



City Council Meeting Agenda Report

Item # _____

Meeting Date: July 27, 2026

Subject: Approve Designation of Entertainment Zones Pursuant to Chapter 5.96 of the Daly City Municipal Code (SB 969)

Recommended Action

Adopt a resolution designating the Mission Corridor/Top of the Hill Area, Gellert Park, Civic Center/City Hall Area, and Marchbank Park as Entertainment Zones pursuant to Chapter 5.96 of the Daly City Municipal Code.

Background

On February 23, 2026, the City Council adopted Ordinance No. 1487 establishing Chapter 5.96 of the Daly City Municipal Code and authorizing the creation of Entertainment Zones pursuant to Senate Bill 969. While Chapter 5.96 establishes the regulatory framework governing Entertainment Zones, individual Entertainment Zones must be designated by resolution of the City Council.

The proposed resolution designates four initial Entertainment Zones located within the Mission Corridor/Top of the Hill Area, Gellert Park, Civic Center/City Hall Area, and Marchbank Park, as depicted on the attached boundary maps. These locations were selected based upon their suitability for community events, cultural programming, recreational activities, civic gatherings, and economic activation opportunities, while allowing for coordinated public safety oversight and event management.

Discussion

Proposed Entertainment Zones:

The proposed resolution designates four Entertainment Zones. The specific boundaries of each zone are depicted on the attached exhibits and shall serve as the official Entertainment Zone boundaries for future activations, event planning, and administrative purposes.

The Mission Corridor / Top of the Hill Entertainment Zone encompasses portions of the Mission Street commercial corridor and adjacent public rights-of-way. The Gellert Park Entertainment Zone encompasses Gellert Park and surrounding public recreational areas. The Civic Center / City Hall Entertainment Zone encompasses the Civic Center campus and surrounding public gathering areas. The Marchbank Park Entertainment Zone encompasses Marchbank Park and adjacent public gathering areas. The precise boundaries of each Entertainment Zone are depicted on the attached maps, which shall control in the event of any inconsistency between the maps and descriptive text.

Entertainment Zone Activation:

Entertainment Zones may only be activated through an approved Special Event Permit and in accordance with Chapter 5.96 of the Daly City Municipal Code, applicable permit conditions, and California Department of Alcoholic Beverage Control requirements. Designation of an Entertainment Zone does not authorize alcohol service or outdoor consumption on a permanent basis. Establishment of a zone identifies an area eligible for future activation and does not independently authorize alcohol-related activities.

Applicants seeking activation of an Entertainment Zone shall submit a Special Event Permit application and any supporting documentation required by Daly City. Depending upon the nature and scope of the proposed event, Daly City may require submission of an Event Management Plan addressing event boundaries, alcohol service areas, security staffing, crowd management, emergency access, sanitation, traffic control, vendor operations, alcohol service operations, and other public safety considerations.

Participation and Operations:

Businesses located within an Entertainment Zone may apply to participate in approved activations. The City may provide priority consideration to businesses located within a designated zone where operationally feasible and consistent with approved event plans and public safety requirements. Participation remains subject to City approval and applicable permit conditions.

The City retains discretion to approve event-specific alcohol service models, including participation by licensed premises, centralized beverage concession operations, exclusive concession structures, or other approved operational models where necessary to support public safety, crowd management, operational efficiency, and event administration.

Fiscal Impact

There is no fiscal impact associated with the designation of the zones. Costs associated with individual events will be addressed through the existing special event permitting process and applicable cost recovery measures.

Summary/Conclusion

Adoption of the proposed resolution will designate the City's initial Entertainment Zones and establish a framework for future Entertainment Zone activations consistent with Chapter 5.96 of the Daly City Municipal Code and applicable state law.

Staff is available to answer any questions for the Mayor and City Council.

Respectfully submitted,



Maybelle Manio
Economic Development Program Manager



Timothy J. Nevin
Assistant City Manager/Interim Director of
Financial & Administrative Services

Attachments:

Attachment A – Resolution Designating Entertainment Zones Pursuant to Chapter 5.96
Exhibit A – Mission Corridor / Top of the Hill Area Entertainment Zone Boundary Map
Exhibit B – Gellert Park Entertainment Zone Boundary Map
Exhibit C – Civic Center / City Hall Area Entertainment Zone Boundary Map
Exhibit D – Marchbank Park Entertainment Zone Boundary Map