

PIER 39 Entertainment Zone Management Plan

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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: PIER 39 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 PIER 39 Entertainment Zone.

- a. **Permissible Area** – The area on and around Pier 39, including the northern waterfront of The Embarcadero, between the Embarcadero on the south, Kearny Street on the east, Powell Street on the west, and the San Francisco shoreline on the north, including all sidewalks and public rights-of-way but excluding public streets, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Pier 39 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 Only Required During Street Closures** – An Entertainment Zone Event within the Pier 39 Entertainment Zone shall not involve the closure of a public street, and therefore notwithstanding subsection (c), 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: PIER 39 ENTERTAINMENT ZONE VISION

1. Overview

The PIER 39 Entertainment Zone Operators seek to create a dynamic entertainment destination at PIER 39, catering to locals and visitors alike. Objectives include implementing signature special events, driving foot traffic to PIER 39, supporting PIER 39 businesses, and creating culturally vibrant, family-friendly waterfront experiences.

2. Operators

The PIER 39 Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, PIER 39 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 PIER 39 Entertainment Zone Operators plan to activate the Entertainment Zone during themed special events, such as holiday celebrations and sporting event watch parties, and potentially during a series of regularly occurring activations.

b. Arts, Culture, Entertainment, and Design

The PIER 39 Entertainment Zone Operators may provide enhanced programming, including music, roving street performers, décor, and areas to gather and relax.

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The PIER 39 Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars and restaurants selling open containers, including:

- **Placemaking** to draw customers by creating a clean, safe, and sociable atmosphere with engaging events.
- **Strategic coordination** of activations to occur alongside larger neighborhood and city-wide events such as parades, festivals, and street parties.
- **Media promotion**

b. Collaboration for Broader Economic Stimulus

The Entertainment Zone Lead is committed to collaborating with diverse businesses. They will seek opportunities to coordinate events and promotions with larger neighborhood and city-wide activations to maximize visibility and foot traffic for all businesses, potentially including joint promotions and encouraging extended hours.

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 PIER 39 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 PIER 39 Entertainment Zone is:

PIER 39
info@pier39.com
415-705-5500

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
Amici's East Coast Pizzeria	Pier 39, Building M, Level 2, San Francisco, CA 94133

Boudin Bakery Café	Pier 39, Building Q, Level 1, San Francisco, CA 94133
Bubba Gump Shrimp Company	Pier 39, Building M, Level 2, San Francisco, CA 94133
Chowders	Pier 39, Building A, Level 1, San Francisco, CA 94133
Crab House	Pier 39, Building C, Level 2, San Francisco, CA 94133
Eagle Café	Pier 39, Building A, Level 2, San Francisco, CA 94133
FiRE + iCE — Interactive Bar & Grill	Pier 39, Building M, Level 2, San Francisco, CA 94133
Fog Harbor Fish House	Pier 39, Building A, Level 2, San Francisco, CA 94133
Hard Rock Cafe San Francisco	Pier 39, Building Q, Level 1, San Francisco, CA 94133
Humble Sea Brewing Co.	Pier 39, Building N, Level 1, San Francisco, CA 94133
Luau Lounge Tiki Bar	Pier 39, Buildings L & M, Level 1, San Francisco, CA
Pier Market Seafood Restaurant	Pier 39, Building F, Level 1, San Francisco, CA 94133
Players Sports Grill & Arcade	Pier 39, Buildings L & M, Level 1, San Francisco, CA 94133
Swiss Louis Italian & Seafood Restaurant	Pier 39, Building G, Level 2, San Francisco, CA 94133
Taco Cantina	Pier 39, Building P, Level 2, San Francisco, CA 94133
The Hook	Pier 39, Building B, Level 1 San Francisco, CA 94133
Wipeout Bar & Grill	Pier 39, Building A, Level 1, San Francisco, CA 94133

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 PIER 39 Entertainment Zone may operate within the area outlined in the green border in the map below (inclusive of adjacent ABC-licensed participating premises):



This approved area is smaller than that permitted by S.F. Admin Code Sec. 94B.4.

Hours of Operation

The PIER 39 Entertainment Zone may operate any Friday, Saturday or Sunday, year-round, between 12:00 PM and 10:00 PM, provided any required approvals are obtained.

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.

b. 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; kyle.thomas@sfport.com;

michael.martin@sfport.com; scott.landsittel@sfport.com;
don.kavanagh@sfport.com; david.beaupre@sfport.com; 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) 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 San Francisco Police Department and the Port of San Francisco 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 SFPD and the Port 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 incident involving physical contact between patrons, or between event security and patrons, or any time Port security or SFPD responds to a call for service at or within the Entertainment Zone, any business connected to that incident or call for service shall complete and send an incident report to the Port and to the 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.