

San Jose Entertainment Zone Ordinance

City Council

May 20, 2025

Item 8.1

Presenter:

Kerry Adams Hapner, Director of Cultural Affairs/Deputy Director
City Manager's Office of Economic Development and Cultural Affairs



Background

CA Senate Bill 969

- Effective January 1, 2025, allows cities to establish Entertainment Zones that allow the sale of “to go” containers of alcohol that can be consumed outdoors within a geographic public area – streets, sidewalks, plazas
- Goal is to help activate the public realm and streets with entertainment and community-driven events to support businesses, create a festive atmosphere, and spur economic development

CA Senate Bill 969 Requirements

- Cities must enact a local ordinance to define geographic boundaries and operating hours
- Cities must consult with law enforcement
- Cities must report to the Department of Alcoholic Beverage Control biennially



Proposed Process and Regulations

- Activation of an Entertainment Zone will be part of the City's Special Event Permit application
- Entertainment Zones can only operate during the permitted special event hours—between 8:00 a.m. and 11:59 p.m.
- Geographic area must be marked via signs, sidewalk decals or other methods approved in the Special Event Permit
- All ABC license conditions apply
- Alcoholic beverages must be served in approved non-glass, non-metal containers determined in the Special Event Permit
- Alcoholic beverages can be taken into an Entertainment Zone but not into an establishment where it was not purchased
- Patrons must dispose of containers in recycling, compost, or reusable container return receptables before leaving the Entertainment Zone

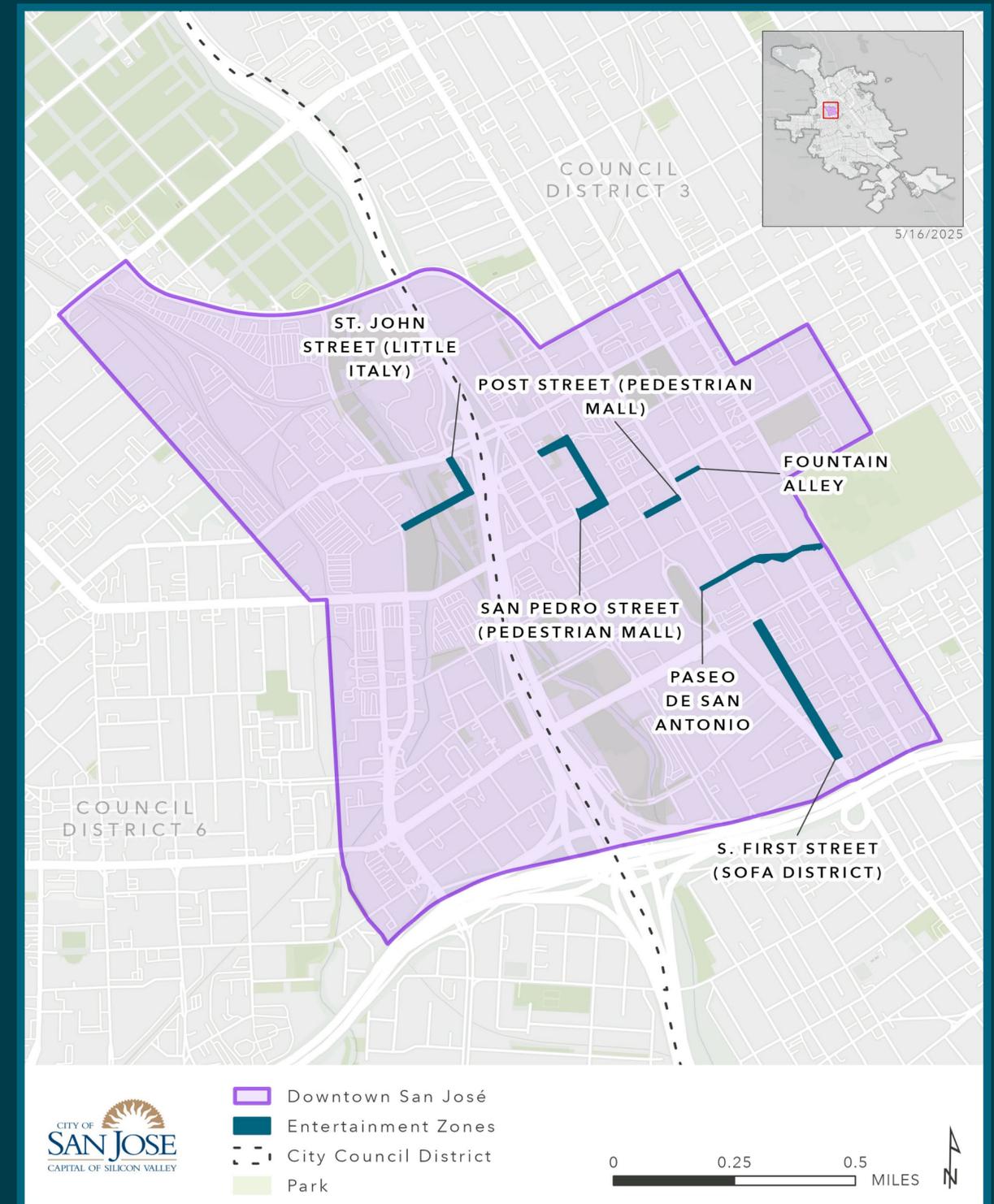


Where are the Proposed Entertainment Zones?

Six locations in Downtown active business districts with active pedestrian usage:

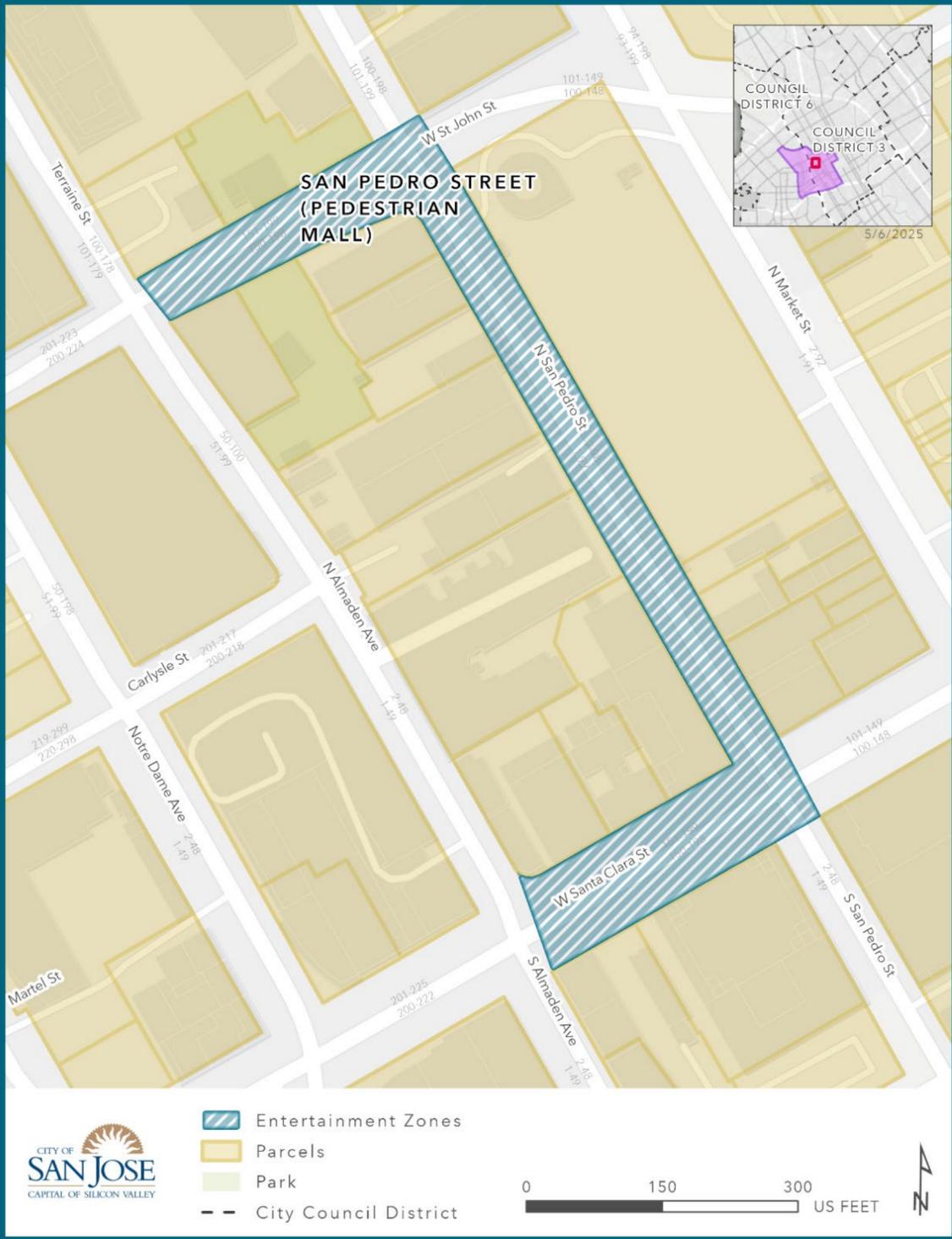
- San Pedro Street
- Post Street
- South First Street (SoFA District)
- St. John Street (Little Italy)
- Fountain Alley
- Paseo de San Antonio

Builds on San José's successful efforts to enliven public spaces through music, festivals, cultural programming and walkability for an entertainment economy.



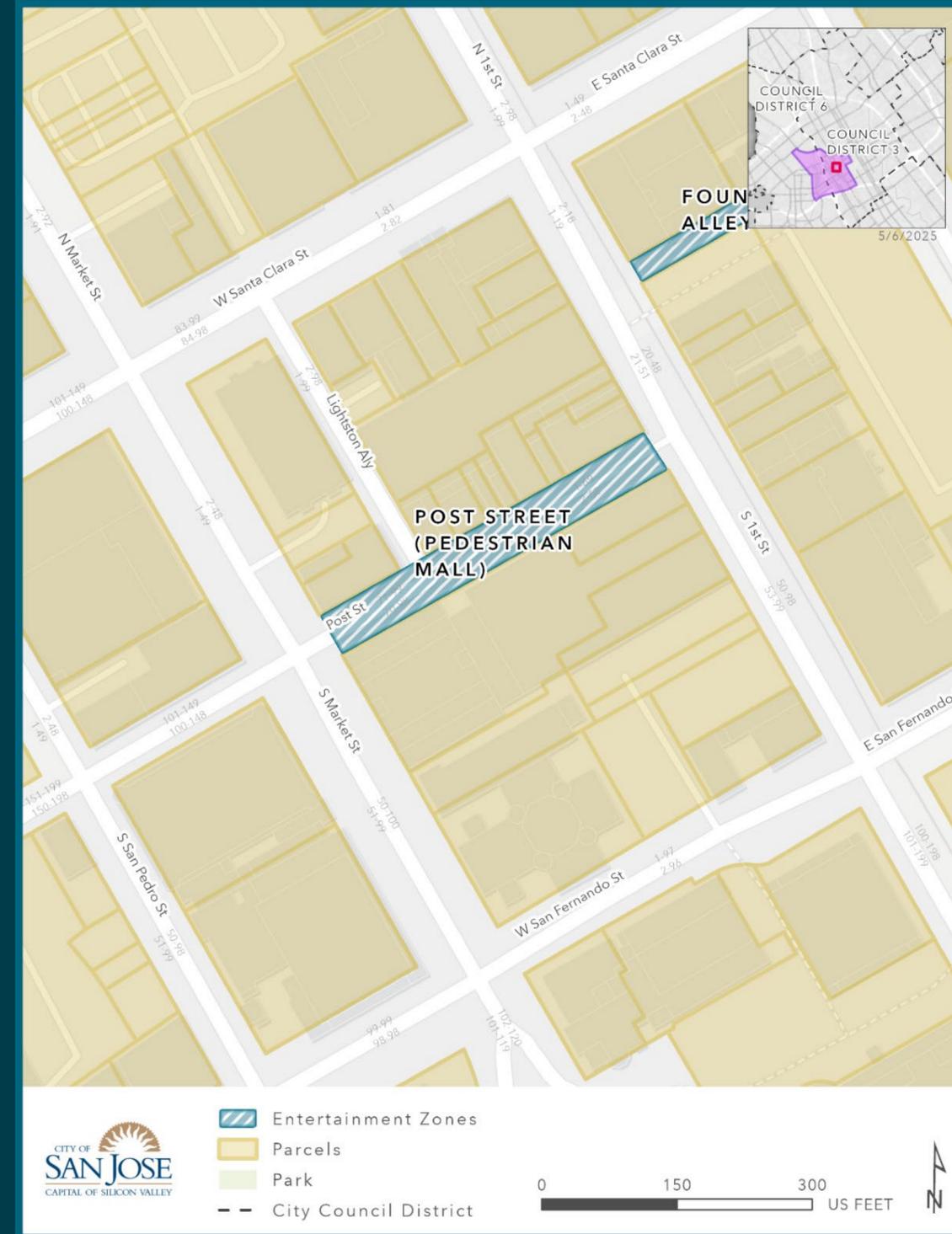
San Pedro Street

Between West Santa Clara Street and West St. John Street; and West St. John between N. San Pedro and Terraine Street; and fronting Westbound Santa Clara Street between San Pedro and Almaden



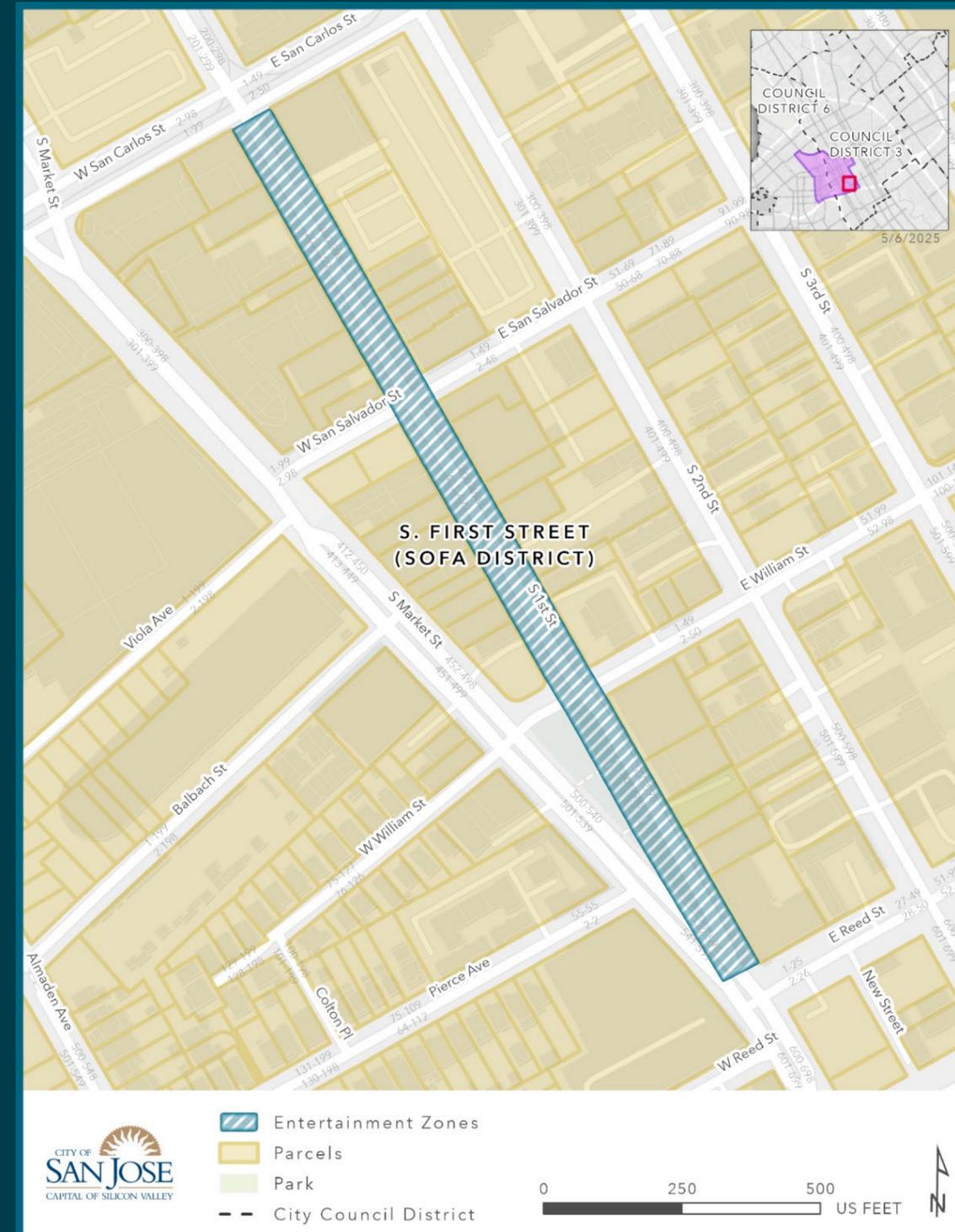
Post Street

Between South Market Street
and First Street



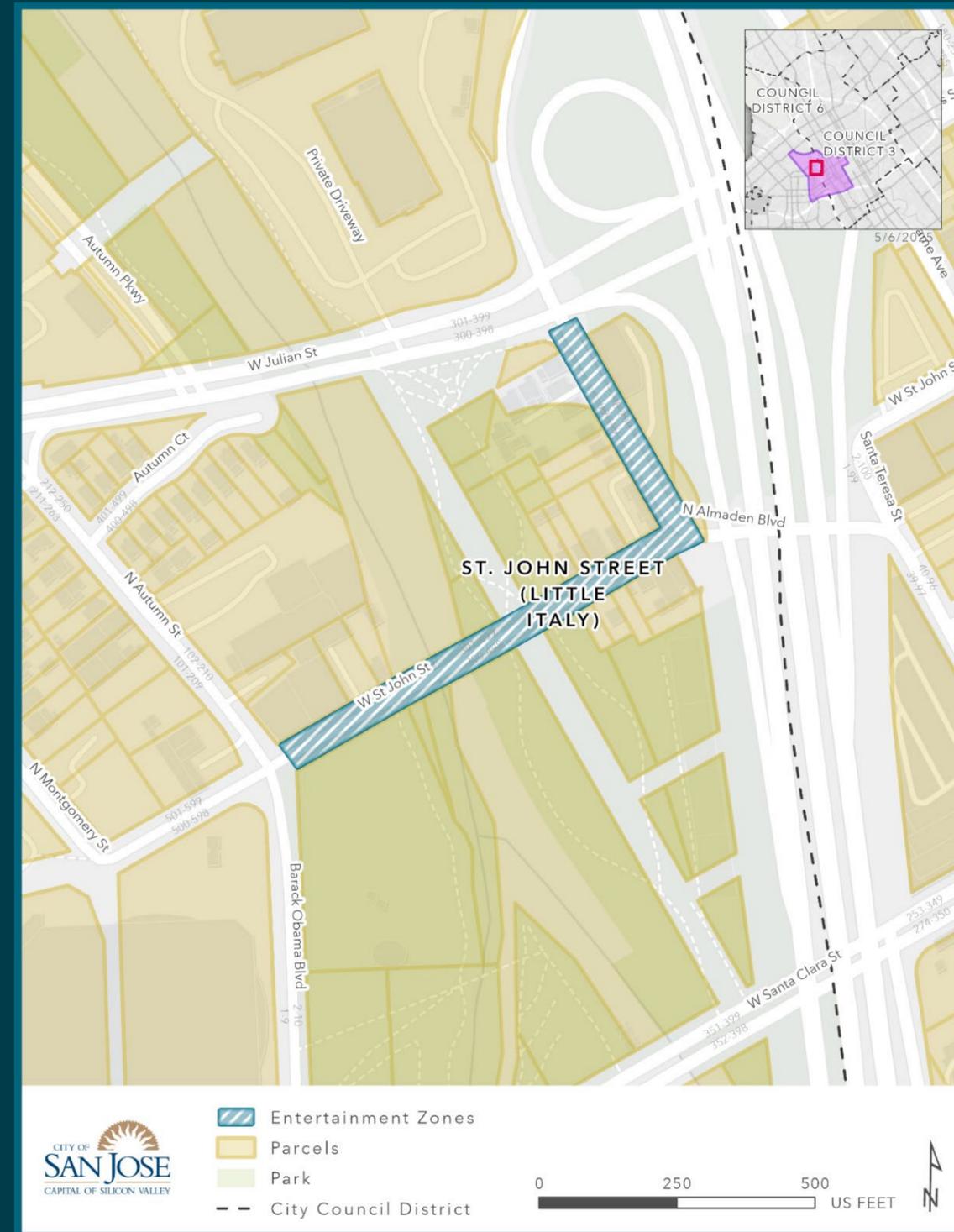
South First Street (SoFA District)

Between San Carlos Street
and East Reed Street



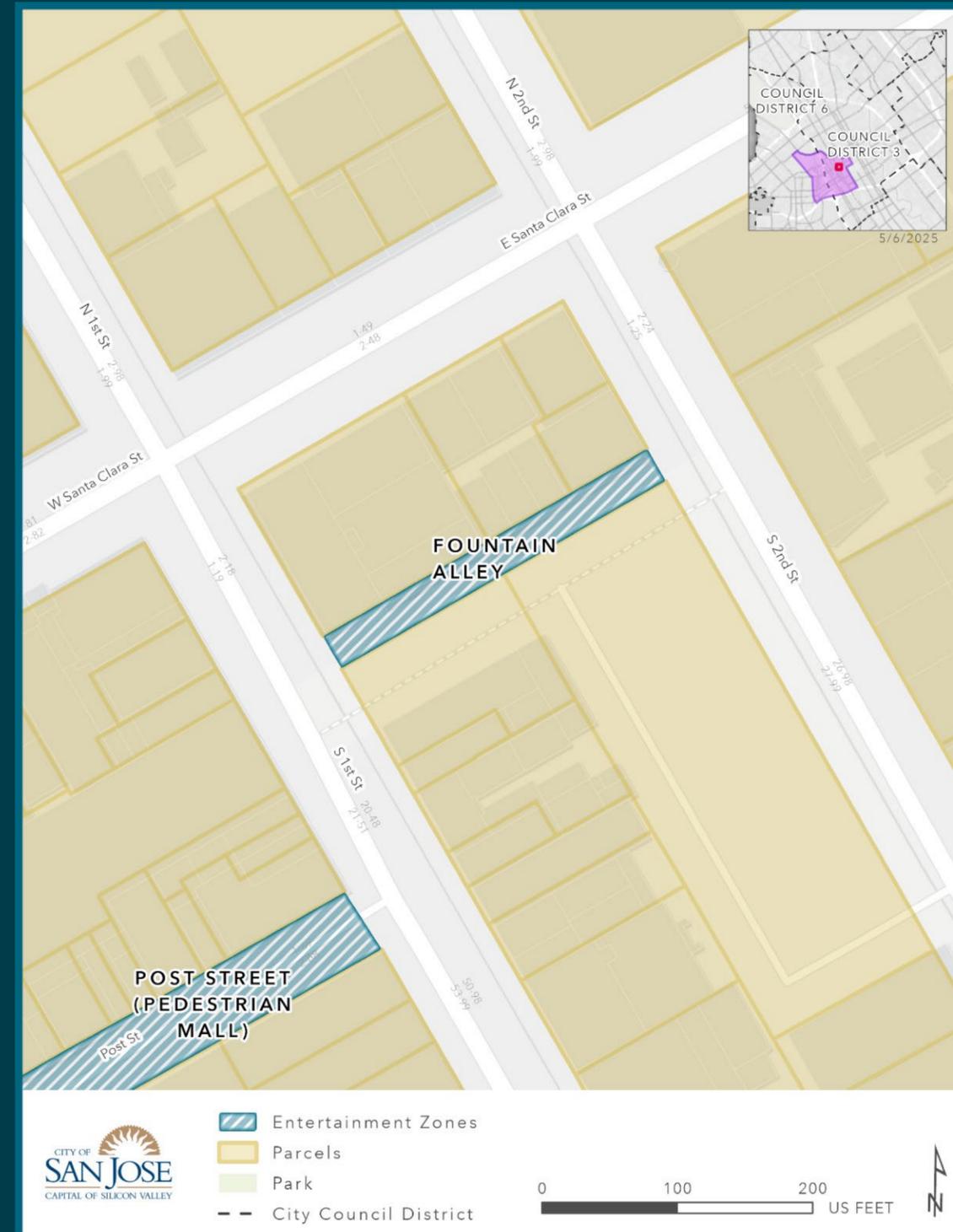
St. John Street (Little Italy)

Between North Almaden Boulevard and North Autumn Street; and North Almaden Boulevard between Julian Street and Barack Obama Boulevards



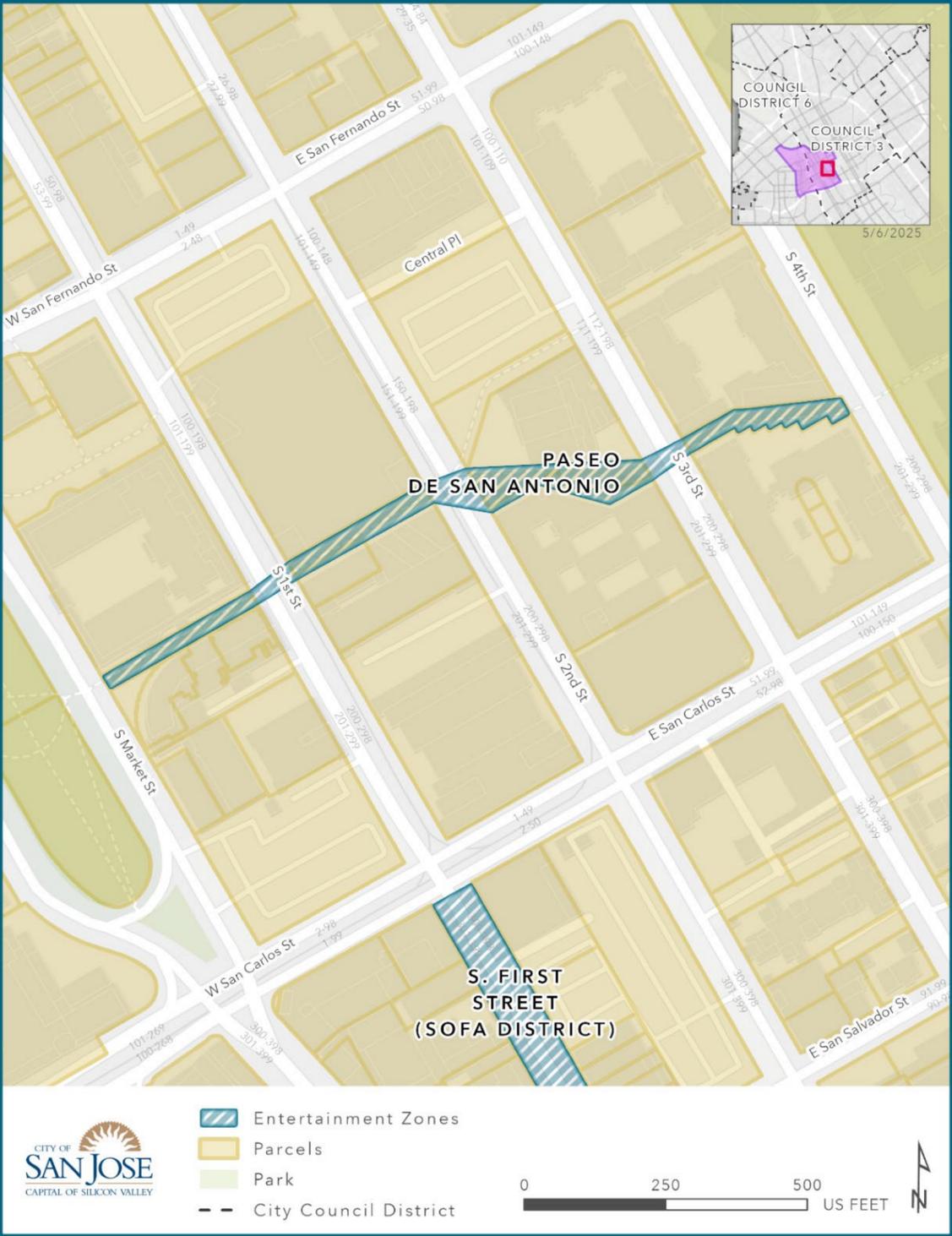
Fountain Alley

Between First Street and
Second Street



Paseo de San Antonio 1-4

Between Market Street and Fourth Street



Next Steps



- **Today: City Council Adoption** of the Entertainment Zone Ordinance. Second reading, June 3, 2025, and ordinance goes into effect 30 days later.
- **Implementation:** Coordinate with ABC and community partners for smooth execution. Development of administrative processes and procedures.
- **Ongoing evaluation:** Assess best practices, procedures, and locations.

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