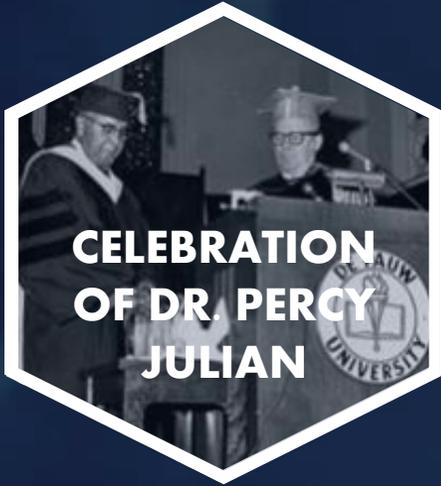


**Streetscape Branding
and Design for Chicago Avenue in Honor of**

Dr. Percy L. Julian



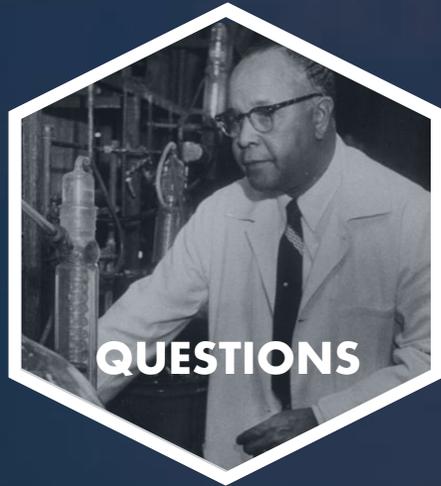
ABOUT US



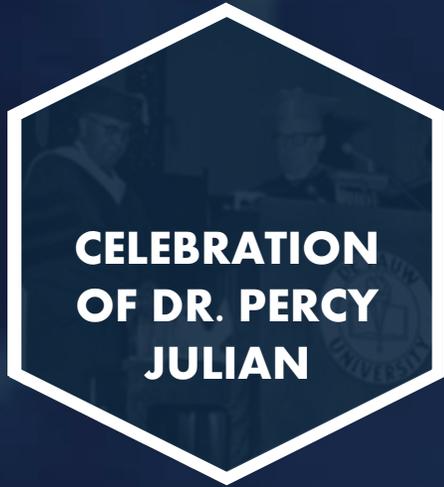
**CELEBRATION
OF DR. PERCY
JULIAN**



**OUR
APPROACH**



QUESTIONS



ABOUT US

RPRI

PLANNING RESOURCES INC.



ABOUT US

POWER OF DIVERSITY AND INCLUSION

Our mission is to lead the way in providing innovative designs through a collaborative, supportive, and creative work environment. The makeup of the firm is reflected in the commitment to quality in our designs and the care taken in working with clients to improve our local communities with each project we undertake



ABOUT US

OUR TEAM



PLANNING RESOURCES INC

DARRELL GARRISON
Principle-In-Charge

JENNIFER KELLIHER
Project Manager
Sr. Landscape Architect

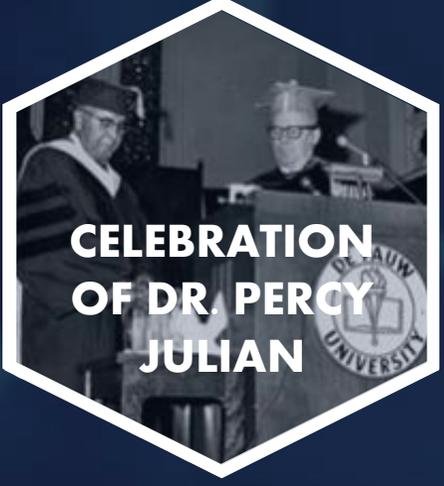
CORE CONSULTANTS



PRESCOTT GROUP LLC



ABOUT US



**CELEBRATION
OF DR. PERCY
JULIAN**



**OUR
APPROACH**



QUESTIONS

CELEBRATION OF DR. PERCY JULIAN

THE POWER OF STORYTELLING

PASSION FOR EDUCATION

- DePauw University – 1920, Valedictorian
- Harvard University – 1923
- University of Vienna - 1931

BREAKING BARRIERS

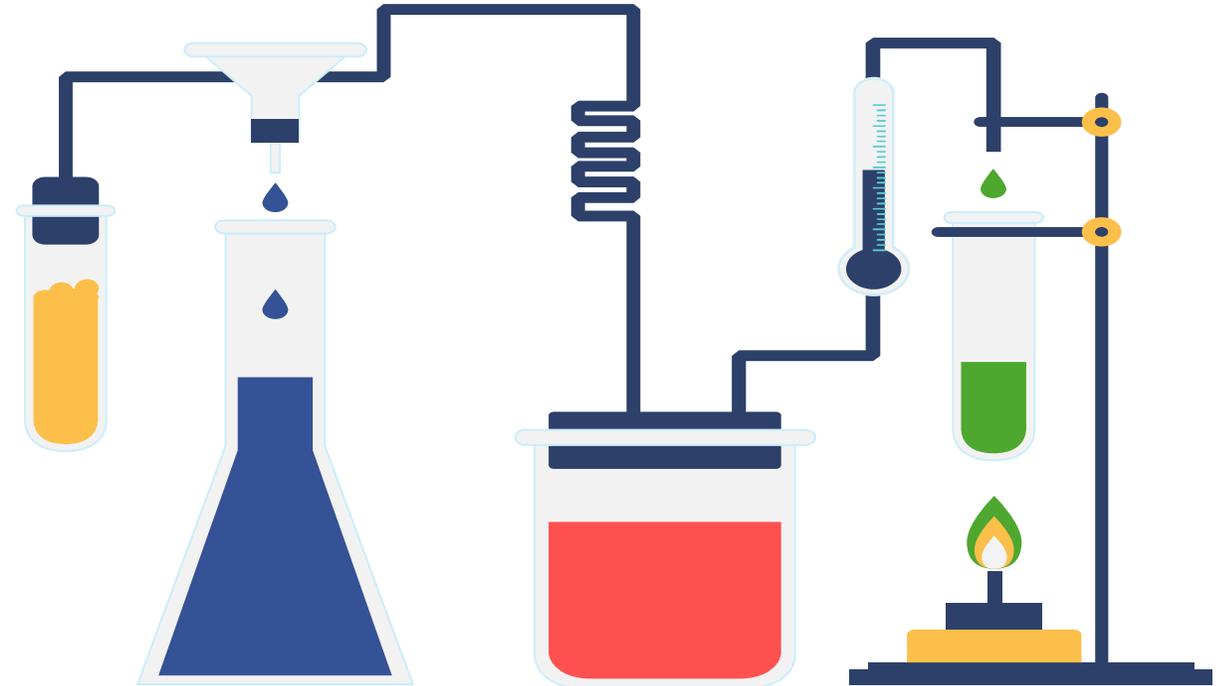
- 1st African American with Harvard Chemistry Masters degree
- 1950 Chicagoan of the Year
- 18 honorary degrees
- Dozens of civic and scientific awards
- 1st chemist and 2nd African American elected to National Academy of Science

LEGACY OF INNOVATION

- Glaucoma & Rheumatoid arthritis treatment
- Hormone birth control
- Organ transplant medication
- Firefighting foam
- Steroid synthetics

ADVOCACY AND ACTIVISM

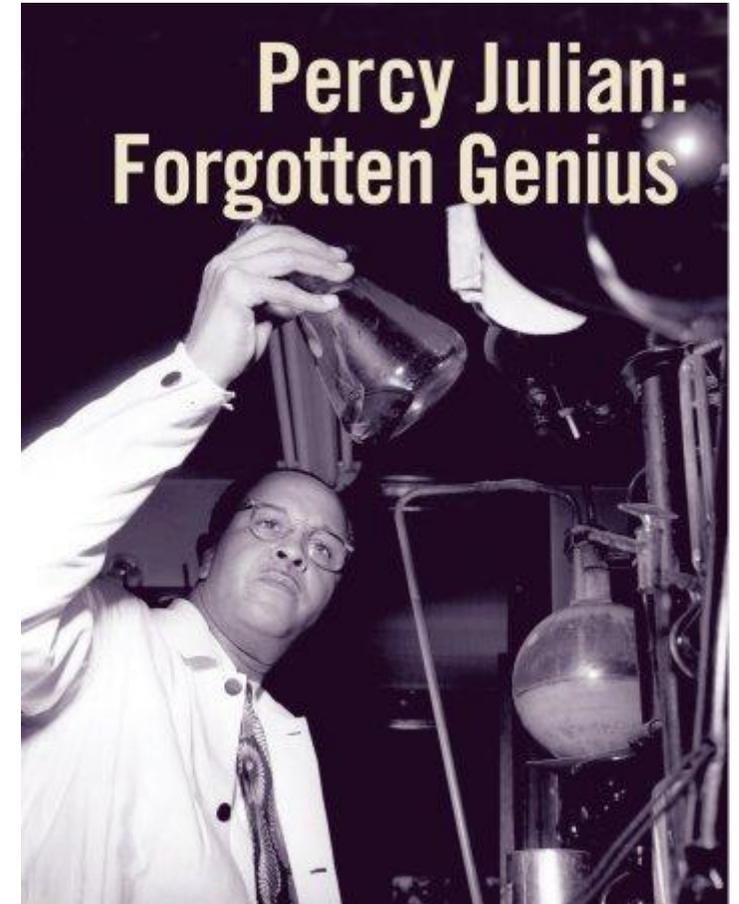
“When we paint Black achievement solely as victory over incredible odds, we inadvertently let the society and institutions responsible for that oppression off the hook.”



CELEBRATION OF DR. PERCY JULIAN

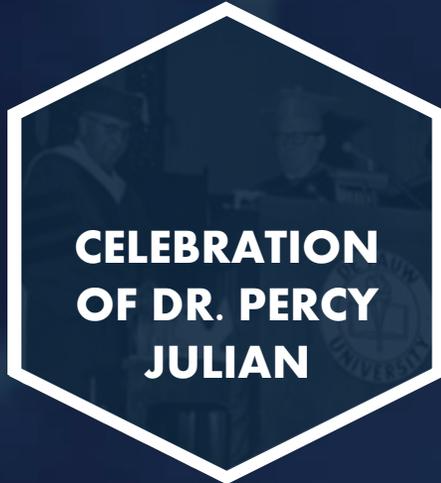
THE “UN-FORGOTTEN” LEGACY

Creating space to change the legacy of Dr. Percy Julian from forgotten genius to trailblazing chemist and activist





ABOUT US



**CELEBRATION
OF DR. PERCY
JULIAN**



**OUR
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PROJECT JOURNEY



OUR APPROACH

LEVERAGING OAK PARK'S PRECEDENT



FRANK LLOYD WRIGHT
DISTRICT



HEMINGWAY DISTRICT



PLEASANT HOME
DISTRICT



THE ARTS DISTRICT

OUR APPROACH

COMMUNITY ENGAGEMENT



PUBLIC COMMUNICATION

- Information/public meetings
 - Businesses
 - Residents
- Media relations
- VOP communication
 - Newsletter
 - Social media
 - Website links
 - VOP video



BEYOND DESIGN

FUNDING

Potential Sources of Funding

- State of Illinois
- Office of Tourism
- Community Block Grants (CDBG)
- Illinois Main Street Program
- Public – Private Partnerships
- National Trust for Historic Preservation
- Local Community Foundations
- Industry and Pharmaceutical

Strategic Approach:

- Combine multiple funding sources for comprehensive project support.
- Engage stakeholders early in the funding process.

*We Can Help You
Find The Money*



KICKSTARTER



**Illinois
Department of Commerce
& Economic Opportunity**
JB Pritzker, Governor



National Trust for Historic Preservation
National Trust Tours



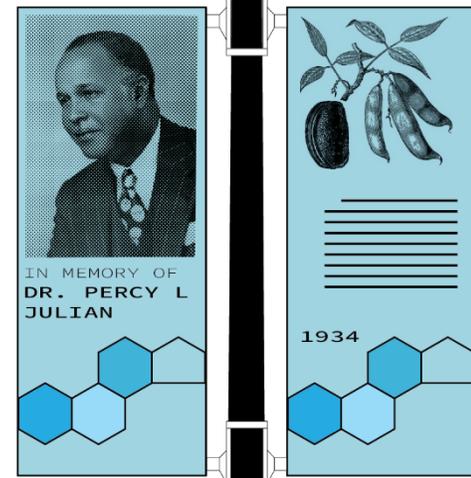
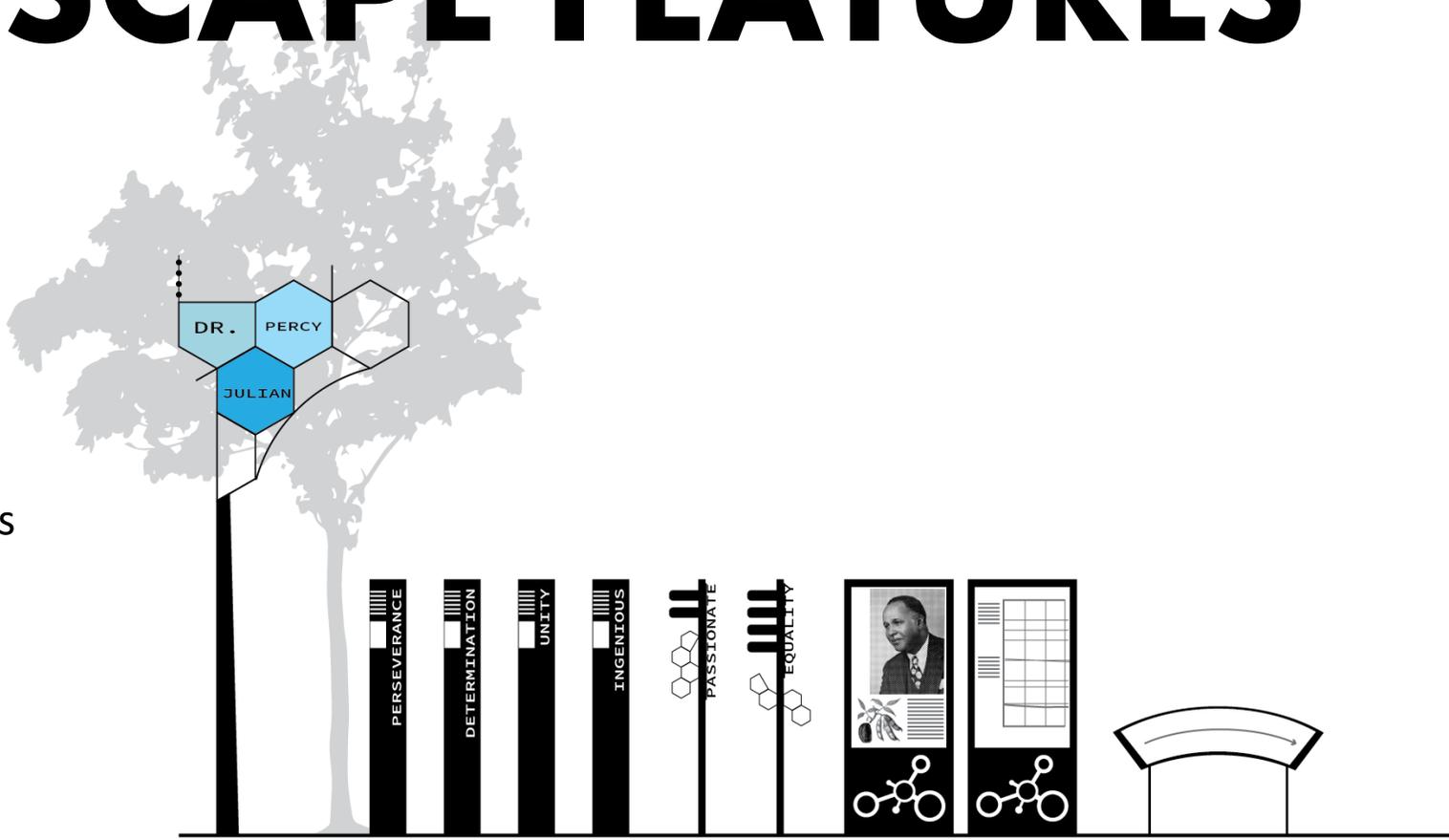
Office of Lt. Governor
Juliana Stratton



OUR APPROACH

UTILIZE IMPACTFUL STREETScape FEATURES

- Gateways
- Placemaking Nodes
- Banners
- Wayfinding Signage
- Meaningful Site Features
- Art



OUR APPROACH

BEYOND THE STREETScape

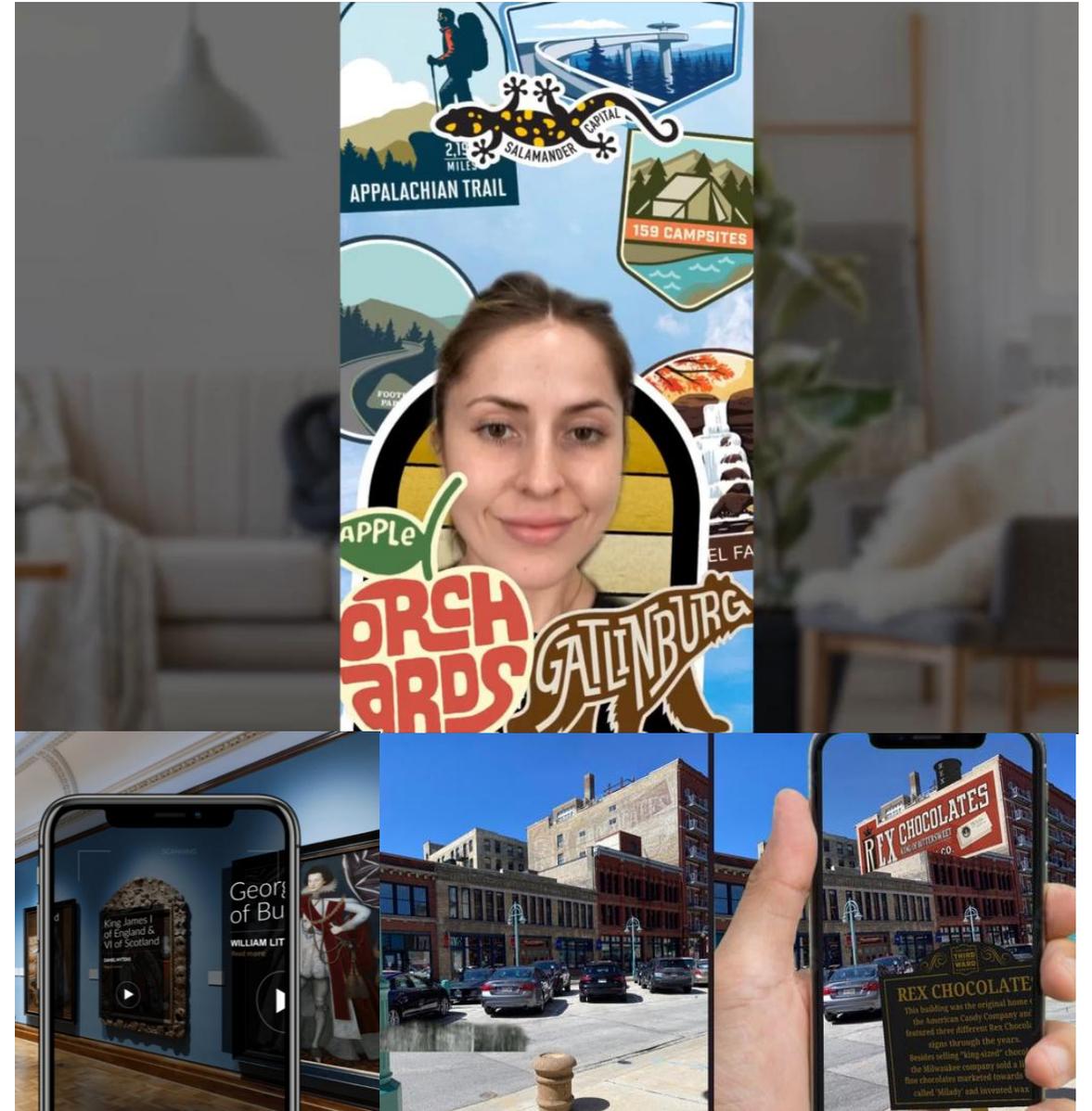
- Not just honoring Dr. Julian but sharing his story
- Integrate an 'exhibit' into the streetscape



OUR APPROACH

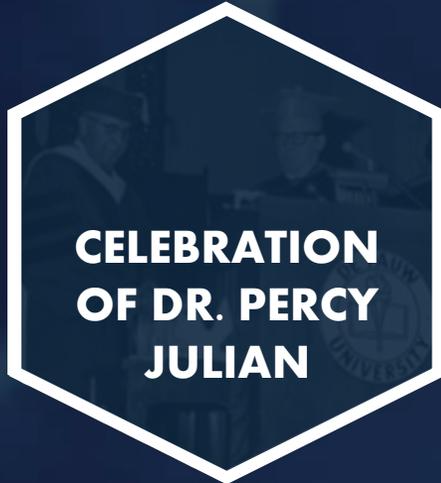
INSPIRE CURIOSITY

- Interactive learning
- Immersive experience
- Engage younger generations
- Natural promotion through social media
- Future flexible





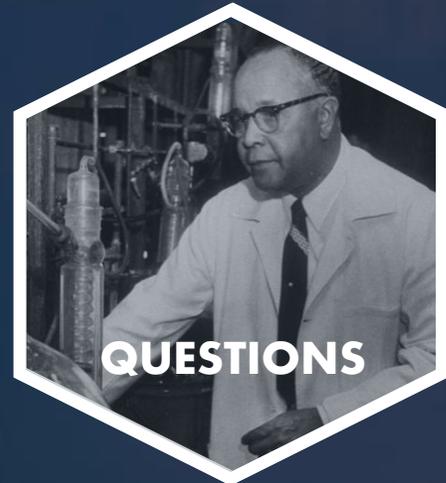
ABOUT US



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