DRAFT Scope of Work

ESB-MACC Master Plan Update

April 4, 2016

Project Scope, Objective and Business Justification:

The original Mexican American Cultural Center (MACC) Master Plan was developed in 2000 and outlines three phases of work. The design team comprised CasaBella Architects and its joint venture partner, Del Campo & Maru, in association with Mexican architect Teodora Gonzalez de Leon. The team provided master planning services for the three phases of development of the MACC with detailed construction drawings for the first phase. The site was renamed the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) in 2011 in honor of one of the community activists who fought for the MACC and the now deceased wife of former Texas Representative Gonzalo Barrientos.

Since developing the 2000 MACC Master Plan, there have been several developments that necessitate an update of the master plan prior to moving forward with subsequent design phases. Following is a summary of the major developments and considerations that will be taken into account:

1. When the ESB-MACC Master Plan was developed in 2000, the surrounding Rainey Street Neighborhood was residential in character. In 2004, the area was rezoned from Single Family Zoning to Central Business District Zoning, which has and will continue to change the context of the surrounding area. The ESB-MACC property is now surrounded by high rise condominiums, high rise hotels in development, and most of the single family homes have been turned into bars or restaurant/bars.
2. The ESB-MACC property is now dedicated parkland. Further, two properties owned by the City of Austin that sit just east of the ESB-MACC, 58 Rainey and 64 Rainey, are now part of the ESB-MACC property and will become dedicated parkland once the use of 64 Rainey as a staging area for 68-74 Rainey as a high rise condo project is complete. Both properties may have limited buildability due to utility infrastructure, but this will need to be confirmed by the design team.
3. The alley between 64 Rainey and the ESB-MACC property is vacated up to the northern 30' of the property, which will be used to reroute the alley east onto Rainey Street and out of the ESB-MACC entry roundabout.
4. Programming at the ESB-MACC has evolved since the completion of Phase 1 of the ESB-MACC. As a result, the existing building has opportunities for adapting to better meet the current program and needs of the community.

Following are items that will be addressed in the Scope of Work:

1. Project Boundaries: The project area includes the boundaries of the ESB-MACC and incorporates River Street between the ESB-MACC and East Avenue. Further, the planning area incorporates the portions of parkland that border Waller Creek and Lady Bird Lake. See Exhibit A.

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2. Major elements to be addressed in design and phasing of the overall master plan, based on initial community feedback during scoping process include:
    a. Buildings, Programming and Phasing—
        i. Major buildings—Design consultant may revisit original master plan that called for two additional phases of development comprising two additional buildings to determine if original plan needs to be modified or restructured.
        ii. Programming space—Design consultant will work with community and staff to determine gap between existing and needed programming space and requisite infrastructure. This includes, but is not limited to: performance spaces, gallery spaces, studio spaces, theater spaces, classrooms, dance studios, multi-purpose spaces, etc. Additionally, plans should address technological needs to accommodate multimedia art exhibits with video, audio and/or interactive mediums. Design team will consult the ESB-MACC Strategic Plan provided as Exhibit B.
        iii. Office, storage, catering, custodial facilities—Design consultant will work with community and staff to determine gaps between existing and needed facilities for offices, storage, catering and custodial facilities.
        iv. Museum and collections—Currently, the ESB-MACC is lacking needed infrastructure and space to house and exhibit collections. Elements such as climate-controlled collections storage space, loading dock, freight elevator and crate storage shall be explored.
        v. New facilities— Exploration of the feasibility of additional structures/space to support public-private ventures to help fund programs and sustain the MACC's growth.
        vi. ADA accessibility—Design team will determine how to provide Texas Accessibility Standards compliance for the existing building.
        vii. Material conservation, waterproofing and maintenance—Design team will assess the existing building and determine how to address materials conservation and unresolved flooding issues. Further, team will review and amend maintenance checklist to ensure that building is maintained appropriately.
        viii. Public Observation Deck— A public observation deck to be constructed at the top of the theater structures is a possible addition to be explored with community.
        ix. Security and appropriate lighting on the grounds and buildings is a concern and options, such as a perimeter fence might be explored.
    b. Parking—A parking study is needed to determine if originally planned 300+ space parking garage is adequate. If not, the design team will determine feasibility, cost effectiveness and possible location of a multi-story garage that might be operated as a concession type contract.

c. Plaza improvements
   i. Shade—Designing shade for plaza may be desired as originally conceived or some variation thereof. The architect may reconsider whether it is appropriate to provide shade, whether it is sufficiently durable, and any resolution should result in relative ease of maintenance. The shade structures should be suitable for projecting images on their surface.
   ii. Exterior Lighting—Exploration of outdoor lighting for night performances and include sound rigging and wiring to support the equipment needs of performers. Staff identified a need for additional electrical sources in plaza area.
   iii. Resurfacing—The plaza is often used as a performance space, including dance, therefore surface material needs to be considered.

d. Circulation—The design team will be tasked with exploring multi-modal access to the ESB-MACC and pedestrian circulation throughout the complex. The design team shall study the ingress and egress of the parking lot in context with the surrounding land use considering congestion and existing high traffic. Further, the design team shall explore wayfinding within the complex.

e. Design of Grand Entrance—With the addition of new parkland at 58 and 64 Rainey, an opportunity exists to design an enhanced entrance to the east. Preliminary community feedback is that the entrance sequence, "La Gran Entrada," may span from 58 Rainey to 64 Rainey. The design team shall also incorporate the traffic circle at the intersection of Rainey and River Street as a design element of "La Gran Entrada." Further, the design team will review existing city plans and standards, such as "Great Streets" to ensure that the River Street entrance to the ESB-MACC serves as a link to East Austin and as a welcoming entrance to the public.

f. Integration of Waterfront: The architect shall consider the relationship between the ESB-MACC and the waterfront at Lady Bird Lake and Waller Creek.

g. Utilities— The architect shall make recommendations for moving or burying utilities, particularly the utility pole at 58 Rainey. It should be noted that Austin Energy reserved easements for the electrical equipment.

h. Landscaping Plan—The design team shall provide a landscaping plan, including planting plan, irrigation plan and maintenance plan.

3. Major and other scopes of work. Below is a list of the major scopes of work that the City has identified for this project.
   a. Architectural Design Services
   b. Landscape Architecture
   c. Civil Engineering
   d. Mechanical, Electrical & Plumbing (MEP) Engineering
   e. Structural Engineering
   f. Public Information & Community Engagement
   g. Other Scopes of Work

i. LEED Consulting
ii. Cost Estimating
iii. Geotechnical Investigation

4. Public Engagement—The design team will conduct extensive public outreach in the revision of the ESB-MACC Masterplan. Critical to the success of the project is to establish a common vision for the ESB-MACC and its programming for the community.
   a. Up to Four Public Meetings
      i. PARD recommends an initial Open House to introduce the design team to community
      ii. Three subsequent public meetings to gather public feedback, develop vision, present alternatives and finally, present draft recommendations
      iii. All public meetings will be preceded by a meeting with project team to review presentation materials.
      iv. At least 6-8 weeks of lead time will be required to properly notify the community of each meeting.
   b. 8-10 Focus groups including:
      i. Current ESB-MACC Advisory Board and Joint Committee of ESB-MACC/PARB Board
      ii. Former ESB-MACC Board Members
      iii. Current and former artists with long-term contracts or repeat contracts, including Latino Arts Residency Program and artists in association with the ESB-MACC regarding what enhancements or changes would improve the existing space and uses. Outreach should include arts and civic organization.
      iv. ESB-MACC Staff and PARD Facility Services/Ground Maintenance
      v. East Austin and former Rainey Street residents, including current and former Mexican-American activists who were involved in the original movement to build the first phase of the ESB-MACC.
      vi. Rainey Street residents and businesses
      vii. Waller Creek Conservancy and Trail Foundation
      viii. Downtown Austin Alliance
      ix. City of Austin Technical Advisory Group
   c. Community Engagement and Public Outreach
      i. In addition to public meetings and focus groups, consultant will prepare media advisories 6-8 weeks in advance of each public meeting and provide all administrative support for each public meeting.
      ii. Additional engagement
         1. Online, use of Speak Up Austin, surveys, and social media
         2. Intercept surveys- designed to quickly gain input from 'walk-up' facility users

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iii. Outreach: The consultant team will be responsible for developing an outreach strategy designed to reach the target audience. Prior to engagement activities the consultant will conduct research and develop a stakeholder database to inform and engage

iv. Goals of engagement (measure of success):
    1. Education—Engagement activities should result in key stakeholders being more informed about the ESB-MACC facility, operations, and services, the Master Plan Update and process.
    2. Diverse stakeholder representation—There should be representation of diverse groups of stakeholders including but not limited to ESB-MACC users area residents, area businesses, groups and organizations that serve a similar population.
    3. Consultation—Engagement activities should be designed in a way that gathers input from stakeholders to inform the plan. It should be clear how the input with help develop the plan.

v. Inclusion and engagement of Spanish-speaking community—Consultant will provide engagement consultant who provides Spanish translations of all written and digital material including, but not limited to: media advisories, web site content, meeting minutes, public meeting information, any architectural renderings. Further, Spanish language translator will be available at each public meeting and needed focus groups.

vi. Documentation of public process
    1. Every meeting presentation and all meeting materials, sign-in sheets and meeting minutes, are provided to city for posting on website within 48 hours. Meeting material is also included in appendix of final plan.
    2. Every piece of public feedback, including feedback from meetings, online surveys, emails and phone calls, will be documented in appendix of final plan.

vii. In developing a public engagement plan, the design team shall be aware of and incorporate the City of Austin Public Participation Principles:
    1. Accountability and Transparency—The City will enable the public to participate in decision-making processes by providing clear information on the issues, the ways to participate, and how their participation contributes to the decision.
    2. Fairness & Respect—The City will maintain a safe environment that cultivates and supports respectful public engagement and will expect participants to do so in turn.
    3. Accessibility—The City will respect and encourage participation by providing ample public notice of opportunities and resources and accommodations that enable all to participate.
    4. Predictability & Consistency—The City will prepare the public to participate by providing meeting agendas, discussion guidelines, notes, and information on next steps.

5. Creativity & Community Collaboration (Inclusivity and Diversity)—The City will use innovative, proven, and customized engagement solutions that are appropriate to the needs of the projects and the participants.
6. Stewards of Resources—The City will balance its commitment to provide ample opportunities for public involvement with its commitment to delivering government services efficiently and using City resources wisely.

d. Board, Commission and Council presentations

i. Consultant shall prepare **one** presentation of approximately 10-20 slides and attend up to 10 committee, board, commission and council meetings including:

1. Joint Committee of ESB-MACC and PARB committee and ESB-MACC Advisory Board
2. Land, Facilities and Program Committee of Parks and Recreation Board
3. Parks and Recreation Board
4. Hispanic/Latino Quality of Life Resource Advisory Commission
5. Design Commission
6. Downtown Commission
7. Environmental Commission
8. Planning Commission
9. Open Space, Environment and Sustainability Committee of City Council
10. City Council

5. Deliverables

a. Updated facility program based on existing conditions and future needs

b. Site analysis diagrams clearly explaining opportunities and constraints to redevelopment, including, but not limited to:

i. Parking, vehicular and pedestrian circulation diagrams

ii. Existing parcels, ROWs, and utilities

iii. Adjacent site connections diagrams

iv. Existing vegetation connections diagrams

c. Design documents

i. Civil Engineering

1. Dimensional site plan

2. Drainage and storm water management plan (including applicable environmental controls)
3. Grading plan
4. Utility plan

ii. Architecture

1. Architectural floor plan
2. Architectural elevations

iii. Landscape Architecture

1. Landscape and irrigation plan
2. Lighting plan
3. Plaza, site furnishings and amenities plan
4. Public art and commemoration plan
5. Signage and wayfinding plan

d. Other Illustrative materials

i. Illustrative site plan

ii. Aerial perspective rendering

iii. Large scaled details plans where necessary

iv. Eye level perspective vignettes

v. Site sections

e. Implementation plan

i. Regulatory compliance and permitting

ii. Early action projects

iii. Phase One projects

iv. Long-term and aspirational projects

v. Preliminary cost estimating

f. Prepares and hosts public meetings and focus groups and meets all public engagement requirements:

i. Public engagement plan and schedule indicates critical milestones and includes:

1. The format for all public meetings and focus groups.

2. Strategies for engaging Mexican-American and Latino communities throughout the City of Austin, ranging from older citizens with little access to website to younger and technologically-savvy citizens.

3. Schedule for media advisories, ensuring 6-8 weeks in advance of each public meeting.

4. All administrative support for each public meeting, including agenda, sign-in sheet, meeting minutes. Provides this material to PARD within 48 hours of meeting to post on website.

5. Spanish translations of all written and digital material including, but not limited to: media advisories, web site content, meeting minutes, public meeting information, any architectural renderings. Further, Spanish language translator will be available at each public meeting and needed focus groups.

Project Milestone, Summary, Schedule:

Since developing the 2000 MACC Master Plan, there have been several developments that necessitate an update of the master plan prior to moving forward with subsequent design phases. The area around the ESB-MACC was rezoned from Single Family Zoning to Central Business District Zoning in 2005, which has and will continue to change the context of the surrounding area. The ESB-MACC property is now surrounded by high rise condominiums, high rise hotels in development, and most of the single family homes have been turned into bars or restaurant/bars. Further, the ESB-MACC campus has acquired additional parcels of land at 58 and 64 Rainey Street, providing an opportunity for enhancement of the eastern entrance to the property and the development of the parkland in response to community needs.

Additionally, the alley between 64 Rainey and the ESB-MACC property is vacated up to the northern 30' of the property, which will be used to reroute the alley east onto Rainey Street and out of the ESB-MACC entry roundabout. Finally,

programming at the ESB-MACC has evolved since the completion of Phase 1 of the ESB-MACC. As a result, the existing building has opportunities for adapting to better meet the current program and needs of the community.

The ESB-MACC Master Plan Update Process will result in a new vision and plan that is reflective of the site's current conditions, site context, programming needs and community desires. Assuming no delays with funding and/or procurement, the public engagement portion of the process will begin by the Fall, 2016, and will be completed in 2017. The public process will include presentations to City of Austin committees, boards and commissions ending with a presentation to City Council.

Given the vast experience and knowledge of the original prime consultant for the ESB-MACC Master Plan and Phase 1 implementation, PARD has received authorization from the Capital Contracting Office to request council authorization to contract with CasaBella Architects. Staff is preparing a Recommendation for Council Action that will be presented to council for approval. Funding for the master plan process will come from a financial agreement with the developer of an adjacent parcel of land that approved by City Council in August, 2015, that will provide $400K for the master plan update and a first phase of development for the parkland at 58 and 64 Rainey Street.