⬆ 153rd Metra	





MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Districts

- Regional Core

Wayfinding Plan

- Directional Signage



Orland Park Wayfinding and Branding Plan

Directional Wayfinding Plan: Southwest Quadrant - Sheet 1 of 2



wahlgruppe

Park-to-Place



0 1250' 2500'

D.1 ↑ Tamplier Slough Woods Forest Preserve → Centennial Park	D.8 ↑ Orland Grasslands → Stellwagon Farm	D.15 ↑ Centennial Park ↑ Orland Grasslands ↑ Orland Square Mall	D.22 ↑ Orland Grasslands → Stellwagon Farms
D.2 ↑ Tamplier Slough Woods Forest Preserve → Centennial Park → Sports Plex	D.9 ↑ Stellwagon Farm → Orland Grasslands	D.16 → 179th Metra	D.23 ↑ 179th Metra → Stellwagon Farm → Sportsplex
D.3 → Centennial Park → Sportsplex	D.10 ↑ Orland Grasslands → Centennial Park → Sportsplex	D.17 → Centennial Park → Sportsplex	D.24 ↑ Orland Square Mall → Orland Grasslands → Centennial Park
D.4 ↑ Downtown ↑ Orland Square Mall → Centennial Park	D.11 ↑ Centennial Park → Sportsplex → Orland Grasslands	D.18 → 179th Metra → Orland Grasslands → Stellwagon Farm	D.25 → 179th Metra → Stellwagon Farms
D.5 ↑ Downtown ↑ Centennial Park ↑ Orland Park Mall	D.12 ↑ 179th Metra ↑ Stellwagon Farm → Orland Grasslands	D.19 ↑ Centennial Park → Stellwagon Farm → Orland Grasslands	D.26 → Downtown → Civic Campus → Orland Park Mall
D.6 ↑ 179th Metra → Orland Grasslands → Stellwagon Farm	D.13 ↑ Centennial Park ↑ Downtown → Orland Grasslands	D.20 → 179th Metra → Stellwagon Farm → Orland Grasslands	D.27 ↑ Centennial Park → 179th Metra → Orland Grasslands
D.7 ↑ 179th Metra → Orland Grasslands → Stellwagon Farm	D.14 ↑ 179th Metra ↑ Stellwagon Farm	D.21 ↑ Centennial Park → 179th Metra → Orland Grasslands	D.28 ↑ Centennial Park ↑ 179th Metra ↑ Orland Square Mall

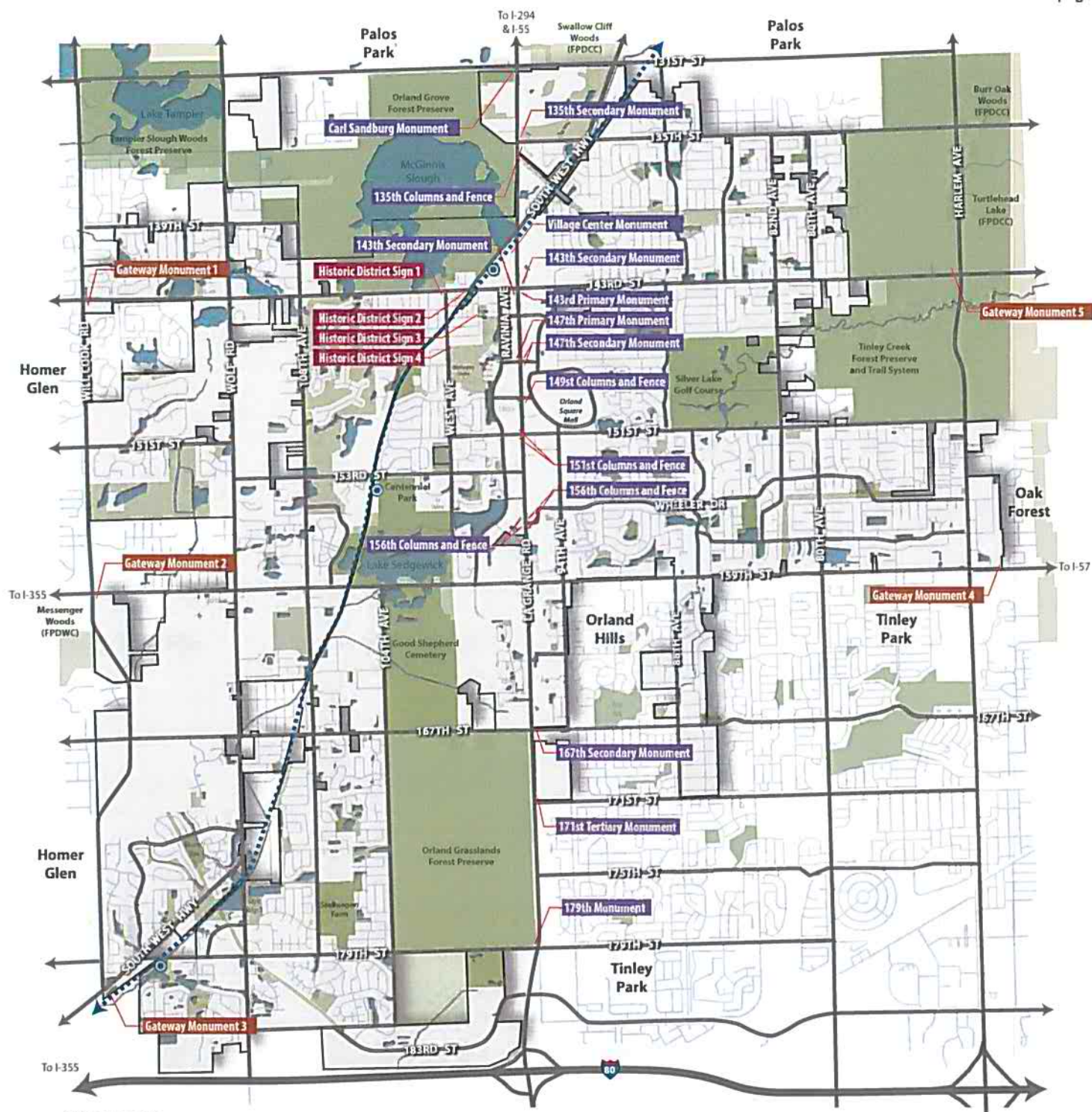


Orland Park Wayfinding and Branding Plan

Directional Wayfinding Plan: Southwest Quadrant - Sheet 2 of 2



Fort in-Clan



MAP LEGEND

-  Village Boundary
  Major Roads
-  Open Space
-  Water Bodies/Creeks
-  Metra Southwest Service (SWS)
-  Metra Station



Orland Park Wayfinding and Branding Plan

Gateway/Historic Sign Locations (Sheet 1 of 3)



GHA

wohltgau

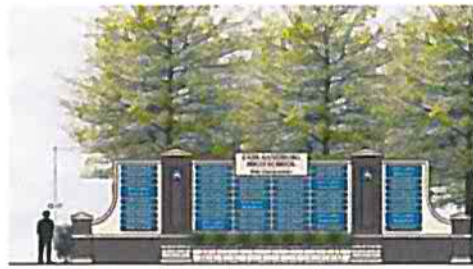
Pervia-Classe
0120 46 21 96 0120 46 21 96



0 2500' 5000'



Gateway Monument 1 (Will Cook/147th)
* Existing Sign (Retrofit)



Carl Sandburg Monument (LaGrange/131st)
*Part of LaGrange Corridor Improvements



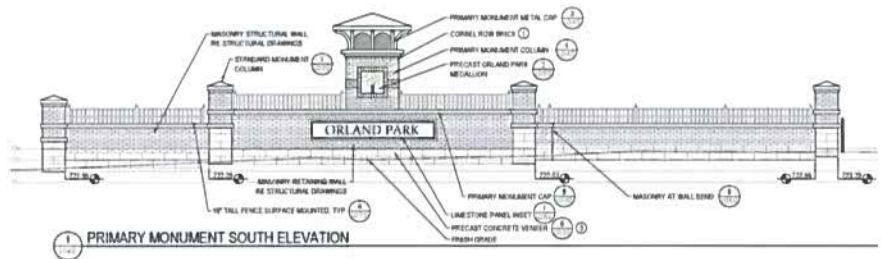
Gateway Monument 2 (Will Cook/159th)
* Existing Sign (Gateway Opportunity)



Primary Monument (LaGrange/143rd)
*Existing Sign (Retrofit)



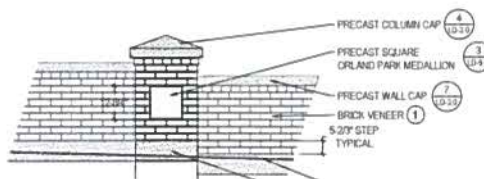
Gateway Monument 3 (Will Cook/Southwest)
* Existing Sign (Gateway Opportunity)



Gateway Monument 4 (Harlem/159th)
* Gateway Opportunity)



Gateway Monument 5 (Harlem/143rd)
* Existing Sign (Retrofit)

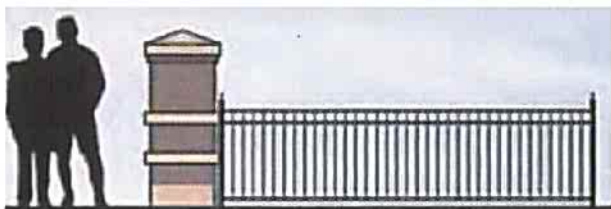


Median Column Medallion
*Part of LaGrange Corridor Improvements (Retrofit)



Orland Park Wayfinding and Branding Plan

Gateway/Historic Sign Locations (Sheet 2 of 3)



Columns and Fences

*Part of LaGrange Corridor Improvements
(SE Corner of 149th/LaGrange, NW/SW Corner of 151st/LaGrange, 4 Corners of 156th/LaGrange)



Tertiary Monument

*Part of LaGrange Corridor Improvements (Retrofit)
(NE Corner of 171st/LaGrange)



179th Street Monument

*Part of LaGrange Corridor Improvements (Retrofit)
(NW Corner of 179th/LaGrange)



Village Center Monument

*Existing Sign (Retrofit)



Historic District Sign 1

*Existing Sign (New Sign Opportunity)



Historic District Sign 2

*(New Sign Opportunity) Coordinate with existing property owner



Historic District Sign 3

(Beacon/144th Pl)

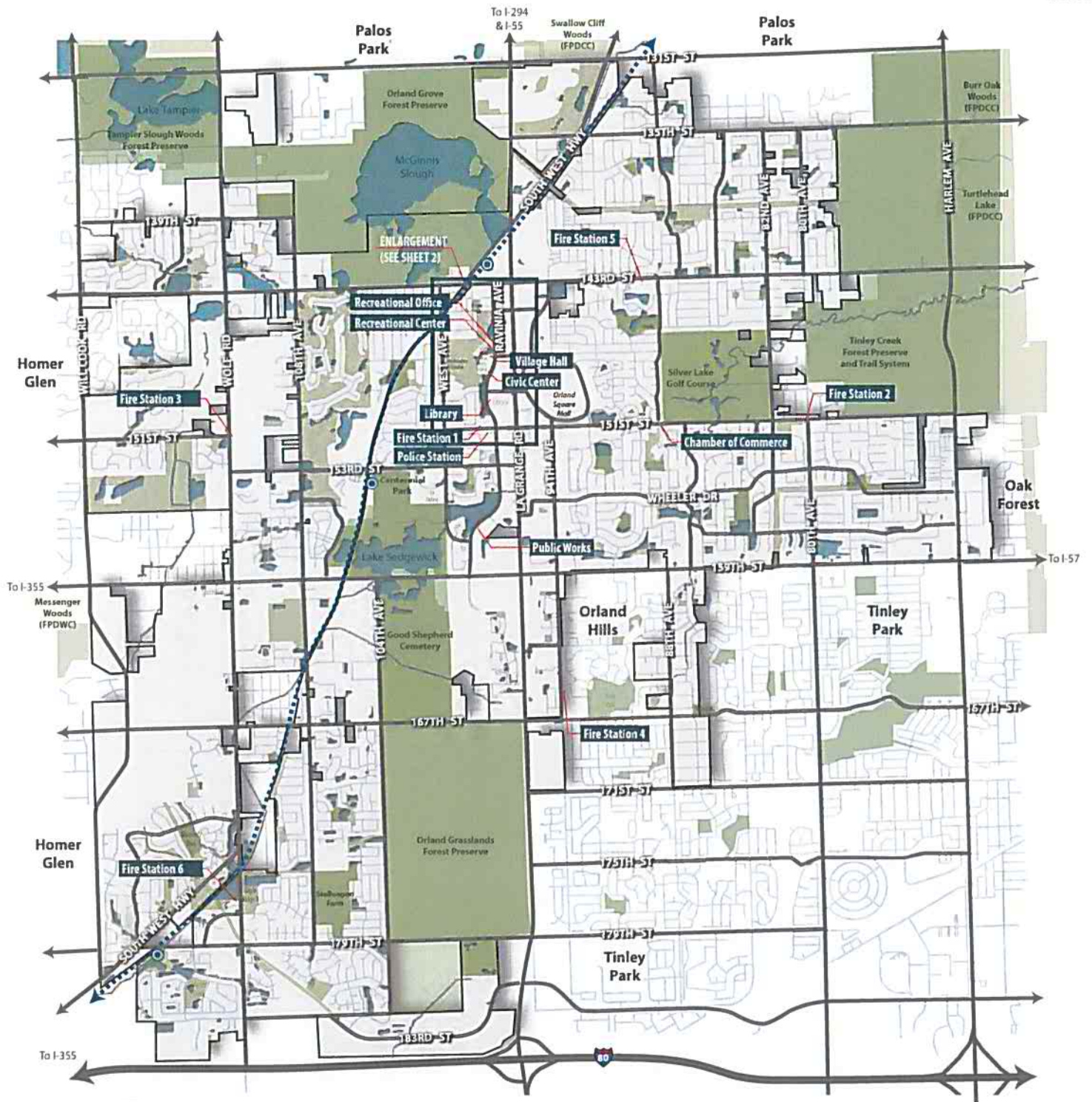
*(New Sign Opportunity) Coordinate with existing property owner



Historic District Sign 4

(West/146th St)

*(New Sign Opportunity) Coordinate with existing property owner



MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Major Roads

Municipal Services

- | | | |
|---------------------|------------------------------|----------------|
| Village Hall | Chamber of Commerce | Fire Station 3 |
| Civic Center | Public Works | Fire Station 4 |
| Library (Retrofit) | Police Department (Retrofit) | Fire Station 5 |
| Recreational Center | Fire Station 1 (Retrofit) | Fire Station 6 |
| Recreational Office | Fire Station 2 | |

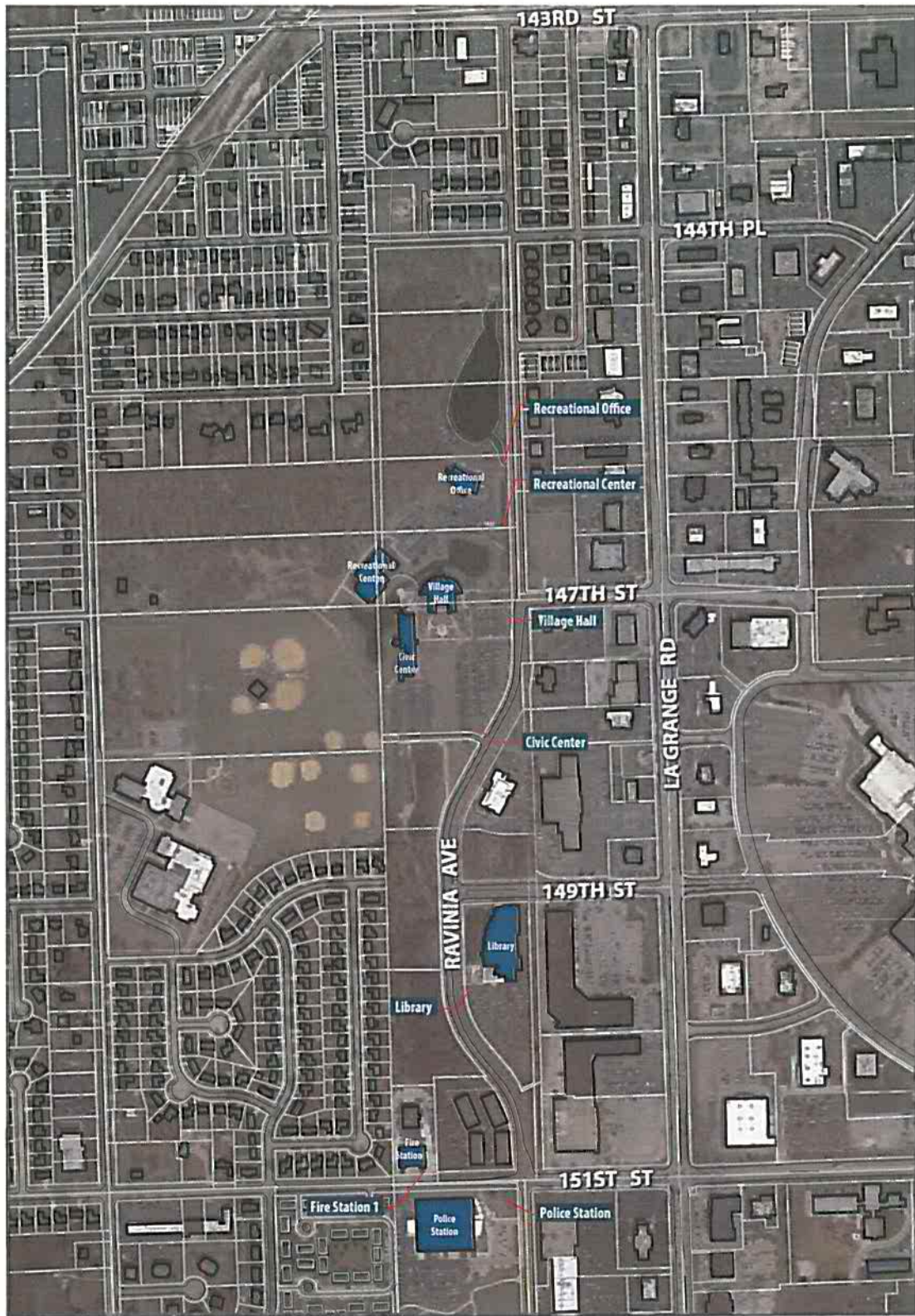


Orland Park Wayfinding and Branding Plan

Municipal Sign Locations (Sheet 1 of 3)



0 2500' 5000'



Orland Park Wayfinding and Branding Plan

Municipal Sign Locations (Sheet 2 of 3)



GHA

WOLFGROUP • PARRIS-CLEGG
PLANNING



0 350' 700'



Village Hall (Replace)



Library (Retrofit)



Fire Station 4



Civic Center (Replace)



Police Department (Retrofit)



Fire Station 5



Recreation Center (Replace)



Fire Station 1 (Retrofit)



Fire Station 6



Recreation Office (Replace)



Fire Station 2

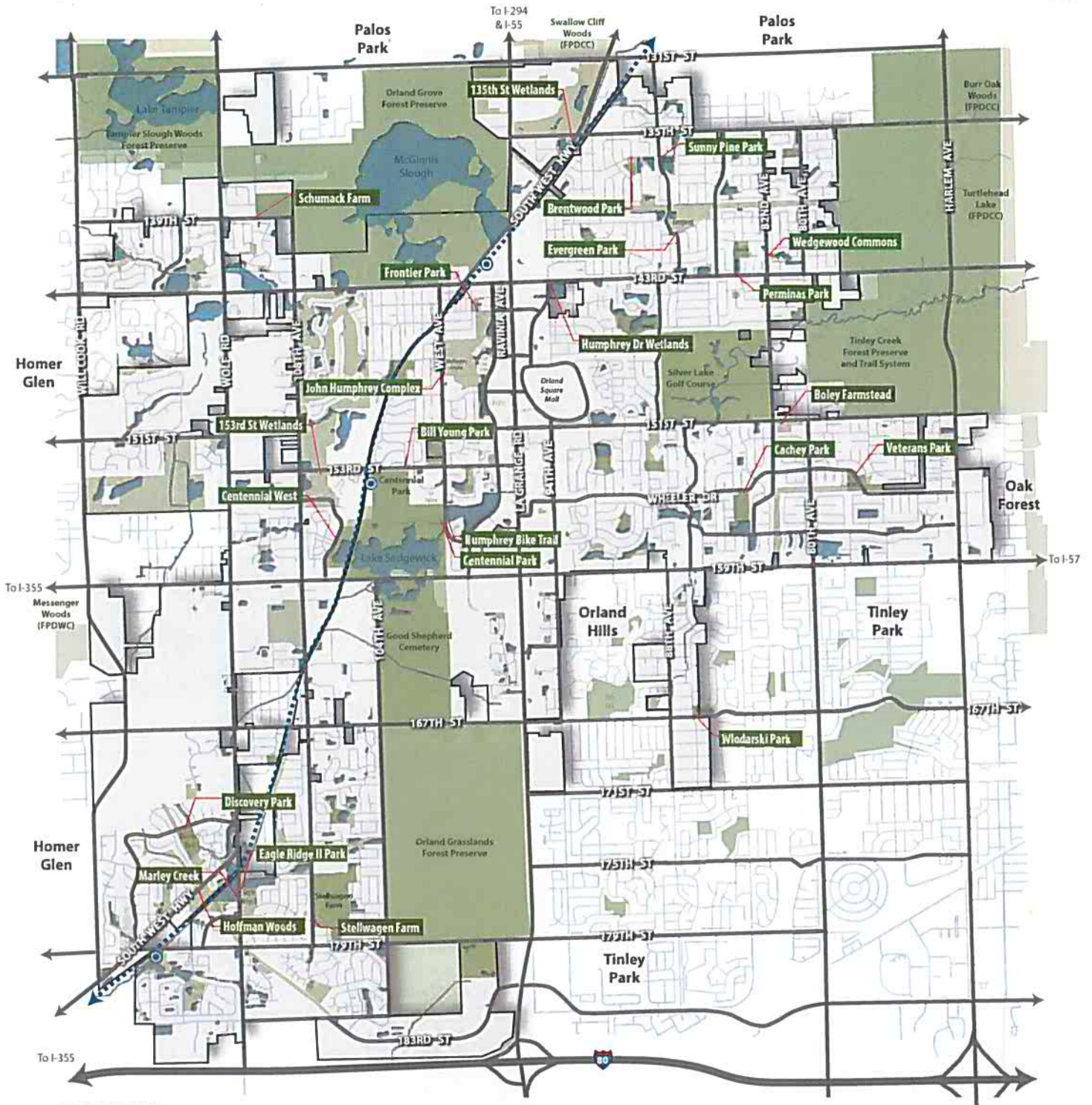


Public Works (Replace)



Fire Station 3





MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Major Roads

Orland Park Open Lands

Marley Creek
Stellwagen Farm
Boley Farmstead
135th Street Wetlands
153rd Street Wetlands
Humphrey Dr. Wetlands
Schumack Farm
Hoffman Woods
Centennial West

Parks

WedgeWood Commons
Perminas Park
Bill Young Park
Sunny Pine Park
Centennial Park
Discovery Park
Eagle Ridge II Park
Wlodarski Park
Cachey Park
Veterans Park
Frontier Park
John Humphrey Complex
Brentwood Park
Evergreen Park



Orland Park Wayfinding and Branding Plan

Park Sign Locations (Sheet 1 of 3)



Wohlgroup

Parvis-Clann

ALTA CONSULTANTS



0 2500' 5000'



Marley Creek
(Highwood Dr/SW Hwy)



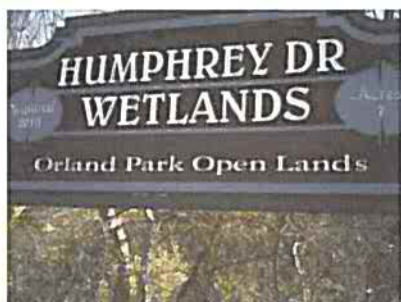
153rd St Wetlands
(Park Station Blvd/153rd St)



Centennial West
(Somerglen Ln/Park Station Rd)



Stellwagen Farm
(108th Ave/Louetta Ln)



Humphrey Dr. Wetlands
(John Humphrey Dr/ 143rd St)



Wedgewood Commons
(14241 82nd Ave)



Boley Farmstead
(81st Ct/151st St)



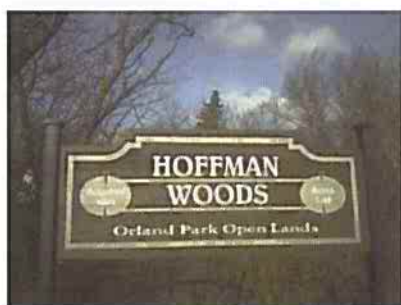
Schumack Farm
(110th Ave/135th St)



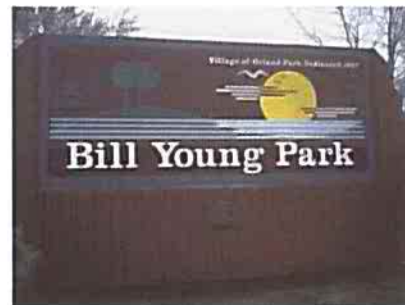
Perminas Park
(Cristina Ave/141st St)



135th Street Wetlands
(135th St/SW Hwy)



Hoffman Woods
(17601 SW Hwy)



Bill Young Park
(153rd St/Huntington Ct)



Orland Park Wayfinding and Branding Plan

Park Sign Locations (Sheet 2 of 3)



wohlgroup

Parkline-Flora



Sunny Pine Park
(Pine St/88th Ave)



Wlodarski Park
(167th St/Robinhood Dr)



John Humphrey Complex
(147th St/West Ave)



Centennial Park
(15600 West Ave)



Cachey Park
(Edgewood/Wheeler Dr)



Brentwood Park
(Pine St/Lincolnshire Dr)



Discovery Park
(Brookhill Dr)



Veterans Park
(Hemlock Dr/Wheeler Dr)



Evergreen Park
(87th Ave/141st St)



Eagle Ridge II Park
(135th St/SW Hwy)



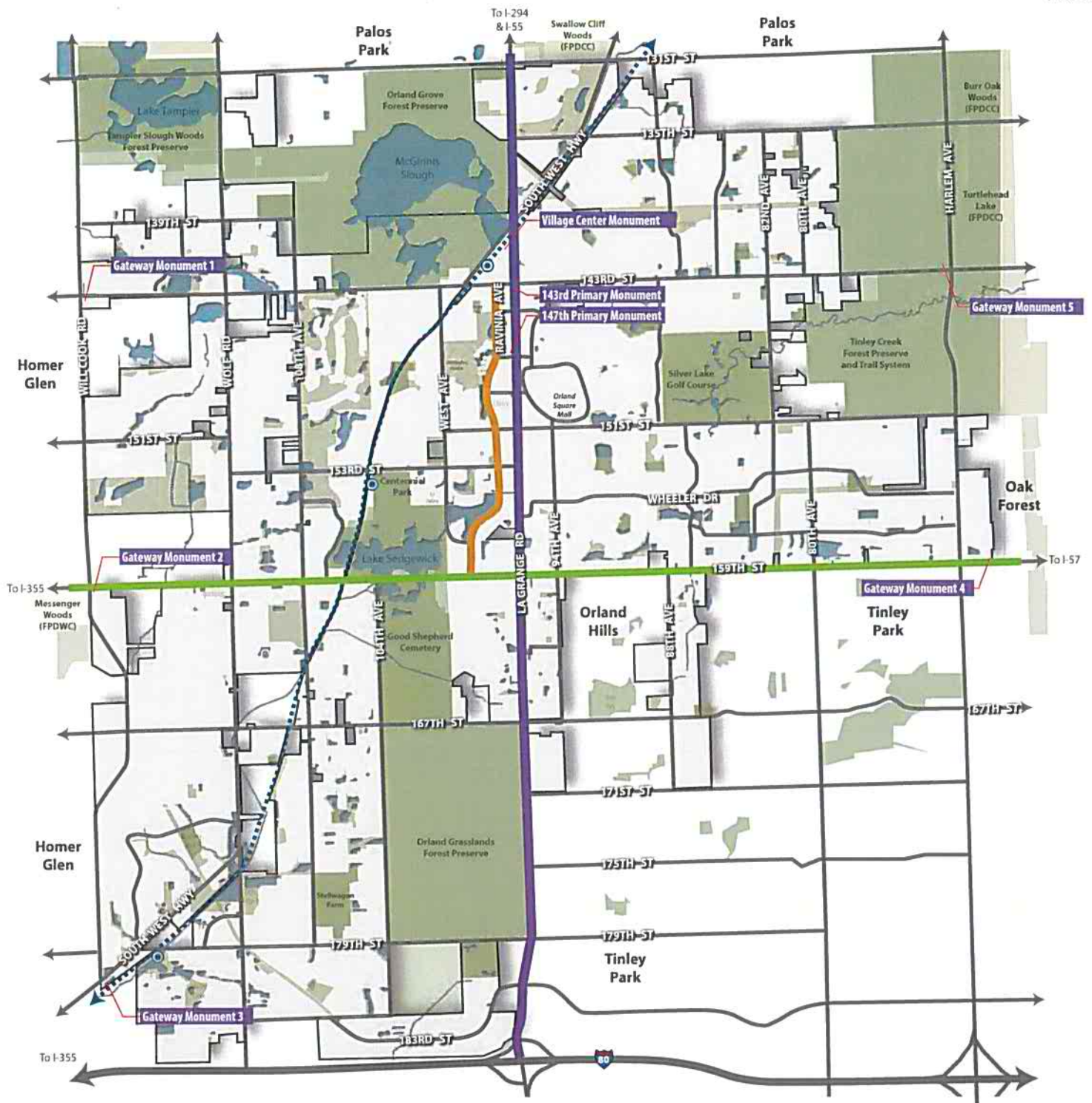
Frontier Park
(17601 SW Hwy)



Orland Park Wayfinding and Branding Plan

Park Sign Locations (Sheet 3 of 3)





MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station
- Major Roads

Phase One Projects

Gateway Monuments 1-5
LaGrange Medians
LaGrange Directional Signs (QTY: 24)
Village Center Monument Retrofit

Phase Two Projects

Ravinia Ave Directional Signs (QTY: 9)
Ravinia Ave Municipal Signs (QTY: 7)

Phase Three Projects

159th St Directional Signs (QTY: 13)

*Refer to Directional Wayfinding Plan for sign locations and copy



Orland Park Wayfinding and Branding Plan

Priority Projects



wohlgroup

Purbeck & Associates



0 2500' 5000'

ORLAND PARK WAYFINDING AND BRANDING

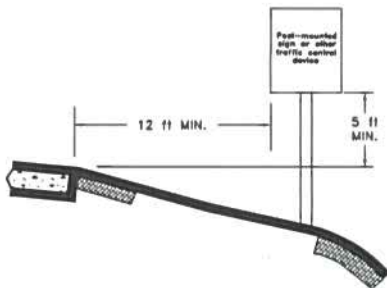
**CHAPTER
FIVE**

ENGINEERING DIAGRAMS

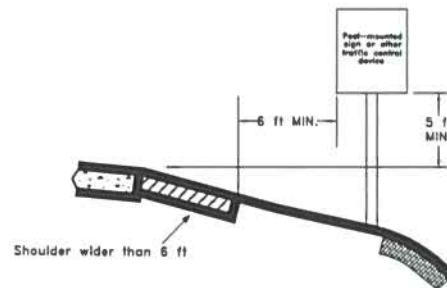
Based on the priority signage projects, the following diagrams illustrate placement and location of proposed near term sign elements. These diagrams reference the MUTCD standards as described in the introduction. Preliminary coordination with the Illinois Department of Transportation (IDOT) has taken place as part of this assignment. As signage elements are implemented within state controlled rights of way, permitting with IDOT will be required.

**ORLAND PARK WAYFINDING AND BRANDING PLAN
DESIGN STANDARDS
1/12/16**

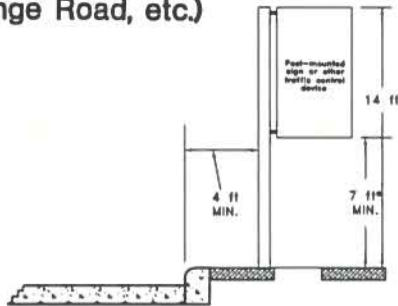
**A - ROADSIDE SIGN WITH RURAL SECTION
(Such as Wolf Road, 104th Avenue, etc.)**



**B - ROADSIDE SIGN WITH RURAL SECTION
SHOULDER WIDER THAN 6 FT
(Such as Wolf Road, 104th Avenue, etc.)**



**C - ROADSIDE SIGN WITH URBAN SECTION
(Such as 159th Street, 143rd Street,
LaGrange Road, etc.)**

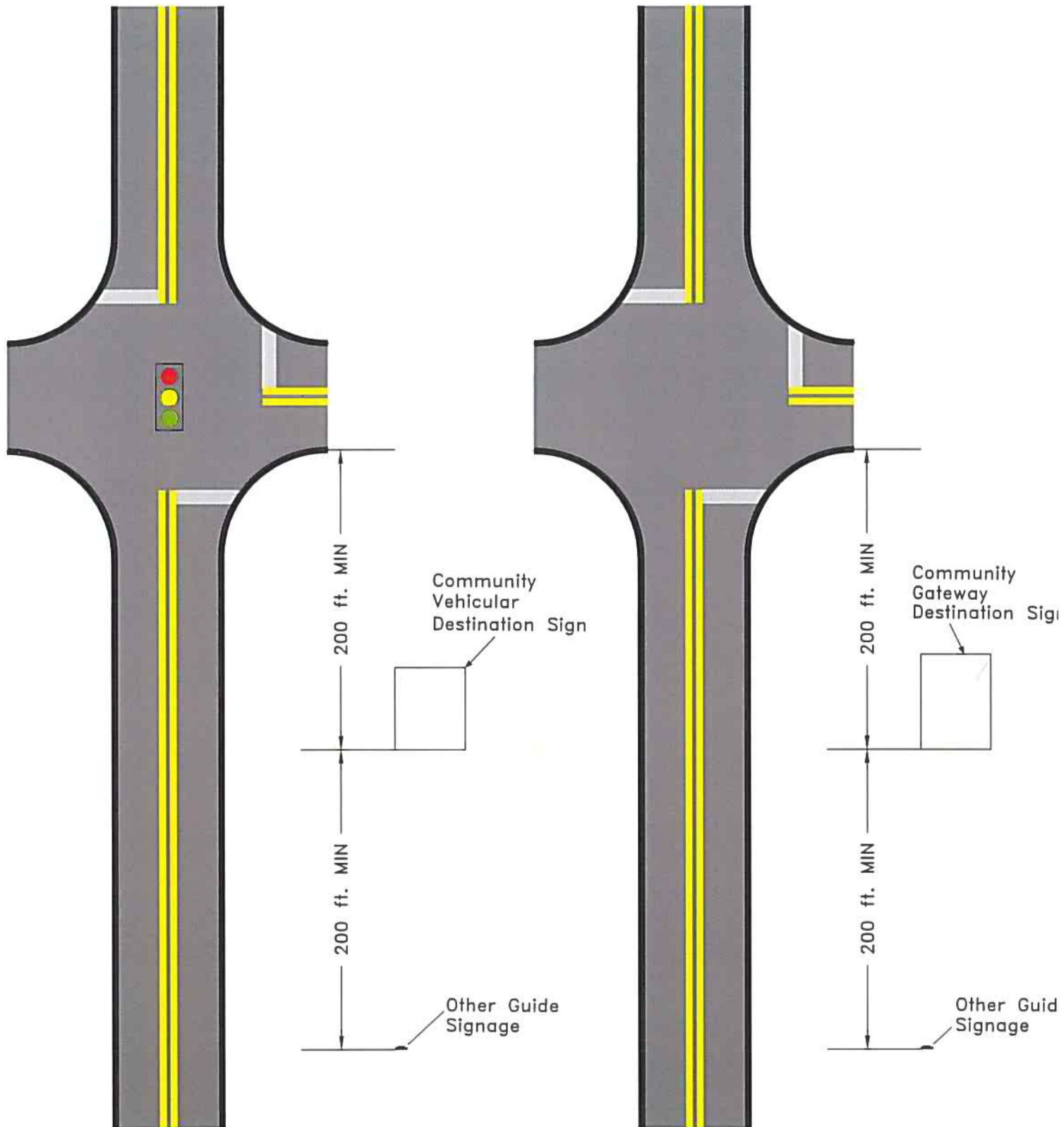


*Where parking or pedestrian movements are likely to occur

**D - SIGN PLACEMENT
ON SHARED-USE PATH /
MULTI-USE TRAIL**

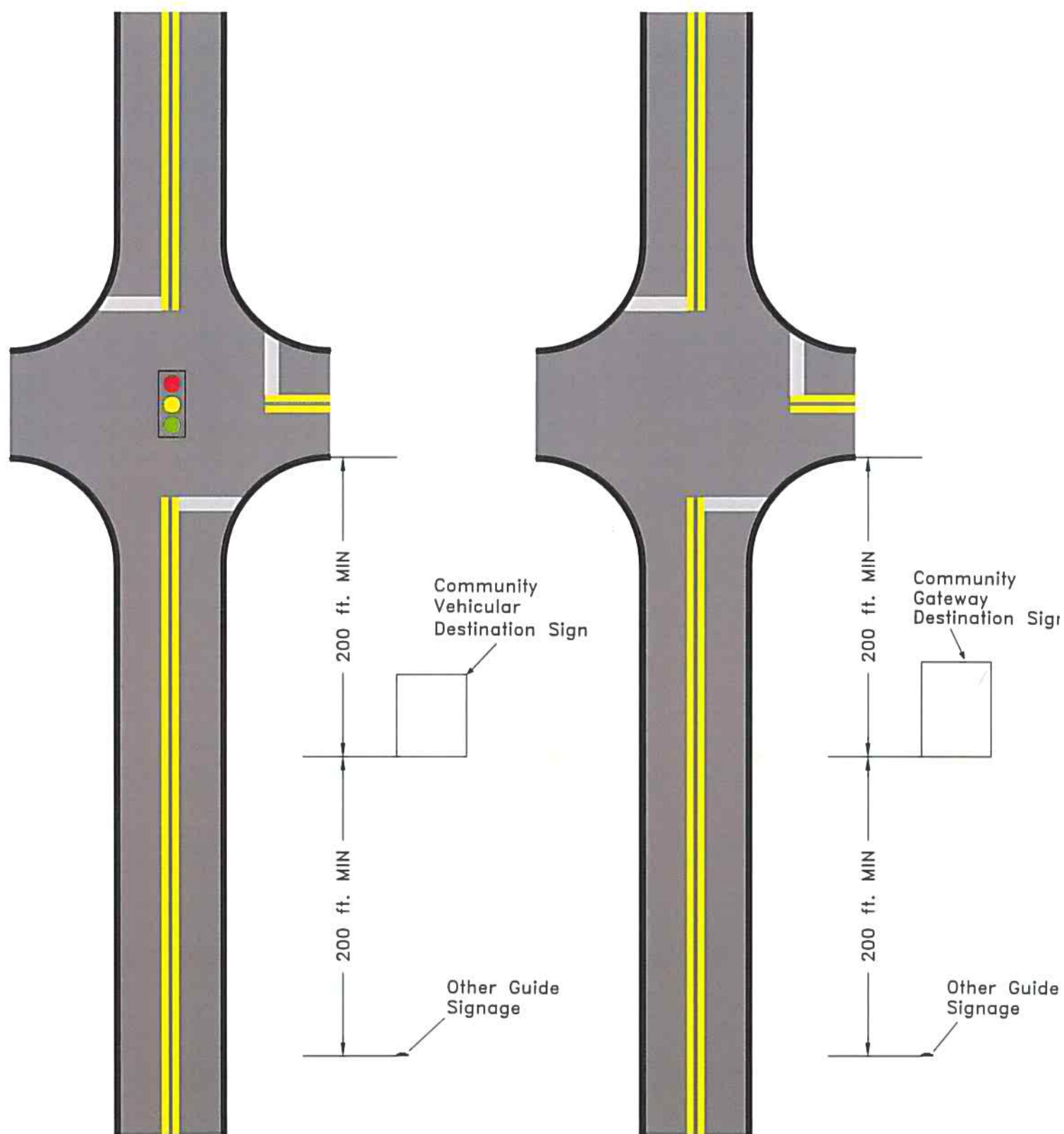


**ORLAND PARK WAYFINDING AND BRANDING PLAN
DESIGN STANDARDS
1/12/16**



Note: Dimensions are per MUTCD Destination Signage (Section 2D.40)

ORLAND PARK WAYFINDING AND BRANDING PLAN DESIGN STANDARDS 1/12/16



Note: Dimensions are per MUTCD Destination Signage (Section 2D.40)



GHA GEWALT HAMILTON
ASSOCIATES, INC.
www.gha-engineers.com

Sources: EIA; Enbridge Inc.; GridEye; Edison Electric Institute; ENR; AEP; BGE; USDOE; USGS/FWS; Gettyimages; Reuters; IGN; GPS; wirephoto.com; the GIS User Community

Drawn By: ggraydon File: G:\4600-4604\500 Orland Park Wayfinding Mapping\Directional Sign Mapbook.mxd

Directional Sign Placement

Sign ID - D.11

Village of Orland Park, Illinois

Date: 4/12/2018 Project: 4894 909



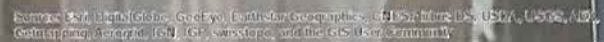


1 inch = 30 Feet

Directional Sign Placement

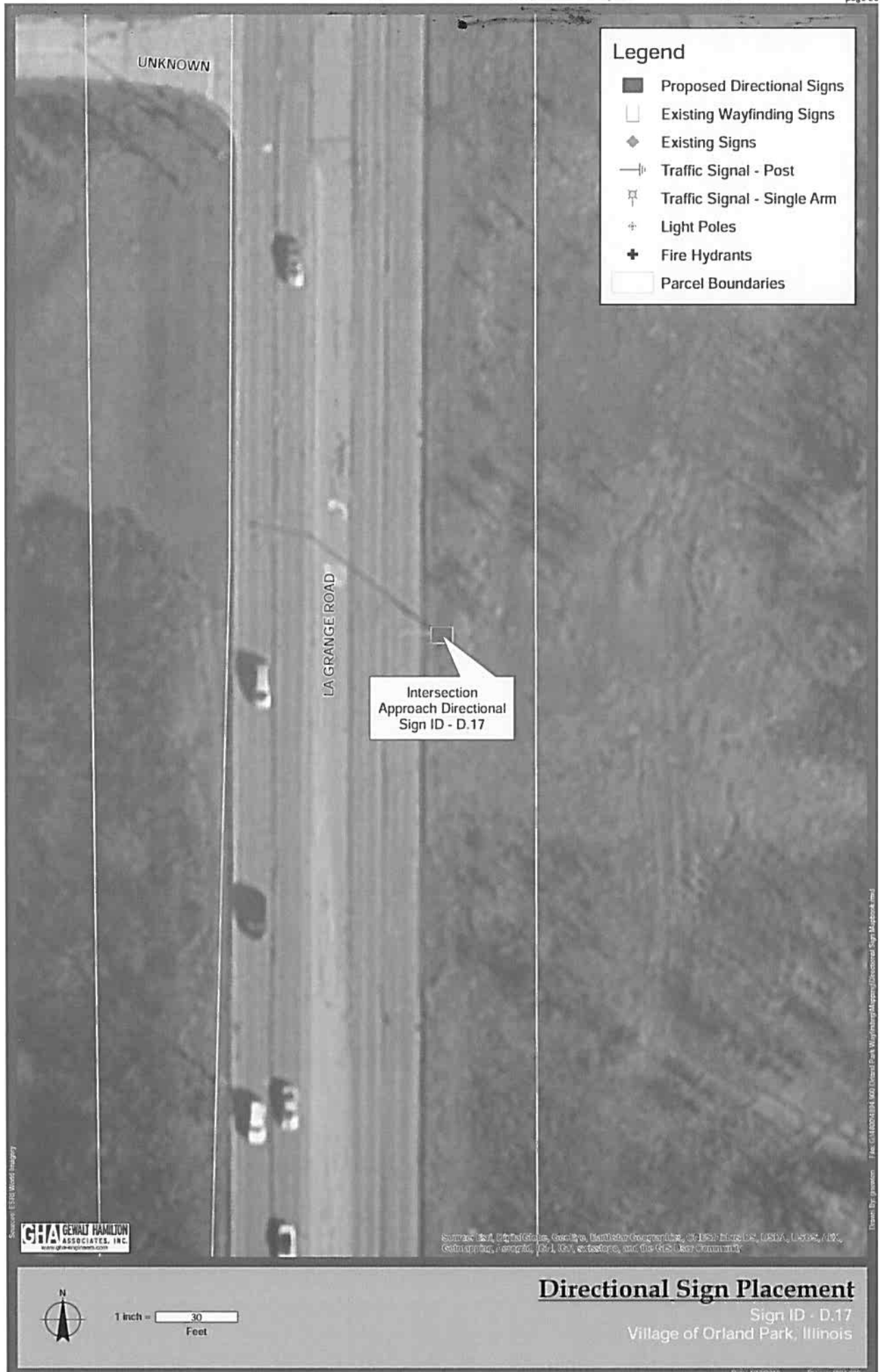
Sign ID - D.12
Village of Orland Park, Illinois

A GRANGE ROAD



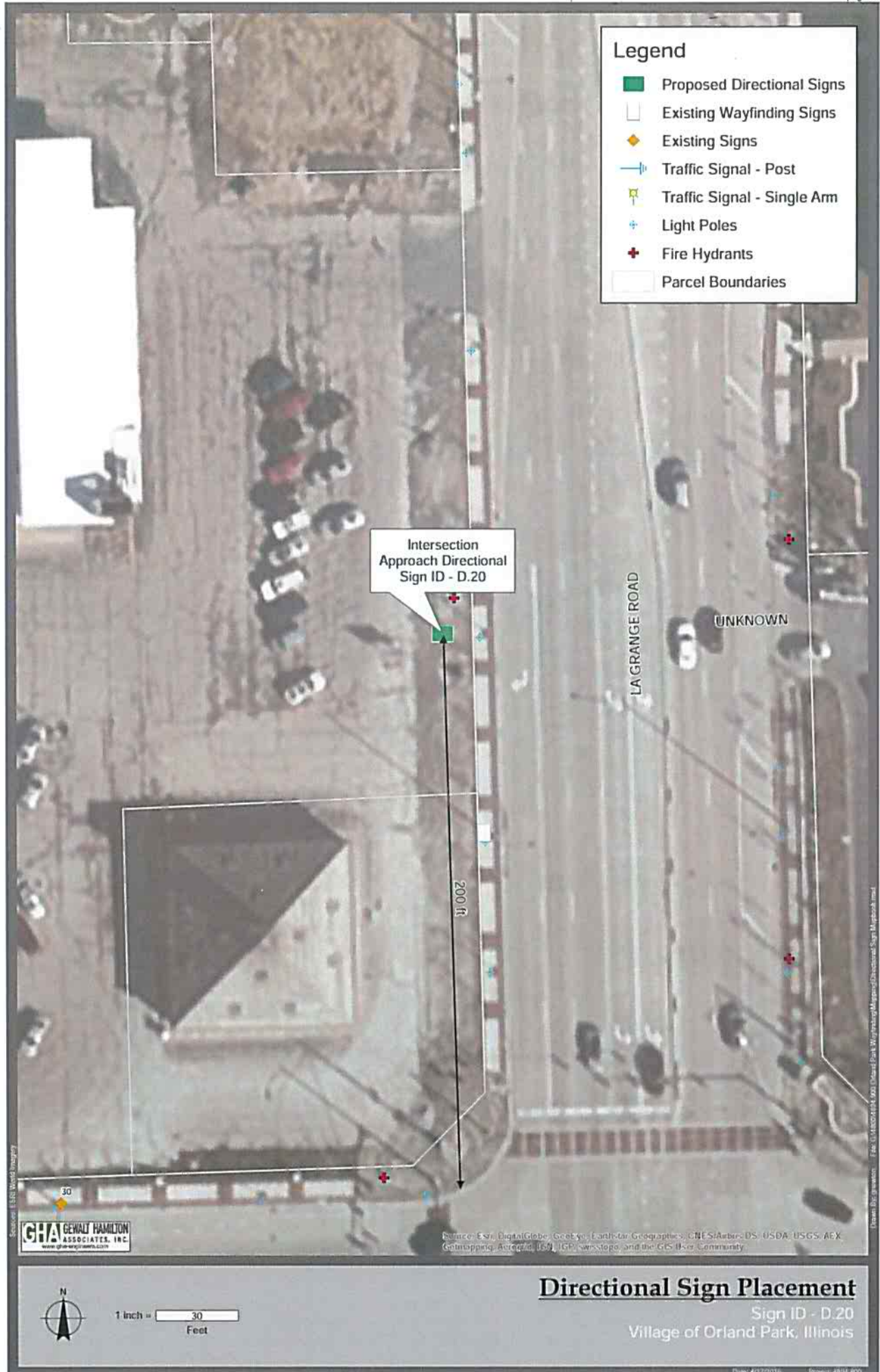
Sign ID - D.14
Village of Orland Park, Illinois





Sign ID - D.19

Sign ID - B.19
Village of Orland Park, Illinois



Legend

-  Proposed Directional Signs
-  Existing Wayfinding Signs
-  Existing Signs
-  Traffic Signal - Post
-  Traffic Signal - Single Arm
-  Light Poles
-  Fire Hydrants
-  Parcel Boundaries

Intersection
Approach Directional
Sign ID - D.25

200 ft

LA GRANGE ROAD

GHA GEWALT HAMILTON
ASSOCIATES, INC.
www.gewalthamilton.com

Sources: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNR/Air Force, USDA, USGS, Aero
Gobtopping, Aerogrid, IGN, IGP, Swisstopo, and the GIS User Community



1 inch = 30
Feet

Directional Sign Placement

Sign ID - D.25
Village of Orland Park, Illinois



Support: NSF, Human Genome, GeoEye, Earthstar Geographics, HP, IBM, Intel, Microsoft, Oracle, Sony, TSM, University of Texas, USC, and the GIS User Community



1 inch = 30
Feet

Sign ID - D.27

Village of Orland Park, Illinois



Sources: EIA, EnergyGlobe, Geotitles, International Geographical, O-150-1000, USDA, USGS, AEF, Gettyimages, iStockphoto, iStockphoto, and the GIS User Community.



Village of Orland Park, Illinois



Legend



Intersection
Approach Directional
Sign ID - D.33

RAVINIA-
AVENUE

200 R

Source: EIU World Industry

[illegible]

Trans By: g.watson File: C:\A00014194.000 Oxford Park WayfindingMapInfo\Directed Sign Mapbook.mxd



1 inch = 30 Feet

Directional Sign Placement

Sign ID - D.33
Village of Orland Park, Illinois

Date: 4/12/2018 Project: 4874.900















Legend

-  Proposed Directional Signs
-  Existing Wayfinding Signs
-  Existing Signs
-  Traffic Signal - Post
-  Traffic Signal - Single Arm
-  Light Poles
-  Fire Hydrants
-  Parcel Boundaries

Intersection
Approach Directional
Sign ID - D.41

Intersection Approach
Directional Sign ID - D.42

Intersection
Approach Directional
Sign ID - D.42

6 ft

Min. 200 ft

BUCKLE
UP IT'S
THE LAW

151st St
PUSH
WALK

Librarian

RAVINTA
AVE

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA/USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

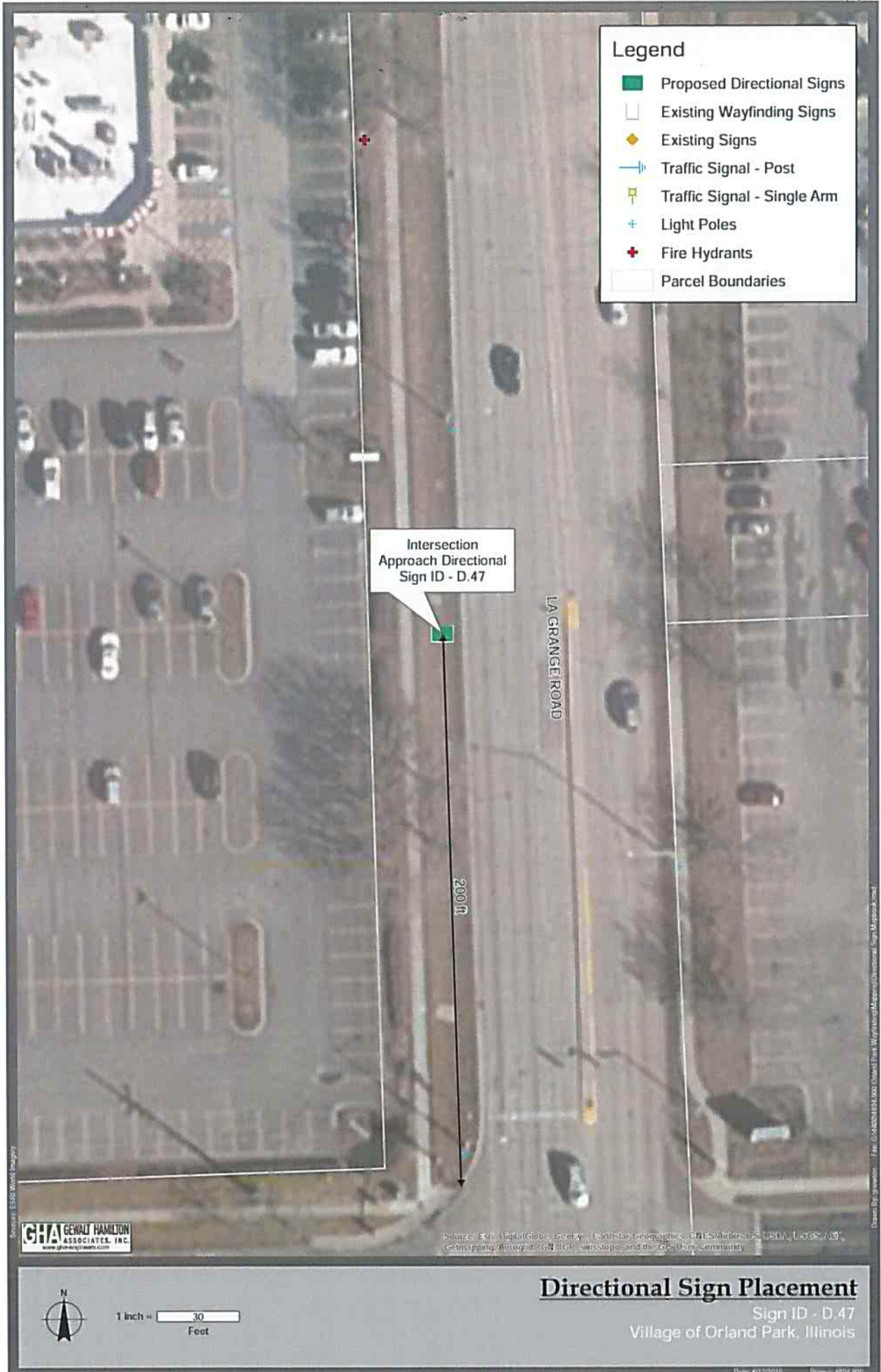


1 inch = 30
Feet

Directional Sign Placement

Sign ID - D.42
Village of Orland Park, Illinois







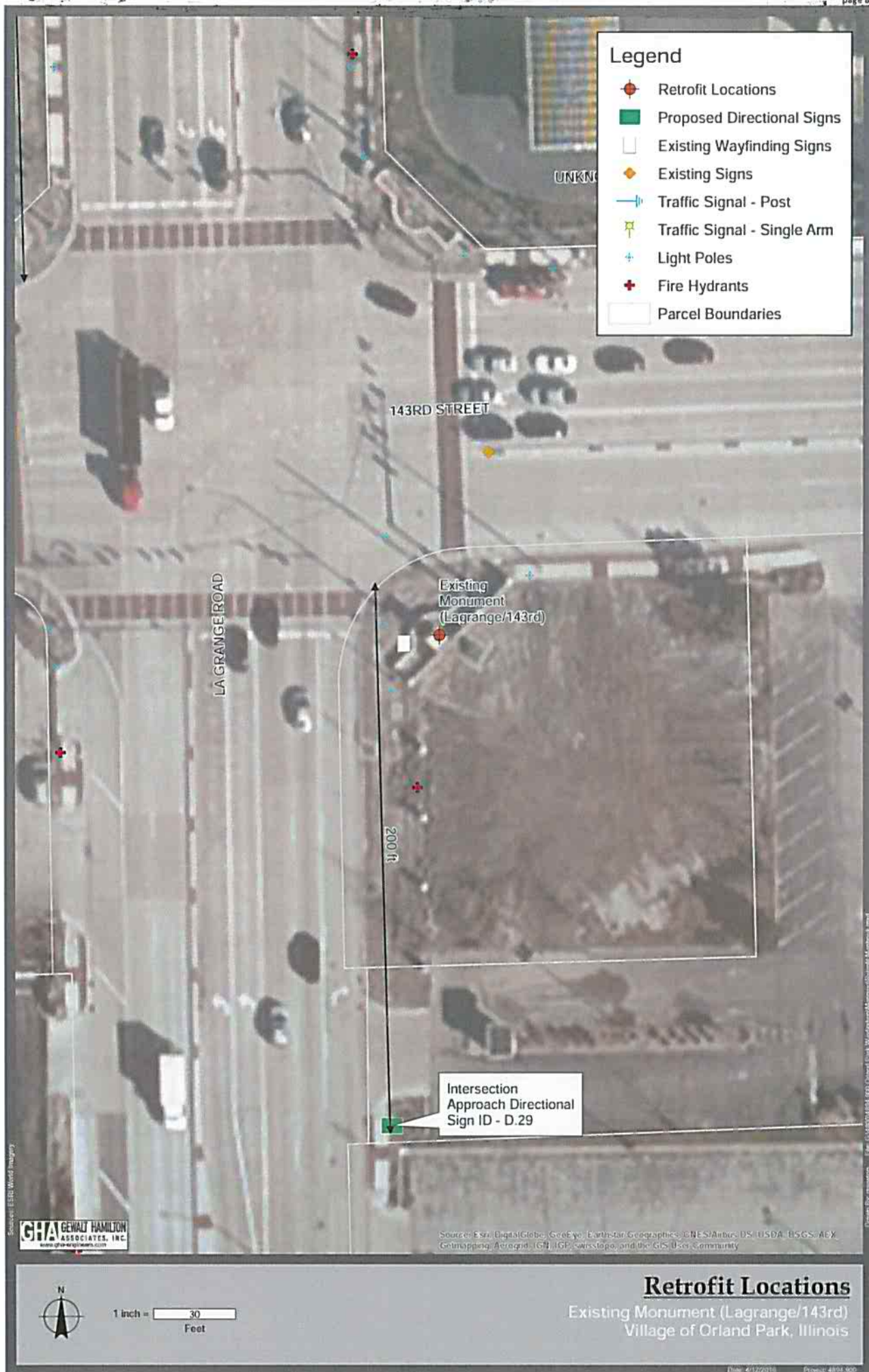


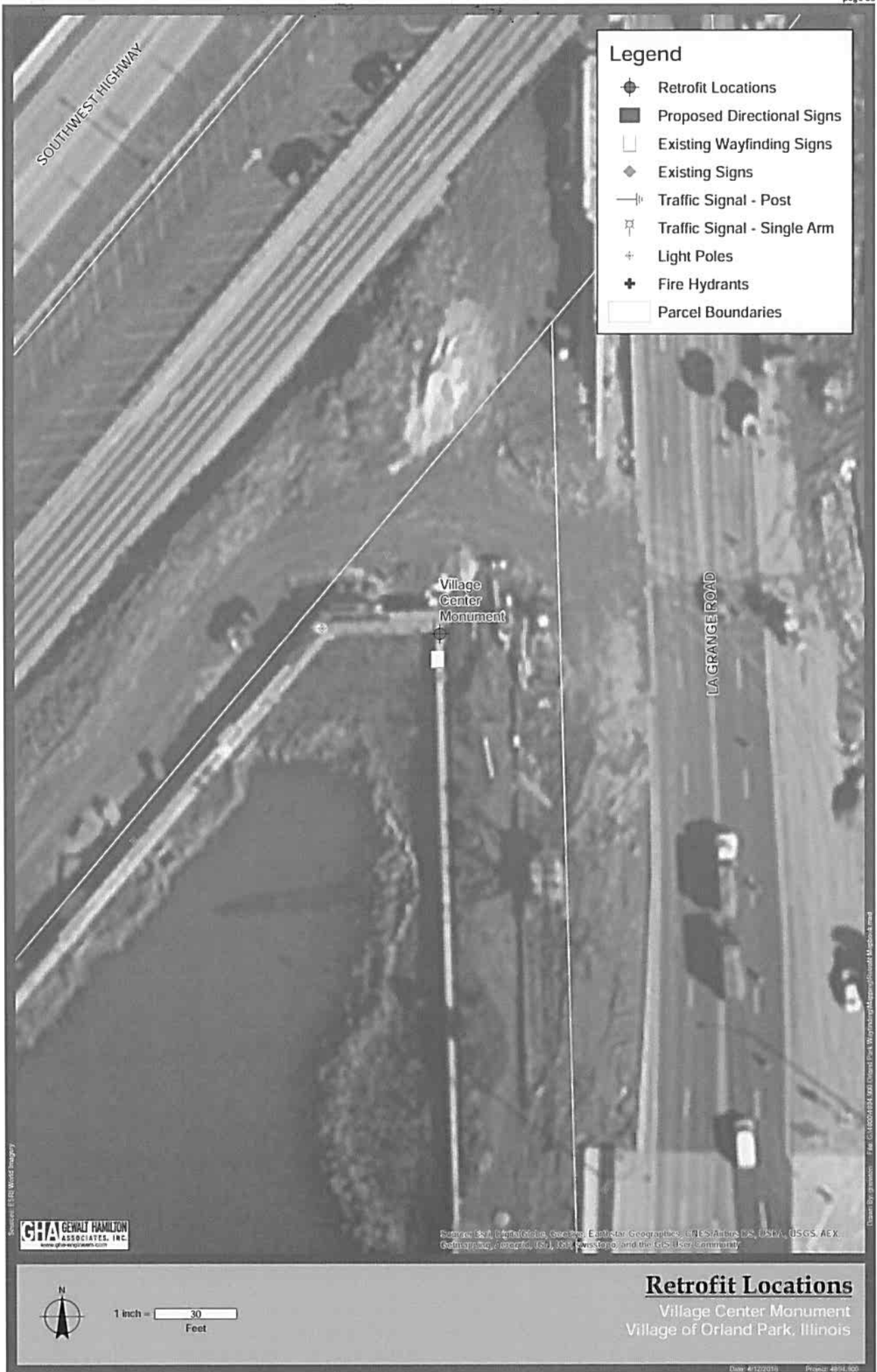














ORLAND PARK WAYFINDING AND BRANDING

**CHAPTER
SIX**

SIGN MOCKUPS

Based on the priority signage projects, shop drawings were prepared and full scale paper sign mockups were provided. The following shop drawings and photographs depict sign mockups for new sign features, including the logo medallions planned as part of the La Grange Road streetscape project.

It should be noted that upon final determination of the Vehicular Directional Sign design, recommended sign engineering will be provided and incorporated into this report.

MDO MOCKUPS

PROJECT:



In House

CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Brian Newton

DRAWN BY

JJP

DATE

4.6.16

SCALE

6" = 1'

SHEET NO.

4 of 4

WORK ORDER

72166

FILE NAME

TSK72166

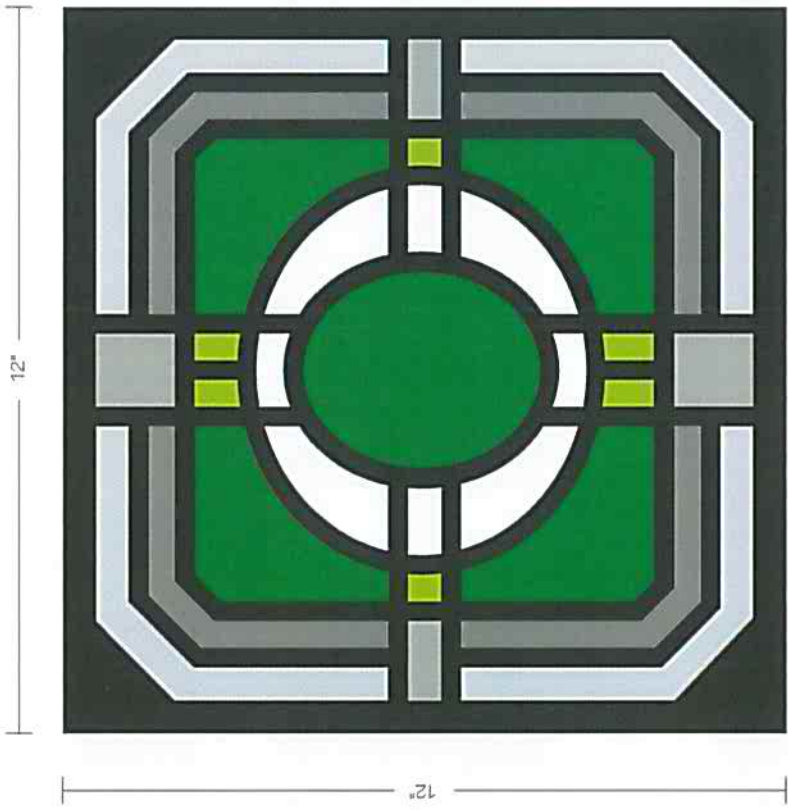
PRINT INFO

PRO III, MCVF, HS

REVISIONS:

- 1 4.19.16 - mdo mockups
- 2 4.20.16 - colors
- 3
- 4
- 5
- 6
- 7

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



(2) 12" x 12" MDO mockups
Digitally printed on Concept Matte White vinyl, applied to 3/8" mdo.



DIGITALLY PRINTED VINYL MOCKUPS

Parvin-Clauss
SIGN COMPANY

Design • Fabrication • Installation • Maintenance
16515 Highway Drive • Carroll Stream, Illinois 60188
Tel: 630-510-1010 • Fax: 630-510-1074
e-mail: info@parvinclauss.com
www.parvinclauss.com

PROJECT:



In House

CUSTOMER APPROVAL:
DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Brian Newton

DRAWN BY

JF

DATE

4.6.16

SCALE

3/4" = 1'

SHEET NO.

1 of 4

WORK ORDER

72166

FILE NAME

TSK72166

PRINT INFO

PRO III, MCV, HS

REVISIONS:

1 4.10.16

2 4.10.16

3 5.10.16 - logo

4

5

6

7

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

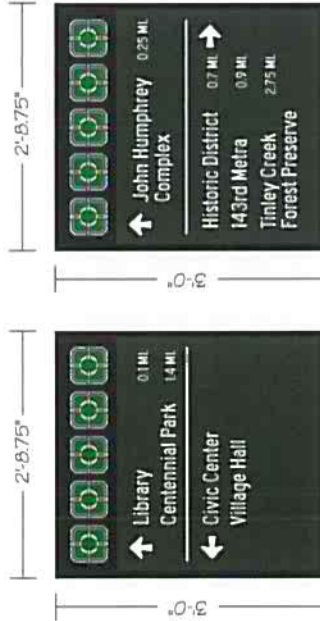
MunicipalSign_VillageHall



ParkSign_CentennialPark



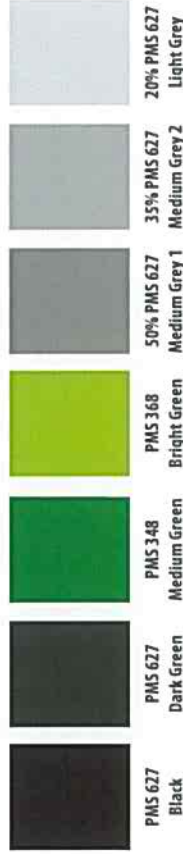
BicycleDirectional_NearVillageHall



VillageSign_Retrofit



Digitally printed on Concept Matte White vinyl.



This sign is built to UL Standards for operation in North America.

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DIGITALLY PRINTED VINYL MOCKUPS

Parvin-Clauss
SIGN COMPANY

Design • Fabrication • Installation • Maintenance
1651 Gateway Drive • Carol Stream, Illinois 60186
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e-mail: info@parvinclauss.com
www.parvinclauss.com

PROJECT:

teska

In House

CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Brian Newton

DRAWN BY

JJP

DATE

4.6.16

SCALE

3/4" = 1'

SHEET NO.

2 of 4

WORK ORDER

72166

FILE NAME

TSK72166

PRINT INFO

PRO III, MCVP, HS

REVISIONS:

1 4.6.16

2 4.7.16

3 5.10.16 - logo

4

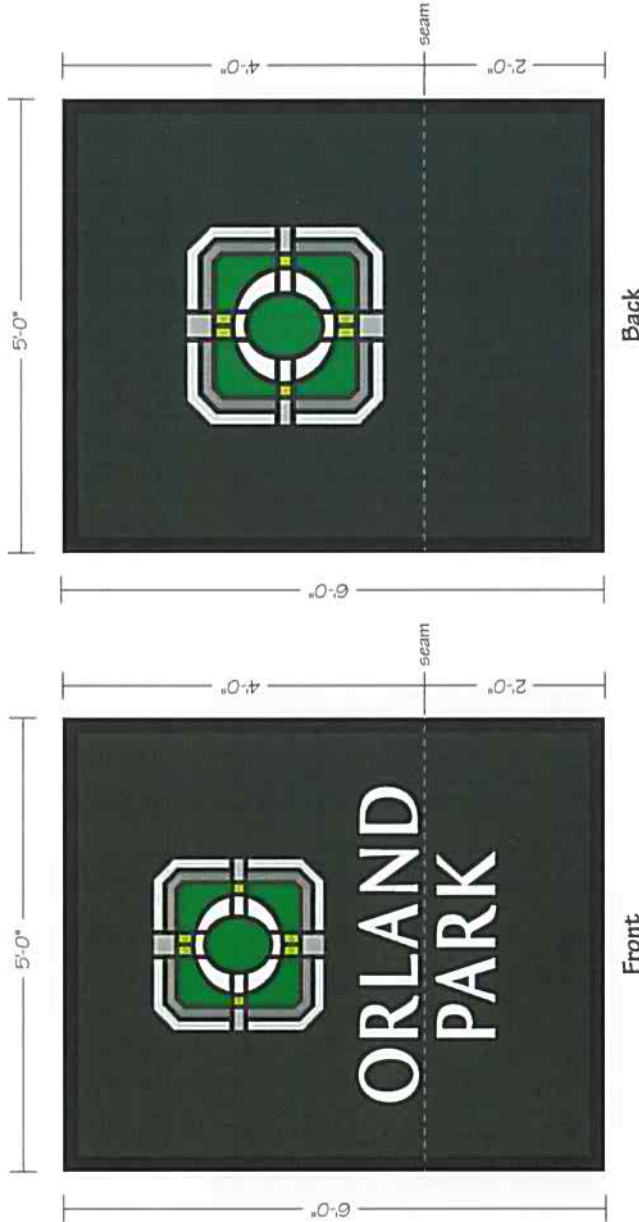
5

6

7

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

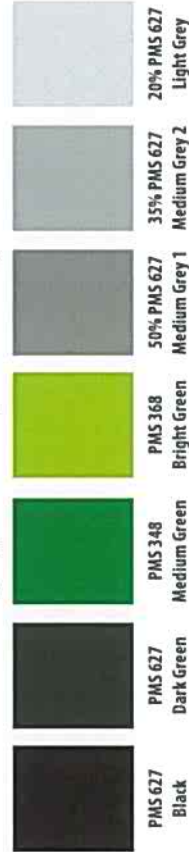
Gateway



Front

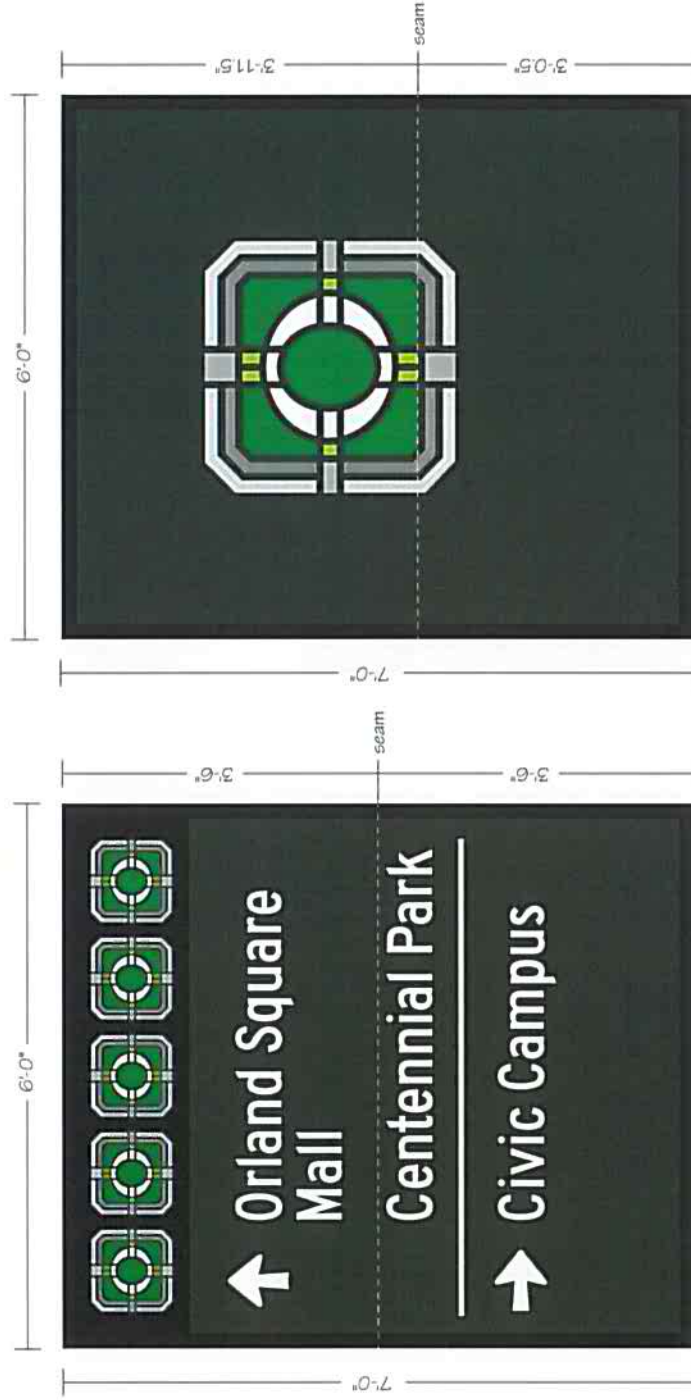
Back

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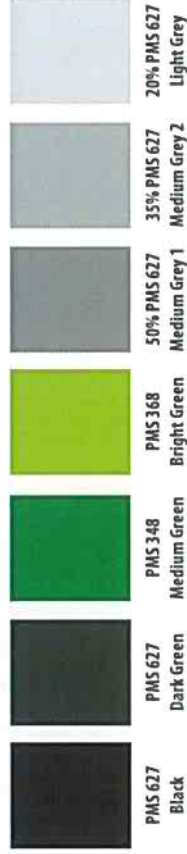
VehicularDirectional_Number34



Front

Back

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ORLAND PARK WAYFINDING AND BRANDING
