



THE HUB.

Designation of an Entertainment Zone

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Need

Why The Hub. Needs This

- The Hub. will host up to 18 tenants, many planning to serve alcohol.
- Shared patio spaces ("The Backyard" and Sixth Street frontage) require regulatory flexibility.
- Designation prevents fencing off shared spaces—preserving a unified and vibrant environment.



Senate Bill 969 Overview

- Signed into law by Governor Newsom on September 28, 2024.
- Authorizes cities to designate "Entertainment Zones" for outdoor alcohol consumption during special events.
- Aims to revitalize downtowns, stimulate foot traffic, and support local hospitality businesses.

The Site

- Common patio space for daily operations
- Parking Lot available for special events





Safeguards

Built-in Safeguards

- Only licensed operators can serve in these areas.
- Outdoor areas are fenced and controlled.
- Hours allowed: 7:00 a.m. – 1:00 a.m., but each tenant sets their hours.
- ABC and City retain permitting and enforcement authority.
- Special event use of parking lot subject to fencing and security.

The Ask...

That City Council:

1. Designated portions of The Hub. as an Entertainment Zone pursuant to SB 969.
2. Direct staff to return with a stand-alone ordinance specific to The Hub.

