

Arena 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.

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: ARENA 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 Arena Entertainment Zone.

- a. **Permissible Area** - The area bounded by the southern side of Warriors Way on the north, the western side of Terry A. Francois Boulevard on the east, the northern side of 16th Street on the south, and the eastern side of 3rd Street on the west, including all sidewalks but excluding public streets and other rights-of-way, is hereby designated as the Arena Entertainment Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.
- b. **Permissible Hours** - Outdoor consumption of alcoholic beverages within the Arena Entertainment Zone is authorized during any Arena 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. **Controls** - The Arena Entertainment Zone shall be subject to any controls imposed by the Mission Bay South Redevelopment Plan.

2. Applicability of this Management Plan

Nothing in this Management Plan shall be interpreted to restrict the sale or consumption of alcoholic beverages within a licensed establishment inside the Arena Entertainment Zone, except to the extent that the establishment is selling open beverages for outdoor consumption within the Arena Entertainment Zone.

SECTION III: ARENA ENTERTAINMENT ZONE VISION

1. Overview

The Arena Entertainment Zone Lead aims to create an engaging and impactful destination that drives economic growth and benefits the local community. Its vision is to build Thrive City into a vibrant hub that enhances the experience for residents and visitors alike. Three main objectives guide its vision:

- Activate commercial corridors to draw people to the area and increase economic activity.
- Boost revenue for local businesses, including restaurants and bars, through events and activations that extend visitor stays.
- Establish Thrive City as a premier cultural destination, elevating San Francisco’s status as a dynamic and diverse city while ensuring that program benefits are distributed equitably across the community.

2. Operators

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

a. Entertainment Zone Lead

As Arena Entertainment Zone Lead, Chase Center coordinates the Participating Businesses and Community Partners to manage the Arena Entertainment Zone in alignment with the Management Plan and serves as the Point of Contact for inquiries (see Section IV.2)

b. Participating Businesses

Participating Businesses may serve open containers for consumption within the Arena Entertainment Zone.

3. Activation and Programming

a. Events

The Arena Entertainment Zone Lead plans to offer various types of events in a community gathering space where all are invited to relax, connect and find inspiration. Events include:

- **Thrive City Events:** One- or multiple-day events that reflect the diversity of the Bay Area. Examples include, but are not limited to, the Winter Wonderland Tree Lighting Ceremony, Thrill-o-Ween, watch parties that support local teams and high-profile sporting events, and block parties and activations that celebrate key holidays and milestone moments.
- **Regular Activation:** Before, during and after Chase Center games and events that occur on Thursday, Friday and Saturday.

b. Design

The Arena Entertainment Zone Lead aims to enhance the area with outdoor furniture, lawn games, live music, Thrive City retail pop-ups, and themed activations that reflect the community's unique character and diversity.

c. Arts, Culture, and Entertainment

The Arena Entertainment Zone Lead will host events featuring a diverse roster of local artists and entertainers, including but not limited to DJs, bands, magicians, dance groups, cultural acts, and live painters that will be incorporated to enhance the experience for all visitors.

4. Economic Development and Community Benefits

a. Maximizing Economic Benefit for Participating Businesses

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

- Utilize institutional marketing assets such as digital and social media channels
- Encourage public transit, while also making available proximate parking options for patrons and coordinating convenient ride-share zones
- Partner with businesses on communications and marketing plans

b. Collaboration for Broader Economic Stimulus

The Arena Entertainment Zone Lead will implement a range of promotional and marketing initiatives designed to stimulate neighborhood economic growth. Examples of such initiatives may include special offers and discounts, validated parking, consistent and extended hours, and events such as happy hours including entertainment.

SECTION IV: ARENA 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 Arena Entertainment Zone. Failure to comply with these conditions or the creation of any significant health or safety concerns resulting from the operation of the Arena 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 Arena Entertainment Zone.
- If the Office of Community Infrastructure and Investment becomes aware of any failure to comply with any conditions within this plan or any controls imposed by the Mission Bay South Redevelopment Plan, OCII will notify the Office of Economic and Workforce Development. Violations may result in the modification or suspension of the Arena Entertainment Zone.

- The San Francisco Office of Economic and Workforce Development will evaluate the Arena Entertainment Zone’s compliance with the conditions of this Management Plan every three months. Both the Arena 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 Arena Entertainment Zone.

2. Entertainment Zone Lead and Point of Contact

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

Chase Center
 Address: 1 Warriors Way, San Francisco, CA 94158
 Email: SFarena@warriors.com
 Phone: (415) 496-0820 (Chase Center Neighborhood Hotline)

3. Participating Businesses

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

Chase Center	1 Warriors Way, San Francisco, CA 94158
Harmonic Brewing	Retail Space 15: 7 Warriors Way, Ste 206, San Francisco, CA 94158
Kayah by Burma Love	Retail Space 6: 151 Warriors Way, Ste 105, San Francisco, CA 94158
Señor Sisig	Retail Space 4: 151 Warriors Way, Ste 103, San Francisco, CA 94158
GluGlu	Retail Space 18: 7 Warriors Way, Ste 202, San Francisco, CA 94158
Gott’s Roadside	Retail Space 3A: 151 Warriors Way, Ste 102, San Francisco, CA 94158
Miller & Lux	Retail Space 27: 700 Terry A Francois Blvd, San Francisco, CA 94158
Che Fico Pizzeria	Retail Space 23: 1 Warriors Way, Ste 300 San Francisco, CA 94158

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 Arena Entertainment Zone may operate within the entire area permitted by S.F. Admin Code Sec. 94B.4, bounded by the southern side of Warriors Way on the north, the western side of Terry A. Francois Boulevard on the east, the northern side of 16th Street on the south, and the eastern side of 3rd Street on the west, including all sidewalks but excluding public streets and other rights-of-way. A map can be found in the Appendix (Section V.2).

Use of the sidewalks described above during Entertainment Zone events may require additional approval from the Port of San Francisco. The Entertainment Zone Lead must contact Port staff to confirm applicable requirements prior to operating the sidewalks as part of the Arena Entertainment Zone.

b. Hours of Operation

Under this management plan, the Arena Entertainment Zone may operate **any Thursday, Friday, and Saturday year-round between 12:00 PM and 11:59 PM** before, during and after concerts, events, and Golden State Warriors and Valkyries games that take place in Chase Center.

Additionally, the Arena Entertainment Zone may operate **on any day of the year between 12:00 PM and 11:59 PM** during Thrive City Events.

A one-day event permit from ABC and approval from OEWD will be required to operate the Entertainment Zone.

In addition, prior to any Entertainment Zone event, the Arena Entertainment Zone Lead must:

- Email notification to entertainmentzones@sfgov.org, southern.events@sfgov.org, and Southernstation.permitofficer@sfgov.org that includes:
 - event date and hours of operation
 - event name
 - brief description
 - attendance estimate
- Maintain a public calendar or list of upcoming events on your Entertainment Zone webpage with accurate, up-to-date information. Provide contact information for your primary point of contact and the entertainmentzones@sfgov.org email address for inquiries.

Changes to these operating hours, within the limits authorized by local ordinance, may be permitted from time-to-time provided approval from OEWD.

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

5. Health and Safety Measures

a. Age Verification

Patrons of all ages may enter the Arena Entertainment Zone. Alcohol-serving businesses may admit patrons under the age of 21 if their liquor license allows.

During the duration of any Arena Entertainment Zone event, every patron purchasing an alcoholic beverage for consumption in the Arena Entertainment Zone or drinking an alcoholic beverage within the Arena Entertainment Zone must have a unique stamp or other unique identifier identifying them as 21 years of age or older. All Participating Businesses must use the same stamp or identifier, which will be established by the Arena Entertainment Zone Lead prior to the operation of any Arena Entertainment Zone event, and the Participating Businesses will be responsible for checking patrons' identification to verify age prior to providing the stamp/identifier. For larger or unique events, staff or other designated representatives may also be deployed to designated areas within or around the Arena Entertainment Zone to check patrons' identification and distribute the unique identifiers.

b. Safety and Security

Every Participating Business is responsible for the safety and security of its patrons and the surrounding neighborhood. Prior to the launch of the Arena Entertainment Zone, a security plan shall be submitted to the Office of Economic and Workforce Development and the San Francisco Police Department (SFPD)'s Officer-in-Charge assigned to Chase Center for review. The approved security plan shall be followed throughout the operation of the Arena Entertainment Zone. For any unique or large-scale Arena Entertainment Zone event, SFPD and/or OEWD may request a unique or modified security plan to be submitted and approved prior to the event.

During Arena Entertainment Zone events, each Participating Business 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 Arena Entertainment Zone, any business connected to that incident or call for service, or the Arena Entertainment Zone Lead, shall complete and send an incident report to the SFPD Officer-in-Charge assigned to Chase Center and to the Office of Economic and Workforce Development.

c. Signage

The boundaries of the Arena 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 Arena 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 Arena Entertainment Zone's operation.

6. Cup Requirements

a. Material

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

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

b. Disposal

The Arena 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 Arena Entertainment Zone.

7. Cleanliness

The Arena Entertainment Zone Lead is responsible for the cleanliness of the Arena Entertainment Zone and for reasonable mitigation of any Arena Entertainment Zone-related material impacts on the cleanliness of the surrounding neighborhood caused by Arena Entertainment Zone events.

The Arena Entertainment Zone Lead is responsible for collecting and analyzing data related to neighborhood cleanliness impacts, including any relevant information identified through the Mission Bay Transportation Improvement Fund Advisory Committee, and shall provide a data report to the Office of Economic and Workforce Development every three months. The Arena Entertainment Zone Lead must also promptly respond to ad hoc requests from OEWD for information regarding cleanliness impacts if concerns around cleanliness arise between reporting intervals. Failure to meet these conditions may lead to modification or suspension of the Arena Entertainment Zone.

8. Permits

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

For an Arena 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 Arena Entertainment Zone will be subject to any additional conditions imposed in the approved ABC permit for any Arena Entertainment Zone event.

b. Other Permits

The operation of the Arena Entertainment Zone shall be subject to any applicable conditions related to the outdoor consumption of alcoholic beverages imposed in any permit held by Chase Center or any Participating Business, including the Place of Entertainment permit issued to Chase Center by the San Francisco Entertainment Commission. In addition, Participating Businesses will adhere to any additional rules and regulations imposed by the Arena Entertainment Zone Lead.

9. Information

a. Website

The Arena Entertainment Zone Lead must create and maintain a dedicated webpage on its main consumer-facing website that provides information about the operation of the Arena Entertainment Zone including

- a calendar or list of upcoming events with accurate, up-to-date information.
- contact information for your primary point of contact and the entertainmentzones@sfgov.org email address for inquiries.
- A link to the City's dedicated Entertainment Zone web page: www.sf.gov/entertainmentzones.

SECTION V: APPENDICES

1. Arena Entertainment Zone Map

Arena Entertainment Zone may operate within the entire area permitted by S.F. Admin Code Sec. 94B.4, bounded by the southern side of Warriors Way on the north, the western side of Terry A. Francois Boulevard on the east, the northern side of 16th Street on the south, and the eastern side of 3rd Street on the west, including all sidewalks but excluding public streets and other rights-of-way.

See blocks 29 -32 in the map below.

