

ORDINANCE NO. 2623

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHICO
AMENDING THE CHICO MUNICIPAL CODE CHAPTER BY
ADDING A NEW CHAPTER 5.45 ENTITLED "ENTERTAINMENT
ZONES" AND AMENDING SECTION 9.30.040 TO ALLOW THE
CONSUMPTION OF ALCOHOLIC BEVERAGES IN DESIGNATED
AREAS PURSUANT TO SENATE BILL 969**

City of Chico

WHEREAS, Senate Bill 969 (Chapter 869, Statutes of 2024), effective January 1, 2025, amended the California Business and Professions Code to authorize cities to establish “entertainment zones” where persons 21 years of age or older may possess and consume alcoholic beverages on public streets, sidewalks, or public rights-of-way, subject to specified conditions; and

WHEREAS, Section 23039.5 of the California Business and Professions Code defines an “entertainment zone” as a zone created by city ordinance that authorizes the consumption of one or more types of alcoholic beverages on public streets, sidewalks, or public rights-of-way; and

WHEREAS, the City Council desires to support economic development, enhance public gathering spaces, and encourage responsible social activity in designated commercial districts; and

WHEREAS, the Downtown Chico Entertainment Zone encompasses a vibrant commercial district that serves as the economic and cultural center of the City, and the City Council finds that designation of this area as an Entertainment Zone will support local businesses, increase pedestrian activity, and enhance the public gathering environment in the downtown core; and

WHEREAS, the Meriam Park Entertainment Zone encompasses a mixed-use commercial neighborhood that serves as an important center of commerce and community activity in the City, and the City Council finds that designation of this area as an Entertainment Zone will further economic development, encourage responsible social

1 activity, and strengthen the vitality of the Meriam Park district; and

2
3 **WHEREAS**, consistent with the requirements of Business and Professions Code
4 section 25692, the City notified the Chico Police Department on January 15, 2026 of the
5 proposed establishment of the Downtown Chico Entertainment Zone and the Meriam Park
6 Entertainment Zone, and requested feedback regarding potential health and safety impacts and
7 mitigation strategies, proposed boundaries, days and hours of operation, types of alcoholic
8 beverages permitted, and approved container requirements; and

9
10 **WHEREAS**, the Chico Police Department provided feedback indicating support for
11 the proposed Entertainment Zones, noting that the operating hours, age-verification
12 requirements, container restrictions, and prohibition on outside alcohol incorporated in this
13 Ordinance adequately address potential health and safety impacts, and the City Council has
14 considered that feedback in adopting this Ordinance; and

15
16 **WHEREAS**, the public streets, sidewalks, alleys, and public rights-of-way within the
17 boundaries of both the Downtown Chico Entertainment Zone and the Meriam Park
18 Entertainment Zone are publicly owned and maintained by the City of Chico, and the
19 consumption of alcoholic beverages authorized by this Ordinance is limited exclusively to
20 such public streets, sidewalks, alleys, and rights-of-way, consistent with the authorization set
21 forth in Business and Professions Code section 23039.5.

22
23 **NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF CHICO DOES**
24 **ORDAING AS FOLLOWS:**

25
26 **SECTION 1.**

27 **Addition of Chapter to the Chico Municipal Code**

28 A new chapter of the Chico Municipal Code is hereby added to read as follows:

29
30 **5.45 ENTERTAINMENT ZONES**

31 **010 Purpose.**

1 The purpose of this Chapter is to establish designated Entertainment Zones within the City of
2 Chico, pursuant to Senate Bill 969, to allow the consumption of alcoholic beverages purchased
3 from licensed participating businesses within defined public areas, subject to reasonable time,
4 place, and manner regulations intended to protect public health, safety, and welfare.

5
6 **020 Definitions.**

7 For the purposes of this Chapter:

8 **A. “ABC”** means the California Department of Alcoholic Beverage Control.

9
10 **B. “Age-Verification Marker”** means a wristband, stamp, or other visible device issued by a
11 Participating Licensee to a patron upon verification of valid government-issued identification
12 confirming that the patron is 21 years of age or older, and worn or displayed on the patron's
13 person for the purpose of identifying the patron as authorized to possess and consume
14 alcoholic beverages within an Entertainment Zone.

15
16 **C. “Entertainment Zone”** has the meaning set forth in Section 23039.5 of the California
17 Business and Professions Code, as may be amended.

18
19 **D. “Licensee”** means a person or entity holding a valid license issued by the California
20 Department of Alcoholic Beverage Control authorizing the sale of alcoholic beverages.

21
22 **E. “Open Container”** means a non-glass, nonmetal vessel approved by the City Manager
23 pursuant to Section 060 of this Chapter, in which an alcoholic beverage purchased from a
24 Participating Licensee within an Entertainment Zone is contained for consumption within
25 that same Entertainment Zone, consistent with the requirements of Business and Professions
26 Code section 25690.

27
28 **F. “Participating Licensee”** means a beer manufacturer, winegrower, or on-sale licensee, as
29 those terms are used in Sections 23357, 23358, and 23396 of the California Business and
30 Professions Code, whose licensed premises are located within the boundaries of an
31 Entertainment Zone and who has notified ABC of their intent to participate pursuant to
32 applicable ABC requirements.

1 **030 Entertainment Zones Established.**

2 The following Entertainment Zones are hereby established:

3
4 **A. Downtown Chico Entertainment Zone**, consisting of public streets, sidewalks, alleys, and
5 public rights-of-way within the area described in the Downtown Entertainment Zone Map -
6 (Exhibit A).

7
8 **B. Meriam Park Entertainment Zone**, consisting of public streets, sidewalks, alleys, and
9 public rights-of-way within the area described in the Meriam Park Entertainment Zone Map
10 - (Exhibit B).

11
12 **C.** The boundaries of either Entertainment Zone may be amended from time to time by
13 ordinance of the City Council. Prior to adopting any ordinance to modify the boundaries of
14 an Entertainment Zone, the City Council shall notify the Chico Police Department and
15 request feedback regarding the proposed boundary modification consistent with the
16 requirements of Business and Professions Code section 25692, including potential health and
17 safety impacts and strategies to mitigate those impacts.

18
19 **D.** Upon adoption of this Ordinance, the City Manager, or designee, shall provide to ABC all
20 information required by Business and Professions Code section 25690(b), including a copy
21 of this Ordinance, boundary information for each Entertainment Zone, the approved days and
22 hours of operation, the types of alcoholic beverages permitted, and the approved non-glass
23 and non-metal containers authorized for use within each Entertainment Zone. The City
24 Manager shall similarly notify ABC upon any subsequent modification to the foregoing

25
26 **040 Days and Hours of Operation.**

27 **A.** Entertainment Zones shall operate seven (7) days per week.

28
29 **B.** Alcohol consumption within an Entertainment Zone shall be permitted
30 between: 10:00 a.m. and 10:00 p.m.

31 **C.** Alcohol consumption shall not be permitted during hours in which the sale of
32 alcoholic beverages is prohibited under Section 25631 of the California Business and

1 Professions Code.

2
3 **D.** The days or hours of operation may be amended from time to time by ordinance of the
4 City Council. Prior to adopting any ordinance to modify the days or hours of operation of an
5 Entertainment Zone, the City Council shall notify the Chico Police Department and request
6 feedback regarding the proposed modification consistent with the requirements of Business
7 and Professions Code section 25692, including potential health and safety impacts and
8 strategies to mitigate those impacts.

9
10 **050 Alcoholic Beverages Permitted.**

11 **A.** The following types of alcoholic beverages may be consumed within an
12 Entertainment Zone:

- 13 1. Beer
14 2. Wine
15 3. Distilled spirits and mixed drinks
16

17 **B.** All alcoholic beverages consumed within an Entertainment Zone shall be purchased
18 from a licensed premises located within the same Entertainment Zone and authorized
19 under applicable provisions of the California Business and Professions Code to permit off-
20 premises consumption within an entertainment zone.

21
22 **C.** No person shall bring alcoholic beverages into an Entertainment Zone from outside
23 its boundaries.
24

25 **060 Allowable Open Containers.**

26 **A.** The City Manager, or designee, in consultation with the Chico Police Department, is
27 authorized to approve standardized, non-glass, non-metal containers consistent with ABC
28 guidelines and applicable requirements of Business and Professions Code section 25690
29 for use within Entertainment Zones.
30

31 **B.** All approved containers shall be readily identifiable and issued by a
32 Participating Licensee.

1
2 **C.** No alcoholic beverage may be removed from a licensed premises for
3 consumption within an Entertainment Zone in a glass or metal container.
4

5 **070 Age Verification and Identification.**

6 **A.** No person shall possess or consume an alcoholic beverage within an
7 Entertainment Zone unless that person is 21 years of age or older.
8

9 **B.** All persons possessing an alcoholic beverage within an Entertainment Zone shall wear
10 a wristband, stamp, or other visible age-verification marker indicating that the person is 21
11 years of age or older.
12

13 **C.** Age-Verification Marker shall be issued only by Participating Licensees within
14 the Entertainment Zone upon verification of valid government-issued identification.
15

16 **D.** The City Manager, or designee, in consultation with the Chico Police Department,
17 may establish standardized procedures governing the issuance, appearance, and control of
18 Age-Verification Marker.
19

20 **080 Signage.**

21 The boundaries of each Entertainment Zone shall be clearly marked by visible signage posted
22 at appropriate locations, notifying the public that alcoholic beverages may not be carried
23 beyond the boundaries of the Entertainment Zone.
24

25 **090 Enforcement.**

26 **A.** The Chico Police Department is authorized to enforce the provisions of this Chapter.

27 **B.** Any person found in violation of this Chapter may be required by a law
28 enforcement officer to immediately dispose of any alcoholic beverage in their possession
29 within the Entertainment Zone or to leave the Entertainment Zone.
30

31 **C.** Violations of this Chapter shall be subject to the penalties set forth in Section
32 1.04.120 of this Code and Charter Section 1505, as may be amended. Administrative

1 enforcement procedures shall be governed by Chapter 1.15 of this Code. Nothing in this
2 Chapter shall be construed to limit the City's authority to pursue any other civil or
3 administrative remedy available under state or local law.

4
5 **D.** Any violation of this Chapter by a Participating Licensee may be reported to
6 the California Department of Alcoholic Beverage Control for investigation and
7 potential
8 disciplinary action pursuant to applicable provisions of the Business and Professions
9 Code.

10 11 **100 Annual Review.**

12 The City shall review the operation of each Entertainment Zone no less than once per year
13 following adoption of this Chapter to ensure that the zones are being operated in a manner
14 that protects public health and safety. The review shall be conducted in consultation with the
15 Chico Police Department and any report produced shall be made available to the California
16 Department of Alcoholic Beverage Control upon request.

17 18 **SECTION 2.**

19 **Amendment of Section 9.30.040 of the Chico Municipal Code**

20 **Section 9.30.040(A)** of the Chico Municipal Code is hereby amended to add the
21 following subsection 9:

22
23 **9.** Any public street, sidewalk, alley, or public right-of-way within a designated
24 Entertainment Zone established pursuant to Chapter 5.45 of this Code, during the approved
25 days and hours of operation of the applicable Entertainment Zone and subject to the conditions
26 set forth therein.

27 28 **SECTION 3.**

29 **California Environmental Quality Act.**

30 The City Council finds that adoption of this Ordinance is exempt from the California
31 Environmental Quality Act pursuant to CEQA Guidelines sections 15060(c)(2) and
32 15061(b)(3), as it can be seen with certainty that there is no possibility that the Ordinance may

1 have a significant effect on the environment.

2
3 **SECTION 4**

4 **Severability**

5 If any section, subsection, sentence, clause, or phrase of this Ordinance is for any reason held
6 to be invalid or unconstitutional, such decision shall not affect the validity of the remaining
7 portions of the Ordinance.

8
9 **SECTION 5**

10 **Effective Date.**

11 This Ordinance shall take effect thirty (30) days after its adoption.

12
13 THE FOREGOING ORDINANCE was adopted at a meeting of the City Council of the City
14 of Chico on August 18, 2026, by the following vote:

15
16 **AYES: Goldstein, Hawley, O'Brien, Hawley, van Overbeek, Winslow, Bennett, Reynolds**

17
18 **NOES: None**

19
20 **ABSENT: None**

21
22 **ABSTAIN: None**

23
24 **DISQUALIFIED: None**

25
26 **ATTEST:**

27
28 
29 _____
30 Deborah R. Presson
31 City Clerk
32
33

APPROVED AS TO FORM:



Ryan Jones (Aug 19, 2026 15:21:32 PDT)
Ryan R. Jones, City Attorney*

*Pursuant to the Charter of the City of Chico
Section 906(e)

ORD 2623

Final Audit Report

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