



PRESENTATION OF MACC MASTER PLAN

2nd PUBLIC MEETING - October 7, 2017



CasaBella
ARCHITECTS

asakura
robinson

UDG
Urban Design Group

CULTURAL
STRATEGIES





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.

“Goals”

1. Draw more of the community at large into the ESB-MACC
2. Meet present and future needs
3. Improve existing spaces to meet current needs
4. Create phasing plan to meet differing funding options

“Use the Plaza for more events and activities - welcome people in and connect to the waterfront more. Recognize that the front door opens to the lake.”



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Public Comments Received

On-Line Survey

- 280+ respondents

7 Focus Groups

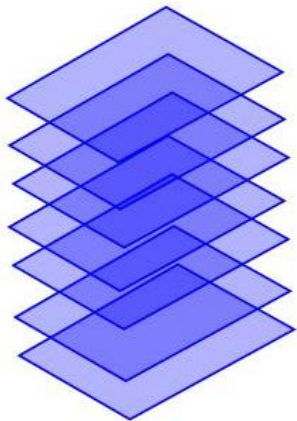
Public Open House

- June 17th, 2017

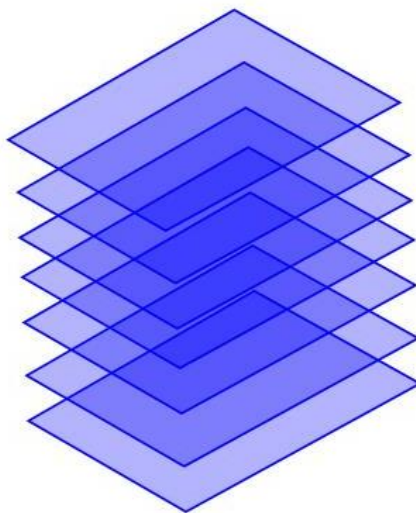
Most Important Planning Issues

- MORE CLASSROOMS/STUDIOS
- ACCESS AND VIEWS TO LADY BIRD LAKE
- MORE GALLERY SPACE
- SHADE STRUCTURES AT ZOCALO
- LA GRAN ENTRADA
- LARGE THEATER
- ADEQUATE PARKING
- CAFÉ
- OUTDOOR AMPITHEATER
- TEACHING INDUSTRIAL KITCHEN

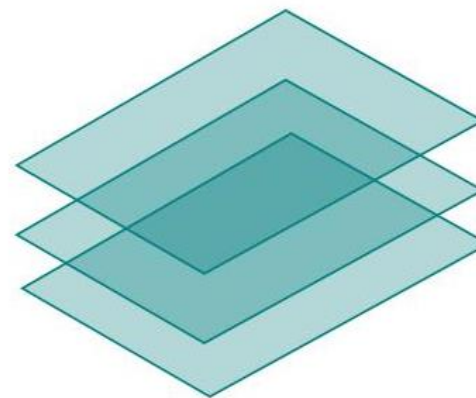
Classrooms



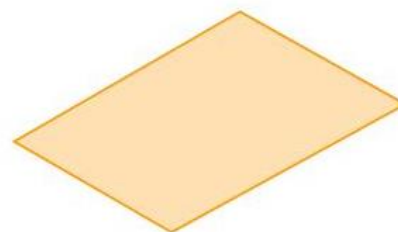
Existing Classrooms & Meeting Rooms
4,626 s.f.



New Classrooms & Meeting Rooms
5,740 s.f.



New Workshops
(Former Gallery)
2,640 s.f.

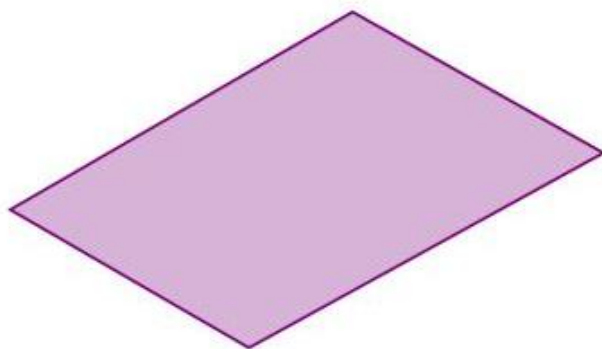


New Industrial Kitchen - 790 s.f.

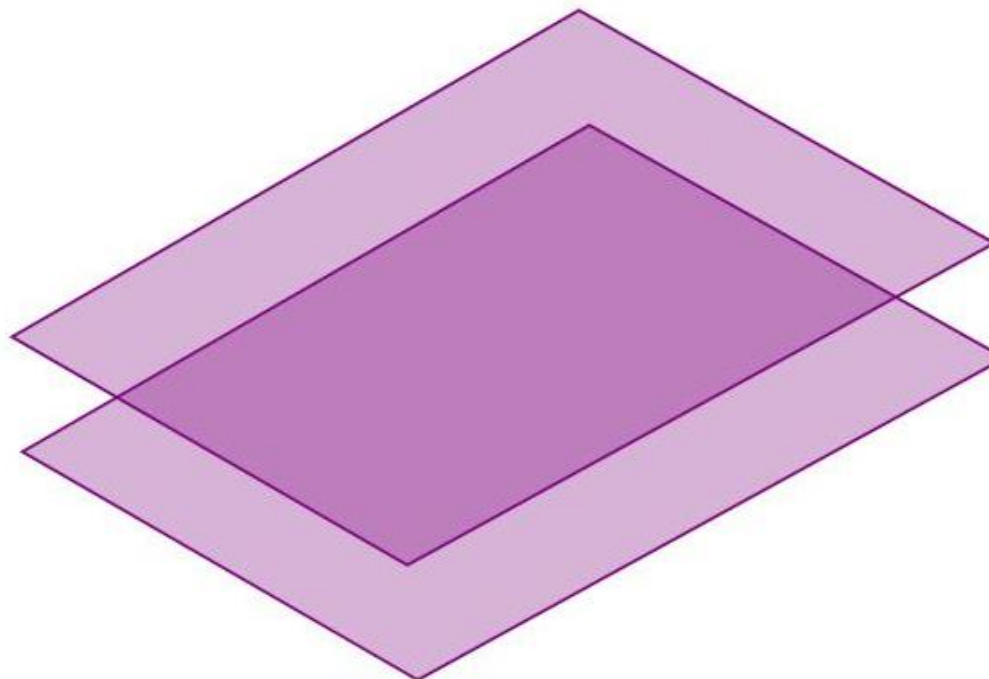
NEW TOTAL – 9,170 s.f.

AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE

Gallery



Existing Galleries
4,629 s.f.

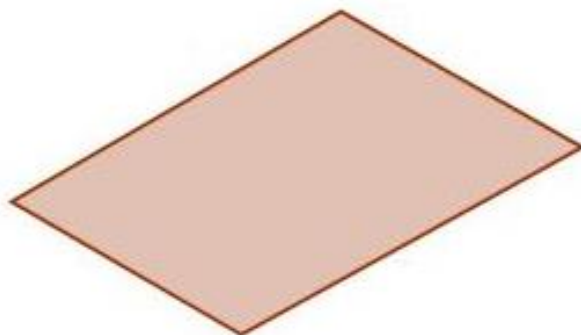


New Galleries and Support Spaces
17,550 s.f.

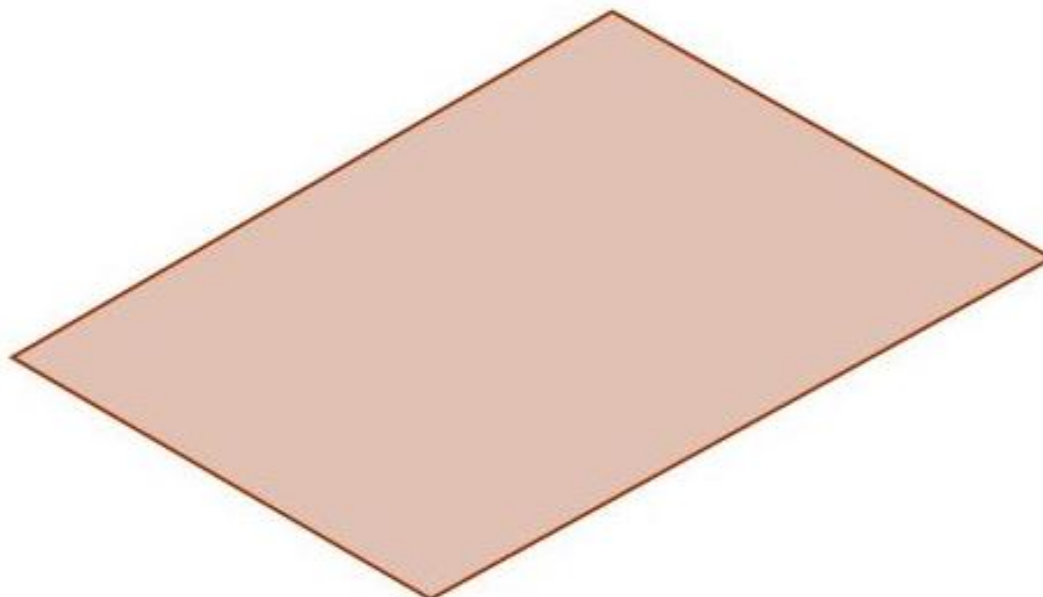
AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE

NEW TOTAL – 17,550 s.f.

Office Space



Existing Offices
899 s.f.

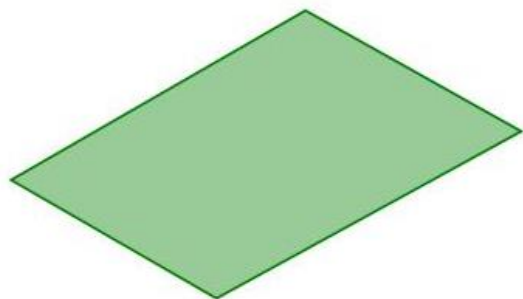


New Offices
6,100 s.f.

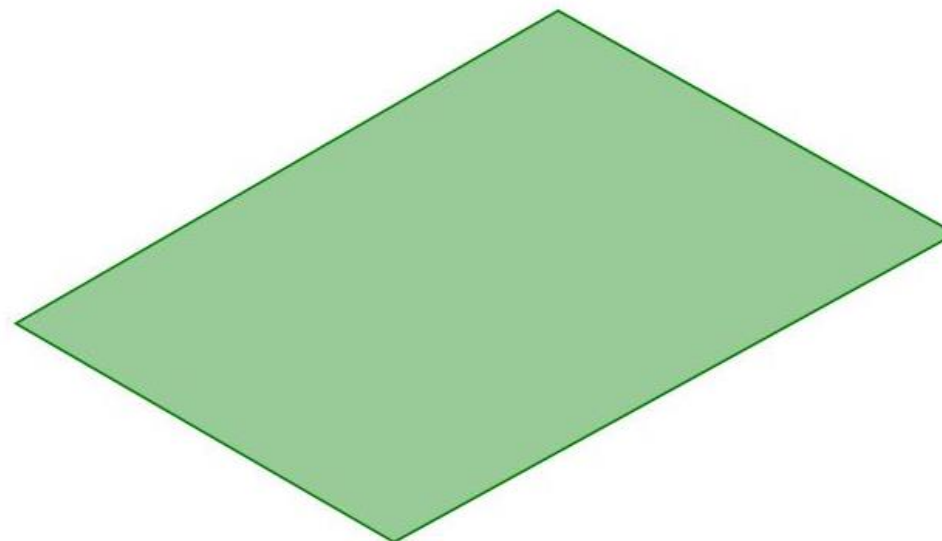
AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE

NEW TOTAL – 6,100 s.f.

Theatre/Grand Hall



Existing Theatre & Lobby
3,500 s.f.



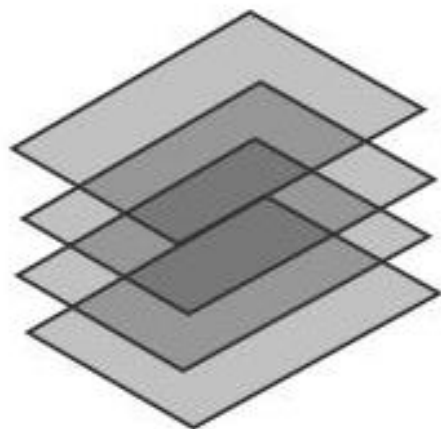
New 1,000 Person Grand
Hall & Lobby
18,400 s.f.

Based on feedback from 10/7/17 public meeting, the master plan team will further explore options for Phase III that addresses the need for dedicated theater/performing arts space.

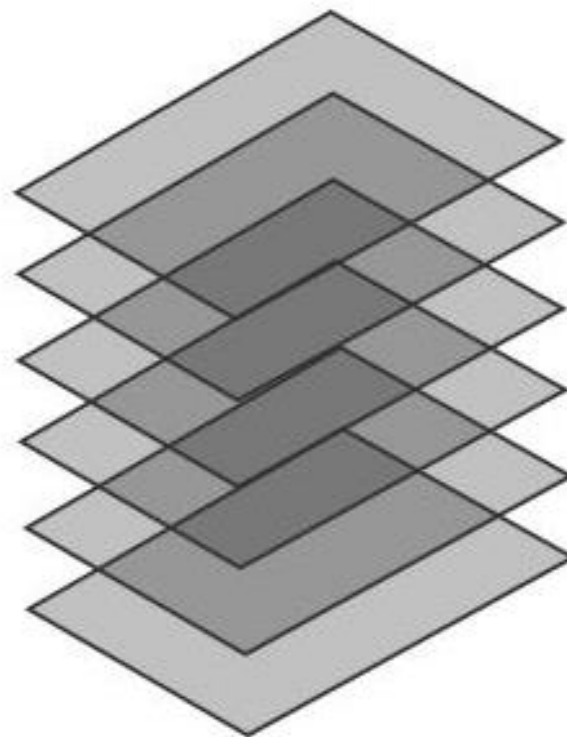
AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE

NEW TOTAL – 18,400 s.f.

Storage



Existing Storage
1,738 s.f.

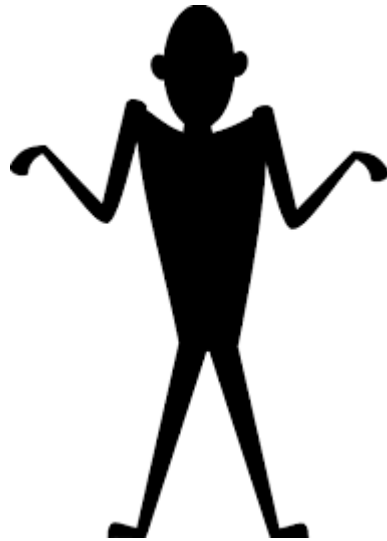


New Storage
3,660 s.f.

AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE

NEW TOTAL – 3,660 s.f.

Café/Gift Shop



No Existing Café



New Café/Seating and Gift Shop
3,320 s.f.

AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE

NEW TOTAL – 3,320 s.f.



ESB-MACC 1st Floor Existing



- FIRST FLOOR PLAN LEGEND**
- 1 = Black Box Theater_1,461 s.f.
 - 2 = Dressing Room_217 s.f.
 - 3 = Black Box Support_385 s.f.
 - 4 = Mechanical Room_577 s.f.
 - 5 = Carlos Pineda Visual Arts Room 822 s.f.
 - 6 = Main Office_381 s.f.
 - 7 = Director's Office_147 s.f.
 - 8 = Closet_76 s.f.
 - 9 = Raul Salinas Room_803 s.f.
 - 10 = Restrooms_1,009 s.f.
 - 11 = Support_112 s.f.
 - 12 = Community Gallery_1,344 s.f.
 - 13 = Auditorium_3,127 s.f.
 - 14 = Dressing Room_489 s.f.
 - 15 = Kitchen_226 s.f.
 - 16 = Support_183 s.f.
 - 17 = Elevator Room
 - 18 = Elevator
 - 19 = Storage_254 s.f.
 - 20 = Concessions_159 s.f.
 - 21 = Maintenance_626 s.f.

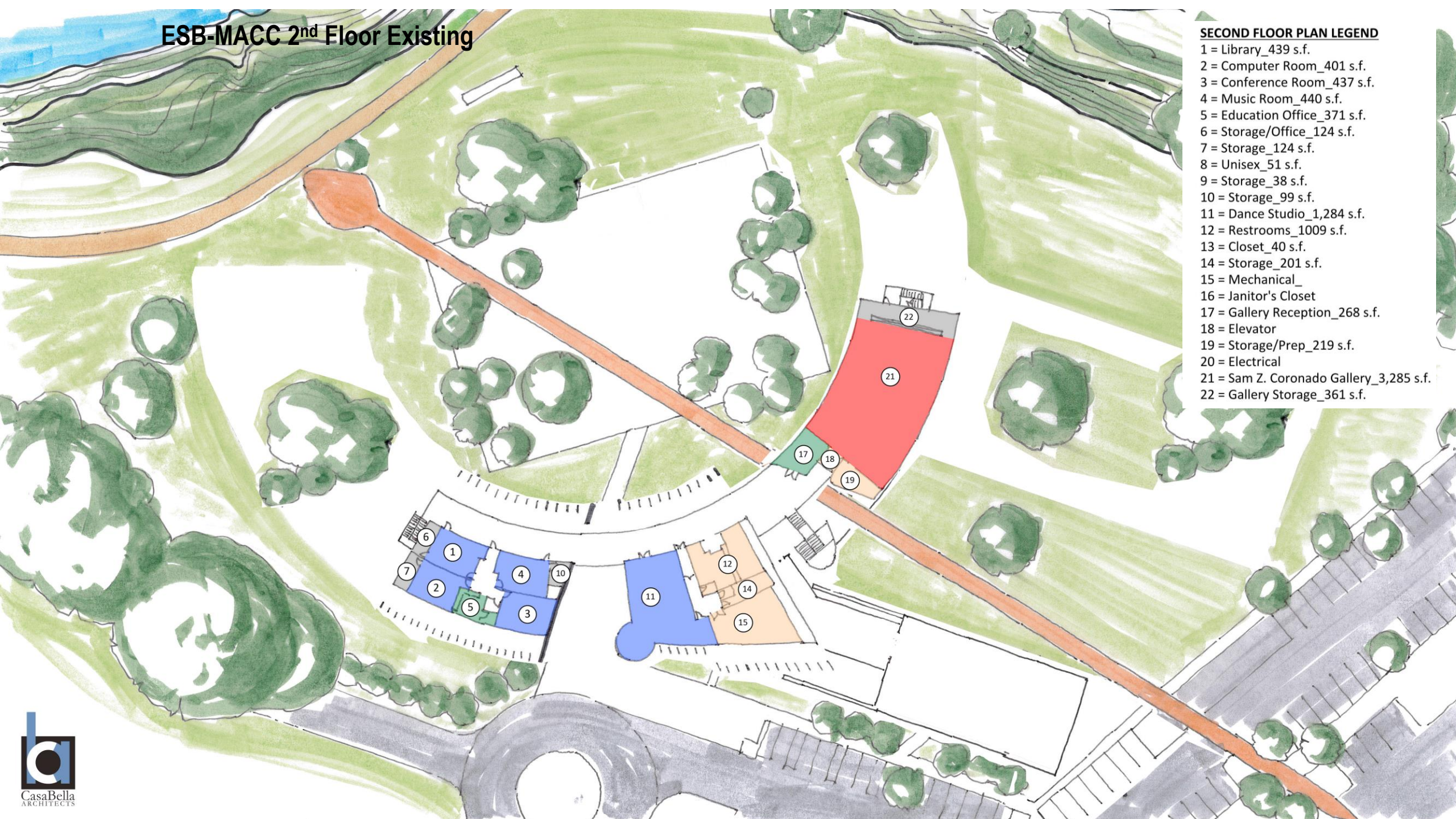
ESB-MACC 1st Floor Master Plan

FIRST FLOOR PLAN LEGEND

- 1 = Classroom 1_660 s.f.
- 2 = Classroom 2_660 s.f.
- 3 = Industrial Kitchen_790 s.f.
- 4 = Theater Lobby_3,250 s.f.
- 5 = Theater/Hall
- 6 = Mech/Storage_2,160 s.f.
- 7 = Community Gallery_2,650 s.f.
- 8 = Auditorium_3,127 s.f.
- 9 = Dressing Room_803 s.f.
- 10 = Back of House_1,500 s.f.
- 11 = Office Suite_2,600 s.f.
- 12 = Storage_750 s.f.
- 13 = Gallery Lobby_1,300 s.f.
- 14 = Gallery Prep_950 s.f.
- 15 = Gallery_5,200 s.f.
- 16 = Cafe_2,500 s.f.
- 17 = Shade Structures



ESB-MACC 2nd Floor Existing



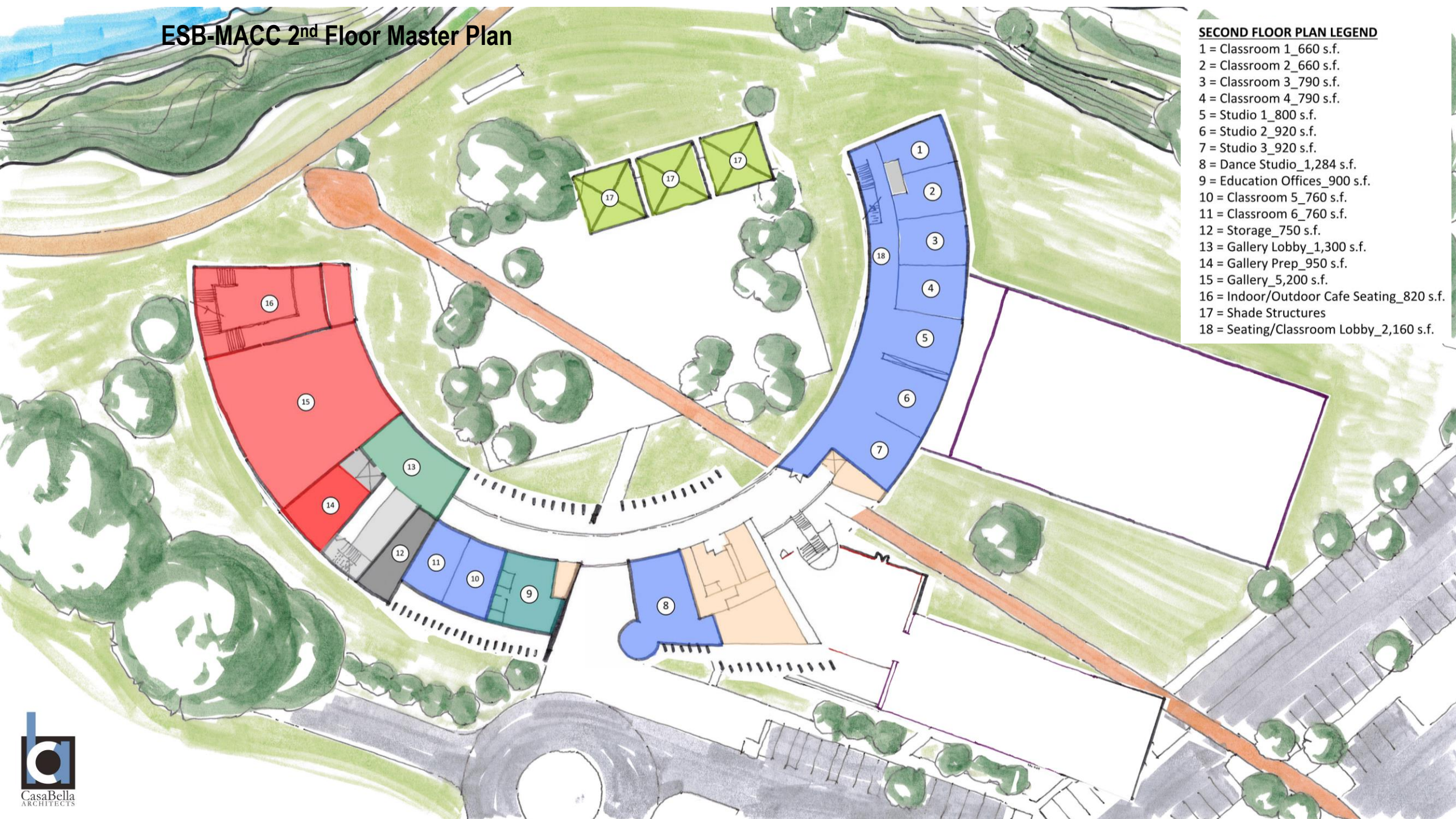
SECOND FLOOR PLAN LEGEND

- 1 = Library_439 s.f.
- 2 = Computer Room_401 s.f.
- 3 = Conference Room_437 s.f.
- 4 = Music Room_440 s.f.
- 5 = Education Office_371 s.f.
- 6 = Storage/Office_124 s.f.
- 7 = Storage_124 s.f.
- 8 = Unisex_51 s.f.
- 9 = Storage_38 s.f.
- 10 = Storage_99 s.f.
- 11 = Dance Studio_1,284 s.f.
- 12 = Restrooms_1009 s.f.
- 13 = Closet_40 s.f.
- 14 = Storage_201 s.f.
- 15 = Mechanical_
- 16 = Janitor's Closet
- 17 = Gallery Reception_268 s.f.
- 18 = Elevator
- 19 = Storage/Prep_219 s.f.
- 20 = Electrical
- 21 = Sam Z. Coronado Gallery_3,285 s.f.
- 22 = Gallery Storage_361 s.f.

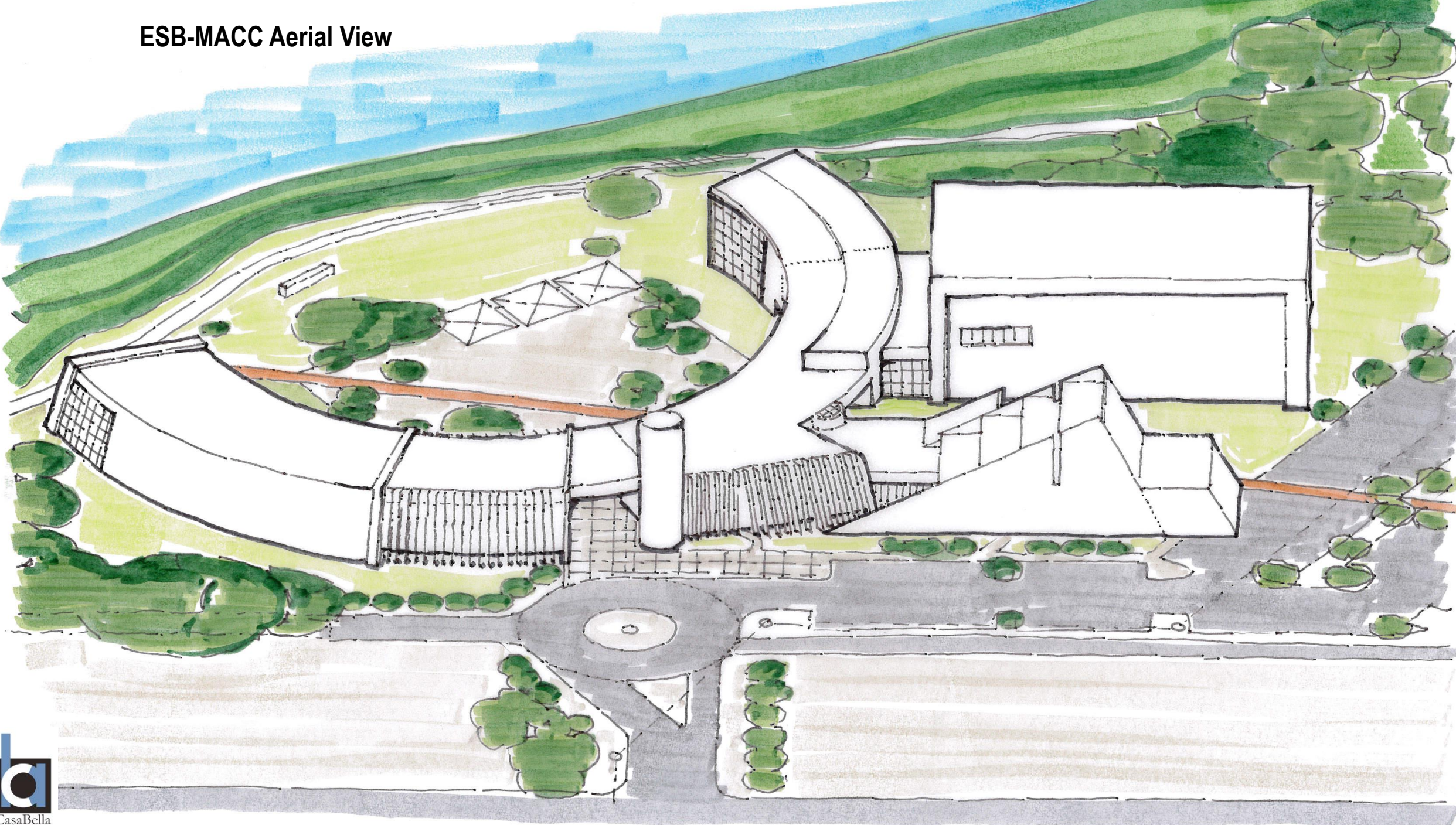
ESB-MACC 2nd Floor Master Plan

SECOND FLOOR PLAN LEGEND

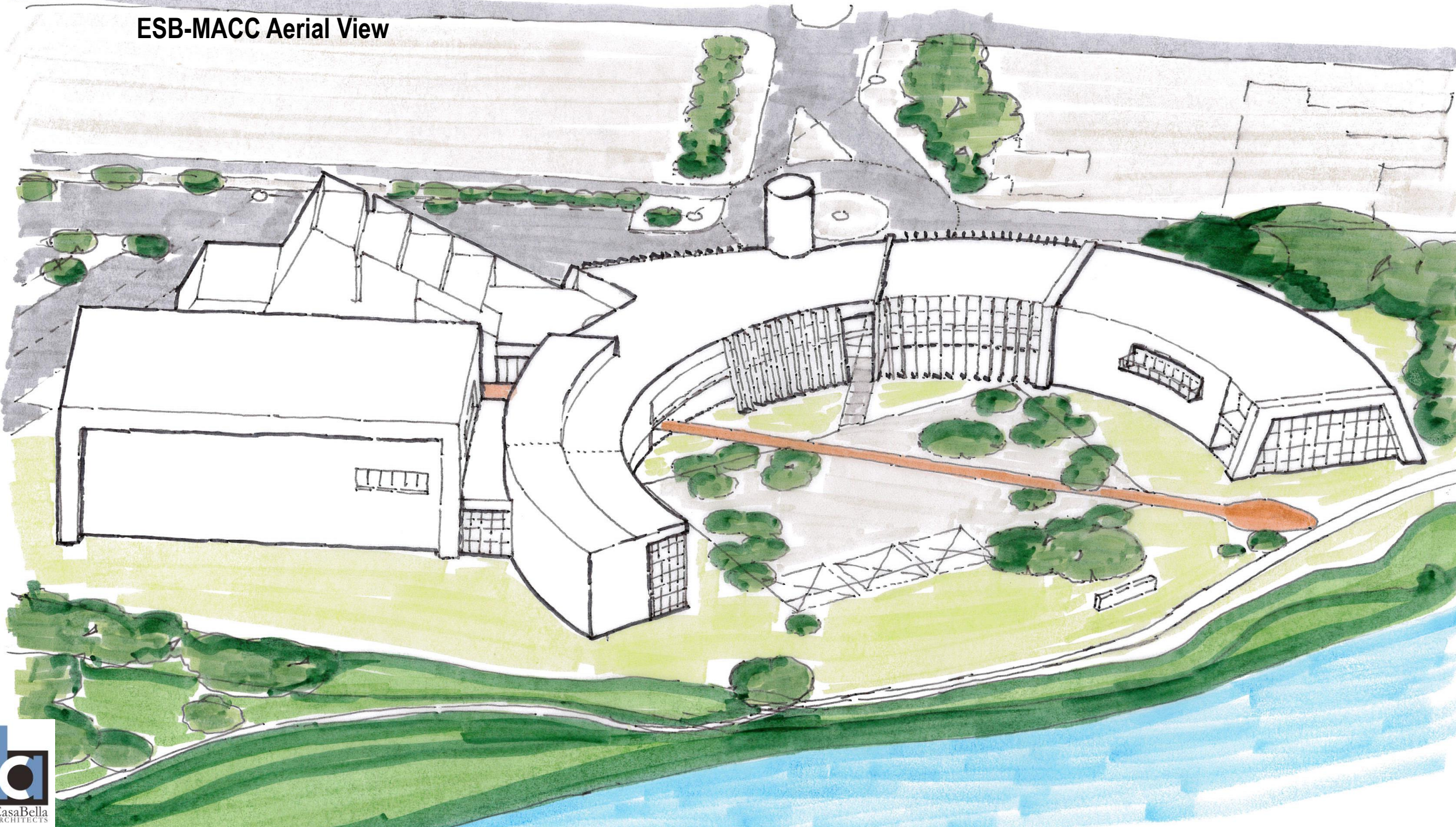
- 1 = Classroom 1_660 s.f.
- 2 = Classroom 2_660 s.f.
- 3 = Classroom 3_790 s.f.
- 4 = Classroom 4_790 s.f.
- 5 = Studio 1_800 s.f.
- 6 = Studio 2_920 s.f.
- 7 = Studio 3_920 s.f.
- 8 = Dance Studio_1,284 s.f.
- 9 = Education Offices_900 s.f.
- 10 = Classroom 5_760 s.f.
- 11 = Classroom 6_760 s.f.
- 12 = Storage_750 s.f.
- 13 = Gallery Lobby_1,300 s.f.
- 14 = Gallery Prep_950 s.f.
- 15 = Gallery_5,200 s.f.
- 16 = Indoor/Outdoor Cafe Seating_820 s.f.
- 17 = Shade Structures
- 18 = Seating/Classroom Lobby_2,160 s.f.



ESB-MACC Aerial View



ESB-MACC Aerial View



ESB-MACC Site Plan

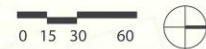
Lady Bird Lake

Waller Creek



SITE PLAN LEGEND

- 1 = Gran Entrada
- 2 = Paseo
- 3 = Zócalo
- 4 = Las Ventanas
- 5 = El Muelle
- 6 = Creekside Amphitheatre
- 7 = Sculpture Garden
- 8 = Entry Monument Sign
- 9 = Food Truck Court
- 10 = Cafe Outdoor Seating



GRAN ENTRADA



Quiet Garden

Existing Trees

RAINEY ST.

RIVER ST.

Main Entrance

Sculptures

Plaza Garden

Monument Sign

Sculptures

Seating Area

Fountain

Ornamental Trees
Ornamental Chervon Walls



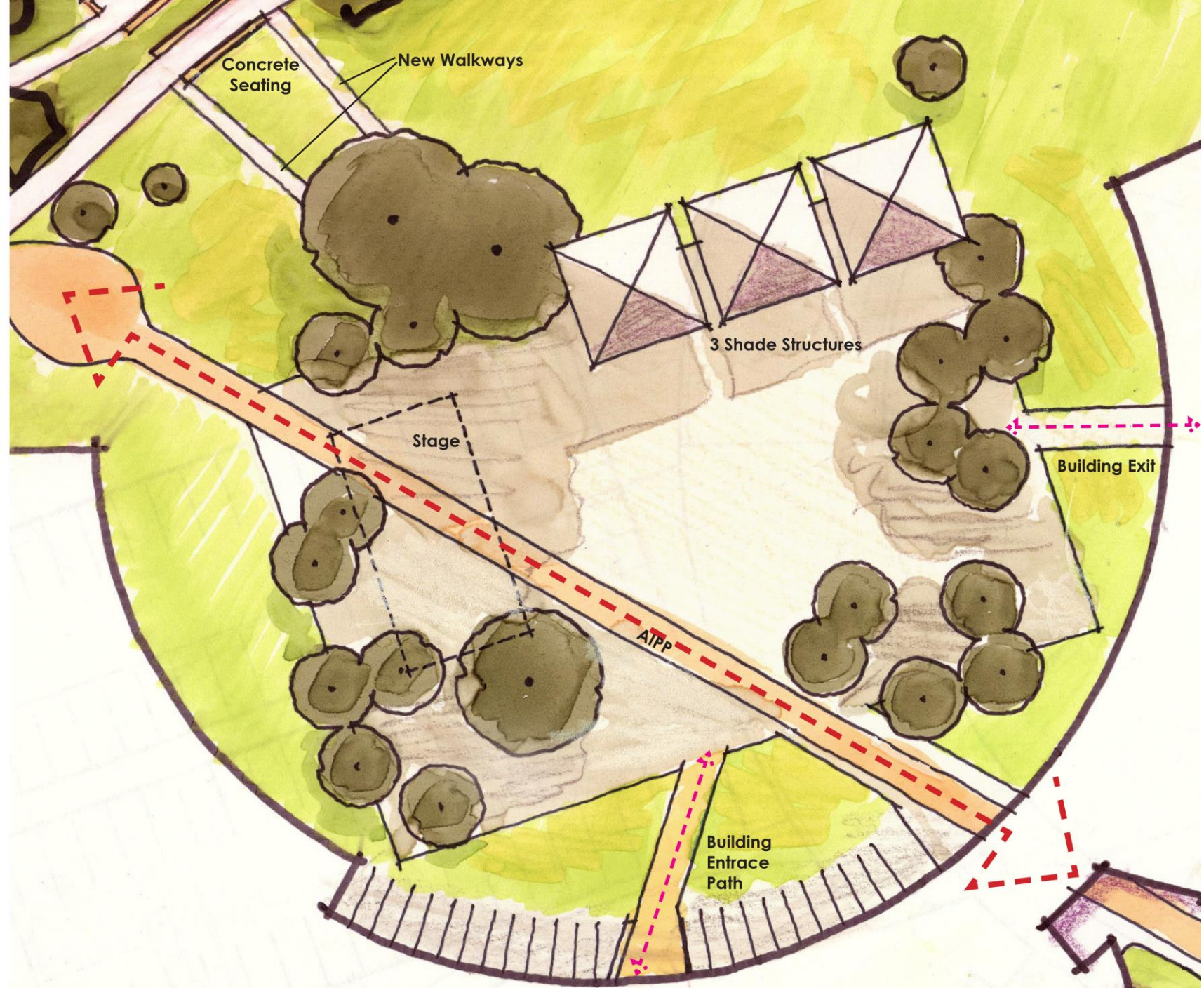
PASEO



LAS VENTANAS / EL MULLE



ZÓCALO





**Join us December 2, 2017 for 3rd and
Final Public Meeting**



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