



STAFF REPORT

Board of Aldermen

AN ORDINANCE AMENDING SECTIONS 94-5, 94-60, AND 94-62 OF THE BRANSON MUNICIPAL CODE PERTAINING TO DRAG SHOWS.

FIRST READING: JULY 25, 2023

FINAL READING: AUGUST 8, 2023

Initiated By: Planning and Development

Approved By:

Financial Impact: No Impact/Not Applicable

Community Plan 2030: LU-5: Development Codes & Regulations

FACTS:

The current Branson Municipal Code does not specifically regulate drag shows. This proposed ordinance would restrict drag shows to the Downtown District (D), provided that a special use permit is obtained. The proposed ordinance would define drag shows and prohibit drag shows in all other zoning districts. As Branson is known around the nation as a family-friendly tourist destination, this ordinance seeks to regulate drag shows to the Downtown District, which is observed to provide entertainment primarily for adults, as opposed to the family-friendly entertainment that is provided in other parts of the City.

DETAILED ANALYSIS:

Theaters and Indoor Recreation and Entertainment are allowed in Community Commercial (CC), Mixed Use (MU), Downtown (D), and Entertainment (ENT) Districts. This proposed ordinance (Exhibit A – “Proposed Ordinance as Submitted to the Planning Commission”) restricts drag shows to the Downtown District, provided that a special use permit is obtained. This would prohibit drag shows, as defined in the ordinance, in all other districts in the City. The Downtown District was created to ensure that the peace and safety of residential and neighborhood-adjacent districts are not negatively impacted by live entertainment uses, which typically include bright signs, loud noises, and heavy pedestrian and car traffic that may continue late into the night. Therefore, drag shows would be zoned to the Downtown District. Under the proposed ordinance, a performance would be considered a drag show when an in-person adult or group of adults impersonates male or female characters while wearing extravagant costumes. Those costumes may include clothes, accessories, makeup, or removable prosthetics, (not including prosthetics used for limbs or eyes). The proposed ordinance also includes special use standards that must be complied with to obtain a special use permit.

BACKUP DOCUMENTATION:

Staff Report Exhibit A – Proposed Ordinance as Submitted to the Planning Commission Staff

Report Exhibit B – Planning Commission Recommendation
Staff Report Exhibit C – Fact Sheet