

City of Sacramento – Office of Nighttime Economy
17th and R Street Entertainment Zone Management Plan

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SECTION I: SACRAMENTO ENTERTAINMENT ZONE PROGRAM OVERVIEW

1. About Sacramento Entertainment Zones

Entertainment Zones are designated areas in Sacramento 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.

2. Program Objectives

Guiding objectives for Sacramento’s Entertainment Zone Program include:

- a. Activate commercial corridors downtown and citywide.
- b. Increase revenue for wineries, breweries, restaurants, and bars.
- c. Catalyze broader economic stimulus.
- d. Ensure equitable distribution of programs and special event benefits.
- e. Amplify the perception of Sacramento as a vibrant cultural hub.

SECTION II: SACRAMENTO ENTERTAINMENT ZONE ORDINANCE

3. Sacramento City Code

Sacramento City Code (SCC) chapter 12.50 specifies the location, hours, and permit requirements for the 17th and R Street Entertainment Zone.

- a. **Permissible Area:** R Street from the western right-of-way line of 16th Street to the eastern right-of-way line of 18th Street; 18th Street from the northern right-of-way line of R street to the southern right-of-way line of S Street; S Street from the eastern right-of-way line of 18th Street to the western right-of-way line of 16th Street; 16th Street from the southern right-of-way line of S Street to the northern right-of-way line of R Street: and all public streets, sidewalks, and public rights-of-way within in these bounded streets.
- b. **Permissible Hours:** Outdoor consumption of alcoholic beverages is authorized during any Entertainment Zone Event between the hours of 10:00 AM and 11:59 PM, subject to any additional limitations imposed by any California Department of Alcoholic Beverage Control (ABC) permit or license, or Special Event Permit condition.
- c. **Special Event Permit Requirement:** An Entertainment Zone Event within the Entertainment Zone must receive a Special Event Permit issued by the Entertainment Services Division (ESD). ***Open consumption of alcoholic beverages will be limited to businesses, days, hours, and areas as noted above and approved in the Special Events Permit.***

SECTION III: 17th AND R STREET ENTERTAINMENT ZONE VISION

4. Overview

The 17th and R Street Entertainment Zone creates a dynamic entertainment destination that reshapes how people experience Sacramento. It will act as an urban amenity that serves both the local community and visitors.

5. Operators

The 17th and R Street Entertainment Zone is operated in partnership with the following:

a. Entertainment Zone Lead

As Entertainment Zone Lead, the [R Street 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 as detailed in Section IV.2

b. Participating Businesses

Participating Businesses may serve alcohol in open containers that conform to Section IV.6 for consumption within the Entertainment Zone. All Participating Business must be listed in Section IV.3 of this document. Participating in the Entertainment Zone may involve associated costs for materials and other shared operational needs, as determined and imposed by the Entertainment Zone Lead.

c. Community Partners

A Participating Business, event organizer, or other collaborating organization can also apply for Special Event permitting that utilizes Entertainment Zone regulations with prior approval from the R Street Partnership. If a Participating Business or Event Organizer intends to use Entertainment Zone regulations during an event, they must notify the Entertainment Zone lead at the time that they submit their application. The Entertainment Zone Lead will be responsible for notifying the Office of Nighttime Economy no later than two weeks prior to the event.

6. Activation and Programming

a. Events

The 17th and R Street Entertainment Zone Operators will offer various types of events that cater to a range of interests.

- **Signature Events:** Special events aim to attract a cross-section of downtown workers and visitors. Examples include events celebrating the local art community, the First Friday, Second Saturday, festivals and block parties, events featuring food, drinks, live music, artisan vendors, and more.

- **Regular Activation:** Recurring events held monthly or weekly could include live music performances and games.

b. Design

The 17th and R Street Entertainment Zone Operators aim to enhance the area with low-cost physical and programmatic interventions that cultivate a sense of place and pride.

- **Physical Improvements:** This might involve planters with lush greenery, movable furniture for flexible use, overhead string lighting, branded banners affixed to street poles, and street and wall murals. Removable bollards may be used to mark Zone entry points and manage vehicle access during Entertainment Zone Events, contributing to both public safety and the creation of a well-defined, pedestrian-oriented environment. For certain special events, additional barriers such as fencing or bicycle barricades may be temporarily placed to reinforce Zone boundaries.
- **Programmatic Elements:** This might include performances by musical groups, bands, and DJs, along with engaging activities.

c. Arts, Culture, and Entertainment

The 17th and R Street Entertainment Zone Operators will create artistic, cultural, and entertainment programming that draws on the district's layered and diverse history to create a welcoming and inclusive experience.

7. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The 17th and R Street Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars selling open containers, including:

- **Placemaking as Economic Development:** The proposed activation and programming can draw new customers to the area. By creating a clean, safe, and sociable street atmosphere with engaging signature and regular events, the 17th and R Street Entertainment Zone will encourage people to socialize and linger ultimately benefitting Participating Businesses.
- **Media Promotion:** The Entertainment Zone Lead will leverage its public relations contractor, social media channels, and collaborate with its partners to generate positive media coverage. This can attract more visitors to boost sales for participating and neighboring businesses.

b. Collaboration for Broader Economic Stimulus

The 17th and R Street Entertainment Zone Operators are committed to collaborating with diverse businesses to stimulate economic growth throughout the Zone area. The Entertainment Zone Lead has a history of collaboration and cross-promotion with businesses for event programming and activation.

SECTION IV: ENTERTAINMENT ZONE OPERATING REQUIREMENTS

8. Compliance, Modification, and Evaluation

The operating requirements established in this section are mandatory and binding conditions for the operation of the 17th and R Street Entertainment Zone. Failure to comply with these conditions or the conditions of the associated Special Event Permit 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 Nighttime Economy (ONE) reserves the right to publish an updated management plan with revised operating requirements at any time.

Additionally:

- Any Participating Business that fails to comply with these operating requirements will be reported to the Sacramento Police Department (SPD) and ABC. Failure to comply may result in excluding the Participating Business from participation in future Entertainment Zone activities.
- ONE will evaluate the Entertainment Zone's compliance with the conditions of this Management Plan every two years. Both the Entertainment Zone Lead and Participating Businesses 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.

9. Entertainment Zone Lead and Point of Contact

The Entertainment Zone Lead must serve as the designated Point of Contact for inquiries and concerns regarding the operation of the Entertainment Zone. The designated Entertainment Zone Lead and Point of Contact for the 17th and R Street Entertainment Zone is:

R Street Partnership
Address: 520 Capitol Mall, Ste. 280
Email: ask@mmsstrategies.com
Phone: 916-610-3235

10. Participating Businesses

Only ABC licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Entertainment Zone. Participating businesses must comply with ABC [Entertainment Zone Requirements and Guidelines](#) and sign a Memorandum of Understanding (MOU) from the Entertainment Zone Lead. A participating business will be permitted to sell any beverage consistent with their ABC license. The following establishments are confirmed to participate in the Entertainment Zone:

Mendocino Farms

Address: 1610 R Street, Ste 125

Tecovas

Address: 1610 R Street, Ste 145

Good Neighbor

Address: 1710 R Street

Bambinas

Address: 1610 R Street, Ste 130

Frank's Bar

Address: 1610 R Street, Ste 150

Seka Hills

Address: 1733 S Street

Chu Mai

Address: 1829 17th Street

Day Tripper

Address: 1820 17th Street

Shake Shack

Address: 1710 R Street

Any other businesses wishing to participate must notify ONE and ABC.

11. Location, Hours and Information

a. Location of Operation

Subject to all other applicable requirements, the 17th and R Street Entertainment Zone may operate within the entire area permitted by SCC chapter 12.50. A map can be found in the Appendix.

b. Hours of Operation

Subject to all requirements included in this management plan, including a Special Events Permit in accordance with SCC chapter 12.48, the 17th and R Street Entertainment Zone may operate as follows:

Friday through Saturday between 10:00 AM to 11:59 PM
Sunday through Thursday between 10:00 AM to 10:00 PM

Participating Businesses may only sell open containers for consumption within the Entertainment Zone during these hours in association with a Special Event

Permit. Businesses are prohibited from selling open containers for consumption within the Entertainment Zone outside these hours.

c. Event Notification

At least 14 calendar days prior to the event, the Entertainment Zone Lead must do the following to host an Entertainment Zone event:

- Email notification to the ONE at nighttime@cityofsacramento.org;
 - Email notification must include:
 - Event date and hours of operation
 - Event name
 - Brief description
 - Attendance estimate
 - Participating Businesses
 - Special Event application (Attached to email)
 - ONE will route the event information to the relevant city staff for review and feedback.
 - The Entertainment Zone Lead must receive confirmation of receipt from ONE prior to operating the Entertainment Zone event.

d. Website

The Entertainment Zone Lead must provide the following accurate, up-to-date information on www.rstreetcorridor.com/entertainmentzone :

- Location and basic information on the operation of the Entertainment Zone
- Calendar or list of upcoming events
- Contact information for the Entertainment Zone Lead
- Link to the City's dedicated Entertainment Zone web page (<https://www.cityofsacramento.gov/city-manager/oied/nighttime-economy>) and email address (nighttime@cityofsacramento.org)

12. Health and Safety Measures

a. Age Verification

Patrons of all ages may be admitted into the Entertainment Zone in accordance with the associated Special Events Permit. Alcohol-serving businesses may admit patrons under the age of 21 as consistent with their liquor license conditions or other applicable licenses or permits.

During the duration of any Entertainment Zone event, every patron purchasing an alcoholic beverage for consumption in the Entertainment Zone or drinking an alcoholic beverage within the Entertainment Zone must be wearing an approved wristband

identifying them as 21 years of age or over. All the businesses within the Entertainment Zone must use a single style of wristband agreed upon prior to the operation of any Entertainment Zone event and approved by the City.

If a patron is not wearing a wristband, staff within Participating Businesses may check patrons' IDs to confirm their age and provide them with 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. Approved branded wristbands can be found in the Appendix.

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 SPD Sector Captain prior to any Entertainment Zone event. The SPD-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 the events of that format. For any unique or larger-scale event, a unique security plan shall be submitted to and approved by SPD prior to the event.

During Entertainment Zone events, each business participating within the Entertainment Zone must always have at least one staff member on site who is able to provide a copy of this management plan, the approved security plan and the Special Event Permit, and is aware of all relevant conditions and requirements.

Within 24 hours of any violent incident, or any time SPD responds to a call for service at or within the Entertainment Zone, any Participating Business connected to that incident or call for service, or the Special Events Permit Responsible Party (permittee) for the Entertainment Zone, must complete and send an incident report to their SPD Sector Captain.

c. Signage

The boundaries of the Entertainment Zone must be clearly marked by easily visible signage posted at every intersection around the perimeter of the Zone. This signage must instruct patrons not to carry alcoholic beverages outside the Entertainment Zone (e.g., "No Alcoholic Beverages Beyond This Point").

Participating Businesses will be required to display two signs indicating the regulations of the Zone at their property entry point(s). Approved branded signage and verbiage stating the Zone regulations can be found in the Appendix.

Signs must be illuminated well enough to be sufficiently visible during nighttime hours of the Entertainment Zone's operation. All signage must be obtained from the Zone Lead.

13. Cup Requirements

a. Material

Participating Businesses within the Entertainment Zone must serve any alcoholic beverage for consumption in the Entertainment Zone in a pre-approved branded compostable or reusable cup.

A business may not serve any alcoholic beverage for consumption in the Entertainment Zone in any metal or glass container.

b. Branded Cup Procurement and Cost Responsibility

All Participating Businesses must serve alcohol in branded cups pre-approved by the Entertainment Zone Lead. Branded cups are mandatory. If a business runs out of its branded cup supply, alcohol service must stop immediately, and participation will not longer be allowed for the remainder of the night until additional branded cups are available. Substitutions are not permitted.

Participating Businesses are responsible for estimating attendance and ordering materials in advance through the Entertainment Zone Lead. The lead will coordinate the procurement and distribution of cups based on each business's expected needs. Approved branded cups can be found in the appendix.

c. 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.

d. Waste Diversion

Every Participating Business within the Entertainment Zone is responsible for waste diversion and the cleanliness of the surrounding neighborhood. The Entertainment Zone Lead or Community Partner organizing the special event is required to submit a waste diversion plan to Waste Compliance per Special Event Permit requirements.

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 waste diversion plan governing all events of that format. For any unique or larger-scale event, a unique waste diversion plan shall be submitted to and approved by Waste Compliance prior to the event.

14. Permits

a. Special Event Permit

An Entertainment Zone event may only be held in conjunction with an approved Special Event Permit issued by the Entertainment Services Division (ESD). ***Special Event Permit application must be submitted to ESD at least 60 days prior to the event in accordance with SCC chapter 12.48.*** The operation of the Entertainment Zone shall be subject to any conditions imposed upon the Special Event Permit.

b. Entertainment Permit

If a Participating Business has a valid Entertainment Permit issued in accordance with SCC chapter 5.108, it may provide entertainment for days and hours that may not be included in its Entertainment Permit conditions during an Entertainment Zone event consistent with the approved Special Event Permit. The Participating Business must comply with all other Entertainment Permit conditions including but not limited to responsible person, security guards, age restrictions, and scanning for venue entry. A Participating Business can submit an Entertainment Permit Modification Request to ESD to modify its permit conditions if desired.

15. Insurance

During the operation of any Entertainment Zone event, the holder of the Special Event Permit shall maintain insurance, as required by SCC section 12.50.060, in the amount determined by the city's risk manager.

SECTION V: APPENDICES

16. APPENDIX A: ENTERTAINMENT ZONE BOUNDARIES

As articulated above in Section IV.4, the below diagram shows the approved outdoor areas where the 17th and R Street Entertainment Zone may operate.

[illegible]

As articulated above in Sections IV.12 and IV.13, all branded materials must be pre-approved by the Entertainment Zone Leader.

ICE BLOCKS
ENTERTAINMENT ZONE

**NO
ALCOHOL
BEYOND
THIS POINT**

Cups



Participating Business Signage

R
S
T

ICE BLOCKS ENTERTAINMENT ZONE

Want to bring your drink outside?
Here are the rules:



21+ guests must be verified by ID and wear a wristband at all times.

Only drinks served in approved cups can be consumed in the public right-away. **Once you take a drink outside, you cannot enter another business with that drink.**



Approved drinks cannot be taken outside of the Zone boundaries. Keep a lookout for signage.