



DOWNTOWN REVITALIZATION 2024-2026

ENTERTAINMENT ZONE (EZ)

What is an Entertainment Zone (EZ)?

Is a geographically defined public area, established by a local ordinance, that allows for enhanced entertainment and economic activity. A common feature is that it permits the sale of alcoholic beverages by licensed businesses, allowing patrons to consume them in outdoor public spaces like streets and sidewalks, creating a more open and festive atmosphere

Purpose of EZ

1. Economic Growth

2. Downtown Revitalization

(Support local businesses and downtown activation)

3. Vibrant Atmosphere

Legislative Background

- ABC Act regulates alcohol sales & consumption
- SB 76 (2023) allowed EZs in San Francisco
- SB 969 (2025) authorizes all California cities to create EZs
- Requires enforcement coordination and biennial reviews

Key Requirements of SB 969

- Only licensed establishments within a Zone may sell alcohol for public consumption.
- Alcohol must be served in non-glass, non-metal containers.
- No alcohol deliveries to consumers are allowed in the Zone.
- Cities must consult with law enforcement prior to designation.

SURVEY RESULTS

**41
RESPONSES**

**55%
YES**

of respondents expressed support for the creation of a designated Entertainment Zone for events such as First Friday, Magic Market, and summer festivals.

**22%
UNSURE**

An additional 22% were undecided or wanted more information.

**15%
NO**

CONCERNS/ISSUES -SURVEY

- Public Safety
- Preserving a family-friendly downtown atmosphere.
- Potential Litter issues
- Loitering
- Serving intoxicated customers- downtown

MAJORITY OF RESPONDENTS- FAVORED

- Limit Entertainment Zone use to evenings and weekends.
- Ensure clearly marked boundaries and visible supervision during events.
- Implement age verification, sanitation protocols, and trash management measures

POLICE DEPARTMENT COORDINATION

- Wrist banding for age verification,
- Mobile barriers for temporary street closures for larger events,
- Security staffing plans if needed, and real-time contact for each event, and
- Review during LTP Process & Management Plan
- Bi-annual public safety review in coordination with FBPD.

EZ MANAGEMENT PLAN

- Zone Lead and 24/7 contact,
- Security if needed, sanitation, and ABC compliance plans,
- Public notifications and signage, and
- Incident reporting to FBPD within 24 hours

INITIAL ZONE LOCATION LIMITED TO EVENTS - ONLY

Core of Fort Bragg's CBD
300 and 400 block of Franklin Street



OPERATIONAL REQUIREMENTS

1. A City-issued Special Event Permit would be required for each activation; there would be no standing right to operate.
2. The zone would only be operational during defined hours (e.g., Fridays 12–9 PM; Saturdays 12–9 PM; Sundays 12-9 pm; and City-approved events).
3. All boundaries would be clearly marked with signage, barriers, and staff checkpoints. “No Alcohol beyond this point”
4. Only non-glass and non-metal containers would be permissible; branded wristbands or cups may be required for age verification.
5. ABC compliance measures, including “direct-to-Zone service” only.
- . 6. Security and post-event cleanup plans would be tailored to each event.

FEEDBACK & DIRECTION

1. Support for EZ? For Events Only?

Staff recommends piloting for **City-approved Events only**, including First Fridays

2. Operational Hours Recommendation?

3. Feedback on initial zone?

4. Management Plan Required with LTP or any other Special Conditions?

A top-down view of a desk with a laptop, a cup of coffee, a pen, glasses, and a plant. The background is a light, neutral color with a subtle texture. The text is centered in a bold, blue font. There are two blue rectangular bars on either side of the text.

QUESTIONS & FEEDBACK