02.15.2017

THE VILLAGE OF OAK PARK MUNICIPAL WAYFINDING

Civic Wayfinding Design Development

SASAKI

DISTINCT BUT CONNECTED

Each of the three concepts is distinct, not only in its physical manifestation, but in the sources of inspiration from which it draws and the big ideas it represents. But as distinct as they are, they share a vocabulary that was established in earlier phases of work.

They are alive to the new reality of Oak Park — that the diversity of its residents and visitors requires a multi-layered approach to messaging, a program that moves simultaneously at multiple speeds.

Phase 1(a):
Analysis and Documentation

Completed

Phase 1(b):
Recommendations and Key Objectives

Completed

Phase 2(a) -
Design & Implementation Planning

Completed

Phase 2(b) -
Concept Design

Completed

Phase 2(c) -
Final Design

Jan 2017

Added Scope -
Interior Wayfinding Village Hall

Concept complete early november, design intent document currently in process

STAKEHOLDER FEEDBACK

Concept: Textured Modern Village

Textured Modern Village

Elegant, minimal, and crafted with care, this scheme emphasizes formal simplicity.

“Strong, simple.”

“Less is more”

“Modern, hip edge for young folks moving here from city”

“Very artistic and forward-thinking, yet a bit retro”

“Easy to understand”

“Clean lines”

“Love the tidbits of info”

“Like ‘signifying textures’”

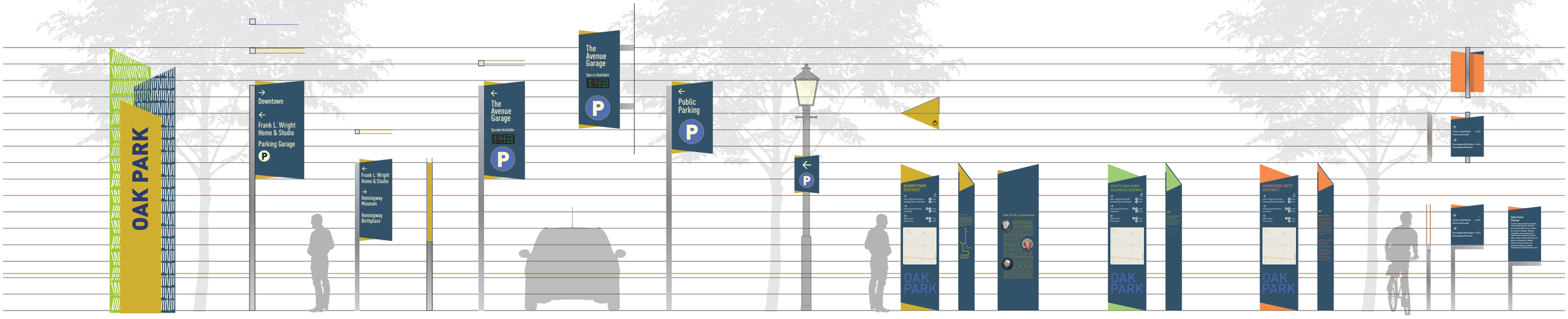
“Like clean look, but could be Dallas or Denver. Lacks character”

“Too corporate”

“Concerned about maintenance of opening”

“Gateway sign is awful -- yuck!”

Concept: Urban Grasslands



Urban Grasslands

Taking inspiration from a flat prairie landscape, punctuated with tall blades, this scheme focuses on organic forms, pronounced voids, and light.

“Like the use of texture”

“Perforated panels - combine them with glass in concept #3?”

“Less trendy than the others”

“Transparency and 3d look”

“Love it in the median with flowers”

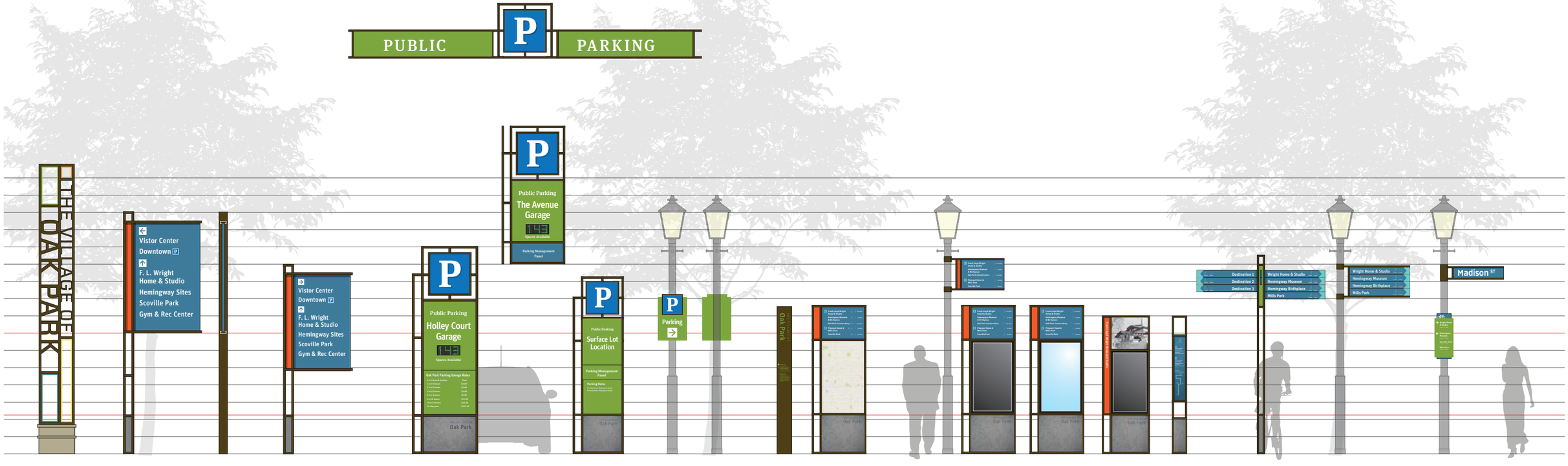
“Too much for Oak Park”

“Tough maintenance”

“Trying too hard”

“Not like our community”

Concept: Windows on the Village



Windows on the Village

With warm materials, colors, and textures, this scheme references the legacy of early 20th century architecture.

“Blends the best into surroundings”

“Uniquely represents OP”

“Easily-read & understood”

“Transparent and welcoming”

“Seems to keep the Prairie influence”

“Born and raised in OP”

“Color is good”

“Like the sense of openness”

“Like transparency”

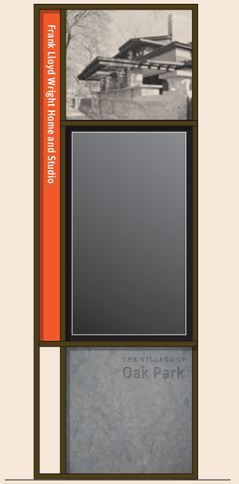
“Don’t like the 3d (depth) - too busy”

“Concerned about FLW reference … could easily look ‘cheap’”

“Doesn’t pop out”

“No pizazz”

DESIGN RECOMMENDATIONS



Elegant, minimal enclosure
Contemporary
Modular

Transparency
Cut-throughs
Origami folds

Warm color and material palette
Dynamic proportions
Sense of place

The final design will retain strong ideas that resonated with the community. It will pick up on the formal simplicity and legibility of Textured Modern Village, fold in the rich material and color palette of Windows on the Village, and finish with the inventive pattern and perforation of Urban Grasslands.

Color

Core Colors

Bronze
PMS 8425

Champagne
PMS 8002

Text
White

Parking
PMS 7461

District Colors

Downtown
PMS 124

North Avenue
PMS 158

Madison
PMS 549

Roosevelt
PMS 7441

Southtown
PMS 7667

Chicago
PMS 7464

Arts
PMS 7627

Lake & Austin
PMS 576

Warm, “heritage” tones inspired by building and paving materials

Neutral metallic accent

Single vivid color in the system reserved for parking

Core Colors

Bronze
PMS 8425

Champagne
PMS 8002

Text
White

Parking
PMS 7461

District Colors

Downtown
PMS 124

North Avenue
PMS 158

Madison
PMS 549

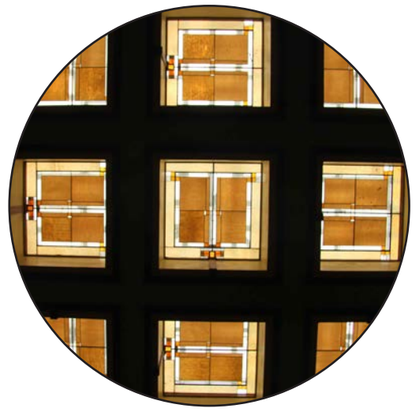
Roosevelt
PMS 7441

Southtown
PMS 7667

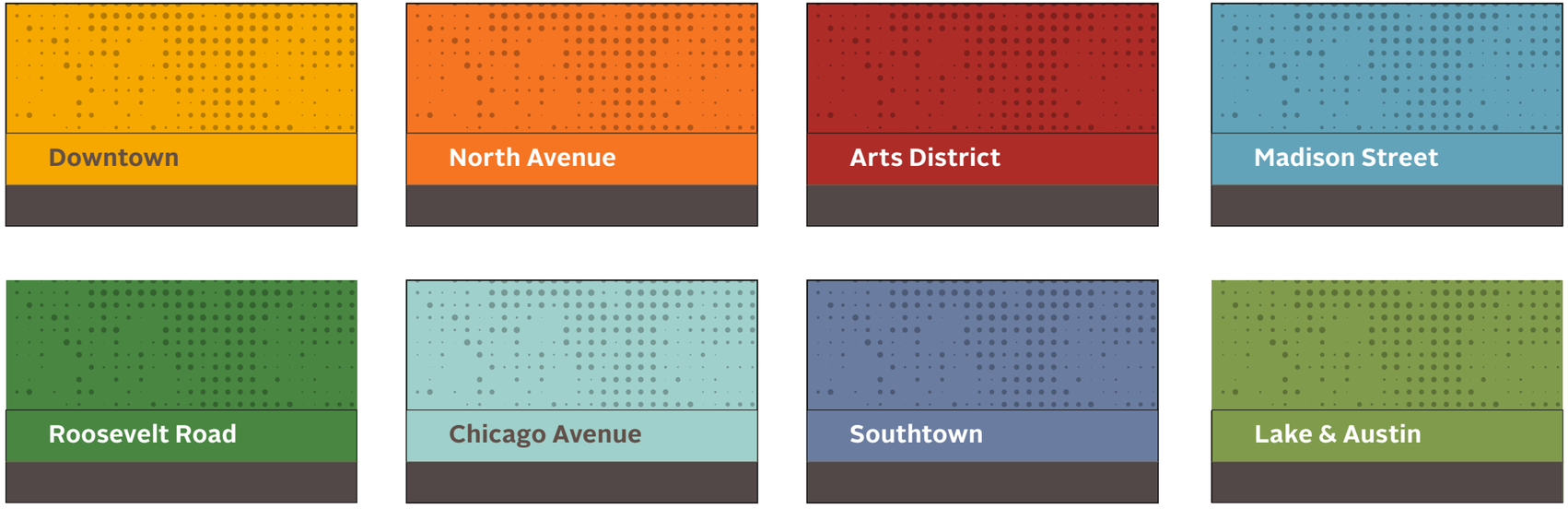
Chicago
PMS 7464

Arts
PMS 7627

Lake & Austin
PMS 576



Easily identifiable, but not primary, colors drawn from stained glass windows


Downtown
North Avenue
Arts District
Madison Street
Roosevelt Road
Chicago Avenue
Southtown
Lake & Austin

Type

Typography: Vehicular Directionals

The Village of Oak Park

Typography: Wayfinding, Identity and Headlines

The Village of Oak Park

The Village of Oak Park

The Village of Oak Park

The Village of Oak Park

Typography: Interpretive Content

The Village of Oak Park

The Village of Oak Park

P

ARTS DISTRICT

Call the Visitors Center

Oak Park is a village adjacent to the West Side of the city of Chicago in Cook County, Illinois, United States

Typography: Vehicular Directionals

The Village of Oak Park

FF Unit minor condensed font for use in vehicular wayfinding

Typography: Wayfinding, Identity and Headlines

The Village of Oak Park

Designed by Chicago-area typographer

The Village of Oak Park

The Village of Oak Park

The Village of Oak Park

Implied hierarchy from all-caps sans serif to legible body copy

Typography: Interpretive Content

The Village of Oak Park

The Village of Oak Park

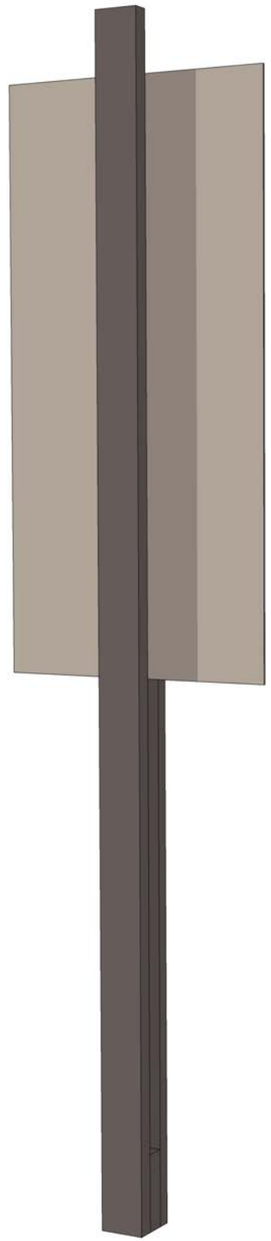
Adjusted for universal readability

ARTS DISTRICT

Call the Visitors Center

Oak Park is a village adjacent to the West Side of the city of Chicago in Cook County, Illinois, United States

Vehicular Directional



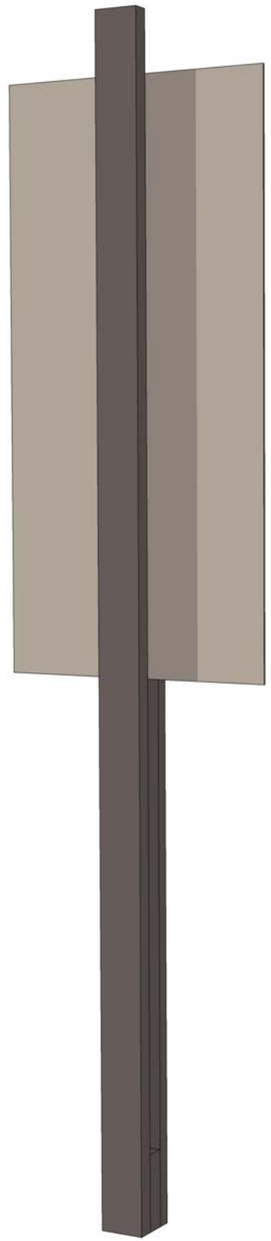
Vehicular Directional

Header bar wraps from back of panel

Reflective vinyl film for all destination/arrows symbols. For low light visibility.

4" cap height per MUTCD
5.5" arrow

Hollow posts with varying heights, accent color non-district



Natural metallic accent back to add texture

Elevation

Wright Home
& Museum
P Parking
Downtown
Hemingway
Sites
Destination

Kiosk

Downtown
Wright Home and Studio
Scoville Park
Hemingway Museum
Hemingway Birthplace
Visitors Center
Marion Street
Pleasant Home/Mills Park
1.5 mi/2.4 km
PAMPLONA, SPAIN

Wright Home and Studio
Scoville Park
Hemingway Museum
Hemingway Birthplace
Visitors Center
Marion Street
Pleasant Home/Mills Park
1.5 mi/2.4 km
...FROM AUGUST 5-27
POW!

Continuous color ribbon

Warm bronze tone and accents
Prairie-style, muted colors
Sturdy case

Open on top
Varying panel heights
Perforation pattern

Textural tone on tone pattern within opening wraps both sides

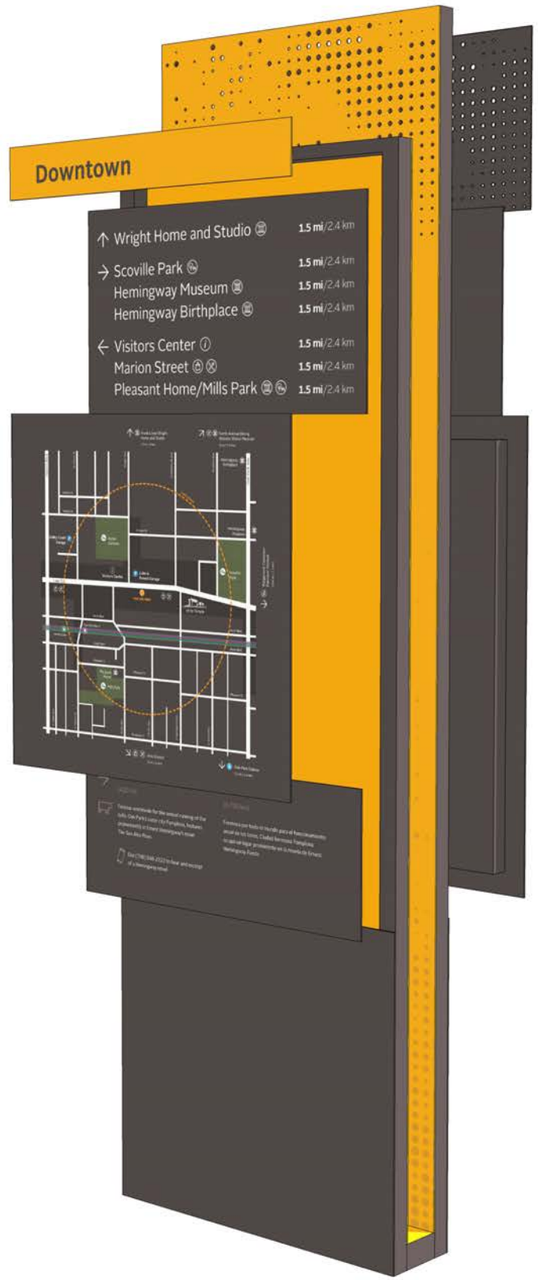
Color reveal during the day
Subtle illumination after dark

Fits standard display case
Fits digital display

Map

District color-coded drop pin and walk circle
Subtle hash marks indicating parks and districts
Downtown
Wright Home and Studio 1.5 mi/2.4 km
Scoville Park 1.5 mi/2.4 km
Hemingway Museum 1.5 mi/2.4 km
Hemingway Birthplace 1.5 mi/2.4 km
Visitors Center 1.5 mi/2.4 km
Marion Street 1.5 mi/2.4 km
Pleasant Home/Mills Park 1.5 mi/2.4 km
PAMPLONA, SPAIN
Frank Lloyd Wright Home and Studio
Hemingway Birthplace
Hemingway Museum
Scoville Park
Holley Court Garage
Austin Gardens
Visitors Center
Lake & Forest Garage
YOU ARE HERE
Unity Temple
Pleasant Home
Mills Park
Arts District
Oak Park Station
Custom destination pictograms
Intuitive district highlights

Construction



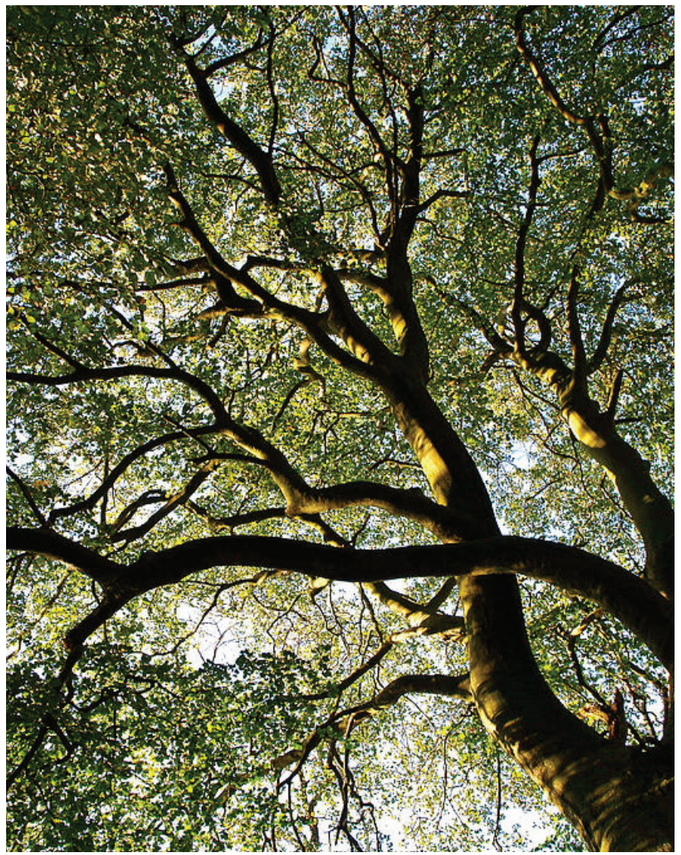
- Modular construction
- 4-inch vertical grid
- Interchangeable panels

Elevation

Wright Home and Studio 1.5 mi/2.4 km
Scoville Park 1.5 mi/2.4 km
Hemingway Museum 1.5 mi/2.4 km
Hemingway Birthplace 1.5 mi/2.4 km
Visitors Center 1.5 mi/2.4 km
Marion Street 1.5 mi/2.4 km
Pleasant Home/Mills Park 1.5 mi/2.4 km
...FROM AUGUST 5-27
POW!
Downtown
Wright Home and Studio 1.5 mi/2.4 km
Scoville Park 1.5 mi/2.4 km
Hemingway Museum 1.5 mi/2.4 km
Hemingway Birthplace 1.5 mi/2.4 km
Visitors Center 1.5 mi/2.4 km
Marion Street 1.5 mi/2.4 km
Pleasant Home/Mills Park 1.5 mi/2.4 km
PAMPLONA, SPAIN

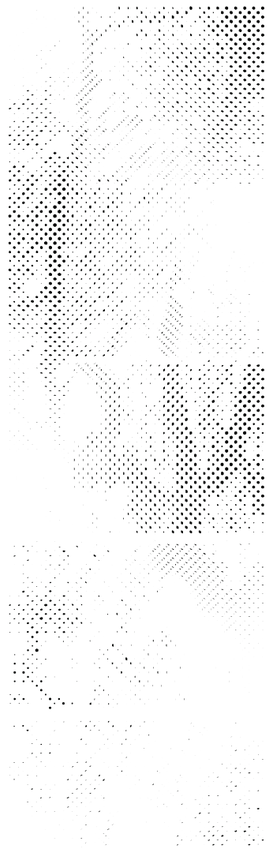
Pattern

Abstract punctures form a contemporary pattern study

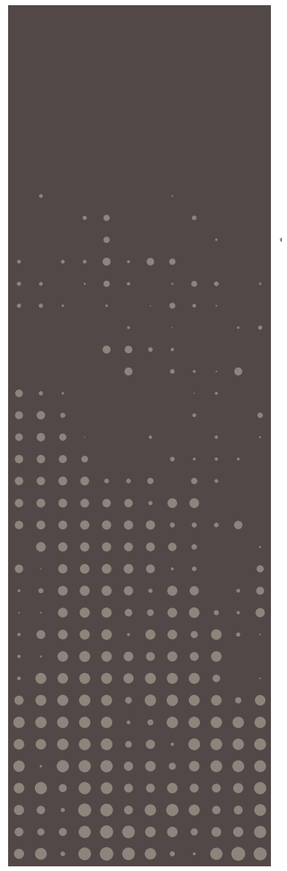


Inspiration: oak tree

Black-and-white



Halftone



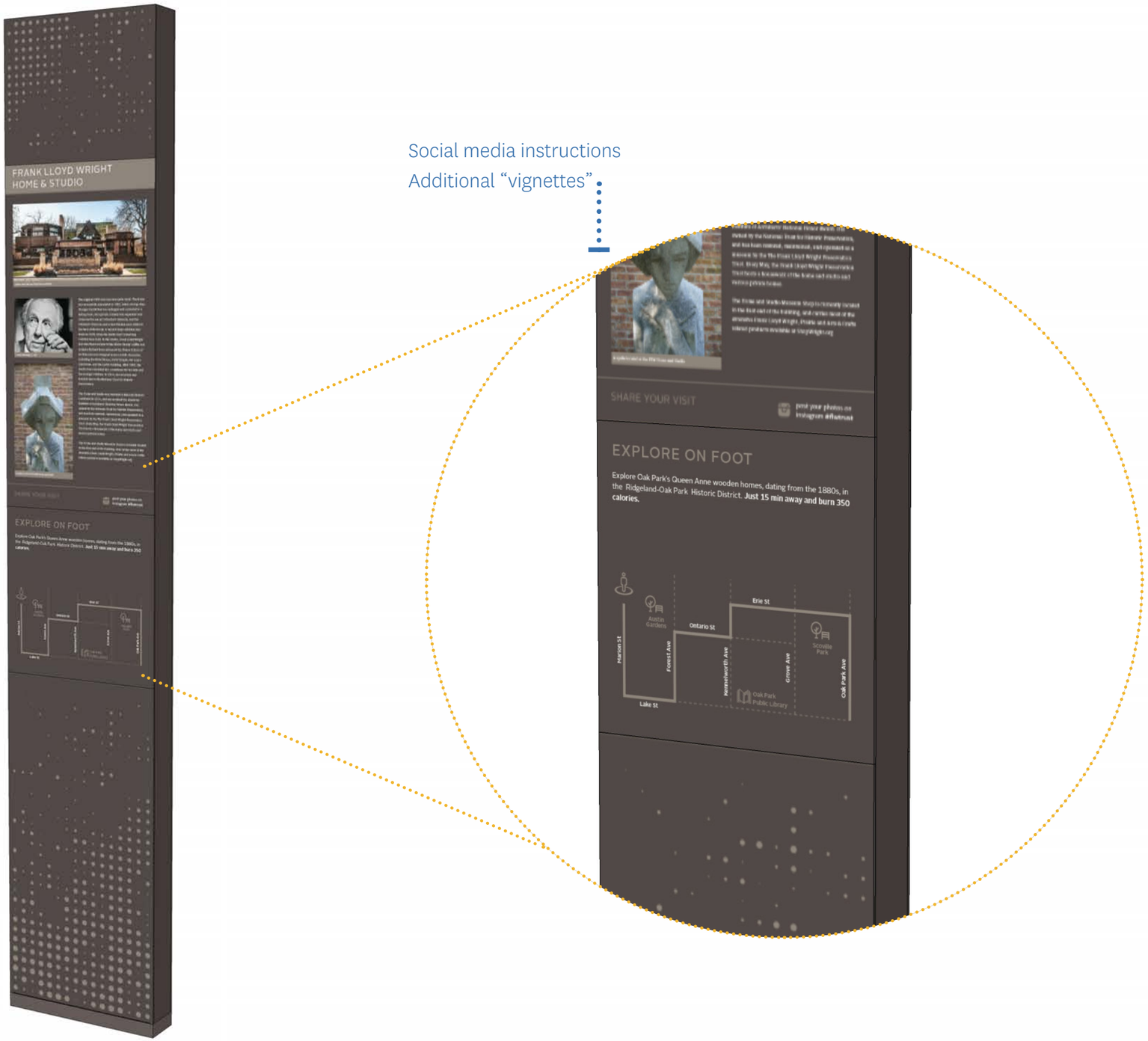
Abstracted and refined

Breadcrumb and Interpretive

Painted pattern

Mix of tiered destinations

Neighborhood-area map


FRANK LLOYD WRIGHT
HOME & STUDIO
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 calories.
Social media instructions
Additional “vignettes”
SHARE YOUR VISIT
post your photos on Instagram #thevop
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 calories.
Austin Gardens
Erie St
Ontario St
Marion St
Forest Ave
Kenilworth Ave
Grove Ave
Scoville Park
Oak Park Ave
Oak Park Public Library
Lake St

FRANK LLOYD WRIGHT
HOME & STUDIO
Marion St.
Shops and Dining
Greenline CTA
Hemingway Sites
Oak Park Ave.
Shops and Dining
Oak Park High School
and Athletic Fields
Public Library

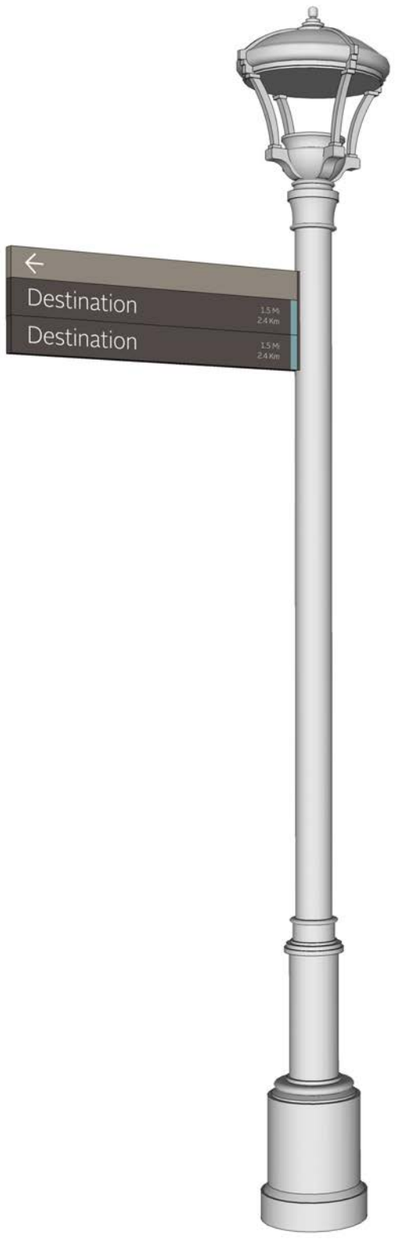
Removable panels on solid core, closed top and bottom.

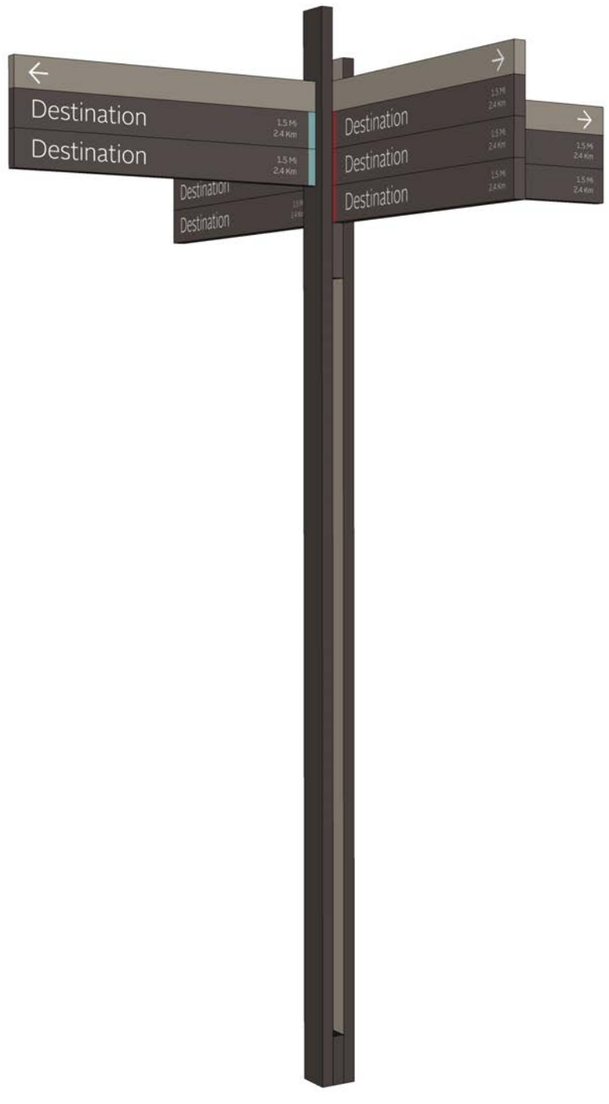
Combination of Map, Directional, and interpretive

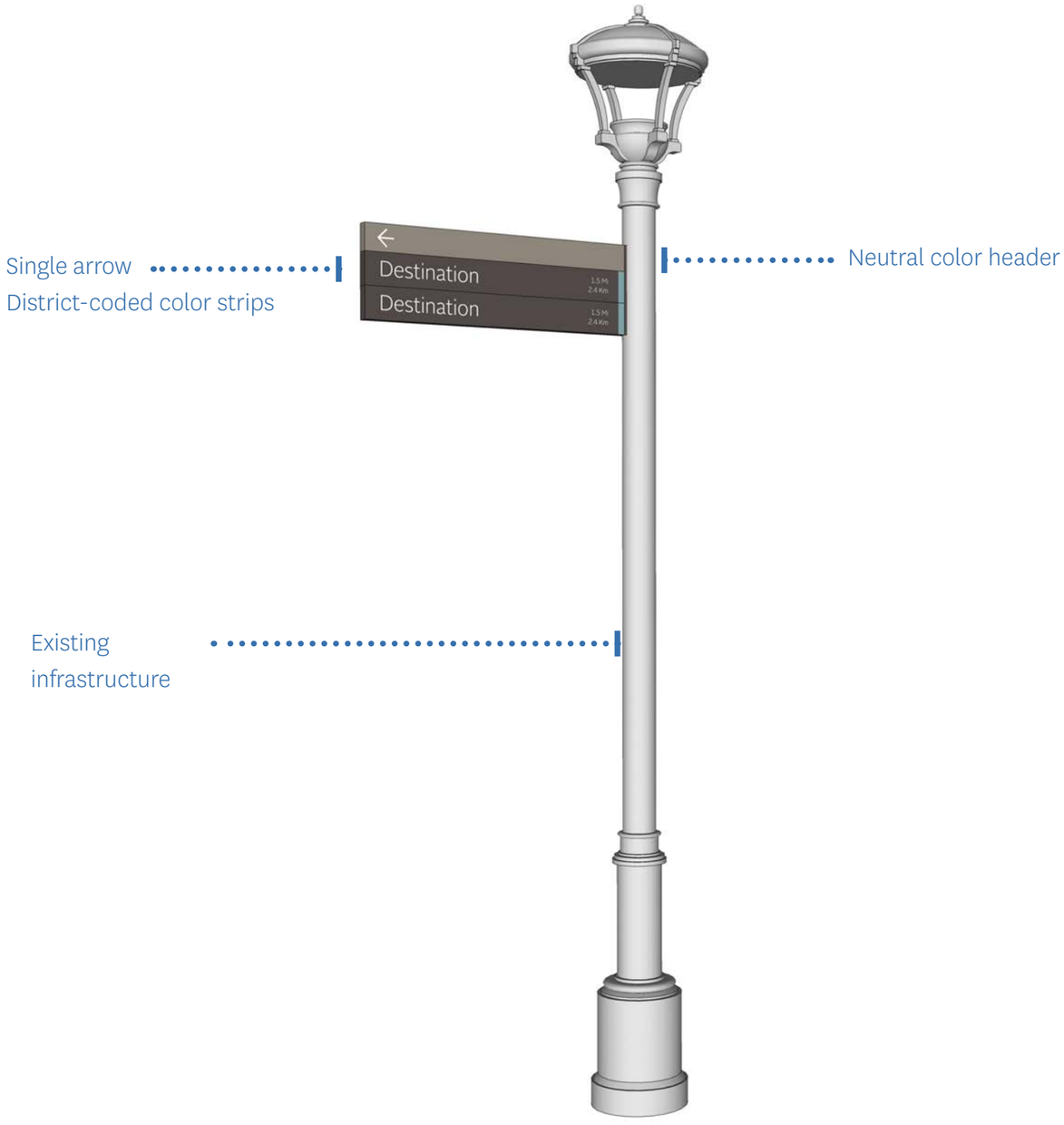
Elevation

LINGER LONGER
Marion St.
Shops and Dining
Greenline CTA
Hemingway Sites
Oak Park Ave.
Shops and Dining
Oak Park High School
and Athletic Fields
Public Library
FRANK LLOYD WRIGHT
HOME & STUDIO
EXPLORE ON FOOT
Marion St.
Shops and Dining
Greenline CTA
Hemingway Sites
Oak Park Ave.
Shops and Dining
Oak Park High School
and Athletic Fields
Public Library

Pointer


Destination
1.5 Mi
2.4 Km
Destination
1.5 Mi
2.4 Km


Destination
1.5 Mi
2.4 Km
Destination
1.5 Mi
2.4 Km
Destination
Destination
Destination
1.5 Mi
2.4 Km
Destination
1.5 Mi
2.4 Km
Destination
1.5 Mi
2.4 Km
1.5 Mi
2.4 Km

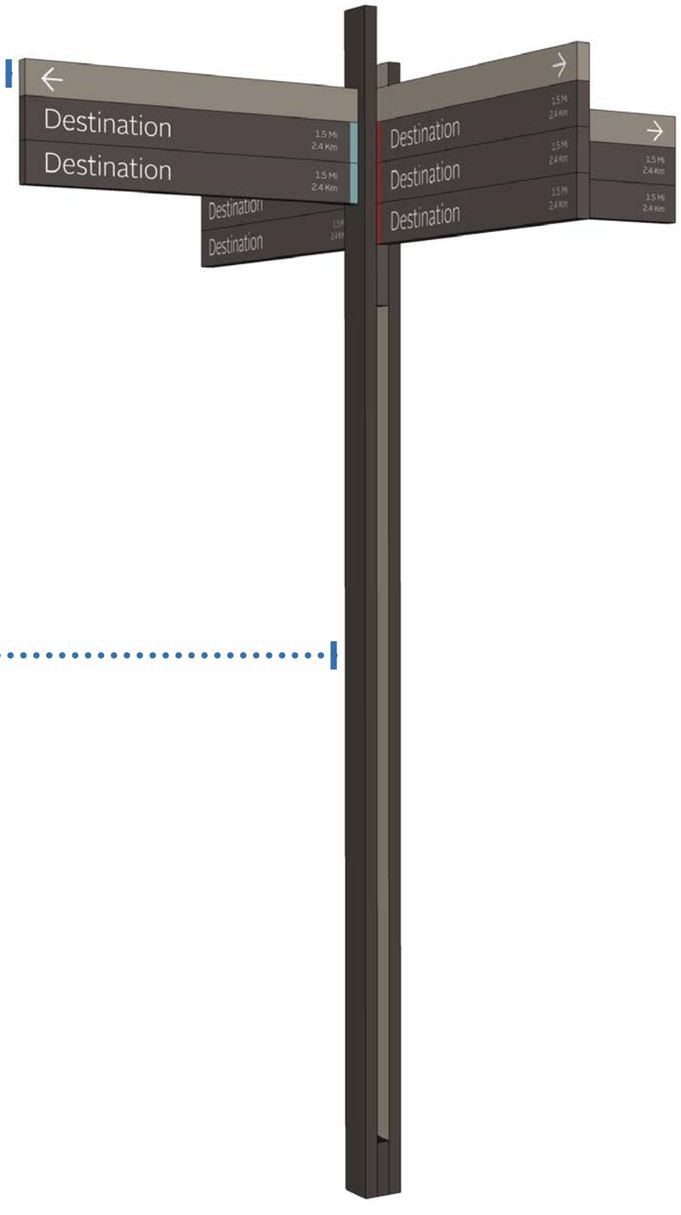

Single arrow
District-coded color strips
Destination
1.5 Mi
2.4 Km
Destination
1.5 Mi
2.4 Km
Neutral color header
Existing
infrastructure

Wright Home & Studio
1.5 mi
2.4 km
Hemingway Sites
1.5 mi
2.4 km

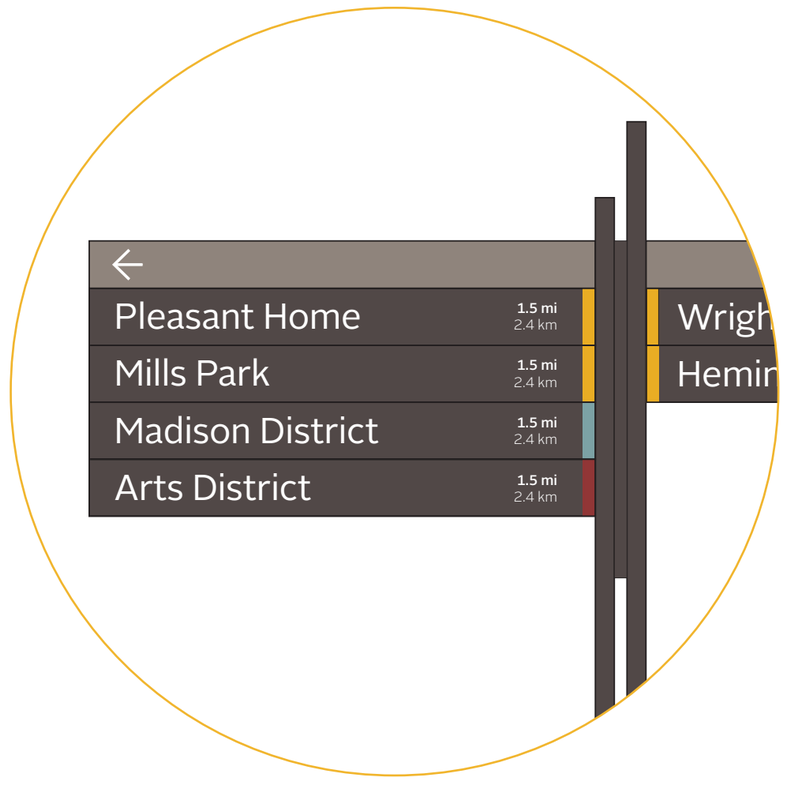
Single arrow

District-coded color strips

Hollow post with varying heights



Neutral color header



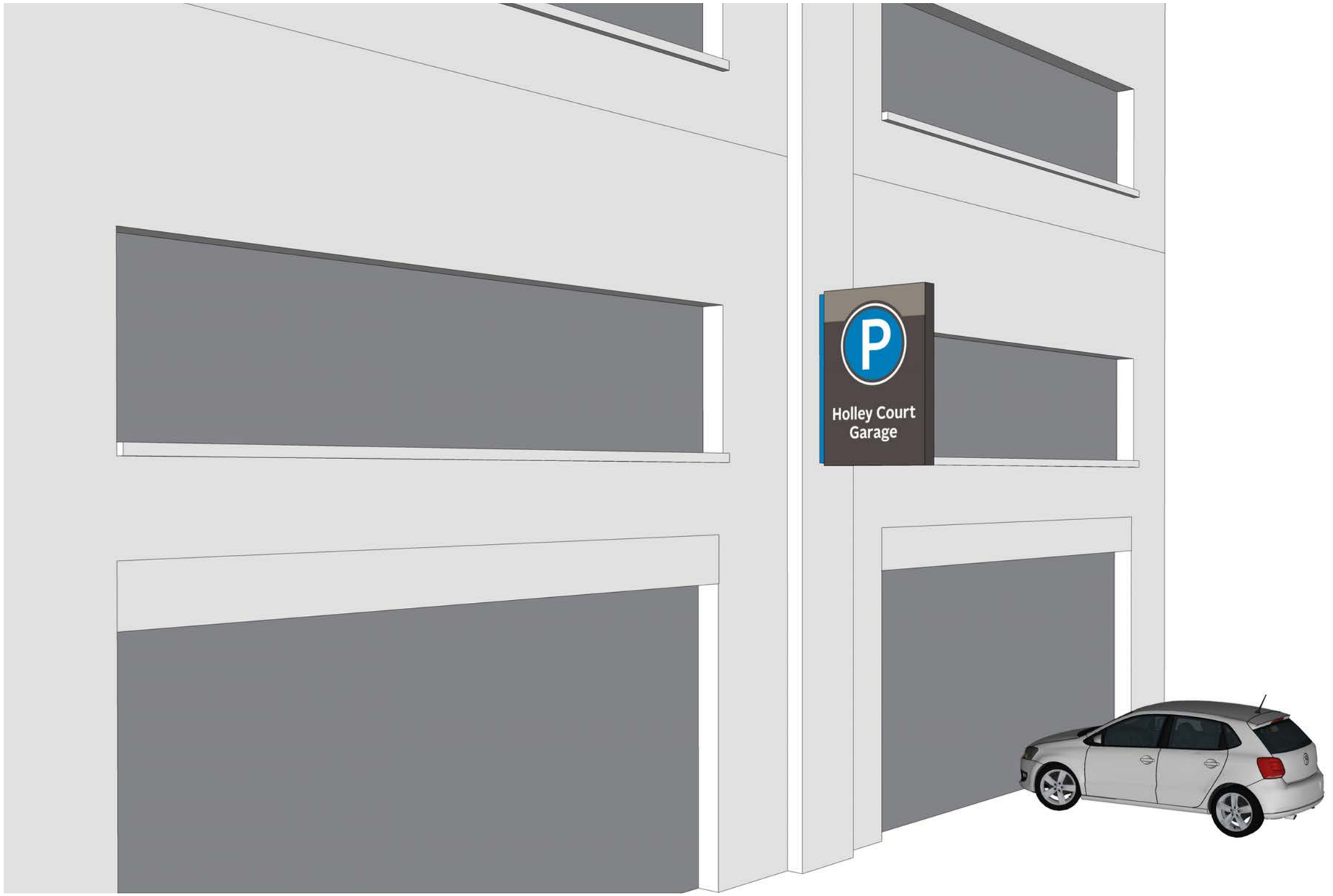
Destination
Destination
Destination
1.5 Mi
2.4 Km
1.5 Mi
2.4 Km
1.5 Mi
2.4 Km
Destination
Destination
Destination
1.5 Mi
2.4 Km
1.5 Mi
2.4 Km
1.5 Mi
2.4 Km
Destination
Destination
Destination
1.5 Mi
2.4 Km
1.5 Mi
2.4 Km
1.5 Mi
2.4 Km

Elevation

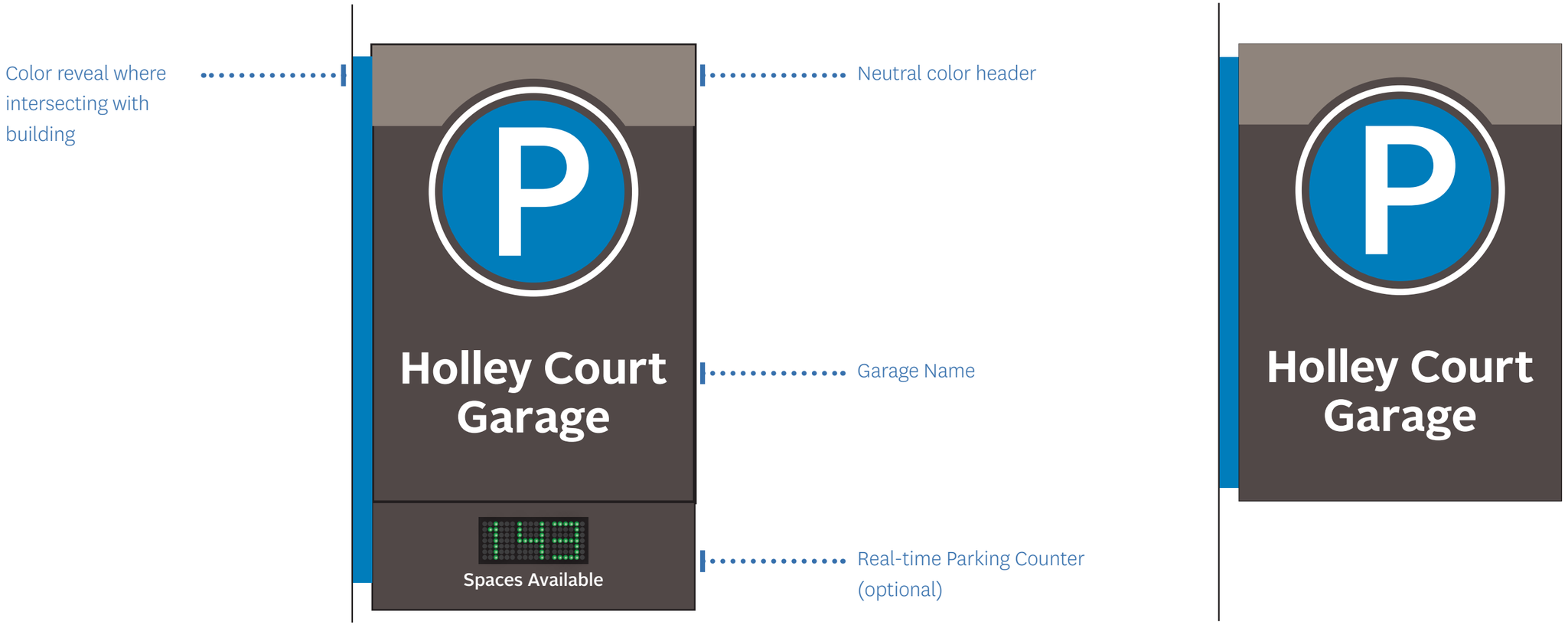
Wright Home & Studio
1.5 mi
2.4 km
Hemingway Sites
1.5 mi
2.4 km
Pleasant Home
1.5 mi
2.4 km
Mills Park
1.5 mi
2.4 km
Madison District
1.5 mi
2.4 km
Arts District
1.5 mi
2.4 km
Wright Home & Studio
1.5 mi
2.4 km
Hemingway Sites
1.5 mi
2.4 km

Garage Identification

Garage Identification



Elevation


Color reveal where intersecting with building
Neutral color header
Holley Court Garage
Garage Name
Spaces Available
Real-time Parking Counter (optional)
Holley Court Garage

Parking Directional

Neutral Header

Uniform (Oak Park)
Parking Icon
(reflective for low light)

4" copy per MUTCD
up to 2 lines available.

5.5" arrow

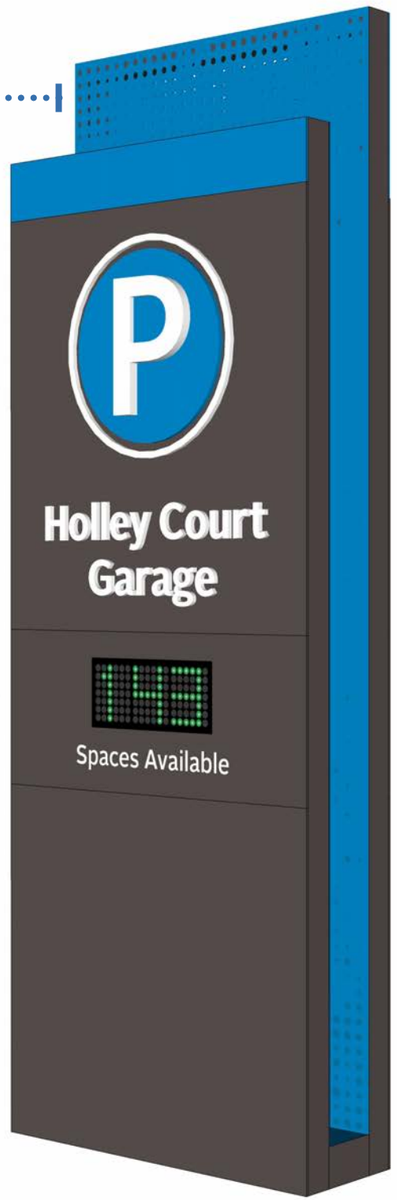
Parking Garage ID (Freestanding)

Parking Garage Identification

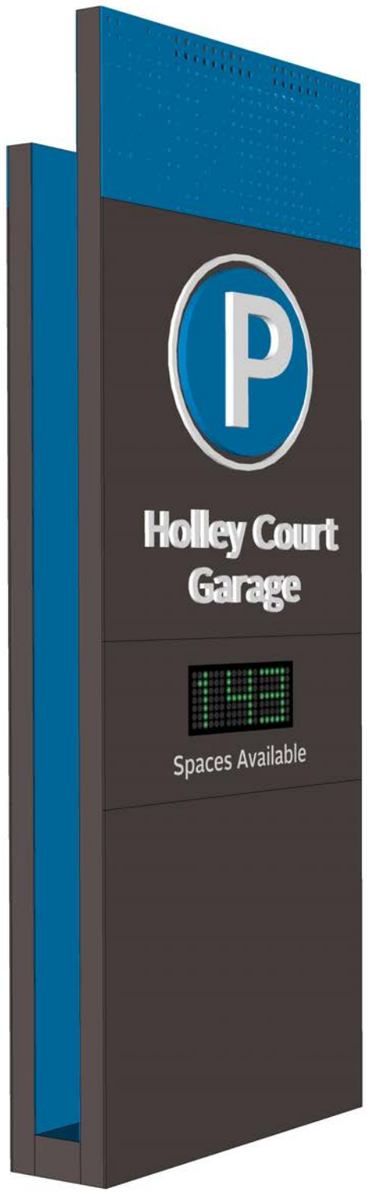
Perforated panel front/back internally illuminated. Texture pattern applied to reveal

Illuminated push through, text and Parking Icon

Real-time parking indicator incorporated into structure

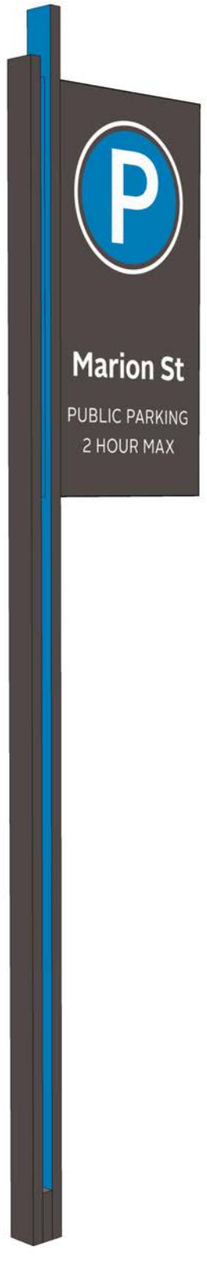


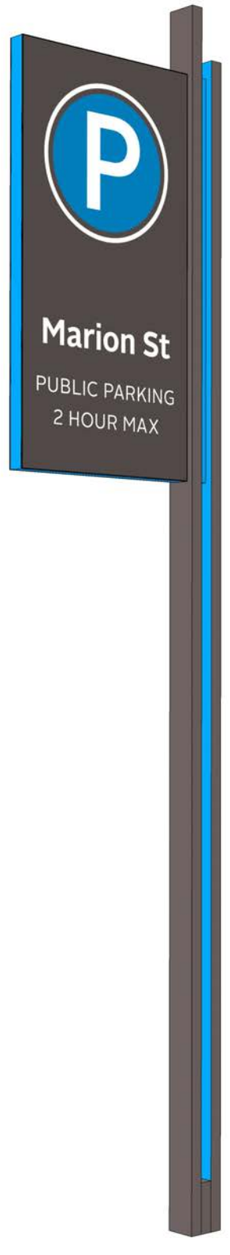
Enlarged accent band on back. Perforated to be aligned with face/



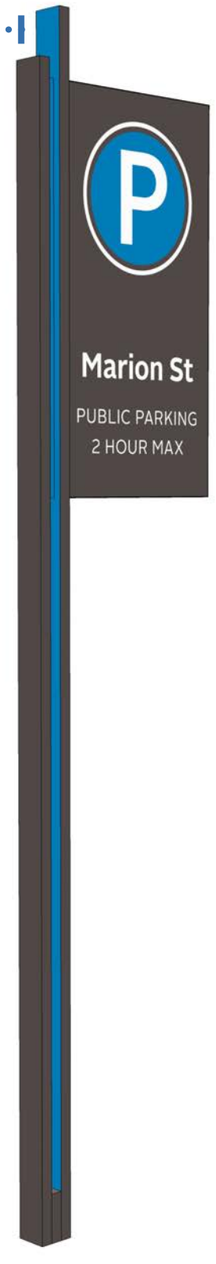
Elevation

Parking Lot Identification



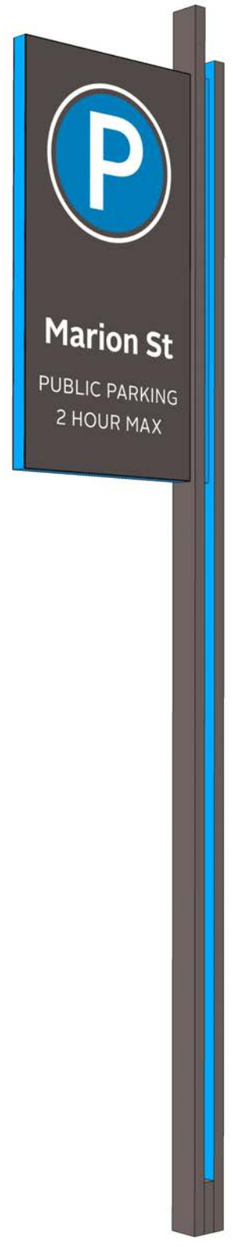


Vibrant blue
Universal legibility



Hollow post with
varying heights

Narrow sign face to
reduce visual clutter



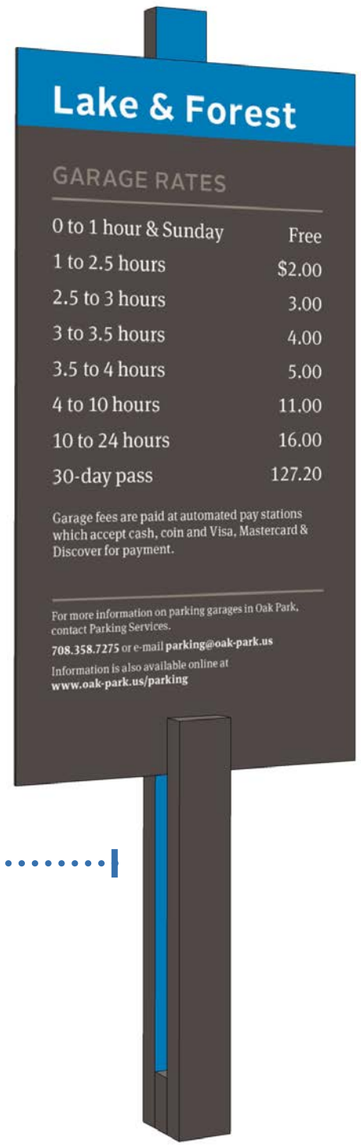
Elevation

Parking Rates/Permits

Header panel with garage/lot or Permit identifier

Removable panel with white & accent color vinyl copy

Hollow post with varying heights



Elevation

Permit Parking
PERMITS
For more information on parking garages in Oak Park, contact Parking Services.
708.358.7275 or e-mail parking@oak-park.us
Information is also available online at
www.oak-park.us/parking
Lake & Forest
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
Garage fees are paid at automated pay stations which accept cash, coin and Visa, Mastercard & Discover for payment.
For more information on parking garages in Oak Park, contact Parking Services.
708.358.7275 or e-mail parking@oak-park.us
Information is also available online at
www.oak-park.us/parking

SASAKI