



CITY OF EL PASO

*Item #22*

# **Entertainment Venues and Swimming Pool Rental Update**

February 4, 2025

# Agenda / Purpose

Educate and provide update and recommendations related to rental of residential properties for:

- Party Halls/Entertainment Venues
- Swimming Pools



# Party Halls/Entertainment Venues



# Party Halls/Entertainment Venues

El Paso City Code:

- Dancehall means any place the principal purpose of which is the furnishing of facilities for dancing
- Special Permit required for C-2 and C-3
- **Not** permitted in residential zoned areas

# Party Halls/Entertainment Venues Recommendation

Strengthen El Paso City Code to include:

- Dancehall means any place the principal purpose of which is the furnishing of facilities for dancing. **Use of residential properties for dancehalls or entertainment venues is prohibited.**

# Party Halls/Entertainment Venue Enforcement Strategy

Party Halls/Entertainment Venues Proposed Enforcement Plan:

- Notify existing venue listings by mail if prohibited by zoning
- Sweep of listed residential properties on Friday/Saturday

Enforcement requires “catching them in the act”

# Swimming Pools



# Swimming Pools

El Paso City Code definitions and requirements:

	Residential	Commercial
Zoning Definition	20.02.1064 - "Swimming pool (noncommercial)"...intended for recreational purposes and for the exclusive use of the residents of a residential use and their private guests.	20.02.1066 - "Swimming pool (commercial)"...intended for recreation purposes and open to the public upon payment of a fee.
Licensing	License not required.	License required. Must have items such as depth markers, annual water testing, safety equipment, minor supervision, ADA requirements, and comply with parking requirements.



# Swimming Pool Recommendation

Strengthen El Paso City Code to include:

- "Swimming pool (noncommercial)" means any portable or permanent structure containing a body of water twenty-four inches or more in depth and containing one hundred fifty cubic feet (one thousand one hundred twenty-two gallons) or more of water and intended for recreational purposes and for the exclusive use of the residents of a residential use and their private guests. **Swimming pool (noncommercial) shall not be rented, except that private swimming lessons may be given under the home occupation use.**

# Swimming Pool Enforcement Strategy

Residential Swimming Pool Proposed Enforcement Plan:

- Public Campaign – Press Release, Social Media and possibly radio PSAs
- Notify all existing listings by mail, if prohibited by zoning
- Sweep of listed residential properties on Friday/Saturday

Enforcement requires “catching them in the act”

# Communications Outreach Plan

- Community presentations to key stakeholders/Council's community meetings
- Create dedicated webpage
- Press Releases
- Social Media Ads
  - Standard postings
- Traditional Media
  - Interviews
  - Story Pitches
- City TV and YC5
- Neighborhood Associations
- Council Newsletters
- Radio PSAs
- Targeted mailers/letters to existing listings

# Summary

- Party Halls/Entertainment Venue – Notification will begin Spring 2025
- Residential Swimming Pools – Notification will begin Spring 2025
- Introduction of Zoning Definition Amendments – Spring 2025

## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople