

Project Background and Fact Sheet

Project Summary:

The original Master Plan for the Mexican American Cultural Center (MACC) was drafted in 2000 by CasaBella Architects and its joint venture partner, Del Campo & Maru, in association with renowned Mexican architect Teodoro Gonzalez de Leon. The Plan outlined a vision for three phases of development and provided detailed drawings and completion for the first phase of construction.

Many factors have changed since the Master Plan was drafted, including the renaming of the site to the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC), the rezoning of the surrounding area from Single Family to Central Business District, the dedication of the ESB-MACC as parkland and addition of two adjacent properties to the site. In addition, programming at the Center has evolved and as a result of these developments, the existing building has opportunities for adapting to better meet the current program and needs of the community. The new Plan will seek input on the buildings, the plaza, its relationship to Lady Bird Lake and Waller Creek, and the Grand Entrance.

Since the completion of the first phase of construction in 2007, the ESB-MACC has become a tremendous resource for our community, visitors, and civic arts organizations among many others. Ensuring that these and other groups are involved and contribute to a New Master Plan is fundamental to achieving the project's desired outcomes.

Project background:

- In 2000, the surrounding neighborhood was residential. In 2004, the area was rezoned from Single Family to Central Business District. The ESB-MACC property is now surrounded by high rise condominiums, hotels, and most of the homes are now restaurant and bars.
- The ESB-MACC property is now dedicated parkland. Further, 58 Rainey and 64 Rainey, are now part of the ESB-MACC property, and will become dedicated parkland once the use of 64 Rainey as a staging area for a residential development ends.
- The alley between 64 Rainey and the ESB-MACC property is vacated up to the northern 30' of the property, which will be used to reroute the alley east onto Rainey Street and out of the ESB-MACC entry roundabout.
- Programming at the ESB-MACC has evolved since the completion of Phase 1. To better meet the current program and needs of the community, a new master plan is needed.



Design Consultant Recommendation:

PARD and the Capital Contracting Office recommends negotiation and execution of a professional services agreement with JAIME BEAMAN, AIA, INC/CASABELLA ARCHITECTS to provide design and planning services for the Emma S. Barrientos Mexican American Cultural Center in amount not to exceed \$360,000.

CasaBella Architects were selected as the top-ranked firm through the City's Qualifications-Based Selection process in the development of the original master plan and also oversaw Phase I design and construction. PARD finds that due to the firm's experience and expertise with the site and community as well as demonstrated competence and qualifications, CasaBella Architects is the most qualified provider to develop a new master plan.

Timeline:

- Oct. 5, 2016 – ESB MACC Board recommends item.
- Oct. 11, 2016 – PARB Contract and Concessions Committee recommends item.
- Oct. 25, 2016 – Parks and Recreation Board to consider recommendation of item.
- Dec. 15, 2016 – Item recommending that the city contract with CasaBella Architects to develop master plan was presented to the Austin City Council. Council authorized negotiation of contract.
- March, 2017 -- PARD and Capital Contracting Office will return to Council for authorization to execute contract.
- April, 2017-April, 2018 – Master plan process including public engagement