

West SoMa Entertainment Zone Management Plan

7/8/26

San Francisco Office of Economic and Workforce Development

SECTION I: SAN FRANCISCO ENTERTAINMENT ZONE PROGRAM OVERVIEW	2
SECTION II: ENTERTAINMENT ZONE NAME ENTERTAINMENT ZONE ORDINANCE	2
SECTION III: ENTERTAINMENT ZONE NAME ENTERTAINMENT ZONE VISION	3
SECTION IV: ENTERTAINMENT ZONE OPERATING REQUIREMENTS	4

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: WEST SOMA 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 West SoMa Entertainment Zone.

- a. **Permissible Area** – All public streets, public rights-of-way, and sidewalks abutting both sides of Folsom Street, between 12th and Russ Street; Hallam Street, between Folsom Street and Brush Place; Langton Street, between Folsom Street and Decker Alley; Russ Street, between Minna and Folsom Streets; 7th Street between Folsom and Harrison Streets; 8th Street between Folsom and Harrison Streets; Harrison Street between 7th and 13th Streets; 12th Street between Harrison and Folsom Streets; 11th Street between Harrison and Folsom Streets; 10th Street between Harrison and Howard Streets; Howard Street between 10th and 11th Streets; Dore Street between Folsom and Sheridan Streets; 9th Street between Harrison and Folsom Streets; Ringgold Street between 8th and 9th Streets; and Heron Street between 8th Street and Berwick Place and all premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the West SoMa 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 11am 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 West SoMa 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: WEST SOMA ENTERTAINMENT ZONE VISION

1. Overview

The West SoMa Entertainment Zone Operators seek to revitalize the West SoMa corridor as a dynamic, inclusive, and culturally rich destination that celebrates local identity while driving economic vitality. By centering the existing local communities, neighborhood businesses, and diverse creative expression, the zone will foster a vibrant atmosphere where residents and visitors alike can connect through arts, music, nightlife, and neighborhood-focused events. With thoughtful programming and professional hospitality the West SoMa Entertainment Zone will serve as a model for how urban spaces can thrive through collaboration, culture, and community.

2. Operators

The West SoMa Entertainment Zone is operated in partnership by the following groups:

- a. **Entertainment Zone Lead**

As Entertainment Zone Lead, SOMA West Community Benefit District 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.

- c. **Community Partners**

As Community Partners, the following groups may provide input and support on the operation of Entertainment Zone events.

- LEATHER & LGBTQ Cultural District

3. Activation and Programming

- a. Events

The West SoMa Entertainment Zone Operators plan to activate the Entertainment Zone during two types of events:

- **Sidewalk-Only, Recurring Open-Container Area:** Allowing patrons to take drinks to-go and consume them on sidewalks and crosswalks within the Entertainment

Zone, Thursday through Sunday, 12pm to 11:59 pm. This type of recurring Entertainment Zone activation does not require a street closure or special programming.

- **Street Closure Events:** Neighborhood celebrations with a street closure, such as SoMa Nights and the Folsom Street Fair.

b. Arts, Culture, Entertainment, and Design

The West SoMa Entertainment Zone Operators will include culturally responsive programming through live DJ sessions, bands, vendors selling goods and arts, and entertainment programming in the surrounding brick-and-mortar retail locations.

4. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The West SoMa 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 the West SoMa 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 aims to design a cohesive experience that supports the broader neighborhood economy and invites attendees to explore beyond the Entertainment Zone. SoMa merchants may choose to offer promotions during Entertainment Zone events. Strategies include:

- **Storefront Activation:** The Entertainment Zone Lead aims to activate every storefront within the boundaries of the Entertainment Zone, with all businesses eligible to receive programmatic, promotional, or logistical support.
- **Neighborhood Marketing:** The Entertainment Zone Lead actively engages with small businesses to market the neighborhood as a world-class arts and entertainment district.

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 West SoMa 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 West SoMa Entertainment Zone is:

SOMA West Community Benefit District
Address: 1066 Howard Street, San Francisco, CA 94103
Email: chine@swcbd.org
Phone: (888) 415-7662

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:

All the bars, restaurants, wineries, and breweries that want to participate in an Entertainment Zone must notify the California Department of Alcoholic Beverage Control annually using this form: <https://www.abc.ca.gov/licensing/entertainment-zone-participation/entertainment-zone-participation-notification/>

After a business notifies ABC, their license record reflects their intent to participate in an entertainment zone.

This section will be updated as businesses confirm their participation.

Name	Address
Azúcar Lounge	299 9 th Street

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 West SoMa 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 Folsom Street, between 12th Street and Russ Street; both sides of Hallam Street, between Folsom Street and Brush Place; both sides of Langton Street, between Folsom Street and Decker Alley; both sides of Russ Street, between Minna and Folsom Streets; both sides of 7th Street between Folsom and Harrison Streets; both sides of 8th Street between Folsom and Harrison Streets; both sides of Harrison Street between 7th and 13th Streets; both sides of 12th Street between Harrison and Folsom Streets; both sides of 11th Street between Harrison and Folsom Streets; both sides of 10th Street between Harrison and Howard Streets; both sides of Howard Street between 10th and 11th Streets; both sides of Dore Street between Folsom and Sheridan Streets; both sides of 9th Street between Harrison and Folsom Streets; both sides of Ringgold Street between 8th and 9th Streets; and both sides of Heron Street between 8th Street and Berwick Place; and all premises specified in Section 94B.2C that are adjacent thereto, are hereby designated as the West SoMa entertainment Zone under Sections 23039.5 and 25690 of the California Business and Professions Code.

b. Hours of Operation

Subject to all requirements in this management plan, the West SoMa Entertainment Zone may operate every Thursday through Sunday, from 11am to 11:59 pm, as a sidewalk-only zone, allowing patrons to take drinks to-go and consume them on sidewalks and crosswalks within the Entertainment Zone boundaries. This type of recurring Entertainment Zone activation does not require a street closure or special programming.

Additionally, the West SoMa Entertainment Zone may also operate during the hours for an approved street closure event, but not to exceed 11am to 11:59pm. This type of Entertainment Zone activation requires a permitted street closure and remains subject to all requirements in this management plan and applicable City permits.

Businesses may only sell open containers (in compostable or reusable cups) 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

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; southernstation.permitofficer@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.

For the Sidewalk-Only, Recurring Open-Container Area Entertainment zone, event notification is required one time only; for all other EZ Activations, the full event notification process must be completed each time.

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 sidewalk-only activations), 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, or event with a street closure, 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:

- The boundaries of the Entertainment Zone must be clearly marked by easily visible signage. Signage may be placed on street poles and in participating business windows that instructs patrons not to carry alcoholic beverages outside the perimeter of the 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. Signage shall include the Entertainment Zone name, activation days and hours, geographic boundaries, and a website link or QR code for additional information, and must clearly state that to-go alcoholic beverages are permitted only from participating businesses within the designated area. Street signage should follow regulations outlined in Article 5.6 of the Public Works Code.

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.

The Entertainment Zone Lead is responsible for all applicable permits, notifications, and plans as required by all governing authorities prior to any event.

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.