

Yerba Buena Lane & Jessie Square 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: YERBA BUENA LANE AND JESSIE SQUARE ENTERTAINMENT ZONE ORDINANCE

1. San Francisco Admin. Code Secs. 94B.4 & 94D.3

San Francisco Admin. Code Secs. 94B.4 and 94D.3 specifies the location, hours, and permit requirements for the Yerba Buena Lane and Jessie Square Entertainment Zone.

- a. **Permissible Area** – “Yerba Buena Lane” located on Yerba Buena Lane, between Market Street and Mission Street, and on the northern side of Mission Street only, excluding the public street portion of Mission Street, between Yerba Buena Lane and 3rd Street, and extending to and including Jessie Square.
- 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.

SECTION III: YERBA BUENA LANE AND JESSIE SQUARE ENTERTAINMENT ZONE VISION

1. Overview

The Yerba Buena Lane and Jessie Square Entertainment Zone Operators seek to create a dynamic entertainment destination in Yerba Buena Lane and Jessie Square that reshapes perceptions of downtown San Francisco. They aim to establish a flexible urban amenity catering to locals and visitors alike. Objectives include implementing signature special events, offering frequent recurring events to keep people downtown longer, and creating a “third place” through streetscape

improvements that support both impromptu and planned gatherings.

2. Operators

The Yerba Buena Lane and Jessie Square Entertainment Zone is operated in partnership by the following groups:

a. Entertainment Zone Lead

As Entertainment Zone Lead, Yerba Buena Partnership 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.

- Children's Creativity Museum
- Four Seasons Private Residences at 706 Mission Street
- Hyatt Regency Downtown SOMA
- Kultivate Labs
- Millennium Partners
- Moscone Center
- Museum of African Diaspora (MoAD)
- San Francisco Marriott Marquis
- SFMOMA
- San Francisco Pride
- SOMA Pilipinas
- St. Patrick's Church
- The Contemporary Jewish Museum
- The Four Seasons Hotel and Residences
- Yerba Buena Center for the Arts
- Yerba Buena Gardens Conservancy
- Yerba Buena Gardens Festival

3. Activation and Programming

a. Events

The Yerba Buena Lane and Jessie Square Entertainment Zone Operators plan to activate the Entertainment Zone during various event types, including:

- **Signature events** - one-day and multi-day events like holiday celebrations, music festivals, food and drink festivals, movie screenings, themed parties, art showcases, and dance parties.

- **Recurring monthly or weekly events** - such as live music performances, provided any required permits and/or approvals are obtained.

b. Arts, Culture, Entertainment, and Design

- **Programming** - The Yerba Buena Lane and Jessie Square Entertainment Zone Operators will draw on the district's layered cultural history to create a welcoming and inclusive experience. Programmatic elements might involve performances by musical groups, bands, and DJs, along with engaging activities like games or karaoke. They will curate programming and may select, partner with, and compensate artists and performers to enhance the Entertainment Zone and attract a diverse audience.
- **Design** - The Yerba Buena Lane and Jessie Square Entertainment Zone Operators will plan to enhance the space with low-cost physical and programmatic interventions. Physical improvements may include planters, movable furniture, overhead string lighting, branded banners, and a permanent audio system.

4. **Economic Development and Community Benefit**

a. Maximizing Economic Benefit for Participating Businesses

The Yerba Buena Lane and Jessie Square Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars 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 Yerba Buena Lane and Jessie Square 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 Yerba Buena Lane and Jessie Square Entertainment Zone is:

Yerba Buena Partnership
149 Natoma St FL 2, San Francisco CA 94105
info@yerbabuena.org
415.919.4049

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
Press Club	20 Yerba Buena Ln, San Francisco, CA 94103
Ippudo	18 Yerba Buena Ln, San Francisco, CA 94103
Amber Indian	25 Yerba Buena Ln, San Francisco, CA 94103
Delarosa	37 Yerba Buena Ln, San Francisco, CA 94103
Tropisueno	75 Yerba Buena Ln, San Francisco, CA 94103
Marriott Marquis	780 Mission St, San Francisco, CA 94101
Hyatt Regency SOMA	50 3rd St, San Francisco, CA 94103
Four Seasons Hotel	757 Market St, San Francisco, CA 94101

For any Participating Business that has multiple entrances/exits, patrons with open containers must exit the business directly into the Entertainment Zone.

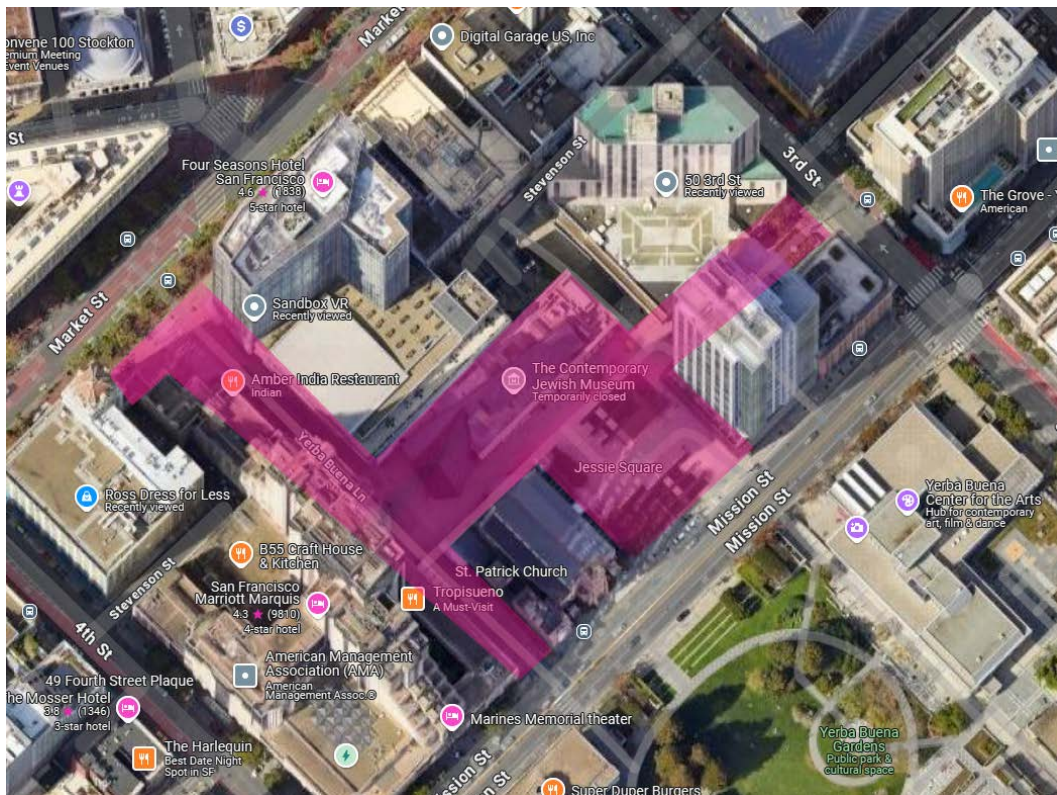
Any other businesses wishing to participate must notify the San Francisco Office of Economic and Workforce Development and the California Department of Alcoholic Beverage Control.

4. Location, Hours, and Information

a. Location of Operation

Subject to all other applicable requirements, the Yerba Buena Lane and Jessie Square Entertainment Zone may operate in all of the following areas (inclusive of adjacent ABC-licensed participating premises):

- “Yerba Buena Lane” located on Yerba Buena Lane, between Market Street and Mission Street, and on the northern side of Mission Street only, excluding the public street portion of Mission Street, between Yerba Buena Lane and 3rd Street, and extending to and including Jessie Square.



b. Hours of Operation

The Yerba Buena Lane and Jessie Square Entertainment Zone may operate any Monday through Sunday, year-round, between 12:00 PM and 11:00 PM, provided any required permits and/or 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.

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; phong.q.nguyen@sfgov.org; Kevin.Knoble@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 or stamp identifying them as 21 years of age or over. All of the businesses within the Zone must use a single style of wristband or stamp designated by the Entertainment Zone Lead prior to the operation of any Entertainment Zone event.

If a patron is not wearing a wristband or stamp, staff within licensed businesses may check the patron's ID to confirm their age and provide them with a wristband or stamp. For larger events, staff or volunteers may also choose to check patrons' IDs and distribute wristbands or stamps 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:

- 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.

7. Permits

Any Entertainment Zone event operating in conjunction with any activity that would require a temporary occupancy permit from San Francisco Public Works must receive an approved permit. The operation of the Entertainment Zone shall be subject to any conditions imposed upon the approved temporary occupancy permit.

8. Insurance

The holder of any temporary occupancy permit shall maintain sufficient insurance as required by San Francisco Public Works during the operation of any Entertainment Zone event involving any such permit.