



Emma S. Barrientos

Mexican American Cultural Center

Recommendation to Council: Design Services for
Master Plan process and park improvements

Kim McKnight, Project Coordinator
Planning and Development Division



Emma S. Barrientos



Mexican American Cultural Center

- Mission: Dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.
- Exhibits: Two galleries, featuring local, regional and national Latino/a artists. Admission is free.
- Signature Events: five annual signature events including Día de Los Muertos and Viva Mexico; Collaborations with Latino organizations that are free and open to the public.
- Education: Affordable cultural arts classes and camps for adults and youth
- Latino Arts Residency Program: Developmental program for Latino arts organizations and artists in all disciplines that provide arts and cultural programming to the Austin community.
- Space Rentals & Reservations: All rentals must be public and serve the cultural, educational, artistic, or civic purpose of the ESB MACC.
- MACC Advisory Board: 11 member board appointed by City Council to advise on Emma S. Barrientos Mexican American Cultural Center operations.





Background of ESB MACC

- 1995: Feasibility Study for Mexican American Cultural Center
- 1999: GO Bond to support construction of ESB MACC
- 2000: Original ESB MACC Master Plan by Casabella Architects + Del Campo & Maru Joint Venture with Teodoro Gonzales de Leon
- 2004: Rainey Street District upzoned from SF/MF zoning to CBD Zoning
- 2007: Phase I of ESB MACC completed
- 2015: Acquisition of 58 & 64 Rainey Street to ESB MACC complex
- 2017: Development of new Master Plan for ESB MACC and newly acquired parkland at entryway.



ESB MACC Master Plan Scope of Work



- Plan will address:
 - Buildings, Programming and Phasing
 - Plaza improvements
 - Circulation
 - Integration of Waterfront
 - Utilities
 - Landscaping Plan
- Design of new parkland & “La Gran Entrada”
- Funding source: City lease at 58 & 64 Rainey Street provides funding for master plan and design of park improvements*

* 58 and 64 Rainey will be dedicated as parkland when lease ends approximately July, 2018.



Project planning area



Project area:

- Includes parkland adjacent to Waller Creek and Lady Bird
- Extends east along River Street to East Avenue ensures entrance highlights ESB MACC



PARD & Capital Contracting Recommendation to Council

Item language:

Authorize negotiation and execution of a professional services agreement with JAIME BEAMAN AIA, INC./CASABELLA ARCHITECTS to provide design and planning services for the Emma S. Barrientos Mexican American Cultural Center in an amount not to exceed \$360,000.





Justification for request for exemption from the city's professional services solicitation requirements

- CasaBella Architects were selected as the lead firm through a previous Qualifications-Based Selection (QBS) solicitation process in the development of the original ESB MACC master plan in 2000.
- CasaBella Architects has demonstrated qualifications, expertise, experience and in depth knowledge of the ESB MACC's planning history, design and community engagement.
- Given extensive history with project, a contract with CasaBella Architects is in the best business interest of the city.





Procurement of Design Services: Timeline going forward

- Oct. 5, 2016: PARD presents Recommendation to Council (RCA) to ESB MACC Board
 - Oct. 11, 2016: PARD presents RCA to Contract and Concessions Committee of Parks and Recreation Board (PARB)
 - Oct. 25, 2016: PARD presents RCA to PARB
 - Dec. 1, 2016: RCA to City Council
 - Dec. 1-31, 2016: Assuming approval from City Council, the city will negotiate and execute contract with CasaBella Architects
 - 2017: ESB MACC Master Plan process
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