

Legislation Text

File #: 15-21344, Version: 1

Plaza Midwood Social District

Action:

Adopt an ordinance amending Chapter 15, Article XV, Section 15-322 of the City Code to establish the Plaza Midwood Social District.

Staff Resource(s):

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Patrick Baker, City Attorney's Office
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Explanation

- In the fall of 2021, the NC General Assembly enacted legislation allowing cities to adopt an ordinance designating social districts; in July 2022, the General Assembly enacted legislation to recodify and clarify social districts.
- In August of 2022, Council adopted Chapter 15, Article XV-Social Districts in the City Code to establish the framework for the creation of Social Districts in Charlotte.
- A social district is 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 NC General Statute Section 15-314.
 - A social district may include privately owned property, including permittees and non-permittee businesses; multi-tenant establishments; and public streets, crosswalks, or parking areas whether or not the streets or parking areas are closed to vehicle traffic.
- North Carolina Law has requirements on establishing and operating a social district. City and state requirements include:
 - A Council-adopted ordinance designating a social district which includes days and hours of operation, the boundaries map and written description, and a management and maintenance plan,
 - A published Council-approved management and maintenance plan on the city's website, and
 - Registration of the social district with the NC Alcoholic Beverage Control Commission.

Applicant

Plaza Midwood Merchants Association

Summary of Application

- The district is located from Louise Avenue/10th Street to Morningside Drive along Central Avenue in the east/west directions. The district stretches from Chesterfield Avenue to near Hamorton Place along Pecan Avenue in the north/south direction, Council District 1. A detailed map is attached.
- The district proposes to operate Monday-Sunday, 10AM-10PM.
- The applicant and other participating members will fund the initial setup of the district and any ongoing expenditures related to the district.

- Ongoing management of the district will be performed by a committee consisting of members representing the merchant's association and the surrounding neighborhood associations.
- The district intends to utilize reusable stainless-steel cups with the required logos in a partnership with Envision Charlotte.
- A community meeting was required as part of the application process and was held virtually on June 1, 2023. Approximately 75 people attended over the duration of the event. The complete meeting report is attached.
- The Commonwealth Morningside and Chantilly Neighborhood Associations provided letters of support for the application.
- Public comments for the proposed district were received by Council on October 9, 2023.

Staff Analysis

This application has met the requirements outlined in Chapter 15, Article XV-Social Districts of the City Code as well as the associated Social Districts Standards and Provisions.

Attachment(s)

Map
Ordinance
Management and Maintenance Plan