

Union Street Entertainment Zone Management Plan

Published March 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: UNION 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 Union Street Entertainment Zone.

- a. **Permissible Area** – All public streets, public rights-of-way, and sidewalks abutting both sides of Union Street, between Gough Street and Steiner Street, and abutting both sides of Fillmore Street, between Union Street and Greenwich Street. and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Union Street Entertainment Zone.
- 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** – If an Entertainment Zone Event within the Union Street 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: UNION STREET ENTERTAINMENT ZONE VISION

1. Overview

The Union Street Entertainment Zone Operators aim to support the businesses along the Union Street merchant corridor by enabling licensed businesses to sell to-go alcoholic beverages, encouraging more street activations, enriching the experiences of event attendees over 21 years of age, and bringing more patrons to all merchants along the Union Street corridor.

2. Operators

The Union Street Entertainment Zone is operated in partnership with the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, the Union Street Merchant Association 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 Union Street Entertainment Zone Operators plan to activate the Entertainment Zone during street events that may or may not include the closure of the street, such as business celebrations, themed events, and more.

b. Arts, Culture, Entertainment, and Design

The Union Street Entertainment Zone Operators will offer themed events such as holiday and cultural celebrations that include games, food offerings, and other social activities.

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Union Street 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

The Entertainment Zone Lead is the Union Street Merchant Association, which serves as the representative for all the businesses on the corridor. The Union Street Merchant Association may choose to encourage all businesses on Union Street to offer themed

promotions to their stores, helping foster collaboration and community buy-in on events so that every merchant – retail and food-service – can profit.

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 Union 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 Union Street Entertainment Zone is:

Union Street Merchant Association
P.O. BOX 470393 - 2055 Lombard St., San Francisco, CA, 94147
contact@unionstreetsf.com
(628) 224-1579

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
Roaming Goat	1830 Union Street, San Francisco, CA 94123
Wild Seed	2000 Union Street, San Francisco, CA 94123

Perry's on Union	1944 Union Street, San Francisco, CA 94123
Blue Light	1979 Union Street, San Francisco, CA 94123
Palm House	2032 Union Street, San Francisco, CA 94123
Comet Club	3111 Fillmore Street, San Francisco, CA 94123
Casaro Osteria	2136 Union Street, San Francisco, CA 94123
The Brixton	2140 Union Street, San Francisco, CA 94123
Céleste	2165 Union Street, San Francisco, CA 94123
Wildseed	2000 Union Street, San Francisco, CA 94123
Flores SF	2030 Union Street, San Francisco, CA 94123
Bus Stop	1901 Union Street, San Francisco, CA 94123
Camino Alto	1715 Union Street, San Francisco, CA 94123
Bottles & Bites	1799 Union Street, San Francisco, CA 94123
Dumpling Union	1809 Union Street, San Francisco, CA 94123
The Italian Homemade Company	1919 Union Street, San Francisco, CA 94123
Rose's Café	2298 Union Street, San Francisco, CA 94123
Union Street Ale House	1980 Union Street, San Francisco, CA 94123

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 Union 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 Union Street, between Gough Street and Steiner Street, and abutting both sides of Fillmore Street, between Union Street and Greenwich Street. and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Union Street Entertainment Zone.

b. Hours of Operation

The Union Street Entertainment Zone may operate during any approved event occurring between noon and 10pm, seven days a week, 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.

This Management Plan does not authorize operation of the Entertainment Zone during the days and hours of the Union Street Festival.

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 the Office of the District 2 member of the San Francisco Board of Supervisors and all of the following OEWD and SFPD addresses: entertainmentzones@sfgov.org; patrick.mccormick@sfgov.org; jung.h.park@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 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:

- Sidewalk-Only Events:
 - Every Participating Business must post signage on its premises identifying the boundaries of the entertainment zone and stating that to-go drinks purchased at the premises may only be walked within the boundaries of the zone (e.g., “To-Go Drinks Available Here! All to-go drinks purchased here must be consumed within the entertainment zone.”); and
 - At every Participating Business, a staff member providing a wristband or serving a to-go alcohol beverage to any customer must verbally communicate that a to-go beverage may only be consumed within the Entertainment Zone.
- Street Closure Events:
 - The boundaries of the event must be clearly marked by easily visible signage that instructs patrons not to carry alcoholic beverages outside the event 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.

- o Where a Participating Business is located outside of the event footprint:

(1) The business must post signage on its premises stating that to-go drinks purchased at the premises may only be walked into the Event (e.g., “To-Go Drinks Available Here! All to-go drinks purchased here must be consumed at today’s event.”); and

(2) A staff member providing a wristband or serving a to-go alcohol beverage to any customer must verbally communicate that a to-go beverage may only be consumed within the Entertainment Zone and must be walked toward the event.

d. Cleanliness

The Entertainment Zone Operators are responsible for maintaining the cleanliness of the Zone during and immediately following Entertainment Zone events. The Entertainment Zone Operators must develop a plan to address the cleanliness of the street prior to the event date. The Entertainment Zone Lead must approve this plan prior to the Entertainment Zone event.

Anyone who has a concern with the cleanliness of an Entertainment Zone event may contact the Entertainment Zone Lead directly or file a complaint by emailing entertainmentzones@sfgov.org. The San Francisco Office of Economic and Workforce Development may amend the Entertainment Zone Management Plan to impose additional conditions related to cleanliness at any time.

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.