

Consider Recommendation Bars / Entertainment Venues

Roque Salinas

Economic Development Director

Planning and Zoning Commission Meeting

4/25/2023

Summary

- Should the City revise the zoning code to allow the use “Bar” and “Entertainment – Indoor” and “Entertainment – Outdoor” without a Specific Use Permit / by right in certain zoning districts?

Options:

1. Approve proposed revisions to Chapter 15 Zoning, Table of Permitted Uses for these uses
2. Denial of proposed revisions
3. Other

Purpose

- The use “Bar” is currently prohibited in the O-1, B-1 and B-2 zoning districts & only allowed in B-3 & I-1 districts with an SUP
- Propose the use be allowed in the O-1 Office zoning district with a Specific Use Permit (SUP), and in the B-1 Small Business, B-2 Retail, & I-1 Industrial zoning districts without an SUP

Purpose

- The use “Entertainment - Indoor is allowed in the B-1, B-2, and B-3 districts, but only with an approved SUP
- Propose the use be allowed in the B-2 and B-3 zoning districts without an SUP
- The use “Entertainment – Outdoor” is allowed in the B-1, B-2, and B-3 districts with an SUP
- Propose removing the requirement for an SUP when located in a B-2 or B-3 zoning district

Proposed Amendments

Current

Use	O-1	B-1	B-2	B-3	I-1
Bar	X	X	X	SUP	SUP
Entertainment - indoor					
Entertainment - outdoor	X	SUP	SUP	SUP	P

Proposed

Use	O-1	B-1	B-2	B-3	I-1
Bar	SUP	P	P	P	P
Entertainment - indoor					
Entertainment - outdoor	X	SUP	P	P	P

- P - Allowed by right
- X - Not allowed
- SUP - Specific use permit

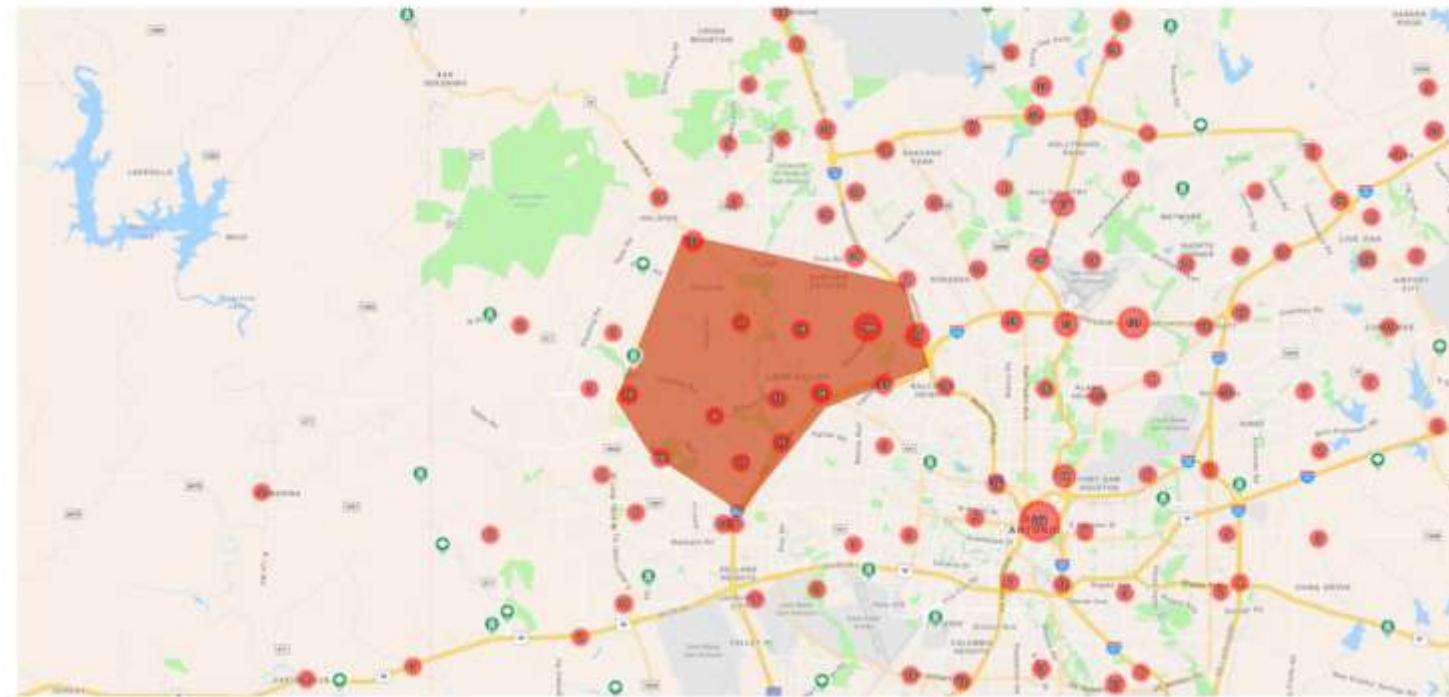
Sample Area 78238 78250 78240 78251 78229



Workforce Profile

Polygon

Area: 48.03 square miles



Sample Area Retail Demand Outlook

2022

- Population: 229,305
- Average Age: 34.0
- Median Household income: \$62,683
- Consumer spending: \$50,889,441

2027

- Population: 228,869
- Average Age: 34.7
- Median Household income: \$70,592
- Consumer spending: \$58,223,954

 **Retail Demand Outlook**

Prepared by Esri

Polygon
Area: 48.03 square miles

Top Tapestry Segments	Percent	Demographic Summary			2022	2027
		Population	Households	Families	Median Age	Median Household Income
Young and Restless (11B)	32.9%	229,305	93,125	54,151	34.0	\$62,683
Home Improvement (4B)	18.3%					
Bright Young Professionals (8C)	10.0%					
Workday Drive (4A)	7.3%					
Urban Edge Families (7C)	6.4%					
		2022	2027		Projected	
		Consumer Spending	Forecasted Demand		Spending Growth	
Apparel and Services		\$182,586,537	\$208,889,534		\$26,402,997	
Men's		\$55,727,953	\$40,899,089		\$5,171,138	
Women's		\$61,606,211	\$70,496,557		\$8,892,346	
Children's		\$128,505,230	\$32,626,405		\$4,121,175	
Footwear		\$43,818,441	\$50,169,718		\$6,351,277	
Watches & Jewelry		\$10,333,640	\$11,826,377		\$1,492,737	
Apparel Products and Services (1)		\$4,089,724	\$4,679,715		\$589,991	
Computer						
Computers and Hardware for Home Use		\$14,545,165	\$16,646,194		\$2,101,029	
Portable Memory		\$357,208	\$408,774		\$51,568	
Computer Software		\$859,937	\$984,814		\$124,877	
Computer Accessories		\$1,631,223	\$1,866,694		\$235,471	
Entertainment & Recreation						
Fees and Admissions		\$59,060,865	\$67,527,803		\$8,466,938	
Membership Fees for Clubs (2)		\$19,790,736	\$22,631,578		\$2,840,842	
Fees for Participant Sports, excl. Trips		\$49,410,379	\$10,755,156		\$1,344,777	
Tickets to Theatre/Opera/Concerts		\$6,211,448	\$7,103,960		\$892,512	
Tickets to Movies		\$5,236,662	\$5,992,936		\$756,274	
Tickets to Parks or Museums		\$2,875,492	\$3,288,866		\$413,374	
Admission to Sporting Events, excl. Trips		\$4,822,093	\$5,510,863		\$688,770	
Fees for Recreational Lessons		\$10,615,918	\$12,131,947		\$1,516,029	
Dating Services		\$98,137	\$132,498		\$14,361	
TV/Video/Audio		\$98,066,143	\$112,238,635		\$14,172,492	
Cable and Satellite Television Services		\$63,743,263	\$72,945,777		\$9,202,514	
Televisions		\$10,511,012	\$12,031,589		\$1,520,577	
Satellite Dishes		\$159,891	\$183,070		\$23,179	
VCRs, Video Cameras, and DVD Players		\$431,516	\$493,873		\$62,357	
Miscellaneous Video Equipment		\$1,218,168	\$1,393,242		\$175,074	
Video Cassettes and DVDs		\$174,505	\$854,772		\$108,267	
Video Game Hardware/Accessories		\$2,893,503	\$3,266,676		\$416,173	
Video Game Software		\$11,648,242	\$1,886,949		\$240,707	
Rental/Streaming/Downloaded Video		\$8,926,151	\$7,930,624		\$1,004,473	
Installation of Televisions		\$59,519	\$88,050		\$8,531	
Audio (3)		\$9,526,385	\$10,981,318		\$1,374,953	
Rental and Repair of TV/Radio/Sound Equipment		\$242,008	\$277,695		\$35,687	
Pets		\$55,911,203	\$63,970,840		\$8,059,637	
Toys/Games/Crafts/Hobbies (4)		\$10,340,293	\$11,044,066		\$1,495,773	
Recreational Vehicles and Fees (5)		\$7,406,331	\$8,459,873		\$1,053,542	
Sports/Recreation/Exercise Equipment (6)		\$15,087,538	\$17,262,509		\$2,174,971	
Photo Equipment and Supplies (7)		\$4,119,337	\$4,714,313		\$594,976	
Reading (8)		\$8,191,480	\$9,373,050		\$1,181,570	
Catered Affairs (9)		\$2,198,371	\$2,516,031		\$317,660	
Food		\$785,462,806	\$899,010,629		\$113,556,023	
Food at Home		\$457,334,007	\$523,449,232		\$66,115,225	
Bakery and Cereal Products		\$57,957,722	\$66,276,700		\$8,368,978	
Meats, Poultry, Fish, and Eggs		\$98,145,042	\$112,337,694		\$14,192,652	
Dairy Products		\$44,995,843	\$51,496,753		\$6,500,910	
Fruits and Vegetables		\$88,308,241	\$101,060,093		\$12,760,802	
Snacks and Other Food at Home (10)		\$167,977,159	\$192,268,993		\$24,291,834	
Food Away from Home		\$328,128,799	\$375,570,397		\$47,441,598	
Alcohol, Beverages		\$50,899,411	\$58,223,954		\$7,334,543	

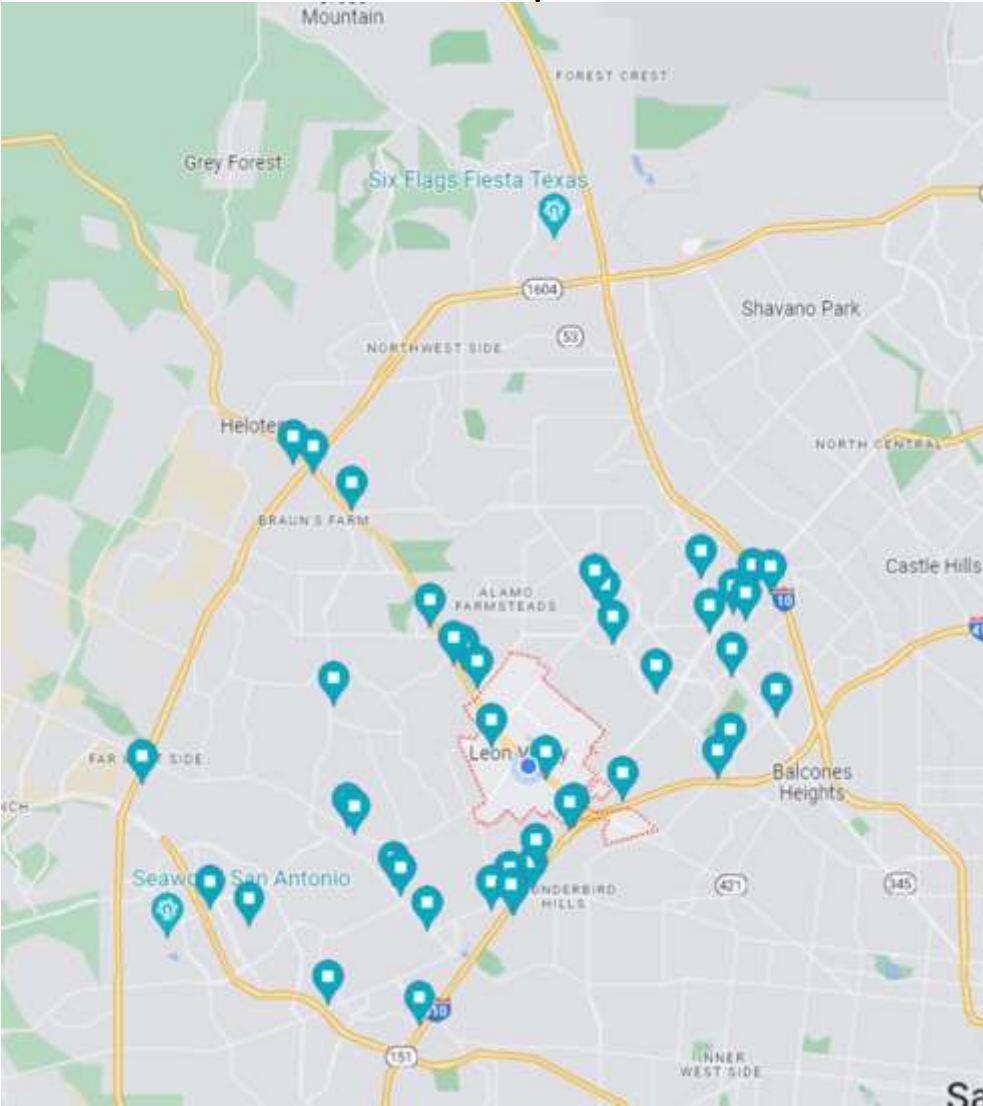
Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Sources: Esri Forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Survey, Bureau of Labor Statistics.

Zip code locations

Location Zip	Location City	2022 Total Receipts
78251	SAN ANTONIO	\$ 4,024,748
78250	SAN ANTONIO	\$ 1,712,516
78240	SAN ANTONIO	\$ 1,237,931
78238	SAN ANTONIO	\$ 2,844,876
	LEON VALLEY	\$ 336,180
78229	SAN ANTONIO	\$ 2,402,783
Grand Total		\$ 12,222,854

Top 30 locations in sample area



Location name	2022 Total Receipts
PERICO'S BAR & GRILL	\$ 628,294
POCKETS BILLIARDS WINGS & BEER	\$ 580,869
THE 151 SALOON	\$ 558,817
SHENANIGAN'S SPORTS BAR AND LOUNGE II	\$ 478,910
HRHC, LLC	\$ 453,126
STOUT HOUSE	\$ 449,453
54TH STREET GRILL & BAR	\$ 372,169
TEXAS ROADHOUSE - SAN ANTONIO	\$ 319,029
TIFFANY'S CABARET OF SAN ANTONIO	\$ 301,368
THE STETSON BAR	\$ 277,642
CHILI'S GRILL & BAR	\$ 266,235
OJOS LOCOS SPORTS CANTINA	\$ 259,278
SEAWORLD SAN ANTONIO	\$ 254,459
LITTLE WOODROW'S	\$ 225,461
HOOTERS	\$ 193,131
WING DADDY'S SAUCE HOUSE #6	\$ 188,623
THE IRISH PUB	\$ 186,211
MY HOUSE LOUNGE	\$ 178,572
ASPEN CREEK	\$ 173,284
WHISKEY SMITH	\$ 165,706
I-10 ICE HOUSE	\$ 146,921
BANDERA BOWL	\$ 138,619
WING DADDY'S SAUCE HOUSE	\$ 131,146
SMITTY'S PUB	\$ 129,550
TORCHY'S TACOS	\$ 128,204
LONGHORN STEAKHOUSE #5364	\$ 126,679
STEELY NEVADA'S	\$ 122,229
OUTBACK STEAKHOUSE #4426	\$ 119,667
SALTGRASS STEAKHOUSE	\$ 114,828
THE BEND SPORTS BAR	\$ 114,747
Grand Total	\$ 7,783,227

Leon Valley and the Metro Area

City	2022 Total Receipts
⊕ SAN ANTONIO	\$ 166,347,743
⊕ HELOTES	\$ 3,822,292
⊕ UNIVERSAL CITY	\$ 1,369,923
⊕ SELMA	\$ 1,312,619
⊕ LIVE OAK	\$ 1,242,037
⊕ WINDCREST	\$ 625,130
⊕ SHAVANO PARK	\$ 608,821
⊕ LEON VALLEY	\$ 336,180
⊕ BALCONES HEIGHTS	\$ 48,225
Grand Total	\$ 175,712,970

Fiscal Impact

- Proposed revisions may encourage these types of business to relocate to Leon Valley, which would increase sales tax, alcoholic beverage taxes, and possibly ad valorem taxes

S.E.E. Statement

- *Social Equity* – Changing the zoning districts in which these establishments are allowed to operate would allow all Leon Valley citizens to enjoy venues closer to home
- *Economic Development* – The proposed changes would encourage a diverse and versatile business environment that supports a healthy economy and may assist in attracting, expanding, and retaining viable businesses to promote development and redevelopment
- *Environmental Stewardship* – Any new or remodeled establishments would be required to conform to the 2021 International Energy and Building Codes

Strategic Goals

Economic Development is a strategic goal outlined in Leon Valley's Strategic Plan.

- Create, review, and enforce codes that impact Economic Development
- Revitalize declining commercial areas by creating, reviewing, and enforcing codes that impact Economic Development
- Promote Leon Valley

Recommendation

- There is a demand for businesses that primarily generate revenue from the sale of alcoholic beverages
- Numerous businesses in the surrounding area are considered to be a “bar, indoor and/or outdoor entertainment”; however, current Leon Valley zoning regulations restrict these types of establishments from operating in prime retail spaces
- Revising the Permitted Use Table will allow these types of business establishments to operate, grow and provide a venue for residents to attend within the City Limits