

Upper Fillmore 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: UPPER FILLMORE 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 Upper Fillmore Entertainment Zone.

- a. **Permissible Area** – All public streets, public rights-of way, and sidewalks abutting both sides of Fillmore Street from Jackson to Sutter Streets, California Street from Fillmore Street to Steiner Street, and Pine Street from Fillmore Street to Steiner Street, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Upper Fillmore 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** – Notwithstanding subsection (c), if an Entertainment Zone Event within the Upper Fillmore 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 11, Section 206, or other applicable authority of the SFMTA.

SECTION III: UPPER FILLMORE ENTERTAINMENT ZONE VISION

1. Overview

The Upper Fillmore Entertainment Zone Operators seek to celebrate and preserve the cultural heritage of the Fillmore District while supporting local businesses through innovative public programming and community activation. Known historically as the Harlem of the West, the Fillmore has long served as one of San Francisco's most significant centers of music, arts, culture, entrepreneurship, and community gathering.

2. Operators

The Upper Fillmore Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, **Fillmore Merchants 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 Upper Fillmore Entertainment Zone Operators plan to activate the Entertainment Zone during

- **Sidewalk-Only, Special Events** – Allows patrons to purchase alcoholic beverages to-go from participating businesses and consume them within the designated Entertainment Zone boundaries during special events on specific dates or one-time events. This type of activation occurs on sidewalks and public rights-of-way and does not require street closures or additional programming.
- **Street Closure Events** – Allows patrons to purchase alcoholic beverages to-go from participating businesses and consume them within the designated Entertainment Zone boundaries during larger neighborhood events that include temporary street closures and may involve expanded programming, vendors, or performances.

b. Arts, Culture, Entertainment, and Design

The Upper Fillmore Entertainment Zone Operators will emphasize the corridor's historic legacy while creating opportunities for emerging artists, musicians, and cultural organizations.

Entertainment Zone program may include:

- Second Line Saturdays
- Fillmore Art Walks

- Live music activations
- Cultural heritage celebrations
- Seasonal merchant events
- Fillmore Jazz Festival

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Upper Fillmore Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars selling open containers, including hosting events that will draw new patrons to these 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 collaboration with neighboring Entertainment Zones and Cultural Districts to highlight and produce events that attract new patrons to the corridor and support a diverse range of local 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 Upper Fillmore 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 Upper Fillmore Entertainment Zone is:

Fillmore Merchants Association
2222 Bush St, San Francisco, CA 94115
fma@fillmorestreetsf.com

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:

Business Name	Address
Chouquet's	2500 Washington St.
Flying Fig's Wine Bar	1870 Fillmore St.
Harry's Bar	2020 Fillmore St.
La Méditerranée	2210 Fillmore St.
Little Shucker	2016 Fillmore St.
Palmer's Tavern	2298 Fillmore St.
Pinsa Rossa	2101 Fillmore St.
SPQR	1870 Fillmore St.
Taco Primo	2301 Fillmore St.
The Taylor's Son	2049 Fillmore St.
Wood House	1914 Fillmore 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 Upper Fillmore Entertainment Zone may operate in all of the following areas (inclusive of adjacent ABC-licensed participating premises):

All public sidewalks, public rights-of-way, and public spaces abutting both sides of Fillmore Street between Jackson Street and Geary Boulevard.

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

b. Hours of Operation

The Upper Fillmore Entertainment Zone may operate any day of the year between 12:00 PM and 6:00 PM, 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

At least 30 days prior to any Entertainment Zone event, the Entertainment Zone Lead must send an email notification to all of the following OEWD and SFPD addresses: entertainmentzones@sfgov.org; alexander.cephus@sfgov.org; patrick.mccormick@sfgov.org

Email notification must include:

- event date and hours of operation
- event name
- brief description
- attendance estimate

If special circumstances prevent a 30-day notice, the Entertainment Zone Lead must contact their designated OEWD and SFPD contacts as soon as possible. Short notice requests will be reviewed on a case-by-case basis.

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:

- **For 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.

Where a Participating Business is located outside of the event footprint the Entertainment Zone must incorporate the following strategies for signage and patron education:

- **Signage** - The business must post signage such as temporary flyers 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 the event."); and
 - **Patron Education** - 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.
- **For Sidewalk Only Special Events** - The Entertainment Zone must incorporate the

following strategies for signage and patron education:

- **Signage:** Every participating business must post signage on its premises stating that to-go drinks must be consumed in the Entertainment Zone (e.g., “To-Go Drinks Available Here! All to-go drinks purchased here must be consumed in the Valencia Street Entertainment Zone). Signage must include a written description or map of the boundaries of the Entertainment Zone footprint being activated for the event.
- **Patron Education:** Any 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 boundaries.

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. 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.