

Cole Valley Entertainment Zone Management Plan

Updated September 2025

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: COLE VALLEY 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 Cole Valley Entertainment Zone.

- a. **Permissible Area** - All public streets, public rights-of-way, and sidewalks in front of storefronts abutting both sides of Cole Street, between Frederick Street and Parnassus Avenue, and abutting both sides of Carl Street, between Shrader Street and Clayton Street, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Cole Valley Entertainment Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.
- b. **Permissible Hours** - Outdoor consumption of alcoholic beverages within this Entertainment Zone is authorized during any 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 Requirement** - An Entertainment Zone event within the Cole Valley Entertainment Zone must take place in conjunction with 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 SFMTA.

SECTION III: COLE VALLEY ENTERTAINMENT ZONE VISION

1. Overview

The Cole Valley Entertainment Zone Operators aim to enhance the experience of attending events in the Cole Valley commercial corridor by giving attendees over 21 years of age the option to purchase alcoholic beverages from local bars and restaurants and walk freely through the Entertainment Zone.

2. Operators

The Cole Valley Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, Finnegans Wake 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

As participating businesses, Zazie, Finnegans Wake, Blue Barn, Cole Valley Tavern, Woods, and Bambinos, may serve open containers for consumption within the Entertainment Zone.

c. Community Partners

As Community Partners, the Cole Valley Merchants Association and the Cole Valley Improvement Association provide input and support on the operation of the Entertainment Zone.

3. Activation and Programming

a. Events

The Cole Valley Entertainment Zone Operators plan to activate the Entertainment Zone during night market programs and daytime street fairs.

b. Arts, Culture, and Entertainment

The Cole Valley Entertainment Zone Operators will offer themed events such as holiday markets, cultural celebrations, cinema nights, and more. Programming may include music, performances, games, and a variety of food offerings.

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

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

- **Social Media Promotion** – share information about Entertainment Zone events on social media.
- **Signage** – post signs in the neighborhood to ensure the public knows about Entertainment Zone events and the participating businesses.

b. Collaboration for Broader Economic Stimulus

As Community Partners, the Cole Valley Merchants Association and the Cole Valley Improvement Association will participate in Entertainment Zone event planning. Cole Valley merchants may choose to offer promotions during Entertainment Zone events.

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 Cole Valley 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 Cole Valley Entertainment Zone is:

Finnegans Wake
937 Cole Street
(415) 731-6119
finneganswakesf@gmail.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 the Entertainment Zone:

Blue Barn
901 Cole Street

Cole Valley Tavern
900 Cole Street

Crepes on Cole
100 Carl Street

Finnegans Wake
937 Cole Street

InoVino
108-B Carl Street

Woods
848 Cole Street

Zazie
941 Cole 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 Cole Valley Entertainment Zone may operate in all of the following areas (inclusive of adjacent ABC-licensed participating premises):

- on Cole Street between Carl Street and Parnassus Avenue
- on the eastern sidewalk of Cole Street for 120 feet north of Carl Street (terminating at the northern boundary of Woods Cole Valley at 848 Cole Street)
- on the northern sidewalk of Carl Street for 100 feet west of Cole Street (terminating at the western boundary of InoVino at 108-B Carl Street)
- on the northern sidewalk of Carl Street for 100 feet east of Cole Street (terminating at the eastern boundary of Beit Rima at 86 Carl Street)

A diagram of the approved area is included as an appendix to this management plan. This approved area is smaller than that permitted by S.F. Admin Code Sec. 94B.4.

b. Hours of Operation

The Cole Valley Entertainment Zone may operate **any day between 12:00 PM and 9:00 PM**, hours narrower than those permitted by S.F. Admin Code Sec. 94B.4 subject to all

requirements in this management plan, including a street closure permit from SFMTA.

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; 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 agreed upon 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

The boundaries of the Entertainment Zone must be clearly marked by easily visible signage posted at every intersection around the perimeter of the zone. This signage must instruct patrons not to carry alcoholic beverages outside the Entertainment Zone (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.

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

An Entertainment Zone event may only be held 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.

APPENDIX: ENTERTAINMENT ZONE BOUNDARIES

As articulated above in Section IV.4, the below diagram shows the approved outdoor areas where the Cole Valley Entertainment Zone may operate (inclusive of adjacent ABC-licensed participating premises).

