



San Juan Entertainment & Restaurant District Study

San Juan, Puerto Rico

HSP was retained on two occasions to study the potential for an entertainment/nightlife district in San Juan near the Puerto Rico Convention Center, Sheraton hotel and casino. Given its history with a number of entertainment and mixed-use destination districts, HSP was asked to analyze the trends in the industry, the local market, the tourism product, the opportunities and the physical space available for such a district and then recommend the following:

- Sizing, amount and character of restaurants
- Sizing, amount and themes of clubs/bars
- Sizing, amount and concepts of retail options
- Potential development partners
- Design partners and elements

During the process, HSP took the client on tours of comparable districts in the U.S. and introduced them to many potential entertainment, management and tenant partners. HSP was then retained to complete the final feasibility study for use by the public and private sectors to understand the proposed public-private project and its impact on the local economy and taxes. The project is under construction.

Client: Prisa Group

Time Period: 2013 - 2016