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September 8, 2026

Re: CF 26-0756: SB 969 (Wiener) / Entertainment Zones / Potential Regulatory Controls / Alcohol Purchase / Public Right of Way

To Whom It May Concern:

At a public meeting on **September 8, 2026**, the Board of Directors of the Downtown Los Angeles Neighborhood Council ("DLANC") voted to provide the following comments below:

The Downtown Los Angeles Neighborhood Council submits this Community Impact Statement **in support** of CF 26-0756: SB 969 (Wiener) / Entertainment Zones / Potential Regulatory Controls / Alcohol Purchase / Public Right of Way.

DLANC supports the exploration of Entertainment Zones as **one potential component of a broader strategy to support Downtown Los Angeles' economic recovery, increase foot traffic, revitalize business and commercial corridors, and encourage continued investment in DTLA**. While an Entertainment Zone alone is unlikely to serve as a singular catalyst for Downtown's recovery. However, when combined with other economic development, public-realm, tourism, nightlife, and special-event initiatives, it may provide an additional tool to signal investment, build business confidence, create greater flexibility for special events, and provide food, beverage, and hospitality businesses with additional revenue opportunities.

These opportunities are particularly relevant given the economic realities facing Downtown and the broader food, beverage, and hospitality industries. At the same time, DLANC recognizes that increased activity in the public realm must be balanced against legitimate community concerns, including public safety, cleanliness, noise, pedestrian circulation, potential public nuisances, and the impacts associated with fluctuating ground-floor commercial vacancies throughout Downtown.

For these reasons, DLANC believes the City should approach Entertainment Zones as a **limited, carefully structured, but flexible pilot program**. A well-designed framework can provide the City with an opportunity to test, measure, and refine an economic development tool while maintaining appropriate community protections and oversight.

DLANC recommends that the City consider the following:

1. Entertainment Zone Boundaries:

DLANC recommends that Entertainment Zone boundaries be tied to established Downtown restaurant, bar, nightlife, and entertainment corridors, per [Restaurant & Bar Nightlife Area defined in the](#) Downtown Permission Sales area in the Downtown Community Plan. Additionally, the zone boundaries for Central Business District area can be divided into two explicit categories:

Weekend Zone – Thursday through Saturday:

The *Weekend Zone* would allow for regular weekly operations during the specified period and should be limited to the following corridors:

- Figueroa / L.A. Live Corridor;
- 7th Street; and
- Spring Street.

Optional Sunday Hours: Sunday activation should be permitted only in connection with designated and approved special events within this zone.

Special Event Zones:

The *Special Event Zones* would restrict open-container activity exclusively to designated and approved special events within the following corridors:

- Broadway Corridor, 1st Street to 12th Street; and
- Civic Center Corridor, including Grand Park and City Hall.

2. Boundary Zone Identification and Containment:

The City should require highly visible signage at every entrance and exit to an Entertainment Zone. The zone must be readily understandable to residents, visitors, businesses, law enforcement, and participating licensees.

Open alcoholic beverages should be prohibited from leaving the designated Entertainment Zone and from being carried into separate, non-participating businesses or venues. Participating businesses should be required to take reasonable steps to prevent beverages purchased outside the zone from entering the zone.

3. Dedicated Program Administrator/Operator:

The City should create parameters for the designation of a qualified Program Administrator to coordinate the day-to-day operation of each Entertainment Zone.

The Program Administrator could be a Business Improvement District, vetted third-party operator, or City-contracted entity with demonstrated capacity to manage public-space programming.

The Program Administrator should be responsible for:

- Registering and coordinating participating businesses;
- Establishing and distributing standardized identification materials, including wristbands

- and approved beverage cups;
- Installing and maintaining boundary, informational, and regulatory signage;
- Coordinating participating businesses and event operators;
- Maintaining a current list of participating establishments;
- Serving as the primary point of contact between participating businesses, community stakeholders, City departments, and special event operators; and
- Coordinating safety, cleaning, sanitation, and other operational services necessary for the program.

A clearly identified entity responsible for program administration is necessary to prevent the operational responsibilities of the program from being dispersed across multiple City departments without a single accountable party.

4. Public Safety & Sanitation:

The establishment of Entertainment Zones must equally correspond with identifying the personnel and resources necessary to manage the additional activity generated within the public right-of-way.

DLANC recommends that safety operations be coordinated through the Program Administrator in partnership with existing Downtown Clean & Safe programs, qualified private security contractors, and appropriate City departments.

The City should not assume that LAPD staffing will be available for dedicated Entertainment Zone operations. Any law-enforcement role should complement, rather than substitute for, a dedicated operational and security plan.

Likewise, the City should not rely exclusively on existing City sanitation services to address the additional trash, debris, spills, and other impacts associated with increased public-space activity.

Dedicated cleaning and sanitation should therefore be provided through qualified contracted services coordinated by the Program Administrator.

The City should establish minimum standards for:

- Trash and waste removal;
- Street and sidewalk cleaning;
- Restroom access where appropriate;
- End-of-night cleanup; and
- Restoration of the public right-of-way following program operations.

5. Age and Program Participation Identification:

The City should establish a uniform age and beverage identification system throughout all Downtown Entertainment Zones.

All patrons participating in the open-container program should be required to present valid, government-issued photo identification consistent with applicable law.

Additionally, the City should craft policy requirements that require participating establishments should utilize a dual-verification system consisting of:

Wristband Verification: A standardized wristband should identify patrons who have been verified as being legally eligible to possess and consume alcoholic beverages within the Entertainment Zone.

Cup Identification: Standardized, non-glass and non-metal beverage cups should identify the participating establishment from which the beverage originated.

The combination of wristband and cup identification would provide a straightforward mechanism for distinguishing authorized participants and beverages while assisting businesses, security personnel, and City officials in maintaining the integrity of the zone.

6. Pilot Metrics, Goal Setting, & Biennial Review:

DLANC recommends that the City establish Entertainment Zones as a **limited pilot program subject to ongoing evaluation**.

SB 969 requires the City or its designated body to review the operation of an Entertainment Zone every two years and make resulting reports available to the Department of Alcoholic Beverage Control upon request.

The City's implementation should use this statutory review requirement as an opportunity to evaluate whether the program is achieving its intended economic and public-space objectives without creating unacceptable impacts on Downtown residents, businesses, workers, visitors, or public infrastructure.

DLANC recommends that the City establish measurable performance indicators, including:

- Changes in revenue and economic activity for participating food, beverage, hospitality, and entertainment businesses;
- Commercial occupancy and business-retention rates along participating corridors;
- Changes in pedestrian activity and overall foot traffic during operating periods;
- Public safety incidents occurring within and immediately surrounding the Entertainment Zones;
- Calls for service and other relevant public-safety indicators;
- Cleaning, sanitation, and maintenance impacts;
- Complaints received from residents, businesses, and community stakeholders; and
- Public sentiment regarding safety, cleanliness, accessibility, and the overall effectiveness of the program.
- All findings publicly available as part of the two-year review process.

Entertainment Zones should be implemented in a manner that recognizes Downtown Los Angeles as both a regional destination and a residential community. The success of the program should not be measured solely by increases in alcohol sales or visitor activity. It is critical that the program also evaluates whether Entertainment Zones contribute to a safer, cleaner, more active, and economically sustainable Downtown.

Community feedback should be incorporated into the City's periodic review of the program and should inform any decision to expand, modify, suspend, or discontinue an Entertainment Zone.

DLANC supports the City's exploration of Entertainment Zones as a potential tool for supporting Downtown's economic recovery, activating public spaces, and strengthening local businesses. However, Entertainment Zones should not be implemented as a broad or unrestricted expansion of alcohol

consumption in the public right-of-way. Downtown requires a carefully designed program with defined boundaries, dedicated administration, clear identification requirements, adequate safety and sanitation resources, protection of transit infrastructure, and measurable community outcomes.

Sincerely,

SUBJECT TO APPROVAL BY DLANC BOARD OF DIRECTORS ON SEPTEMBER 8, 2026

Jens Midthun
President,
DLANC

Andrew Wong, AIA
Chair,
DLANC Planning & Land Use Committee

AW:RR

Cc: Office of the Mayor (via email)
Council District 14 (via email)
Council District 9 (via email)
Department of City Planning (via email)
Los Angeles Police Department (via email)
Downtown Center Business Improvement District (via email)
South Park Business Improvement District (via email)
Fashion District Business Improvement District (via email)
Historic Core Business Improvement District (via email)
Arts District Little Tokyo Neighborhood Council (via email)