

#CarverMuseumATX

PLANNING PROCESS

THE GEORGE WASHINGTON CARVER MUSEUM, CULTURAL & GENEALOGY CENTER

www.austintexas.gov/CarverATXplanning



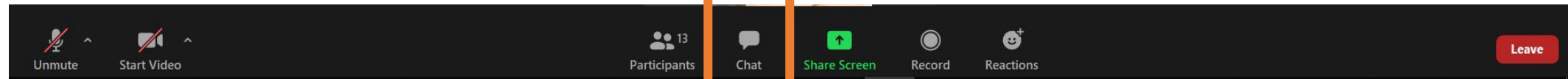
Design Team

SMITH&COMPANY
ARCHITECTS

Perkins&Will

HOUSEKEEPING - ZOOM

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



MEETING AGENDA

- **Greeting** Carre Adams | Parks & Recreation | Carver Team Lead
- **Welcome to the Planning Process** Gregory Montes | Parks & Recreation | Project Manager
- **Design Team Introduction & Project Overview** Terry Smith | Smith & Company Architects | Project Principal
- **Observations, Opportunities and Challenges** Juarez White | Smith & Company Architects | Senior Associate
- **Benchmarking Studies** Kenneth Luker | Perkins & Will | Planning Team
- **Preliminary Planning Goals and Guiding Principles** Stephen Coulston & Kenneth Luker | Perkins & Will | Planning Team
- **Exercise: Knowledge, Concerns, Desires** All
- **Conclusion** Gregory Montes | Parks & Recreation | Project Manager

GOALS FROM THE CITY

1. Guide the future **development and use** of the Carver Museum.
2. The Carver Museum is dedicated to the **collection, preservation, research, interpretation and exhibition** of historical and cultural materials reflecting all **dimensions of experiences of persons of African descent** living in Austin, Travis County, and in the United States. The museum is also a key source of information on the history and celebration of **Juneteenth**.
3. Create a multi-facility campus for a **“Living Museum”** that would be immersed in African American experience, culture, history and traditions.
4. Consider **current** uses, programming goals and anticipated **future** use.

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

Smith & Company (S&C) is a "boutique design firm" that provides a variety of architectural services. Their portfolio includes libraries, theaters, K-12 schools, colleges and universities, multi-family housing, and athletic facilities. Smith & Company Architects was founded in 1999 by founder and Principal Architect Terry Smith, AIA NOMA.

Smith & Company Architects will serve as the lead firm on this project. They served as architect on the **African American Library at the Gregory School** for the City of Houston. This historical adaptive reuse project converted a former elementary school into a two-story exhibit space and cultural library. Much like Carver, this project serves as a focal point for the oldest African American neighborhood in Houston.



African American Library at the Gregory School | City of Houston + Houston Public Library Houston, TX



AUSTIN ISD | Govalle, Allison, Jordan, Palm, Lee & Houston Elementary Schools Austin, TX




Woodrow Wilson Montessori New Library | Houston Independent School District Houston, TX



Woodland Acres Elementary School New Library | Galena Park Independent School District Houston, TX

Perkins&Will

We weave together the best of architecture, identity brand design and storytelling to create magnetic places – places that actively improve the social, economic and environmental health of communities.



Since 1935, **Perkins&Will** has believed that design has the power to make the world a better, more beautiful place. With more than 2,500 professionals internationally and over 250 in Texas, **Perkins&Will** brings to our team an award-winning portfolio of some of the most culturally significant facilities in the country. Their specific focus in the areas of master planning and innovative design for culturally significant buildings such as the **Smithsonian's National Museum of African American Culture** has made them one of the most sought-after firms for buildings of this type.

founded in

1935

studios

26

total staff

2700+

austin staff

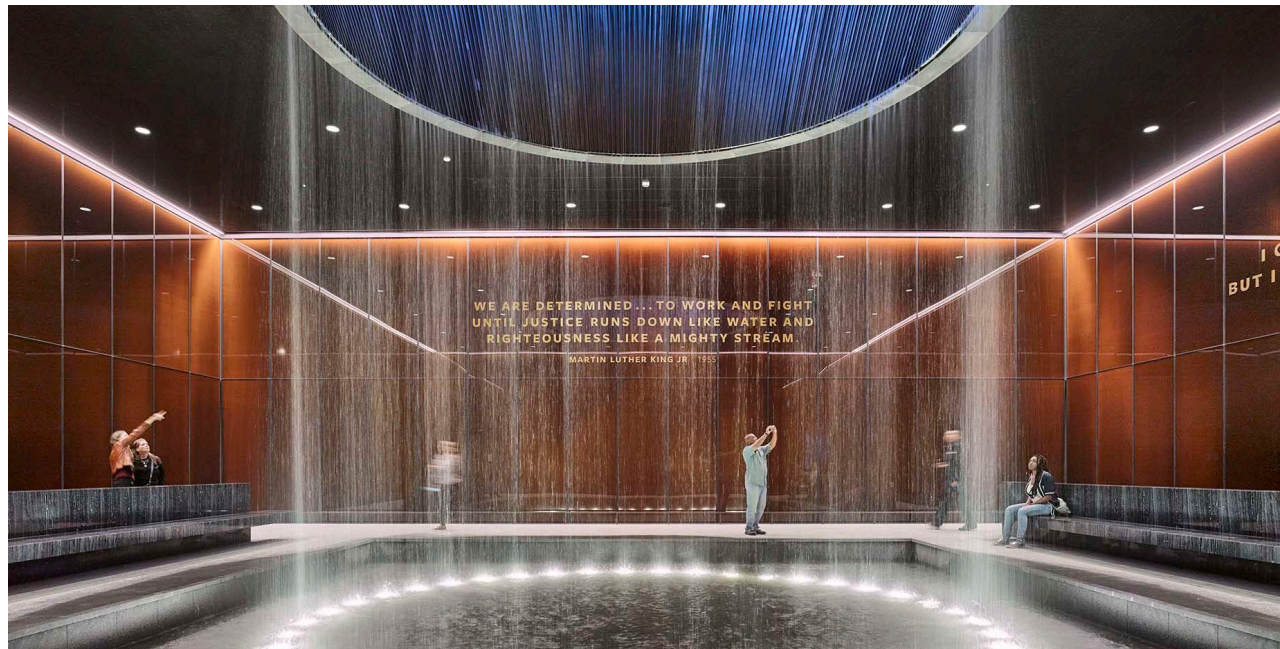
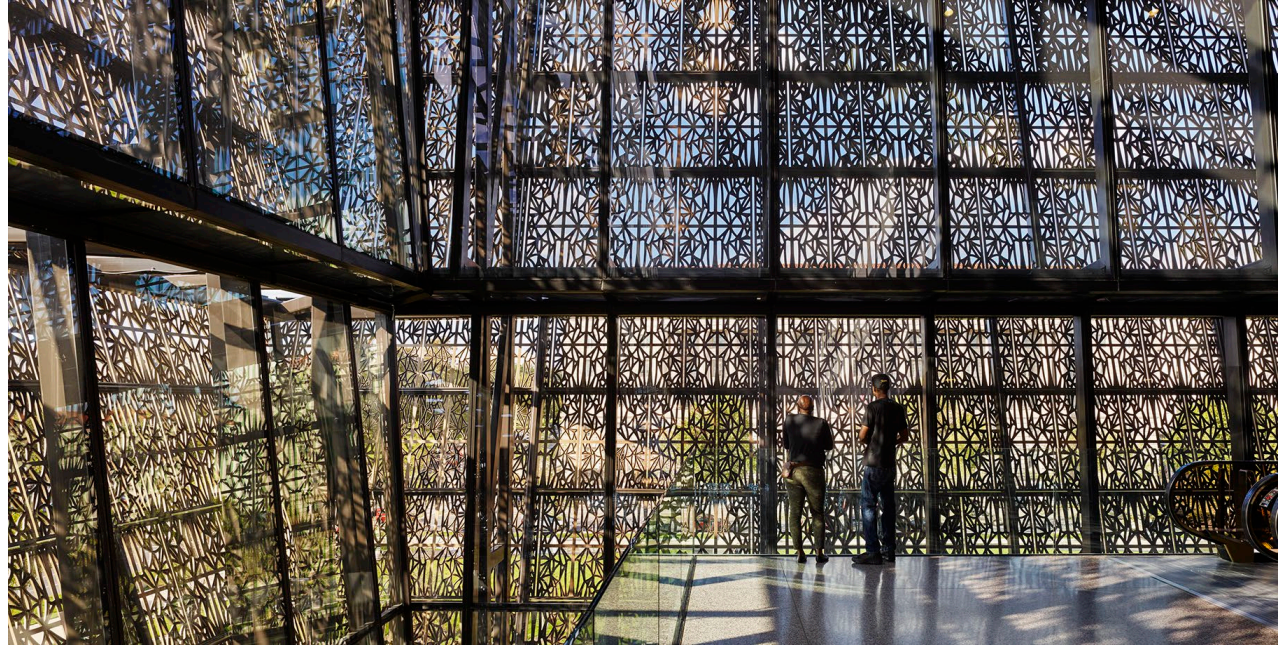
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Perkins&Will

We're proud to lead our industry by example. Our **Diversity, Inclusion,** and **Engagement** program supports and strengthens a firmwide culture that embraces and celebrates all people, regardless of age, culture, ethnicity, gender identity, language, physical ability, race, religion, sexual orientation, size, or socioeconomic status.

To make sure we uphold these principles in all aspects of our work, we established the design industry's first **Diversity Council.**





National Museum of African American History and Culture | Smithsonian Institution **Washington, DC**



Emancipation Park | City of Houston Houston, TX



Harvey B. Gantt Center for African American Arts + Culture | Charlotte, North Carolina



National Center for Civil and Human Rights | Atlanta, Georgia



Eastside Memorial Early College & International H.S. at the Original L.C. Anderson Campus | Austin, TX

PROJECT PHASES

We are here

Initiation

Planning

Conception

Adoption

Implementation

1

2

3

4

5

Needs Assessment

Preliminary
Planning Concepts

Draft Plan

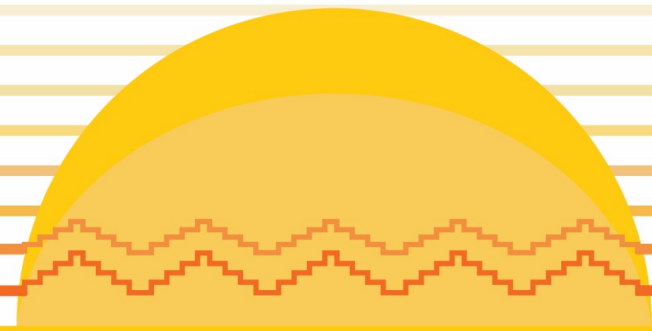
Council
Presentations

Final Facility
Expansion Plan
Submission

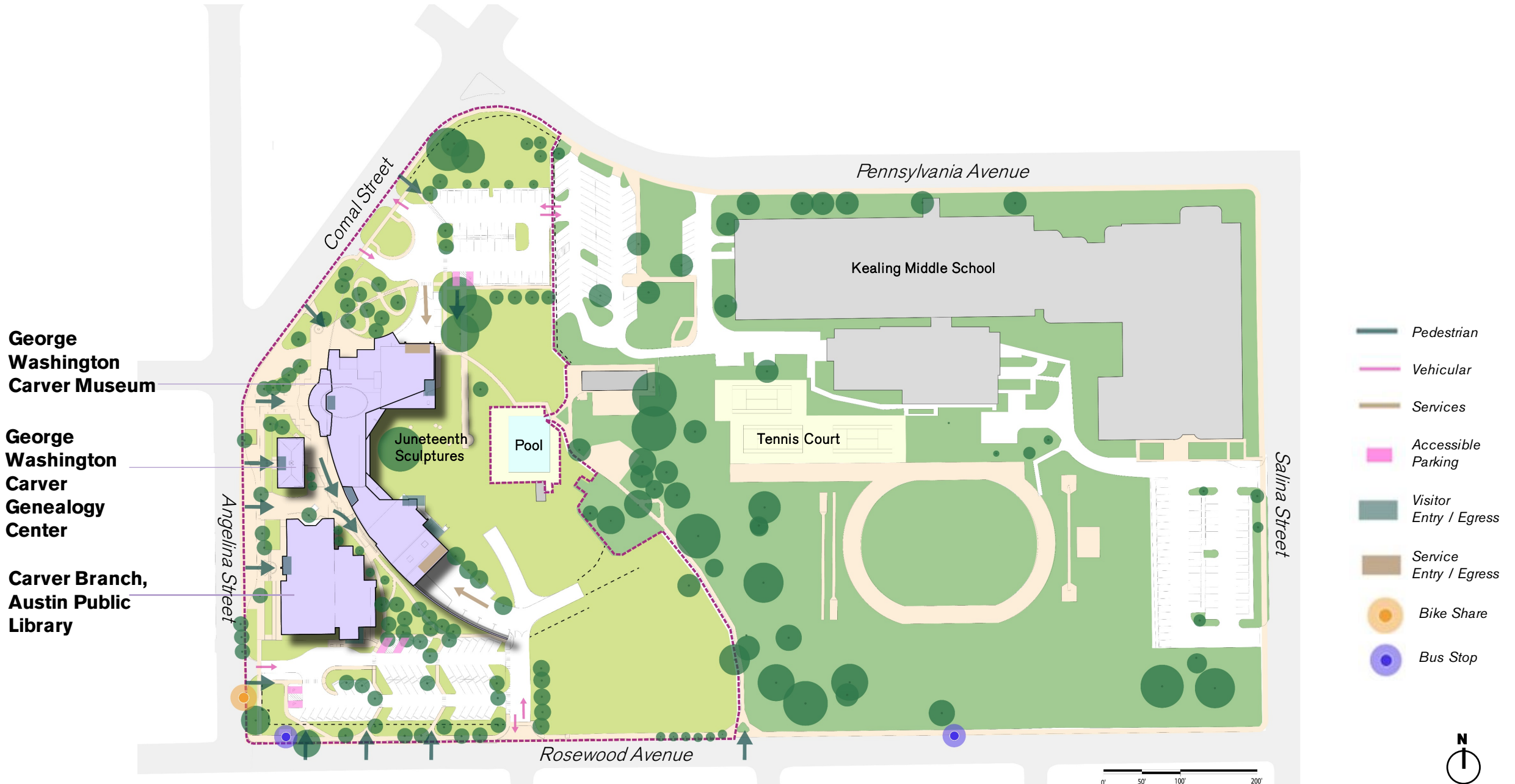
Small Group
Discussions

Community
Meetings

OBSERVATIONS, OPPORTUNITIES AND CHALLENGES



OBSERVATIONS



OPPORTUNITIES & CHALLENGES



Proximity to historically significant landmarks

Proximity to important organizations

Bus routes and bike shares

Arrival and wayfinding experience

Landscape maintenance

Relationship of drop-off zones to buildings

Crescent shape gives unique identity

Exterior good condition

The central corridor flexibility (Drum) and natural lighting

Lack of 90-degree walls presenting a challenge to connected building expansion

Circulation, Office, Storage, Gallery Space, Archive, Flexible Space

Additional Parking available at Kealing MS

Existing detention pond could be converted to bio-retention pond

ASMP (future) protected bike-lane along both sides of Rosewood Ave.

Potential downstream drainage issues

Waste-water line cuts N-S across site

Access to transit lines and stops

Bicycle parking

Crosswalk updates

Multiple pedestrian access points

Unclear where vehicle traffic should park to access museum and genealogy center

ADA Parking Accessibility

Transform outdoor space into destination

2002 landscape permit installation intact

Utility assignments at diagonals and land-use efficiency

Excessive shrubs increasing maintenance

OPPORTUNITIES

CHALLENGES

BENCHMARKING STUDIES

Comparing Carver – Benchmark Review

SURVEY QUESTIONS

6

IN-DEPTH
SURVEY
RESPONDENTS

When was the center/institution established?

Is the center served by mass transit?

7

CASE
STUDIES

What kind of programming and services are provided?

What types of assembly, meeting and gallery spaces are available?

9

BENCHMARK
STUDIES

Which types of assembly, meeting and gallery spaces are available?

Is there outdoor event space or programming?

BENCHMARKING STUDIES

Select Institutions for Comparison



Common Elements

Activity/Meeting Room, Gymnasium, Meeting Rooms, Multi-purpose Room, Stage and Servery, Theater, Swimming Pool, Picnic Pavilions, Auditorium, Classroom, Museum Store, Permanent Exhibits, Youth Education Programs, Health and Wellness Programs, Adult Education, Rotating Gallery, Community Meeting, Library

Orange text indicates spaces presented in case study projects that are being considered for the new program

BENCHMARKING STUDIES

Detailed Peer Comparison and Analyses

	The Carver Center	Peer Institutions (Average)		The Carver Center	Peer Institutions (Average)
Years in Existence	40	30-40	Grand Multipurpose Rm.	No	Yes
Building Size	36,000 SF	20,000 - 40,000 SF	No. of Galleries	6	1-5
Building Age	20 years	8 - 130 years	No. of Classrooms and Maker Space	1	2-4
Ownership	City of Austin	Mixed Range: Institution with Municipal Maintenance	Dance/Music Studios	Yes	Yes
Sources of Operating Funds	City of Austin	Mix of Public, Corporate and Grants	Staff (FTE, PTE, Volunteers)	9 FTE	3-14 FTE / 30-40 Vol
Annual Attendance	Above 30,000 (Est.)	45,000 – 50,000	Outdoor Programming	Yes	Yes, but limited by space
Auditorium	Yes	Yes	Programming Hours	8 Hours Avg. 1 Late Day	8 Hours Daily Afterhours Programming
Demographic	Black/African American and Latinx / White	Black/African American and Latinx / White	Gift Shop	No	Most Have form of Retail
Adequate Kitchen	No	Yes	Artist Studios	No	Limited / Temporary

OUTREACH AND SURVEYS



OUTREACH AND SURVEYS



Outreach

Facebook, Instagram, Twitter, Nextdoor, Carver e-blast, Phone Calls, The Villager, Sightlines, The Austin Chronicle, The Statesman, KAZI FM and around **90** other organizations



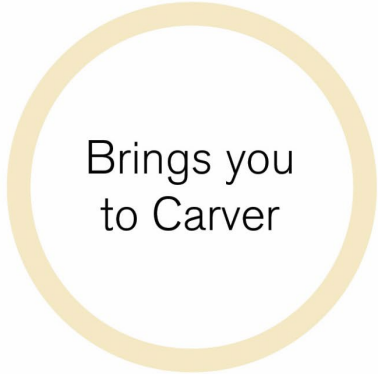
SpeakUpAustin

Responses :147



Small Group Discussions

8 Groups
77 Participants



Brings you to Carver



Areas for Improvement inside facility



New Indoor Spaces to add



Outdoor Spaces to Improve



New Outdoor Spaces to add

84%

Connecting to Culture

71%

Arts performances /shows

Museum/Gallery Exhibit

Museum & Gallery Space

77%

Performing Arts Space

Collection/Archival Storage

Artist studio/ maker space

Visual arts space

Multipurpose hall

Community meeting space

Temporary performance space

Juneteenth monument

Shaded areas

Outdoor Art

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

78%

Equal amounts of
cultural programming
and museum
programming



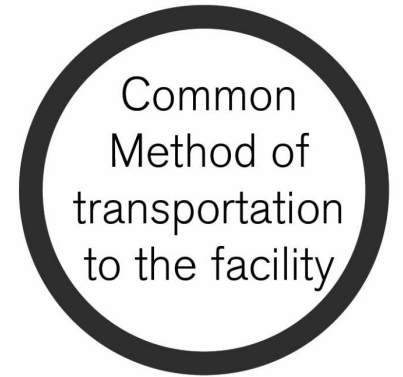
Program
Prioritization



Frequency
of Visit

61%

Fewer than **5**
times a year

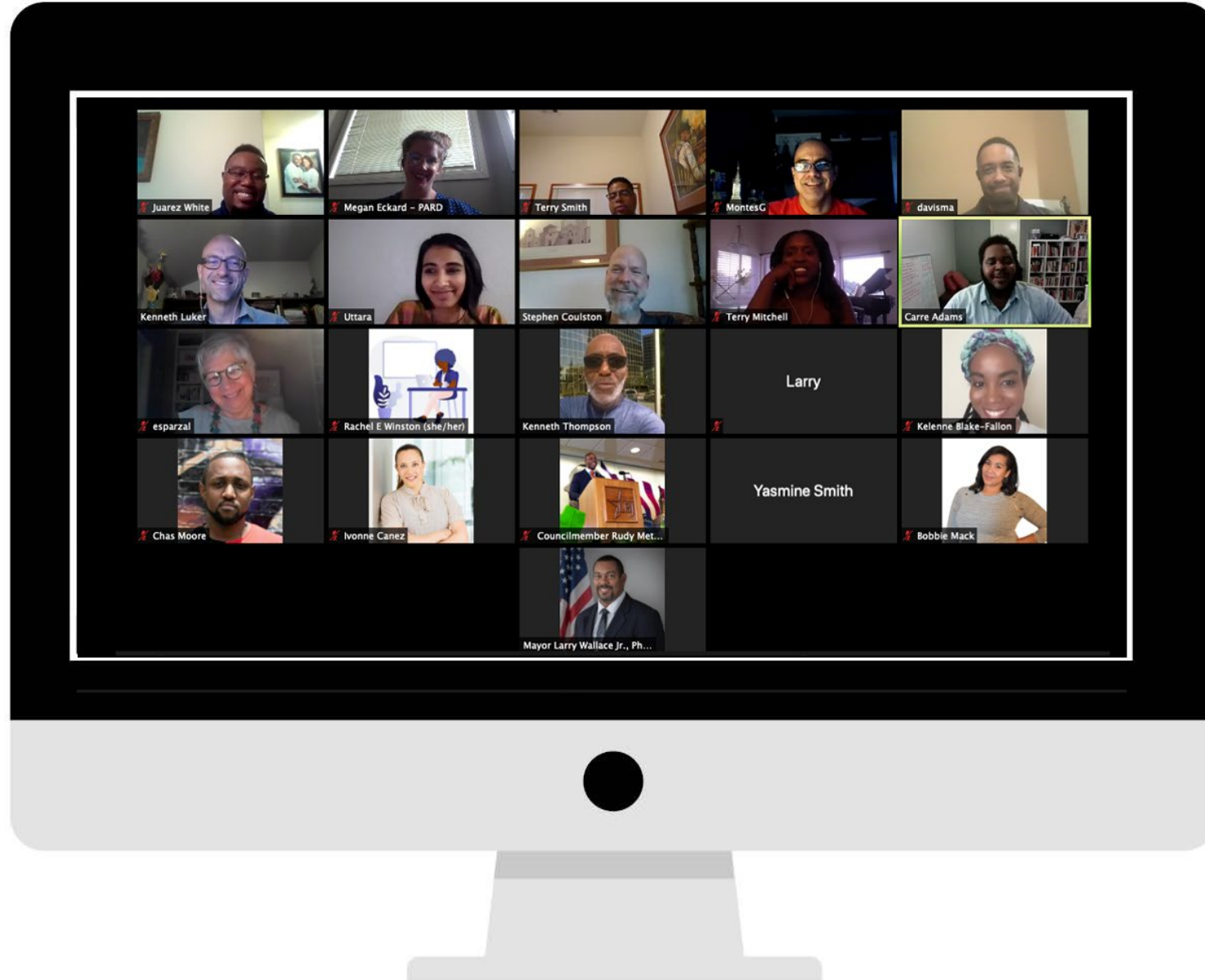


Common
Method of
transportation
to the facility

91%

Personal
vehicle

SMALL GROUP DISCUSSION



“ The Carver has a great outdoor space that is used in interesting ways.”

“ The building can be a receptcle to capture the ethos of G.W. Carver.. ”

“The Carver staff always treats the community well..feels like home.”

“...the story and the place are not as interconnected as they should be”

“I would love to see a dedicated community garden space that can be used by existing partners.”

“ ..it is my dream to see a small child picking figs from trees in the garden ”



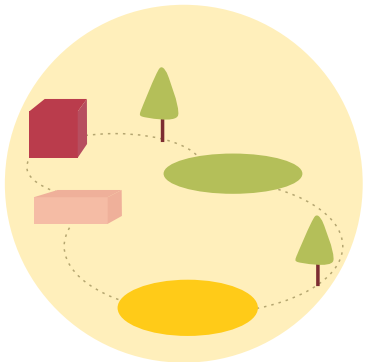
KEY THEMES

Idea of the Carver



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

Experience



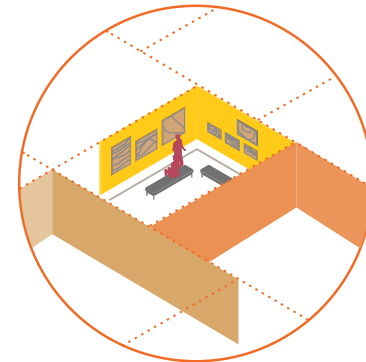
Looks at one's perception and experience of the building and the complex as a whole – includes branding, wayfinding & accessibility

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 do you like the most about Carver...

Idea of the Carver



- Timeless Stories
- Versatile
- Symbols & Heritage
- Collection

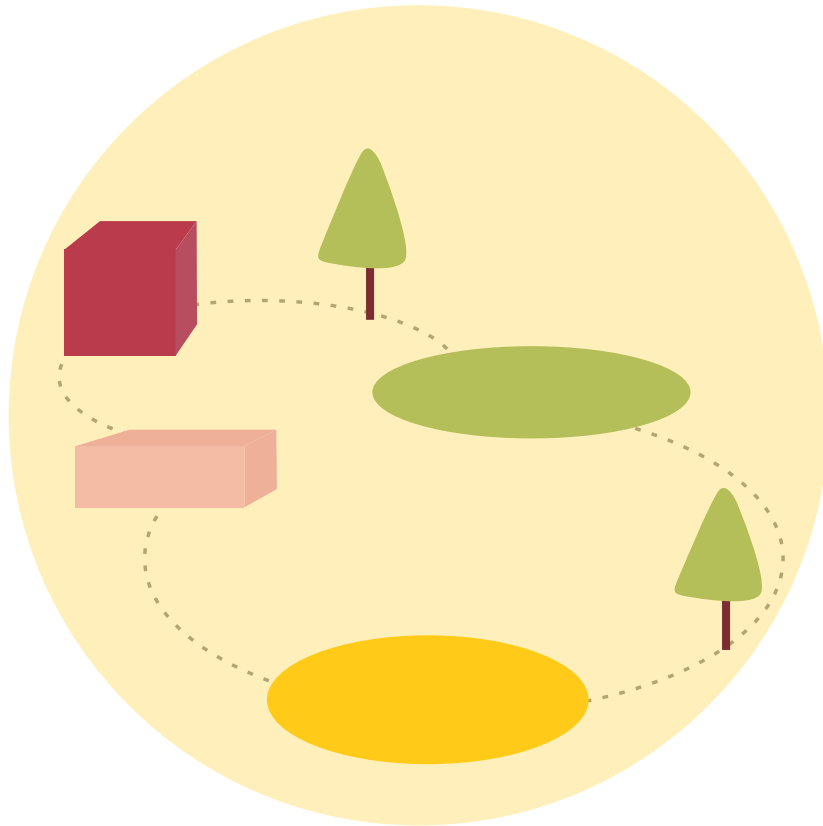


Family heritage Exhibit ¹

1. Texas Time Travel. <https://texastimetravel.oncell.com/en/austin-george-washington-carver-library-and-museum-64312.html>

What do you like the most about Carver...

Experience



- Viewing the Sunrise/ Sunset
- Feels like Home
- Multigenerational space
- Multicultural space

What do you like the most about Carver...

Program



- Flexibility of space accommodates various uses
- Events
- Festivals



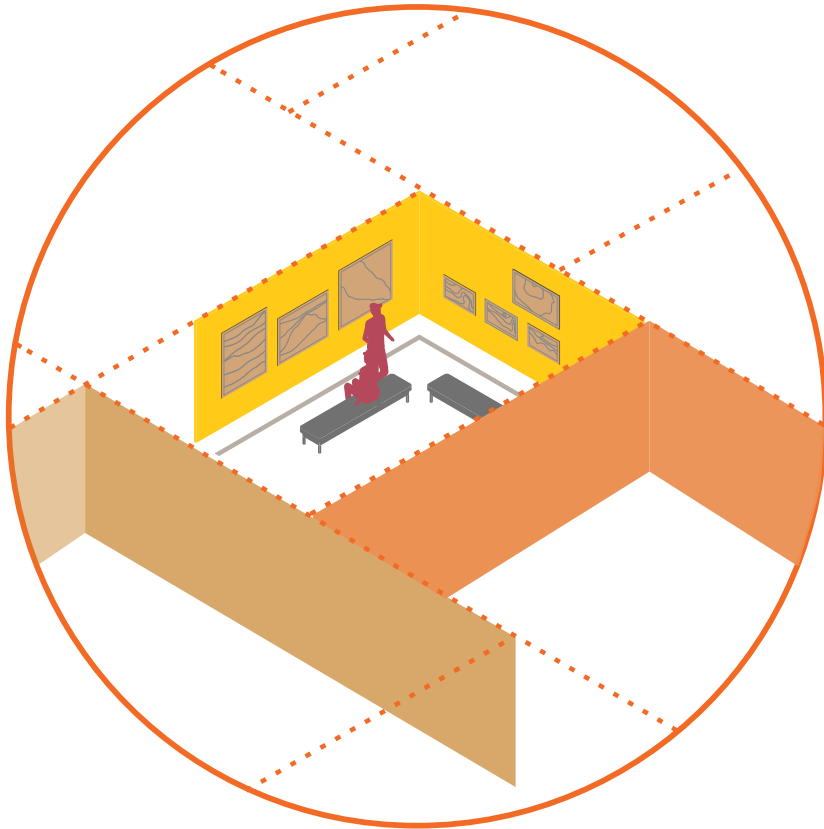
Phone Home Fest ²



Phone Home Fest ²

What do you like the most about Carver...

Indoor Spaces



- Theater
- Classroom
- Kitchen
- Galleries
- Dance room
- Genealogy Center
- Natural light in the 'Drum'



Exhibition at the Carver Museum ³



Inside the Carver Museum ⁴

³ City of Austin Home. <https://www.austintexas.gov/blog/george-washington-carver-museums-100-group-art-exhibit-combines-creativity-and-philanthropy>

⁴. Earthly ideas. http://www.earthly-ideas.com/portfolio/carver_museum.htm

What do you like the most about Carver...

Outdoor Spaces



- Greenery at the back
- Open to public
- Freedom Walk



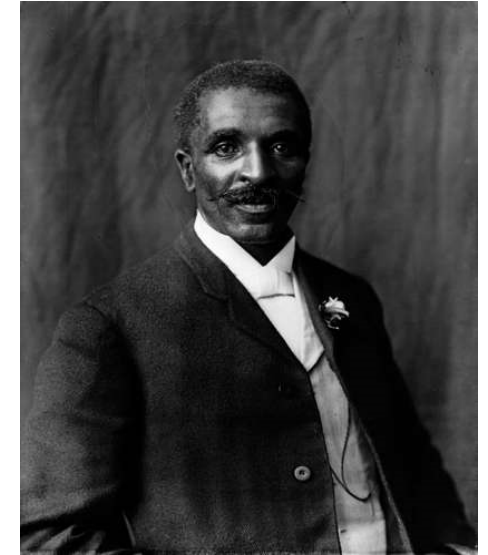
Freedom Walk⁵

What you would like to see..

Idea of the Carver



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

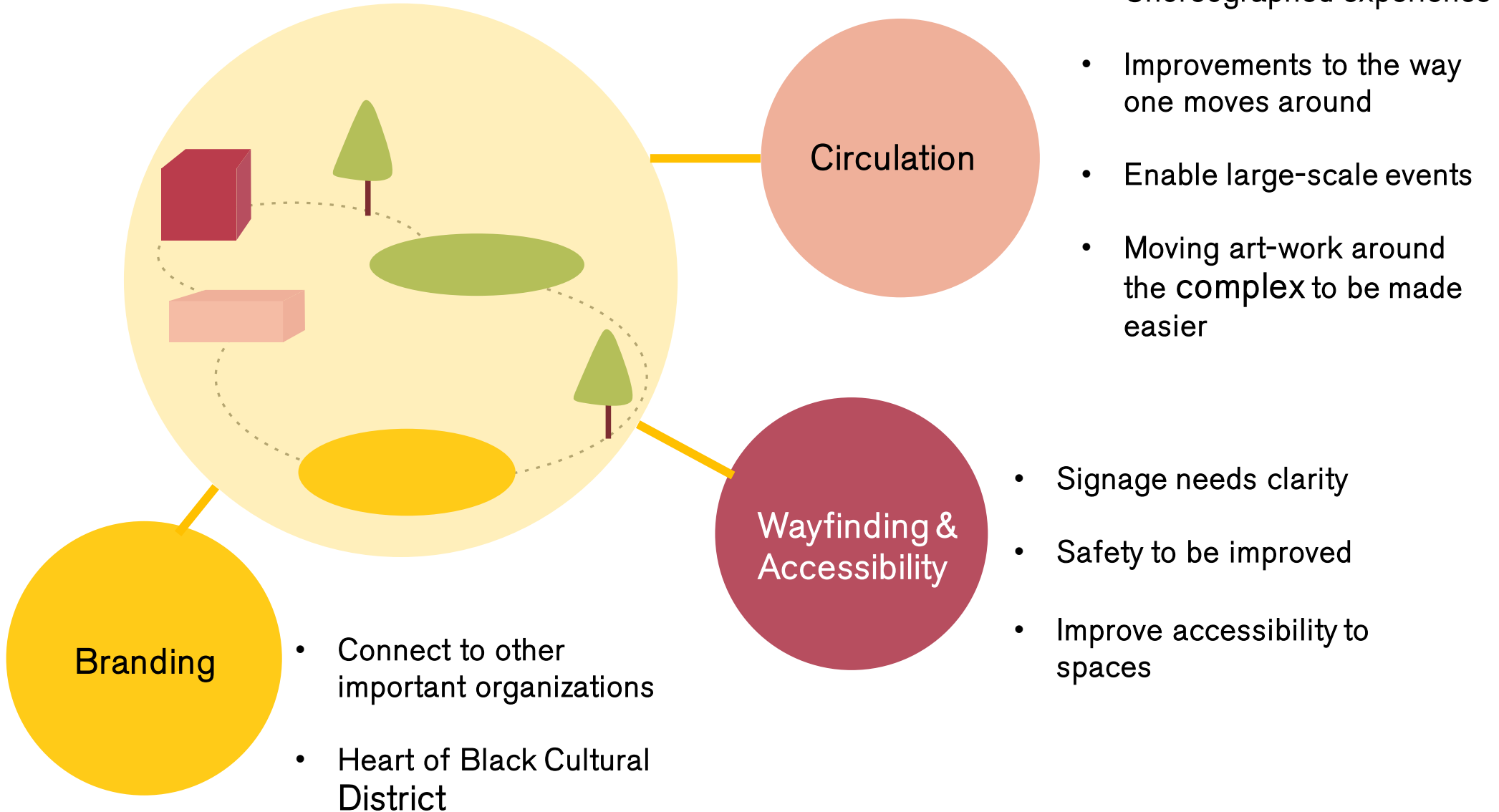


George Washington Carver⁶

6. Encyclopedia Britannica. <https://www.britannica.com/biography/George-Washington-Carver>

What you would like to see..

Experience



What you would like to see..

Program



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



Black History Month Kids' Day! offers a fun-filled day to learn about Black heritage!

Activities will be inspired by the 2020 Black History Month theme, "African Americans and the Vote."

Featuring storytelling by Gina McCauley, Yolanda King & Carver Staff, Demo and Coloring Activity with Artist Brian Joseph.

Kids Voting Booths, make-and-take crafts and educational activities, kids yoga, capoeira and journaling led by Amala Foundation.

The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. For assistance please contact (512) 974-3914 or Relay Texas 7-1-1.

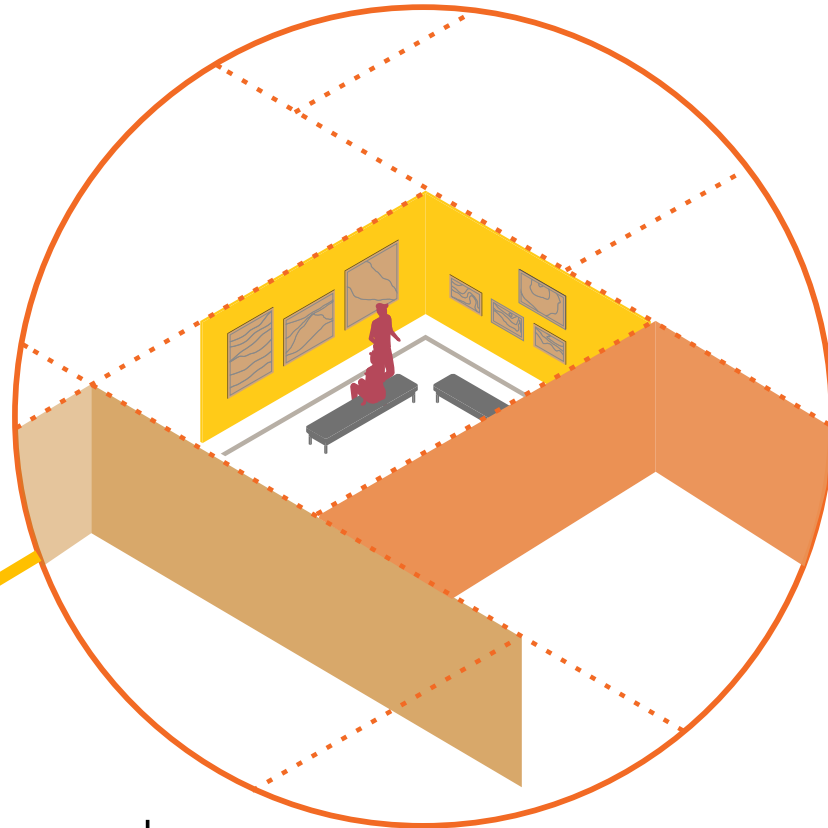


Poster: Black History Month Kids Day ⁷

7. Carver on Facebook. <https://www.facebook.com/CarverMuseumATX/>

What you would like to see..

Indoor Spaces



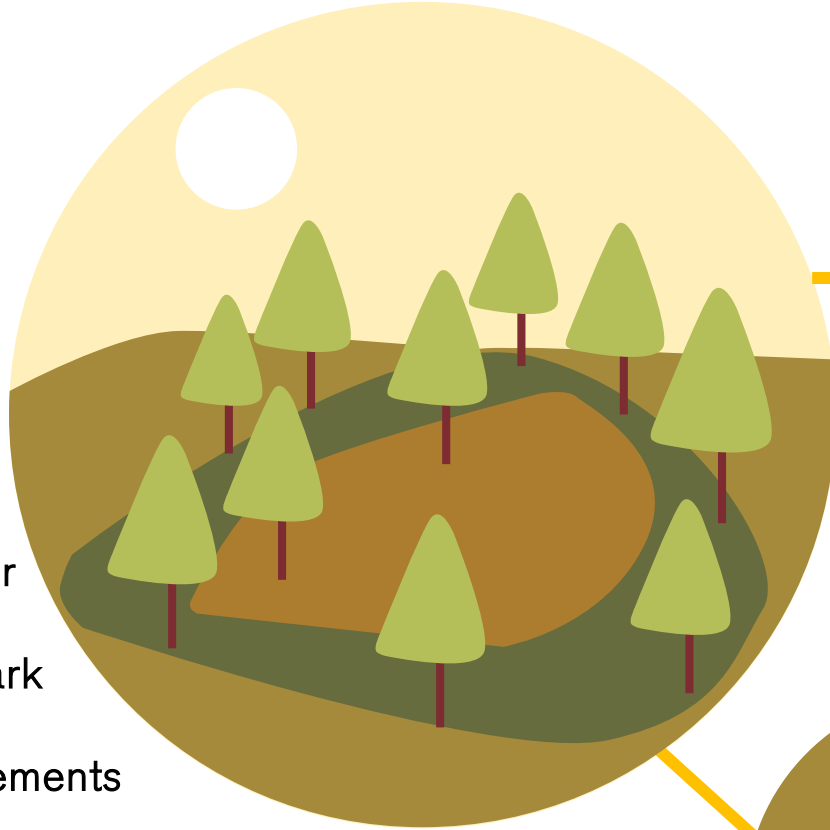
Building
Management
Systems

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

- 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

What you would like to see..

Outdoor Spaces



- Amphitheater
- Sculpture Park
- Pool improvements
- Well maintained landscape
- Community garden to be introduced

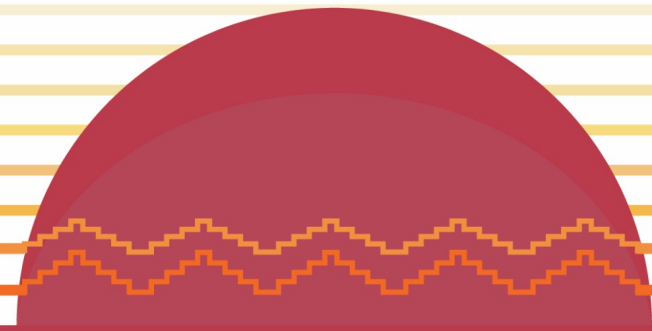
Parking

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

Maintenance

- Permanent installations
- Loading docks to be cleared up
- Security improvements inside and outside the buildings

GOALS AND PRINCIPLES



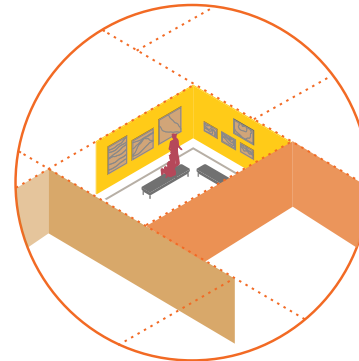
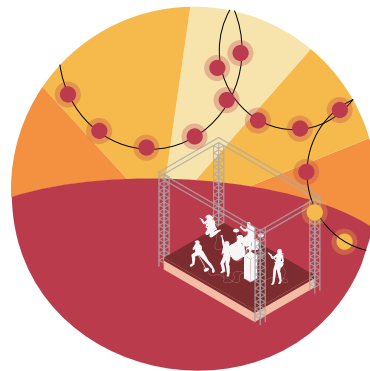
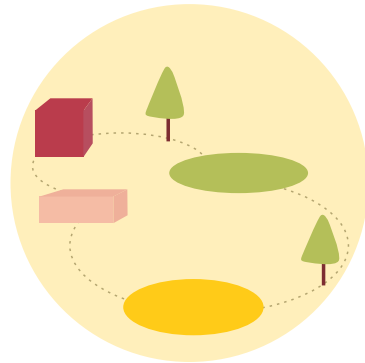
GOALS

From the city



From the community

1. Guide the future **development and use** of the Carver Museum.
2. The Carver Museum is dedicated to the **collection, preservation, research, interpretation and exhibition of historical and cultural materials reflecting all dimensions of experiences of persons of African descent living in Austin, Travis County, and in the United States.** The museum is also a key source of information on the history and celebration of **Juneteenth**.
3. Create a multi-facility campus for a **“Living Museum”** that would be immersed in African American experience, culture, history and traditions.
4. Consider current uses, programming goals and anticipated future use.



GOALS AND 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.

EXERCISE : KNOWLEDGE, CONCERNS, DESIRES



HOUSEKEEPING - ZOOM

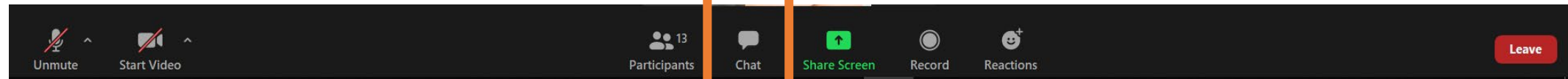
If you would like to speak, please raise your hand.

The image shows a Zoom meeting interface. The main window displays a grid of 13 participants, with names like Uttara, Carre Adams, Laura Esparza, and others. The bottom toolbar contains icons for Unmute, Start Video, Participants, Chat, Share Screen, Record, and Reactions. The 'Participants' icon is highlighted with an orange box. To the right, a sidebar titled 'Participants (13)' lists all attendees with their names and status icons. The 'Raise Hand' icon in the bottom right corner of the sidebar is also highlighted with an orange box.

Name	Status
Uttara (Me)	Microphone off, Video off
Carre Adams (Host)	Microphone on, Video off
Laura Esparza	Microphone off, Video off
Smith & Company	Microphone off, Video off
Stephen Coulston	Microphone off, Video off
Larry	Microphone off, Video off
Alison Binford	Microphone off, Video off
davisma	Microphone off, Video off
Ivonne Canez	Microphone off, Video off
Justin S	Microphone off, Video off
Megan Eckard	Microphone off, Video off
MontesG	Microphone off, Video off
Paul Ward	Microphone off, Video off

HOUSEKEEPING - ZOOM

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



EXERCISE : KNOWLEDGE, CONCERNS, DESIRES

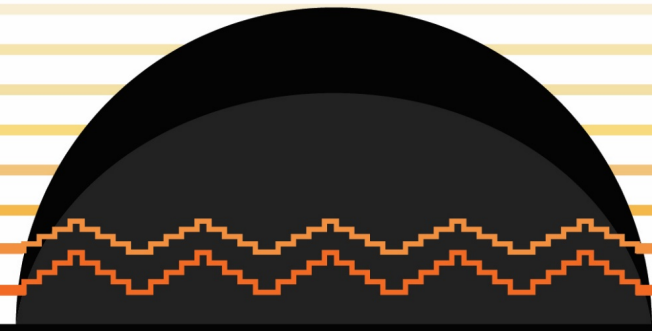
- Quick **Introductions**
- **Q1: What facilities, resources, and amenities do you anticipate the future generations of Carver Museum users will need in order to sustain a thriving Black community?**
- **Q2: What additions do current users of the Museum need most urgently and how will this support the future growth and development of the Museum?**
- **Group Share: Spokesperson from each breakout room summarizes observations**
- **Exercise wrap-up**

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