

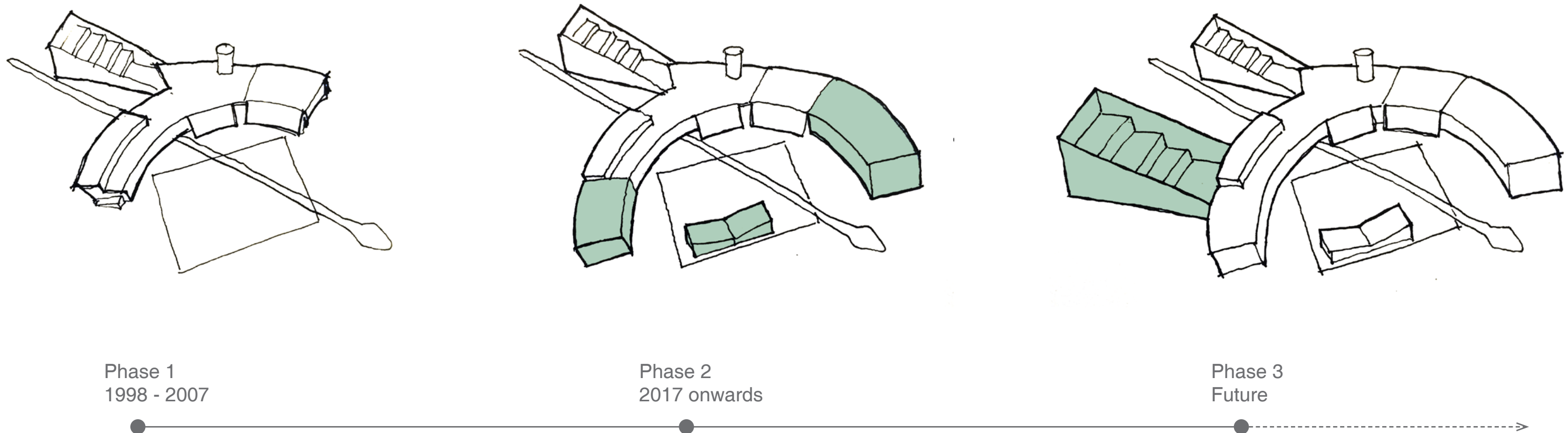


### ESB-MACC Mission Statement

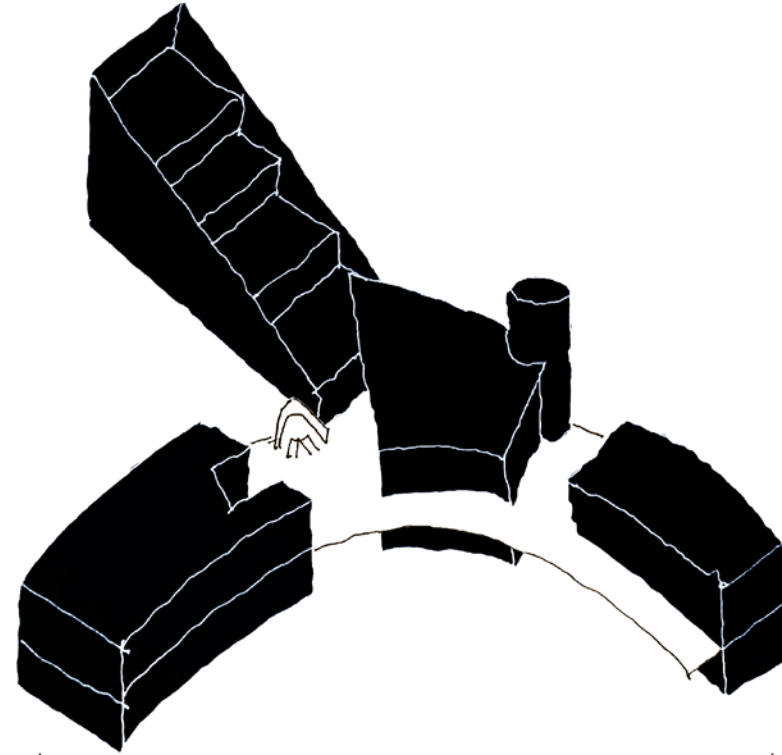
“The Emma S. Barrientos Mexican American Cultural Center is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.”

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 2007, and in 2018 a plan was approved by Council, which outlines a further 2 phases that will secure the future needs of the campus.

The diagrams below show the scope for each phase of the center’s growth;



## ESB-MACC GOALS



To preserve, create, promote and present the Mexican American Cultural Arts and Heritage along with other Latino Cultures.

To be a place of inclusion, expression and integration as well as a symbol of cultural permanence and identity.

To be a bigger center of resources for the community, artists, and visitors.

To improve existing spaces and add new areas in order to expand activities and programs for a growing community.

**ESB-MACC Advisory Board**  
12.14.2020

- Advisory Board Members;

**PARD Management Team**  
01.08.2021

- PARD Leadership;

**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;

**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 Cuauhtli founders;  
- MACC tour guides/ teachers;

**Education and History Stakeholders**  
02.02.2021

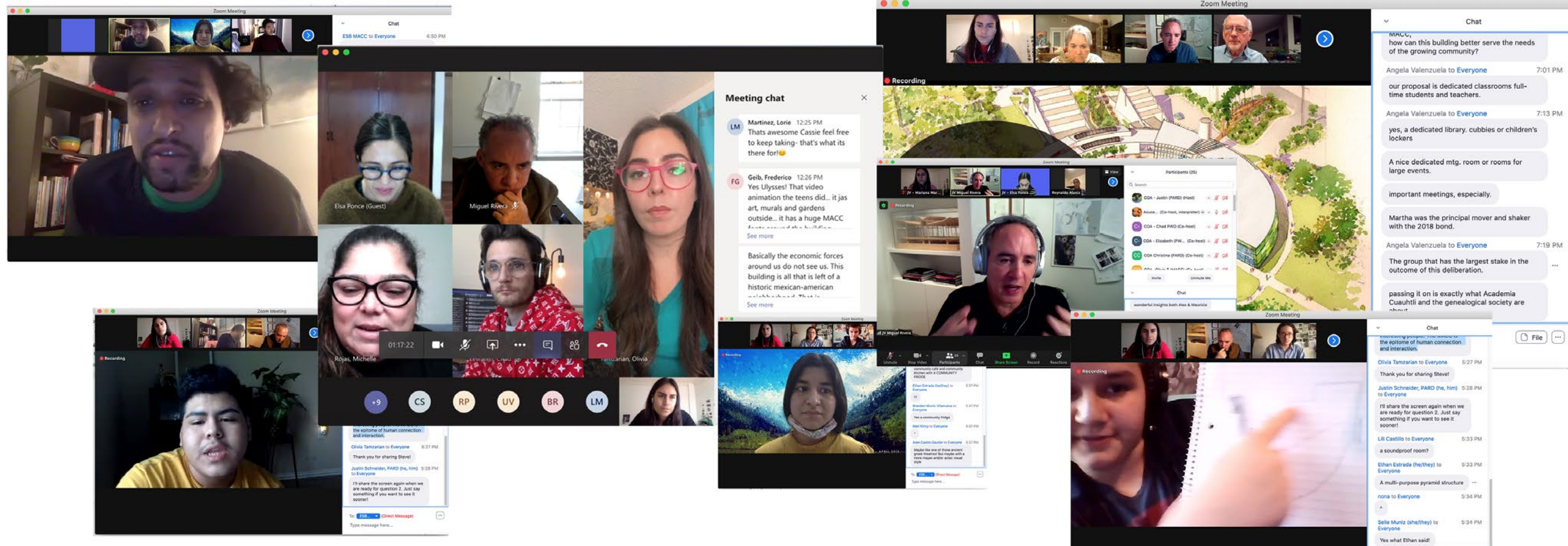
- Tejano Genealogy Society of Austin leadership;  
- Academia Cuauhtli leader;  
- Tejano Genealogy Society of Austin leaders;  
- Educators;

**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;

**Spanish only Community meeting**  
02.06.2021

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



Community participants were invited to share their experiences and opinions about what they envision for the ESB-MACC. The quotes below present the community's perspectives;

STRATEGIC

*The MACC should be a welcoming space. 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 feeling of safety, no respect for the Zócalo.*

*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.*

*We see ourselves as part of a larger project of education. We would love for the MACC to be a hub for educational reform.*

*The need for more space for the community to participate in arts, poetry, music, dance, that's where the focus needs to be to actively engage in culture and arts, and attract artists and people to come to the MACC for new experiences.*

*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 neighbouring communities.*



Community participants were invited to share their experiences and opinions about what they envision for the ESB-MACC.

The quotes below present the community's perspectives;

SPATIAL

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

**The capacity of the Auditorium is insufficient and its performance space is inadequate:** we need a permanent stage. It's impractical to install and remove the stage every time.

**Food is a big part of our culture.** Having an industrial/mobile kitchen for culinary classes, that could serve the community and help youngsters learn a business would be amazing.

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





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

Waterloo Greenway is a 1.5-mile park system which encompasses 35 acres of connected green space, beginning from 15th St. and ending at the edge of Lady Bird Lake (alongside the 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 MACC. The proposal involves a new pedestrian bicycle and vehicle route to improve mobility in the area, and possibly a new CapMetro bus station close to the campus.



**Rainey Street Trailhead Park**  
**Status: Schematic Design**

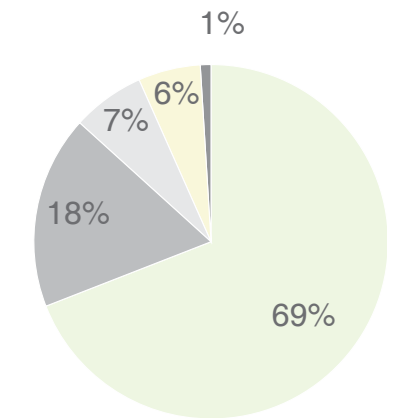
Rainey Street Trailhead Park is a gateway to the riverside trails; an important entry point from Rainey Street that enhances the ecology of the area and provides new recreational uses, increasing amenities for the neighborhood and Trail users.








# FACTS OF THE EXISTING Site Plan



ESB - MACC Site Current Land Use

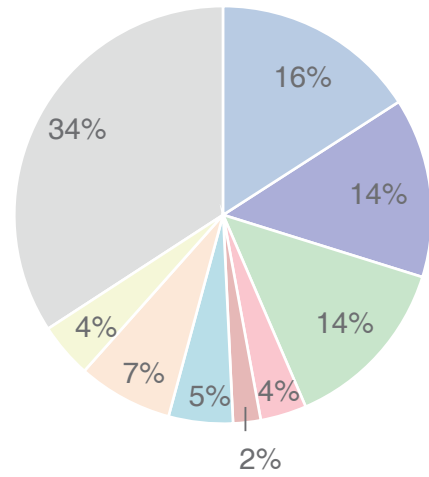


Site Area Total	365,000 sqft
+ 58 and 64 Rainey	15,000 sqft
Green area	262,500 sqft
Parking	67,000 sqft
Building	25,200 sqft
Zocalo	21,600 sqft
Entrance	3,700 sqft

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



Total Building Area  
36,510 sqft

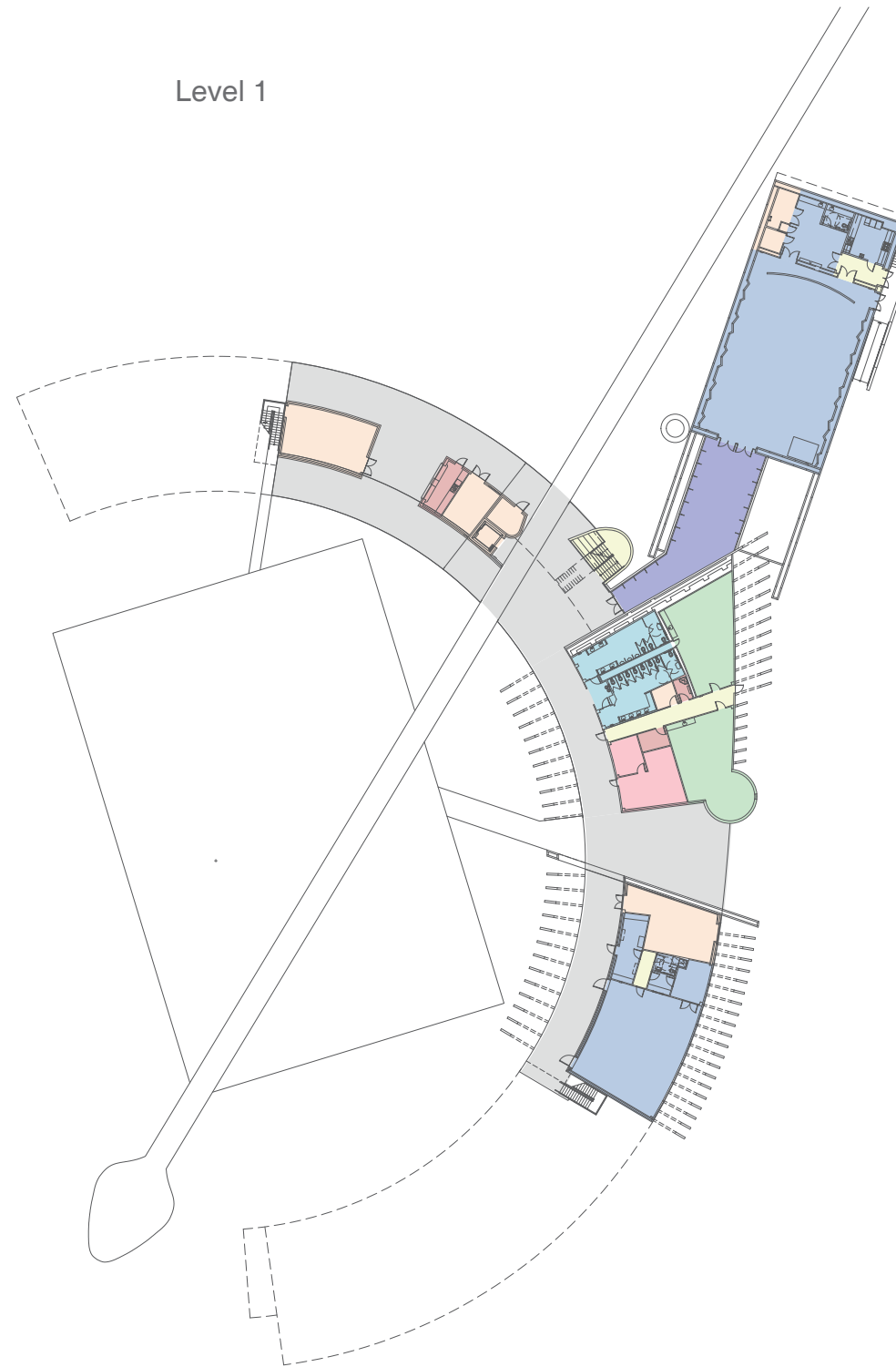


- Performance\*  
5,804 sqft
- Gallery  
5,081 sqft
- Classrooms  
5,008 sqft
- Offices  
1,306 sqft
- Unconditioned covered circulation  
12,478 sqft
- Support\*\*  
779 sqft
- Restrooms  
1,815 sqft
- MEP  
2,686 sqft
- Lobbies and Halls  
1,553 sqft

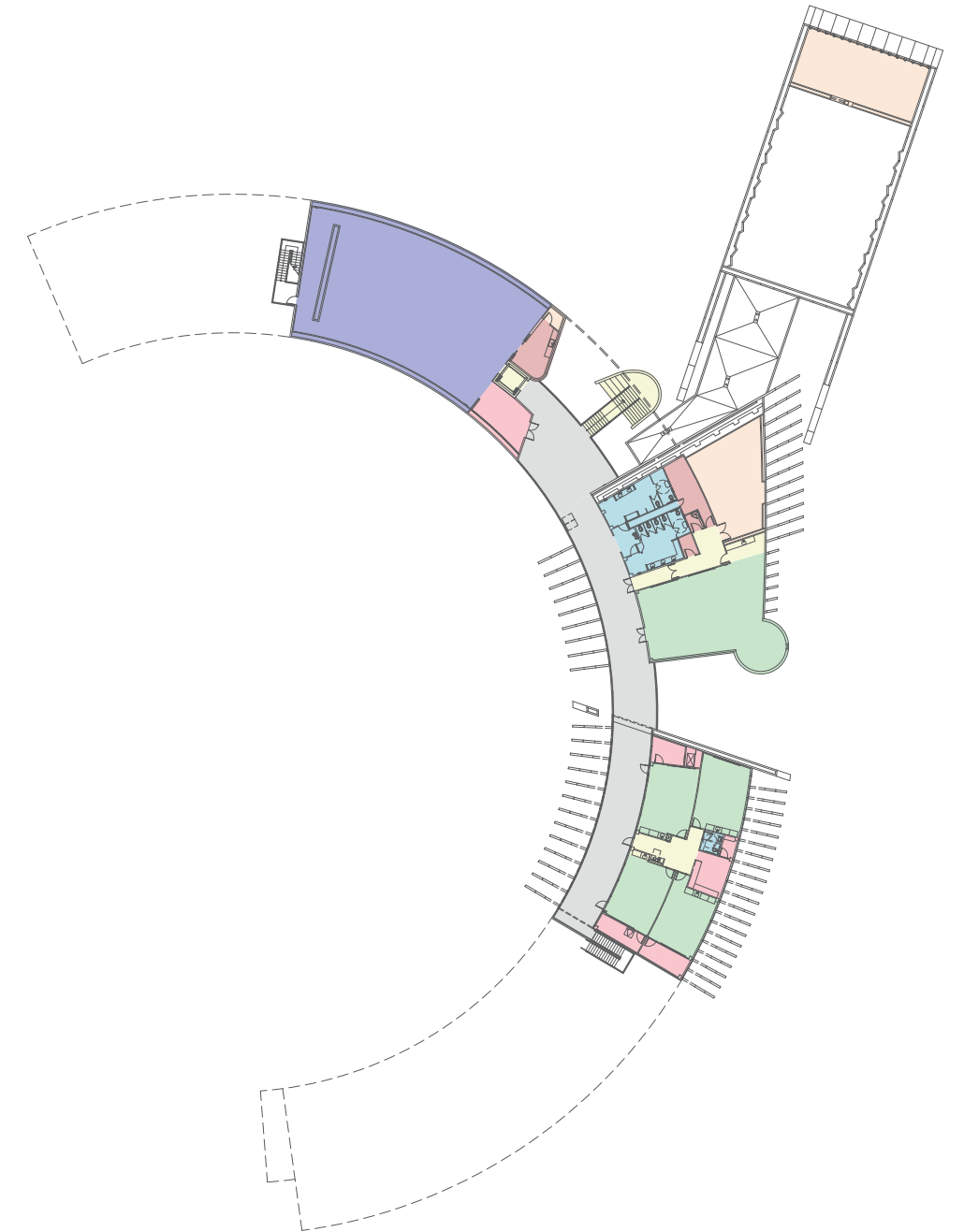
\* Performance includes: Black Box Theater and its support spaces (dressing room, storage, AV and restroom) and Auditorium and its support spaces (dressing room, restroom and kitchen).

\*\*Support includes areas such as storage, utility closets, janitor closets, and food preparation spaces like kitchenette and concession.

Level 1



Level 2



### TOP PRIORITIES FROM 2018

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

As the ESB-MACC grows, so will the need for support spaces like:

- Offices
- Storage

### PRIORITIES NOW 2021

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#### PRIMARY SCOPE :

- More classrooms and studios
  - Recording Studio
  - Meeting Rooms
  - Library
  - Computer Lab
  - Storage
- Access and views to Lady Bird Lake
- Shade structures at Zocalo
- More gallery spaces
- Teaching/ Industrial Kitchen
- Coffee Bar
- Adequate parking
- Offices, support, storage

#### SECONDARY SCOPE :

- Larger performance space
- Outdoor amphitheater
- Gran Entrada (The Grand Entrance)

## PROGRAM PROPOSAL



Outdoor Performance



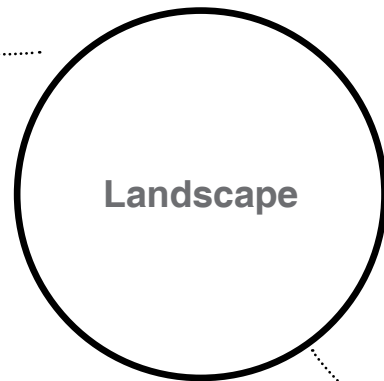
Outdoor Learning & Play



Art Events

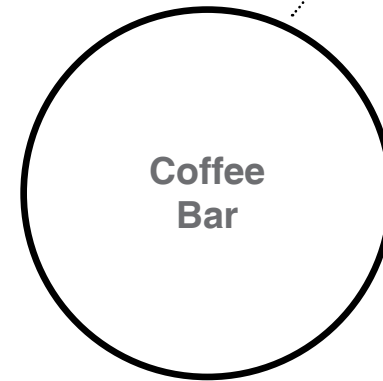


Outdoor Exhibits



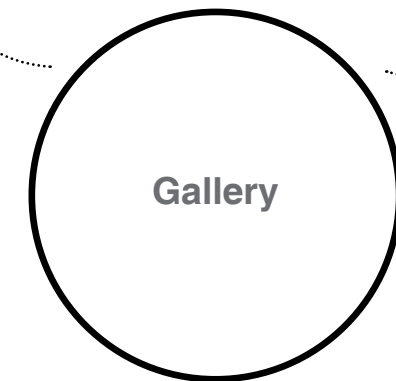
Landscape

Art Display



Coffee Bar

Civic Space



Gallery



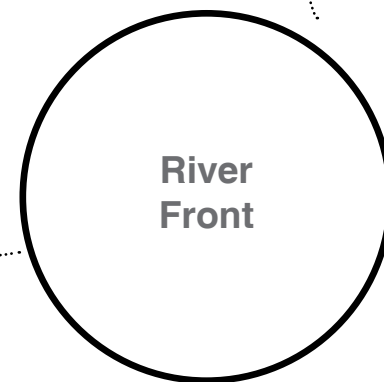
Community Garden



Physical Activities



Boats



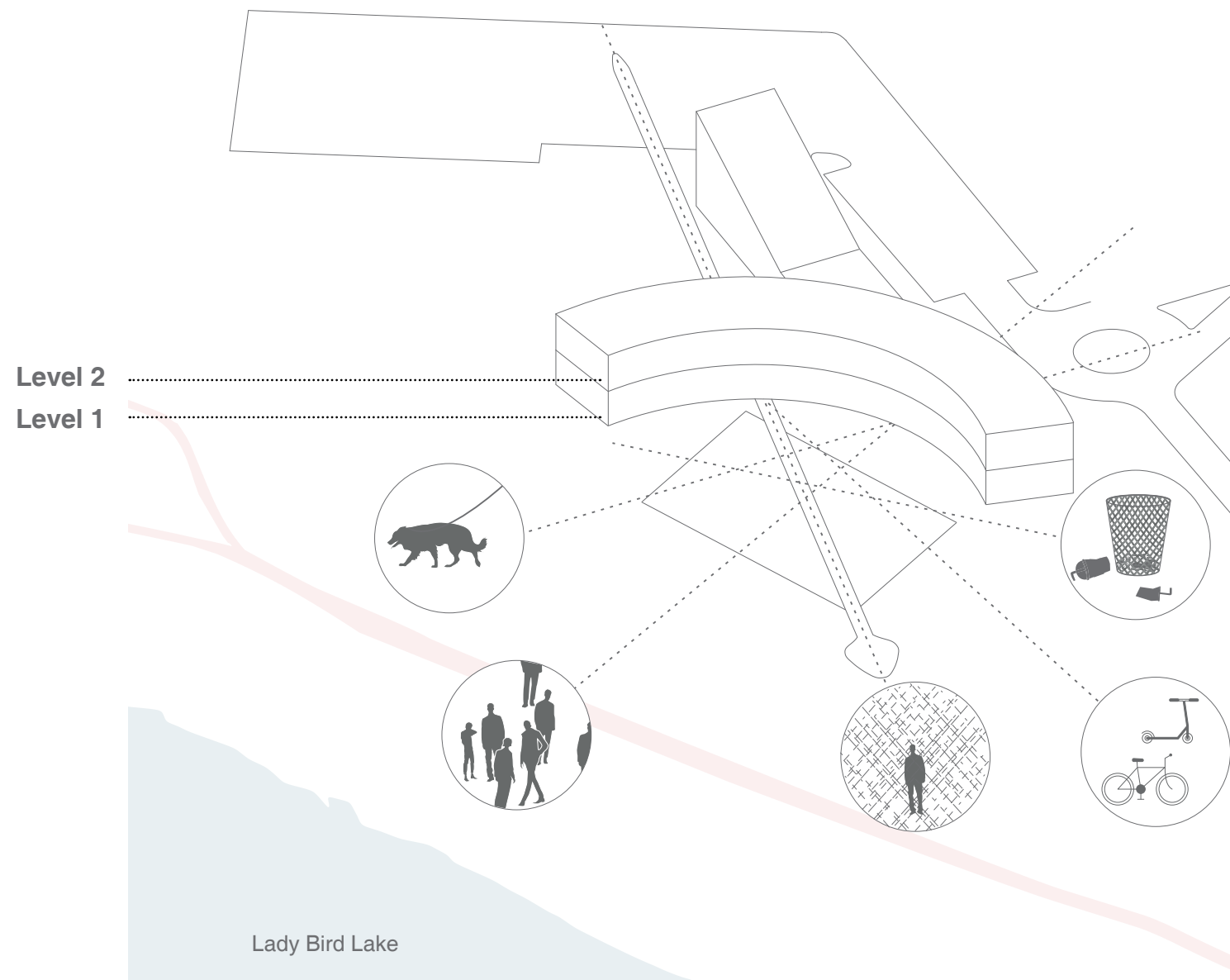
River Front



Exhibitions



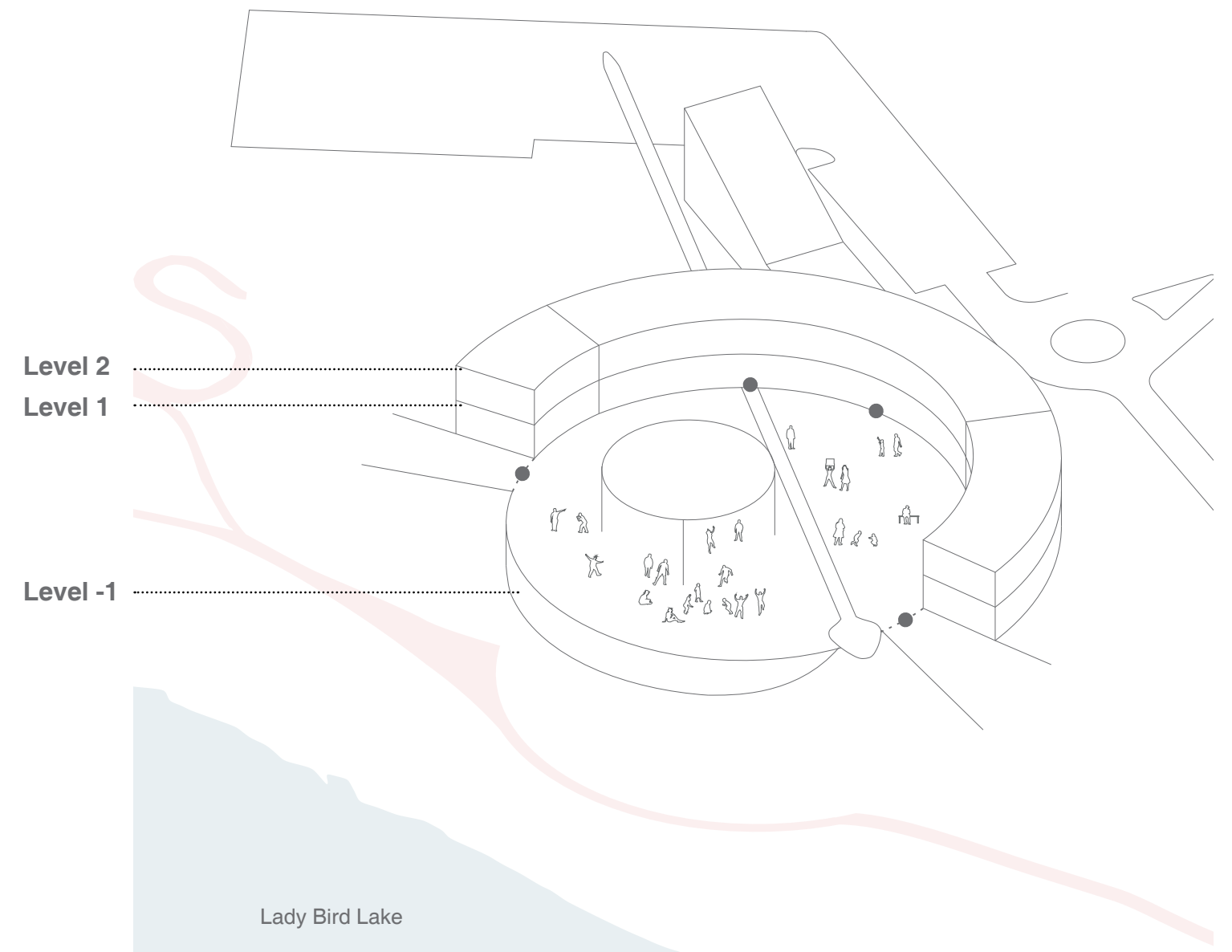
Performances



Existing condition of the ESB-MACC Plaza

There are 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 restrooms



Proposal for the ESB-MACC building volume and Plaza

Level -1 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.

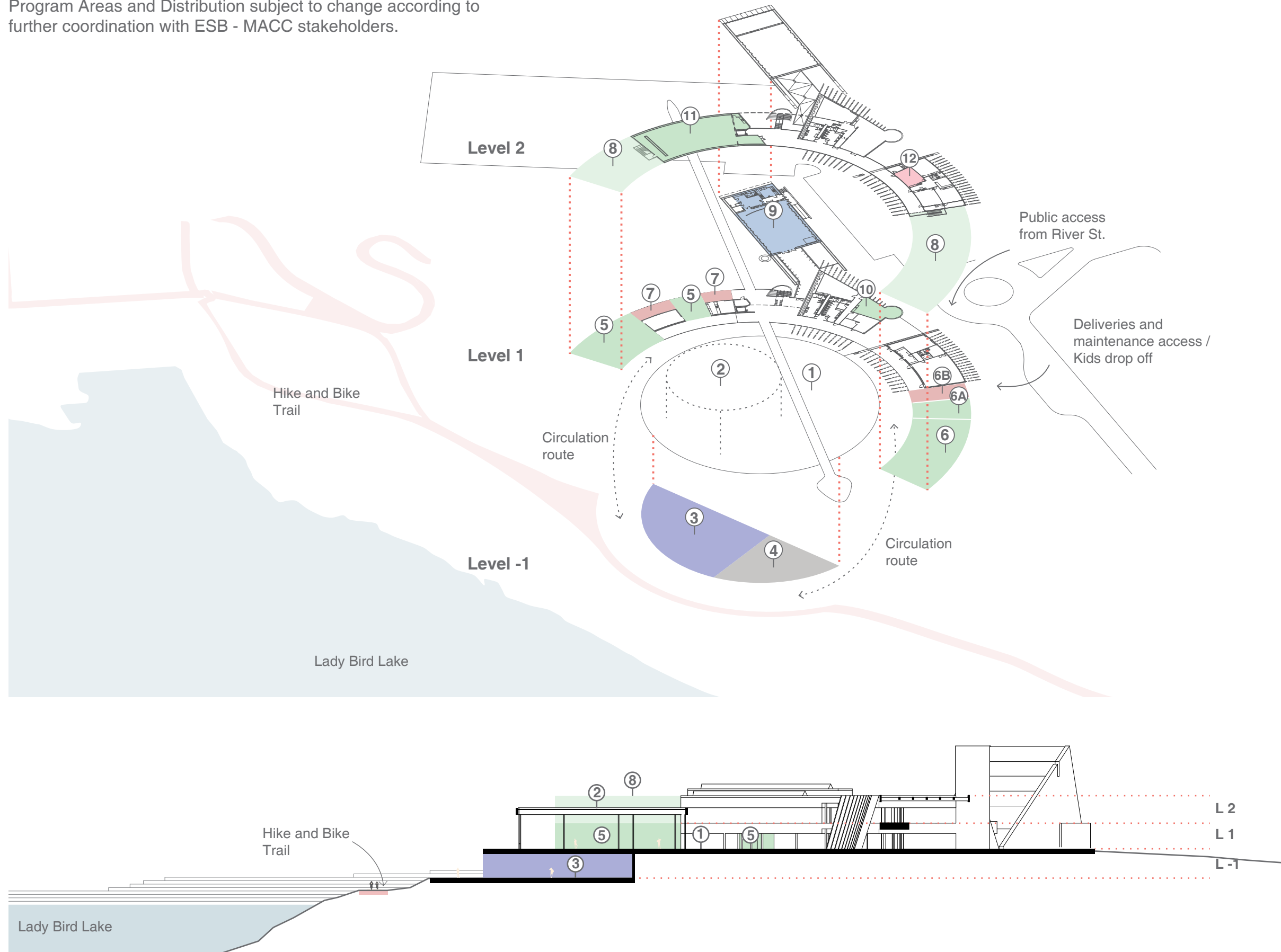
Key:

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

# PROPOSED PROGRAM

## Distribution and Density

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. COFFEE BAR  
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

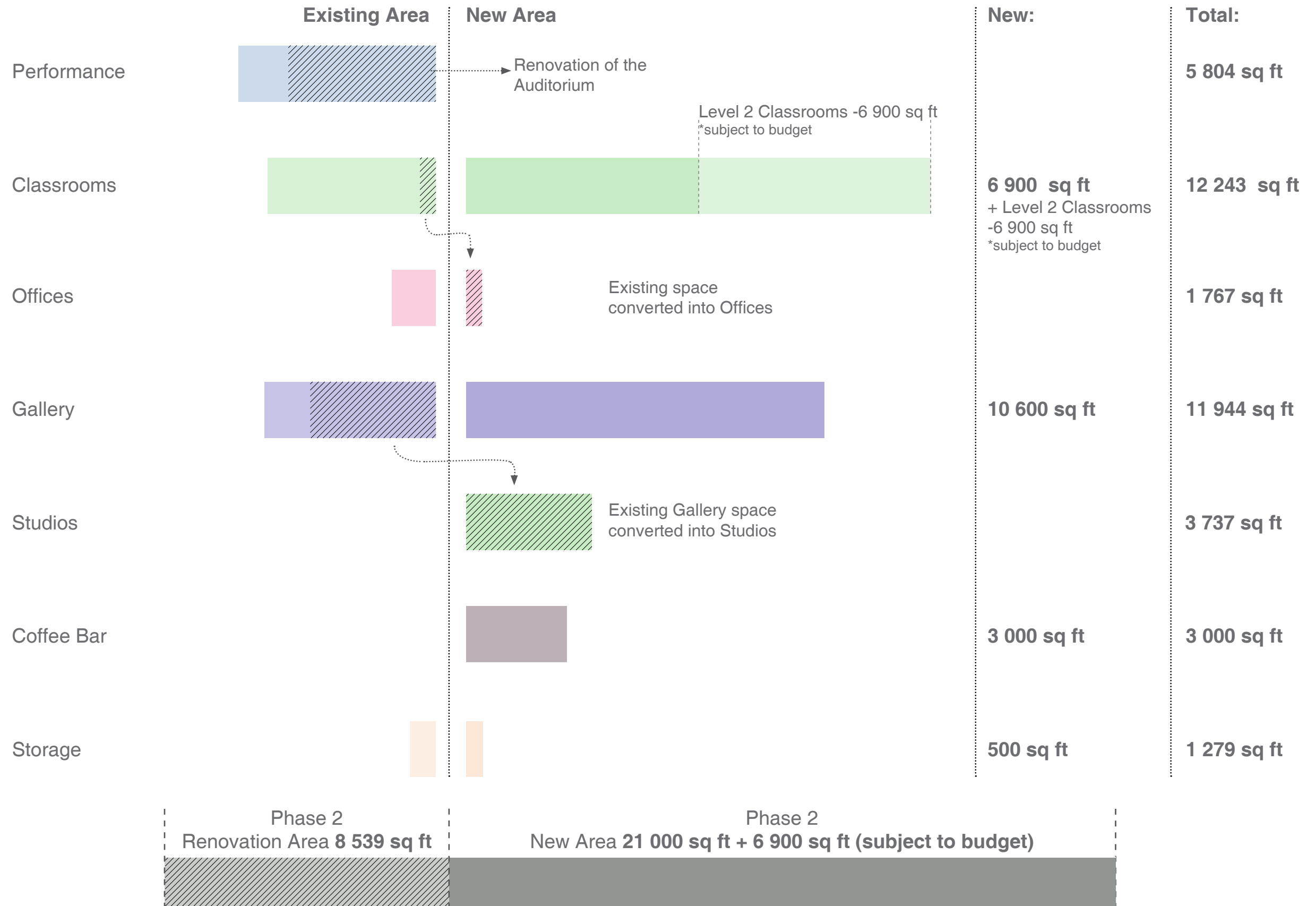
### RENOVATION AREAS

9. AUDITORIUM  
4,341 sqft

### CONVERTED AREAS

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

**PROPOSED PROGRAM VS EXISTING CONDITIONS**  
Summary





November 2020

March 2021

**Programming / Concept Design**

- Synthesize analysis for project opportunities and proposals for new programs.
- Generate initial concepts for Phase 2, develop preliminary sketches.

**Schematic Design**

- Develop drawings, images or models to understand the general idea of the project.

**Design Development**

- Develop detailed architectural drawings, models or images with all the information required to understand the project.
- Develop permit sets.

**Construction Documents**

- Develop sets of drawings and documents with all the information required for construction.

Start of Construction  
Target Winter 2022

Grand Opening  
Target Summer 2024

**Construction Administration**

- Site visits and coordination.



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



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



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