

Entertainment Zones

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Background

- In 2023, the California Legislature adopted SB 76 (Wiener), which empowered San Francisco to establish “entertainment zones”
- The ordinance under consideration today would establish a framework for local implementation of entertainment zones moving forward and would establish a first zone on Front Street

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 outdoor areas (such as on a street or in a plaza) within the zone
- Only during special events that are permitted by the Department of Alcoholic Beverage Control (ABC)
- Tool to help activate streets with entertainment and community-driven events to accelerate economic recovery

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

State Requirements

- Any ordinance to designate an entertainment zone must be submitted to ABC
- Businesses that wish to participate must notify ABC of their intent to participate
- Businesses may not participate if they are prohibited from selling to-go beverages as a condition of their liquor license

Local Implementation

- This legislation would authorize the Office of Economic and Workforce Development to adopt a management plan for each entertainment zone
- Management plan would include additional operating requirements for the zone
- Management plan would be designed to align with other required permits (e.g., street closure, ABC event permit)

Designating First Entertainment Zone

- Would establish the City's first entertainment zone on Front Street between California Street and Sacramento Street
- Would enable three bars on the block to sell beverages into ABC-permitted events in a street closure on the block during event hours between noon to 11:59pm
- Other entertainment zones would require subsequent ordinances

Questions

