

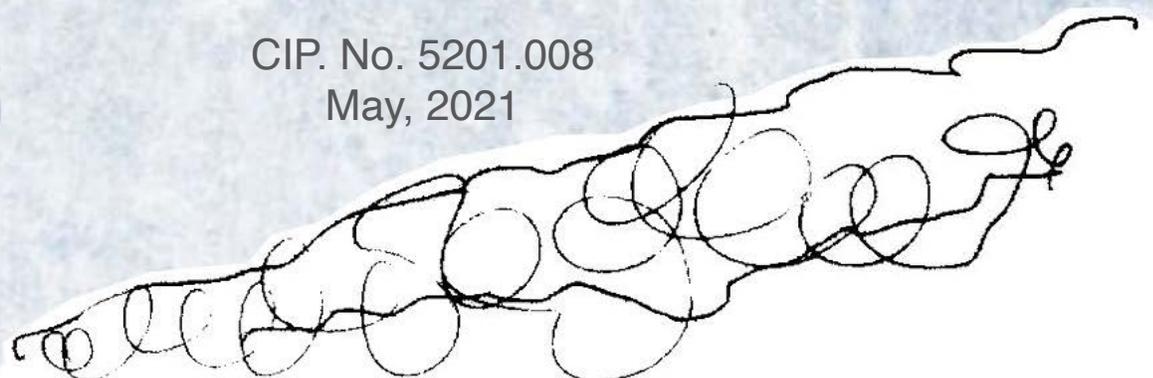


ESB-Mexican American Cultural Center

Phase 2 Expansion & Renovation Programming Report

CIP. No. 5201.008

May, 2021



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Project Team

Project Team

Owner	City of Austin & Austin Parks and Recreation Department
Architecture	Miró Rivera Architects & Tatiana Bilbao ESTUDIO
Civil Engineer & Permitting	MWM Design Group
MEP Engineer	Aptus Engineering
Landscape Architecture	Ten Eyck Landscape Architects
Structural Engineer	Martinez Engineering
Security	Combs Consulting
Information & Technology	Combs Consulting
Cost Estimating	Apex Cost Consulting
Accessibility/ /RAS Specialist	ACCESS Partnership
Interior Design	MRA Interior
Fire and Life Safety	Jensen Hughes
Food Service	Counihan & Associates
Environmental	Hicks & Company
Construction Manager at Risk	Rogers-O'Brien Construction

Executive Summary

City Council approved a Facility and Expansion Plan for the expansion and renovation of the center in 2018. Further referenced as the 2018 Plan. The Joint Venture of Miro Rivera Architects and Tatiana Bilbao Estudio was contracted in the Fall of 2020 to work on the programming phase of Phase 2.

Phase 2 includes expansion and renovation of the facility in addition to site improvements in order to meet the growing needs of the community, supporting programs that foster meaningful understanding and appreciation of Mexican American, Native American, Chicano, and other Latinx Cultures.

There is an increasingly extensive body of research that highlights the impact of arts, culture, and creativity on the quality of life of a community. One focus of the ESB-MACC Phase 2 priorities is to build more arts and culture spaces that can enhance the quality of life of communities. This is a response to, among other factors, the current and anticipated growth of the Mexican-American community in Austin.

In the programming phase, the Project Team worked to develop the building program based on stakeholder input and the priorities identified in the 2018 Plan. The Project Team performed studies and research and conducted an on-going public process of interviews, surveys, small group meetings, and charrettes.

This report presents program recommendations to better meet the current and future needs while taking care of what already exists. Taking into account public input and developed in collaboration with design professionals and consultants from a wide range of disciplines, this work on programming guides the expansion of the existing facility and the development of new facilities of the ESB-MACC.



Miró Rivera Architects

Three basic principles guide the practice of Miró Rivera Architects and must be addressed in every project. The Architect acts as a listener, a builder, and a visionary in order to transcend a mere building into true architecture. MRA has emerged as one of the architecture voices in the United States, creating a body of work that exemplifies design excellence. Their work has been recognized nationally and internationally with over 80 design awards.

Partners Juan Miró and Miguel Rivera were elevated to the AIA College of Fellows in recognition to their contributions to the profession and society. In 2016, MRA won the Architecture Firm Award from the Texas Society of Architects. Juan is also an Associate Dean and Professor at the University Of Texas School Of Architecture. Juan has taught and researched Mexican Architecture, art, History which includes the work of late MACC architect, Teodoro González de León.



Austin 360 Amphitheatre, Texas



Chinmaya Mission Austin, Texas



Citica



AISD Performing Arts Center



Trail Restroom Bardag





Tatiana Bilbao Estudio

The studio was founded with the aim of integrating social values, collaboration and sensitive design approaches to architecture. Tatiana Bilbao's innovative works often merged geometry with nature. The firm's core philosophy is that the work contributes to its surroundings while remaining flexible to absorb shifting needs. The firm's inter-disciplinary approach to projects spans multiple countries such as Mexico, US, France, Germany, Spain and China, to name a few. Bilbao's work has been recognized globally as an innovative, emerging voice in architecture and in sustainability. Tatiana has been a visiting professor at Yale, Columbia, Harvard, Rice University and her alma mater, Ibero-American University.



Botanical Garden, Culiacán, Mexico



Botanical Garden, Culiacán, Mexico

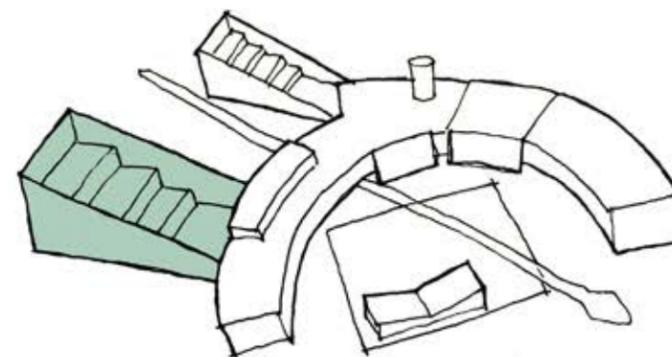
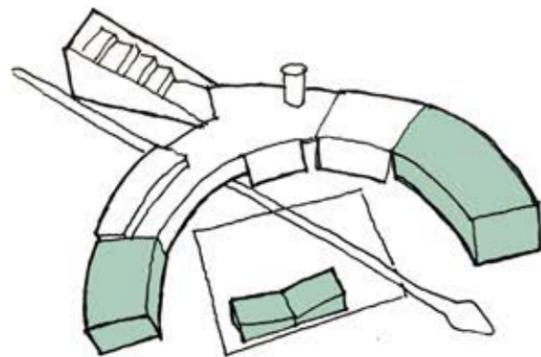
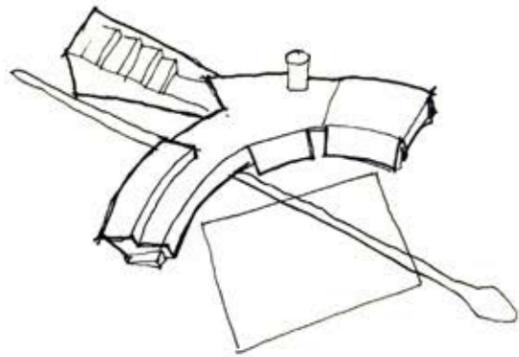


UDEM- Estoa, Monterrey, Mexico



ESB-MACC Mission Statement

“The Emma S. Barrientos Mexican American Cultural Center is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.”



Phase 1
1998 - 2009

Phase 2
2017 onwards

Phase 3
Future



The ESB-MACC is at the heart of assembly, learning, and arts for the Latino and local community of Austin. Phase 1 of its construction was completed in 2009, and in 2017 a Master plan was produced which outlined a further 2 phases that would secure the future needs of the campus. The diagrams below show the scope for each phase of the Master plan.

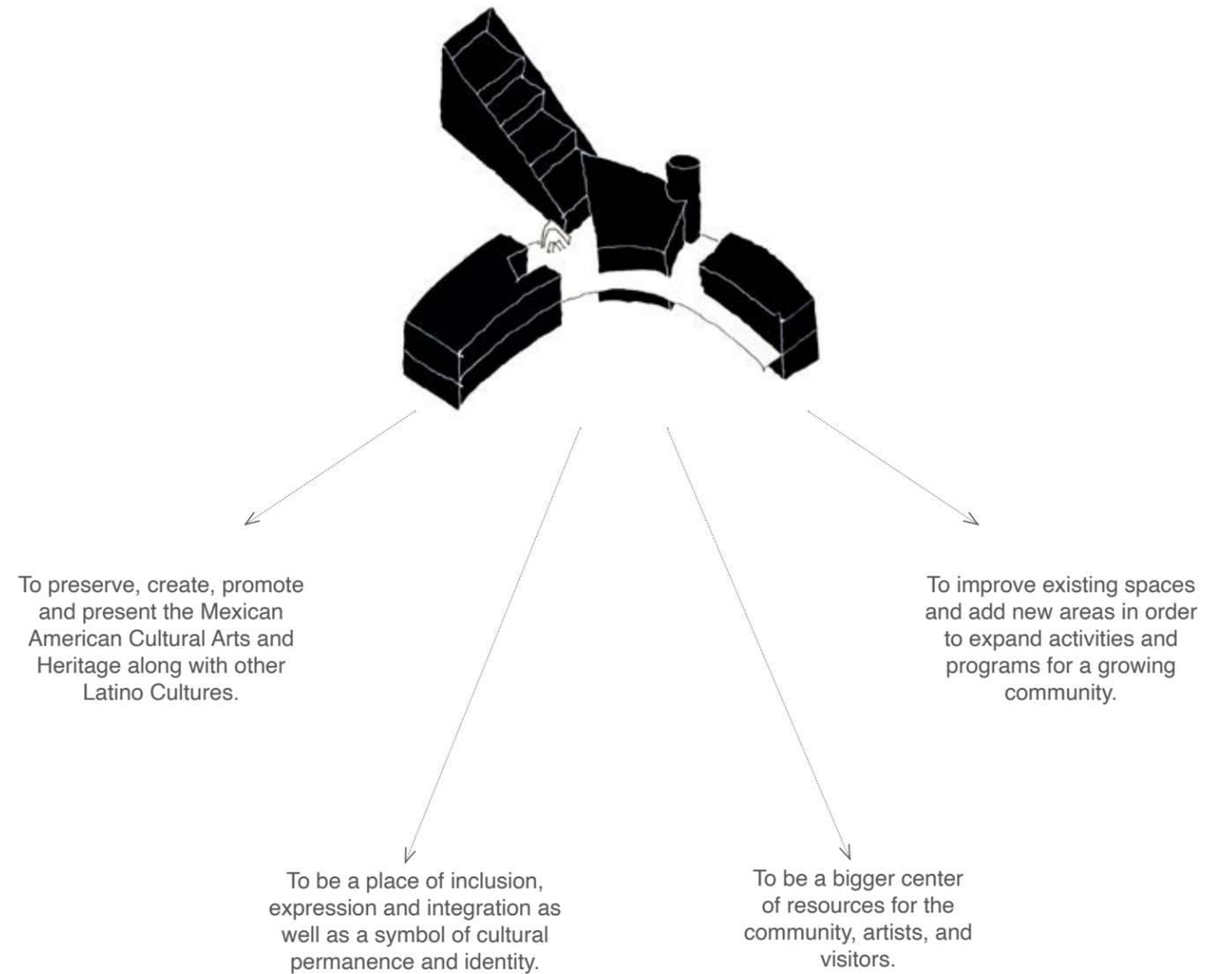
It is our great pleasure to present to you the Building Program for the Emma S. Barrientos Mexican American Cultural Center. After research and analysis of the facilities in addition to gathering and considering data from surveys and focus groups in order to establish the community's preferences and needs, the project team developed a program and vision for Phase 2.

The ESB-MACC sits in a very important place, surrounded by many significant planning efforts already underway in Austin, such as the Waterloo Greenway project, the Red River Extension project, and the Rainey Street Trailhead Park. Coordinating with these projects into a unified vision for the future of this area creates a large potential to increase the ESB-MACC's visibility, presence, and connection with the city life.

It is fundamental to connect the project to the urban fabric and to the privileged natural environment of the site. We are interested in the transition between nature and city and in the synergy of the civic space with the natural space for the benefit of a broader community. Moreover, it is a great opportunity and honor to contribute to the fulfillment of Teodoro González de León's vision and to intervene in one of the most important buildings in the neighborhood.

From November 2020 through March 2021, we listened to the community to set a clear road map of goals and priorities. This Building Program serves as a pre-design document that includes general building criteria and a description of the functions, programs, and estimates for areas in need of renovation and elements for building expansion.

During Schematic Design and Design Development we will continue to work with our consultants, the Project Manager at Public Works, the Parks and Recreation Department, full-time and temporary staff, and the community of Austin towards a comprehensive design that secures an exciting future for the ESB-MACC community.



1

The ESB-MACC



Juarez-Lincoln University mural "Los Elementos"

The Emma S. Barrientos Mexican-American Cultural Center is a tremendous resource of Mexican-American heritage and history. It is located on a site connected to Lady Bird Lake near downtown Austin, Texas. The ESB MACC was constructed in 2009 but its history goes back to the early 1970s when a group of artists and cultural leaders were looking for a venue for displaying and teaching Mexican-American art and culture.

The location of the ESB MACC is not accidental. The development of Rainey Street had a big influence on the neighborhood. During the decade of the 1950s, many Hispanic Residents moved to this district after a devastating flood wiped out their original homes in 1935. In the beginning, Rainey Street felt a bit isolated from the center of the city which was lively only during business hours. The Rainey neighborhood became very residential and transformed into a hub for Hispanic Residents.

"The MACC is the result of over 40 years of political activism to get a space for Mexican Americans to learn about their cultural heritage and to be part of the City. In a city that continues to be one of the most racially and economically segregated cities in the US, I think the MACC attempts to bridge these gaps and give opportunities to some of the marginalized groups in our community." (Cassie Lynn Smith)

The ESB-MACC is not only a center that preserves and presents the Mexican-American cultural arts and heritage but is also an important place for community exchange and engagement. It offers various activities including visual art, theatre, dance, literature, music, and multimedia programs. The ESB MACC appreciates and promotes the Mexican-American, the Native American, the Chicano, and other Latinx cultures.

"The MACC promotes the arts in the community and provides educational resources. Investing in these resources will help Austin become a vibrant and diverse city." (Ricardo Rodriguez)

1. The ESB-MACC History

During the decade of the 1970s, cultural activism began to play an important role in promoting Mexican-American culture and traditions. The ESB-MACC arose from the need of having a cultural art center representative of the Mexican American community. The founding of El Centro Chicano, the incorporation of the League of United Chicano Artists (LU-ChA), the formation of El Museo del Barrio, and the initiation of Juarez-Lincoln University led to the formation of the ESB-MACC.



Rainey Street, Downtown East Avenue

El Centro Chicano was an important place for promoting Mexican American history and community, it sprang up in the early 1970s. It was a place that gathered volunteers, children who were coming here after school, and also became a quarter of Brown Berets who coordinated the protests against police brutality. Unfortunately, it was destroyed by arson in 1978, burning down years of documented chronicles of all the social work done by different groups.



Gilbert Rivera (r) with poet and activist Raul Salinas in 1983

Another important spot that contributed to support and promote Latino culture was Juarez-Lincoln University. It also performed as a college for the Chicano community. The demolition of the building in 1983 left the Mexican-American community once again without a proper cultural art space. Despite strong opposition and the undeniable significance of the building, it was impossible to save it.



Juarez-Lincoln University

1. The ESB-MACC History



Aerial Image, 1940



Aerial Image, 1958



Aerial Image, 1965



Aerial Image, 1977



Aerial Image, 1984



Aerial Image, 1997



Aerial Image, 2003



Aerial Image, 2009



Aerial Image, 2019

“This is a very proud moment. It took 30 years of systemic racism. The Chicano community has almost disappeared. As an artist and a community organizer, we have had to fight to keep the presence of the Chicano Latino home ground accessible to the MACC. I had to fight bureaucracy from taking over the MACC and using it as a meeting space. It’s very important in the architecture that we’re still here. Not only as Mex Americans but as indigenous. I’m 71 now. It’s a unique struggle.” (Daniel Llanes)

After the demise of El Centro Chicano and the Juárez-Lincoln Center, Austin’s artists and community members were eager to pursue the goal of creating a proper space to gather Mexican-American community and culture.

“ On April 4, 1985, El Concilio de East Town Lake Citizens, the League of United Chicano Artists (LUChA), the Town Lake Park Alliance, and the East Austin Economic Development Corporation approached the Austin City Council with a plan to build a Mexican American Cultural Center at Fiesta Gardens. On August 7, 1986, City Council adopted a resolution approving the creation of the first Mexican American Cultural Center Task Force to establish the Mexican American Cultural Center in Austin.”

Since then, the long process of creating a Mexican-American Culture Center began. The 90s was a very intense decade full of struggles, disappointments, changes but also new hopes and ideas for the facility. The first of various advisory groups were created to lead the development of the center. The consulting team was working on choosing the ideal location, analyzing the market and finances. The first, proposed location was changed after the study, to 600 River Street. “In a November 1992 bond election, Austin voters rejected a \$10 million bond proposition that would have created the Mexican American Cultural Center. Despite the narrow loss, in 1993, City Council through a resolution, continued to reserve for an additional five (5) years, the 6.5 acres of 600 River Street as the site for the construction of the MACC.”

The terrain close to Rainey Street and Lady Bird Lake was very beneficial. It was known as a place where families would come and spend their free time - it was another cultural space for the community. During that time the terrain was occupied by a Public Works building which was transformed into the Center for Mexican American Cultural Arts (CMACA). Even though the space wasn’t adequate for the cultural programming that the community needed, it became an important space for artists and held several events. For the opening a traditional Mexica ceremony took place there to purify the land and clean it from all the negative things that had happened, this symbolic event brought a lot of hope for the upcoming future of the MACC.



The downtown Austin skyline in 1964

In 2000 the City Council confirmed the design team of CasaBella + Del Campo and Maru and Teodoro González de León for the architectural and construction project. Community members and various Mexican-American arts organizations were also involved in the process, participating in several workshops and meetings. It was decided that the facility was going to be constructed in three phases.



Teodoro González de León

Through the development of the ESB-MACC, the local neighborhood has changed a lot. Rainey Street became a prime property that caught the attention of developers. Despite activists’ efforts to preserve the neighborhood as a historic treasure, businesses and multi family residential developments were allowed to enter Rainey Street at the beginning of the 2000s.



Raising Rainey Street



ESB-MACC - 2020

“Due to budget constraints and other setbacks, the MACC groundbreaking originally scheduled for 2004 and 2005 was postponed. Construction of the MACC started in January 2006 and was completed in June 2007.” A Long-awaited dream came true when the ESB MACC was opened to the public on September 16, 2007. The first phase of the construction was officially completed in 2009. People could finally appreciate the building with its activities and functions.



ESB-MACC under construction

In 2010 the MACC was renamed after Emma Serrato Barrientos as a testament for her dedication, community involvement and to her commitment to the Austin Latino arts.



ESB-MACC - ceremony of renaming the center, 2010

The concept of the ESB-MACC took four decades to develop and become a reality. The history of the facility is very complex with all of its ups and downs, but certainly, it represents amazing determination from the community which created this incredible platform. This is the place of preservation, creation, and promotion that represents the importance of Mexican-American culture. The story of the ESB MACC will continue, opening up for new perspectives.



ESB-MACC - first phase of the construction

1. The ESB-MACC History

1. The ESB-MACC History

1880`s - 1890`s Rainey Street is home to Anglo American middle class families, whose professions range from barber and tailor to bookkeeper and saloon owner.



1885 The first two homes are built in the Driskill & Rainey Subdivision, one of which is 70 Rainey Street.



1960 Lady Bird Lake - then known as Town Lake - is created as a reservoir with the construction of the Longhorn Dam.

1985 The Rainey Street Historic District is added to the National Register of Historic Places.

1880

1950

1900

1985

1883 Jesse Lincoln Driskill (best known for the Driskill Hotel) and Frank Rainey purchase their first 16 acres of what we know as the Rainey Street District. This land is later certified as the Driskill Rainey Subdivision.



1917-1934 Responding to the popularity of the architectural style across the U.S., 16 craftsman-style bungalows are built in the Rainey Street neighborhood.

1970`s Mayor of Austin Roy Butler adds trails and hiking paths around Lady Bird Lake as a part of an overall waterfront beautification project.



2005 The Milago, a 12-story, 240 unit building, goes in at 54 Rainey Street.

2009 G`Raj Mahal, originally a food truck and now a brick-and-mortar at 73 Rainey Street, opens.

2012 Banger`s Sausage House & Beer Garden, already a city institution known for its bratwursts and brews, opens at 79 Rainey Street.

2000

2010

2015

2004 Rainey Street is rezoned to be a part of the Central Buisness District, allowed for condos, bars, and restaurants.



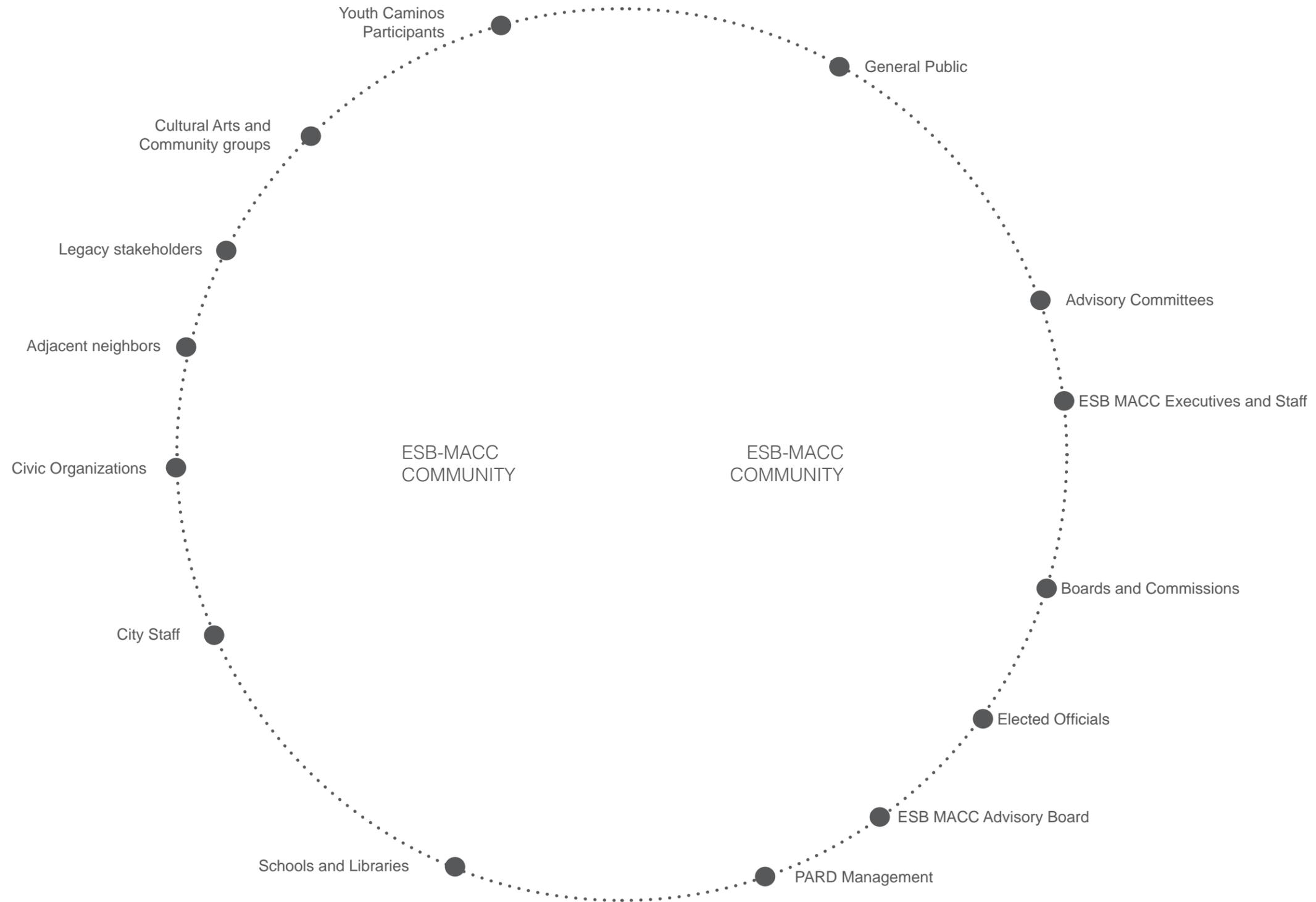
2007 The Mexican American Cultural Center, designed by the architect Teodoro González de León, opens to the public.

2009 Bridget Dunlap, nicknamed the Rainey Street Queen, opens Lustre Pearl - the neighborhood`s first bungalow bar - at 97 Rainey Street. (The bar has since moved to 94 Rainey Street).

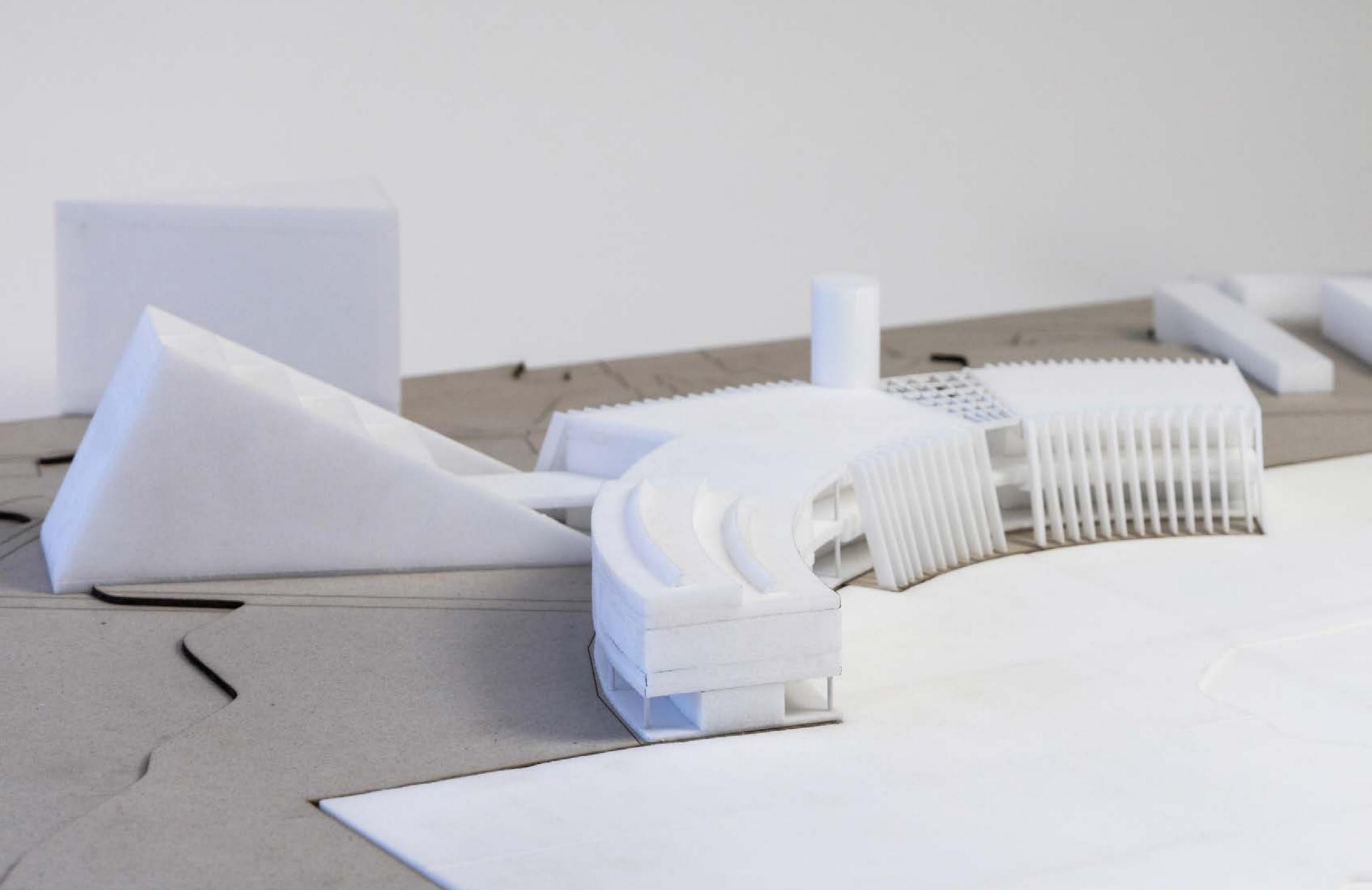
2015 The Austin City Council approves a deal turning the Emma S. Barrientos Mexican American Cultural Center and two of its adjoining lots into dedicated city parkland.

1. The ESB-MACC
The Community

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The Community



The diagram represents the complexity and diversity of the ESB-MACC Community. The community engagement process for Phase 2, aims to confirm whether the priorities as defined from the Plan 2018 are still relevant. The process included voices from the General Public, the ESB-MACC Staff to Civic Organizations and City Officials.





Master Plan of the ESB MACC, Image by Baron Wilson



Master Plan of the ESB MACC, Image by Baron Wilson

In 2000 the City Council confirmed the design team of CasaBella + Del Campo and Maru, and Teodoro González de León for the architectural and construction project. The ESB MACC master plan encompasses three phases. The facility that opened in 2007 reflected only a portion of the ultimate design due to the budget constraints. The construction of Phase 1 was fully completed in 2009. Phase 2 and 3 are still pending.

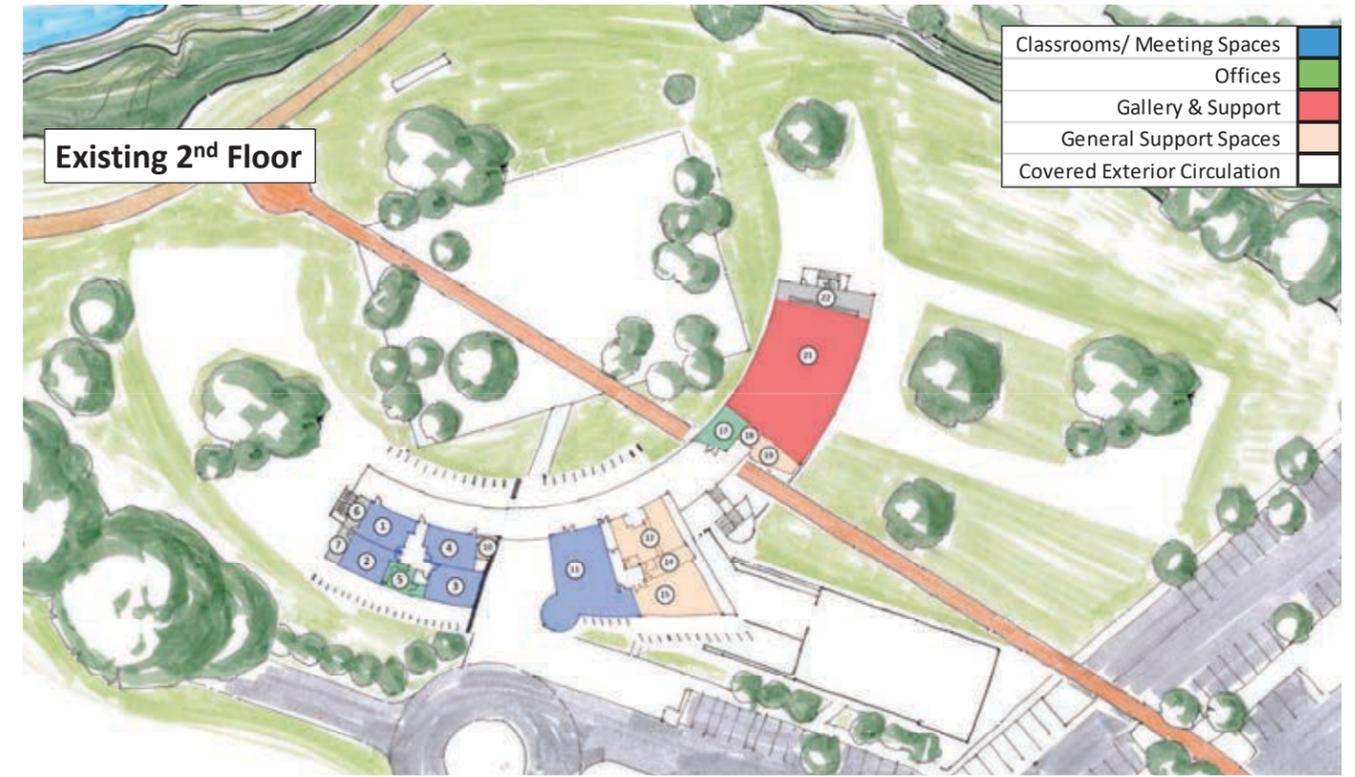


Master Plan of the ESB MACC, Image by Baron Wilson



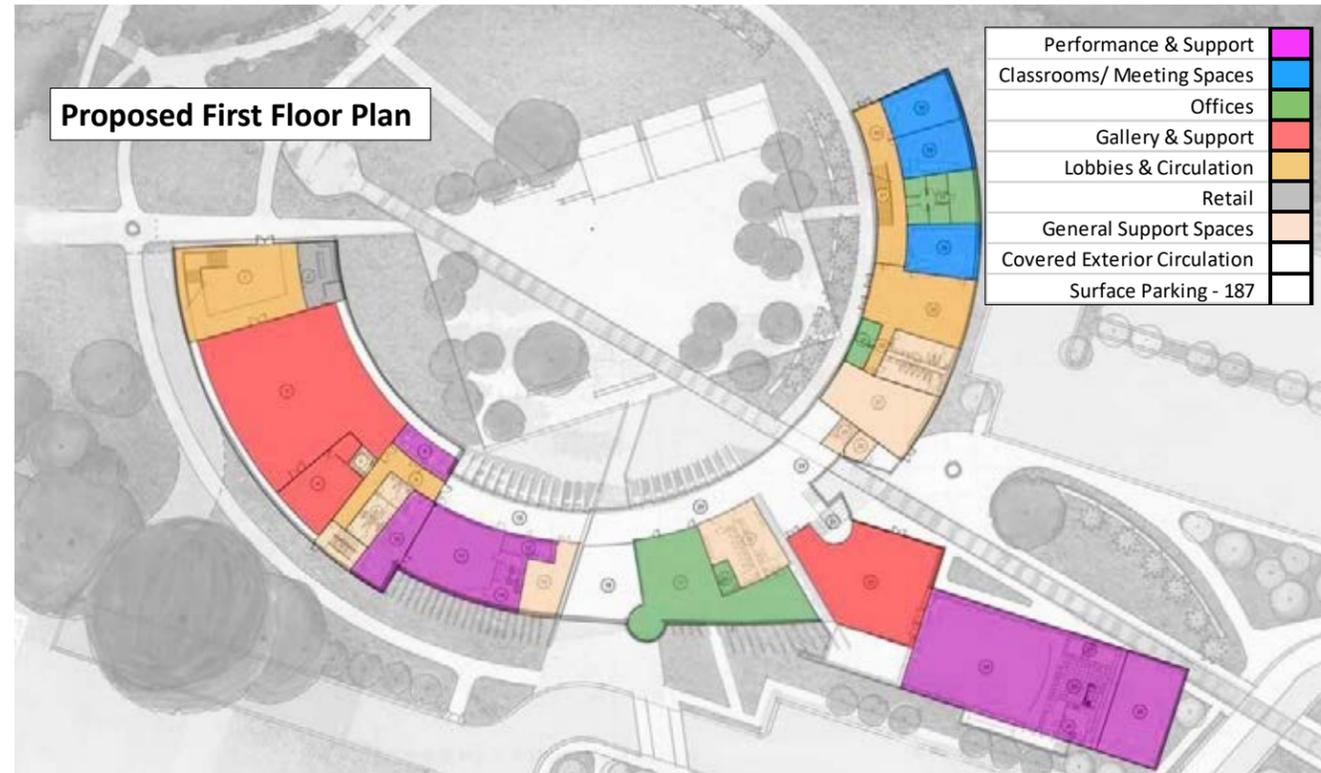
Phase 01 - Existing First Floor Plan Image by Casabella Architects

The image above shows the footprint of the ESB MACC in Phase 1. Over the years, the functions of the interior spaces have changed from what is indicated in the images above.



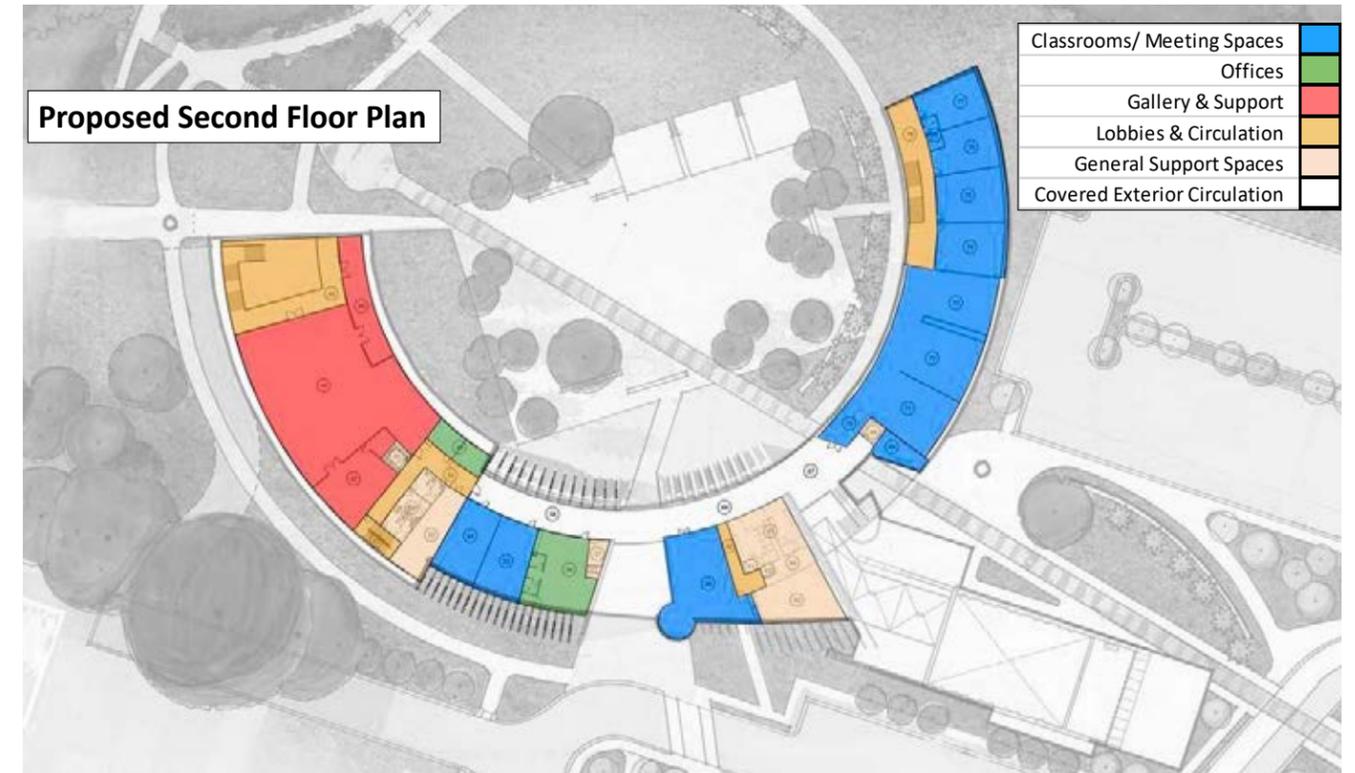
Phase 01 - Existing Second Floor Plan Image by Casabella Architects

1. The ESB-MACC
2018 Plan: Phase 2



Phase 02 - Proposed First Floor Plan Image by Casabella Architects

1. The ESB-MACC
2018 Plan: Phase 2



Phase 02 - Proposed Second Floor Plan Image by Casabella Architects

From 2017 CasaBella Architects was leading the update of the ESB-MACC Master Plan.

After numerous design workshops, meetings with stakeholders, and community presentations, the CasaBella team drafted a master plan that reflected many of the original planning and programming elements for the full ESB-MACC build out. The idea was to realize the new plan in two more phases. Phase 2 considered the addition of performance space, classrooms, galleries, office/support space, and retail space for a cafe. The area of the facility was supposed to triple compared to the existing area. The Phase 2 also included new landscaping, gathering spaces, and additional parking.

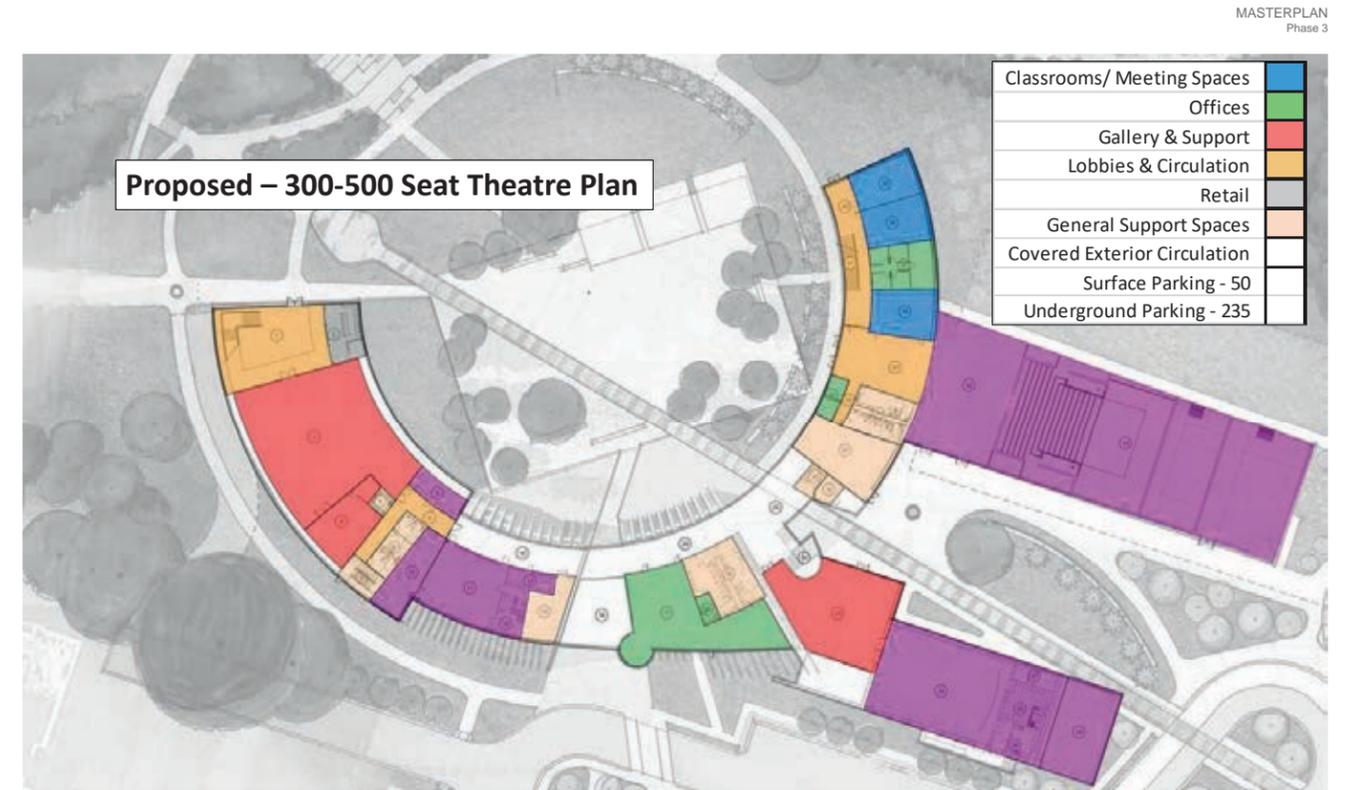
1. The ESB-MACC
2018 Plan: Phase 3

1. The ESB-MACC
2018 Plan: Phase 3



Phase 03 - Proposed First Floor Plan Image by Casabella Architects

Phase 3 considers the addition of another performance venue to the existing black box theatre (80-person capacity) and auditorium (180 capacity). The concept included a 300-500 seat theatre, plus an expanded lobby and an underground parking garage.



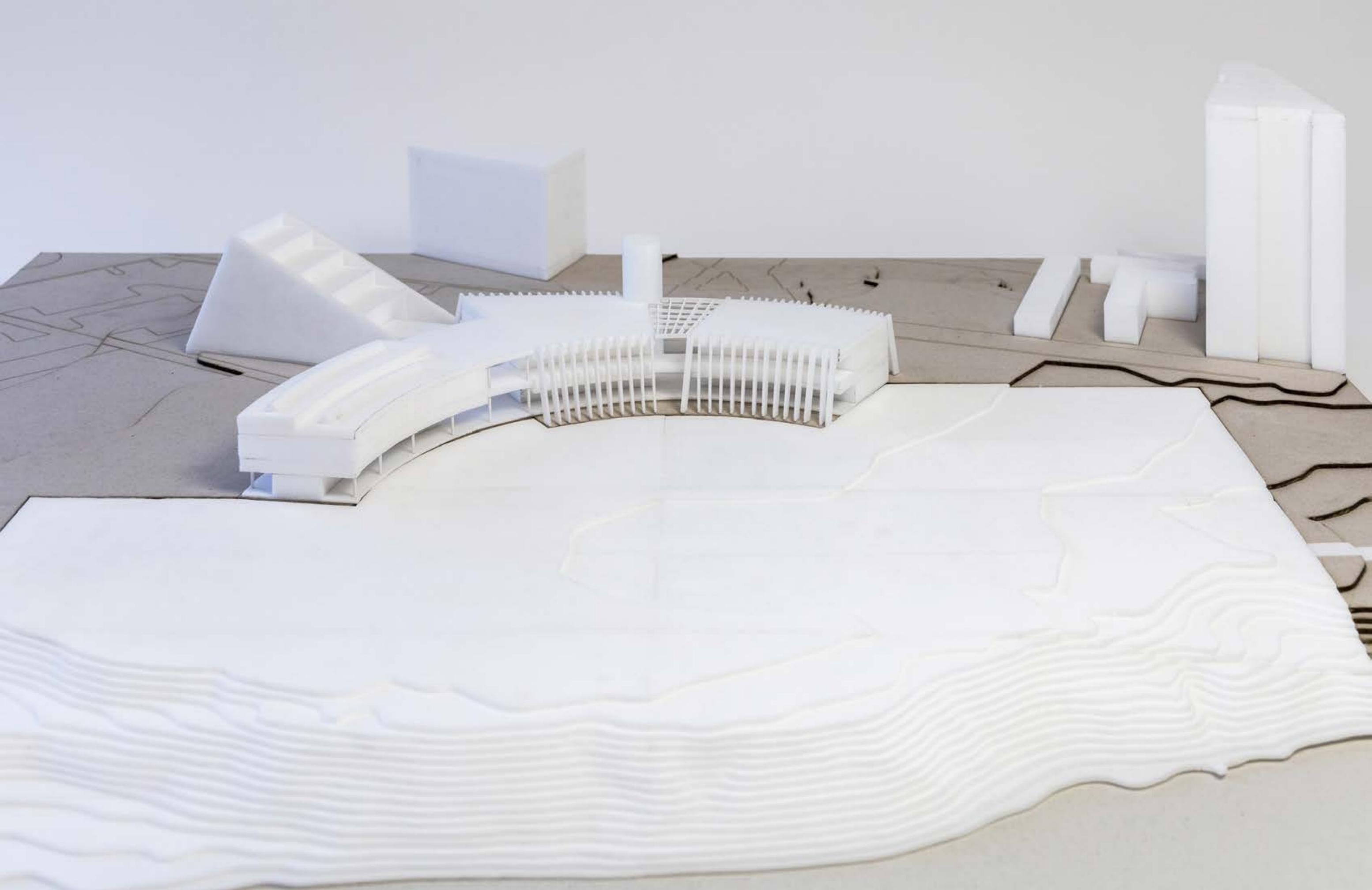
Phase 03 - Proposed First Floor Plan Image by Casabella Architects

In 2017, CasaBella Architects began working on an update to the 2000 Master Plan which took into consideration evolving community needs and changes in the urban context. This new Facility Expansion Plan (2018 Plan) was adopted by City Council in March 2018. Phase 2 of the Council approved 2018 Plan underwent significant community engagement. Based on the information received from the public, the 10 most important stakeholder issues identified were:

Based on the information received from the public, the 10 most important stakeholder issues identified were:

- More classrooms and studios (1)
- Access and views to Lady Bird Lake (2)
- More gallery spaces (3)
- Shade structures at Zocalo (4)
- Larger performance space (Theatre) (5)
- Adequate parking (6)
- Cafe (7)
- Gran Entrada (The Grand Entrance) (8)
- Outdoor amphitheater (9)
- Teaching/ Industrial Kitchen





2

Existing Program

The program proposed for the ESB-MACC in the original plan was organized within categories according to the function of the spaces. Those categories are Performance, Gallery, Classrooms, Offices, Mechanical and Electrical, Support, Restrooms, and Halls.

The JV team carried out site visits and a photographic survey of every room or space in the ESB-MACC and cross-referenced the information with the existing plans to get an accurate overview of the actual use and organization.

Although new programs were not added, the use and distribution of some spaces had to be modified to accommodate ESB-MACC staff's and users' activities.

Surveys regarding the actual status of the ESB-MACC were conducted among different groups of users to have accurate information about the status of the building in general and the specific conditions of each area.

Also, attendance lists of recent years were analyzed to determine spatial needs and average group size for specific activities.

2. Existing Program
Existing Floor Plans

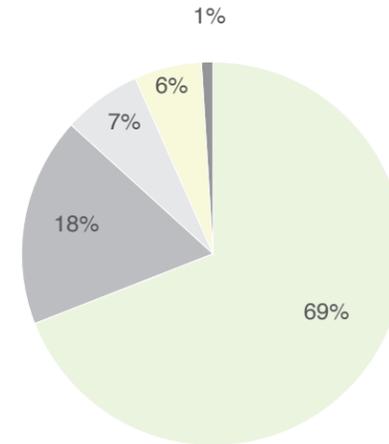


2. Existing Program
Existing Floor Plans

ESB - MACC Site Current Level Use

Site Area Total	365,000 sqft
+ 58 and 64 Rainey	15,000 sqft
Green area	262,500 sqft
Parking	67,000 sqft
Building	25,200 sqft
Zocalo	21,600 sqft
Entrance	3,700 sqft

- Existing pieces of art
- Project Boundary
- Current property line
- More than 5 level building
- Less than 5 level building



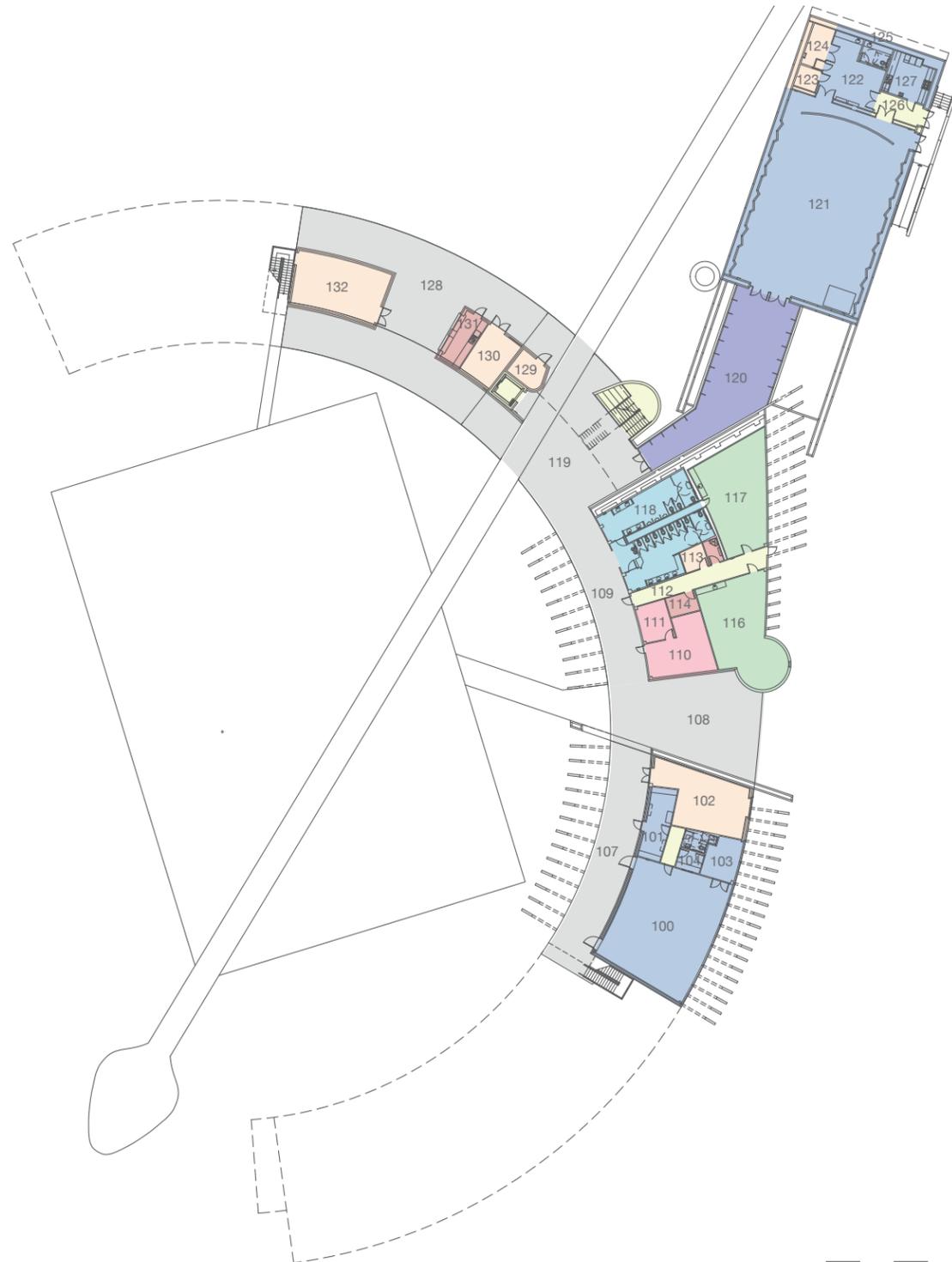
The ESB-MACC sits on a parkland named Waller Beach at Town Lake Metro Park, which stretches from Congress to I-35 along the Lake. Town Lake Metro Park is all parkland on the north and south sides of the Lake from Mopac to Pleasant Valley.

The project boundary, which includes property and parkland, was established in the 2018 Master Plan and approved by City Council.

2. Existing Program
Existing Floor Plans

2. Existing Program
Existing Floor Plans

Level 1



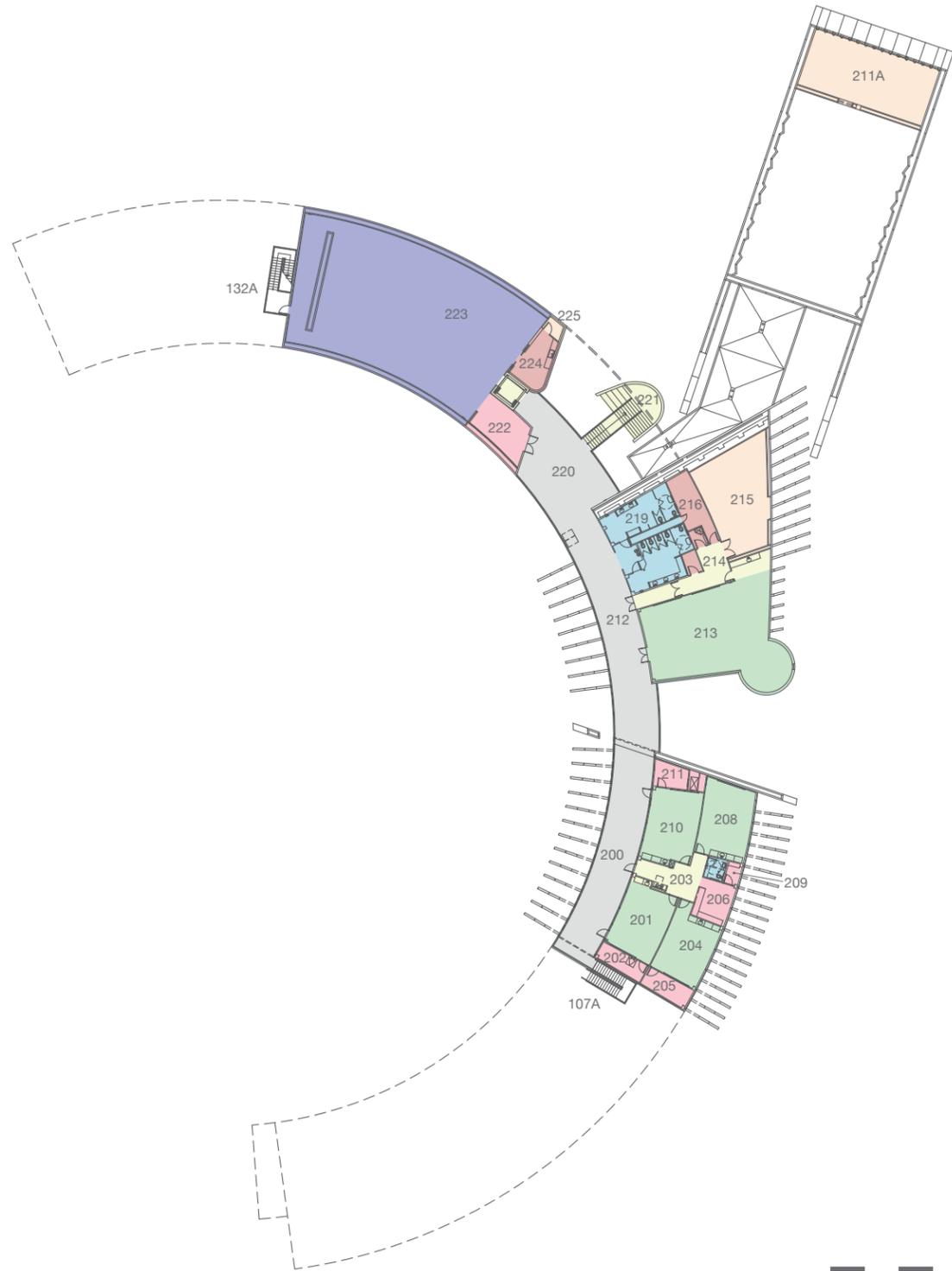
- 100_Black Box Theater
- 101_Black Box Dressing Room
- 103_Black Box Storage
- 104_Black Box AV
- 106_Black Box Restroom
- 121_Auditorium
- 122_Auditorium Dressing Room
- 125_Auditorium Restroom
- 127_Kitchen
- 120_Gallery
- 116_Classroom
- 117_Classroom
- 110_Open Office
- 111_Manager's Office
- 114_Data
- 115_Janitor Closet
- 131_Concession
- 118_Public Restroom
- 102_Mechanical
- 113_Electrical Room 1
- 123_Electrical Room 2
- 124_Auditorium Fire Sprinkler Riser
- 129_Elevator Room and Elevator
- 130_Fire Sprinkler Riser
- 132_Mech. & Elec. Room 4
- Elevator
- 105_Black Box Corridor
- 112_Hallway
- 126_Auditorium Vestibule
- 107_Corridor
- 108_Entry Area
- 109_Corridor
- 119_Open Area
- 128_Corridor



2. Existing Program
Existing Floor Plans

2. Existing Program
Existing Floor Plans

Level 2



- 223_Gallery
- 201_Library
- 204_Media Lab
- 208_Conference Room
- 210_Music Room
- 213_Classroom 3/ Dance Studio
- 202_Office
- 205_Office
- 206_Education Reception
- 211_Office
- 222_Gallery Reception
- 209_Storage Education
- 216_Storage AV
- 217_Janitor Closet 2
- 218_Storage
- 224_Kitchenette
- 207_Classroom Restroom
- 219_Public Restroom
- 215_Mech. & Elec. Room 5
- 225_Electrical Room 3
- 211A_Vertical Chase
- Elevator
- 203_Hall
- 214_Hall
- 221_Staircase
- 200_Corridor
- 212_Corridor
- 220_Open Area 2
- 132A_Exterior Staircase North
- 107A_Exterior Staircase South



2. Existing Program
Existing Area Calculation

Program	Rm #	Room Name	Existing Area (sqft)	% of Total Building Area (Net)
LEVEL 1				
Performance+ Support	100	Black Box Theater	1,460	11%
	101	Black Box Dressing Room	216	2%
	103	Black Box Storage	171	1%
	104	Black Box AV	62	0%
	106	Black Box Restroom	66	1%
		Auditorium	3,127	24%
	122	Auditorium Dressing Room	402	3%
	125	Auditorium Restroom	74	1%
	127	Kitchen	226	2%
	Total	5,804	45%	
Gallery	120	Gallery	1,343	10%
		Total	1,343	10%
Classrooms	116	Classroom	839	6%
	117	Classroom	808	6%
		Total	1,647	13%
Offices	110	Open Office	380	3%
	111	Manager's Office	148	1%
		Total	528	4%
Support	114	Data	76	1%
	115	Janitor Closet	42	0%
	131	Concession	159	1%
		Total	277	2%
Restroom	118	Public Restroom	1,000	8%
		Total	1,000	8%
MEP	102	Mechanical	577	4%
	113	Electrical Room 1	67	1%
	123	Electrical Room 2	61	0%
	124	Auditorium Fire Sprinkler Riser	117	1%
	129	Elevator Room & Elevator	128	1%
	130	Fire Sprinkler Riser	254	2%
	132	Mech. & Elec. Room 4	617	5%
		Total	1,821	14%
Lobbies and Halls		Elevator	94	1%
	105	Black Box Corridor	70	1%
	112	Hallway	300	2%
	126	Auditorium Vestibule	122	1%
	Total	586	5%	
Floor 1		Total Building Area (Net)	13,006	100%
		Total Building Area (Gross)	15,222	
Covered Exterior	107	Corridor	1,228	
	108	Entry Area	1,469	
	109	Corridor	904	
	119	Open Area	1,862	
	128	Corridor	3,362	
		Total	8,825	

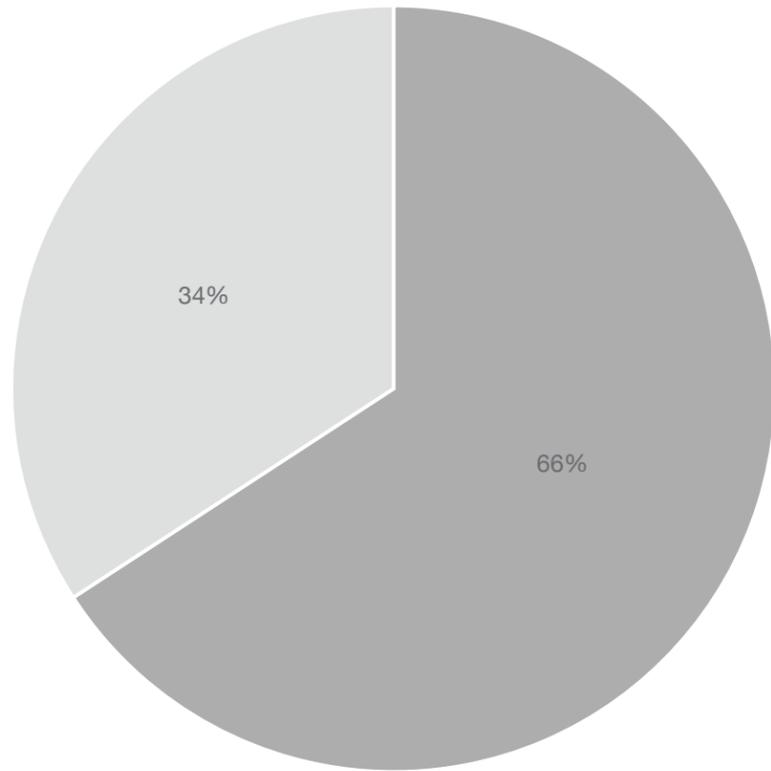
2. Existing Program
Existing Area Calculation

Program	Rm #	Room Name	Existing Area (sqft)	% of Total Building Area (Net)
LEVEL 2				
Gallery	223	Gallery	3,738	34%
		Total	3,738	34%
Classrooms	201	Library	452	4%
	204	Media Lab	425	4%
	208	Conference Room	461	4%
	210	Music Room	461	4%
	213	Classroom 3 / Dance Studio	1,562	14%
		Total	3,361	30%
Offices	202	Office	112	1%
	205	Office	124	1%
	206	Education Reception	177	2%
	211	Office	99	1%
	222	Gallery Reception	266	2%
		Total	778	7%
Support	209	Storage - Education	38	0%
	216	Storage / AV	201	2%
	217	Janitor Closet 2	33	0%
	218	Storage	40	0%
	224	Kitchenette	190	2%
		Total	502	5%
Restroom	207	Classroom Restroom	51	0%
	219	Public Restroom	764	7%
		Total	815	7%
MEP	215	Mech. & Elec. Room 5	792	7%
	225	Electrical Room 3	34	0%
	211A	Vertical Chase	39	0%
		Total	865	8%
Lobbies and Halls		Elevator	96	1%
	203	Hall	242	2%
	214	Hall	278	3%
	221	Staircase	351	3%
		Total	967	9%
Floor 2		Total Building Area (Net)	11,026	100%
		Total Building Area (Gross)	12,175	
Covered Exterior	200	Corridor	1,149	
	212	Corridor	1,235	
	220	Open Area 2	942	
	132A	Exterior Staircase North	195	
	107A	Exterior Staircase South	132	
		Total	3,653	

TOTAL			
Program	Existing Area (sqft)	% of Total Building Area (Net)	
Performance + Support	5,804	24%	
Gallery	5,081	21%	
Classrooms	5,008	21%	
Offices	1,306	5%	
Support	779	3%	
Restroom	1,815	8%	
MEP	2,686	11%	
Lobbies and Halls	1,553	6%	
Retail	0	0%	
Interior	Total Building Area (Net)	24,032	100%
	Total Building Area (Gross)	27,397	
Exterior	12,478		

**2. Existing Program
Existing Area Calculation**

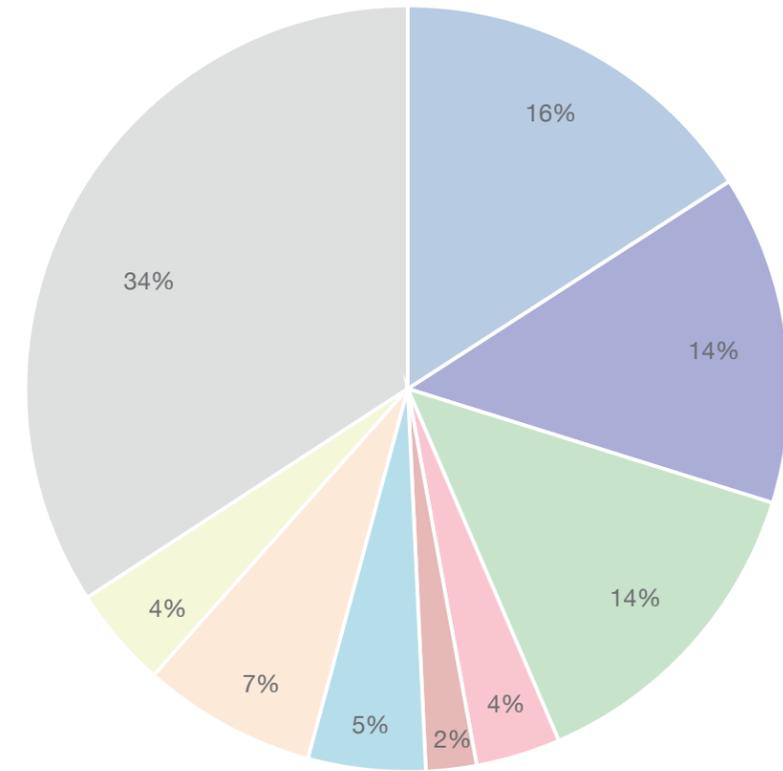
Percentage of Total Building Area



Total Building Area (Net)
 24,032 sqft
 Covered Exterior Circulation
 12,478 sqft

**2. Existing Program
Existing Area Calculation**

Percentage of Total Building Area
(Net)



Total Building Area (net): 24,032 sqft

Performance + Support
 5,804 sqft
 Gallery
 5,081 sqft
 Classrooms
 5,008 sqft
 Offices
 1,306 sqft
 Support
 779 sqft

Restrooms
 1,815 sqft
 MEP
 2,686 sqft
 Lobbies and Halls
 1,553 sqft
 Covered Exterior Circulation
 12,478 sqft





The properties of 58 Rainey and 64 Rainey were acquired in 2015.

Identified Problems

- Underused space that belongs to the ESB-MACC.
- Lack of a welcoming space at the entrance.
- Need to consolidate the presence of the ESB-MACC in a rapidly developing neighborhood.



2. Existing Program
Existing Area Analysis



2. Existing Program
Existing Area Analysis



Parking Requirements Ratio

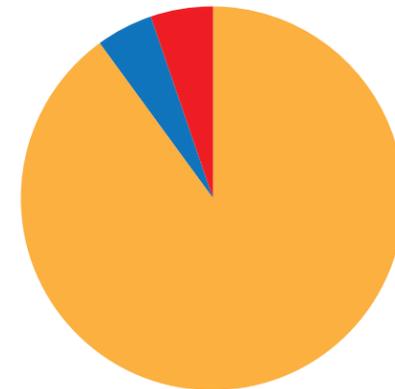
ADA requirements

Handicap parking spaces	5
Regular parking spaces	145

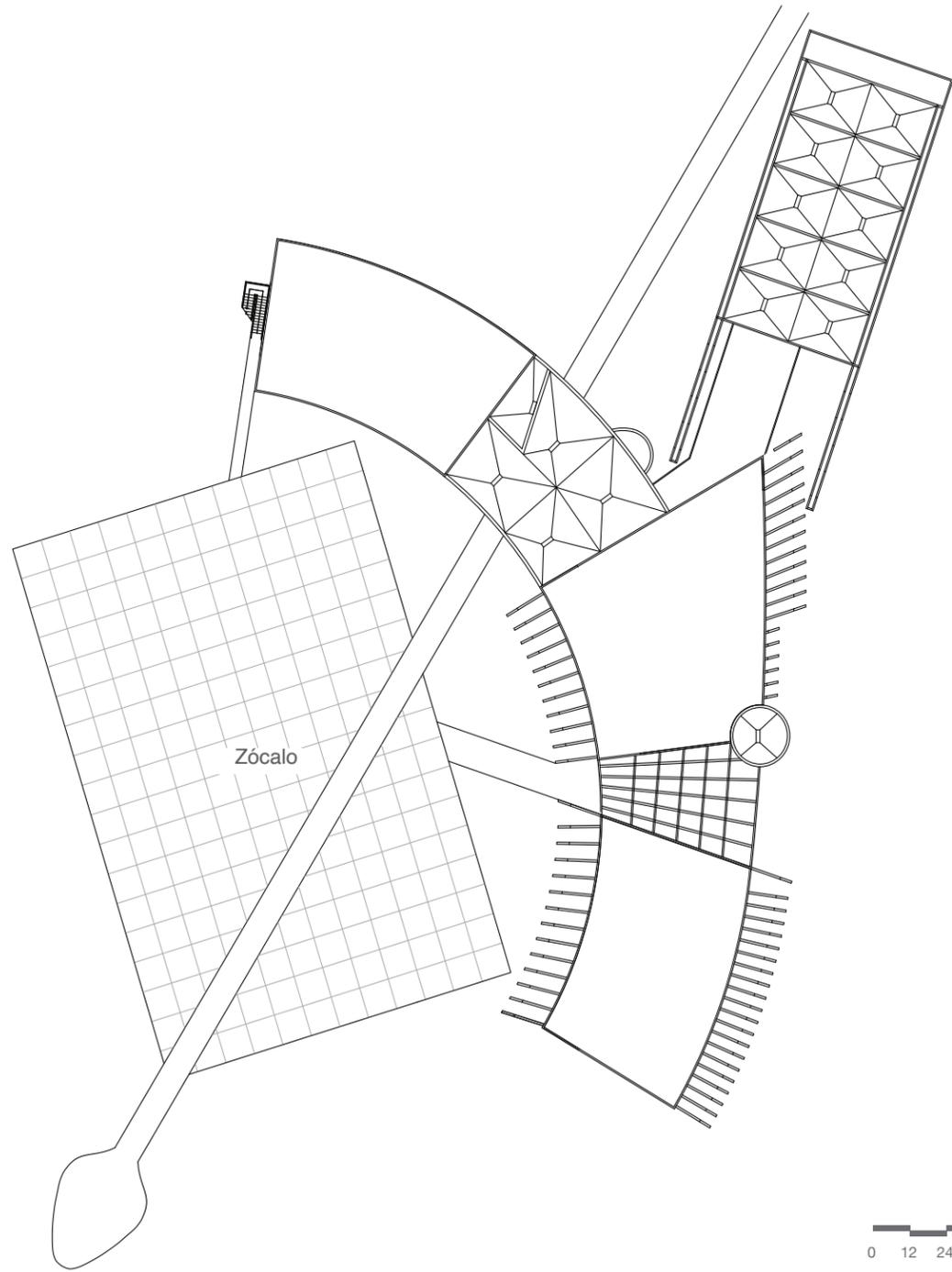


MACC Existing conditions

Handicap parking spaces	5
Electric vehicle parking spaces	7
Regular parking spaces	118

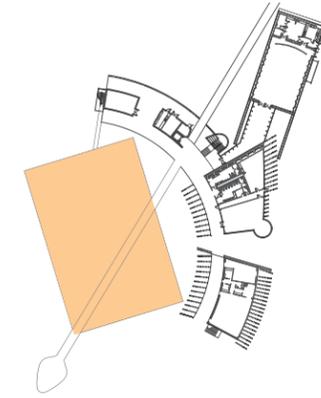


**2. Existing Program
Existing Area Analysis**



**2. Existing Program
Existing Area Analysis**

Location: Level 1
Area: 21,600 sq ft
Capacity: 3,500 people



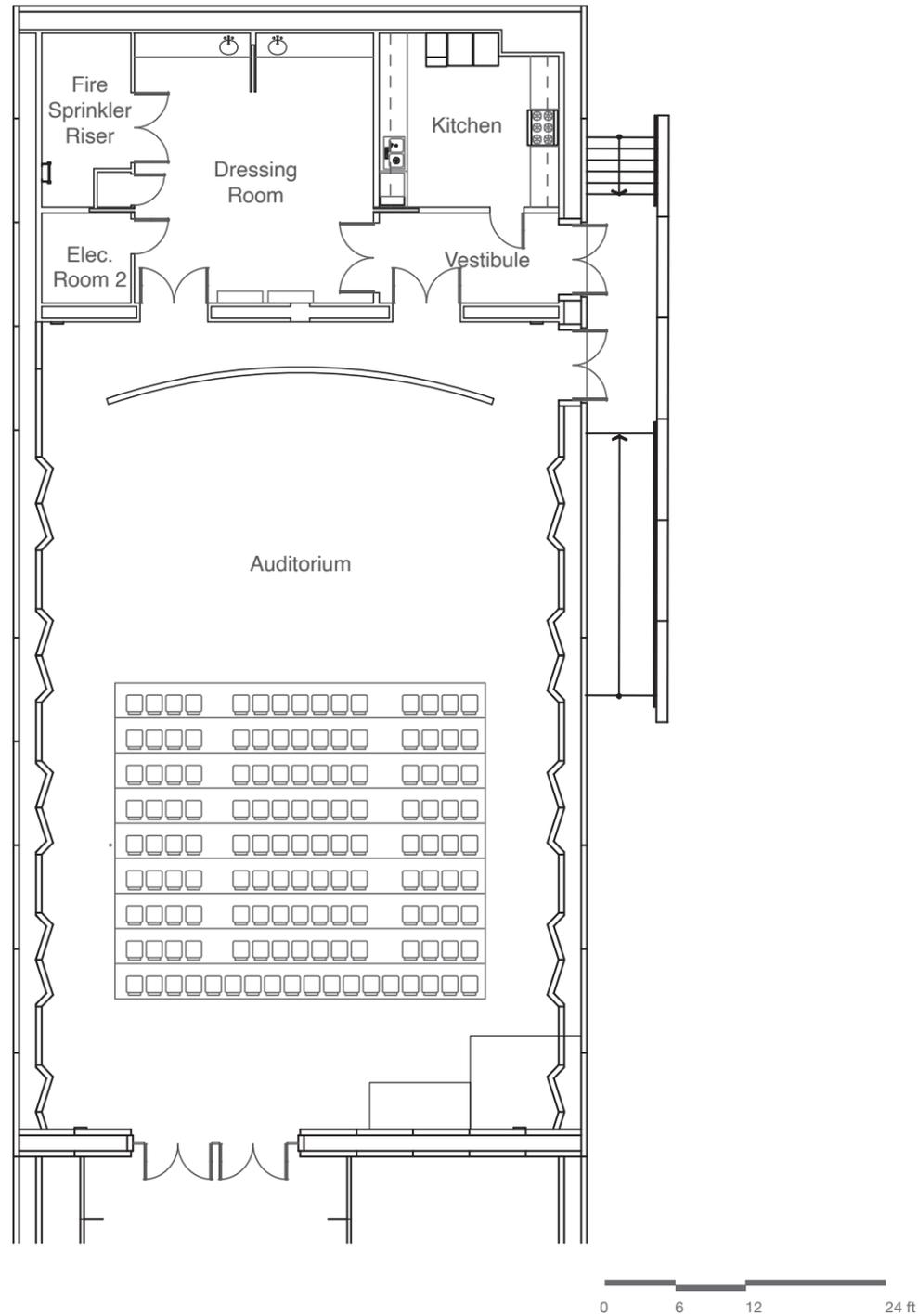
Activities

Austin Jazz Festival	1,000 ppl
Día de los Muertos Festival	2,400 ppl
Roots and Rhythm Festival	96 ppl
Awards of Excellence Ceremony	130 ppl
El Paso Vigil	200 ppl

Identified Problems

- No shade.
- No respect for the Zocalo: bicycles cross the space and dogs are unleashed.
- No sense of welcoming or point of greeting.
- Lack of spaces for congregating and programs to attract other people/artists.
- No sense of safety.
- Need more signage and trail definition.





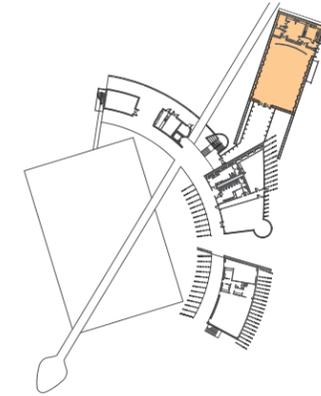
Location: Level 1
Area: 3,127 sq ft
Capacity: 175 people

Activities

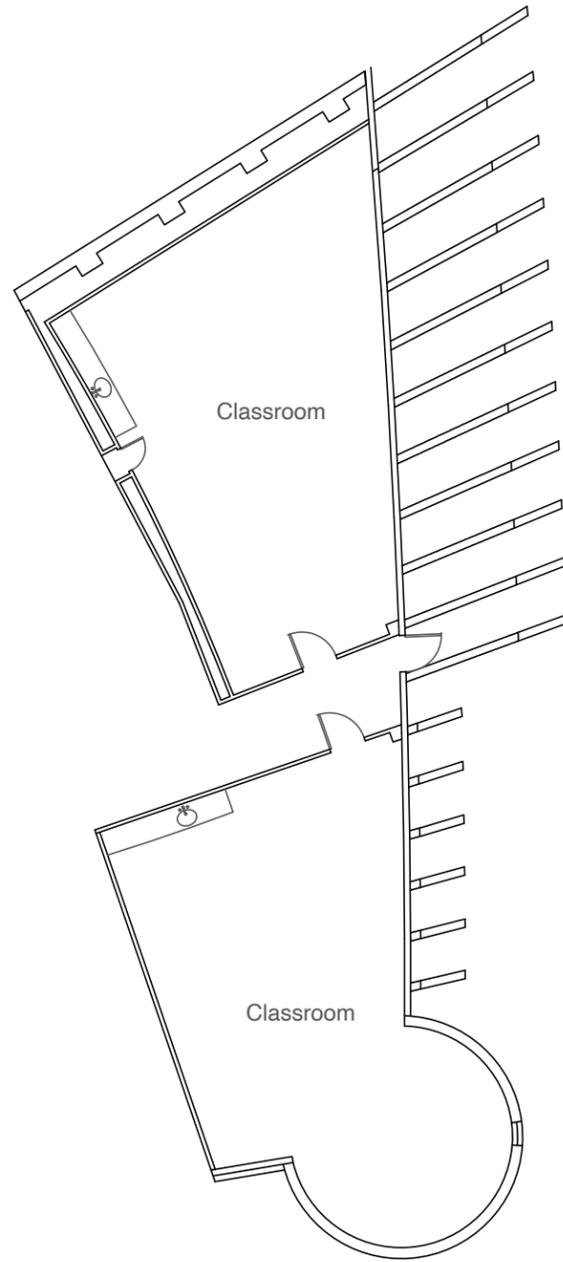
Advisory Board Meetings	35 ppl
Canciones para mi Madre Concert	100 ppl
Chicana Movidas Panel Discussion	95 ppl
Cine de Oro Senior Film and Lunch Program	60 ppl
Poetry Reading Irene Lara Silva	71 ppl
Ventana Ballet Performance	170 ppl
Spring Spectacular Austin School for the Visual and Performing Arts	80 ppl
Proyecto Teatro AA Show	250 ppl
ARCOS Ether Junk	70 ppl
Imagine Austin Workshop	150 ppl

Identified Problems

- Lack of a permanent stage (impractical to install and remove provisional stages).
- Doesn't fit enough people.
- No specific space to have a camera to record events.
- Backstage areas should have private dressing rooms with showers.
- The lobby/circulation outside the gallery is used for art prep causing accessibility issues and noise pollution issues in the operating auditorium.
- Lack of a control booth.

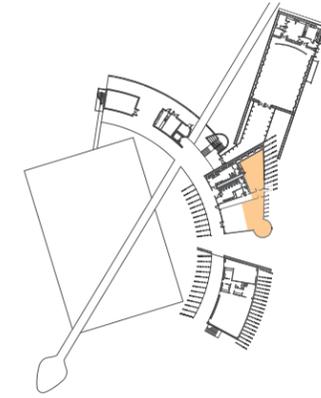


**2. Existing Program
Existing Area Analysis**



**2. Existing Program
Existing Area Analysis**

Location: Level 1
Area: 1,647 sq ft
Capacity: 35 Chairs/ 20
 Chairs with tables



Activities

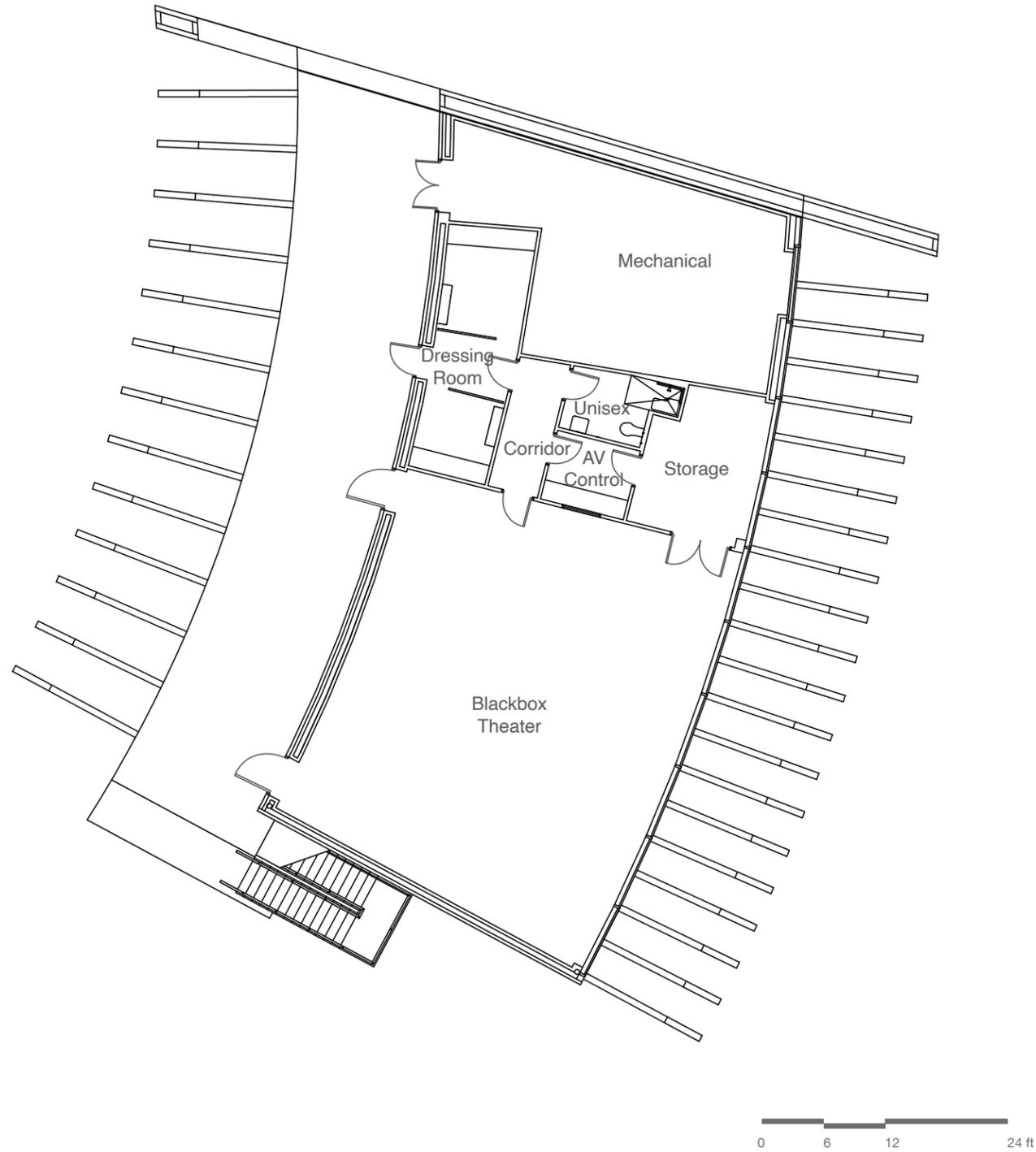
Academia Cuauhtli Meetings	40 ppl
Emerging Teachers Workshop	20 ppl
CASA of Travis County	20 ppl
Silver Santa	30 ppl
EMS Interviews	5 ppl
LARP Community Engagement Meeting	12 ppl
Teatro Vivo New Play Festival	15 ppl
John Trevino Metro Park Project Focus Group	20 ppl
Teatro Vivo Auditions	15 ppl

Identified Problems

- Lack of storage space;
- More production and workshop spaces;
- Insufficient classroom space;
- Lack of private bathrooms.

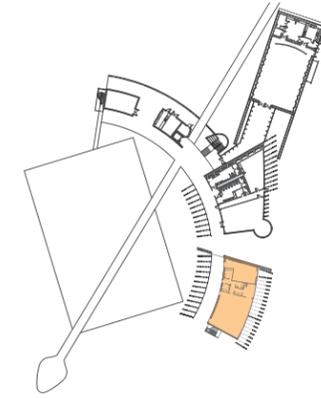


**2. Existing Program
Existing Area Analysis**



**2. Existing Program
Existing Area Analysis**

Location: Level 1
Area: 1,460 sq ft
Capacity: 56 seats



Activities

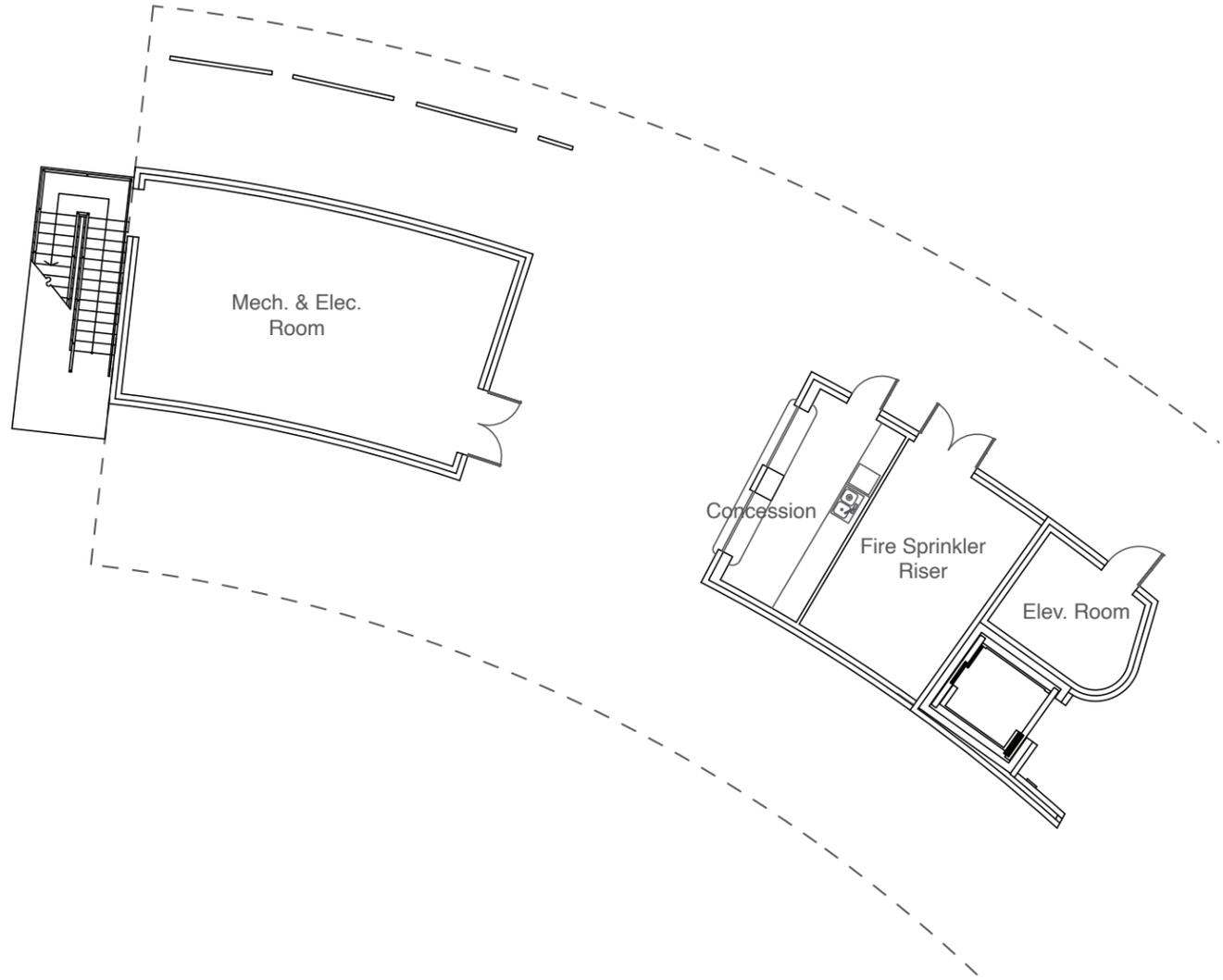
Centroamericano Festival	
Advisory Board Meeting	35 ppl
Cine Las Americas	50- ppl 100
Sugar Skull Workshop	
PT Arts Academy of the Americas LARP	8 ppl
Bocca Austin (Saturdays)	10 ppl
Octavio Quintanilla Poetry and Visual Art	36 ppl

Identified Problems

- Needs to be soundproof.
- Proper technology installation.
- Doesn't have a recording booth.



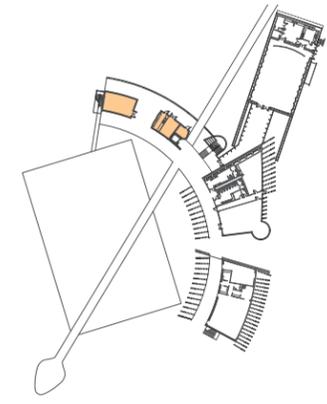
2. Existing Program
Existing Area Analysis



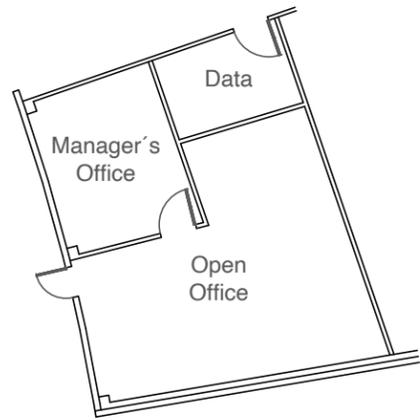
2. Existing Program
Existing Area Analysis

Location: Level 1
Area: 617 sq ft + 159 sq ft
Capacity: Not public spaces

Identified Problems
-The Elevator cabin gets flooded.
-The concession space is underutilized.

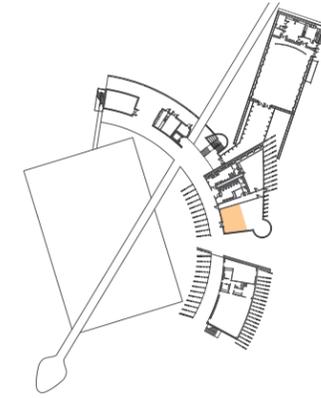


**2. Existing Program
Existing Area Analysis**



**2. Existing Program
Existing Area Analysis**

Location: Level 1
Area: 380 sq ft + 148 sq ft
Capacity: 6 people

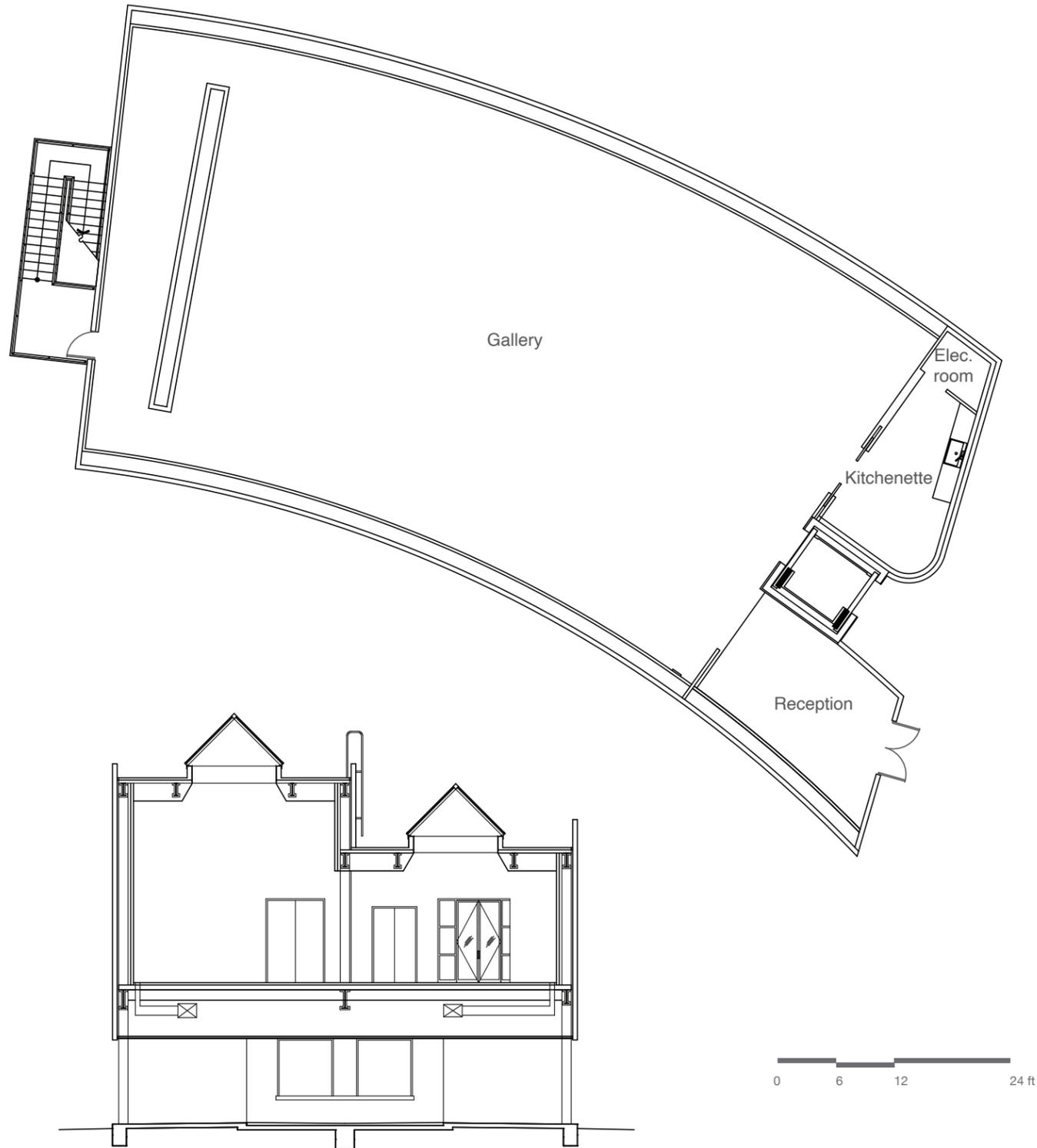


Identified Problems

- The front office is small and hard to find to newcomers;
- Insufficient office space - there is not enough space in the existing building for 10 employees. In the future there will be up to 17 permanent employees;
- Work areas for temporary staff needed;
- Lack of small meeting rooms - both staff and the public can use them;
- Lack of office space for the production staff;
- A work station for graphic design, video and photography editing;
- Need for a bigger break room for staff (it will allow staff to meet in greater numbers and also provide lockers for staff).



2. Existing Program
Existing Area Analysis



Gallery

Elec. room

Kitchenette

Reception

0 6 12 24 ft

2. Existing Program
Existing Area Analysis

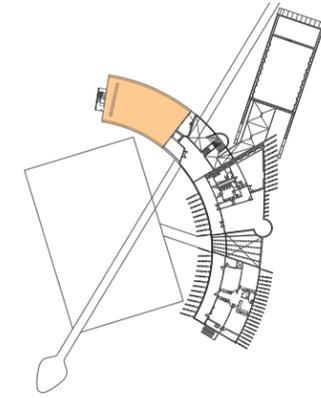
Location: Level 2
Area: 3,738 sq ft
Capacity: 125 people

Activities

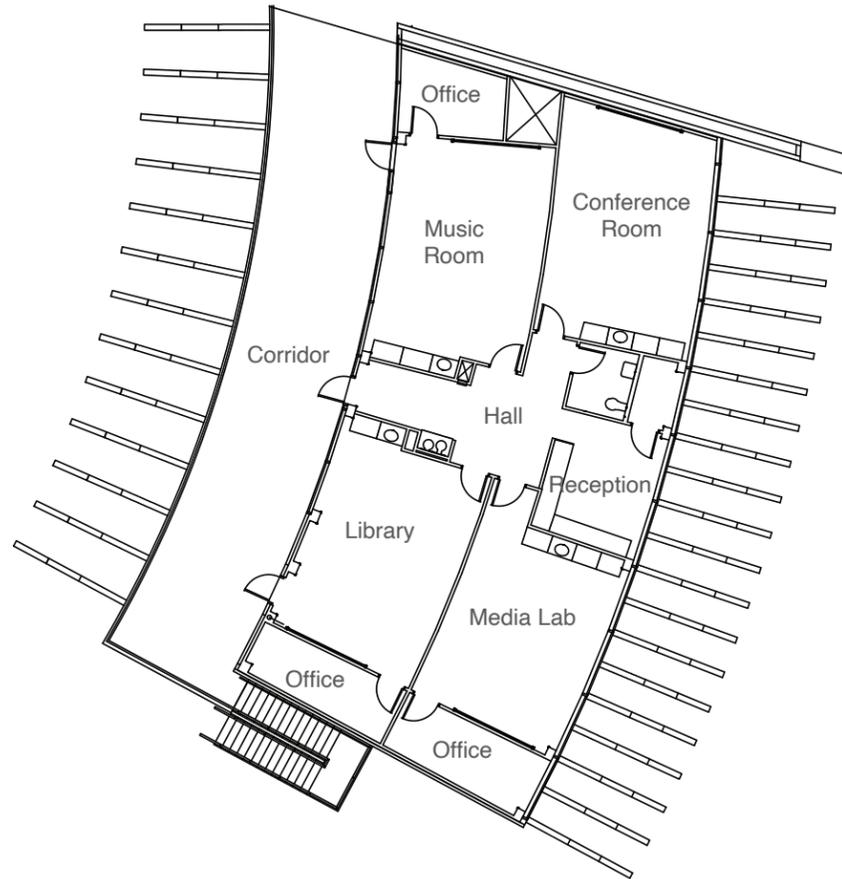
School Tours and Field Trips (Tier One and Two)	20- ppl
Austin Museum Day	80 ppl
Awards of Excellence	130 ppl
Caminos Graduation & Reception (Yearly)	50 ppl
Exhibition Openings (5-10 a year)	150 ppl
Gallery Talks/ Artist Tours	60 ppl

Identified Problems

- Insufficient storage space.
- Skylight in the gallery creates odd lighting and shading conditions for the exhibitions.
- Track lighting is not flexible.
- Difficult circulation, uncomfortable when elevator breaks down.
- Not enough workspace.
- Need more space to allow the possibility of a permanent collection.
- The curved walls of the gallery are not always great to display artworks.
- Poor acoustics and noise control.

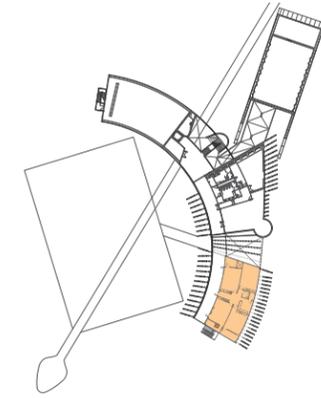


**2. Existing Program
Existing Area Analysis**



**2. Existing Program
Existing Area Analysis**

Location: Level 2
Area: 3,361 sq ft
Capacity: 8-15 people per room



Activities

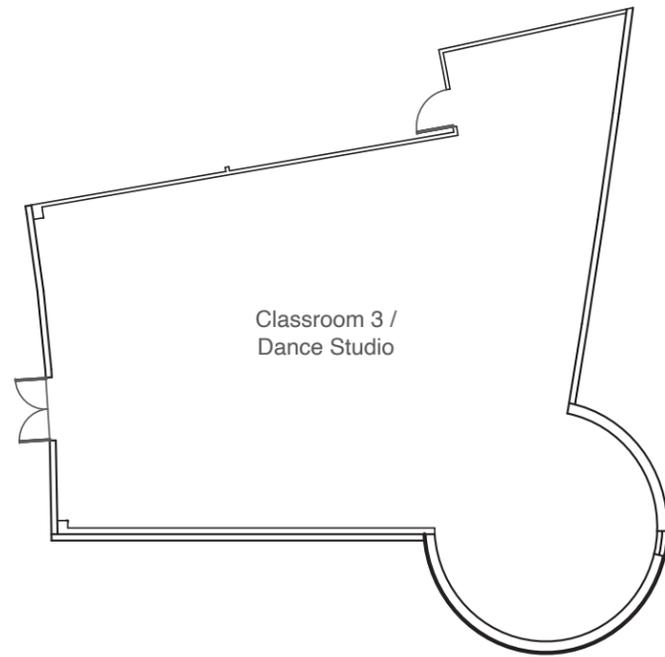
Capoeira Class (Music Room)	12 ppl
Camino Teen Internship Meetings (Weekly)	15 ppl
Javier Jara Class	5 ppl
Bocca Austin (Saturdays)	10 ppl
Bronze Band Community Rehearsals (Monthly)	46 ppl

Identified Problems

- Lack of storage space.
- No flexibility.
- Insufficient classroom space.
- Lacking technology installation.
- Sound transmission between the music room and adjacent spaces.
- Storage space is currently used as offices.

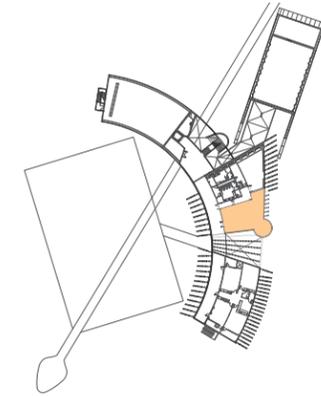


**2. Existing Program
Existing Area Analysis**



**2. Existing Program
Existing Area Analysis**

Location: Level 2
Area: 1,562 sq ft
Capacity: 50 Chairs / 30
 Chairs with tables



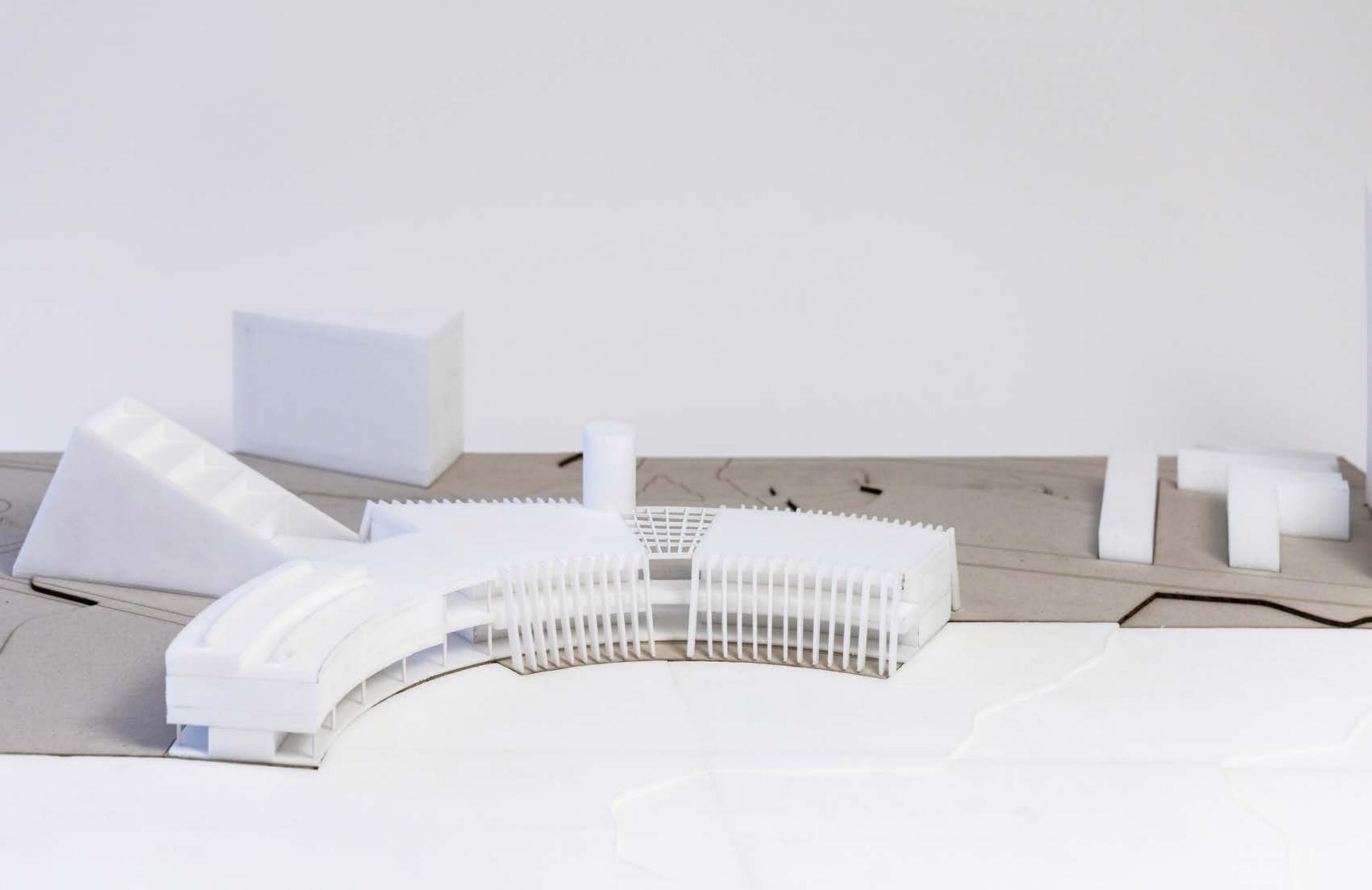
Activities

Proyecto Teatro Theater Rehearsals	10 ppl
Zumba Class	20 ppl
Chamacos "El Puente" event & Viajes	15 ppl
Proyecto Teatro	15 ppl
Milago HOA Meeting	30 ppl
Javier Jara Class	5 ppl

Identified Problems

- Lack of dedicated storage.
- Needs to be soundproof.
- Floor transition issues due to the installation a sprung dancing floor.





3

Community Engagement

The following chapter outlines the collaborative process between the Community, the City of Austin and the Design Team for the development and implementation of the ESB-MACC Phase 2 renovation and expansion Project.

Due to Covid-19 restrictions, the community engagement process consisted mainly of virtual meetings with different groups of Stakeholders - present and former users and workers of the ESB-MACC - who also answered surveys and provided general feedback to the Design Team. The sum, analysis and outcome of this process is the main subject of this chapter.

3. Community Engagement
Introduction of Process with Users, Community and City

In coordination with the Design Team, the Parks and Recreation Department (PARD) led a community engagement process that engaged individuals and groups with the aim of identifying the main values and priorities for the implementation of the ESB MACC Phase 2 renovation and expansion project.

The process focused on community participation through survey data collection and a series of virtual meetings with diverse groups of stakeholders:

- ESB-MACC Advisory Board;
- PARD Leadership Team;
- ESB-MACC Staff;
- Youth Group (Caminos Teens' Program);
- The Community of Artists;
- Education and History Stakeholders;
- Community Leaders and Legacy Stakeholders;
- Spanish only Community;

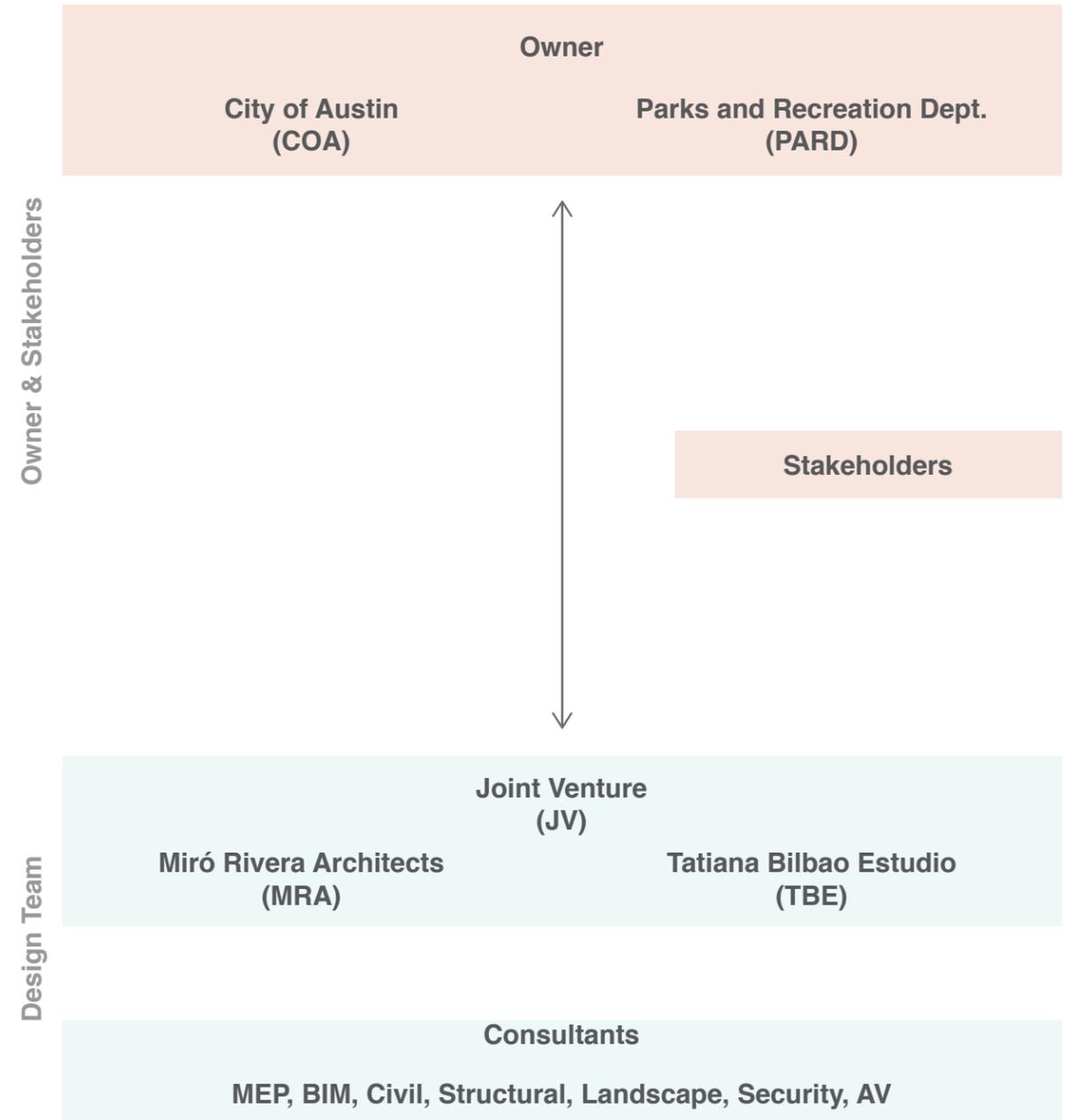
The Design Team - a joint venture (JV) between Miro Rivera Architects (MRA) and Tatiana Bilbao Estudio (TBE) allied with consultants for MEP, BIM, Civil, Structural, Landscape, Security, Food Service, Accessibility, and AV - was responsible for preparing tools for the community engagement sessions, such as an introductory video, presentations, and surveys.

During these meetings, the introductory videos of both PARD and the Joint Venture were displayed and followed by a Questions and Answers period during which the Design Team listened and discussed with the community to capture design research findings, and then bridge those observations into program recommendations and preliminary concepts.

Even though the first official meeting took place on December 14th 2020 and the last session on February 6th 2021, the JV kept incorporating post-meetings feedback from all groups throughout these virtual meetings.

In parallel, the city of Austin already has other urban plans underway that need to be taken into account like the Waterloo Greenway project, the Red River Street Extension and the Rainey Street Trailhead Park. Such projects can have a great direct impact on the ESB-MACC, enhancing its connection to the river and the city and its potential access by a broader community.

3. Community Engagement
Introduction of Process with Users, Community and City



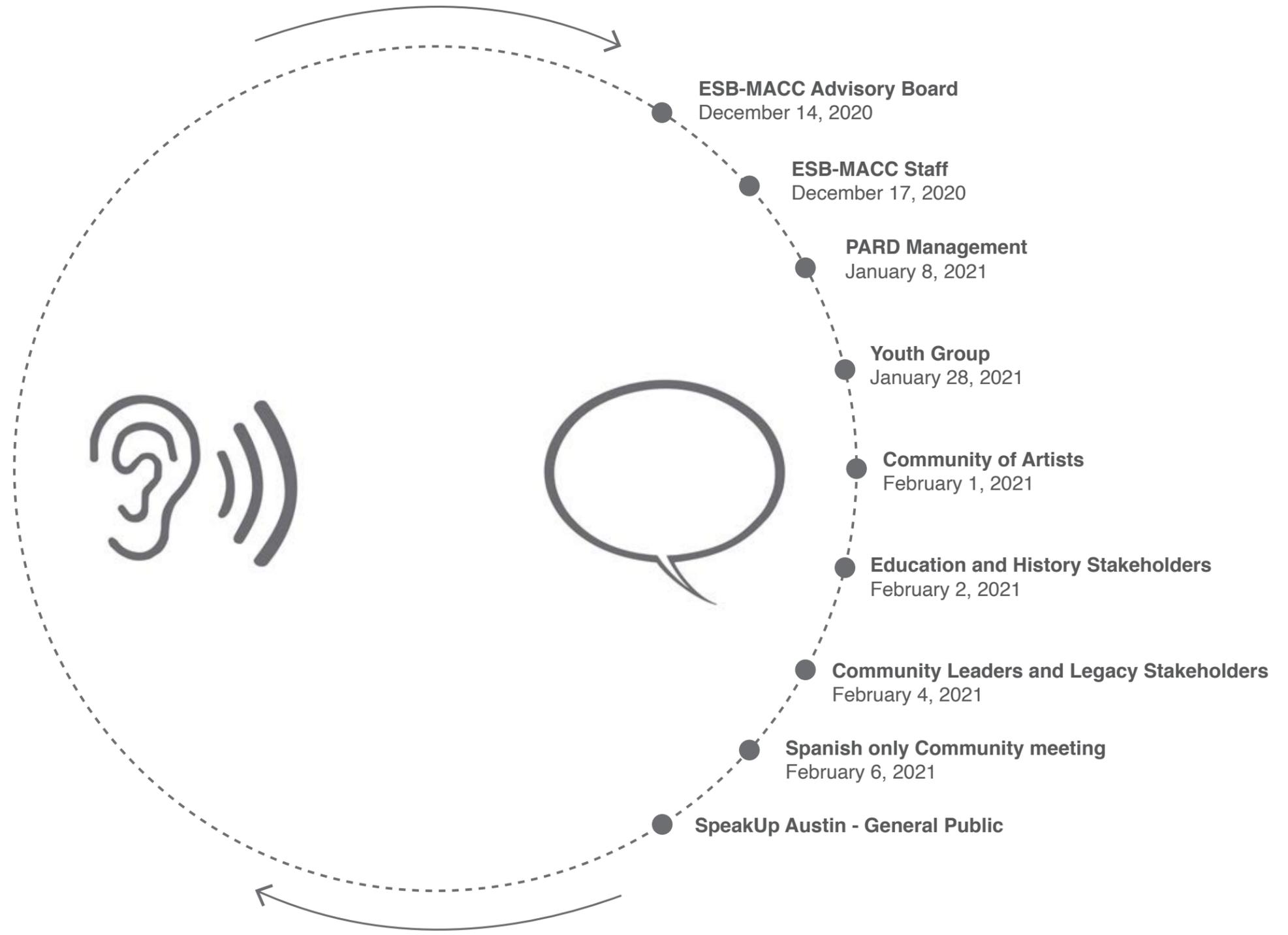
Project Structure

The JV prepared an introductory video of Phase 2 followed by a Q and A

City of Austin

Design Team - Joint Venture

The Design Team received ESB-MACC data concerning visitors to the MACC in previous years and descriptions of every activity with its space requirements, besides individual surveys from the ESB-MACC Executives and Staff before starting the community engagement process through virtual meetings.



Verbal feedback during the virtual meetings, answers to surveys, comments on the Speak-Up Austin website, sketches and documents.

3. Community Engagement Small Groups Meetings

ESB-MACC Advisory Board

12.14.2020

- Advisory Board Members;

ESB-MACC Staff

12.17.2020

- MACC Administration;
- MACC Production Staff;
- MACC Educators and Instructors;
- Exhibitions Coordinator;
- Culture and Arts Assistance;
- Rentals and LAAP coordination;

PARD Management Team

01.08.2021

- PARD Leadership;

Youth Group

01.28.2021

- Caminos Teen Program leader;
- Caminos Teen Program Participants;
- Former Caminos Teen Program members;

Community of Artists

02.01.2021

- Latino Artists, poets, musicians and band members;
- LAAP collaborators;
- Academia Cuahtli founders;
- MACC tour guides/ teachers;

Education and History Stakeholders

02.02.2021

- Tejano Genealogy Society of Austin leadership;
- Academia Cuahtli leader;
- Tejano Genealogy Society of Austin leaders;
- Educators;

Community Leaders and Legacy Stakeholders

02.04.2021

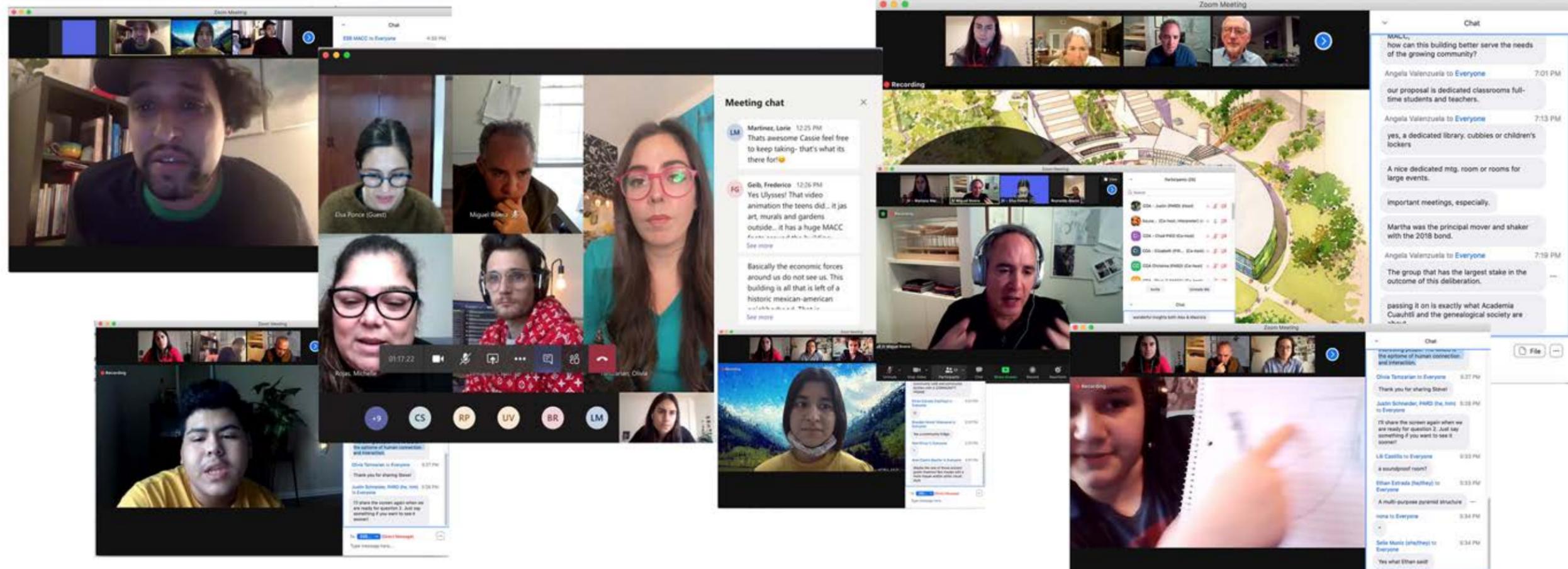
- Community Leaders and longtime users of the MACC;
- Former employees of the MACC;
- MACC volunteers;
- Artists and researchers;
- Coordinators of MACC's events;
- Former MACC Advisory Board Members;

3. Community Engagement Small Groups Meetings

Spanish only

02.06.2021

- A'lante Flamenco Team;
- Other Community members;
- MACC collaborator;



Virtual Meeting's screenshots

3. Community Engagement Findings of Staff Surveys

3. Community Engagement Findings of Staff Surveys

The Design Team did research work and studied the activities that happen in the ESB-MACC, how they work, how many people are involved, how often they occur and other details that could be important for improving specific areas. They used excel data of attendance and visitors to the MACC in previous years, and in which zones they happened prior to the virtual meeting with the ESB-MACC Executives and Staff. The survey responders -MACC Staff - included the following people:

- Cassie Smith, Art Instructor & Former MACC Advisory Board Member;
- Futa Ofamo Oni, Art & Capoeira instructor;
- Ulises Garcia, Photography & Production;
- Frederico Geib, Caminos Teen Leadership Program Coordinator;
- Robert Poschmann, Production Coordinator;
- Adrienne Sanchez, LAAP/ Rentals;
- Lorie Martinez, Rentals and Latino Artist Access Program Coordinator;
- Luis Gutierrez, Exhibition Specialist;
- Ricardo Rodriguez, Culture and Arts Assistant.

A summary of their surveys can be seen in the chart below:

	Cassie Smith	Futa Ofamo Oni	Ulises Garcia Vela	Frederico Geib	Robert Poschmann	Adrienne Sanchez	Lorie Martinez	Luis Gutierrez	Ricardo Rodriguez
	MACC Education	ESB-MACC EDU	Production Staff	Education: Teens and Young Adults	Production Coordinator	Culture and Arts Customer Service Administrator	Rentals and Latino Artist Access Program Coordinator	Exhibitions Installer/Coordinator	Culture and Arts Assistant
Team Description	- 7 people + 4 people working on non-teen, administrative programming; - Extra temporary staff over summer/spring break; - 2 members full-time; - part-timers share workspace;	- 6 staff members; - 3 staff members work on a daily basis; - Part-timers share workspace and computers; - Extra staff members during summer/spring camps;	- 6 staff members; - 2 staff members work on a daily basis; - Part-timers share workspace and computers; - Extra staff members during summer/spring camps;	- 13 staff members work on a daily basis and share workspace; - 10-12 Teens as paid volunteers of the Caminos Teen Leadership Program;	- 6 staff members; - None of the production staff have permanent desks; - Part-timers share workspace and computers; - Work station improvised in Black Box dressing room;	- 4 members; - Works with 1 on a daily basis; - 3 part-time members;	- 4 staff members; - Works with 3-6 volunteers every month who help maintain the garden; - Staff shares the workspace;	- 4 staff members on the team, some part-time some full-time; - Staff shares the workspace;	- 3 staff members on the team, all part-time; - Staff shares the workspace;
Program	- Workshops and tours for children and adults with art experience; - Programming at special events - Camps for students (year round), age 5-18;		- Interaction with visitors, attendees to the events, artists, vendors, students, city employees	- founder and leader of Caminos Program; - works with teenagers on Caminos Program; -also interacts with ATX Latinx as a performer (professional musician);	- Interaction with customers, renters, walk ups, and staff on a daily basis;	- LAAP and Rentals; - Assistance in special events, exhibit openings and gallery installation; - Involved in marketing and development for events and garden since going virtual;		-Contacts artists to coordinate and facilitate their exhibition needs;	
Work Environment	-An Education Staff member needs to be close to the EDU classrooms, a computer/printer station; - EDU workers near EDU-co-workers, natural lighting and breakroom - Library, the Carlos Pineda visual arts room, EDU department lobby are the areas they use the most; - Almost daily meetings of EDU members; - The average size of meetings for the team is up to 10/11; - There is a constant flow of visitors, artists, and community members coming into the MACC;	- Needs to be near EDU department; - Visual arts room, dance room, music room should be near; - Most of the time spent in the Visual Arts room, dance studio and EDU office; - Daily team meetings at their desks - Weekly team meetings (4 to 12 people) supposed to have some level of confidentiality; - Daily meetings as check-ins or updates on tasks occur in EDU office; - Involved in varied/very changeable activities;	- Needs to be near the Black Box Theater, auditorium and dance studio mainly; - Team meetings usually in the afternoons in Ulises's case or sometimes during events;	- works in the Media Lab room, Conference room and also uses the Media Lab's closet as personal office; - Team meets 3-5 times a week; meetings of average 15 people;	- Needs to be near all production and event/workshop spaces; - Doesn't have a permanent desk, usually works in the Black Box dressing room; - Most of the time spent in the dressing room and the control room; - Weekly confidential meetings; -Average meeting size 10 people;	- All part-timers share the same workspace, and sometimes they need to use the full time person's desk; - Interacting with visitors, rental partners and community members during events and sometimes prospective rental partners during business hours;	- More work stations - 3 staff members share one work station; - In the future partial remote work will continue.	-Usually works in Coronado Gallery both in the entrance office and the back space; - The facility generally works well enough, with a supportive and positive environment to provide the spaces necessary to achieve cultural and programming goals;	-Spends most of his time in the education office; - Occasionally works in the front desk reception helping guests access the gallery; - Conducts surveys after events and speaks with audiences to receive feedback; - Often needs to coordinate work times to make sure everyone has a dedicated workspace;
Ideal Environment	- Interacting with the community is easy and we can easily communicate with others at the Center; - Having a building that is unlocked and open; - Safe place outside;	- Improving and increasing/organizing the existing storage area; - More space to allow the facility to host more activities and do some others in a greater scale;	- Improving and increasing/organizing the existing storage area; - More space to allow the facility to host more activities and do some others in a greater scale;	- classrooms equipped with technology storage and dedicated workstations; - harmonious spaces with natural light that reminds us of the mission and vision of the Caminos Program;	- Professional audio and lighting installation; smart technology in all classrooms; - Full admin. office work for retract and production staging; - Better technology, tools and official designated work space;	- More employees, both full-time and part-time in each department; - Opportunity to meet with more visitors interested in MACC's programming and events - More volunteers that are consistently involved in ESB-MACC; - More youth and students;	- More work stations (desk/computer/chair) for our temporary staff members; - More storage space; - Vibrant art installations outside that can make the building feel more welcoming;	- More exhibition space; - More storage space; - Gallery space equipped to accommodate any needs; - Production space;	- More computers for staff and dedicated work areas in order to improve productivity;

**3. Community Engagement
Findings of Staff Surveys**

**3. Community Engagement
Findings of Staff Surveys**

From these surveys, the Design Team was also able to list the specific issues/ challenges in each specific space of the MACC, many of them referred to by more than two or three people.

	Noted Issues - Interior
Performing Arts Space	<ul style="list-style-type: none"> - Backstage areas should have dressing rooms with privacy and showers; - Black Box, Auditorium- need sound proofing; - More comfortable seats in the auditorium; - Recording booth in the Auditorium and in the Black Box Theater; - Upgrade the projector in the Auditorium; - Need for a permanent stage in the Auditorium; - The lift does not reach the side lights; - The auditorium needs a complete rework from the audio board to the speakers;
Visual Arts (Painting/ sculpture/ classrooms/ Workshops)	<ul style="list-style-type: none"> - Lack of dedicated storage space; - Music room should be connected with EDU part; - Outdoor art making spaces for teens; - No area to make art - dedicated visual art studio; - Built-in storage in the round area, as a lot of space is lost from only being able to use cabinets and shelving that are made for straight walls. It does need space to house mobile shelves that we do need to roll in and out periodically; - More chairs and tables in the Raul Salinas room and visual arts room; - Firing room with a kiln for ceramics;
Gallery & Exhibit (Storage, Capacity, Public Access)	<ul style="list-style-type: none"> - Difficult circulation, uncomfortable when elevator breaks down; - Lighting in the exhibition space its not easy to adjust; - Lack of storage area; - Exterior gallery – elevator is too exposed, needs replacement; - Need of its own restroom; - Need of Art Studio/ Art Workplace/ Production space; - Outdoor art making spaces for teens, dedicated wall space for incoming artists;
Dance Studio	<ul style="list-style-type: none"> - Not sound proof, sound leak between dance studio and spaces below; - Larger and/or multiple dance studios; - Better floor; - Dedicated storage; - Audio equipment should be stationary; - Fix the doors;
Classrooms	<ul style="list-style-type: none"> - Lack of dedicated storage space - should have their own bathrooms - Larger classrooms and well equipped; - Music room should be connected with EDU part - better acoustic and soundproof; - Hand washing station; - Kids need after-school tutoring - Computer lab/ library; - The center needs a Library, a Coffee store, Filmoteca and Videoteca;
Culinary Arts	<ul style="list-style-type: none"> - Need of the kitchen for culinary classes; - Upgrade current Commercial kitchen; - More safety information about the use of the Kitchen; - More fire extinguishers around the MACC as well as first aid kits - capacity to record sessions;
Offices (Office re-sources,equipment, storage, capacity)	<ul style="list-style-type: none"> - The front office is small and hard to find to newcomers; - Lack of office space and storage space; - Work areas for temporary Staff; - Small meeting rooms - both Staff and the public can use them; - Office space for the Production Staff; - More computers for the temp Staff; - A working station for graphic design, video and photography editing;

	Noted Issues -Exterior
El Zocalo (Plaza)	<ul style="list-style-type: none"> - More signage to protect the kids from bikers and scooters who pass through the center of Zocalo - trails around the Zocalo could redirect bikers and scooters; - Sidewalks/ walkways to direct bikes around the zocalo; -Prominent, colorful and artistic signage that is visible from a distance/ art display; - A large shaded area in the Zocalo - Tour groups can have more than 100 children coming to the ESB-MACC at once; - More permanent Murals; - Improve the lighting (especially at the Zocalo and parking lot); - The grey area in the plaza in front of the MACC display art more frequently or have a garden; - More information about the building itself;
Waterfront (Views, Waller Creek, Lady Bird Lake Trail)	<ul style="list-style-type: none"> - More seating areas outside; - More tables;
Landscaping (Large/Small Spaces, Movie Projection)	<ul style="list-style-type: none"> - The black rocks and lack of color make the landscaping seem bleak; - Play-scape and nice landscaping could help to make the space a place you would want to bring your family to; - Outdoor art pieces; - Outdoor space near trail; - Dedicated dog park; - The grey area in the plaza in front of the MACC display art more frequently or have a garden with endemic plants from the area and from Mexico with some light design; - More lighting in the actual areas; - Garden (taking into consideration existing one) – idea of the gardening classes; - Musical objects throughout our space; - Access for children to run and play like a jungle gym;
La Gran Entrada/ The Gran Entrance	<ul style="list-style-type: none"> - Right now this place is used when there is a big event – buses often load and unload there; - Make more visible the stone sign in the entrance; - Taking more care of surrounding trees and vegetation;
Accessing the ESB-MACC (Public transit, Parking, Rainey Street or Trail Access, Bike Paths)	<ul style="list-style-type: none"> - There is no bike racks close to the building; - There is no bus stop near the MACC; - More prominent signage; - Better signage of the nearest bus stop explaining also how to get to MACC; - The route from the bus stop to the MACC is not very accessibility friendly. It needs a better ramp (concrete); - Building should be more accessible, using the Braille code; - Directional signs from the different access points to the Center; - Screen reader support enabled;

3. Community Engagement Findings of Staff Surveys

Noted General Issues

- The size and shape of the MACC sometimes makes it difficult for people to understand the type of building;
- The supplies room is upstairs – should be closer to the front office;
- Lack of restrooms for classrooms and big events;
- Clearer starting space – the front office reception is very small and often gets crowded;
- Bigger break-room for staff and lockers;
- MACC should be more welcoming for marginalized groups;
- Lack of inclusive spaces that people could enjoy while visiting, like a library, a computer lab, a café, etc;
- An open space like the Zocalo is hard to monitor and control during big events;
- Aesthetics: the metal outside rusts, looks unattractive;
- Small lobby/ entrance to receive guests;
- Programs are spread out and performance/rehearsal spaces are not physically close together;
- An outdoor amphitheater (with shade) to take advantage of our warm Austin weather;
- Break room for employees;

Proposed Improvements

- Rooms with a lot of natural light for art making and exhibits;
- Better visibility of the building;
- More spaces to explore different types of art such as music, digital media, and culinary;
- Dedicated storage space;
- Automatic lighting;
- Moon/sun imagery in building design. (Shade structure could be in the form of a moon/sun);
- Open floor plan balanced with communal spaces;
- A cultural playground with soundscape musical instruments (for example the Teponaztli);
- Flexible and versatile spaces;
- More colors in the building;
- Big public outdoor artworks to draw attention;
- Open place to hang out when there is no specific event in MACC;
- Graffiti wall/ Big murals;
- More garden spaces;
- Art installations outside;
- More space for more activities;

The importance of the ESB-MACC

- As an integral place to teach local Mexican Americans and Latinos about their cultural heritage;
- To create a positive and informed view of their art, History and contributions to society;
- To raise awareness about marginalized groups in the US;
- MACC could be a hub for programs that go out into the community and do the work with people where they are;
- MACC as a space integrated in the City;
- MACC attempts to bridge gaps, as Austin is a city that continues to be one of the most racially and economically segregated cities in the US and give opportunities to some of the marginalized groups of the community;

3. Community Engagement Findings of Staff Surveys



Industrial kitchen



Austin Central Library



Butler Metro Park Austin



Soundscape playground



Teponaztli

What does the ESB-MACC mean to you?

“El MACC lo veo como un **espacio de encuentro** de comunidades de bajos recursos, de comunidad hispana y sobretodo de integración.”

“**We see the MACC as a defiant statement** because of how it came to be, its History. This is the History of Chicanos in Austin, we want everyone to be aware of that. The MACC is that statement, that we’re still here.”

“The MACC could better serve the community by offering bilingual and bicultural programming to Austinites, especially kids, to help value and support their bilingualism and bi-culturalism.”

“A place that connects all of us, teaches stories and culture in many ways.”

“**Our community, the Latino community, the indigenous community, is the coming together of families.** The MACC should be a joint part, a continuity of our neighboring communities.”

What do you have to say about classrooms?

“One of the main priorities is the **extension of the classes**. There’s not enough classes to accommodate the community.”

“It would be great to have large rooms where we can move things aside and use for other purposes. Or **larger rooms that can be split** into two through partitions.”

“More community members could be served with elements such as a computer lab/video, conference rooms, fully-equipped dancing studio or a music practice room.”

“I would love a studio for visual arts, where you can get messy, where you can make big pieces. Having a space like that would be an asset to us.”

What about offices?

“The office space is inadequate. We are currently using storage closets as office space. We need more workstations for both permanent and temporary Staff.”

“Temporary staff needs more desks that they can sit at anytime or use the computer, get supplies together. They don’t need a space to sit out for the duration of their shift.”

“The **lack of dedicated storage** is a very important issue since we often have to go through other program’s storage to get to our own.”

“Sometimes we want the person who is in charge of a program to have an office right next to where that program goes on. They spend a lot of time going up and down, it’s not functional.”

What do you think of the gallery and how could it be improved?

“The gallery is missing storage space for temporary walls, pedestals, etc. We need a space to produce art shows.”

“Artists often request Visual and Sound equipment and galleries should be able to accommodate.”

“Our Coronado Gallery is beautiful.”

“Lo que entiendo que hace falta es un taller. Me gustaría que se expandiera, más artistas, más espacio.”

“We need a gallery with the ability to show video. The possibility to darken the space is key.”

How do you imagine the industrial kitchen?

“Having an industrial/mobile kitchen for culinary classes could help youngsters learn a business.”

“**Food is a language.** You connect with history through food. Something like the culinary arts is going to be amazing.”

“We talked about how we really wanted a kitchen.”

“Would be good if it could be stowed away, and closed if not in use.(...) a catering kitchen that provides a landing spot for caterers in the plaza, in the Zocalo.”

“The MACC could host a café or a community kitchen that could serve food prepared by students.”

What could make the outdoor space and Zocalo more enjoyable?

“We should place emphasis on the **connection with the water**. Having the deck out, places that allow people to be closer to the water can make the MACC more inviting.”

“El lago es muy utilizado, la gente se mueve en kayaks, pareciera ideal que ese espacio sea abierto con bastante naturaleza, donde hubiese forma de que **los anfiteatros y exposiciones sean pensados afuera**, sobretodo considerando la pandemia.”

“The Zocalo is completely open and not protected from bikers and outsiders; if we need to have an event that sells alcohol, **we need to be able to close the perimeter** of the Zocalo.”

“Pensando en lo que podrá ser el MACC en unos años, yo considero que debe haber **bastante emphasis en el zócalo y su conexión con el lago**.”

“Right now there are no spaces for people to congregate and chat. **The plaza is not very successful** because of the sun, people invading with dogs and bicycles, no lighting nor a feeling of safety, no respect for the Zócalo.”

3. Community Engagement Staff Charettes

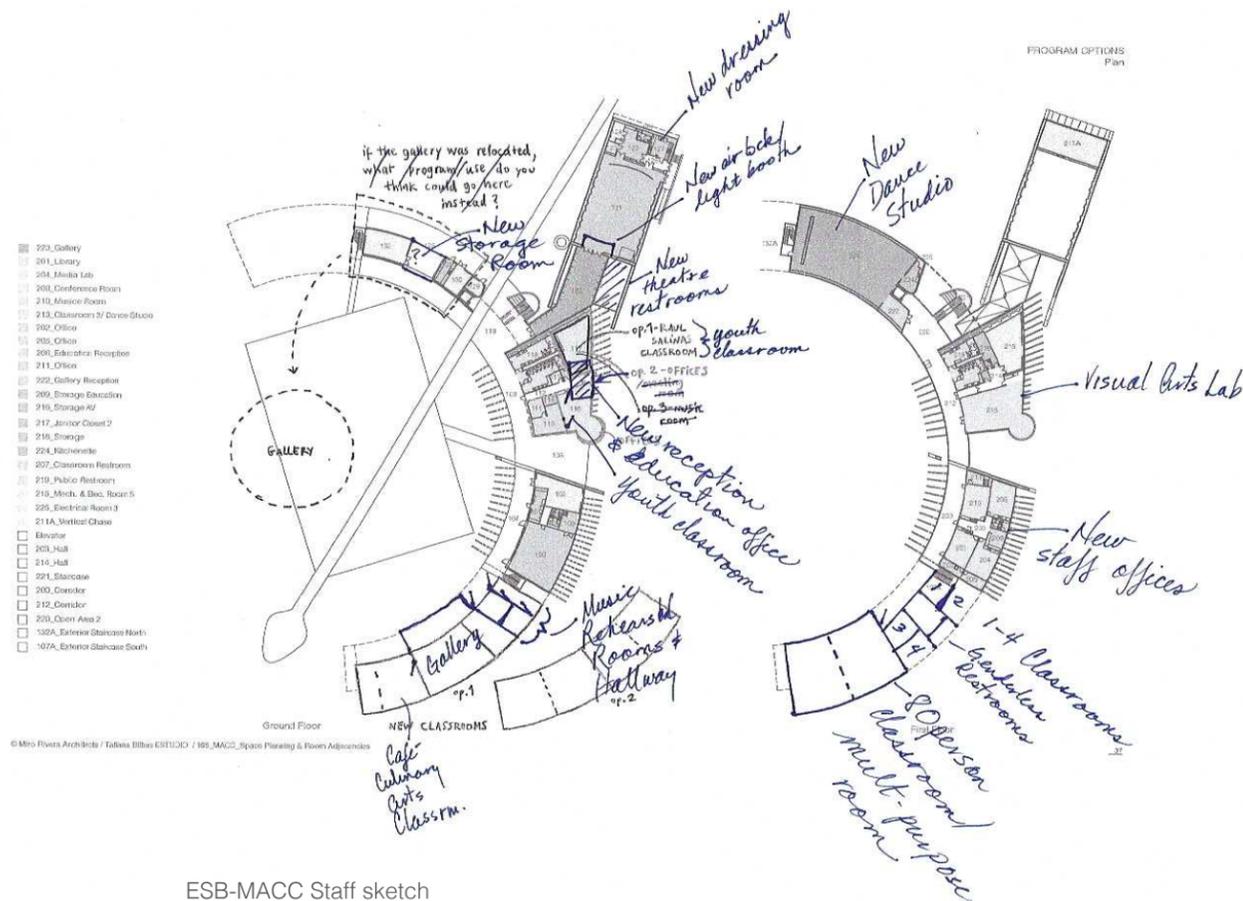
3. Community Engagement Staff Charettes

After all scheduled small group meetings took place and some conclusions were beginning to take form, it was necessary for both JV and the ESB-MACC Staff to have a second meeting. As an extra task to this group, they drew their own ideal scenario for programs and their location on top of the existing ESB-MACC building plans.

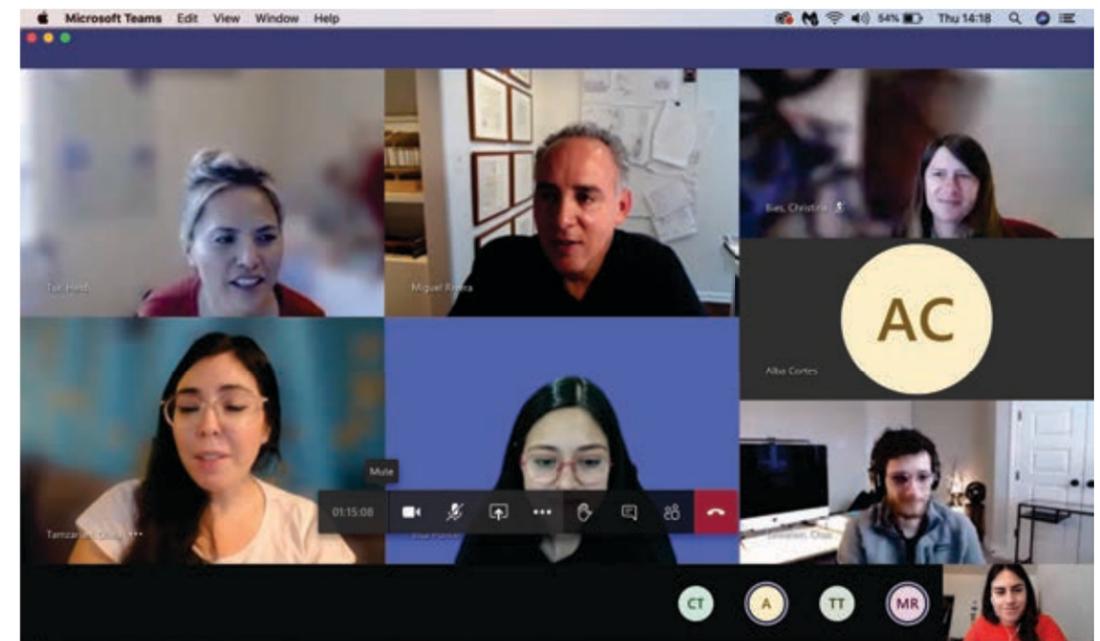
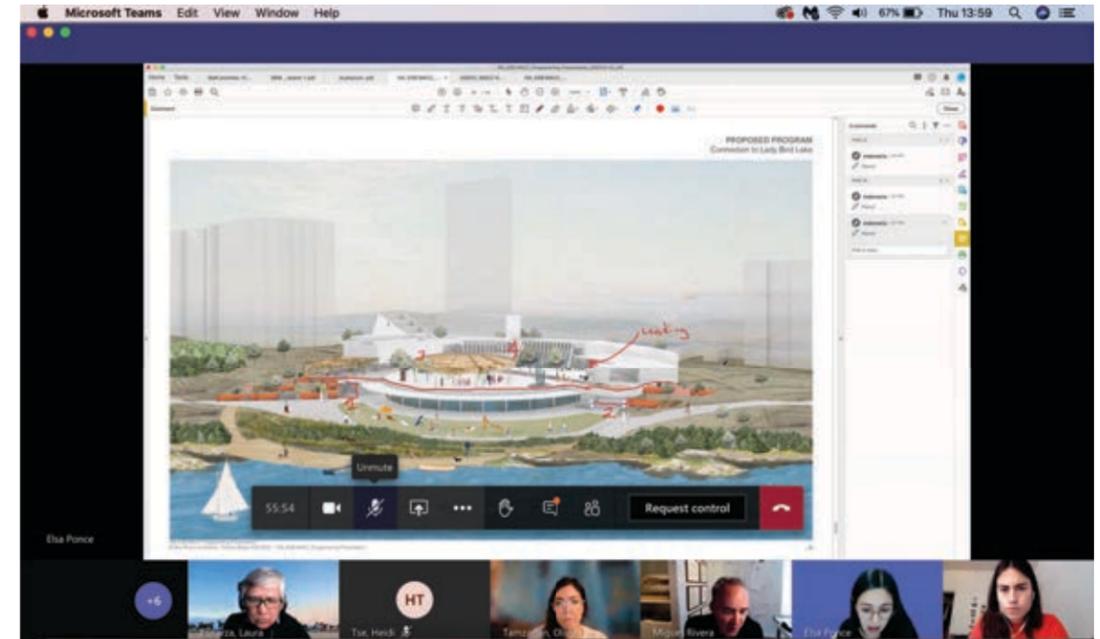
With these drawings as base, a two-session discussion was carried out and the JV could learn more about operations and dynamics from the people that spend most time at the ESB-MACC. During these sessions the JV also discussed some options for layouts of spaces like classrooms, offices, the gallery, and the Zocalo.

As final conclusions of this session, the JV was left the task to think about three important questions to end this programming phase:

- 1- Is it going to be beautiful, and complete the work of Arq. Teodoro González de León?
- 2- Is it going to be useful?
- 3- How is it serving the Mexican-American Community in Austin?



ESB-MACC Staff sketch



Virtual Charette's images

3. Community Engagement Staff Charettes

3. Community Engagement Staff Charettes

Legend:

- 222_Gallery Reception
- 209_Storage Eastzone
- 216_Storage AV
- 217_Junior Closet 2
- 218_Storage
- 224_Kitchenette
- 207_Classroom Restroom
- 219_Public Restroom
- 218_Mech. & Elec. Room 5
- 225_Electrical Room 3
- 211A_Vertical Chase
- Elevator
- 205_Hall
- 214_Hall
- 221_Staircase
- 200_Corridor
- 212_Corridor
- 220_Open Area 2
- 132A_Exterior Staircase North
- 107A_Exterior Staircase South

Handwritten Notes:

- if the gallery was relocated, what program/use do you think could go here instead?*
- New Storage Room*
- New dressing room*
- New air locked light booth*
- New theatre restrooms*
- op.1-KAUL SALINAS CLASSROOM*
- op.2-OFFICES*
- op.3-music room*
- New reception office & education office*
- youth classroom*
- NEW CLASSROOMS*
- Cafe Culinary Arts Classroom*
- Music Rehearsal Rooms & Hallway*
- Gallery*
- Visual Arts Lab*
- New Dance Studio*
- 1-4 Classrooms*
- 10 person classroom*
- mult-purpose room*
- 1-4 Restrooms*
- NEW CLASSROOMS*
- op.1*
- op.2*

Quotes:

- "We also need to solve the elevator. It's supposed to be an internal elevator."
- "There are some operational issues with the gallery there: being separated from the main structure, we would need more permanent staff for that."
- "We could maybe keep part of the kitchen for artists, for when they rehearsal or when they are on stage."
- "We get a lot of complaints from people coming out from performances to go to the restrooms."
- "When people come to the office they can't find us. It's not only about signage."
- "We need to get a reception area, also for parents to pay bills or check-in with teachers."
- "We need a convenient way for parents' drop-in/drop-out of children. A way, safetywise for a parent to access their child easily."
- "That's where we imagine a food truck - adjacent to the building. It could function independently, 24/7."
- "It's a good idea to have a café next to the Gallery, but we don't think this should be a concessionary café. It's more of a place like an artists resource center. Or a lunch room for the Summer programs."

ESB-MACC Staff's sketch and quotes from charettes

Legend:

- 211_Corridor
- 211A_Corridor
- 211B_Corridor
- 211C_Corridor
- 211D_Corridor
- 211E_Corridor
- 211F_Corridor
- 211G_Corridor
- 211H_Corridor
- 211I_Corridor
- 211J_Corridor
- 211K_Corridor
- 211L_Corridor
- 211M_Corridor
- 211N_Corridor
- 211O_Corridor
- 211P_Corridor
- 211Q_Corridor
- 211R_Corridor
- 211S_Corridor
- 211T_Corridor
- 211U_Corridor
- 211V_Corridor
- 211W_Corridor
- 211X_Corridor
- 211Y_Corridor
- 211Z_Corridor

Handwritten Notes:

- Visual Arts Lab*
- New Dance Studio*
- New staff offices*
- 1-4 Classrooms*
- 10 person classroom*
- mult-purpose room*
- 1-4 Restrooms*

Quotes:

- "That space (the gallery) is not entirely too big. Might not be enough for some ballet moves. We would really need to measure."
- "A dance studio in the actual gallery wouldn't bother anyone, it has beautiful wooden floors and it would be a cheap conversion - so would the Visual Arts Lab."
- "If we pitch an outdoors class it would enhance our gardening program and 'The Healing Herbs of Mexico'."
- "Sometimes we want the person who is in charge of the programs to have an office right next to where the programs are going on. They spend a lot of time running up and down, it's not practical."
- "The second floor would be amazing also because of the amazing views to the river."
- "Is there a way to connect the restrooms directly to the classrooms? we can't have children using public restrooms."
- "We envisioned we could have our library, archive and computer lab in this area - the multipurpose room."
- "We fell in love with the multipurpose space that could break into two."

**3. Community Engagement
Summary of Public Input**

After gathering all the information learned during the small group meetings and surveys, both JV and COA had to reevaluate and reorganize the list of priorities for this ESB-MACC Phase 2. The needs and conclusions of the 2018 Plan Community Engagement process suffered some changes along with a budget reduction.

The conclusions and challenges are summarized in the diagram below.



Challenges Diagram

**3. Community Engagement
Summary of Public Input**

The Community Engagement process will continue throughout the Schematic Design and Design Development phases.



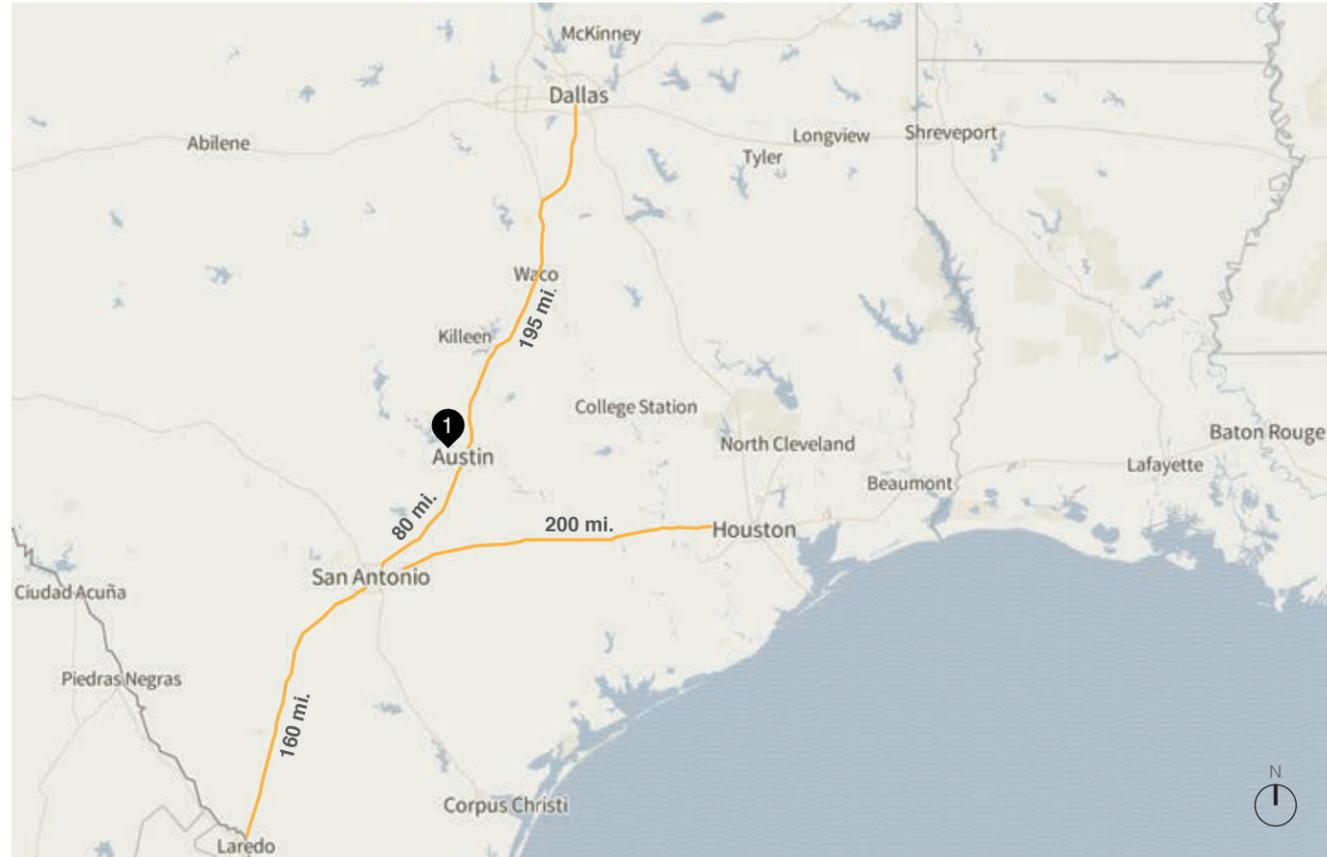
4

Understanding of City, Site, Building & Program Context

This chapter investigates the position of the ESB-MACC, geographically and socioculturally, to articulate the features that shape its development and its links to the community; including residents, artists/performers, staff, and user groups.

The analysis investigates the Mexican American Cultural Center's proximity to Downtown, nearby public spaces (parks), museums, and community buildings. Key transport routes are illustrated with consideration to how the ESB-MACC fits with the urban plan for the city. The sociocultural context of Austin is presented through population distribution diagrams, and maps of age and ethnicity within the city. Case studies of Latino-American community buildings are analyzed alongside other buildings that function more specifically toward events or gallery space. This helps to understand the existing program of the ESB-MACC in relation to other community-based arts and culture organizations and the space requirements for meeting its future aspirations.

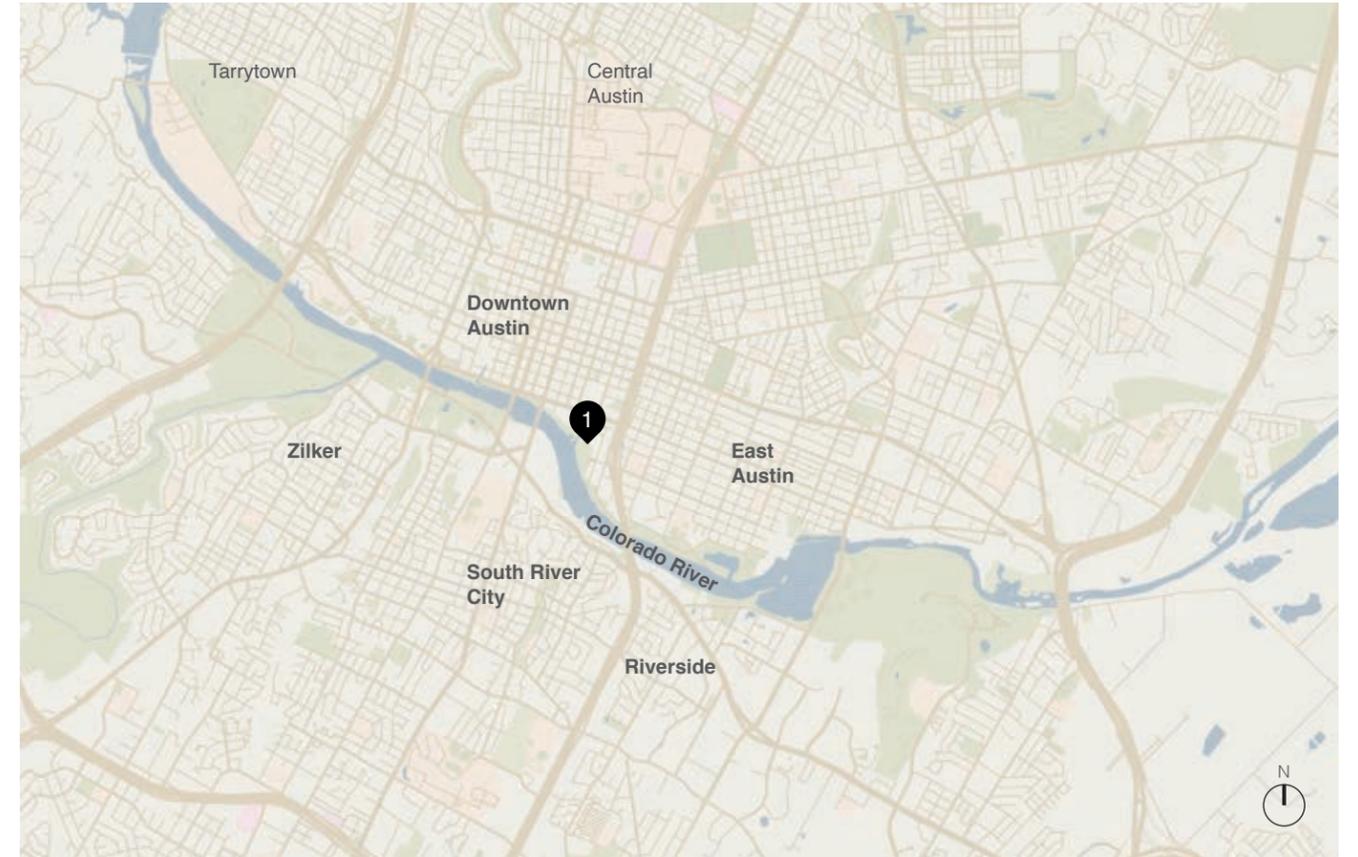
4. Context
Location and Proximity



Key:

1 - Mexican American Cultural Center

4. Context
Location and Proximity

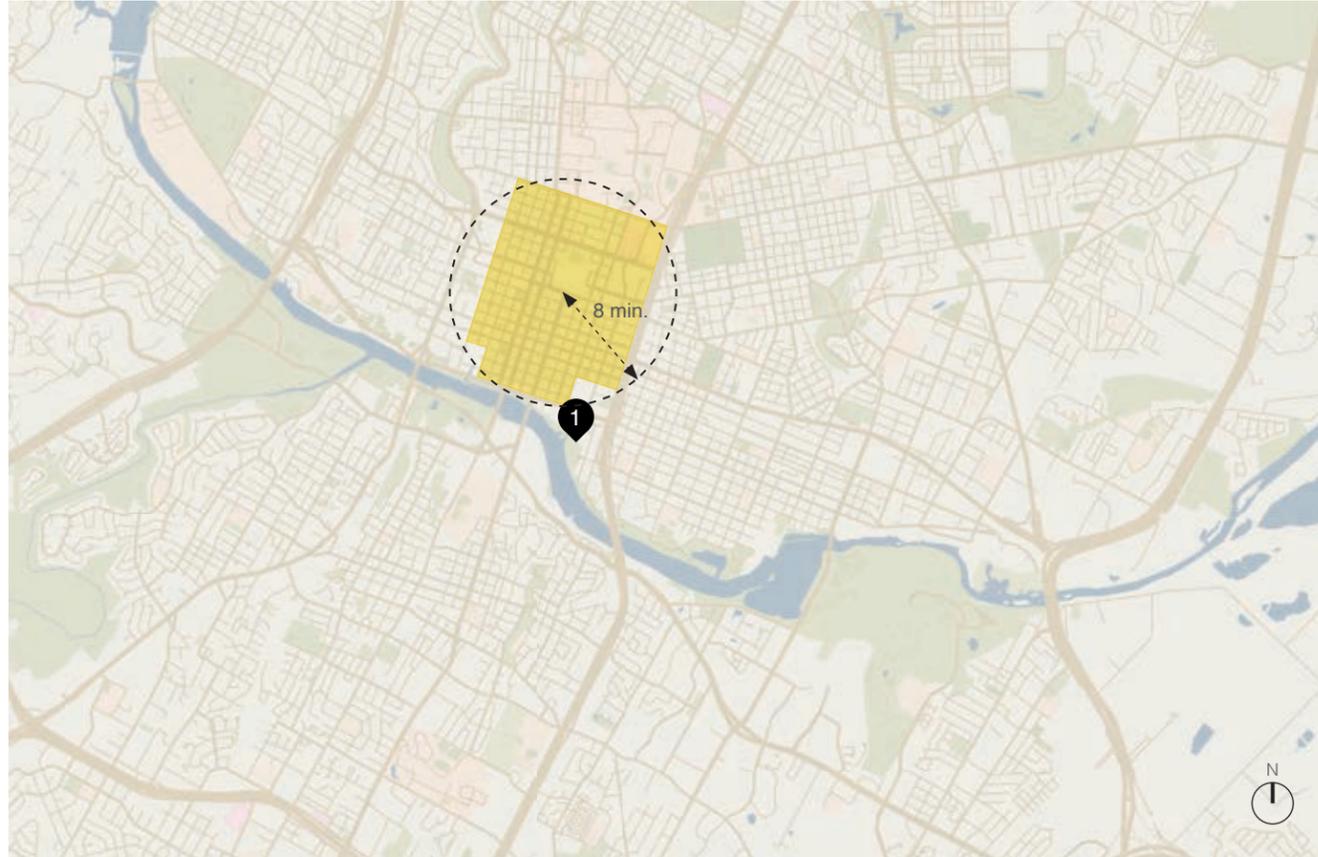


Key:

1 - Mexican American Cultural Center

The ESB-MACC is located at 600 River Street, alongside the Colorado River. It occupies an important central city location between Downtown Austin and Lady Bird Lake.

4. Context
Location and Proximity

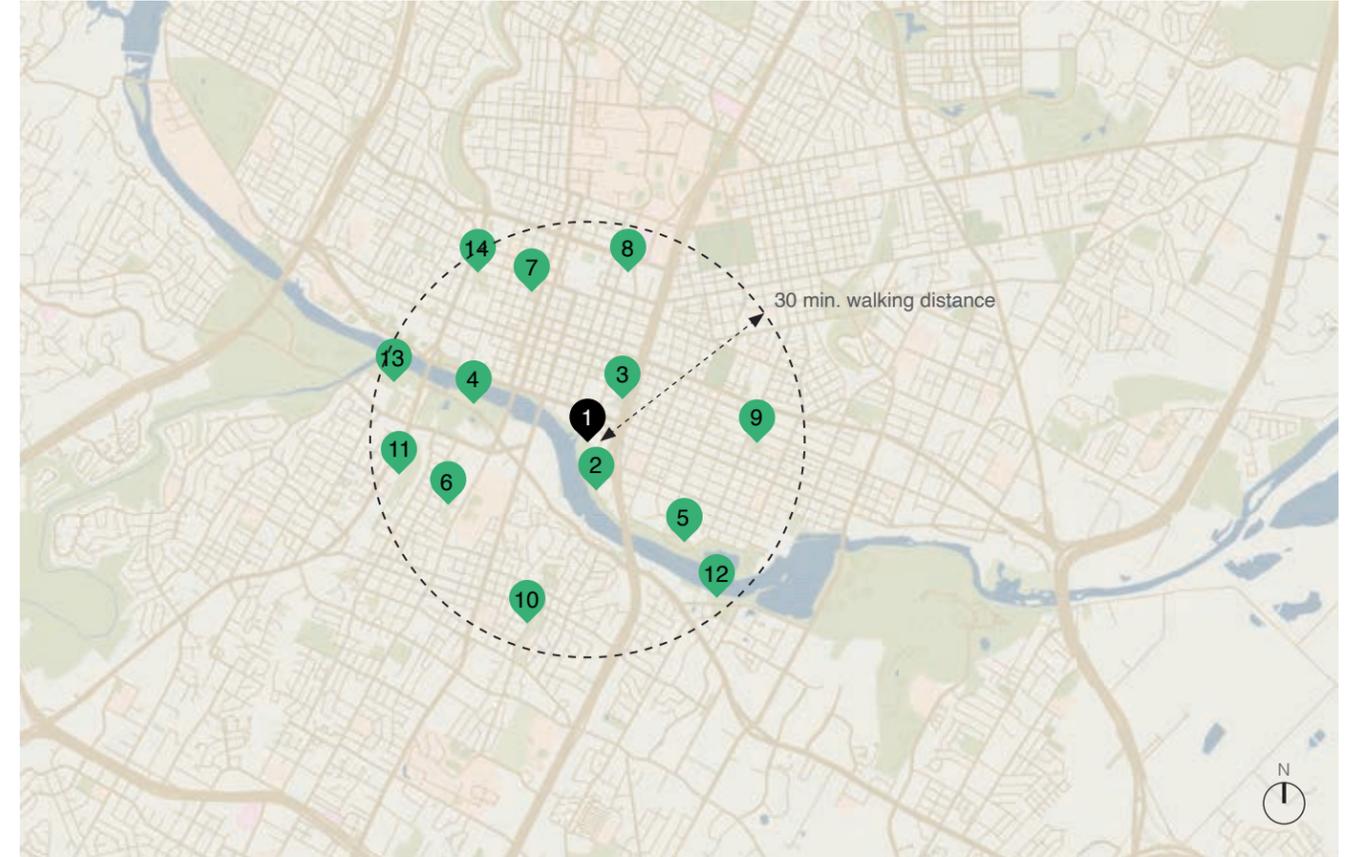


Key:

- 1 - Mexican American Cultural Center

The ESB-MACC is located within an 8 minute walk of central Downtown Austin. It is easily accessible to pedestrians, bicycles and vehicles from both sides of the Colorado River.

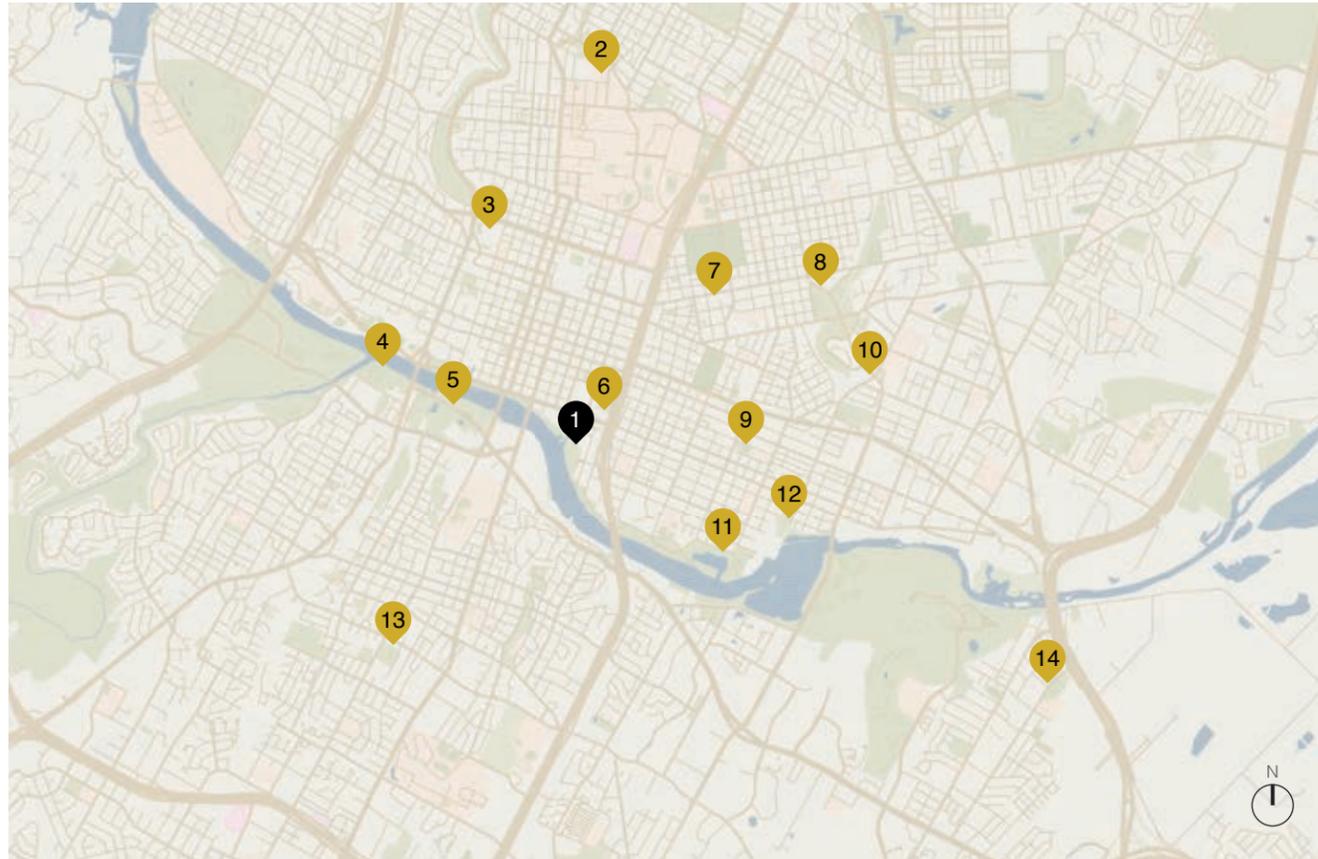
4.Context
Location and Proximity



Key:

- 1 - Mexican American Cultural Center
- 2 - Rainey St. Trailhead Park
- 3 - Palm Neighborhood Park
- 4 - Auditorium Shores
- 5 - Edward Rendon Sr. Park
- 6 - N. Dawson Neighborhood Park
- 7 - Wooldridge Square
- 8 - Waterloo Neighborhood Park
- 9 - Pan American Neighborhood Park
- 10 - Blunn Creek Preserve
- 11 - W Bouldin Creek Greenbelt
- 12 - Peace Point at Lady Bird Lake
- 13 - Butler Shores
- 14 - Duncan Neighborhood Park

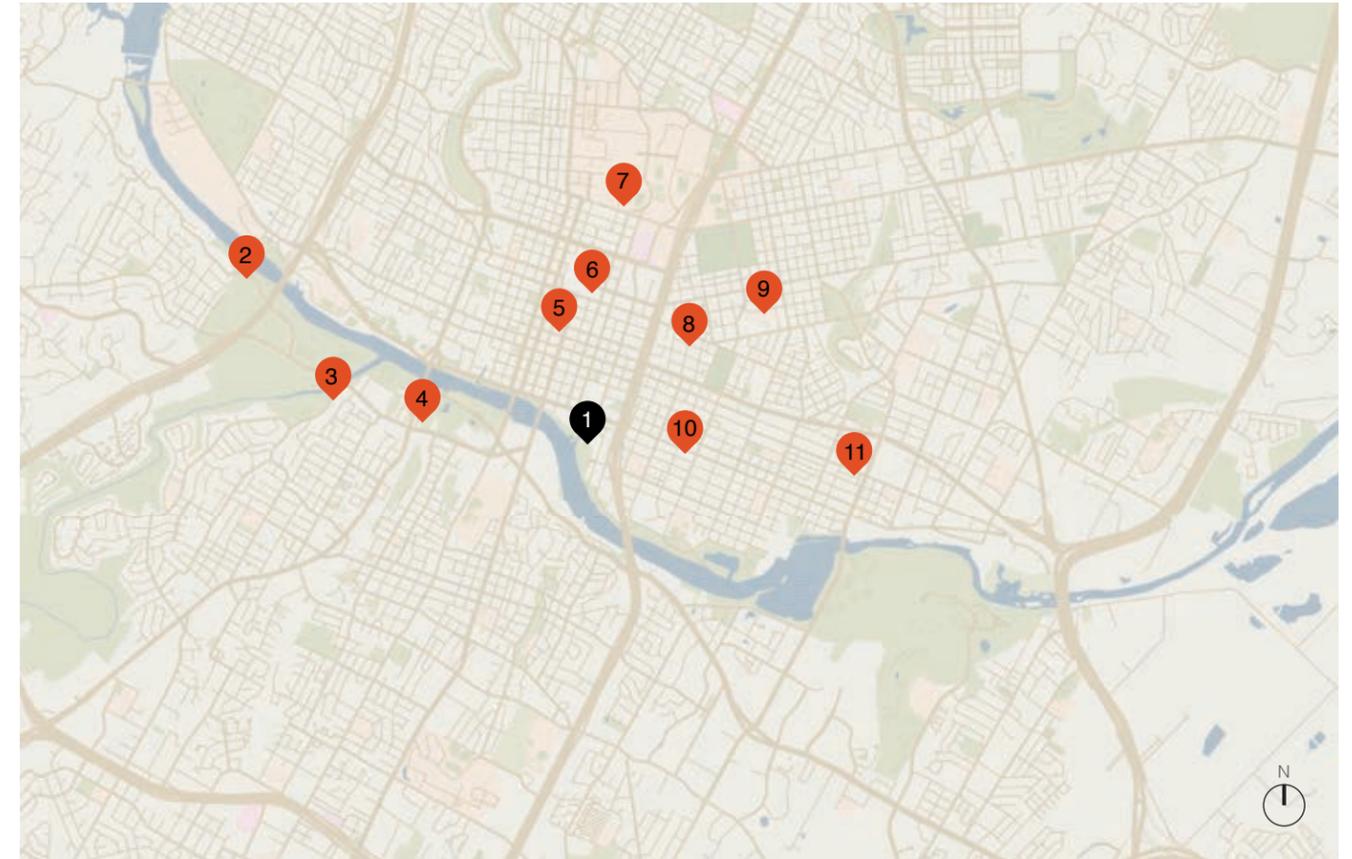
4. Context
Location and Proximity



Key:

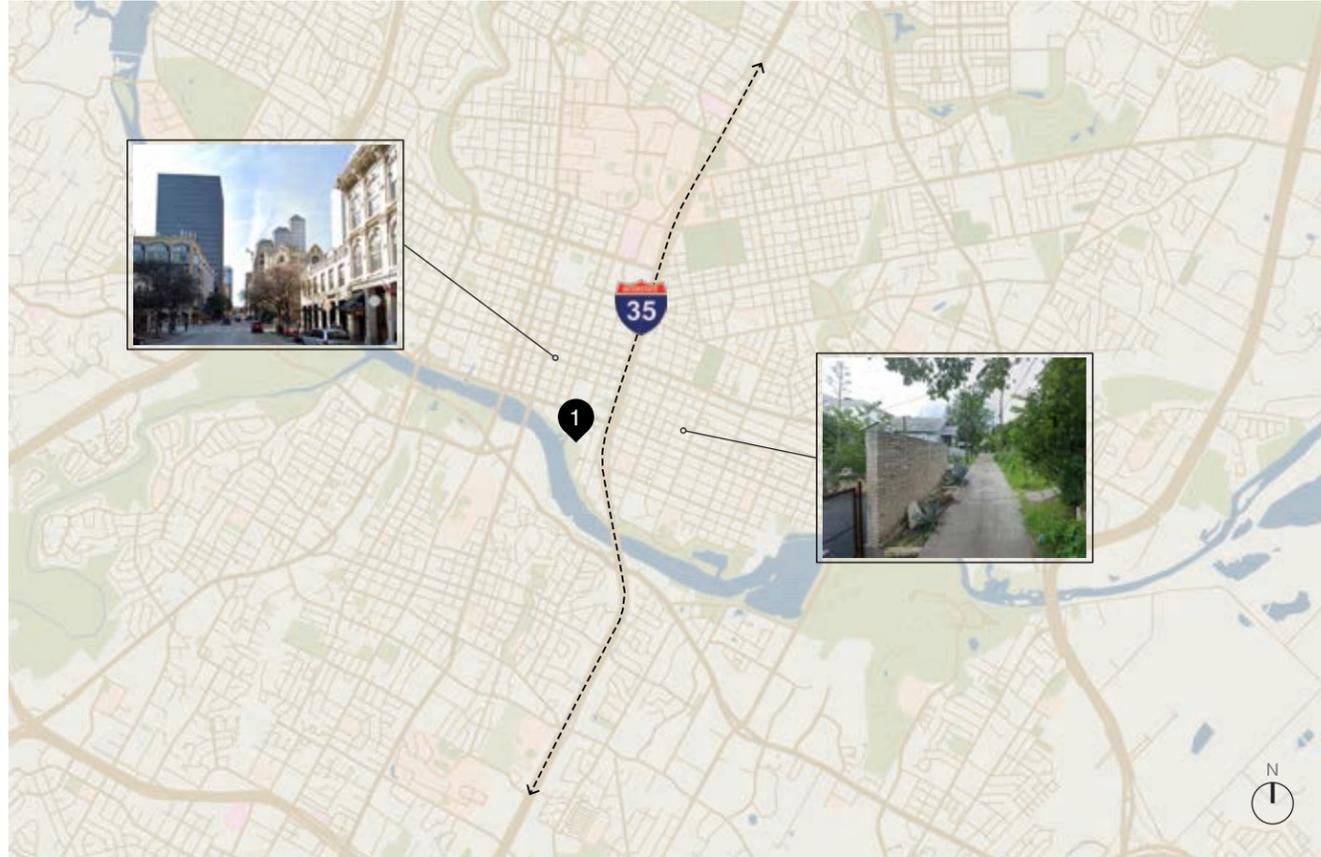
- 1 - Mexican American Cultural Center
- 2 - McCord Community Center
- 3 - Austin Recreation Center
- 4 - Good Society Community Center
- 5- Palmer Events Center
- 6 - Palm Square Community Center
- 7 - Howson Community Center
- 8 - Chestnut Community Center
- 9 - Pan AM Community Center
- 10 - Rosewood-Zaragosa Center
- 11 - L.Camacho Community Center
- 12 - Metz Recreation Center
- 13 - S. Austin Recreation Center
- 14 - Montopolis Community Center

4. Context
Location and Proximity



Key:

- 1 - Mexican American Cultural Center
- 2 - Austin Nature & Science Center
- 3 - Umlauf Sculpture Garden
- 4 - Dougherty Arts Center
- 5 - Jones Center
- 6 - Texas Capitol Visitor Center
- 7 - Blanton Museum of Art
- 8 - Texas Music Museum
- 9 - G. Washington Carver Museum
- 10 - Women & Their Work, Visual Arts
- 11 - Los Milagros De Cristo



Key:

1 - Mexican American Cultural Center

The ESB-MACC is located close to Interstate 35, which runs north-south through the USA, ending near the Mexico border at Laredo, TX. The I-35 is a clear dividing line between two different urban contexts. To the west, the urbanized Downtown, and to the east a largely residential, low-density neighbourhood. The ESB-MACC is situated on this dividing line between the city and the suburb.



Key:

1 - Mexican American Cultural Center

--- Site Boundary of the ESB-MACC

4. Context Urban Context and Design Guide

The ESB-MACC is located in an important urban and natural environment. Over the last decade a number of large developments have occurred to the north of the site, and the aerial photograph shows how the ESB-MACC (1) has a distinctive horizontality and low-density which ties it to the landscape of the river, the trails and parkland.

In 2009 the City of Austin created its Vision for Urban Places. In the document 'Urban Design Guidelines for Austin' recommendations are made about ensuring healthy development of public buildings:

Environment

"Maintain a sense of connection to the natural environment ... a primary attribute. Every economically feasible effort to preserve, maintain and enhance Austin's natural environment should be pursued".

Public Nature of Space

"The public nature of urban areas is most apparent in public open space; in plazas, sidewalks, streets and parks. The design of the lower levels of buildings are vital in promoting inclusion in the place"

Vibrant Cultural Atmosphere

Arts and other cultural activities add richness and viability to our everyday lives. Such activity is an advantage to Austin because it promotes economic development, cultural tourism, downtown and neighborhood revitalization, international recognition, social service opportunities, and an improved quality of life for the community"



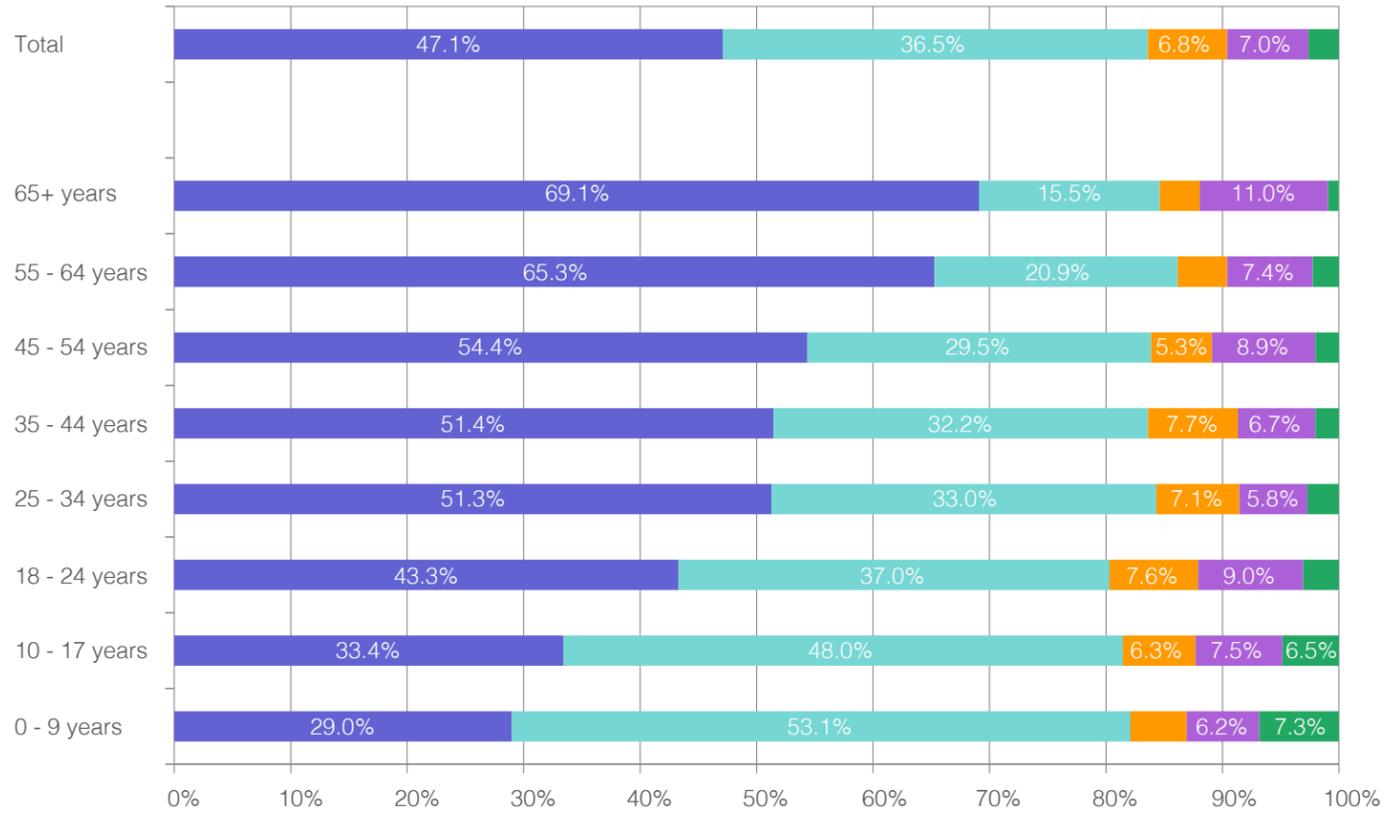
Aerial Photograph, City of Austin, 2016. Author; Tarek Morshed

4. Context Urban Context and Design Guide

Key

1 - Mexican American Cultural Center

4. Context
Sociocultural Context

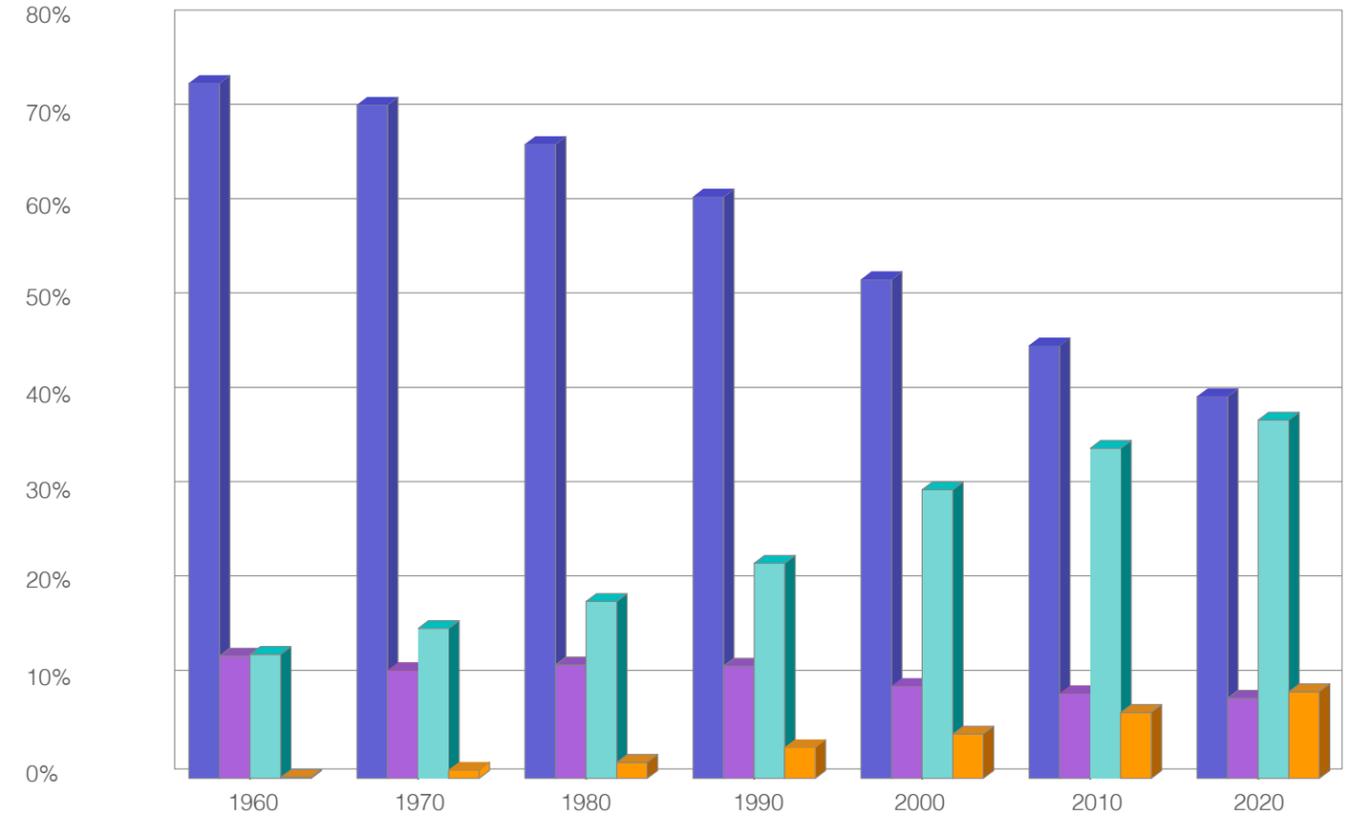


Age Structure by Race and Ethnicity, Austin, 2014 Estimates

- White
- Hispanic
- Asian
- African American
- Multi / Other

Source: American Community Survey, 2013, 1-year datasets, Table B01001, updated with estimates from the City Demographer

4. Context
Sociocultural Context

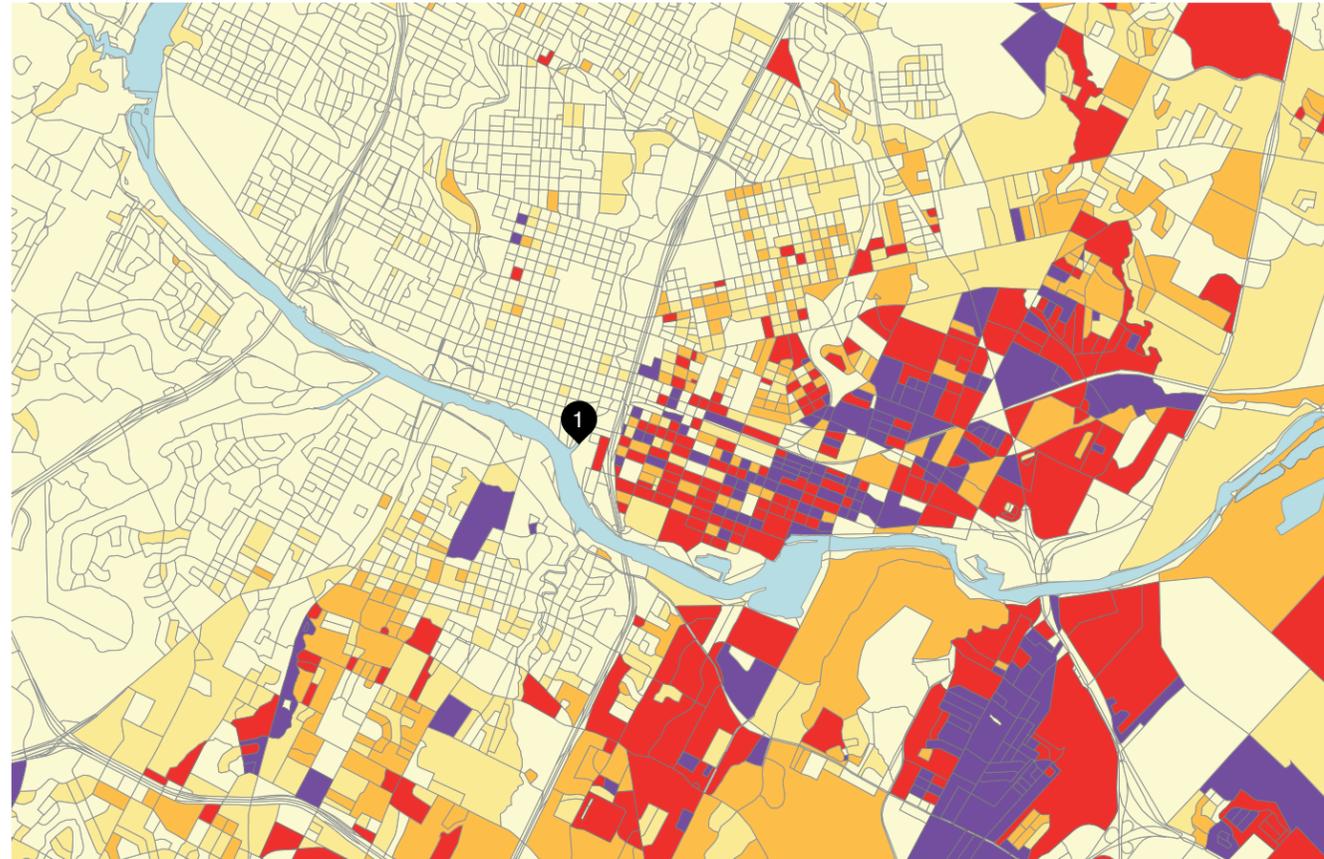


Ethnicity Shares History and Forecast, Austin.

- White
- African American
- Hispanic
- Asian

Source: austintexas.gov

4. Context
Sociocultural Context



Key

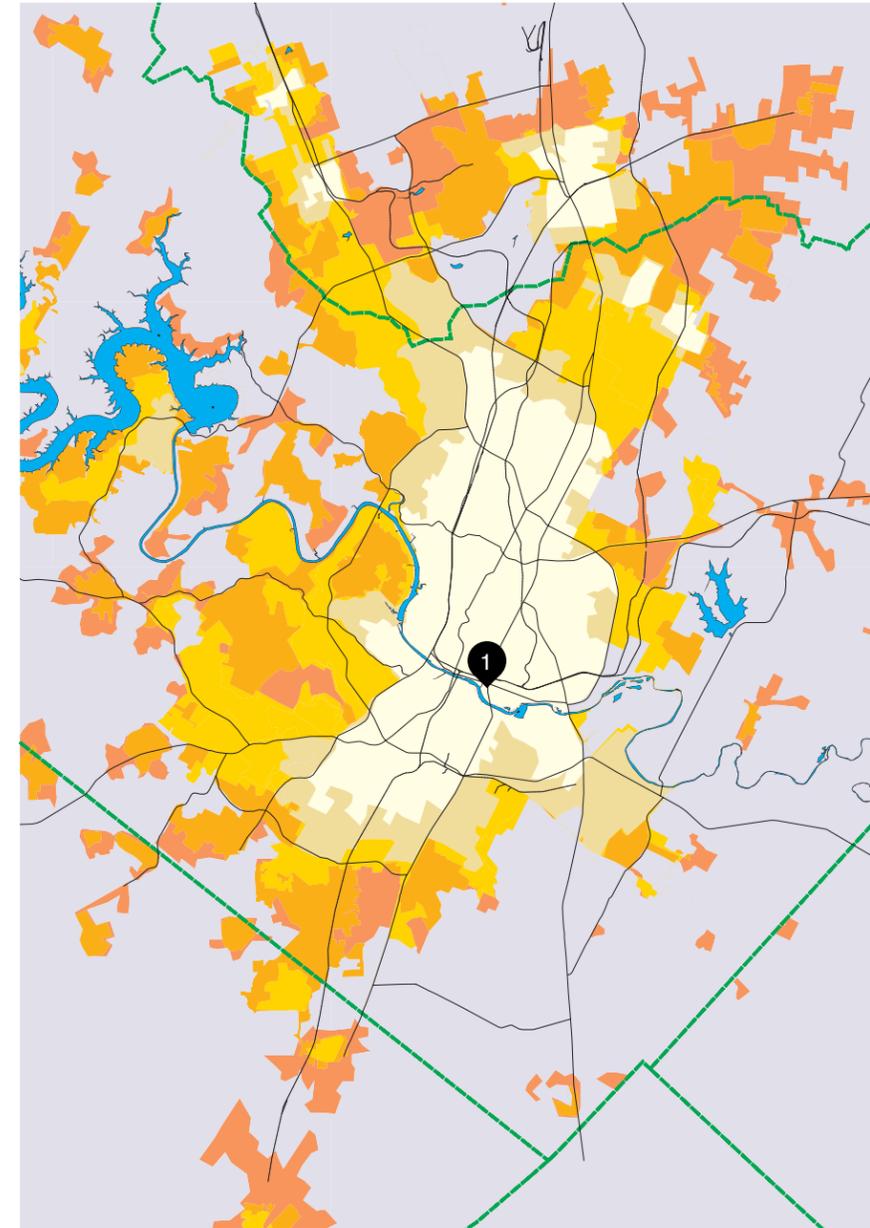
1 - Mexican American Cultural Center

Percentage of total population that is Latino-Hispanic

Source: Census 2010, austintexas.gov

- Less than 20%
- 20% to 40%
- 40% to 60%
- 60% to 80%
- 80% plus

4. Context
Sociocultural Context



Key

1 - Mexican American Cultural Center

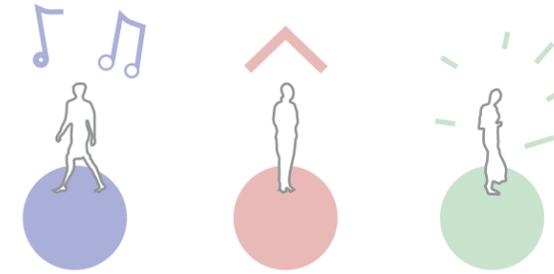
- Urbanized from 2000 to 2004
- Urbanized from 1990 to 2000
- Urbanized from 1980 to 1990
- Urbanized from 1970 to 1980
- Urbanized before 1970

Source: Department of Planning, Austin, 2004

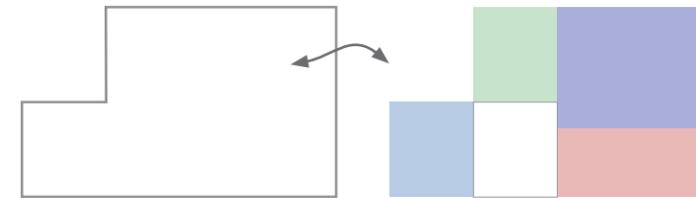
Austin's Urbanized Area Over Time



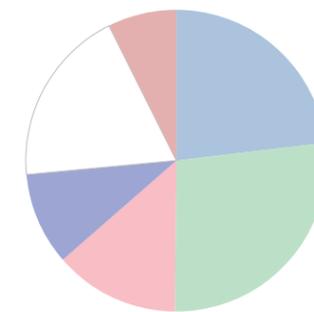
What can be learned from other cultural & community centers across the country?



What services other centers offer, and to whom?



How are different functions arranged in those buildings?



What are the proportions of each program?

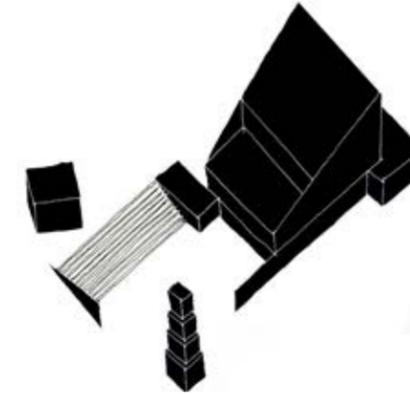
4. Context
Case Studies and Precedents

Name: Latino Cultural Center, Dallas
Architect: Legorretta
Location: Dallas, Texas
Area: 48,438 sq. ft.



Photographs of the building

4. Context
Case Studies and Precedents

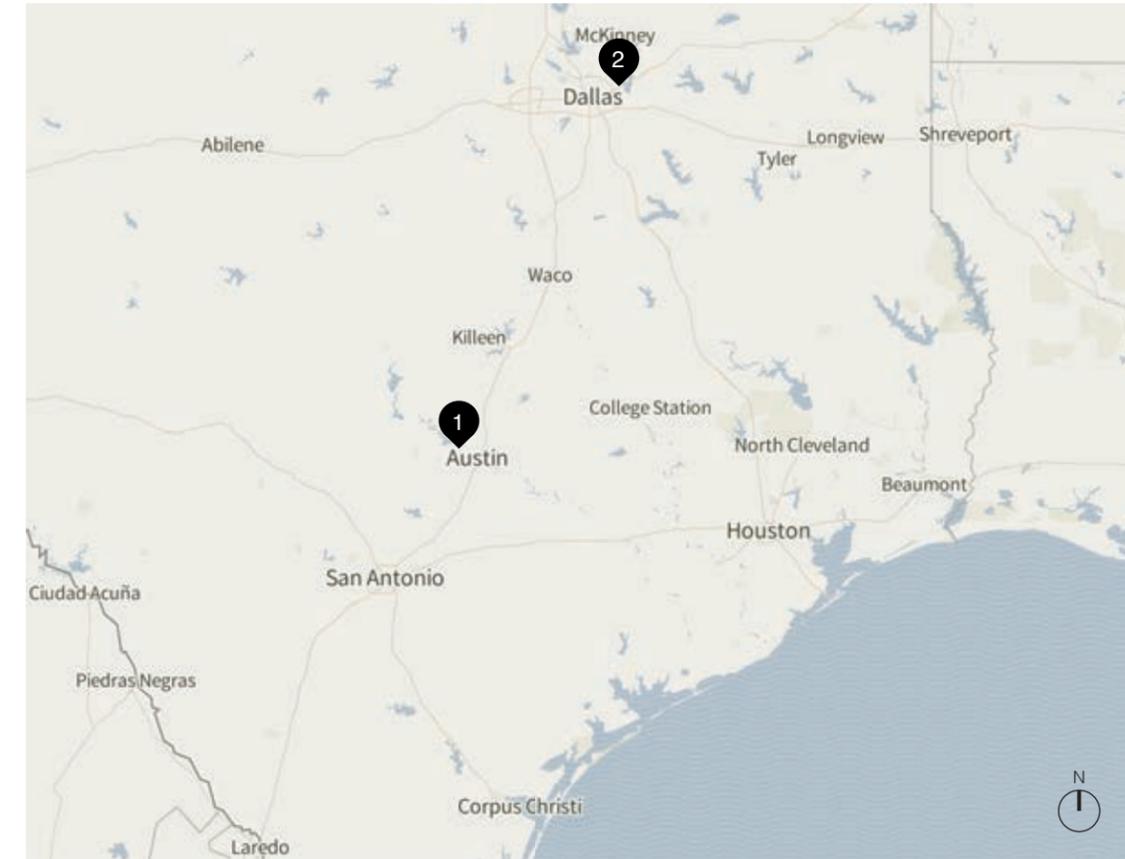


Axonometric diagram

A multidisciplinary arts center featuring the work of Dallas-based Latino, Mexican-American, and Chicano artists.

The LCC has senior and youth programs and is available for rent to nonprofit organizations that share the Center's mission of promoting Latino art and culture.

The Center includes a 300 seat theater, a gallery, sculpture courtyards, a multipurpose room, and a plaza for outdoor events.



Location map

Key

- 1 - Mexican American Cultural Center
- 2 - Latino Cultural Center

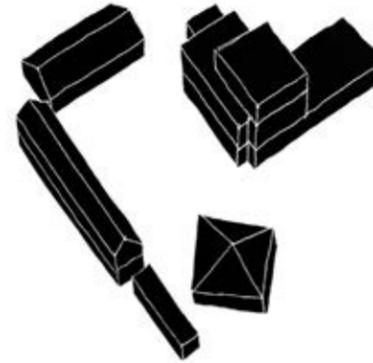
4. Context
Case Studies and Precedents

Name: Mexican Heritage Plaza
Architect: Del Campo & Maru
Location: San Jose, California



Photographs of the building

4. Context
Case Studies and Precedents

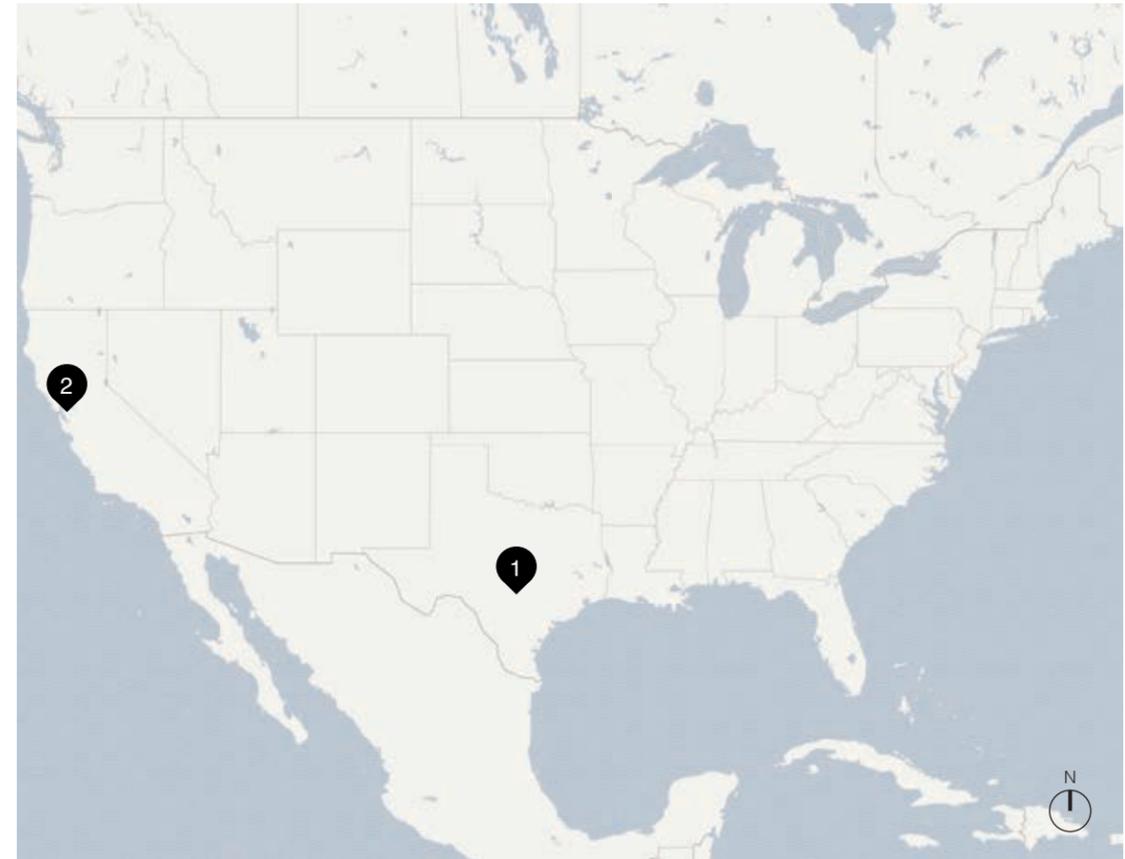


Axonometric diagram

An educational, cultural, and community center located in East San Jose, that opened in 2011.

The Mexican Heritage Plaza includes a pavilion, an expansive outdoor plaza, gardens, a 500 seat theater, galleries, classrooms, and conference rooms.

The plaza and school host 70,000 people annually. The campus offers cooking classes, hosts cultural festivals, has a dedicated theater company, and organizes many music and dance performances. It also hosts weddings and other large private gatherings.



Location map

Key

- 1 - Mexican American Cultural Center
- 2 - Mexican Heritage Plaza

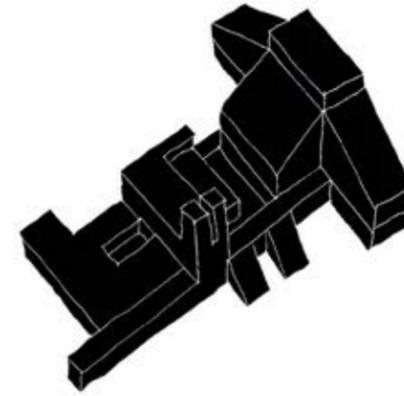
4. Context
Case Studies and Precedents

Name: National Hispanic Cultural Center
Architect: Lloyd & Tryk with Pedro Marquez
Location: Albuquerque, New Mexico



Photographs of the building

4. Context
Case Studies and Precedents



Axonometric diagram

An arts, cultural, and humanities center dedicated to the preservation and promotion of Hispanic culture. It presents bilingual exhibitions, lectures, book readings, film showings, performing arts, and educational programming. The NHCC offers Hispanic, Chicano, and Latinx artists a place to present their work to a wider audience.

The campus consists of a plaza, three theaters, an art museum, visitor information, an education center, a library, a genealogy center, and a restaurant.



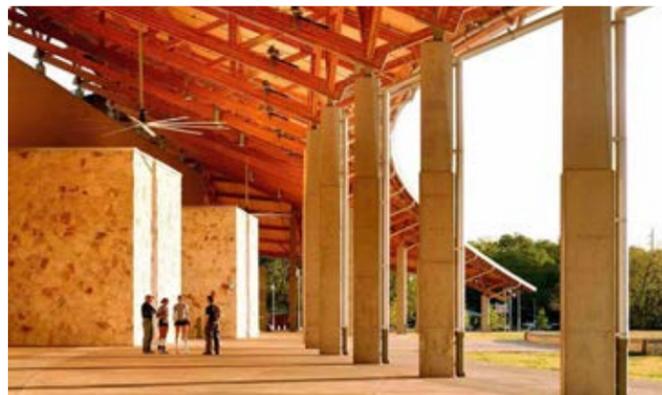
Location map

Key

- 1 - Mexican American Cultural Center
- 2 - National Hispanic Cultural Center

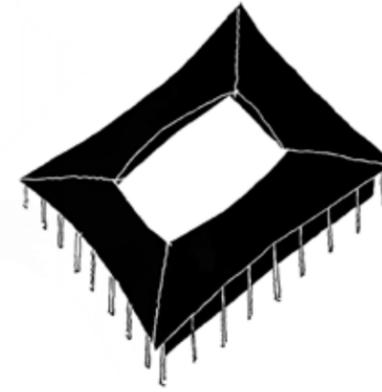
4. Context
Case Studies and Precedents

Name: Palmer Events Center
Architects: Centerbrook
Location: Austin, Texas
Area: 130,000 sq. ft.



Photographs of the building

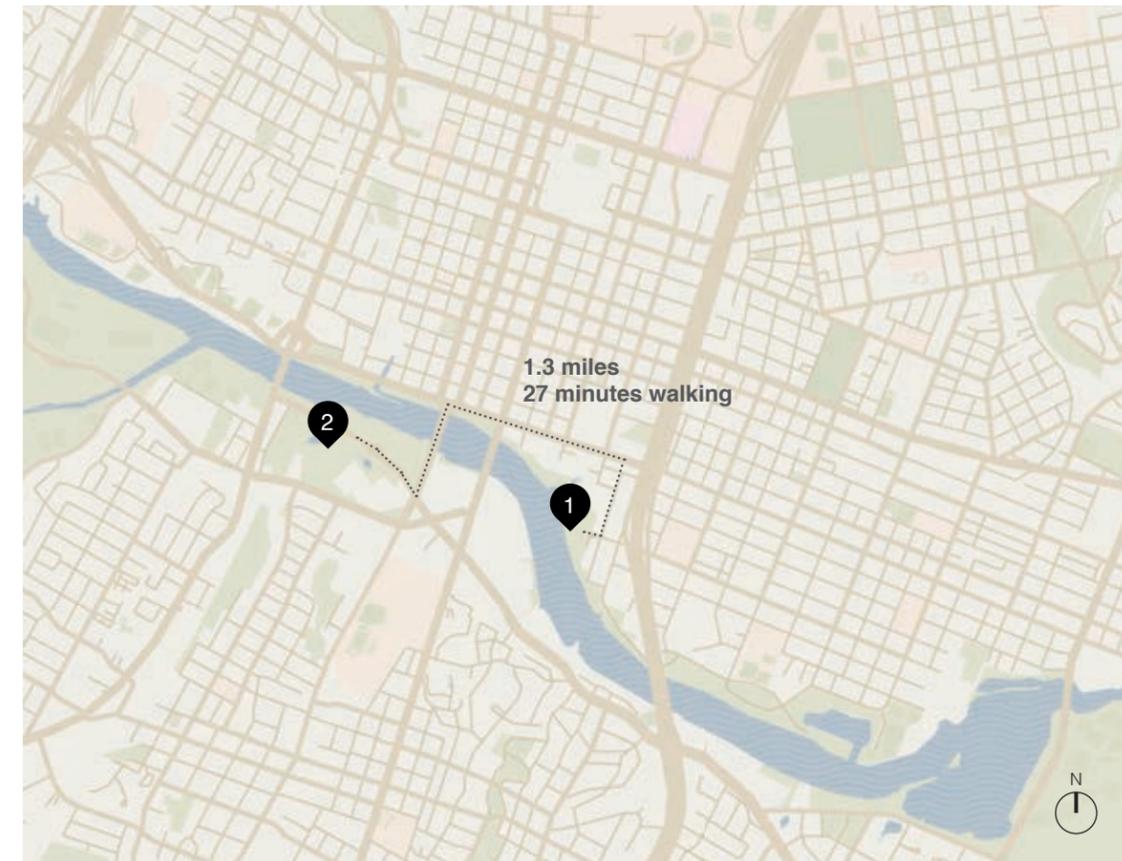
4. Context
Case Studies and Precedents



Axonometric diagram

A multi-purpose events center located in Austin, it hosts a range of exhibitions, conferences, and festivals.

While the Palmer Events Center has a more corporate identity than the ESB-MACC, it is recognizable for its good accessibility, pedestrian connections to the water-side trails and outdoor space, strategies of sustainability such as systems of natural ventilation / space cooling, and integration into Austin's public transport networks.



Location map

Key

- 1 - Mexican American Cultural Center
- 2 - Palmer Events Center

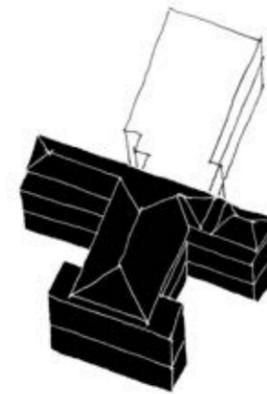
4. Context
Case Studies and Precedents

Name: Palm Square Community Center
Building History:
 1836 - 1845 Military base and armory
 1887 Arsenal Block School
 1902 - 1976 Swante Palm School
 1986 Travis County Health, Human & Veteran Services
Location: Austin, Texas, USA
Area: 14,574.33 sq. ft.



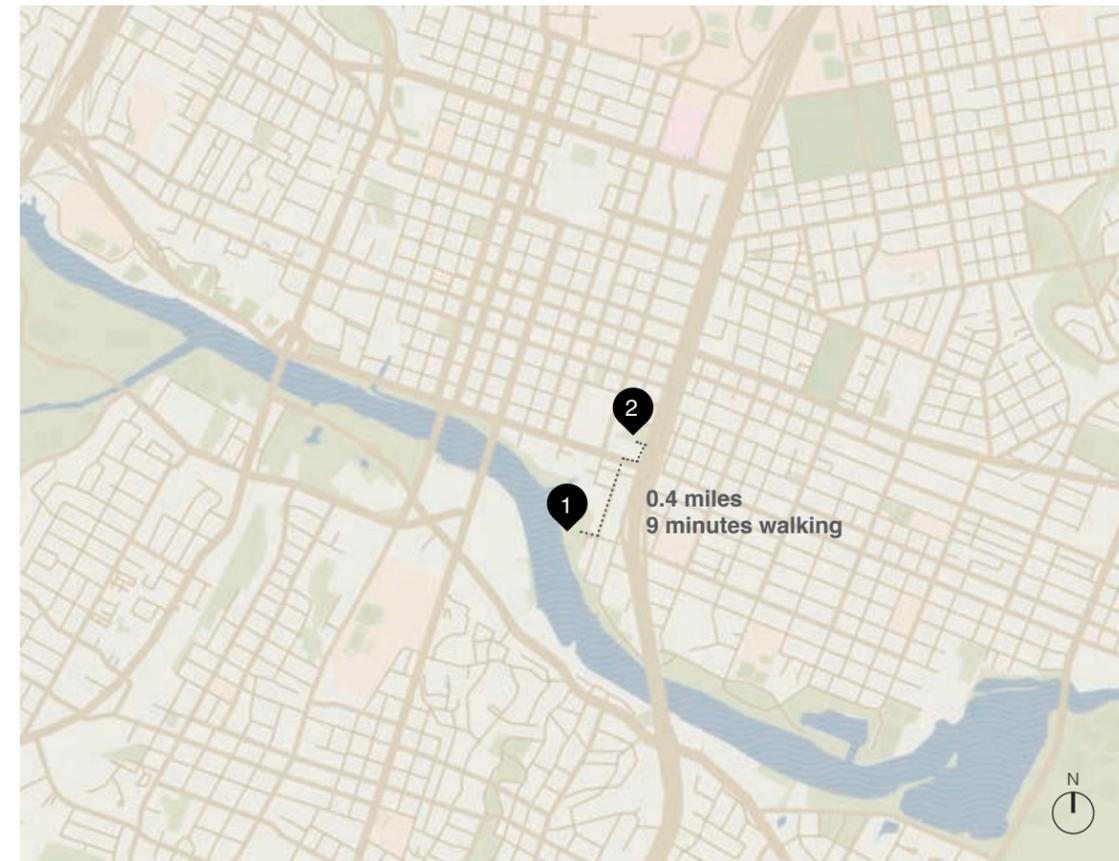
Photographs of the building

4. Context
Case Studies and Precedents



Axonometric diagram

A center that is focused on the administrative aspect of the community. It is comprised of mostly office spaces, which provide a range of community services such as emergency food assistance and help for low-income residents in need of living expenses, medical supplies, etc.



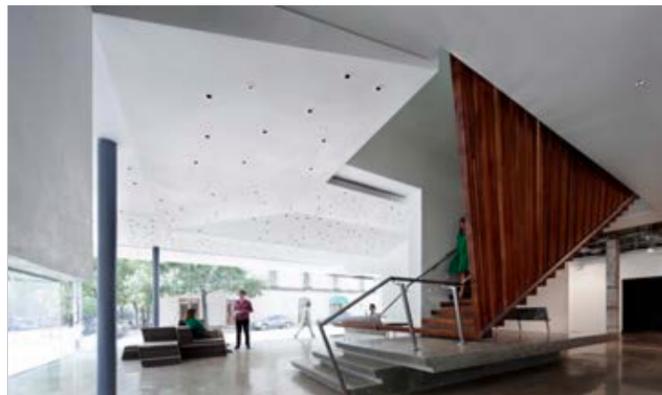
Location map

Key

- 1 - Mexican American Cultural Center
- 2 - Palm Square Community Center

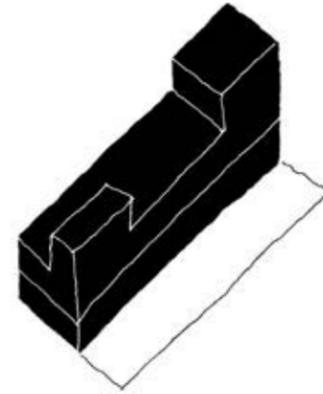
4. Context
Case Studies and Precedents

Name: Arthouse at the Jones Center
Architects: LTL Architects
Location: Austin, Texas, USA
Area: 21,000 sq. ft.



Photographs of the building

4. Context
Case Studies and Precedents

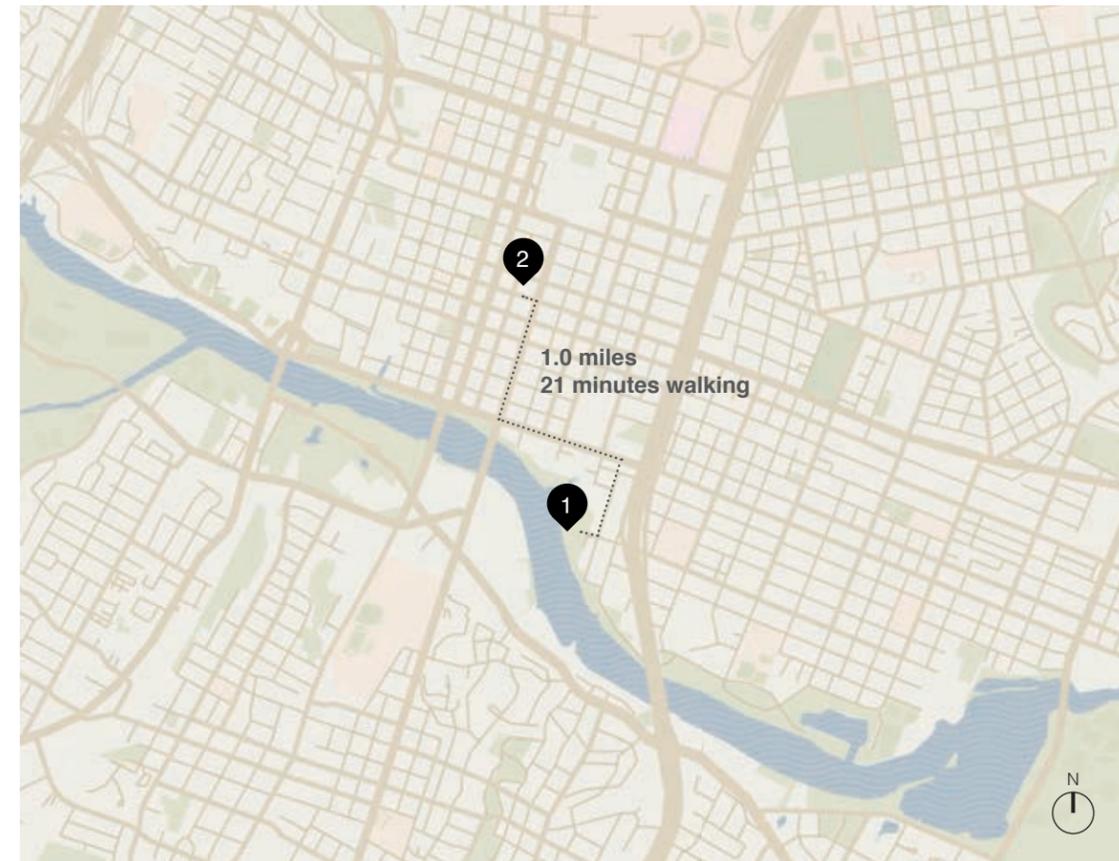


Axonometric diagram

An arts center in Downtown Austin that focuses on the exhibition and production of contemporary art.

The Arthouse at the Jones Center has a large open galley, video rooms, artists' studios with art preparation areas, and an outdoor space on the roof-deck where artists, visitors, and staff can congregate.

The project included the renovation of two mid-20th-century buildings, along with new interventions, to give the appearance of one consolidated project.



Location map

Key

- 1 - Mexican American Cultural Center
- 2 - Arthouse at the Jones Center

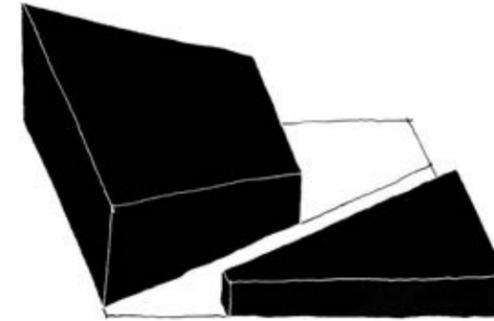
4. Context
Case Studies and Precedents

NAME: Neighborhood Training
 Recreation Education Center
ARCHITECTS: Ikon .5
LOCATION: Newark, New Jersey, USA
AREA: 20,000 sq. ft.



Photographs of the building

4. Context
Case Studies and Precedents



Axonometric diagram

A multi-use community center that offers training, recreation and education in one place.

The center is intended to look very ‘transparent’ and easily accessible to its users. Through its construction, the city “sought to send a message to the residents that it cared about them and that it was making a substantive investment in their future”.

The Center includes a gym, basketball court, yoga rooms, meeting rooms for personal development and support, community rooms and daycare.



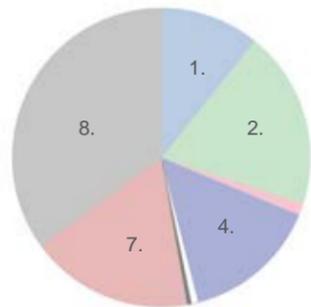
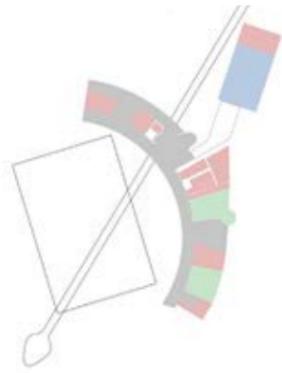
Location map

Key

- 1 - Mexican American Cultural Center
- 2 - Neighborhood Training Recreation Education Center

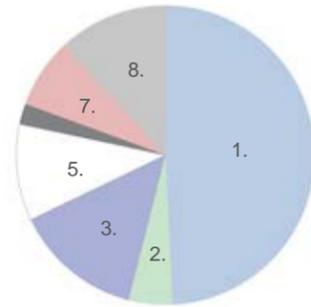
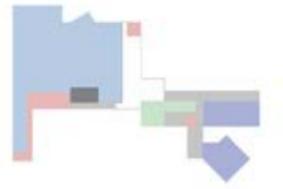
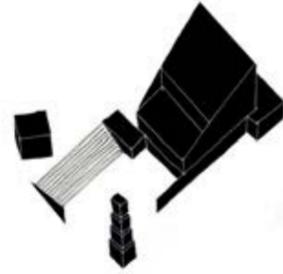
4. Context
Case Studies and Precedents

Emma S. Barrientos MACC
Austin, TX



- 1. Performance & Support
- 2. Classrooms / Meeting
- 3. Offices
- 4. Gallery & Support
- 5. Lobbies & Circulation
- 6. Retail
- 7. General Support Spaces
- 8. Covered Exterior Circulation

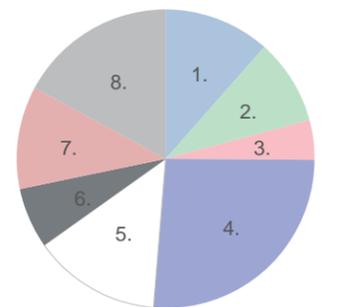
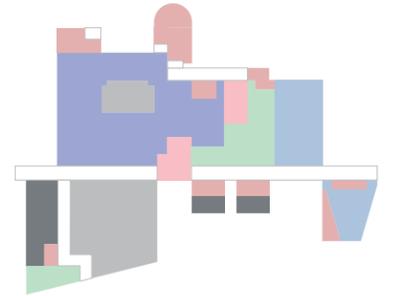
Latino Cultural Center
Dallas, TX



- 1. Performance & Support
- 2. Classrooms / Meeting
- 3. Offices
- 4. Gallery & Support
- 5. Lobbies & Circulation
- 6. Retail
- 7. General Support Spaces
- 8. Covered Exterior Circulation

4. Context
Case Studies and Precedents

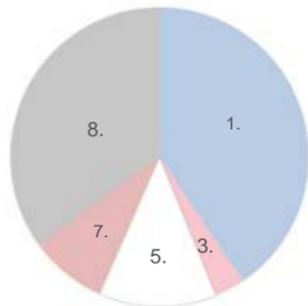
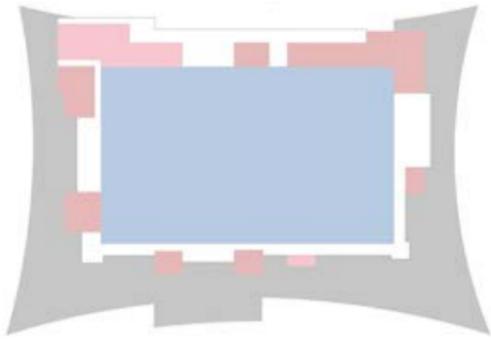
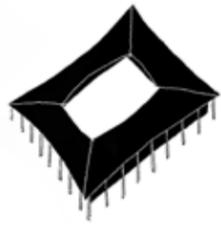
National Hispanic Cultural Center,
Albuquerque, NM



- 1. Performance & Support
- 2. Classrooms / Meeting
- 3. Offices
- 4. Gallery & Support
- 5. Lobbies & Circulation
- 6. Retail
- 7. General Support Spaces
- 8. Covered Exterior Circulation

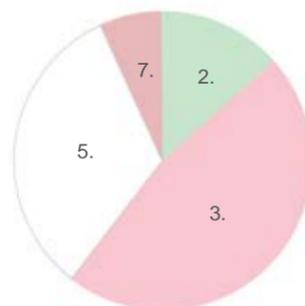
4. Context
Case Studies and Precedents

Palmer Events Center
Austin, TX

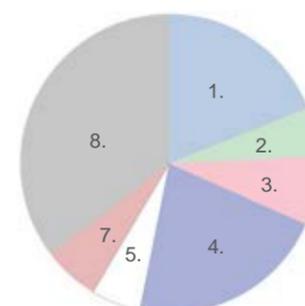
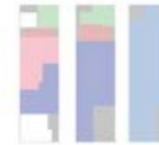
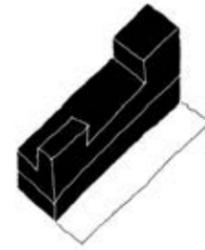


- 1. Performance & Support
- 2. Classrooms / Meeting
- 3. Offices
- 4. Gallery & Support
- 5. Lobbies & Circulation
- 6. Retail
- 7. General Support Spaces
- 8. Covered Exterior Circulation

Palm Square Community Center
Austin, TX



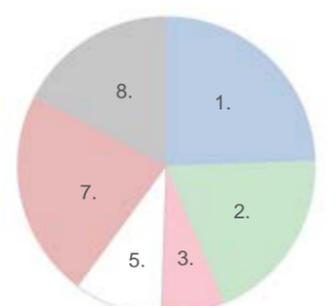
Arthouse at the Jones Center
Austin, TX



- 1. Performance & Support
- 2. Classrooms / Meeting
- 3. Offices
- 4. Gallery & Support
- 5. Lobbies & Circulation
- 6. Retail
- 7. General Support Spaces
- 8. Covered Exterior Circulation

4. Context
Case Studies and Precedents

Training Recreation Education Center
Newark, NJ



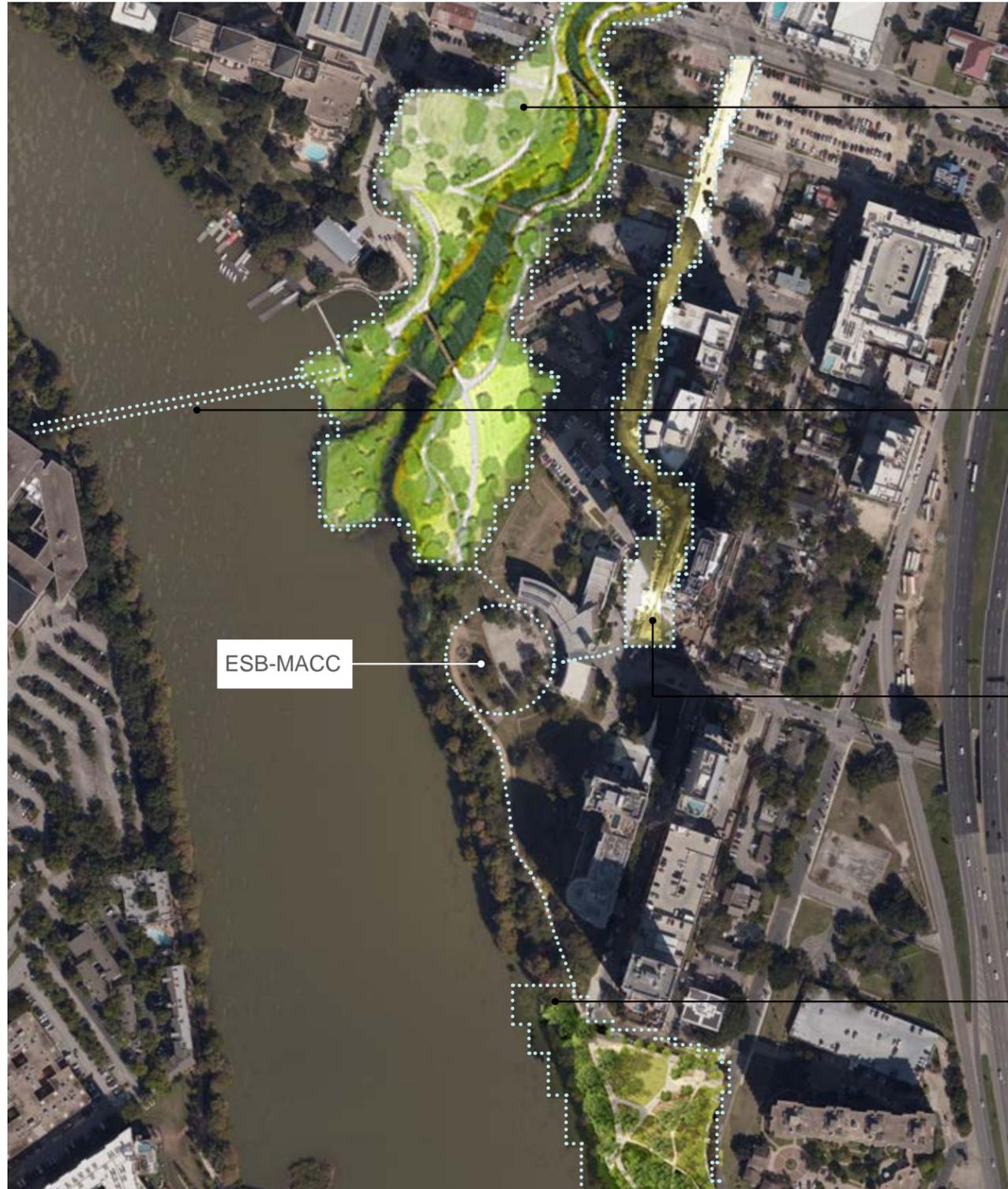


Site and Building Analysis

This part of the chapter includes an analysis of the ESB-MACC site and the existing building. It is important to investigate the physical context of the Mexican American Cultural Center through its zoning of public/private space, the connections to pedestrian and vehicle routes, its orientation, and the existing conditions of its facility.

Phase 1 of the ESB-MACC was completed in 2009 by the Mexican Architect Teodoro González de León, who was an Architect with a strong oeuvre of work in Mexico and internationally. The Phase 2 development requires an understanding of the existing building and the program, but also this architectural legacy. What is the best way to complete the vision of Teodoro and the vision of all of the community figures and Latino artists who campaigned for the Cultural Center's construction since the 1980s?

With an understanding of the wider physical and historical context, a photographic survey was conducted, which helps to document and determine the most pressing needs and potential areas for improvement.



Waterloo Greenway
Status: In-progress (2021-2026)

Waterloo Greenway is a 1.5-mile park system that encompasses 35 acres of connected green space, beginning at 15th St. and ending at the edge of Lady Bird Lake (alongside the ESB-MACC).



Pontoon Bridge
Status: Feasibility

A new pontoon bridge is planned to connect the Waterloo Greenway project with South Austin. The floating bridge will provide pedestrian access across Lady Bird Lake.



Red River St. Extension
Status: Feasibility

Red River Street Development is a proposal to improve the Rainey Street area, by connecting Cesar Chavez Street with the ESB-MACC. The proposal includes a new pedestrian, bicycle, and vehicle route to improve mobility in the area, and potentially a new CapMetro bus station close to the ESB-MACC campus.



Rainey Street Trailhead Park
Status: Schematic Design

Rainey Street Trailhead Park is a gateway to the riverside trails; an important entry point from Rainey Street that enhances the ecology of the area and provides new recreational uses, increasing amenities for the neighborhood and Trail users.



4. Site and Building Analysis
Site Analysis, Context and Sustainability



Significant views

4. Site and Building Analysis
Site Analysis, Context and Sustainability



Local environment / landscape

4. Site and Building Analysis
Site Analysis, Context and Sustainability



Important road and footpath connections

4. Site and Building Analysis
Site Analysis, Context and Sustainability



Local context

Implementation of sustainable ideas:

1. Austin Energy District Cooling

Connection to Austin Energy. A new chilled water connection located in the parking lot of the ESB-MACC will provide more efficient and sustainable cooling for the building.

2. Landscape Design

Trees can help to naturally cool the plaza, blocking solar radiation before it reaches the surface of the zócalo.

3. Outdoor Comfort

A shading structure in the plaza will help the space become more useable in warm weather. A permanent shade structure would create a cooler outdoor space in the Zócalo for visitors.

4. Connections

The ESB-MACC will be better connected to the existing bike and walking trails, encouraging access by sustainable transport.

5. Efficient Land Use

A more concentrated development at Phase 2 will have reduced environmental impact. Strategies are being considered which make efficient interventions in the site of the ESB-MACC, primarily around the plaza.

6. Ecology Response

Consideration of strategies that help to connect the ESB-MACC to Lady Bird Lake, while maintaining and improving the environment of the waterline and the ESB-MACC grounds.

7. Climate Study

By understanding the local climate, the ideal orientations and construction methods can be selected to manage energy use, operating costs, and life-cycle costs.

8. LEED

A requirement to meet LEED Silver V 4.1 BD+C. The development of the ESB-MACC will follow this framework to ensure a healthy, efficient, cost-saving green building.



Sustainability principles

8. Impact categories defined by LEED to underscore how a project can the local communities and wider environment



A part of the Phase 2 budget will be dedicated to the retrofit and connection to Austin Energy District Cooling Network. This will provide sustainable, reliable interior climate control within the ESB-MACC.

1. New Chilled Water Piping to New Mechanical Room
2. Demo Chiller Yard and Air Cooled Chiller
3. Existing Pump Room and Electrical Room
4. Existing Chilled and Hot Water Piping



Austin Energy connection - schematic plan



Teodoro González de León - Architecture

A collage showing some of the works of architecture by Teodoro González de León. At the center of the image is the ESB-MACC, which is one of many significant buildings he designed. It is important to recognize what the original vision for the Mexican Cultural Center was; so that Phase 2 results in a successful addition that strengthens the original building as well as fulfilling all of the new program requirements in 2021 and beyond.

4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements



View of main entrance.

Note: Phase 2 will incorporate the approach through the 'Gran Entrada'.



View of pathway along the exterior facade.

Note: Phase 2 will incorporate landscape design, and pedestrian footpaths connecting the river trails with the ESB-MACC and the Red River Street extension.



View of Community Healing Garden.

Note: Phase 2 will evaluate the location and design of the community garden.

4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements

View of ground floor exterior space.

Note: Phase 2 needs to provide functional and integrated exterior lighting, suited for the needs of a large-scale cultural institution.



View of Parking and Chiller.

Note: Phase 2 will integrate the Austin Energy water cooling system into the ESB-MACC. MEP engineer to provide recommendations for chiller equipment.



View of Auditorium Lobby.

Note: Currently used as gallery space.



4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements



View of auditorium entrance doors.

Note: Phase 2 will need to address the design of the existing doors, which have problems of noise and light infiltration during performances.



View of auditorium interior.

Note: Phase 2 will address the design of more comfortable seats, larger seating capacity, and evaluate the backstage space



View of auditorium AV booth.

Note: Phase 2 will address issues with the AV booth. Currently, is not suited to performance demands and is not code-compliant.

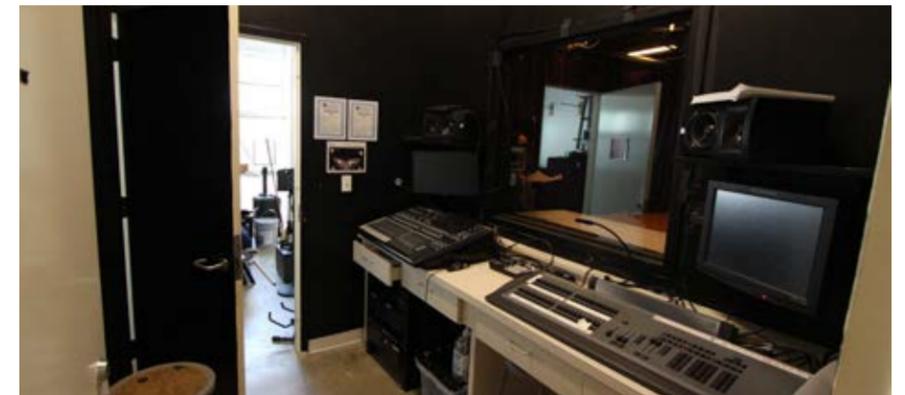
4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements

View of Black Box theater.

Note: Phase 2 will need to address issues with sound leak.



View of Black Box AV space.



View of Black Box theater.

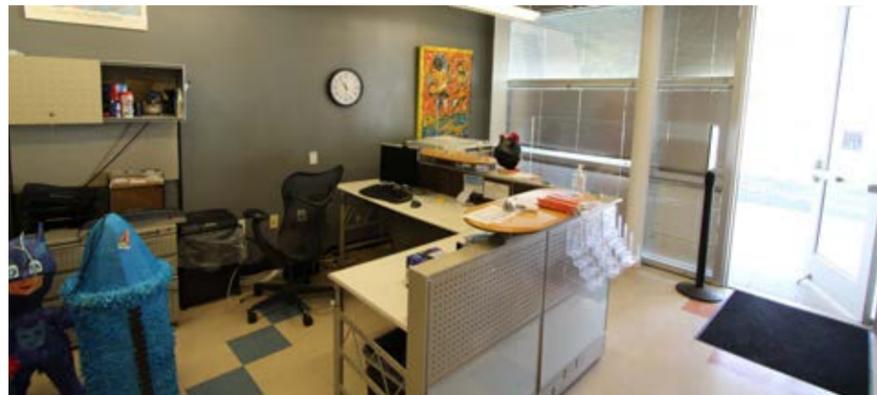


4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements



View of open office.

Note: Phase 2 will address issues with lack of the office space and need of more storage. The new design should provide work areas for Temporary Staff and Production Staff .



View of open office.



View of manager's office.

4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements

View of gallery from entrance area.



View of gallery space.

Note: Phase 2 will address the need for art preparation workplaces and art production spaces.



View of gallery, entrance area, elevator and kitchenette.

Note: Phase 2 will incorporate more dedicated storage space.



4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements



View of kitchenette.

Note: Phase 2 will address issues with the kitchen. The space was not designed as a kitchen and therefore is not code compliant.



View of dance studio.

Note: Phase 2 will address issues with the dance studio. The space was originally intended for a classroom function. The floor has been raised and may not be code compliant.



View of dance studio.

Note: Phase 2 will address issues with sound leak between Dance Studio and spaces below.

4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements

View of reception.

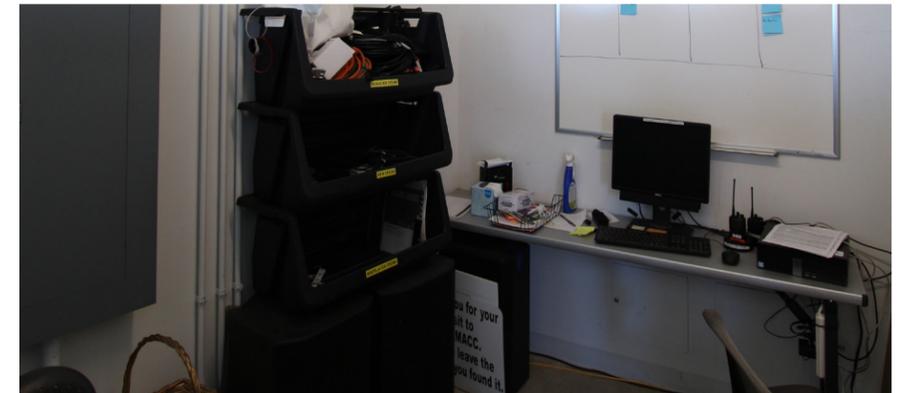


View of music room.



View of music room office.

Note: Phase 2 will address issues with the music office. The space was originally intended as a storage room.



4. Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements



View of conference room.
Phase 2 will address the need of new meeting area.



View of classroom 1.
Phase 2 will address issues with lack of classrooms and need of more storage space.



View of classroom 2.

4, Site and Building Analysis
Photographic Survey Identifying Phase 2 Requirements

View of media lab.

Note: Phase 2 needs to provide better equipped classrooms.



View of library.

Note: Phase 2 needs to provide bigger library space.



View of library office.

Note: Phase 2 will address issues with the library office. The space was originally intended as a storage room.





Phase 2

Phase 2 development is an opportunity to re-think the ESB-MACC campus, the services it can offer to its users, its relation to public space, and its integration into the wider landscape of the City of Austin.

In many Latin-American cities, the public/common space is a key feature. Outdoor space is an opportunity to gather and host events. The climate of Austin and the ESB-MACC's position along the riverside, mean there are interesting opportunities for outdoor activity. And following the pandemic of 2020-21, many institutions have become more interested in creating healthy open spaces.

The City of Austin already has public projects underway at various stages of development; the Waterloo Greenway is under construction, and there are feasibility studies underway for the Red River Street Extension and the Rainey Street Trailhead Park. These projects have their confluence around Lady Bird Lake, which generates new opportunities for connecting to the ESB-MACC site.

This part of the chapter considers where new opportunities and new building programs could be distributed within the Mexican American Cultural Center campus. The proximity of programs to one-another is being studied, with input from the staff of the MACC, to reach an understanding of which event or education functions should be joined together, or where office space is needed so that it can best support visitors and staff. Some rooms need to be flexible whereas for others it is important to be easily visible or accessible to vehicle deliveries.

This Phase 2 study includes some early ideas for program distribution and room plans that have been drawn after discussion with users and staff, and a wider-scale proposal is presented which provides a potential schematic layout alongside collages of key design principles.



Integration with the Waterloo Greenway Project

A map representing the various sections of the new Waterloo Greenway Project. The project will connect Downtown Austin with Lady Bird Lake through a series of natural and cultural destinations. At the mouth of Waller Creek, a meandering waterway at the heart of the project is the ESB-MACC campus. The Mexican American Cultural Center will add to, and benefit from, this new pedestrian passage through Austin.



Integration with Red River Street Project

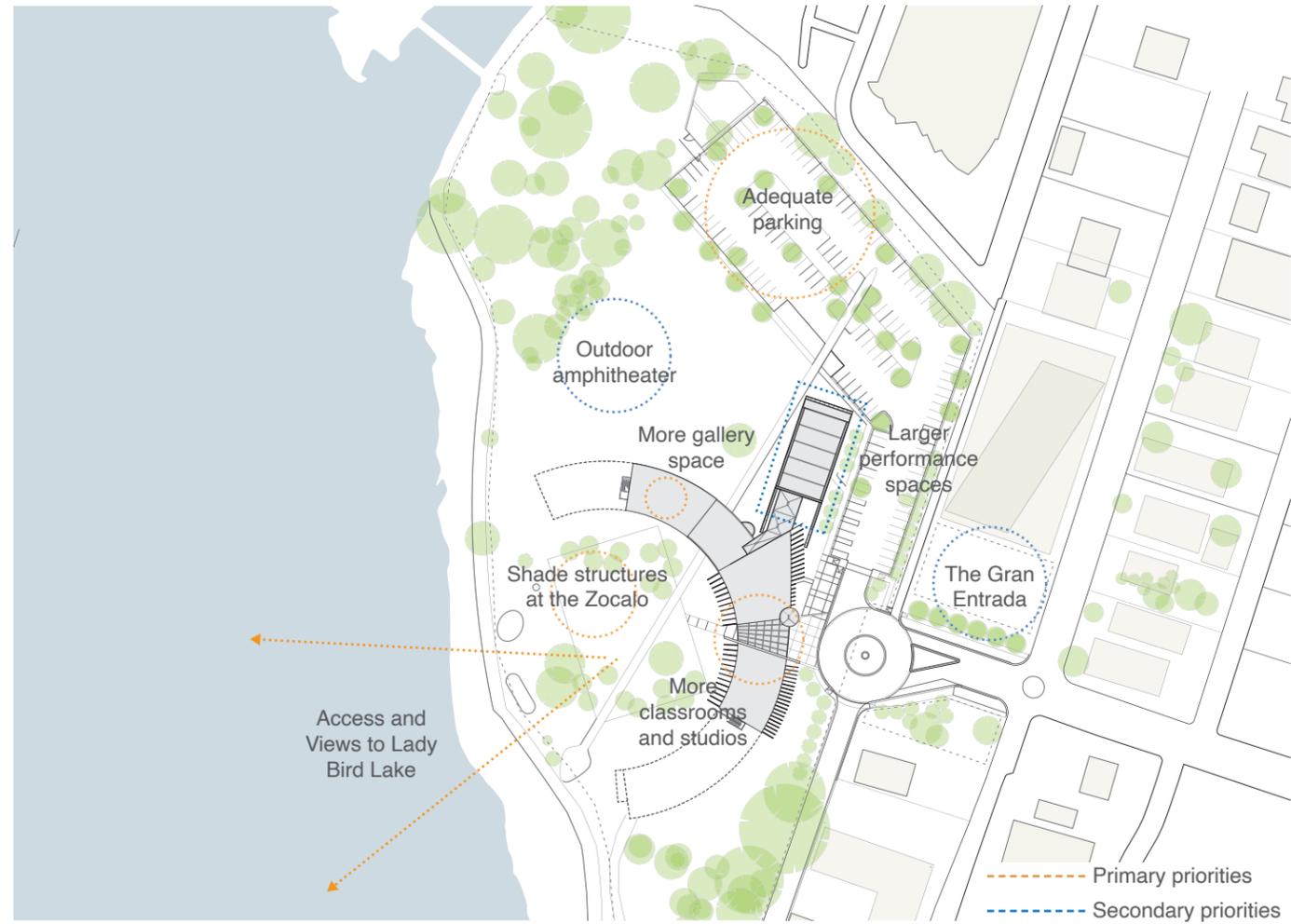
The Red River Street Extension is a vision for improving the access between Cesar Chavez Street (the corner of the Austin Convention Center) and the ESB-MACC. The project, still at the feasibility stage, intends to change the grading and width of Red River Street so that it can be used by bicycles, scooters, pedestrians, and cars. The proposal includes new hard-landscaping, new greenery, and new public transport stations.



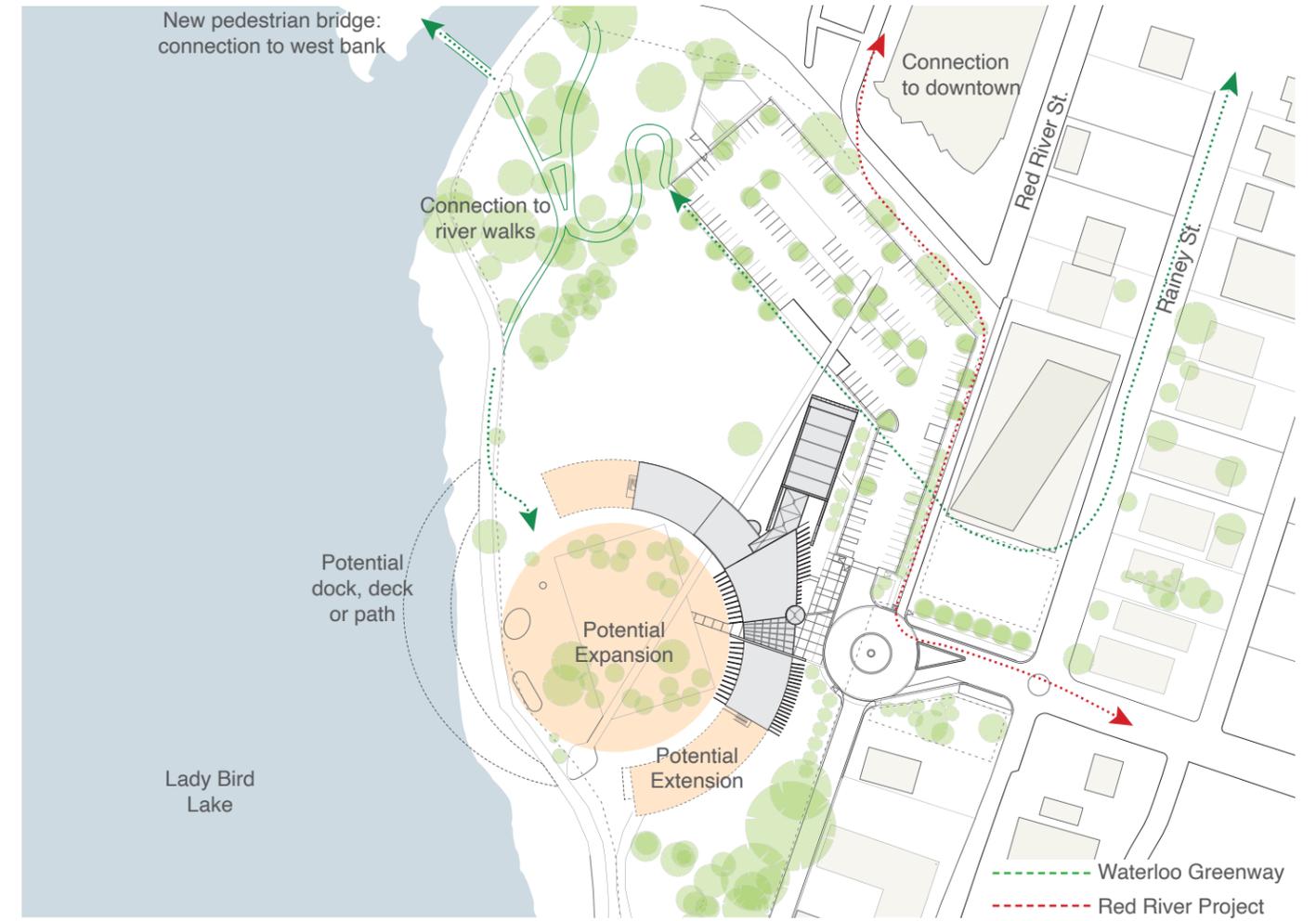
Goals Diagram

A collage identifying some of the priorities for the future of the ESB-MACC. These include: improving the outdoor space and the campus' connection to the river, increased engagement with the Latin American and wider community; a renovation of existing spaces that do not perform well or fail to meet building code; and the development of a new building program that will serve the future needs of its users.

4. Phase 2
Priorities and Opportunities



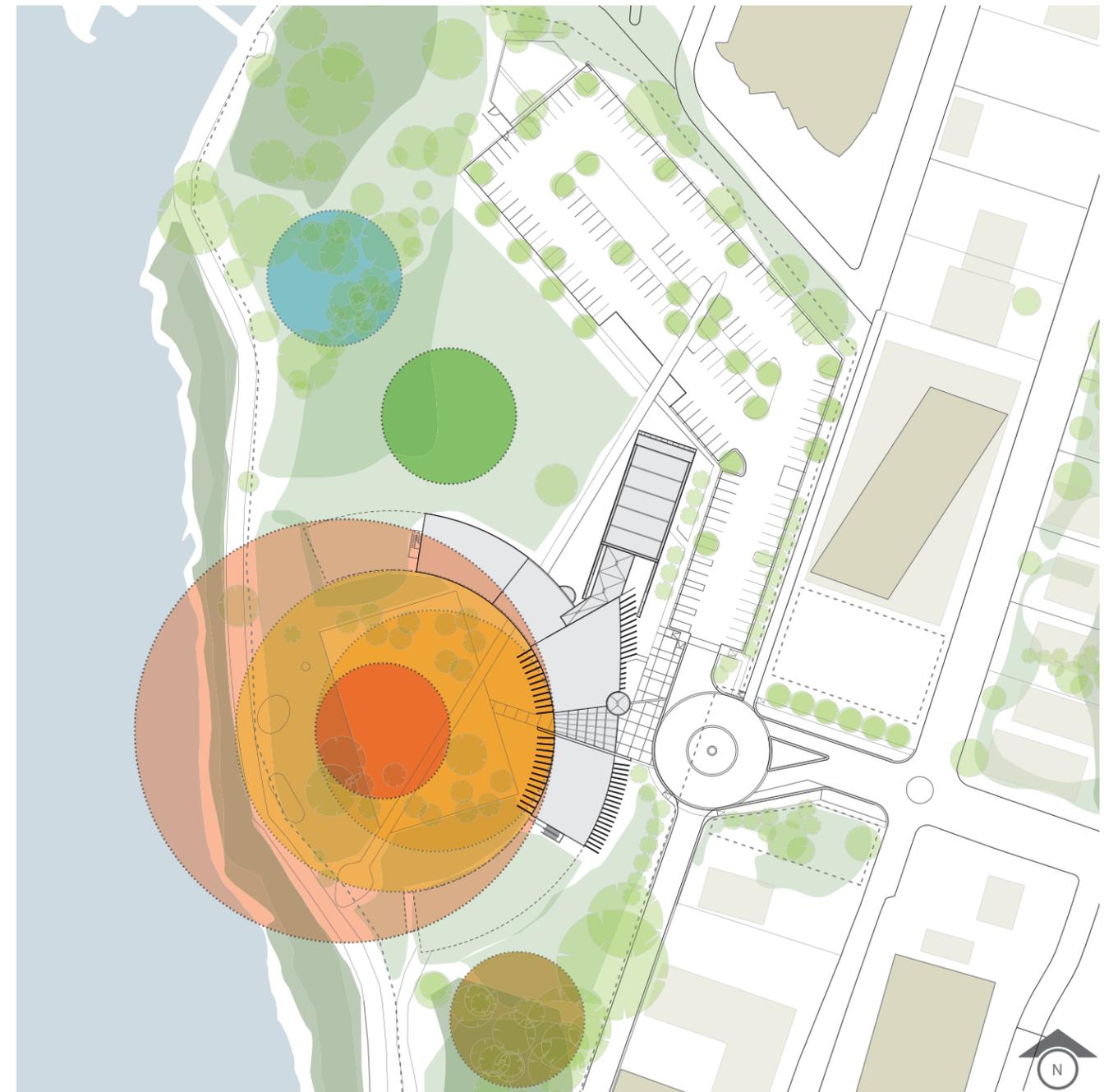
4. Phase 2
Priorities and Opportunities

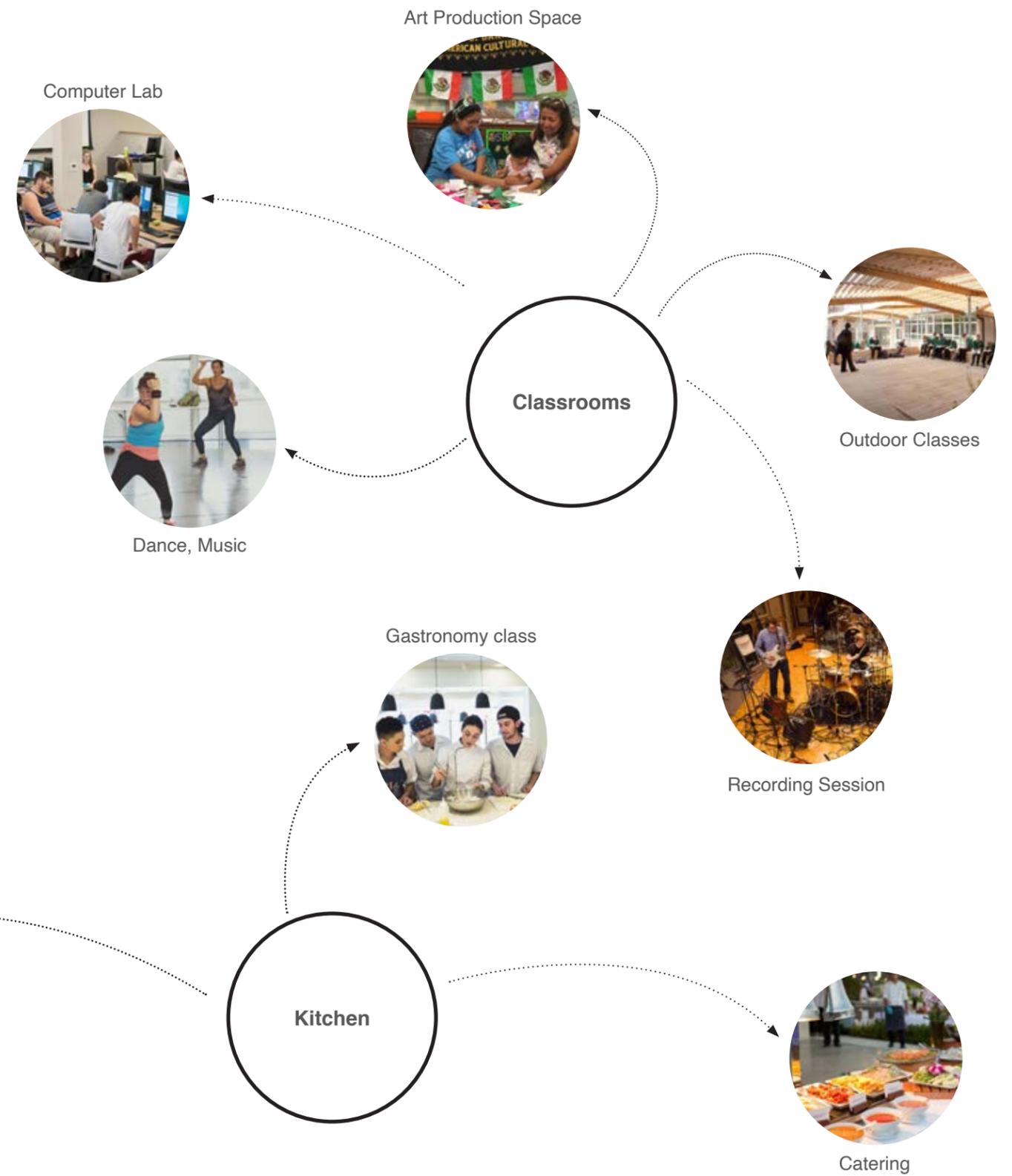
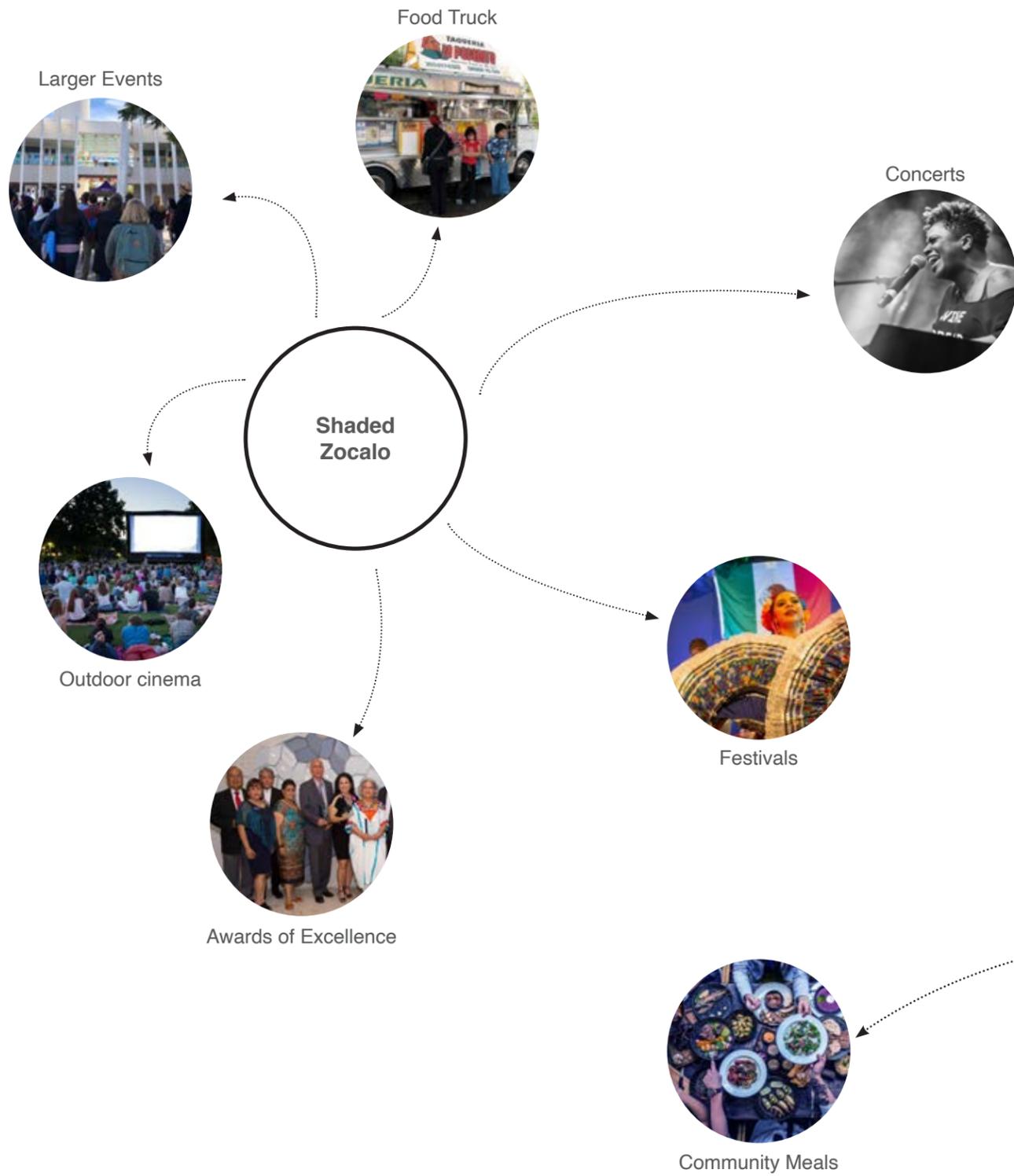


Identifying areas around the ESB-MACC campus which encapsulate different types of activities and users, and the locations where future development could be best located. The diagram shows some programs that were identified in the 2018 Plan, along with other potential developments that would create a series of useful, diverse spaces for the future of the ESB-MACC.

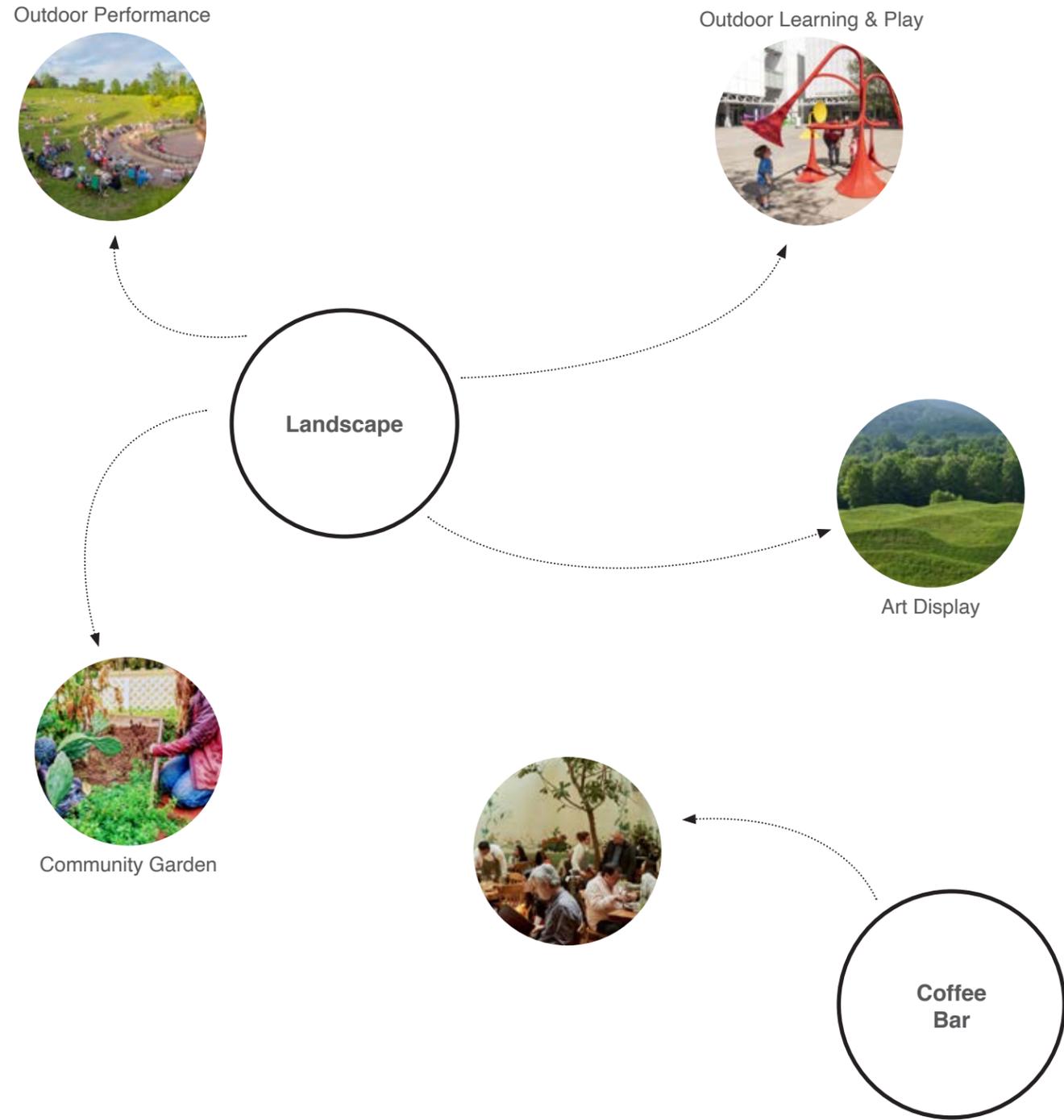
Legend:

- Shade Structure
- Civic Plaza
- Trail Runners, Visitors
- Waterside / Dock
- Orchard, Healing Garden
- Amphitheater
- Multi-generation Play Area

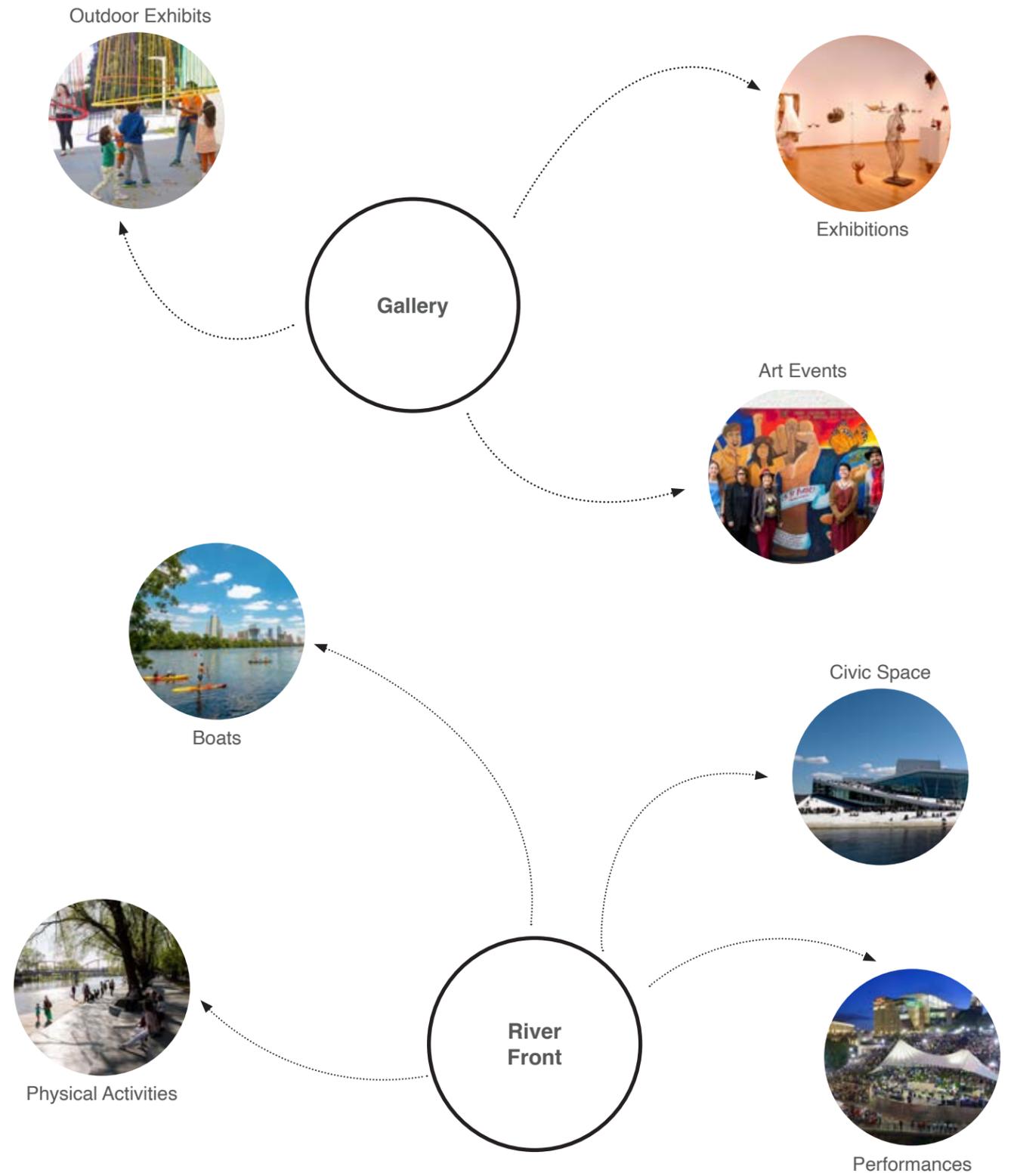




4. Phase 2
Zoning And Program Distribution

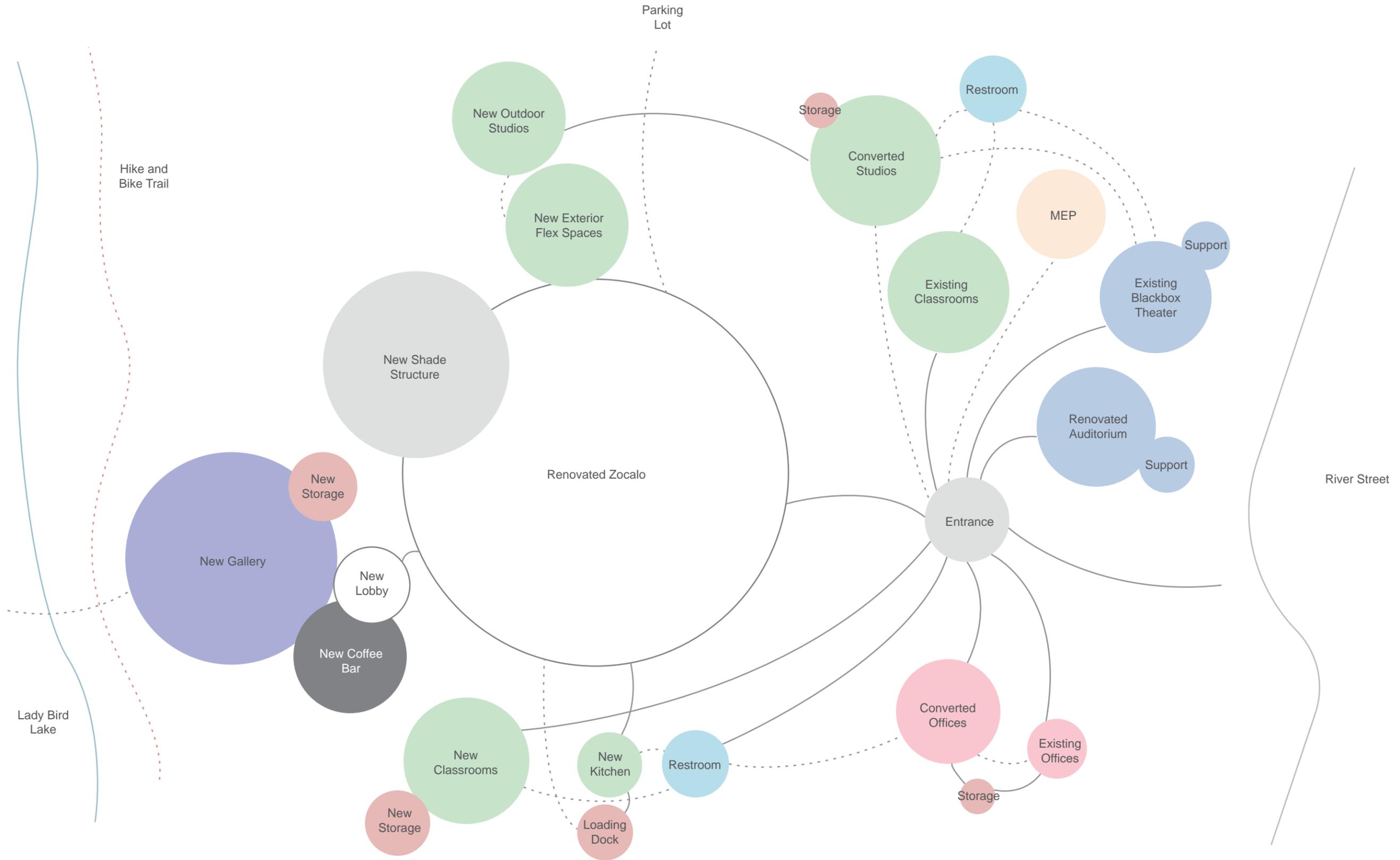


4. Phase 2
Zoning And Program Distribution



4. Phase 2
Zoning and Program Distribution

4. Phase 2
Zoning and Program Distribution



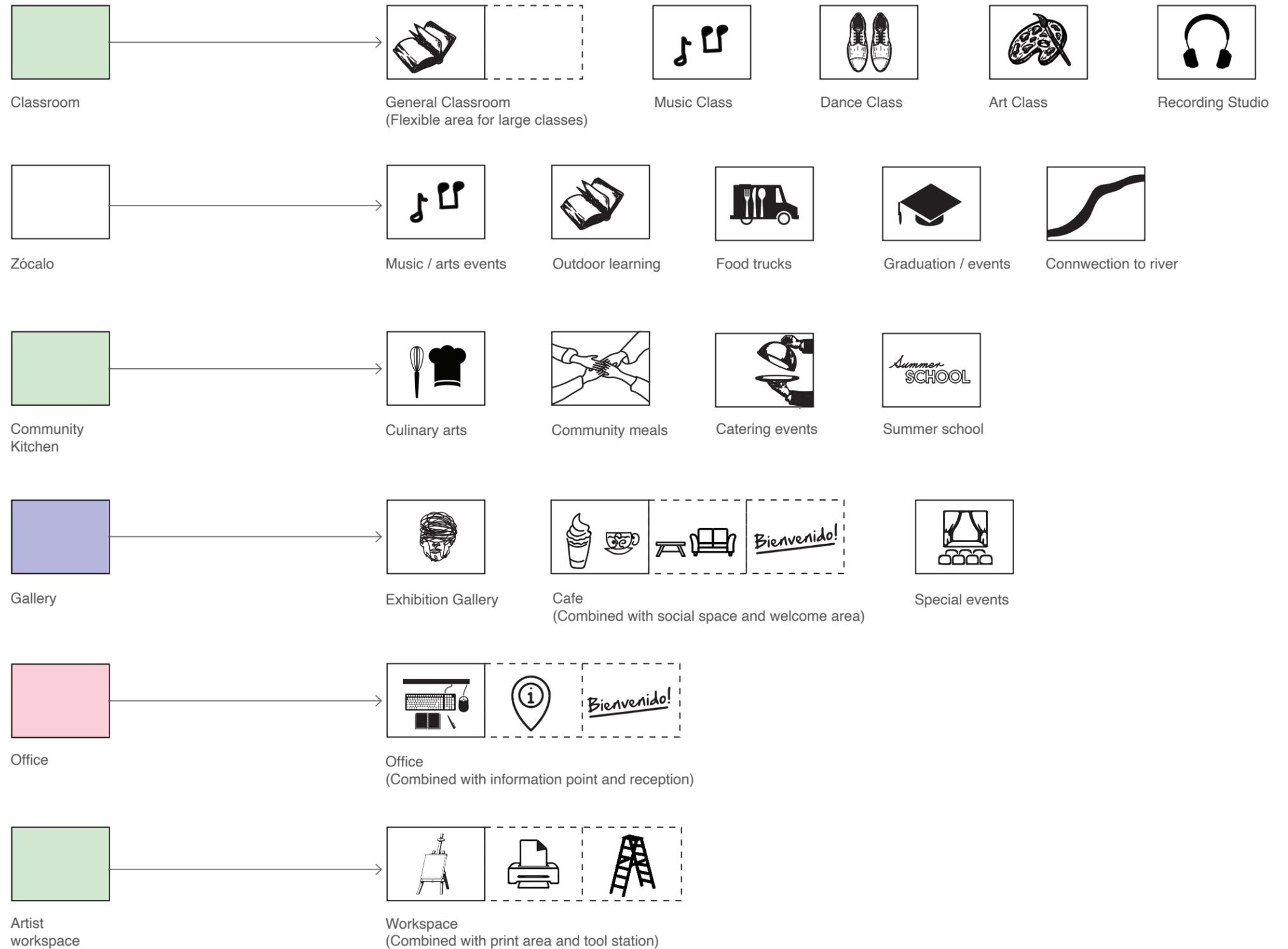
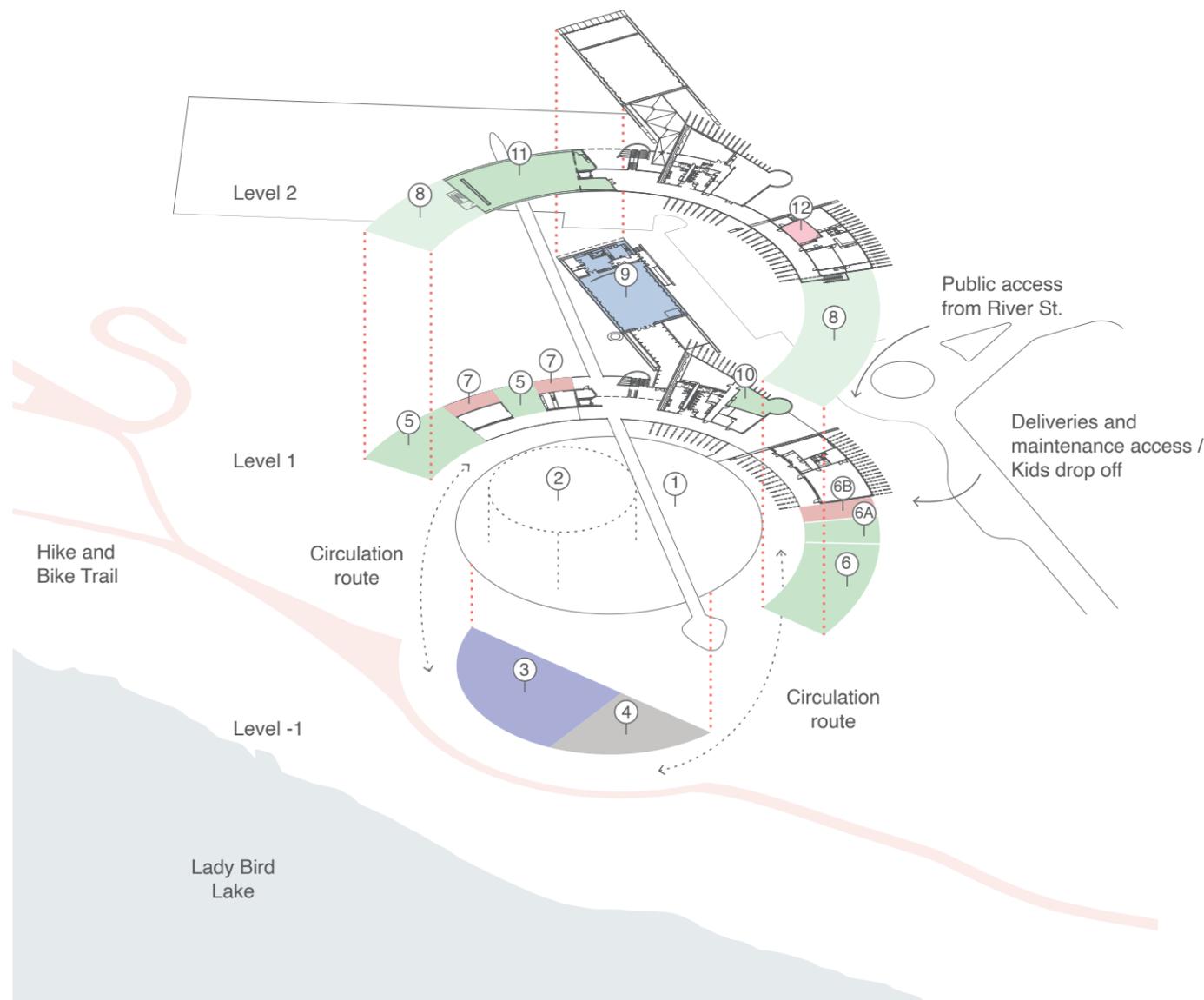


Diagram indicating proposed spaces within the ESB-MACC that require a multi-use nature. These are spaces that can be easily expanded, converted, or have other qualities of versatility.

Program Areas and Distribution subject to change according to further coordination with ESB - MACC stakeholders.



PROPOSED NEW AREAS

- 1. ZOCALO
34,100 sqft
- 2. SHADE STRUCTURE
7,800 sqft
- 3. GALLERY
10,600 sqft
- 4. CAFE
3,000 sqft
- 5. EXTERIOR FLEX SPACE
2,100 sqft
- 6. CLASSROOMS
4,800 sqft
- 3 new conditioned classrooms
- 1 recording studio / classroom

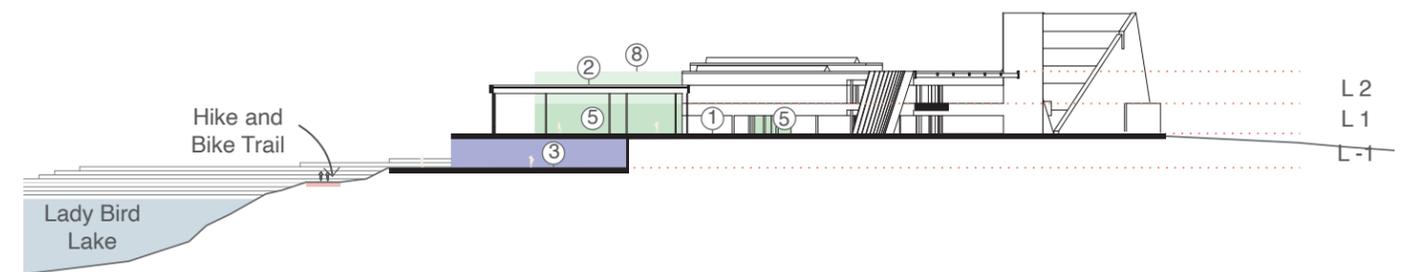
- 6A. COMMUNITY KITCHEN
- Gastronomy classroom
- Rolling educational kitchen
- 6B. LOADING DOCK / KID DROP OFF
- 7. STORAGE
500 sqft
- 8. LEVEL 2 CLASSROOMS*
2,100 + 4,800 sqft
*Subject to budget

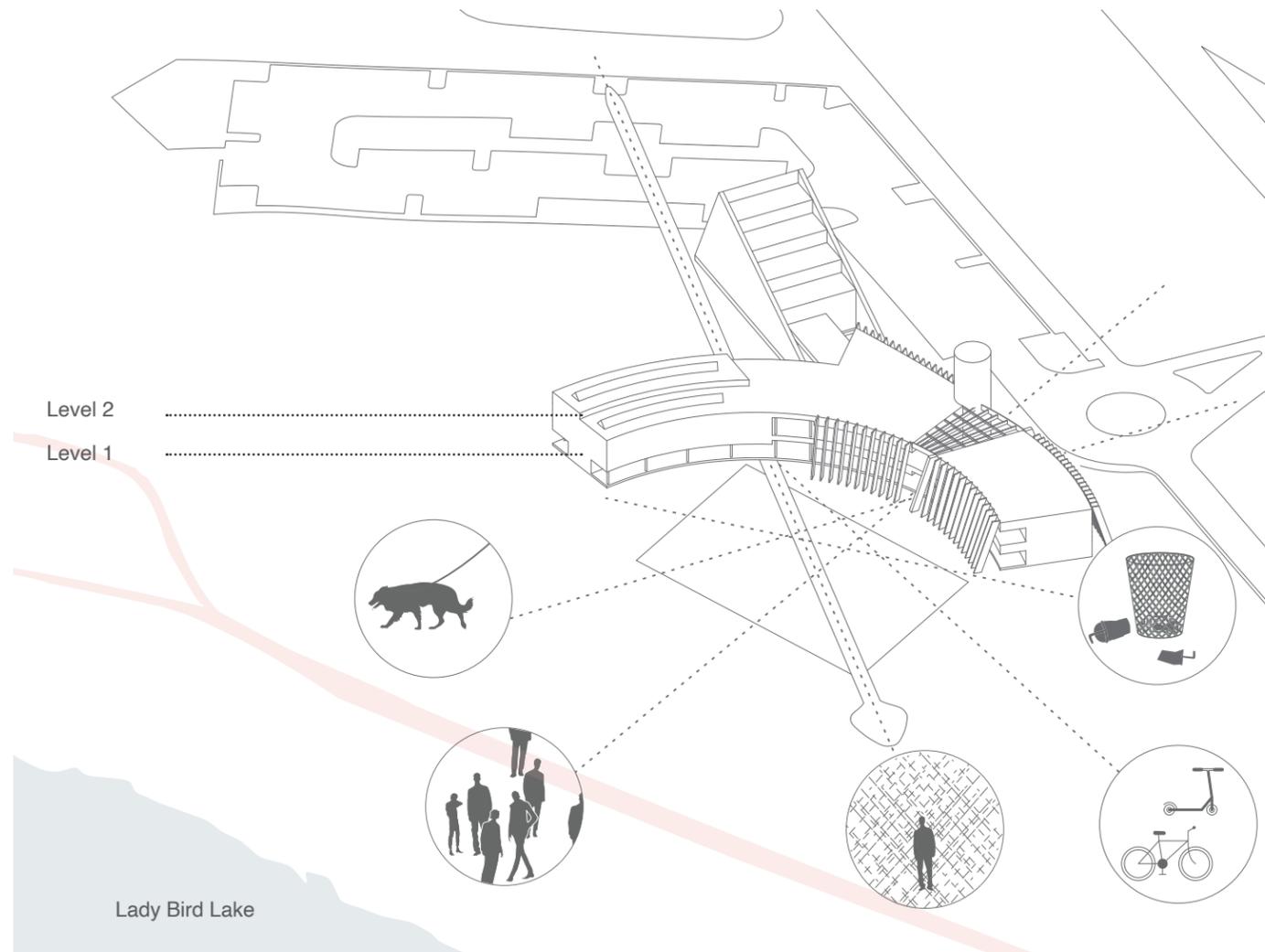
RENOVATION AREAS

- 9. AUDITORIUM
4,341 sqft

CONVERTED AREAS

- 10. INSTRUCTIONAL ROOM
838 sqft
- 11. STUDIOS
3,737 sqft
- 12. OFFICE
461 sqft

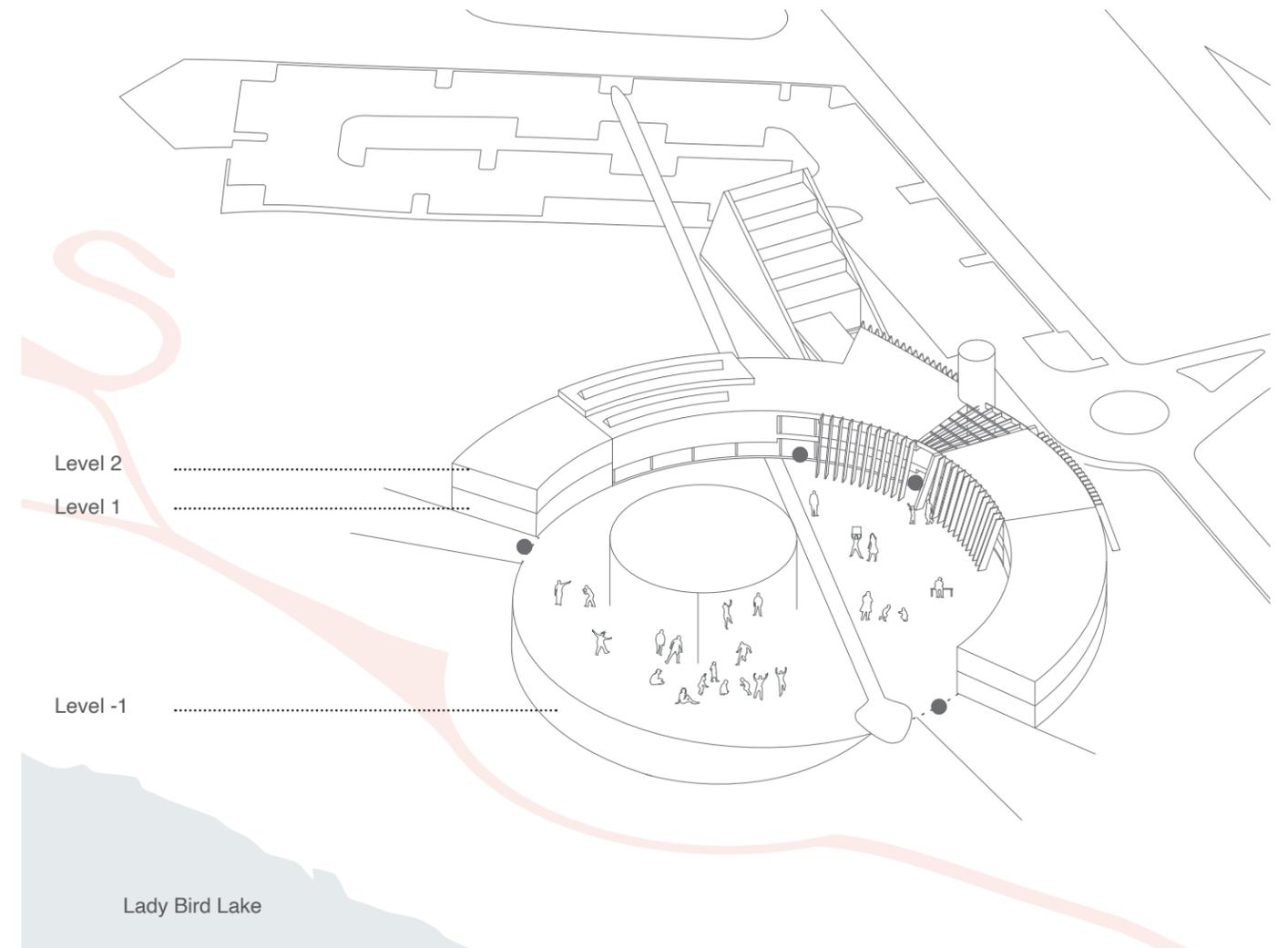




Existing condition of the ESB-MACC Plaza

There are some problems with the exterior space of the ESB-MACC in its current condition:

- The outdoor space is used frequently by dog-walkers
- Limited control of who enters the site
- Not very secure at night
- Bikes and scooters pass through the Zócalo, causing danger to pedestrians and children
- Problems of misuse of the campus, including under sheltered areas and public bathrooms



Proposal for the ESB-MACC building volume and Plaza

A sub-ground level creates a natural boundary for the plaza without requiring something as divisive as a fence. Then with just 4 key control points, the ESB-MACC would be able to close the exterior space of 55,000 sq.ft. in order to host outdoor events/classes/festivals.

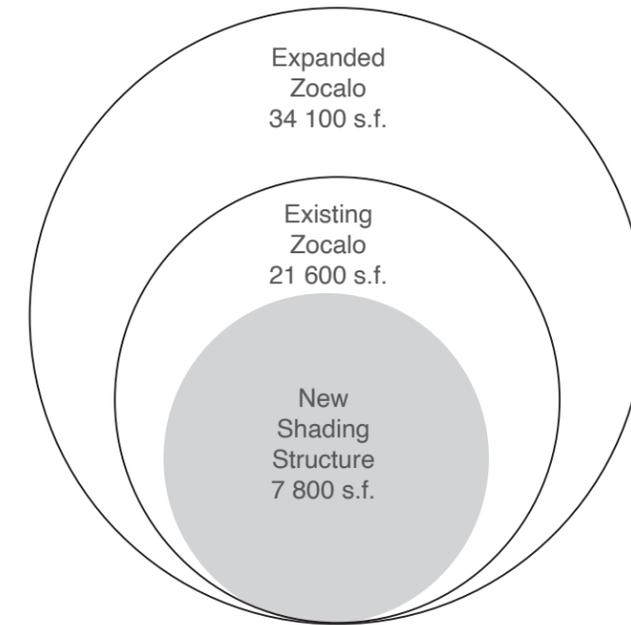
Key:

- Strategic control points. Carefully designed permanent gateways for easy closure at night or for ticketed events.

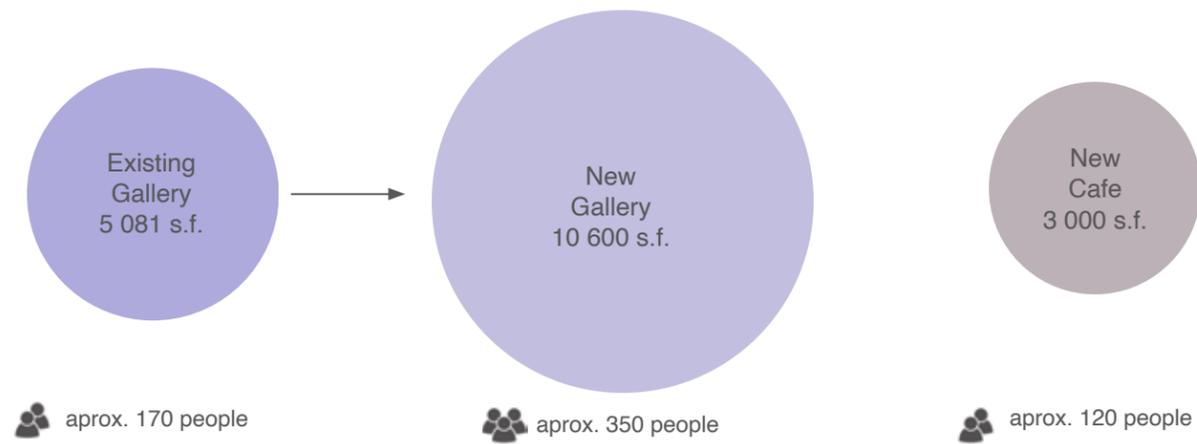
SEMI - PUBLIC SPACES
Used by staff and community.



PUBLIC SPACES
Used by staff, community, and the general public.

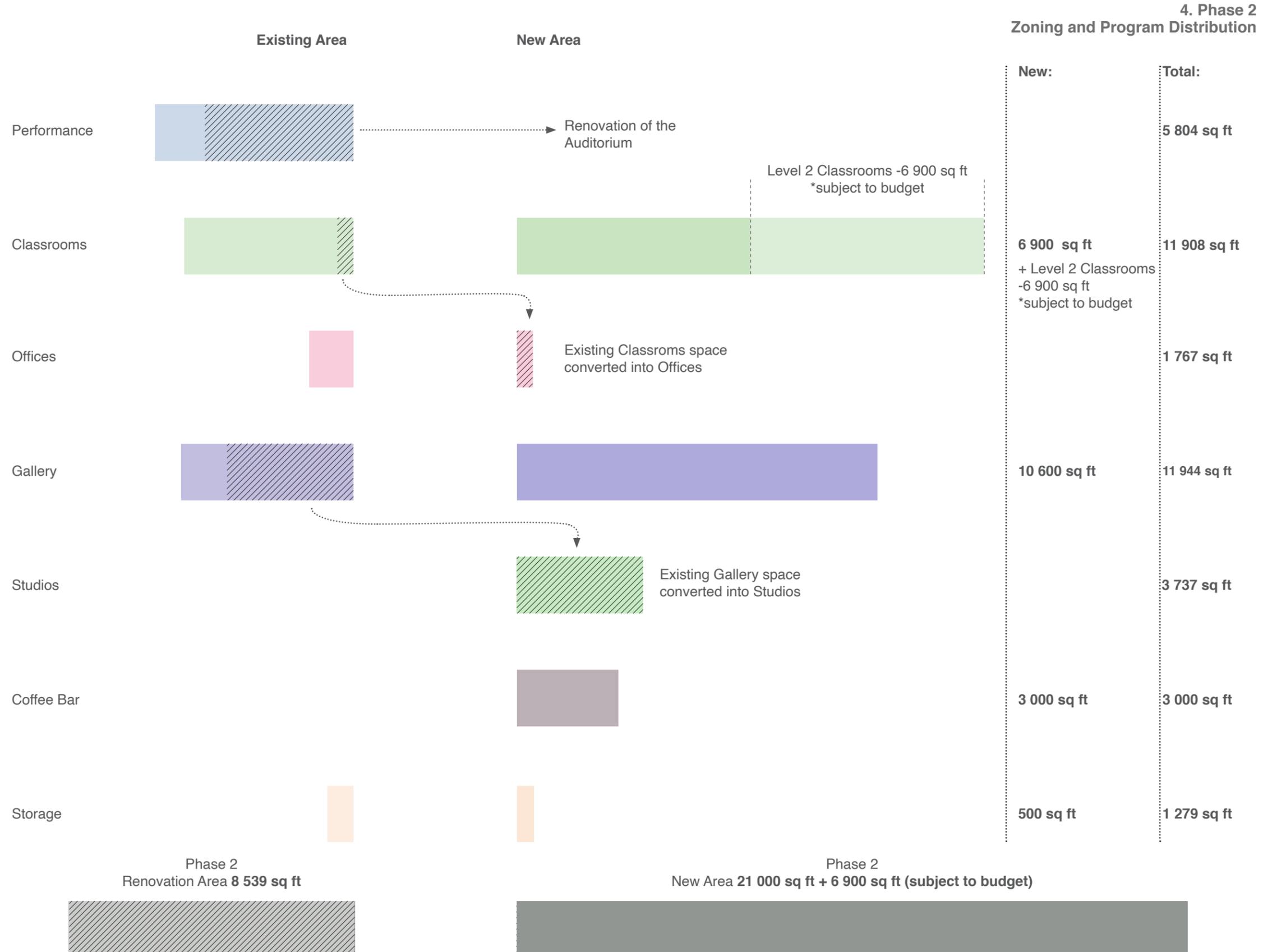


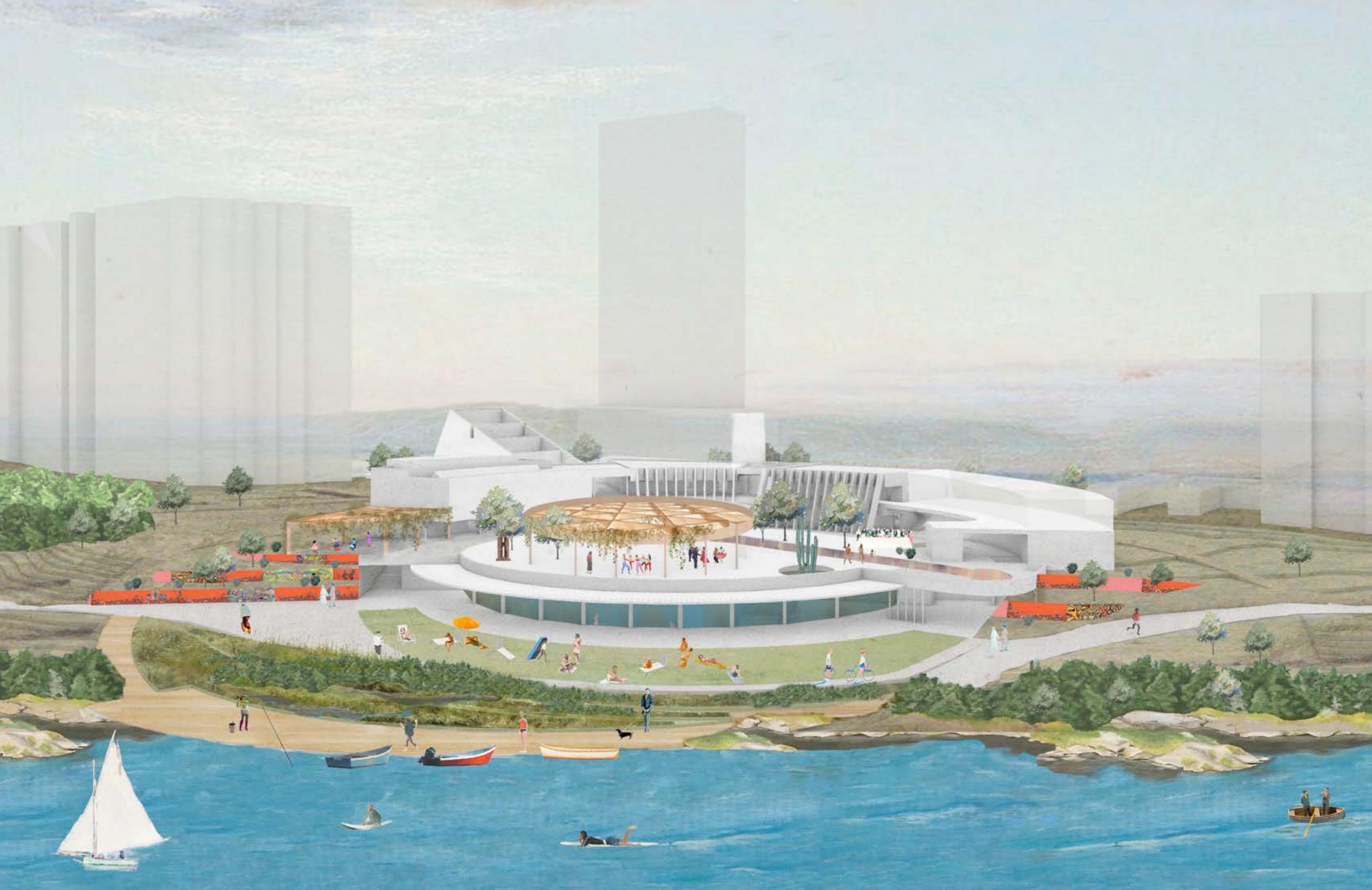
PUBLIC SPACES
Used by staff, community, and the general public.



	EXISTING ZOCALO		EXPANDED ZOCALO	
Festival, Concert (standing space)		4 320 people		6 820 people
Performance, Theater (concentrated space)		3 085 people		4 870 people
Food Market, Workshops (unconcentrated space)		754 people		2 270 people

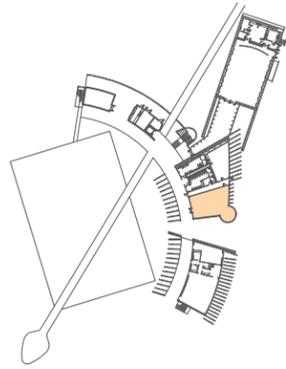
4. Phase 2
Zoning and Program Distribution



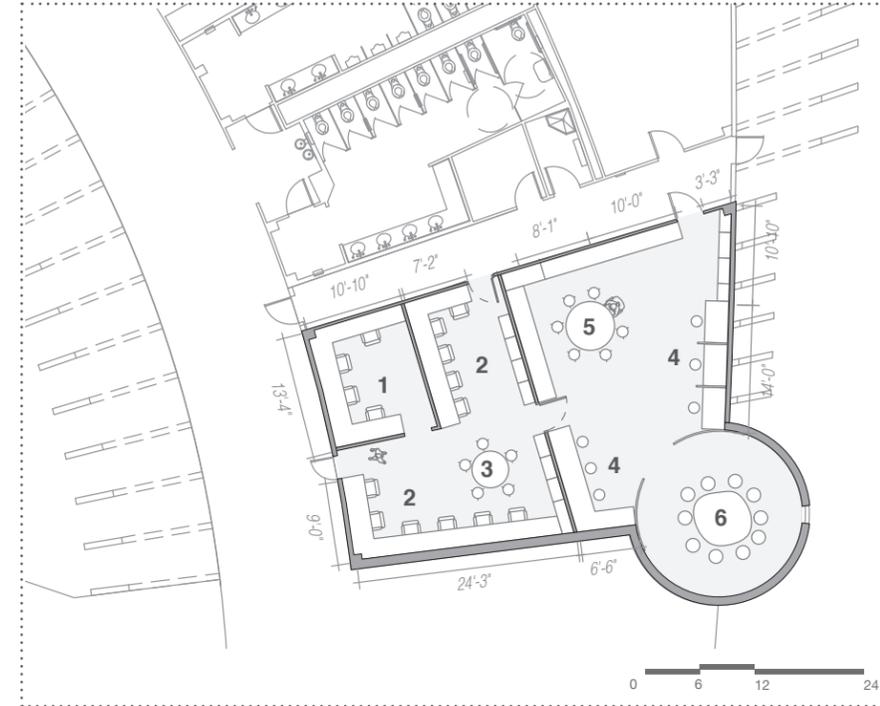


**4. Phase 2
Testing Layout Options**

**4. Phase 2
Testing Layout Options**

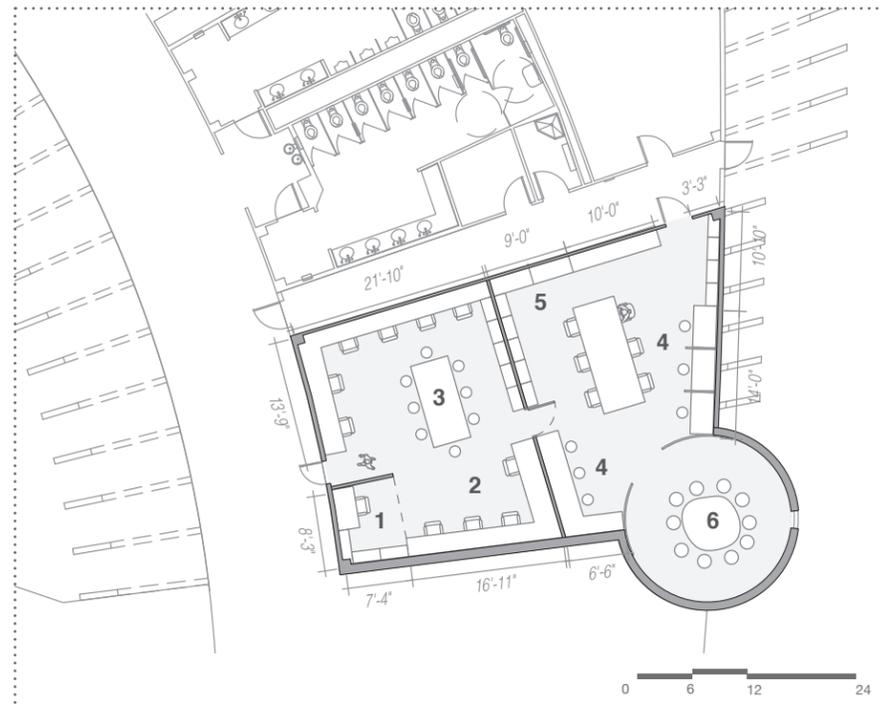


Current Space Use: **Offices/Classroom**
 Type of intervention: **Renovation**
 Location: **Level 1**
 Area: **1,443 sqft**



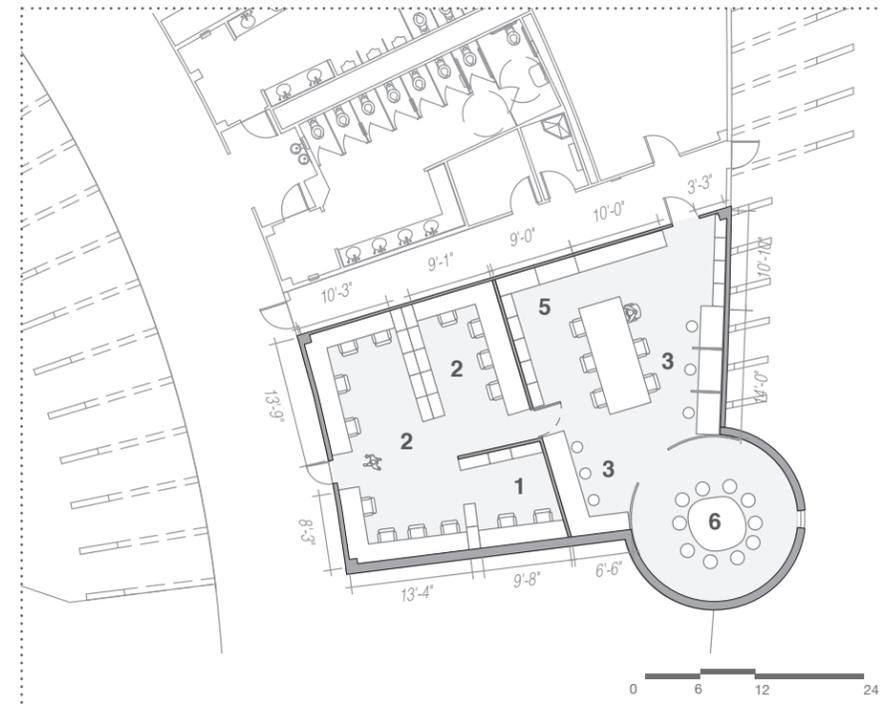
Study 2

1 - Reception -	149 sq ft
2 - Full time Staff stations -	460 sq ft, 14 stations
3 - Shared workspace -	6 stations
4 - Temporary Staff stations -	250 sq ft, 6 stations
5 - Breakroom -	325 sq ft
6 - Meeting Room -	260 sq ft, 10-12 st



Study 1

1 - Reception -	62 sq ft
2 - Full time Staff stations -	555 sq ft, 11 stations
3 - Shared workspace -	8 stations
4 - Temporary Staff stations -	215 sq ft, 6 stations
5 - Breakroom -	360 sq ft
6 - Meeting Room -	260 sq ft, 10-12 st

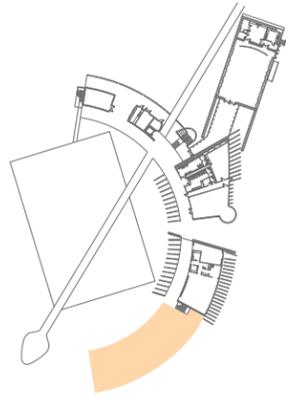


Study 3

1 - Reception -	149 sq ft
2 - Full time Staff stations -	460 sq ft, 10 stations
4 - Temporary Staff stations -	215 sq ft, 6 stations
5 - Breakroom -	360 sq ft
6 - Meeting Room -	260 sq ft, 10-12 st

4. Phase 2
Testing Layout Options

4. Phase 2
Testing Layout Options

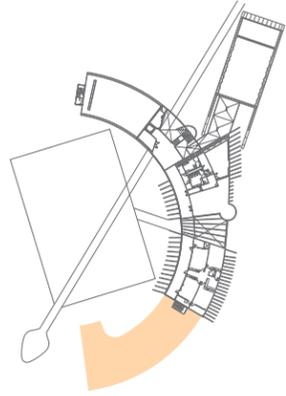


Current Space Use: -
 Type of intervention: **Expansion**
 Location: **Level 1**
 Area: **4,800 sqft**

1 - Classroom (a) -	840 sq ft	11 - 'Wet-room' (b) -	140 sq ft
2 - WC (a) -	55 sq ft	(sinks, art supplies etc.)	
3 - Storage (a) -	130 sq ft	12 - Storage (d) -	130 sq ft
4 - 'Wet-room' (a) -	140 sq ft	13 - WC (d) -	55 sq ft
(sinks, art supplies etc.)			
5 - Storage (b) -	130 sq ft	Study 1	
6 - WC (b) -	55 sq ft		
7 - Classroom (b) -	840 sq ft	14 - Community kitchen -	840 sq ft
8 - Classroom (c) -	840 sq ft		
9 - WC (c) -	55 sq ft	Study 2	
10 - Storage (c) -	130 sq ft		
		14 - Classroom -	840 sq ft



**4. Phase 2
Testing Layout Options**



Current Space Use: -
 Type of intervention: **Expansion**
 Location: **Level 2**
 Area: **4,800 sqft**

**4. Phase 2
Testing Layout Options**

Study 1

- 1 - Classroom (a) - **667 sq ft**
- 2 - Multi-purpose room (a) - **660 sq ft**
- 3 - Multi-purpose room (b) - **490 sq ft**
- 4 - Classroom (b) - **400 sq ft**
- 5 - Restroom (a) - **120 sq ft**
- 6 - Computer lab - **400 sq ft**
- 7 - Media Room - **350 sq ft**
- 8 - Restroom (b) - **230 sq ft**
- 9 - Library - **840 sq ft**

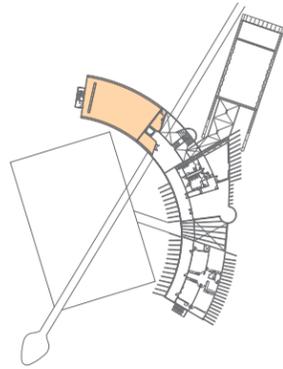
Study 2

- 1 - Multi-purpose room (a) - **660 sq ft**
- 2 - Multi-purpose room (b) - **660 sq ft**
- 3 - Library - **960 sq ft**
- 4 - Restroom - **430 sq ft**
- 5 - Computer lab - **460 sq ft**
- 6 - Media Room - **460 sq ft**
- 7 - Classroom - **460 sq ft**



**4. Phase 2
Testing Layout Options**

**4. Phase 2
Testing Layout Options**



Current Space Use: **Gallery**
 Type of intervention: **Renovation**
 Location: **Level 2**
 Area: **4,150 sqft**

Study 1 - Artist Studios

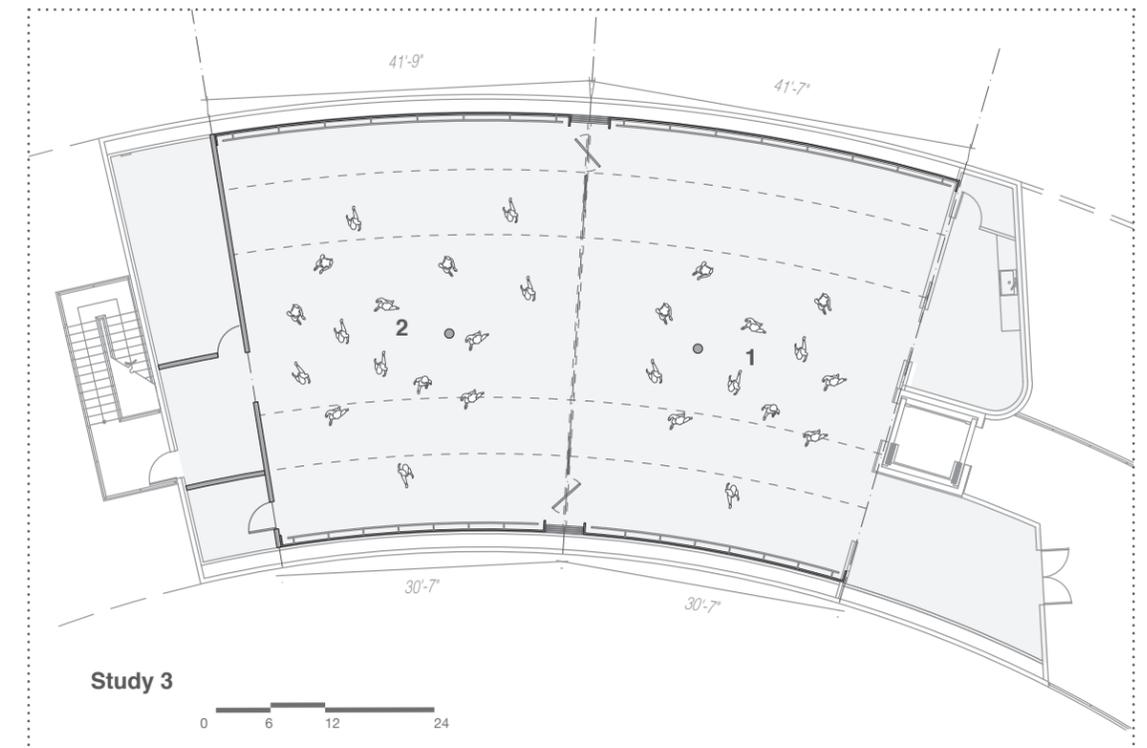
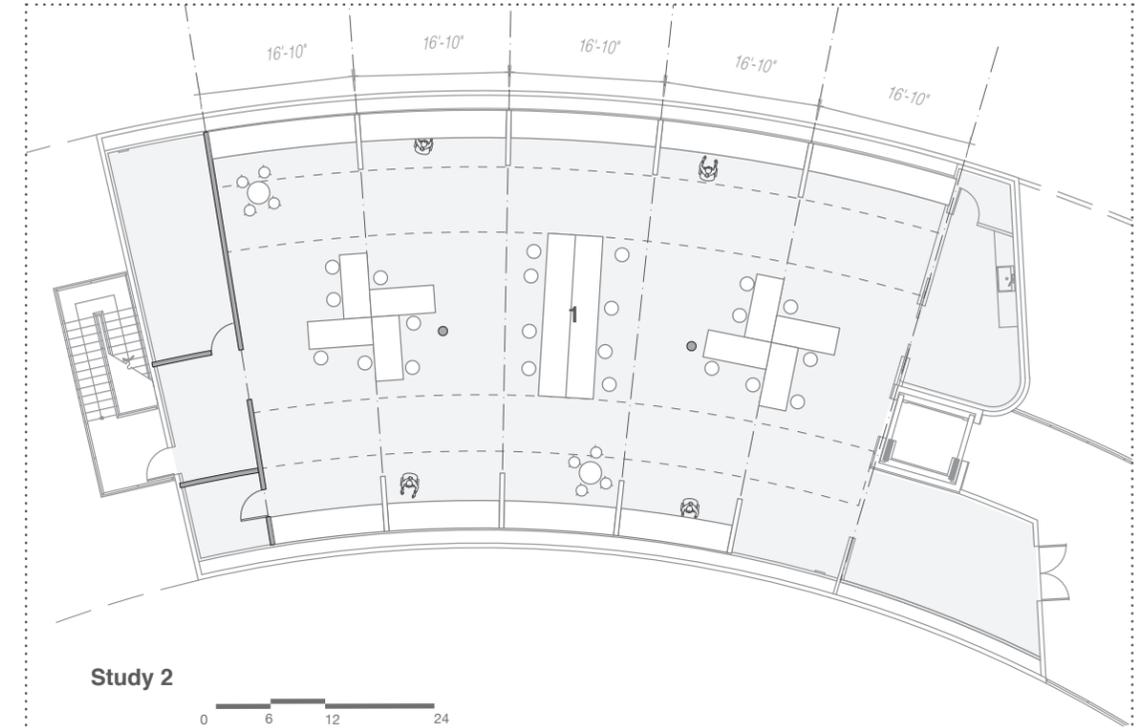
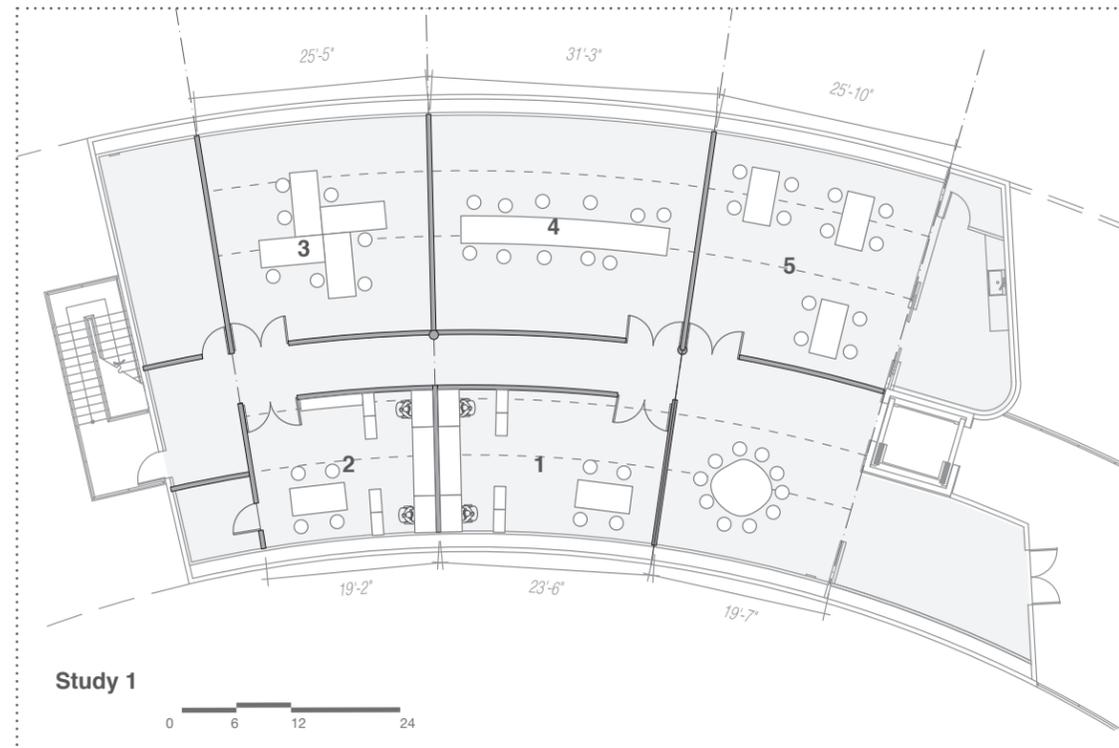
- 1 - Studio (a) - **390 sq ft**
- 2 - Studio (b) - **320 sq ft**
- 3 - Studio (c) - **550 sq ft**
- 4 - Studio (d) - **670 sq ft**
- 5 - Studio (e) - **570 sq ft**

**Study 2 - Artist Studios
/ Visual Arts Lab**

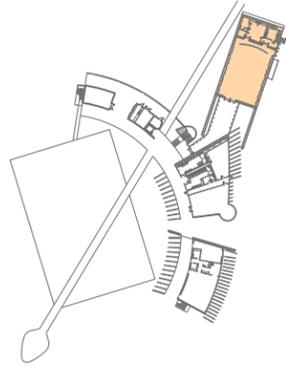
- 1 - Visual Arts Lab - **3,200 sq ft**

Study 3 - Dance Studios

- 1 - Studio (a) - **1,600 sq ft**
- 2 - Studio (b) - **1,600 sq ft**



4. Phase 2
Testing Layout Options



Current Space Use: **Auditorium**
 Type of intervention: **Renovation**
 Location: **Level 1**
 Area: **4341 sqft**

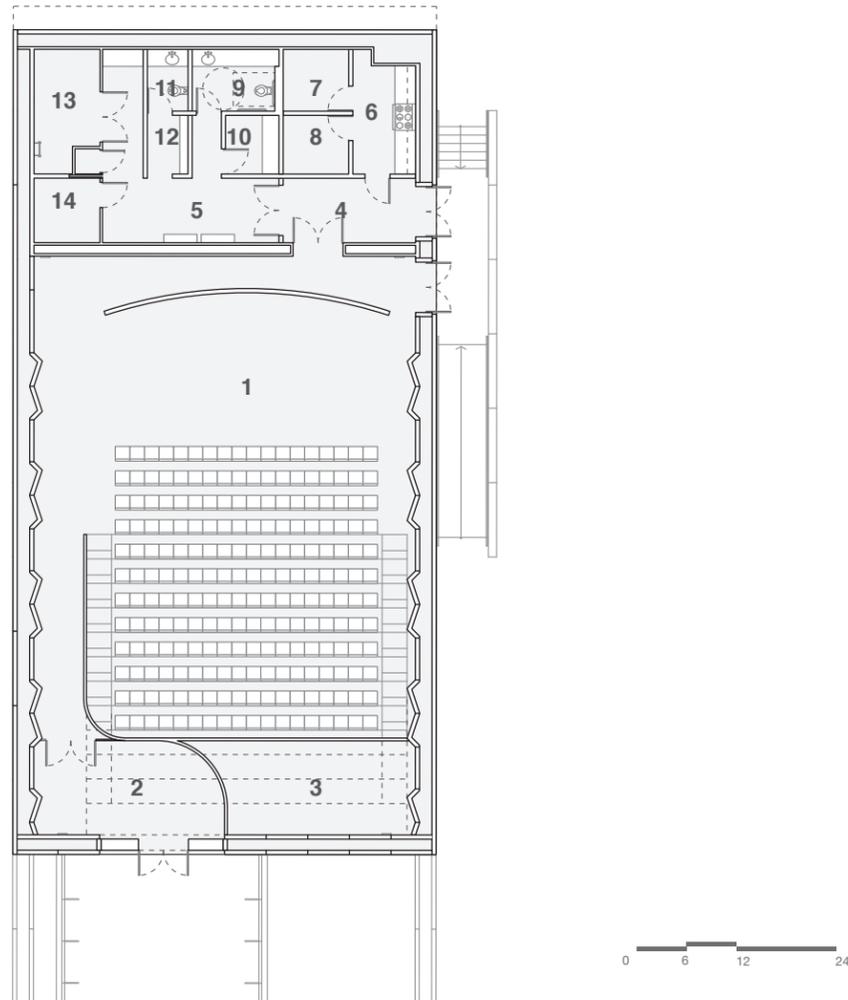
4. Phase 2
Testing Layout Options

Study 1
 1 - Auditorium - **2,460 sq ft**
 (Retractable seating extended)

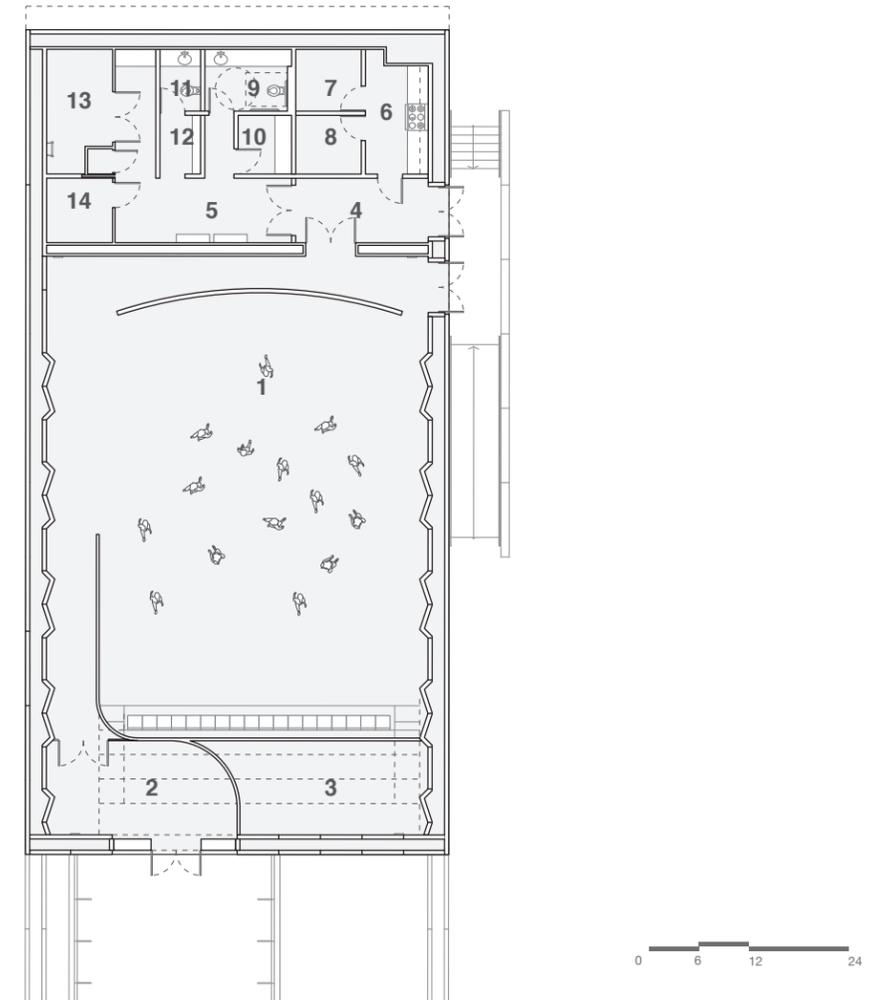
Study 2
 1 - Dance Studio - **2,460 sq ft**
 (Retractable seating closed)

- 2 - Auditorium Hall - **420 sq ft**
- 3 - AV Booth - **256 sq ft**
- 4 - Hallway - **124 sq ft**
- 5 - Backstage - **164 sq ft**
- 6 - Kitchenette - **80 sq ft**
- 7 - Dressing Room (a) - **65 sq ft**
- 8 - Dressing Room (b) - **65 sq ft**
- 9 - Accessible Restroom - **87 sq ft**
- 10 - Storage (a) - **53 sq ft**
- 11 - Restroom - **42 sq ft**
- 12 - Storage (b) - **18 sq ft**
- 13 - Auditorium Fire Sprinkler Riser - **117 sq ft**
- 14 - Electrical Room - **61 sq ft**

Study 1

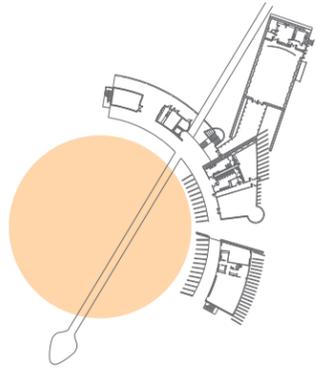


Study 2



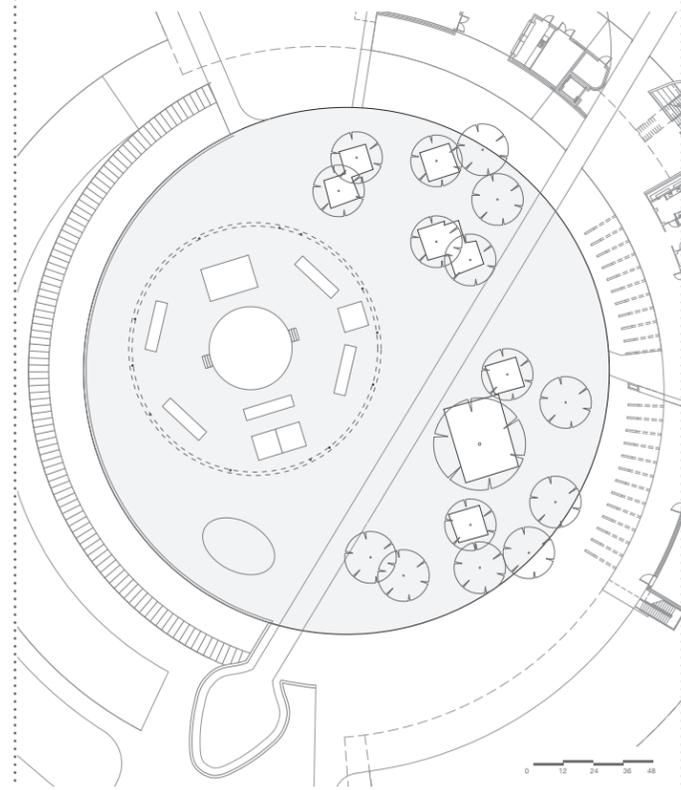
**4. Phase 2
Testing Layout Options**

**4. Phase 2
Testing Layout Options**

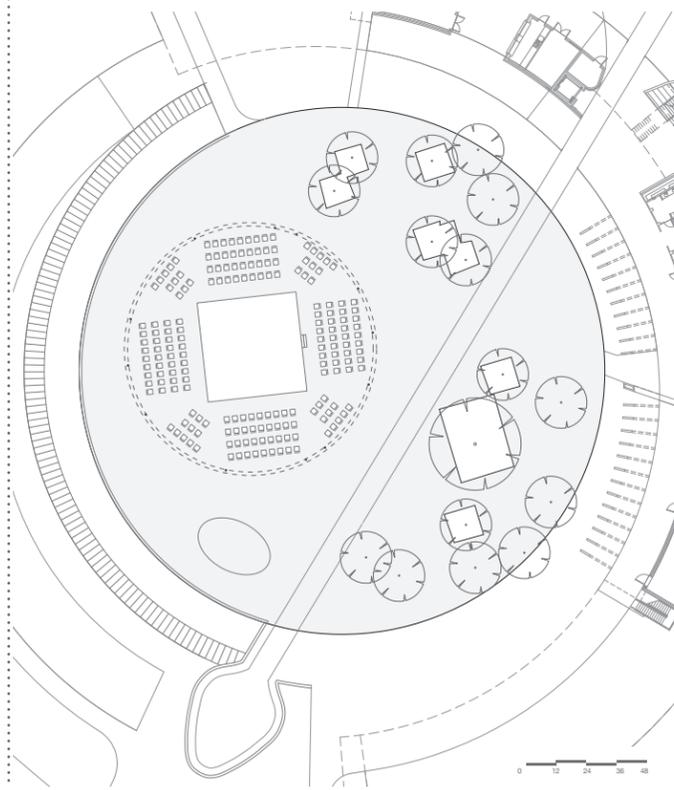


Current Space Use: **Zocalo**
 Type of intervention: **Renovation**
 Location: **Level 1**
 Area: **34,100 sqft**

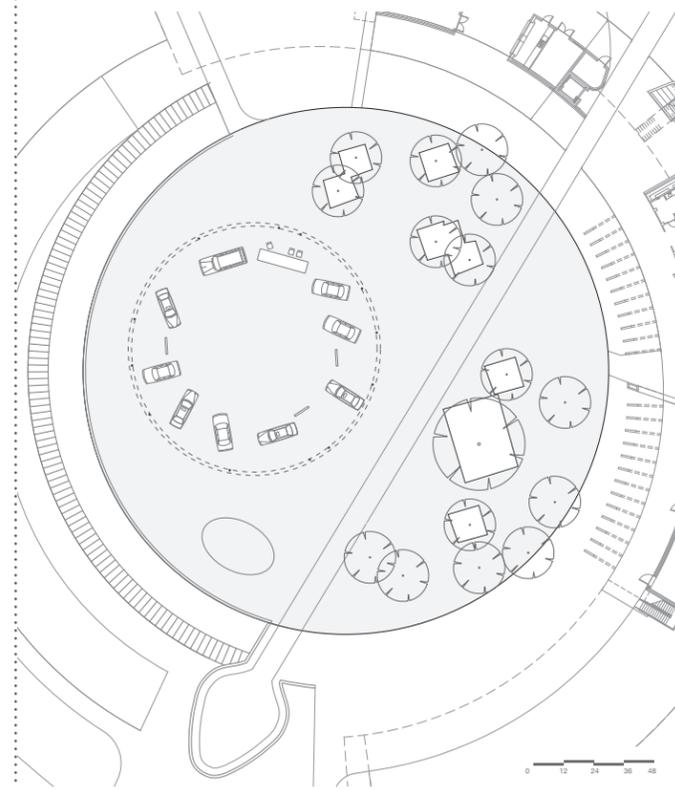
Study 1 Cultural Festival



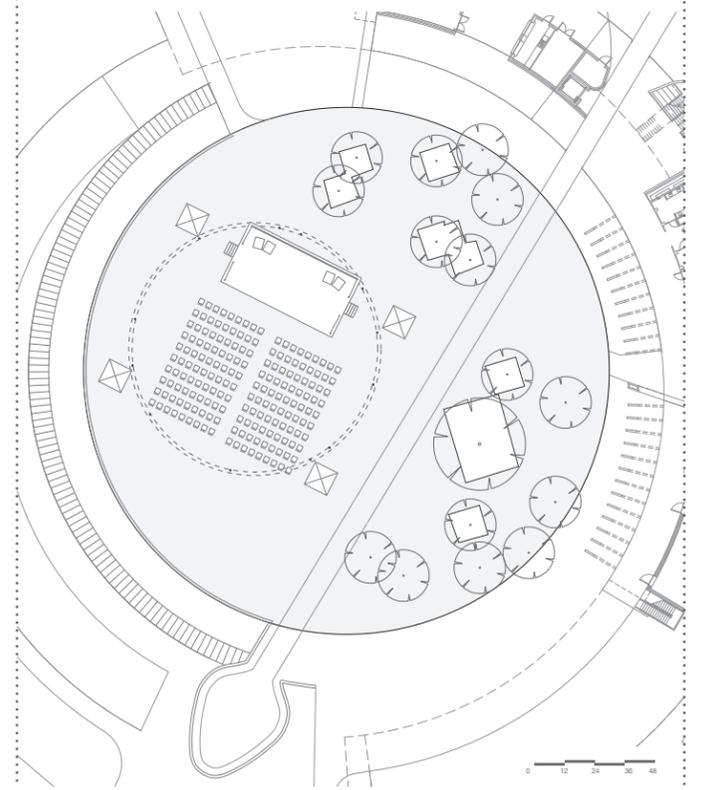
Study 2 Lucha Libre / Theatre / Musical Performance



Study 3 Lowrider Car Exhibition / Food Trucks



Study 4 Concerts / Events / Award Ceremonies





Level 2

Level 1

A collage section taken through flexible classrooms and gallery spaces. The new spaces are connected to the plaza and to the riverside.



Level -1

Collage for the plaza of the ESB-MACC. A shading structure opens the possibility for outdoor classes and activities. The Zócalo can be a place for exhibiting sculpures and hosting cultural/food festivals. There is an emphasis on the views and connection to Lady Bird Lake.



4. Phase 2
Proposed Program

4. Phase 2
Proposed Program

Program	Rm #	Room Name	Existing Area (sqft)	% of Total Building Area (Net)	Renovation Area (sqft)	New Area (sqft)
LEVEL 1						
Performance + Support	100	Black Box Theater	1,460	11%		
	101	Black Box Dressing Room	216	2%		
	103	Black Box Storage	171	1%		
	104	Black Box AV	62	0%		
	106	Black Box Restroom	66	1%		
	121	Auditorium	3,127	24%		
	122	Auditorium Dressing Room	402	3%		
	125	Auditorium Restroom	74	1%		
	127	Kitchen	226	2%		
		Total	5,804	45%	4,341	
Gallery	120	Gallery	1,343	10%		
		Total	1,343	10%		10,600
Classrooms	116	Classroom	839	6%		
	117	Classroom	808	6%		
		Total	1,647	13%		6,900
Offices	110	Open Office	380	3%		
	111	Manager's Office	148	1%		
		Total	528	4%		
Support	114	Data	76	1%		
	115	Janitor Closet	42	0%		
	131	Concession	159	1%		
	Total	277	2%		500	
Restroom	118	Public Restroom	1,000	8%		
		Total	1,000	8%		
MEP	102	Mechanical	577	4%		
	113	Electrical Room 1	67	1%		
	123	Electrical Room 2	61	0%		
	124	Auditorium Fire Sprinkler Riser	117	1%		
	129	Elevator Room & Elevator	128	1%		
	130	Fire Sprinkler Riser	254	2%		
	132	Mech. & Elec. Room 4	617	5%		
	Total	1,821	14%			
Lobbies and Halls		Elevator	94	1%		
	105	Black Box Corridor	70	1%		
	112	Hallway	300	2%		
	126	Auditorium Vestibule	122	1%		
	Total	586	5%			
Retail		Coffee Bar	0	0%		3,000
Floor 1		Total Building Area (Net)	13,006	100%		
		Total Building Area (Gross)	15,222			
Covered Exterior	107	Comidor	1,228			
	108	Entry Area	1,469			
	109	Comidor	904			
	119	Open Area	1,862			
	128	Comidor	3,362			
	Total	8,825				

Program	Rm #	Room Name	Existing Area (sqft)	% of Total Building Area (Net)	Renovation Area (sqft)	New Area (sqft)
LEVEL 2						
Gallery	223	Gallery	3,738	34%		
		Total	3,738	34%		
Classrooms	201	Library	452	4%		
	204	Media Lab	425	4%		
	208	Conference Room	461	4%		
	210	Music Room	461	4%		
	213	Classroom 3 / Dance Studio	1,562	14%		
	Total	3,361	30%	3,737		
Offices	202	Office	112	1%		
	205	Office	124	1%		
	206	Education Reception	177	2%		
	211	Office	99	1%		
	222	Gallery Reception	266	2%		
	Total	778	7%	461		
Support	209	Storage - Education	38	0%		
	216	Storage / AV	201	2%		
	217	Janitor Closet 2	33	0%		
	218	Storage	40	0%		
	224	Kitchenette	190	2%		
	Total	502	5%			
Restroom	207	Classroom Restroom	51	0%		
	219	Public Restroom	764	7%		
	Total	815	7%			
MEP	215	Mech. & Elec. Room 5	792	7%		
	225	Electrical Room 3	34	0%		
	211A	Vertical Chase	39	0%		
		Total	865	8%		
Lobbies and Halls		Elevator	96	1%		
	203	Hall	242	2%		
	214	Hall	278	3%		
	221	Staircase	351	3%		
	Total	967	9%			
Floor 2		Total Building Area (Net)	11,026	100%		
		Total Building Area (Gross)	12,175			
Covered Exterior	200	Comidor	1,149			
	212	Comidor	1,235			
	220	Open Area 2	942			
	132A	Exterior Staircase North	195			
	107A	Exterior Staircase South	132			
	Total	3,653				

TOTAL							
Program	Existing Area (sqft)	% of Total Building Area (Net)	Renovation Area (sqft)	New Area (sqft)	Proposed Program Area (sqft)	% of Proposed Building Area (Net)	
Performance + Support	5,804	24%	4,341		5,804	13%	
Gallery	5,081	21%		10,600	11,944	26%	
Classrooms	5,008	21%	3,737	6,900	15,184	33%	
Offices	1,306	5%	461		1,767	4%	
Support	779	3%		500	1,279	3%	
Restroom	1,815	8%			1,815	4%	
MEP	2,686	11%			2,686	6%	
Lobbies and Halls	1,553	6%			1,553	3%	
Retail	0	0%		3,000	3,000	7%	
Interior	Total Building Area (Net)	24,032	100%	8,539	21,000	42,032	100%
	Total Building Area (Gross)	27,397					
Exterior	12,478						

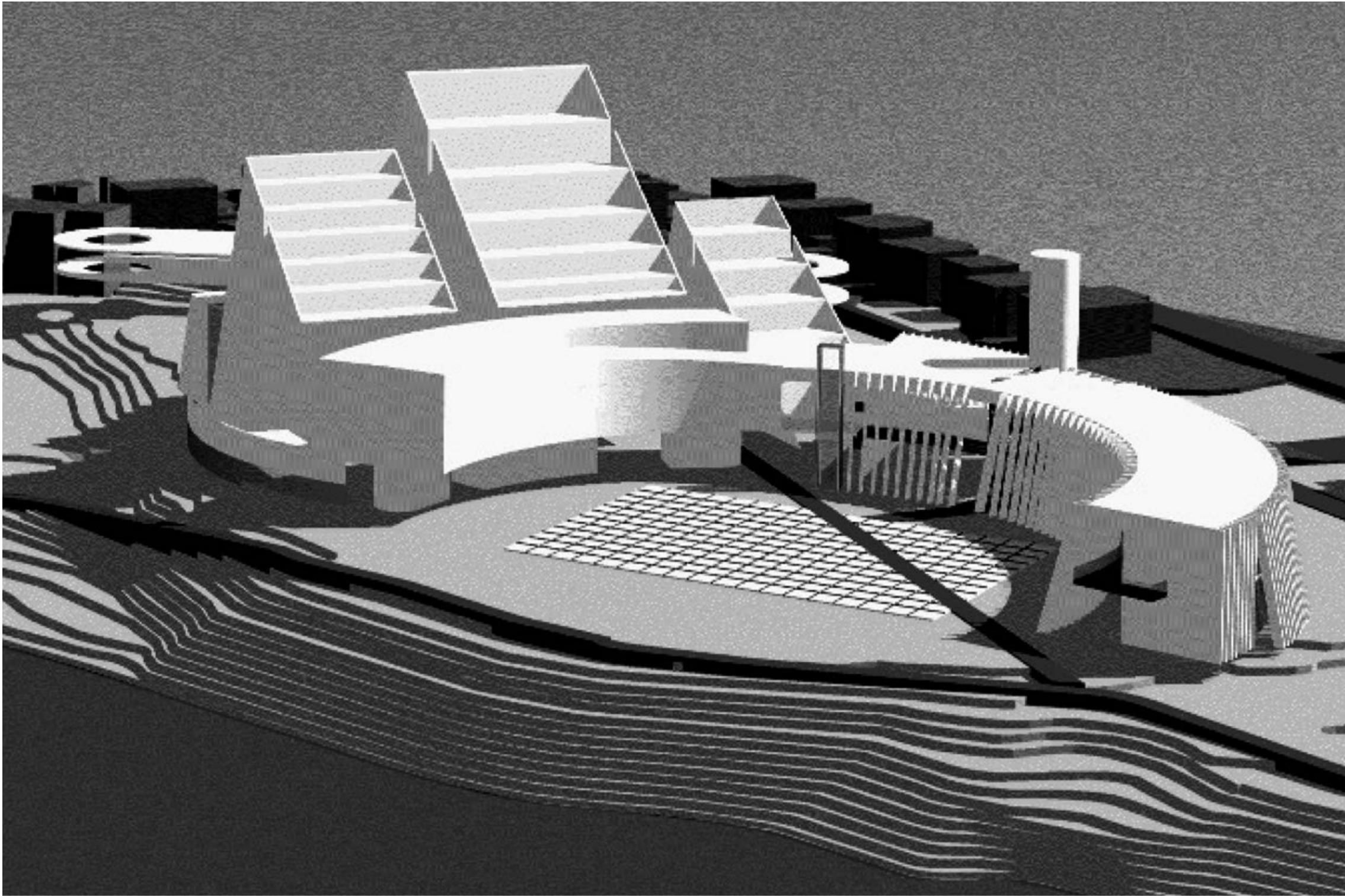
5

Summary

The Joint Venture of Miró Rivera Architects and Tatiana Bilbao Estudio was contracted to work on the programming stage of Phase 2. This chapter summarizes the initial approach of the JV team in addressing the priorities of the masterplan (Plan 2018) and maximizing the potential of this important cultural site.

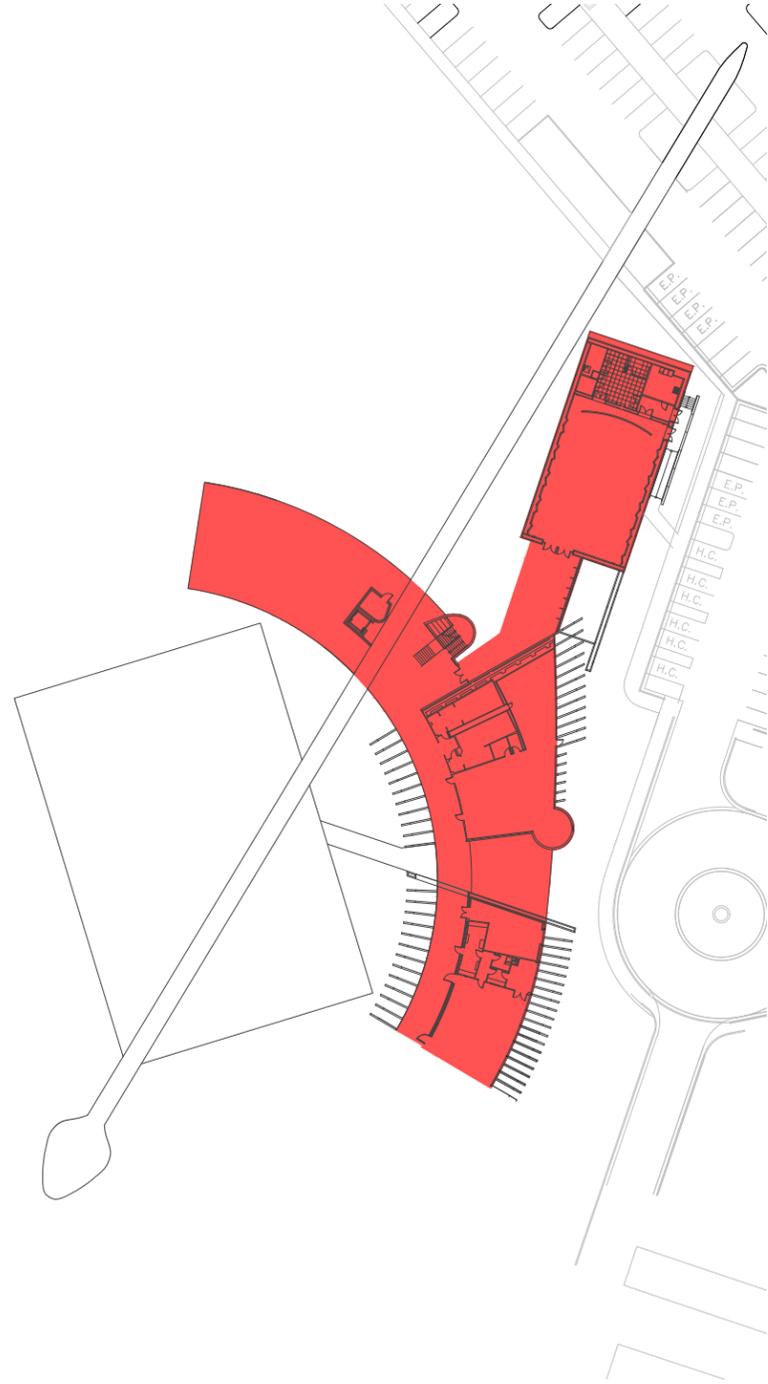
The 2018 Plan includes recommendations for immediate, near future and long-term improvements to the Mexican American Cultural Center. The goals of the plan are to understand the needs of its users, and to meet those needs at present and in the future by making improvements to existing spaces, as well as expanding the ESB-MACC, both in area and also in terms of its outreach in the wider community.

The programming schemes presented are a product of the ongoing engagement with the the ESB-MACC's community of local artists, cultural groups, staff and other stakeholders. Accompanying these general plan studies are various room-layout options, and a breakdown of their areas as proposed within the Phase 2 development. These areas will form the scope for initial cost-analysis.



2018 Plan - Phase 3
Proposal by Casabella Architects

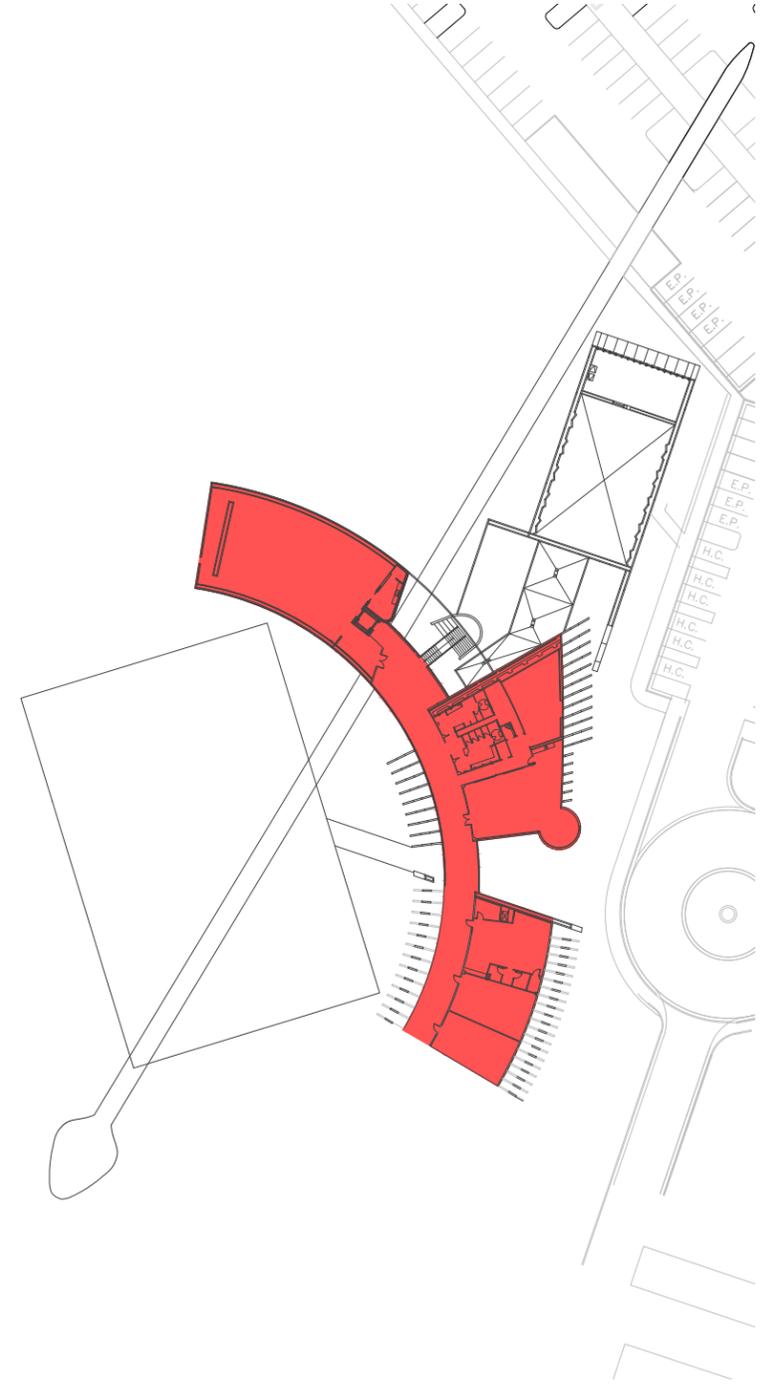
5. Summary
Understanding the Masterplan



- Existing Phase 1
- New Construction in Phase 2
- New Construction in Phase 3

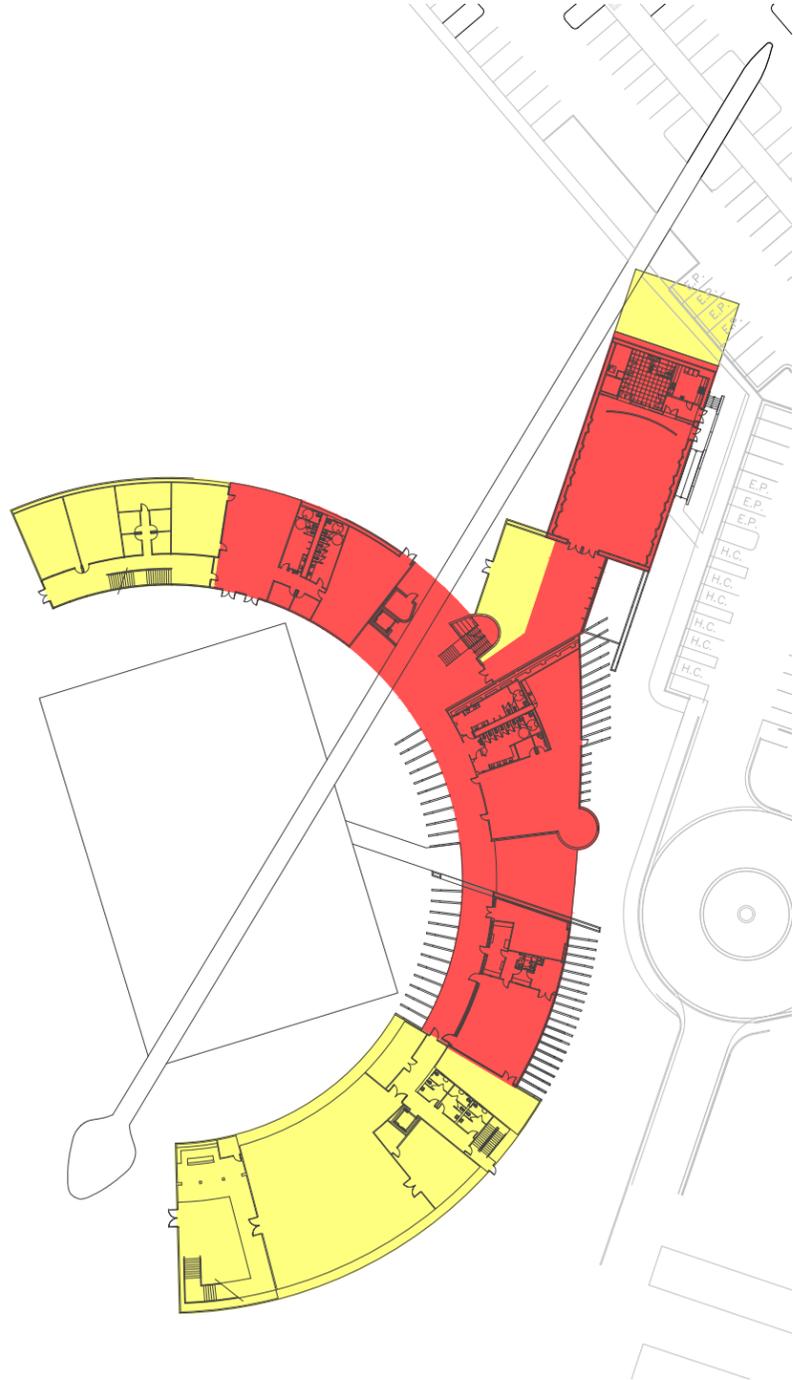
2018 Plan - Phase 1
Level 01 Plan

5. Summary
Understanding the Masterplan



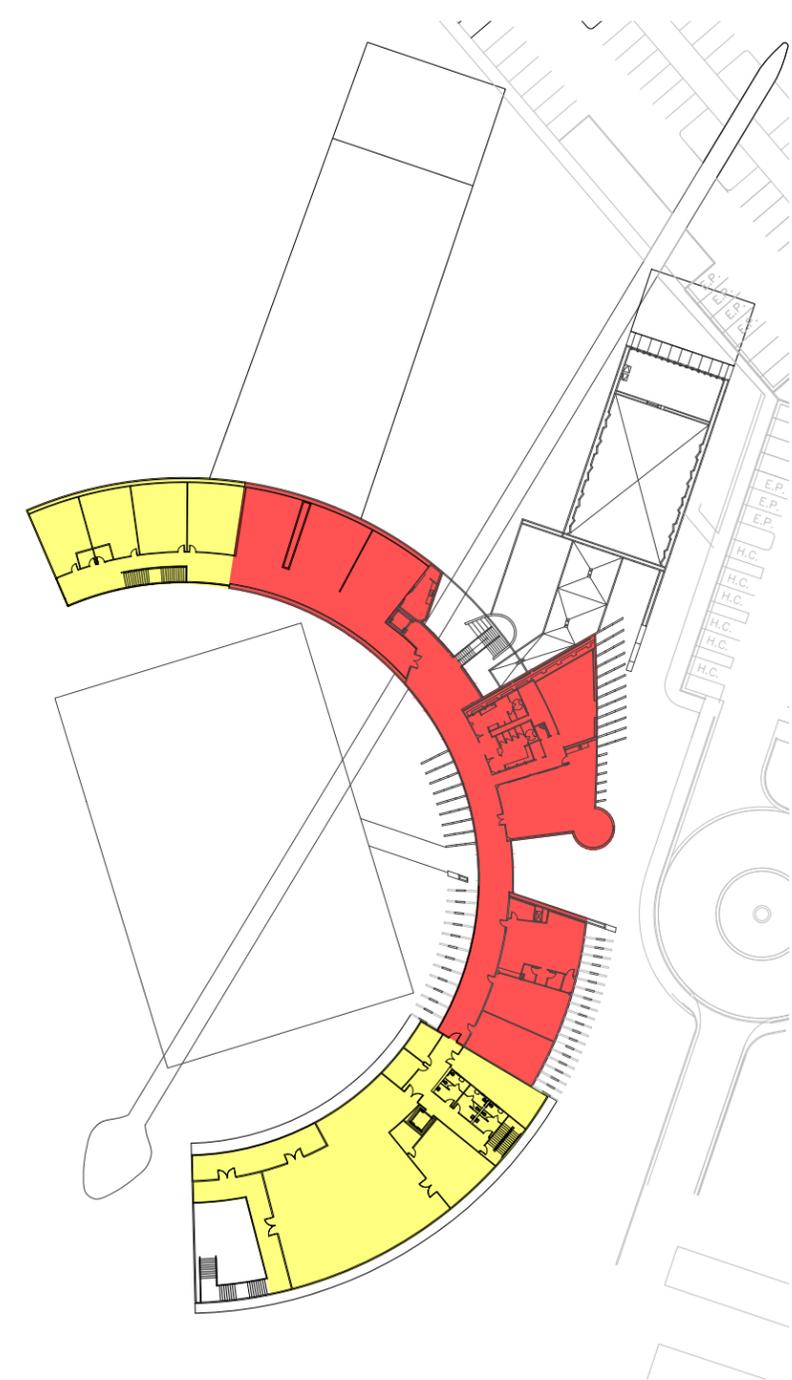
- Existing Phase 1
- New Construction in Phase 2
- New Construction in Phase 3

2018 Plan - Phase 1
Level 02 Plan



- Existing Phase 1
- New Construction in Phase 2
- New Construction in Phase 3

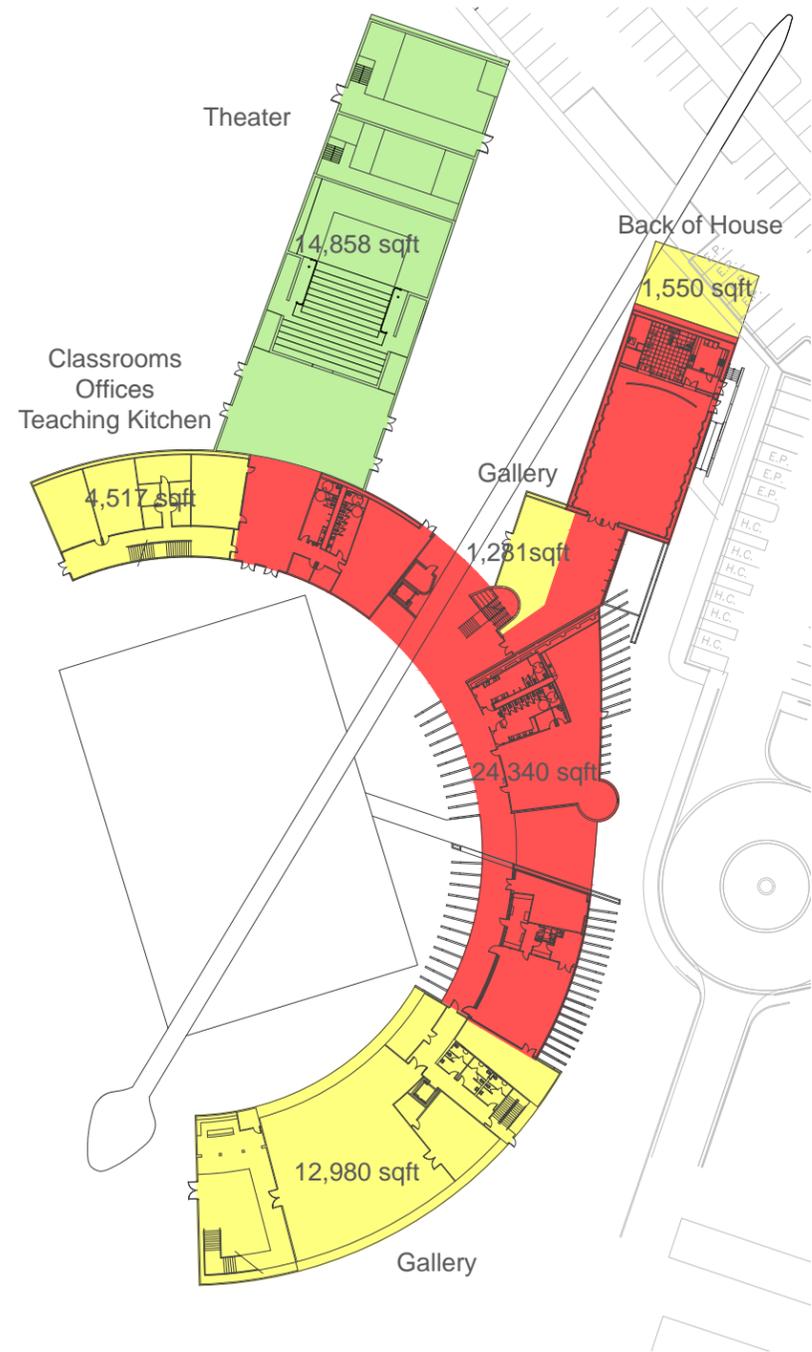
2018 Plan - Phase 2
Level 01 Plan



- Existing Phase 1
- New Construction in Phase 2
- New Construction in Phase 3

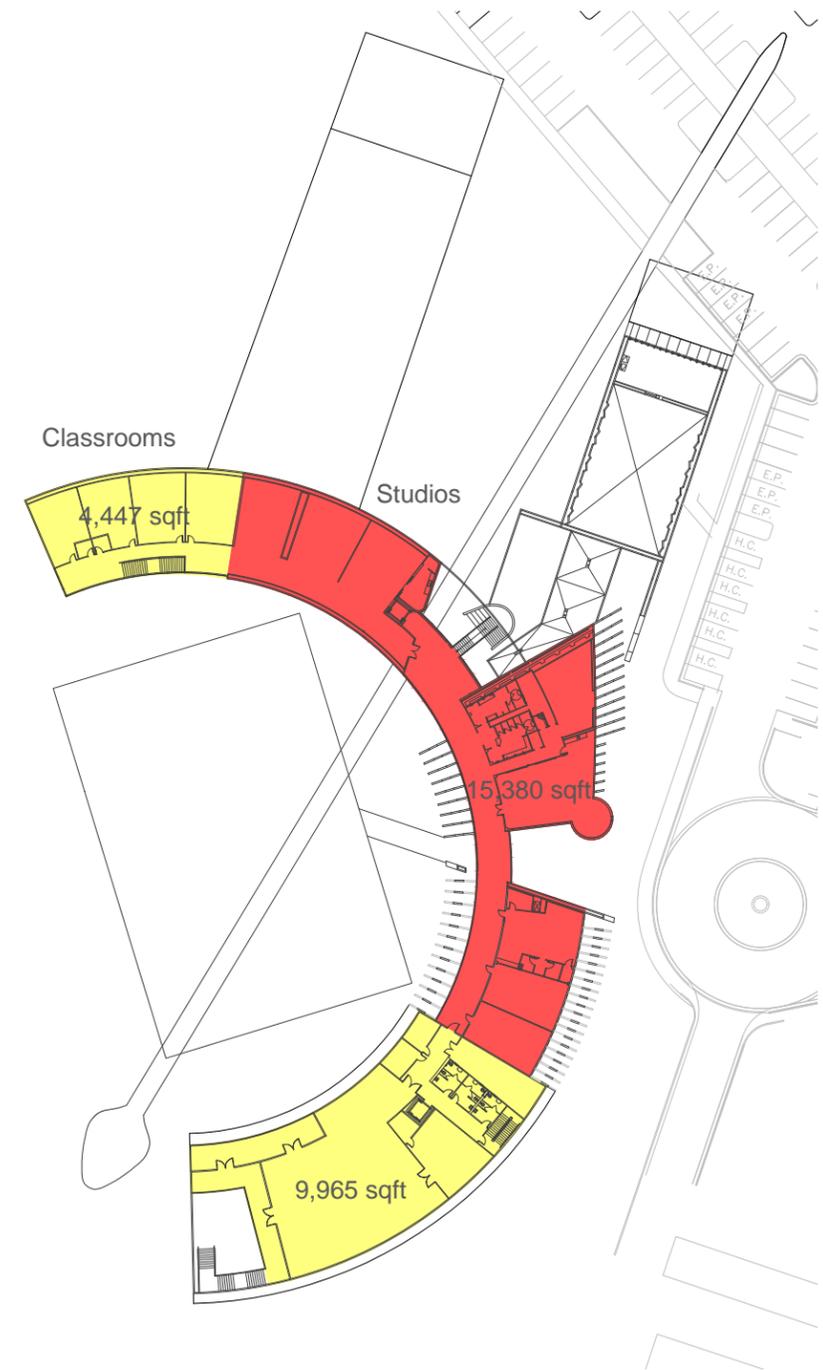
2018 Plan - Phase 2
Level 02 Plan

5. Summary
Understanding the Masterplan



2018 Plan - Phase 3
Level 01 Plan

5. Summary
Understanding the Masterplan



2018 Plan - Phase 3
Level 02 Plan

EXECUTIVE SUMMARY



- News Media

An initial contact list of over 200 contacts was developed representing cultural arts groups, community and civic leaders, AISD school contacts, and news media services. This list represents a general breakdown of the available resources (sampling available in the draft **Public Involvement Report**). The following resources were used to develop the contact list:

- Master List of arts organization and individuals (200+ contacts)
- Focus Group Lists of performing/visual, cultural arts, ESB-MACC LARP, Leadership and Partner (130+ contacts)
- Community and Cultural Arts Listservs managed by cultural groups who share notices (1,800+ contacts)
- ESB-MACC managed email lists (7,000+ contacts)

We have included meeting notes for each of these **Focus Groups** with names of individuals that submitted comments.

Based on the information received from the public, the 10 most important stakeholder issues identified were:

- More classrooms and studios
- Access and views to Lady Bird Lake
- More gallery spaces
- Shade structures at Zocalo
- Gran Entrada (The Grand Entrance)
- Larger performance space (Theatre) — PHASE III
- Adequate parking — AS IS
- Cafe — ?
- Outdoor amphitheater
- Teaching/Industrial Kitchen

} PRIORITIES

MASTER PLAN DESIGN

IMPROVEMENTS TO EXISTING SPACES

Virtually every existing space at the ESB-MACC is in need of interior updates to improve function and meet present and future needs. Examples include the Auditorium (previously the Multi-Purpose Room), dance studio, classrooms, and others.



PRIORITIES 2018

- More classrooms and studios
- Access and views to Lady Bird Lake
- More gallery spaces
- Shade structures at Zócalo
- Larger performance space (theater)
- Adequate parking
- Cafe
- Gran Entrada (the Grand Entrance)
- Outdoor amphitheater
- Teaching/ Industrial Kitchen

PRIORITIES NOW

NEW CONSTRUCTION

- More classrooms and studios
- Access and views to Lady Bird Lake
- Shade structures at Zócalo
- More gallery spaces
- Outdoor amphitheater
- Teaching/ Industrial Kitchen
- Recording studio
- Austin Energy - Chilled Water Connection

IMPROVEMENTS

- Adequate office space
- More storage space
- Improving the existing multi-purpose space

HIGH PRIORITY

- More classrooms and studios
- Shade structures at Zócalo
- Access and views to Lady Bird Lake
- More gallery spaces
- Improving the existing multi-purpose space
- Austin Energy - Chilled Water Connection
- Adequate office space
- More storage space

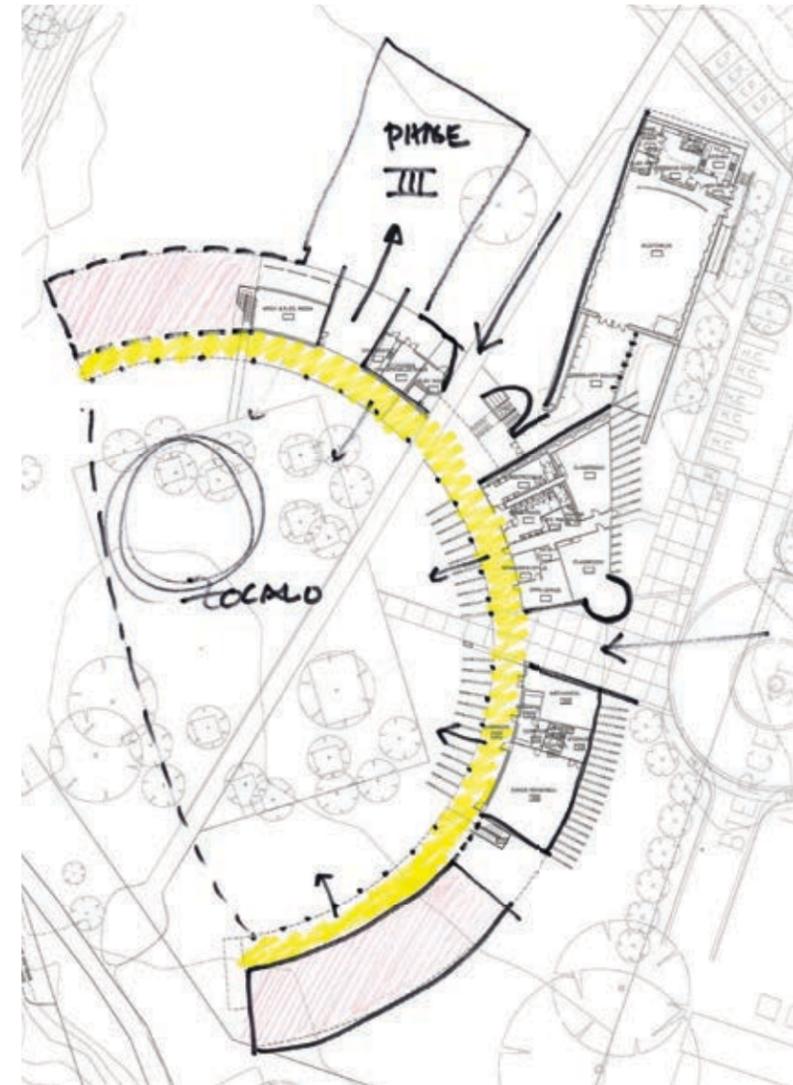
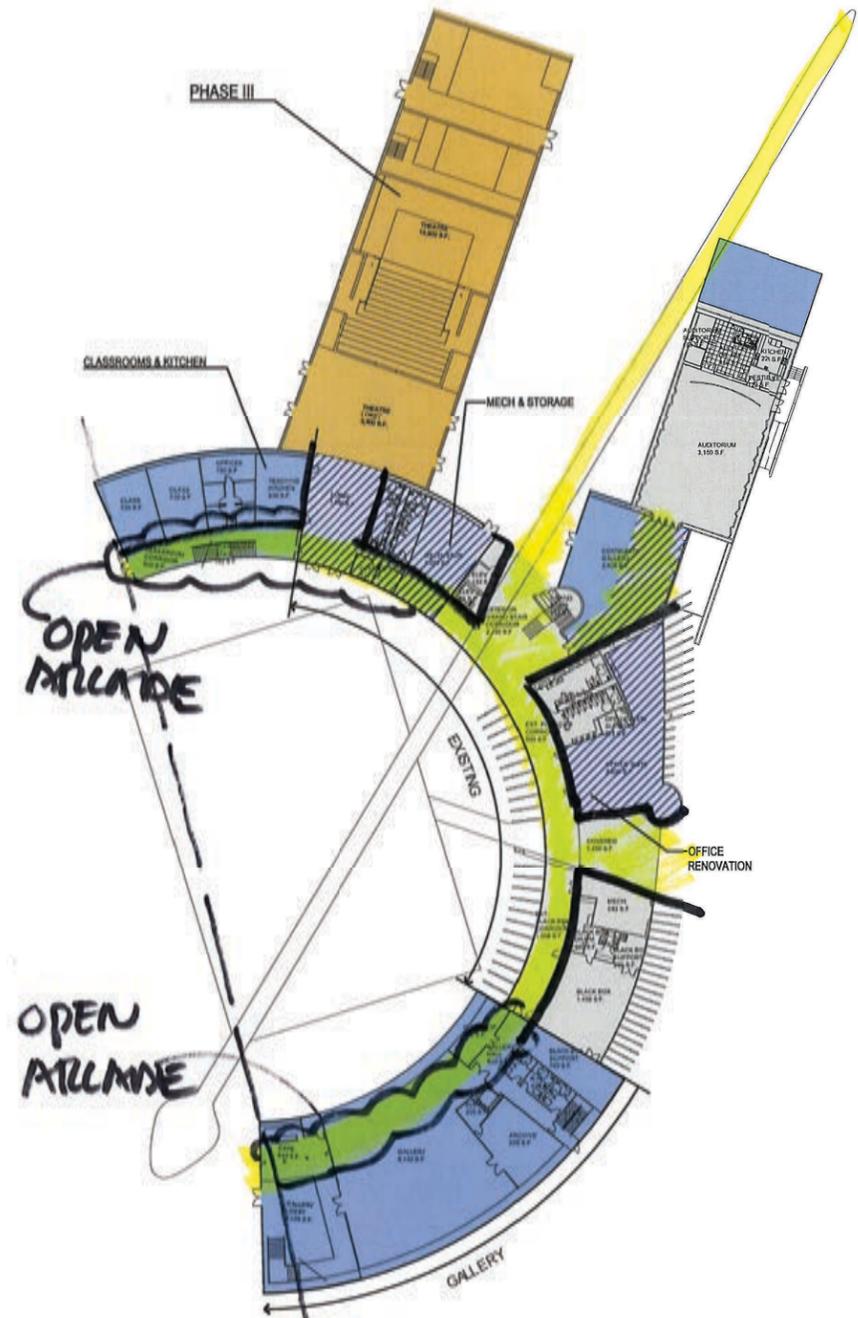
MEDIUM PRIORITY

- Recording studio
- Adequate parking
- Teaching/ Industrial Kitchen

LOW PRIORITY

- Outdoor amphitheater





Phase 1 of the ESB-MACC was completed by the architect Teodoro González de León in 2008, and is an architectural landmark in the City of Austin. The existing plan has a crescent shape with perimeter circulation along the inside arc of the facade. The sketches show modifications to the

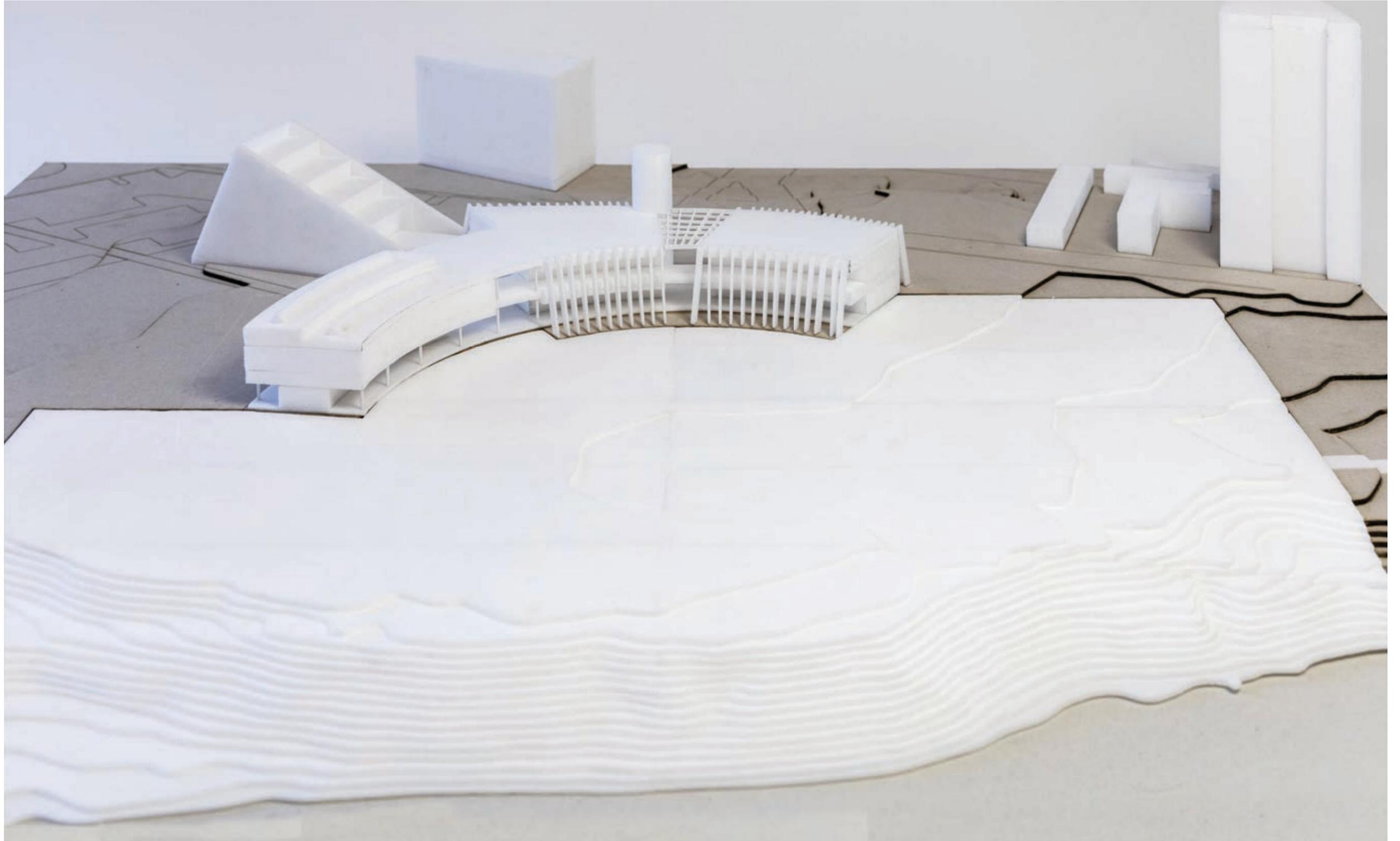
2018 plan which would continue Teodoro's vision for the circulation; an open arcade which overlooks the interior plaza. The extension of the building wings to the north and south provide a clearer perimeter to the plaza, and frame views of the river.

2018 MASTER PLAN

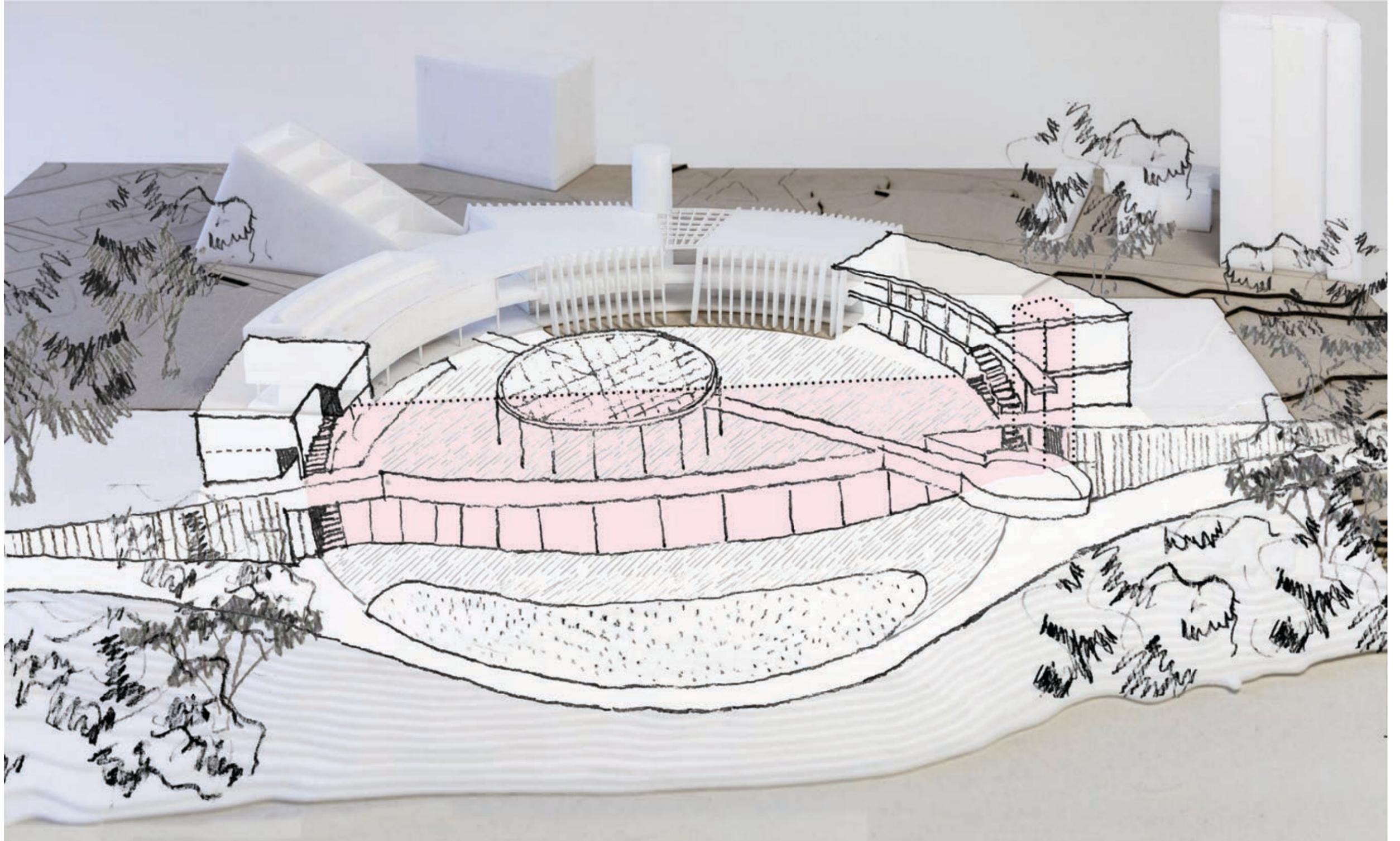
1ST FLOOR SQ FOOTAGE, GROSS	
EXISTING	21424
ADDITION PHASE II	23230
SUBTOTAL	44654
PHASE III	14938
TOTAL	59592
RENOVATION	7930

2ND FLOOR SQ FOOTAGE, GROSS	
EXISTING	15380
ADDITION PHASE III	14411
SUBTOTAL	29791
PHASE III	0
TOTAL	29791
RENOVATION	6361

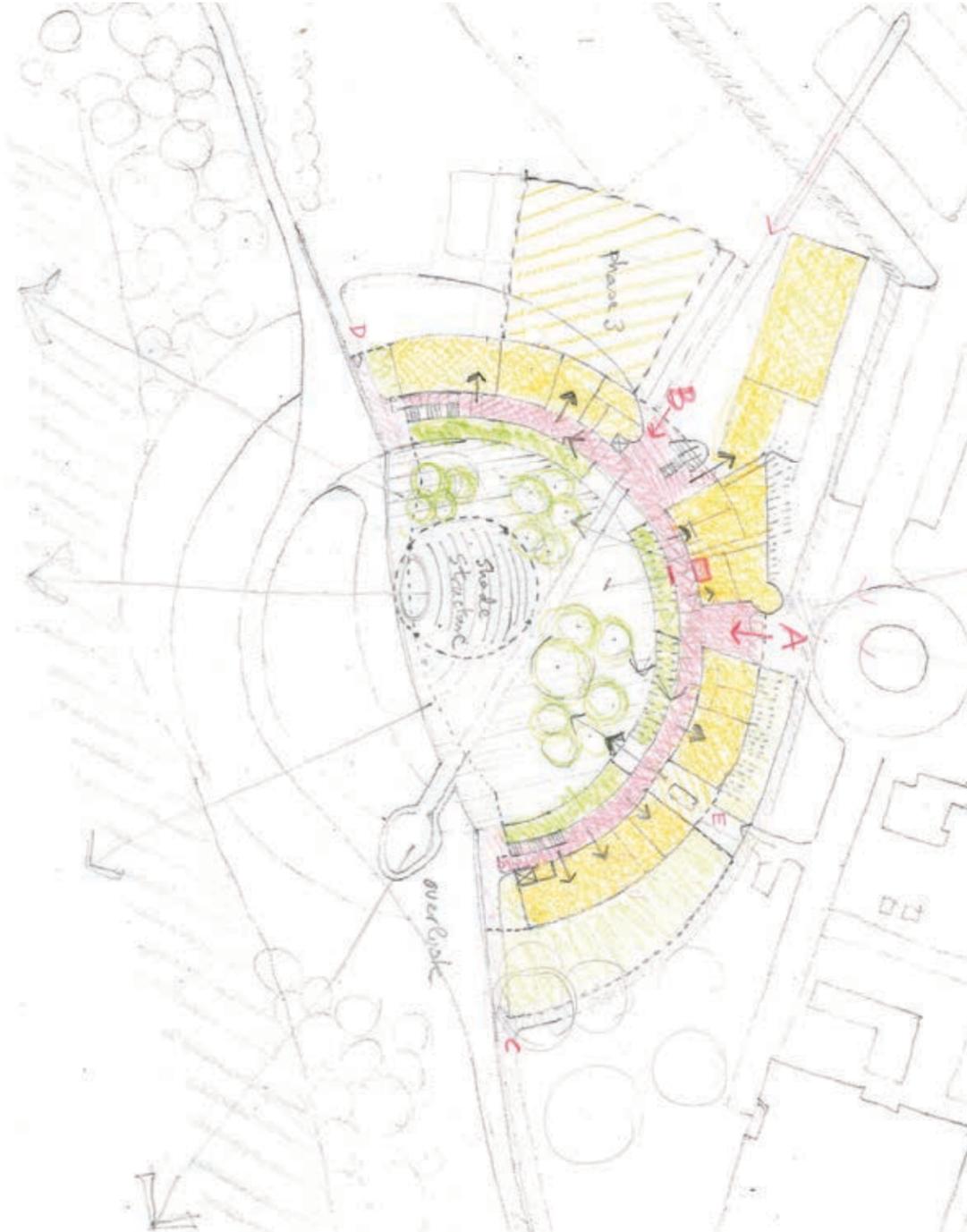
COMPLETE MASTER PLAN, GROSS (ORIGINAL CALCULATIONS, NET)	
EXISTING	35587 (36336)
ADDITION PHASE II	38873 (32147)
SUBTOTAL	74460 (68483)
PHASE III	14938 (14200)
TOTAL	89398 (82683)
RENOVATION	14291



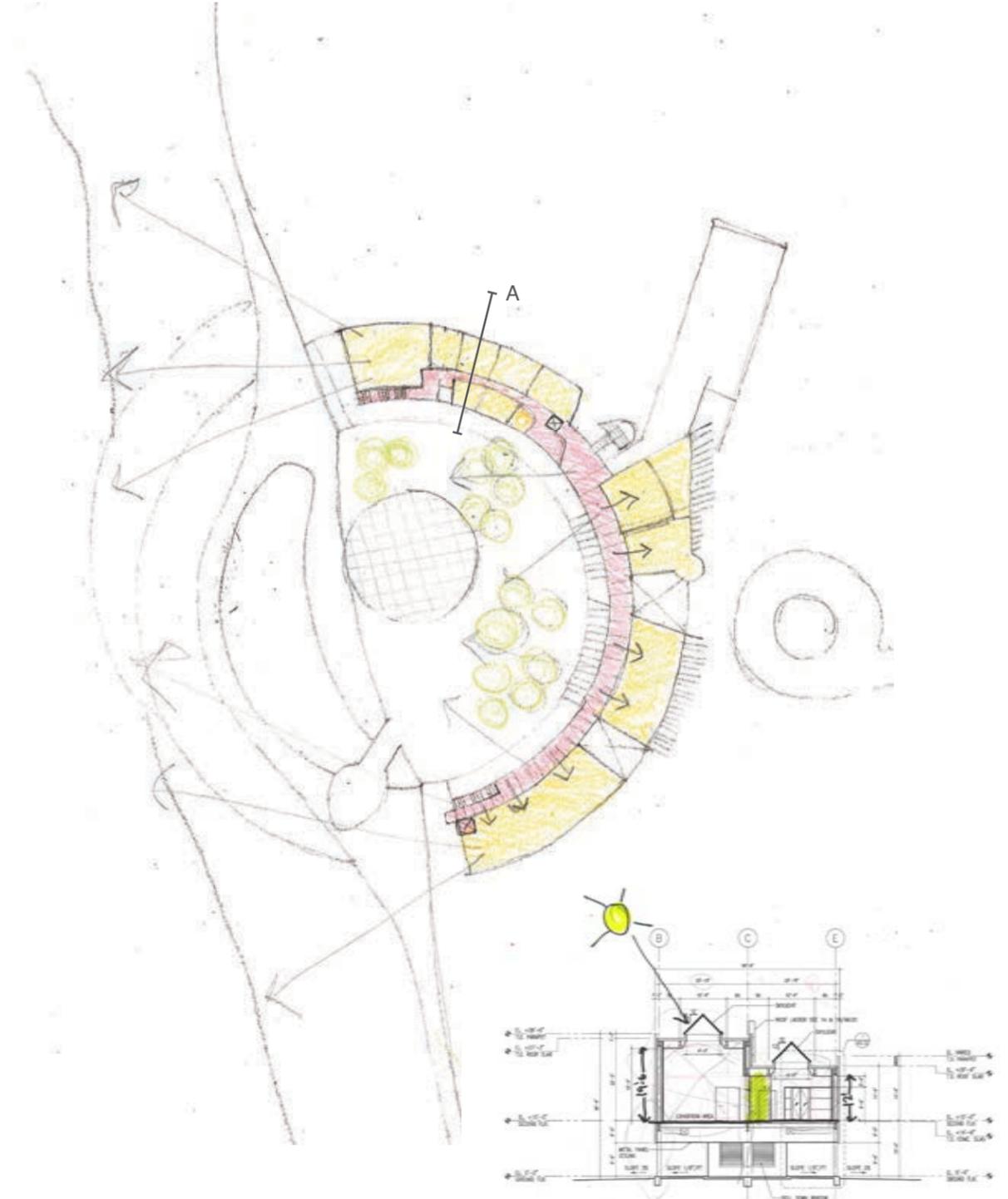
Model
Existing condition



Model
Overlaying the proposal

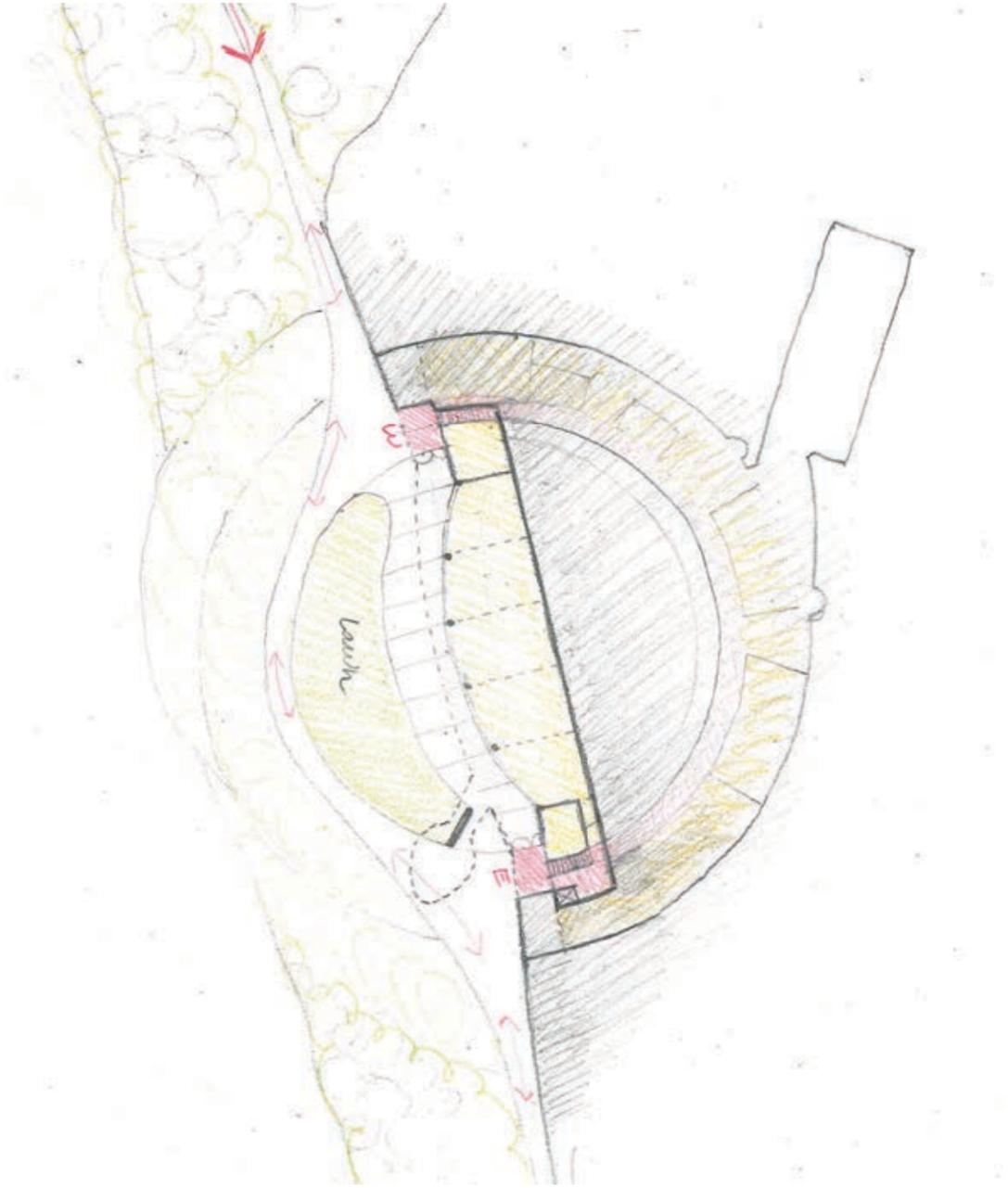


Proposal
Level 01 Plan

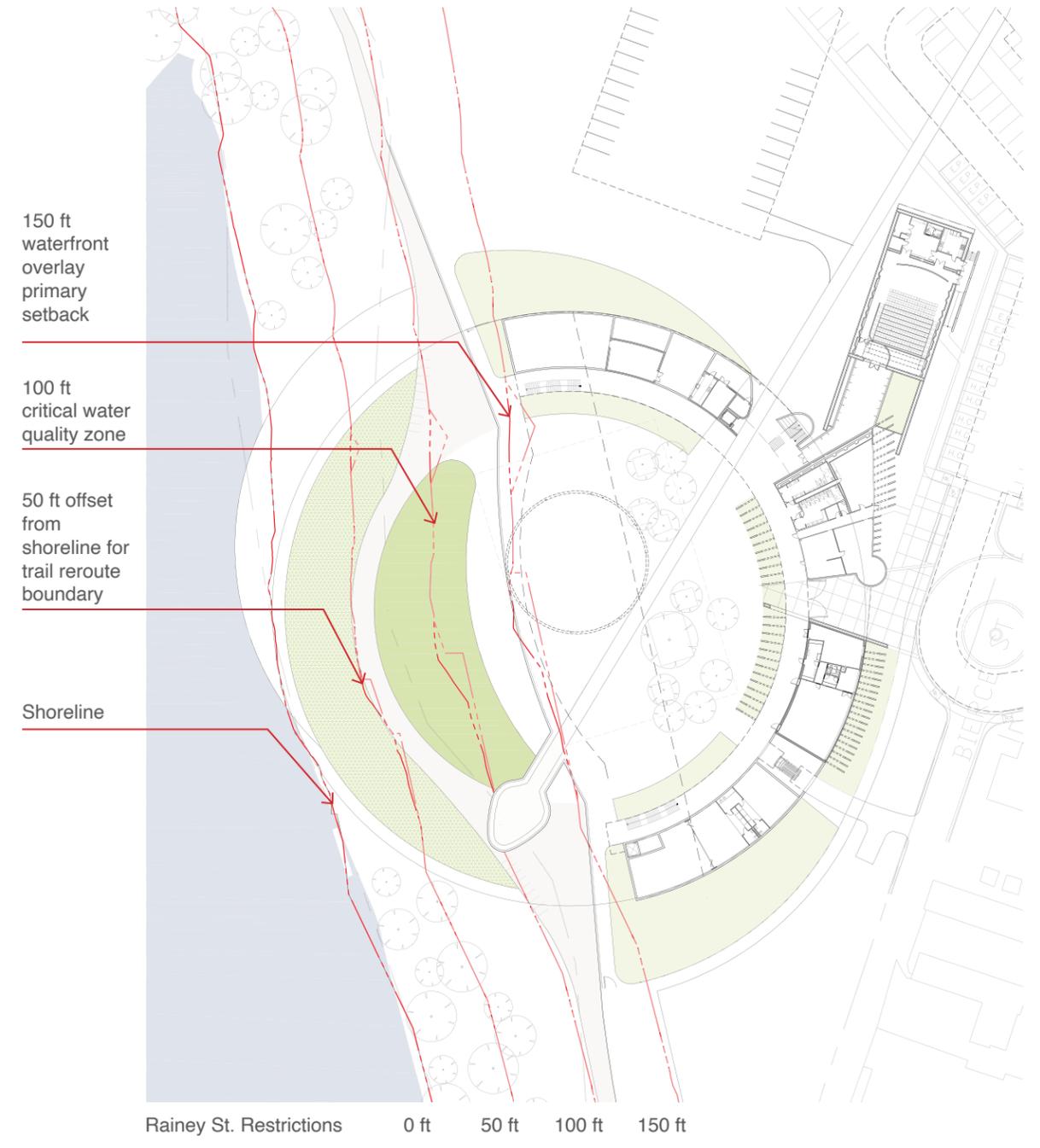


Proposal
Level 02 Plan

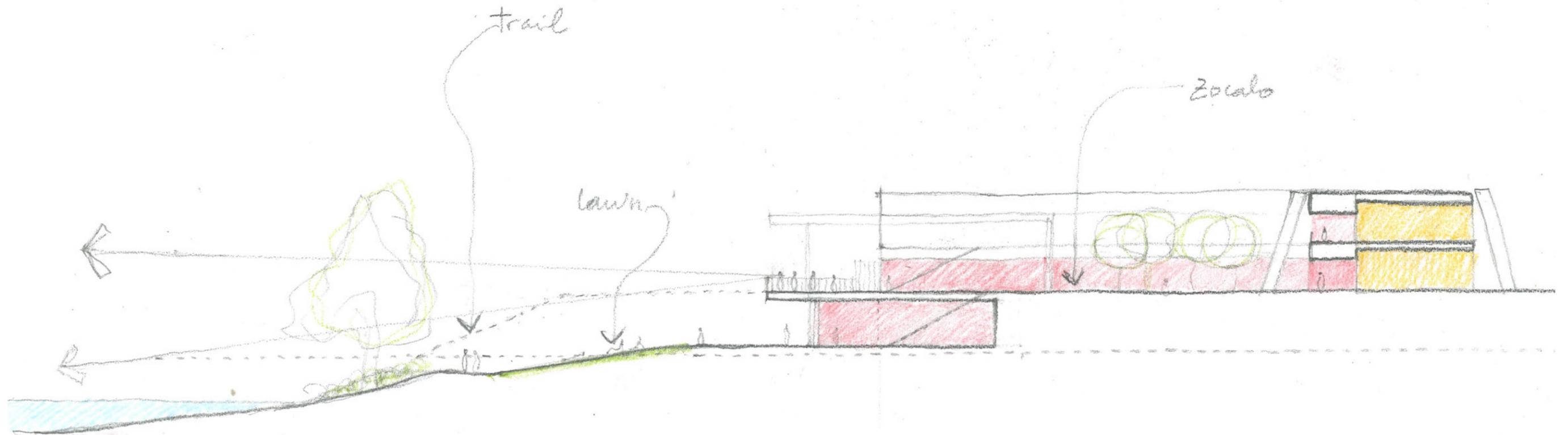
Understanding the existing building
Section A



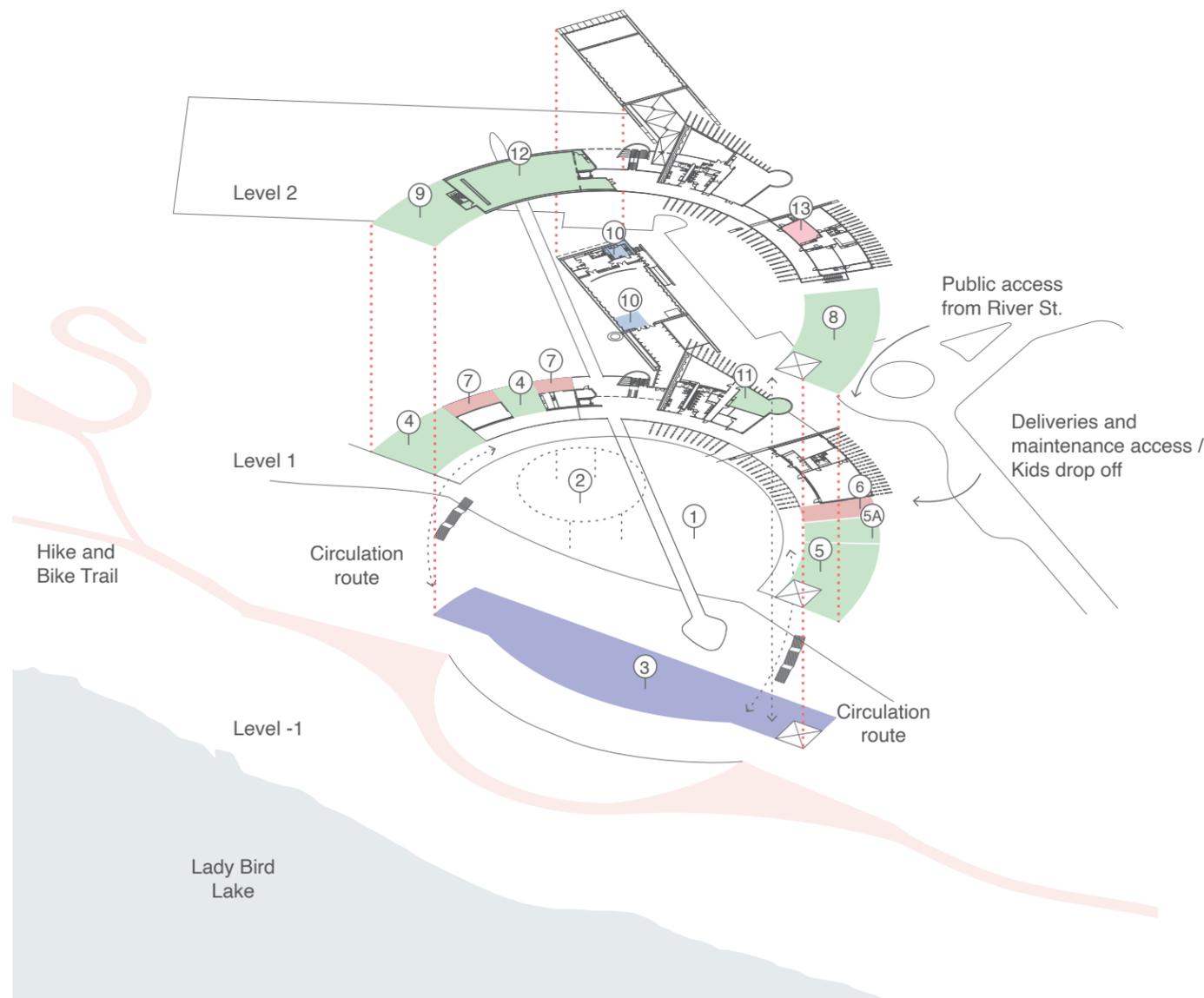
Proposal
Level -01 Plan



Proposal
Level 01 Plan



Program Areas and Distribution subject to change according to further coordination with ESB - MACC stakeholders.



PROPOSED NEW AREAS

- 1. ZOCALO
30,800 sqft
- 2. SHADE STRUCTURE
6,300 sqft
- 3. GALLERY
12,200 sqft
- 4. MULTI-PURPOSE ROOM
2,287 sqft
- 5. YOUTH EDUCATIONAL WING
4,193 sqft
- 3 new conditioned classrooms
- 1 recording studio / classroom
- 5.A COMMUNITY KITCHEN
- Gastronomy classroom
- Rolling educational kitchen

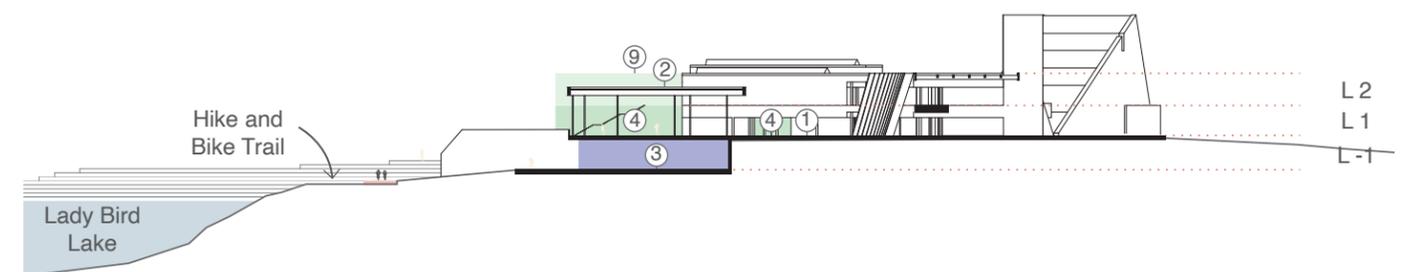
- 6. LOADING DOCK / KID DROP OFF
2,560 sqft
- 7. STORAGE
500 sqft
- 8. ADULT EDUCATIONAL WING
4,193 sqft
- 9. DANCE STUDIO
2,287 sqft

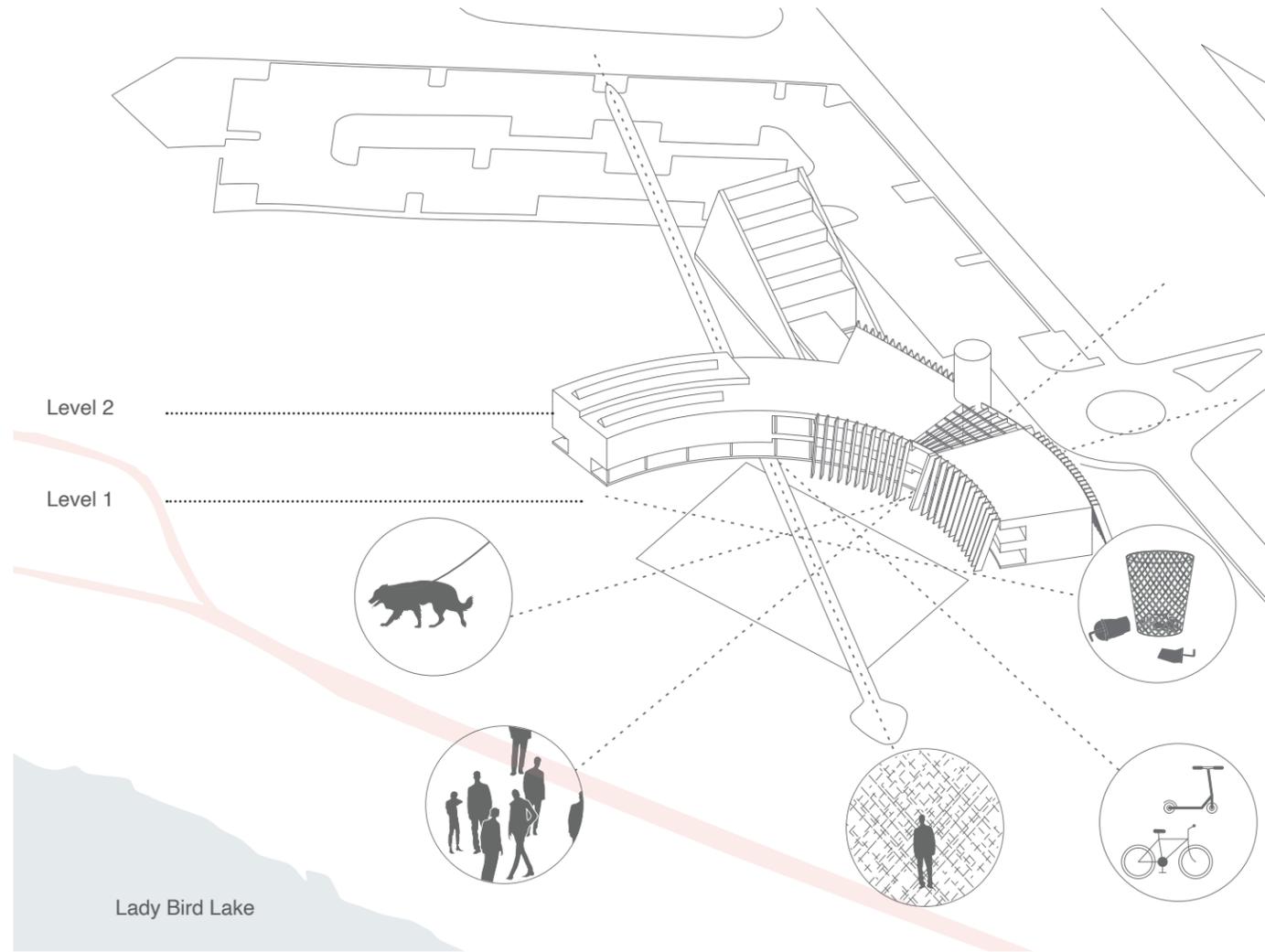
RENOVATION AREAS

- 10. AUDITORIUM VESTIBULE AND BACKSTAGE
500 sqft

CONVERTED AREAS

- 11. INSTRUCTIONAL ROOM
838 sqft
- 12. ARTIST STUDIOS
3,737 sqft
- 13. OFFICE
461 sqft

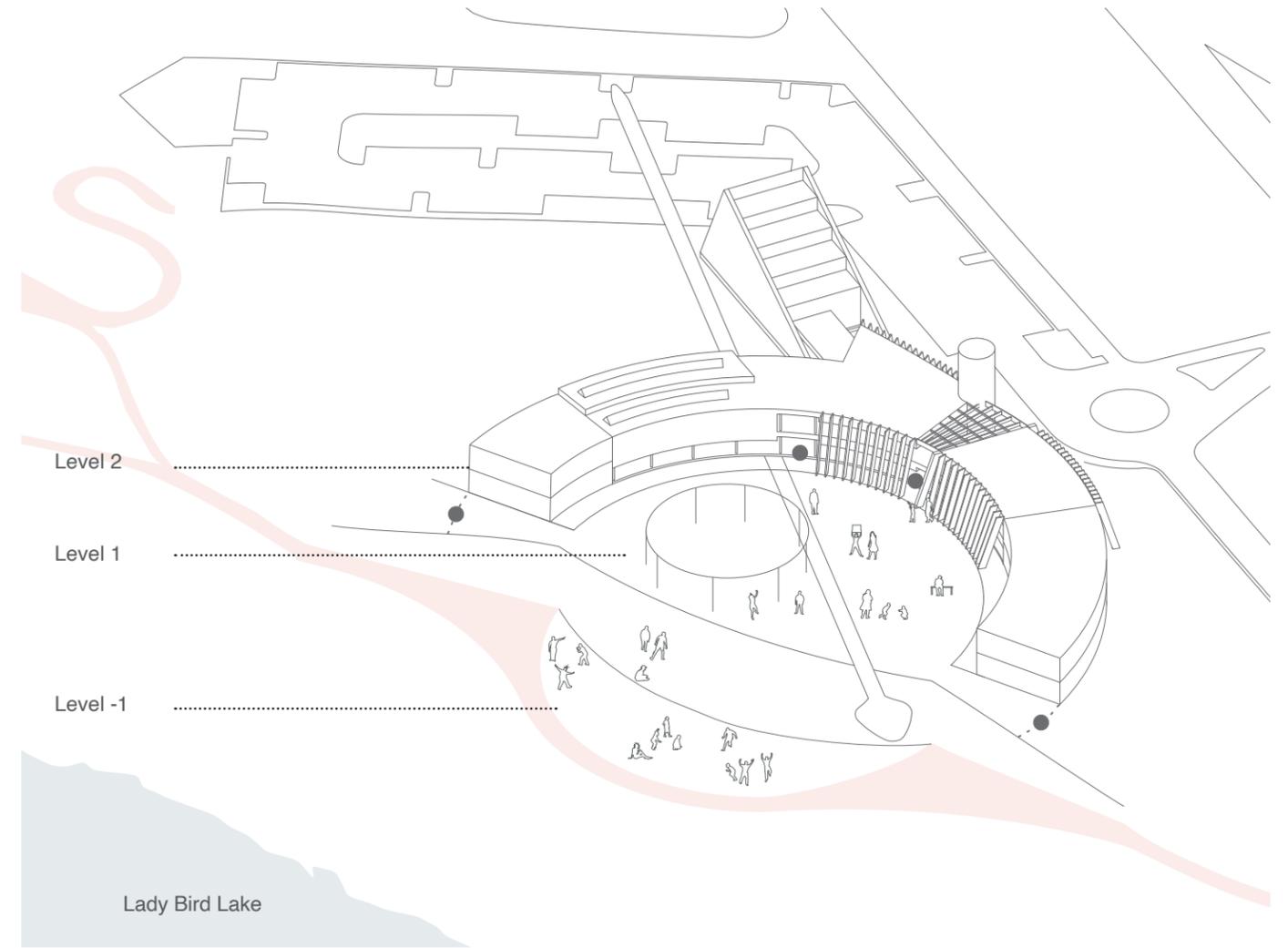




Existing condition of the ESB-MACC Plaza

There are some problems with the exterior space of the ESB-MACC in its current condition:

- The outdoor space is used frequently by dog-walkers
- Limited control of who enters the site
- Not very secure at night
- Bikes and scooters pass through the Zócalo, causing danger to pedestrians and children
- Problems of misuse of the campus, including under sheltered areas and public bathrooms



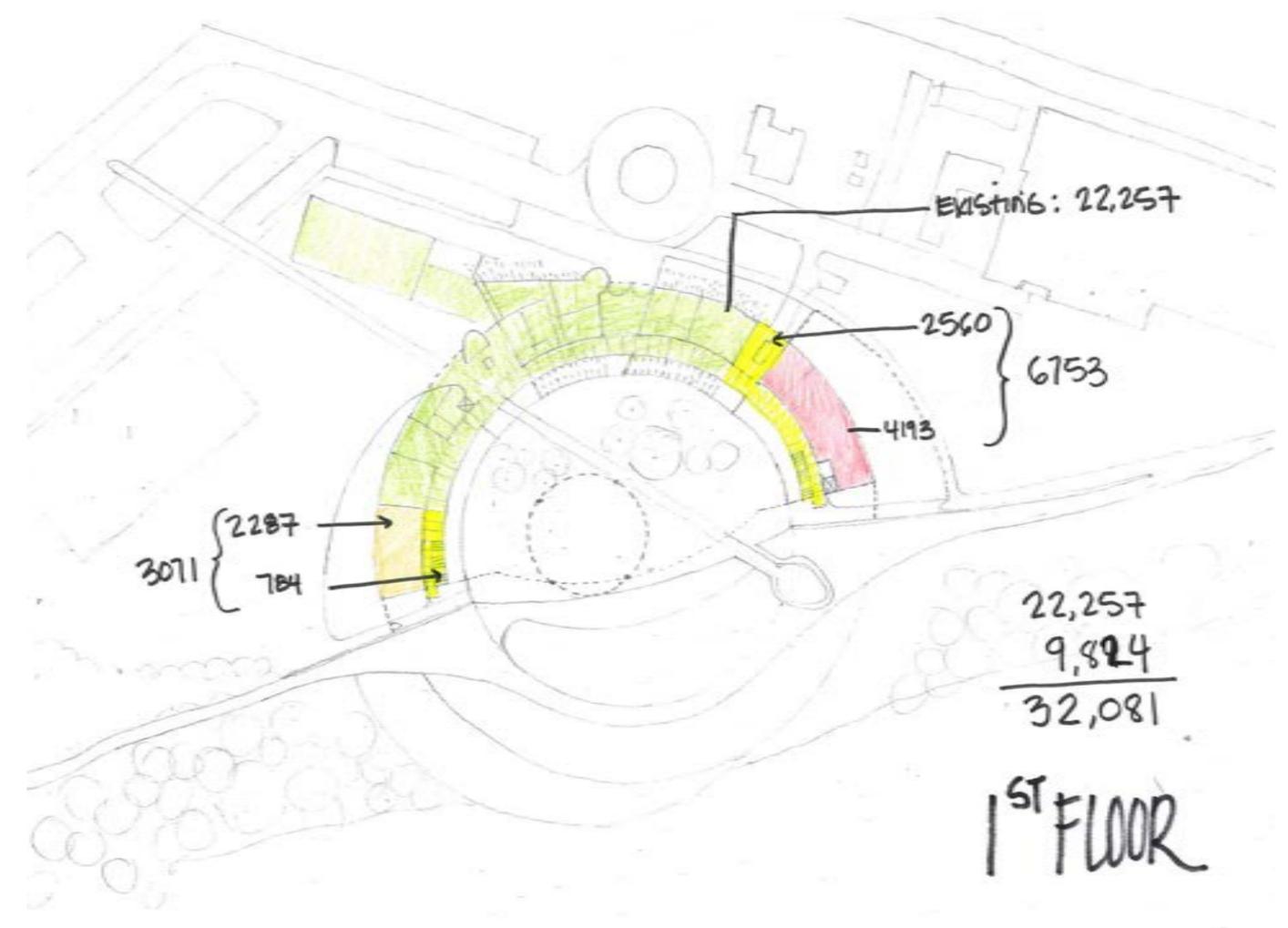
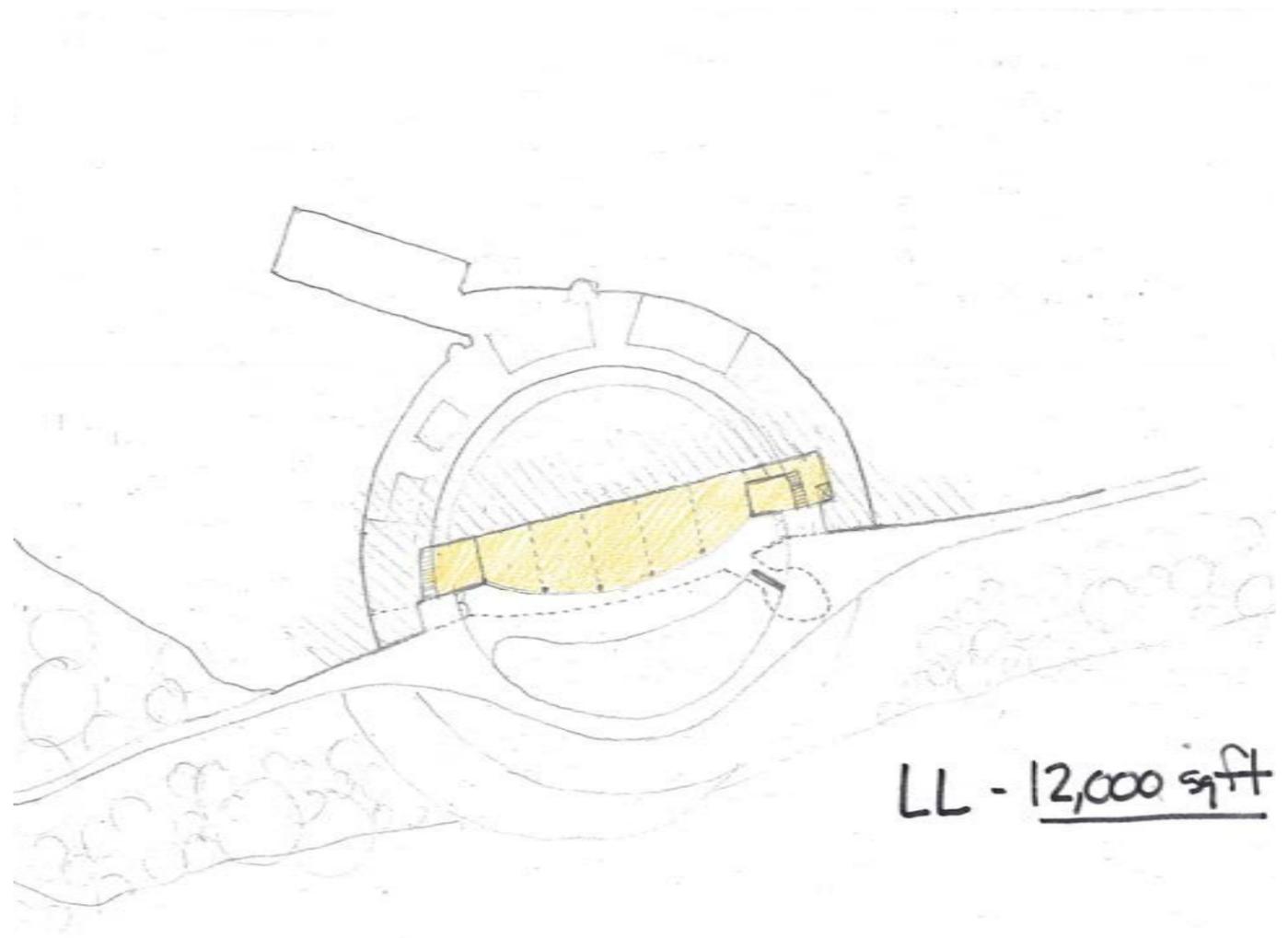
Proposal for the ESB-MACC building volume and Plaza

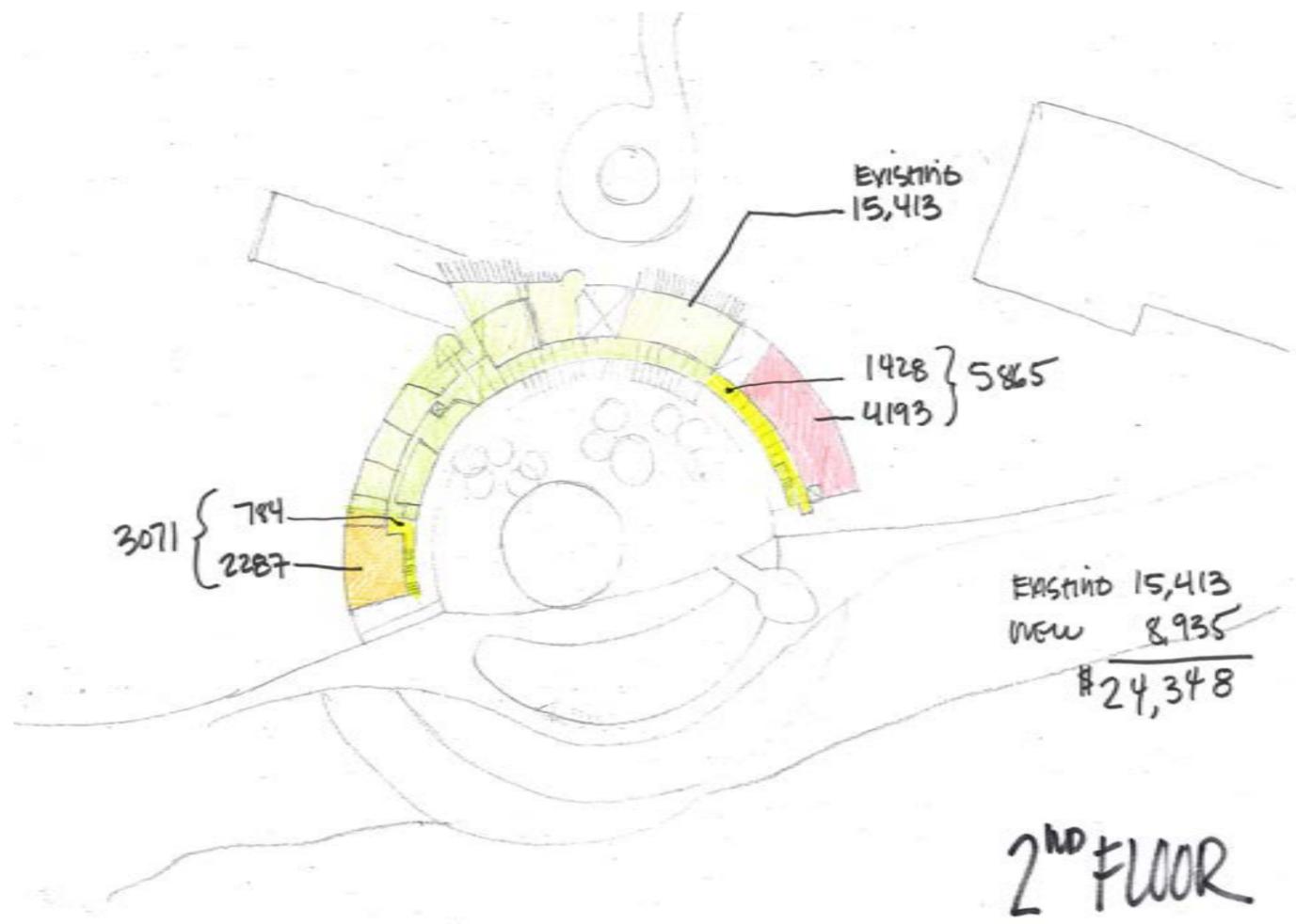
A sub-ground level creates a natural boundary for the plaza without requiring something as divisive as a fence. Then with just 4 key control points, the ESB-MACC would be able to close the exterior space of 30,000 sq.ft. in order to host outdoor events/classes/festivals.

Key:

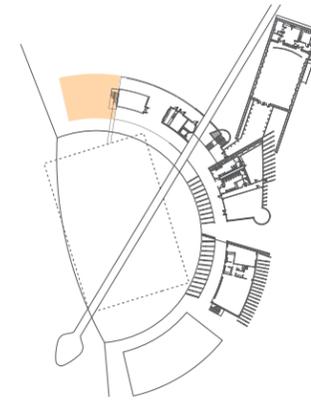
- Strategic control points. Carefully designed permanent gateways for easy closure at night or for ticketed events.







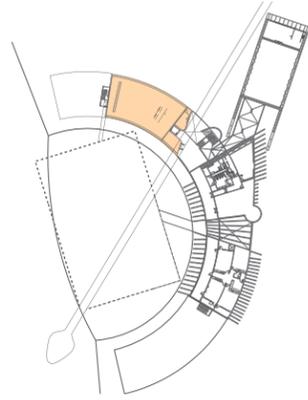
Area summary
Level -01 Plan



Current Space Use: -
Type of intervention: **Addition**
Location: **Level 1**
Area: **2,287 sqft**

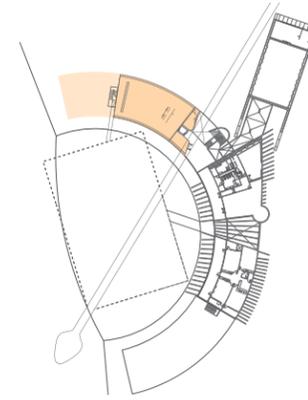


5. Summary
Budget and Layout Options

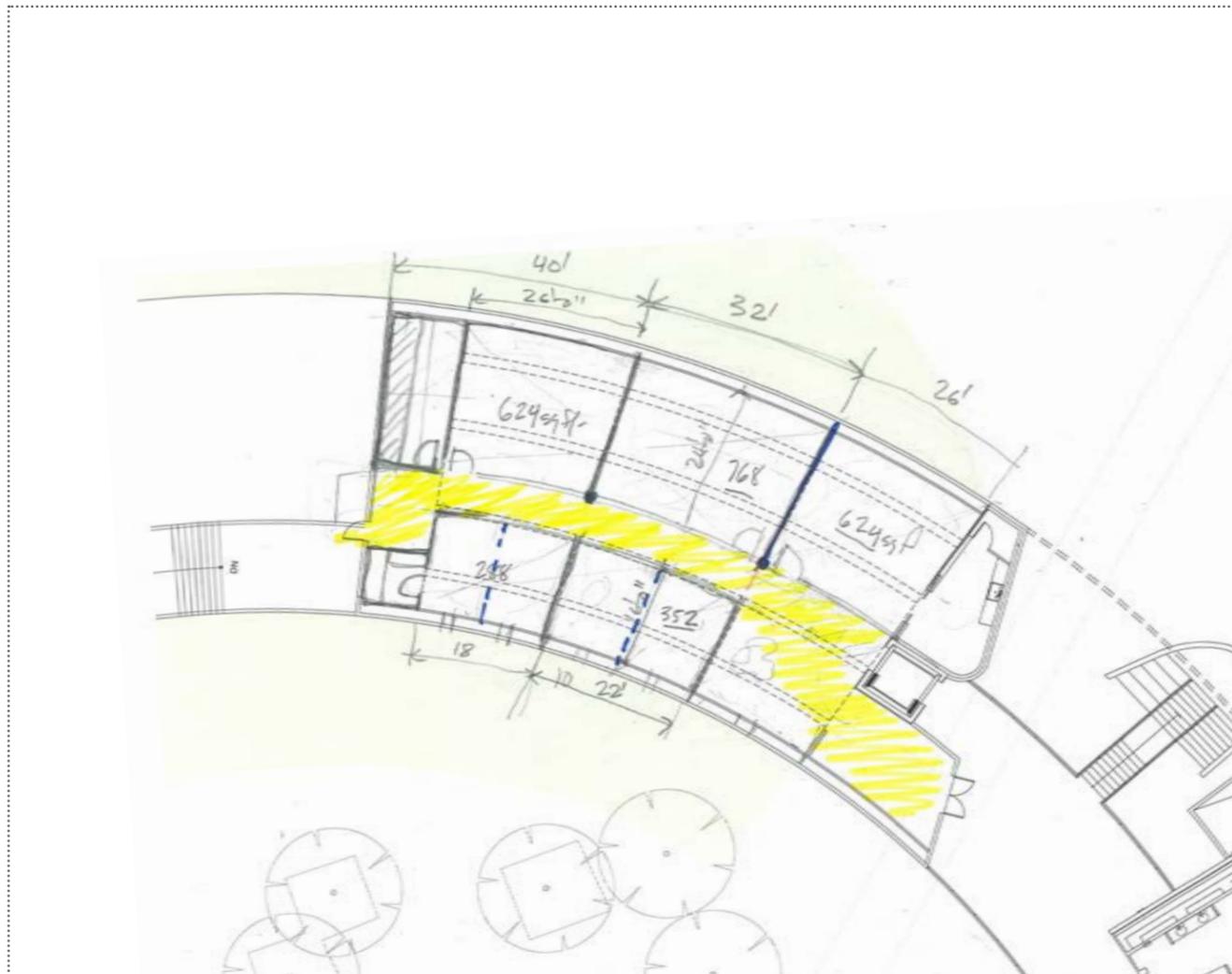


Current Space Use: **Gallery**
 Type of intervention: **Renovation**
 Location: **Level 2**
 Area: **4,150 sqft**

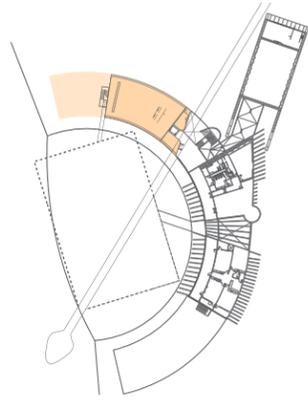
5. Summary
Budget and Layout Options



Current Space Use: **Gallery**
 Type of intervention: **Renovation + Addition**
 Location: **Level 2**
 Area: **4,150 + 2,287 sqft**

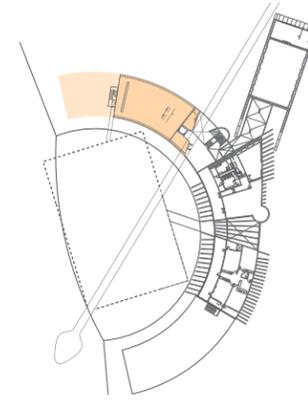


5. Summary
Budget and Layout Options

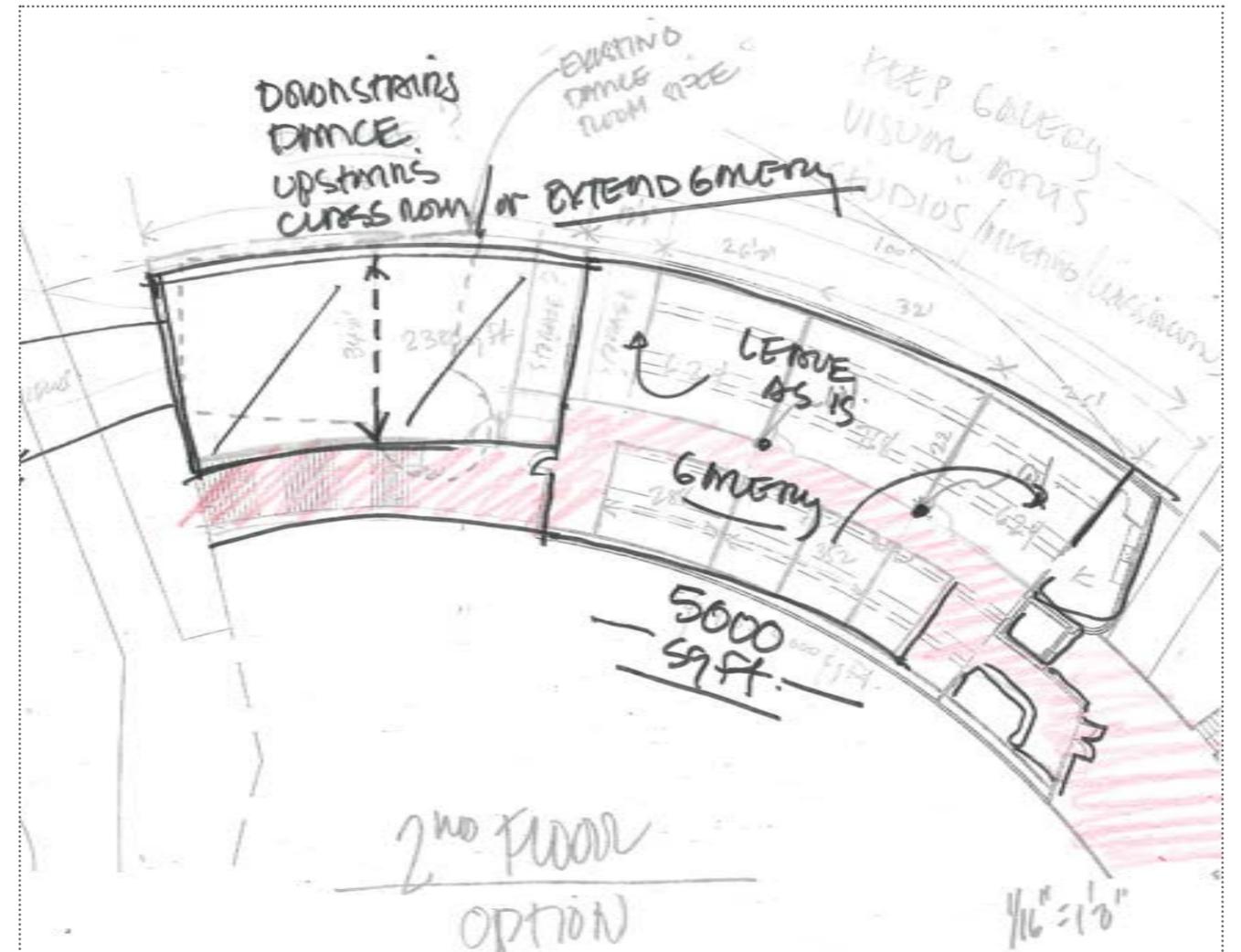
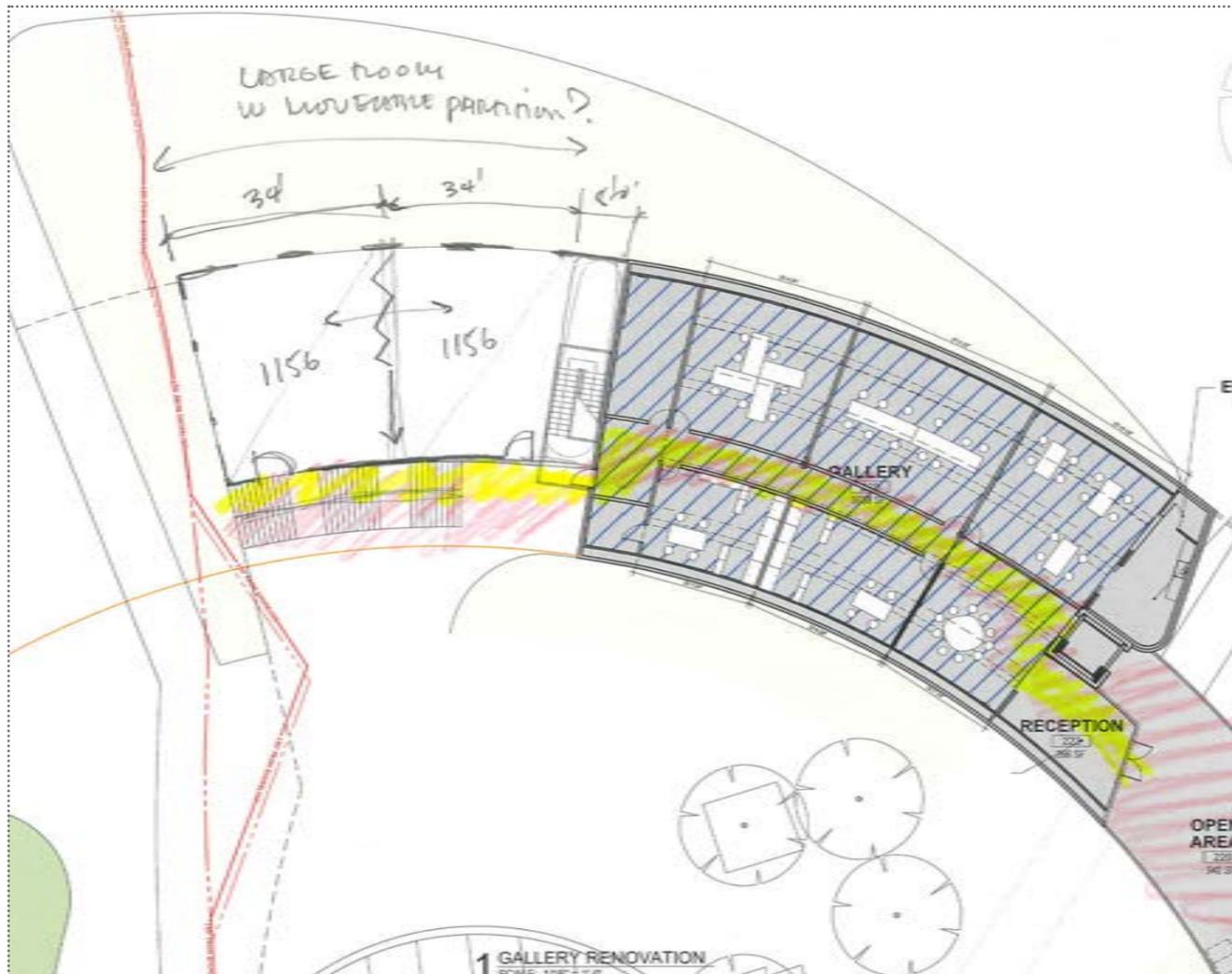


Current Space Use: **Gallery**
 Type of intervention: **Renovation + Addition**
 Location: **Level 2**
 Area: **4,150 + 2,287 sqft**

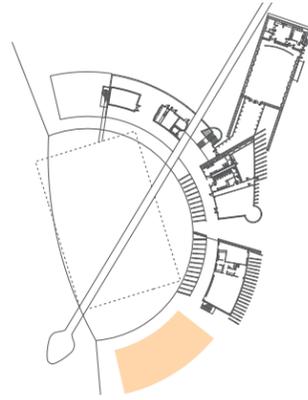
5. Summary
Budget and Layout Options



Current Space Use: **Gallery**
 Type of intervention: **Renovation + Addition**
 Location: **Level 2**
 Area: **4,150 + 2,287 sqft**

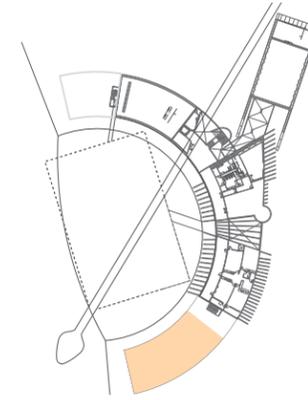


5. Summary
Budget and Layout Options

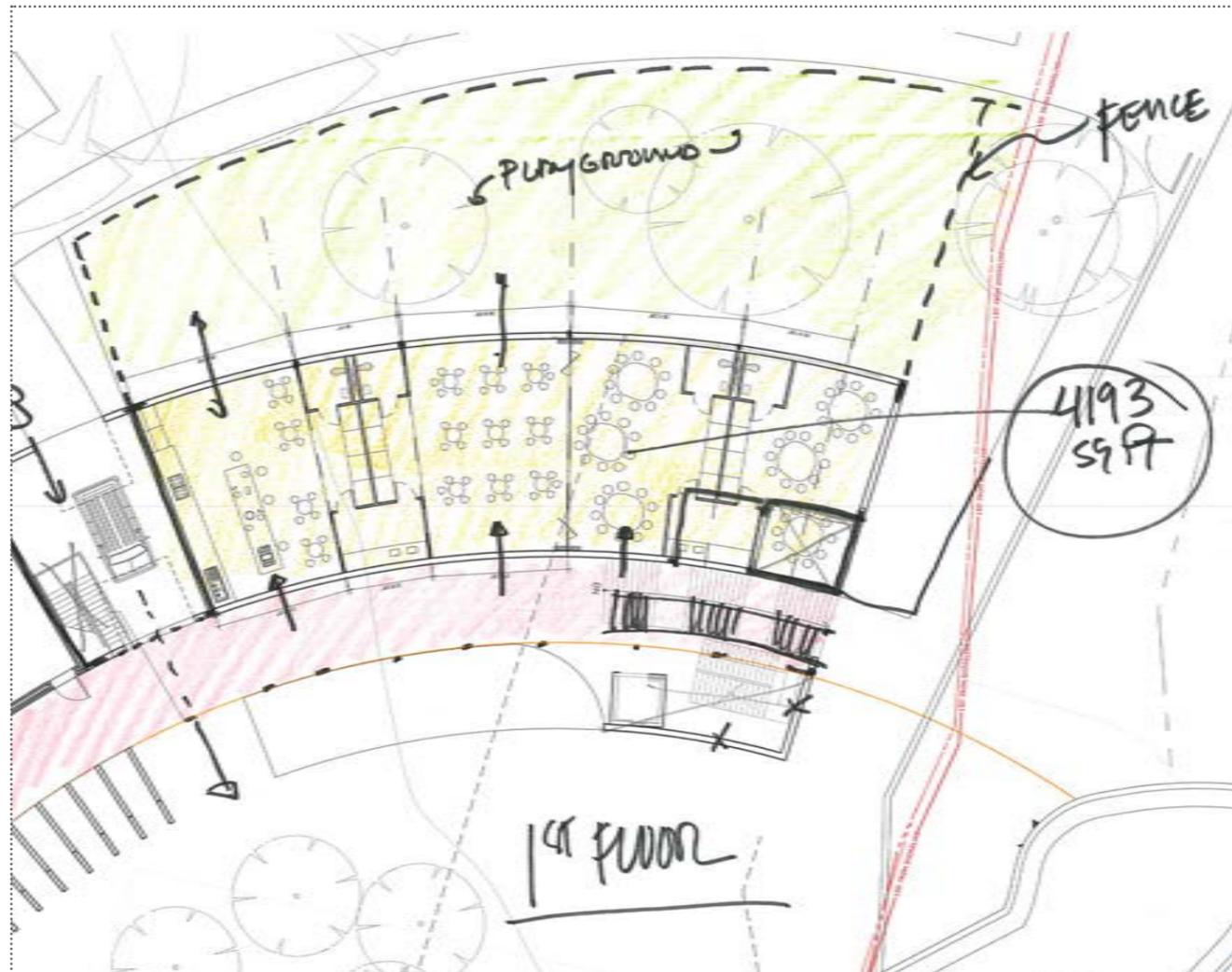


Current Space Use: -
 Type of intervention: **Expansion**
 Location: **Level 1**
 Area: **4,193 sqft**

5. Summary
Budget and Layout Options



Current Space Use: -
 Type of intervention: **Expansion**
 Location: **Level 2**
 Area: **4,193 sqft**



5. Summary
Budget and Layout Options

Table of areas (1)
Breakdown by element, level, and construction type

LEVEL 0									
Building	Program	Existing	Renovation	New Construction			Sub-total		
		Existing Area (sqft)	Renovation Area (sqft)	New Conditioned (sqft)	New Non-Conditioned (sqft)	Shell (sqft)	Total New Construction (sqft)	Total New Gross (sqft)	% of Total Phase 2 Building Area
Basement	Gallery	0	0	0	0%	12,053	12,053	12,053	18%
	Total	0	0	0	0%	12,053	12,053	12,053	18%
Level 0		0	0	0	0%	12,053	12,053	12,053	18%

LEVEL 1									
Building	Program	Existing	Renovation	New Construction			Sub-total		
		Existing Area (sqft)	Renovation Area (sqft)	New Conditioned (sqft)	New Non-Conditioned (sqft)	Shell (sqft)	Total New Construction (sqft)	Total New Gross (sqft)	% of Total Phase 2 Building Area
Existing	Existing	22,257	2,491	0	0	0	0	22,257	33%
	Total	22,257	2,491	0	0	0	0	22,257	33%
New Construction (North)	Classroom	0	0	0	0	2,287	2,287	2,287	3%
	Circulation (Non-conditioned)	0	0	0	784	0	784	784	1%
	Total	0	0	0	784	2,287	3,071	3,071	4%
New Construction (South)	Classroom	0	0	4,193	0	0	4,193	4,193	6%
	Circulation (Non-conditioned)	0	0	0	2,560	0	2,560	2,560	4%
	Total	0	0	4,193	2,560	0	6,753	6,753	10%
Level 1		22,257	2,491	4,193	3,344	2,287	9,824	32,081	47%

LEVEL 2									
Building	Program	Existing	Renovation	New Construction			Sub-total		
		Existing Area (sqft)	Renovation Area (sqft)	New Conditioned (sqft)	New Non-Conditioned (sqft)	Shell (sqft)	Total New Construction (sqft)	Total New Gross (sqft)	% of Total Phase 2 Building Area
Existing	Existing	15,413	5,872	0	0	0	0	15,413	23%
	Total	15,413	5,872	0	0	0	0	15,413	23%
New Construction (North)	Classroom	0	0	0	0	2,287	2,287	2,287	3%
	Circulation (Non-conditioned)	0	0	0	784	0	784	784	1%
	Total	0	0	0	784	2,287	3,071	3,071	4%
New Construction (South)	Classroom	0	0	4,193	0	0	4,193	4,193	6%
	Circulation (Non-conditioned)	0	0	0	1,672	0	1,672	1,672	2%
	Total	0	0	4,193	1,672	0	5,865	5,865	9%
Level 1		15,413	5,872	4,193	2,456	2,287	8,936	24,349	36%

TOTAL									
Building	Program	Existing	Renovation	New Construction			Total		
		Existing Area (sqft)	Renovation Area (sqft)	New Conditioned (sqft)	New Non-Conditioned (sqft)	Shell (sqft)	Total New Construction (sqft)	Total New Gross (sqft)	% of Total Phase 2 Building Area
JV Building Total		37,670	8,363	8,386	5,800	16,627	30,813	68,483	100%

5. Summary
Budget and Layout Options

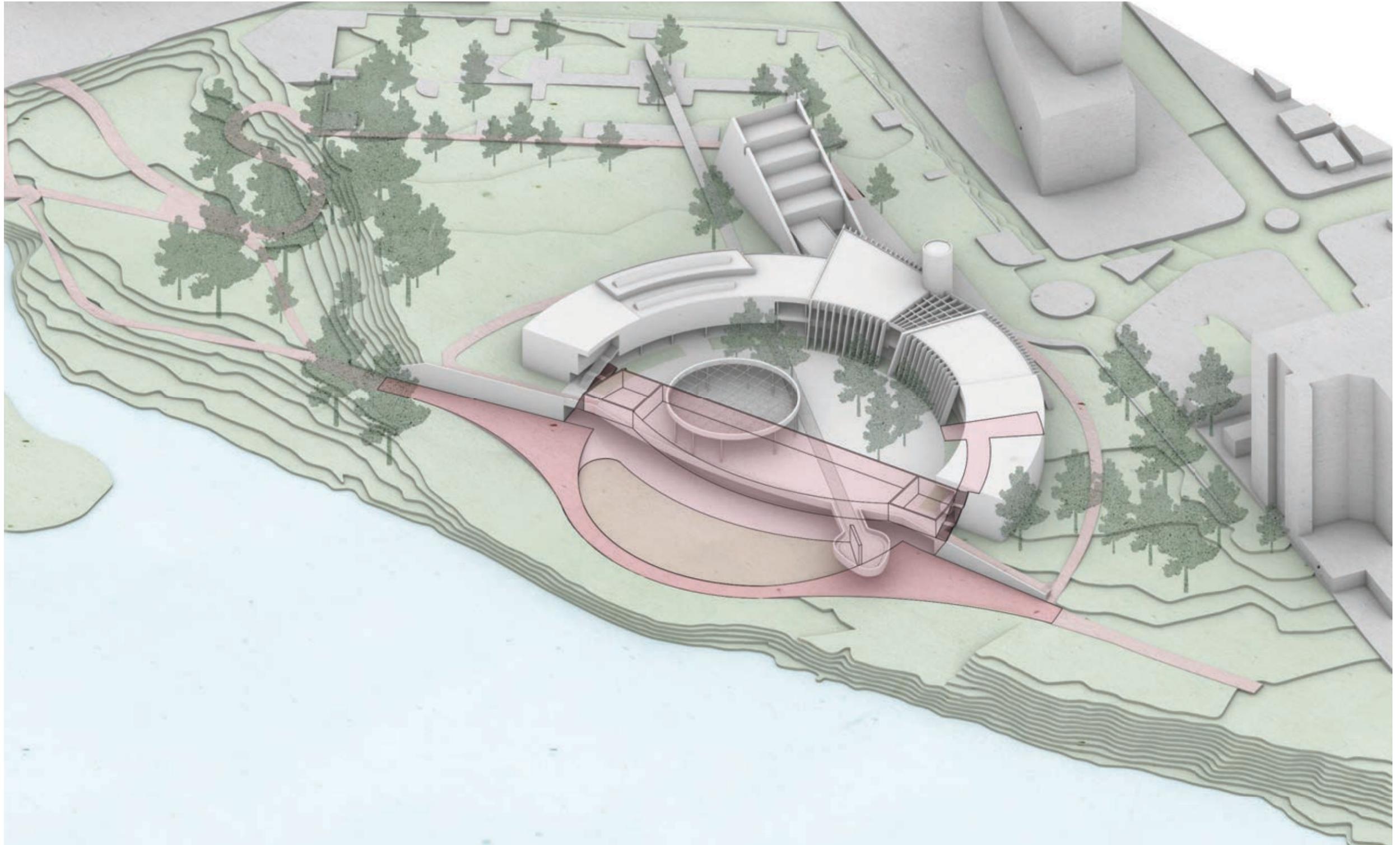
Table of areas (2)
Summary of areas by construction phase

4/8/2021	EXISTING (PHASE 1 AND 1A)			OPTION C - PHASE 2 (2021-2024) JV Proposed Revisions after Estimate										PHASE 2B	PHASE 3	TOTAL BUILD-OUT		
	GROSS SF	CONDITIONED	NEW CONDITIONED	NEW CONSTRUCTION					ADD ALTERNATE			FINISH OUT	NEW CONDITIONED			GROSS SF	CONDITIONED	
				TOTAL NEW GROSS SF	NOTE	NEW CONDITIONED	NOTE	NEW NON-CONDITIONED	NOTE	SHELL	NOTE							RENOVATION
LEVEL 0	-	-	-	12,053.00		-		-		-		-		-	-	-	-	-
LEVEL 1	22,257.00	-	-	9,824.00		4,193.00		3,344.00		2,287.00		2,491.00		-	-	-	-	-
LEVEL 2	15,413.00	-	-	8,936.00		4,193.00		2,456.00		2,287.00		5,872.00		-	-	-	-	-
JV SUB-TOTAL	37,670.00	23,098.00	-	30,813.00		8,386.00		5,800.00		16,627.00		8,363.00		26,952.00	14,200.00	82,983.00	72,637.00	
TARGET	36,336.00	23,098.00	10,238.00			21,806.00						7,308.00		14,328.00	14,330.00	82,583.00	72,637.00	
Delta	1,334.00					(12,814.00)						1,063.00						
Running Total	36,336.00	23,098.00		68,483.00		31,494.00								58,437.00	72,637.00			

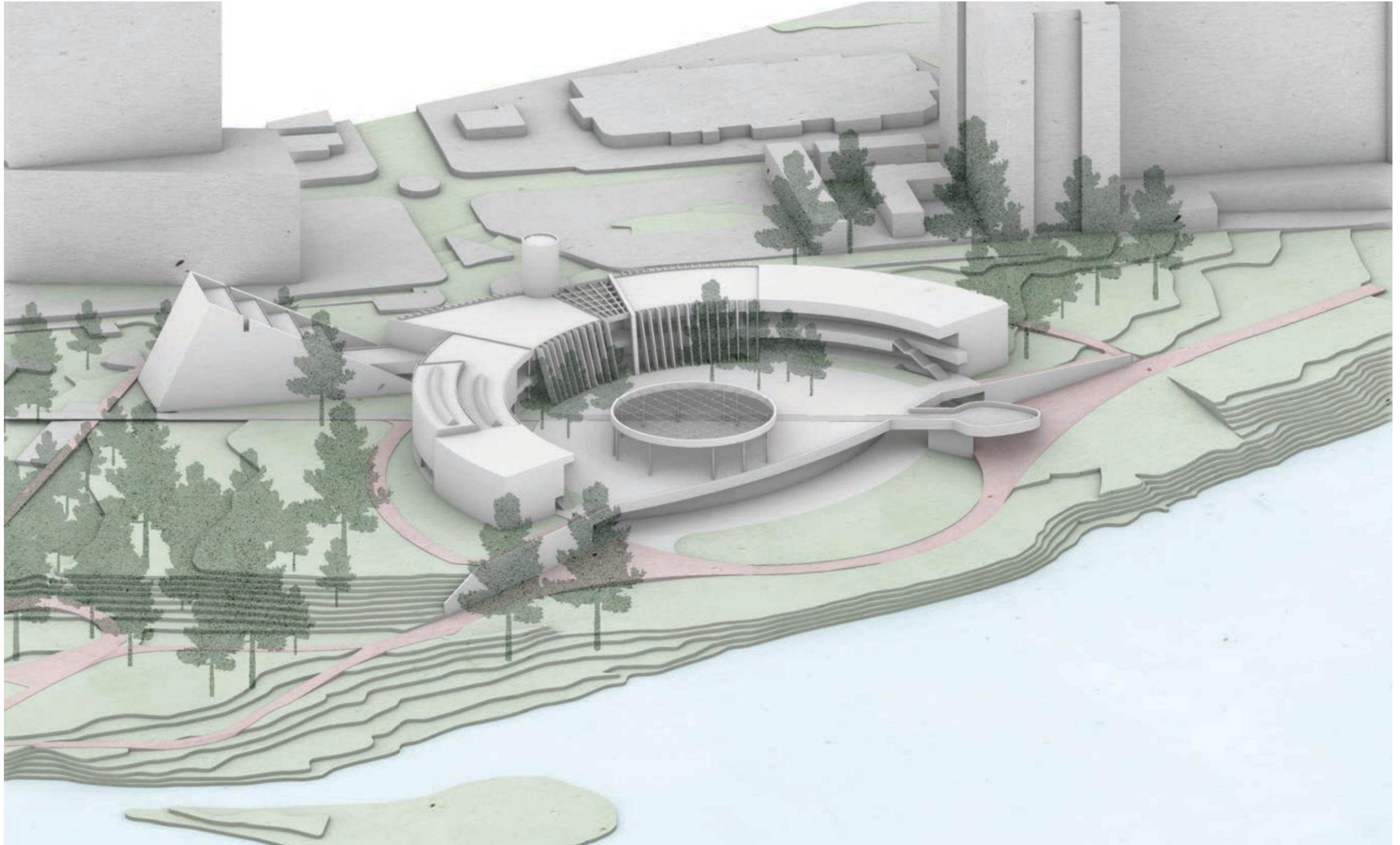
NOTE: MP. PHASE 1 & 2 TOTAL = 68,483.00
PHASE 3 = 14,200.00

Table of areas (3)
Overview of new and existing areas by level

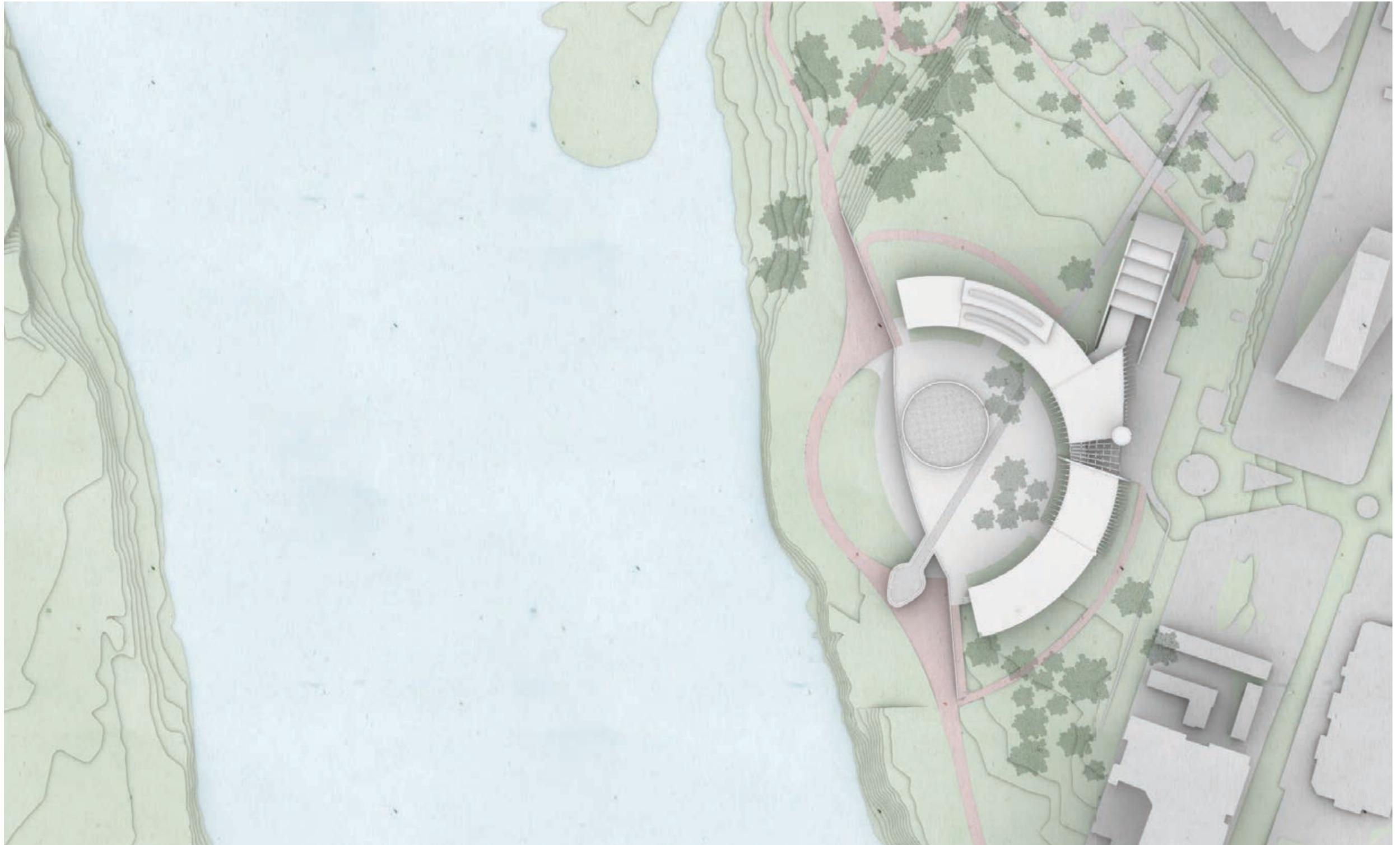
LOWER LEVEL	
EXISTING	- SF
NEW	12,053 SF
SUBTOTAL	12,053 SF
MAIN LEVEL	
EXISTING	22,257 SF
NEW	9,824 SF
SUBTOTAL	32,081 SF
UPPER LEVEL	
EXISTING	15,413 SF
NEW	8,936 SF
SUBTOTAL	24,349 SF
TOTAL	
EXISTING	37,670 SF
NEW	30,813 SF
TOTAL	68,483 SF
MASTER PLAN (PHASE 1 & 2)	68,483 SF
RENOVATION	8,000 - 10,000 SF



Proposal - aerial view 1
Initial building volume studies

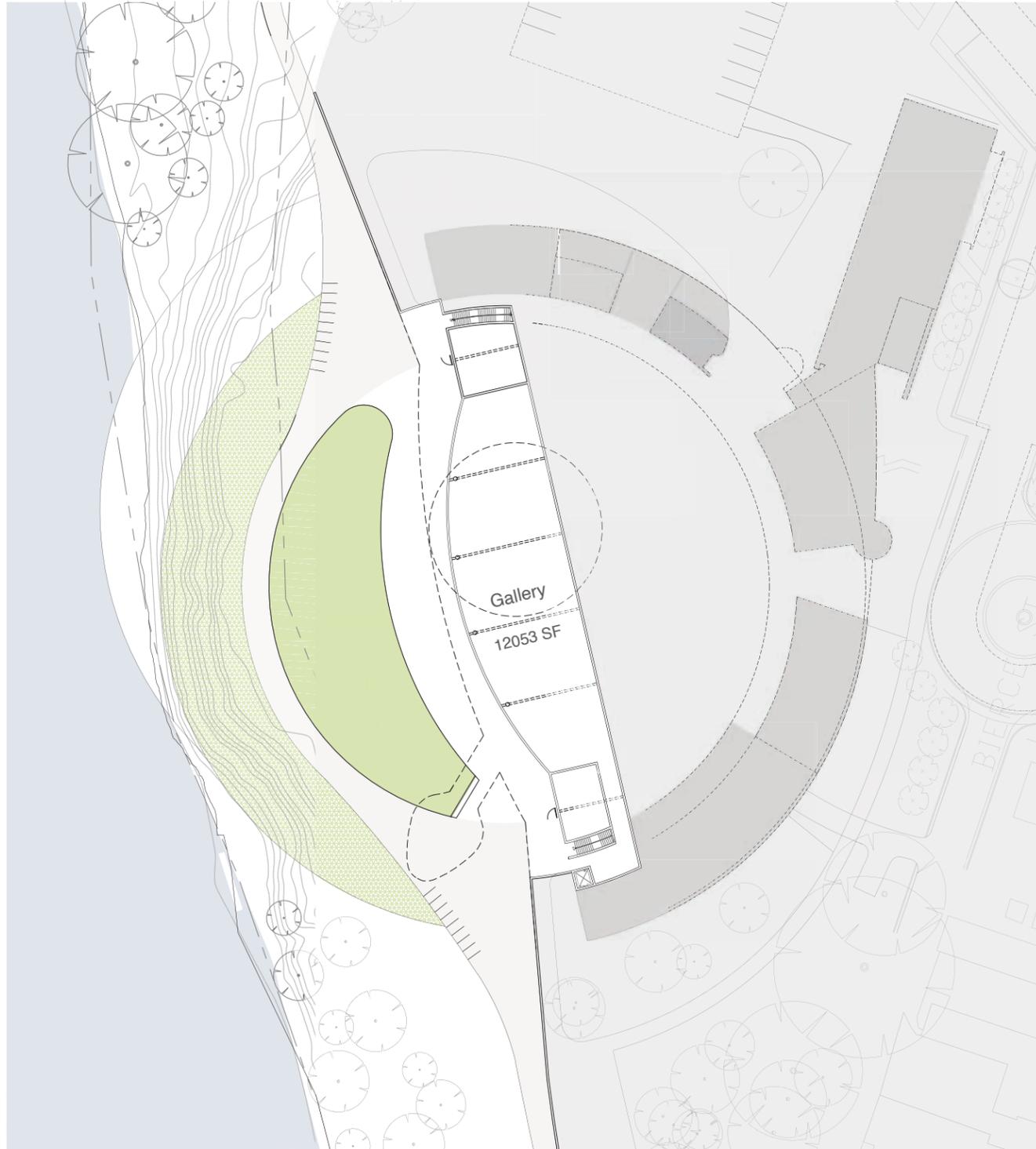


Proposal - aerial view 2
Initial building volume studies



Proposal - plan view
Initial building volume studies

5. Summary
Budget and Layout Options



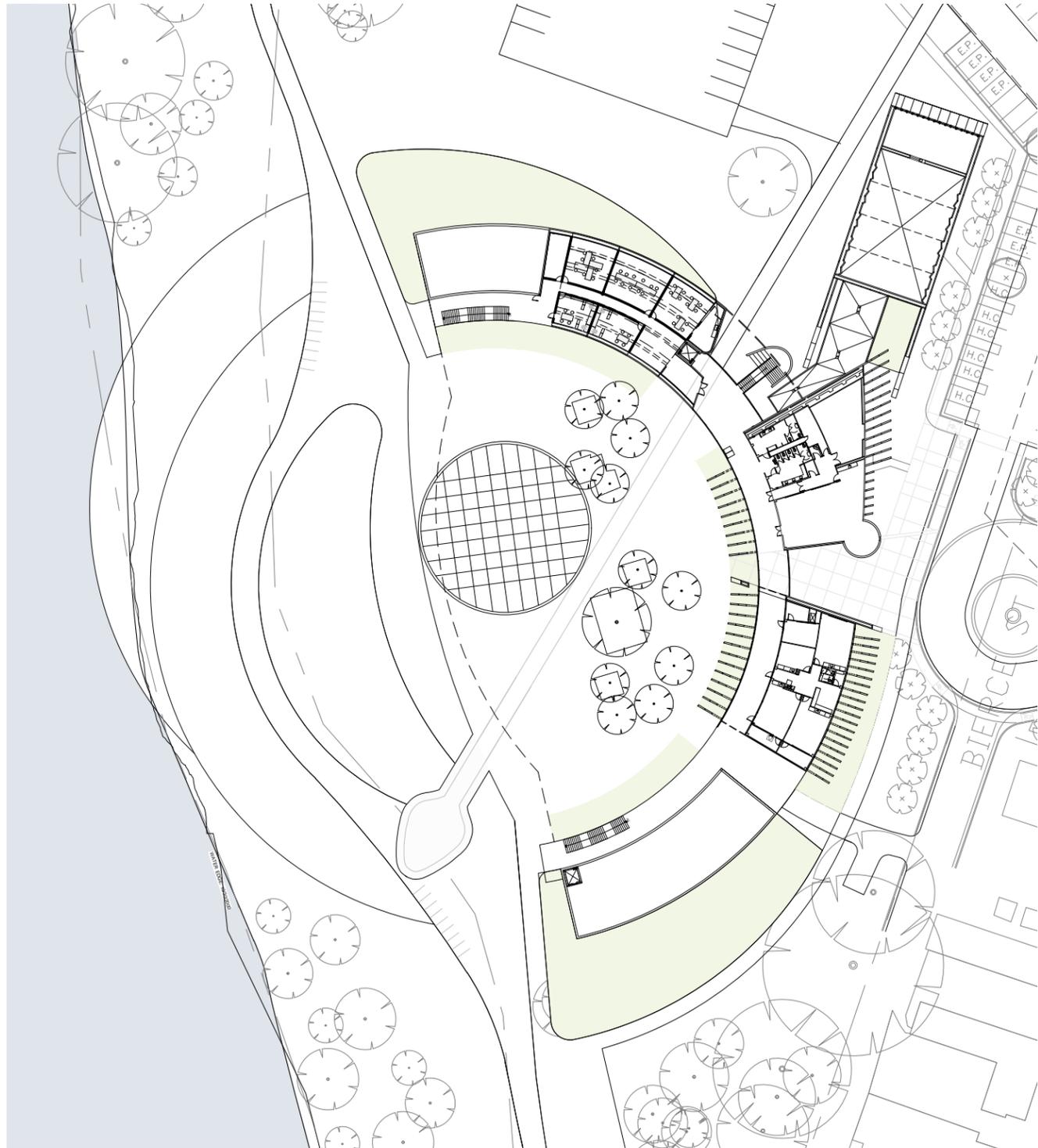
Proposal
Level -01 Plan

5. Summary
Budget and Layout Options



Proposal
Level 01 Plan

5. Summary
Budget and Layout Options





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