

# Front Street Entertainment Zone Management Plan

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San Francisco Office of Economic and Workforce Development

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## SECTION I: SAN FRANCISCO ENTERTAINMENT ZONE PROGRAM OVERVIEW

### 1. About San Francisco Entertainment Zones

Entertainment Zones are designated areas in San Francisco where people can buy open container drinks (alcoholic drinks “to-go”) from local bars, restaurants, wineries, and breweries and enjoy them outside in common spaces like plazas, sidewalks, and streets during certain hours. Learn more at [www.sf.gov/entertainmentzones](http://www.sf.gov/entertainmentzones).

### 2. Program Objectives

Guiding objectives for San Francisco’s Entertainment Zone Program include:

- a. Activate commercial corridors downtown and citywide
- b. Increase revenue for San Francisco restaurants and bars
- c. Catalyze broader economic stimulus
- d. Ensure equitable distribution of program benefits
- e. Amplify the perception of San Francisco as a vibrant cultural hub

## SECTION II: FRONT STREET ENTERTAINMENT ZONE ORDINANCE

### 1. San Francisco Admin. Code Sec. 94B.4

San Francisco Admin. Code Sec. 94B.4 specifies the location, hours, and permit requirements for the Front Street Entertainment Zone.

- a. **Permissible Area** - All public streets, sidewalks and public rights-of-way on Front Street between California Street and Sacramento Street are hereby designated as the Front Street Entertainment Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.
- b. **Permissible Hours** - Outdoor consumption of alcoholic beverages within this Entertainment Zone is authorized during any Entertainment Zone Event on any day of the year between the hours of noon and 11:59pm, inclusive, subject to any additional limitations imposed by any ABC permit or license and by the Management Plan for this Entertainment Zone.
- c. **Street Closure Permit Requirement** - An Entertainment Zone Event within the Front Street Entertainment Zone must receive a permit for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16 or Transportation Code Division II, Section 206.

## SECTION III: FRONT STREET ENTERTAINMENT ZONE VISION

### 1. Overview

The Front Street Entertainment Zone Operators aim to create a dynamic entertainment destination that reshapes how people perceive downtown San Francisco. Their vision is to establish a flexible urban amenity that caters to both the local community and visitors. See the Front Street Entertainment Zone Vision Rendering in the Appendices (Section V.1). Three main objectives steer their vision:

- a. Implement signature special events that draw attention and signal change
- b. Offer more frequent and reoccurring events that keep people staying downtown longer and engaging in new ways
- c. Create a “third place” that supports impromptu and planned gatherings and entertainment through temporary and permanent streetscape improvements

### 2. Operators

The Front Street Entertainment Zone is operated in partnership by the following groups:

#### a. Entertainment Zone Lead

As Entertainment Zone Lead, [Downtown SF Partnership](#) coordinates the Participating Businesses and Community Partners to manage the Entertainment Zone in alignment with the Management Plan and serves as the Point of Contact for inquiries (see Section IV.2)

#### b. Participating Businesses

As participating businesses, [Schroeder’s](#), [Harrington’s Bar and Grill](#), and [Royal Exchange](#) may serve open containers for consumption within the Entertainment Zone.

#### c. Community Partners

As Community Partners, [BOMA San Francisco](#) (**Building Owners and Managers Association of San Francisco**) and [BXP](#) provide input and support on the operation of the Entertainment Zone.

### 3. Activation and Programming

#### a. Events

The Front Street Entertainment Zone Operators plan to offer various types of events that cater to a range of interests:

- **Signature Events:** Special one-day events aim to attract a cross-section of downtown workers and visitors. Examples include celebrations for national or cultural holidays, wine walks, movie screenings, themed parties, art showcases, and dance parties. Signature events could attract thousands of people over an eight-hour period.

- **Regular Activation:** Recurring events, held monthly or weekly, could include live music performances and games.

b. Design

The Front Street Entertainment Zone Operators aim to enhance the area with low-cost physical and programmatic interventions that cultivate a sense of place and pride.

- **Physical Improvements:** This might involve planters with lush greenery, movable furniture for flexible use, overhead string lighting, branded banners affixed to street poles, and street and wall murals.
- **Programmatic Elements:** This might include performances by small musical groups, bands, and DJs, along with engaging activities such as ping-pong tables, kid-friendly games, and book readings.

c. Arts, Culture, and Entertainment

The Front Street Entertainment Zone Operators will curate artistic, cultural, and entertainment programming that draws on the district’s layered cultural history to create a welcoming and inclusive experience.

#### 4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Front Street Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars selling open containers, including:

- **Placemaking as Economic Development:** The proposed activation and programming can draw new customers to Front Street. By creating a clean, safe, and sociable street atmosphere with engaging signature and regular events, the Front Street Entertainment Zone will encourage people to socialize and linger, ultimately benefiting Participating Businesses.
- **Media Promotion:** The Entertainment Zone Lead will leverage its social media channels and collaborate with the public relations firm BerlinRosen to generate positive media coverage about Front Street's success as California's first Entertainment Zone. This can attract more visitors to boost sales for participating bars.

b. Collaboration for Broader Economic Stimulus

The Front Street Entertainment Zone Operators are committed to collaborating with diverse businesses to stimulate economic growth throughout the neighborhood. The Entertainment Zone Lead has a history of collaboration and cross-promotion with ground-floor businesses for event programming and activation.

## SECTION IV: ENTERTAINMENT ZONE OPERATING REQUIREMENTS

### 1. Compliance, Modification, and Evaluation

The operating requirements established in this section shall be considered mandatory and binding conditions for the operation of the Front Street Entertainment Zone. Failure to comply with these conditions or the creation of any significant health or safety concerns resulting from the operation of the Entertainment Zone may result in the modification or suspension of the Entertainment Zone. The Office of Economic and Workforce Development reserves the right to publish an updated management plan with revised operating requirements at any time.

Additionally:

- Any Participating Business holding a liquor license that fails to comply with these operating requirements will be reported to the San Francisco Police Department, which may transmit the information to the California Department of Alcoholic Beverage Control. Non-compliance could result in the business's future ineligibility to participate within the Entertainment Zone.
- The San Francisco Office of Economic and Workforce Development will evaluate the Entertainment Zone's compliance with the conditions of this Management Plan every two years. Both the Entertainment Zone Lead and Participating Business must promptly respond to requests for information during this evaluation process. Failure to meet these conditions may lead to modification or suspension of the Entertainment Zone.

### 2. Entertainment Zone Lead and Point of Contact

The Entertainment Zone Lead must serve as the designated Point of Contact that should be contacted with inquiries about the operation of the Entertainment Zone. The designated Entertainment Zone Lead and Point of Contact for the Front Street Entertainment Zone is:

Downtown SF Partnership  
Address: 235 Montgomery Street, Suite 828  
Email: [info@downtownsf.org](mailto:info@downtownsf.org)  
Phone: 415-634-2251

### 3. Participating Businesses

Only licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Entertainment Zone. The following establishments are confirmed to participate in the Entertainment Zone:

Schroeder's  
Address: 240 Front Street

Harrington's Bar and Grill  
Address: 245 Front Street

Royal Exchange

Address: 301 Sacramento Street (with patrons entering the Entertainment Zone only through Royal Exchange's Front Street entrance)

Any other businesses wishing to participate must notify the San Francisco Office of Economic and Workforce Development and the California Department of Alcoholic Beverage Control.

#### 4. Location and Hours

##### a. Location of Operation

Subject to all other applicable requirements, the Front Street Entertainment Zone may operate within the entire area permitted by S.F. Admin Code Sec. 94B.4, Front Street between Sacramento and California Streets. A map can be found in the Appendix (Section V.2).

##### b. Hours of Operation

Under this management plan, the Front Street Entertainment Zone may operate **any Wednesday, Thursday, Friday, and Saturday year-round between 12:00 PM to 11:00 PM, provided that** the following required permits are obtained:

- One-day event permit from the California Department of Alcoholic Beverage Control (ABC)
- Street closure permit from the San Francisco Municipal Transportation Authority (SFMTA)

Additional "**signature events**" are permitted outside these regular operating hours, on **any day of the year between 12:00 PM and 11:59 PM** with the required one-day event permit from ABC, street closure permit from SFMTA and approval from OEWD.

Businesses may only sell open containers for consumption within the Entertainment Zone during these hours. Businesses are prohibited from selling open containers for consumption within the Entertainment Zone outside these hours.

#### 5. Health and Safety Measures

##### a. Age Verification

Patrons of all ages may be admitted into the Entertainment Zone. Alcohol-serving businesses may admit patrons under the age of 21 if allowed by their liquor license.

During the duration of any Entertainment Zone event, every patron purchasing an alcoholic beverage for consumption in the Zone or drinking an alcoholic beverage within the Zone must be wearing a wristband identifying them as 21 years of age or over. All of the businesses within the Zone must use a single style of wristband agreed upon prior to the operation of any Entertainment Zone event.

If a patron is not wearing a wristband, staff within licensed businesses may check patrons'

IDs to confirm their age and provide them wristbands. For larger events, staff or volunteers may also choose to check patrons' IDs and distribute wristbands at the entrances to the Entertainment Zone or other locations within the Zone.

**b. Safety and Security**

Every business participating within the Entertainment Zone is responsible for the safety and security of their patrons and the surrounding neighborhood. A security plan shall be submitted to the appropriate San Francisco Police Department (SFPD) District Station prior to any Entertainment Zone event, and the SFPD-approved security plan shall be followed during the entirety of the event.

Where Entertainment Zone events follow a recurring format/site plan (i.e., recurring weekday afternoon happy hours), the Entertainment Zone events may operate pursuant to one security plan governing all of the events of that format. For any unique or larger-scale event, a unique security plan shall be submitted to and approved by SFPD prior to the event.

During Entertainment Zone events, each business participating within the Entertainment Zone shall always have at least one staff member on site who is able to provide a copy of this management plan and the approved security plan and is aware of all relevant conditions within these plans.

Within 24 hours of any violent incident, or any time SFPD responds to a call for service at or within the Entertainment Zone, any business connected to that incident or call for service, or the permit holder of the SFMTA street closure permit for the Entertainment Zone, shall complete and send an incident report to their SFPD District Station Permit Officer.

**c. Signage**

The boundaries of the Entertainment Zone must be clearly marked by easily visible signage posted at every intersection around the perimeter of the zone. This signage must instruct patrons not to carry alcoholic beverages outside the Entertainment Zone (e.g., "No Alcoholic Beverages Beyond This Point").

Signs must be illuminated well enough to be sufficiently visible during nighttime hours of the Zone's operation.

**6. Cup Requirements**

**a. Material**

A licensed business within the Zone must serve any alcoholic beverage for consumption in the Zone in a compostable or reusable cup.

A business may not serve any alcoholic beverage for consumption in the Zone in any metal or glass container.

**b. Disposal**

The Entertainment Zone Lead or Participating Businesses will provide receptacles sufficient for patrons to dispose of their compostable cups or return their reusable cups before exiting the Entertainment Zone.

## 7. Permits

### a. California Department of Alcoholic Beverage Control (ABC) Permits

For an Entertainment Zone event to occur, a one-day event permit must be acquired from ABC through either a one-day nonprofit daily license or a one-day catering authorization under a Caterer's Permit granted to a qualified food and beverage business.

The operation of the Entertainment Zone will be subject to any additional conditions imposed in the approved ABC permit for any Entertainment Zone event.

### b. Street Closure Permit

An Entertainment Zone event may only be held in conjunction with an approved street closure permit issued through the Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT). The operation of the Entertainment Zone shall be subject to any conditions imposed upon the street closure permit.

## 8. Insurance

The holder of the street closure permit shall maintain sufficient insurance as required by ISCOTT during the operation of any Entertainment Zone event.

## 9. Information

### a. Website

The Entertainment Zone Lead must create and maintain a dedicated webpage on its main consumer-facing website that provides information about the operation of the Entertainment Zone. This page must also link to the City's dedicated Entertainment Zone web page: [www.sf.gov/entertainmentzones](http://www.sf.gov/entertainmentzones).

### b. Other Channels

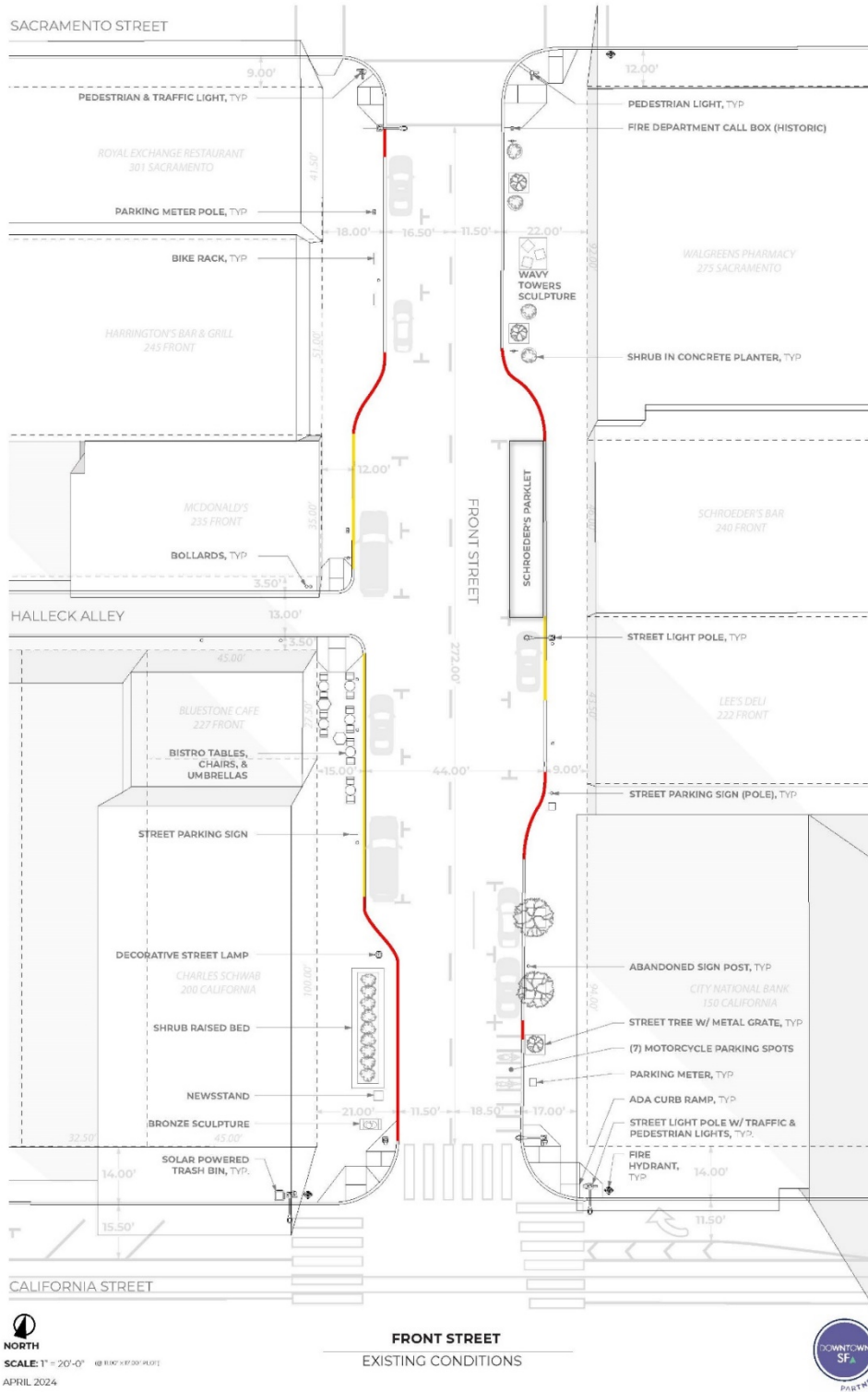
The Entertainment Zone Lead may supplement the web page with additional resources to assist patrons, including:

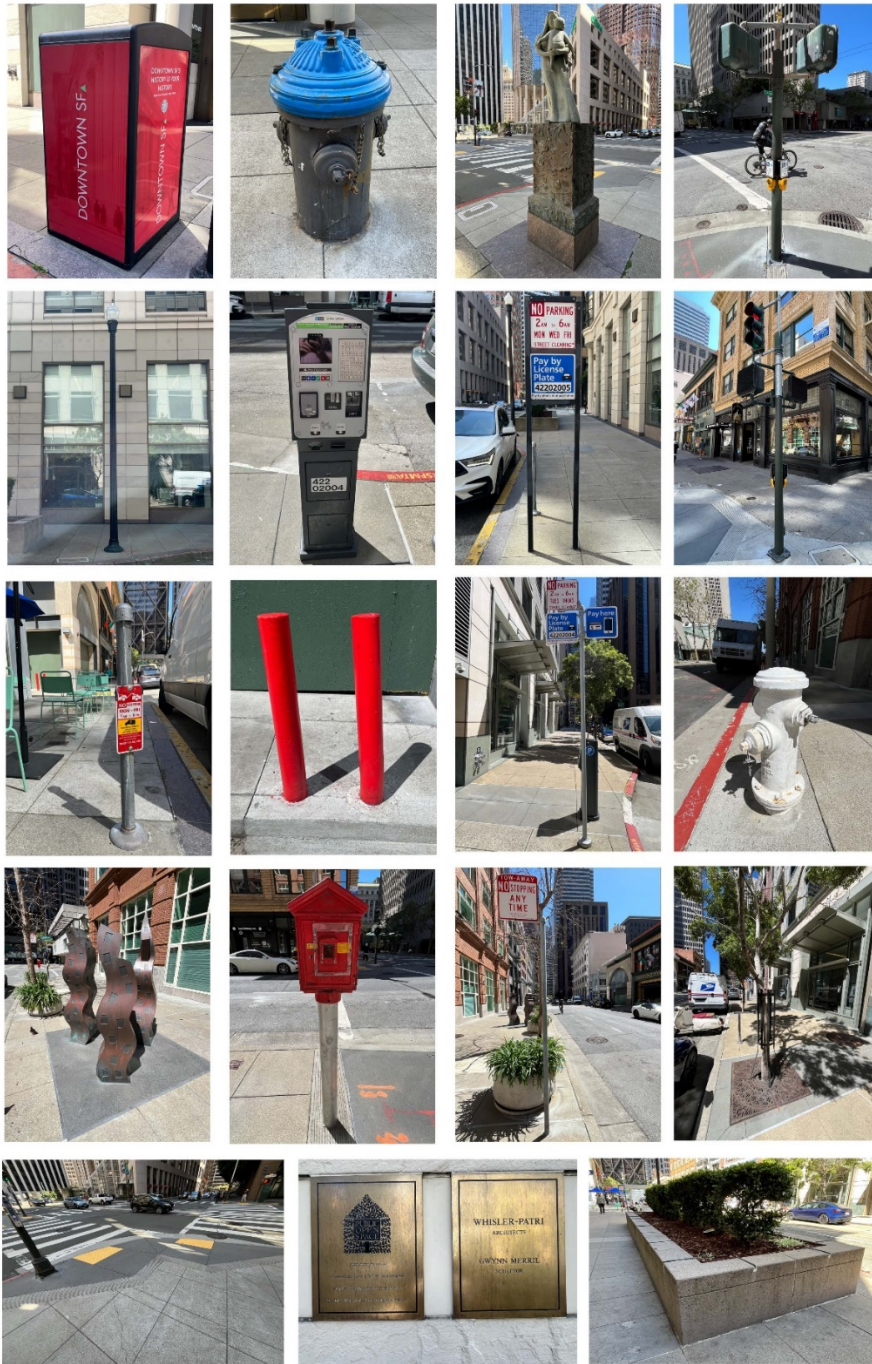
- **Printed Materials:** For example, a map, a description of hours and rules, a list of participating businesses, a calendar of events, program descriptions, etc.
- **Social Media:** Promoting and Entertainment Zone and providing additional information.



SECTION V: APPENDICES

1. Front Street Entertainment Zone Map and Existing Infrastructure



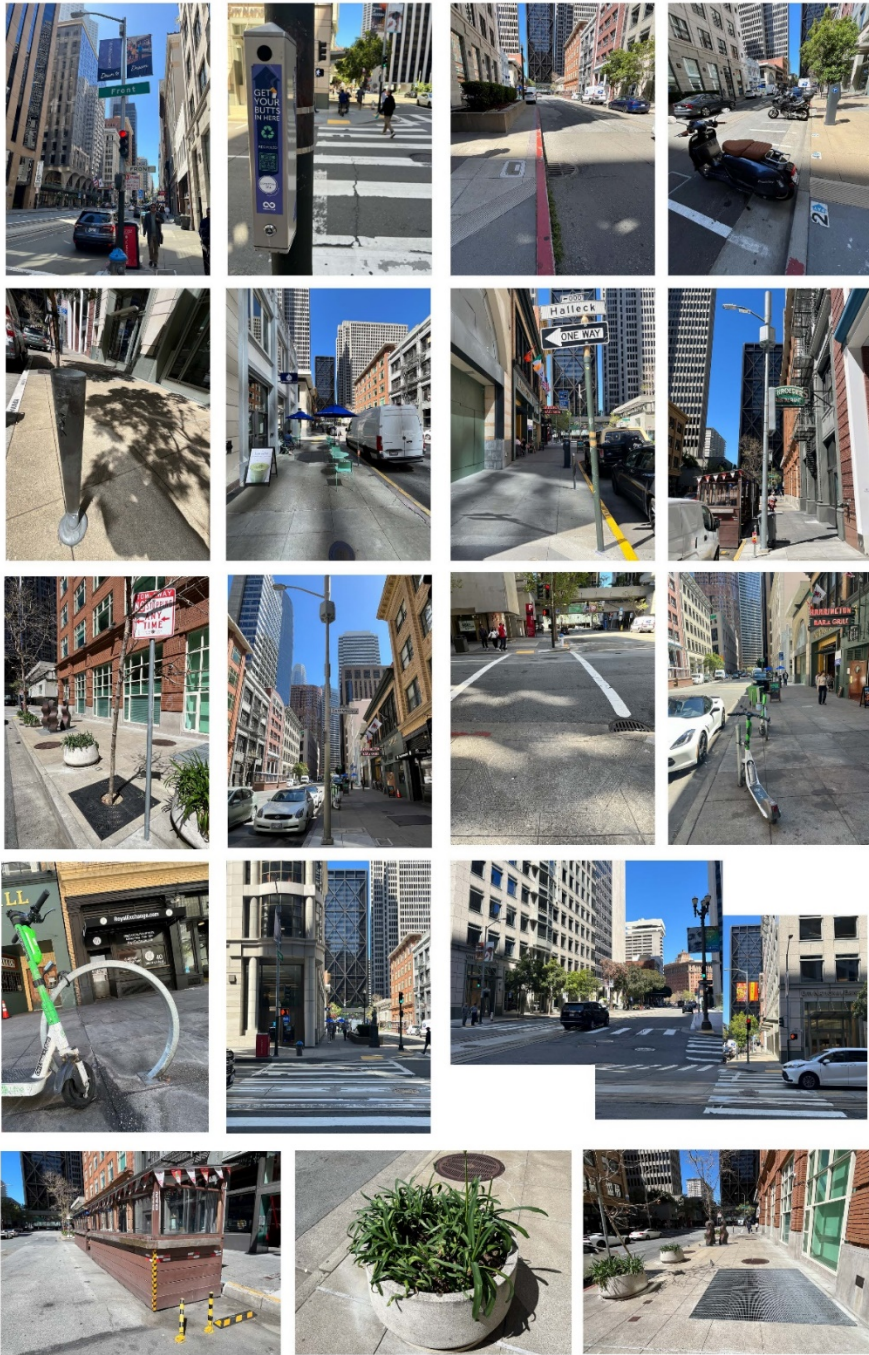


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**FRONT STREET**  
EXISTING INFRASTRUCTURE







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**FRONT STREET**  
 EXISTING INFRASTRUCTURE CONT.



## 2. Front Street Entertainment Zone Vision Rendering



Rendering courtesy of Gensler