

#CarverMuseumATX

PLANNING UPDATE

THE GEORGE WASHINGTON CARVER MUSEUM, CULTURAL & GENEALOGY CENTER

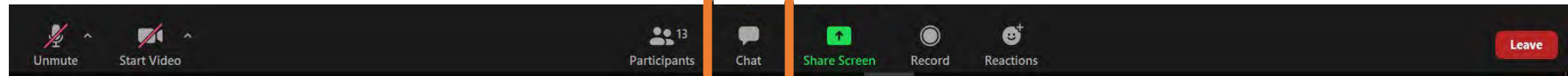
10.03.20 | 1.00 - 3.00pm

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



HOUSEKEEPING - ZOOM

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



CONTENTS

1. Welcome and Introduction

2. Process and Engagement Input

3. Preliminary Concepts

a. Key Themes

b. Opportunity and Challenges

c. Concept Options

4. Discussion and Feedback

5. Closing and Next Steps



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



CARRE ADAMS
Carver Team Lead



LAURA ESPARZA
Project Lead



GREGORY MONTES
Project Manager



JUSTIN SCHNEIDER
Public Engagement Lead



LARRY WILLIAMS
Public Engagement Coordinator



MEGAN ECKARD
Project Coordinator

SMITH&COMPANY
ARCHITECTS



TERRY D. SMITH
Project Principal



JUAREZ WHITE
Project Manager



IVONNE CANEZ
Project Administrator

Perkins&Will



STEPHEN COULSTON
Planning Principal



MALCOM DAVIS
Cultural Center Design



KENNETH LUKER
Cultural Center Design

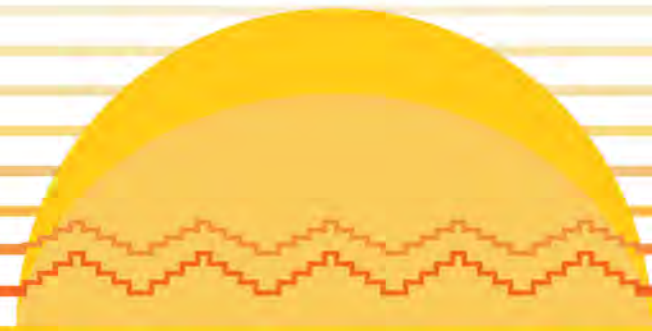


PAUL WARD
Project Manager



UTTARA RAMAKRISHNAN
Community Engagement

PROCESS AND ENGAGEMENT INPUT



PROCESS

We are here



PROCESS AND ENGAGEMENT INPUT

Small Group Discussions

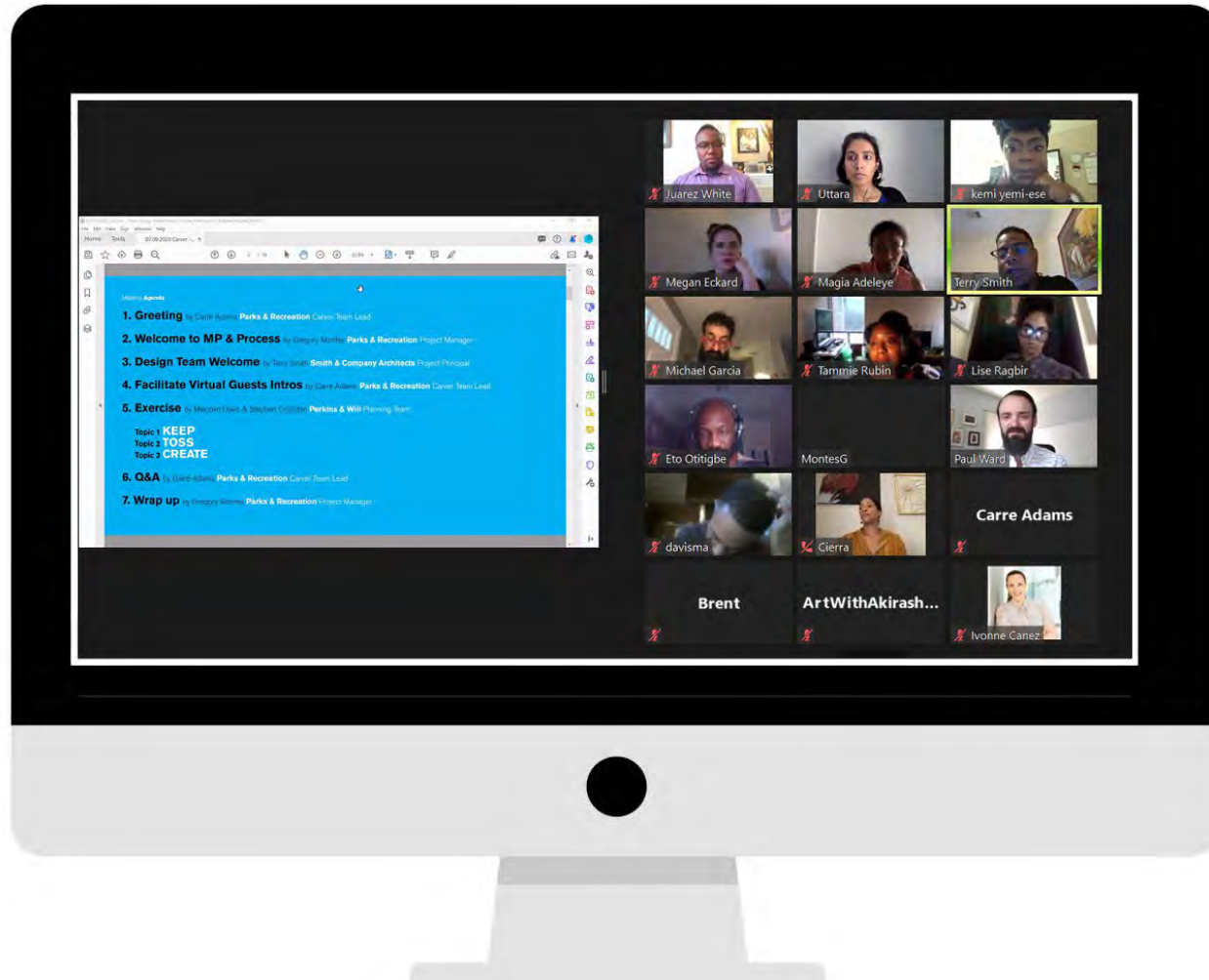
8 Groups
77 Participants



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

Community Meeting # 1

8th Aug, 2020
25 participants





Brings you to Carver

84% Connecting to Culture

71% Arts performances/shows
Museum/Gallery Exhibit



Areas for Improvement inside facility

Museum & Gallery Space **77%**

Performing Arts Space
Collection/Archival Storage



New Indoor Spaces to add

Artist Studio/
Maker Space

Visual Arts Space
Multipurpose Hall
Community Meeting Space



Outdoor Spaces to Improve

Temporary Performance Space

Juneteenth Monument
Shaded Areas
Outdoor Art



New Outdoor Spaces to Add

Pavilion/Gathering Space
Garden
Event Space



Most Voted Planning Priority

49%

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



Priority Improvements

History Exhibitions
Youth Programming
Theater
Art Exhibition



Program Prioritization

78% Equal amounts of cultural programming and museum programming



Frequency of Visit

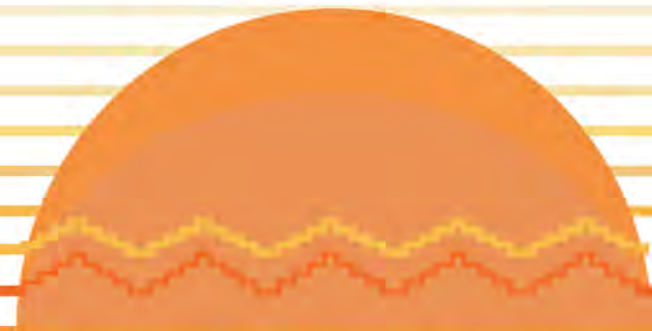
61% Fewer than 5 times a year



Common methods of transportation to the facility

91% Personal Vehicle

PRELIMINARY CONCEPTS

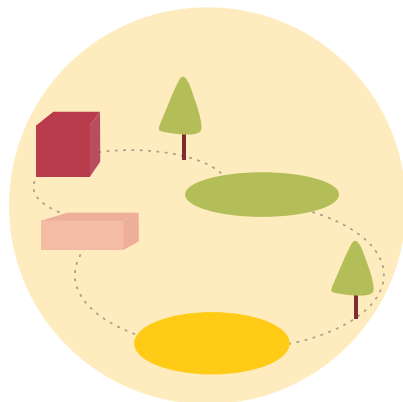


KEY THEMES



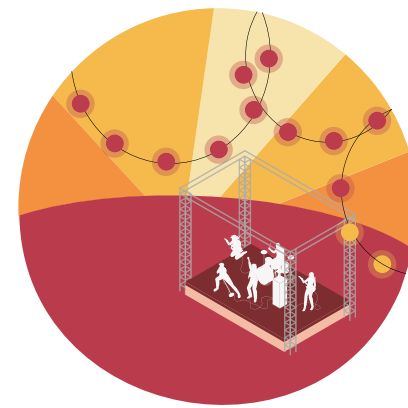
Idea of the Carver

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



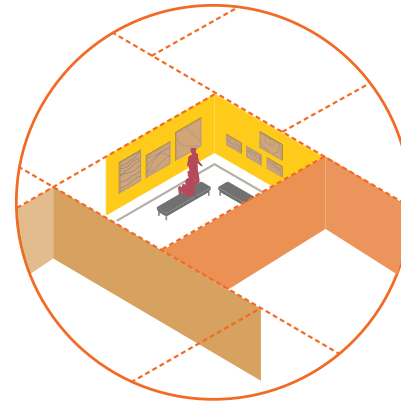
Experience

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



Program

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



Indoor Spaces

Understanding the design and utilization of existing indoor spaces



Outdoor Spaces

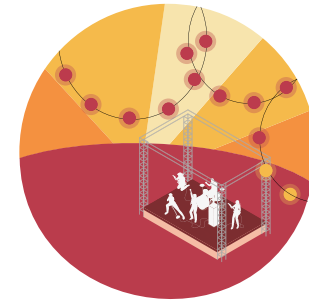
Understanding the relationship and utilization of existing outdoor spaces to the buildings

What would you like to see?



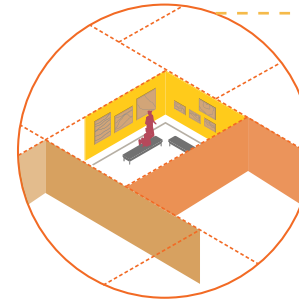
Idea of the Carver

- History of Community
- Cultural Anchor
- Arts Connector
- Space for budding BIPOC artists
- Ethos of G.W. Carver



Program

- Activities for kids
- More events and festivals
- Increased hours of operation
- Rotating sculptures in the green area at the back



Indoor Spaces

- Additional Spaces for varied uses
- Improvements to existing spaces
- Child-care facility to be introduced
- Artist residency/studio to be introduced
- Spaces for staff
- Add Museum shop
- Add Cafe



- Light improvements
- Ventilation in the basement
- Sound quality improvements
- Supporting Technology to be introduced

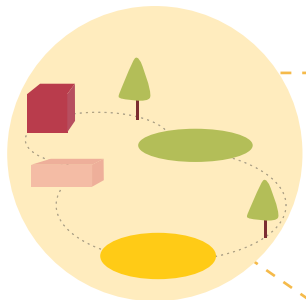


Outdoor Spaces

- Amphitheater
- Rotating exhibits of sculptures in the green area at the back
- Redevelopment of decommissioned pool
- Well maintained landscape
- Community garden to be introduced



- Wheelchair access
- Proximity to building
- Lighting on the grounds



Experience



- Choreographed experience
- Improvements to the way one moves around
- Enable large-scale events
- Moving art-work around the complex to be made easier



- Signage needs clarity
- Safety to be improved
- Improve accessibility to spaces



- Connect to other important organizations
- Heart of Black Cultural District

GOALS & PRINCIPLES

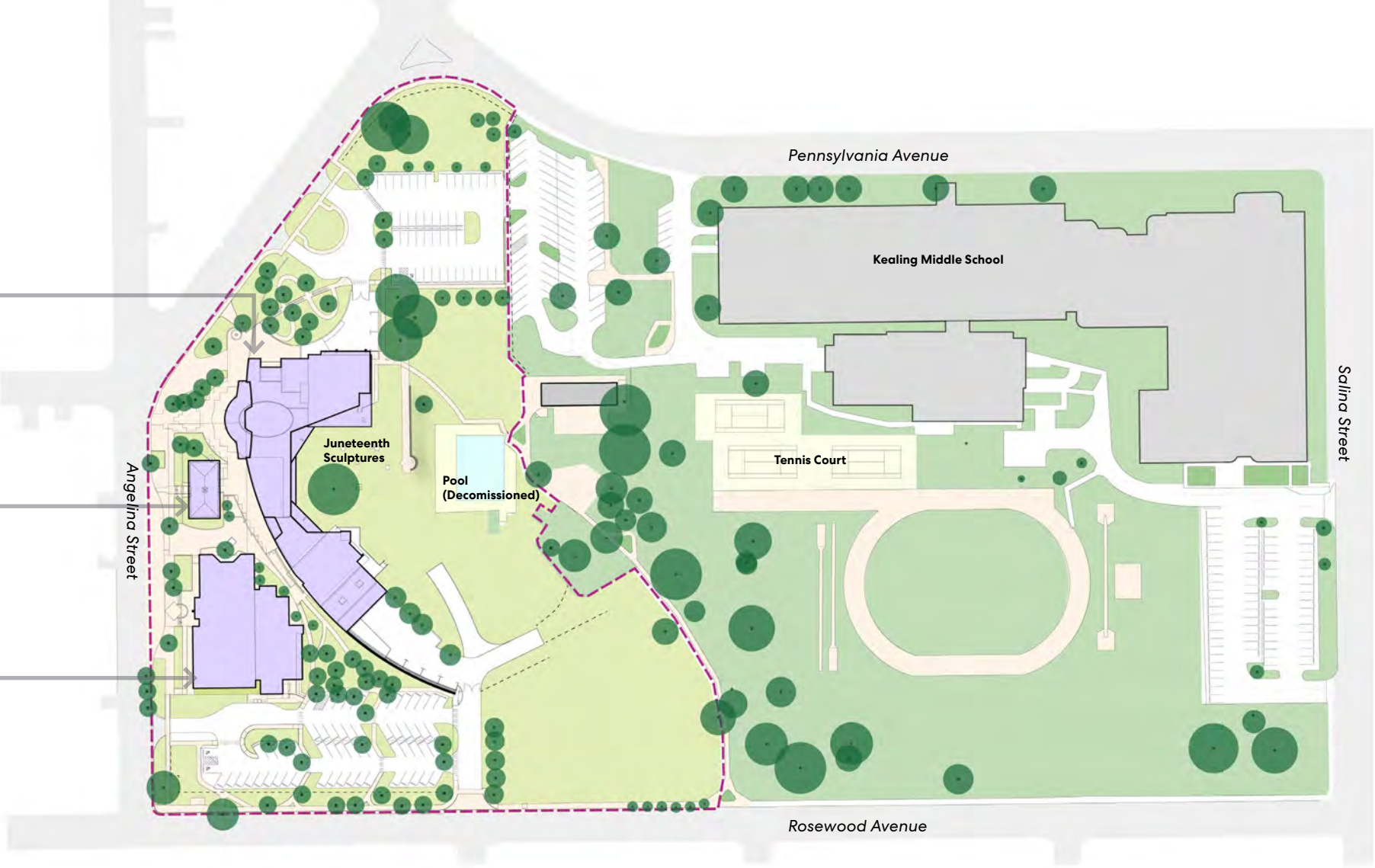
1. Recognize, respect and reflect the community's **history, culture and heritage.**
2. As the heart of Black art and culture in Austin, the plan should **advance the vision and mission** of the Carver Museum.
3. Establish stronger **outdoor amenities that connect with nature.**
4. Strengthen the **diverse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

EXISTING CONDITIONS

George Washington Carver Museum

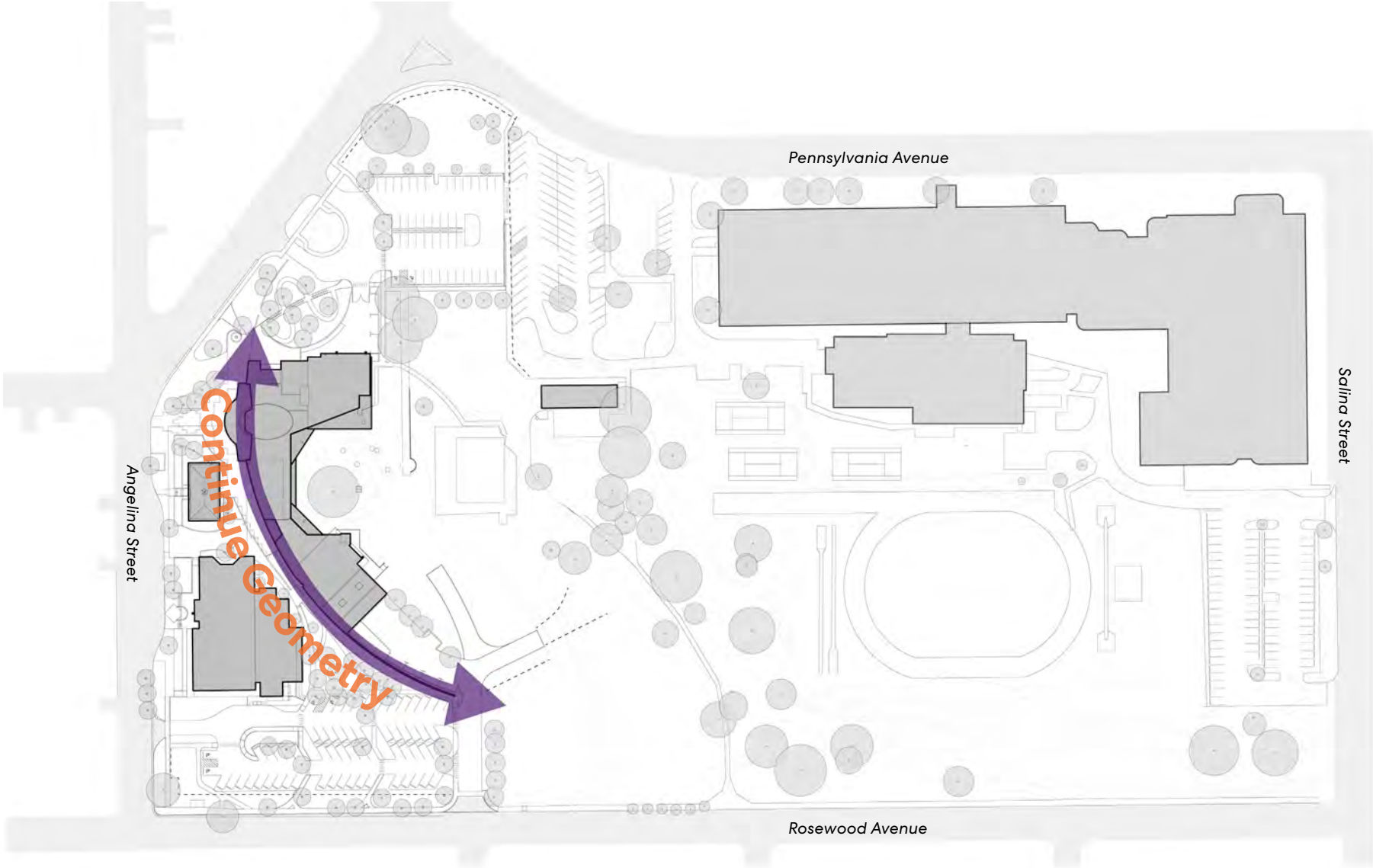
George Washington Carver Genealogy Center

Carver Branch, Austin Public Library



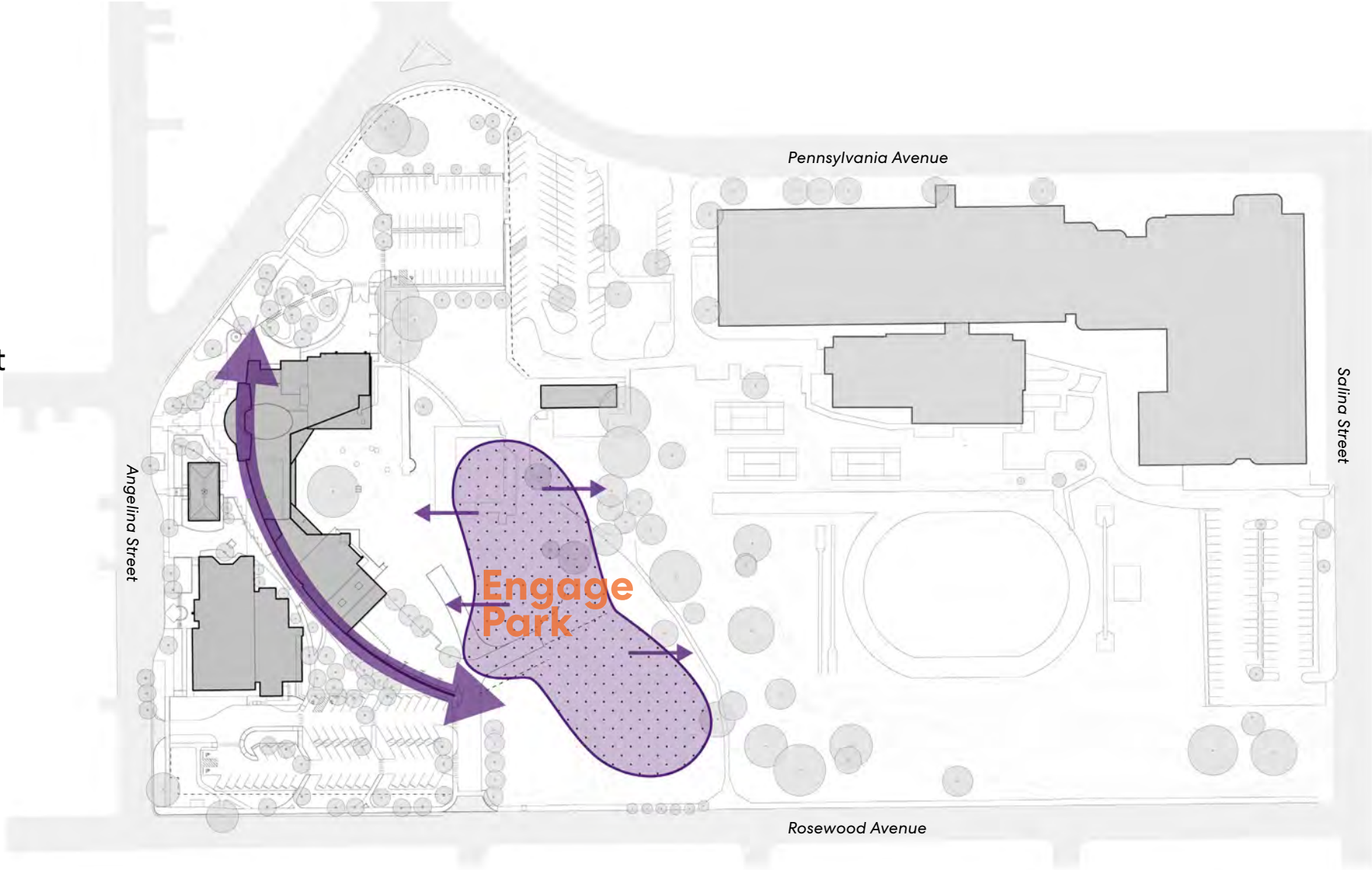
OPPORTUNITIES

1. Continue campus geometry



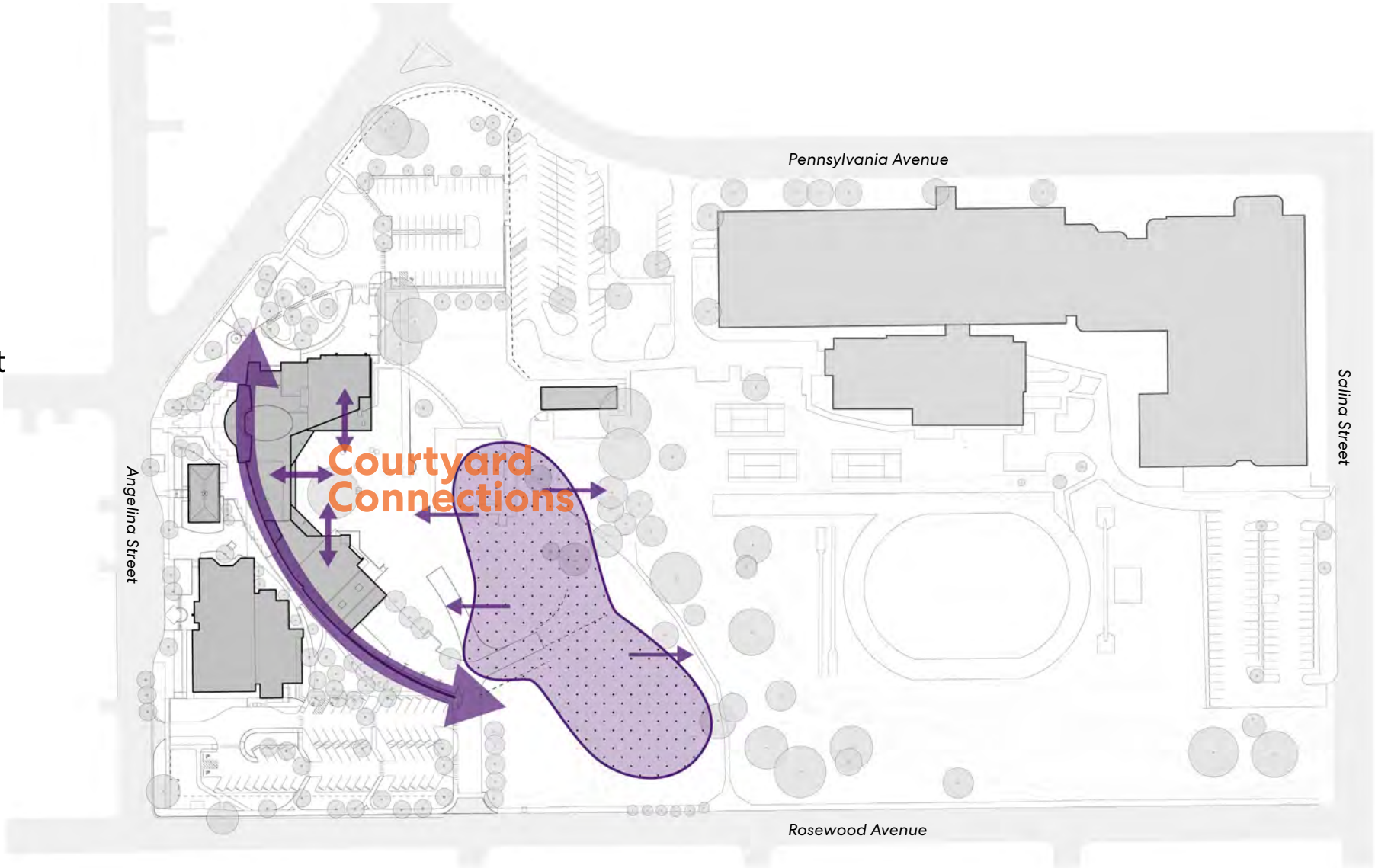
OPPORTUNITIES

- 1. Continue campus geometry
- 2. Park as campus asset



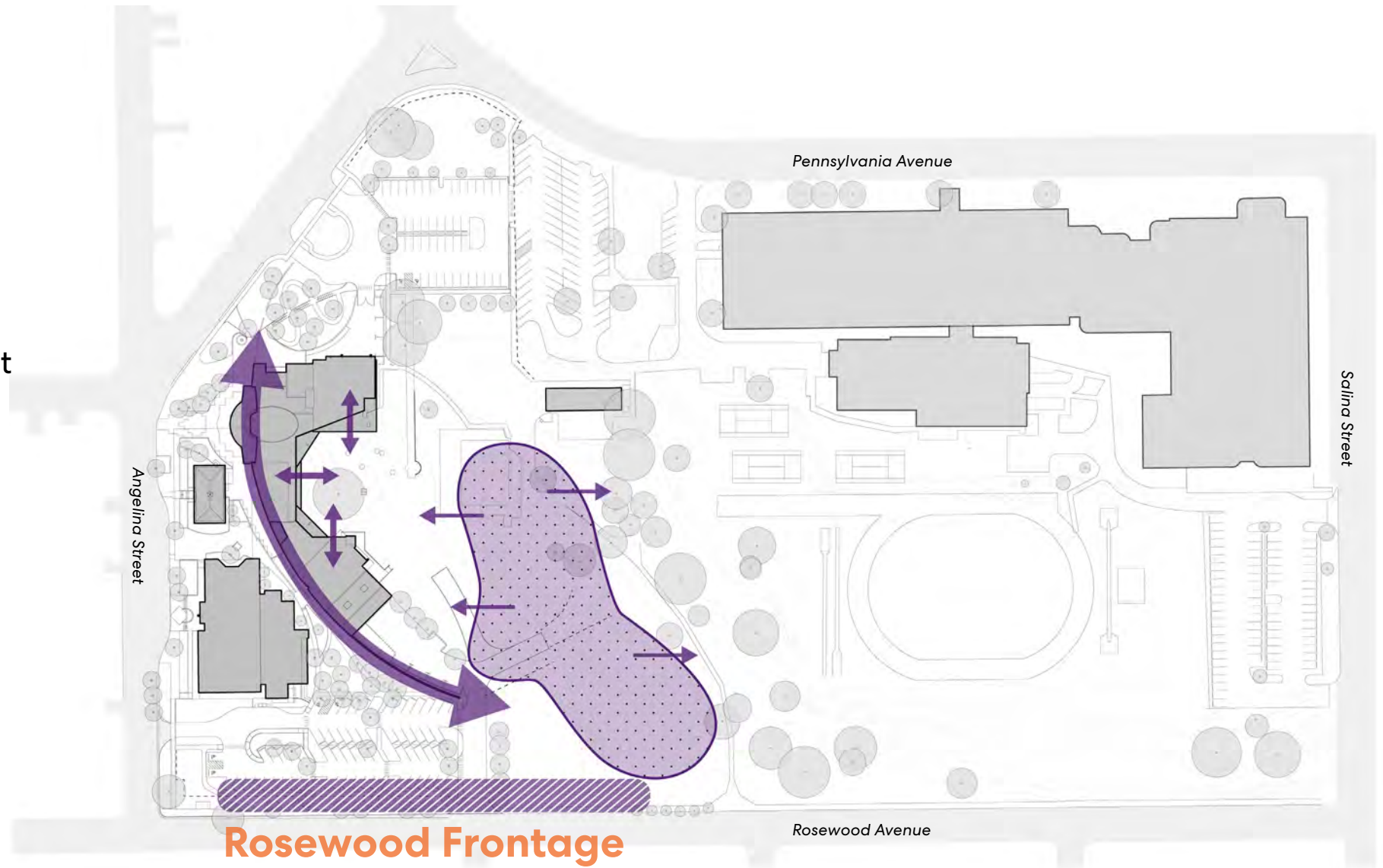
OPPORTUNITIES

- 1. Continue campus geometry
- 2. Park as campus asset
- 3. Connect building and green space



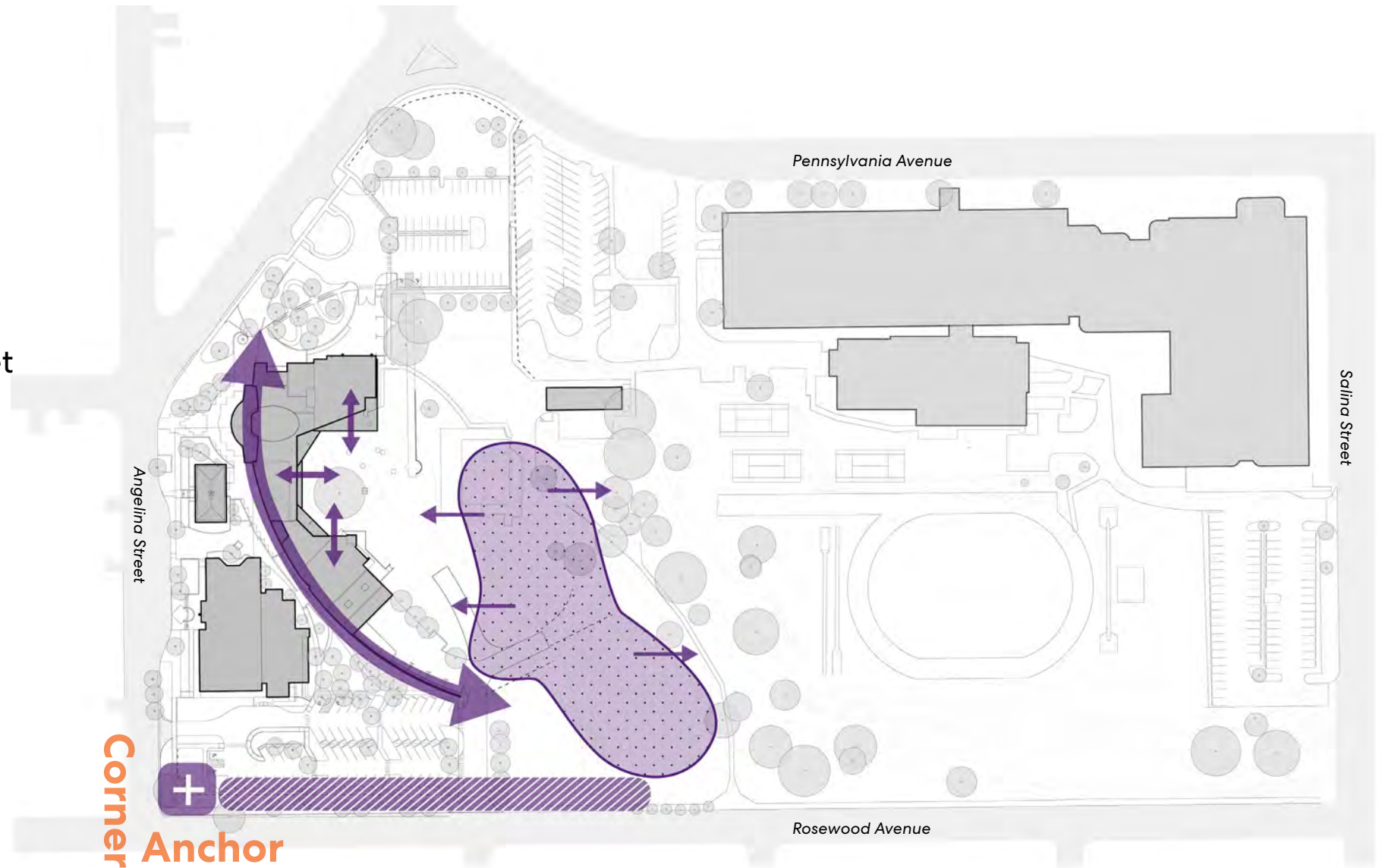
OPPORTUNITIES

1. Continue campus geometry
2. Park as campus asset
3. Connect building and green space
4. Frontage along Rosewood



OPPORTUNITIES

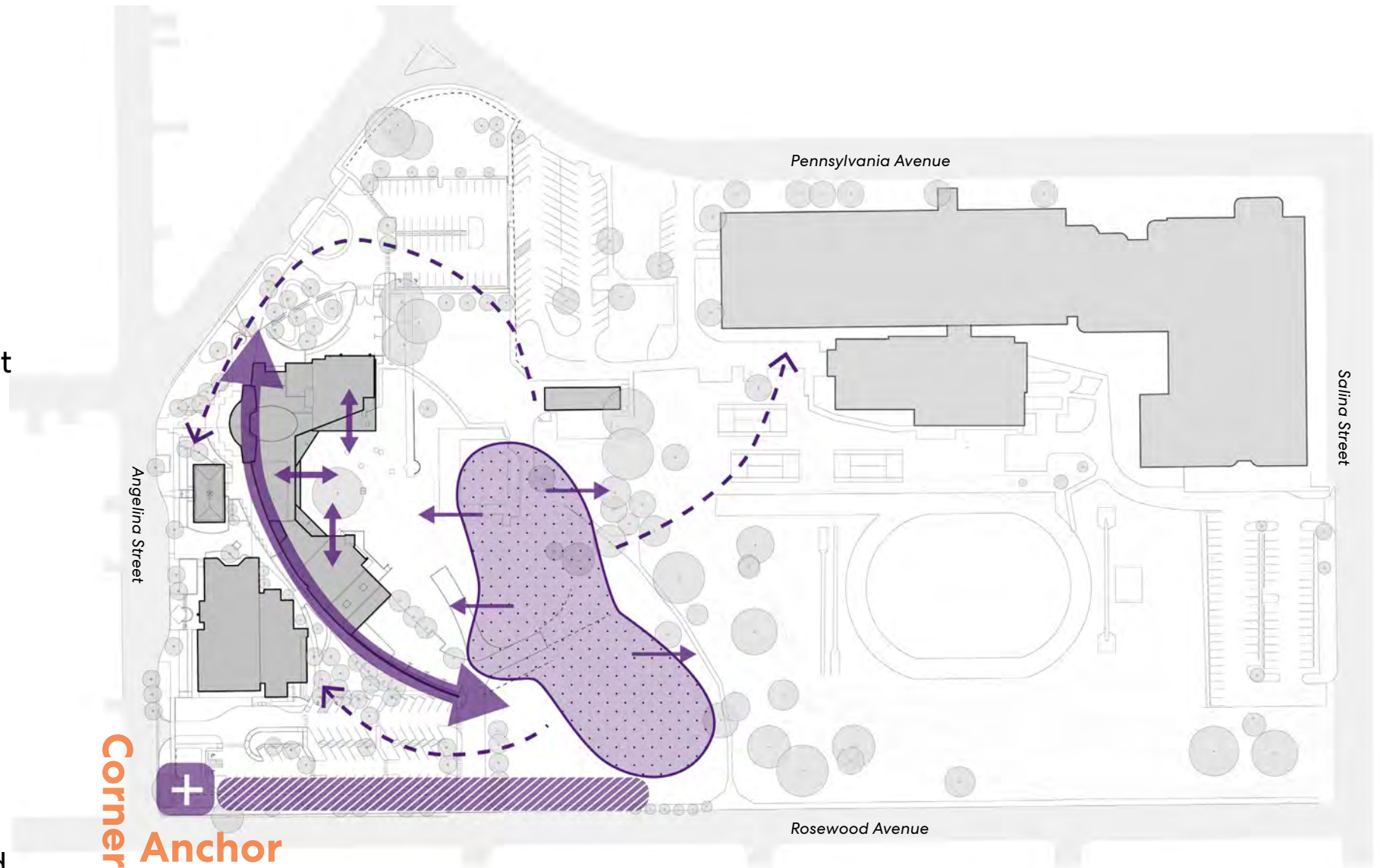
1. Continue campus geometry
2. Park as campus asset
3. Connect building and green space
4. Frontage along Rosewood
5. Anchor at the intersection



Corner
Anchor

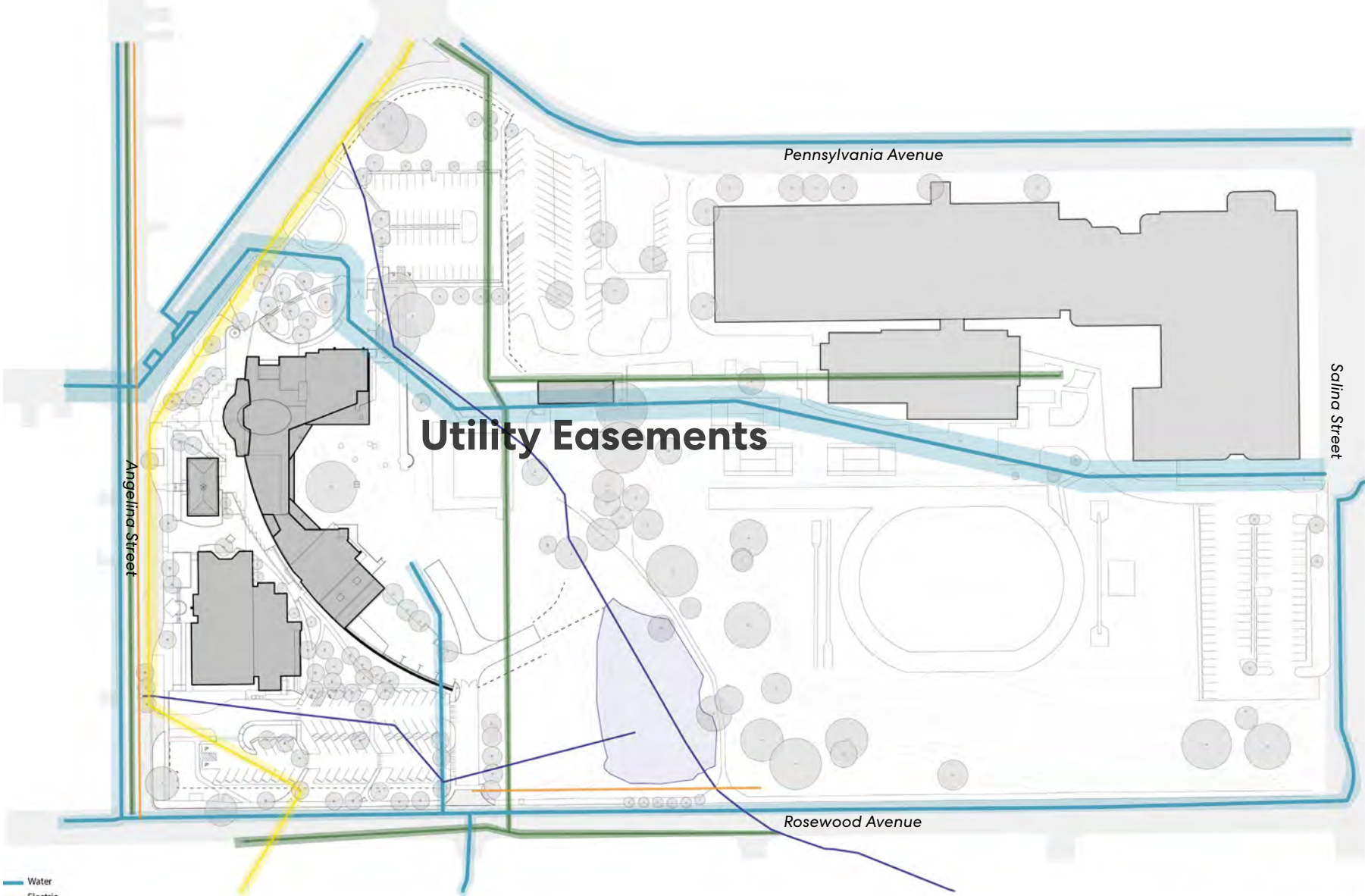
OPPORTUNITIES

1. Continue campus geometry
2. Park as campus asset
3. Connect building and green space
4. Frontage along Rosewood
5. Anchor at the intersection
6. Build an interconnected, unified campus



CHALLENGES

1. Major Utilities and Easements

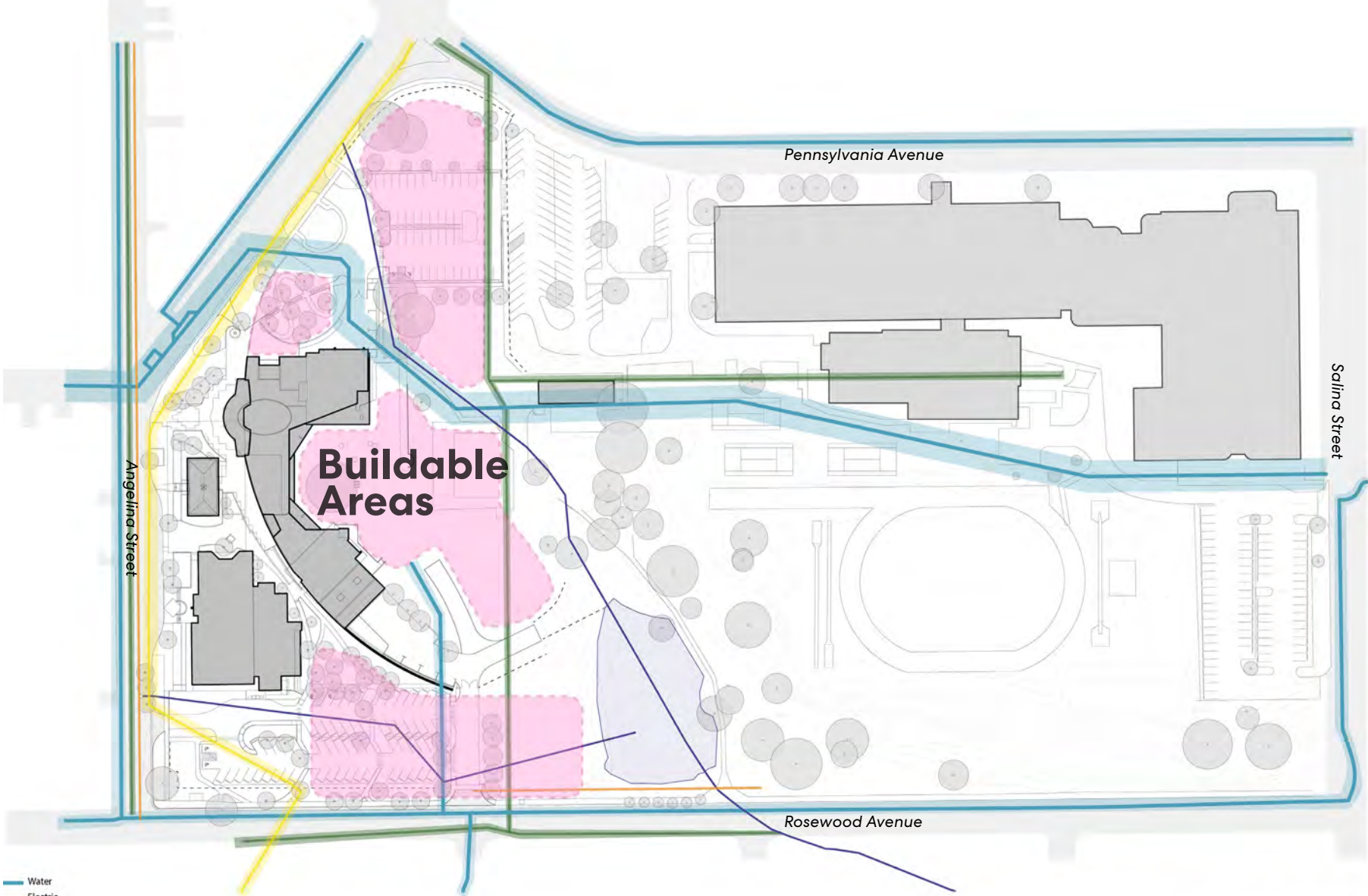


- Water
- Electric
- Waste Water
- Storm Water
- Gas

0 50' 100' 200' 1"=100ft

CHALLENGES

- 1. Major Utilities and Easements
- 2. Buildable Areas

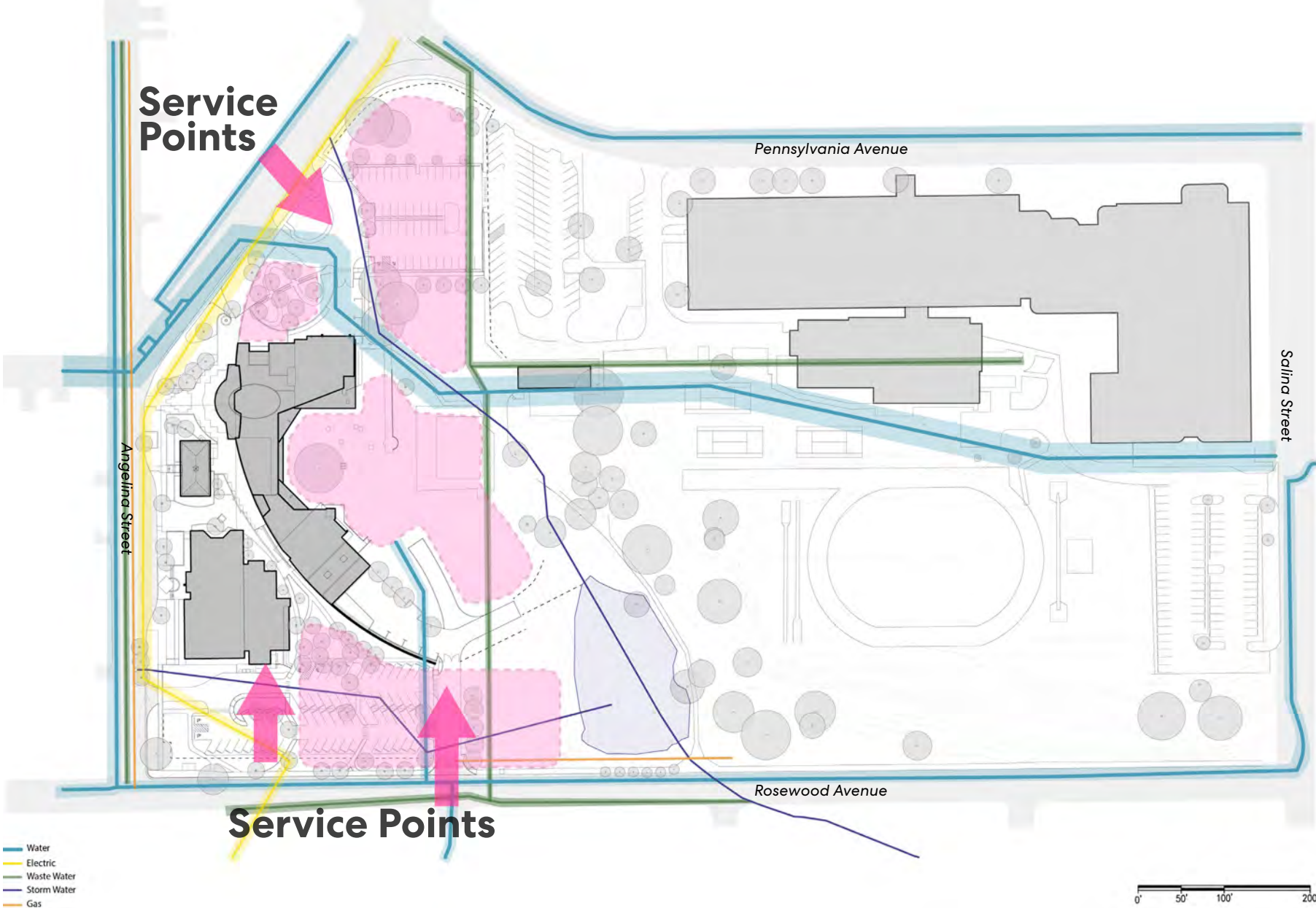


- Water
- Electric
- Waste Water
- Storm Water
- Gas

0 50' 100' 200' 1"=100ft

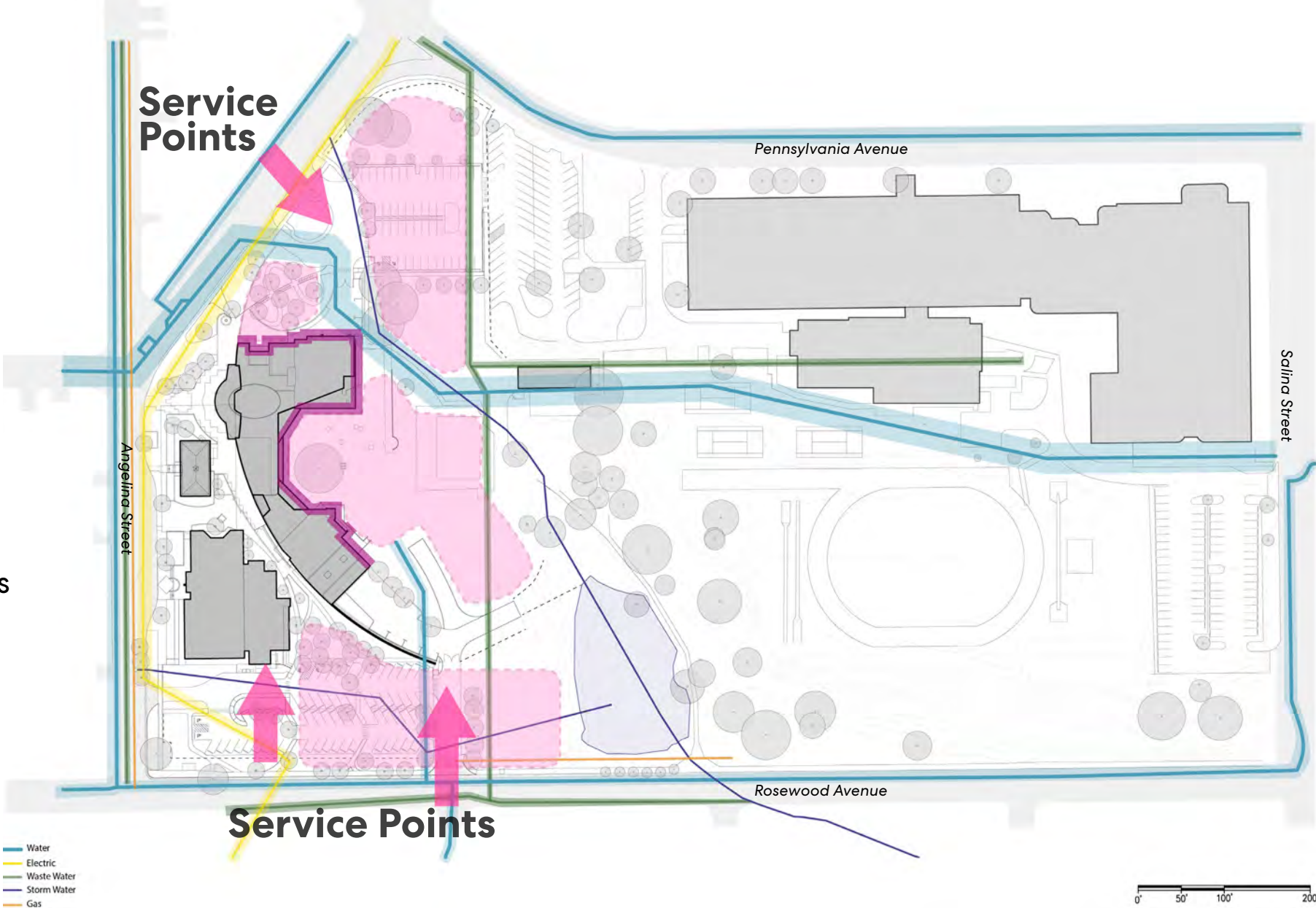
CHALLENGES

- 1. Major Utilities and Easements
- 2. Buildable Areas
- 3. Access to service points



CHALLENGES

- 1. Major Utilities and Easements
- 2. Buildable Areas
- 3. Access to service points
- 4. Existing building geometry and roof lines



- Water
- Electric
- Waste Water
- Storm Water
- Gas

0 50' 100' 200' 1"=100ft

AREA REQUIREMENTS

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

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

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

AREA REQUIREMENTS

George Washington Carver Museum, Cultural and Genealogy Center Facility Expansion Plan

Program of Space Requirements - Site Amenities

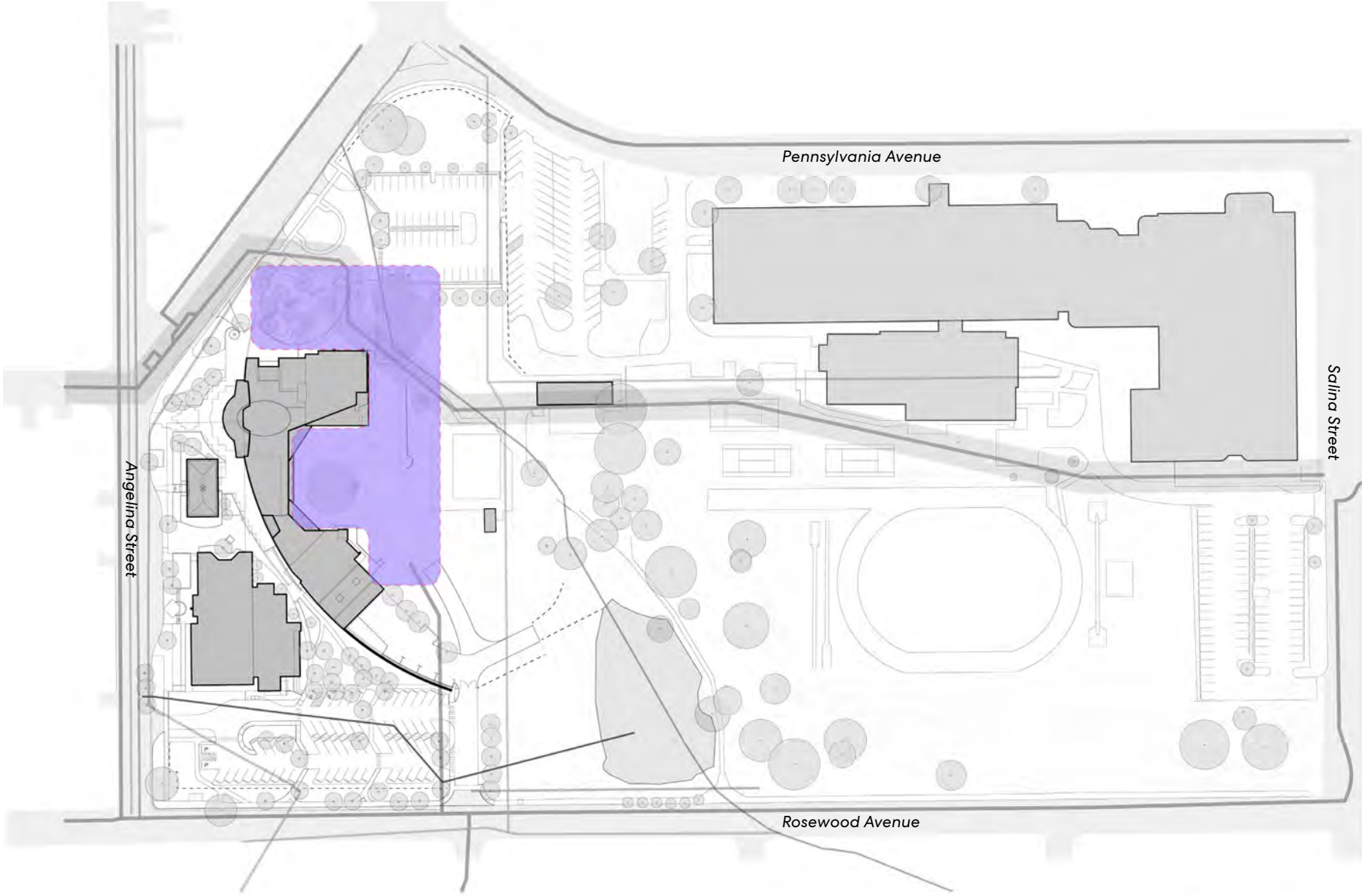
Room Name	Total Existing Program Area (NSF)	Total Required Program Area (NSF)	Net Area Increase
New Community Garden	0	400	400
Existing Swimming Pool	n/a	0	n/a
New Underground Detention	0	TBD	TBD
Existing Juneteenth Sculpture Walk	n/a	n/a	n/a
New Black Austin History Sculpture Walk	0	400	400
New Exterior Classrooms	0	225	225
New Flexible Green Space	0	4500	4500
New Formal Pavilion Gathering Space	0	1500	1500
New Detached Restroom Building	0	600	600
Existing / New Carver Museum Parking	7614	44064	36450
TOTAL GROSS SF	7,614	51,689	44075

SUMMARY	
EXISTING	7,614
NEW	51,689
TOTAL	59,303

SCALE STUDIES

Proposed new building footprint necessary if constructed as a single level

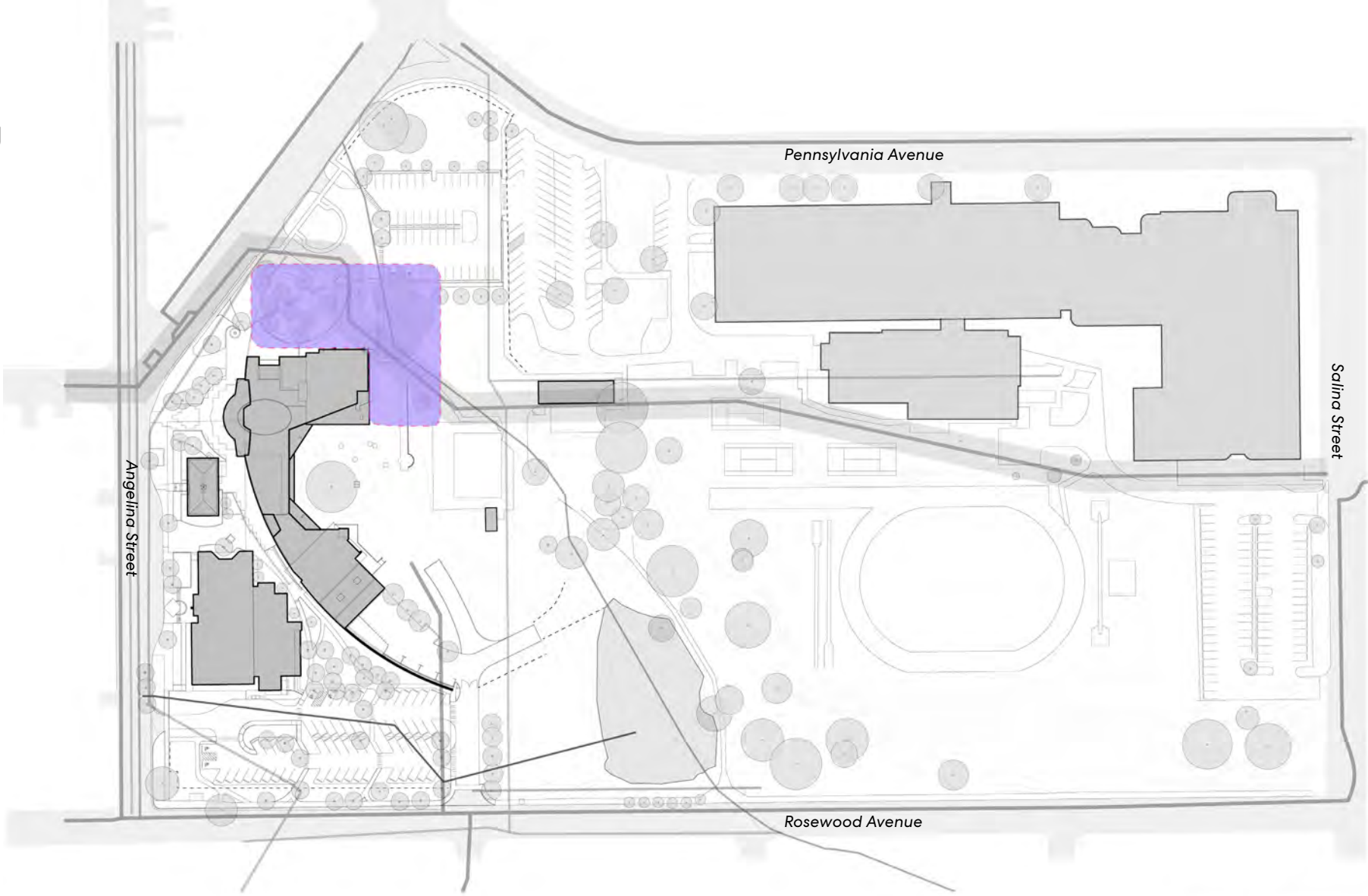
~60,000 sq.ft



0 50' 100' 200' 1"=100ft

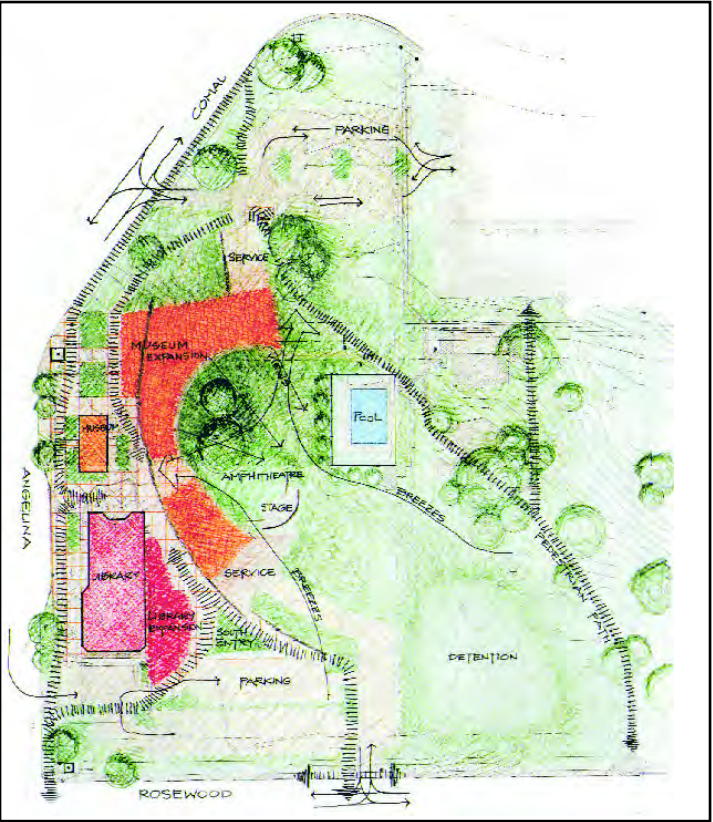
SCALE STUDIES

Footprint of new development assuming a uniform, two-story distribution

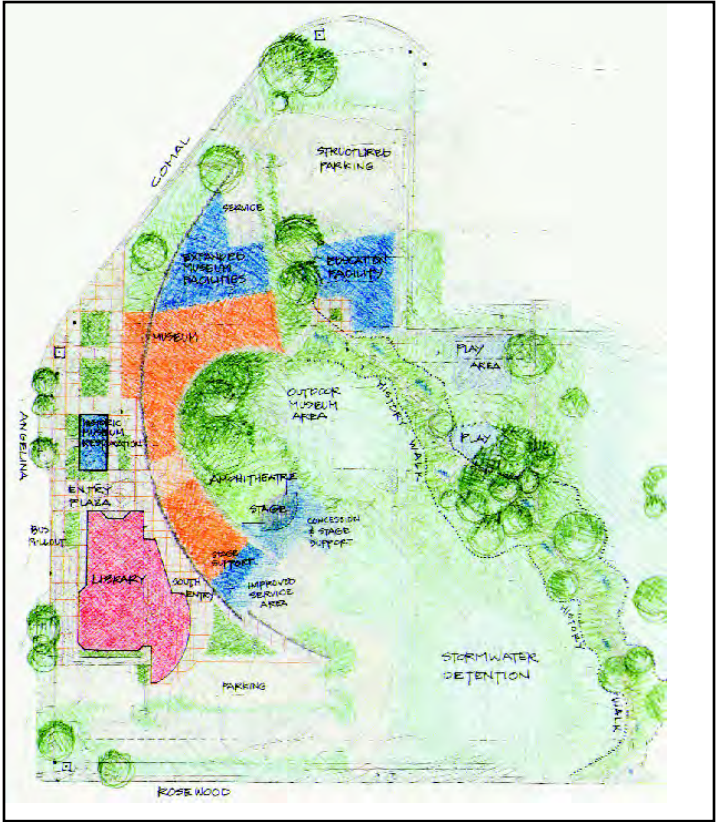


~60,000 sq.ft

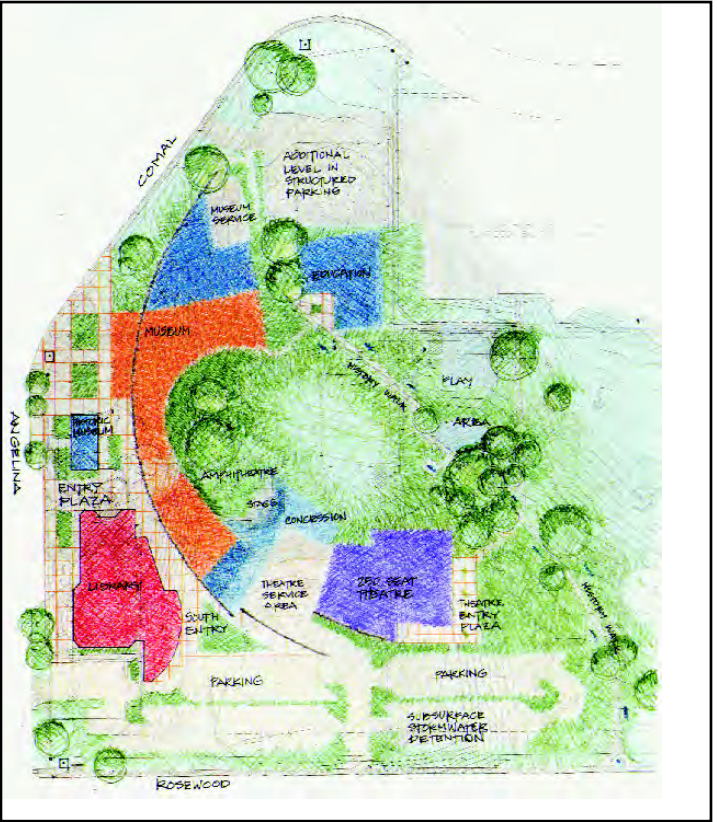
PRIOR PLANNING EFFORTS



Phase 1



Phase 2

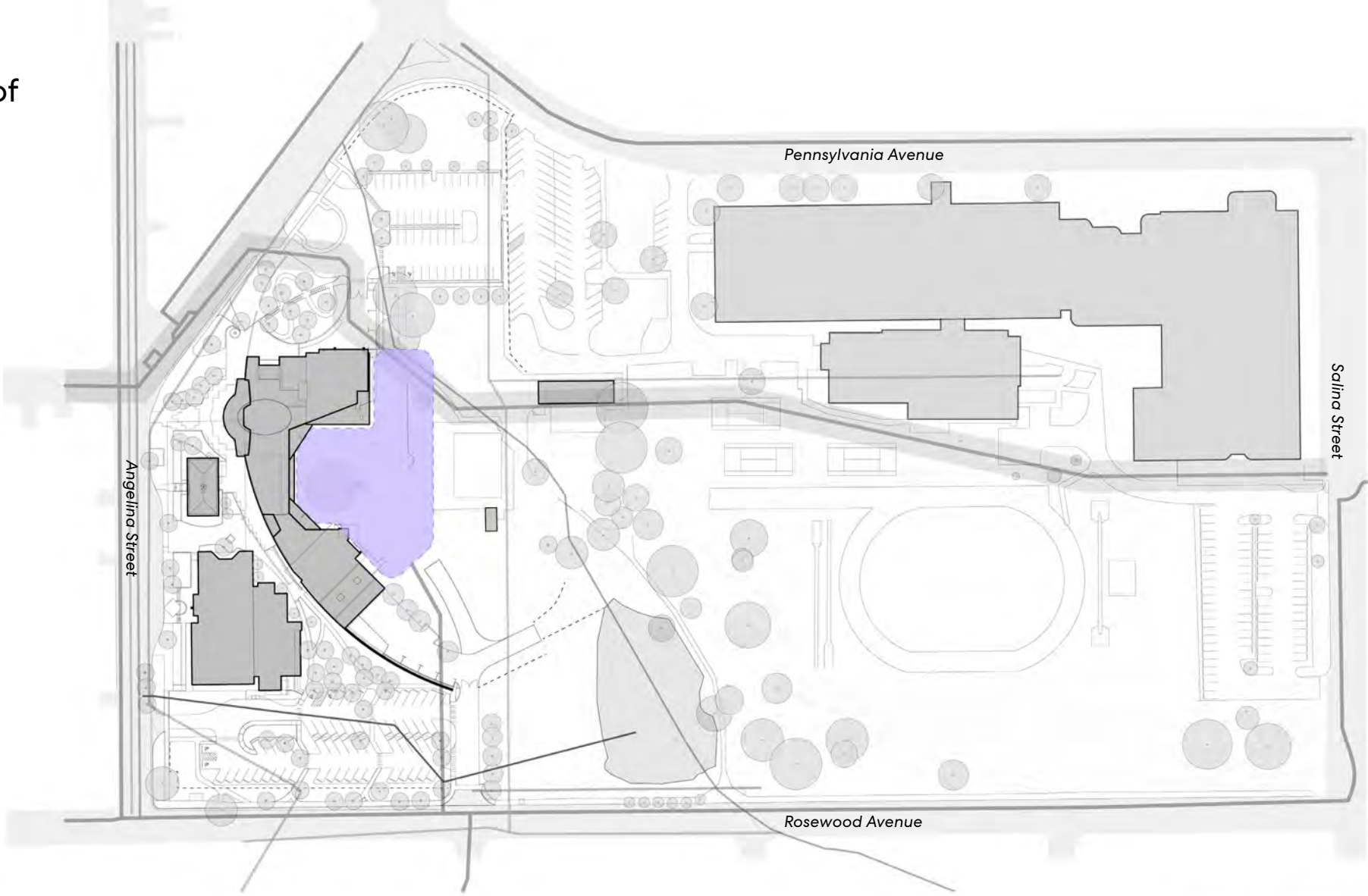


Phase 3

- PHASE 1 MUSEUM EXPANSION
- PHASE 2 MUSEUM EXPANSION
- PHASE 3 MUSEUM EXPANSION
- LIBRARY EXPANSION

GROWTH STRATEGIES

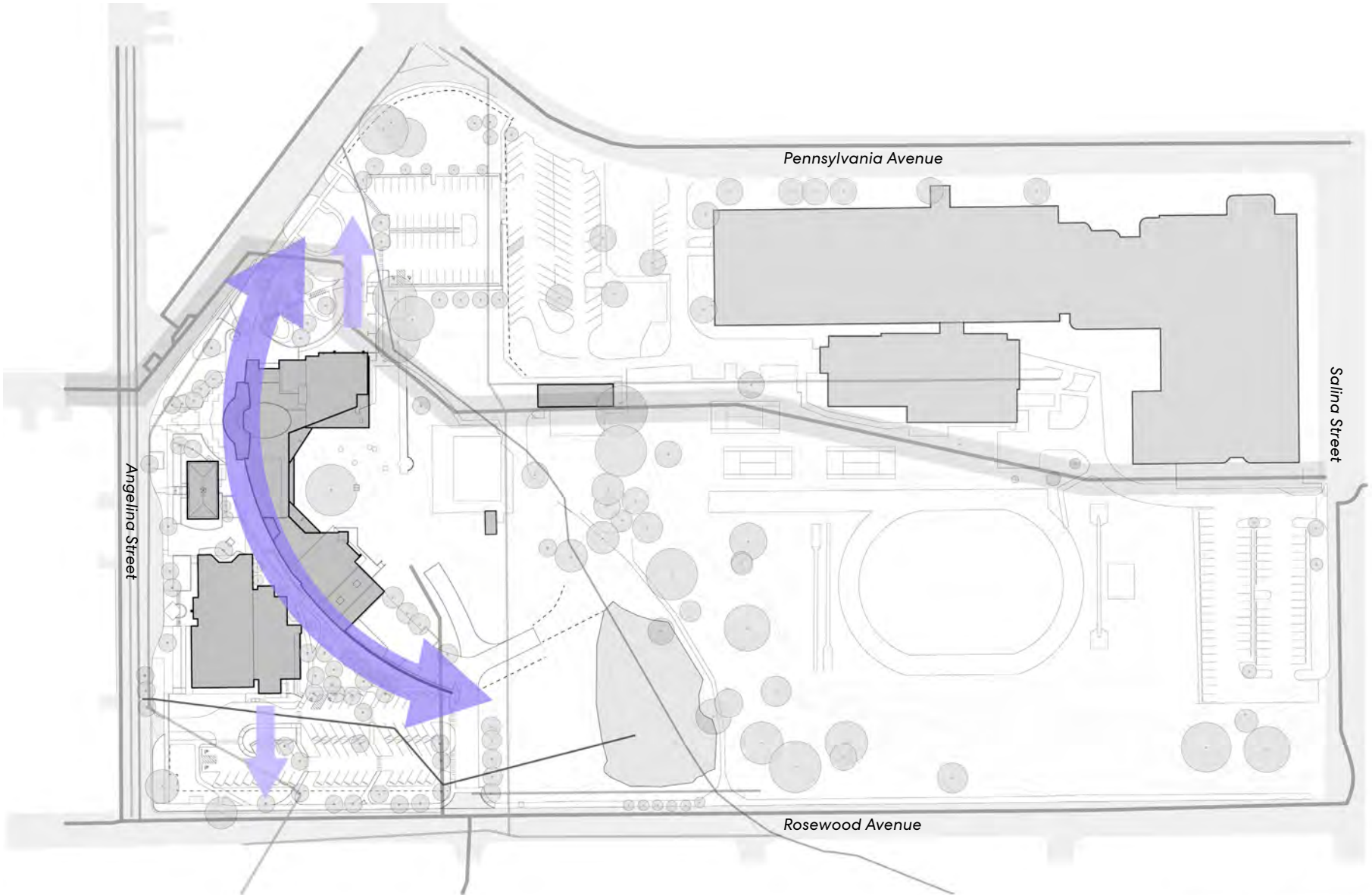
Expanding to the East of the crescent.



Strategy 1
Infill Expansion

GROWTH STRATEGIES

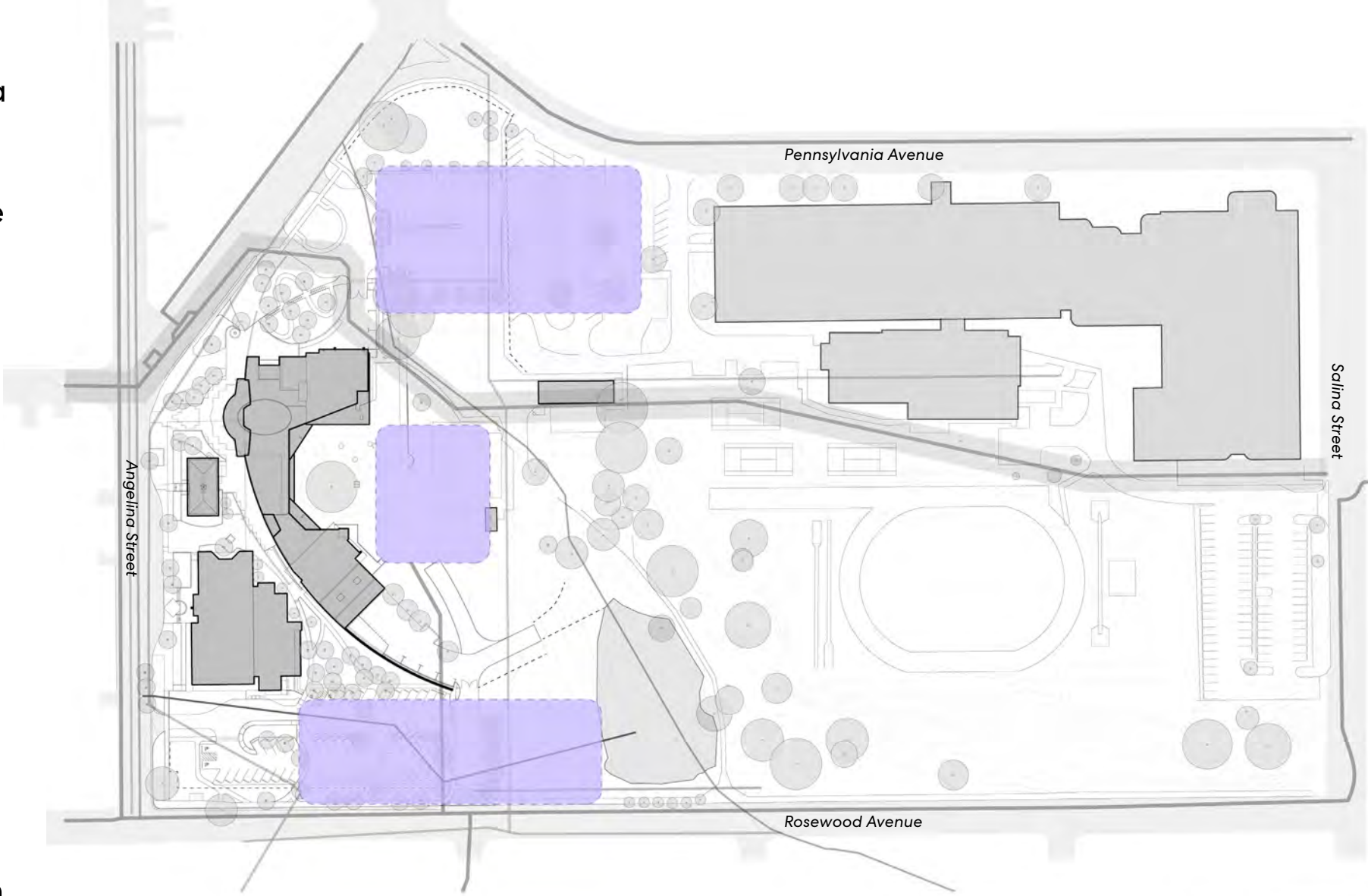
Growing the existing building to the North and South as indicated in the diagram here.



Strategy 2
N-S Expansion

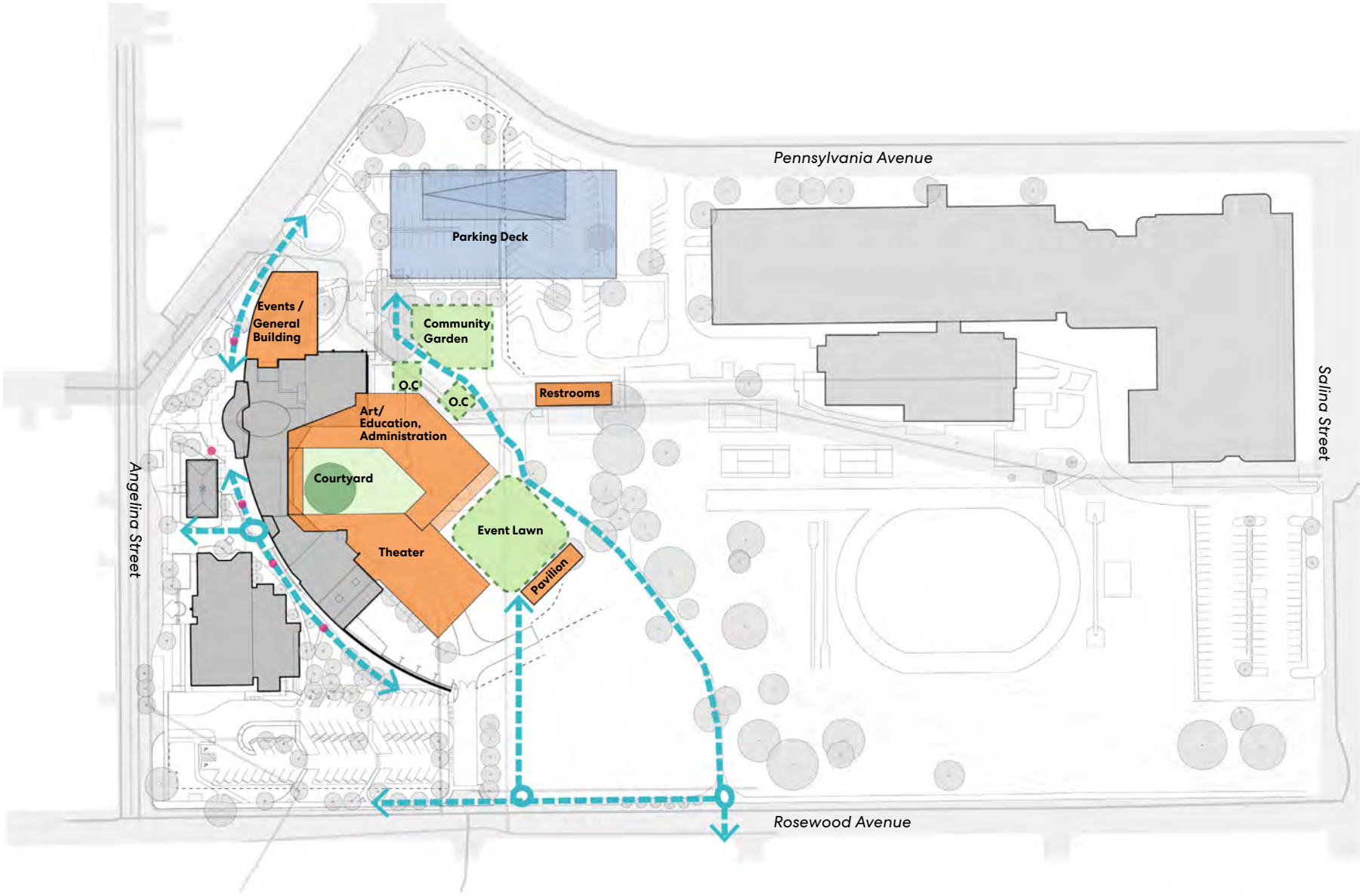
GROWTH STRATEGIES

Treating the entire area as a campus and adding distinct buildings to elevate the campus character.

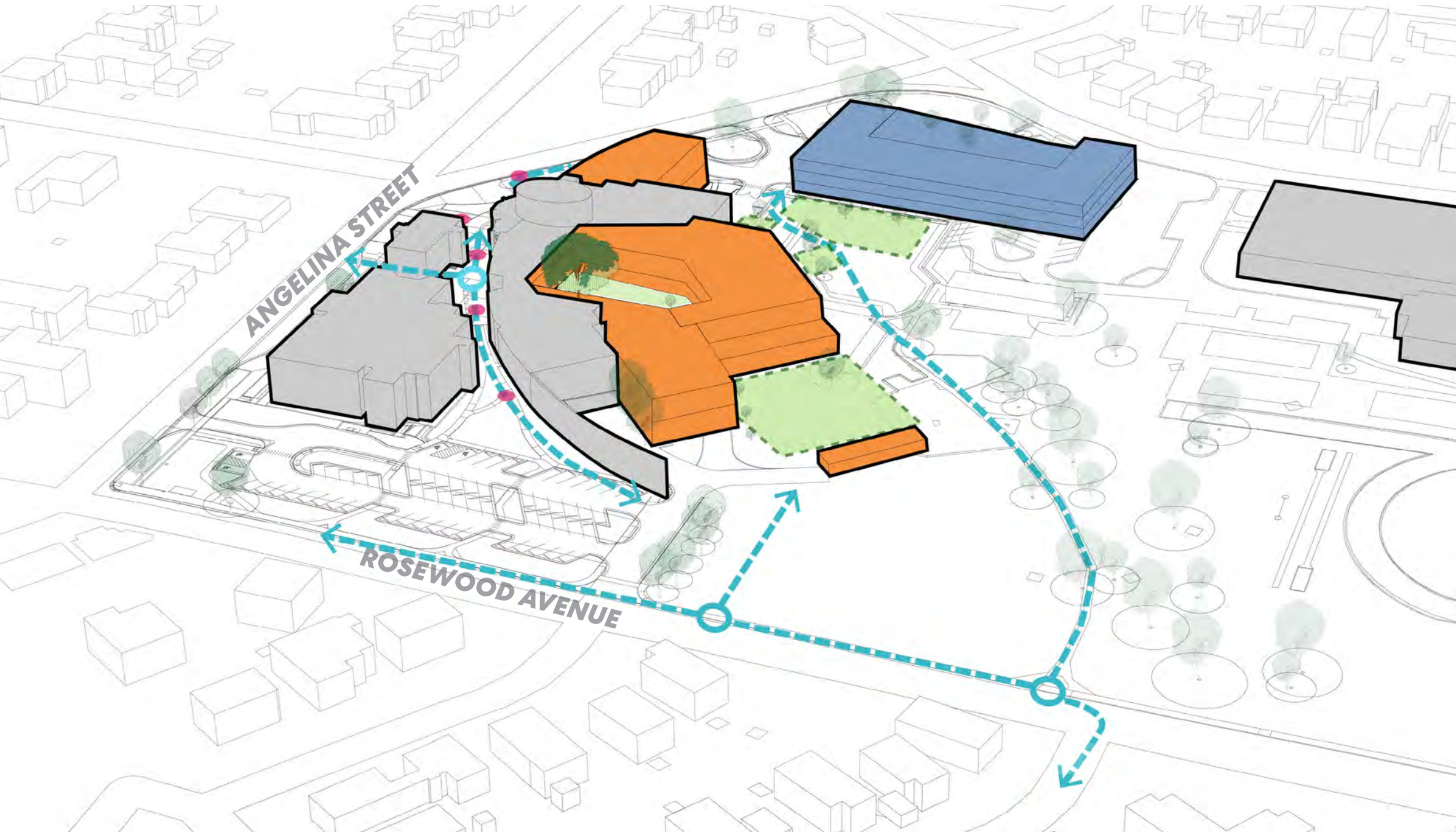


Strategy 3
Campus Addition

OPTION 1



OPTION 1: MASSING STUDY



OPTION 1

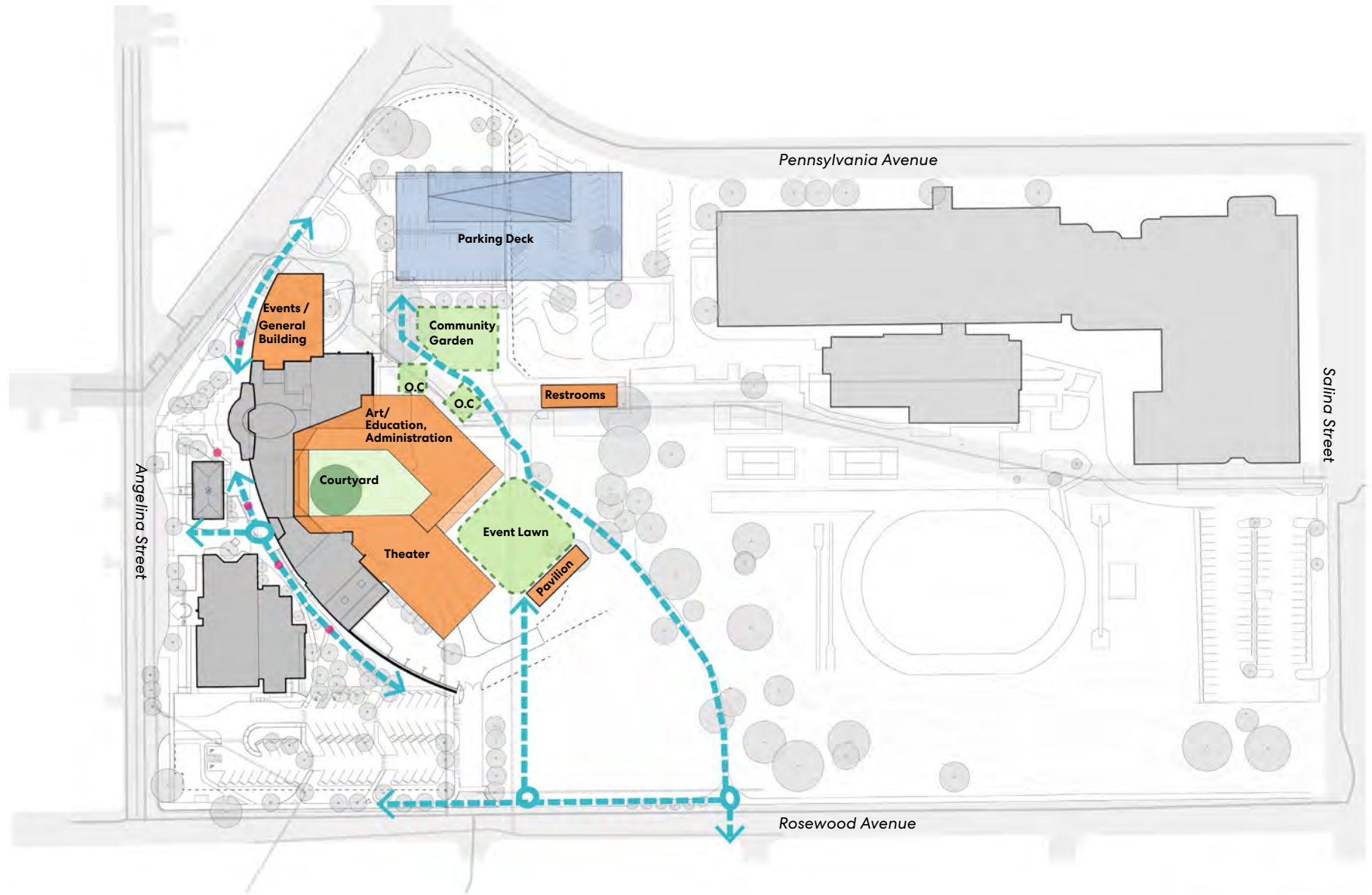


Location of heritage oak tree with respect to building expansion

OPTION 1

PRO

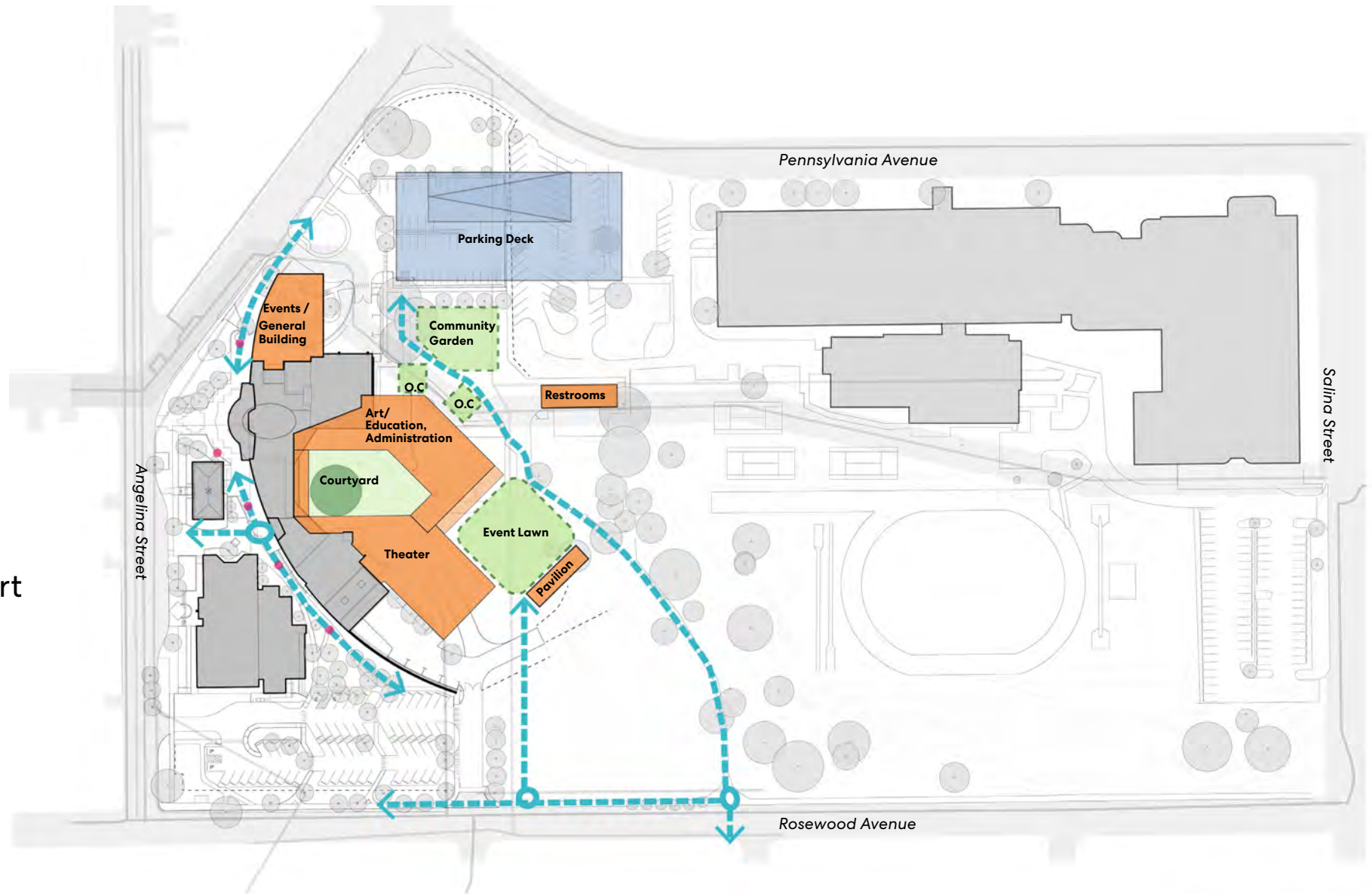
1. Preserves heritage oak tree
2. Reinforces building geometry
3. Efficient, compact plan
4. Avoids major utility infrastructures
5. Structured parking can load/unload onto two streets
6. Strong relationship between Art and Theater



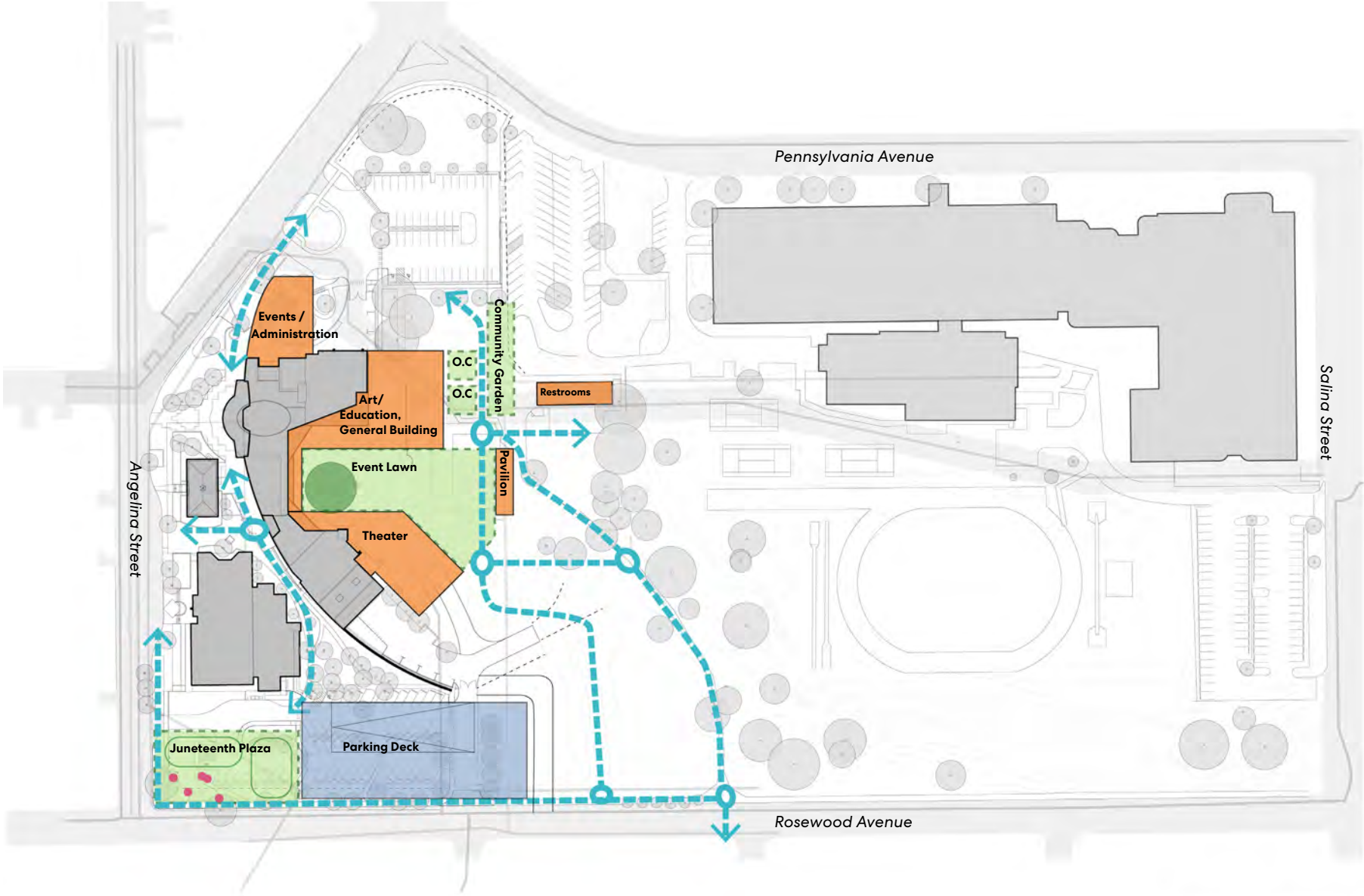
OPTION 1

CON

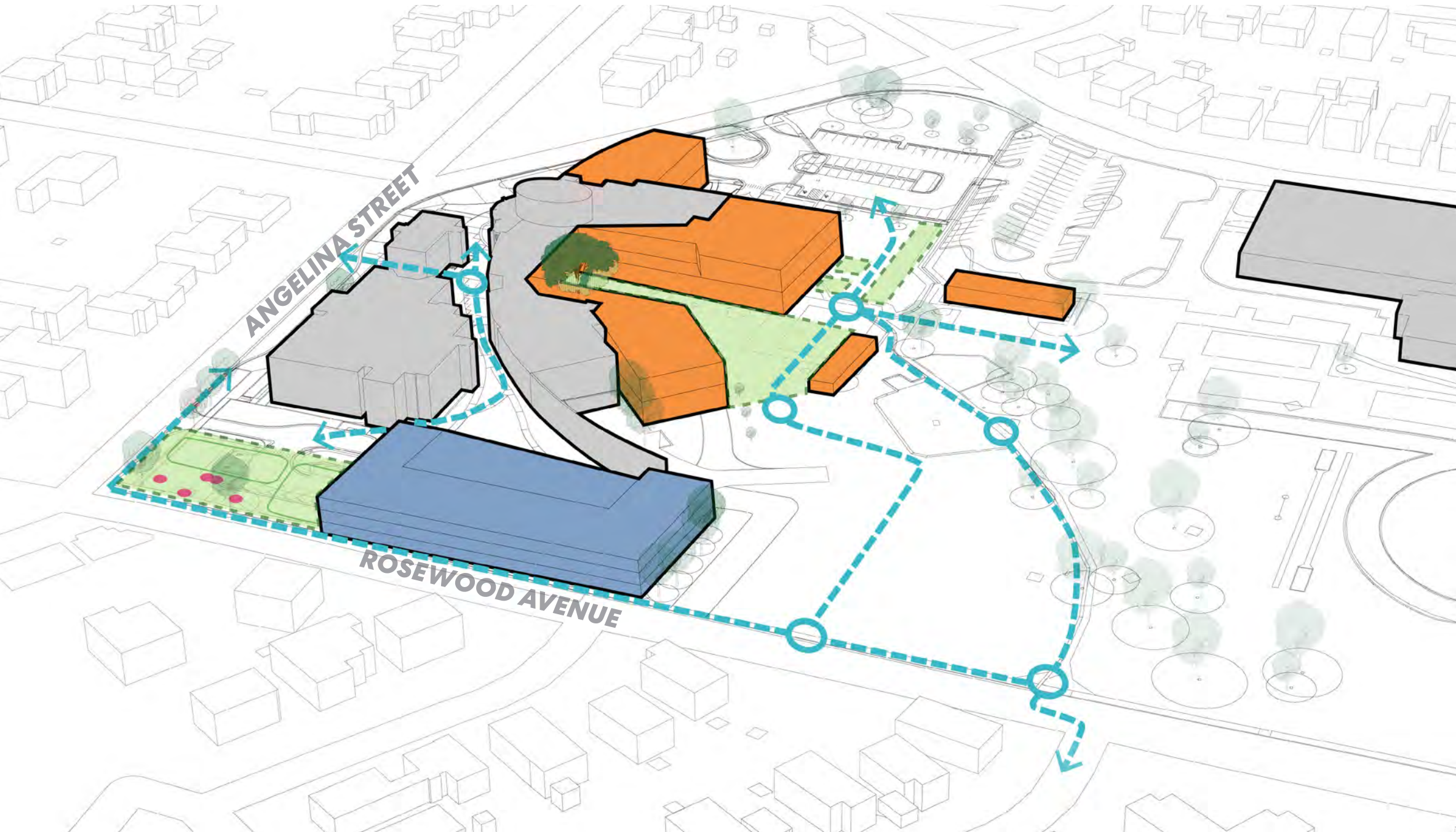
1. Single phase construction may not align with available capital assets
2. Disrupts existing views from lobby
3. Interrupts existing ADA accessible path
4. Does not separate Art Dock



OPTION 2



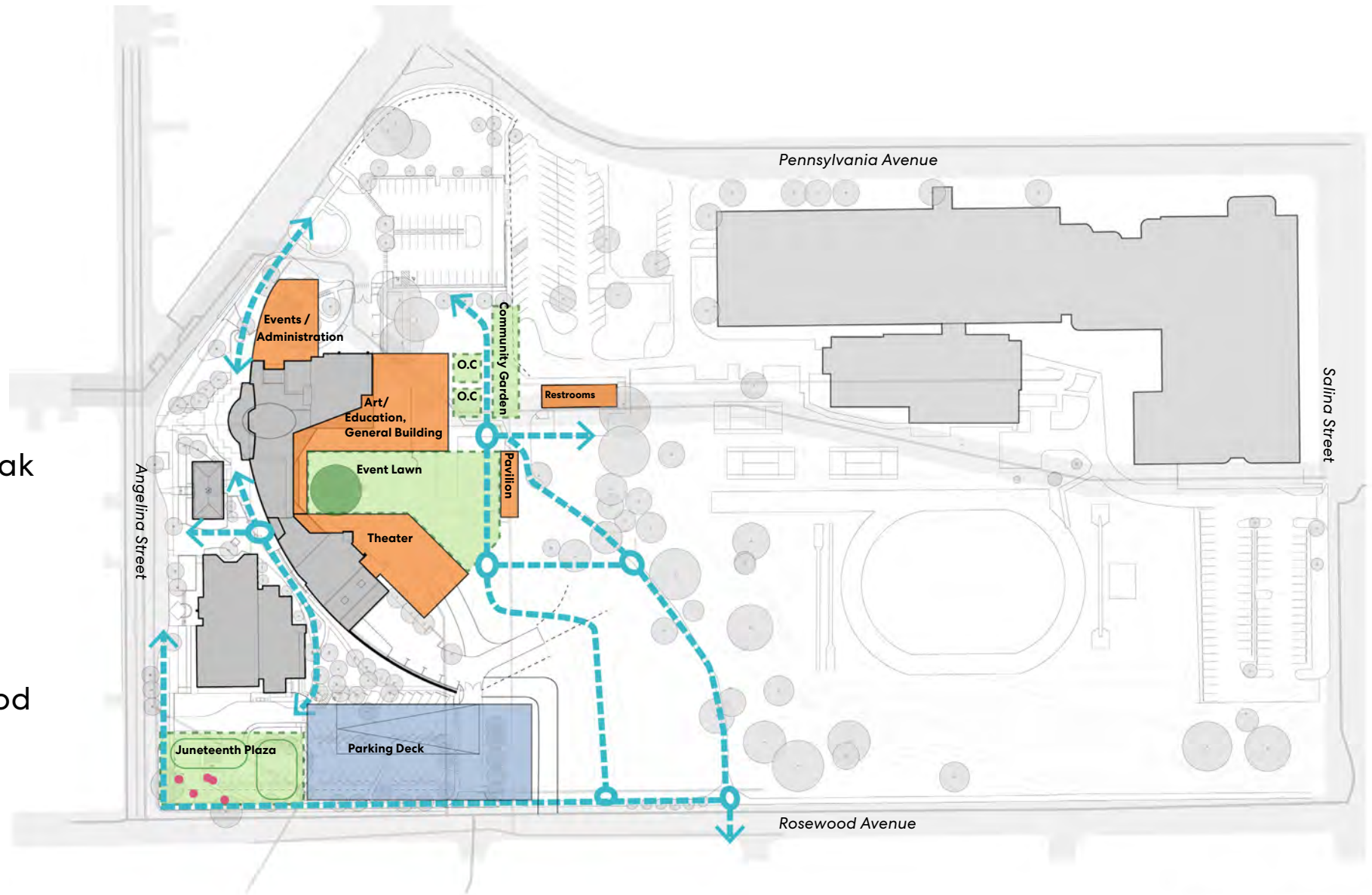
OPTION 2: MASSING STUDY



OPTION 2

PRO

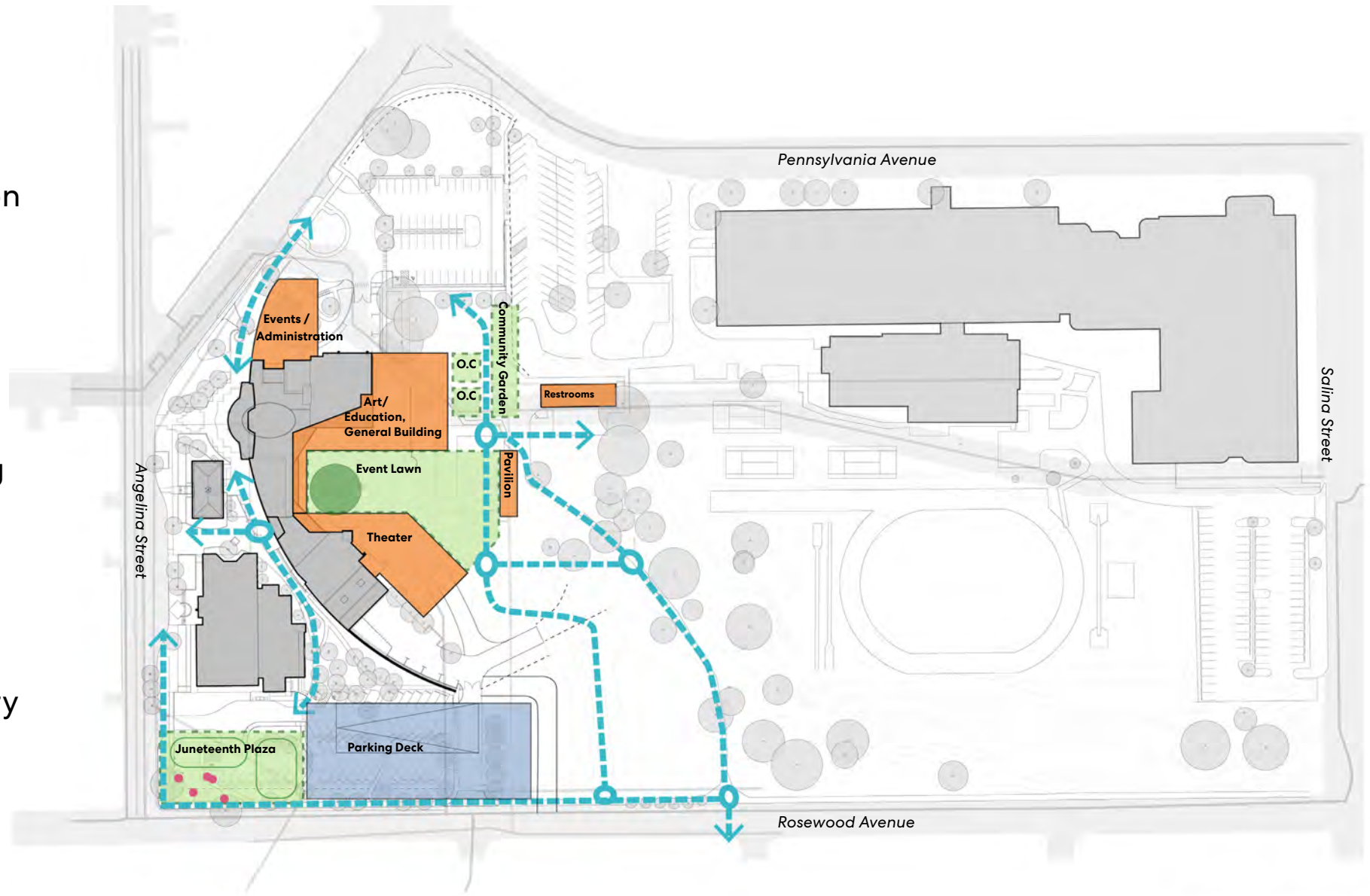
1. Permits phased construction
2. Distinct 'wings'
3. Preserves program 'zones'
5. Preserves heritage oak tree and existing views
6. Event Lawn relationship to indoor
7. Presence on Rosewood
8. Reinforces geometry
9. Public plaza at the corner



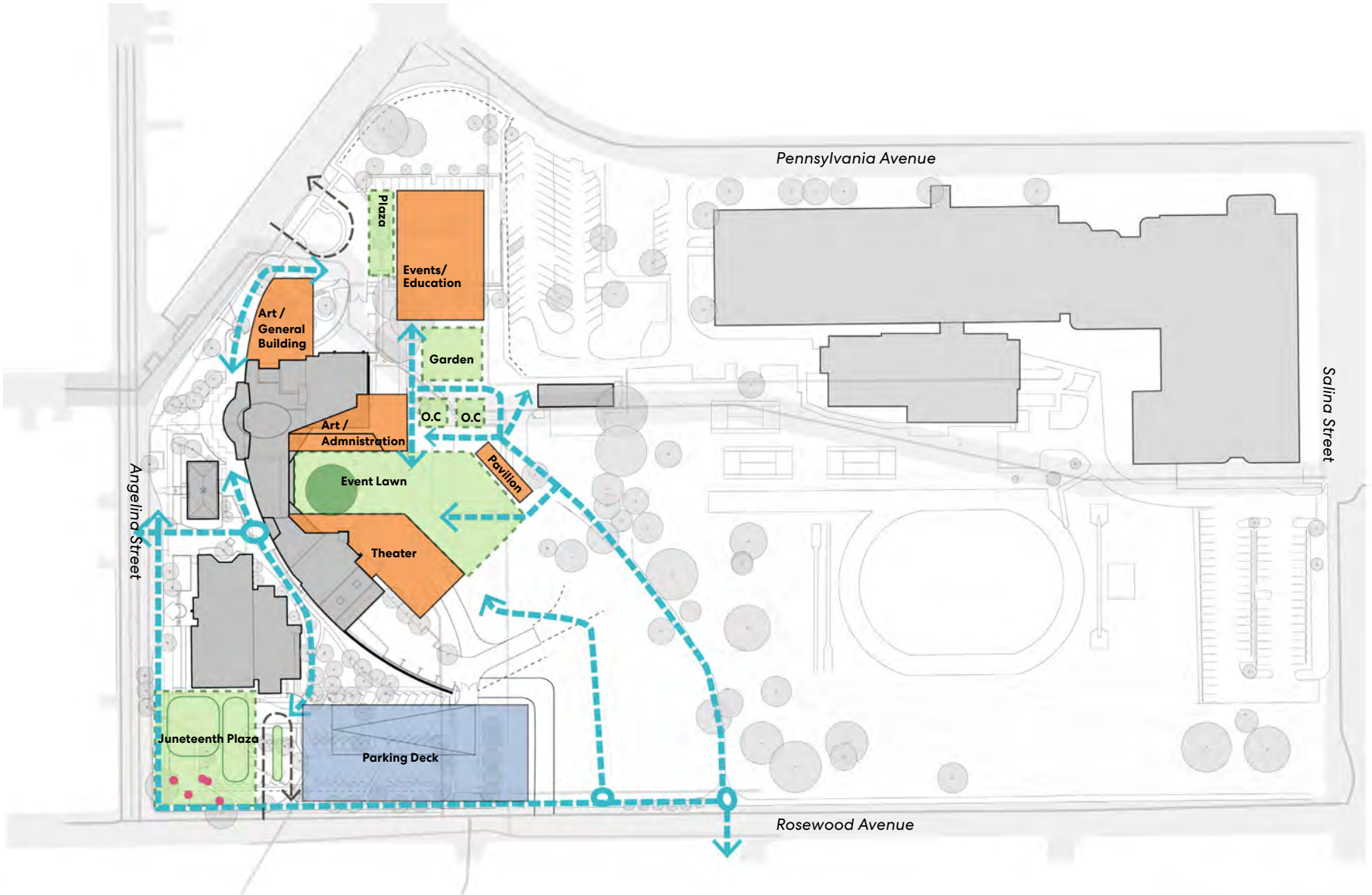
OPTION 2

CON

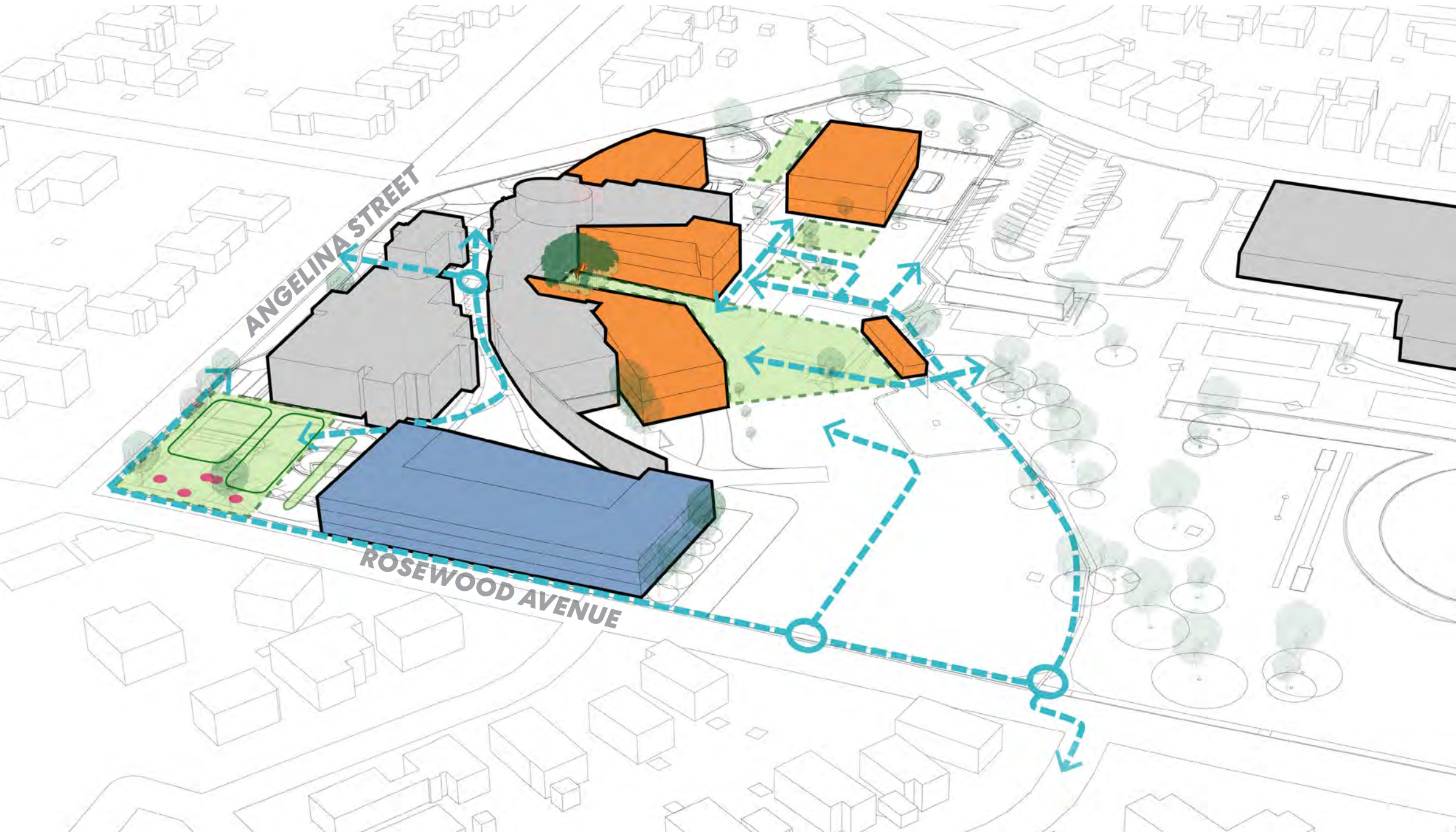
1. Structured parking requires reconfiguration of service access drive
2. Disrupts ADA path from north
3. Structured parking loading and unloading
4. Relocating major utility infrastructures
5. Not optimum for service access to Library



OPTION 3



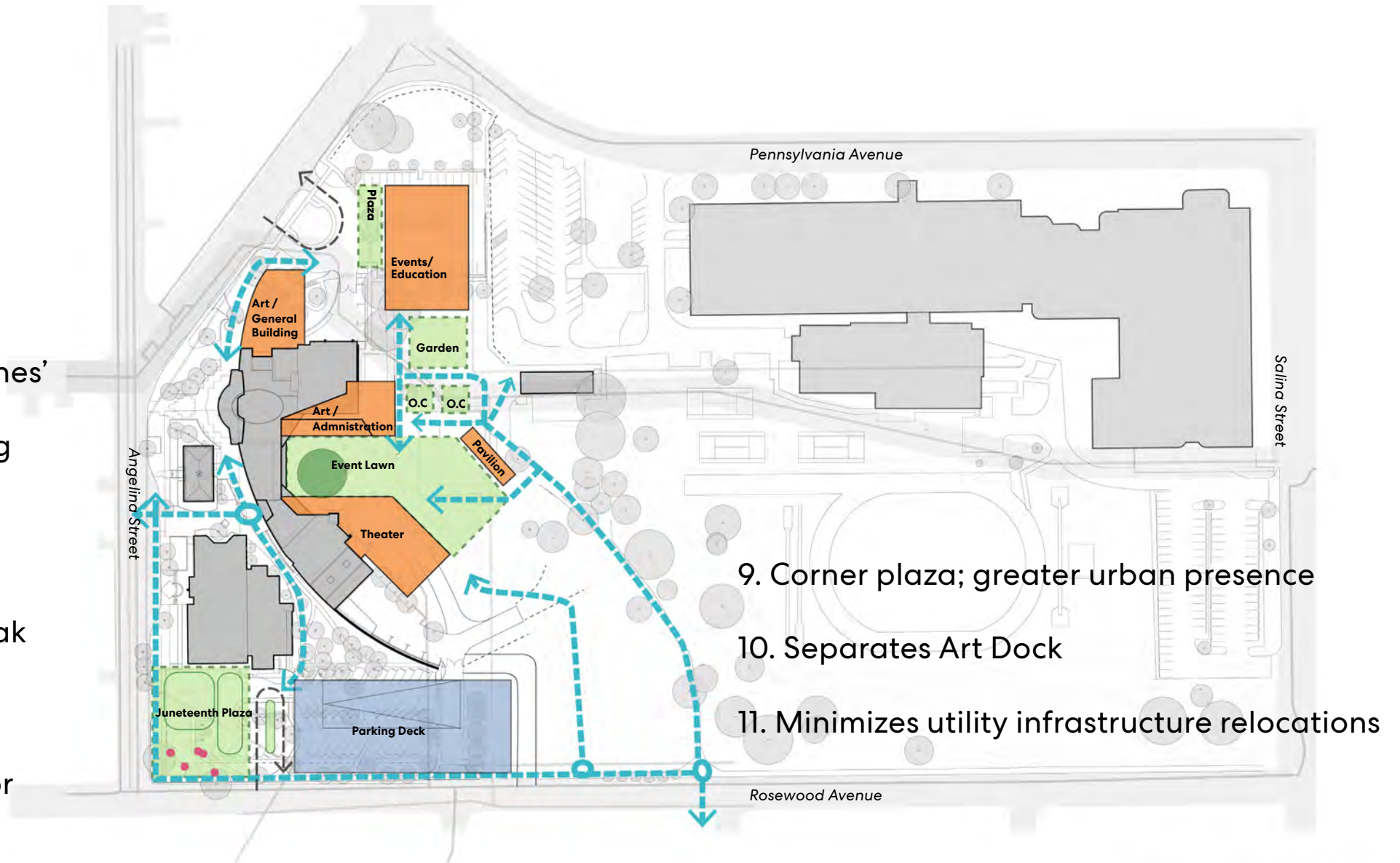
OPTION 3: MASSING STUDY



OPTION 3

PRO

1. Phased construction
2. 'Carver Campus'
3. Distinct 'wings'
4. Distinct program 'zones'
5. Stand-alone building
6. Reinforces building geometry
7. Preserves heritage oak tree and sight lines
8. Event Lawn and relationship with indoor programs

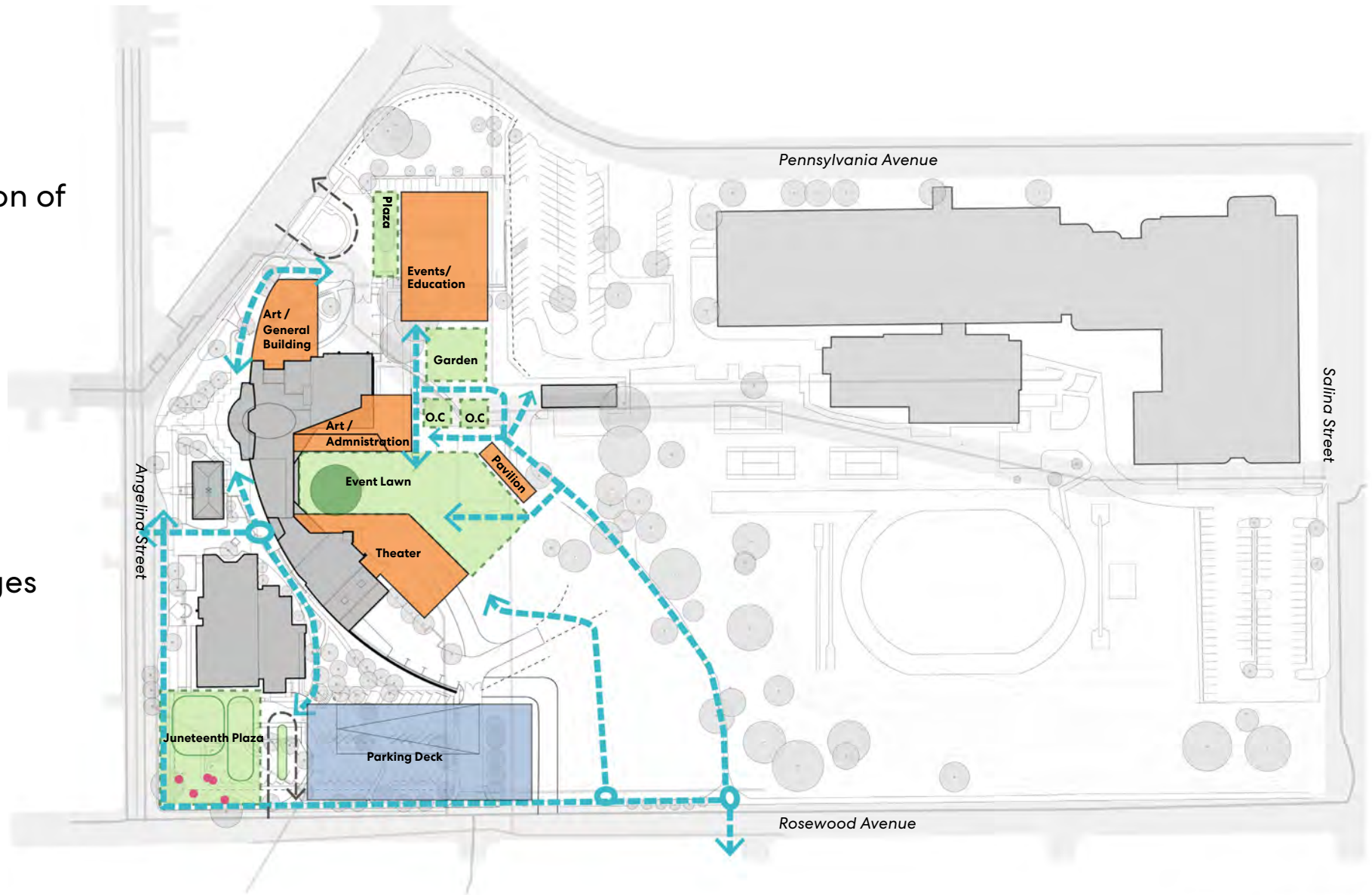


9. Corner plaza; greater urban presence
10. Separates Art Dock
11. Minimizes utility infrastructure relocations

OPTION 3

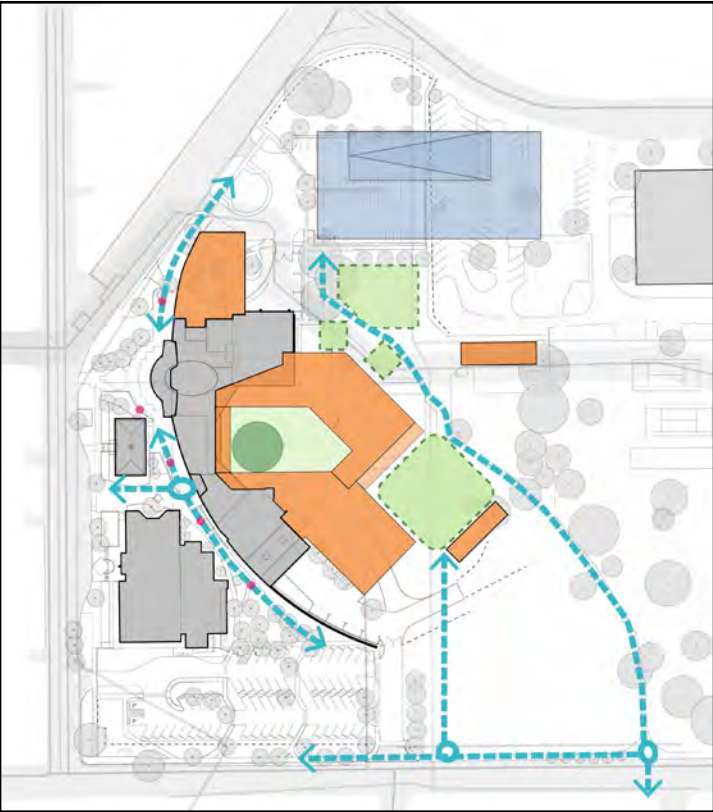
CON

1. Structured parking requires reconfiguration of service access drive
2. Disrupts ADA path
3. Less compact plan
4. Less compact construction zones
5. Wayfinding challenges



SUMMARY

Option 1



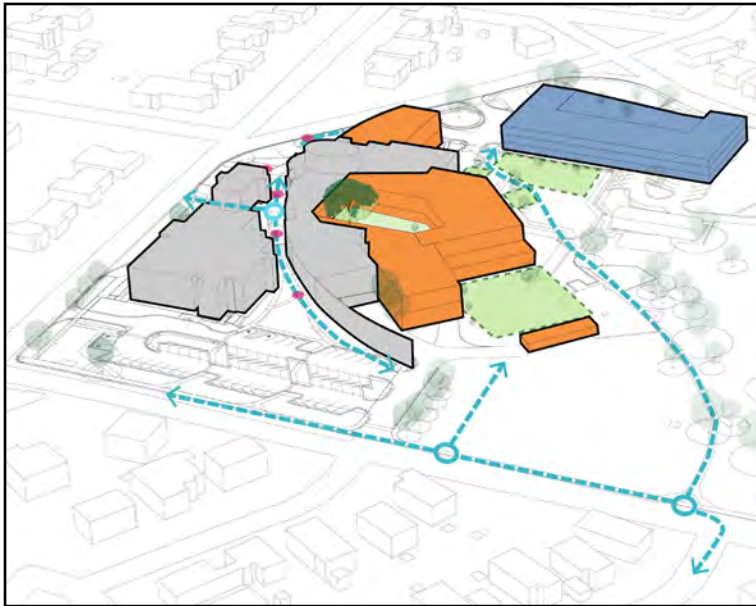
Option 2



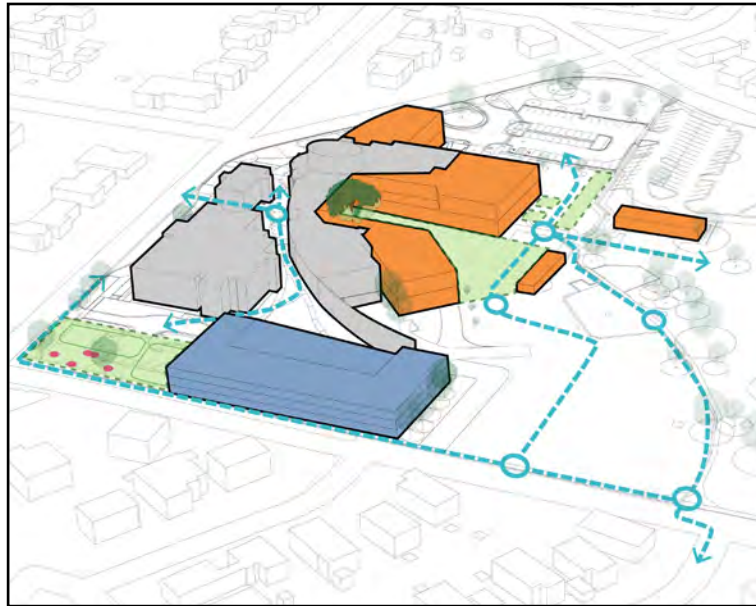
Option 3



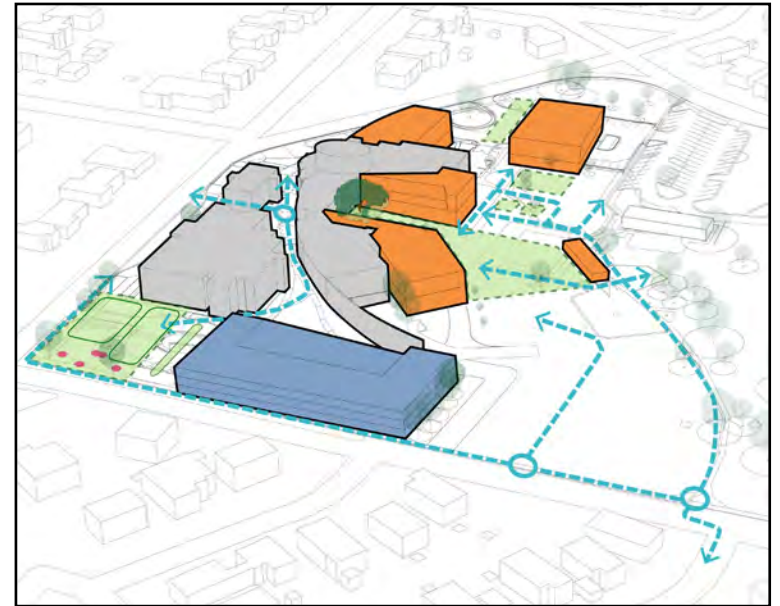
Option 1



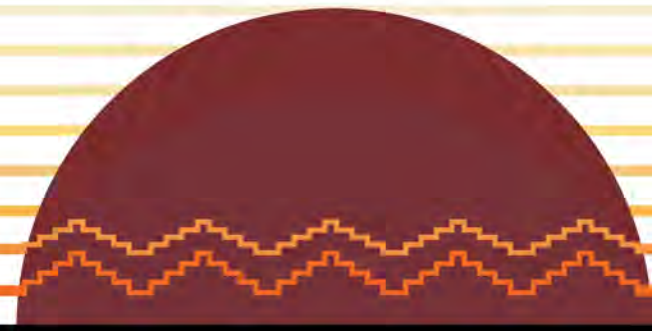
Option 2



Option 3

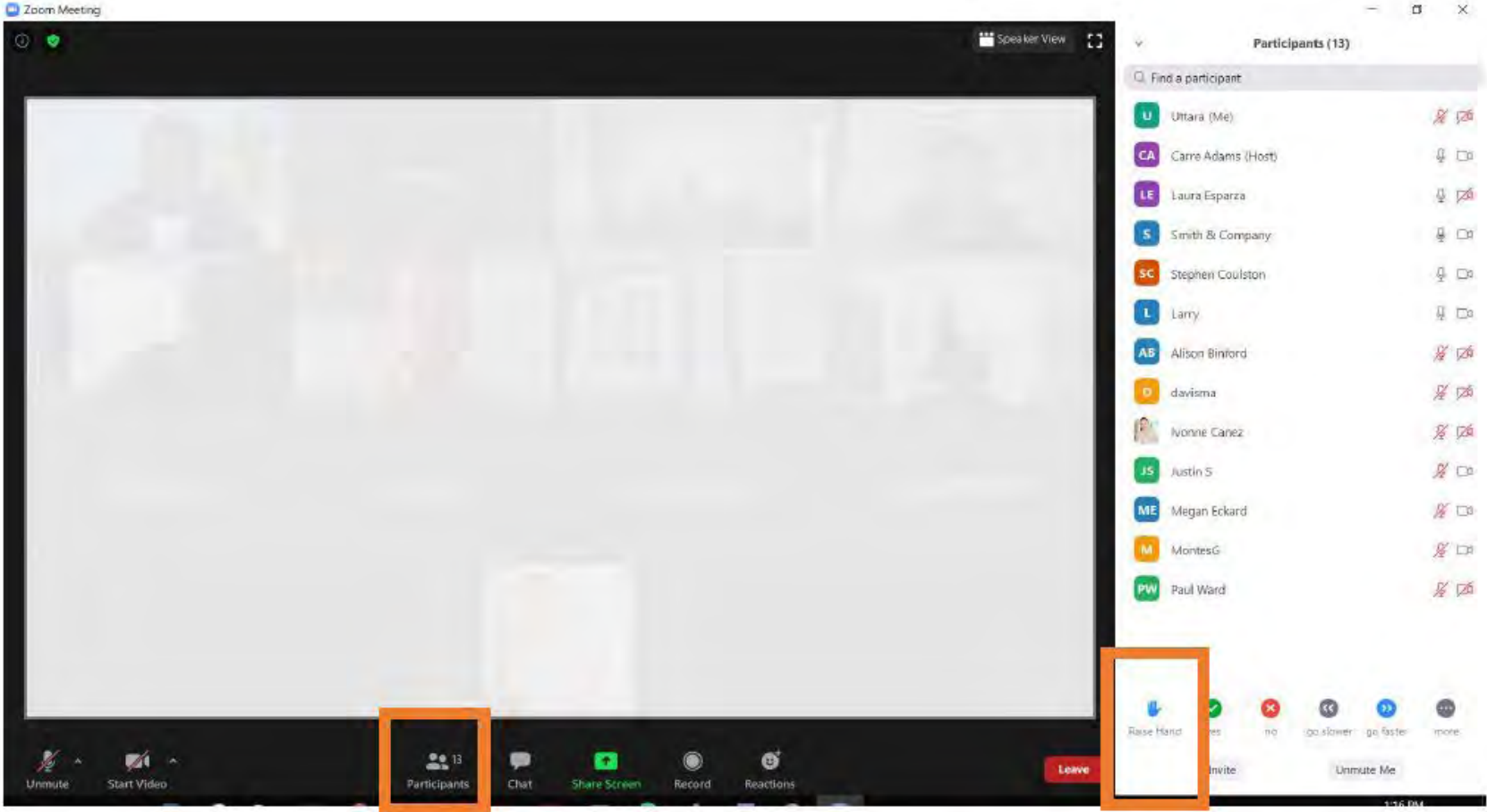


DISCUSSION AND FEEDBACK



HOUSEKEEPING - ZOOM

If you would like to speak, please raise your hand

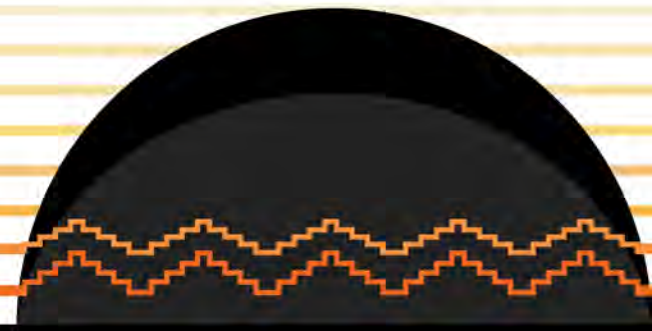


WAYS TO STAY ENGAGED

a. Next steps

b. Visit the website: www.austintexas.gov/CarverATXplanning

c. Spread the word!



Thank you for joining us!

For more information:

www.austintexas.gov/CarverATXplanning