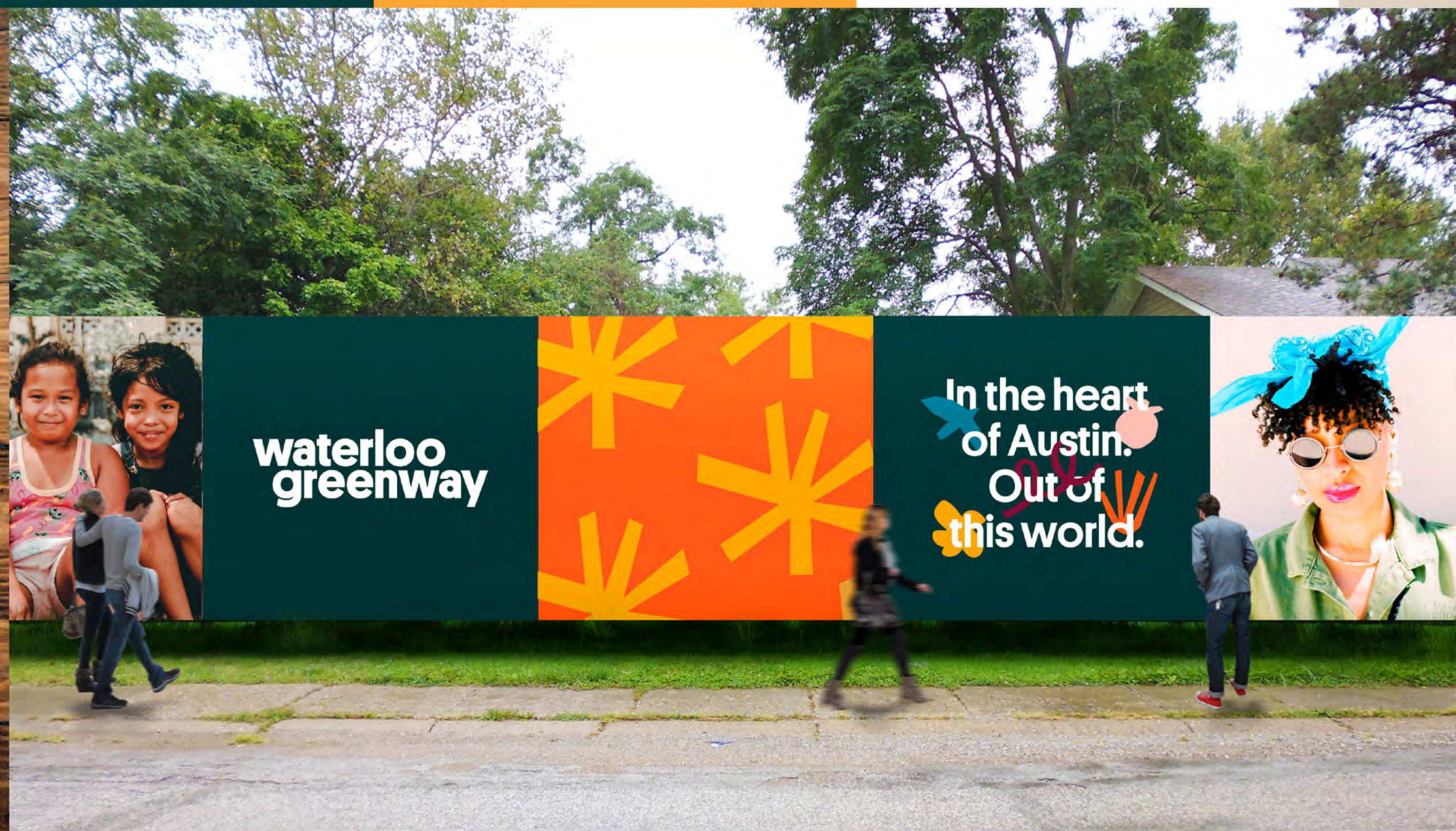


# waterloo greenway

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# waterloo greenway

Waterloo Park  
Conditional Use Permit Overview  
*Requesting Support*



# 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*



# 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.





**ECOLOGY**



# MOBILITY

WEST AUSTIN

DOWNTOWN

waterloo  
greenway

EAST AUSTIN

SOUTH AUSTIN





# PARKS



Pontoon Bridge

Lady Bird Lake

Emma S. Barrientos Mexican American Cultural Center

Creek Delta

RAINEY ST

DAVIS ST

DRISKILL ST

Palm School

Palm Park

Austin Convention Center

CESAR CHAVEZ ST

2ND ST

3RD ST

4TH ST

5TH ST

6TH ST

7TH ST

8TH ST

9TH ST

10TH ST

11TH ST

12TH ST

13TH ST

14TH ST

15TH ST

SAN JACINTO BLVD

TRINITY ST

NECHES ST

RED RIVER ST

SABINE ST

Red River Cultural District

The Refuge

IH-35

Symphony Square

Waterloo Park

Dell Seton Medical Center

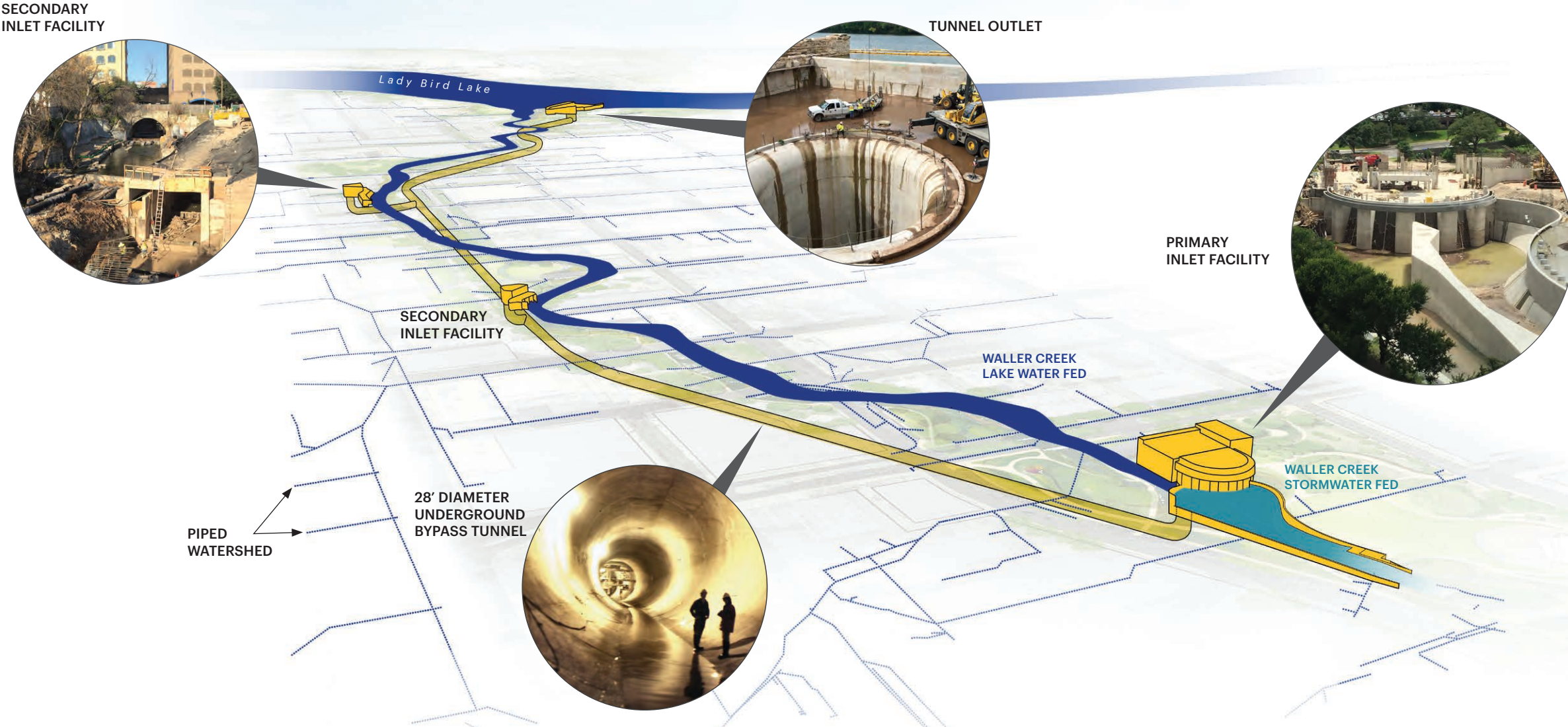
Dell Medical School at the University of Texas

Central Health Brackenridge Redevelopment Site

Frank C. Erwin, Jr. Special Events Center



# 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

Lady Bird Lake

Pontoon  
Bridge

Emma S. Barrientos  
Mexican American  
Cultural Center

Creek  
Delta

RAINEY ST

DAVIS ST

DRISKILL ST

Austin Convention Center

Palm  
School

Palm  
Park

SAN JACINTO BLVD

TRINITY ST

NECHES ST

RED RIVER ST

SABINE ST

7TH ST

8TH ST

9TH ST

10TH ST

11TH ST

12TH ST

15TH ST

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

Red River Cultural District

The  
Refuge

Symphony  
Square

IH-35

w  
g



# Waterloo Greenway

Phase 1 Phase 2 Phase 3



2019





2020







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



























# Requested Action

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

[3] Designated 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



# CUP Background

- During construction close-out, it came to PARD's attention that a Conditional Use Permit (CUP) will be required in order for a vendor to sell alcohol year-round within Waterloo Park.
- A Conditional Use Permit changes the zoning of a property.
- Public to Parks Special Use in this instance.
- Zoning changes are attached to the land/property.
- CUP process usually takes about (6) months.



# CUP Process

- Application to Development Services Department and reviewed for completeness
- Once completeness check is cleared, the application is sent to reviewers with various disciplinary focus and a notice is sent to the public that an application has been submitted
- Reviews are completed in as many rounds as needed with responses from the applicant until satisfactory
- After all response comments are cleared, a notice is sent to the public for a hearing and a Planning Commission date is set





# 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



# Process

- April - Development Services Department Application Submitted
- April/May - Neighborhood outreach
- May 12 - Waller Creek LGC [voted to support]
- May 19 - Downtown Commission [support requested]
- May 25 - Parks Board [support requested]
- June [Target] - Planning Commission [approval requested]

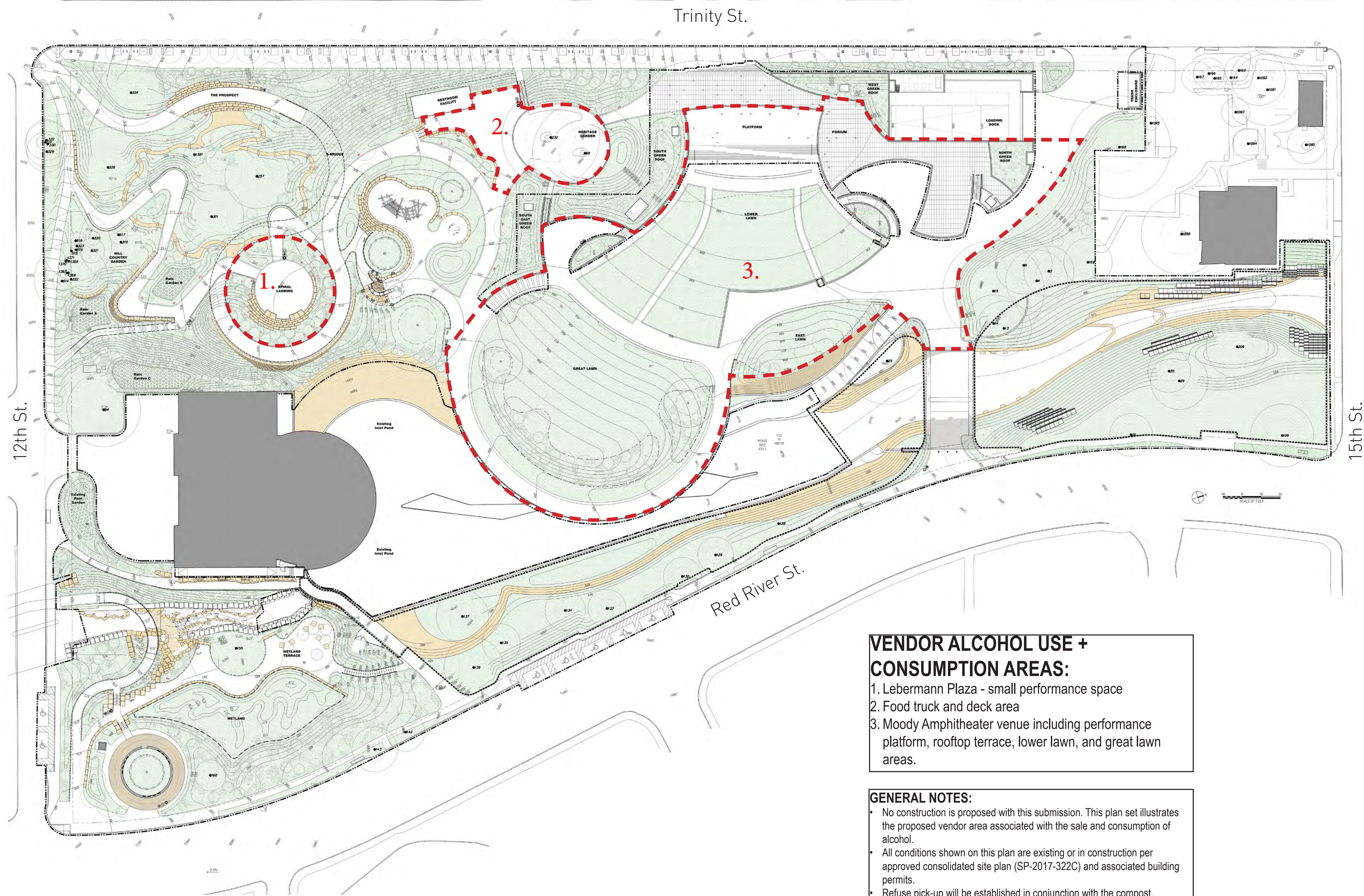


# Operational Enforcement Plan

- 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.



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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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