

# **Maiden Lane 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: MAIDEN LANE ENTERTAINMENT ZONE ORDINANCE

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

San Francisco Admin. Code Secs. 94B.4 and 94D.3 specify the location, hours, and permit requirements for the Maiden Lane Entertainment Zone.

- a. **Permissible Area** - All public streets, public rights-of-way, and sidewalks in front of storefronts abutting both sides of Maiden Lane between Stockton Street and Kearny Street, and all establishments holding permits or licenses from ABC that are located on either side of Maiden Lane between Stockton Street and Kearny Street are hereby designated as the Maiden Lane Entertainment Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.
- b. **Permissible Hours** - Outdoor consumption of alcoholic beverages within the Maiden Lane Entertainment Zone is authorized during any Maiden Lane Entertainment Zone event on any day of the year between the hours of noon and 11:59pm, inclusive, subject to any additional limitations imposed by any ABC permit or license and by the Management Plan for the Maiden Lane Entertainment Zone.
- c. **Street Closure Permit Requirement** - An Entertainment Zone Event within the Maiden Lane 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: MAIDEN LANE ENTERTAINMENT ZONE VISION

### 1. Overview

The Maiden Lane Entertainment Zone Operators aim to create a fun, family-friendly destination that blends leisure and luxury, offering background music and a selection of fine beverages in a sophisticated and activated environment. By providing a welcoming space for diverse interests, enhancing Maiden Lane's upscale appeal, and supporting local culture and artists through curated events, the Maiden Lane Entertainment Zone Operators will foster community and economic development in the Maiden Lane neighborhood. Events may include recurring happy hours and special activations that draw people to Maiden Lane and support local businesses.

### 2. Operators

The Maiden Lane Entertainment Zone is operated in partnership by the following groups:

#### a. Entertainment Zone Lead

As the Maiden Lane Entertainment Zone Lead, the [Union Square Alliance](#) coordinates the Participating Businesses to manage the Maiden Lane 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, Iron Horse Cocktails and Hawthorn may serve open containers for consumption within the Entertainment Zone.

### 3. Activation and Programming

#### a. Events

The Maiden Lane Entertainment Zone Operators plan to offer various types of events including but not limited to:

- **Reoccurring happy hours** after work hours with a variety of music offerings.
- **Weekly daytime activations** with live music and additional seating.
- **Specialty one-time community events such as** fashion shows or dancing lessons.

#### b. Design

The Maiden Lane Entertainment Zone Operators aim to leverage Maiden Lane's existing design elements such as lighting, bistro tables and chairs, and historic gates as well as new enhancements. For certain events, the Maiden Lane Entertainment Zone may add additional seating and decorative elements, in line with applicable City requirements.

#### c. Arts, Culture, and Entertainment

The Maiden Lane Entertainment Zone Operators will curate artistic and cultural programming that reflects the diversity of the Union Square neighborhood and San Francisco to create a welcoming and inclusive experience. Live music, such as jazz and blues performances, will contribute to Maiden Lane's sophisticated atmosphere.

#### 4. Economic Development and Community Benefit

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

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

- **Media collaborations:** the Maiden Lane Entertainment Zone Lead will leverage its social media and PR channels, in collaboration with participating businesses, to boost visibility of the Maiden Lane Entertainment Zone and draw patrons to participating businesses.
- **Creative placemaking:** Through design and programming choices, the Maiden Lane Entertainment Zone Operators aim to create an atmosphere that encourages patrons to visit, linger, and return, ultimately increasing sales for participating businesses.

##### b. Collaboration for Broader Economic Stimulus

The Maiden Lane Entertainment Zone Lead is committed to collaborating with diverse local businesses to stimulate economic growth throughout the neighborhood. It is within the Union Square Alliance's organizational mission to serve its members by creating a high-quality neighborhood experience, activating public spaces, supporting existing businesses, attracting new investments, and convening, partnering, and advocating for the district's future success. The Maiden Lane Entertainment Zone Lead will leverage its entertainment zone designation to further this mission.

## SECTION IV: MAIDEN LANE 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 Maiden Lane 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 the 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 Maiden Lane Entertainment Zone Lead must serve as the designated Point of Contact that should be contacted with inquiries about the operation of the Maiden Lane Entertainment Zone. The designated Maiden Lane Entertainment Zone Lead and Point of Contact is:

Union Square Alliance

Address: 291 Geary Street, suite 200, San Francisco, CA 94102

Email: [info@unionsquarealliance.com](mailto:info@unionsquarealliance.com)

Phone: 415.781.7880

## **3. Participating Businesses**

Only licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Maiden Lane Entertainment Zone. At present, the following establishment is confirmed to participate in the Maiden Lane Entertainment Zone:

Iron Horse Cocktails

25 Maiden Ln

Hawthorn

46 Geary St

Hawthorn patrons must only enter the Maiden Lane Entertainment Zone through Hawthorn's Maiden Lane entrance.

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 Maiden Lane Entertainment Zone may operate on Maiden Lane between Stockton Street and Kearny Street.

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

Under this management plan, the Maiden Lane Entertainment Zone may operate **any Thursday, Friday, Saturday, or Sunday year-round between 12:00 PM and 10:00 PM.**

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.

Changes to these operating hours, within the limits authorized by local ordinance, may be permitted from time to time, provided approval is obtained from OEWD.

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](mailto:entertainmentzones@sfgov.org); [aaron.a.foltz@sfgov.org](mailto:aaron.a.foltz@sfgov.org);  
[gregory.d.burchard@sfgov.org](mailto:gregory.d.burchard@sfgov.org); [loren.chiu@sfgov.org](mailto: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:

- Location and basic information on the operation of the Entertainment Zone
- 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 or stamp identifying them as 21 years of age or over. All of the businesses within the Zone must use a single style of wristband or stamp agreed upon prior to the operation of any Entertainment Zone event.

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

b. Safety and Security

Every business participating in the Entertainment Zone is responsible for the safety and security of its 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, 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 Maiden Lane Entertainment Zone event may only be held in conjunction with an approved permit for the use of a public street issued by the San Francisco Municipal Transportation Agency. The operation of the Entertainment Zone shall be subject to any conditions imposed by the approved permit for the use of the public street.

## **8. Insurance**

The Entertainment Zone Operators shall maintain sufficient insurance as required by the permit for the use of the public street issued by the San Francisco Municipal Transportation Agency.