

BOARD of SUPERVISORS



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

MEMORANDUM

RULES COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Shamann Walton, Chair
Rules Committee

FROM: Victor Young, Assistant Clerk *Victor Young*

DATE: June 1, 2026

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**
Tuesday, June 2, 2026

The following file should be presented as a **COMMITTEE REPORT** at the Board Meeting on Tuesday, June 2, 2026. This item was acted upon at the Rules Committee Meeting on Monday, June 1, 2026, at 10:00 a.m., by the votes indicated.

Item No. 45 File No. 260399

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.

RECOMMENDED AS AMENDED AS A COMMITTEE REPORT

Vote: Supervisor Shamann Walton - Aye
Supervisor Stephen Sherrill - Aye
Supervisor Rafael Mandelman - Aye

c: Board of Supervisors
Angela Calvillo, Clerk of the Board
Alisa Somera, Legislative Deputy Director
Brad Russi, Deputy City Attorney

File No. 260399

Committee Item No. 1

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date June 1, 2026

Board of Supervisors Meeting

Date _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- Memorandum of Understanding (MOU)
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 - Ethics Commission
- Award Letter
- Application
- Form 700
- Information/Vacancies (Boards/Commissions)
- Public Correspondence

OTHER (Use back side if additional space is needed)

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Completed by: Victor Young Date May 28, 2026

Completed by: _____ Date _____

1 [Administrative Code - Entertainment Zones and Downtown Activation Zone]

2

3 **Ordinance amending the Administrative Code to create the 1) North Beach**

4 **Entertainment Zone (on Powell Street between Columbus Avenue and Vallejo Street;**

5 **Union Street between Powell Street and Grant Avenue; Green Street between Powell**

6 **Street and Grant Avenue; Columbus Avenue between Union Street and William**

7 **Saroyan Place; William Saroyan Place and Jack Kerouac Alley; Stockton Street**

8 **between Filbert and Vallejo Streets; Vallejo Street between Stockton Street and Grant**

9 **Avenue; Grant Avenue between Columbus Avenue and Filbert Street; Broadway**

10 **between Columbus Avenue and Kearny Street; Bannam Place between Union and**

11 **Green Streets; and Jasper Place between Union and Green Streets); 2) Ferry Building**

12 **Entertainment Zone (the area bounded by the east side of The Embarcadero on the**

13 **west, Ferry Plaza on the south, northern boundary of Parcel 9900274 on the north, and**

14 **San Francisco shoreline on the east); and 3) Embarcadero Plaza Entertainment Zone (the**

15 **area bounded by the west side of The Embarcadero from Washington Street to Don Chee**

16 **Way; Don Chee Way between The Embarcadero and Steuart Street; Steuart Street between**

17 **Don Chee Way and Market Street; Market Street between Steuart and Drumm Streets;**

18 **Drumm Street between Market and Washington Streets; and Washington Street between**

19 **Davis Street and The Embarcadero); and 4) Belden Place Downtown Activation Zone (on**

20 **Belden Place between Bush and Pine Streets); to authorize the outdoor consumption of**

21 **alcoholic beverages during an Entertainment Zone Event starting at 11:00 a.m. rather**

22 **than noon; and affirming the Planning Department's determination under the California**

23 **Environmental Quality Act.**

24 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.

25 **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. 260399 and is incorporated herein by reference. The Board affirms this determination.

Section 2. Port of San Francisco Actions.

Port of San Francisco staff intends to request that the Port Commission support the formation of the Ferry Building 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. 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

1 containers of alcoholic beverages for consumption off the premises, or an organization that is
2 authorized by an ABC special event permit or license to make such sales within the
3 Entertainment Zone.

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

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

11 (b) **Additional Entertainment Zones.**

12 * * * *

13 **(16) North Beach Entertainment Zone.**

14 (A) All public streets, public rights-of-way, and sidewalks abutting both sides of
15 Powell Street between Columbus Avenue and Vallejo Street; Union Street between Powell Street and
16 Grant Avenue; Green Street between Powell Street and Grant Avenue; Columbus Avenue between
17 Union Street and William Saroyan Place; William Saroyan Place and Jack Kerouac Alley; Stockton
18 Street between Filbert Street and Vallejo Street; Vallejo Street between Stockton Street and Grant
19 Avenue; Grant Avenue between Columbus Avenue and Filbert Street; Broadway between Columbus
20 Avenue and Kearny Street; Bannam Place between Union Street and Green Street; and Jasper Place
21 between Union Street and Green Street, and all premises specified in Section 94B.2(c) that are adjacent
22 thereto, are hereby designated as the North Beach Entertainment Zone under Sections 23039.5 and
23 25690 of the California Business and Professions Code.

24 (B) Notwithstanding subsection (c), if an Entertainment Zone Event within the
25 North Beach Entertainment Zone does not involve the closure of a public street, it need not receive a

1 permit for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16 or
2 Transportation Code Division II, Section 206, or other applicable authority of the SFMTA.

3 (C) Washington Square Park.

4 (i) Any Management Plan for the North Beach Entertainment Zone shall
5 contain measures to address the impacts of Entertainment Zone Events on Washington Square Park,
6 including but not limited to alcohol consumption in the park, in particular around the playground area,
7 sanitation and other clean-up, impact on the park turf from additional use, and security. Before
8 adopting such a Management Plan, OEWD shall obtain approval from the Recreation and Park
9 Department regarding the provisions of the Management Plan that relate to impacts on Washington
10 Square Park.

11 (ii) Notwithstanding this Chapter 94B, Washington Square Park, which is
12 adjacent to the North Beach Entertainment Zone, shall be governed by the Park Code.

13 **(17) Ferry Building Entertainment Zone.**

14 (A) All public streets, public rights-of-way, and sidewalks in the area bounded
15 by the east side of The Embarcadero on the west, Ferry Plaza on the south, the northern boundary of
16 Parcel 9900274 on the north, and the San Francisco shoreline on the east, and all premises specified in
17 Section 94B.2(c) that are adjacent thereto, are hereby designated as the Ferry Building Entertainment
18 Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.

19 (B) Notwithstanding subsection (c), if an Entertainment Zone Event within the
20 Ferry Building Entertainment Zone does not involve the closure of a public street, it need not receive a
21 permit for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16 or
22 Transportation Code Division II, Section 206, or other applicable authority of the SFMTA.

23 (C) Areas Subject to Port Jurisdiction.

24 (i) The areas within the Ferry Building Entertainment Zone that are
25 subject to the jurisdiction of the Port of San Francisco (“Port”) shall be subject to any controls

1 imposed by the Port. To the extent any inconsistency exists between controls imposed by the Port and
2 controls imposed by this Chapter 94B or the Management Plan issued pursuant to Section 94B.3, the
3 controls imposed by the Port shall take precedence.

4 (ii) Before adopting a Management Plan for the Ferry Building
5 Entertainment Zone, OEWD shall obtain approval from the Port regarding the provisions of the
6 Management Plan that relate to impacts on areas subject to Port jurisdiction.

7 (D) The establishment of the Ferry Building Entertainment Zone pursuant to this
8 subsection (b)(17) shall in no way affect the land use authorizations for or ownership or control of any
9 private property within the Ferry Building Entertainment Zone.

10 ~~———— (18) Embarcadero Plaza Entertainment Zone.~~

11 ~~———— (A) All public streets, public rights-of-way, and sidewalks in the area~~
12 ~~bounded by the west side of The Embarcadero from Washington Street to Don Chee Way;~~
13 ~~Don Chee Way between The Embarcadero and Steuart Street; Steuart Street between Don~~
14 ~~Chee Way and Market Street; Market Street between Steuart Street and Drumm Street;~~
15 ~~Drumm Street between Market Street and Washington Street; and Washington Street~~
16 ~~between Davis Street and The Embarcadero; and all premises specified in Section 94B.2(c)~~
17 ~~that are adjacent thereto, are hereby designated as the Embarcadero Plaza Entertainment~~
18 ~~Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.~~

19 ~~———— (B) Notwithstanding subsection (c), if an Entertainment Zone Event~~
20 ~~within the Embarcadero Plaza Entertainment Zone does not involve the closure of a public~~
21 ~~street, it need not receive a permit for the use of a public street under Transportation Code~~
22 ~~Division I, Section 6.6 or 6.16 or Transportation Code Division II, Section 206, or other~~
23 ~~applicable authority of the SFMTA.~~

24 ~~———— (C) Embarcadero Plaza and Sue Bierman Park.~~

1 (m) "Belden Place" located on Belden Place between Bush Street and Pine Street.

2
3 Section 4. Existing Section 94B.4(b)(134), erroneously so designated in Ordinance No.
4 34-26, is hereby redesignated as Section 94B.4(B)(13).

5
6 Section 5. Scope of Ordinance. Except as stated in Section 4 of this ordinance, in
7 enacting this ordinance, the Board of Supervisors intends to amend only those words,
8 phrases, paragraphs, subsections, sections, articles, numbers, punctuation marks, charts,
9 diagrams, or any other constituent parts of the Municipal Code that are explicitly shown in this
10 ordinance as additions, deletions, Board amendment additions, and Board amendment
11 deletions in accordance with the "Note" that appears under the official title of the ordinance.

12
13 Section 6. Effective Date. This ordinance shall become effective on the 31st day after
14 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
15 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
16 of Supervisors overrides the Mayor's veto of the ordinance.

17 APPROVED AS TO FORM:
18 DAVID CHIU, City Attorney

19 By: /s/ Victoria Wong
20 VICTORIA WONG
21 Deputy City Attorney

22 4911-7362-2958, v. 1
23
24
25

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.

4919-6172-1008 v.1

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MEMORANDUM

Date: May 4, 2026
To: Planning Department / Commission
From: Victor Young, Clerk of the Rules Committee
Subject: Board of Supervisors Legislation Referral - File No. 260399
Administrative Code - Entertainment Zones and Downtown Activation Zone

- 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 reasonably foreseeable indirect physical change in the environment.
5/7/2026 *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.

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MEMORANDUM

TO: Maggie Weiland, Executive Director, Entertainment Commission

FROM: Victor Young, Assistant Clerk *Victor Young*

DATE: May 4, 2026

SUBJECT: LEGISLATION INTRODUCED

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

File No. 260399

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); 3) Embarcadero Plaza Entertainment Zone (the area bounded by the west side of The Embarcadero from Washington Street to Don Chee Way; Don Chee Way between The Embarcadero and Steuart Street; Steuart Street between Don Chee Way and Market Street; Market Street between Steuart and Drumm Streets; Drumm Street between Market and Washington Streets; and Washington Street between Davis Street and The Embarcadero); and 4) 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.

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.

(attachment)

- c. May Liang, Entertainment Commission