



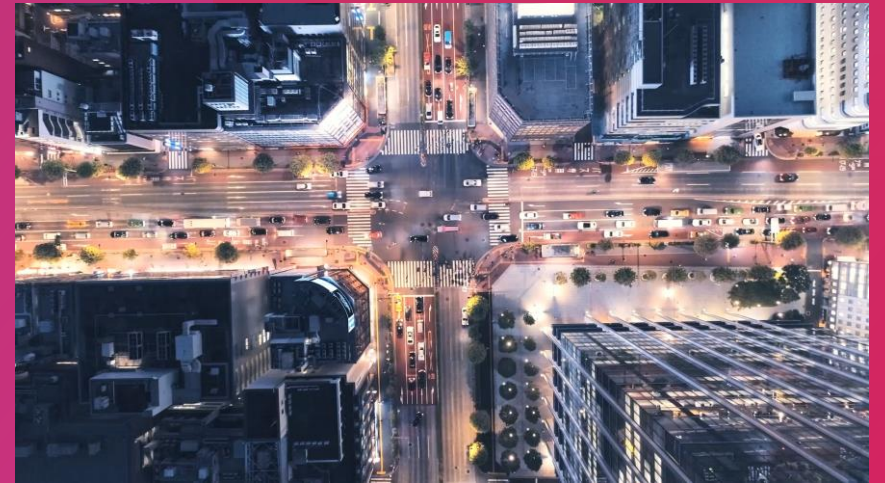
Social Districts

November 14, 2022



SOCIAL DISTRICTS: HB 890 DOWNTOWN BOUNCE BACK!

COOL SPRING
DOWNTOWN DISTRICT



HOW DID THIS GET STARTED?

Lobbied for in Fall of 2021 by the NC Retail Merchants Association in an effort to generate more foot traffic for urban cores.



Goals of a Social District:

- Generate foot traffic
- Increase post-COVID economic recovery efforts for small businesses

WHAT IS A SOCIAL DISTRICT?

- A defined outdoor area in which a person may consume alcoholic beverages sold by an ABC permittee. This term does not include the ABC permittee's licensed premises or an extended area allowed under G.S. 18B-904(h).

WHO CAN DESIGNATE A SOCIAL DISTRICT?

- House Bill 890 did not create a statewide social district but instead allows cities and counties to “opt-in” to social districts via an ordinance.
- A city may adopt an ordinance designating an area within the municipal limits as a social district under G.S. 160A-205.4. A county may adopt an ordinance designating a social district for an area located outside a municipal boundary under G.S. 153A-145.9.

CITIES
THAT HAVE
SOCIAL
DISTRICTS

Greensboro

Charlotte

Kannapolis

Monroe

Raleigh

WHAT ARE THE REQUIREMENTS FOR A CITY TO CREATE A SOCIAL DISTRICT?

Social districts must be clearly defined and post signage in conspicuous locations indicating:

The area included in the social district.

The days and hours during which alcoholic beverages can be consumed in the social district.

The telephone number for the ALE Division and Local Law Enforcement with jurisdiction over the social district.

A clear statement that an alcoholic beverage purchased for consumption

WHAT HOURS ARE SOCIAL DISTRICTS ALLOWED?

Social districts are only allowed to operate during hours defined under G.S. 18B-1004: from **7:00 am until 2:00 am Monday – Saturday and noon until 2:00 am on Sunday.**

Note: If the local government has allowed for earlier Sunday Sales, a social district may operate beginning at 10:00 am on Sunday. (G.S. 18B-904.1(c)(1)). Think brunch bill.

Note: Before a social district can become operational, a city or county must submit to the North Carolina Alcoholic Beverage Control Commission a detailed map of the social district with the boundaries clearly marked and the days and hours during which alcoholic beverages can be consumed. (G.S. 18B- 904.1(c)(3)).

WHO CAN SELL ALCOHOL IN A SOCIAL DISTRICT?

Under G.S. 18B-904.1(a)(1) a business holding any of the following ABC Permits may sell alcohol to be consumed in a social district:

- An on-premises malt beverage permit issued pursuant to G.S. 18B-1001(1).
- An on-premises unfortified wine permit issued pursuant to G.S. 18B-1001(3).
- An on-premises fortified wine permit issued pursuant to G.S. 18B-1001(5).
- A mixed beverages permit issued pursuant to G.S. 18B-1001(10).
- A distillery permit issued pursuant to G.S. 18B-1100(5)





SOCIAL DISTRICT BUSINESS DECALS

ALCOHOLIC BEVERAGES BEING SOLD MUST BE SOLD IN A SPECIFIC CONTAINER:

Alcoholic beverages that are being sold to be consumed in a social district can only be sold in a container that meets all the following requirements.

The container clearly identifies the ABC permittee from which the alcoholic beverage was purchased.

The container clearly displays a logo or some other mark that is unique to the social district in which it will be consumed.

The container is not made of glass.

The container displays, in no less than 12-point font, the statement, "Drink Responsibly – Be 21."

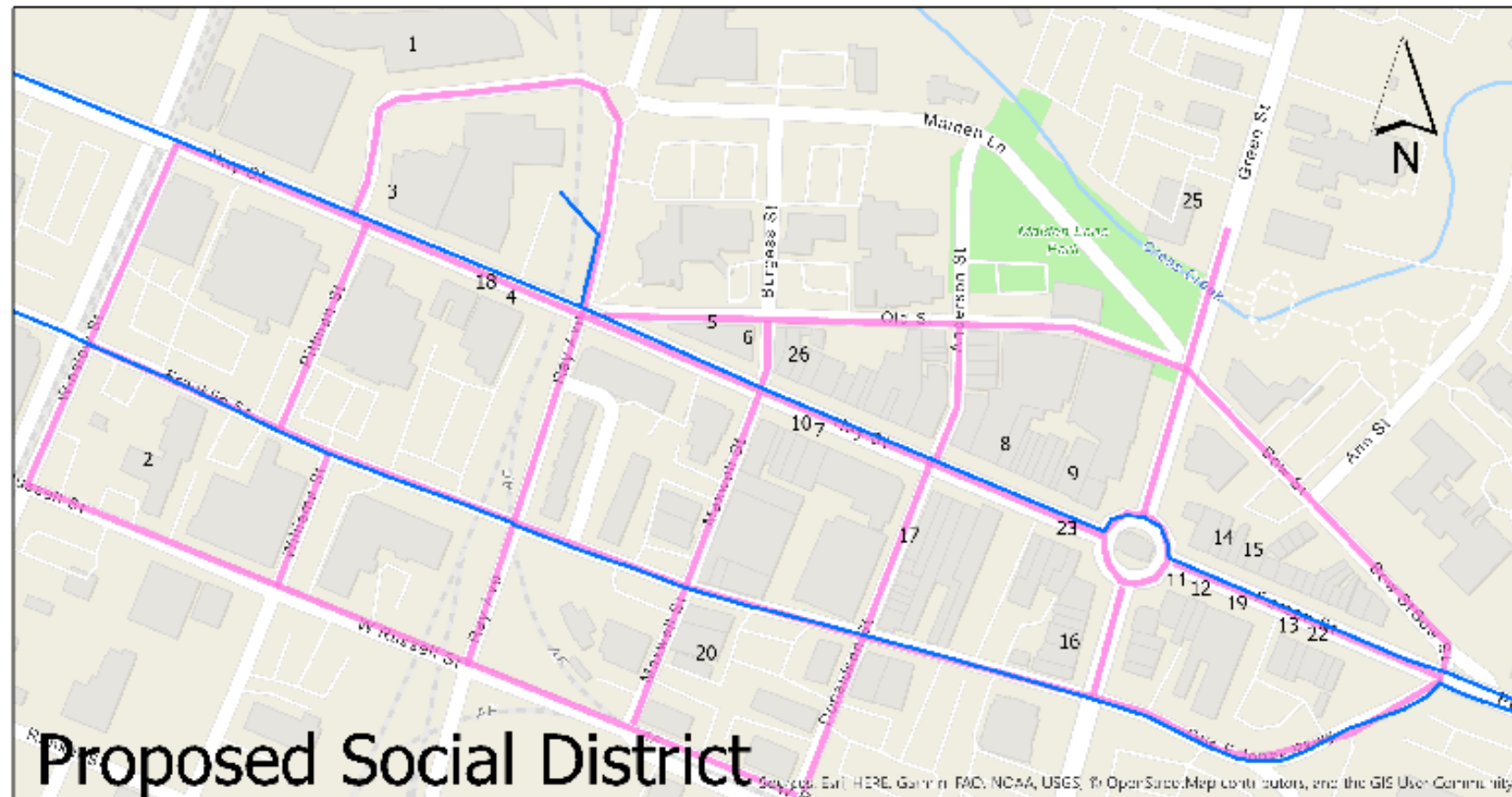
The container cannot hold more than 16 fluid ounces.



SPECIAL CONSIDERATIONS:

- Finally, the ABC permittee must prohibit a person from entering or reentering its licensed premises with an alcoholic beverage not sold by the ABC permittee. As an example, XYZ Restaurant sells John Smith a cup of wine. John Smith cannot reenter XYZ Restaurant with a cup of beer John Smith bought at Acme Brewing located within the same social district. John Smith also cannot enter XYZ Restaurant for the first time with the cup of beer John Smith bought at Acme Brewing.

PROPOSED MAP BUSINESSES



Legend

- Social District Streets
- ★ District Trolley Stops
- District Trolley Route

Number	Address	Establishment Name	Number	Address	Establishment Name
1	440 Hwy Street	Negra Stadium	14	107 Person Street	Agave North American Restaurant
2	444 W. Russell Street	Right Light Brewing Company	15	113 Person Street	Amway Hughes, Dogs, And Beer
3	440 Hwy Street	The Duffer Scene	16	115 Gillespie Street	Walker's Hookah Cafe
4	405 Hwy Street	Huson Hardware	17	113 Connelley Street	Wine & Design
5	310 Hwy Street	Bla Moon Cafe	18	411 Hwy Street	The Tophouse at Huson
6	300 Hwy Street	Antonella's Italian Restaurant	01	115 Person Street	Three or West Africa
7	217 Hwy Street	Planks Italian Bistro	20	147 Maxwell Street	The Divery Cigar Emporium
8	124 Hwy Street	Caston Brewing Company	21	105 Person Street	Caninos
9	106 Hwy Street	Slip Room	22	132 Person Street	The Fried Turkey Shop
10	225 Hwy Street	Carnegie Art House Theatre	23	105 Hwy Street	Pan Sandwiches
11	107 Person Street	Charley's Pub	24	109 Hwy Street	Vagabond Cafe
12	108 Person Street	Circ 1300	25	333 Green Street	The Friends Table
13	126 Person Street	Bruce's Sportsbar and Lounge	26	239 Hwy Street	Winterloom

SOCIAL DISTRICT BUSINESS LIST

	Business	Address
1	Agora Mediterranean Restaurant	107 Person Street
2	Antonella's Italian Ristorante	300 Hay Street
3	Archway Burgers, Dogs, and Beer	113 Person Street
4	Blue Moon Cafe	310 Hay Street
5	Bright Light Brewing Company	444 W Russell Street
6	Bruce's Sportbloc and Lounge	126 Person Street
7	Cameo Art House Theatre	225 Hay Street
8	Caruso's	106 Person Street
9	Charley's Pub	102 Person Street
10	Circa 1800	108 Person Street
11	Gaston Brewing Company	124 Hay Street
12	Huske Hardware	405 Hay Street
13	Pan Sandwiches	105 Hay Street
14	Pierros Italian Bistro	217 Hay Street
15	Segra Stadium	460 Hay Street
16	Taste of West Africa	116 Person Street
17	The Coffee Scene	450 Hay Street
18	The Fried Turkey Shop	132 Person Street
19	The Friends Table	333 Green Street
20	The Livery Cigar Emporium	147 Maxwell Street
21	The Sip Room	106 Hay Street
22	The Taphouse at Huske	411 Hay Street
23	Vagabond. Café	108 Hay Street
24	Walker's Hookah Cafe	116 Gillespie Street
25	Wine & Design	113 Donaldson Street
26	Winterbloom	238 Hay Street

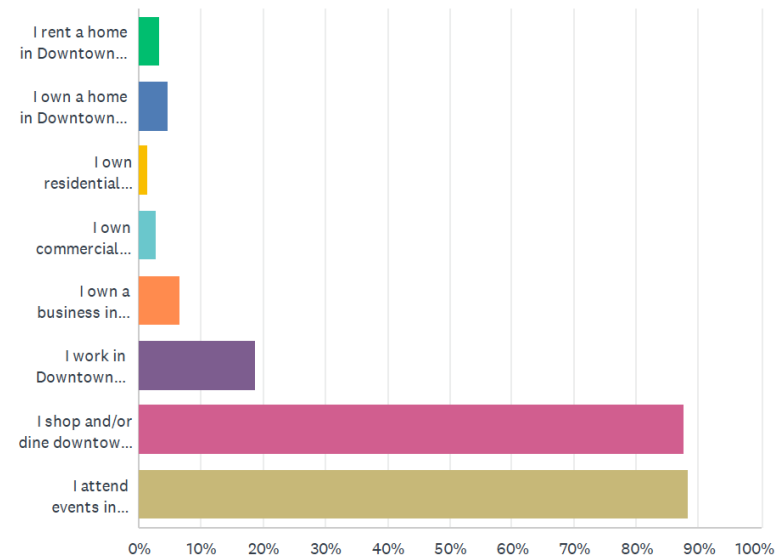
BOUNDARY MAPS



COOL SPRING SOCIAL DISTRICT SURVEY

Q2 What's your relationship with downtown Fayetteville? Check all that apply:

Answered: 910 Skipped: 9

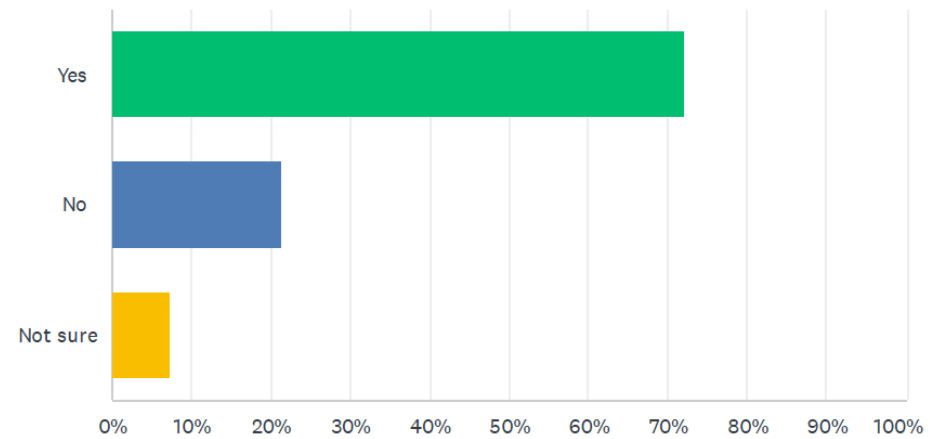


ANSWER CHOICES	RESPONSES	
I rent a home in Downtown Fayetteville	3.41%	31
I own a home in Downtown Fayetteville	4.73%	43
I own residential property in Downtown Fayetteville	1.54%	14
I own commercial property in Downtown Fayetteville	2.86%	26
I own a business in Downtown Fayetteville	6.70%	61
I work in Downtown Fayetteville	18.79%	171
I shop and/or dine downtown or visit downtown venues	87.69%	798
I attend events in Downtown Fayetteville	88.24%	803
Total Respondents: 910		

COOL SPRING SOCIAL DISTRICT SURVEY

Q3 Do you think social districts are a good idea for Downtown Fayetteville?

Answered: 919 Skipped: 0

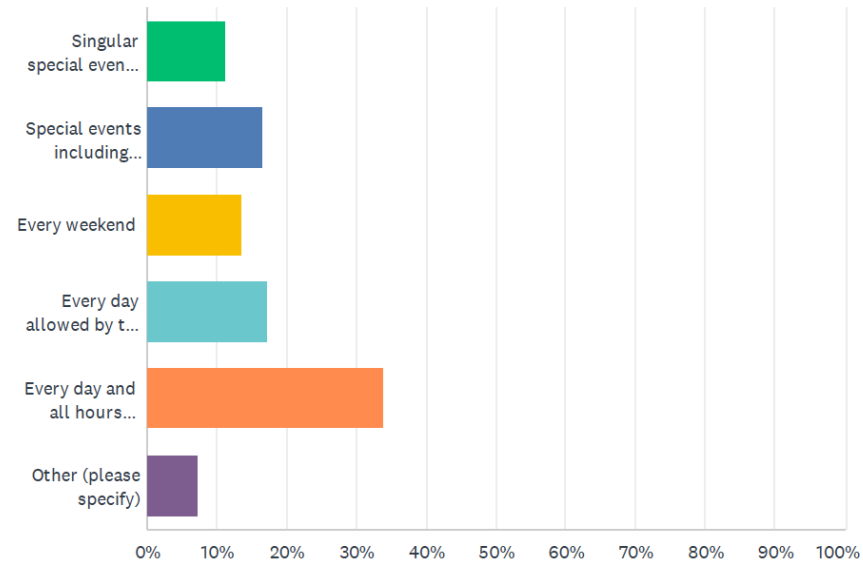


ANSWER CHOICES	RESPONSES	
Yes	72.14%	663
No	21.22%	195
Not sure	7.29%	67
Total Respondents: 919		

COOL SPRING SOCIAL DISTRICT SURVEY

Q4 If social districts were to be implemented in Downtown Fayetteville, what would be your preference on days/ hours of operation?

Answered: 914 Skipped: 5



ANSWER CHOICES	RESPONSES	
Singular special events only	11.27%	103
Special events including recurring events (like 4th Friday or Dogwood Festival)	16.63%	152
Every weekend	13.68%	125
Every day allowed by the statute, but during limited hours	17.18%	157
Every day and all hours allowed by the statute	33.92%	310
Other (please specify)	7.33%	67
TOTAL		914

Social District Requirements

- The social district must meet the following requirements under North Carolina law:
- An alcoholic beverage purchased for consumption in the social district must:
 - be consumed in the social district.
 - be disposed of before exiting the social district unless entering a business within the social district that allows alcoholic beverages to be brought inside the business.



ABC Permittee Requirements

- A permittee located and selling alcoholic beverages within the social district must meet the following requirements under North Carolina law:
- The permittee must:
 - only sell and serve alcoholic beverages on its licensed premises.
 - only sell alcoholic beverages for consumption in a container that meets all of the following requirements:
 - The container clearly identifies the permittee from which the alcoholic beverage was purchased.
 - The container clearly displays a logo or some other mark that is unique to the social district in which it will be consumed.
 - The container is not comprised of glass.
 - The container displays, in no less than 12-point font, the statement, "Drink Responsibly – Be 21."
 - The container shall not hold more than 16 fluid ounces.

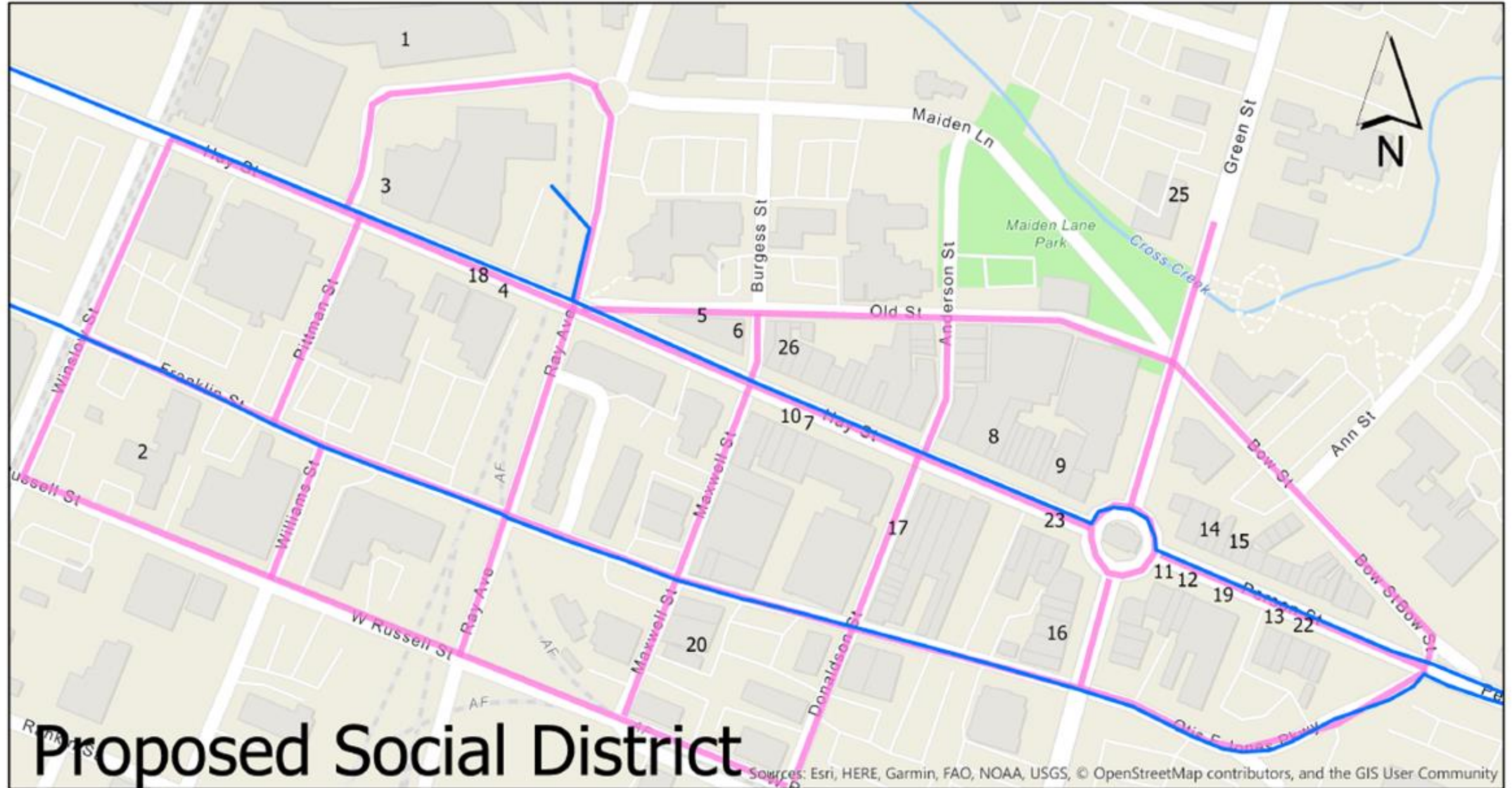
Patron Requirements

- The possession and consumption of an alcoholic beverage in a social district is subject to all of the following requirements of North Carolina law:
- Only alcoholic beverages purchased from a permittee located in the social district may be possessed and consumed.
- Alcoholic beverages must:
 - only be in designated social district containers.
 - only be possessed and consumed during the days and hours set by the City:
- From 12 p.m. until 10 p.m., for two days, Friday and Saturday, or seven days a week*.

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 - only be in designated social district containers.
 - only be possessed and consumed during the days and hours set by the City:
- From 12 p.m. until 10 p.m., for two days, Friday and Saturday, or seven days a week*.
- Violators of the ordinance will be subject to a misdemeanor with a maximum fine of \$500.

Proposed Social District Map



- Second Meeting for City Council – November 28th
- District Map – Completed
- Ordinance – Completed
- Management & Maintenance Plan – Completed
- Signage Posted – By December 1, 2022
- Cups – By December 1, 2022
- SD Registration with ABC Commission – Upon Approval
- Website Posting – By December 1, 2022.



- Approve the creation of a temporary Downtown Social for six months, from December 2022 to June 2023, to operate seven days a week from 12 p.m. to 10 p.m. After three months, CSDD will present a progress report of the impact to City Council at the March 2023 Work Session. In June 2023, the action will be reintroduced to rescind the pilot, extend it for six months, or create an ordinance amendment for a Social District. (CSDD Recommendation)
- Approve the creation of a temporary Downtown Social for six months, from December 2022 to June 2023, to operate two days a week, Friday and Saturday, from 12 p.m. to 10 p.m. After three months, CSDD will present a progress report of the impact to City Council at the March 2023 Work Session. In June 2023, the action will be reintroduced to rescind the pilot, extend it for six months, or create an ordinance amendment for a Social District. (Staff Recommendation)
- Deny the request for a social district; or
- Remand to Staff for additional information.



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