



Planning Division

Live Entertainment Review & Discussion

City Council – Work Session
December 15, 2025



PURPOSE

Provide an overview of how the City processes live entertainment requests

- Conditional Use Permit Process
- Standard operating and security conditions applied

Seek Council direction on whether staff should pursue a Live Entertainment Ordinance

- Streamline permitting, improve compliance, support economic vitality

DEPARTMENT RECOMMENDATION

Provide staff with comments and/or direction on:

- Changes to current process and additional conditions that should be applied
- Provide direction for drafting a Live Entertainment Ordinance

BACKGROUND

Conditional Use Permit Live Entertainment Process

Several commercial establishments have been approved, via discretionary review process, to offer various live entertainment options

Intended to be ancillary to the primary use

Recognized as a way to provide downtown with variety of entertainment options



VISALIA ZONING ORDINANCE

“Live Entertainment”

Means the performance by one (1) or more of any of the following performed live with amplified sound by one (1) or more persons, whether or not done for compensation and whether or not admission is charged: (i) musical act, including karaoke; (ii) theatrical act, including a play, revue, or stand-up comedy; (iii) dance; (iv) magic act; (v) disc jockey; (or (vi) similar activity.

LIVE ENTERTAINMENT

Submittal & Approval of **Conditional Use Permit**

Required by any business seeking to offer live entertainment as part of the business.

Per Zoning Use Matrix (VMC Table 17.25.030) live entertainment conditionally allowed within:

- C-R (Regional Commercial) zone
- C-MU (Mixed Use Commercial)
- D-MU (Mixed Use Downtown)

Ensures conditions/requirements are applied and adopted to help safeguard and protect patrons and land use compatibility

Process includes staff review (Site Plan Review), public hearing notices within 300-feet of site, Planning Commission approval

CUP LIVE ENTERTAINMENT APPROVALS

- 1 5th Quarter
- 2 Barrelhouse Brewery
- 3 Blend Wine Room
- 4 Cellar Door
- 5 Crawdaddy's
- 6 Longshot Brewery
- 7 Los Culichis
- 8 Rookies
- 9 Salty Walrus
- 10 Sequoia Brewing Company
- 11 Simply Brewing
- 12 Tavern on Main
- 13 Visalia Brewing Company
- 14 Wine Buff

CONDITIONS OF APPROVAL

All live entertainment CUP's have been approved with a variation of general conditions, operating conditions, and security conditions adopted.

Wording over time for these conditions has been refined with each new live entertainment CUP

When establishments fail to properly comply with the conditions/requirements of the CUP the City has to apply significant staff resources to monitor

As a result of failing to adhere to the conditions of approval, two businesses were issued CUP suspension letters and staff initiated the revocation process.

- One business opted to revise type of live entertainment
- One business ceased their business operation

General Conditions

Standard Operating Conditions

Live Entertainment Conditions

Security Conditions

COMPLIANCE DETAILS

Code Enforcement and Visalia PD conducted two late night detail checks

- No major violations were found

Letters also mailed to both property owners and business address reminding “owners” of the CUP and the requirements/conditions

CONTINUED INQUIRES

Planning staff continues to receive inquiries from business owners, predominately small restaurants and micro-breweries

Resulted in a mix of issues that business owners find frustrating at times due to:

- Cost of the CUP
- Timing to get the CUP to Planning Commission
- Uncertainty if their CUP is approved

Several establishments operate as conditioned; City staff continue to address issues related to adequacy of security measures and late-night crowd management



CONSIDERATION FOR POTENTIAL DIRECTION FROM CITY COUNCIL

1. Maintain the current CUP process (status quo)

- Each request reviewed on a project-by-project basis
- Ability to impose case-by-case operating conditions
- City may initiate process to revoke or modify CUP if business fails to comply with conditions

CONSIDERATION FOR POTENTIAL DIRECTION FROM CITY COUNCIL

2. Initiate development of a Live Entertainment Ordinance

- Clear definitions for the types of entertainment
- Standardized operating & security conditions that can be applied citywide:
 - Licensed security guards
 - Noise standards
 - Hours of operation
 - Crowd management requirement
 - Low impact live entertainment permit
 - Limit number of CUPS within an area

Questions & Discussion

