

## Case Study: Village of Orland Park, Illinois

**M**ayor Dan McLaughlin feels so strongly about the benefits of brick that he recently took to the airwaves, touting the success of Orland Park's eight-year-old masonry ordinance, in a radio spot for the Illinois Masonry Advisory Council.

Commenting on the skeptics who initially opposed the ordinance because of concerns over its restrictions, Mayor McLaughlin said, "We heard all those arguments from some very powerful lobbying interests. But we passed the ordinance anyway. Our trustees had the foresight to envision what Orland Park would be like in 10, 20 or 50 years. They rejected the notion of 'minimum quality' growth by requiring that 'the quality be built in...before the developer moved on.'"

He goes on to say, contrary to the critics' predictions, "Home building is booming in Orland Park. Quality attracts quality! That ordinance helps build stability and higher resale values of homes in our town. Ask any of our new residents."

On a personal note he says, "In addition to being the Mayor of Orland Park, I'm also president of the Plumbing Contractors Association. One of the things I've learned over the years in this business is that brick ensures the property value of a home like no other exterior product. A brick home appreciates faster, requires no maintenance, provides energy efficiency, fire safety, and a higher resale value. By requiring brick or masonry we're making sure that our builders build quality homes now and for future generations."

He sums up Orland Park's commitment to brick construction as a tool for promoting quality growth saying, "We believe that brick makes for a better home, and better homes make for a better village."

### JUST THE FACTS

City:	Orland Park, Illinois
Population:	51,077
Founded:	1892
Masonry Requirement:	Residential = 90% Multi-Family = 50% Commercial = 100%
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