

File No. 250348

Committee Item No. 5

Board Item No. 29

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date April 21, 2025

Board of Supervisors Meeting

Date April 29, 2025

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
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| <input type="checkbox"/> | <input type="checkbox"/> | Memorandum of Understanding (MOU) |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
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Completed by: Victor Young Date April 17, 2025

Completed by: _____ Date _____

[Administrative Code - Valencia Street, Pier 39, Folsom Street, and Ellis Street Entertainment Zones and Yerba Buena Lane Downtown Activation Location]

Ordinance amending the Administrative Code to create the Valencia Street Entertainment Zone, on Valencia Street between 16th Street and 21st Street; the Pier 39 Entertainment Zone, on and around Pier 39, including the northern waterfront of The Embarcadero, between The Embarcadero on the south, Kearny Street on the east, Powell Street on the west, and the San Francisco shoreline on the north; the Folsom Street Entertainment Zone, on Folsom Street between 7th Street and 8th Street, Hallam Street between Folsom Street and Brush Place, and Langton Street between Folsom Street and Decker Alley; the Ellis Street Entertainment Zone, on Ellis Street between Stockton Street and Powell Street; and the Yerba Buena Lane Downtown Activation Location, on Yerba Buena Lane between Market Street and Mission Street, and on the northern side of Mission Street only, excluding the public street portion of Mission Street, between Yerba Buena Lane and 3rd Street, including Jessie Square; and affirming the Planning Department's determination under the California Environmental Quality Act.

NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
Additions to Codes are in *single-underline italics Times New Roman font*.
Deletions to Codes are in *~~strikethrough italics Times New Roman font~~*.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~strikethrough Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Environmental Findings.

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources

Code Sections 21000 *et seq.*). Said determination is on file with the Clerk of the Board of Supervisors in File No. 250348 and is incorporated herein by reference. The Board affirms this determination.

Section 2. Port of San Francisco Actions

Port of San Francisco staff intends request that the Port Commission support the formation of the Pier 39 Entertainment Zone and adopt rules and regulations for said Entertainment Zone.

Section 3. Chapters 94B and 94D of the Administrative Code are hereby amended by revising Sections 94B.4 and 94D.3, to read as follows:

SEC. 94B.4. ENTERTAINMENT ZONE LOCATIONS.

(a) The Board of Supervisors hereby establishes all of the Downtown Activation Locations set forth in Administrative Code Section 94D.3, including all public streets, public rights-of-way, and sidewalks in front of storefronts abutting both sides of said locations, and all establishments holding permits or licenses from ABC that are located on either side of said locations, as Entertainment Zones under Sections 23039.5 and 25690 of the California Business and Professions Code.

(b) Additional Entertainment Zones.

* * * *

(6) Valencia Street Entertainment Zone.

(A) All public streets, public rights-of-way, and sidewalks in front of storefronts abutting both sides of Valencia Street, between 16th Street and 21st Street, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Valencia Street Entertainment Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.

1 (B) Notwithstanding subsection (c), if an Entertainment Zone Event within the
2 Valencia Street Entertainment Zone does not involve the closure of a public street, it need not receive a
3 permit for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16 or
4 Transportation Code Division II, Section 206, or other applicable authority of the SFMTA.

5 **(7) Pier 39 Entertainment Zone.**

6 (A) The area on and around Pier 39, including the northern waterfront of The
7 Embarcadero, between the Embarcadero on the south, Kearny Street on the east, Powell Street on the
8 west, and the San Francisco shoreline on the north, including all sidewalks and public rights-of-way
9 but excluding public streets, and all premises specified in Section 94B.2(c) that are adjacent thereto,
10 are hereby designated as the Pier 39 Entertainment Zone under Sections 23039.5 and 25690 of the
11 California Business and Professions Code.

12 (B) The establishment of the Pier 39 Entertainment Zone pursuant to this
13 subsection (b)(7) shall in no way affect the land use authorizations for or ownership or control of any
14 private property within the Pier 39 Entertainment Zone.

15 (C) The Pier 39 Entertainment Zone shall be subject to any controls imposed by
16 the Port of San Francisco. To the extent any inconsistency exists between controls imposed by the Port
17 of San Francisco and controls imposed by this Chapter 94B or the Management Plan issued pursuant
18 to Section 94B.3, the controls imposed by the Port of San Francisco shall take precedence.

19 (D) An Entertainment Zone Event within the Pier 39 Entertainment Zone shall
20 not involve the closure of a public street, and therefore notwithstanding subsection (c), it need not
21 receive a permit for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16
22 or Transportation Code Division II, Section 206, or other applicable authority of the SFMTA.

23 **(8) Folsom Street Entertainment Zone.**

24 (A) All public streets, public rights-of-way, and sidewalks in front of storefronts
25 abutting both sides of Folsom Street, between 7th Street and 8th Street, both sides of Hallam Street,

1 between Folsom Street and Brush Place, and both sides of Langton Street, between Folsom Street and
2 Decker Alley, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby
3 designated as the Folsom Street Entertainment Zone under Sections 23039.5 and 25690 of the
4 California Business and Professions Code.

5 (B) Notwithstanding subsection (c), if an Entertainment Zone Event within the
6 Folsom Street Entertainment Zone does not involve the closure of a public street, it need not receive a
7 permit for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16 or
8 Transportation Code Division II, Section 206, or other applicable authority of the SFMTA.

9 **(9) Ellis Street Entertainment Zone.**

10 All public streets, public rights-of-way, and sidewalks in front of storefronts abutting
11 both sides of Ellis Street, between Stockton Street and Powell Street, and all premises specified in
12 Section 94B.2(c) that are adjacent thereto, are hereby designated as the Ellis Street Entertainment
13 Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.

14 (c) Except as otherwise specified in this Section 94B.4, an Entertainment Zone Event
15 must receive a permit for the use of a public street under Transportation Code Division I,
16 Section 6.6 or 6.16 or Transportation Code Division II, Section 206, or other applicable
17 authority of the SFMTA.

18 (d) Outdoor consumption of alcoholic beverages is authorized within an Entertainment
19 Zone during any Entertainment Zone Event on any day of the year between the hours of noon
20 and 11:59 p.m., inclusive, subject to any additional limitations imposed by any ABC permit or
21 license and by the Management Plan, or if none, the Downtown Activation Permit, for the
22 Entertainment Zone, including but not limited to more restrictive days and hours during which
23 outdoor consumption of alcoholic beverages is authorized.

24 (e) A Downtown Activation Permit is not required to hold an Entertainment Zone Event.
25

1 **SEC. 94D.3. ELIGIBLE ACTIVATION LOCATIONS.**

2 Downtown Activation Locations are limited to the following:

3 * * * *

4 (k) “Second Street” located on Second Street between Market Street and
5 Howard Street.

6 (l) “Yerba Buena Lane” located on Yerba Buena Lane, between Market Street and
7 Mission Street, and on the northern side of Mission Street only, excluding the public street portion of
8 Mission Street, between Yerba Buena Lane and 3rd Street, and extending to and including Jessie
9 Square.

11 Section 4. Effective Date. This ordinance shall become effective 30 days after
12 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
13 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
14 of Supervisors overrides the Mayor’s veto of the ordinance.

16 Section 5. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors
17 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,
18 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal
19 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment

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1 additions, and Board amendment deletions in accordance with the “Note” that appears under
2 the official title of the ordinance.

3
4 APPROVED AS TO FORM:
5 DAVID CHIU, City Attorney

6 By: /s/ Victoria Wong
7 VICTORIA WONG
8 Deputy City Attorney

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LEGISLATIVE DIGEST

[Administrative Code - Valencia Street, Pier 39, Folsom Street, and Ellis Street Entertainment Zones and Yerba Buena Lane Downtown Activation Location]

Ordinance amending the Administrative Code to create the Valencia Street Entertainment Zone, on Valencia Street between 16th Street and 21st Street; the Pier 39 Entertainment Zone, on and around Pier 39, including the northern waterfront of The Embarcadero, between The Embarcadero on the south, Kearny Street on the east, Powell Street on the west, and the San Francisco shoreline on the north; the Folsom Street Entertainment Zone, on Folsom Street between 7th Street and 8th Street, Hallam Street between Folsom Street and Brush Place, and Langton Street between Folsom Street and Decker Alley; the Ellis Street Entertainment Zone, on Ellis Street between Stockton Street and Powell Street; and the Yerba Buena Lane Downtown Activation Location, on Yerba Buena Lane between Market Street and Mission Street, and on the northern side of Mission Street only, excluding the public street portion of Mission Street, between Yerba Buena Lane and 3rd Street, including Jessie Square; 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 “an event 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.

Administrative Code Chapter 94D creates the Greater Downtown Community Benefit District Master Permitting for Entertainment Activation Program, under which the Department of Public Works may issue streamlined permits to allow activations that incorporate Entertainment Zones in Downtown Activation Locations.

Amendments to Current Law

This ordinance would create the Valencia Street Entertainment Zone, on Valencia Street between 16th Street and 21st Street; the Pier 39 Entertainment Zone, on and around Pier 39,

including the northern waterfront of The Embarcadero, between The Embarcadero on the south, Kearny Street on the east, Powell Street on the west, and the San Francisco shoreline on the north; the Folsom Street Entertainment Zone, on Folsom Street between 7th Street and 8th Street, Hallam Street between Folsom Street and Brush Place, and Langton Street between Folsom Street and Decker Alley; the Ellis Street Entertainment Zone, on Ellis Street between Stockton Street and Powell Street; and the Yerba Buena Lane Downtown Activation Location, on Yerba Buena Lane between Market Street and Mission Street, and on the northern side of Mission Street only, excluding the public street portion of Mission Street, between Yerba Buena Lane and 3rd Street, and extending to and including Jessie Square.

Background Information

The ordinance in Board File No. 250126 to create the Castro Upper Market Entertainment Zone was recommended by the Rules Committee on March 24, 2025. The ordinance in Board File No. 250212 to create the Union Street Entertainment Zone was introduced on March 4, 2025. This ordinance is drafted on the assumption that the ordinances in Board File Nos. 250126 and 250212 will be in effect at the time this ordinance, if approved, takes effect.

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Entertainment Zones

Ben Van Houten
Director of Nightlife Initiatives
Office of Economic and Workforce Development



SAN FRANCISCO

OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

April 21, 2025

Entertainment Zones

- Area designated by the San Francisco Board of Supervisors through an ordinance
- Adjacent restaurants and bars may sell open “to-go” beverages for consumption in shared outdoor areas (such as on a sidewalk or street or in a plaza) within the zone
- Tool to help activate streets with entertainment and community-driven events to accelerate economic recovery and support thriving neighborhoods

State Requirements

- Only restaurants, bars, breweries and wineries may sell to-go beverages for consumption in the zone, not liquor stores
- Beverages must be served in non-metal or non-glass containers and there must be a process implemented to identify patrons that are over 21
- Open beverages must not leave the zone and must not be brought inside businesses

Local Implementation

- The Office of Economic and Workforce Development develops a management plan for each entertainment zone
- Management plan includes additional operating requirements for the zone
- Management plans are designed to align with other required permits (e.g., street closure, sidewalk permitting)

Proposing Five New Entertainment Zones

~ This ordinance would establish five new entertainment zones:

- **Valencia Street EZ:** on Valencia Street between 16th Street and 21st Street
- **Pier 39 EZ:** on and around Pier 39, including the northern waterfront of The Embarcadero, between The Embarcadero on the south, Kearny Street on the east, Powell Street on the west, and the San Francisco shoreline on the north

Proposing Five New Entertainment Zones

- **Folsom Street EZ:** On Folsom Street between 7th Street and 8th Street, Hallam Street between Folsom Street and Brush Place, and Langton Street between Folsom Street and Decker Alley
- **Ellis Street EZ:** On Ellis Street between Stockton Street and Powell Street

Proposing Five New Entertainment Zones

- **Yerba Buena Lane Downtown Activation Location:** On Yerba Buena Lane between Market Street and Mission Street, and on the northern side of Mission Street only, excluding the public street portion of Mission Street, between Yerba Buena Lane and 3rd Street, but including Jessie Square

THANK YOU

For more information: sf.gov/entertainmentzones

Email: entertainmentzones@sfgov.org

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

MEMORANDUM

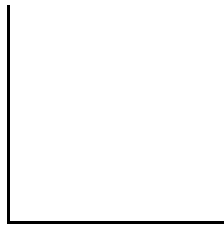
Date: April 14, 2025
To: Planning Department / Commission
From: Victor Young, Clerk of the Rules Committee
Subject: Board of Supervisors Legislation Referral - File No. 250348
Administrative Code - Valencia Street, Pier 39, Folsom Street, and Ellis Street Entertainment Zones and Yerba Buena Lane Downtown Activation Location

- ☒ California Environmental Quality Act (CEQA) Determination
(*California Public Resources Code, Sections 21000 et seq.*)
- ☒ Ordinance / Resolution
☐ Ballot Measure
- Not defined as a project under CEQA Guidelines Sections 15378 and 15060(c)(2) because it would not result in a direct or indirect physical change in the environment.
4/15/2025 *Joy Navarrete*
- ☐ Amendment to the Planning Code, including the following Findings:
(*Planning Code, Section 302(b): 90 days for Planning Commission review*)
- ☐ General Plan ☐ Planning Code, Section 101.1 ☐ Planning Code, Section 302
- ☐ Amendment to the Administrative Code, involving Land Use/Planning
(*Board Rule 3.23: 30 days for possible Planning Department review*)
- ☐ General Plan Referral for Non-Planning Code Amendments
(*Charter, Section 4.105, and Administrative Code, Section 2A.53*)
(Required for legislation concerning the acquisition, vacation, sale, or change in use of City property; subdivision of land; construction, improvement, extension, widening, narrowing, removal, or relocation of public ways, transportation routes, ground, open space, buildings, or structures; plans for public housing and publicly-assisted private housing; redevelopment plans; development agreements; the annual capital expenditure plan and six-year capital improvement program; and any capital improvement project or long-term financing proposal such as general obligation or revenue bonds.)
- ☐ Historic Preservation Commission
- ☐ Landmark (*Planning Code, Section 1004.3*)
☐ Cultural Districts (*Charter, Section 4.135 & Board Rule 3.23*)
☐ Mills Act Contract (*Government Code, Section 50280*)
☐ Designation for Significant/Contributory Buildings (*Planning Code, Article 11*)

Please send the Planning Department/Commission recommendation/determination to Victor Young at Victor.Young@sfgov.org.

OFFICE OF THE MAYOR
SAN FRANCISCO

DANIEL LURIE
MAYOR



TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: Adam Thongsavat, Liaison to the Board of Supervisors
RE: [Administrative Code - Valencia Street, Pier 39, Folsom Street, and Ellis Street Entertainment Zones and Yerba Buena Lane Downtown Activation Location]
DATE: April 8, 2025

Ordinance amending the Administrative Code to create the Valencia Street Entertainment Zone, on Valencia Street between 16th Street and 21st Street; the Pier 39 Entertainment Zone, between the northern side of The Embarcadero on the south, Kearny Street on the east, Powell Street on the west, and the San Francisco shoreline on the north; Folsom Street Entertainment Zone, on Folsom Street between 7th Street and 8th Street, Hallam Street between Folsom Street and Brush Place, and Langton Street between Folsom Street and Decker Alley; the Ellis Street Entertainment Zone, on Ellis Street between Stockton Street and Powell Street; and the Yerba Buena Lane Downtown Activation Location, on Yerba Buena Lane between Market Street and Mission Street, and on the northern side of Mission Street only, between Yerba Buena Lane and 3rd Street, including Jessie Square; and affirming the Planning Department's determination under the California Environmental Quality Act.

Should you have any questions, please contact Adam Thongsavat at adam.thongsavat@sfgov.org

BOARD of SUPERVISORS



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TDD/TTY No. (415) 554-5227

MEMORANDUM

TO: Maggie Weiland, Executive Director, Entertainment Commission

FROM: Victor Young, Assistant Clerk *Victor Young*

DATE: April 10, 2025

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Rules Committee received the following proposed Ordinance:

File No. 250348

Ordinance amending the Administrative Code to create the Valencia Street Entertainment Zone, on Valencia Street between 16th Street and 21st Street; the Pier 39 Entertainment Zone, on and around Pier 39, including the northern waterfront of The Embarcadero, between The Embarcadero on the south, Kearny Street on the east, Powell Street on the west, and the San Francisco shoreline on the north; the Folsom Street Entertainment Zone, on Folsom Street between 7th Street and 8th Street, Hallam Street between Folsom Street and Brush Place, and Langton Street between Folsom Street and Decker Alley; the Ellis Street Entertainment Zone, on Ellis Street between Stockton Street and Powell Street; and the Yerba Buena Lane Downtown Activation Location, on Yerba Buena Lane between Market Street and Mission Street, and on the northern side of Mission Street only, excluding the public street portion of Mission Street, between Yerba Buena Lane and 3rd Street, including Jessie Square; and affirming the Planning Department's determination under the California Environmental Quality Act.

If you have comments or reports to be included with the file, please forward them to Victor Young at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: victor.young@sfgov.org.

c. May Liang, Entertainment Commission