



STAFF REPORT

DATE: 12/03/2025
TO: Honorable Mayor and City Council Members
FROM: Economic Development Department

2025-465

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CORONA ADDING CHAPTER 9.23 (DOWNTOWN ENTERTAINMENT ZONE) TO TITLE 9 (PUBLIC PEACE, MORALS AND WELFARE) OF THE CORONA MUNICIPAL CODE TO ESTABLISH AN ENTERTAINMENT ZONE PURSUANT TO CALIFORNIA SENATE BILL 969

EXECUTIVE SUMMARY:

This staff report asks the City Council to approve Ordinance No. 3424, which amends Title 9 of the Corona Municipal Code to add new Section 9.23 Downtown Entertainment Zone.

RECOMMENDED ACTION:

That the City Council introduce, by title only, and waive full reading for consideration of Ordinance No. 3424, first reading of an ordinance amending Title 9 (Public Peace, Morals And Welfare) of the Corona Municipal Code to add new Section 9.23 Downtown Entertainment Zone, establishing a SB 969 Entertainment Zone designation to The Hub. commercial center.

BACKGROUND & HISTORY:

At the July 2, 2025, City Council meeting, the City Council directed staff to proceed with development of an ordinance to amend Title 9 (Public Peace, Morals And Welfare) of the

Corona Municipal Code to establish a SB 969 Entertainment Zone designation to The Hub. commercial center to facilitate expanded events programming in common areas across the site. This report presents the drafted ordinance for consideration.

ANALYSIS:

With The Hub. serving as the primary activity center for the downtown revitalization efforts, this designation will facilitate large-scale events in the parking lot area, with The Hub. tenants being able to serve alcoholic beverages in this area during events.

The boundaries of the Entertainment Zone encompass the entire Hub. site, including the buildings, to allow for the businesses within those buildings to serve their food and beverage menu in the parking lot area during events.

This designation does not relieve any of the restaurants from any of the rules related to the sale of alcohol and all events will require the installation of temporary fencing, additional security, as well as other measures aimed at minimizing the potential for adverse impacts from the events. The maximum hours of operation for any Entertainment Zone events will be 11 a.m. to 12 a.m. for periodic events each year.

This designation, per the requirements of the authorizing legislation (SB969), requires a mandatory biennial review by the City to ensure the Entertainment Zone is functioning as intended. However, the City, as owner of The Hub., can intervene immediately to modify or stop events within The Hub. should problems arise.

This designation will also require an annual notice to the Alcoholic Beverage Control, which will also have oversight into the operations of the Entertainment Zone, as well as its regular oversight of all vendors licensed to sell alcohol as a part of their menu offerings.

FINANCIAL IMPACT:

Adoption of this Ordinance and the designation of The Hub. as an Entertainment Zone will not have a direct fiscal impact on the city. Monitoring of the Entertainment Zone will be done with existing staff resources. Events staged within the Entertainment Zone will be regularly funded by revenue generated from rents generated by The Hub. tenants, sponsorships, and possibly supplemental city funding on a periodic basis. Any city funding will be allocated through the City's budget process on an annual basis.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action seeks Council approval of Ordinance 3424, establishing a SB 969 Entertainment Zone designation to The Hub. commercial center. Therefore, no environmental analysis is required.

PREPARED BY: JOEL BELDING, ECONOMIC DEVELOPMENT DIRECTOR

REVIEWED BY: JUSTIN TUCKER, ASSISTANT CITY MANAGER

ATTACHMENTS:

1. Exhibit 1 – Ordinance No. 3424
2. Exhibit 2 – Site Map