



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



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.

- 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
- 2017-18: Development of new Master Plan for ESB-MACC and newly acquired parkland at entryway

Goals and Objectives of Public Process

- 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 Outreach Summary

Phase 1

Existing Conditions and Programming

May 2017 – Sept. 2017

Phase 2

Presentation of Design Concepts

Oct. 2017 – Dec. 2017

Phase 3

Presentation of Master Plan Design

Jan. 2018 – Feb. 2018

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

Oct. 7 Public Open House

- Over 60 Participants

4 Focus Groups

- 27 Participants
- Cultural groups, performing and visual artists

Questionnaire

- 46 Respondents

Jan. 20 Public Open House

- Over 45 Participants

1 Focus Group

- 19 Participants
- Theater Arts

Questionnaire

- 59 Respondents

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

A MASMACC
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER
PROCESO DEL PLAN MAESTRO

Los Bailarines
Los Estudiantes
Los Líderes Cívicos
Tus Vecinos
Los Amantes del Arte
Los Entusiastas del Cine
Los Actores
Los Músicos
Los Poetas
y otros

Únete a **La Comunidad** para ayudar a diseñar un Nuevo Plan Maestro para el ESB-MACC, #MASMACC.

17 de junio
Reunión Abierta al Público
Abierta al Público Presentación a las 10:30am
600 River St, Austin, TX 78701
www.austintexas.gov/masmacc

GRATIS
Tacos de desayuno y bebidas

EVENTO FAMILIAR
ESPAÑOL
Habrá servicio de interpretación

La Ciudad de Austin se esfuerza en cumplir con la Ley para Estadounidenses con Discapacidades. Si necesitas asistencia especial para participar en nuestros programas o para utilizar nuestras instalaciones por favor llama al 512.974.7225.

¡Completa la encuesta!
www.es.surveymonkey.com/r/esb-macc-esp

Contacto:
Kim McKeigh
Austin Parks and Recreation Department
(512) 974-8478
MASMACC@austintexas.gov

A MASMACC
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER
PROCESO DEL PLAN MAESTRO

UNA VISIÓN HACIA EL FUTURO

DEL CENTRO CULTURAL MEXICANO AMERICANO EMMA S. BARRIENTOS
Artistas intérpretes y visuales, músicos, educadores y estudiantes, líderes cívicos, socios y TU guiarán el desarrollo del diseño. Únete a nosotros para celebrar y revisar el borrador del plan maestro.

Reunión Abierta al Público
Sábado 20 de enero
10am-12pm
Presentación a las 10:30am
600 River St, Austin, TX 78701

#MASMACC
austintexas.gov/masmacc

GRATIS
Tacos de desayuno y bebidas

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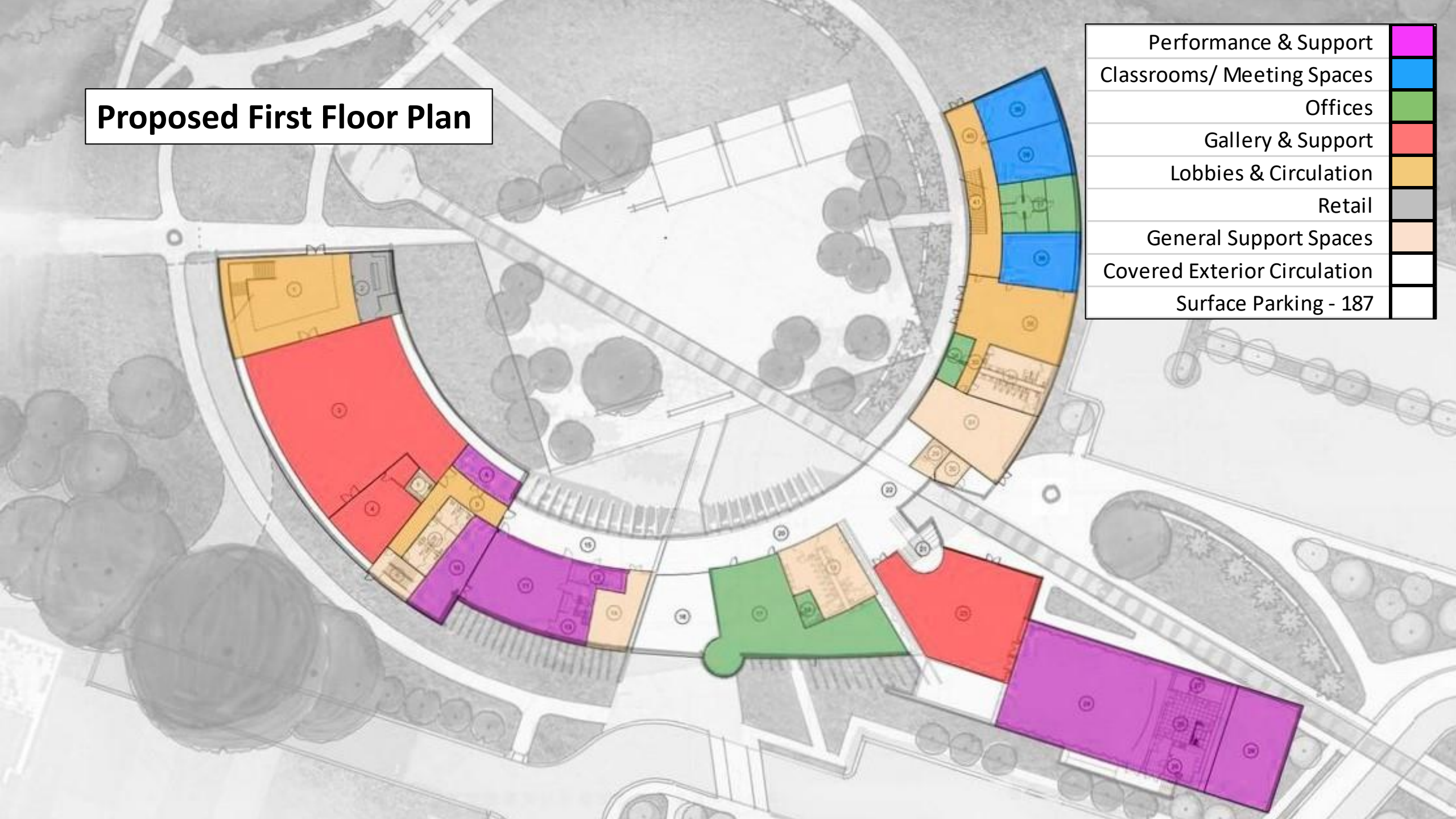
Contacto:
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What we heard!

- 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

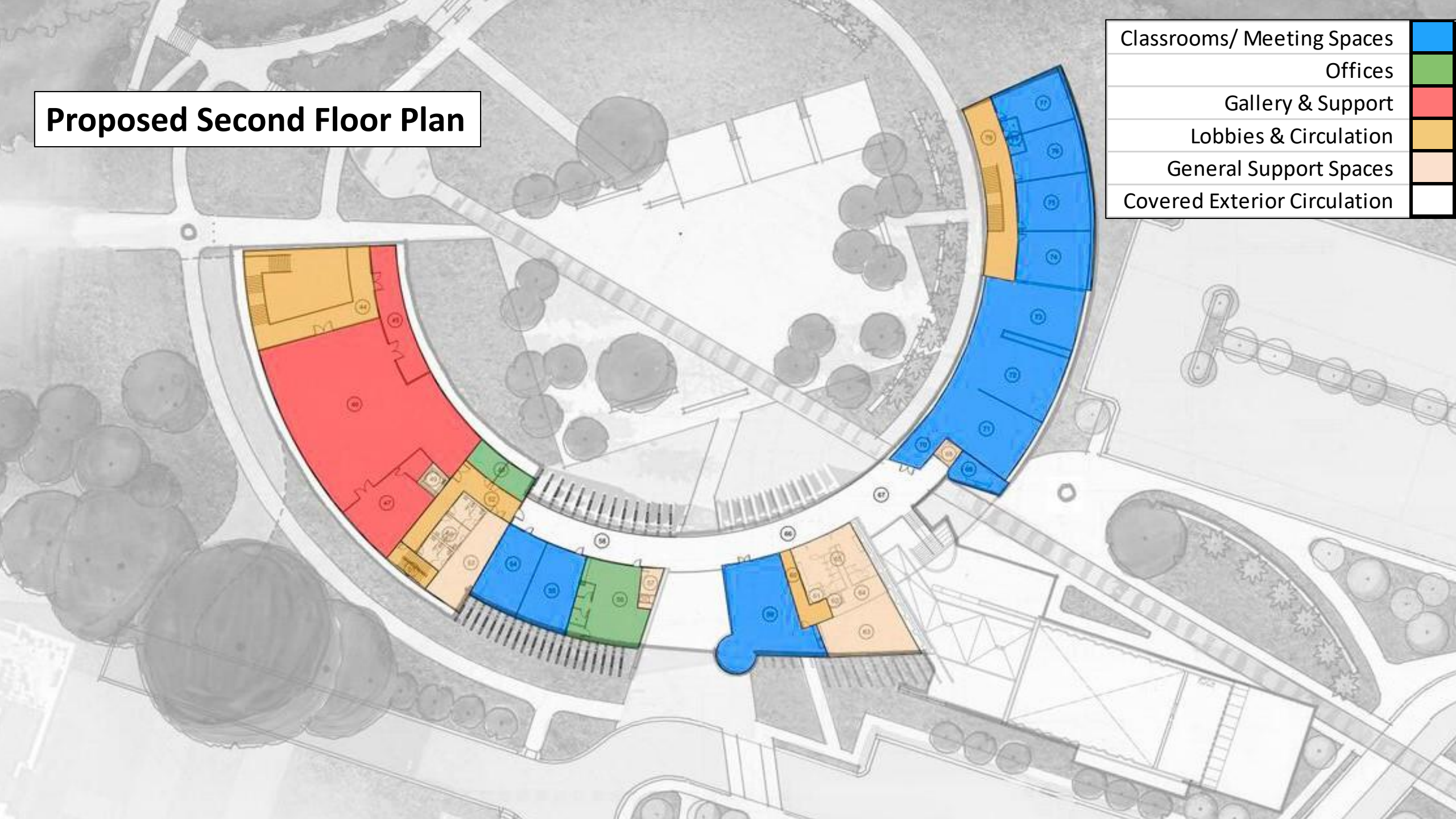
Proposed First Floor Plan

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

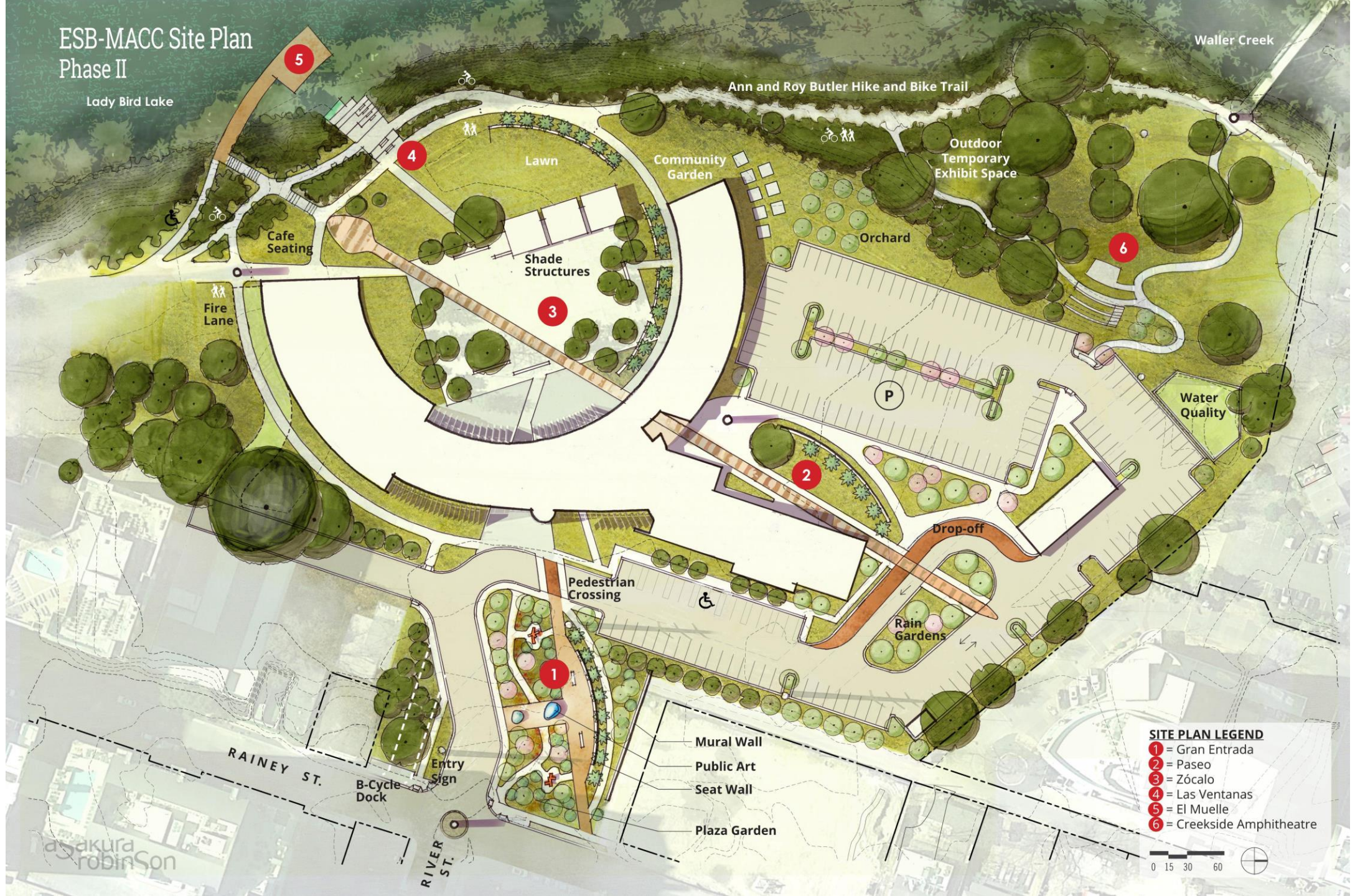


Proposed Second Floor Plan

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



Lady Bird Lake

Waller Creek

Ann and Roy Butler Hike and Bike Trail

5

4

Lawn

Community Garden

Outdoor Temporary Exhibit Space

Cafe Seating

Shade Structures

Orchard

6

Fire Lane

3

P

Water Quality

2

Drop-off

Pedestrian Crossing

Rain Gardens

1

Mural Wall

Public Art

Seat Wall

Plaza Garden

RAINEY ST.

B-Cycle Dock

Entry Sign

RIVER ST.

SITE PLAN LEGEND

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

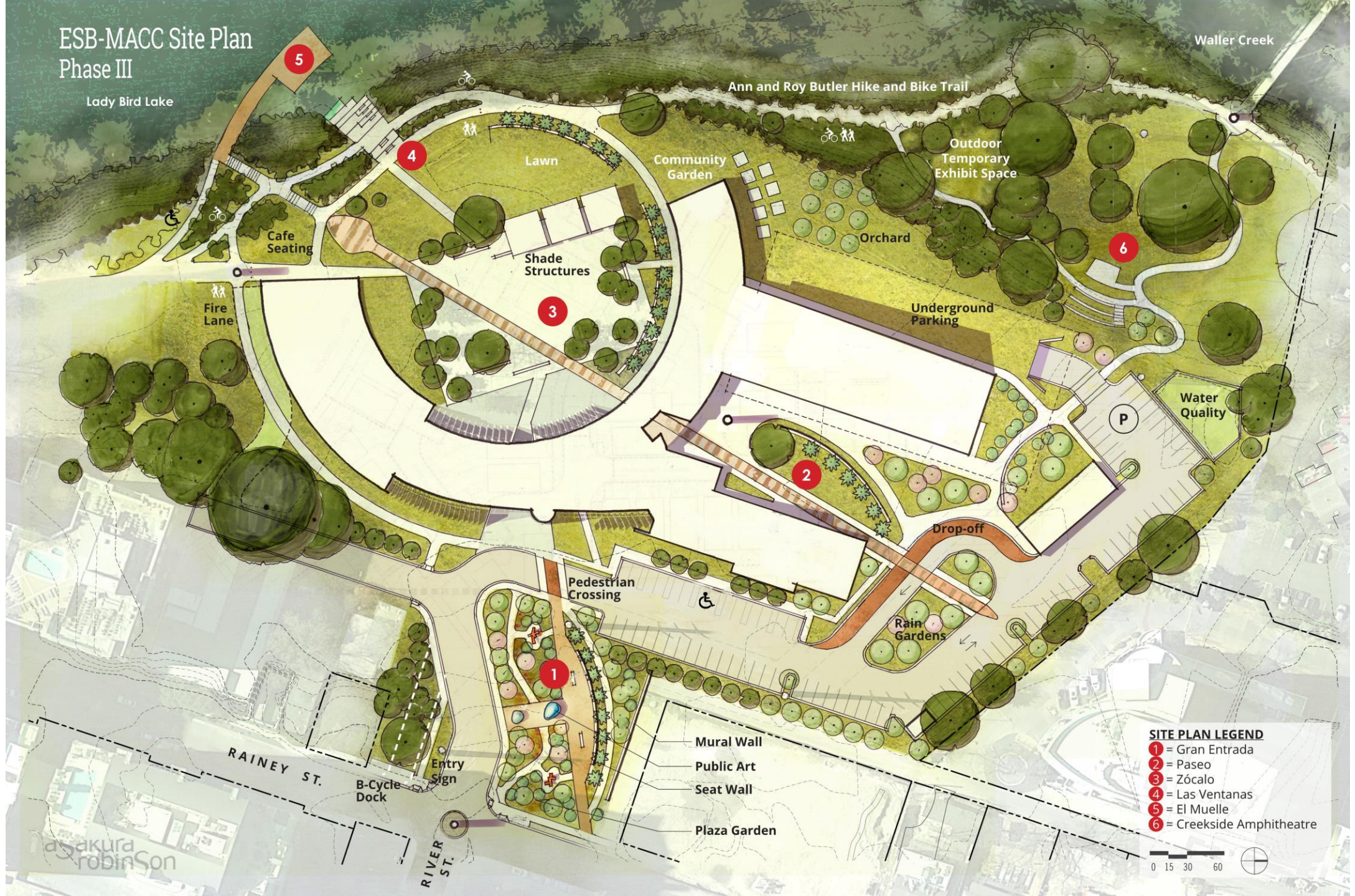


Proposed – 300-500 Seat Theatre Plan

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



Lady Bird Lake

Waller Creek

Ann and Roy Butler Hike and Bike Trail

5

4

Lawn

Community Garden

Outdoor Temporary Exhibit Space

Cafe Seating

Shade Structures

Orchard

6

Fire Lane

Underground Parking

3

Water Quality

2

Drop-off

Pedestrian Crossing

Rain Gardens

RAINEY ST.

Entry Sign

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akura robinson



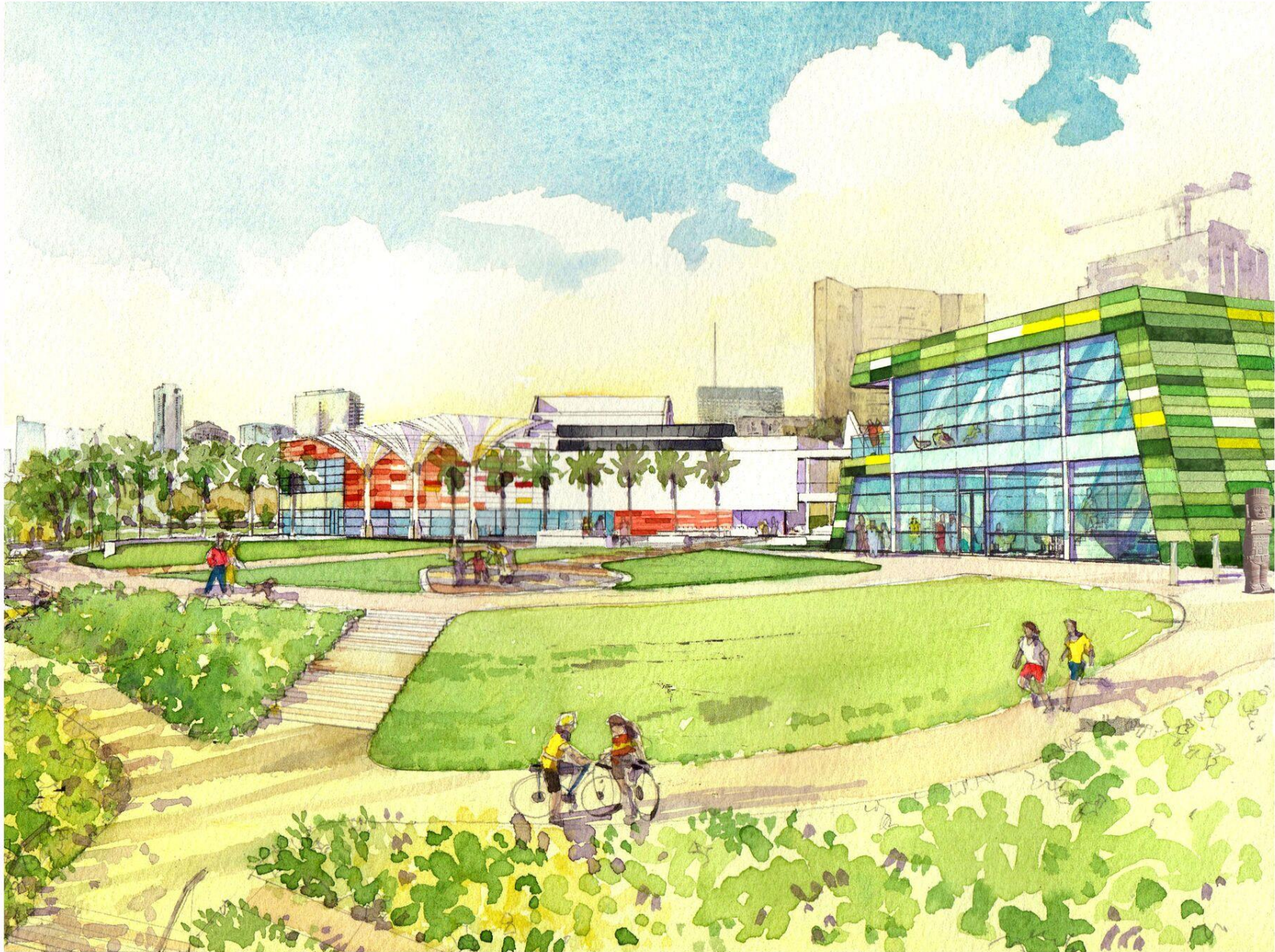
By Baron Wilson



By Baron Wilson



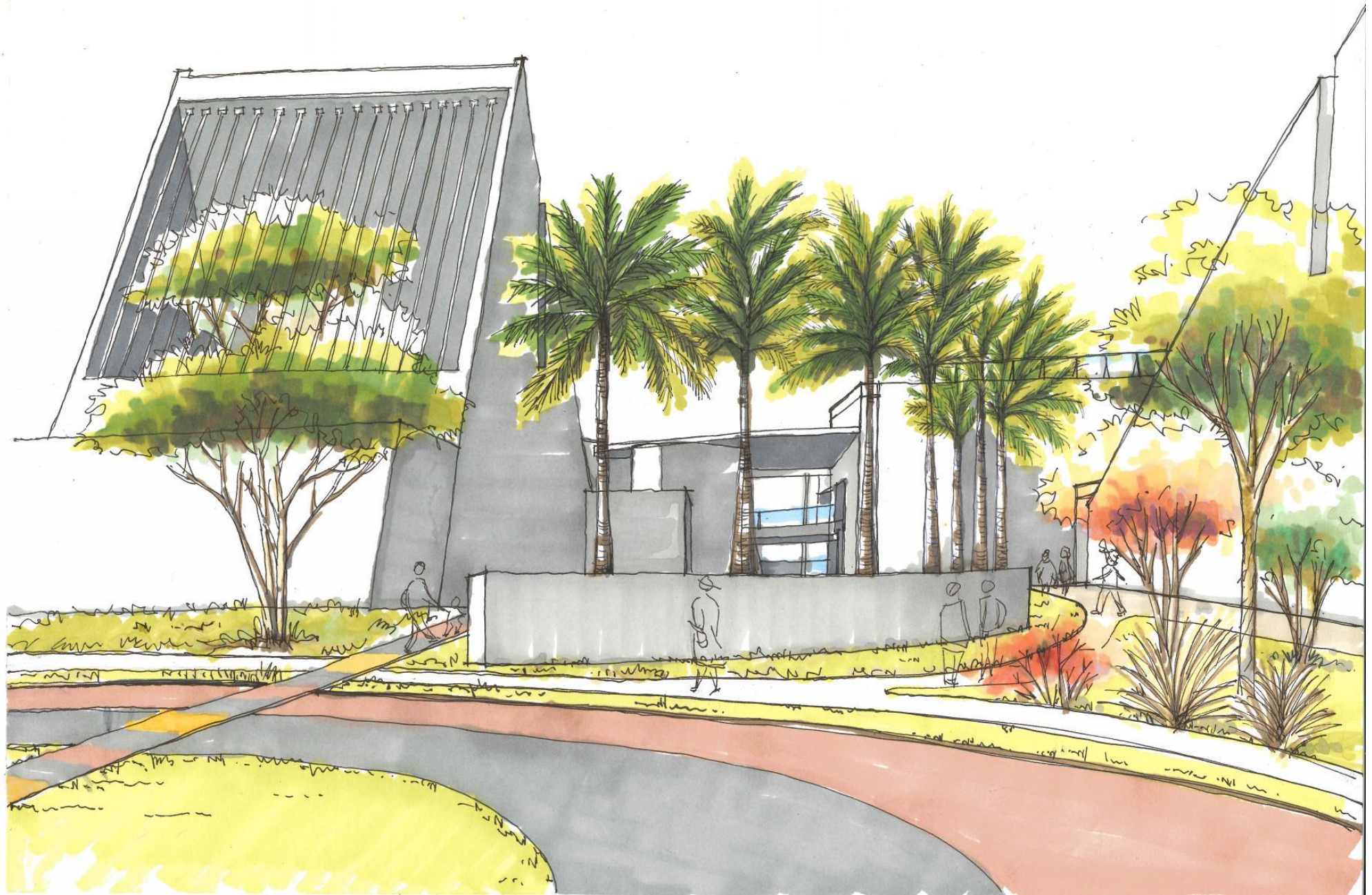
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QUESTIONS?



By Baron Wilson

