

Fisherman’s Wharf Entertainment Zone Management Plan

May 27, 2026

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: FISHERMAN’S WHARF 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 Fisherman’s Wharf Entertainment Zone.

- a. **Permissible Area** – All public streets, public rights-of-way, and sidewalks in front of storefronts abutting both sides of Powell Street from The Embarcadero to Beach Street; The Embarcadero from Powell to Taylor Streets; Taylor Street from The Embarcadero to Jefferson Street; Jefferson Street from Taylor to Hyde Streets; Beach Street from Hyde to Polk Streets; Polk Street from Beach to North Point Streets; North Point Street from Polk to Larkin Streets; Larkin Street from North Point to Beach Streets; Beach Street from Larkin to Powell Streets; and Al Scoma Way;
- 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 12:00 p.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.
- c. **Street Closure Permit Only Required During Street Closures** If an Entertainment Zone Event within the Fisherman's Wharf 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 SFMTA.

SECTION III: ENTERTAINMENT ZONE NAME ENTERTAINMENT ZONE VISION

1. Overview

The Fisherman’s Wharf Entertainment Zone Operators seek to program events, live performances, and cultural activations that encourage people to stay longer, explore further, and return to Fisherman’s Wharf again and again. Targeted public-realm programming designed to serve both tourists and locals can strengthen the Wharf’s function as an active gathering place, increasing foot traffic, and boosting revenues for local businesses with to-go alcoholic beverages. This approach will shift local perception of Fisherman’s Wharf from a visitor destination to a premier cultural and entertainment district.

2. Operators

The Fisherman’s Wharf Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, Fisherman’s Wharf Community Benefit District (FWCBD) 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 Fisherman’s Wharf Entertainment Zone Operators plan to activate the Entertainment Zone with two types of events:

- Sidewalk-Only, Recurring Open-Container Area: Allowing patrons to take drinks to-go and consume them on sidewalks and crosswalks within the Entertainment Zone, any day of the week from 11:00a.m. to 11:59p.m. This type of recurring Entertainment Zone activation does not require a street closure.
- Street Closure Events: Allowing patrons to take drinks to-go and consume them on sidewalks and crosswalks, and on public streets, within the Entertainment Zone. Regular street closure permitting requirements apply.

b. Arts, Culture, Entertainment, and Design

The Fisherman’s Wharf Entertainment Zone Operators will prioritize inclusive artistic and cultural programming that reflects the diversity of San Francisco by partnering with local nonprofits, cultural institutions, and community organizations. Programming will center local artists, small businesses, and grassroots groups with strong ties to Fisherman’s Wharf and the Bay Area.

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Fisherman’s Wharf Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars selling open containers by intentionally driving foot traffic and creating third spaces that extend visitor time:

- **Social Media Promotion:** Sharing information about the Fisherman’s Wharf Entertainment Zone events on social media
- **Signage:** Posting signs in the neighborhood to ensure the public knows about Entertainment Zone events and participating businesses
- **Stage Announcements:** Making announcements from event stages highlighting nearby retail and food-and-beverage offerings, encouraging attendees to explore and support local businesses

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...

- **Business Partnerships:** Partnering with existing businesses near the Entertainment Zone to bring retail and food-and-beverage offerings into the public realm
- **Co-Created Promotions:** Developing individualized promotions with participating businesses to encourage increased spending on food and beverage offerings
- **Marketing & Communications:** Promoting Entertainment Zone activities through press releases, stage announcements, and social media highlights and collaborations
- **Complementary Programming:** Prioritizing non-competing, non-Fisherman’s Wharf businesses in events and activations to complement and support existing neighborhood businesses

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 Fisherman’s Wharf 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 ENTERTAINMENT ZONE NAME Entertainment Zone is:

Kaitlin Thresher
 Deputy Director, Fisherman’s Wharf Community Benefit District
 505 Beach Street, Suite 110, San Francisco, CA 94133
Kaitlin@fwcbd.com
 520-603-215

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
Applebees	2770 Taylor St
Boudin	160 Jefferson St
Sabella & La Torre	2809 Taylor St
Guardino’s	2801 Taylor St
SkyStar Wheel	2860 Taylor St
Franciscan Crab Restaurant	Pier 43 1/2, The Embarcadero
Cioppino’s	400 Jefferson St
Capurro’s	498 Jefferson St
Chowder Hut	2890 Taylor St
Scoma’s	1965 Al Scoma Way
Buena Vista	2765 Hyde St
Blue Mermaid/the Argonaut	495 Jefferson St
McCormick & Kuletos	900 North Point St
SF Brewing Co	3150 Polk St
Barrio	900 North Point St Unit J 101
Surisan	505 Beach St
Winery Collective	485 Jefferson Street
Flying Ninja	461 Jefferson Street
Tamago Sushi Conveyor Belt	2700 Taylor Street

Nick’s Lighthouse	2801 Leavenworth Street
Palette Tea House	900 North Point St
VOMfass	900 North Point St E205
Square Pie Guys	845 Beach St
Socialite	79 Jefferson St
Board & Drink	1329 Columbus Ave
Abaca	2700 Jones St
Taco Bell Cantina	333 Jefferson St
Chasca Rio (Opening Fall 2026)	340 Jefferson Street
Everett & Jones (Opening Fall 2026)	300 Jefferson St

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 Fisherman’s Wharf 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 in front of storefronts abutting both sides of Powell Street from The Embarcadero to Beach Street; The Embarcadero from Powell to Taylor Streets; Taylor Street from The Embarcadero to Jefferson Street; Jefferson Street from Taylor to Hyde Streets; Beach Street from Hyde to Polk Streets; Polk Street from Beach to North Point Streets; North Point Street from Polk to Larkin Streets; Larkin Street from North Point to Beach Streets; Beach Street from Larkin to Powell Streets; and Al Scoma Way;

b. Hours of Operation

The Fisherman’s Wharf Entertainment Zone may operate any day of the week between 12:00 p.m. and 11:59 p.m., 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 30 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;
 - 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.

For the Sidewalk-Only, Recurring Open-Container Area Entertainment Zone activation, the Lead must only submit one event notification for the recurring activation. For all other activations, the event notification process described above must be completed each time.

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 the Entertainment Zone must be clearly marked by easily visible signage. Signage may be placed on street poles and in participating business windows that instructs patrons not to carry alcoholic beverages outside the perimeter of the 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.
- Signage shall include the Entertainment Zone name, activation days and hours, geographic boundaries, and a website link or QR code for additional information, and must clearly state that to-go alcoholic beverages are permitted only from participating businesses within the designated area. Street signage should follow regulations outlined in Article 5.6 of the Public Works Code

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. Applicable 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.

8. 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.