

Village of Oak Park

Request for Qualifications
24-717

Develop Integrated Streetscape
Branding and Design for Chicago Avenue
in Honor of Dr. Percy L. Julian

July 9, 2024



Request For Qualifications
Dr. Percy L. Julian Chicago Avenue Streetscape Design 2024
Village of Oak Park

1. PURPOSE & GOAL

The Village of Oak Park is seeking qualifications from architectural, planning, and design firms to design streetscape elements that honors former resident Dr. Percy L. Julian.

Dr. Percy L. Julian was born in Montgomery, Alabama on April 11, 1899, and was encouraged by his family to leave the segregated South in pursuit of higher education. Graduating first in his class from DePauw University with a bachelor's degree in chemistry in 1920, earning a master's degree in chemistry from Harvard University in 1923, and awarded a Ph.D. from the University of Vienna, Austria, in 1931, Dr. Percy L. Julian is one of the first African Americans to achieve such distinction. Dr. Percy L. Julian's wife, Anna Julian, also broke down academic barriers when she earned a Ph.D. in sociology from the University of Pennsylvania in 1937, one of the few women to earn such a distinction at that time.

The Julian family came to the Chicago area in 1936, when he was named to a top research position at Glidden Paint Company in Chicago. In 1950, Dr. Percy L. Julian was named Chicagoan of the Year for his scientific and community achievements, and that same year he and Anna Julian moved with their children from their home in nearby Maywood, Illinois, to Oak Park. Very early in their residency in Oak Park, the Julian family experienced racism and threats of violence, with their home being twice attacked by arsonists, and yet the Julians would persevere against these acts of hostility and discrimination and became honored community leaders. Dr. Percy L. Julian founded his laboratory, Julian Laboratories, in Franklin Park, Illinois in 1953, where he made it a key pillar of his mission to hire marginalized persons who would not have been welcomed in comparable environments.

Throughout his career, Dr. Percy L. Julian faced discrimination, relying on his brilliant scientific mind, remarkable work ethic, congenial spirit, and deep religious beliefs to become a renowned chemist who would earn more than 130 patents and publish 150 scientific articles. He received numerous honors and garnered a national and international reputation, reaching breakthroughs in the development of affordable, commercial synthetic steroids and hormones that have been used in a wide range of applications, including birth control pills and medications to combat glaucoma and rheumatoid arthritis.

This project will enhance Chicago Avenue between East Avenue and Austin Boulevard, with a primary focus area at the intersection of Chicago and East Avenues, where Dr. Julian's former residence is located. Additionally, the project will include the renaming of the Chicago at Austin business district to the Dr. Percy L. Julian Business District.

2. OBJECTIVES

The selected firm will be responsible for providing comprehensive branding and multiple streetscape elements that celebrates the legacy of Dr. Percy L. Julian. The project scope includes, but is not limited to, the following elements:

- Develop streetscape design elements and conceptual branding framework to honor and recognize former Oak Park resident Dr. Percy L. Julian, with a primary focus area at Chicago and East Avenues highlighting Dr. Julian's contributions and legacy.
- The primary focus area should be the most monumentally designed segment of the streetscape, with segments to the east reinforcing Dr. Percy L. Julian's contributions and legacy.

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- Potential incorporation of pedestrian-friendly features, lighting, landscaping, street furniture, and public art.
- Design signage, wayfinding and gateway elements to reflect the business district's new identity.
- Collaborate with Village Staff to facilitate community engagement workshops to gather input from residents, businesses, and other stakeholders.
- Collaborate with Village Staff to incorporate any applicable sustainable neighborhood/district-wide development strategies.
- Maintain and enhance the historic character by preserving and refining those elements which promote a sense of history and architectural heritage.
- Design shall recognize current constraints and strengths for holistic enhancement using Complete Streets practices.
- Coordinate with Village staff and other relevant entities to ensure project alignment with local regulations and guidelines.

3. PROJECT DESCRIPTION & GENERAL SCOPE OF SERVICES

The Village of Oak Park desires to have generated multiple conceptual streetscape element design scenarios, a minimum of three, with associated cost estimates for the Chicago Avenue corridor from East Avenue to Austin Boulevard. The Village of Oak Park wishes to better understand the streetscape design feature opportunities. This project needs to be completed within four months, if not sooner. The consultant will need to assess the corridor infrastructure including an understanding of adjacent land uses, as well as become familiar with any applicable village codes and plans. The designs will include several scenarios of varying cost. The streetscape feature scenarios shall be developed after first meeting with village staff, then possibly elected and appointed officials, the local business community, residents, and any other organization or public body deemed beneficial to the development of each scenario. The response should include a general outline of how this could be accomplished.

4. RFQ PROCEDURE

- A. The RFQ response must be submitted via email by 5:00 pm on **August 5, 2024** to:

Brandon Crawford, Deputy Director Development Services
BCrawford@oak-park.us

- B. Questions regarding the RFQ must be submitted via email by 5:00pm on **July 26, 2024** to the above.
- C. The Village of Oak Park will review the responses and select a firm for the project subject of this RFQ.
- D. **RESPONSE SUBMISSIONS:** Minimum requirements for RFQ responses are listed below:
- *Project Vision:* The firm should provide a narrative and preliminary conceptual design standards for the Chicago Avenue streetscape between East Avenue and Austin Boulevard. Although the primary focus area is anticipated to be centered at Chicago and East Avenues,

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the entirety of the corridor's improvements should adhere to the narrative and preliminary conceptual design standards.

- *Firm's Experience:* The firm should have experience working with municipal governments and specifically in the area of creating conceptual streetscape scenarios. Brochures, pictures, or CDs (dated as to completion) of similar projects must be included in the RFQ response. A summary of all completed similar projects that includes the name and locations of the projects and other pertinent information should also be included.
- *Project Team:* Identification of the key members of the firm along with a brief biography of each person that will play a key role in the proposed project should be included.

E. EVALUATION CRITERIA

- The Village of Oak Park will evaluate the RFQ responses based on industry experience, technical competence, and creativity of the proposal.