

# Ellis Street Entertainment Zone Management Plan

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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](http://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: ELLIS STREET 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 Ellis Street Entertainment Zone.

- a. **Permissible Area** – All public streets, public rights-of-way, and sidewalks abutting both sides of Ellis Street, between Stockton Street and Powell Street, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Ellis Street 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 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 Required** - An Entertainment Zone Event within the Ellis Street Entertainment Zone must 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 SFMTA.

## SECTION III: ELLIS STREET ENTERTAINMENT ZONE VISION

### 1. Overview

The Ellis Street Entertainment Zone Operators seek to revitalize downtown San Francisco through dynamic events like Third Thursdays on Ellis, a new free block party series.

### 2. Operators

The Ellis Street Entertainment Zone is operated in partnership by the following groups:

#### a. Entertainment Zone Lead

As Entertainment Zone Lead, John's Grill coordinates the Participating Businesses 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 Ellis Street Entertainment Zone Operators plan to activate the Entertainment Zone during Third Thursdays on Ellis, a dynamic new event series dedicated to revitalizing downtown San Francisco. This free public event that celebrates the spirit of San Francisco while supporting economic revitalization in one of the city's most iconic neighborhoods.

#### b. Arts, Culture, Entertainment, and Design

The Ellis Street Entertainment Zone Operators will utilize this event series to transform the zero block of Ellis Street, between Stockton and Powell, into a lively pedestrian-only zone filled with live music, local art, food vendors, and community programming.

### 4. Economic Development and Community Benefit

#### a. Maximizing Economic Benefit for Participating Businesses

The Ellis Street Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars selling open containers through this new event series. The event series aims to support participating businesses by attracting over 1,000 attendees.

#### 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 organizations like the Union Square Alliance to promote the Union Square area as an exciting and vibrant place for residents and visitors.

## 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 Ellis Street 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 Ellis Street Entertainment Zone is:

John's Grill  
63 Ellis Street, San Francisco, CA 94102  
johnkonstin@johnsgrill.com  
(415) 986-0069

### 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:

Name	Address
John's Grill	63 Ellis Street
Tad's Steak House	38 Ellis 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 Ellis Street Entertainment Zone may operate in all of the following areas (inclusive of adjacent ABC-licensed participating premises):

All public streets, public rights-of-way, and sidewalks abutting both sides of Ellis Street, between Stockton Street and Powell Street.

##### **b. Hours of Operation**

The Ellis Street Entertainment Zone may operate on the third Thursday of each month, between 5pm and 10pm, during any event with an approved street closure, hours narrower than those permitted by S.F. Admin Code Sec. 94B.4 subject to all requirements in this management plan.

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; aaron.a.foltz@sfgov.org; gregory.d.burchard@sfgov.org; loren.chiu@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](http://www.sf.gov/entertainmentzones)) and email address ([entertainmentzones@sfgov.org](mailto: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 the zone must be clearly marked by easily visible signage that instructs patrons not to carry alcoholic beverages outside the zone 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.

## **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 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.