



MEMORANDUM

Date: September 19, 2024

To: Luke Winchester, Chairman
and Planning Commission

From: Jon Baughman, City Planner
Jill Johnson, Planner I

Re: Zoning Ordinance Amendment
3.103.3.7.a
Commercial Activities,
Entertainment and Amusement and services

OVERVIEW: The City of Mt. Juliet Zoning Ordinance currently restricts seating capacity for establishments categorized under Commercial Activity, Entertainment, and Amusement Services to a maximum of 500 persons. As Mt. Juliet continues to grow, we are increasingly attracting interest from larger entertainment businesses. However, our current ordinance effectively prohibits these types of venues from establishing themselves in the city due to the seating capacity limitation. We respectfully request the removal of this restriction to allow for greater flexibility.

The city stands to benefit significantly from larger entertainment establishments. These venues would not only help fill local hotels but also attract complementary businesses and generate additional sales tax revenue for the community.

In 2021, the Board of Commissioners approved an ordinance amending the food sales requirements for on-premises beer permits for businesses within this use category. This amendment requires that at least 50% of an establishment's gross revenue be derived from the sale of meals and/or admission or user fees. (for reference, prior to Ordinance 2021-23 the requirement for all on premises beer permits was \$5.00 in gross food sales to every \$1.00 of wholesale beer purchase was required)

By removing the seating capacity restriction, the proposed amendment will not only benefit existing entertainment venues, such as our theater, but also approved developments like the forthcoming bowling alley. Furthermore, it will enhance the city's ability to attract larger entertainment and amusement establishments, driving additional development opportunities.

Summary of Revision:

7. *Activity type—Entertainment and amusement services-limited.*
 - a. *Intent and limitations.* This grouping is intended to include establishments engaged in providing amusement or entertainment to groups of assembled spectators and/or participants for payment of a fee or admission charge.

b. *Use listing.*

Art galleries, commercial
Bowling alleys and billiard parlors
Coin operated amusement arcades
Dance studios and schools
Exhibition halls and commercial auditoriums
Fitness centers and reducing salons
Gardens (botanical and zoological)
Karate schools
Motion picture theaters
Recording and television production studios
Theaters, legitimate
Theatrical producers, bands, orchestras and entertainers
Video game arcades

Recommendation: Staff recommends forwarding the amendment to the Board of Commissioners with a recommendation for approval.