

---

<b>Legislative Review:</b>	BOS File #240475 Entertainment Zones
<b>Sponsor:</b>	Mayor
<b>Date Introduced:</b>	5/7/24
<b>Scheduled for BOS Committee:</b>	Rules Committee

**Legislative Overview:** This legislation creates a process to permit entertainment zones, which would allow outdoor consumption of alcoholic beverages during events. Entertainment zones would need to be approved by the Board of Supervisors. This legislation also designates the City’s first entertainment zone on Front Street, between California Street and Sacramento Street.

### **Amendments to Current Law**

Under current law, outdoor consumption of alcoholic beverages is prohibited, with a few exceptions.

In 2023, Senate Bill 76 allowed San Francisco to create areas for outdoor alcohol consumption during events by local ordinance. This legislation establishes the process and regulations for those areas, known as entertainment zones.

- Entertainment zones must establish a process to identify the age of individuals consuming alcoholic beverages.
- Entertainment zones must utilize non-glass and non-metal containers for alcoholic beverages.
- Adjacent restaurants and bars may sell open “to-go” beverages for consumption in outdoor areas (such as on a street or in a plaza) within the zone.
- Open beverages must not leave the zone and must not be brought inside businesses.
- Only restaurants, bars, breweries and wineries may sell to-go beverages for consumption in the zone, not liquor stores.

Businesses holding liquor licenses that have tables and chairs permit or Shared Spaces permits can also allow outdoor consumption of alcoholic beverages under this legislation.

### **Background, Issues, and Considerations**

- Who benefits from or will be burdened by your proposal (geographically, ethnically, linguistically)? What are your strategies for advancing racial equity or mitigating unintended consequences?

This legislation creates a tool for San Francisco to activate more outdoor spaces and spur economic activity in various corridors. Merchants have varying opinions on the impacts of outdoor events – some feel they are a burden to the corridor and some benefit from them. This legislation particularly benefits restaurants and bars who will be able to sell ‘to-go’ drinks.

- What was the development process of this proposal? Whose input have you sought out? What feedback did you hear and did you incorporate it into this proposal? If not, why not?

Bars and restaurants were greatly impacted during the COVID-19 pandemic, and as a result, cities adopted policies to support outdoor dining and drinking while following social distancing recommendations. Since then, outdoor drinking, dining, and street activations have become more popular. This legislation reflects a desire for San Francisco to host more events and activations.

- Is this proposal punitive or enforcement based? What are the other alternatives for proactive compliance?

N/A

- Given the diversity of San Francisco, how would this policy play out in different cultural settings? How does it accommodate cultural norms?

Each Entertainment Zone can have unique themes and vendors, catering to a variety of cultural norms.