

LEGISLATIVE DIGEST

(Revised 6/1/2026)

[Administrative Code - Entertainment Zones and Downtown Activation Zone]

Ordinance amending the Administrative Code to create the 1) North Beach Entertainment Zone (on Powell Street between Columbus Avenue and Vallejo Street; Union Street between Powell Street and Grant Avenue; Green Street between Powell Street and Grant Avenue); Columbus Avenue between Union Street and William Saroyan Place; William Saroyan Place and Jack Kerouac Alley; Stockton Street between Filbert and Vallejo Streets; Vallejo Street between Stockton Street and Grant Avenue; Grant Avenue between Columbus Avenue and Filbert Street; Broadway between Columbus Avenue and Kearny Street; Bannam Place between Union and Green Streets; and Jasper Place between Union and Green Streets); 2) Ferry Building Entertainment Zone (the area bounded by the east side of The Embarcadero on the west, Ferry Plaza on the south, northern boundary of Parcel 9900274 on the north, and San Francisco shoreline on the east); and 3) Belden Place Downtown Activation Zone (on Belden Place between Bush and Pine Streets); to authorize the outdoor consumption of alcoholic beverages during an Entertainment Zone Event starting at 11:00 a.m. rather than noon; and affirming the Planning Department’s determination under the California Environmental Quality Act.

Existing Law

Under Administrative Code Chapter 94B, open alcoholic beverages can be consumed on any public street, avenue, sidewalk, stairway, alley, or thoroughfare within an Entertainment Zone during an Entertainment Zone Event, subject to state and local law, when those beverages are purchased from a licensed premises within the Entertainment Zone.

Administrative Code Section 94B.1 defines an Entertainment Zone Event as “a special event permitted or licensed by ABC that occurs within the boundaries of an Entertainment Zone established in accordance with this Chapter 94B and within the hours permitted by this Chapter 94B and the Management Plan or the Downtown Activation Permit issued pursuant to Administrative Code Chapter 94D for the Entertainment Zone.” Administrative Code Section 94B.4 establishes Entertainment Zone locations.

Under Administrative Code Chapter 94D, the Greater Downtown Activation Program allows a Greater Downtown Community Benefit District to apply to Public Works for a Downtown Activation Permit for street activations that may include Entertainment Zones. Under Administrative Code Section 94D.3, such permits are available in Downtown Activation Locations.

Amendments to Current Law

This ordinance would amend Administrative Code to create 1) the North Beach Entertainment Zone (on Powell Street between Columbus Avenue and Vallejo Street; Union Street between Powell Street and Grant Avenue; Green Street between Powell Street and Grant Avenue; Columbus Avenue between Union Street and William Saroyan Place; William Saroyan Place and Jack Kerouac Alley; Stockton Street between Filbert and Vallejo Streets; Vallejo Street between Stockton Street and Grant Avenue; Grant Avenue between Columbus Avenue and Filbert Street; Broadway between Columbus Avenue and Kearny Street; Bannam Place between Union and Green Streets; and Jasper Place between Union and Green Streets); 2) Ferry Building Entertainment Zone (the area bounded by the east side of The Embarcadero on the west, Ferry Plaza on the south, northern boundary of Parcel 9900274 on the north, and San Francisco shoreline on the east); and 3) Belden Place Downtown Activation Zone (on Belden Place between Bush and Pine Streets). The ordinance would also authorize the outdoor consumption of alcoholic beverages during an Entertainment Zone Event starting at 11:00 a.m. rather than noon.

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