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Village of Orland Park Hosts Wayfinding & Branding Open House



The Village of Orland Park conducted its Wayfinding and Branding Plan Survey late last year and is ready to share the findings and seek more input at a public open house on January 18, 2016.

The survey sought residents' input for future village signage and branding. The open house, which is free and open to the public, will be held from 5 p.m. to 7 p.m. at the Orland Park Civic Center, 14650 South Ravinia

Avenue.

In 2015, residents were asked to complete an online survey assessing public opinion on village signage and branding. The purpose was to evaluate how popular destinations can be promoted through effective, harmonious and attractive directional signage and branding. Destinations included municipal services, parks, sports facilities, shopping and dining.

"We are always looking for ways to better serve the community and wayfinding and branding is a big part of how we communicate and promote the village," said Mayor Dan McLaughlin. "This holds true for residents and visitors alike and we appreciate everyone who took the time to offer their input."

More than 400 residents completed the survey in 2015.

"We were pleased with the number of people who participated," said Trustee Kathy Fenton, chair of the village's Development Services Committee. "We're hoping that many of them come to the Civic Center on the 18th to learn more about the results."

Residents' survey input helped the village to develop Wayfinding Signage Concepts that will further promote destinations in Orland Park. The open house will include the proposed concepts, breakout stations to learn more about the process and a resident questionnaire.

"The public will be presented with various design options for directional signage, as well as village logos," said Karie Friling, Director of Development Services. "We want to hear from residents, as the preferred signage design options will be on display for public input."

The village partnered with Teska Associates to develop new directional signage and enhance community branding, with the goal of developing a unified and attractive community logo for popular community destinations including Centennial Park, Downtown Orland Park, and the Old Orland Historic District.

"Orland Park has so much to offer and we want to be sure that people know how to find things in town --- in a consistent and attractive way," said Trustee James Dodge, chair of the village's Community Engagement Committee.

Further information is available with the Development Services Department at 708/403-5300.