



MANAGEMENT
PLAN

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Introduction

On July 7, 2022, North Carolina General Assembly Session Law 2022-49 was ratified, codifying local governments' authority to establish Social Districts within their jurisdictions. These Social Districts allow for shared spaces where on-premises licensed establishments (e.g., bars, breweries, restaurants) may sell alcoholic beverages in designated containers to be taken into the common area for consumption. The Town of Apex (the "Town") has established such a Social District, designated as "The Local Spot."

This plan outlines the maintenance and management of the Downtown Apex Social District, which will be submitted to the North Carolina ABC Commission and placed on the Town of Apex website.

District Boundaries

The boundaries of the Downtown Apex Social District are shown on the map on page 8. The district includes the public walkways, thoroughfares, and other areas on the following streets and included within the map:

- **Salem Street** (Salem Heritage Plaza to Williams Street)
- **Chatham Street** (Elm Street to 202 W. Chatham Street)
- **Elm Street** (E Chatham Street to Olive Street)
- **Saunders Street** (N Salem Street to 215 Saunders Street)

Times of Operation

The Downtown Apex Social District would allow the consumption of alcoholic beverages within district boundaries during the following hours, unless otherwise modified by the Town of Apex Town Council, Town Manager, or Chief of Police:

- Monday to Sunday: 11:00 a.m. to 10:00 p.m.

Management

The Town of Apex has designated the Downtown Apex Social District to allow visitors to consume alcoholic beverages within the district. Signage will be posted in accordance with NCGS 18B-300.1(d).

The Downtown Apex Social District will be managed by the following Town department:

- Economic Development

Enforcement and Oversight

- The Town of Apex Police Department will be responsible for enforcing the rules of the Social District or as agreed between an event holder and Town of Apex.
- The Town reserves the right to prohibit an ABC permittee from participating in the district if they violate the Social District management plan, Town Ordinances, or State or Federal law.

ABC-Permit Holders and Non-ABC-Permit Holders

ABC-permit holders and non-ABC-permit holders within the Social District boundaries may "opt in" or "opt out" of participation.

- **Opt-In:** Businesses wishing to participate must complete a form and agree to comply with the rules, regulations, and requirements set forth by the Town, the ABC Commission, and applicable statutory requirements.
- **Opt-Out:** Businesses that choose not to participate in the Social District do not need to take any action.

ABC-Permitted Businesses (Opt-In)

ABC-permitted businesses that opt in must adhere to the following:

- May sell and serve alcoholic beverages only on their licensed premises.
- Must comply with all legal requirements for carding and limiting consumption of alcoholic beverages.
 - The establishment may only serve two beer or wine drinks or one liquor drink to one patron at a time.
- May only sell alcoholic beverages for consumption in open containers that meet the following criteria listed in the 'Beverage Containers and Rules of Use' section of this document.

Non-ABC-Permitted Businesses (Opt-In)

- May only allow alcoholic beverages purchased from an ABC-permittee within the Social District to be possessed and consumed on their premises.
- Alcoholic beverages must:
 - Be in designated Social District containers.
- Must post signage at exits indicating that alcohol may not be taken beyond certain points.
- During the operating hours of the Social District, businesses that permit alcohol on their premises must grant law enforcement access to areas accessible by customers.

Beverage Containers and Rules of Use

The following regulations apply to containers within the Social District:

- 1) The container must clearly identify the permittee from which the beverage was purchased.
- 2) The container must display a logo or other mark indicating it is part of the Social District.
- 3) The container must display the statement "Drink Responsibly – Be 21" in at least 12-point font.
- 4) The container is not comprised of glass material.
- 5) The container shall not hold more than 16 fluid ounces.
- 6) The permittee shall not allow a person to enter or reenter its licensed premises with an alcoholic beverage not sold by the permittee.
- 7) A person shall dispose of any alcoholic beverage in their possession prior to exiting the social district.
- 8) The initial supply of containers will be purchased by the Town and distributed among the participating businesses who opt-in to the Social District. Subsequent purchase of the

containers will be the responsibility of the opt-in businesses in adherence with the required standards. The information on the required standards will be provided by the Town.

District Designation and Logo

- The Downtown Apex Social District will utilize the logo provided by the Town of Apex (see Figure 1 below).
- The boundaries of the Social District will be clearly marked with signs affixed to all entrance/exit points.
- All Social District containers must be non-glass and no more than 16 fluid ounces. Required policy information can be printed directly on the container or on a label that is securely affixed to the container.
- The Social District logo may be printed in color or black and white, with text in at least 12-point font.
- A digital file of the Downtown Apex Social District Logo will be provided to ABC-permitted business that opted-in.
- Participants are prohibited from altering the logo design or distributing it to third parties without prior Town of Apex approval for any purpose other than printing on beverage containers/labels. Social District containers may not be used when the district is not in operation.

Figure 1 - Social District Logo and Mock-up of Logo on Beverage Container



Signage and Communication:

- The Town will create a logo for the Social District and install boundary markers to clearly define the area.
- Signage will be posted in accordance with NCGS 18BB within the district and at the district boundaries.
- The Town will also design, print, and distribute signage and window clings to businesses within the district, which must be displayed to verify the business' status in the Social District. The signage must be:
 - Displayed in a conspicuous area,
 - At every entrance or exit of the business that is contiguous to the Social District,
 - Displayed at all times the Social District is active.

Special Events in the Social District

- The Town's Parks, Recreation, and Cultural Resources Department will provide information on the Downtown Apex Social District to those applying to host a special event within or adjacent to the district.
- The ABC Commission may issue permits for one-time special events within or partially within the Social District. If such an event is scheduled during operating hours, the event permittee must notify the ABC Commission and law enforcement to ensure compliance with Social District regulations.
- The Town reserves the right to cease operation of the Social District via Town Council resolution or at the discretion of the Town Manager or Chief of Police, or their designee.

Sanitation and Maintenance

The Town's Public Works and Parks, Recreation & Cultural Resources will provide sanitation services within the district including trash removal and litter pick up. Trash / recycling receptacles will be located at the boundaries of the Social District to encourage proper disposal of used cups and unconsumed alcohol. Additional receptacles will be located throughout the district as available.

Financing

The costs of establishing and managing the Downtown Apex Social District will be funded by the Town of Apex.

Insurance

The Town of Apex is insured for its management and operation of the Social District.

General Marketing and Information

- Marketing for the Social District will be provided by the Town of Apex, in collaboration with ABC-permitted establishments, during the operational hours of the district.
- All Downtown Apex Social District provisions, including a map and list of participating businesses, will be posted on the Town's website.