

PLAZA MIDWOOD SOCIAL DISTRICT COMMUNITY MEETING REPORT

This Community Meeting Report is being filed with the City of Charlotte for the purposes of supporting the Plaza Midwood Social District.

PERSONS AND ORGANIZATIONS CONTACTED:

A representative of the petitioner mailed a written notice of the date, time and location of the Community Meeting to the individuals and organizations set out on Exhibit A attached hereto by depositing such notice in the U.S. mail on or before May 22, 2023. A copy of the written notice is attached hereto as Exhibit B.

DATE, TIME AND LOCATION OF MEETING:

The Community Meeting was held on Thursday, June 1, 2023 from 6:00- 7:00 pm via Zoom Meeting from 6:00 pm until 7:00pm as a virtual meeting.

PERSONS IN ATTENDANCE AT MEETING (see attached Exhibit C: RSVP List):

The community meeting was well attended. There were 110 RSVPs and attendance during the meeting fluctuated around 50-75 people at a time, with a number of attendees only attending a portion of the meeting. We also accepted feedback through email, phone and in person at numerous area community meetings. The petitioner has attended several Plaza Midwood Neighborhood Association meetings, a Commonwealth Morningside Neighborhood Association meeting and has corresponded with leaders of the Chantilly Neighborhood Association in addition to being a steady topic of discussion at the Plaza Midwood Merchants Association meetings since the fall of 2021.

SUMMARY OF PRESENTATION/DISCUSSION:

Russell Fergusson, Phil Gussman and Jason Michel represented the petitioner and presented the basic components of the Social District proposal. The presentation is attached as Exhibit D.

The presentation explained what a social district is and covered the legal authority allowing the creation of social districts. The presentation covered the proposed area for implementation of the Plaza Midwood Social District with details on the boundaries of the district. The presentation explained the goals of the social district, including the activation of pedestrian networks, preserving the business district and the benefits provided to community events. The presentation covered the general plans for maintenance of the district and the efforts to implement a reusable cup program. During the discussion many references were made to existing social districts that have been operational for more than a year in many locations across North Carolina.

After the presentation, the meeting then shifted into a question and answer period, including an opportunity for comments. It was clear that a vast majority of the attendees supported the implementation of a social district.

The majority of attendees expressed their support (vocally and in the comments received before and during the meeting):

- Highlighting the belief that it would make walking across the business district more enjoyable
- Several mentioned having enjoyed the on street dining on Thomas Ave. during the pandemic
- Many referred to the social district as an easy decision to support and asked why it was taking so long
- Many comments referenced a desire to help our small business district in the face of development pressure
- Many attendees indicated that this was long overdue and that it was clear that it was time to allow a legal way to do

what many have observed occurring already

Some attendees expressed concerns and objections were raised and these concerns were addressed as shown below:

- Traffic dangers in the neighborhood for pedestrians
 - o The agent explained that issues with pedestrians exceed the scope of this project and petitioner's control but encouraged attendees to get involved with the area neighborhood and business associations who advocate for these matters. The businesses and PMNA have long worked with CDOT and city to improve pedestrian safety and this is an ongoing effort. Petitioner also explained that pedestrians/customers are already walking and crossing streets, many with cell phones in hand, and many on the way to and from permitted establishments. In short, there are already adults legally consuming alcohol and that the ability to have a beverage in hand while walking was not likely to materially change the pedestrian safety, but may provide for awareness to help advance pedestrian safety efforts.
- The condition, existence and sufficiency of sidewalks and accessibility in public right of ways
 - o The agent explained that sidewalk infrastructure improvements are beyond the scope of this proposal, but that it was included in the ongoing neighborhood and city efforts. It was also discussed that the sidewalks are limited somewhat by the preservation of existing
- Trash and litter
 - o Issues regarding litter were addressed with the reusable cup program, which requires patrons to purchase a cup and for that cup to have a return value intended to prevent waste. The petitioner currently runs clean-up programs and has worked with the city to install additional trash receptacles recently.
- Parking availability
 - o Issues regarding parking availability were discussed with the petitioners explaining that the intent of the social district is to incentivize residents in the area to consider walking into the district as opposed to driving.
- Intoxicated persons on the street and/or a general increase in intoxicated persons
 - o Dozens of existing social districts across the state have not had these adverse outcomes. It was explained that all NC ABC laws are still in effect and that a person can carry one beverage onto the sidewalk with them in a prescribed container, within prescribed boundaries and that any alcohol not in the prescribed containers will remain prohibited. The experience in active districts has not supported the likelihood of this concern, but the situation will be monitored closely.
- That people currently drink in residential areas and that the social district may make this worse.
 - o Issues regarding congregating were explained with a review of the boundaries of the district and the explanation that state law is still in full force and effect, making such activities illegal.

The concerns were addressed by the petitioner's team in a discussion that continued beyond the scheduled meeting time. Throughout this discussion it became clear that many of these issues are current issues that exist now without a social district, including infrastructure, pedestrian safety, intoxicated patrons, litter, and parking issues. The petitioner representatives explained the precautions being taken that the intention is to continue to monitor, review and revise the rules as needed to address issues that may arise. Several attendees shared personal experiences they have had in the many existing social districts in other cities. The petitioner explained that these existing districts have been successfully implemented without significant issues. The petitioner explained that it is organizing a management committee including neighborhood organization representatives to review issues, address implementation and operational concerns on an ongoing basis. Several attendees that expressed concerns shared that they felt comfortable with the plans after having heard more details and learning that the neighborhood leaders had already been involved, that dozens of social districts are active across the state and that there would be ongoing review of the social district. The explanation that the area organizations would have a role in evaluation, improvement and if necessary termination of the social district was a major factor in this support.

The overwhelming amount of community member feedback response was positive towards the establishment of a social district. Many reasons were provided in support. Most of the concerns were reduced and eliminated with further information.

Petitioner's agent offered to have follow-up meetings with the attendees and other interested neighbors upon request.

Respectfully submitted, this 25th day of August, 2023

By Russell Fergusson, Petitioner's Agent

cc: Charlotte-Mecklenburg Planning Department

EXHIBIT A:

NOTICE MAILING LIST

4627460	08003 THORNER	SEAN W	THORNTON MICHAEL	THORNER	194 GREEN OAKS LN UNIT G	CHARLOTTE	NC	2005	194 GREEN OAKS LN #G	Charlote	NC	2005
4627461	08003 THORNER	JOSHUA THORNER	JOSEPH THORNER	CHERRY	194 GREEN OAKS LN UNIT H	CHARLOTTE	NC	2005	194 GREEN OAKS LN #H	Charlote	NC	2005
4627462	08003 THORNER	MARRETT	194 GREEN OAKS LN UNIT I	CHARLOTTE	NC	2005	194 GREEN OAKS LN #I	Charlote	NC	2005	2005	
4627463	08003 THORNER	BRADY C	194 GREEN OAKS LN UNIT J	CHARLOTTE	NC	2005	194 GREEN OAKS LN #J	Charlote	NC	2005	2005	
4627464	08003 THORNER	WARRSON	194 GREEN OAKS LN UNIT K	CHARLOTTE	NC	2005	194 GREEN OAKS LN #K	Charlote	NC	2005	2005	
4627465	08003 THORNER	MARCEY ANN	194 GREEN OAKS LN UNIT L	CHARLOTTE	NC	2005	194 GREEN OAKS LN #L	Charlote	NC	2005	2005	
4627466	08003 THORNER	TOOD M MICHAEL	194 GREEN OAKS LN UNIT M	CHARLOTTE	NC	2005	194 GREEN OAKS LN #M	Charlote	NC	2005	2005	
4627467	08003 THORNER	DUNG	301 HENRIE RD	CHARLOTTE	NC	2005	194 GREEN OAKS LN #N	Charlote	NC	2005	2005	
4627468	08003 THORNER	JONNALS	194 GREEN OAKS LN UNIT O	CHARLOTTE	NC	2005	194 GREEN OAKS LN #O	Charlote	NC	2005	2005	
4627469	08003 THORNER	THOMAS	194 GREEN OAKS LN UNIT P	CHARLOTTE	NC	2005	194 GREEN OAKS LN #P	Charlote	NC	2005	2005	
4627470	08003 THORNER	CHAP ALAN	194 GREEN OAKS LN UNIT Q	CHARLOTTE	NC	2005	194 GREEN OAKS LN #Q	Charlote	NC	2005	2005	
4627471	08003 THORNER	HEATHER LYNN	194 GREEN OAKS LN UNIT R	CHARLOTTE	NC	2005	194 GREEN OAKS LN #R	Charlote	NC	2005	2005	
4627472	08003 THORNER	BRUN	194 GREEN OAKS LN UNIT S	CHARLOTTE	NC	2005	194 GREEN OAKS LN #S	Charlote	NC	2005	2005	
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4627475	08003 THORNER	JESSIE	194 GREEN OAKS LN UNIT V	CHARLOTTE	NC	2005	194 GREEN OAKS LN #V	Charlote	NC	2005	2005	
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4627485	08003 THORNER	LARRY STONSON	194 GREEN OAKS LN UNIT AF	CHARLOTTE	NC	2005	194 GREEN OAKS LN #AF	Charlote	NC	2005	2005	
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4627487	08003 THORNER	ANDREW	194 GREEN OAKS LN UNIT AH	CHARLOTTE	NC	2005	194 GREEN OAKS LN #AH	Charlote	NC	2005	2005	
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4627489	08003 THORNER	DAVEY CORTE	194 GREEN OAKS LN UNIT AJ	CHARLOTTE	NC	2005	194 GREEN OAKS LN #AJ	Charlote	NC	2005	2005	
4627490	08003 THORNER	CATERINA DORA	194 GREEN OAKS LN UNIT AK	CHARLOTTE	NC	2005	194 GREEN OAKS LN #AK	Charlote	NC	2005	2005	
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4627494	08003 THORNER	WILLIAM E	194 GREEN OAKS LN UNIT AO	CHARLOTTE	NC	2005	194 GREEN OAKS LN #AO	Charlote	NC	2005	2005	
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4627496	08003 THORNER	RYAN	178 WILSONS CIRCLE DR	CHARLOTTE	NC	2002	178 WILSONS CIRCLE DR	Charlote	NC	2002	2002	
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4627499	08003 THORNER	SHANGHAI WANG	712 GARDEN DISTRICT DR	CHARLOTTE	NC	2002	712 GARDEN DISTRICT DR	Charlote	NC	2002	2002	
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4627501	08003 THORNER	MARCEY K	712 GARDEN DISTRICT DR UNIT 403	CHARLOTTE	NC	2002	712 GARDEN DISTRICT DR	Charlote	NC	2002	2002	
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4627503	08003 THORNER	WILLIAM HUGH V	712 GARDEN DISTRICT DR UNIT 405	CHARLOTTE	NC	2002	712 GARDEN DISTRICT DR	Charlote	NC	2002	2002	
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4627530	08003 THORNER	LEONARD	204 GREEN OAKS LN UNIT 405	CHARLOTTE	NC	2002	204 GREEN OAKS LN #B	Charlote	NC	2002	2002	
4627531	08003 THORNER	BARBARA S	1701 PACIFIC ROAD CT	DAVENPORT	NC	2008	1701 PACIFIC ROAD CT	DAVENPORT	NC	2008	2008	
4627532	08003 THORNER	BARBARA S	1701 PACIFIC ROAD CT	DAVENPORT	NC	2008	1701 PACIFIC ROAD CT	DAVENPORT	NC	2008	2008	
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4627539	08003 THORNER	EMILY BROOKE	605 MATTHEWS LN	EDENRA	NC	2004	605 MATTHEWS LN	EDENRA	NC	2004	2004	
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4627541	08003 THORNER	JOAN WENIA WARTZEL	605 MATTHEWS LN	EDENRA	NC	2004	605 MATTHEWS LN	EDENRA	NC	2004	2004	
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4627545	08003 THORNER	WILLIAM	708 BUTTER ST	MCKINNEY	NC	2002	708 BUTTER ST	MCKINNEY	NC	2002	2002	
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4239956	035930000	HAROLD SHELTON	417 CLANCEY AV	CHARLOTTE	NC	2804	418 WILMOR	NC	2804
4239957	035930000	JOHN TOMAS	200 GRIFFIN DR	CHARLOTTE	NC	2804	418 WILMOR	NC	2804
4239958	035930000	COO PFRM	200 BOYD DR	MARSH	TX	78001	200 CENTRAL AV	NC	2804
4239959	035930000	CHARLES B	2801 COMMERCEWAY AVE	CHARLOTTE	NC	2802	2801 COMMERCEWAY AV	NC	2802
4239960	035930000	RETHURBER	3411 CENTRAL AVE	CHARLOTTE	NC	2801	3411 CENTRAL AVE	NC	2801
4239961	035930000	HANAN M	341 ALABAMA DR	CHARLOTTE	NC	2801	341 ALABAMA DR	NC	2801
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4239999	035930000	RETHURBER	341 ALABAMA DR	CHARLOTTE	NC	2801	341 ALABAMA DR	NC	2801

EXHIBIT B:

COPY OF NOTICE

NOTICE TO INTERESTED PARTIES COMMUNITY MEETING FOR
THE PLAZA MIDWOOD SOCIAL DISTRICT

Subject: Community Meeting – Social District Petition to request that the City of Charlotte a “Social District” to allow the limited consumption of alcohol outside of the permitted establishments in the Plaza Midwood area, including the commercial areas on Central Avenue from approximately Two Scoops to Morningside Drive, including the core business district and down Pecan Avenue to Villanis Bakery. The purpose of the implementation of the Social District is to activate the pedestrian network in the area, support our local businesses and allow more efficient use of the public commons in the neighborhood for activities and events.

Date and Time of Meeting: Thursday, June 1, 2023 from 6:00- 7:00 pm via Zoom Meeting

Place of Meeting: Please RSVP to socialdistrict@plazamidwood.com and include “Social District Community Meeting” in the subject line. Prior to the meeting, you will receive a return email with the link to meeting and login instructions.

Dear Neighbors and Community Leaders:

The Plaza Midwood Merchants Association is requesting that the City of Charlotte authorize a Social District in our neighborhood. Social districts are areas where people can walk with open, to-go containers of alcoholic beverages in a contiguous area. A social district may include both indoor and outdoor areas of businesses within the defined district during the days and hours established for the social district. Social districts were authorized by state law, see NC Gen Stat. § 18B-300.1 may be created, designated, and managed within the City of Charlotte with the adoption of Article XV in Chapter 15 of the City of Charlotte Code of Ordinances.

In accordance with the requirements of the City of Charlotte we are holding a Community Meeting prior to the Public Hearing to discuss this rezoning proposal and schedule with nearby property owners and organizations. You are either a representative of a registered neighborhood organization or an owner of property that is near the proposed Social District. We give you notice that representatives of the Petitioner will hold a Community Meeting regarding this Rezoning Petition **via Zoom** on **Thursday, June 1, from 6:00-7:00pm**. We look forward to sharing our plans with the community and working together to implement the Plaza Midwood Social District. **Please RSVP via email with “Community Meeting” in the subject line and I will send a digital link to access the zoom meeting.**

If you cannot attend the meeting at this time, but are interesting in the petition, please contact me directly. In the meantime, should you have any questions or comments about this matter, please contact me.

Yours Truly,

Plaza Midwood Merchants Asscoiation

Copy to: Council Member Dante Anderson

Date Mailed: on or before 5/22/2023

EXHIBIT C
PLAZA MIDWOOD SOCIAL
DISTRICT
COMMUNITY MEETING RSVP LIST
(VIRTUAL)

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EXHIBIT D:

COMMUNITY MEETING PRESENTATION

Community Meeting For Plaza Midwood Social District

June 1, 2023

What – Where – Why – Details – Dates

Russell Fergusson – Plaza Midwood Merchants Board
 Jason Michel – Executive Director, Plaza Midwood Merchants Association
 Phillip Gusman – Plaza Midwood Merchants Board




1

What is a Social District?

- Authorized by state law, see NC Gen Stat. § 18B-300.1 social districts may be designated within the City of Charlotte with the adoption of Article XV in Chapter 15 of the City of Charlotte Code of Ordinances. This designation allows Charlotte to designate “social districts” wherein patrons can take open alcoholic beverages off-premises in a designated public area— sort of like a food hall common area permit (North End) but also on public streets/sidewalks. . . subject to certain limitations.

2

What is a Social District?

- All other laws and regulations regarding alcohol remain in place.
 - Only ABC permitted establishments can sell alcohol for consumption
 - No BYOB or containers from outside the district
 - Limitations on the volume, quantity and specific container
 - ABC Permitted establishments decide whether they will sell take out beverages to patrons
 - Unpermitted businesses decide whether they wish to allow customers to enter with a beverage
- Social Districts have been successfully implemented in many cities across North Carolina (Raleigh, Durham, Greensboro, Greenville, Kannapolis, Stanly Co. and many more). Many now active for over a year do not indicate increase in negative associated impacts. Reports of positive community benefits and happy business owners have been predominant.

3

Key Terms

- Social District - a defined area in which a person may consume alcoholic beverages sold by a permittee. A social district may include both indoor and outdoor areas of businesses within or contiguous to the defined area during the days and hours established for the social district pursuant to section 15-314. A social district may include privately owned property, including permittees and non-permittee businesses, and multi-tenant establishments, and public streets, crosswalks, or parking areas whether or not the streets or parking areas are closed to vehicle traffic.
- Permittees - businesses that hold an ABC permit for retail sale of alcohol
- Non-permittees - businesses that do not hold ABC permits

4

Non-permittee businesses

Code Excerpt from CLT Sec. 15-317. - Responsibilities of non-permittee businesses in social districts.

- Any non-permittee business that is part of a social district and allows customers to bring alcoholic beverages onto its premises is not responsible for enforcement of G.S. ch. 18B but must comply with the following requirements:
 - (1) Clearly post signage at any exits that do not open to the social district indicating that alcoholic beverages may not be taken past that point.
 - (2) Post the uniform signage provided to the non-permittee business indicating that customers may bring alcoholic beverages onto the premises of the non-permittee business during the days and hours that the social district is active.
 - (3) Allow law enforcement officers access to the areas of the premises accessible by customers during the days and hours that the social district is active.

5

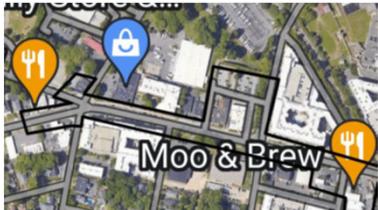


Plaza Midwood Social District Map

- Central Ave., from Two Scoops to Morningside, the core business district and a Chantilly alcove to include commercial areas on Pecan Ave.
- final map will be determined by the City of Charlotte and may be reduced or modified from this version

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Western Boundary

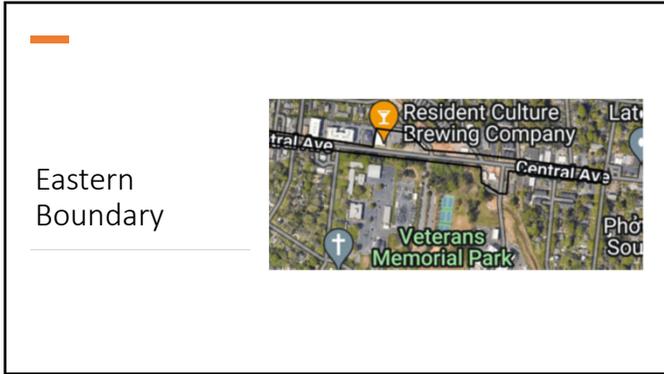


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Central District and Chantilly



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Plaza Midwood Social District Goals

Why?

- Activating the pedestrian network
 - Connecting area neighborhoods to business district and business to business
- Preserving our business district
 - Inclusive not exclusive, more businesses benefit and prevents concentration
- Facilitate community-scale events
 - Support local non-brick-and-mortar artisans in creative and vibrant ways without the limitations and expenses created by current requirements
- Symbiotic benefit to entire community
 - Walkable local food, beverage and retail improve quality of residential life

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Notable Details

- The City of Charlotte approved of social districts in 2022 and finally provided a process for implementation earlier this year.
 - Requires a maintenance plan for governance of the social district
 - Signage on all borders. Similar to current premises demarcation signs...no alcohol past this point.
 - Containers will have abc permittee name and a few other statements required by law for seller accountability.
 - The social district permit is at the discretion of the municipality and may be revoked by the City of Charlotte or amended at the district level.

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Maintenance of the district

In the coming weeks we will be working with city staff to refine the rules and regulations of our district. We will revisit these district level rules on a regular basis as we monitor and review. Areas that will be defined:

- Responsible Management Parties (PMM with neighborhood representation)
- District boundaries (no intention to increase area, but may reduce based on interests and community)
- Permitted ABC establishments
- Non-ABC businesses that have opted-in
- Businesses that have opted-out
- Operational details (effective days, times [probably 10:00 am to 1:00am], etc.)
- District logo and beverage container requirements
- Sanitation and maintenance plan* (recently doubled our area trash cans)
- Financing plan
- Insurance and indemnification (Permittees will be required to have liability insurance)

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Reusable Containers

- Initial community feedback led us to collaborate with the Innovation Barn to develop a reusable cup program. We hope this will set a standard city-wide.
- The first sustainable social district in NC. Stainless steel!
- Cups purchased for \$3-5
- Keep your cup, bring your cup, return your cup
- Stainless steel can be cleaned, reused, and recycled dozens of times more than aluminum and using less energy
- Marketing efforts to generate value in the cups.



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Next Steps

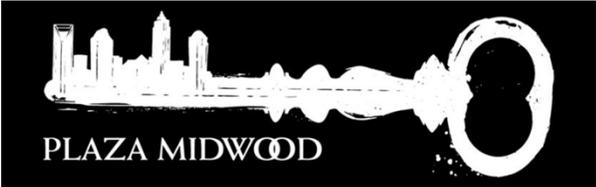
- City Council Public hearing, earliest date of June 26, but we anticipate late July public hearing
- Subsequent City Council Vote on adoption of the Plaza Midwood Social District
- Implementation anticipated approximately 30 days after approval.
- Targeting a fall opening of the district

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Thank you for joining us at this community meeting

We welcome your questions. Please enter questions into the chat. Thank you for joining us and we look forward to working with you going forward. The email that you rsvp'd to will remain operational as the main point of contact.

socialdistrict@plazamidwood.com



PLAZA MIDWOOD

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