

CHESTNUT STREET ENTERTAINMENT ZONE MANAGEMENT PLAN

Publication Date: 10/1/2026

Administered by: San Francisco Office of Economic and Workforce Development

1. SAN FRANCISCO ENTERTAINMENT ZONE PROGRAM OVERVIEW

1.1. 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 authorized hours.

1.2. Program Objectives

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

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

2. CHESTNUT STREET ENTERTAINMENT ZONE ORDINANCE

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

2.1. Permissible Area: All public streets, public rights-of-way, and sidewalks abutting both sides of Chestnut Street from Divisadero Street to Fillmore Street, Steiner Street from Chestnut Street to Lombard Street, Pierce Street from Chestnut Street to Lombard Street, and Scott Street from Chestnut Street to Lombard Street, and all premises specified in Section 94B.2(c) that are adjacent thereto.

2.2. 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 11:00 a.m. 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.

2.3. Street Closure Requirements: If an Entertainment Zone Event within the Chestnut Street 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, Article 6 or Transportation Code Division II, Section 206, or other applicable authority of the SFMTA.

3. CHESTNUT STREET ENTERTAINMENT ZONE VISION

The Entertainment Zone Lead seeks to activate the Steiner Street corridor by creating a vibrant, welcoming destination that supports local merchants and draws more visitors to the area. With foot traffic along Steiner Street declining in recent years, this initiative aims to bring renewed energy to the corridor through community events, entertainment, and the unique open-container privileges of the Entertainment Zone.

4. CHESTNUT STREET ENTERTAINMENT ZONE OPERATING REQUIREMENTS

4.1. Compliance, Modification, and Evaluation: The operating requirements established in this section shall be considered mandatory and binding conditions for the operation of the 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.

- **Non-Compliance Protocol:** 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.
- **Annual Reporting and Evaluation:** OEWD will evaluate compliance annually. The Entertainment Zone Lead must complete the San Francisco Entertainment Zone Annual Compliance & Impact Report when prompted, and the Entertainment Zone Lead and Participating Businesses must promptly respond to any other information requests. Failure to respond may result in suspension of the Entertainment Zone.

4.2. Entertainment Zone Lead and Point of Contact: The Entertainment Zone Lead must coordinate the Participating Businesses and other key stakeholders to manage the Entertainment Zone in alignment with the Management Plan. They must also serve as the Point of Contact for all inquiries about the operation of the Entertainment Zone.

- Lead Organization Name: Indigo
- Street Address: 3321 Steiner st, San Francisco CA 94123
- Email Address: kash@indigoinsf.com
- Phone Number: 408-386-8120

- 4.3. **Participating Businesses:** Only licensed restaurants, bars, breweries, and wineries may sell open containers for consumption within the Zone. The Entertainment Zone Lead has confirmed that the following businesses are eligible to participate.

Name	Address
Indigo	3321 Steiner St, San Francisco, CA 94123
Ace Wasabi	3339 Steiner St, San Francisco, CA 94123
Izzy's Steaks & Chops	3345 Steiner St, San Francisco, CA 94123
Popi's Oysterette	2095 Chestnut St, San Francisco, CA 94123
Milos Meze	3348 Steiner St, San Francisco, CA 94123

Any new business wishing to join must notify the Entertainment Zone Lead and the California Department of Alcoholic Beverage Control prior to participation.

The Lead must maintain an up-to-date list of participating businesses and their contact information and notify OEWD at entertainmentzones@sfgov.org regarding any changes to the list of participating businesses displayed above.

- 4.4. **Event Types, Locations, and Hours:** The Entertainment Zone is permitted to operate during the following event types:

- **Standard Recurring Zone** – allows consuming to-go drinks outdoors on sidewalks and public rights-of-way on a regular schedule, with no street closure required.
 - **Location:** Steiner Street from Chestnut Street to Lombard Street
 - **Days & Hours:** Seven days a week, 11am to 11:59pm
- **Non-Street Closure Events** - allows consuming to-go drinks outdoors on sidewalks and public rights-of-way for specific special events, with no street closures required.
 - **Location:** Steiner Street from Chestnut Street to Lombard Street
 - **Days & Hours:** Seven days a week, 11am to 11:59pm
- **Street Closure Events** - allows consuming to-go drinks outdoors on streets, sidewalks and public rights-of-way for specific special events, with a street closure required.
 - **Location:** Steiner Street from Chestnut Street to Lombard Street
 - **Days & Hours:** Seven days a week, 11am to 11:59pm

4.5. **Signage:** When the Entertainment Zone is operation, all participating businesses must display signs on their premises with a map of Entertainment Zone boundaries stating that to-go drinks purchased on-site must stay within the Zone. Staff providing wristbands or to-go drinks must also verbally remind patrons of boundary rules.

- **Additional Requirements for Street Closure Events:** Boundaries of the event must be clearly marked with signage that instructs patrons not to carry alcoholic beverages outside the event (e.g., “No Alcoholic Beverages Beyond This Point”). Signs must be sufficiently visible during nighttime hours of the zone’s operation. Where a Participating Business is located outside of the event footprint, staff members providing a wristband or serving a to-go alcohol beverage must verbally communicate that drinks must be taken into the event.

4.6. **Event Notification:** At least 30 days prior to any Street Closure Event or Non-Street Closure Event, the Entertainment Zone Lead must:

- Email notification to all of the following OEWD and SFPD addresses:
entertainmentzones@sfgov.org; alexander.cephus@sfgov.org;
patrick.mccormick@sfgov.org; ryan.walsh@sfgov.org
- Email notification must include:
 - event date and hours of operation
 - event name
 - brief description
 - attendance estimate
- **Short Notice Events:** If special circumstances prevent a 30-day notice, the Entertainment Zone Lead must contact their designated OEWD and SFPD contacts as soon as possible. Short notice requests will be reviewed on a case-by-case basis.
- **Confirmation:** The Entertainment Zone Lead must receive confirmation of receipt from OEWD prior to operating the Entertainment Zone for the event.
- **Standard Reccurring Zone:** No event notification required.

4.7. **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)

4.8. Health, Safety, and Security Measures

- **Age Verification & Wristbands:**
 - 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.
- **Safety and Security:**
 - Participating businesses are responsible for the safety and security of their patrons and the surrounding neighborhood.
 - A security plan must be submitted to and approved by the appropriate SFPD District Station prior to any event, and it must be followed for the duration of the event.
 - Recurring events (such as weekday afternoon happy hours) may operate under a single, ongoing security plan covering that specific format.
 - Unique or larger-scale events require a distinct security plan submitted to and approved by the SFPD beforehand.
 - During events, each participating business must always have at least one on-site staff member who can provide copies of this management plan and the approved security plan, and who understands all of their conditions
- **Incident Reporting:** Within 24 hours of any violent incident or police call for service within the zone, the connected business or permit holder must submit an incident report to the SFPD District Station Permit Officer.

4.9. Cup Requirements

- **Material:** All to-go alcohol must be served in compostable or reusable cups. Glass and metal containers are strictly prohibited.
- **Disposal:** Receptacles for composting or returning cups must be strategically placed near zone exits.

4.10. Permits:

Any Entertainment Zone event operating in conjunction with any activity that would require a street closure permit through the Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) or a temporary occupancy permit from San Francisco Public Works must receive an approved permit from the relevant authority. The operation of the Entertainment Zone shall be subject to any conditions imposed upon the approved street closure or temporary occupancy permit.

4.11. Insurance

The holder of any street closure permit or temporary occupancy permit shall maintain sufficient insurance as required by ISCOTT or San Francisco Public Works during the operation of any Entertainment Zone event involving any such permit.