

## PRESENTATION TO BOARDS AND COMMISSIONS MARCH through MAY 2018



To view the draft master plan report, visit:  
<http://www.austintexas.gov/departament/emma-s-barrientos-mexican-american-cultural-center-master-plan>





The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.



- 2000: Original ESB-MACC Master Plan by Casabella Architects + Del Campo & Maru Joint Venture with Teodoro Gonzáles de León
- 2004: Rainey Street District rezoned 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
- 2017-18: Development of new Master Plan for ESB-MACC and newly acquired parkland at entryway.

# Goals and Objectives

- Create awareness and educate the community of the development of the ESB-MACC Master Plan, the public input needed, and the design process.
- Present information in a manner that overcame language barriers and was culturally sensitive.
- Provide a variety of means for public participation that were accessible in terms of location and time so that certain individuals or groups were not precluded from participating in the process.
- Gain substantive insights from the public input process that established a common vision for the ESB-MACC, and informed the design team's approach to the update.

## Project Timeline:



# Public Outreach Summary

## Phase 1 Existing Conditions and Programming May 2017 – Sept. 2017

**June 17 Public Open House**

- Over 80 Participants
- 3 stations with comment boards
- Guided Tours of Center

**Surveys**

- 289 Respondents

**4 Focus Groups**

- Over 20 Participants
- Current and former ESB-MACC Advisory Board members, Arts and Cultural Community, Waller Creek Conservancy, Trail Foundation, Rainey Neighborhood and Business Associations

## Phase 2 Presentation of Design Concepts Oct. 2017 – Dec. 2017

**Oct. 7 Public Open House**

- Over 60 Participants

**4 Focus Groups**

- 27 Participants
- Cultural groups, performing and visual artists

**Questionnaire**

- 46 Respondents

## Phase 3 Presentation of Master Plan Design Jan. 2018 – Feb. 2018

**Jan. 20 Public Open House**

- Over 45 Participants

**1 Focus Group**

- 19 Participants
- Theater Arts

**Questionnaire**

- 59 Respondents (currently open through Feb 15.)

# Public Outreach Summary



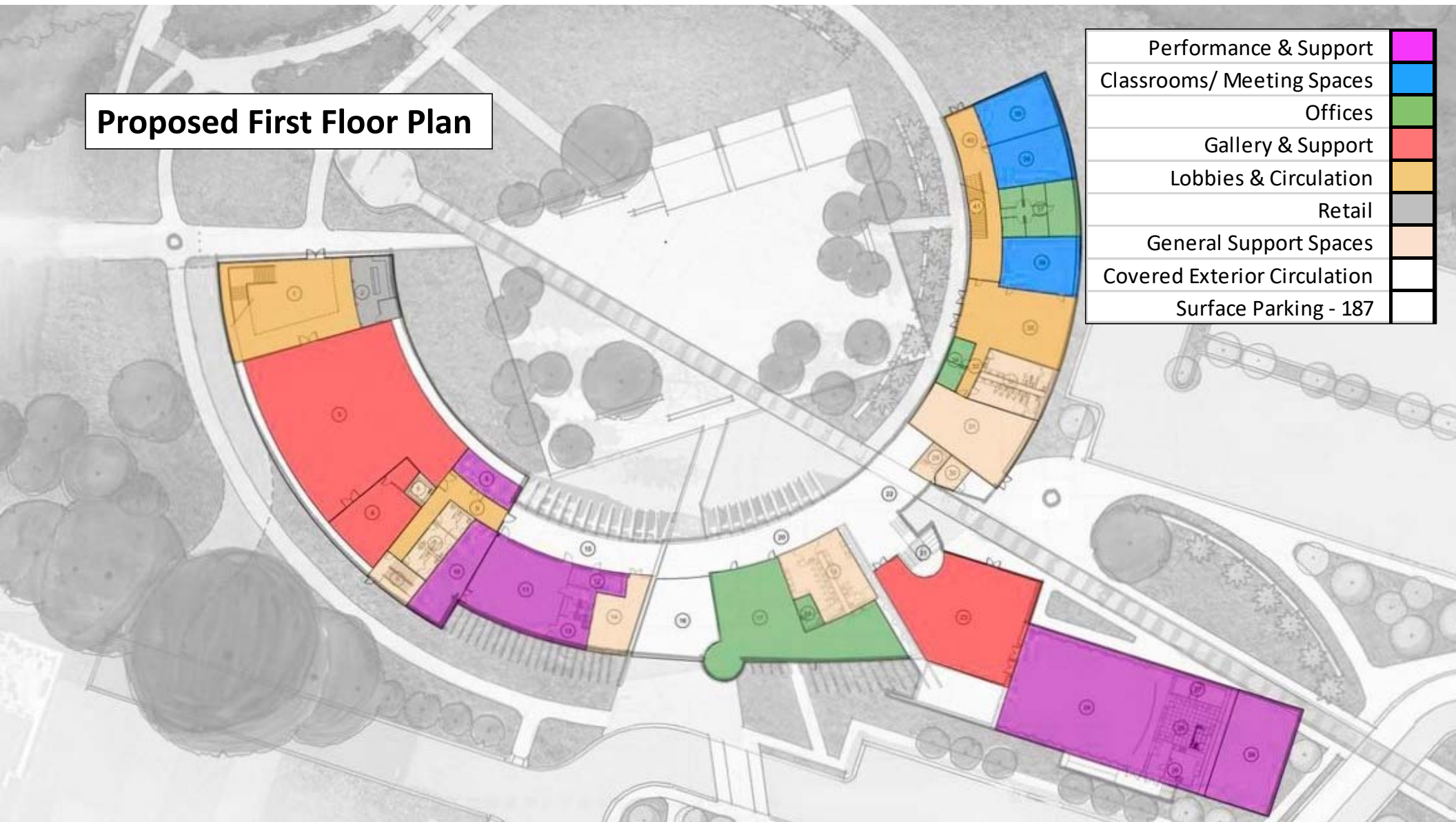
[Event Attendance](#) | [Project Website](#) | [Survey/Questionnaire](#)





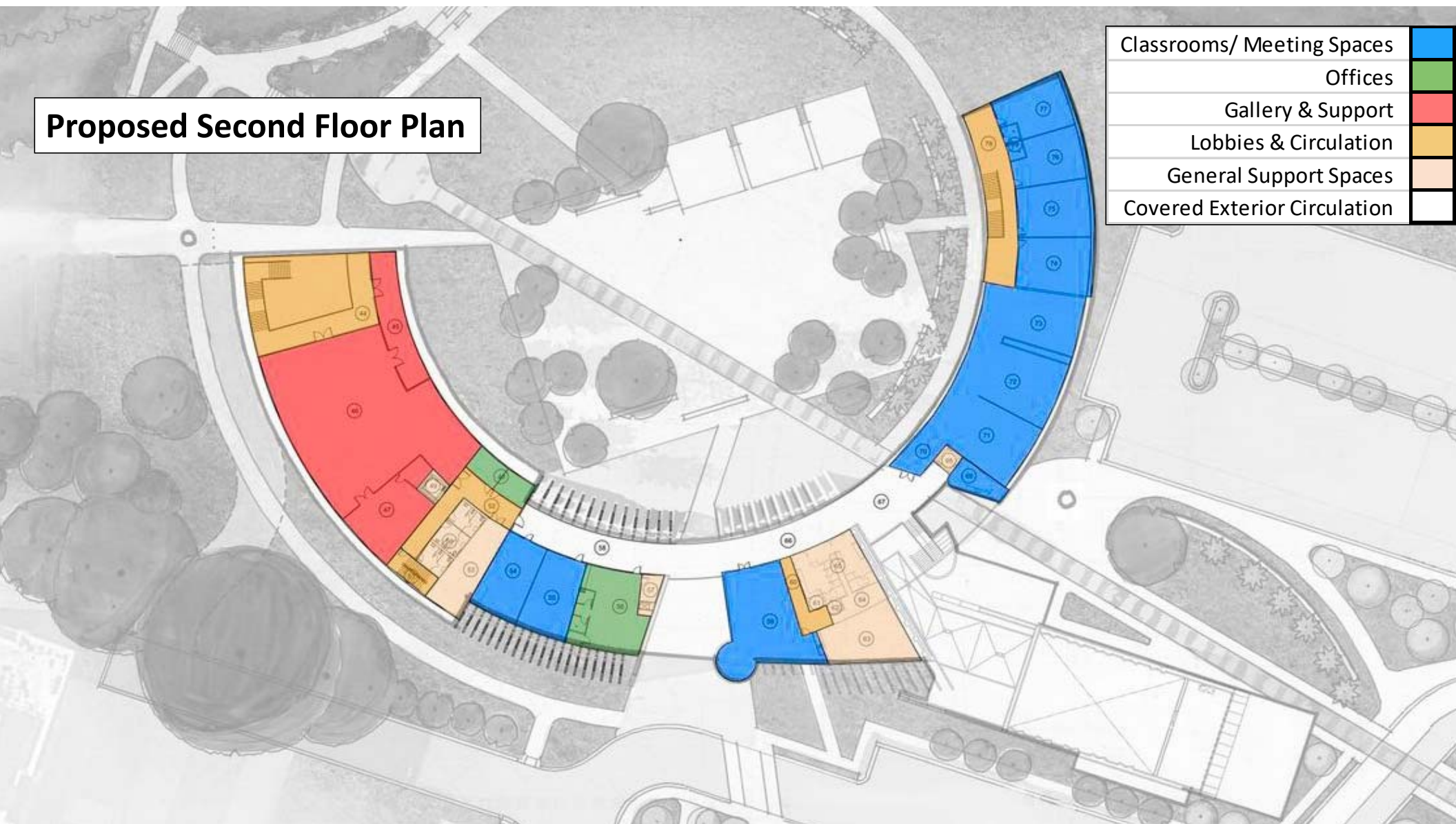
# Proposed First Floor Plan

Performance & Support	
Classrooms/ Meeting Spaces	
Offices	
Gallery & Support	
Lobbies & Circulation	
Retail	
General Support Spaces	
Covered Exterior Circulation	
Surface Parking - 187	



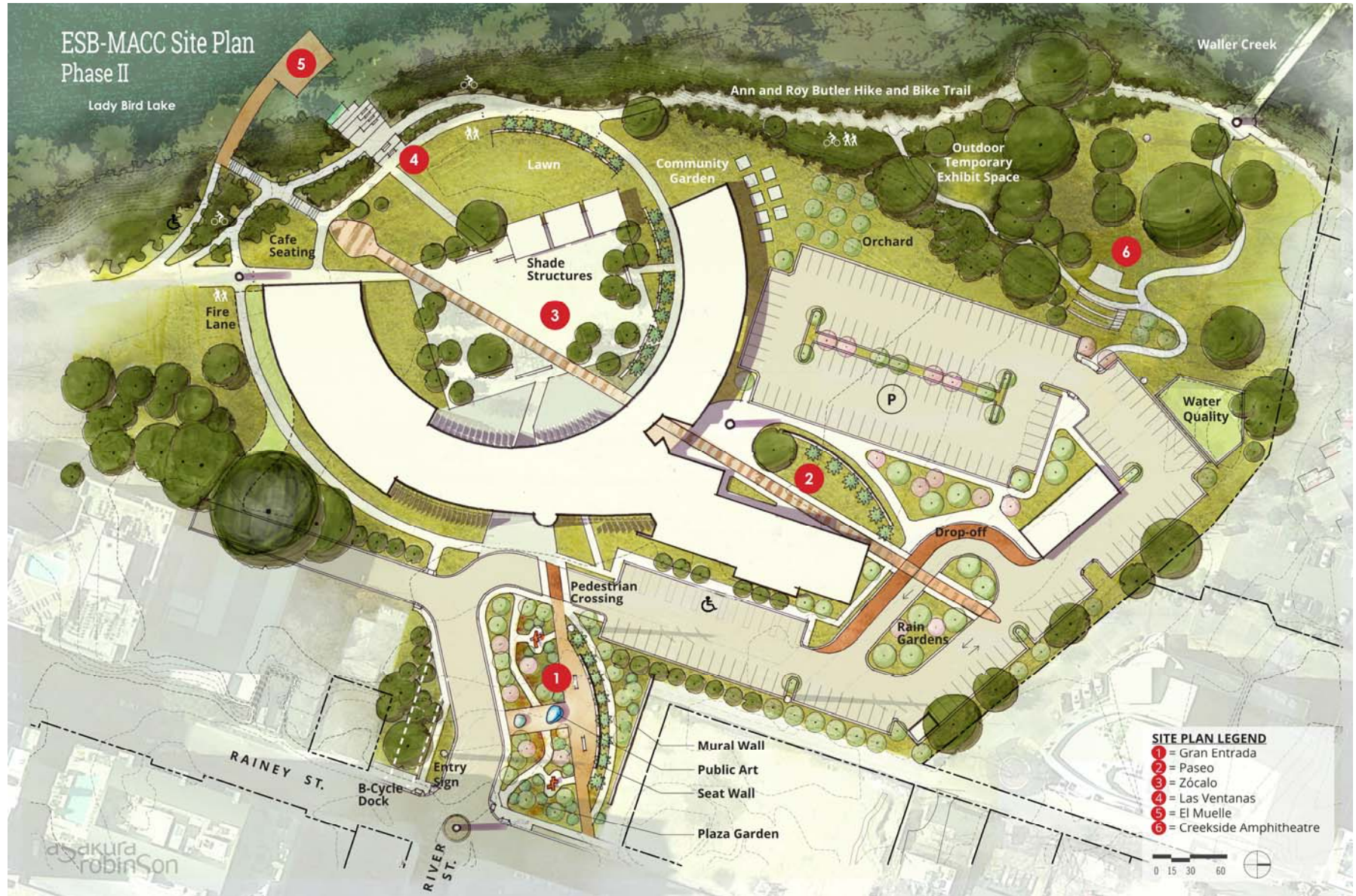
## Proposed Second Floor Plan

Classrooms/ Meeting Spaces	Blue
Offices	Green
Gallery & Support	Red
Lobbies & Circulation	Orange
General Support Spaces	Light Orange
Covered Exterior Circulation	White





# ESB-MACC Site Plan Phase II



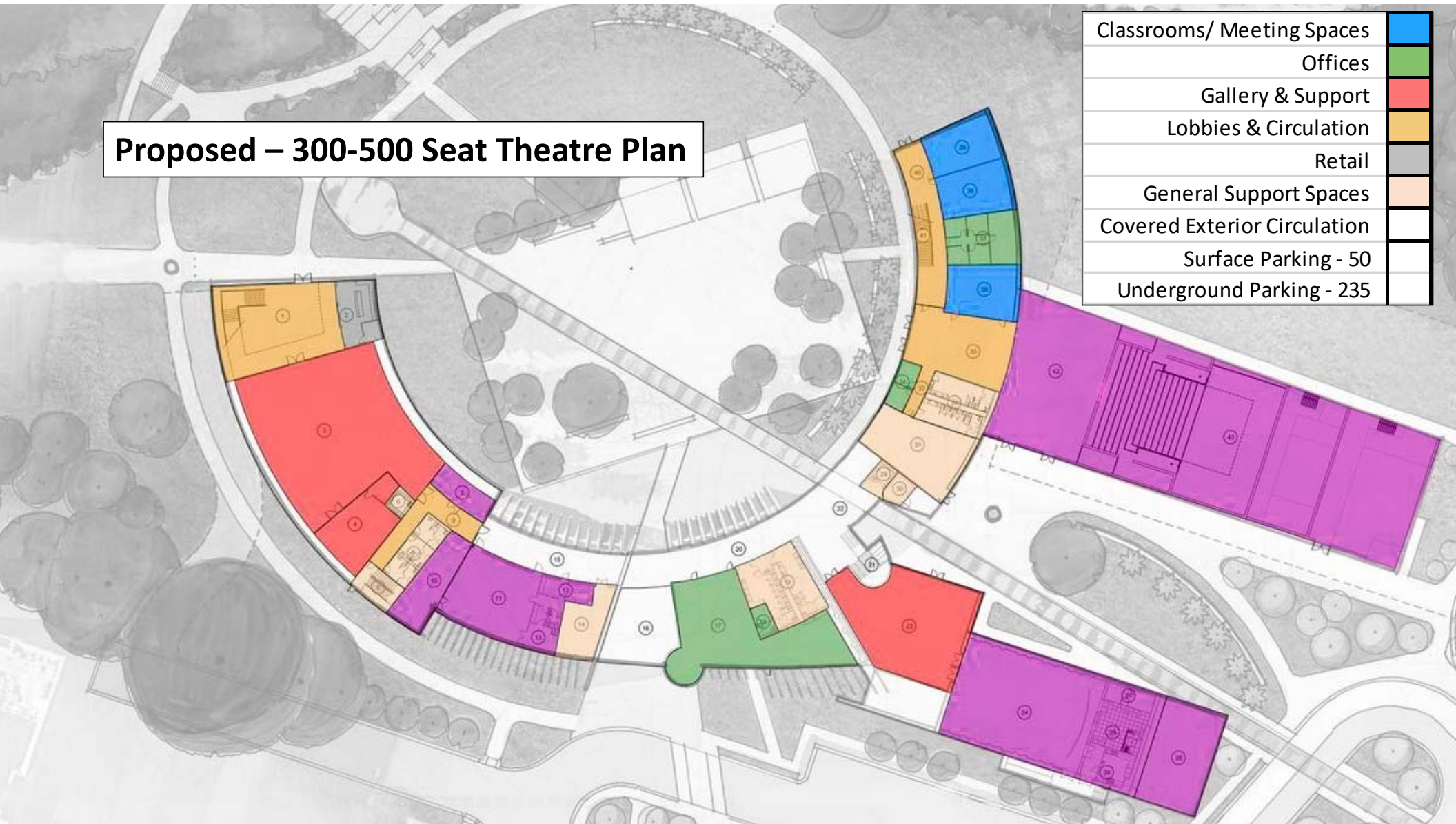
## SITE PLAN LEGEND

- 1 = Gran Entrada
- 2 = Paseo
- 3 = Zócalo
- 4 = Las Ventanas
- 5 = El Muelle
- 6 = Creekside Amphitheatre



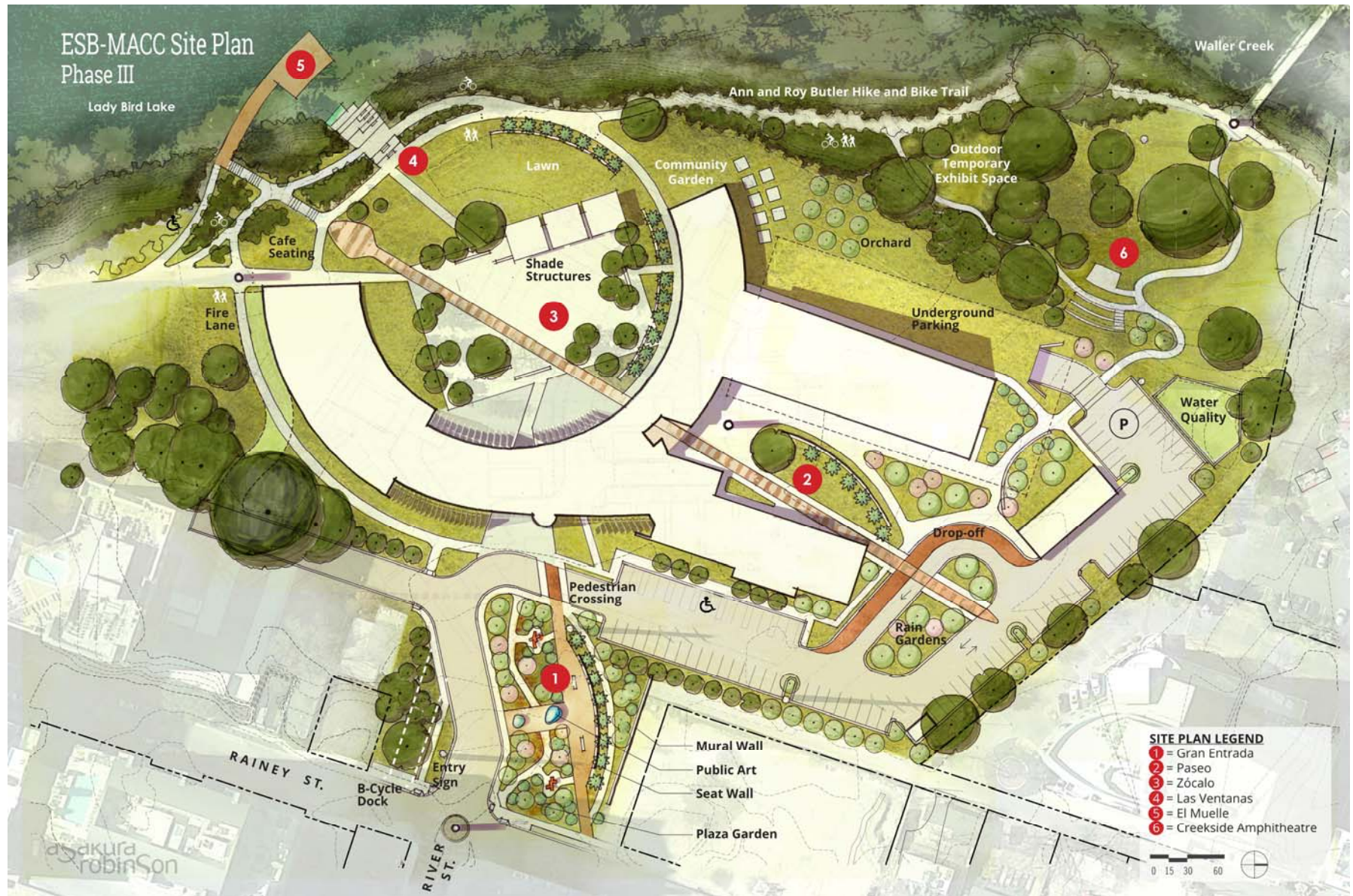
# Proposed – 300-500 Seat Theatre Plan

Classrooms/ Meeting Spaces	Blue
Offices	Green
Gallery & Support	Red
Lobbies & Circulation	Orange
Retail	Grey
General Support Spaces	Purple
Covered Exterior Circulation	White
Surface Parking - 50	White
Underground Parking - 235	White





# ESB-MACC Site Plan Phase III







By Baron Wilson





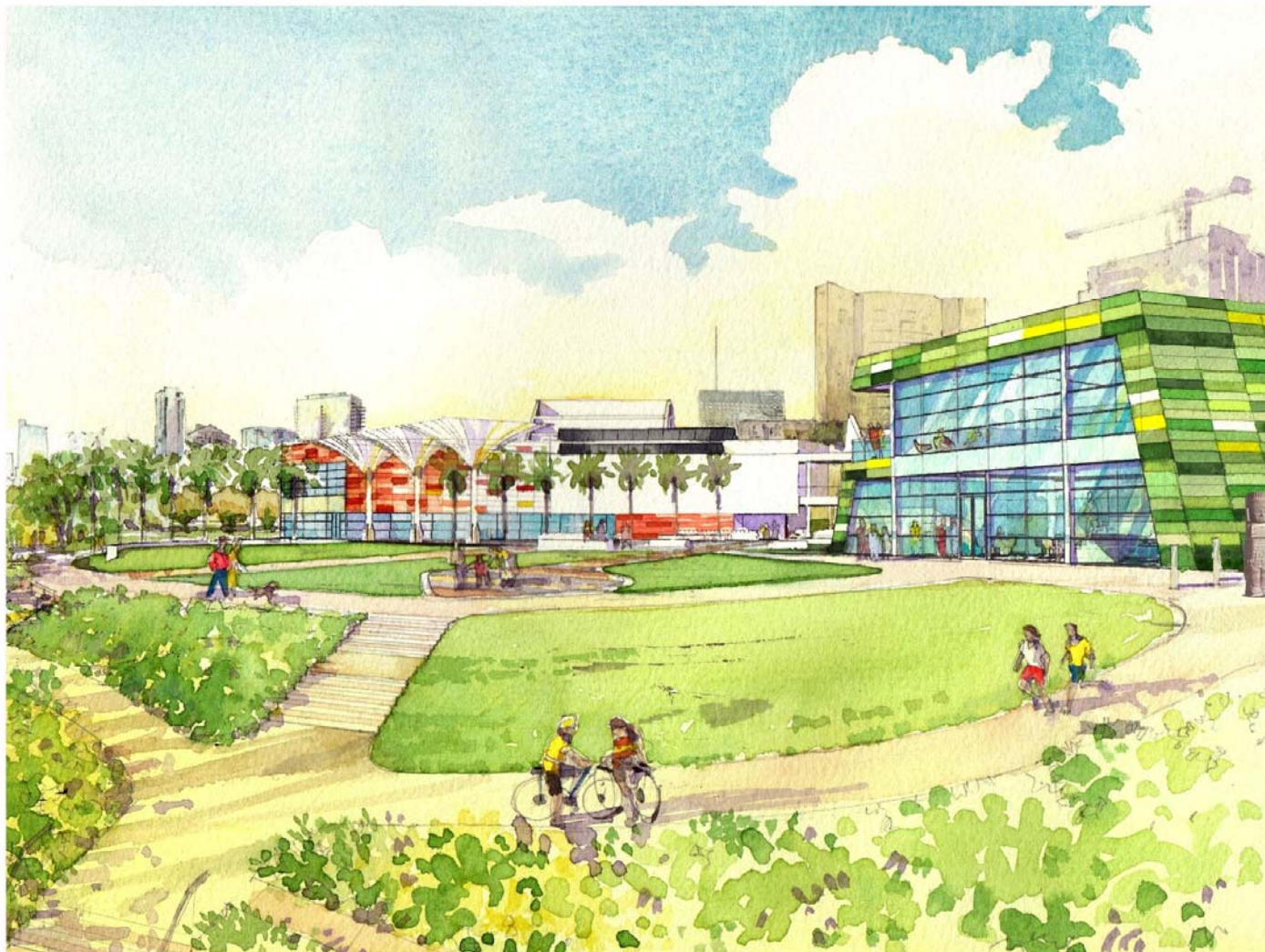
By Baron Wilson





By Baron Wilson





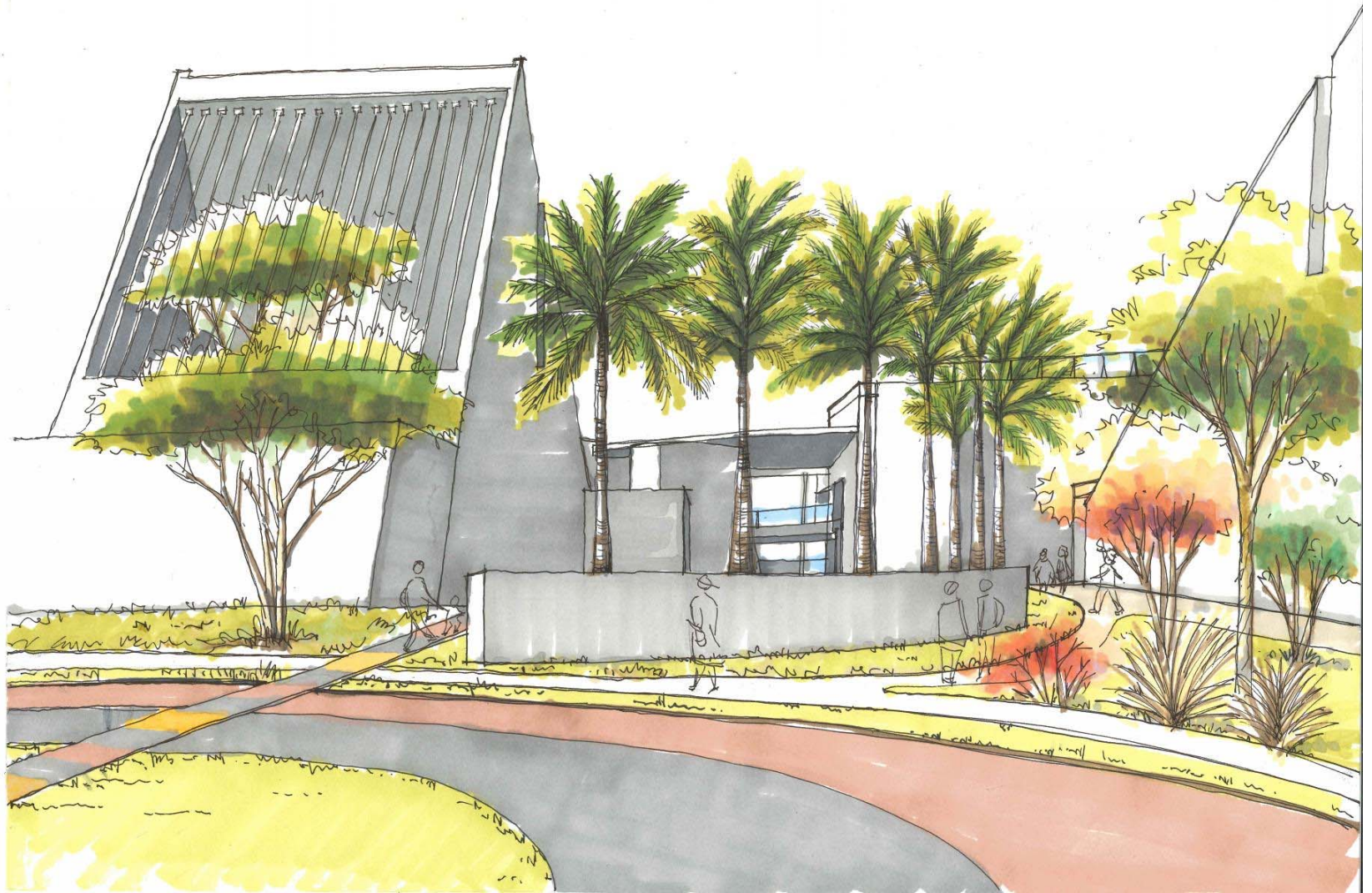
By Baron Wilson





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# QUESTIONS?



By Baron Wilson