

## TABLE OF CONTENTS

- EXECUTIVE SUMMARY
- COST ESTIMATE
- PROJECT TEAM
- WORKSHOP COMMENTS
  - General Issues
  - Image
  - Visual Arts
  - Performing Arts
  - Mixed Use/Commercial
  - Media Arts
  - Educational
  - Community Arts
  - Additional Comments
  - Community Representatives
- MASTER PLAN ANALYSIS
- MASTER PLAN IMAGES
  - Plans
  - Perspective Views
  - Sections
- PROJECT PHASING:
  - Phase One
    - Program Analysis
    - Cost Estimate
    - Drawings
  - Phase Two
    - Program Analysis
    - Cost Estimate
  - Phase Three
    - Program Analysis
    - Cost Estimate
- FINAL COMMENTS

## EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

The CasaBella + Del Campo & Maru Joint Venture, in association with Teodoro Gonzalez de Leon, Arq., was awarded the architectural /engineering design contract for the new Mexican-American Cultural Center in early 2000.

After work began, it was determined that a programming document for the project did not exist. Additional conversations with the City of Austin representatives and the Center for Mexican-American Cultural Arts (CMACA) Board also revealed the need for master planning of the entire project.

On July 27, 28 and 29, 2000, the first public workshop was held at the Austin Convention Center. During these three days, comments were received on the different areas of interest for the Cultural Center. A summary of the notes from this workshop is included in this report. A second workshop was held September 9, at the Parks and Recreation Department's meeting room. Final comments were received concerning the programming document, and phasing of the project was discussed. Master planning design began soon after.

During the master planning of the project, it was determined that each phase of construction should be able to stand alone and have the appearance of completeness. This task was especially difficult for the Phase One of the project as a disproportionate amount of the funds were necessary for demolition of existing buildings and installation of all site utilities.

This report includes a three part phasing of the overall project as well as detailed drawings of the first phase.

## COST ESTIMATE

**Mexican American Cultural Center**  
**Preliminary Master Plan**  
**Austin Texas**

Updated May 2, 2001

Description	Square Footage	\$ per SF	Extension 2001	Extension 2002
<b>Buildings</b>				
Phase One - Site			\$ 1,769,413	\$ 1,840,189
Phase One - Building	22,318	\$ 299.61	\$ 6,686,715	\$ 6,954,183
Phase One - Site Alternate			\$ 748,925	\$ 778,882
Phase Two - Site			\$ 1,032,676	\$ 1,073,983
Phase Two - Building	34,426	\$ 202.99	\$ 6,988,173	\$ 7,267,700
Phase Two - Building	24,642	\$ 321.17	\$ 7,914,348	\$ 8,230,922
Phase Three - Site			\$ 498,048	\$ 517,969
Phase Three - Building	41,514	\$ 330.91	\$ 13,737,201	\$ 14,286,689
Phase Three - Garage	80,000	\$ 27.96	\$ 2,236,765	\$ 2,326,236
<b>Total Buildings and Garage</b>	<b>202,900</b>	<b>\$ 205.09</b>	<b>\$ 41,612,263</b>	<b>\$ 43,276,754</b>

## PROJECT TEAM

## PROJECT TEAM

### AUSTIN CITY COUNCIL

Mayor Kirk Watson  
Mayor Pro Tem Jackie Goodman  
Council Member Raul Alvarez  
Council Member Beverly Griffith  
Council Member Daryl Slusher  
Council Member Danny Thomas  
Council Member Will Wynn

### CENTER for the MEXICAN AMERICAN CULTURAL ARTS, INC. (CMACA)

### BOARD of DIRECTORS

Roen Salinas, President  
Jorge Sanchez, Vice President/Treasurer  
Cathy Vasquez-Revilla, Secretary  
Melvin Wrenn, Parliamentarian  
Gloria Andrus  
Robinson Cox  
Tina Fernandez  
Maria Martin  
Bertha Martinez  
Valerie Menard  
Delia Perez Meyer  
Sabino Renteria  
Donator Rodriguez, III

### CMACA STAFF

Juan Oyervides, Interim Executive Director  
Tomas Salas, Contract Facilities Manager

## PROJECT TEAM

### CLIENT

Center for Mexican American Cultural Arts  
600 River Street  
Austin, Texas 78701  
(512) 474.5222

City of Austin (Parks & Recreation Department)  
P.O. Box 1088  
Austin, Texas 78767  
(512) 499.6716

City of Austin (Department of Public Works)  
P.O. Box 1088  
Austin, Texas 78767  
(512) 499.7141

### DESIGN TEAM

CasaBella Architects + Del Campo & Maru  
Joint Venture

3823 Airport Blvd., Suite C  
Austin, Texas 78722  
(512) 458.5700

45 Lansing Street  
San Francisco, California 94105  
(415) 777.4025

Teodoro Gonzalez de Leon, Arq.  
Amsterdam 63  
Mexico, D.F. 06100



## WORKSHOP COMMENTS

General Issues

Image

Visual Arts

Performing Arts

Mixed-Use/Commercial

Media Arts

Educational

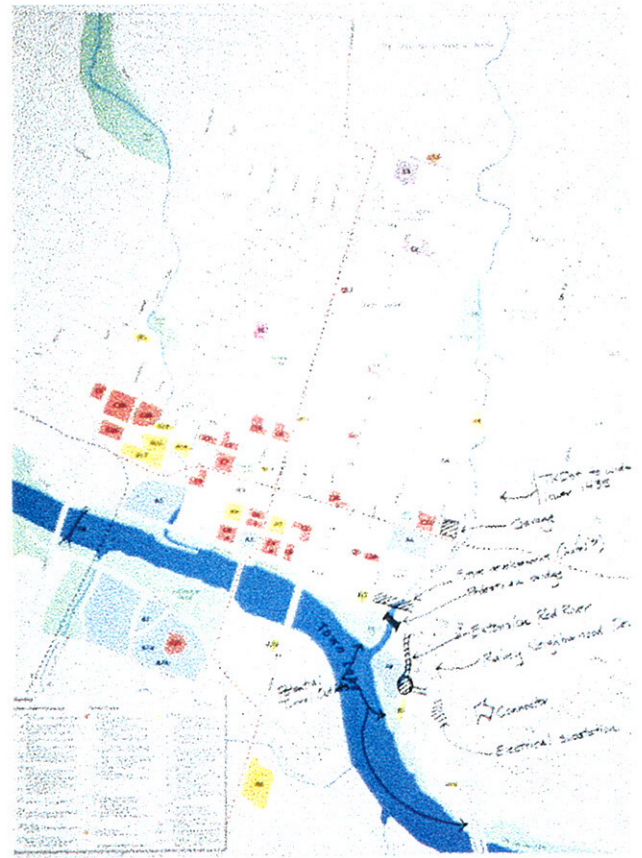
Community Arts

Additional Comments

Community Representatives

## GENERAL ISSUES

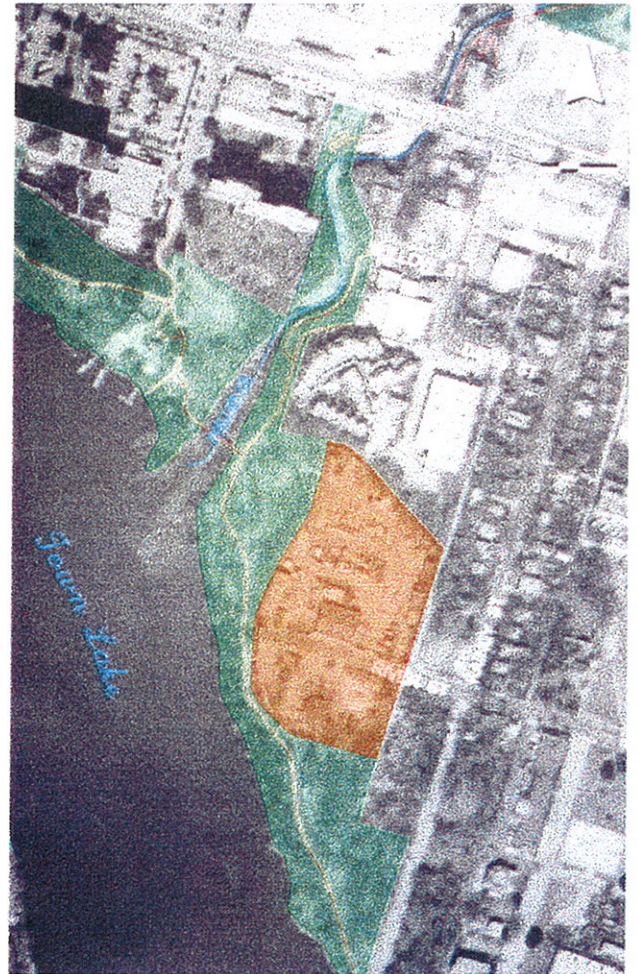
- Take advantage of downtown location & lake views.
- Excellent site
- Connector to the whole community
- Different entries into the site
- The building must be seen from the outside and it must take advantage of the views to the outside.
- The performing arts will be a main source of revenue for the center.
- Include park-land to the west of the MACC site in the master plan.
- A central space that forces people to meet is very important.
- Parking garage on the south side of the lot to open up to the north and to the east for people to come in.
- The site will be the gateway to east Austin.
- Holly turning into River Street is very important. It is symbolic to the community.
- Incorporate elements of nature in site development.
- Sound issues with condominiums in the north
- Creation of sound buffer
- River St. is a bicycle connector to/from east Austin



### Future Projects in the MACC Vicinity

## GENERAL ISSUES

- Security is very important.
- Site Fencing? (may or may not be desirable)
- Will there be sufficient parking?
- Bus circulation on site
- Connector to meadow to the west
- Self sustaining economically
- Make maximum use of green space
- No fence around site. Gates are intimidating
- Enhance vegetation
- What is the most important element for the 1st phase?
- Performing Arts
- Kitchen
- Multi-purpose Space
- Lots of trees/shade
- Connect site with mass transit
- Alameda – Natural space (Nature)
- Hide the parking
- Maximum use of green space
- Possible location for the plaza
- Outdoor & indoor performance areas
- Hide the parking
- Maximum use of green space

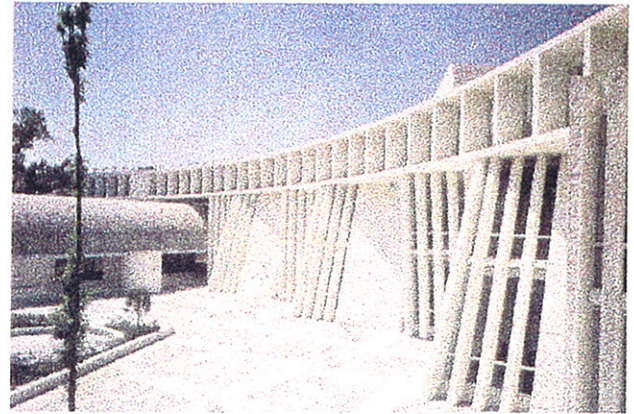


Aerial photograph of site



## IMAGE

- It will give credibility to the community.
- It will serve as an incentive for fund-raising efforts and credibility to potential investors.
- Wonderful site - A site inside an urban area.  
A prime spot to make an architectural statement.
- A building with a strong image. An image that can be recorded in the urban memory of the city.
- The master plan can and will change. It is only a tool that will assist the user and community.
- This center will fill-in the gaps that the Mexican-American Community has in society.
- Pyramid shape
- Look to strong images of the past
- Virgin of Guadalupe
- "Murals"
- Color is important.



National Music Conservatory,  
National Center for the Arts,  
Mexico City, 1993-1994

## IMAGE

- It should reflect the history of the people.  
(how, when & what)
- Mexican & Chicano Arts
- The building should reflect the struggle of the community. The fact that the center is on the west side of the city is a symbolism of the Mexicans moving back into downtown.
- The gates should be inviting to the community. (unlike UT)
- The center should express that the community wants to be included.
- (inclusion, equality) in brotherhood
- The Holocaust Museum in Washington D.C. is a good example of a building reflecting the community it was built for.
- An "Alameda" space was used as an example. A space that closely associates with nature could possibly express the community's needs, struggle.
- Natural lighting is very important.  
The sun and the moon used as symbolism

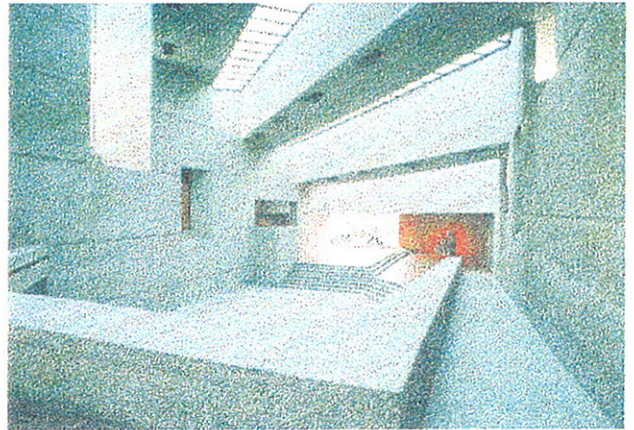


Center for Tourism and Cultural Services,  
Chichen-Itza, 1987



## VISUAL ARTS

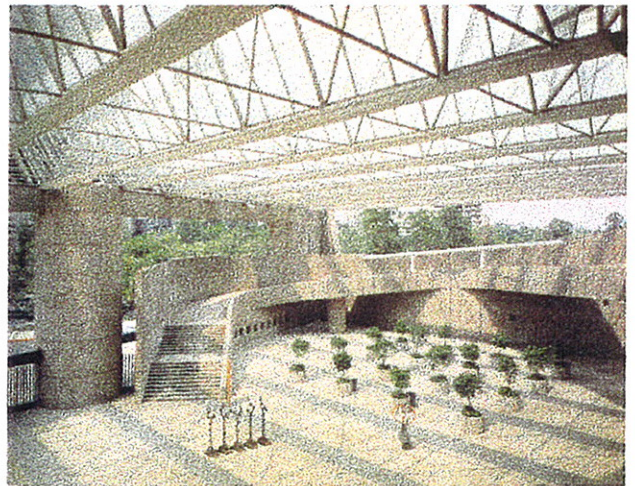
- Great need for a sculpture facility.
- Space tools
- Exhibition space
- Provide affordable programs
- Stone is classic sculpture medium.
- Space for “introductory” classes.
- Its relation to learning about architectural stonework.
- Stone separated from clay/metal
- Only sculpture learning center @ Elizabeth Ney.
- Include wall space for murals and moveable panels.
- Multi-purpose space that can be used for visual arts in the lobby.
- Museum space?
- Exhibit UT Stuff
- Look at ventilation requirements in engraving and pantry (solvents are used)
- Support space for exhibition area may not be big enough as 1,000 SF.
- This area is where the shop for fabrication is located (manufacturing of temporary exhibit equipment)



International Contemporary Art Museum Rufino Tamayo, Mexico City, 1981

## VISUAL ARTS

- There is a great need for a good sculpture facility in Austin.
- Workshop space, exhibition area and affordable teaching programs
- Stone is the traditional sculpting material for Mexican community.
- UT does not provide appropriate facilities.
- Different sculpting media must be kept separate (clay, bronze, stone).
- When designing the performing arts area keep in mind that some spaces could be designed to accommodate exhibit spaces. (CE: lobby of theatre can be used to exhibit visual arts.)
- Security and lighting is important to making a good exhibit space.

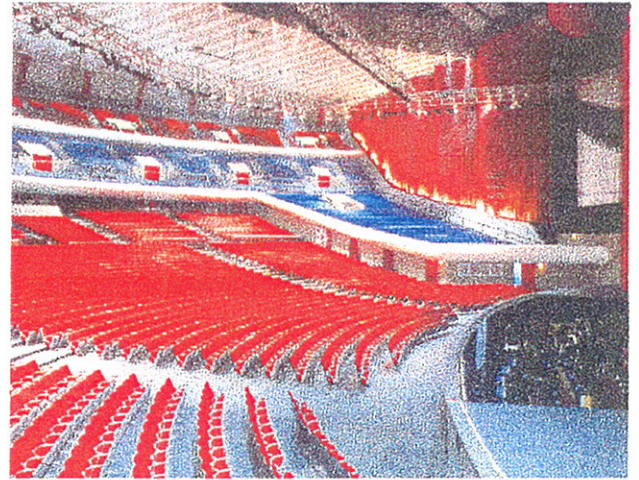


National Auditorium Renovation, Mexico, D.F. 1989-91



## PERFORMING ARTS

- Dance
- Other performing arts
- Small theatre groups
- Affordable
- As good as high school theatre
- Rehearsal space
- Costume/Scene Prep.
- Audience Size 75-100 or 100-350
- 12 shows /3 weekends
- 75-100 seat theatre could be rented everyday.
- Movable risers for seating
- 4 existing Latino theatre groups
- 1000 sf rehearsal space
- 5 weeks rehearsal
- 3 weeks shows
- Many theatre companies
- Grow the art to world class
- Stadium seating
- Get close to the stage
- Open & airy space
- Smaller theatre



National Auditorium Interior, Mexico, D.F. 1989-91



## PERFORMING ARTS

- When designing the performing arts area keep in mind that some spaces could be designed to accommodate exhibit spaces. (CE: lobby of theatre can be used to exhibit visual arts.)
- The UT Performing Arts Center is a good example of best use of support spaces. The core of the theaters is used by other rooms.
- It must be the very best (unique) performing arts center. Competition in Austin is tough at that level. It can't be a plain recreation center.
- The performing arts facility will have to be affordable.
- Small theatrical production space is needed for the local artist community.
- Austin has more theatre studios than San Antonio or Houston.



Site Museum at El Tajin,  
Veracruz, 1992

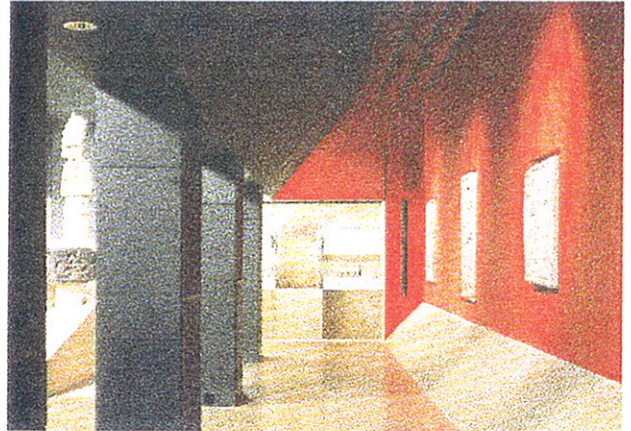
## MIXED USE/COMMERCIAL

- Make as a complex
- Market-like
- Plaza-like

## MEDIA ARTS

### FILM

- Supplementary spaces
- Editing - small space (500 sf)
- Teaching space
- Good sound system
- Dance troupes - 500 seats
- 500 sf is sufficient for editing systems
- Good acoustics and good sound system are important in the design of the media showing (movies/room).



The Mexican Gallery at the British Museum, London, 1994



## EDUCATIONAL

- 15 students @ one time.
- Need classes for children/teenagers.
- Day Care or Child Care after school.
- Day Care – Child Care Room? Nursery.
- Educational area is more important than the mixed-use or commercial area.
- Larger educational space
- Larger library
- Educational space most important



Site Museum at El Tajin,  
Veracruz, 1992

## COMMUNITY ARTS

- Community outreach increased
- Gateway to East Austin
- Express Mexican-American Culture
- Not an exclusive space
- Building to claim space

## ADDITIONAL COMMENTS

Toni Nelson Herrera  
3107 Border Road  
Austin, Texas 78757  
Esp. (512) 452-0158

Please contact the Center for Mexican-American Studies  
and Chicano faculty at UT Austin & other schools, if  
possible, for their input as well as Prof. David Montejano,  
Ann Richards' appointee to the Arts Commission, for  
important commentary on this project.

Diane Herrera  
P.O. Box 4775  
Austin, Texas 78765  
(512) 206-0553

Look at ventilation requirements in engraving and pantry  
(solvents are used)

## COMMUNITY REPRESENTATIVES

Mario Cantu  
Supermarioc\_2000@yahoo.com

Ramon Maldonado  
1410 East 3rd Street  
Austin, Texas 78702

Bertha Martinez  
42 Waller  
Austin, Texas 78702  
(512) 474-8148

Mary F. Martinez  
2805 Gettysburg Drive  
Austin, Texas 78745  
(512) 656-4328

Pedro Ortiz  
1809 Hether Street  
Austin, Texas 78704  
(512) 912-8502

Clemencia Zapata  
1610 Garden Street  
Austin, Texas 78702