

Harlan Place and Mark Lane Entertainment Zone Management Plan

Published December 2024

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: HARLAN PLACE AND MARK LANE ENTERTAINMENT ZONE ORDINANCE

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

San Francisco Admin. Code Secs. 94B.4 and 94D.3 specify the location, hours, and permit requirements for the Harlan Place and Mark Lane Entertainment Zone.

- a. **Permissible Area** - All public streets, public rights-of-way, and sidewalks in front of storefronts abutting both sides of Harlan Place between its terminus east of Stockton Street and on Mark Lane between Harlan Place and Bush Street, and all establishments holding permits or licenses from ABC that are located on either side of these locations are hereby designated as the Harlan Place and Mark Lane 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 this 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, or other applicable authority of the SFMTA.

SECTION III: HARLAN PLACE AND MARK LANE ENTERTAINMENT ZONE VISION

1. Overview

The Harlan Place and Mark Lane Entertainment Zone Operators aim to create a dynamic destination for events that stimulate downtown economic development and citywide interest in local arts and culture. Inclusive programming will cater to visitors of all ages and focus on music, sports, and cultural celebrations. The Harlan Place and Mark Lane Entertainment Zone Operators aim to increase foot traffic and commerce in the Union Square neighborhood to benefit diverse neighboring businesses while providing their patrons with a unique and professional approach to hospitality.

2. Operators

The Harlan Place and Mark Lane Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As the Harlan Place and Mark Lane Entertainment Zone Lead, [Harlan Records](#) 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

Participating businesses, as identified in Section IV.3, may serve alcoholic beverages in open containers for consumption within the Entertainment Zone.

c. Community Partners

As a Community Partner, the [Union Square Alliance](#) provides input and support on the operation of the Entertainment Zone.

3. Activation and Programming

a. Events

The Harlan Place and Mark Lane Entertainment Zone Operators plan to host a combination of small, medium, and large events that cater to a range of interests:

- **Small events** – such as recurring live music performances and DJ sessions.
- **Medium-sized events** – such as record swap meets, live radio broadcasts, sports game-watching events, and holiday celebrations.
- **Larger events** – such as the St. Patrick's Day celebration or new music festivals produced with local promoters.

b. Arts, Culture, and Entertainment

The Harlan Place and Mark Lane Entertainment Zone Operators aim to curate community-oriented cultural and entertainment programming. Focuses include:

- **Music** – for adults and families such as live music, vinyl DJ sessions, live radio broadcasts, record swaps, music lessons, and musical instrument donation drives.
- **Sports** – such as game-watching parties and World Cup and Super Bowl events.
- **Holidays** – such as St. Patrick’s Day, Oktoberfest, Halloween, and Dia de los Muertos.

Events will support the vitality and financial sustainability of San Francisco’s creative ecosystem by paying artists and promoters fair market value for their services

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Harlan Place and Mark Lane 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 programming can attract new and returning customers to Harlan Place and Mark Lane. By creating a clean, safe, and fun atmosphere with engaging events, the Harlan Place and Mark Lane Entertainment Zone will encourage people of all ages to socialize and linger, ultimately benefiting Participating Businesses.
- **Media Promotion:** The Harlan Place and Mark Lane Entertainment Zone Operators will leverage their marketing resources and social media channels to raise the visibility of Harlan Place and Mark Lane Entertainment Zone events and generate positive press coverage about the Harlan Place and Mark Lane Entertainment Zone. This can attract more visitors to boost sales for participating bars.

b. Collaboration for Broader Economic Stimulus

The Harlan Place and Mark Lane Entertainment Zone Operators are committed to collaborating with neighboring businesses to increase foot traffic and stimulate economic growth in the Union Square District. By working directly with the Union Square Alliance and neighborhood hotels, boutiques, galleries, and property owners, the Harlan Place and Mark Lane Entertainment Zone Operators aim to promote a collaborative and positive long-term vision for their community.

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 Harlan Place and Market Lane 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 Harlan Place and Mark Lane Entertainment Zone is:

Harlan Records

Address: 18 Harlan Pl., San Francisco, CA 94108

Email: info@harlanrecords.com

Phone: (650) 515-8024

3. Participating Businesses

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

The Irish Bank

Address: 10 Mark Ln., San Francisco, CA 94108

After January 1, 2025, pursuant to changes to state law in SB 969, after notifying ABC and OEWD, Harlan Records, located at 18 Harlan Pl., San Francisco, CA 94108, may also serve open containers for consumption within the Entertainment Zone.

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 Harlan Place and Mark Lane Entertainment Zone may operate within the following area permitted by San Francisco Admin Code Sec. 94B.4: Harlan Place between Grant Avenue and Mark Lane and on Mark Lane between Harlan Place and Bush Street

b. Hours of Operation

Under this management plan, the Harlan Place and Market Lane Entertainment Zone may operate **any Wednesday, Thursday, Friday, Saturday, or Sunday year-round between 12:00 PM to 11:59 PM.**

Additional events **are permitted outside these regular operating hours, on any day of the year between 12:00 PM and 11:59 PM** with approval from OEWD.

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

In addition, the Entertainment Zone Lead must notify OEWD of its intent to operate the Entertainment Zone through a two-part process:

- Email notification to entertainmentzones@sfgov.org, providing
 - event date and hours of operation
 - event name
 - brief description
- 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.

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 or stamp identifying them as 21 years of age or over. All of the businesses within the Zone must use a single style of wristband or stamp agreed upon prior to the operation of any Entertainment Zone event.

If a patron is not wearing a wristband or stamp, staff within licensed businesses may check patrons' IDs to confirm their age and provide them a wristband or stamp. For larger events, staff or volunteers may also choose to check patrons' IDs and distribute wristbands and stamps 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, 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. Sound and Cleanliness

a. Sound

The Entertainment Zone must abide by:

- City sound regulations as defined in San Francisco Police Code Article 29: Regulation of Noise
- Sound limits and any other conditions outlined in any required entertainment or amplified sound permits issued by the [San Francisco Entertainment Commission](#)

Anyone who has a concern regarding sound levels during an Entertainment Zone event may contact the Entertainment Zone Lead directly or file a sound complaint by calling 311. The San Francisco Office of Economic and Workforce Development may amend the Entertainment Zone Management Plan to impose additional sound-related conditions at any time.

b. Cleanliness

The Entertainment Zone Operators are responsible for maintaining the cleanliness of the Zone during and immediately following Entertainment Zone events. Anyone who has a concern with the cleanliness of an Entertainment Zone event may contact the Entertainment Zone Lead directly or file a complaint by emailing entertainmentzones@sfgov.org. The San Francisco Office of Economic and Workforce Development may amend the Entertainment Zone Management Plan to impose additional conditions related to cleanliness at any time.

8. 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 and Shared Spaces Permits

An Entertainment Zone event may only be held in conjunction with an approved permit for the use of a public street issued by the San Francisco Municipal Transportation Agency. The operation of the Entertainment Zone shall be subject to any conditions imposed by the approved permit for the use of the public street.

9. Insurance

The Entertainment Zone Operators shall maintain sufficient insurance as required by the permit for the use of the public street issued by the San Francisco Municipal Transportation Agency.

10. Information

a. Website

The Entertainment Zone Lead must create and maintain a dedicated public webpage on its main consumer-facing website that provides information about the operation of the Harlan Place and Mark Lane Entertainment Zone including:

- Calendar or list of upcoming Harlan Place and Mark Lane events with accurate, up-to-date information
- Contact information for your primary point of contact and the entertainmentzones@sfgov.org email address for inquiries.
- Link to the City's dedicated Entertainment Zone web page: www.sf.gov/entertainmentzones.