

MOTION

In 2024, Governor Gavin Newsom signed into law Senate Bill (SB) 969 (Wiener), which significantly expands the authority of cities to designate Entertainment Zones, which are areas where, under specific conditions set by the local jurisdiction, people can purchase alcohol from licensed businesses and consume it outdoors within a defined zone in the public right of way (e.g., on streets or plazas). In practice, cities typically limit it to specific hours or tie it to special events such as game days, community festivals or designated activation periods.

Under SB 969 any city, county, or city and county may establish an Entertainment Zone by ordinance. The bill outlines clear safeguards, including:

- Requiring cities to notify and solicit feedback from local law enforcement on the zone's boundaries, hours of operation, and safety measures.
- Requiring all persons in possession of alcoholic beverages in the zone to be readily identifiable as 21 years of age or older.
- Mandating that cities review the operation of each zone every two years and provide reports to the Department of Alcoholic Beverage Control (ABC) upon request.

This legislation enables local governments to stimulate economic development and cultural vibrancy by creating regulated outdoor social environments. This new authority presents a timely opportunity for the City to support small businesses, tourism, nightlife, and cultural events, particularly in Downtown Los Angeles, where the strong hospitality and tourism networks have experienced significant economic hardship due to the COVID-19 pandemic, inflation, and declining foot traffic.

I THEREFORE MOVE that the Council instruct the Planning Department in consultation with the Transportation Department, Bureau of Street Services, Bureau of Engineering, the Department of Building and Safety, and the City Attorney, and State of California Department of Alcoholic Beverage Control, to report within 60 days with the following:

- An analysis and report on SB 969 (Wiener) enacted into law in 2024, including its requirements, limitations, and potential regulatory controls relative to Entertainment Zones, which are areas set by local jurisdictions, wherein people can purchase alcohol from licensed businesses and consume it outdoors within a defined zone in the public right of way (e.g., on streets or plazas); and
- Recommendations for the establishment of one or more Entertainment Zones within Downtown Los Angeles, consistent with the provisions of SB 969.

I FURTHER MOVE that the Council instruct the Planning Department in consultation with the Transportation Department, Bureau of Street Services, Bureau of Engineering, the Department of Building and Safety, and the City Attorney, and State of California Department of Alcoholic Beverage Control, to conduct the necessary public hearing(s) that include Council

District 14 stakeholders, small businesses, hospitality specialists, cultural organizations, Business Improvement Districts, and Neighborhood Councils, to shape the Entertainment Zone program and ensure it reflects community priorities, and incorporate the public hearing(s) feedback into the requested report and recommendations.

PRESENTED BY: 
YSABEL JURADO
Councilmember, 14th District

SECONDED BY: 

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