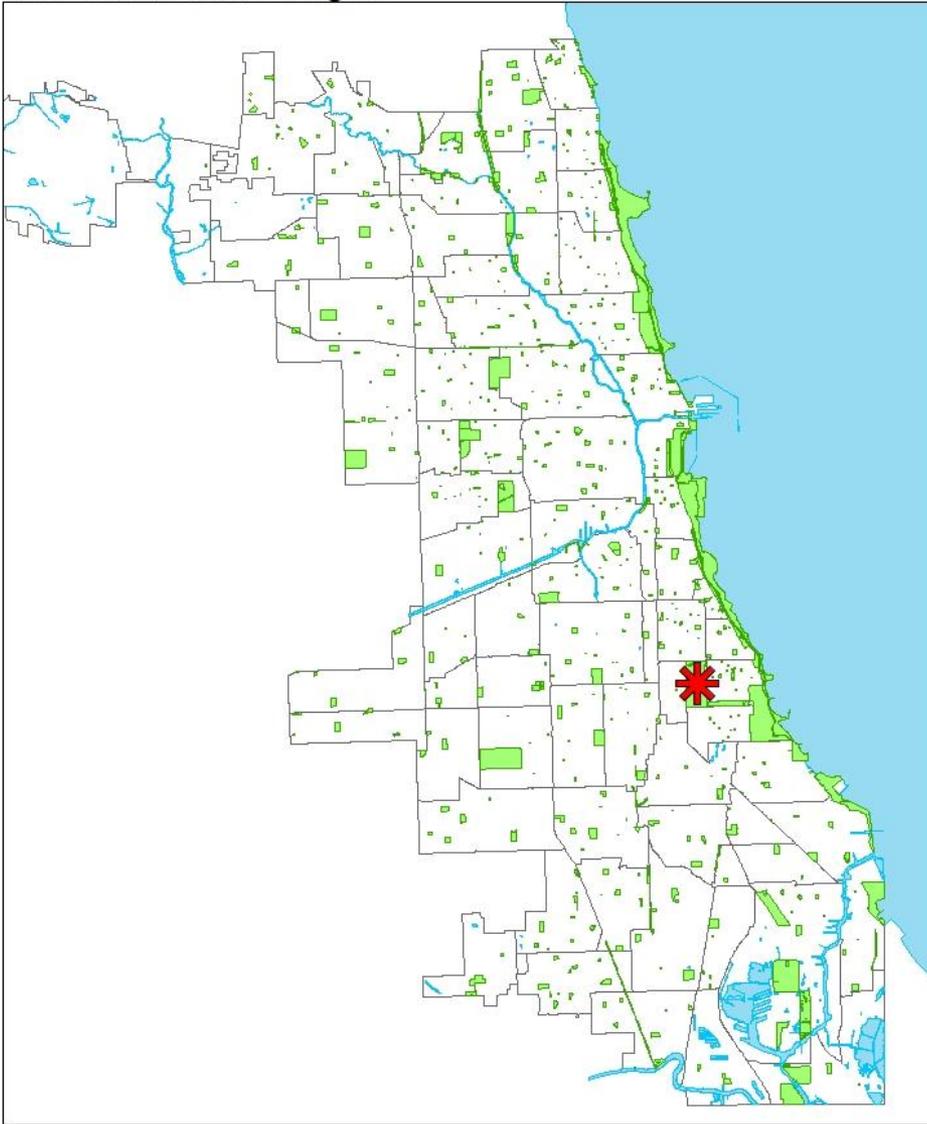


**AUTHORITZATION TO ENTER INTO A CONTRACT
WITH *MUSE COMMUNITY + DESIGN* FOR THE
WASHINGTON PARK FRAMEWORK PLAN
SPECIFICATION P-21016**

Washington Park
5531 S Martin Luther King Dr



Washington (George) Park
**5531 South Martin Luther
King Jr Drive**
Region: South
Wards: 4, 20

Washington Park
5531 S Martin Luther King Dr



- Washington Park is a 345-acre park located in the Washington Park Community Area.
- Bounded by 51st to the North, King Dr to the West, 60th Street to the South, and Cottage Grove to the East



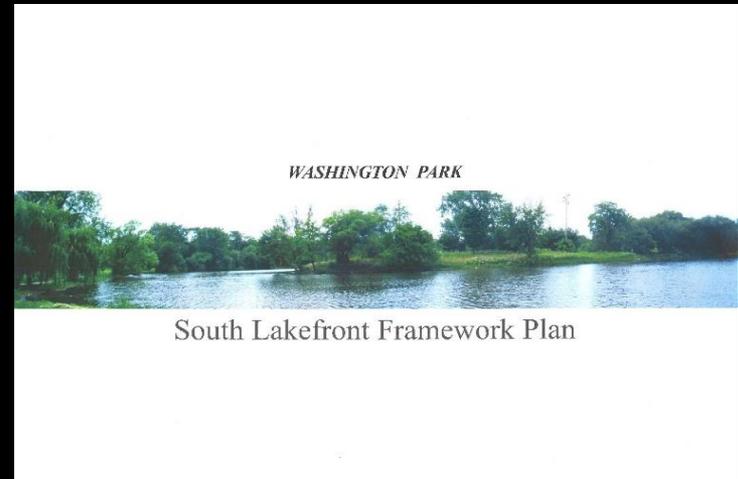
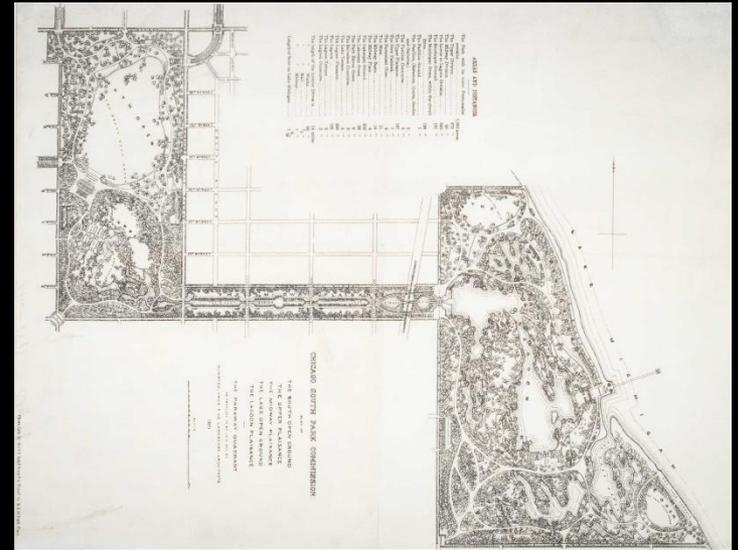
Chicago Park District
Dept. of Planning and Construction
March, 2022 - LMW

0 445 890 1,780 Feet



Washington Park

- Conceived in 1871 by Frederick Law Olmsted as part of a large 1,055-acre park known as South Park.
- Named after 1st United States President George Washington.
- Was once home to US Cross Country Championships.
- Home to DuSable African American History Museum.
- First Framework Plan completed in 2002.
- Added to National Register of Historic Places in 2014.
- Was once in consideration as potential location of 2016 Olympic Stadium and the Obama Presidential Center.
- Hosts annual *Bud Billiken Parade*, *African Festival of the Arts*, and the *Universoul Circus*.



Target Market RFP

- In December 2021 the Park District publicly advertised a Request for Proposals (“RFP”) seeking a qualified consultant team through a target market search.
- The general scope of services for the project includes development of an updated Framework Plan including design administration, an assessment of existing conditions including survey work, a traffic study, historic review, and neighborhood demographic studies, and a robust community and stakeholder engagement strategy.
- The Target Market Solicitation restricted submitters to local, certified Minority Business Enterprise(s) (MBE), Women Business Enterprise(s) (WBE) and joint ventures consisting exclusively of MBEs, WBEs, or both. All submitters must have an appropriate specialty-area designation. The prime MBE, WBE, or joint venture contractor on a target market contract may subcontract up to 50% of the dollar value of the target market contract to subcontractors who are not MBEs or WBEs. The prime Target Market awardee shall perform, manage, and/or supervise at least 50% of the work of the contract with its own forces.

Proposed Design Team

- Muse Community + Design



- In collaboration with *Rudd Resources*, *Hitchcock Design Group*, and additional subconsultants for technical services



Project Approach

- Muse's approach is to look at how Washington Park is important on a **Personal**, **South Side**, and **Citywide** scale
- Three elements that will guide and intertwine with the importance of Washington Park:
- **Love + Gathering**
 - Engagement and design approach will look at the existing ways the park is used and how it can be more inclusive and accessible.
- **History + Progress**
 - Honor the past history of Washington Park and look to future opportunities by those that use the park
- **Fun + Learning**
 - Enhancing usage of existing park facilities while expanding on new facilities and ways to use the park.

MUSE

PROJECT APPROACH

The Vision

The vision is presented in a 3x3 grid. The columns are labeled 'PERSONAL', 'SOUTH SIDE', and 'CITYWIDE'. The rows are labeled 'LOVE + GATHERING', 'HISTORY + PROGRESS', and 'FUN + LEARNING'. Each cell contains an illustration: 'Love + Gathering' shows people picnicking, playing basketball, and at a night festival; 'History + Progress' shows a historic building, a modern building, and a map; 'Fun + Learning' shows people by a pond, a playground, and a baseball field.

WASHINGTON PARK FRAMEWORK PLAN PROPOSAL | PG 30

Community Engagement

- Reach new and existing audiences through a variety of digital platforms. Will provide the Park District with visual content to share across all channels and create social media toolkits for partners to spread the word on project milestones.
- Hold up to six stakeholder meetings with diverse mix of park users and representatives.
- Lead smaller focus group discussions to lay groundwork for why a framework plan update is needed and why it is happening.
- Hold a minimum of four larger public meetings with presentation materials. Can be a in-person, virtual, or hybrid as conditions allow.
- Engage City sister agencies and local alderman to share information and enhance coordination.
- Development of a steering committee to ensure that key stakeholders are at the table and community priorities are represented.
- Pop-Up workshops at park events such as Bud Billiken Parade and Night Out at the Parks
- Online Surveys
- Classroom visit with nearby Dyett High School. Create an interactive experience to build interest in plan.
- Individuals in stakeholder, focus groups, and steering committees can be compensated for their involvement