



Entertainment Commission

City and County of San Francisco

Memorandum

To: San Francisco Entertainment Commission

From: Kaitlyn Azevedo, Deputy Director
Dylan Rice, Project and Communications Manager

Date: November 18, 2025

RE: Hearing and Possible Action regarding applications for permits under the jurisdiction of the Entertainment Commission

6. Hearing and possible action regarding applications for permits under the jurisdiction of the Entertainment Commission. [Discussion and Possible Action Item]

Consent Agenda

We have an LLP and a MAD permit on the consent agenda tonight. The LLP permit is for Secret Alley and the MAD permit is for Kiddleton at their location inside of H Mart on Alemany Blvd. The LLP permit applicant conducted neighborhood outreach and there was no opposition received, and SFPD had no added recommendations for either of the permits. The staff recommendation is to approve the consent agenda with the recommendations below.

- a. EC-1904 - Noel Von Joo of THE SECRET ALLEY INC, *dba The Secret Alley*, 180 Capp St. Unit 4, Limited Live Performance

Staff recommendation: Approval with:

1. Permit holder shall comply with San Francisco Municipal Police Code under the jurisdiction of the Entertainment Commission, including but not limited to, Article 15, Article 15.1, Article 15.2, and Article 29; and
2. Adhere to Entertainment Commission's Good Neighbor Policy; and

3. Indoor entertainment allowed until 11pm daily.

- b. EC-1907 - Atsushi Iyoda and Yuki Yoshikai of KIDDLETON, INC., *dba Kiddleton*, 3995 Alemany Blvd, Mechanical Amusement Device

Staff recommendation: Approval with:

1. Permit holder shall comply with San Francisco Municipal Police Code under the jurisdiction of the Entertainment Commission, including but not limited to, Article 15, Article 15.1, Article 15.2, and Article 29; and
2. Adhere to Entertainment Commission's Good Neighbor Policy

Regular Agenda

- c. ECOTE25-479 Hayes Valley Neighborhood Association *dba Live Music on the Hayes Street Shared Space*, Hayes St between Octavia St and Gough St – One Time Outdoor Event Permit to host outdoor entertainment and amplified sound with extended duration on Fridays from 4:00pm-10:00pm and Saturdays from 10:00am-10:00pm, from 11/28/2025 – 11/28/2026, not to exceed a total of 6 hours per day

Good evening, Commissioners. The only regular agenda item tonight is a renewal for a One Time Outdoor Event permit for Live Music on the Hayes Street Shared Space for a 12-month period, from November 28, 2025 through November 28, 2026. Since the series launched in 2023, the Hayes Valley Neighborhood Association has been hosting weekly music performances on the block of Hayes Street between Octavia and Gough to activate the Shared Space roadway closure with arts and culture and encourage pedestrian traffic to local businesses. For this permit renewal, they are requesting the same entertainment days and hours as their previously approved permit – Fridays from 4:00pm-10:00pm and Saturdays from 10:00am-10:00pm, not to exceed a total of 6 hours per day of outdoor entertainment or amplified sound. In terms of programming, they plan to host solo musicians, bands, DJs, and theatrical performances.

One important thing to note is that this afternoon -- November 18, 2025 -- their Shared Spaces permit for the roadway closure is being voted on by the SFMTA Board, which is standard for Shared Spaces permits and the final approval after ISCOTT. If the SFMTA Board does not approve their Shared Spaces permit by our EC meeting today, then EC staff is recommending for this permit to be continued to a future EC meeting, subject to

prior approval by the SFMTA Board.

For their previous permit, we did receive a complaint from Hayes Valley Safe about the music disturbing businesses and some compliance issues related to their permit, including not being able to find an on-site staff member and not posting their permit in a conspicuous location. A copy of this complaint is in your folder. As soon as we brought these compliance issues to the permit holder's attention, they rectified the issues immediately. Hayes Valley Neighborhood Association has been in compliance with their permit conditions ever since those issues were addressed.

You will see in your folder:

- Their permit application
- Their neighborhood outreach letter and map
- The ISCOTT meeting minutes showing that the ISCOTT committee recommends approval to the SFMTA Board

The applicant conducted neighborhood outreach per our standard requirements. We received 2 letters in opposition from Hayes Valley Safe, which are located in your folder. SFPD Northern Station did not respond with any recommendations within the response window so we assume they have no concerns with this permit. Staff are recommending approval with the Good Neighbor Policy and the conditions you see listed in the memo.

Here to speak with you this evening is Andrew Seigner from the Hayes Valley Neighborhood Association.

Staff Recommendation: Approval with:

- Good Neighbor Policy;
- Permit holder shall comply with Municipal Police Code Article 15.1 Section 1060.16 including but not limited to (b)(3): The volume of outdoor amplified sound shall be controlled so that it does not exceed ambient levels at a distance of 100 feet measured from the property plane.
- No entertainment and/or amplified sound may occur outside of the date(s), time(s), and location(s) that the Entertainment Commission has approved for your event.
- Amplified sound equipment must be stationary and fixed to a specific location.
- While hosting entertainment and/or amplified sound, permit holder shall have a staff member on site who is able to provide proof of permit, and is aware of all permit conditions including any approved sound limits. (EC Good Neighbor Policy Condition #1).
- Permit holder shall provide a phone number to all interested neighbors for immediate contact with a staff member on site who has direct authority over the

premises or permitted location, knowledge of all permit conditions including any approved sound limits, and shall respond in a timely manner to address concerns (EC Good Neighbor Policy Condition #4).

- Within 24 hours of any violent incident, or any time SFPD responds to a call for service at the premises or permitted location, permit holder shall complete and send an Incident Report to the Entertainment Commission and the SFPD District Station Permit Officer. The Incident Report Form is available at https://sf.gov/sites/default/files/2022-06/Incident%20Report_Fillable.pdf.
- Permit holder shall abide by all applicable City, State and Federal laws.
- Permit holder shall comply with the Commission approved security plan.
- Permit holder is required to allow inspection by any EC permit administrator, EC inspector, or San Francisco Police Officer. (Police Code Sec. 1060.11).