

## **Plaza Midwood Social District Signage Plan**

Signs will be posted and maintained as required by NC Gen Stat. 18B-300.1 and Article XV in Chapter 15 of the City of Charlotte Code of Ordinances as may be amended from time to time. Signage may include additional information about the social district, the City of Charlotte social district mark and a QR code directing individuals to additional information.

### **Boundary Signage:**

The social district shall be clearly defined with signs posted in a conspicuous location indicating which area is included in the social district, the days and hours during which alcoholic beverages may be consumed in the social district, the telephone number for the ALE Division (1-877-ALE-AGENT) and the local law enforcement agency with jurisdiction over the area comprising the social district, and a clear statement that an alcoholic beverage purchased from a permittee for consumption in a social district shall (i) only be consumed in the social district and (ii) be disposed of before the person in possession of the alcoholic beverage exits the social district. The hours during which customer-purchased alcoholic beverages may be consumed in a social district shall be in accordance with Section 15-314.

Social district signage shall or link via QR code to the following content:

- Name and logo of the social district
- Days and hours of operation
- Telephone number for the local Alcohol Law Enforcement (ALE) Division, (980) 781-3000
- A statement that an alcoholic beverage purchased for consumption in a social district shall: Only be consumed in the social district, be disposed of before the person in possession of the alcoholic beverage exits the social district unless the person is reentering the licensed premises where the alcoholic beverage was purchased.
- The phrase "Drink Responsibly"
- The phrase "Do Not Litter"

Social district signage shall not contain advertising for permittees, sponsors, or any other entity. The exact verbiage of all signs shall be approved by the City of Charlotte before installation.

### **Non-Permittee Participants:**

Uniform signs indicating that a non-permittee business is included in the social district and allows alcoholic beverages on its premises when the social district is active will be distributed to non-permittee businesses that are included in the social district. The signs may be in the form of a sticker, placard, or other format as deemed appropriate by the city. A participating non-permittee business shall display the uniform sign at all times during the times when the social district is active. A customer may not bring an alcoholic beverage into a non-permittee business that does not display the uniform sign. No non-permittee business shall be required to participate or be included in the social district or to allow customers to bring alcohol onto its premises.