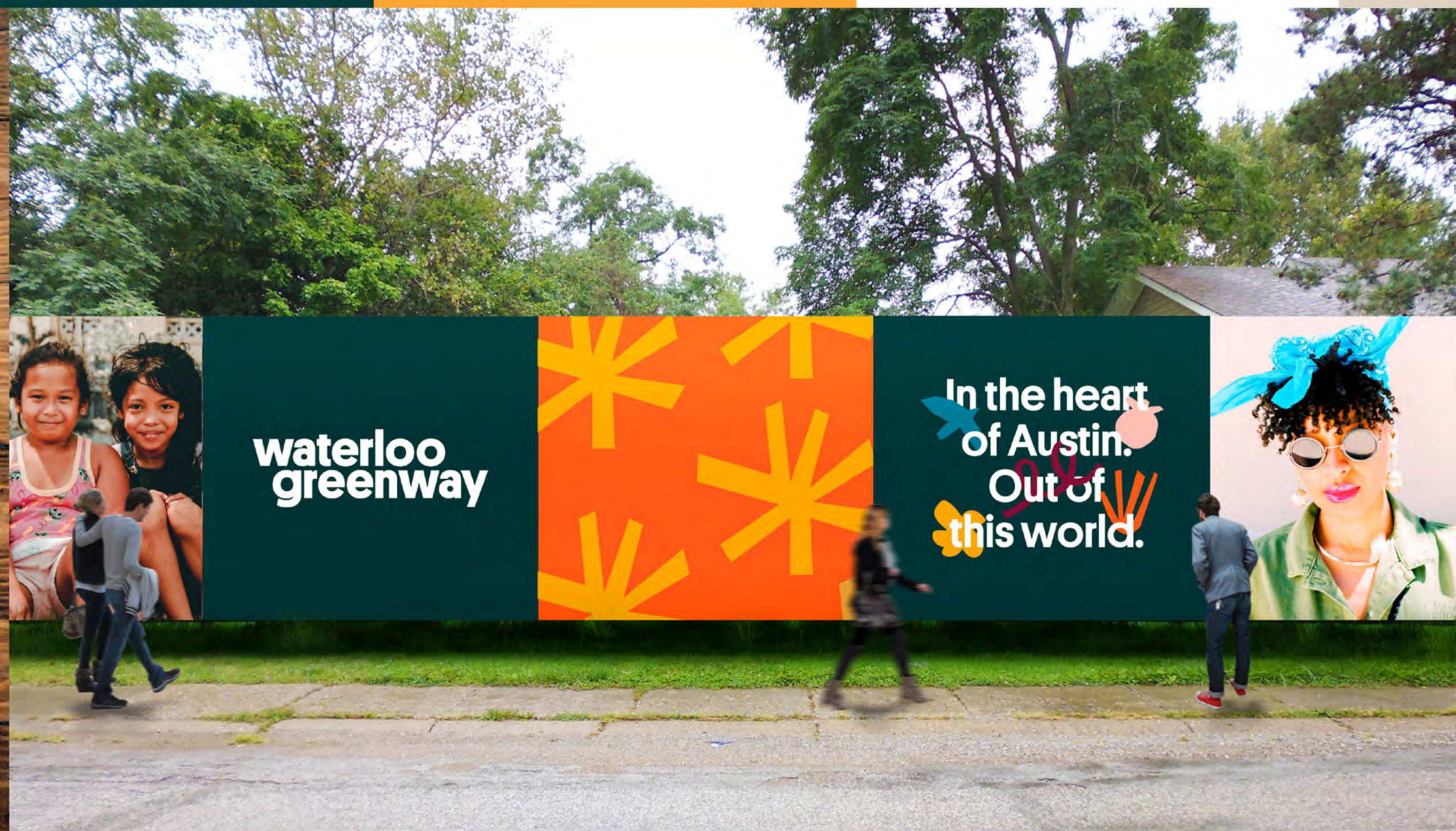


waterloo greenway

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waterloo greenway

Waterloo Park
Conditional Use Permit Overview
Requesting Support

Mission

Waterloo Greenway Conservancy creates and maintains an extraordinary urban park system and a restored Waller Creek, in partnership with the City of Austin, **for the benefit of all**. The Conservancy renews the natural environment, promotes play, health and wellness, economic vitality and mobility, and engages the community through outreach, education, cultural events, and the arts.



waterloo greenway

- **Sponsoring Departments:**
 - PARD & Watershed Protection**
- **Code Compliance**
- **Public Health, Safety & Welfare**
- **Environmental Stewardship**
- **Subject Matter Expertise**
- **Community Leadership**
- **Operations & Maintenance**
- **Programming & Art**
- **Environmental Stewardship**
- **Design Excellence**

Council approved project and partnership



ECOLOGY

MOBILITY

WEST AUSTIN

DOWNTOWN

waterloo
greenway

EAST AUSTIN

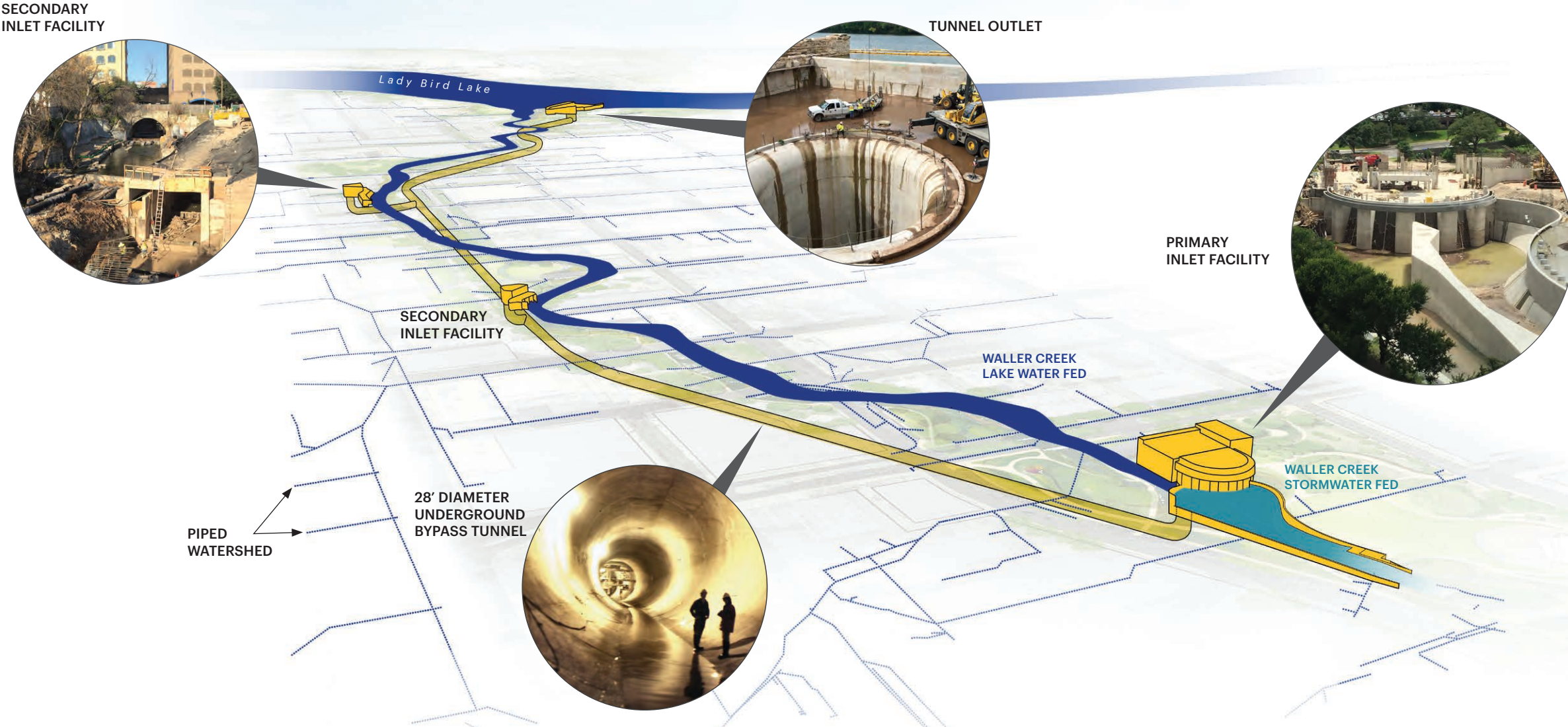
SOUTH AUSTIN



PARKS



Capture the Opportunity of the Tunnel



1928: plan forced African and Mexican Americans to move to certain neighborhoods in order to access amenities

1934: Austin redlined, preventing those living in East Austin and other neighborhoods from securing mortgages

1959-1961: Austin Development Plan zoned East Austin industrial

1962: I-35 built, creating East / West barrier

1965: Urban Renewal - Brackenridge Plan destroyed black business community on Red River

2005: Rainey Street rezoned to business, forcing Latino families out

LEGEND
— EXISTING TRAFFICWAYS TO BE MADE INTO BOULEVARDS.
- - - NON-EXISTING TRAFFICWAYS TO BE MADE INTO BOULEVARDS.
▨ PROPOSED PARKWAYS.
■ EXISTING PARKS
▨ PROPOSED AIR PORT

AUSTIN
TEXAS
0 1000 2000 3000
SCALE IN FEET
PLAN SHOWING
PARK AND
BOULEVARD SYSTEM
KOCH & FOWLER ENGINEERS
FOR CITY PLAN COMMISSION
1927

Community Programs 2019

Arts + Culture
Health + Environment
Civic Infrastructure
Economic Opportunity



70,000
Attendees



60 Free
Programs & Events



50+
Community
Partners



275
Volunteer
Hours



100+
Volunteers
Engaged



Texas Capitol

Frank C. Erwin, Jr.
Special Events Center

SAN JACINTO BLVD

TRINITY ST

NECHES ST

RED RIVER ST

SABINE ST

IH-35

2ND ST

3RD ST

4TH ST

5TH ST

6TH ST

7TH ST

8TH ST

9TH ST

10TH ST

11TH ST

12TH ST

15TH ST

Lady Bird Lake

Pontoon
Bridge

Emma S. Barrientos
Mexican American
Cultural Center

Creek
Delta

RAINEY ST

DAVIS ST

DRISKILL ST

Palm
School

Palm
Park

Austin Convention Center

Red River Cultural District

The
Refuge

Symphony
Square

Moody
Amphitheater

Waterloo
Park

Dell Seton
Medical Center

Dell Medical School
at the University of Texas

Central Health Brackenridge
Redevelopment Site

Frank C. Erwin, Jr.
Special Events Center

w
g



Waterloo Greenway

Phase 1 Phase 2 Phase 3

2019



2020



The logo for Waterloo Greenway, featuring the words "waterloo" and "greenway" in a lowercase, sans-serif font. "waterloo" is in a light orange color and "greenway" is in a dark teal color.

waterloo
greenway

Waterloo Park Opening Season

August 2021

Waterloo Park Community Day
Ribbon Cutting & Land Dedication Ceremonies
Live Music & Dance Celebration

Fall 2021

Live Nation/C3 Concerts
Lebermann Plaza Concert Series
Glow in the Park
Asleep at the Wheel 50th Anniversary Concert
Día de los Muertos Festival with Frida Friday ATX
MXTX: A Cross Border Cultural Exchange
Creek Show 2021
Holiday Cinema + Market















History

- 30-year park history
- Lengthy tradition hosting Austin community events and festivals
- Alcohol sale & consumption for special events approved via PARD Director's authority
- 2020 interpretation - CUP required for alcohol sales on parkland year-round

Requested Action

Support Requested - Waterloo Greenway's "Conditional Use Permit" application.

[3] designated areas of Waterloo Park:

1. Lebermann Plaza - small performance space
2. Food Truck and deck area
3. Moody Amphitheater venue including performance platform, rooftop terrace, lower lawn, and great lawn areas

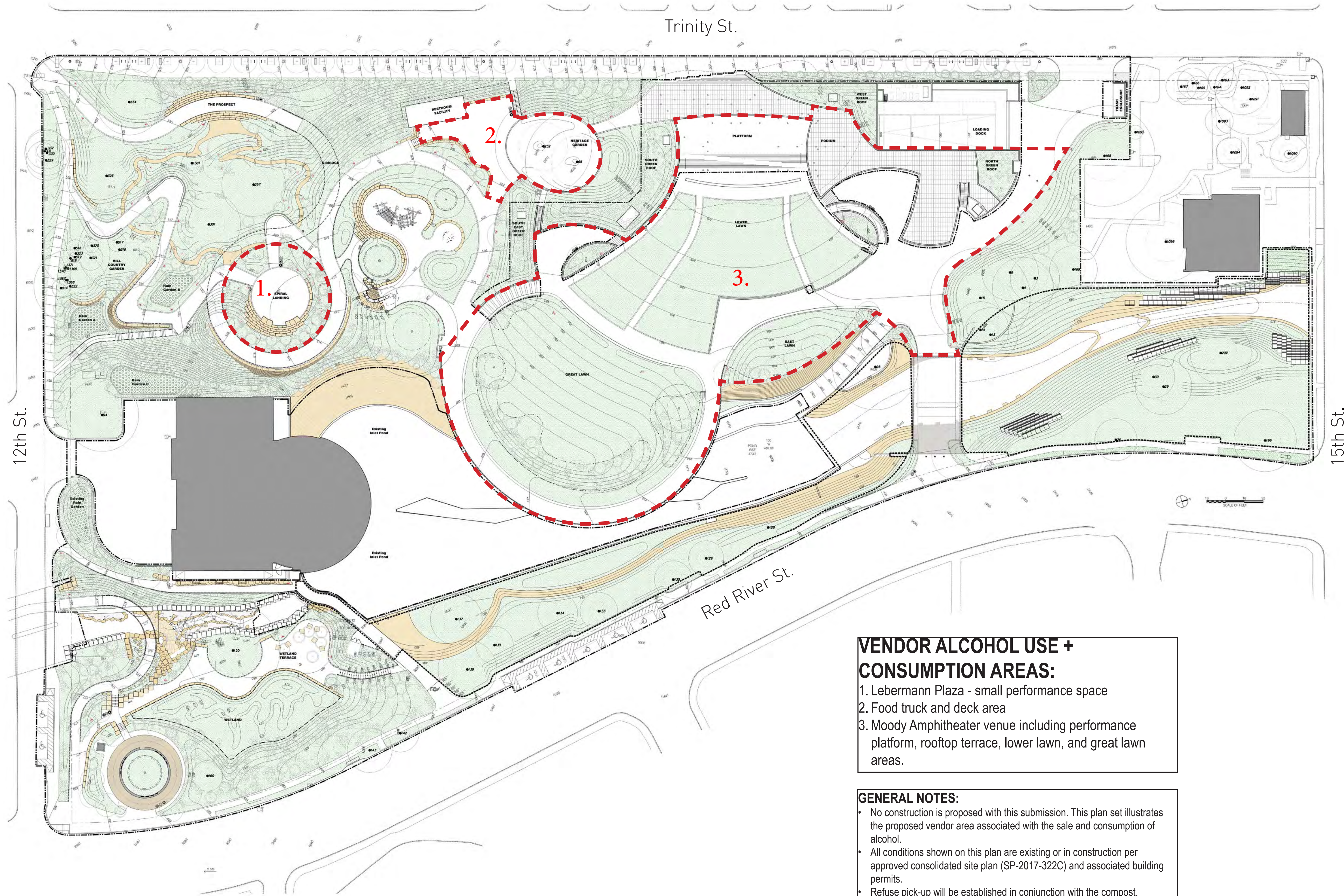
Process

- April - Development Services Department Application Submitted
- April/May - Neighborhood outreach
- May 11 - PARB - Contracts and Commissions Committee (support requested)
- May 12 - Waller Creek LGC (support requested)
- May 19 - Downtown Commission (support requested)
- May 25 - Parks Board (support requested)
- June (Target) - Planning Commission (approval requested)

Operational Enforcement Plan

- Controlled perimeter access via landscape, architectural barriers, signage, and staffing
- Compliance with Texas Alcoholic Beverage Commission & all local regulations regarding distribution and consumption of alcohol
- Waterloo Greenway staff management & monitoring:

- | | |
|-------------------------------|----------------------|
| + [8] Park Ambassadors | + Amphitheater GM |
| + Horticulture Supervisor | + Box Office Manager |
| + Maintenance Manager | + Operations Manager |
| + Director of Park Operations | + Security |



VENDOR ALCOHOL USE + CONSUMPTION AREAS:

1. Lebermann Plaza - small performance space
2. Food truck and deck area
3. Moody Amphitheater venue including performance platform, rooftop terrace, lower lawn, and great lawn areas.

GENERAL NOTES:

- No construction is proposed with this submission. This plan set illustrates the proposed vendor area associated with the sale and consumption of alcohol.
- All conditions shown on this plan are existing or in construction per approved consolidated site plan (SP-2017-322C) and associated building permits.
- Refuse pick-up will be established in conjunction with the compost, recycling, and landfill hauling for the park and performance venue operations.
- Vendor areas to be defined and demarcated by railings, fences, planters and/or clear signage. Exact design is to be determined. Precise arrangement of seating within the defined vendor area is to be determined.



DIRECTOR
Kimberly McNeely
ASSISTANT DIRECTOR
Liana Kallivoka
DIVISION MANAGER
Kevin Johnson
PROJECT MANAGER
Lisa Storer
DRAWN BY:
LMS

**waterloo
greenway**

WATERLOO NEIGHBORHOOD PARK
500 EAST 12TH STREET
AUSTIN, TRAVIS COUNTY, TEXAS 78701
CIP No. 12860.002

TITLE:
VENDOR AREA PLAN

SCALE: **N.T.S**

DATE: **04/21/2021**

SHEET:
2 OF 2

THANK YOU!

Waterloo Greenway

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Parks & Recreation Department

Lisa Storer

lisa.storer@austintexas.gov

In the heart
of Austin.
Out of
this world.

The text is centered on a dark teal background. It is surrounded by several stylized, flat-colored shapes: a blue star-like flower to the left of 'of Austin.', a pink apple-like shape to the right of 'of Austin.', a yellow flower to the left of 'this world.', and an orange fan-like shape to the right of 'this world.'. A dark red, swirling line also passes through the text, looping around 'Out of'.