

#CarverMuseumATX

# PLANNING UPDATE

THE GEORGE WASHINGTON CARVER MUSEUM, CULTURAL & GENEALOGY CENTER

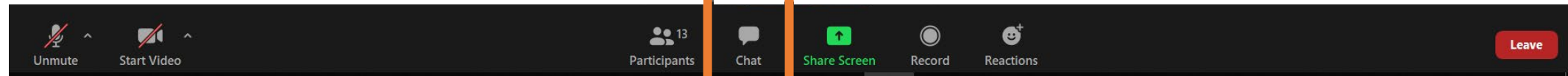
11.21.20 | 1.00 - 3.00pm

Welcome, we will begin the presentation promptly at 1:05pm. Please continue to stay muted.  
This meeting will be recorded.



# HOUSEKEEPING - ZOOM

**If you have questions or want to share a comment, please leave it in the comment field.**



# AGENDA

**1. Welcome and Introduction**

**2. Process and Engagement**

**3. Planning Goals & Themes**

**4. Concept Development**

**5. Proposed Carver Expansion Plan**

**6. Questions and Discussion**



# GEORGE WASHINGTON CARVER MUSEUM, CULTURAL AND GENEALOGY CENTER PLANNING PROCESS "CORE TEAM"



**CARRE ADAMS**  
Carver Team Lead



**LAURA ESPARZA**  
Project Lead



**GREGORY MONTES**  
Project Manager



**JUSTIN SCHNEIDER**  
Public Engagement Lead



**LARRY WILLIAMS**  
Public Engagement Coordinator



**MEGAN ECKARD**  
Project Coordinator

SMITH&COMPANY  
ARCHITECTS



**TERRY D. SMITH**  
Project Principal



**JUAREZ WHITE**  
Project Manager



**IVONNE CANEZ**  
Project Administrator

Perkins&Will



**STEPHEN COULSTON**  
Planning Principal



**MALCOM DAVIS**  
Cultural Center Design



**KENNETH LUKER**  
Cultural Center Design



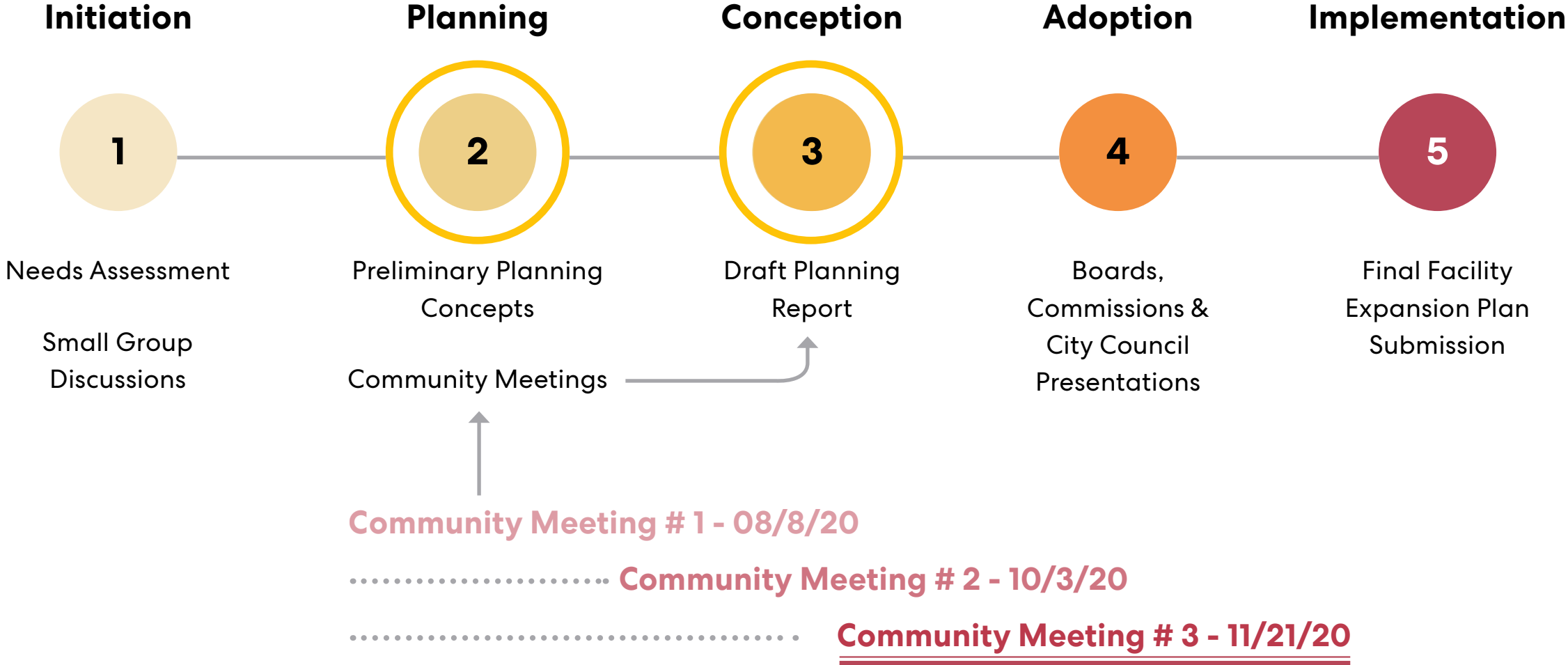
**PAUL WARD**  
Project Manager



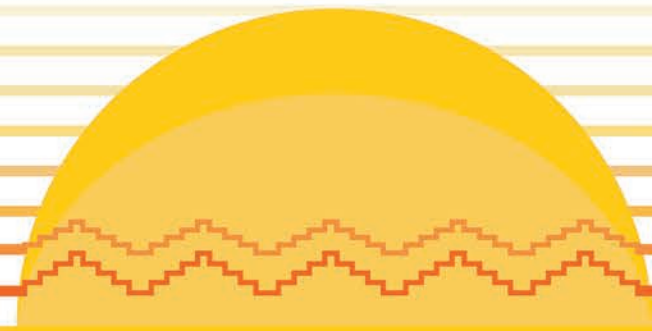
**UTTARA RAMAKRISHNAN**  
Community Engagement

# PLANNING PROCESS

**We are here**



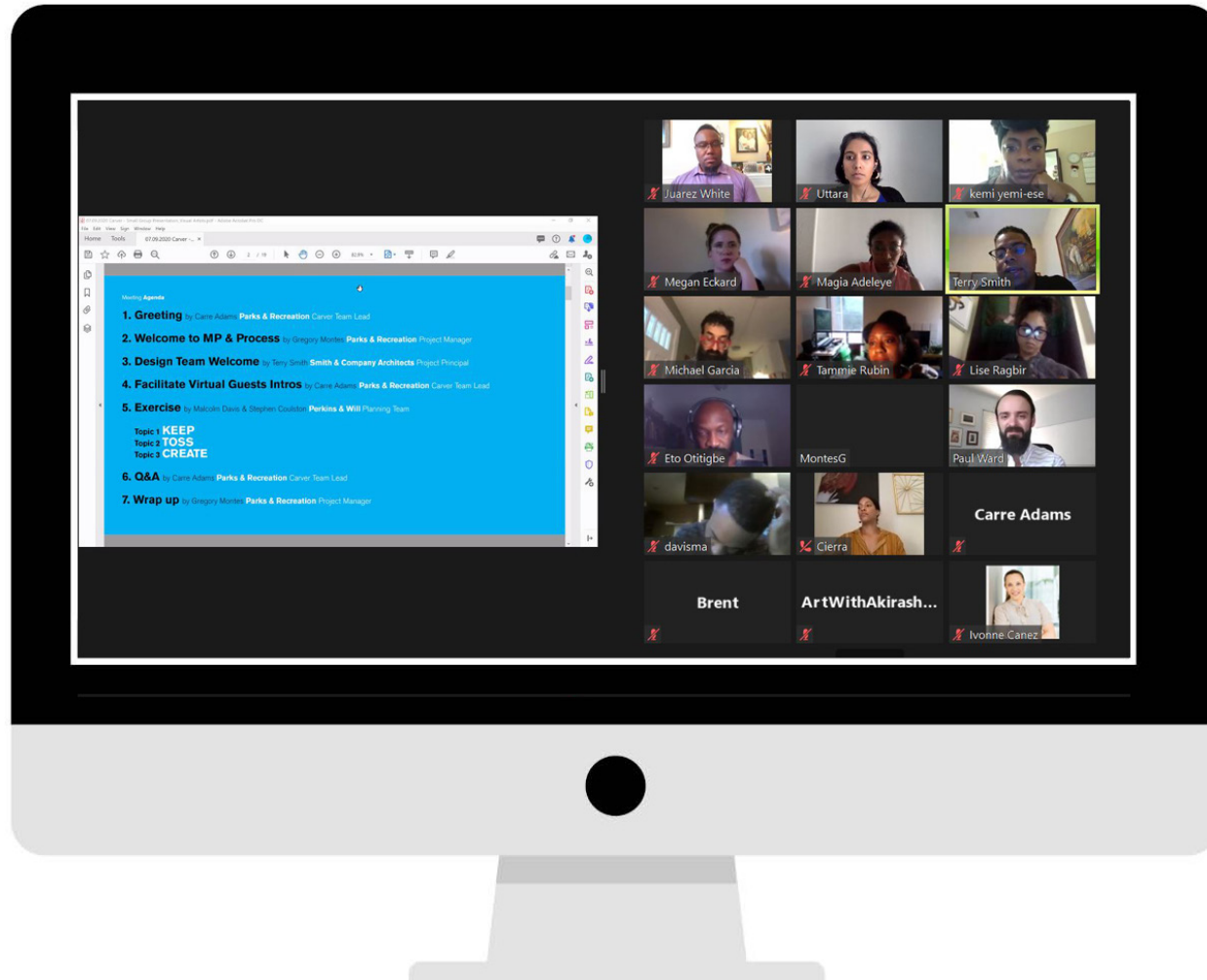
# COMMUNITY ENGAGEMENT & INPUT



# COMMUNITY ENGAGEMENT & INPUT

## A VIRTUAL ADVENTURE...!

100% Online Planning Process



Community Meetings: **x 3**

Small Group  
Discussions:

8 Groups  
77 Participants



- Performing Artists
- Carver Task Force
- Civic Leaders
- Visual Artists
- COA African American Employees
- Carver Museum Staff
- Carver Ambassadors
- African American Resource Advisory Commission

Technical Advisory  
Group Meetings: **x 3**

# COMMUNITY ENGAGEMENT & INPUT

## Community Survey Results

What  
brings you  
to Carver

**84%** Connecting to  
Culture

**71%** Arts performances/  
shows

Museum/Gallery  
Exhibit

Areas for  
Improvement  
inside facility

Museum &  
Gallery Space

**77%**

Performing Arts  
Space

Collection/  
Archival Storage

New Indoor  
Spaces to add

Artist Studio/  
Maker Space

Visual Arts Space

Multipurpose Hall  
Community Meeting Space

Outdoor  
Spaces to  
Improve

Temporary  
Performance Space

Juneteenth  
Monument

Shaded Areas

Outdoor Art

New Outdoor  
Spaces to Add

Pavilion/  
Gathering Space

Garden

Event Space



# COMMUNITY ENGAGEMENT & INPUT

## Community Survey Results



Most Voted  
Planning  
Priority

**49%**

Focus on **maximizing outdoor space** for the greatest ecological / environmental impact as well as future outdoor programming



Priority  
Improvements

History Exhibitions

Youth  
Programming

Theater

Art Exhibition



Program  
Prioritization

**78%** Equal amounts  
of cultural  
programming  
and museum  
programming



Frequency  
of Visit

**61%** Fewer than **5**  
times a year



Common  
methods of  
transportation  
to the facility

**91%**  
Personal  
Vehicle

# PLANNING GOALS AND THEMES

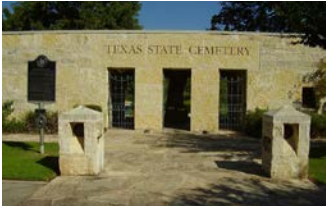
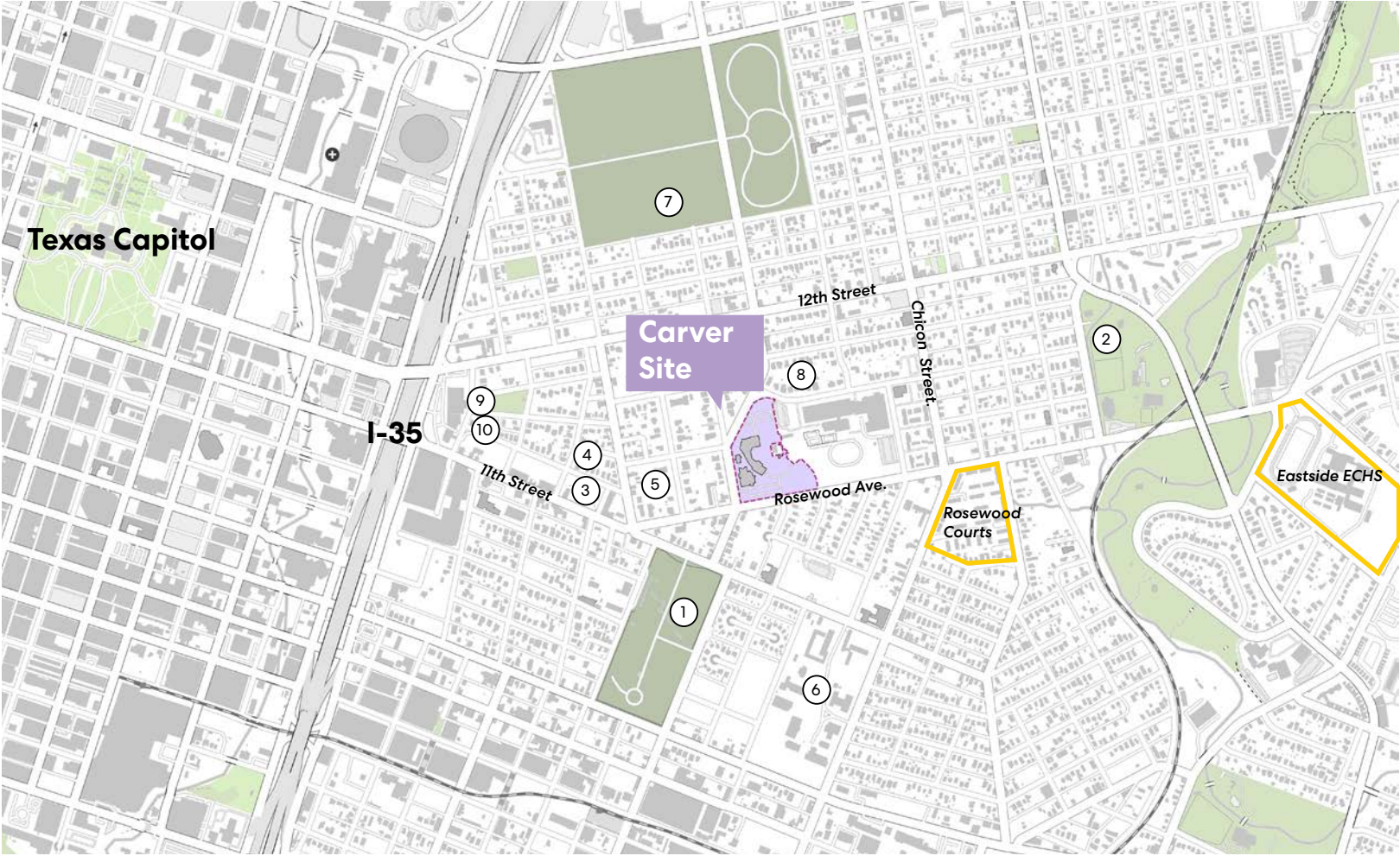


# GOALS & PRINCIPLES

1. Recognize, respect and reflect the community's **history, culture and heritage**.
2. As the heart of Black art and culture in Austin, the plan should **advance the vision and mission** of the Carver Museum.
3. Establish stronger **outdoor amenities that connect with nature**.
4. Strengthen the **diverse and inter-generational** experiences in and around the facility, while meeting **present and future needs** of the community and staff.
5. Create **flexible spaces** that could be used by everyone in the community.



# NEIGHBORHOOD CONTEXT



1. Texas State Cemetery



2. Rosewood Neighborhood Park



3. Charles E. Urdy Plaza



4. Historic Victory Grill



5. Six Square



6. Huston-Tillotson University



7. Oakwood Cemetery



8. James L. Farmer Jr. Home



9. Dedrick Hamilton House



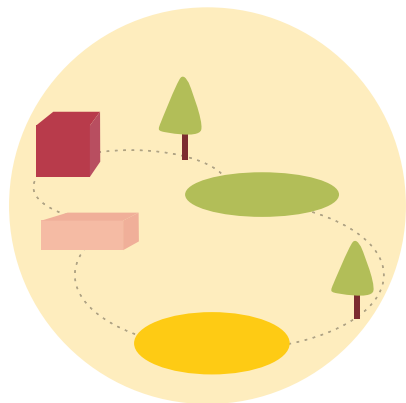
10. African-American Cultural Heritage Facility

# KEY THEMES



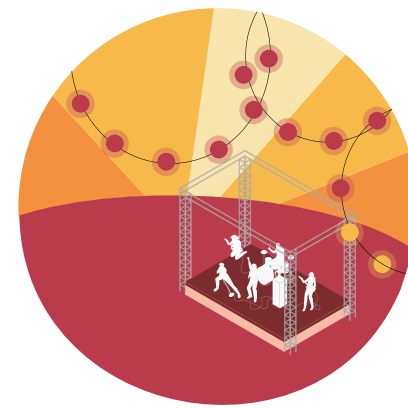
**Idea of the Carver**

Explores the multiplicity of meanings and relationship of the community with the Carver



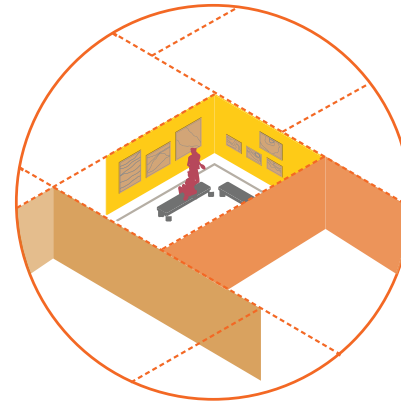
**Experience**

Looks at one's perception and experience of the building and the complex as a whole –includes branding, wayfinding & accessibility



**Program**

Elaborates upon the programs and events organized by the Carver and their spatial requirements



**Indoor Spaces**

Understanding the design and utilization of existing indoor spaces



**Outdoor Spaces**

Understanding the relationship and utilization of existing outdoor spaces to the buildings

# KEY THEMES

What would you like to see?



History of Community

Cultural Anchor

Arts Connector

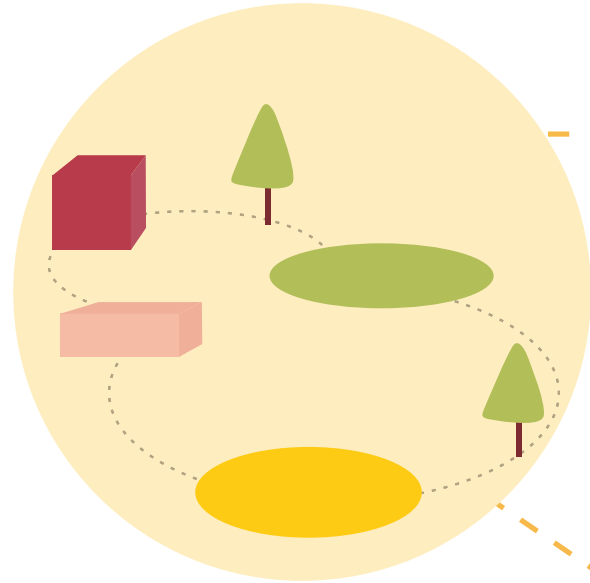
Space for budding  
BIPOC artists

Ethos of G.W. Carver

Idea of the Carver

# KEY THEMES

What would you like to see?



**Experience**

**Circulation**

Choreographed layout & flow

Improvements to the way one moves around

Enable large-scale events

Moving artwork around the complex to be made easier

**Wayfinding & Accessibility**

Signage needs clarity

Safety to be improved

Improve accessibility to spaces

**Branding**

Connect to other important organizations

Heart of Black Cultural District

# KEY THEMES

What would you like to see?



**Program**

Activities for kids

More events and festivals

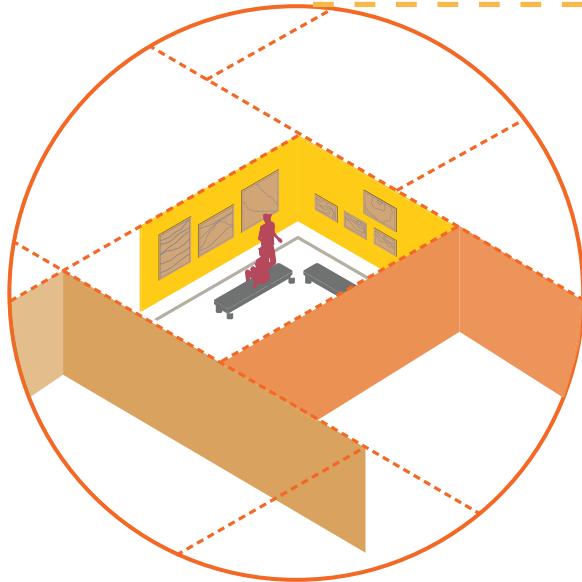
Increased hours of operation

Rotating exhibits of sculptures in  
the green area at the back



# KEY THEMES

What would you like to see?



## Indoor Spaces



Additional spaces for various programs

Improvements to existing spaces

Add child-care facility

Add Artist residency/studio

Spaces for staff

Add Museum shop

Add indoor gathering Space/  
Cafe

Light improvements

Ventilation in the basement

Sound quality improvements

Supporting technology  
improvements for event spaces

# KEY THEMES

What would you like to see?



## Outdoor Spaces

## Parking

Outdoor gathering space

Rotating exhibits of sculptures  
in the green area at the back

Redevelopment of  
decommissioned pool

Well maintained landscape

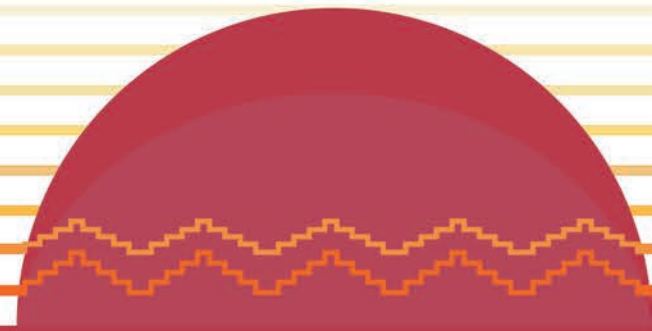
Community garden

Wheelchair access

Proximity to building

Lighting on the  
grounds

# CONCEPT DEVELOPMENT

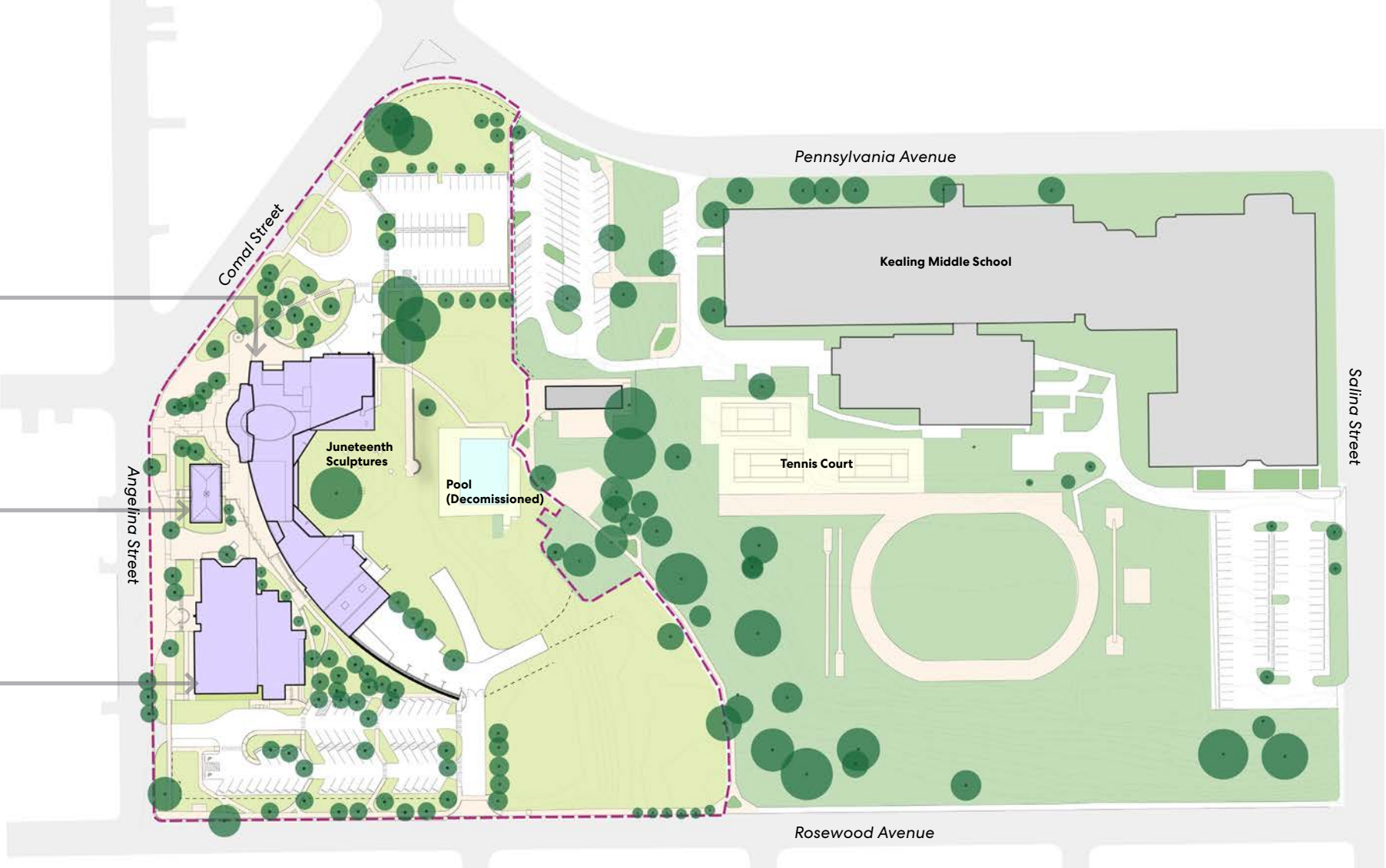


# EXISTING CONDITIONS

**George Washington Carver Museum**

**George Washington Carver Genealogy Center**

**Carver Branch, Austin Public Library**



# PROPOSED BUILDING & SITE PROGRAM

## Building Program

BUILDING PROGRAM ZONE	Total Existing Program Area (NSF)	Total Required Program Area (NSF)	Net Area Increase
GENERAL BUILDING	4,882	8,381	3,499
ADMINISTRATION	1,190	3,647	2,457
GALLERIES / EXHIBITION	4,162	12,500	8,338
COLLECTIONS HANDLING	2,676	6,400	3,724
COLLECTIONS STAFF	637	763	126
BUILDING SUPPORT - Lower Level North	750	1,415	665
BUILDING SUPPORT - Main Level	3,683	6,065	2,382
BUILDING SUPPORT - Lower Level South	167	167	0
EDUCATION	1,855	10,270	8,415
EVENTS	314	7,900	7,586
THEATER / PERFORMANCE	4,786	14,238	9,452
THEATER SUPPORT	1,964	5,485	3,521
ROOF LEVEL	1,844	3,715	1,871
<b>SUB TOTAL (NSF)</b>	<b>28,910</b>	<b>80,946</b>	<b>52,036</b>

SUMMARY	NET SF	GROSS SF*
EXISTING	28,910	30,665
NEW	52,036	59,841
<b>TOTAL</b>	<b>80,946</b>	<b>90,506</b>

## Site Program

Room Name	Total Existing Program Area (NSF)	Total Required Program Area (NSF)	Net Area Increase
New Community Garden	0	400	400
Existing Swimming Pool	n/a	0	n/a
New Underground Detention	0	TBD	TBD
Existing Juneteenth Sculpture Walk	n/a	n/a	n/a
New Black Austin History Sculpture Walk	0	400	400
New Juneteenth Plaza	0	14000	14000
New Exterior Classrooms	0	225	225
New Flexible Green Space	0	4500	4500
New Formal Pavilion Gathering Space	0	1500	1500
New Detached Restroom Building	0	600	600
Existing / New Carver Museum Parking	7614	44064	36450
<b>TOTAL GROSS SF</b>	<b>7,614</b>	<b>65,689</b>	<b>58075</b>

SUMMARY	
EXISTING	7,614
NEW	65,689
<b>TOTAL</b>	<b>73,303</b>

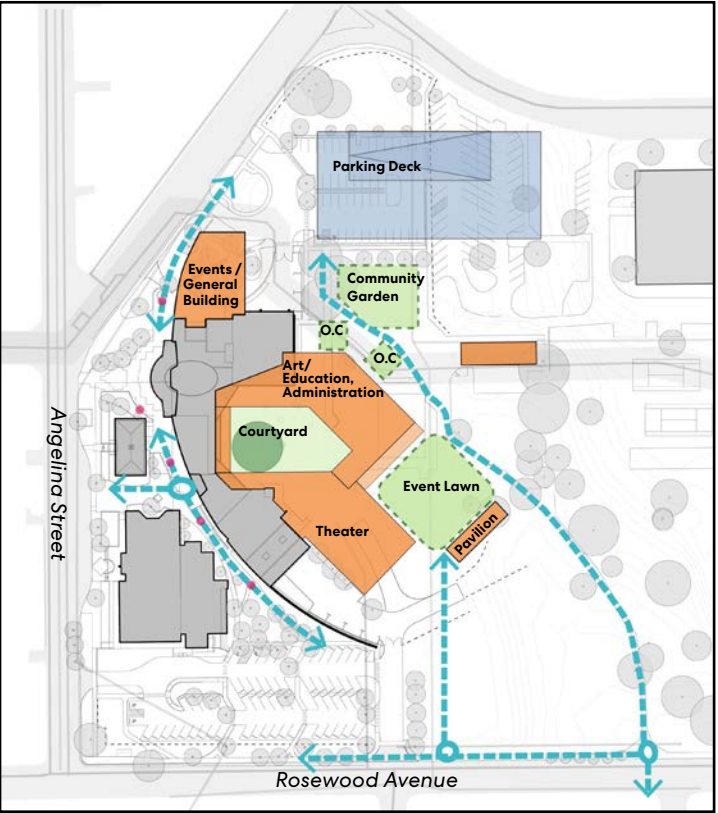
Building proposed to nearly **triple in size** long-term

Outdoor classrooms, event lawn and pavilion, community garden and restroom amenities to be added

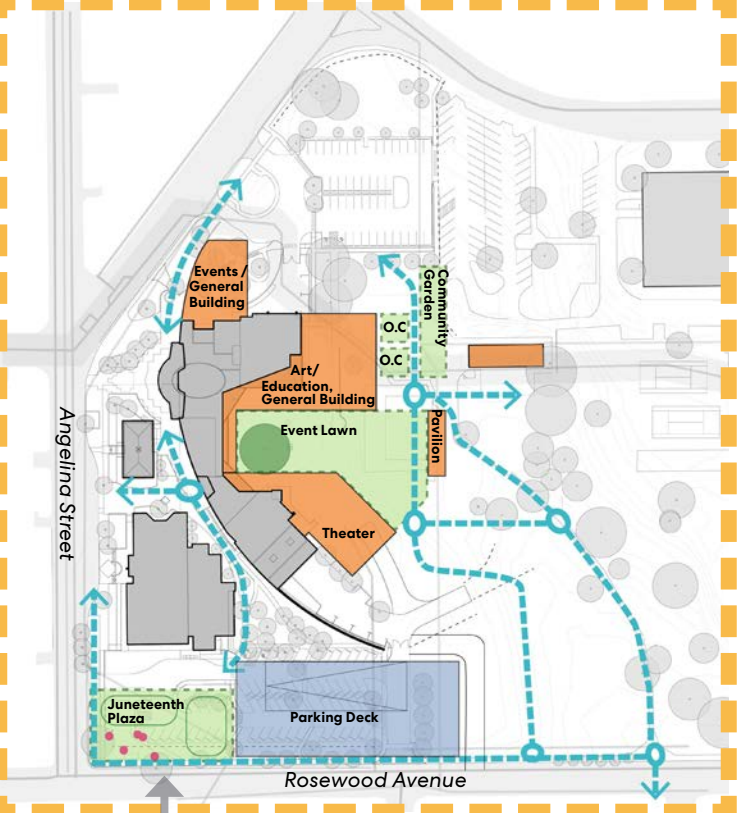
\* (i.e. walls, shafts, BoH circulation, egress stairs, etc.)

# PRELIMINARY CONCEPT OPTIONS

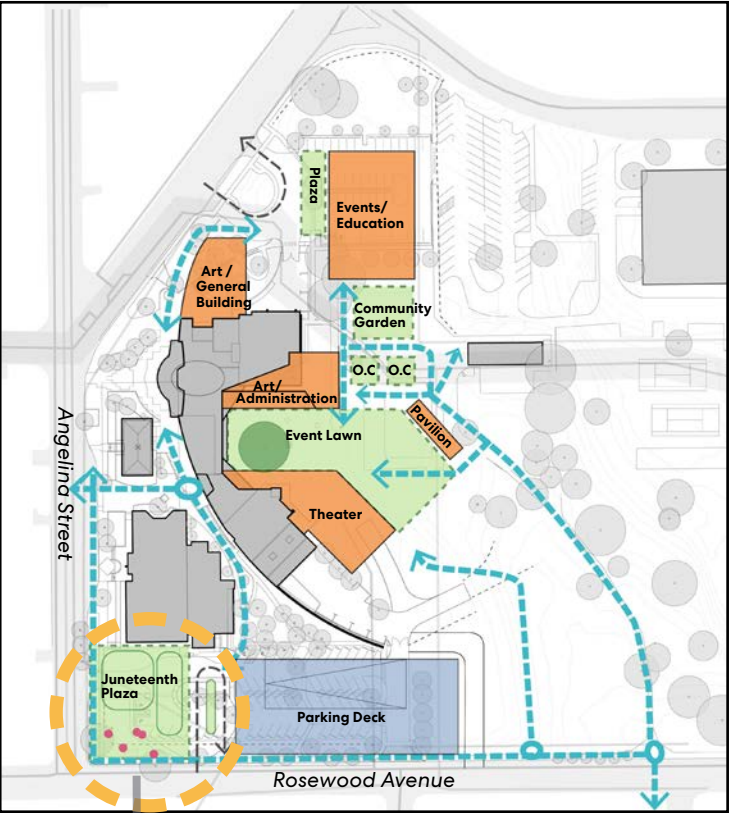
## Option 1



## Option 2

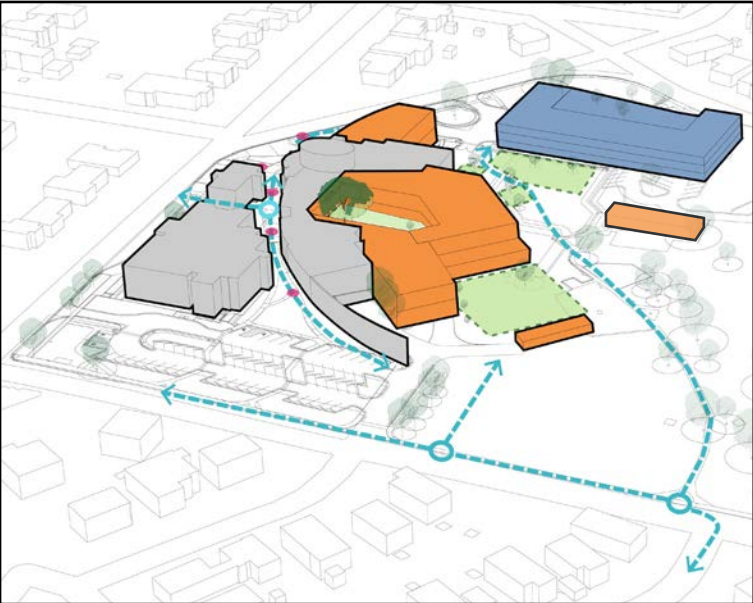


## Option 3

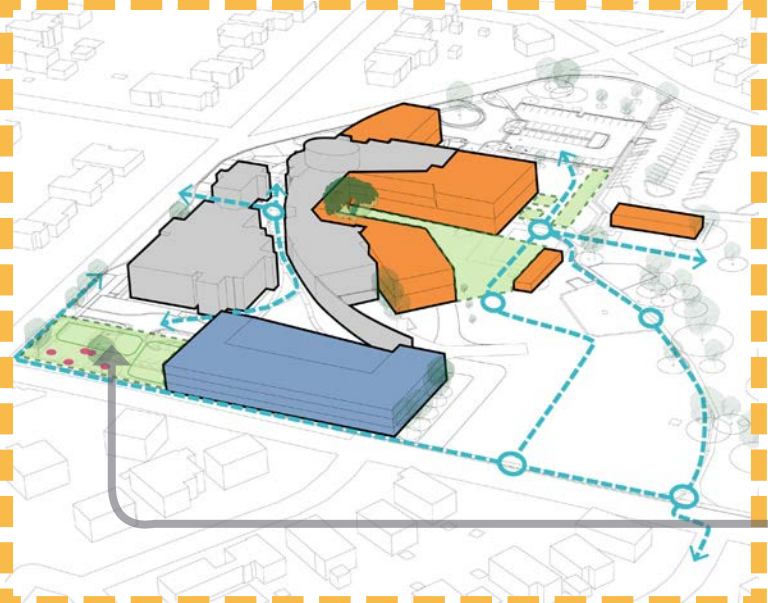


# PRELIMINARY CONCEPT OPTIONS - 3D Views

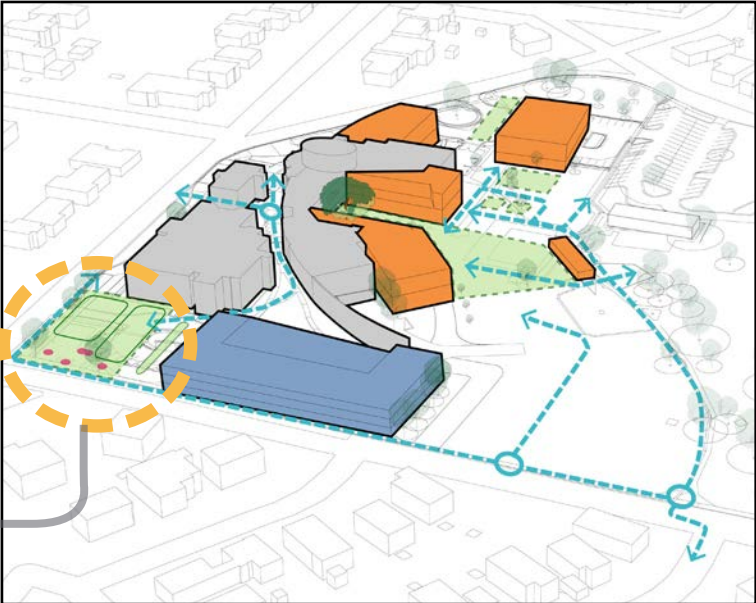
Option 1



Option 2



Option 3

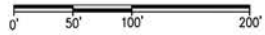
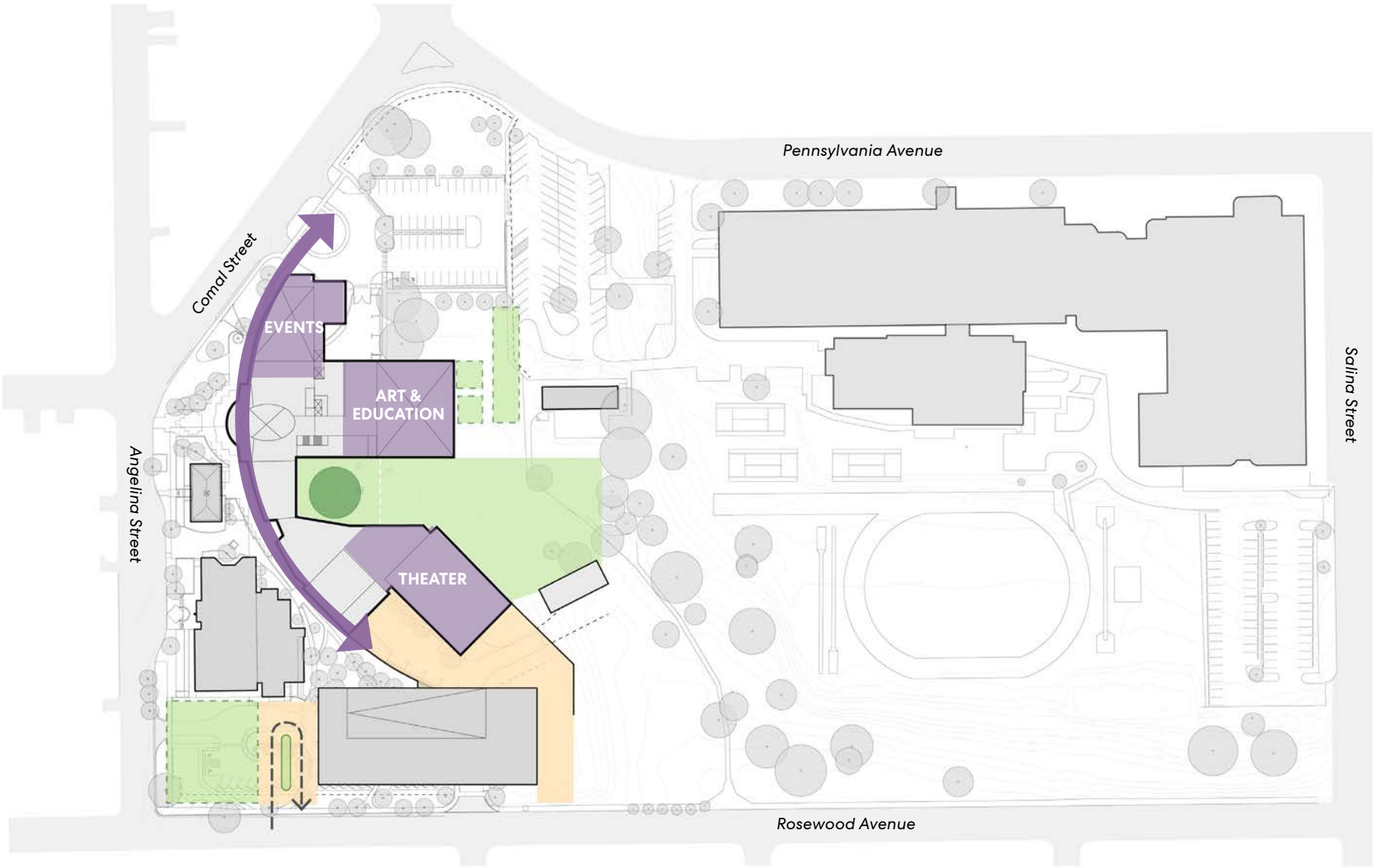


# PROPOSED CARVER EXPANSION PLAN



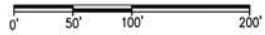
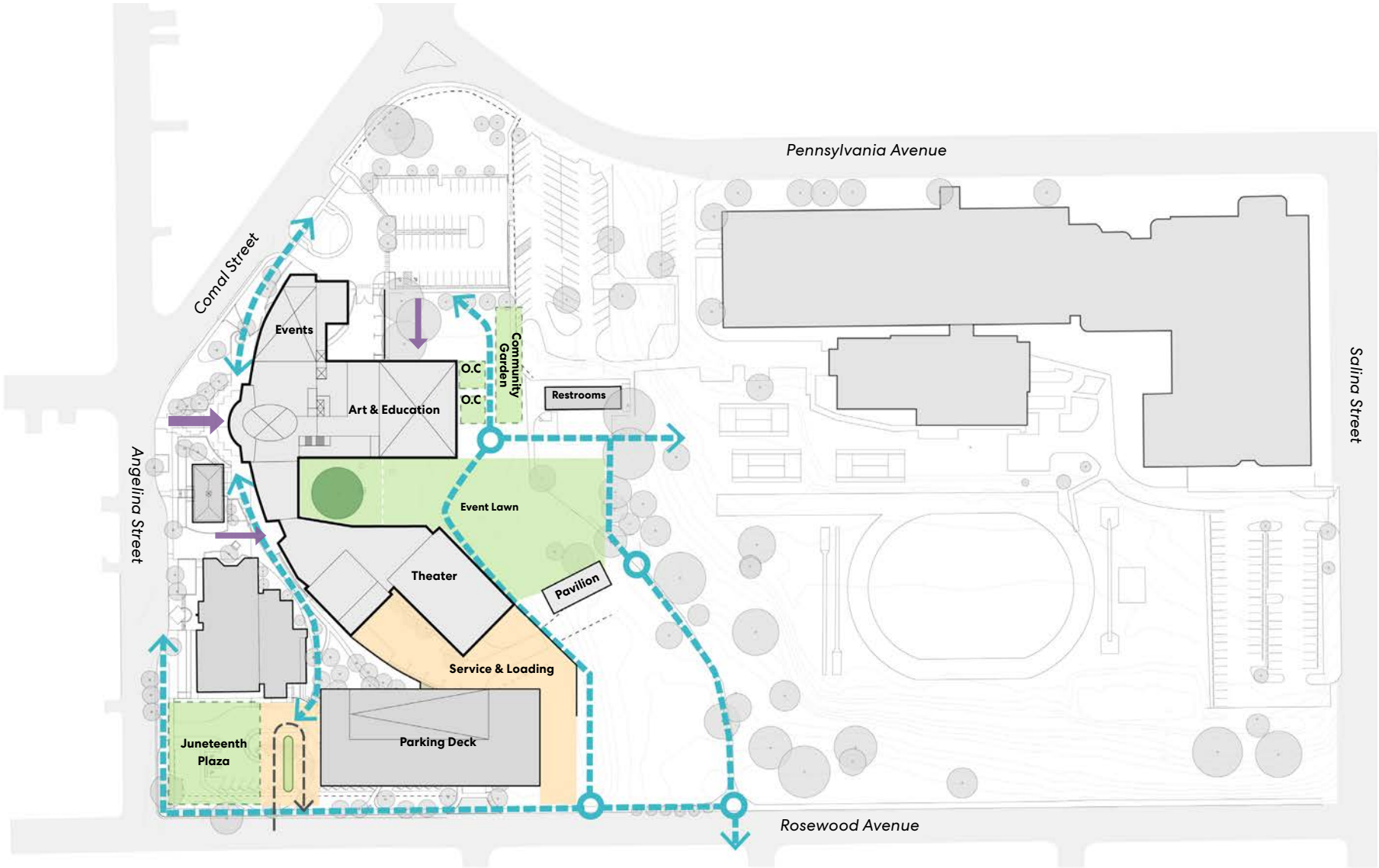


# PROPOSED EXPANSION



1"=100ft

# PROPOSED SITE PLAN



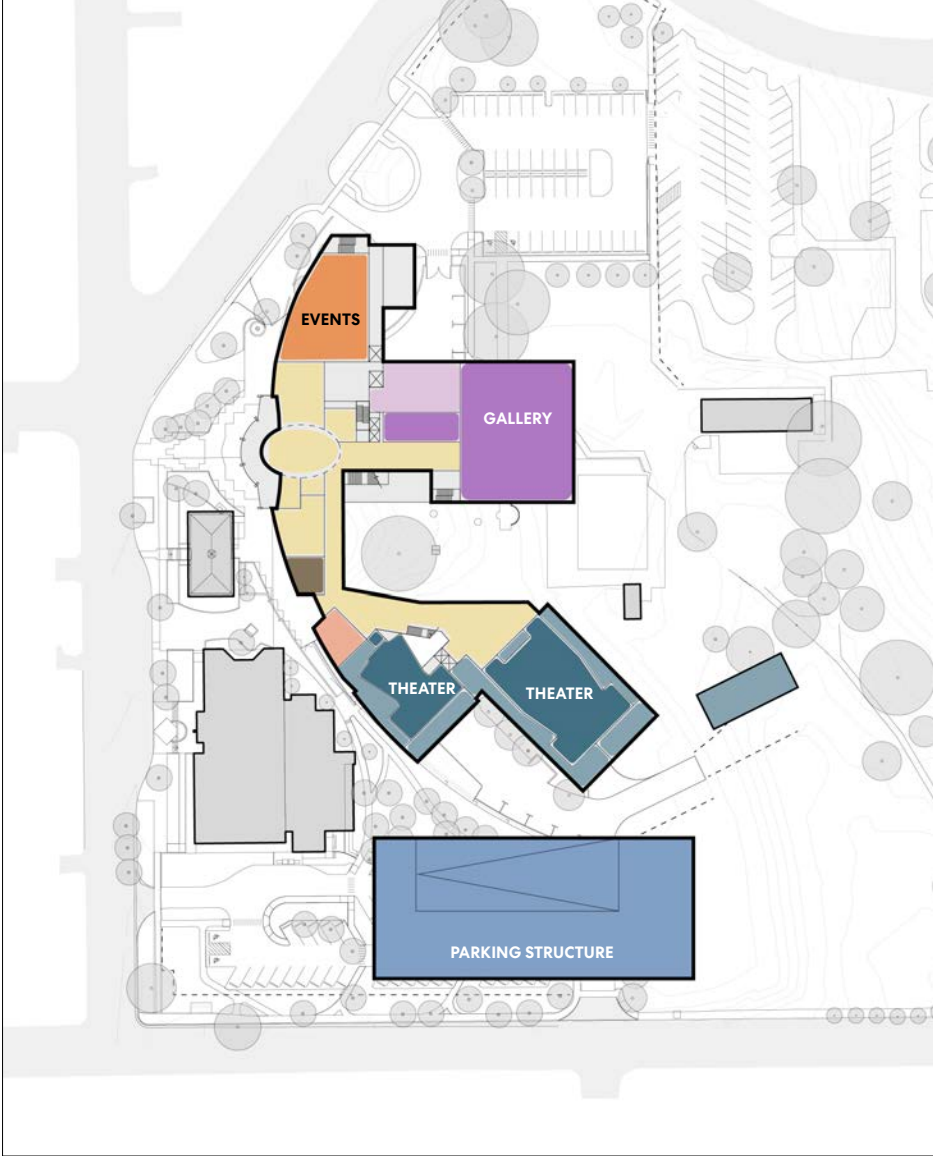
1"=100ft

# BUILDING PROGRAM: MAIN LEVEL

## Existing



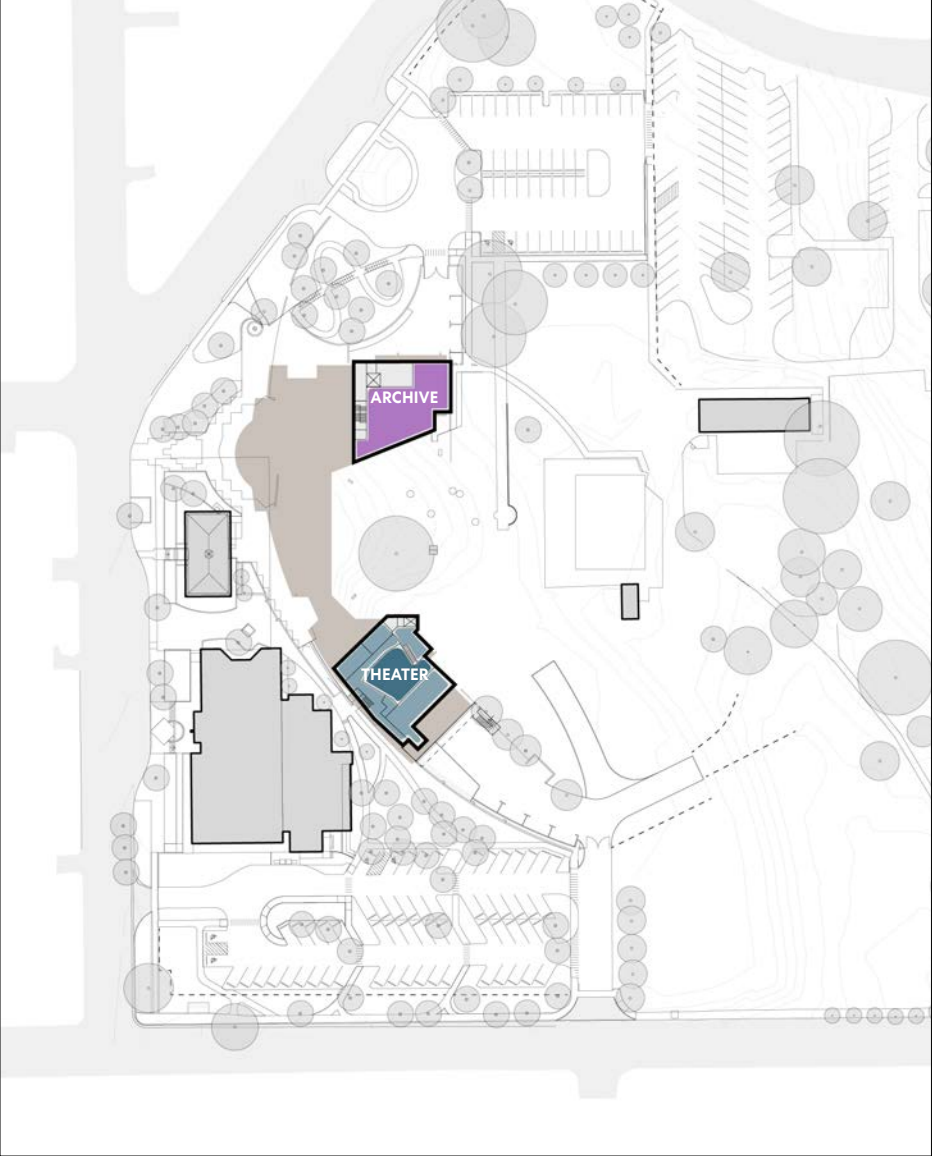
## Proposed



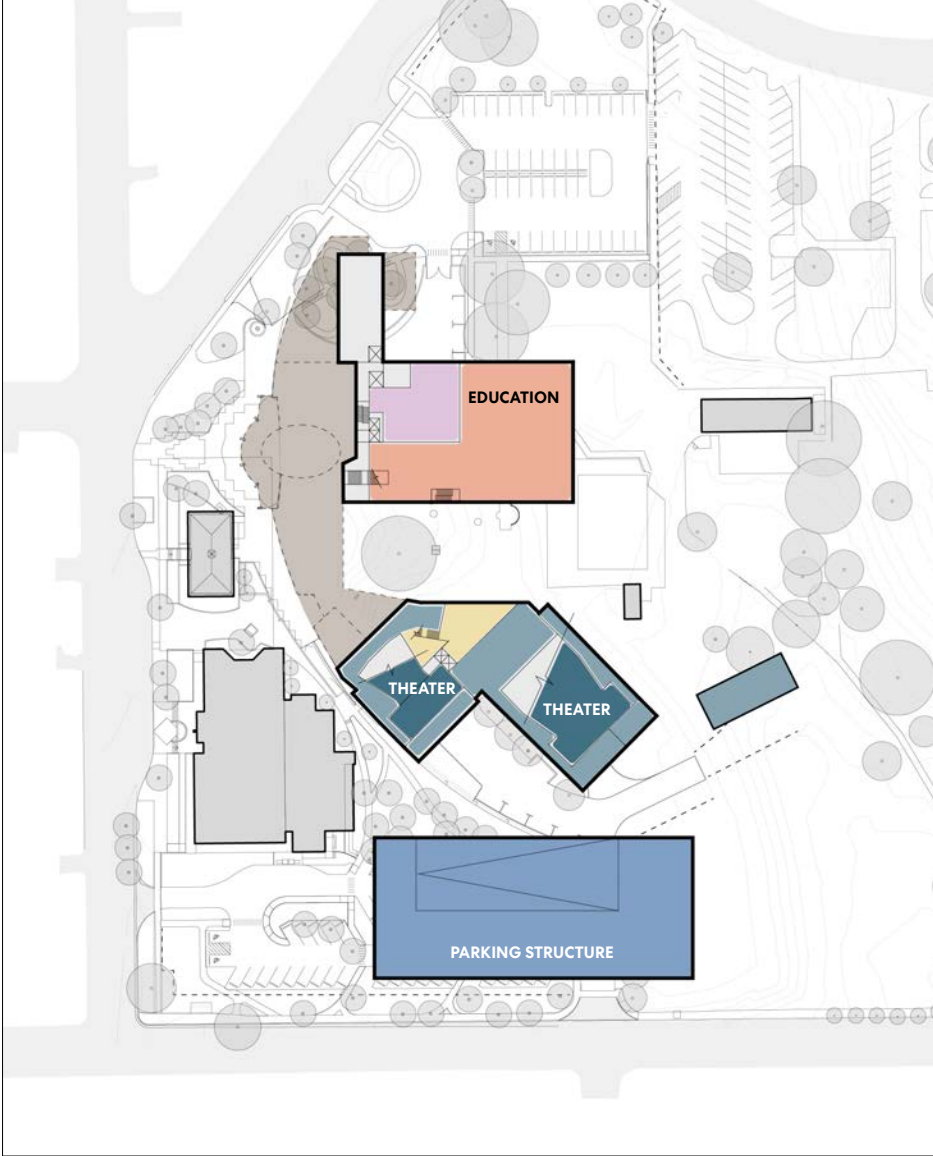
- Public/General Program
- Events
- Services/Restroom
- Theater/Performance
- Theater/Performance support
- Education
- Gallery
- Art + Exhibit Support
- Administration

# BUILDING PROGRAM: LOWER LEVEL

## Existing



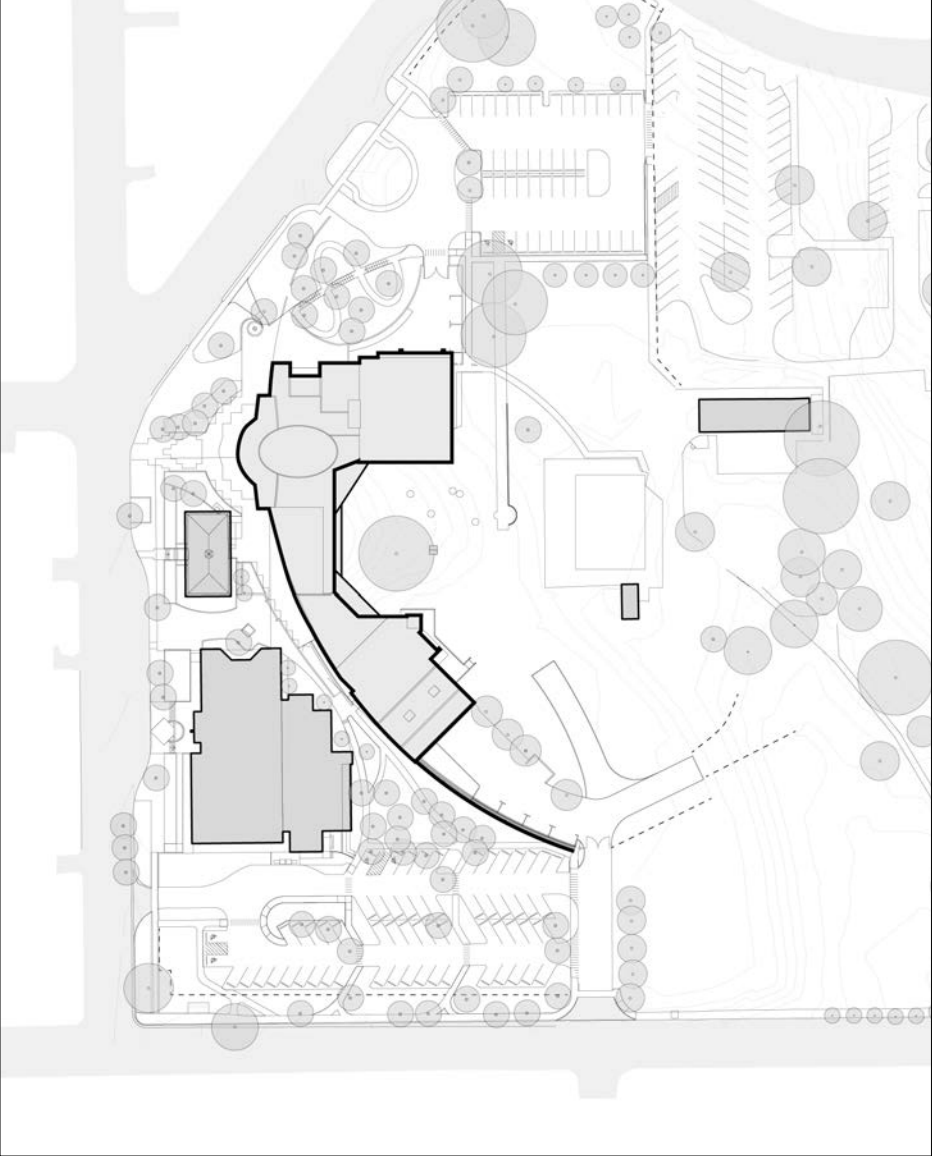
## Proposed



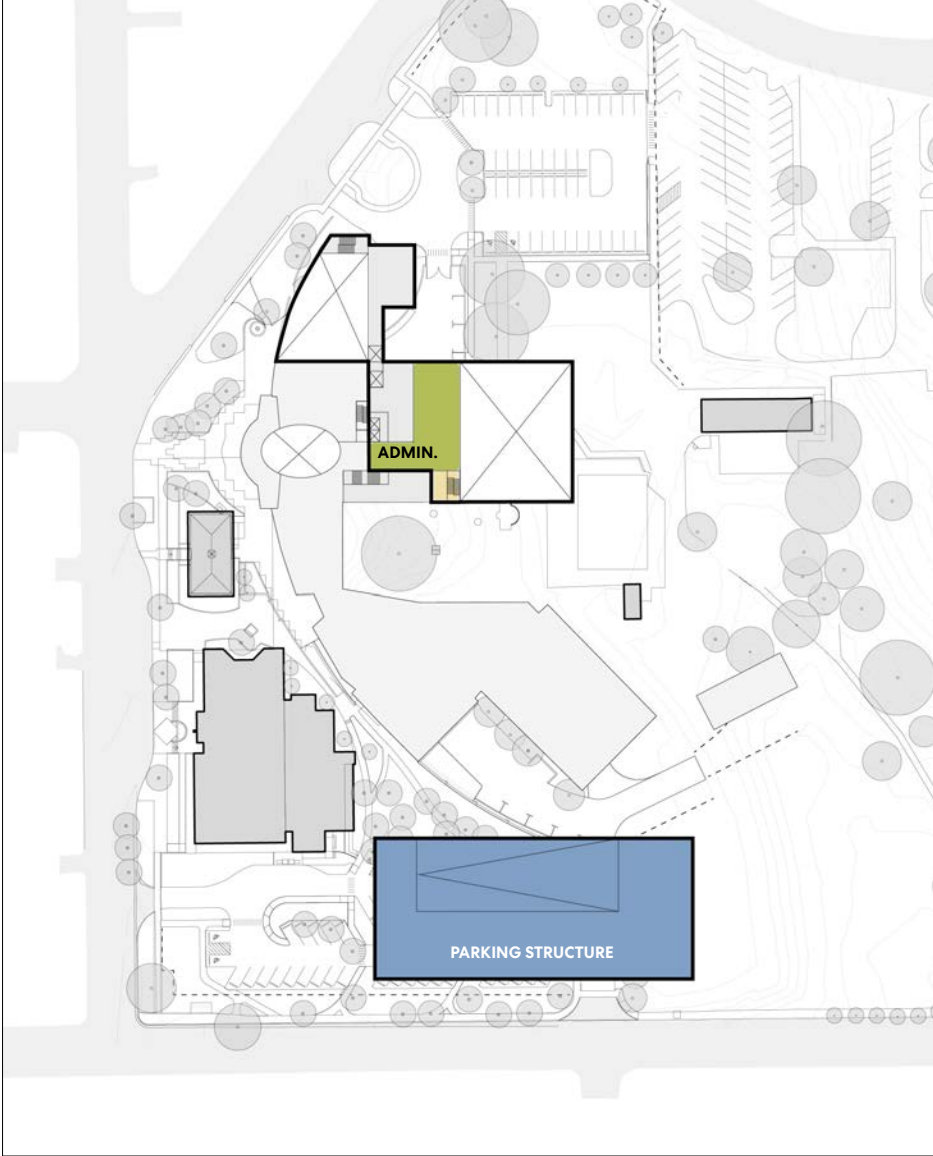
- Public/General Program
- Events
- Services/Restroom
- Theater/Performance
- Theater/Performance support
- Education
- Gallery
- Art + Exhibit Support
- Administration

# BUILDING PROGRAM: UPPER LEVEL

## Existing



## Proposed



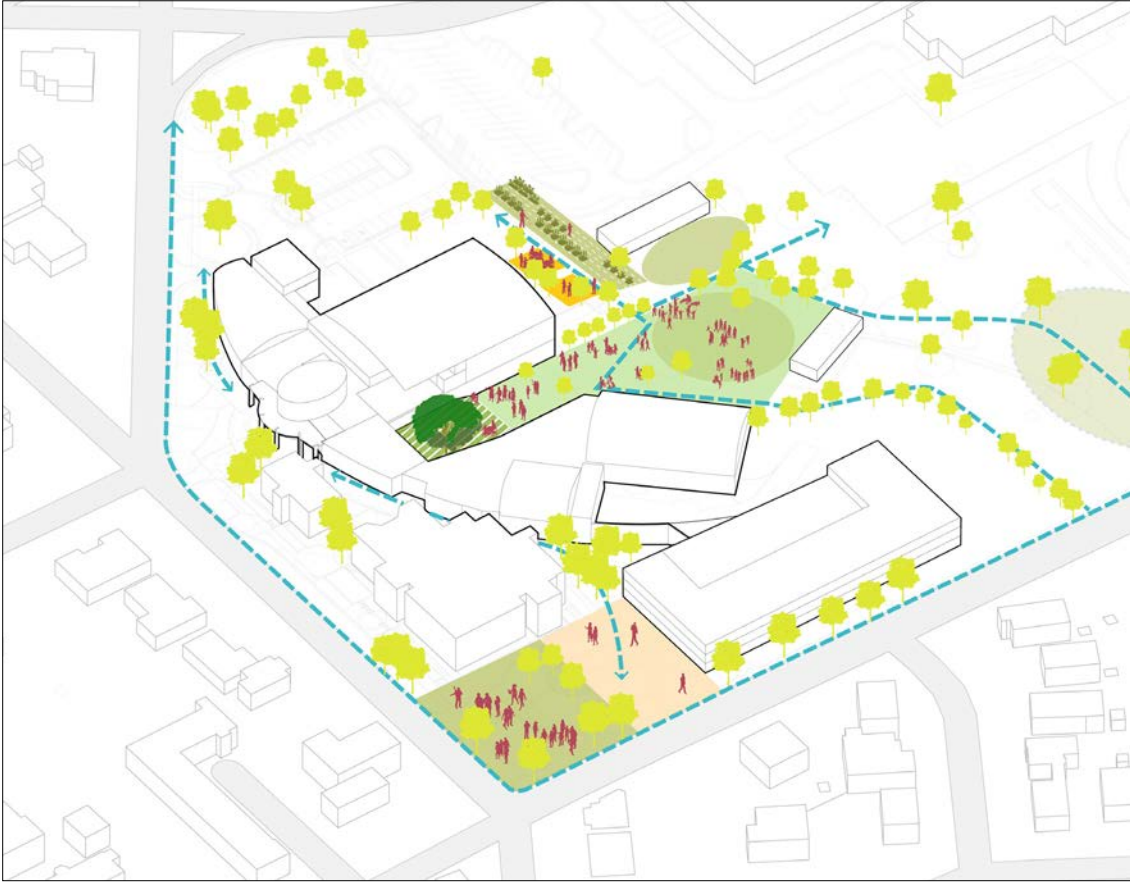
- Public/General Program
- Events
- Services/Restroom
- Theater/Performance
- Theater/Performance support
- Education
- Gallery
- Art + Exhibit Support
- Administration

# FACILITY EXPANSION PLAN - 3D

Existing



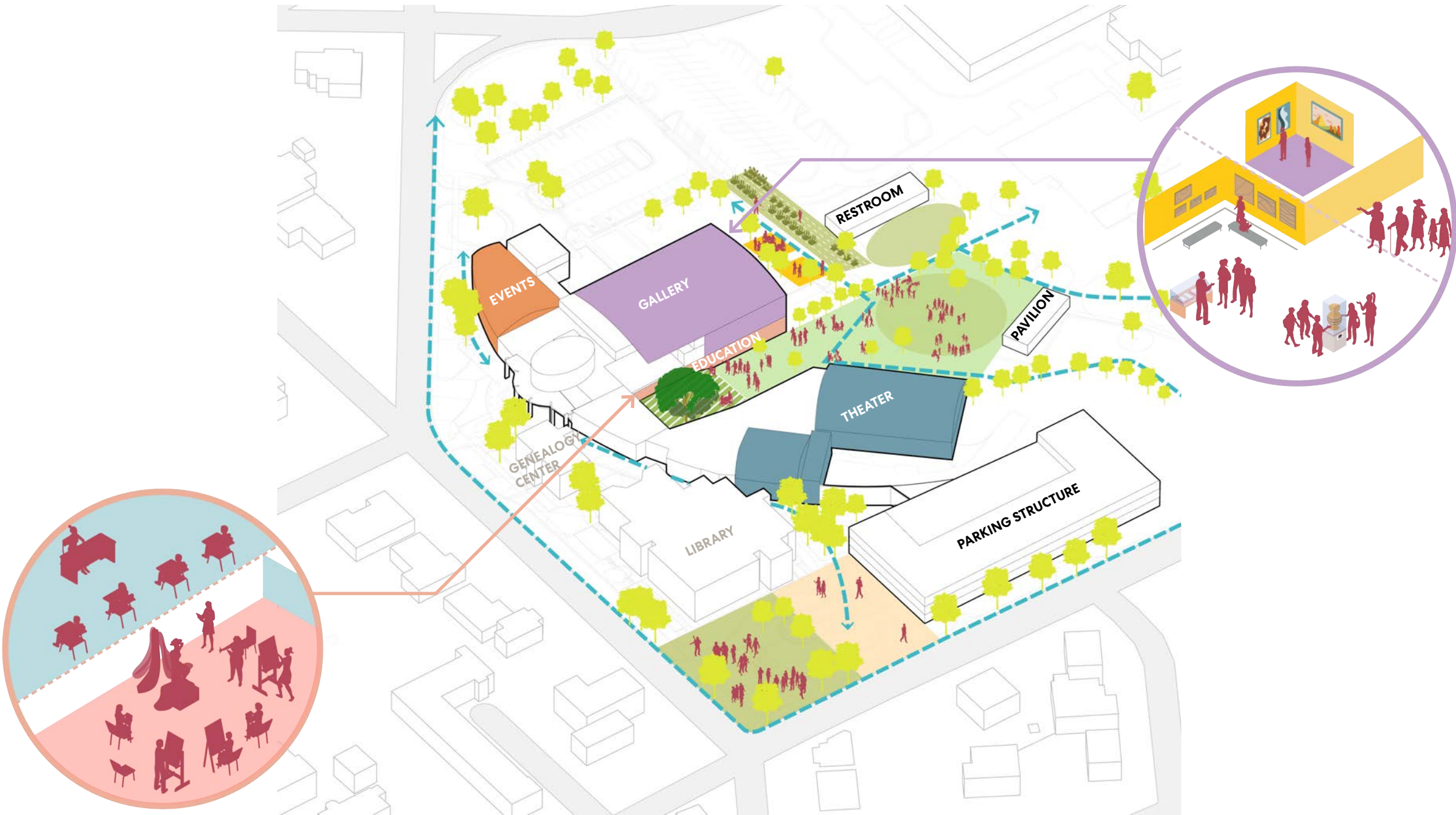
Proposed



# FACILITY EXPANSION PLAN - 3D

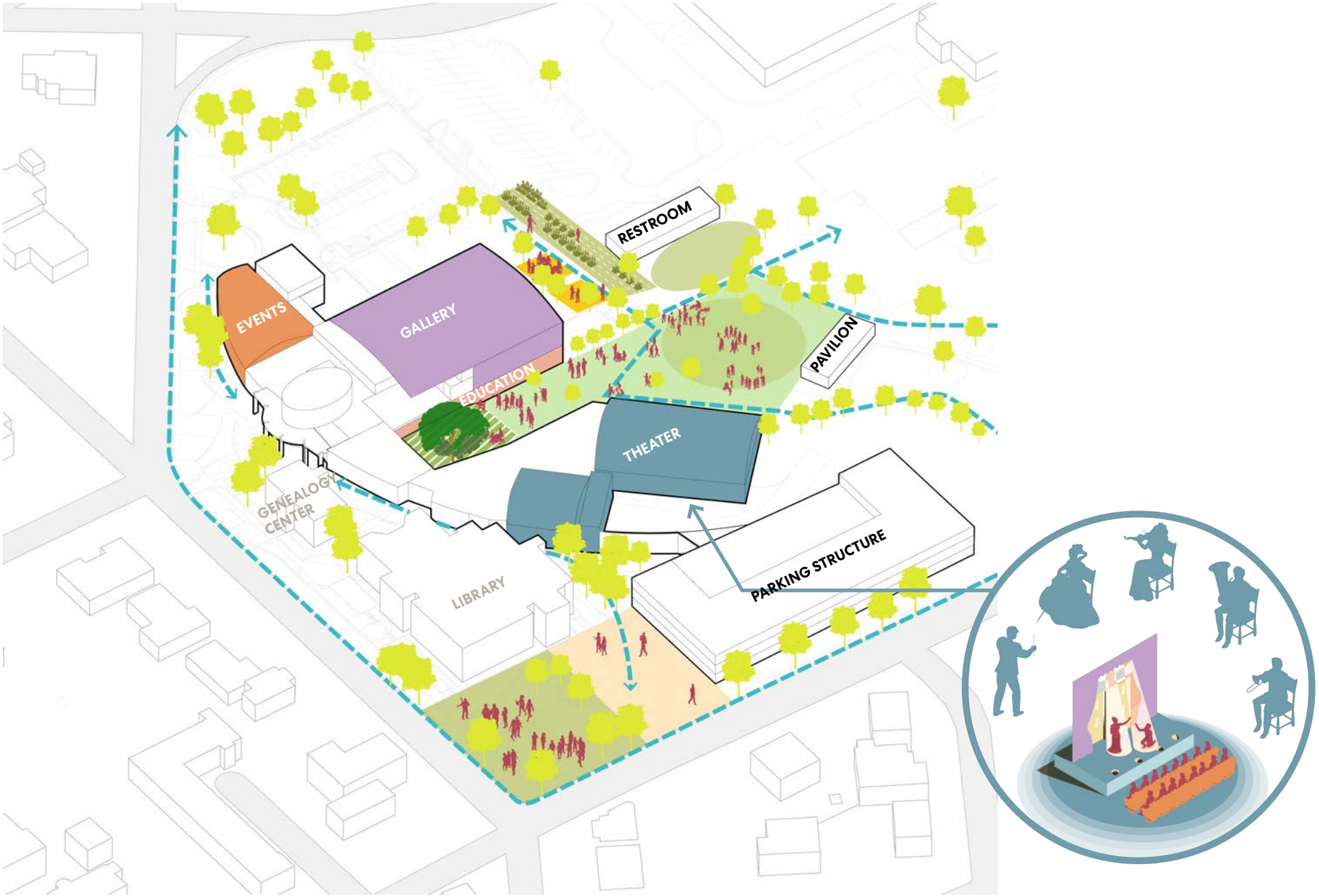


# FACILITY EXPANSION PLAN - 3D

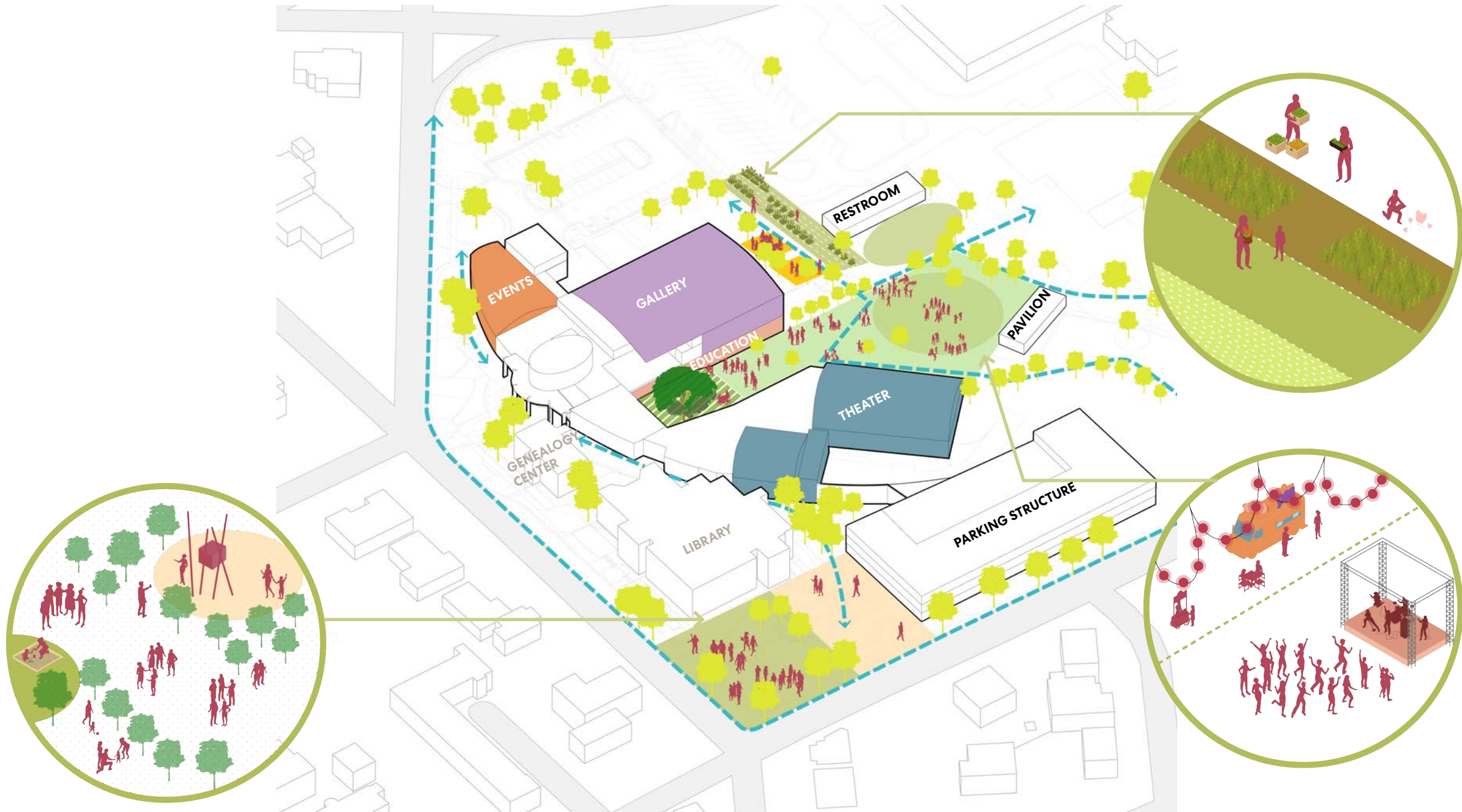




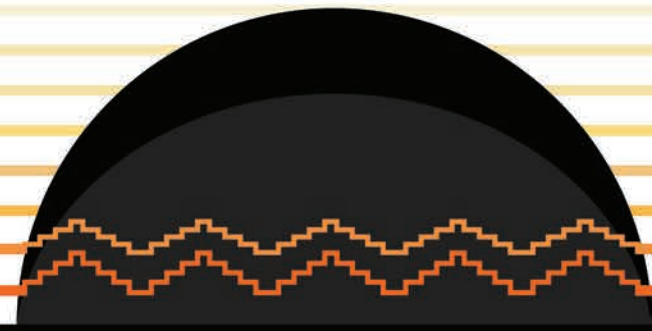
# FACILITY EXPANSION PLAN - 3D



# FACILITY EXPANSION PLAN - 3D



# DISCUSSION AND FEEDBACK

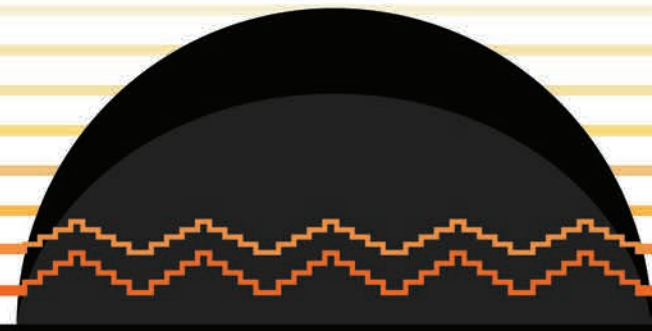


# NEXT STEPS

**a. Final Refinements to Building and Site Plan**

**b. Phasing Plans and Cost Estimates**

**c. Boards, Commissions, and Council Presentations beginning in 2021**



# **Thank you for joining us!**

**For more information:**

**[www.austintexas.gov/CarverATXplanning](http://www.austintexas.gov/CarverATXplanning)**