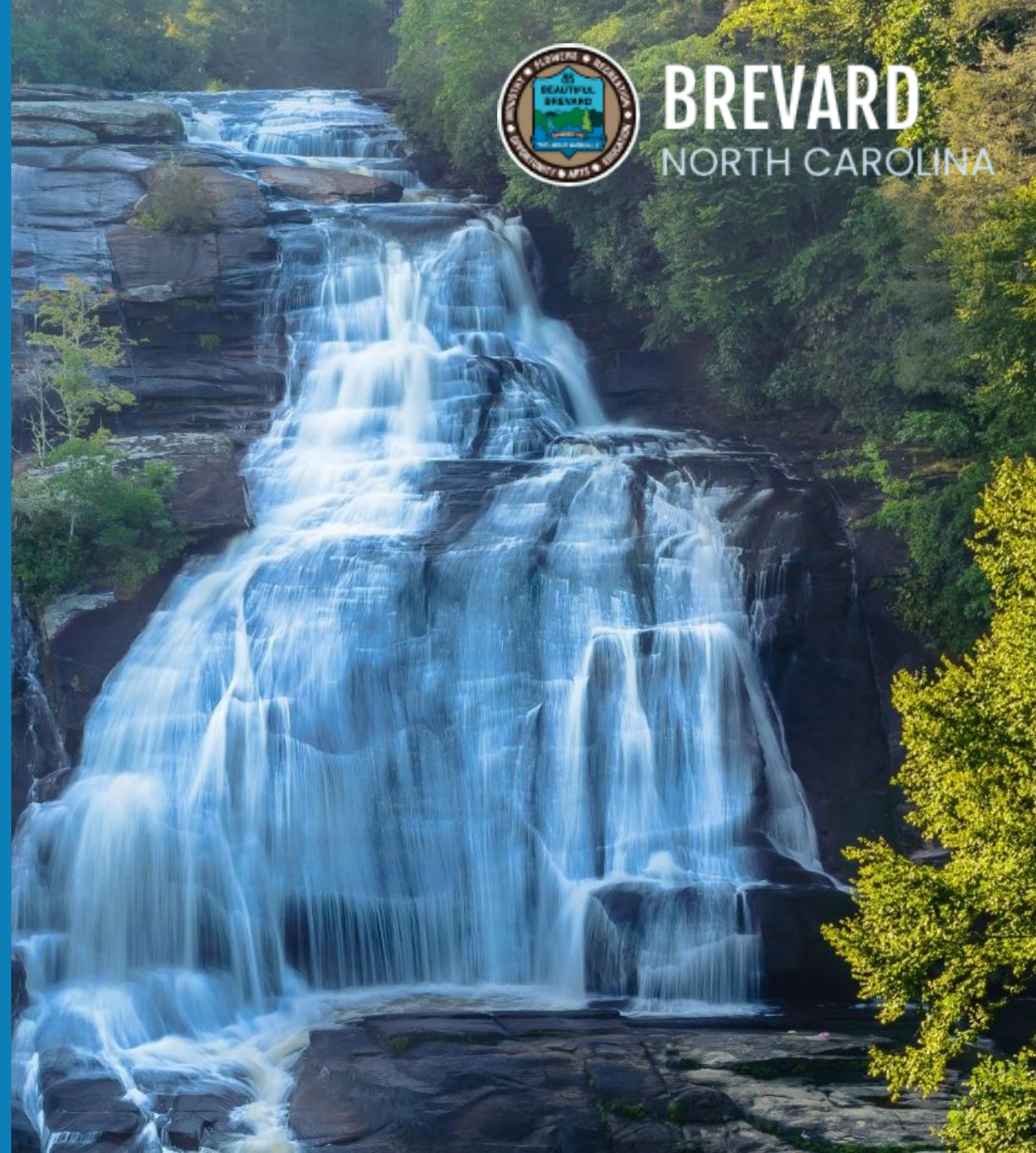


Social Districts Discussion

Heart of Brevard Stakeholder Meetings



BREVARD
NORTH CAROLINA



Agenda

- What is a Social District?
- Proposed Downtown Brevard Social District
- Commonly Asked Questions
- Next Steps

Image Source: David Oppenheimer, via Pixels.com



What is a Social District?

A social district is an exception to NC's open container law in a designated area during certain times.

- This applies to privately-owned property, including those with and without an ABC permit, and public streets, crosswalks, and parking areas.
- The alcohol being consumed in the district must be sold by an ABC permittee located in the district and in a specific cup



Other Social Districts

36+ North Carolina municipalities have adopted social districts:

- Albemarle
- Asheboro
- Claremont
- Cornelius
- Davidson
- Durham
- Elon
- Garner
- Gastonia
- Greensboro
- Greenville
- Fayetteville
- Hickory
- High Point
- Huntersville
- Kannapolis
- Laurinburg
- Lenoir
- Madison
- Manteo
- Monroe
- Mooresville
- Newton
- Norwood
- Oxford
- Pilot Mountain
- Raleigh
- Salisbury
- Selma
- Statesville
- Sylva
- Washington
- Wendell
- Whiteville
- Wilson
- Youngsville

Social District Requirements

The Social District must have...

- Boundaries clearly defined with signs, noting:
 - Geographic area of the district (some cities use a QR Code with a link)
 - Days and hours allowed to consume alcohol
 - Contact information for the NC ALE Division and local law enforcement
 - Statement that all beverages must be consumed in the social district and needs to be disposed of before exiting the district
- Uniform signs indicating how/if the business is participating in the social district



Designated Cups

Alcohol sold to be consumed in the district must be in a cup that:

- Identifies the ABC-permittee from which the alcoholic beverage was purchased
- Displays the Social District logo
- Is not made of glass
- Displays, in no less than 12-point font, the statement, "Drink Responsibly – Be 21"
- Cannot hold more than 16 fluid ounces



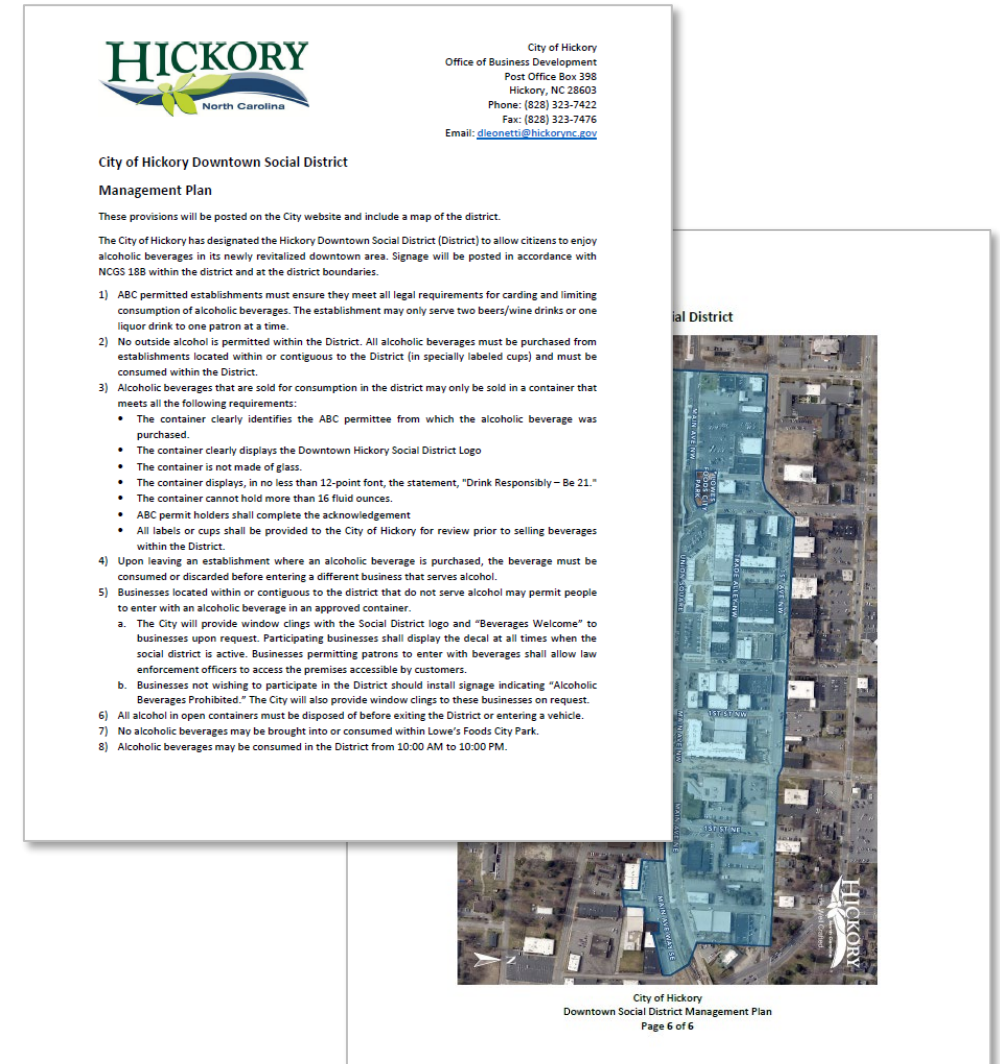
Operations

Management & Maintenance Plan

- Outlines the rules, boundaries, signage and cup requirements, etc. in a concise document
- Can delegate responsibilities to a private entity, such as a downtown organization, local chamber of commerce or owner of a shopping center.

Enforcement

- Local police officers will enforce the requirements of the Social District.
- Violations are reported to the local police and/or to the NC ALE





**Proposed Downtown
Brevard Social District**
11 am to 10 pm Daily

Management and Responsibilities

The City of Brevard will be the lead management entity, with Heart of Brevard serving as key project partner.

- City Planning Department – administer the Social District permits for ABC-permitted businesses choosing to participate.
- City Police Department – police and enforce the requirements of the Social District.
- City Public Works Department – provide sanitation and maintenance services.
- Heart of Brevard – serve as liaison with participating businesses and provide marketing and promotional services.



Business “Opt-In” Participation

- There is no requirement to participate – ***businesses must opt-in***
- To participate, a business must display the appropriate uniform signage.
- If the business has an ABC permit and wants to sell alcohol, they must obtain a permit.
- The City will likely provide the signage for businesses not selling alcohol (whether they will allow beverages in their establishment or not)



ABC-Permittee Participation

- To participate, ABC-permitted establishments must:
 - Be located in the district boundaries
 - Be permitted for on-site consumption
 - Obtain a Social District Permit from the City Planning Department
- Permitting process will include written acknowledgement to abide by the rules and regulations of the Social District
- The permit fee will cover the cost of signage and the first round of cups or stickers



CITY OF LENOIR
PLANNING & COMMUNITY DEVELOPMENT
CITY HALL (3RD FLOOR) • 801 WEST AVENUE NW

APPLICATION & REGISTRATION AS A
PARTICIPATING BUSINESS:

ABC PERMIT HOLDER

GENERAL BUSINESS INFORMATION

Business Name	
Physical Address	
Mailing Address	
Primary Contact	
Primary Contact Number	Text Messages OK? <input type="checkbox"/>
Alternative Contact	
Alt. Contact Number	Text Messages OK? <input type="checkbox"/>
ABC Permittee Name	
ABC Permit Number	

ACKNOWLEDGEMENTS

By signing below, I, _____ (print name) attest that I am an authorized representative of the above listed business, I have received a copy of the Social District Management Plan, and I have read and understand the requirements for participating in the Downtown Lenoir Social District. Furthermore, I understand that failure to comply with said requirements may result in the revocation of this registration.

I understand that the City reserves the right to temporarily or permanently suspend the Social District.

As a condition of my participation as an ABC permittee selling alcoholic beverages for consumption within the Social District, I agree to only sell/serve alcoholic beverages in an approved social district container, with appropriate time/date stamps and meeting all state and local requirements for such containers.

I agree to indemnify, defend and hold the City of Lenoir and its departments, elected and appointed officials, employees, agents and volunteers, harmless from and against any and all claims arising out of participation in the Social District.

Authorized Signature: _____ Date: _____

Witnessed by: _____ (signature)
_____ (print name)

How will this affect public safety?

- One of the biggest concerns is that implementing social districts would cause an uptick in alcohol-related crimes and public disturbances.
- Outreach and research conducted by Brevard Police Chief Tom Jordan, City Staff and Heart of Brevard
- Cities report ***negligible changes*** in alcohol-related crime and other incidents in cities with social districts.
- Brevard's Public Safety Committee reviewed the proposal multiple times and recommended approval on June 26th.




"It's not that people are showing up and just drinking and drinking and drinking. You're having a glass of wine or a beer outside at a table. It's not anything excessive."

How will the rules be enforced?

- Policing and enforcement of the social district rules are the responsibility of local law enforcement and the local NC Alcohol Law Enforcement (ALE) Division.
- In Brevard, the City's law enforcement is contracted by State to serve as the local ALE division.
- Social district ordinance establishes penalties for violating the rules of the district (e.g. improper signage, not using the approved cups, etc.)
- Does not effect enforcement of alcohol-related crimes under NC Criminal Code (e.g. public intoxication, disorderly conduct, under-age possession of alcohol, etc.)

How does this affect Sidewalk Dining Permits?

- A business will only be allowed to serve alcohol on the sidewalk as part of an approved sidewalk dining permit.
- If they have that permit and are located in the social district, the business may serve alcohol on the sidewalks without barricades / signage during the social district's approved days and hours of operation.
- No preparation of alcoholic beverages can occur on the sidewalk

 **The City of Brevard**
North Carolina

Date Received: _____
Action Taken: _____
Date: _____
Permit #: _____

**PERMIT APPLICATION FOR
PERMANENT AND SEMIPERMANENT SIDEWALK USAGE**

The applicant / permit holder agrees to:

- Comply with all applicable City rules, regulations, and permit conditions;
- Indemnify and hold harmless the City of Brevard, its employees and NCDOT, if applicable, in all respects, against any and all claims arising out of or related to the issuance of this Permit.

APPLICANT / PERMIT HOLDER: _____
(Business Name)

BY: _____ **Date:** _____
(Business Owner's Signature)

Contact Information:

Mailing Address: _____ City: _____ State: _____ ZIP: _____
Email: _____ Phone: _____

Location of Business (Property): _____
Property Identification Number (PIN): _____

Permit Type (Check only one) and Fee Schedule:

☐ Sidewalk Dining Area: \$100 application review fee

☐ Permanent or Semipermanent Object: \$50 application review fee

Following must be Included with All Applications:

☐ Site Plan showing the section of sidewalk or pedestrian way to be used for the object or sidewalk dining, the section to be kept clear for pedestrian and fire lane use, and the proposed dimensions and placement of all objects and furnishings. At least five feet of unobstructed space, excluding the curb, measured from any object must be kept clear for pedestrians.

☐ Description and images or other illustrative graphics of the objects and/or furnishings to be installed. Vertical dimensions should be included in these descriptions.

☐ Proof of Liability Insurance in the amount of \$2,000,000.00 (aggregate) naming the City and, if applicable, NCDOT as additional insured.

☐ Hold Harmless Agreement signed by the business owner and notarized.

☐ Application Review Fee

How does this affect Special Events?

- A special event located within a social district can receive a permit for the sale of alcohol within their event area from the ABC Commission.
- A special event permittee may participate in a social district if they follow the rules
- This includes allowing beverages with social district cups to be carried from and into the special event area.
- Participation in the social district is at the special event holder's discretion.
- Event organizers will have the choice to allow social district beverages within their event footprint or not.

Other Commonly Asked Questions

- Who can sell alcohol for consumption in the social district?
 - Alcoholic beverages must be sold by a permittee located within the social district
 - Participating locations must have an **ABC permit for on-site consumption**
 - No personal beer, wine, or liquor can be brought into the social district.
- What happens if I leave the social district boundaries?
 - Individuals who leave the district with alcohol can be **criminally charged**.
 - Cups should be **disposed of prior to exiting the district**.
 - Open containers of alcohol are still prohibited for people driving or riding in a vehicle/bicycle.
- How many alcoholic drinks can I purchase at one time in a social district?
 - The maximum amount of beverages that a patron can purchase at once is unchanged.
 - A single patron can't buy more than 2 alcoholic beverage drinks at one time of beer or wine and more than 1 alcoholic beverage at one time of a drink containing liquor.

City's Adoption Process

- ✓ Public Safety Committee Review – *recommended approval June 26th*
- City Council Public Hearing – *scheduled for August 7th*
- City Council Vote – *earliest possible date August 17th*
- Social District preparation
 - City registers Social District with NC ABC Commission
 - Businesses secure permits
 - Logo is designed
 - Cups are ordered and ready for use
 - Signs are ordered and installed
- Social District opens – *earliest possible opening in October*

Contact Info

Emily Brewer, Senior Planner

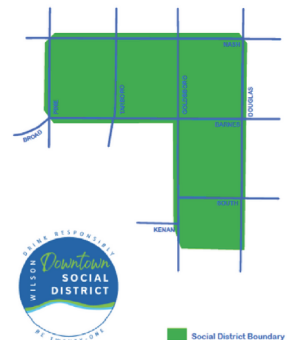
City of Brevard Planning Department

828-885-5630

emily.brewer@cityofbrevard.com

RULES OF THE WILSON DOWNTOWN SOCIAL DISTRICT

- Downtown Social District beverages must be purchased from participating businesses. Each business will provide a branded social district container identifying where the drink was purchased. Look for the **blue window decal** to see if a bar or restaurant is a participating vendor.
- Alcoholic beverages must be in branded Downtown Social District containers and may only be enjoyed within the Downtown Social District daily between 11 am - 11 pm.
- Downtown Social District beverages may **not** be brought into another establishment that sells alcohol.
- Downtown Social District beverages may only be brought into businesses where a **green window decal** is displayed.
- Don't assume all businesses are participating. Social District beverages may **not** be brought into businesses with **red window decals**.
- Downtown Social District beverages must be disposed of before exiting the District. Lookout for boundary signs and sidewalk decals and use nearby trash or recycling bins.



To learn more about the Wilson
Downtown Social District, visit:
www.wilsonnc.org/socialdistrict