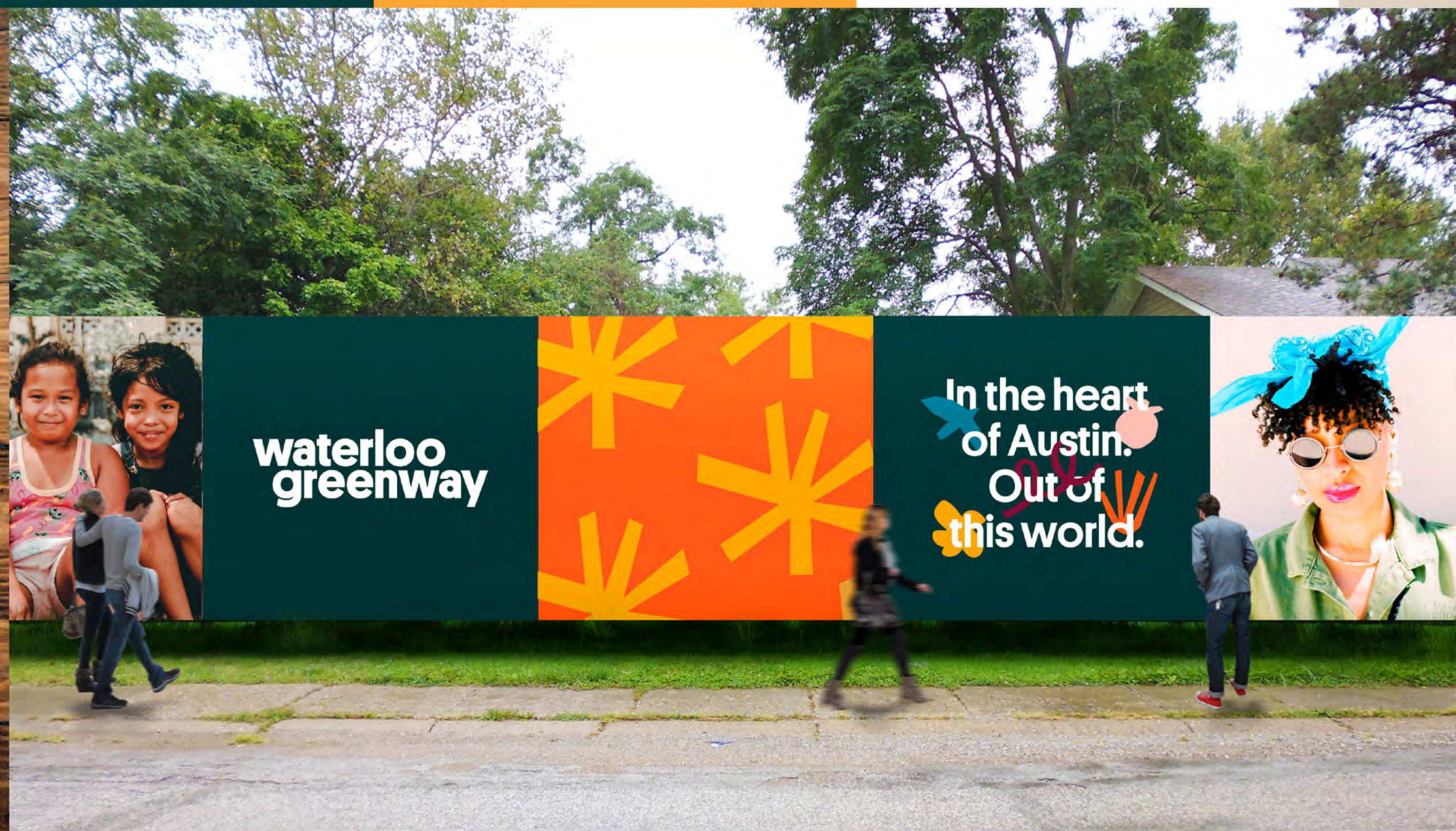


# waterloo greenway

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# waterloo greenway

Waterloo Park  
Conditional Use Permit Overview  
*Requesting Support*

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           |









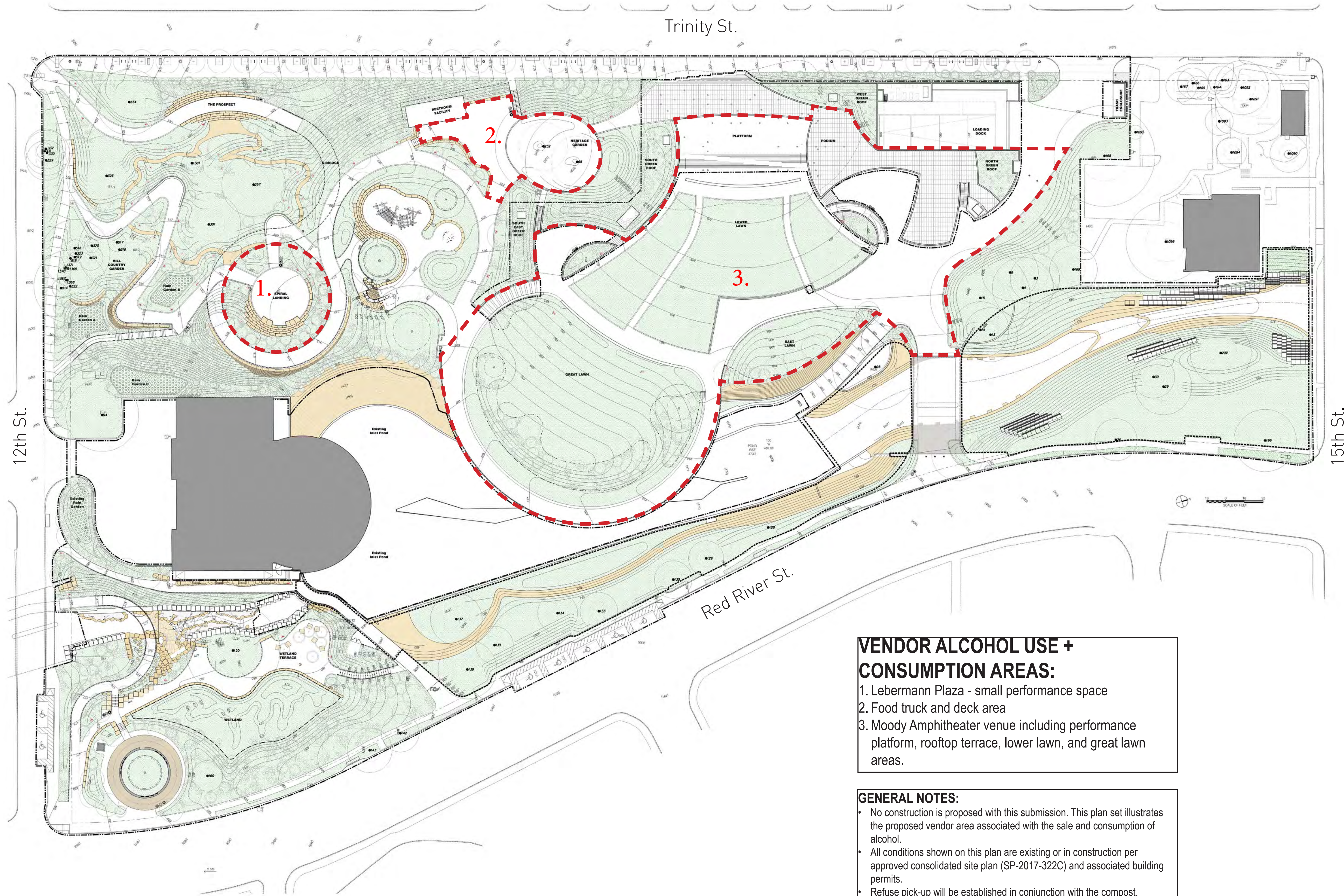












**VENDOR ALCOHOL USE + CONSUMPTION AREAS:**

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  
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**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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