

Castro Upper Market Entertainment Zone Management Plan

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San Francisco Office of Economic and Workforce Development

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SECTION I: SAN FRANCISCO ENTERTAINMENT ZONE PROGRAM OVERVIEW

1. About San Francisco Entertainment Zones

Entertainment Zones are designated areas in San Francisco where people can buy open container drinks (alcoholic drinks “to-go”) from local bars, restaurants, wineries, and breweries and enjoy them outside in common spaces like plazas, sidewalks, and streets during certain hours. Learn more at www.sf.gov/entertainmentzones.

2. Program Objectives

Guiding objectives for San Francisco’s Entertainment Zone Program include:

- a. Activate commercial corridors downtown and citywide
- b. Increase revenue for San Francisco restaurants and bars
- c. Catalyze broader economic stimulus
- d. Ensure equitable distribution of program benefits
- e. Amplify the perception of San Francisco as a vibrant cultural hub

SECTION II: CASTRO UPPER MARKET ENTERTAINMENT ZONE ORDINANCE

1. San Francisco Admin. Code Sec. 94B.4

San Francisco Admin. Code Sec. 94B.4 specifies the location, hours, and permit requirements for the Castro Upper Market Entertainment Zone.

- a. **Permissible Area** - All public streets, public rights-of way, and sidewalks in front of storefronts abutting the following locations, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Castro Upper Market Entertainment Zone under Sections 23039.5 and 25690 of the California Business and Professions Code:
 - i. 18th Street between Diamond and Sanchez Streets
 - ii. Castro Street between 19th and States Streets
 - iii. Market Street between Collingwood and Church Streets
 - iv. Church Street between 14th and 15th Streets
 - v. 14th Street between Belcher and Landers Streets
 - vi. Noe Street between Beaver and Market Streets
 - vii. 16th Street between Market and Pond Streets.
- b. **Permissible Hours** - Outdoor consumption of alcoholic beverages within this Entertainment Zone is authorized during an Entertainment Zone Event on any day of the year between the hours of noon and 11:59 p.m., inclusive, subject to any additional limitations imposed by any ABC permit or license and by the Management Plan for the Entertainment Zone, including but not limited to more restrictive days and hours during which outdoor consumption of alcoholic beverages is authorized.

- c. **Street Closure Permit Only Required During Street Closures** - Notwithstanding subsection (c), if an Entertainment Zone Event within the Castro Upper Market Entertainment Zone does not involve the closure of a public street, it need not receive a permit for the use of a public street under Transportation Code Division I. Section 6.6 or 6.16 or Transportation Code Division II. Section 206, or other applicable authority of the San Francisco Municipal Transportation Agency (SFMTA).

SECTION III: CASTRO UPPER MARKET ENTERTAINMENT ZONE VISION

1. Overview

The Castro Upper Market Entertainment Zone Operators seek to improve the experience of attending events along the Castro and Upper Market commercial corridors by allowing attendees age 21 and over to purchase alcoholic beverages from local bars and restaurants and enjoy them while freely walking throughout the designated event footprint.

2. Operators

The Castro Upper Market Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, the Castro Merchants Association coordinates the Participating Businesses and Community Partners to manage the Entertainment Zone in alignment with the Management Plan and serves as the Point of Contact for inquiries (see Section IV.2)

b. Participating Businesses

Participating businesses identified in Section IV.3 may serve open containers for consumption within the Entertainment Zone.

3. Activation and Programming

a. Events

The Castro Upper Market Entertainment Zone Operators plan to activate the Entertainment Zone during monthly Castro Night Markets, held on the 3rd Friday of the month from 5:00 to 10:00 PM, and other events.

b. Arts, Culture, Entertainment, and Design

The Castro Upper Market Entertainment Zone Operators will prioritize programs that feature local, LGBTQ+ artists and performers who reflect the Castro's rich cultural heritage. The goal is to create an inclusive, dynamic program that celebrates creativity and fosters a strong connection between performers, attendees, and the neighborhood. Working with event producers and vendors, the Castro Upper Market Entertainment Zone Operators aim also use seating, music, and visual elements to create a lively, inclusive atmosphere that reflects the spirit of the Castro.

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Castro Upper Market Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars selling open containers, including:

- **Strategic marketing** – The Entertainment Zone Operators aim to drive foot traffic to participating businesses by promoting the to-go beverage program as a key feature of the Night Market experience. The event producer and vendors will highlight bars and restaurants through event marketing, signage, and maps that encourage attendees to visit multiple locations.
- **Special drink offers** – The Entertainment Zone Lead aims work with the Participating Businesses to create special drink offerings or promotions that incentivize purchases and strengthen connections between businesses and eventgoers.

b. Collaboration for Broader Economic Stimulus

The Entertainment Zone Lead aims to design a cohesive experience that supports the broader neighborhood economy and invites attendees to explore beyond the Entertainment Zone. Strategies include:

- Collaborating with neighborhood businesses by encouraging participation in event-themed promotions, such as special discounts, featured merchandise, or extended store hours.
- Promoting special offers through event marketing materials, social media, and on-site signage to drive more visitors into local shops, cafés, and services.

SECTION IV: ENTERTAINMENT ZONE OPERATING REQUIREMENTS

1. Compliance, Modification, and Evaluation

The operating requirements established in this section shall be considered mandatory and binding conditions for the operation of the Castro Upper Market Entertainment Zone. Failure to comply with these conditions or the creation of any significant health or safety concerns resulting from the operation of the Entertainment Zone may result in the modification or suspension of the Entertainment Zone. The Office of Economic and Workforce Development reserves the right to publish an updated management plan with revised operating requirements at any time.

Additionally:

- Any Participating Business holding a liquor license that fails to comply with these operating requirements will be reported to the San Francisco Police Department, which may transmit the information to the California Department of Alcoholic Beverage Control. Non-compliance could result in the business's future ineligibility to participate within the Entertainment Zone.
- The San Francisco Office of Economic and Workforce Development will evaluate the Entertainment Zone's compliance with the conditions of this Management Plan every two years. Both the Entertainment Zone Lead and Participating Business must promptly respond

to requests for information during this evaluation process. Failure to meet these conditions may lead to modification or suspension of the Entertainment Zone.

2. Entertainment Zone Lead and Point of Contact

The Entertainment Zone Lead must serve as the designated Point of Contact that should be contacted with inquiries about the operation of the Entertainment Zone. The designated Entertainment Zone Lead and Point of Contact for the Castro Upper Market Entertainment Zone is:

Castro Merchants Association
584 Castro Street #333
info@Castromerchants.com

3. Participating Businesses

Only licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Entertainment Zone. The following establishments are confirmed to participate in Entertainment Zone events as indicated:

Name	Address	Eligible for Castro Night Markets	Eligible for Noe Block Parties	Eligible for Castro Street Fair
Bar 49	2295 Market Street		✓	✓
Beaux	2344 Market Street		✓	✓
Canela Bistro	2272 Market Street		✓	✓
Catch French Bistro	2362 Market Street		✓	✓
Copper	4092 18th Street	✓		✓
Fisch & Flore	2298 Market Street		✓	✓
Hi Tops	2247 Market Street		✓	✓
La Mediterranee	288 Noe Street		✓	✓
Last Call	3988 18th Street	✓		✓
Lobby Bar	4230 18th Street Unit A	✓		✓
Midnight Sun	4067 18th Street	✓		✓
Moby Dick	4049 18th Street	✓		✓
Poesia	4072 18th Street	✓		✓
QBar	456 Castro Street #b	✓		✓
Rikki's	2223 Market Street		✓	✓
Santeria	2251 Market Street		✓	✓
Starbelly	3583 16th Street		✓	✓
Super Duper Burgers	2304 Market Street		✓	✓
Tara Indian Cuisine	2217 Market Street		✓	✓

The Cafe	2369 Market Street		✓	✓
The Detour	2200A Market Street		✓	✓
The Edge	4149 18th Street	✓		✓
The Lookout	3600 16th Street		✓	✓
The Mix	4086 18th Street	✓		✓

Any other businesses wishing to participate must notify the San Francisco Office of Economic and Workforce Development and the California Department of Alcoholic Beverage Control.

4. Location, Hours, and Information

a. Location of Operation

Subject to all other applicable requirements, the Castro Upper Market Entertainment Zone may operate in all of the following areas (inclusive of adjacent ABC-licensed participating premises):

- i. 18th Street between Diamond Street and approximately 100 feet east of Noe Street, terminating at the eastern boundary of Last Call Bar, located at 3988 18th Street
- ii. Castro Street between 17th Street and 19th Street
- iii. Noe Street between Beaver Street and Market Street
- iv. 16th Street between Market Street and Pond Street
- v. Market Street between Castro Street and Sanchez Street

The Entertainment Zone Lead may choose to activate only portions of this approved area in conjunction with individual events. This approved area is smaller than that permitted by S.F. Admin Code Sec. 94B.4.

b. Hours of Operation

Subject to all requirements in this management plan, the Castro Upper Market Entertainment Zone may operate during the following days and times:

- Any third Friday of each month between 5:00 PM and 10:00 PM, in conjunction with the Castro Night Market.
- Any day of the year between 12:00 PM and 10:00 PM, in conjunction with an approved street closure event.

These hours are narrower than those permitted by S.F. Admin Code Sec. 94B.4.

Businesses may only sell open containers for consumption within the Entertainment Zone during these hours. Businesses are prohibited from selling open containers for consumption within the Entertainment Zone outside these hours.

c. Event Notification

In order to host an Entertainment Zone event, at least 14 days prior to the event the Entertainment Zone Lead must:

- Email notification to all of the following OEWD and SFPD addresses: entertainmentzones@sfgov.org; dave.burke@sfgov.org; jim.pandolfi@sfgov.org; liza.johansen@sfgov.org; luis.e.ortiz@sfgov.org; ronald.quock@sfgov.org
 - Email notification must include:
 - event date and hours of operation
 - event name
 - brief description
 - attendance estimate
 - The Entertainment Zone Lead must receive confirmation of receipt from OEWD prior to operating the Entertainment Zone for the event.

d. Website

The Entertainment Zone Lead must provide the following accurate, up-to-date information on a public website or event page:

- Basic information on the operation of the Entertainment Zone, including the location
- Calendar or list of upcoming events
- Contact information for the Entertainment Zone Lead
- Link to the City's dedicated Entertainment Zone web page (www.sf.gov/entertainmentzones) and email address (entertainmentzones@sfgov.org)

5. Health and Safety Measures

a. Age Verification

Patrons of all ages may be admitted into the Entertainment Zone. Alcohol-serving businesses may admit patrons under the age of 21 if allowed by their liquor license.

During the duration of any Entertainment Zone event, every patron purchasing an alcoholic beverage for consumption in the Zone or drinking an alcoholic beverage within the Zone must be wearing a wristband identifying them as 21 years of age or over. All of the businesses within the Zone must use a single style of wristband designated by the Entertainment Zone Lead prior to the operation of any Entertainment Zone event.

If a patron is not wearing a wristband, staff within licensed businesses may check patrons' IDs to confirm their age and provide them wristbands. For larger events, staff or volunteers may also choose to check patrons' IDs and distribute wristbands at the entrances to the Entertainment Zone or other locations within the Zone.

b. Safety and Security

Every business participating within the Entertainment Zone is responsible for the safety and security of their patrons and the surrounding neighborhood. A security plan shall be

submitted to the appropriate San Francisco Police Department (SFPD) District Station prior to any Entertainment Zone event, and the SFPD-approved security plan shall be followed during the entirety of the event.

Where Entertainment Zone events follow a recurring format/site plan (i.e., recurring weekday afternoon happy hours), the Entertainment Zone events may operate pursuant to one security plan governing all of the events of that format. For any unique or larger-scale event, a unique security plan shall be submitted to and approved by SFPD prior to the event.

During Entertainment Zone events, each business participating within the Entertainment Zone shall always have at least one staff member on site who is able to provide a copy of this management plan and the approved security plan and is aware of all relevant conditions within these plans.

Within 24 hours of any violent incident, or any time SFPD responds to a call for service at or within the Entertainment Zone, any business connected to that incident or call for service, or the permit holder of the SFMTA street closure permit for the Entertainment Zone, shall complete and send an incident report to their SFPD District Station Permit Officer.

c. Signage & Education

The Entertainment Zone must incorporate the following strategies for signage and patron education:

- The boundaries of any street closure must be clearly marked by easily visible signage that instructs patrons not to carry alcoholic beverages outside the street closure footprint (e.g., “No Alcoholic Beverages Beyond This Point”). Signs must be illuminated well enough to be sufficiently visible during nighttime hours of the Zone’s operation.
- Where a Participating Business is located outside of the street closure footprint:
 - (1) The business must post signage on its premises stating that to-go drinks purchased at the premises may only be walked into the street closure event (e.g., “To-Go Drinks Available Here! All to-go drinks purchased here must be consumed at the [name and location of street closure event].”); and
 - (2) A staff member providing a wristband or serving a to-go alcohol beverage to any customer must verbally communicate that a to-go beverage may only be consumed within the Entertainment Zone and must be walked toward the street closure event.

6. Cup Requirements

a. Material

A licensed business within the Zone must serve any alcoholic beverage for consumption in the Zone in a compostable or reusable cup.

A business may not serve any alcoholic beverage for consumption in the Zone in any metal

or glass container.

b. Disposal

The Entertainment Zone Lead or Participating Businesses will provide receptacles sufficient for patrons to dispose of their compostable cups or return their reusable cups before exiting the Entertainment Zone.

7. Permits

a. Street Closure Permit

Activation of the Entertainment Zone during a street closure event may only occur in conjunction with an approved street closure permit issued through the Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT). The operation of the Entertainment Zone shall be subject to any conditions imposed upon the street closure permit.

8. Insurance

The holder of the street closure permit shall maintain sufficient insurance as required by ISCOTT during the operation of any Entertainment Zone event.