

DOWNTOWN BREVARD SOCIAL DISTRICT

Management and Maintenance Plan



As of February 25, 2025

Downtown Brevard Social District Management and Maintenance Plan

INTRODUCTION

On September 8, 2021, North Carolina Session Law 2021-150 was ratified, allowing governments to establish "Social Districts" within their jurisdictions. These Social Districts allow for common areas where licensed establishments (e.g., bars, breweries, restaurants) may sell alcoholic beverages in designated containers to be taken into common areas for consumption. The act was subsequently amended with Session Law 2022-49, which refined the initial legislation and provides additional details on the operation of social districts.

The City of Brevard adopted Ordinance No. 2023-36 on August 21, 2023, establishing the **Downtown Brevard Social District** or "**The District**". On February 3, 2025, the City of Brevard adopted Ordinance No. 2025-08 expanding the boundaries of the social district. In accordance with N.C.G.S Chapter 18B, this plan outlines how the social district will be management, maintained and operated. This plan will be submitted to the North Carolina ABC Commission and placed on the City's website (www.cityofbrevard.com/socialdistrict) and the Heart of Brevard website (www.brevardnc.org).

MANAGEMENT AND RESPONSIBILITIES

The Downtown Brevard Social District will be managed and maintained by the City of Brevard with support from the Heart of Brevard. Specific responsibilities are outlined herein.

DISTRICT BOUNDARIES

Boundaries of the Social District will be clearly marked with signs affixed to all entrance/exit points.



DAYS AND HOURS OF OPERATION

The Downtown Brevard Social District will operate **11 a.m. to 10 p.m. daily**. At all other times, open containers of alcohol cannot leave the premises of the ABC-permitted business where it was purchased.

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GENERAL RULES

- Only alcoholic beverages purchased from a participating business with an ABC permit may be consumed in the Downtown Brevard Social District. No outside alcohol is permitted.
- Alcoholic beverages may not be brought into a business that does not display the appropriate Downtown Brevard Social District signage (see below).
- Any alcoholic beverage purchased for consumption in the Downtown Brevard Social District must also be in a specifically labeled cup (see below).
- All open-container alcoholic beverages must be disposed of prior exiting the Social District boundaries or entering a vehicle (including a bicycle).
- Businesses that abut the social district boundaries can choose to be included in the Downtown Brevard Social District or can opt out if they desire. No business is required to participate or to allow customers to bring alcohol onto its premises.
- The sale and delivery of alcohol in a social district is subject to the same limitations for sales and deliveries of alcohol in North Carolina (e.g., no more than two malt beverage or wine drinks at one time to a single patron; no more than one mixed beverage or spirituous liquor drink at one time to a single patron).

PARTICIPATING BUSINESSES WITH AN ABC PERMIT

In order to participate, ABC-permitted establishments must be located in or contiguous to the Downtown Brevard Social District boundaries and obtain a Social District Permit from the City of Brevard Planning Department. The fee for the Social District Permit is \$200.

Permitting allows the City to ensure that those businesses selling alcoholic beverages for consumption within the Social District are aware of and in compliance with the requirements of this Plan and Chapter 43 of the Brevard City Code. As part of the permitting process, the business owner must provide written acknowledgment to abide by the rules, regulations and requirements of this Plan and Chapter 43 of the Brevard City Code.

Alcoholic beverages that are sold for consumption in the Social District must be in a container that meets all the following requirements:

- The container clearly and prominently identifies the ABC permittee from which the alcoholic beverage was purchased.
- The container clearly and prominently identifies when (date and time) the alcoholic beverage was purchased.
- The container clearly and prominently displays the Downtown Brevard Social District Logo.

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- The container is not made of glass (e.g., compostable cups, recyclable cans).
- The container displays, in no less than 12-point font, the statement, "Drink Responsibly – Be 21."
- The container cannot hold more than 16 fluid ounces.

Example containers are depicted below.



Last call for serving alcoholic beverages for consumption in the social district is 9:45 p.m. daily.

PARTICIPATING BUSINESSES WITHOUT AN ABC PERMIT

Businesses without an ABC permit may participate in the Social District by allowing alcoholic beverages purchased and possessed in accordance with this Plan and Chapter 43 of the Brevard City Code to be consumed in their businesses. Participating businesses that are not selling alcoholic beverages are not required to register with the City.

The City and Heart of Brevard will provide information and materials to participating businesses to ensure that the businesses understand their obligations under this Plan and the Social District Ordinance and communicate their participation or non-participation to the public.

During the days and hours when the social district is active, participating businesses must allow law enforcement officers access to all areas of the premises accessible by customers.

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NON-PARTICIPATING BUSINESSES

Nothing in this Plan or Chapter 43 of Brevard City Code shall be construed as requiring any business, regardless of whether or not it holds a valid ABC permit, to participate in the Downtown Brevard Social District.

DISTRICT LOGO AND REQUIRED SIGNAGE

The Downtown Brevard Social District will use "The District" logo (depicted here).



The uniform signage below must be displayed in businesses participating in the Downtown Brevard Social District to inform visitors that they are allowed to bring alcoholic beverages inside. Businesses electing not to participate in the Social District are not required to display signage, but the signage is available upon request.



SIDEWALK DINING PERMITS WITH SOCIAL DISTRICT PARTICIPATION

No alcohol may be served outside of the authorized premises licensed under state law. ABC-permitted businesses may serve alcohol beyond the building with approved sidewalk dining permits from the City of Brevard. ABC-permitted businesses will be educated on the options and determine their preferences.

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SPECIAL EVENTS IN THE SOCIAL DISTRICT

If the special event area is located with the social district boundaries, a special event organizer may choose to participate in a social district by allowing social district alcohol to enter the special event area and/or allowing alcohol sold at the special event to leave the event area into the social district. Participation in the social district is at the special event permit holder's discretion.

Event organizers will be educated on the options and determine their preferences. Businesses participating in the social district will be notified of the special event and if / how the social district will be impacted.

ENFORCEMENT

City of Brevard Police will enforce the requirements of the Downtown Brevard Social District. The City of Brevard reserves the right to prohibit a permit holder from participating in the district due to violations of this Plan or Chapter 43 of Brevard City Code.

ABC permit holders accept liability for patrons they serve the same as they do now and will enforce the same rules and regulations as they currently do.

To report potential violations please call the Brevard Police Department at 828-883-2212 or the N.C. Alcohol Law Enforcement Division (1-877-ALE-AGENT).

SANITATION AND MAINTENANCE

The City's Public Works Department provides sanitation services within the Downtown Brevard Social District boundaries, including trash removal and litter pick up. This will continue with the operation of the Social District. Trash/recycling receptacles are located within the boundaries of the Social District to encourage patrons to properly dispose of their used cups and unconsumed alcohol. ABC-permitted establishments and other participating businesses within the boundary will have trash/recycling receptacles available to patrons at the door.

MARKETING AND PROMOTION

Marketing and promotion of the Social District will be provided by the Heart of Brevard in collaboration with the City of Brevard and participating businesses included in the Social District.