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EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER
MASTER PLAN PROCESS

PRESENTATION TO BOARDS AND COMMISSIONS
MARCH through MAY 2018



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

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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.

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- 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.

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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 Mtg. #1 Public Mtg. #2 Public Mtg. #3

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.)

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Public Outreach Summary

E-Newsletters

1. 2,000+ ESB-MACC Email List
2. Community Group List-serves
3. Public Event Invitations and Updates
4. English and Spanish

Phone Calls

1. Focus Group Invitations
2. English and Spanish

E-Blasts

1. 280 Email List Development
2. Focus Group and Public Event Invitations
3. English and Spanish

Media

1. Facebook Posts
2. News Media Stories
3. English and Spanish

Stakeholders

Event Attendance | Project Website | Survey/Questionnaire

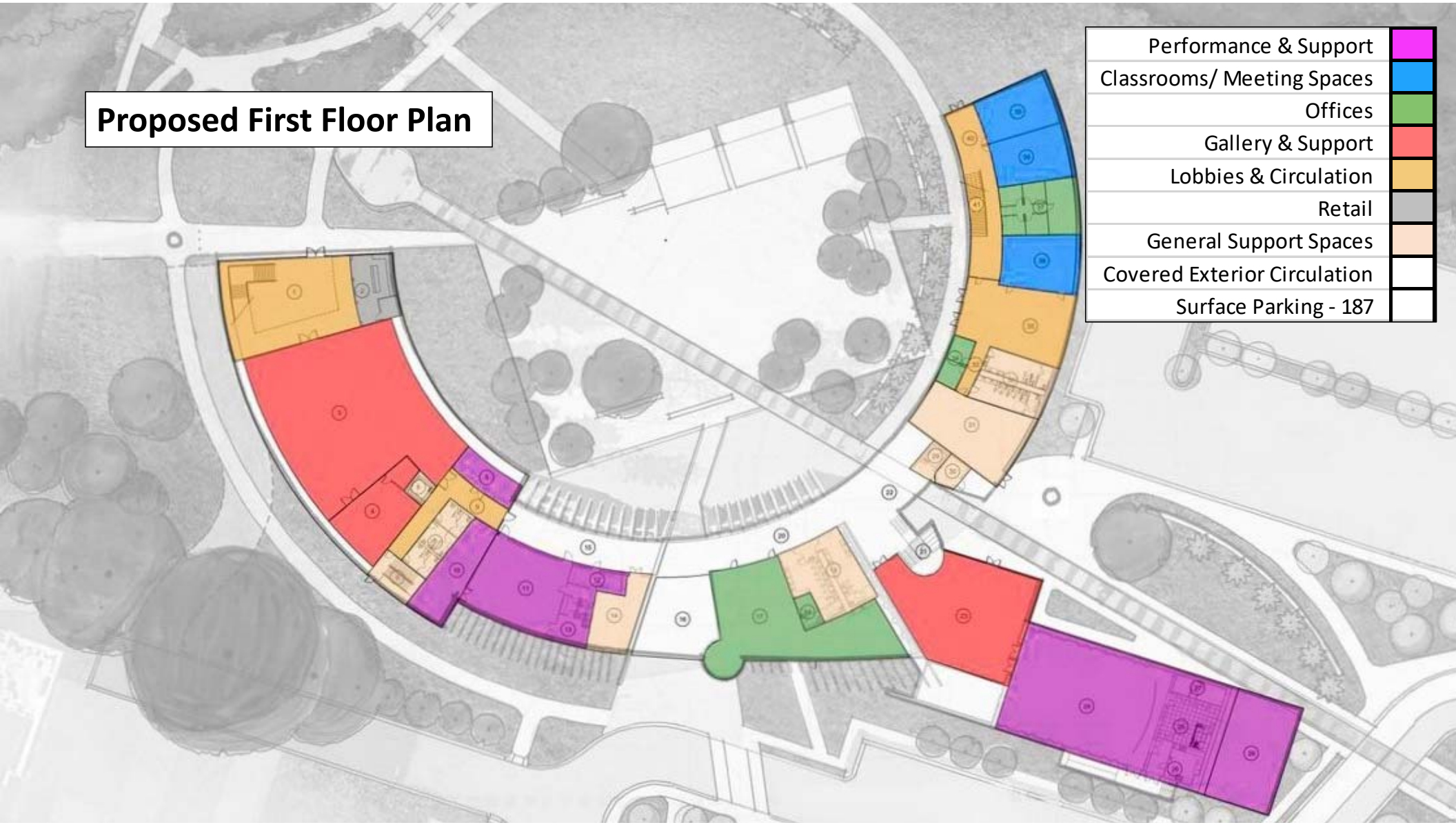




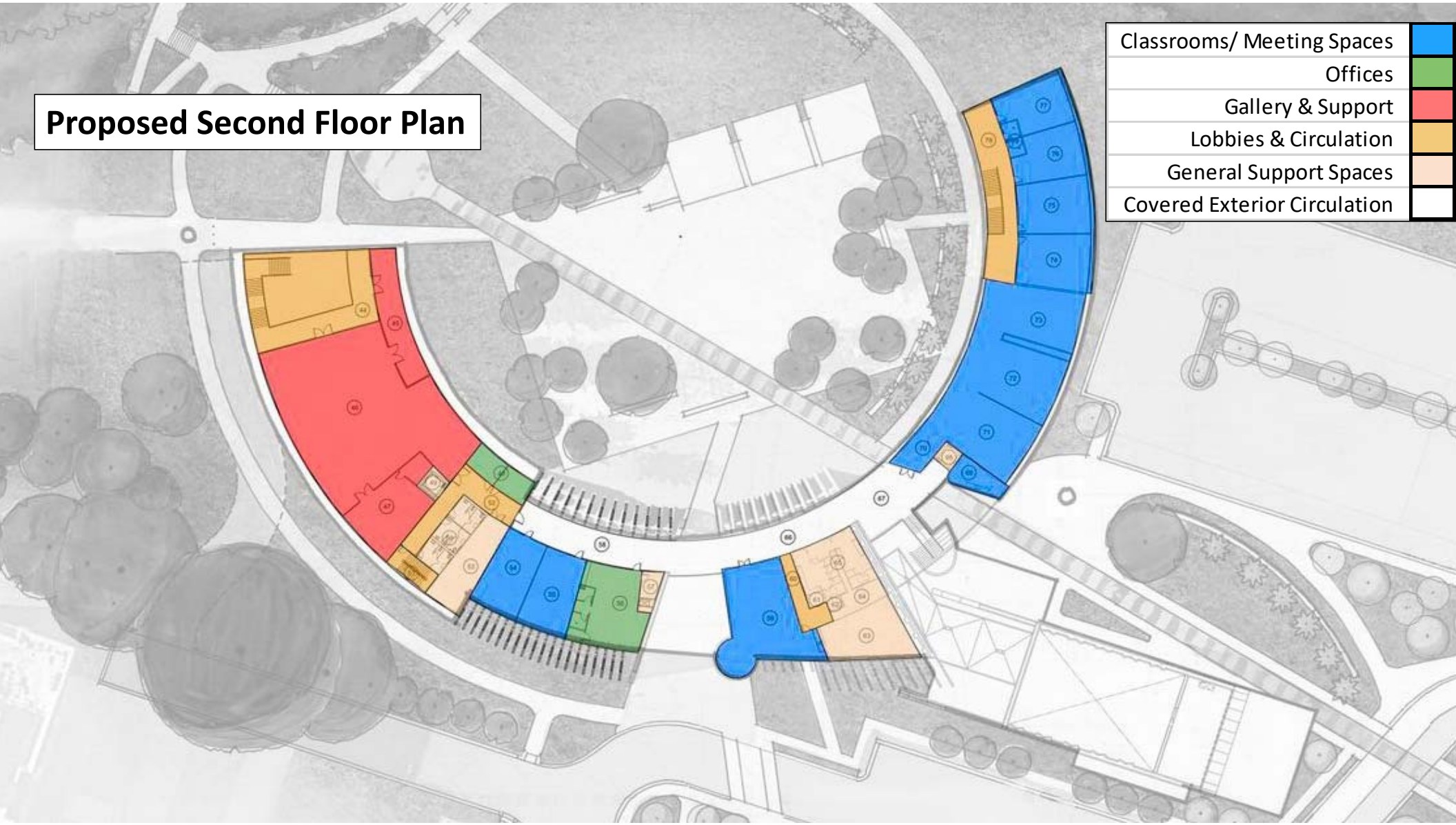
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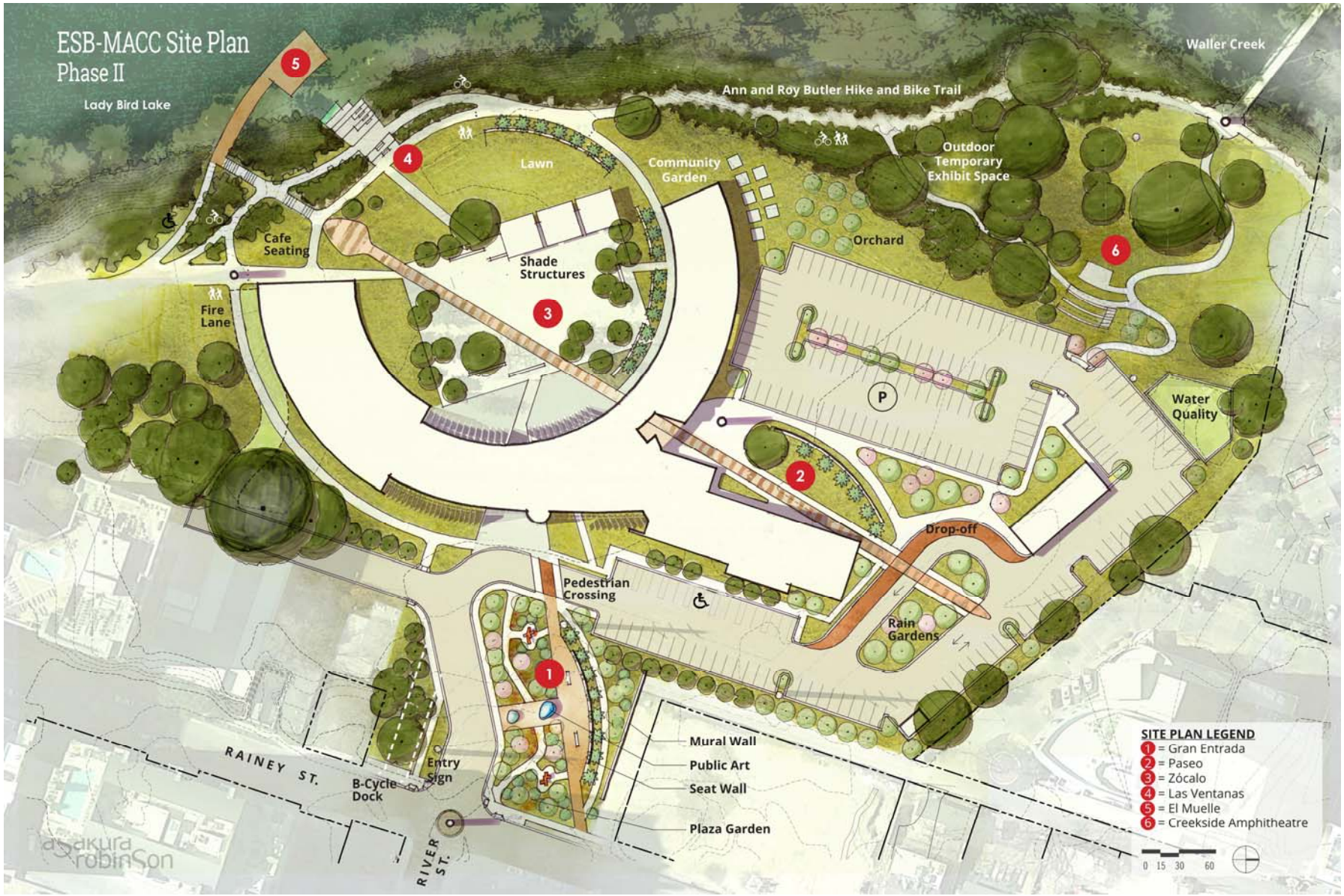
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Proposed First Floor Plan

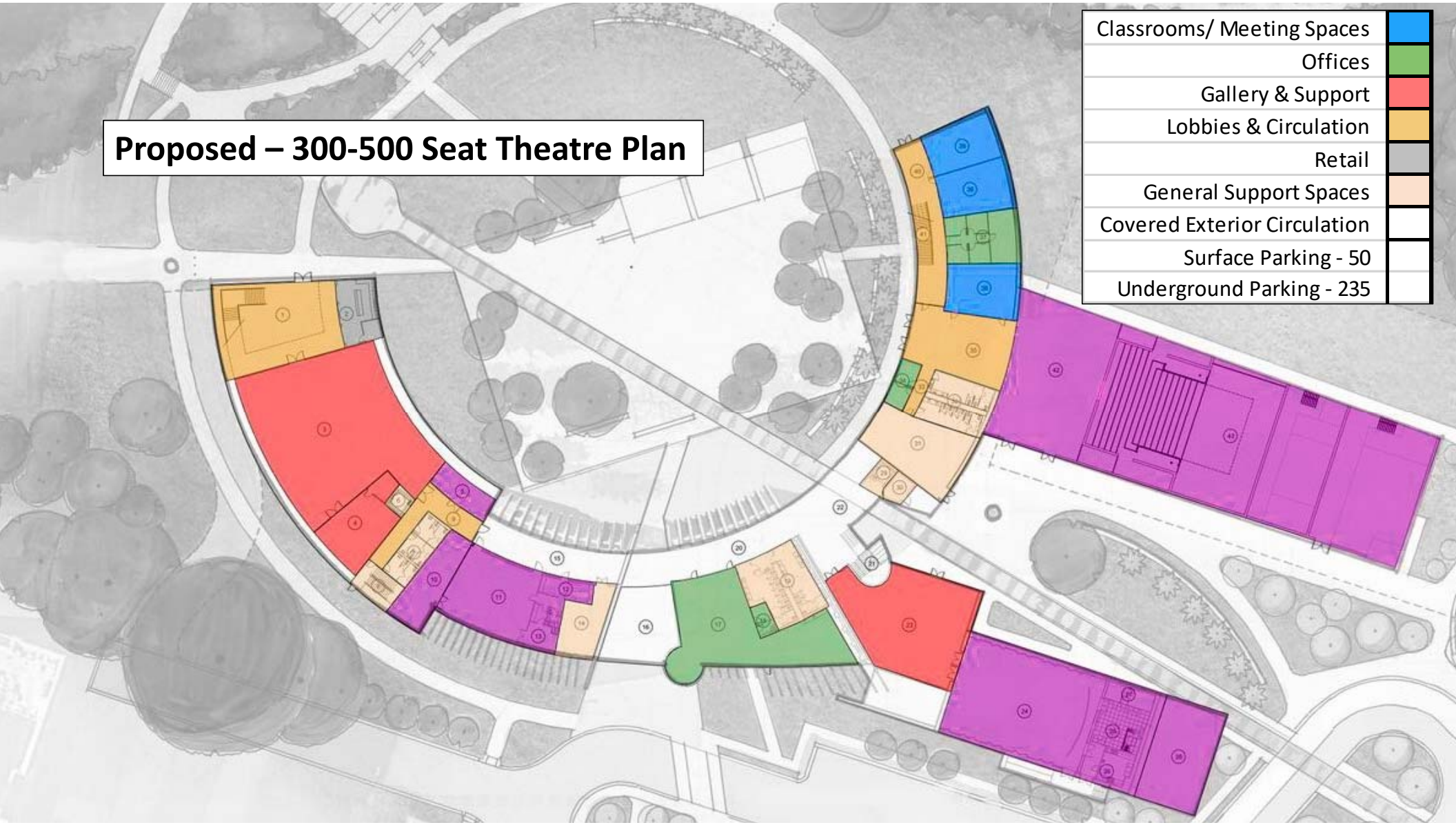


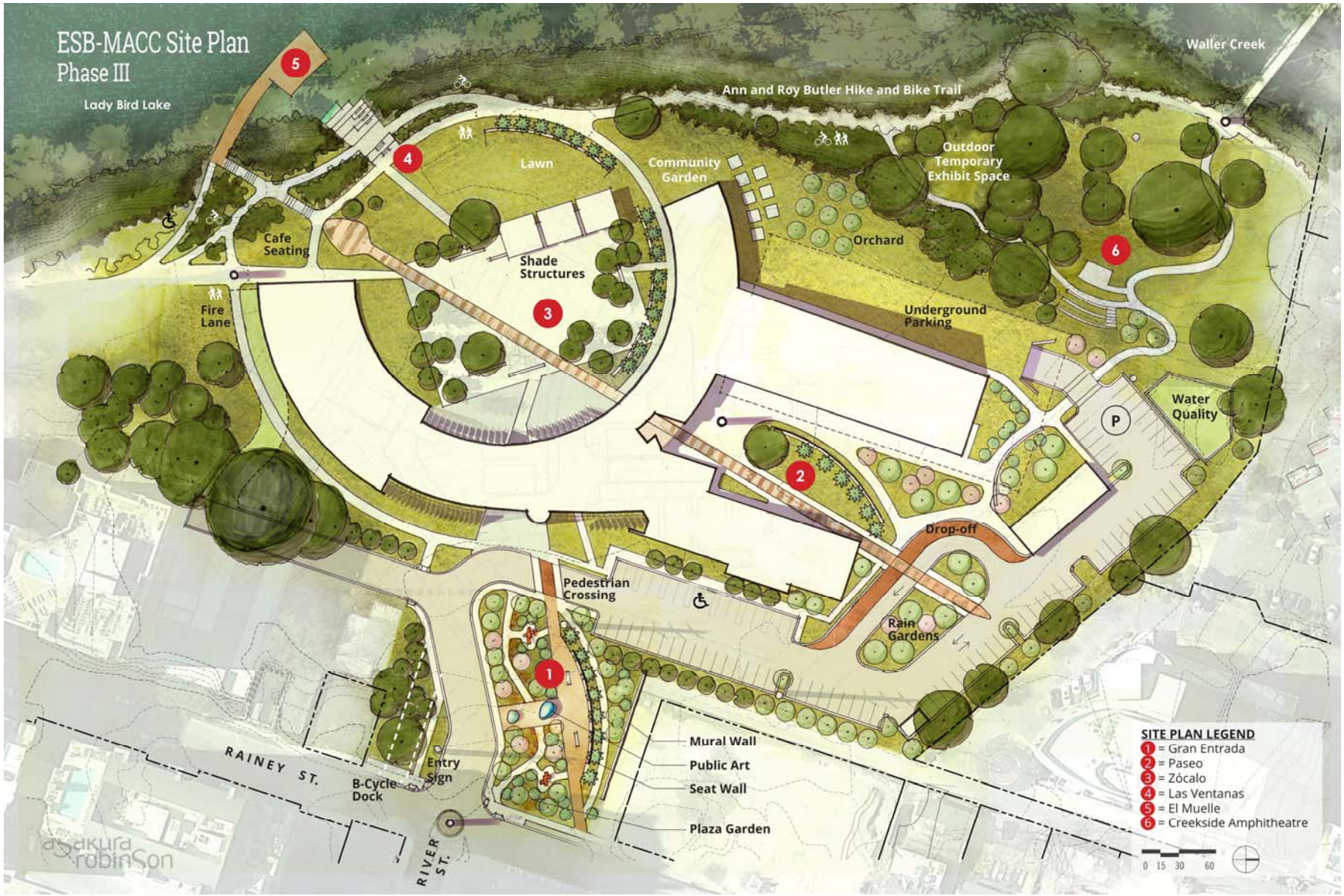
Proposed Second Floor Plan



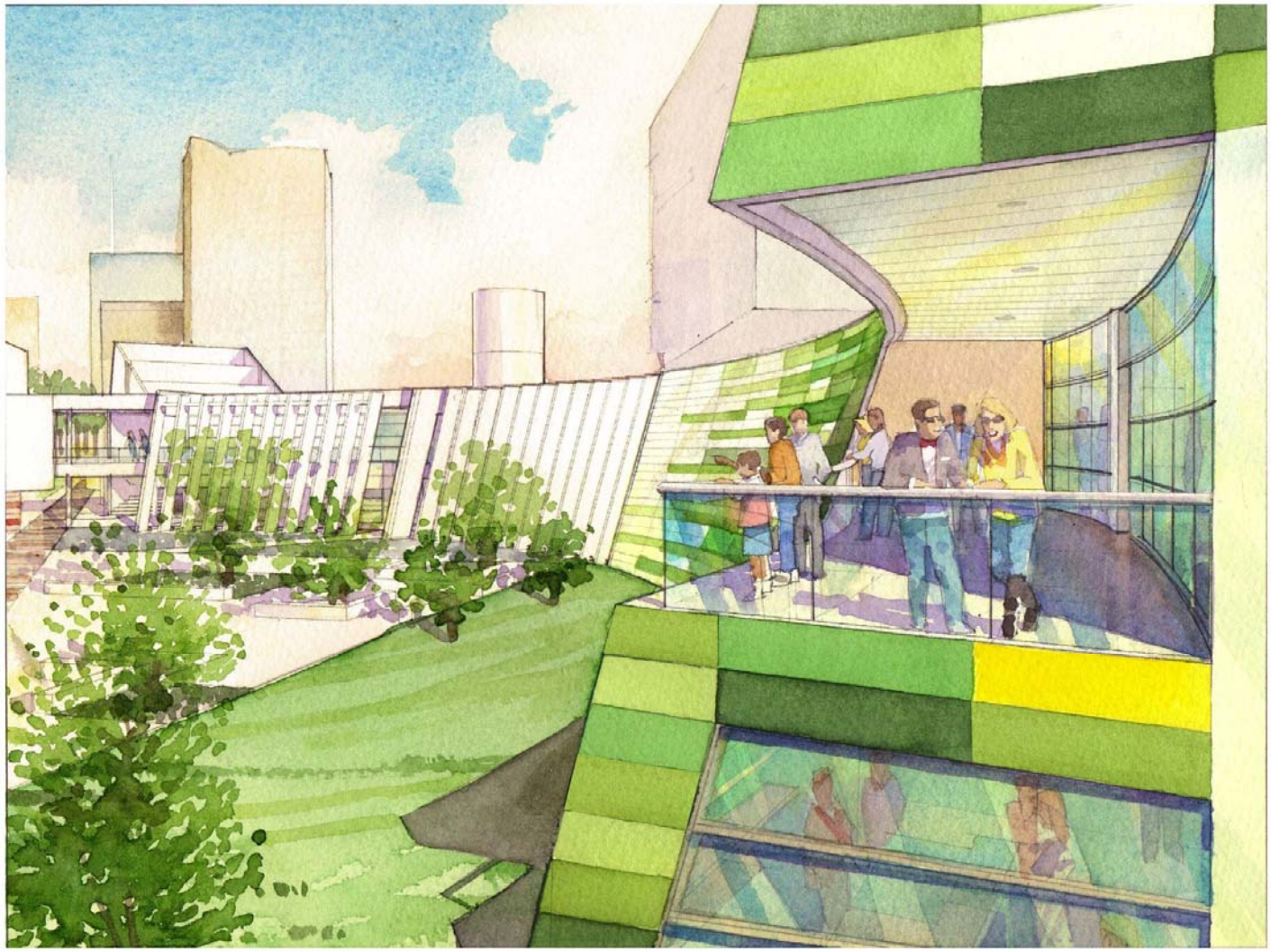

ESB-MACC Site Plan
Phase II
Lady Bird Lake
Waller Creek
Ann and Roy Butler Hike and Bike Trail
Outdoor Temporary Exhibit Space
Lawn
Community Garden
Orchard
Cafe Seating
Shade Structures
Fire Lane
Water Quality
Drop-off
Pedestrian Crossing
Rain Gardens
Mural Wall
Public Art
Seat Wall
Plaza Garden
Entry Sign
B-Cycle Dock
RAINEY ST.
RIVER ST.
SITE PLAN LEGEND
1 = Gran Entrada
2 = Paseo
3 = Zócalo
4 = Las Ventanas
5 = El Muelle
6 = Creekside Amphitheatre
0 15 30 60

Proposed – 300-500 Seat Theatre Plan

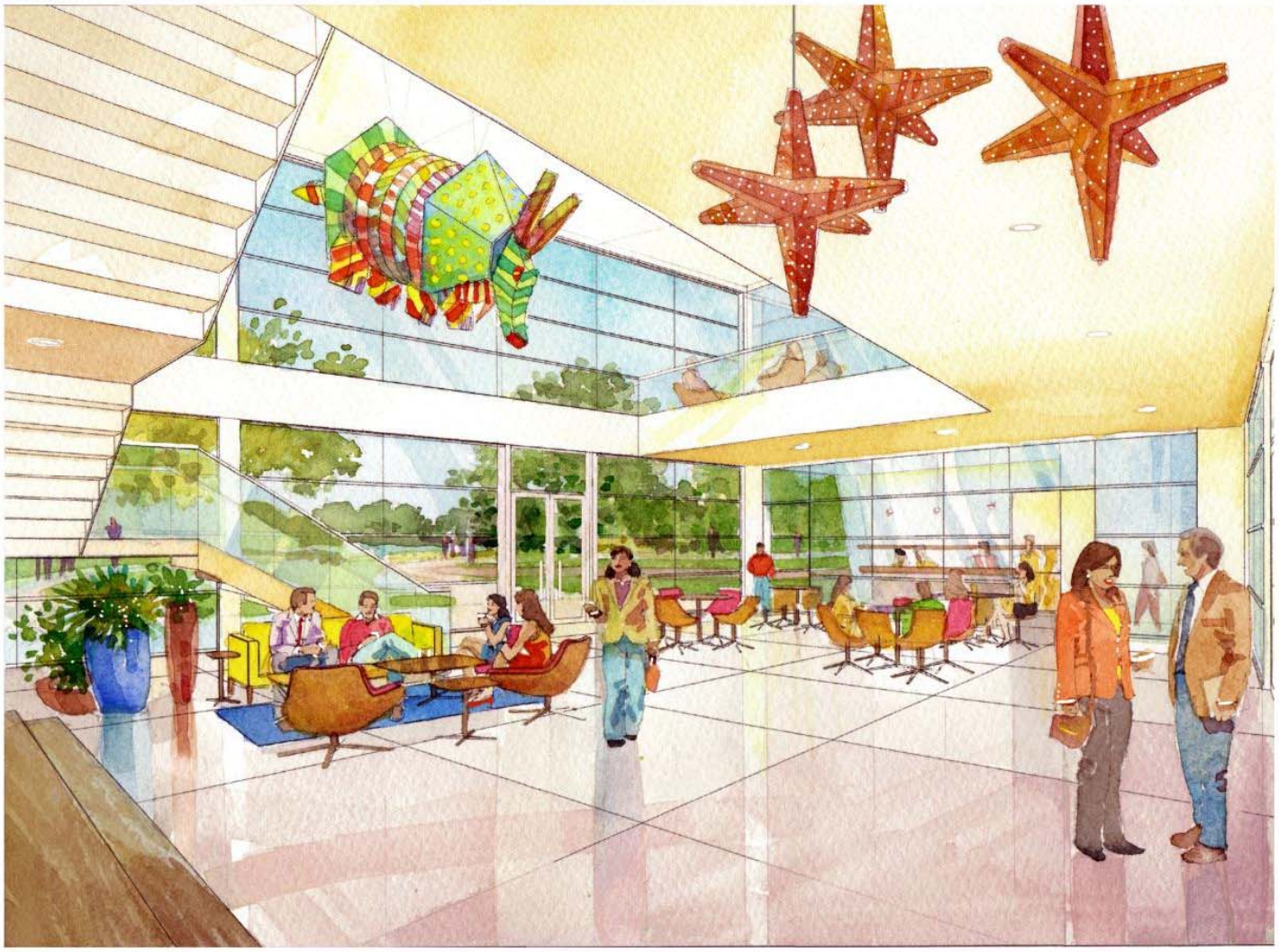



ESB-MACC Site Plan
Phase III
Lady Bird Lake
Waller Creek
Ann and Roy Butler Hike and Bike Trail
Lawn
Community Garden
Outdoor Temporary Exhibit Space
Orchard
Cafe Seating
Shade Structures
Fire Lane
Underground Parking
Water Quality
P
Drop-off
Pedestrian Crossing
Rain Gardens
Mural Wall
Public Art
Seat Wall
Plaza Garden
Entry Sign
B-Cycle Dock
RAINEY ST.
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By Baron Wilson



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QUESTIONS?



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