

ENTERTAINMENT ZONES





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

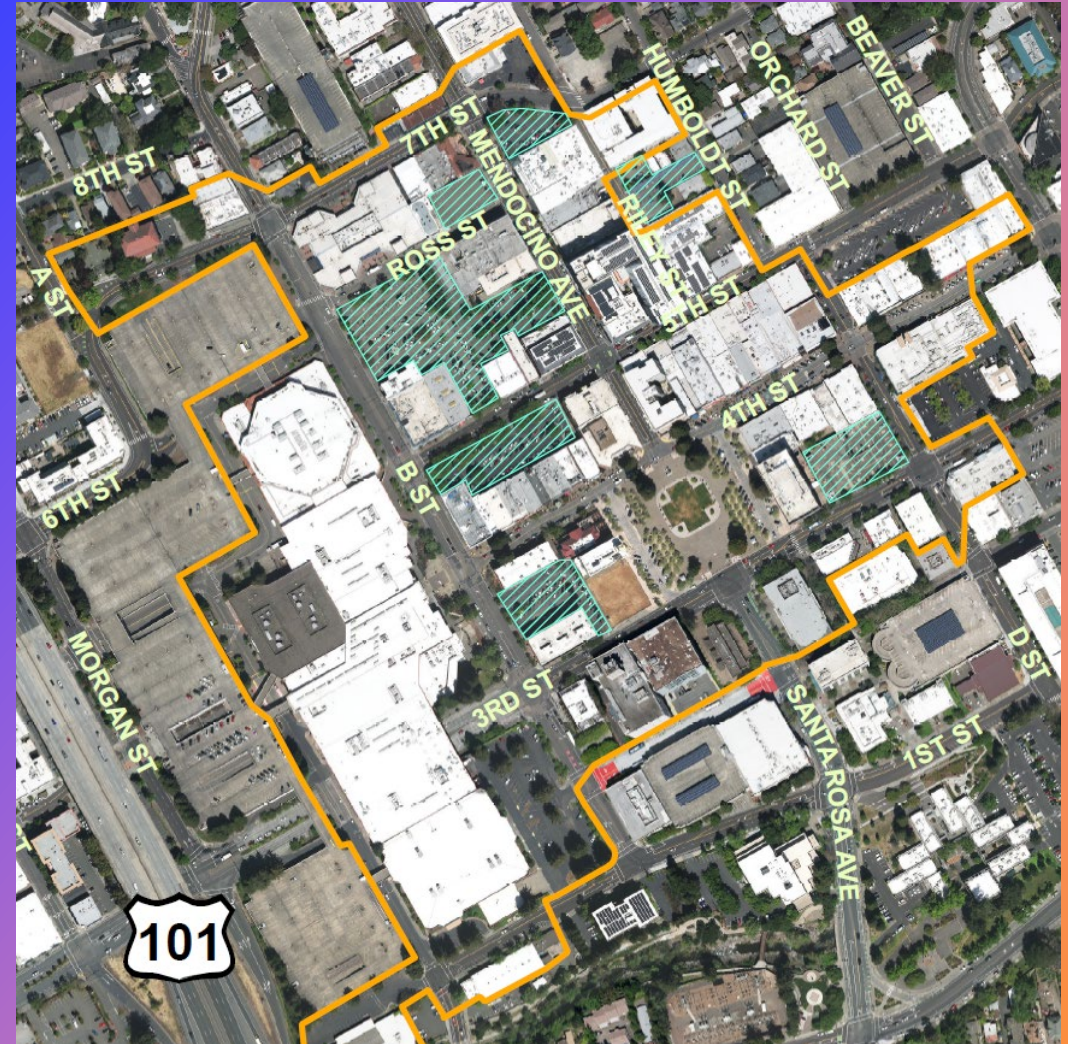
Potential Boundaries:

- 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



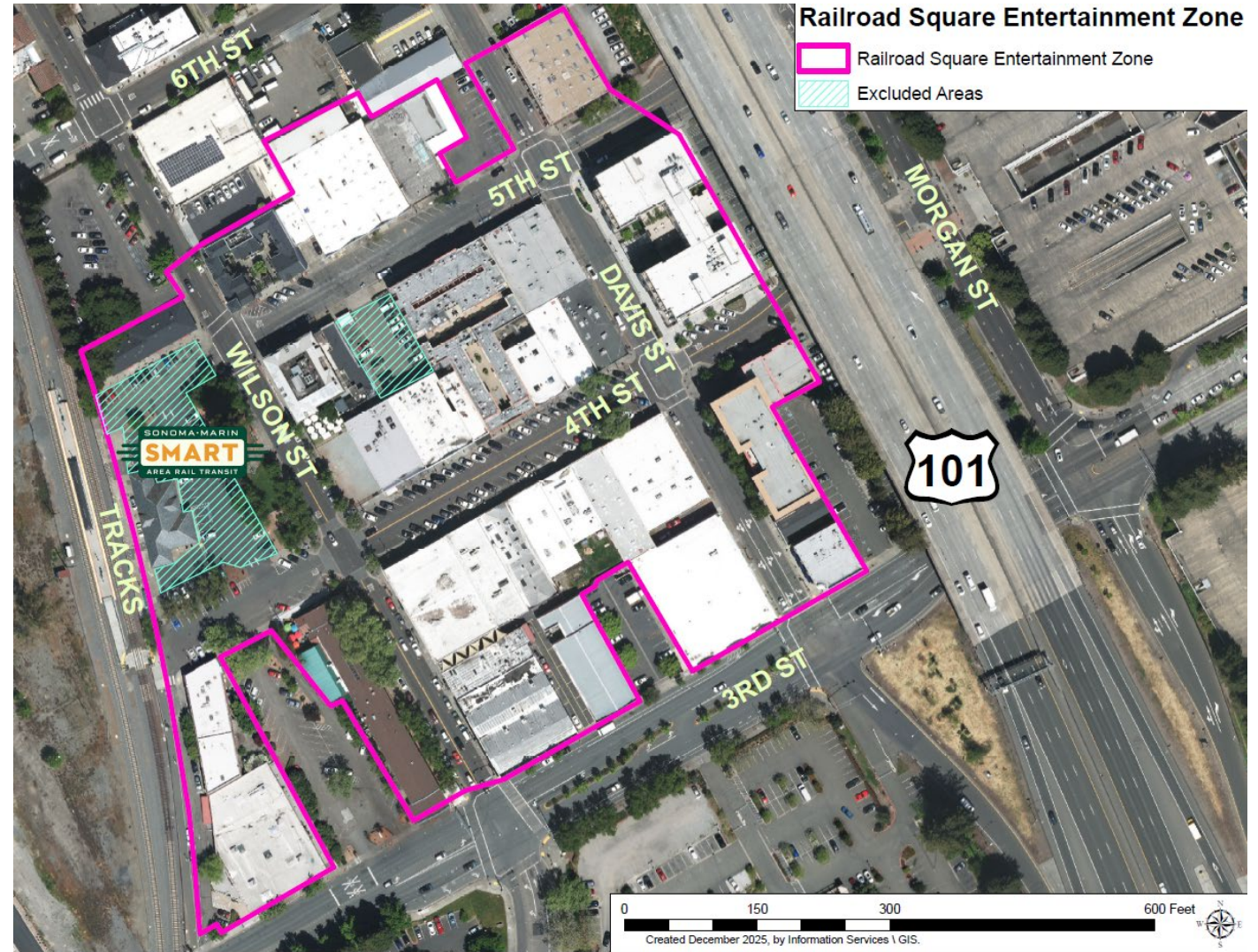
Potential Boundaries:

- 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

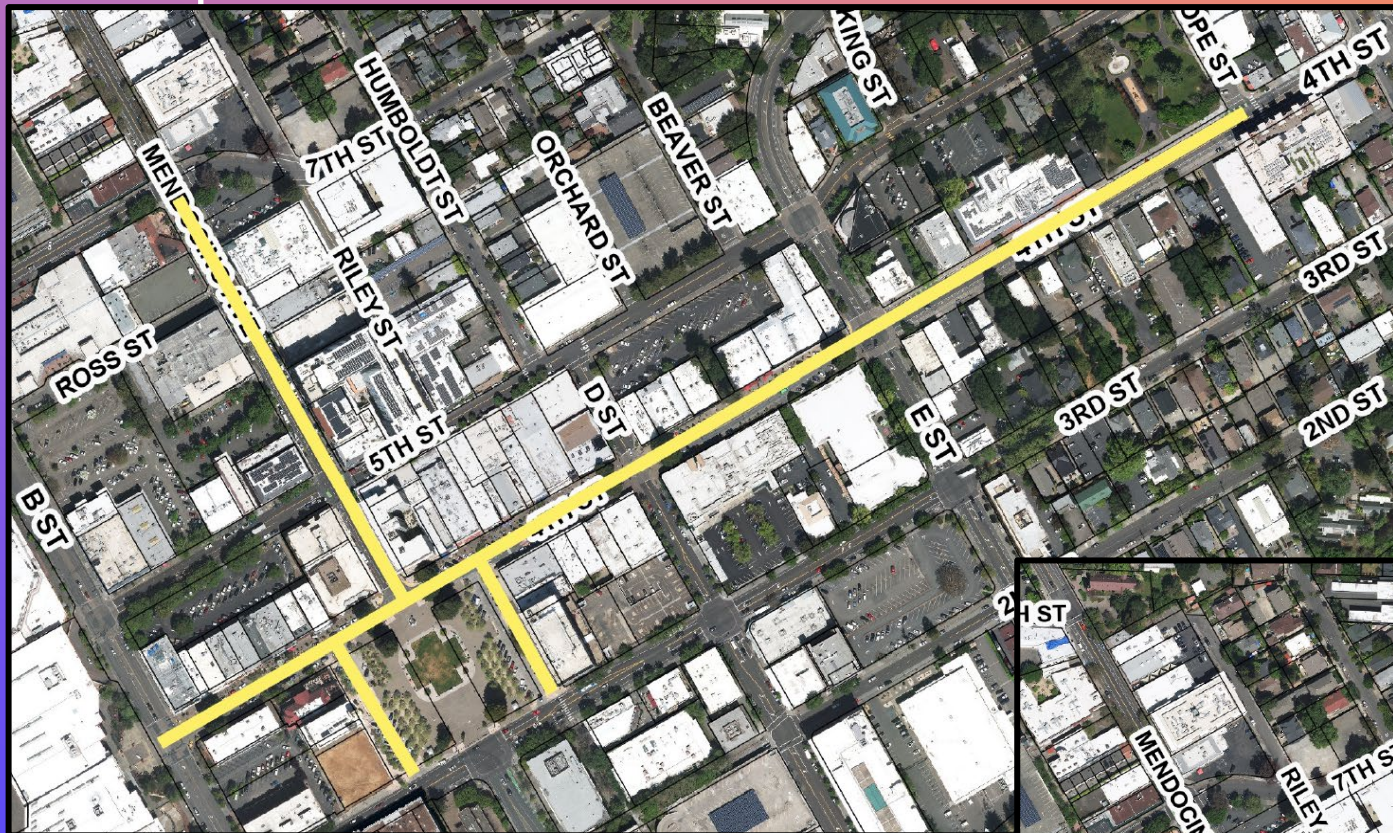


RAILROAD SQUARE

SIGNATURE EVENTS



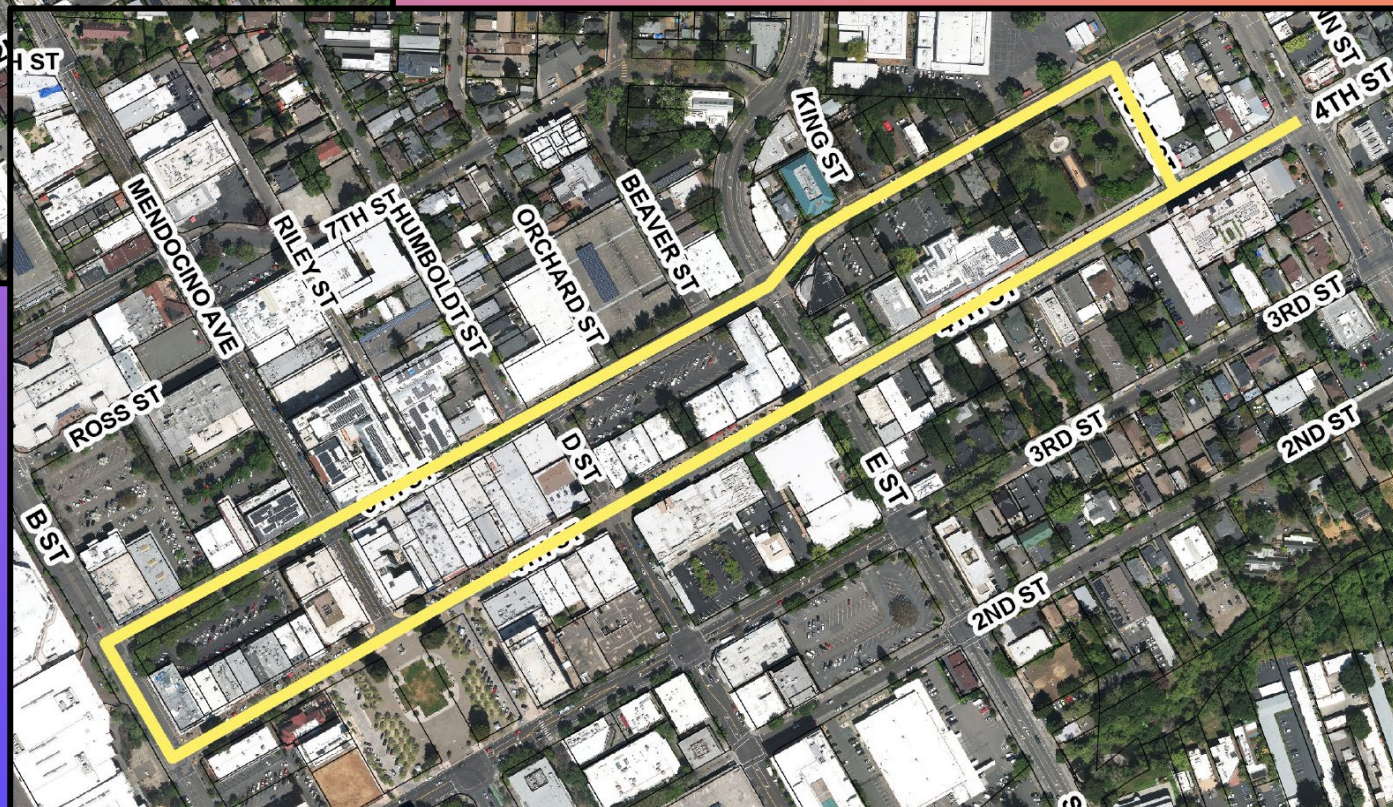
- Entertainment Zones may be activated throughout downtown during "signature events"
- Examples include Wednesday Night Market, Live at Julliard, Rose Parade, Pride Parade, Peggy Sue Cruise, Winterblast, etc.
- Hours of Entertainment Zone activation to be consistent with event hours.



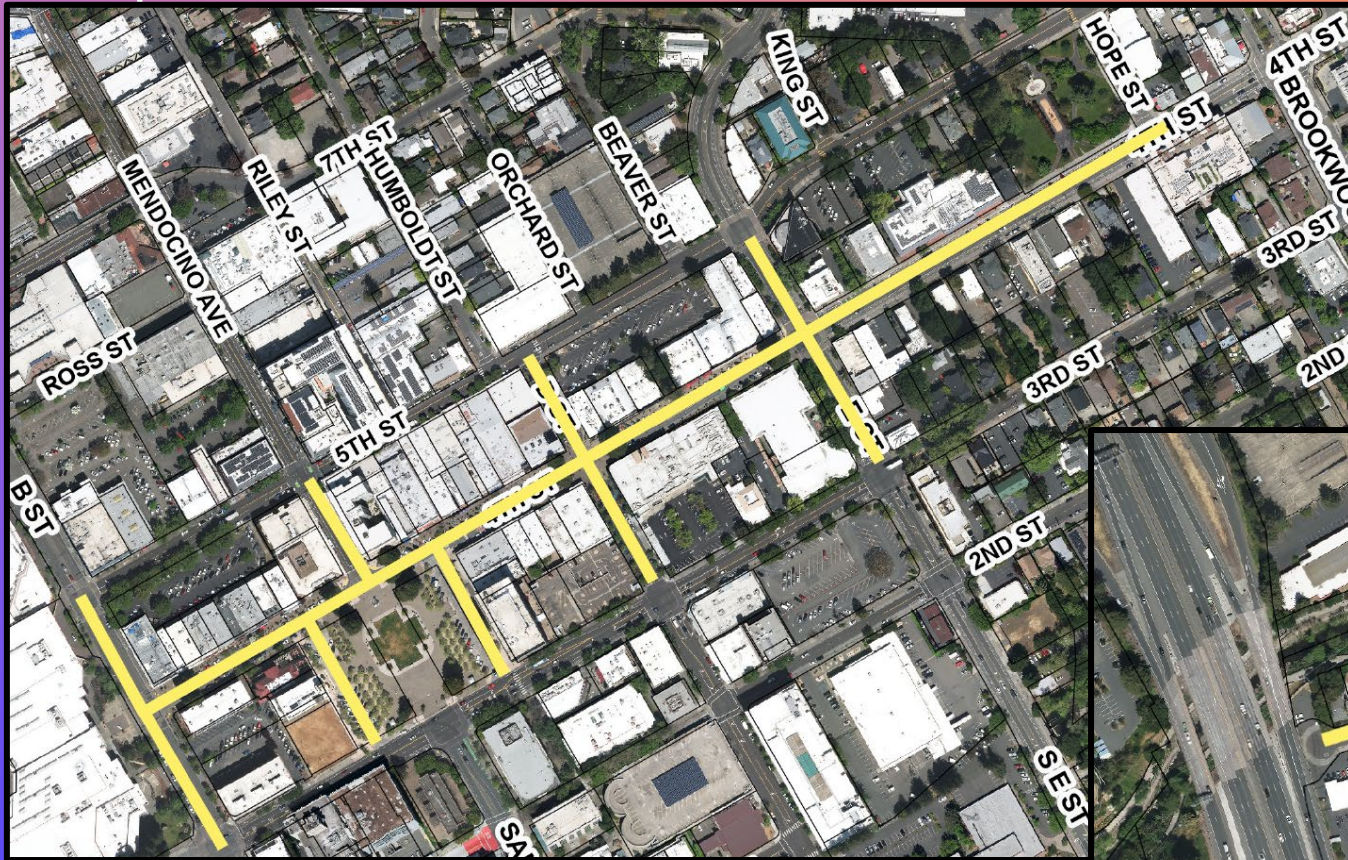
PRIDE PARADE



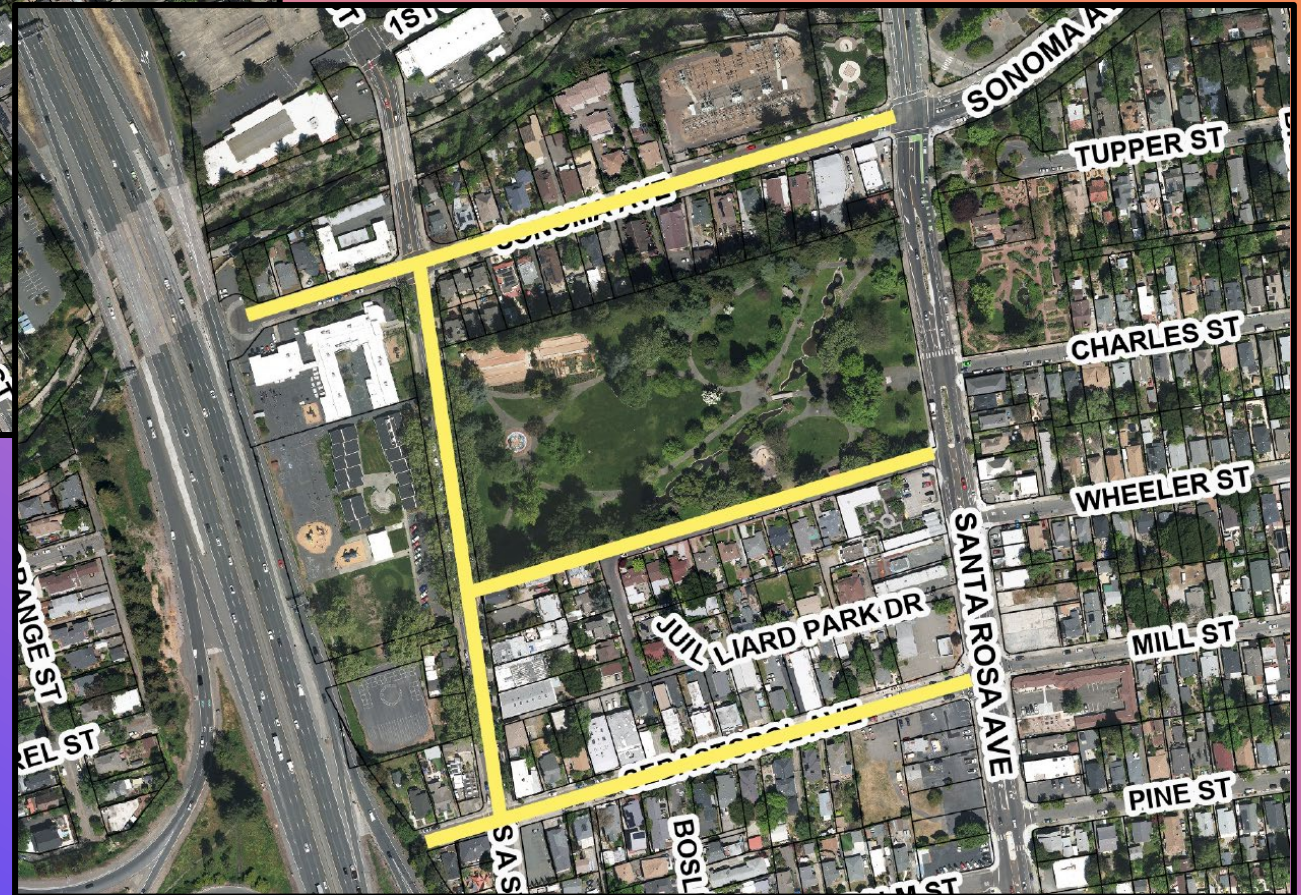
PEGGY SUE CRUISE



ROSE PARADE



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



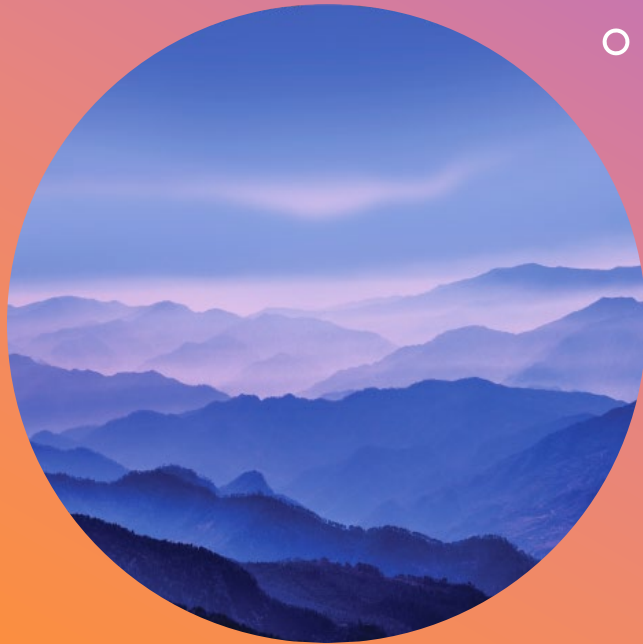
COMMUNITY FEEDBACK

- 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.



THANK YOU

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