

# ENTERTAINMENT ZONES

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# BACKGROUND

- Purpose: Support downtown vitality, expand nightlife and cultural activity, create safe/managed areas for outdoor alcohol consumption.
- California Senate Bill 969 (effective Jan 1, 2025) allows cities to establish “entertainment zones” where alcohol can be consumed outdoors under certain rules.



# KEY REQUIREMENTS UNDER SB 969

- In order to establish entertainment zones, the city or county must adopt a local ordinance.
- The city or county must consult with law enforcement on boundaries, days/hours, and safety considerations.
- The city or county must conduct biennial review of operations and impacts.
- Eligible participants: On-sale licensees, winegrowers, and beer manufacturers inside the zone.
- Annual notification to the California Department of Alcoholic Beverage Control (ABC) is required by businesses that want to participate.



# INFO REQUIRED UNDER SB 969

The following information is required upon establishing an entertainment zone:

- How to readily identify 21+ patrons in the entertainment zone
- Information necessary to identify the boundaries of the entertainment zone
- The days and hours of operation
- Types of alcoholic beverages permitted
- Approved nonglass and nonmetal containers

# ENTERTAINMENT ZONES THROUGHOUT CALIFORNIA

- San Francisco: during “Entertainment Zone Events” only
- Sacramento: during “Entertainment Zone Events” only
- Santa Monica: Friday – Sunday, 11:00 a.m. to 10:00 p.m.
- Redding – daily, 10:00 a.m. to 10:00 p.m.

## 1 – Ordinance

- Sets days, hours, boundaries

## 2 – Management Plan

- Can have more restrictive days, hours, boundaries
- Details the regulations
- Can be amended by Department Director or City Manager approval

# COURTHOUSE SQUARE

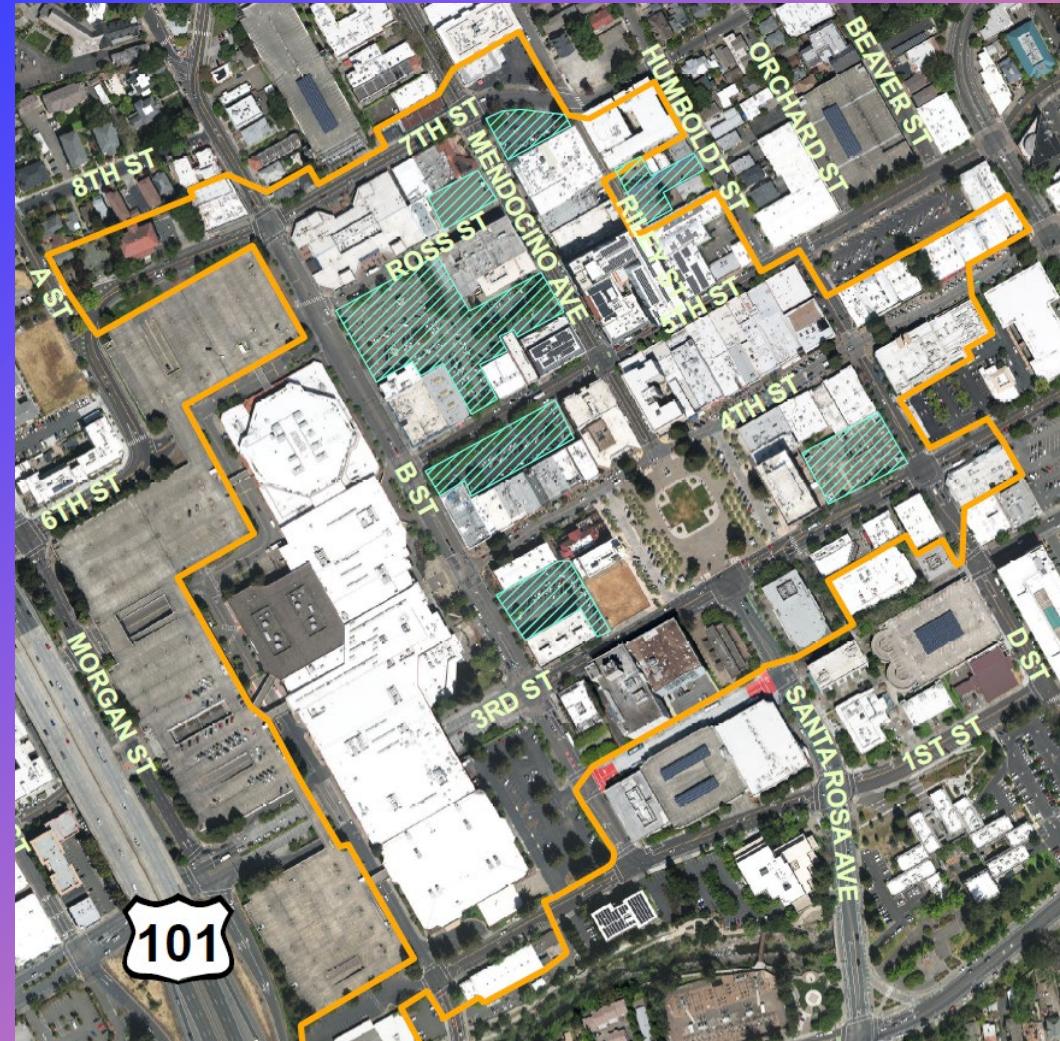
Potential Boundaries:

- East boundary: D Street
- West boundary: B Street
- North boundary: 7th Street
- South boundary: 3rd Street

Potential Days & Hours:

Friday, Saturday, Sunday

12 pm to 10 pm



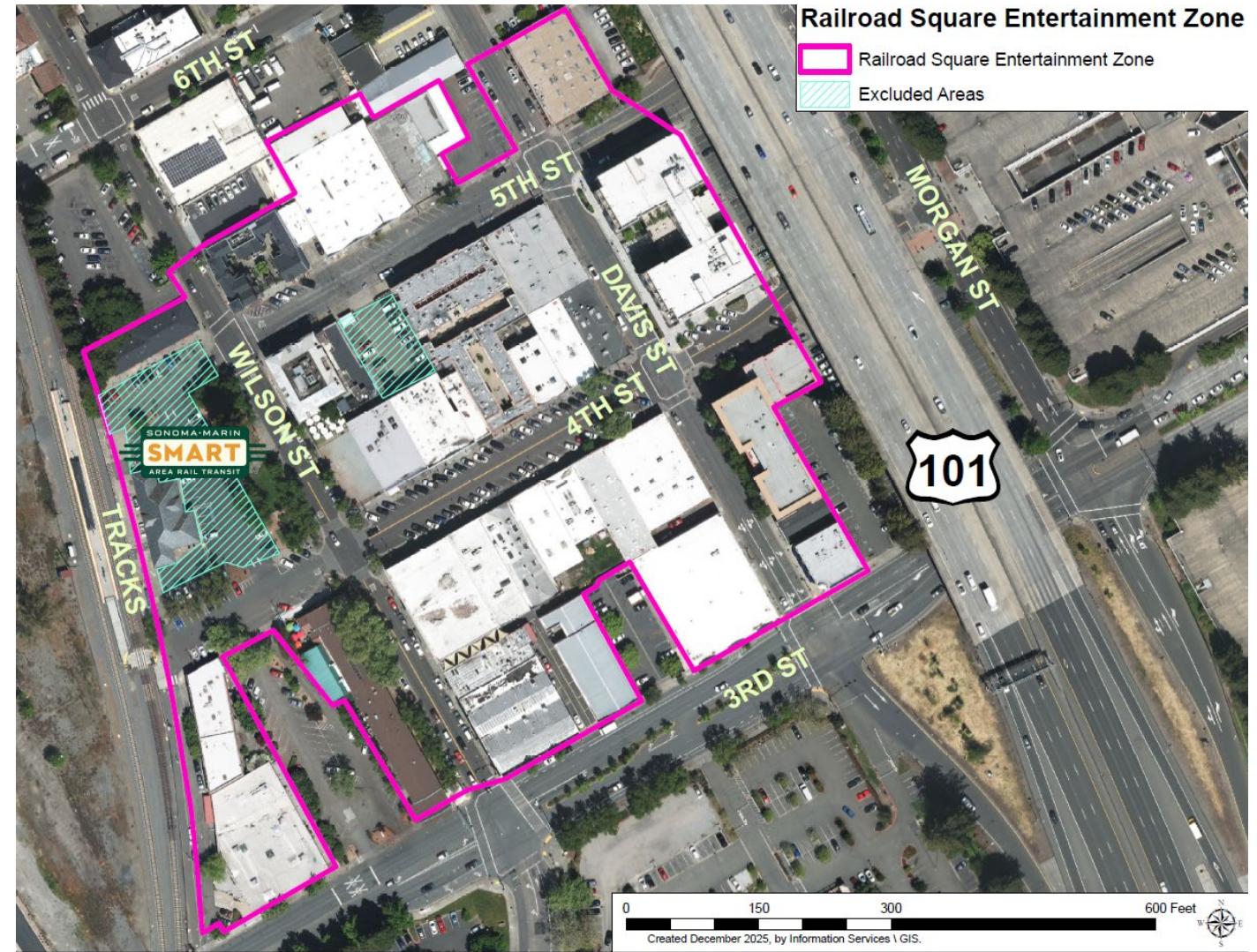
## Potential Boundaries:

- East boundary: Davis Street
- West boundary: Wilson Street
- North boundary: 5th Street
- South boundary: 3rd Street

## Potential Days & Hours:

Friday, Saturday, Sunday

12 pm to 10 pm

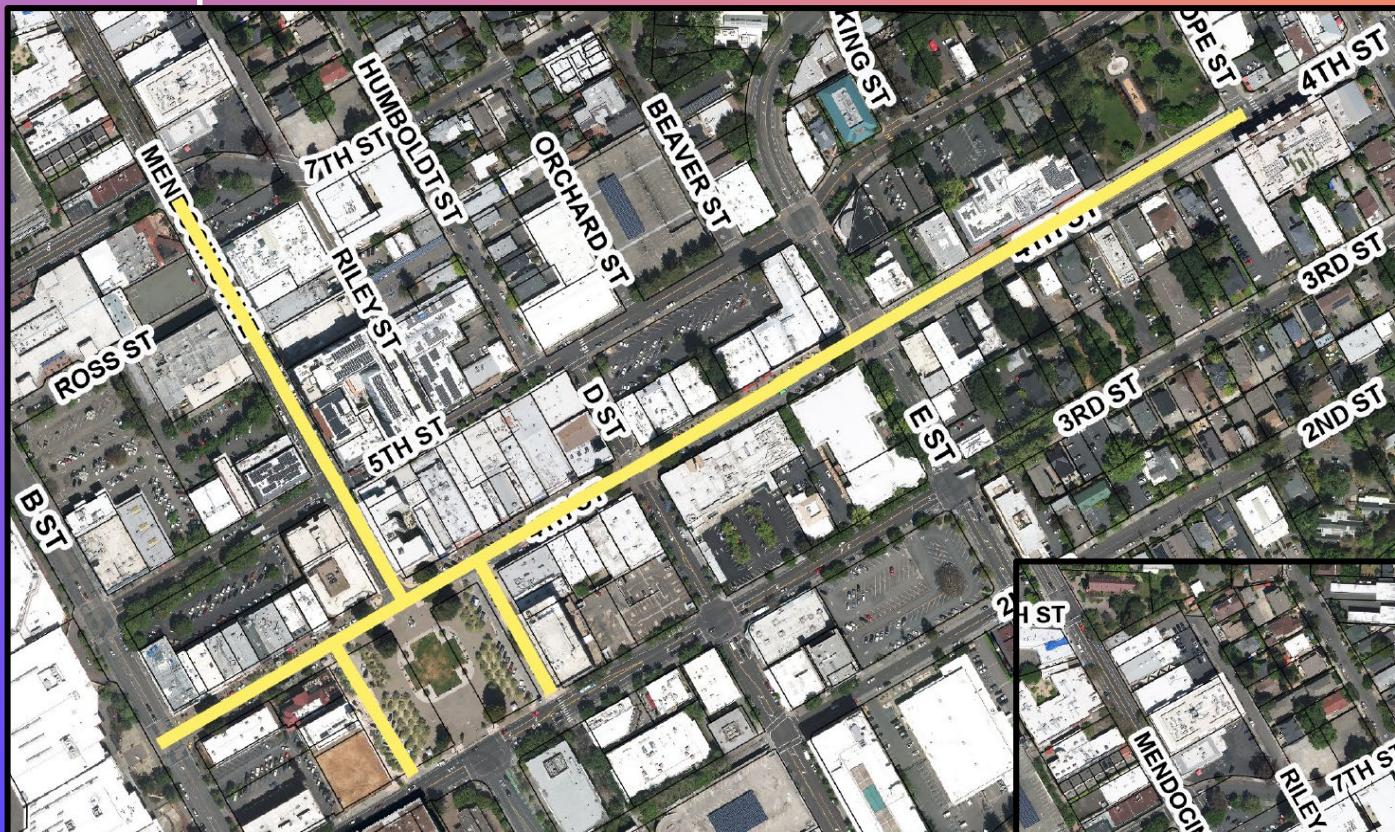


# RAILROAD SQUARE

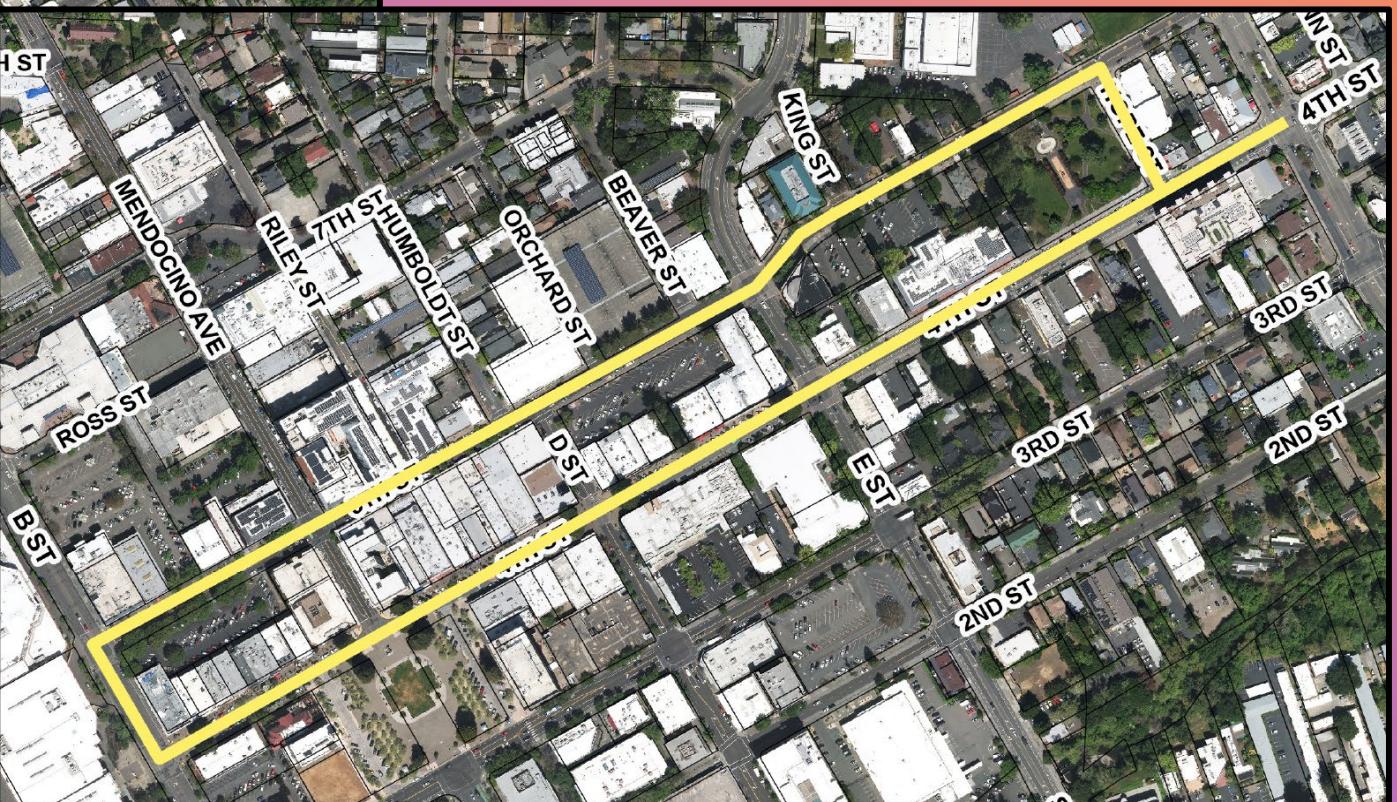
# SIGNATURE EVENTS



- Entertainment Zones may be activated throughout downtown during "signature events"
- Examples include Wednesday Night Market, Live at Julliard, Rose Parade, Pride Parade, Peggy Sue Cruise, Winterblast, etc.
- Hours of Entertainment Zone activation to be consistent with event hours.

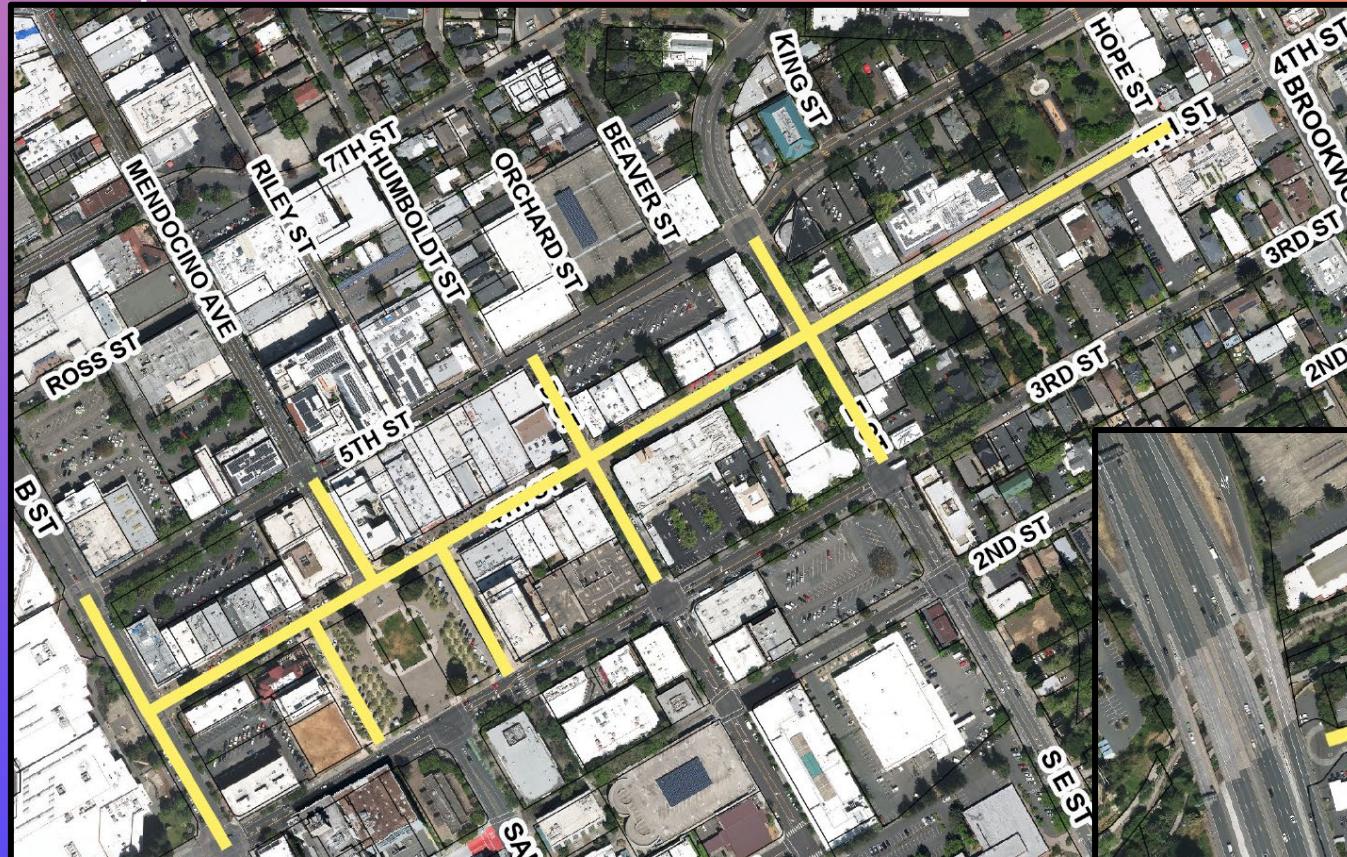


PRIDE PARADE



PEGGY SUE CRUISE

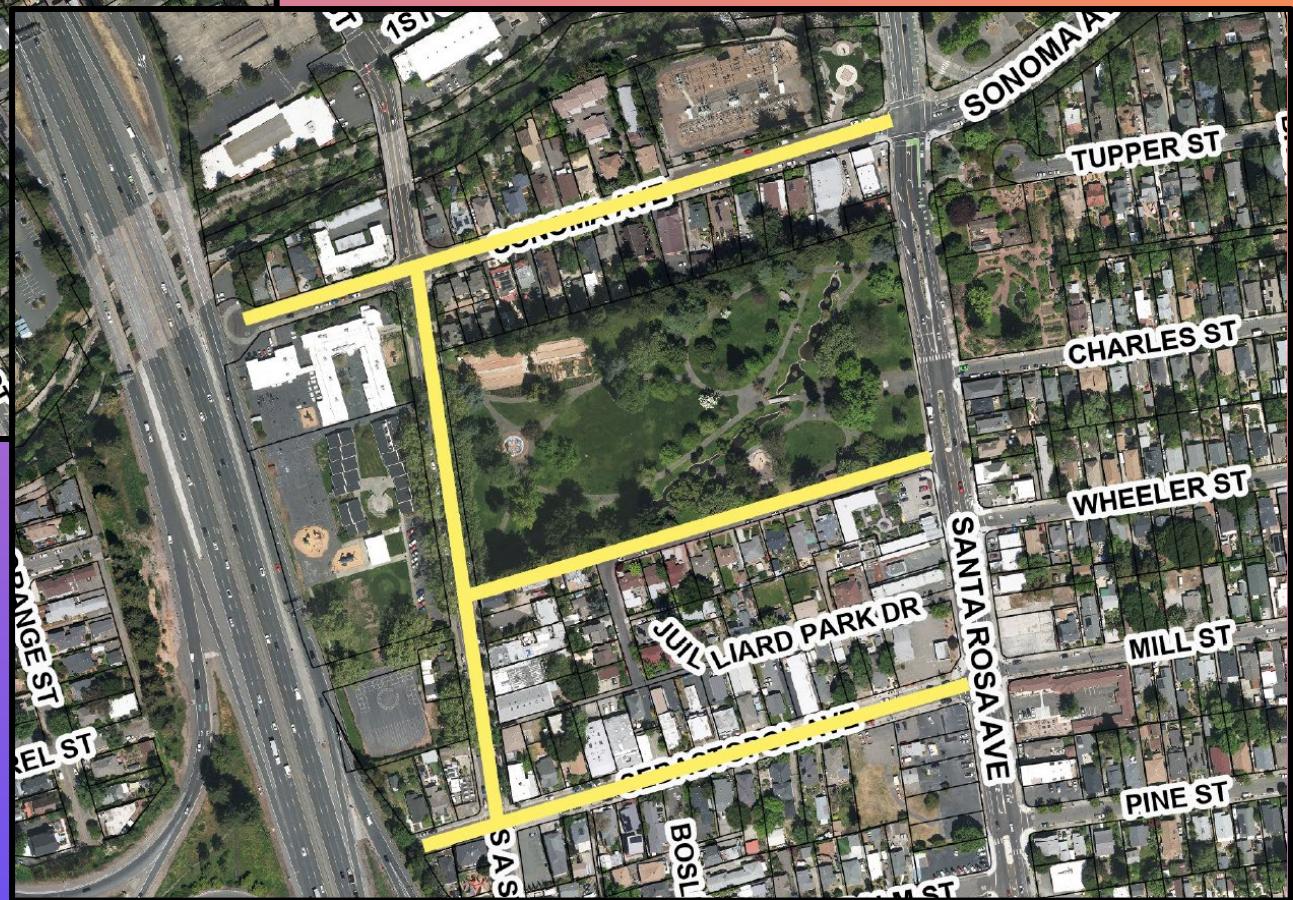
## ROSE PARADE



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## WINTERBLAST





# MANAGEMENT & OPERATIONS PLAN – DRAFT CONCEPTS

## CUPS

- Only reusable or recyclable plastic cups allowed

## WRISTBANDS/ID VERIFICATION

- Patrons receive wristbands at point of sale after ID check
- Only individuals with wristbands may carry alcohol outdoors

## SIGNAGE

- Posted at zone boundaries and businesses
- Clearly marks entry/exit points and rules of the zone
- Possibly painted on street

## EVENTS & ACTIVATION

- Coordination with existing downtown events



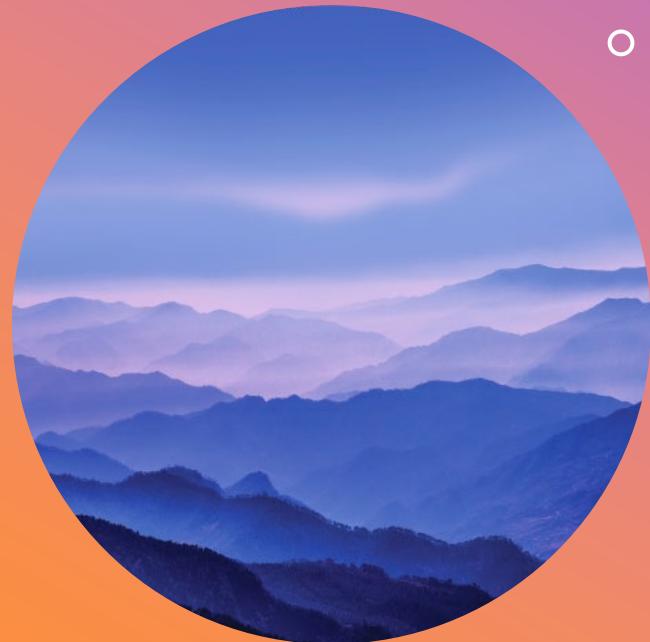
# COMMUNITY FEEDBACK

- Concerns and questions about safety/liability
- Prefer events only to start, instead of weekly recurring days/hours
- Consider doing a pilot program



# FOR COUNCIL'S CONSIDERATION:

- Direct staff to draft an ordinance establishing entertainment zones
  - Boundaries?
  - Days/hours?
- Direct staff not to proceed with establishing entertainment zones at this time.



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# THANK YOU

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