

**BOARD of SUPERVISORS**



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**MEMORANDUM**

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Date: June 25, 2026  
To: Planning Department / Commission  
From: Victor Young, Clerk of the Rules Committee  
Subject: Board of Supervisors Legislation Referral - File No. 260733  
Administrative Code - Downtown Market Street Entertainment Zone

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- ☒ California Environmental Quality Act (CEQA) Determination  
(*California Public Resources Code, Sections 21000 et seq.*)
  - ☒ Ordinance / Resolution
  - ☐ Ballot Measure
- ☐ 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](mailto:Victor.Young@sfgov.org).

[Administrative Code - Downtown Market Street Entertainment Zone]

**Ordinance amending the Administrative Code to create the Downtown Market Street Entertainment Zone, on Market Street between 1st Street and 3rd Street; Annie Street between Market Street and Stevenson Street; New Montgomery Street between Market Street and Jessie Street; 2nd Street between Market Street and Stevenson Street; Sansome Street between Market Street and Bush Street; Bush Street between Sansome Street and Market Street; 1st Street between Market Street and Stevenson Street; and Stevenson Street between 1st Street and New Montgomery Street; 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.

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. \_\_\_\_\_ and is incorporated herein by reference. The Board affirms this determination.

Section 2. Chapter 94B of the Administrative Code is hereby amended by revising Section 94B.4, to read as follows. Section 94B.2 is reprinted in part, for informational purposes only.

**SEC. 94B.2. ENTERTAINMENT ZONE CONTROLS.**

\* \* \* \*

(c) All open alcoholic beverages consumed during an Entertainment Zone Event shall be purchased only from a premises located within the Entertainment Zone that is authorized under California Business and Professions Code Section 23357, 23358, or 23396, as may be amended from time to time, to permit consumers to leave the premises with open containers of alcoholic beverages for consumption off the premises, or an organization that is authorized by an ABC special event permit or license to make such sales within the Entertainment Zone.

**SEC. 94B.4. ENTERTAINMENT ZONE LOCATIONS.**

\* \* \* \*

**(b) Additional Entertainment Zones.**

\* \* \* \*

**(20) Downtown Market Street Entertainment Zone.**

(A) All public streets, public rights-of-way, and sidewalks abutting both sides of Market Street between 1st Street and 3rd Street; Annie Street between Market Street and Stevenson Street; New Montgomery Street between Market Street and Jessie Street; 2nd Street between Market Street and Stevenson Street; Sansome Street between Market Street and Bush Street; Bush Street between Sansome Street and Market Street; 1st Street between Market Street and Stevenson Street; and Stevenson Street between 1st Street and New Montgomery Street are hereby designated as the

1 Downtown Market Street Entertainment Zone under Sections 23039.5 and 25690 of the California  
2 Business and Professions Code.

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

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

11 (d) Outdoor consumption of alcoholic beverages is authorized within an Entertainment  
12 Zone during any Entertainment Zone Event on any day of the year between the hours of  
13 11:00 a.m. and 11:59 p.m., inclusive, subject to any additional limitations imposed by any  
14 ABC permit or license and by the Management Plan, or if none, the Downtown Activation  
15 Permit, for the Entertainment Zone, including but not limited to more restrictive days and  
16 hours during which outdoor consumption of alcoholic beverages is authorized.

17 \* \* \* \*

18  
19 Section 3. Scope of Ordinance. The Board of Supervisors intends to amend only  
20 those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation  
21 marks, charts, diagrams, or any other constituent parts of the Municipal Code that are  
22 explicitly shown in this ordinance as additions, deletions, Board amendment additions, and  
23 Board amendment deletions in accordance with the “Note” that appears under the official title  
24 of the ordinance.

1           Section 4. Effective Date. This ordinance shall become effective on the 31st day after  
2 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
3 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
4 of Supervisors overrides the Mayor's veto of the ordinance.

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6 APPROVED AS TO FORM:  
7 DAVID CHIU, City Attorney

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

10 4927-9352-7221, v. 1