

GLADSTONE SOCIAL DISTRICT

Management & Maintenance Plan

City of Gladstone's Downtown Development Authority



This plan outlines the management and maintenance of the proposed Downtown Gladstone Social District for review by the Gladstone City Commission. Upon local approval, it will be submitted to the Michigan Liquor Control Commission (MLCC) for state approval.

The Gladstone Downtown Development Authority (DDA) seeks to establish this district to promote economic growth and expand opportunities for businesses and recreation. The DDA would serve as the district's managing authority, with any future updates to this plan requiring approval by the Gladstone City Commission.

What is a Social District?

Authorized by Michigan law in 2020, social districts allow communities to designate areas

where beverages from licensed establishments can be enjoyed outdoors in specially marked containers. Introduced during the COVID-19 pandemic to support local businesses, these districts have since grown in popularity, enhancing downtown atmospheres and boosting tourism.

All State of Michigan and City of Gladstone laws regarding public intoxication, impaired driving, and open containers apply within and beyond district boundaries.

Boundaries within the District

Social District Boundary

The social district designates areas where establishments with a Michigan Liquor Control Commission (MLCC) license and a Social District permit may sell beverages for outdoor consumption.

Commons Areas

Commons Areas are clearly marked spaces within the district where consumption may take place. These areas do not include the licensed premises themselves. Drinks must be consumed either in the establishment where purchased or within the designated Commons Areas, which include the sidewalks highlighted in blue on the map below and the Farmers Market Square at 907 Delta Avenue.

Event Commons Areas

For special events, the City Commission may approve an expanded Event Commons Area, allowing social district beverages to be consumed within additional designated streets, including Delta Avenue and portions of 8th and 10th Streets, as shown on the map below.



Hours of Operation

The social district will operate year-round, with hours of operation detailed in the table below. After 10:00 PM, beverages may only be sold for consumption within the license holder's service area and not in the district commons areas, per their liquor license.

Sunday	12:00 PM – 10:00 PM
Monday	12 4:00 PM – 10:00 PM
Tuesday	12 4:00 PM – 10:00 PM
Wednesday	12 4:00 PM – 10:00 PM
Thursday	12 4:00 PM – 10:00 PM
Friday	12 4:00 PM – 10:00 PM
Saturday	12:00 PM – 10:00 PM

Eligible Establishments

The City of Gladstone's proposed social district boundary would allow for five existing licensed establishments to participate in the district. It is recognized that this list of eligible establishments may change or grow over time.

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| (1) <u>Saunders Point Brewing</u>
1000 Delta Ave
Gladstone, MI 49837 | (2) <u>Dew Drop Family Restaurant Wally's Bar</u>
916 <u>917</u> Delta Ave
Gladstone, MI 49837 | (3) <u>American Legion MIDD Bar & Lounq</u>
802 <u>903</u> Delta Ave
Gladstone, MI 49837 |
| (4) <u>Wally's Bar Dew Drop Family Restaurant</u>
916 <u>917</u> Delta Ave
Gladstone, MI 49837 | (5) <u>MIDD Bar & Lounge American Legion</u>
903 <u>802</u> Delta Ave
Gladstone, MI 49837 | |

After the City of Gladstone's Social District application is approved by the MLCC, the Gladstone DDA will establish and oversee a municipal application and approval form for eligible establishments. This form will confirm the city's support and must be included in each establishment's separate MLCC application to participate in the district.

Enforcement & Security

Gladstone Public Safety will enforce patron compliance within the social district. Clear signage will define district boundaries, and the municipal website will provide an overview and educational campaign on responsible use. Clear boundary markings and a strong educational campaign will be vital to the success of the district.

Public Safety will be notified whenever a special use permit is submitted for City Commission approval for an event within the district. If additional police presence is requested or required, Public Safety will coordinate with the event's overseeing department head or coordinator. The event coordinator will be responsible for any associated Public Safety staffing costs.

All State of Michigan and City of Gladstone laws regarding public intoxication, impaired driving, and open containers apply within and beyond the district. Public Safety will enforce these regulations using local ordinances and state liquor laws, and any violation of these laws should be reported to law enforcement.

Funding & Maintenance

The Gladstone DDA will cover both the initial and ongoing costs for logo creation, signage, staff operations, marketing, and maintenance responsibilities outlined in the Parks & Recreation contract.

Sponsorship Opportunities

Maintaining a clean downtown will require additional resources. To support waste management efforts, the DDA will seek sponsorships from downtown businesses to fund additional trash receptacles and assist in sustaining the existing Parks & Recreation contract. These sponsorships will not generate revenue but will help offset district maintenance and operational costs.

Serving Container Oversight

Licensed participating establishments will oversee the purchase of the social district containers but are required to adhere to the Michigan Liquor Control Code Act 58 of 1998, Section 436.1551 requirements for social district containers. It is the establishment's responsibility to ensure that their serving containers are compliant.

These requirements include:

- ☑ The container prominently displays the social district permittee's trade name or logo or some other mark that is unique to the social district permittee under the social district permittee's on-premises license.
- ☑ The container prominently displays a logo or some other mark that is unique to the commons area.
- ☑ The container is not glass.
- ☑ The container has a liquid capacity that does not exceed 16 ounces.

Sanitation & Trash Collection

State law requires that containers used for social district beverages be single-use. With increased foot traffic, a natural rise in waste is expected downtown.

The Gladstone DDA contracts with Parks & Recreation staff to manage routine trash collection within the district. This includes daily visual inspections of receptacles, which are emptied as needed.

Marketing of the District

The DDA will be responsible for marketing the district, including signage designating the boundaries of the social district, investing in our online presence by partnering with Orange Cat Media on an educational campaign to outline the rules and operations of the district, and information sessions for interested businesses.

Closing, Pausing, or Revoking the District

Certain circumstances or events may arise within the district where public alcohol consumption is not appropriate. In such cases, the Gladstone City Commission and/or the Gladstone DDA may temporarily close the social district. If closure is necessary, the DDA will provide at least seven (7) days' notice for all qualified licensees. During the closure, licensees must ensure that alcohol is not consumed outside their service area.

The privilege of having a social district comes with the responsibility of maintaining its benefits and integrity. A meeting shall be held annually between DDA administrative staff and the participating establishments to discuss the impact (either positive or negative) of the district and identify needs to ensure the success of its future. If the community or governing body determines that the district is being misused, the municipality may revoke its designation due to health, safety, or public wellbeing concerns, following a public hearing.