

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	X	SUP	SUP	SUP	P
Entertainment - outdoor	X	SUP	SUP	SUP	X

Proposed

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

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

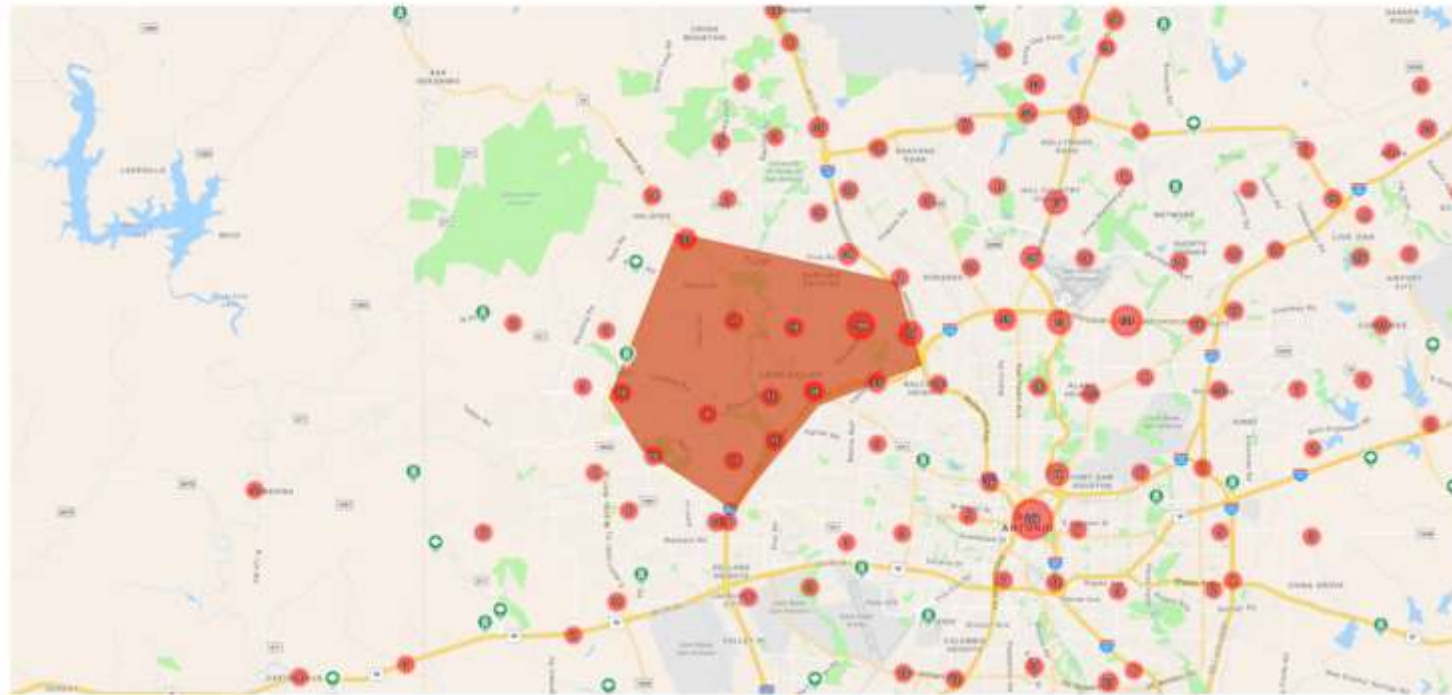
Sample Area 78238 78250 78240 78251 78229



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

Polygon
Area: 48.03 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Young and Restless (11B)	32.9%	Population	229,305	228,869
Home Improvement (4B)	18.3%	Households	93,125	93,709
Bright Young Professionals (8C)	10.0%	Families	54,151	54,209
Workday Drive (4A)	7.3%	Median Age	34.0	34.7
Urban Edge Families (7C)	6.4%	Median Household Income	\$62,683	\$70,592
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$182,586,537	\$208,889,534	\$26,302,997
Men's		\$35,727,953	\$40,899,089	\$5,171,136
Women's		\$61,606,211	\$70,498,557	\$8,892,346
Children's		\$28,505,230	\$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	\$51,566
Computer Software		\$859,837	\$984,814	\$124,977
Computer Accessories		\$1,631,223	\$1,866,694	\$235,471
Entertainment & Recreation		\$260,363,958	\$297,877,730	\$37,513,772
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		\$9,410,379	\$10,755,156	\$1,344,777
Tickets to Theatre/Operas/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	\$112,498	\$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		\$746,505	\$854,772	\$108,267
Video Game Hardware/Accessories		\$2,853,503	\$3,268,676	\$415,173
Video Game Software		\$1,648,242	\$1,888,949	\$240,707
Rental/Streaming/Downloaded Video		\$6,926,151	\$7,930,624	\$1,004,473
Installation of Televisions		\$59,519	\$68,050	\$8,531
Audio (3)		\$9,526,365	\$10,901,318	\$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)		\$10,348,293	\$11,844,066	\$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	\$899,019,629	\$113,556,823
Food at Home		\$457,334,007	\$523,449,232	\$66,115,225
Bakery and Cereal Products		\$57,967,722	\$66,276,700	\$8,308,978
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	\$101,069,093	\$12,760,852
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
Alcoholic Beverages		\$26,889,413	\$30,223,954	\$3,334,541

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.
Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

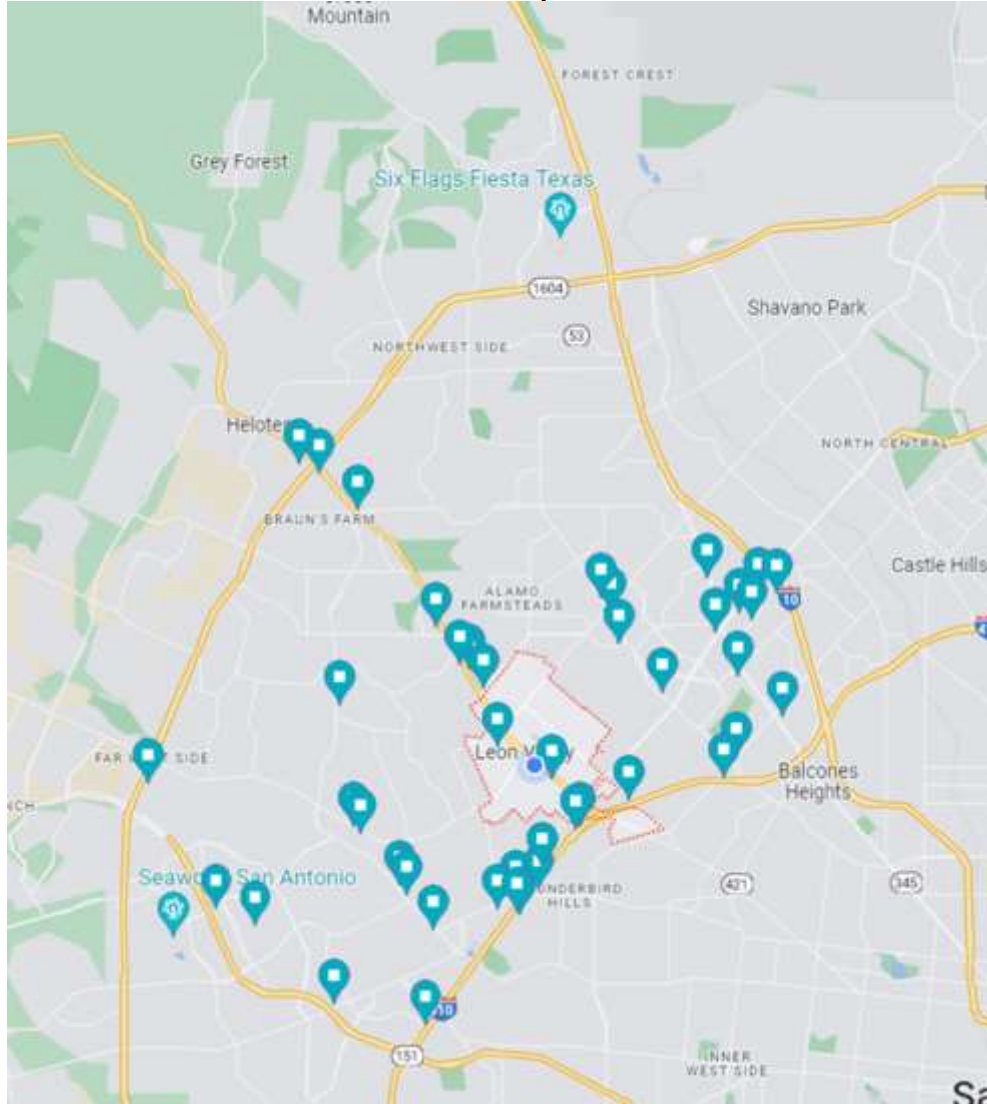
March 13, 2023



Zip code locations

Location Zip	Location City	2022 Total Receipts
78251		\$ 4,024,748
	SAN ANTONIO	\$ 4,024,748
78250		\$ 1,712,516
	SAN ANTONIO	\$ 1,712,516
78240		\$ 1,237,931
	SAN ANTONIO	\$ 1,237,931
78238		\$ 2,844,876
	SAN ANTONIO	\$ 2,508,696
	LEON VALLEY	\$ 336,180
78229		\$ 2,402,783
	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