

Valencia Street 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: VALENCIA 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 Valencia Street Entertainment Zone.

- a. **Permissible Area** - All public streets, public rights-of-way, and sidewalks in front of storefronts abutting both sides of Valencia Street, between 16th Street and 21st Street, and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Valencia Street 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 any 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.

SECTION III: VALENCIA STREET ENTERTAINMENT ZONE VISION

1. Overview

The Valencia Street Entertainment Zone Operators aim to bring vitality, interest, and excitement to the Valencia commercial corridor and neighborhood by having a designated area where visitors and

residents can purchase beverages from participating brick-and-mortar restaurants, bars, wineries, and breweries to enjoy them in an outdoor common area.

2. Operators

The Valencia Street Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, the Valencia Corridor Merchants Association (VCMA) coordinates the Participating Businesses 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 Valencia Street Entertainment Zone Operators plan to activate the Entertainment Zone during two types of events:

- **Street Closure Events:** Free, all-ages neighborhood celebrations with a street closure, including night markets spotlighting local businesses, live music, and art.
- **Sidewalk-Only, Recurring Open-Container Area:** Initial pilot allowing patrons to take drinks to-go and consume them on sidewalks and crosswalks within the Entertainment Zone, seven days a week, 12pm to 11:59 pm. This type of recurring Entertainment Zone activation does not require a street closure or special programming.

b. Arts, Culture, and Entertainment

The Valencia Street Entertainment Zone Operators will offer cultural programming during night markets and other street closure events. Programs may include live music, performances, and games.

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

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

- **Social Media Promotion** – participating businesses will promote the Entertainment Zone on social media, encouraging people to visit Valencia Street.
- **Signage** – signage on utility poles in the neighborhood will help ensure the public knows about the Entertainment Zone events and the participating 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. Valencia Street merchants may choose to offer promotions during Entertainment Zone events.

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 Valencia 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 Valencia Street Entertainment Zone is:

Valencia Corridor Merchants Association
sfvcma@gmail.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
Blondie's Bar	540 Valencia St
Tacolicious	741 Valencia St

Casanova	527 Valencia St
Etcetera Wine Bar	795 Valencia St
Puerto Alegre	546 Valencia St
Souvla	758 Valencia St
Curio/The Chapel	777 Valencia St
Curry Up Now	659 Valencia St
Manny's	3092 16 th St
La Cumbre	515 Valencia St
Fort Point Brewery	742 Valencia St
Cha-Ya	762 Valencia St
Gola	819 Valencia St
The Beehive	842 Valencia St
Lolo	974 Valencia 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 Valencia Street Entertainment Zone may operate in the following area (inclusive of adjacent ABC-licensed participating premises):

- All public crosswalks and sidewalks in front of storefronts abutting both sides of Valencia Street, between 16th Street and 21st Street, as well as any public streets within this same footprint when closed to traffic in conjunction with an approved street closure.

b. Hours of Operation

The Valencia Street Entertainment Zone may operate **seven days a week between 12:00 PM and 11:59 PM**, and 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

This management plan authorizes the Valencia Street Entertainment Zone to be active every day of the week. OEWD retains the right to update this management plan at any time.

To host an Entertainment Zone event involving a street closure, or any other special event involving the activation of the Entertainment Zone that is likely to attract a significant number of patrons, the Entertainment Zone Lead must submit an event notification pursuant to the requirements in this section.

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; jim.pandolfi@sfgov.org; liza.tiffe@sfgov.org;
luis.e.ortiz@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 and ongoing approved days and hours
- Calendar or list of upcoming special 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.

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 street closure events or other special 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 the operation of the Entertainment Zone, and the SFPD-approved security plan shall be followed during all hours in which the Zone is in operation.

For any unique or larger-scale event, a unique security plan shall be submitted to and approved by SFPD prior to the event. Where 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.

During the operation of the Entertainment Zone, each Participating Business 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 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 indicated by easily visible signage posted on utility poles throughout the zone. This signage must identify the boundaries of the Entertainment Zone, operating hours, and instruct patrons not to carry alcoholic beverages outside the Entertainment Zone.

Signs must be illuminated well enough to be sufficiently visible during nighttime hours of the Zone's operation.

6. Cup Requirements & Litter Abatement

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. Identifying Sticker

The Entertainment Zone Lead must develop and produce an identifying sticker that Participating Businesses must use during their participation within the Zone. Staff at Participating Businesses must place this sticker onto any cup containing an alcoholic beverage before handing it to a patron for consumption within the Zone.

c. Disposal & Litter Abatement

The Entertainment Zone Lead or Participating Businesses will ensure the availability of receptacles sufficient for patrons to dispose of their compostable cups or return their reusable cups before exiting the Entertainment Zone.

Every Participating Business must comply with the following litter abatement strategies:

- When providing a wristband to a patron, staff must instruct the patron to dispose of their empty cup in an available trash receptacle before exiting the Entertainment Zone.
- Throughout the duration of the business's hours of operation, staff must periodically observe the sidewalk area adjacent to their premises and collect and discard any cups that have been left on the sidewalk or street.
- At closing time, staff must conduct one final survey of the outdoor area adjacent to their premises and collect and discard any remaining cups.

If OEWD receives feedback that the above strategies are not adequately preventing the accumulation of discarded cups within or near the Zone, OEWD may impose additional conditions related to litter abatement, including narrowing the approved hours or boundaries of the Zone.

7. 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.