

Lake Street Improvement Project

Public Outreach and Communication

July 2019

Program Platform

Goals:

- Establish two-way communications with stakeholders
- Anticipate their needs and concerns
- Promote access to Lake Street businesses during construction
- Communicate project status and benefits

Messages:

- “Lake Street is Open for Business”
- “Lake Street is Improving”
- “Lake Street Will Be Better”

Project Identity:

- Separate identity/brand
- Strong visual/graphic elements
- Consumer friendly tone

Project Identity

Establish a consistent visual element

Identifiable with the project

Promotes access to Lake Street businesses during construction



renew | reconstruct | resurface

Project Website


Home Page

[CONTACT](#)


Better Lake Street

renew | reconstruct | resurface

[HOME](#)[PROJECT OVERVIEW](#)[BUSINESS INFORMATION](#)[PARKING](#)[CONTACT](#)



LAKE STREET
OPEN
for business
BUSINESS & PARKING INFORMATION



Project Details
Updates and Project Plans

Stay Informed

Work is scheduled to begin in early 2020. Project alerts will be added here as they become available.

Signup for Updates

* indicates required

Email Address *

First Name

Last Name

Email Format
☐ html
☐ text

the Project

Reconstruct & Restore

The Lake Street Improvement Project includes new concrete and asphalt roadway surfaces and replacing and restoring water and sewer mains nearing the end of their useful service lives. Other features include:

- Curb repair
- Enhanced vehicle detection at traffic signals
- New pavement markings and improvements to sidewalks and street crossings to better accommodate citizens with disabilities

Renew

New streetscape is planned for the high-traffic business districts along Lake Street between Harlem and Euclid avenues. Features will include:

- High-quality street furniture
- Enhanced street and pedestrian lighting
- Informational wayfinding signs
- Decorative sidewalk and crosswalk materials

Project goals are to improve traffic circulation and capacity, enhance pedestrian and bicycle linkage between retail districts, replace aging roadway and utilities, promote private investment and economic development, and strengthen Lake Street's role as the community's central tourism and retail corridor.

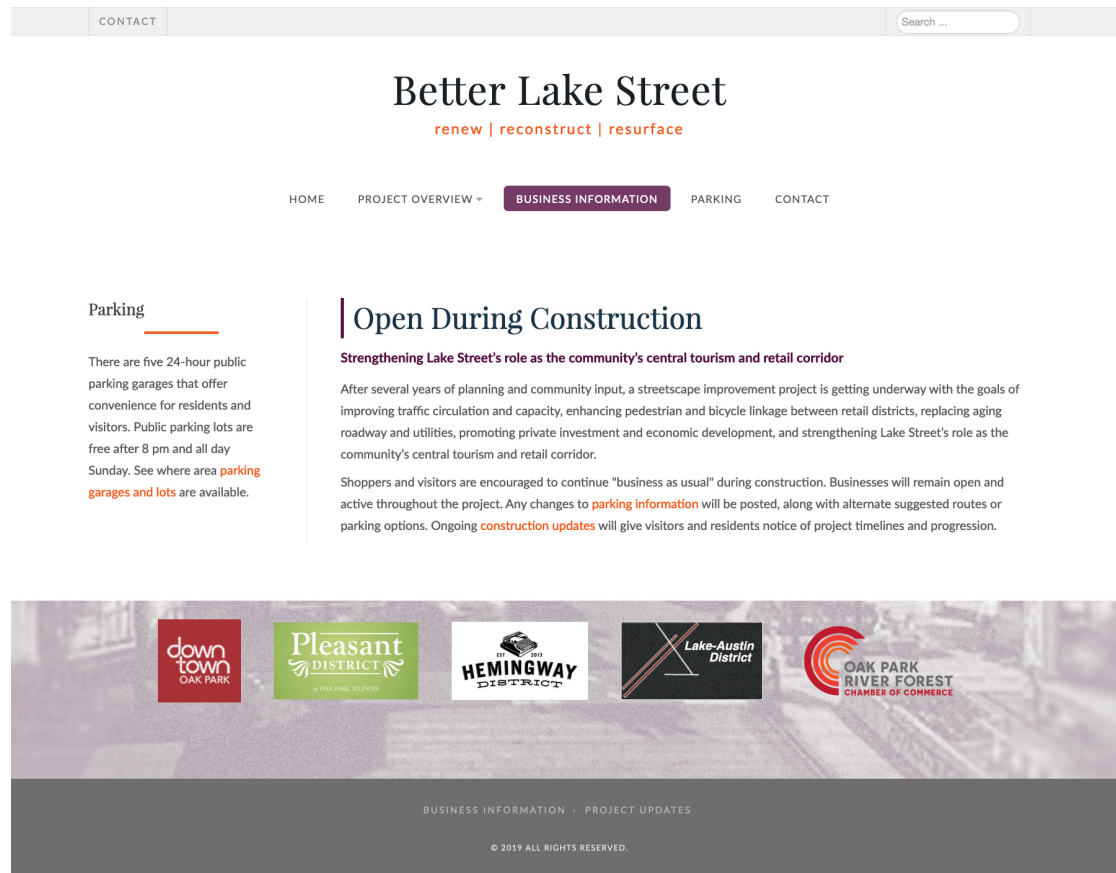
This website has been designed to be consistent with the Village of Oak Park's commitment to bring persons with disabilities into the mainstream of Oak Park life by recognizing persons with disabilities can lead proud and productive lives, to promote universal access throughout the Village and to heighten public awareness to the needs of Villagers with disabilities.

BUSINESS INFORMATION - PROJECT UPDATES

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Project Website

Business Info







Project Website

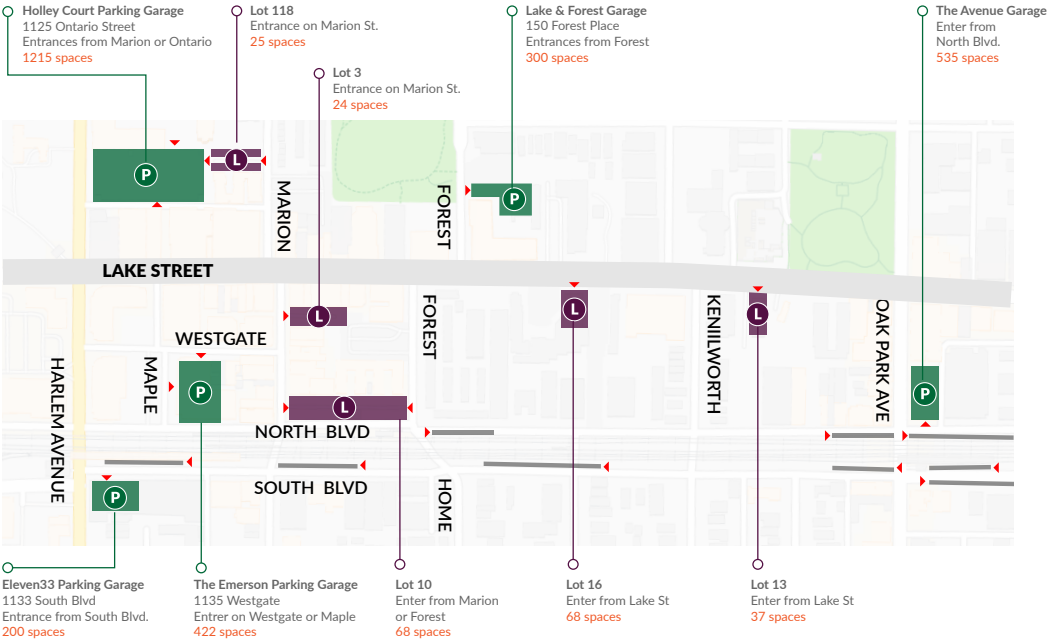
Parking Info

Lake Street Parking Map

There are five 24-hour public parking garages that offer convenience for residents and visitors to Downtown Oak Park, Pleasant District and the Hemingway District. Hourly rates apply Monday through Saturday. Sundays are free. Public parking lots and spaces are free after 8 pm and all day Sunday. Metered and neighborhood street parking is available as well from Harlem to Austin avenues.

Legend

-  Public Parking Garages
-  Public Parking Lots
-  Public Parking Spaces
-  Entry Direction



Website Rollout

Email blast to business district members

Receipt/bag cards and counter tent cards

Banners

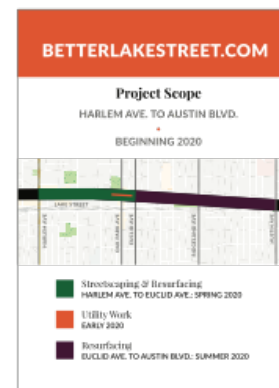
Sidewalk stencils

Storefront windows

Lake Theater marquee

VOP email and newsletter

Table Tents



Cards



WINDOW CLINGS: 4X6

Window Cling



**Thank
You**

Questions?

