

3 MAY 2024 / ARTS & ENTERTAINMENT / JOE KUKURA

Mayor Breed Proposes 'Entertainment Zone' Where Bars Can Sell Open Containers for Outdoor Events

SF Mayor London Breed's latest gambit to get you to please go downtown and spend money again is her new proposed "entertainment zone" where establishments can sell to-go alcohol to street patrons, and the first of these could be on the Financial District's Front Street.

Thursday night just saw the [first Downtown First Thursdays party](#), which KPIX reports "[drew thousands](#)" to Second Street in SoMa to frolic beneath [an oversize disco ball](#). Saturday will be the first show in the [SF Live concert series](#), presenting [DJ Galen](#), [Doc Martin](#), and [DJ M3](#) at the Golden Gate Bandshell from 2-6 pm. Both of these are civic initiatives to get people going out again, and on the Friday in between these kick-off events, SF Mayor London Breed just announced another program to get people back to a slowly recovering downtown.

The SF Business Times reports that Breed is proposing legislation for [downtown “entertainment zones,”](#) where bars and restaurants would be able to sell open containers of alcohol to passersby on the streets. The proposal picks up on state Sen. Scott Wiener’s [“Refreshment Area” legislation](#) that would allow such open-container sales to localities that want to establish them.

London Breed  

@LondonBreed · [Follow](#)

Excited to announce California's first ever Entertainment Zone right here in San Francisco!

Under my legislation, the City's first Entertainment Zone will be on Front Street in Downtown SF, allowing local bars and restaurants to sell drinks and participate in outdoor events on... [Show more](#)

Watch on X

2:37 PM · May 3, 2024 

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Breed’s tweet above references [this KGO report](#) which describes her

proposal as “an ambitious plan to revitalize downtown.” But as seen below, the plan is not terribly ambitious at first. It only establishes the “entertainment zone” on one block of Front Street. But that 200 block of Front Street is home to proven block party hosts like Schroeder's, the Royal Exchange, and the [newly reopened Harrington's](#), so you figure those places can probably make the best of it.

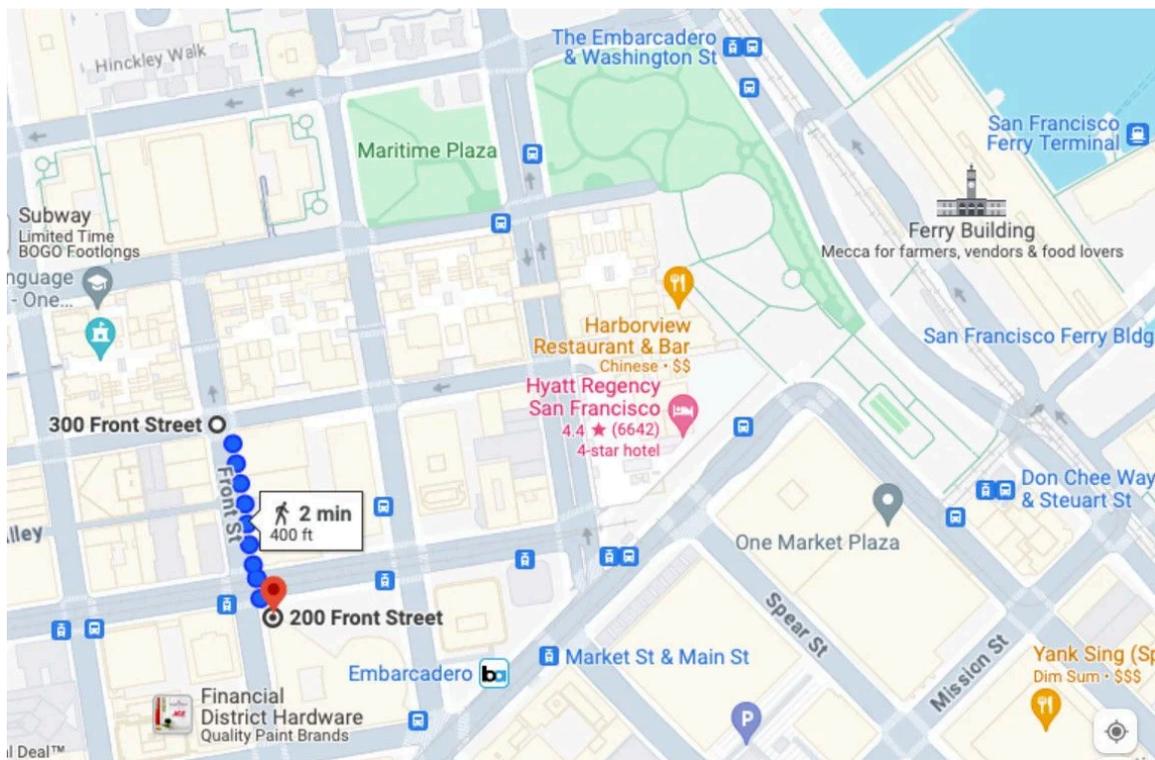


Image: Google Maps

“We are thrilled to be the first city in California to take advantage of this new law to bring opportunities that foster joy for our residents, workers and visitors,” Breed said [in a Friday press release](#). “Our message is clear: San Francisco is having fun, thriving and open for business.”

This is still just a proposal, and there is no actual event scheduled yet that would allow such alcohol sales. But the Business Times reports that the Downtown SF Community Benefit District and the Building Owners and Managers Association of SF are “in the process of setting up a new recurring event on the block with live entertainment and other activations to take advantage of the new permissions.”

And there may be grant money for such events. The city’s Office of Economic and Workforce Development is teaming up with the non-profit SF New Deal grants potentially up to \$50,000 to throw such events. It’s called the Downtown Entertainment & Nightlife Revitalization Grant Program (ENRG), and there’s a [grant application online](#). According to the mayor’s press release, the grant money can be used for “permitting costs, planning expenses, marketing material and design, event coordination, food & beverage, artists stipends, equipment, and on-site staff.”

But as noted earlier, the “entertainment zone” proposal has not yet been passed as local law. The matter is currently scheduled to be introduced before the SF Board of Supervisors on Tuesday, May 7.

Related: [Civic Joy Fund Hopes to Liven Up SF's Downtown With Launch of Downtown First Thursdays \[Joe\]](#)

Image: Chris F. [via Yelp](#)

G

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Best Newest Oldest



kroykah!

6 days ago

Wiener and Breed advocating for rampant, blatant public substance use and abuse.

5 3 Reply



Jym Dyer

→ kroykah!

5 days ago

@kroykah! - The streets run yellow with beer (and recycled beer) in London Breed's San Francisco.

2 0 Reply



kroykah!

→ Jym Dyer

5 days ago

These people all need to be in recovery.

1 0 Reply

F

flight505

6 days ago

The drug crackdown is real. Oh, no, it isn't.

7 1 Reply



kroykah!

→ flight505

6 days ago

Maybe they could do this after dark, BUT IN BROAD DAYLIGHT?

1 1 Reply



coldwarrior



6 days ago

Brilliant idea! At least this'll draw the younger crowd to drink beers outside of Harrington's, a dump they'd never at all consider entering.

3 1 Reply



Charlie In SF coldwarrior

—

5 days ago

Ive always thought the Mural at Schroeder's was pretty cool.

1 0 Reply



Steve Bashakis coldwarrior

—

3 days ago



0 1 Reply

T

Tug

—

6 days ago

Ya, Fent' out on the street, so why not booze? Has Breed lost her mind? Substance abuse is not a good idea ever..

2 3 Reply



Serious Popoki

—

6 days ago edited

That block of Front Street has always been considered "an entertainment Zone" on St. Patrick's Day. Folks flock to Harrington's, it's where to be **if you are Irish.**

0 2 Reply

T

Tug Serious Popoki

—

5 days ago

..and want to get shit faced to prove it

1 1 Reply



Down the memory whole Serious Popoki

—

5 days ago

I thought that was the Sunset?

2 2 Reply



Jym Dyer Down the memory whole

—

5 days ago

@Down the memorv whole - Harrington's if you're only

"Irish" one day a year, otherwise it's the Aves.

2 0 Reply ↗



cl → Jym Dyer 🚲

5 days ago

WPOD!

0 2 Reply ↗



Serious Popoki → Jym Dyer 🚲

5 days ago edited

There was another very popular Irish pub at 2nd Ave/Geary that would get wild on St. Patrick's. The crowd would spill out on to 2d and Geary. Tenors singing, couples dancing, etc. Do you remember the name of the pub?

0 0 Reply ↗



Jym Dyer 🚲 → Serious Popoki

5 days ago

@Serious Popoki - Ireland's 32?

0 0 Reply ↗

R

Richmondman → Jym Dyer 🚲

4 days ago

Pat O'Sheas.

1 0 Reply ↗



Serious Popoki → Richmondman

4 days ago

Right you are !

0 0 Reply ↗



Serious Popoki → Jym Dyer 🚲

3 days ago

Pat O'Shea's unless I'm mistaken.

0 0 Reply ↗



SD13

5 days ago edited

Breed has no better ideas to revitalize and get reinvestment into San Francisco. Smells like desperation. She has to go.

6 0 Reply 



Breed and Circuses

5 days ago

I submit that the outdoor drinking zone should be in the Mission, where the weather is nicer

4 1 Reply 

T

truth_monger

5 days ago

80s, 90s, 2000s, everybody goes to SF for entertainment and fun. Nobody needs begging.

2020-22. Covid lockdowns kill the city. Now the same people who killed downtown beg people to come back and it aint happening. LMFAO.

2 6 Reply 



Steve Bashakis

→ truth_monger

3 days ago

Trashed.

0 1 Reply 

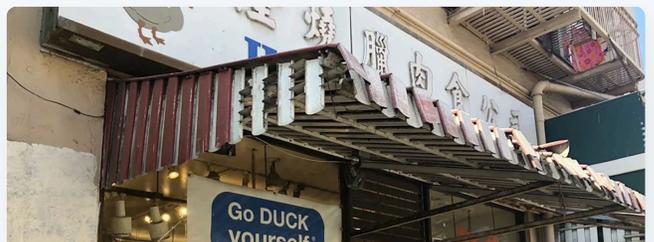
E

educated guess

5 days ago

The mayor is slightly late, as open container has been happening all over San

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This Week In Food: Go Duck Yourself Opens Its Dining Room

The Slanted Door is no more (at the Ferry Building at least), Go Duck Yourself is open for dining in Bernal Heights, and a new "beach bistro" is coming to the Outer Sunset.



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ARTS & ENTERTAINMENT

SF's Three-Legged Dog Picnic Aims to Set World Record for Largest Gathering of Three-Legged Pups This Summer

This year's annual "Tri-Pawed Picnic" meetup for three-legged dogs hopes to unleash an all-time record, as the event is gearing up to set the Guinness World Record for the largest gathering of three-legged dogs ever in one place.



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Joe Kukura is an SFist staff asst. editor / reporter who has been published in almost every San Francisco publication, including Hoodline, SF Weekly, Thrillist, and Broke Ass Stuart.

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