



Emma S. Barrientos

Mexican American Cultural Center

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

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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.





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- 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.



Proposed project planning area



Proposed project area:

- Includes parkland adjacent to Waller Creek and Lady Bird Lake (in consultation/partnerships with Waller Creek Conservancy and The Trail Foundation)
- Extends east along River Street to East Avenue to ensure entrance highlights ESB MACC (in partnership/ consultation with Austin Transportation Dept. and Urban Design Division)
- The ESB MACC and proposed planning area is within the boundaries of the Waller Creek District, which is managed by the Waller Creek Local Government Corporation. PARD will work closely with the LGC to ensure coordination of all improvements.



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.





Summary of board and committee actions to date

- Oct. 5, 2016: ESB-MACC Board
 - Be it resolved that the Mexican American Cultural Center Advisory Board recommends Austin City Council to authorize negotiation and execution of a professional services agreement with Jaime Beaman, AIA, Inc. and CASABELLA Architects to provide design and planning services for the Emma Barrientos Mexican American Cultural Center in an amount not to exceed \$360,000. Record of the vote: Unanimous on a 6-0 vote, Members Tijerina, Powers, and Cerda-Prazak was off the dais.
- Oct. 11, 2016: Contract and Concessions Committee of the Parks and Recreation Board
 - Committee Member Cofer made a motion to recommend to the Parks and Recreation Board to recommend to the City Council the authorization of the negotiation and execution of a professional services agreement with Jaime Beaman AIA, INC./ Casabella Architects in an amount not to exceed \$360,000. It was further motioned to recommend including parking plan, addressing site and facility security, bathroom allocation, financing, and management structures in the Scope of Work. Committee Member DePalma seconded the motion. The motion carried on a vote of 4-0-0 with Committee Member Luca absent. The item is to be placed on the consent agenda of the Parks and Recreation Board meeting.



Procurement of Design Services:



Timeline going forward

- Oct. 5, 2016: ESB MACC Board recommends support of item to City Council
- Oct. 11, 2016: PARB Contract and Concessions Committee recommends support of item to PARB
 - Motion includes additions to Scope of Work related to security needs, exterior restroom allocation and need for financing plan to leverage public/private partnerships; PARD concurs and will add.
- Oct. 25, 2016: PARD presents RCA to PARB
- Dec. 1, 2016: RCA presented 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

