



# **DOWNTOWN REVITALIZATION**

**2024-25**

# **ENTERTAINMENT ZONE (EZ)**

## PURPOSE OF EZ

- Support local businesses and downtown activation
- Permit limited public alcohol consumption at City-approved events
- Comply with SB 969 and ABC guidelines

## Legislative Background

- ABC Act regulates alcohol sales & consumption
- SB 76 (2023) allowed EZs in San Francisco
- SB 969 (2024) 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,
- 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

- 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



# 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.
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.

# 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**