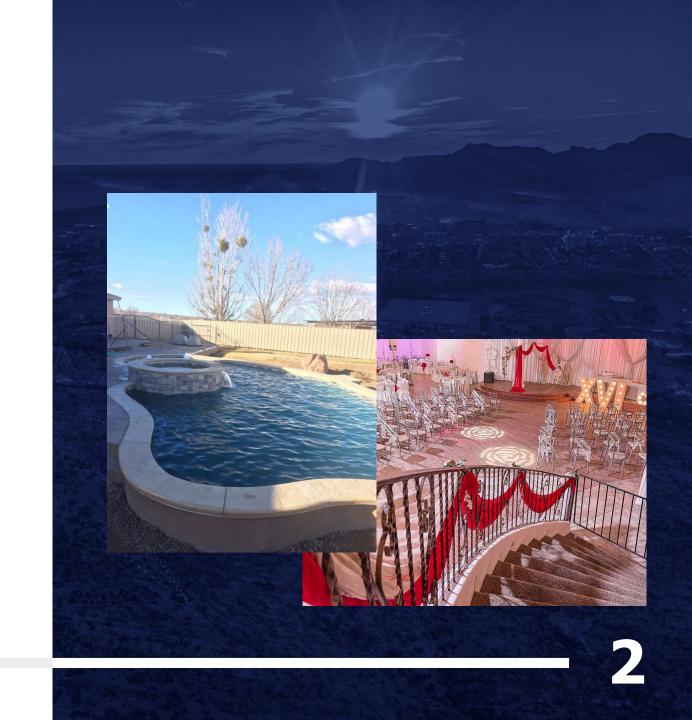


Agenda/Purpose

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

- Party Halls/Entertainment Venues
- Swimming Pools







Party Halls/Entertainment Venues

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, Respect, Excellence, Accountability, People

