


11.30.2016

**THE VILLAGE  
OF OAK PARK  
MUNICIPAL  
WAYFINDING**

Civic Wayfinding Concepts



To keep up with progress,  
wayfinding must also move  
at different speeds.

# WHERE WE ARE IN PROCESS

Phase 1(a):  
Analysis and Documentation



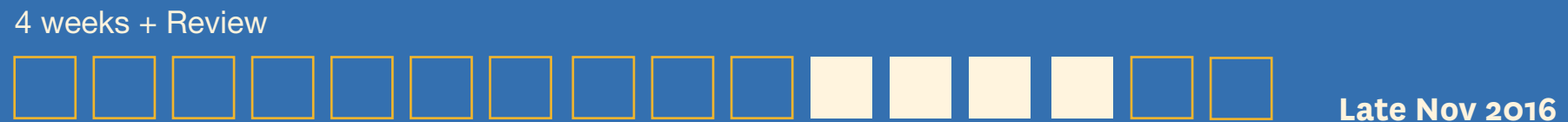
Phase 1(b):  
Recommendations and Key Objectives



Phase 2(a) -  
Design & Implementation Planning



Phase 2(b) -  
Concept Design



Phase 2(c) -  
Final Design



Added Scope -  
Interior Wayfinding Village Hall







## Hypotheses

- In a place where architecture, landscape, and cultural landmarks predominate, signage need not be an attraction in itself. Combine a straightforward, minimal armature with a visual language that uses universal pictographs.
- In key decision points, implement 5-minute walk maps that familiarize users with the immediate environment to compel them to stay in the area.
- Use district nomenclature insofar as it is useful – Arts, Downtown, Hemingway – but only when it lends clarity and requires no explanation.

## Survey findings

- Dining and open space are top priorities for users – consistent with a generational shift towards active use of the public realm

## Envision Oak Park: Comprehensive Plan 2014

- Oak Park has a network of bike-friendly streets that can be used to create a route that traverses through the village, connecting public art and architecturally significant sites. A self-guided bicycle tour would allow visitors and residents the opportunity to experience public art at an individualized pace.

## Moodboards

- Like artistic or local visual references; need materials that are durable but also feel “crafted”
- Like walk circles and explicit “walking tour” approach; like bold, international symbols

Craftsmanship is a hallmark of Oak Park. Attention to detail – and an appreciation for texture – characterizes not only its architecture but its way of life.

What if formal simplicity revealed a rich material palette? What if slender, minimal structures were embellished with detailed pattern? What if subtle color cues created order and continuity? What if voids and negative space were treated with the same care as physical materials?

**What if Oak Park's wayfinding was elegant, textured, and crafted?**



# ELEGANT, TEXTURED & CRAFTED





**A TEXTURED MODERN VILLAGE**













# VEHICULAR

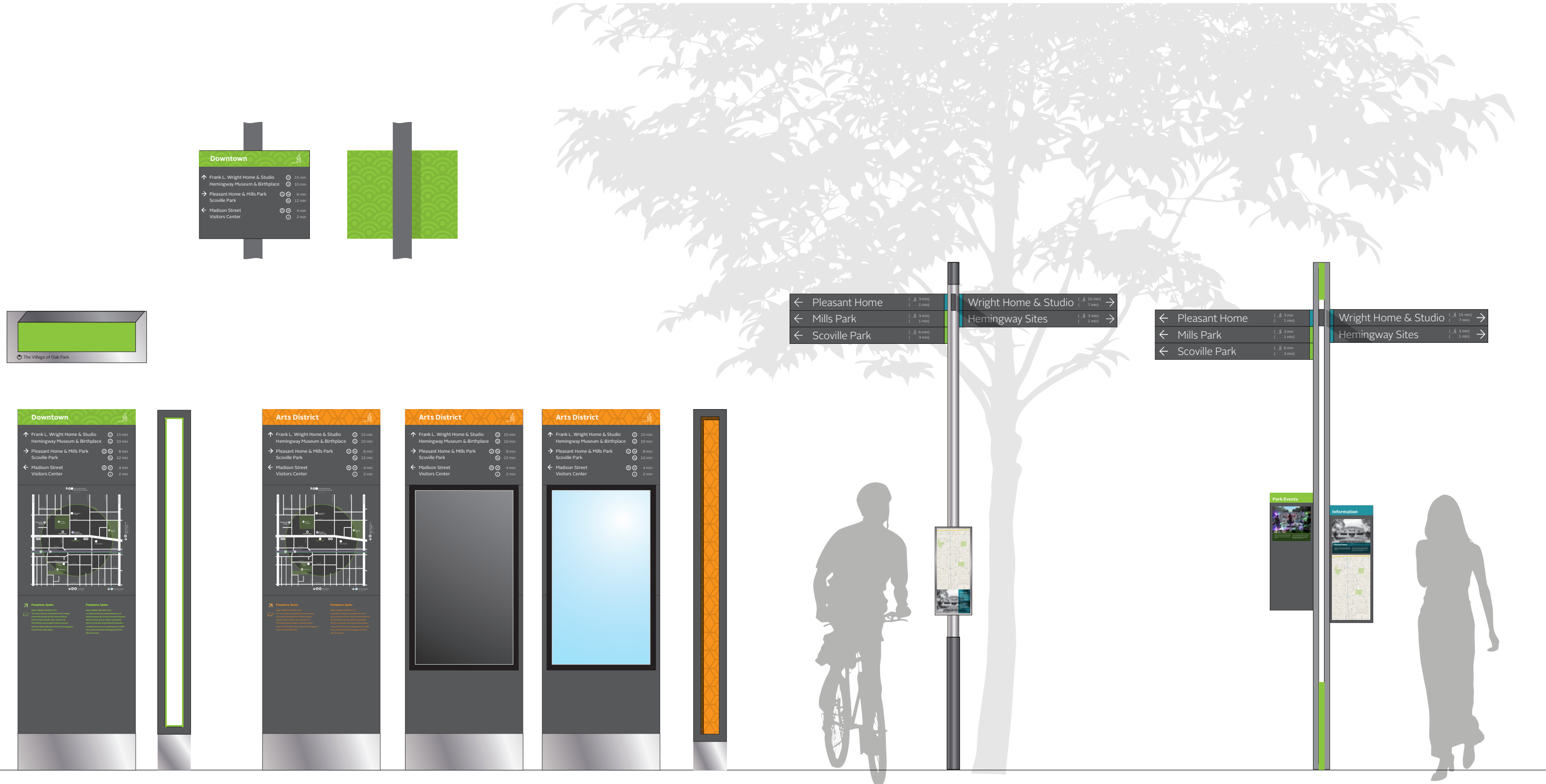


# PARKING

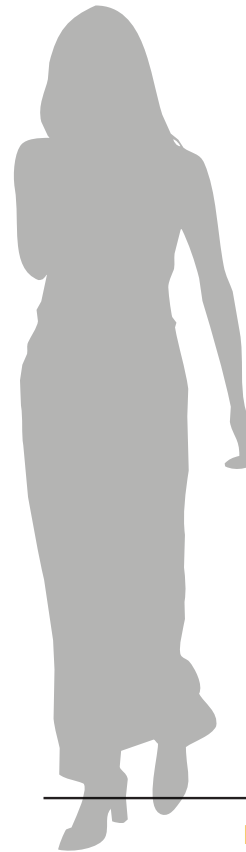




# PEDESTRIAN/BIKE



# SIGN FACE STUDIES



**Downtown**

- ↑ Wright Home & Studio Hemingway Museum 15 min / 10 min
- Scoville Park 12 min
- ← Visitor Center Marion Street Pleasant Home & Mills Park 2 min / 4 min / 8 min

**Pamplona, Spain**  
Famosa por todo el mundo para el funcionamiento anual de los toros, Ciudad Hermana Pamplona ocupó un lugar prominente en la novela de Ernest Hemingway Fiesta.  
Famosa por todo el mundo para el funcionamiento anual de los toros, Ciudad Hermana Pamplona ocupó un lugar prominente en la novela de Ernest Hemingway Fiesta.  
Dial 555-555-5555 to hear an excerpt of a Hemingway novel.

Elevation

**Downtown**

- ↑ Wright Home & Studio Hemingway Museum 15 min / 10 min
- Scoville Park 12 min
- ← Visitor Center Marion Street Pleasant Home & Mills Park 2 min / 4 min / 8 min

Directional Content Option A

**Downtown**

- ↑ 15 min Wright Home & Studio Hemingway Birthplace 10 min
- 8 min Pleasant Home & Mills Park Scoville Park 12 min
- ← 4 min Madison Street Visitors Center 2 min

Directional Content Option B



Map Concept

**Pamplona, Spain**  
Famosa por todo el mundo para el funcionamiento anual de los toros, Ciudad Hermana Pamplona ocupó un lugar prominente en la novela de Ernest Hemingway Fiesta.  
Famosa por todo el mundo para el funcionamiento anual de los toros, Ciudad Hermana Pamplona ocupó un lugar prominente en la novela de Ernest Hemingway Fiesta.  
Dial 555-555-5555 to hear an excerpt of a Hemingway novel.

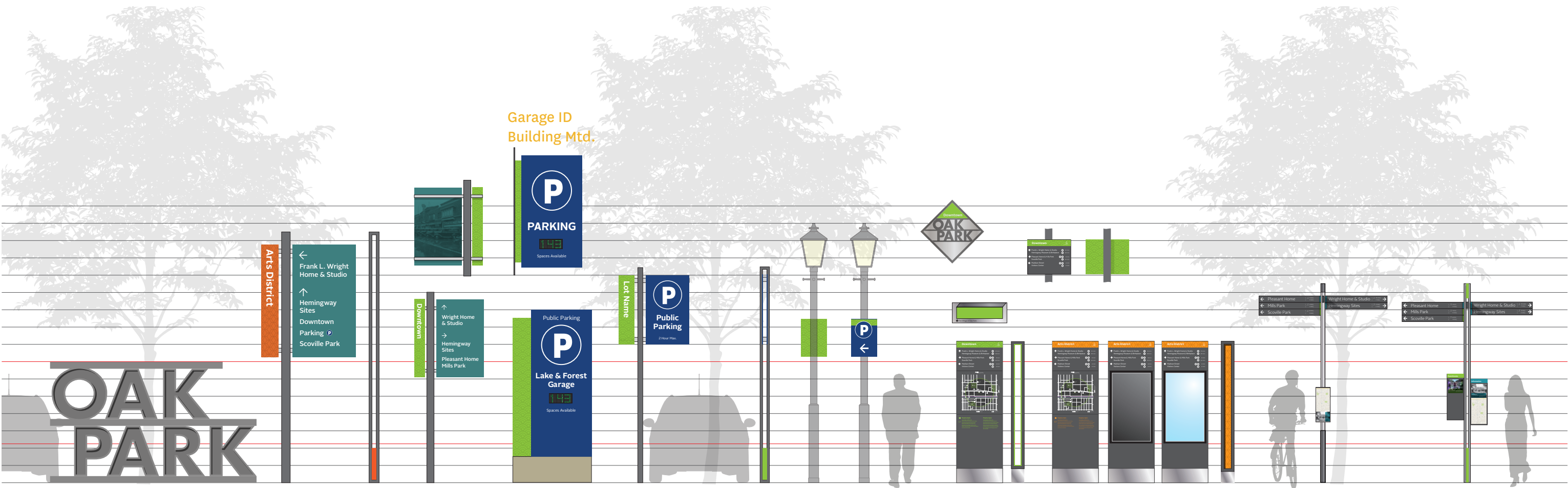
**King of burgers:** Oak Park native Ray Crock opened the first fast-food restaurant in 1943. Since then, more than a billion burgers have delighted the world's palettes.

**Explore on Foot**  
Explore Oak Park's Queen Anne wooden homes, dating from the 1880s, in the Ridgeland-Oak Park Historic District. Just 15 min away and burn 350 cal.

Considered the height of contemporary design, the "porte cochère" marks the formal entry to Prairie Style Pleasant Home

Vignettes

# SIGN FAMILY



Gateway

Lg. Vehicular Directional

SM. Vehicular Directional

Garage ID Freestanding

Lot ID

Parking Directional

Pedestrian Kiosks/Directional

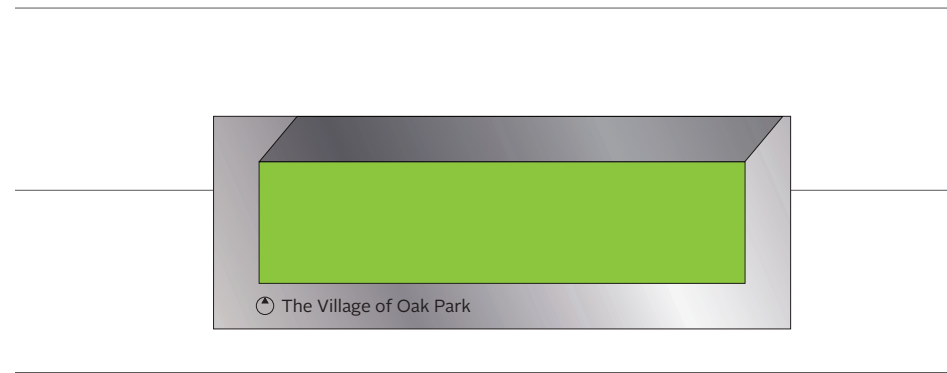
Pedestrian/Bike Directional

# MASSING STUDIES

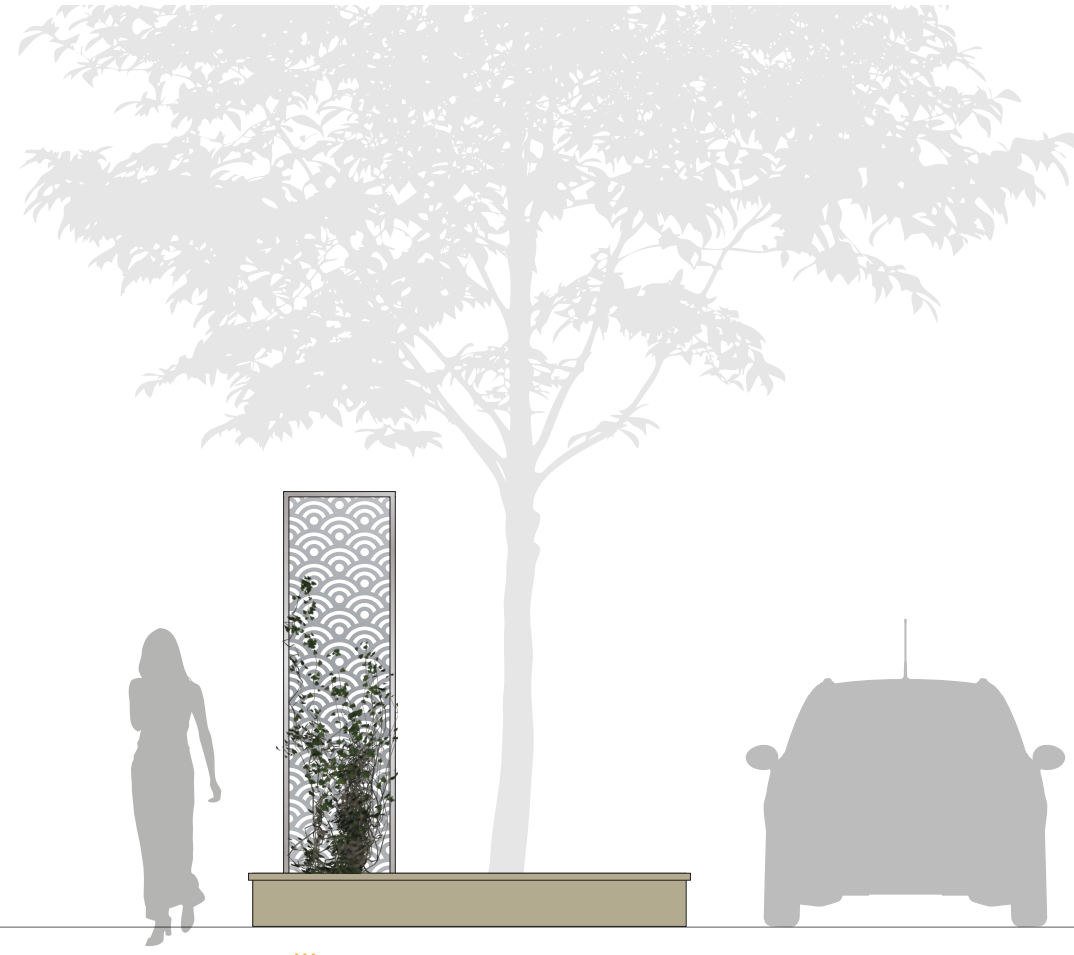




# URBAN SYSTEM



Crosswalk



Trellis



Bike Lane



## Hypotheses

- To encourage people to explore more of the Village, use a combination of distance markers that preview travel time, and granular “breadcrumbs” that assure pedestrians and pedallers that they haven’t strayed from the path.
- Existing signage, in its historical allusions, blends too well in some places — becoming camouflaged by its Prairie-style ornament.
- Use infrastructure, ground plane, and moments of discovery to engage a pedestrian and cycling audience.

## Inventory findings

- Majority of the deterioration found at interpretive and directory signs near attractions. (*Meaning: users are engaging with interpretive information!*)

## Moodboards

- Like use of ground plane, dimensionality at pedestrian level
- Big where big is needed
- Like the idea of subtle, fun, nighttime illumination

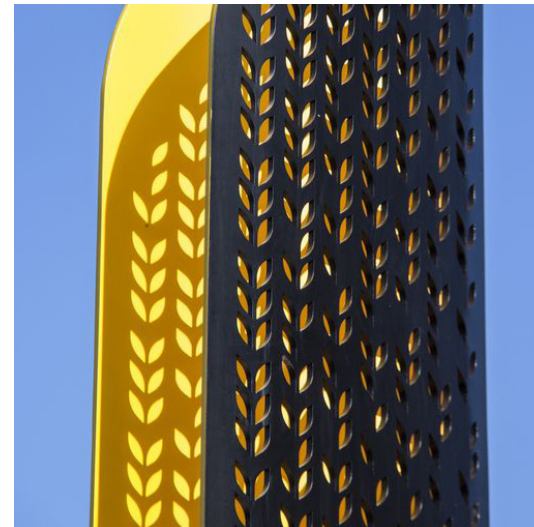
Prairie is timeless source of inspiration – not just a style. It is at once a flat horizontal plane and a myriad of vertical blades flexing in the wind.

What if vertical blades punctuated the flat terrain? What if delicate screens and ambient light beckoned from a distance? What if origami folds revealed themselves up close? What if flashes of color animated the ground plane?

**What if Oak Park's wayfinding was organic, iconic, and timeless?**



# ORGANIC, ICONIC & TIMELESS





A large, semi-transparent blue graphic of the number '2' is positioned on the right side of the page. It has a thick, rounded top and a wide, slightly slanted base.

# URBAN GRASSLANDS

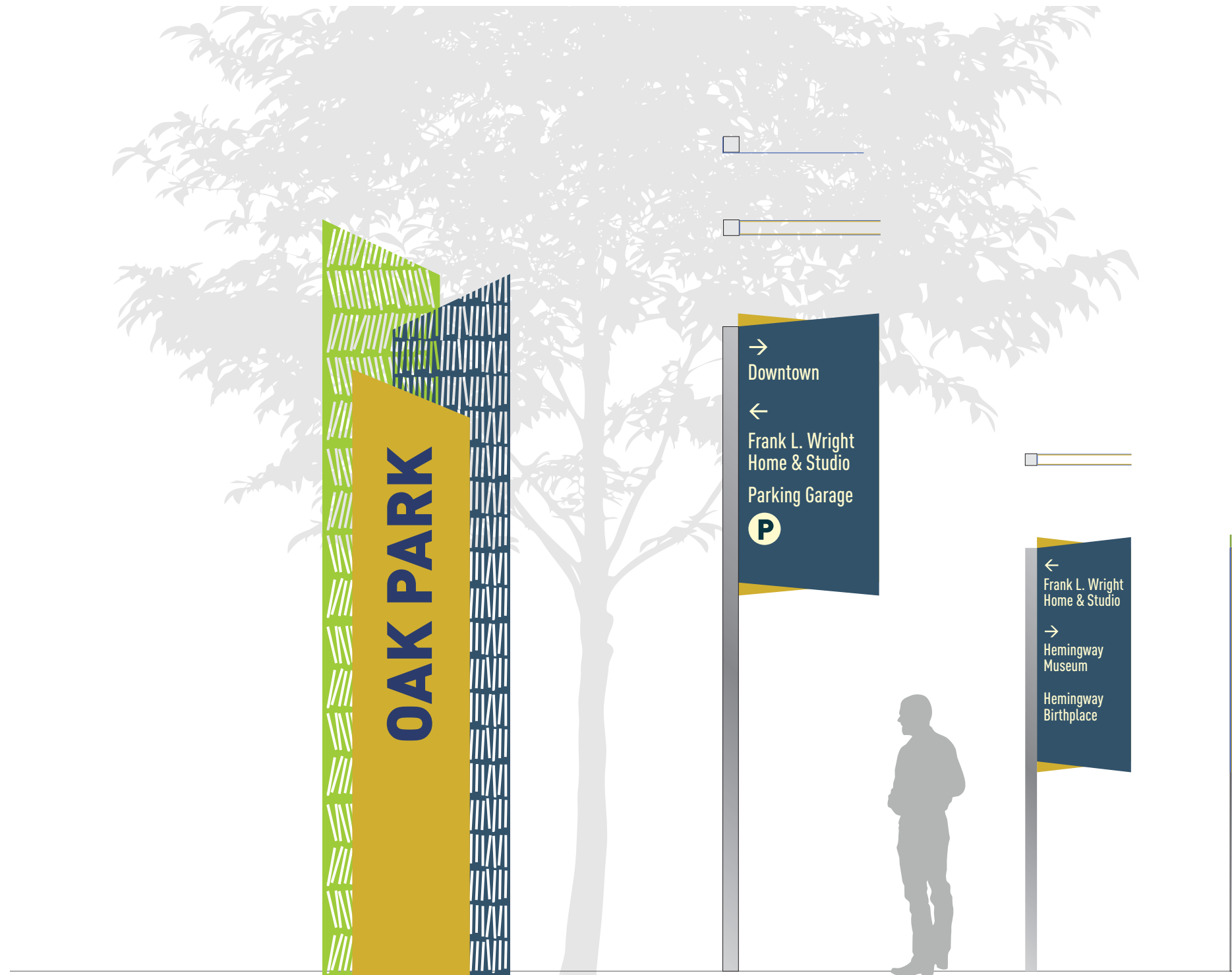








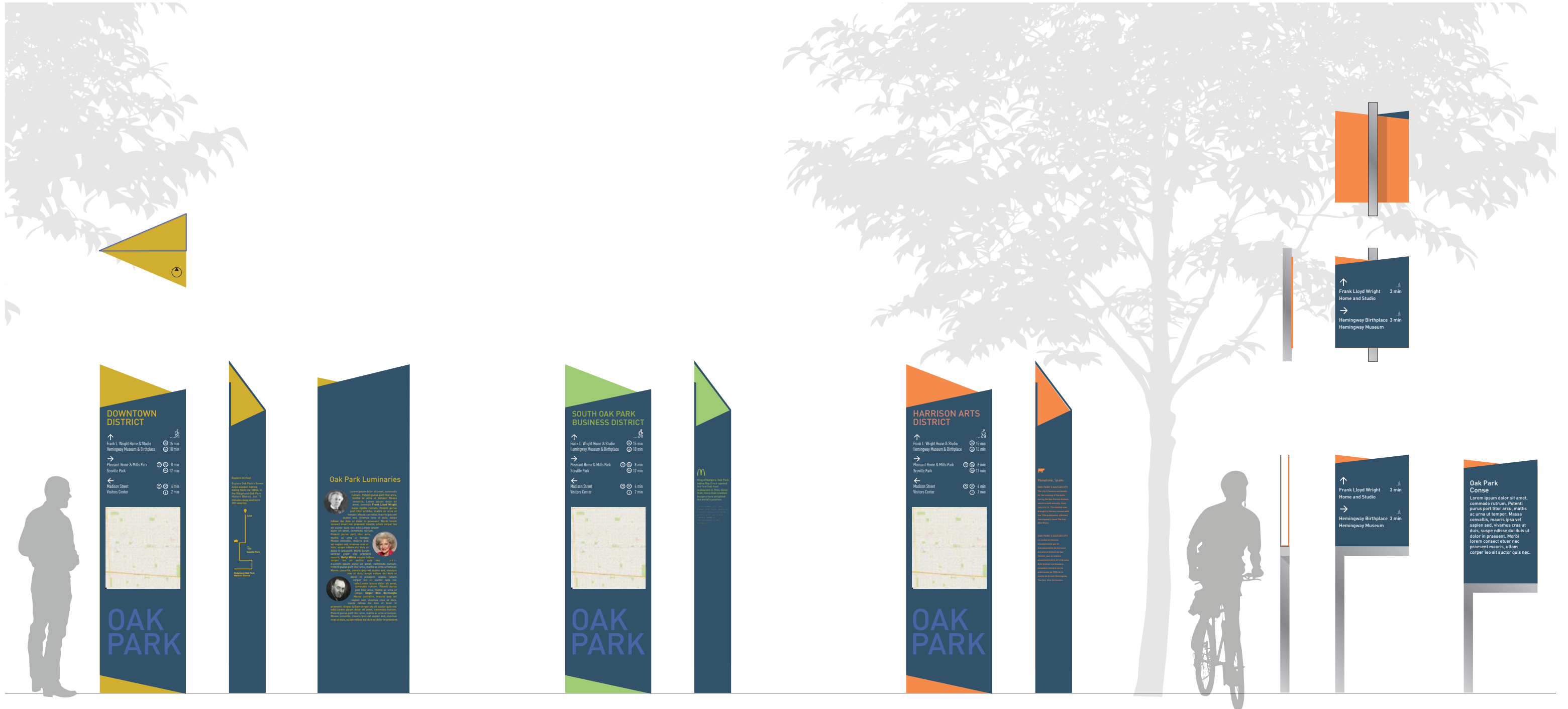
# VEHICULAR



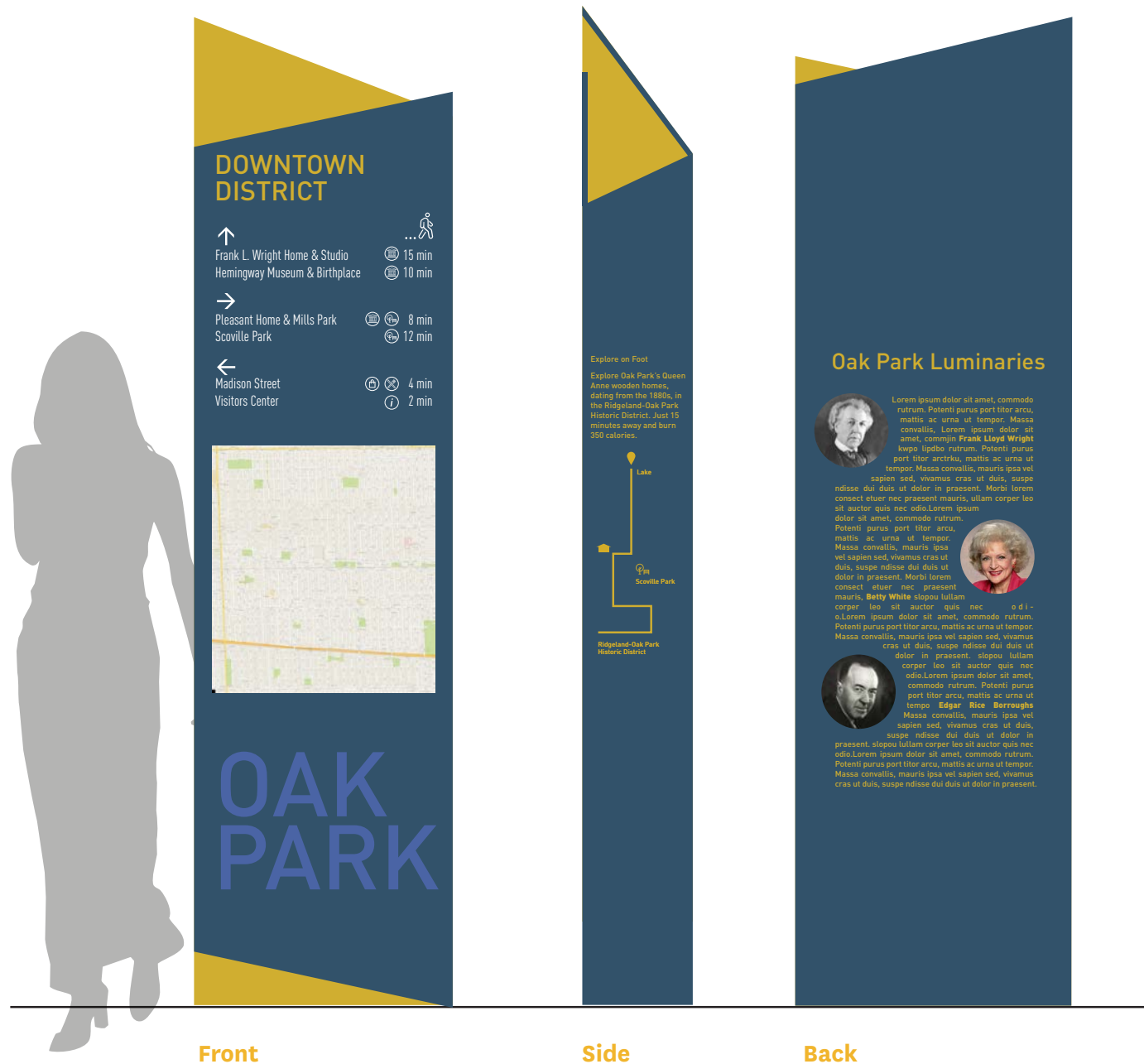
# PARKING



# PEDESTRIAN/BIKE



# SIGN FACE STUDIES



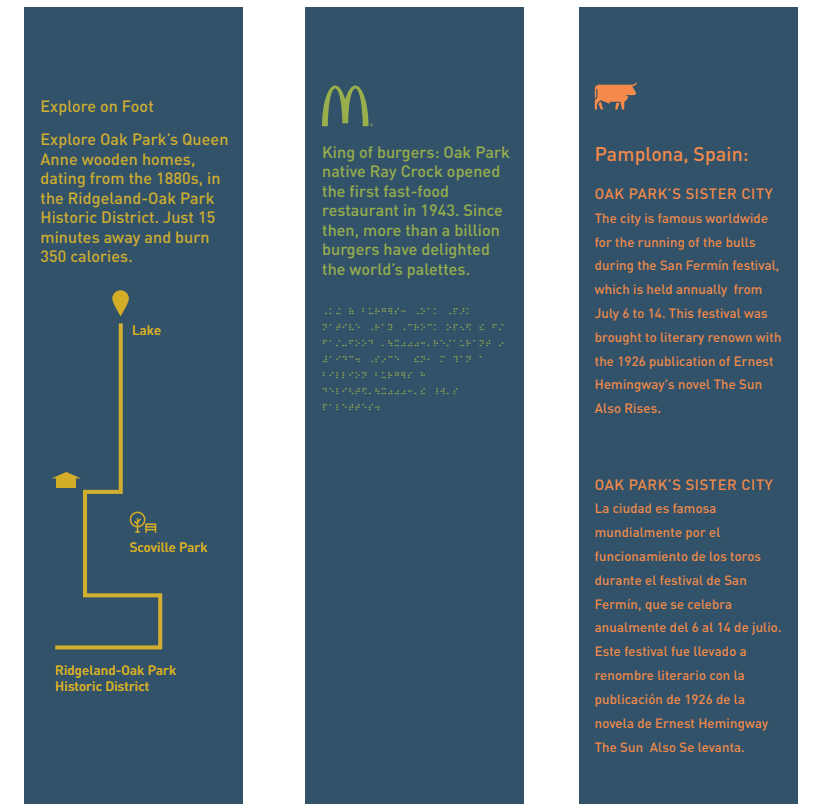
Front

Side

Back



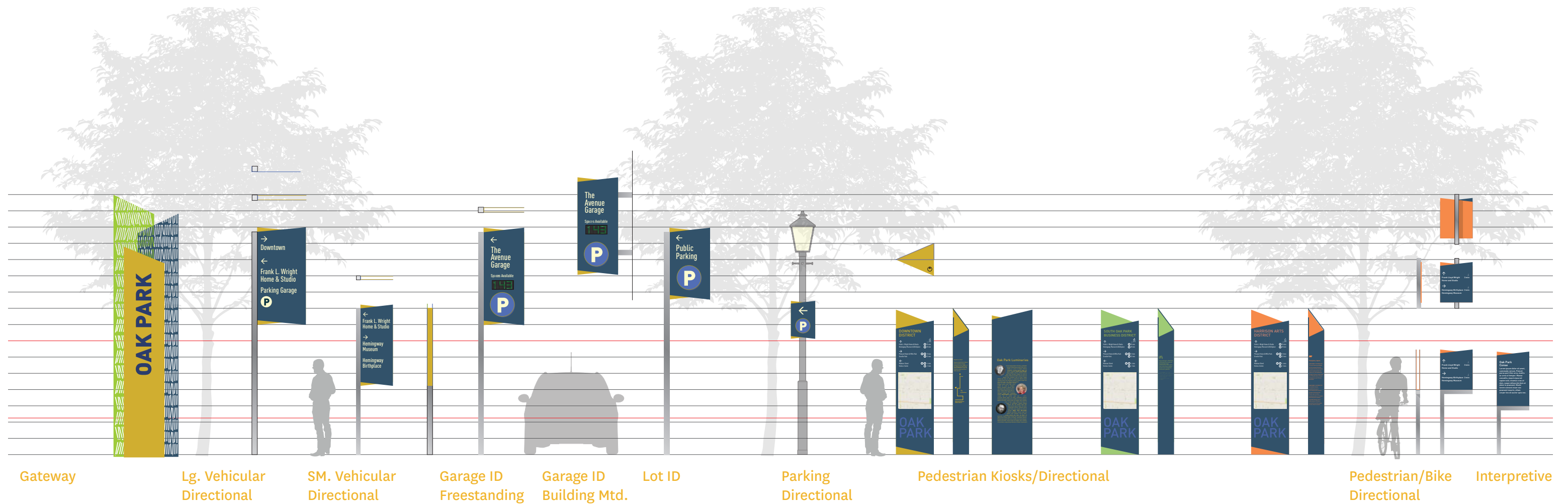
Directional and Identification



Sides



# SIGN FAMILY

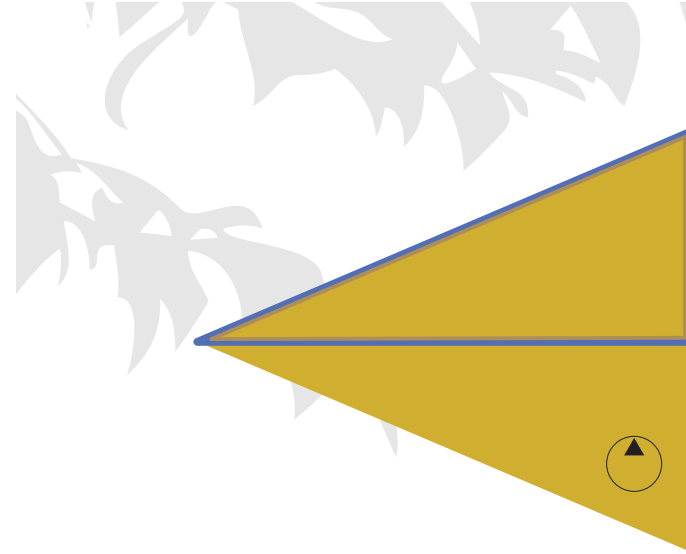


# MASSING STUDIES





# URBAN SYSTEM









## Hypotheses

- With more users slowing down, eye-level signage can create moments for people to encounter directions, interpretation, and beauty closer to the ground.
- Create a coherent identity for all structured parking, lots, and valet.
- Strengthen identity at major gateways and consolidate multiple destinations into top-level items, such as “dining,” “attractions,” “downtown.”

## Inventory findings

- Smaller, decorative elements appear to be failing throughout the system.

## Survey responses

- While dining was the most mapped amenity, it also was focused in key areas within the community—residents and visitors overlap dining preferences often.

## Survey comments

- Oak Park is... welcoming, creative, progressive, and beautiful.

## Moodboards

- Keep the OP feel but update; user friendly - move forward!
- Integration of old Oak Park photos would be great

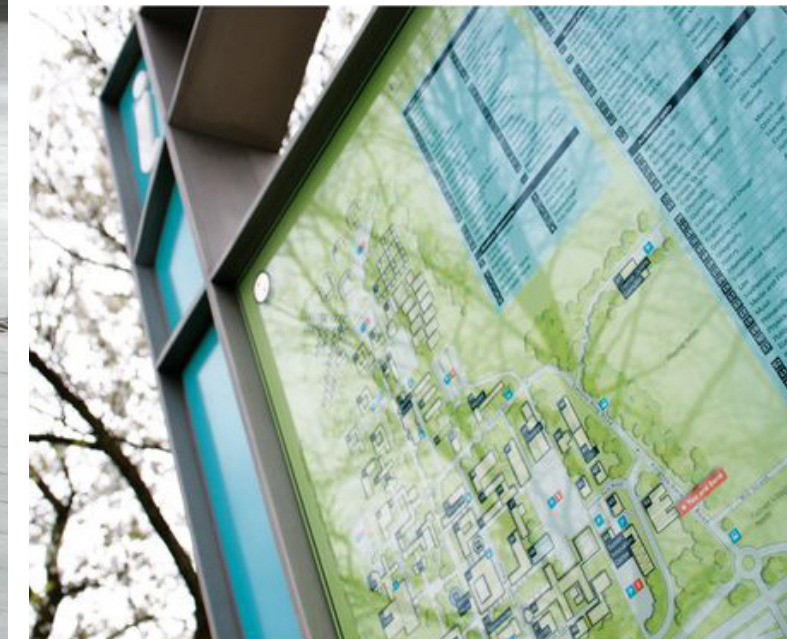
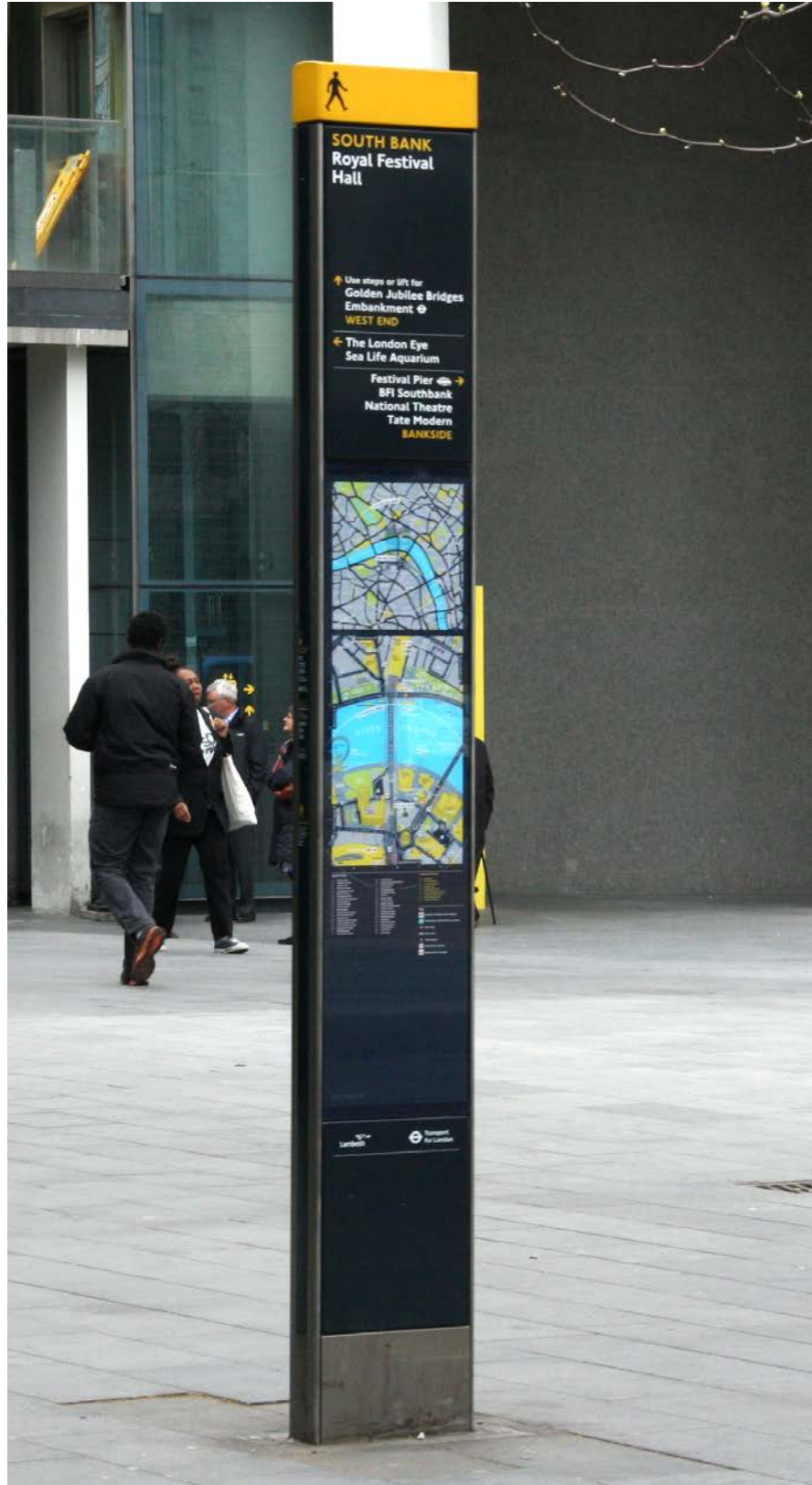
Oak park invented a new geometric language. From the urban to the ornamental, it is a vocabulary of precise lines, rigorous composition, and clear color symbology.

What if sunlight filtered through screens, casting an ever-changing mosaic on the ground? What if color, light, and plant life were integrated into the material palette? What if familiar stylistic elements were seen anew? What if an irregular grid formed a surprising geometry?

**What if oak park's wayfinding was fresh, variegated, and transparent?**



# FRESH, VARIEGATED & TRANSPARENT





**WINDOWS ON THE VILLAGE**





# CONTEXT RENDERING





# VEHICULAR



# PARKING



**P**

Public Parking  
**Holley Court Garage**

**143**  
 Spaces Available

**Oak Park Parking Garage Rates**

0 to 1 hour & Sunday	Free
1 to 2.5 hours	\$2.00
2.5 to 3 hours	\$3.00
3 to 3.5 hours	\$4.00
3.5 to 4 hours	\$5.00
4 to 10 hours	\$11.00
10 to 24 hours	\$16.00
30-day pass	\$127.20

THE VILLAGE OF  
**Oak Park**

**P**

Public Parking  
**Surface Lot Location**

Parking Management Panel

**Parking Rates**  
 \$1.00 per hour. Please pay at kiosks  
 \$1.00 per hour. Please pay at kiosks

THE VILLAGE OF  
**Oak Park**

**P**  
 Parking  
 →

**P**

Public Parking  
**The Avenue Garage**

**143**  
 Spaces Available

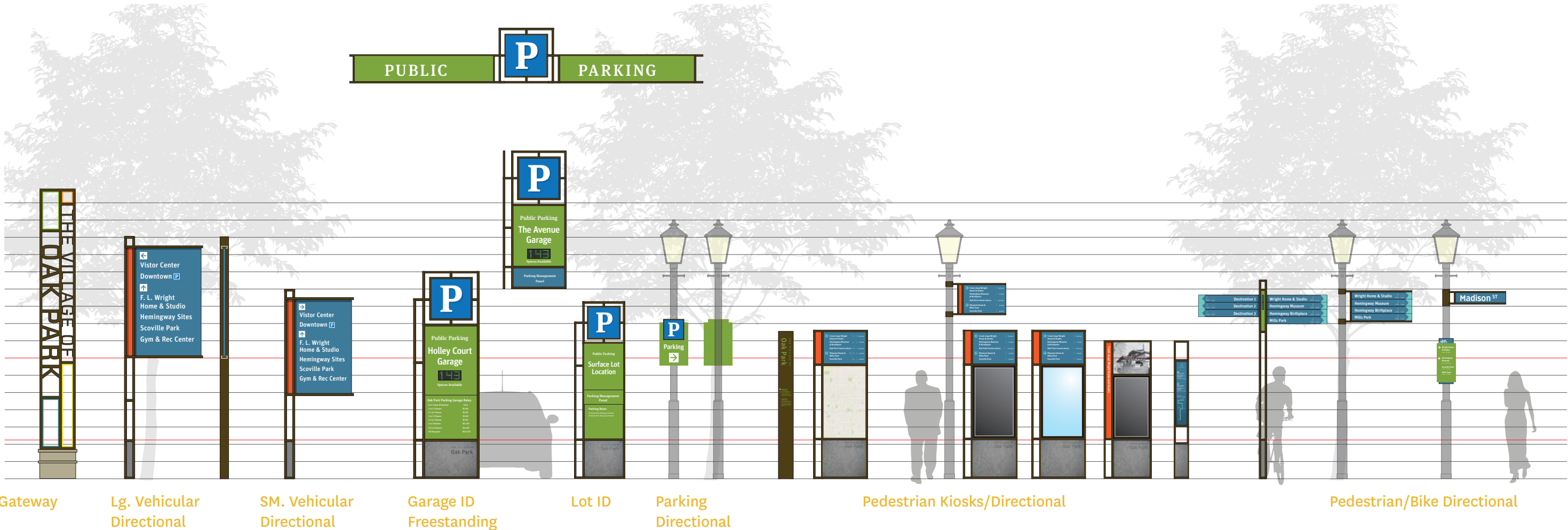
Parking Management Panel

# PEDESTRIAN/BIKE



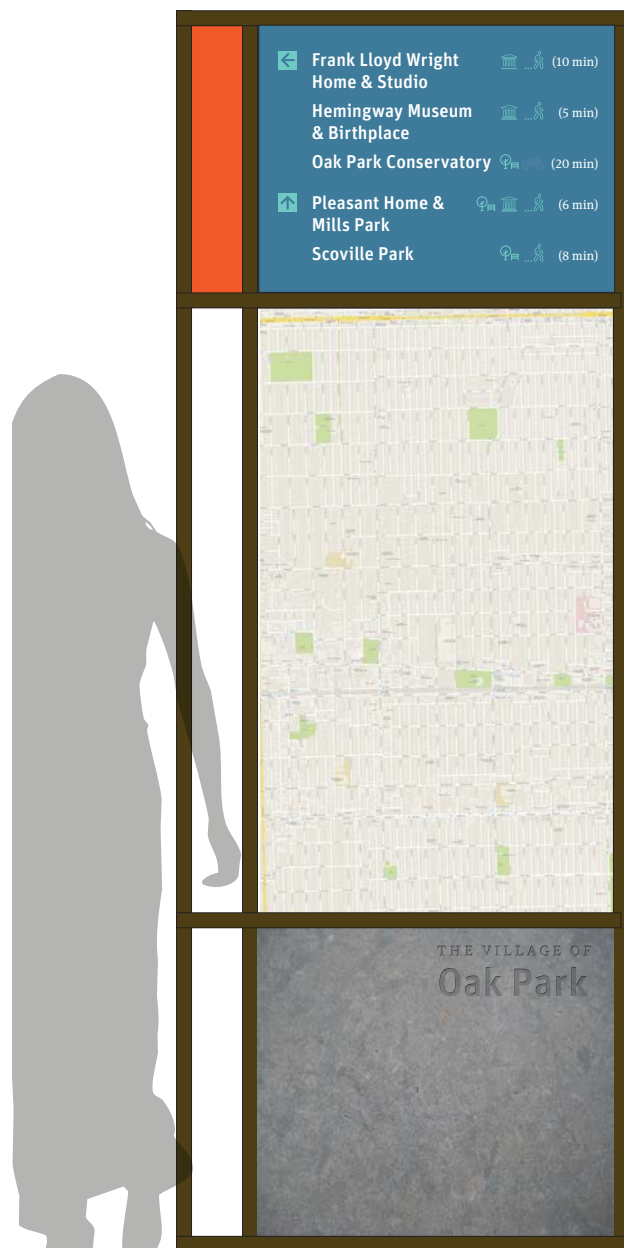


# SIGN FAMILY



Gateway    Lg. Vehicular Directional    SM. Vehicular Directional    Garage ID Freestanding    Lot ID    Parking Directional    Pedestrian Kiosks/Directional    Pedestrian/Bike Directional

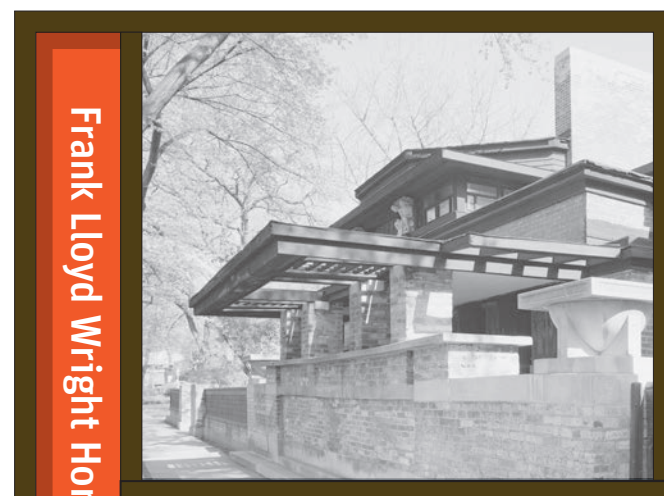
# SIGN FACE STUDIES



Elevation



Directional Content



Interpretive Treatment



Side



Pedestrian directional Small

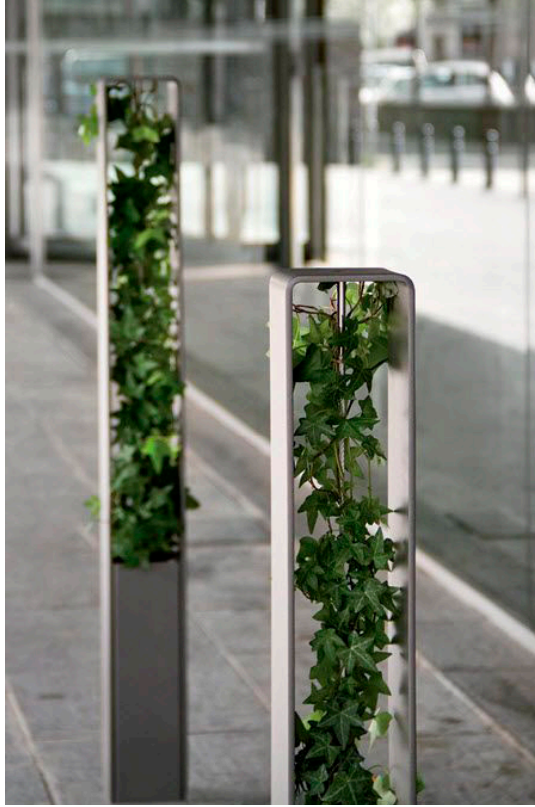


# MASSING STUDIES





# URBAN SYSTEM

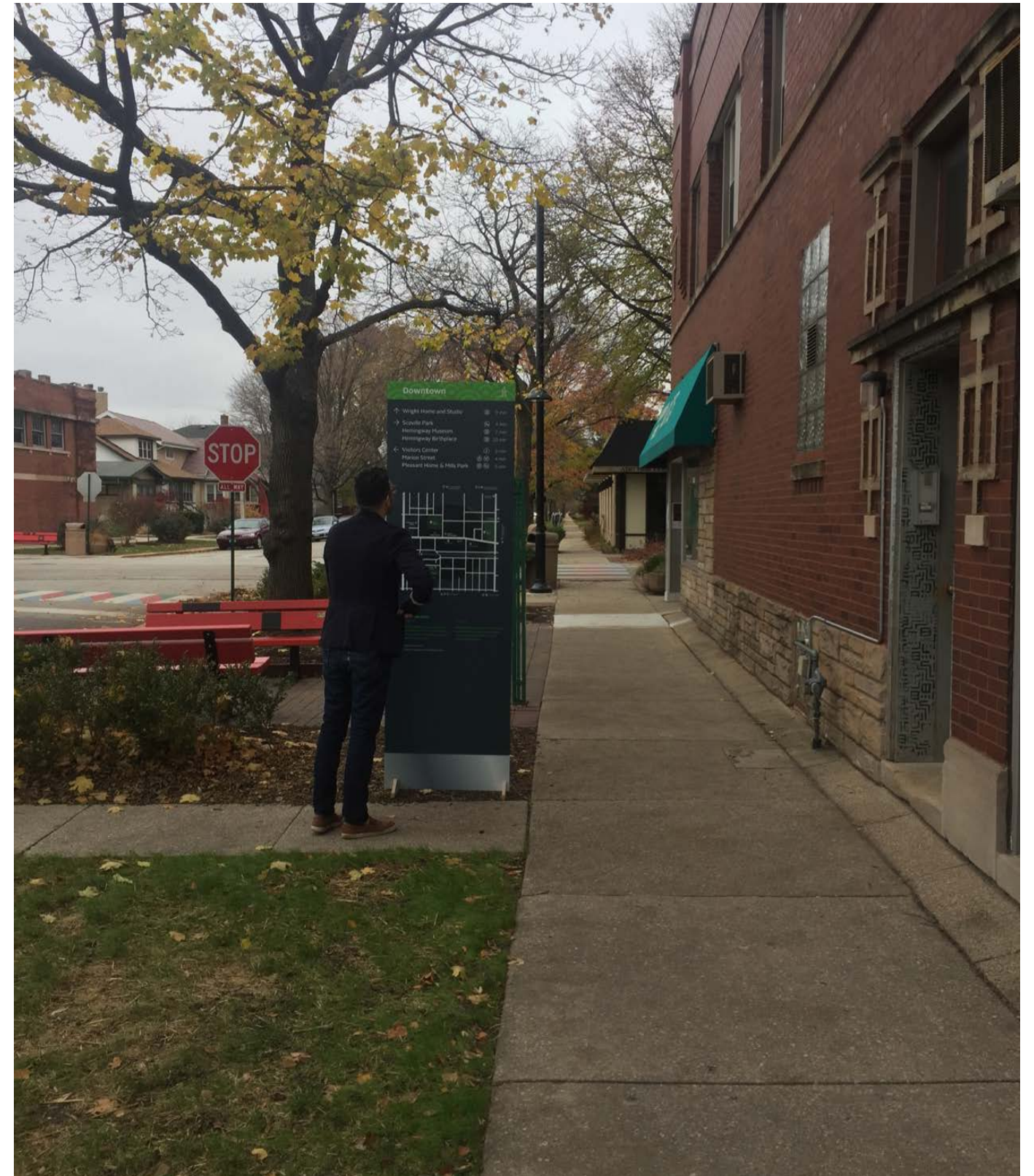




**INITIAL TESTING**



# DOWNTOWN/ARTS DISTRICT





# ARTS DISTRICT/HARRISON & OAK PARK





SASAKI