

PRESENTATION OF MACC MASTER PLAN

3rd PUBLIC MEETING – January 20, 2018



By Baron Wilson

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.

Project Timeline:



Boards and Commissions...

“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.”



Public Comments Received

Print & On-Line Survey/
Questionnaire

- 335+ respondents

11 Focus Groups

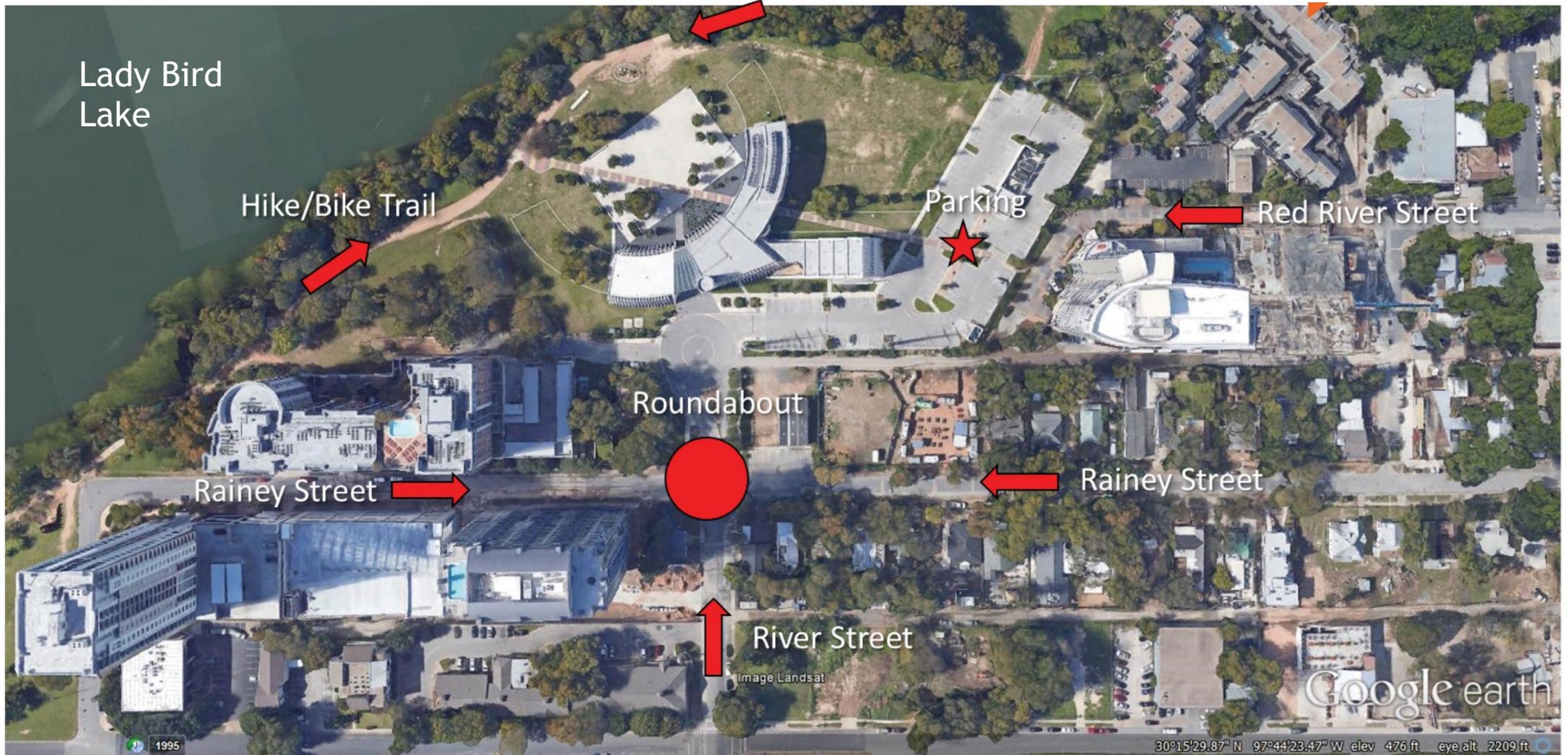
Public Open House Meetings

- June 17th, 2017, and
- October 7th, 2017

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

CIRCULATION



ESB-MACC Google Site



Existing 1st Floor

Performance & Support	
Classrooms/ Meeting Spaces	
Offices	
Gallery & Support	
Lobbies & Circulation	
Retail	
General Support Spaces	
Covered Exterior Circulation	
Surface Parking- 125	



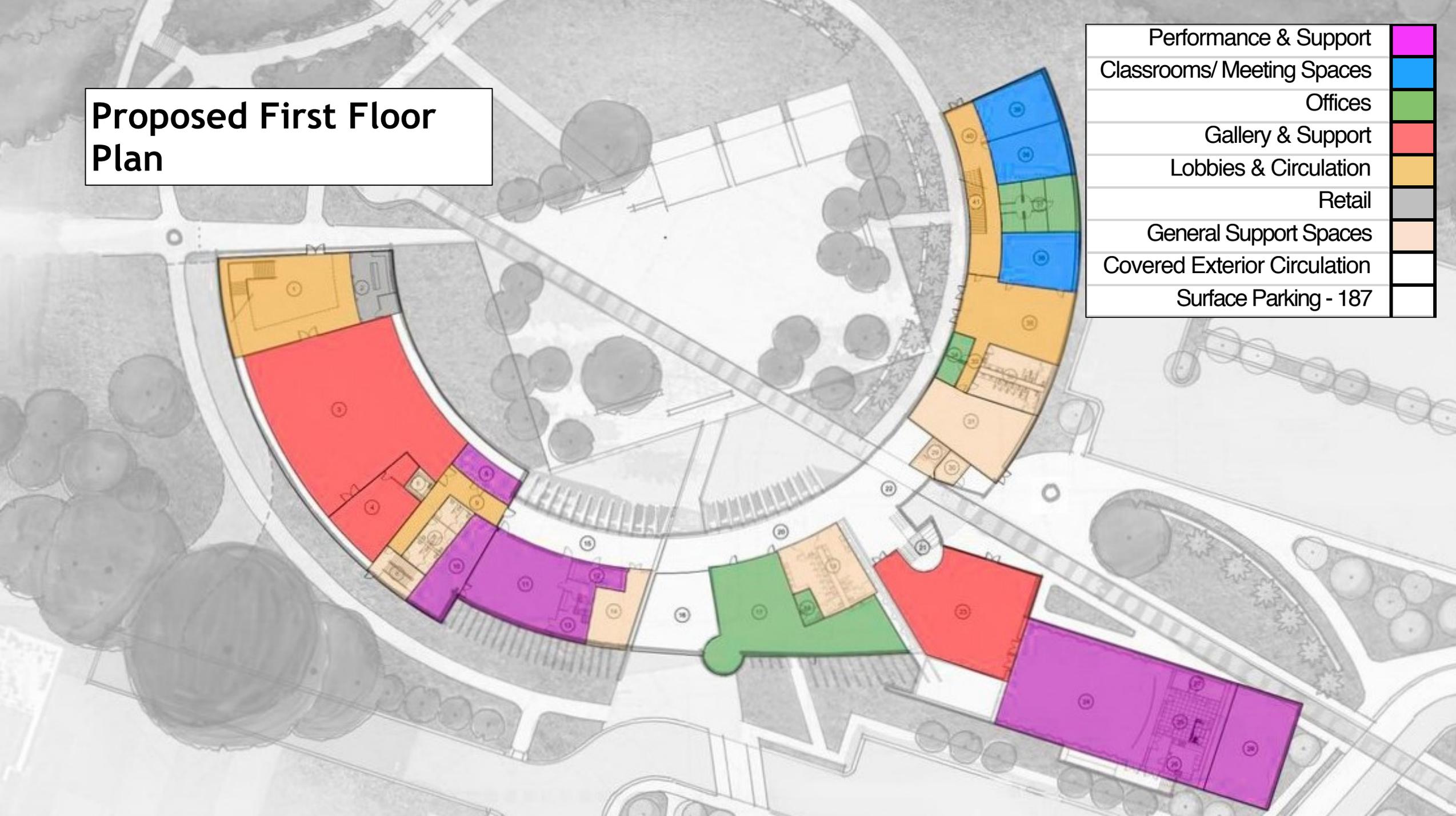
Existing 2nd Floor

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



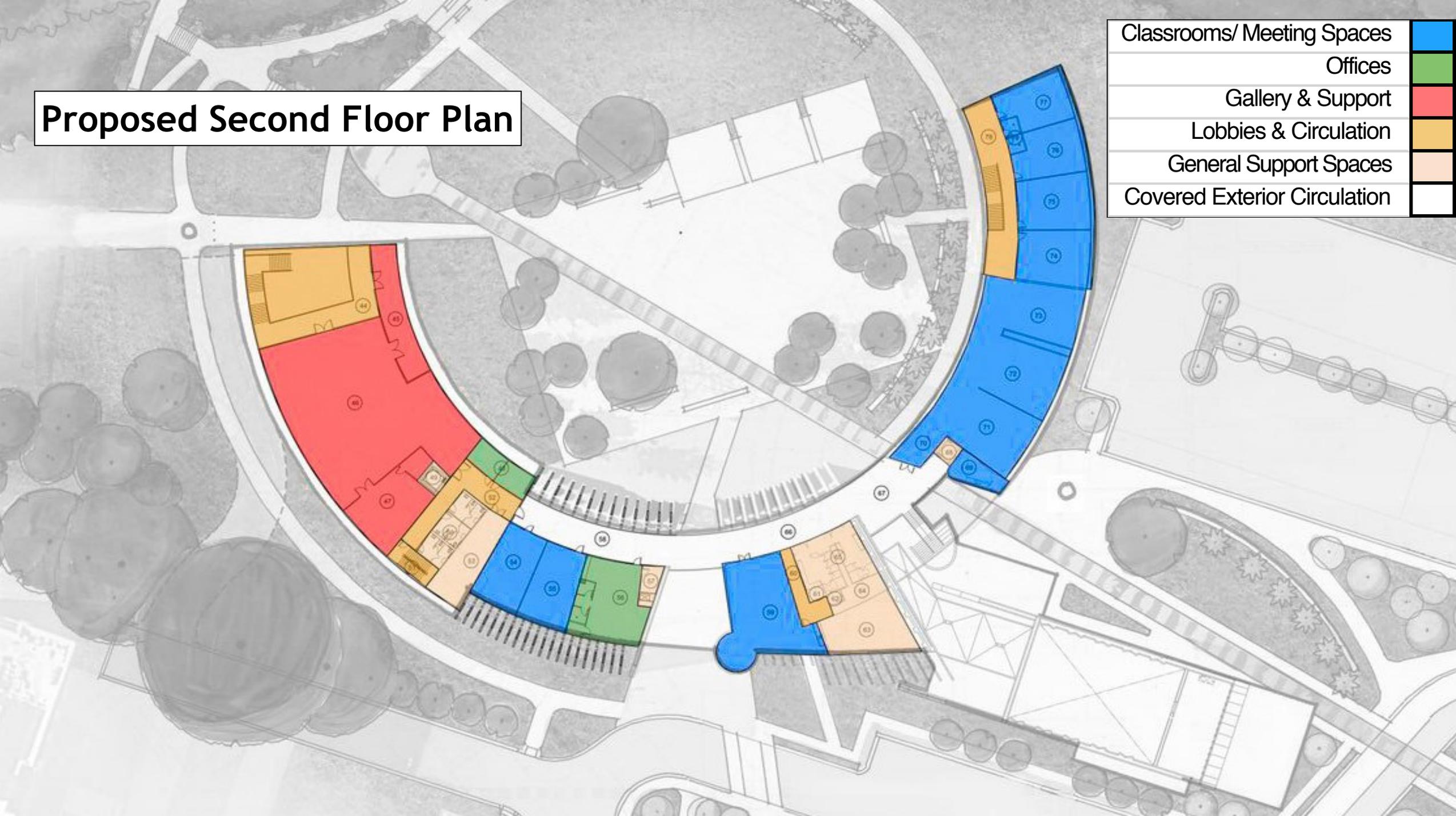
Proposed First Floor Plan

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

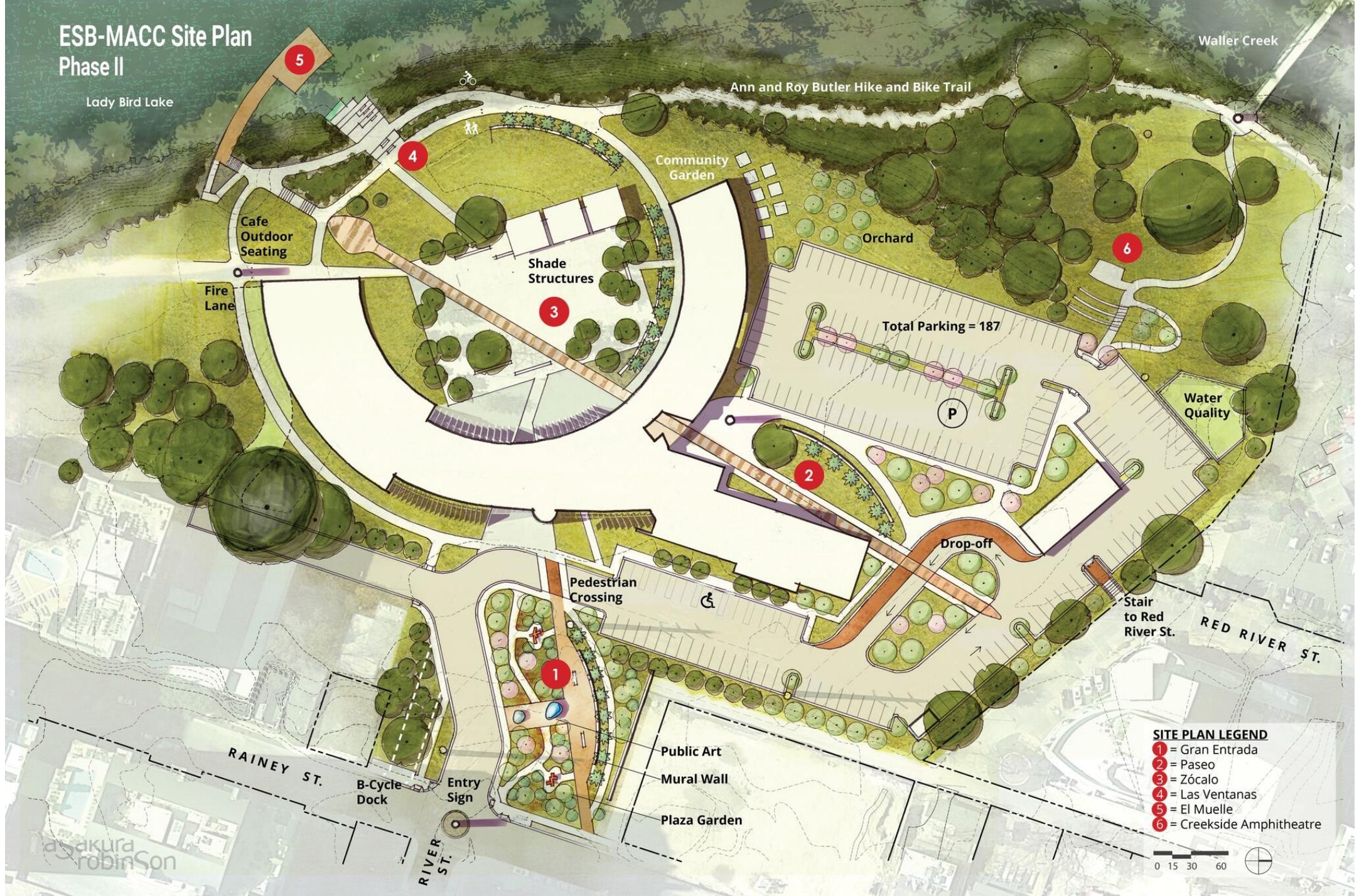


Proposed Second Floor Plan

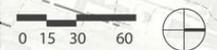
Classrooms/ Meeting Spaces	Blue
Offices	Green
Gallery & Support	Red
Lobbies & Circulation	Orange
General Support Spaces	Light Orange
Covered Exterior Circulation	White



ESB-MACC Site Plan Phase II



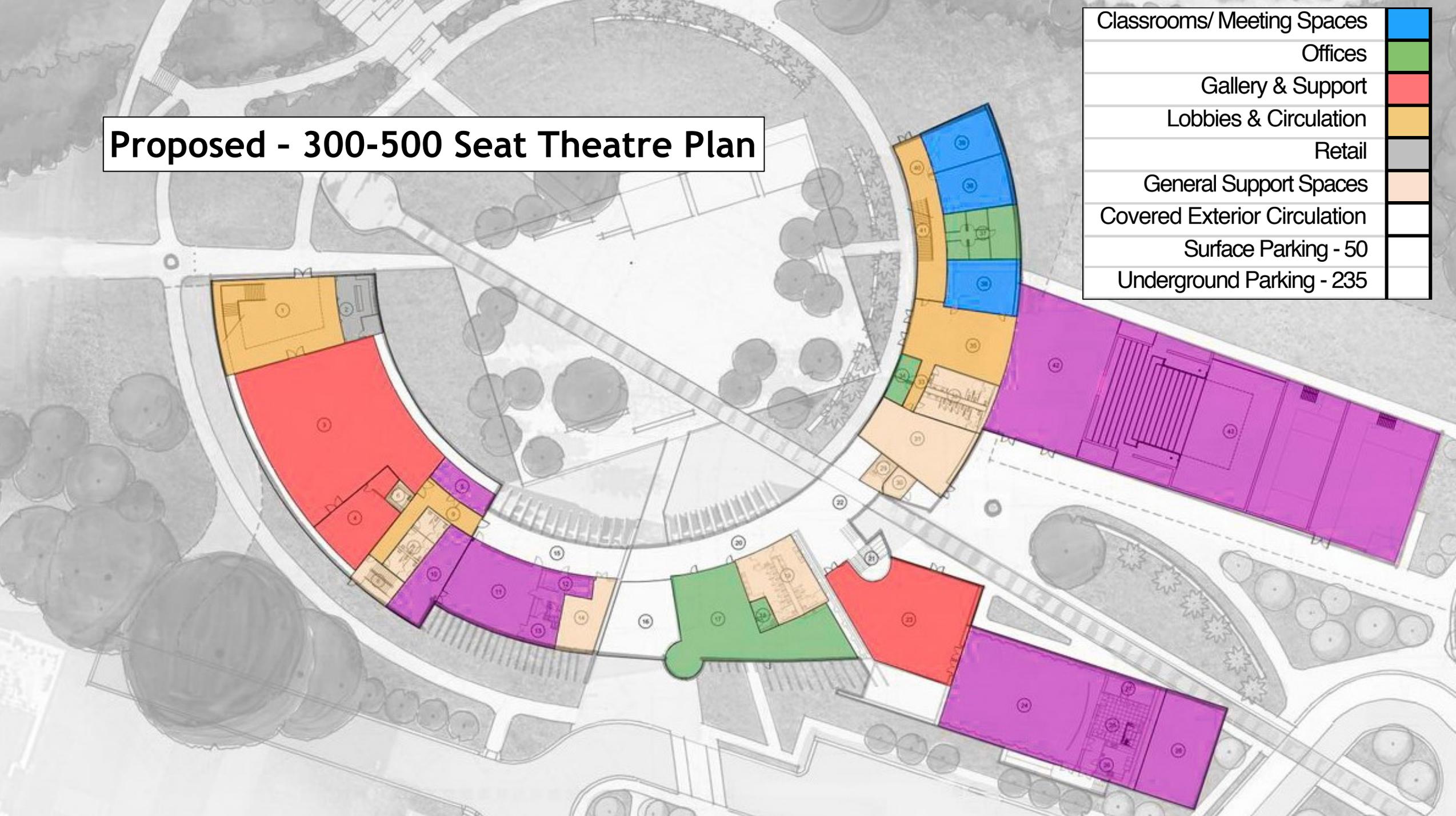
- SITE PLAN LEGEND**
- 1 = Gran Entrada
 - 2 = Paseo
 - 3 = Zócalo
 - 4 = Las Ventanas
 - 5 = El Muelle
 - 6 = Creekside Amphitheatre



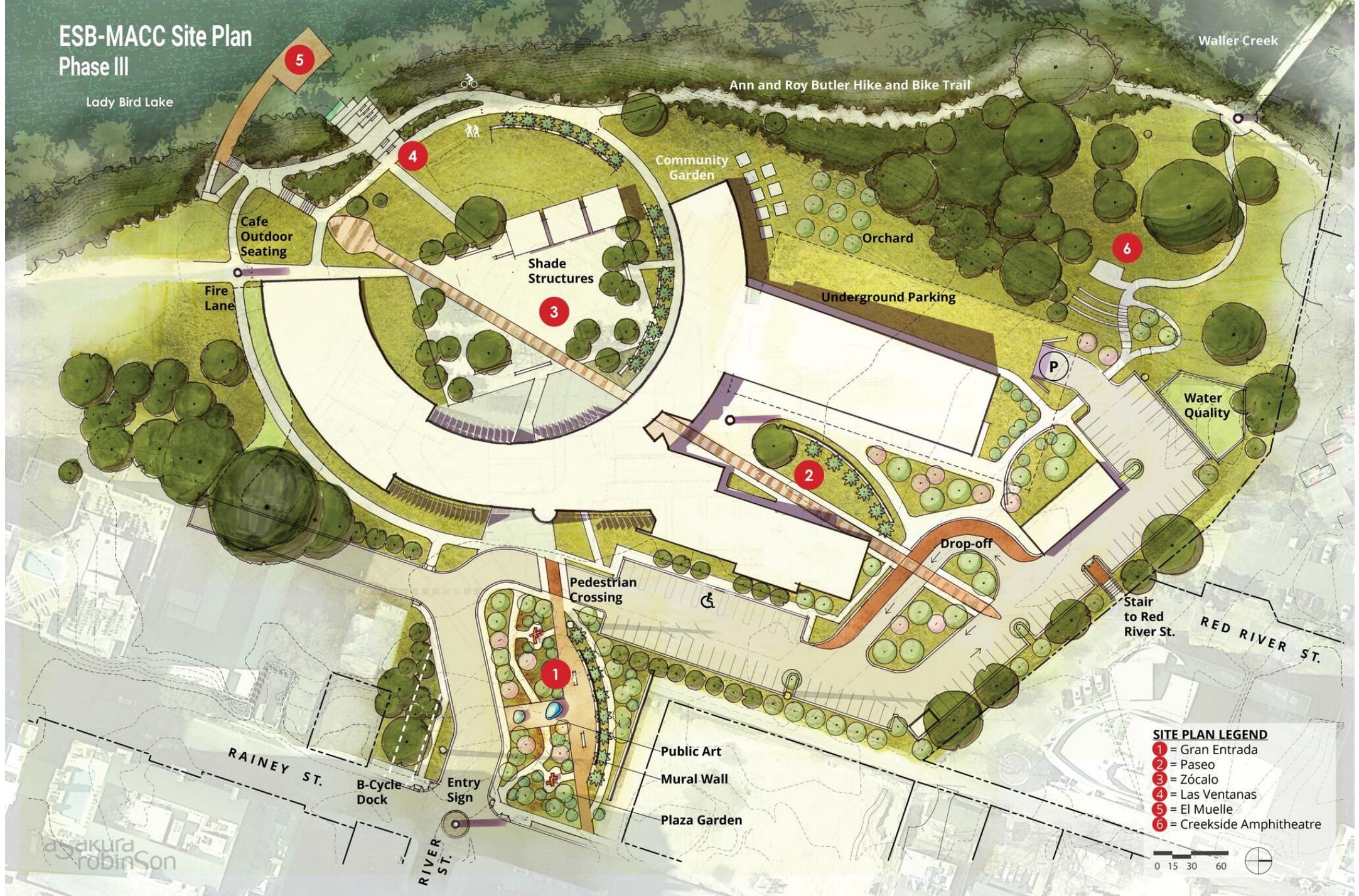
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Proposed - 300-500 Seat Theatre Plan

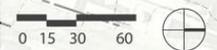
Classrooms/ Meeting Spaces	Blue
Offices	Green
Gallery & Support	Red
Lobbies & Circulation	Orange
Retail	Grey
General Support Spaces	Light Orange
Covered Exterior Circulation	White
Surface Parking - 50	White
Underground Parking - 235	White



ESB-MACC Site Plan Phase III



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



akura
robinson

Existing Square Footage

Performance & Support Spaces	5,684
Classrooms and Meeting Rooms	5,134
Offices	1,288
Gallery & Support Spaces	5,468
Retail (Café & Store)	-
General Support Spaces	5,524
Interior Circulation and Lobbies	-
Exterior/Covered Circulation	13,238
TOTAL	36,336

Phase 2 - Proposed Square Footage

Performance & Support Spaces	8,343
Classrooms and Meeting Rooms	12,010
Offices	4,863
Gallery & Support Spaces	14,875
Retail (Café & Store)	1,210
General Support Spaces	9,175
Interior Circulation and Lobbies	-
Phase 2	\$23M - \$37M
Landscape	\$2.7M - \$4.3M
Theatre	10,900
Theatre Lobby	3,300
300 - 500 Seat Theatre & Parking	\$32M - \$52M



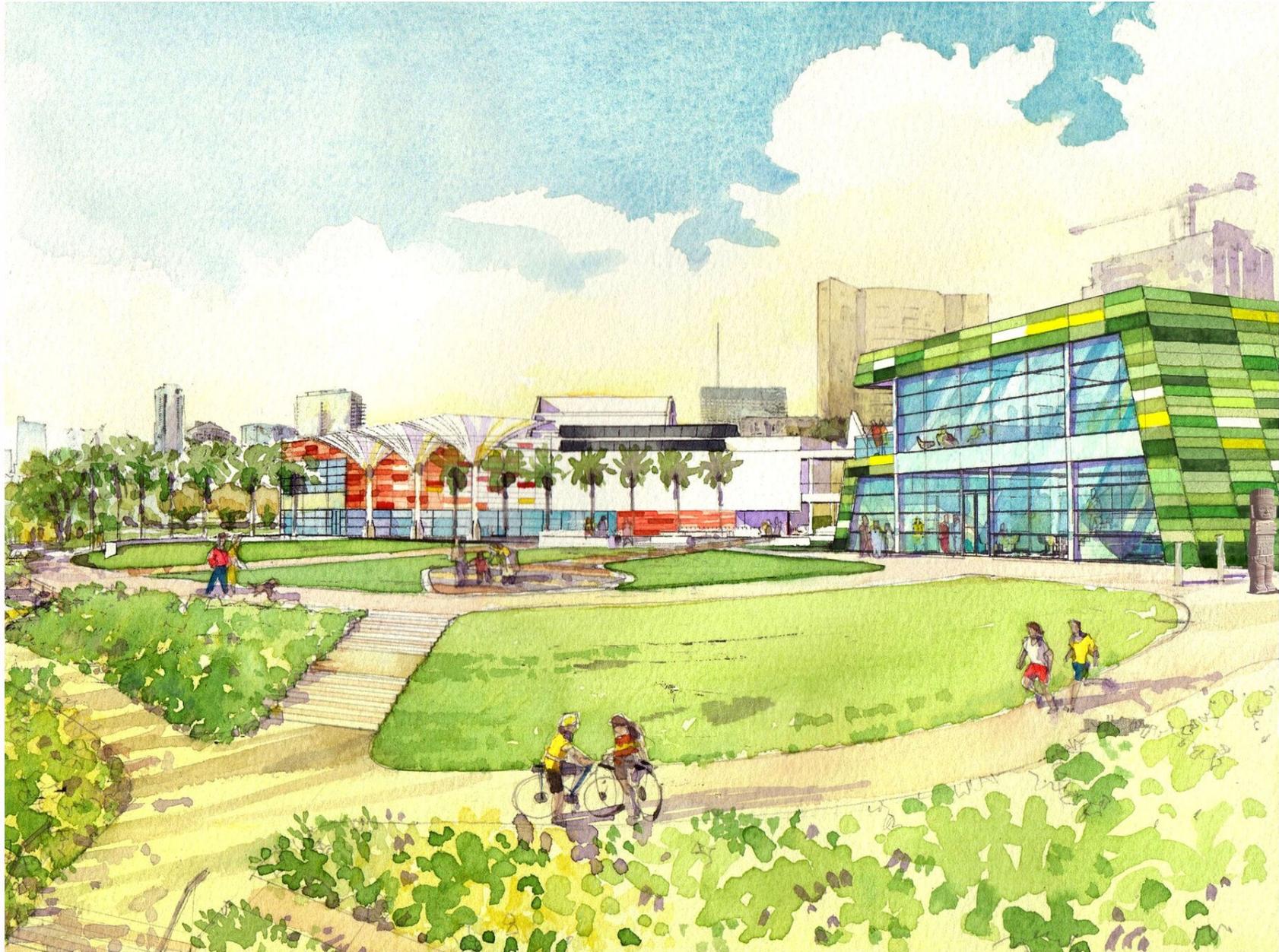
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MÁS MACC



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER
MASTER PLAN PROCESS

**Your comments today are important to us!
Please let your thoughts be known.**



CasaBella
ARCHITECTS



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