



City of  
**Mountain View**

**Draft Downtown Entertainment Zone  
Operations Manual**

## Section I: Purpose

An **Entertainment Zone (EZ)** is an area in Downtown Mountain View designated by City Council Ordinance No. [###] (“EZ Ordinance”) where patrons (21+) may purchase alcoholic beverages “to-go” from participating brick-and-mortar bars, restaurants, and other establishments with valid alcohol licenses to consume within designated public spaces, including plazas, sidewalks, and streets, during authorized hours. An EZ can only be activated by the City of Mountain View for City-organized events.

The Downtown Entertainment Zone is designed to support economic vitality, enhance community gathering opportunities, and strengthen Downtown Mountain View as a regional destination. Key objectives include:

- Supporting Local Businesses
  - Support brick-and-mortar restaurants, bars, and retail businesses located within the Entertainment Zone.
  - Encourage increased visitor spending by extending the length of stay in Downtown.
  - Drive additional foot traffic to participating businesses and surrounding Downtown establishments.
- Enhancing Events and Building Community
  - Support City-sponsored events and community gatherings Downtown.
  - Create a lively, welcoming environment that encourages social interaction and activity.
  - Provide a structured framework for safe and well-managed event activation.
- Establishing Mountain View as a Premier Destination
  - Strengthen Downtown Mountain View’s entertainment and dining economy.
  - Position Castro Street as a vibrant destination for residents and visitors.
  - Promote Downtown Mountain View through coordinated communications and event programming.

## SECTION II: Roles and Responsibilities

Each activation of the Entertainment Zone operates through coordination between the following partners:

- **City of Mountain View**
  - Only City-organized events are eligible to activate the Entertainment Zone.
  - The City will designate the extent of the activation with the EZ for each event and will be responsible for installing required signage and physical barriers.

- The City will follow existing operating procedures for road closures and other event-specific requirements.
- The City will maintain the EZ Ordinance and this Operations Manual.
- For each event, the City will designate an Entertainment Zone Lead responsible for coordinating EZ activation and ensuring alignment with this Operations Manual.
- The Entertainment Zone Lead will notify eligible businesses and community partners in advance of EZ activation.
- The Entertainment Zone Lead will distribute all signage required to be posted at all participating businesses.
- The Entertainment Zone Lead will procure and distribute event wristbands to participating businesses.
- **Participating Businesses** are brick-and-mortar establishments located within the activation area of the EZ that hold valid on-sale alcohol licenses. Participating businesses must:
  - Register their participation with the City and California Department of Alcoholic Beverage Control (ABC).
  - Only sell alcoholic beverages permitted under their existing ABC license.
  - Serve alcoholic beverages for consumption within the activation area of the EZ only during a City-organized event.
  - Verify that patrons purchasing alcoholic beverages are 21 years of age or older.
  - Identify at least one staff member on-site who will serve as a designated liaison for the Mountain View Police Department (MVPD) and City staff and can produce this Operations Manual upon request.
  - Provide patrons with designated EZ wristbands and/or to-go containers as required for the event.
  - Comply with all requirements outlined in the EZ Ordinance, this Operations Manual, and any event-specific operational plans.
  - Post required signage explaining the rules of the EZ in a highly visible location within the business.
  - If a violent incident occurs or MVPD responds to a call associated with the EZ, the involved business(es) must submit an incident report to MVPD within 24 hours.
- **The Mountain View Chamber of Commerce (Chamber) and Downtown Business Association (DBA)** may support the City by:
  - Assisting with event coordination and planning.
  - Conducting business outreach and education related to the EZ Operations Manual.
  - Helping communicate participation requirements to Downtown businesses.

### SECTION III: Operations

**Permissible Events:** The EZ can only be activated for City-organized events managed by the City of Mountain View.

**Boundary:** The extent of the EZ is established by the EZ Ordinance, which includes all streets, sidewalks, and public right of ways within the 100, 200, 300, 400, and 500 blocks of Castro Street, including Civic Center Plaza and half-block portions of the cross streets Villa Street, W. Dana Street, California Street, Mercy Street, and Church Street. (FIGURE 1).

The City may activate the entire EZ or specific sub-areas depending on the scale and needs of the City-organized event. Some events may require full street closures, while smaller events may activate only selected blocks.

Alcoholic beverages may not be removed from the EZ boundaries. Signage will be installed at all boundaries notifying patrons that alcoholic beverages may not leave the zone.

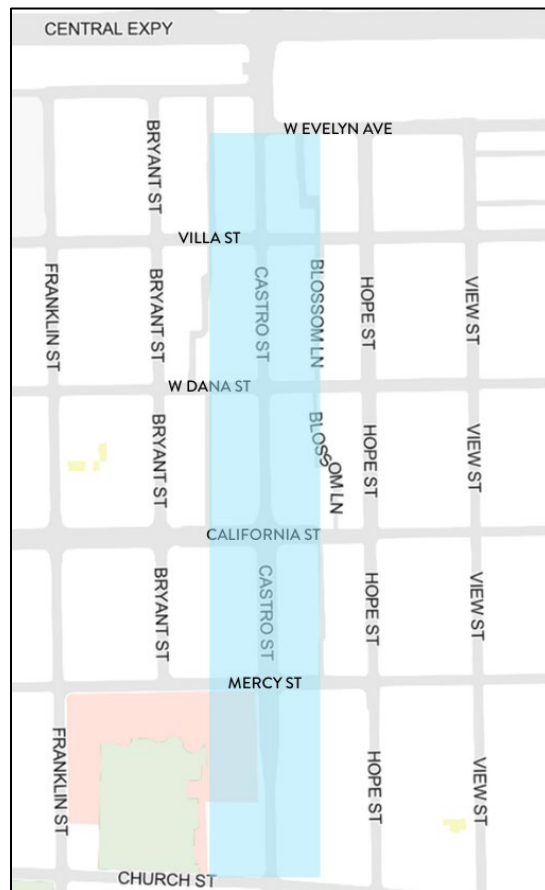


Figure 1: Entertainment Zone Boundary

**Street Closures:** Multi-block events proposed within the EZ may require street closures. The Entertainment Zone Lead shall ensure a Traffic Control Plan has been prepared to address notification, safety requirements, and vehicular detour requirements, in full consultation with the Public Works, Police, and Fire Departments.

**Hours:** The EZ may only be activated during a City-organized event. Outdoor consumption of alcoholic beverages within the EZ is authorized between 8:00 a.m. and 11:00 p.m., provided that:

- The City has activated the EZ for a City-organized event; and
- At least one participating licensee is located within the activation area and is authorized to sell alcohol during those hours.

Additional limitations may apply based on ABC licensing requirements or event-specific operational plans.

**Restrictions:** Mobile vending is prohibited within Downtown Mountain View pursuant to City Code SEC. 15.25. The outdoor sale of any food or beverages to the public on any public street, sidewalk or public rights-of-way shall be prohibited, including alcoholic beverages, except food or beverages sold or distributed by Downtown businesses.

During City-organized events, the following activities are also prohibited within the EZ unless specifically authorized by the City:

- Mobile advertising displays
- Outdoor sales of merchandise (excluding vendors approved as part of the event or displays associated with brick-and-mortar businesses)
- Temporary structures such as tents or canopies (excluding City event infrastructure or permitted outdoor patios)

**Permitted Beverages:** the following types of alcoholic beverages are permitted within the Entertainment Zone: beer, wine, and distilled spirits.

Participating businesses may only sell beverages permitted under their existing ABC licenses.

**Sanitation & Environment:**

- The Entertainment Zone Lead will determine the need for additional trash and recycling receptacles for each event.
- Participating Businesses must clear litter within **25 feet of their storefront** immediately following EZ deactivation.
- Disposable containers must comply with the City's **Zero Waste Principles and Disposable Food Service Ware Ordinance** (City Code SEC 16.92).

**Age Verification:** Participating Businesses must verify that patrons purchasing alcoholic beverages are 21 years of age or older. After verification, the business must provide the patron with an official EZ wristband. Wristbands must remain visible while the patron possesses an alcoholic beverage within the EZ. Official EZ wristbands will be procured by the City and distributed to participating businesses.

**Purchase In-Zone:** Alcoholic beverages consumed within the EZ must be purchased from a participating business located within the zone. Outside alcohol is not permitted within the EZ.

**Containers:** Alcoholic beverages sold for EZ consumption may not be served in glass or metal containers. To-go beverages must be served in City-approved disposable containers that comply with the City's waste reduction requirements (City Code SEC 16.92).

**Signage:** Signs must be posted at participating businesses and EZ entry points explaining the following rules:

- You must be 21+ and wear an official EZ wristband to consume alcoholic beverages within the zone.
- Only alcoholic beverages purchased from participating businesses within the EZ are allowed.
- Alcohol must be in a non-glass, non-metal container.
- Alcoholic beverages may not leave the EZ boundaries.

## **Section IV: Safety Plan**

For City-organized events that activate the EZ, the Entertainment Zone Lead will coordinate with the Police Department (MVPD) and Fire Department (MVFD) to develop an event safety plan. The safety plan may include, but is not limited to, the following elements.

### **Staffing:**

- City staff will be present during all hours the EZ is activated.
- MVPD will determine the level of on-site staffing needed for specific events.
- MVFD will determine any on-site staffing needs, including medical response considerations.
- Participating Businesses must have at least one staff member designated as the liaison to MVPD and City staff.

### **Age Verification & Identification**

- Participating Businesses must use a uniform wristband style, typically color-coded for each event.

- ID checks and wristband distribution must occur at the point of sale before the patron exits the establishment.
- Event staff or security personnel may conduct spot checks within the EZ.

### **Perimeter & Boundary Control**

- Clear signage must be installed at all EZ entry and exit points.
  - Signs must clearly state “No Alcoholic Beverages Beyond This Point.”
- The City will use barriers to establish the physical boundary of the EZ when necessary.

### **Beverage Container Standards**

- No glass bottles or aluminum cans are allowed to leave business premises.
- To-go containers may require EZ branding to assist MVPD in identifying compliant beverages.

### **Incident Reporting**

- Any violent incident or significant disturbance within the EZ must be reported via a formal incident report to MVPD within 24 hours of the occurrence.

### **Regulatory Oversight:**

- State legislation requires that a city, county, or its designated body review the operation of an EZ at least every two years to ensure the protection of public health and safety. Because the EZ is established by a local ordinance, the City Council has the authority to amend or repeal EZ Ordinance if it becomes a detriment to public health and safety or is otherwise not fulfilling City Council objectives.