



Board: City Commission

Agenda Date: June 22, 2026

Presenter: Patricia West

Staff Report

Agenda Item Title:

Social District Management & Maintenance Plan Amendment

Background:

The Gladstone Downtown Development Authority (DDA) has proposed amendments to the Gladstone Social District Management & Maintenance Plan. The proposed amendments include:

1. Extending Social District hours of operation to Sunday through Saturday, from 12:00 PM to 10:00 PM, year-round; and
2. Expanding the designated Event Commons Areas to include the three city-owned parking lots located along Delta Avenue within the Social District boundary.

The proposed adjustment to the hours of operation was prompted by feedback from participating establishments, which reported that patrons frequently inquire about the Social District while waiting for the Gladstone Farmers Market to open on Mondays. Expanding the operating hours would provide greater consistency throughout the week and allow participating businesses to better accommodate customer demand.

The proposed expansion of Event Commons Areas arose from discussions regarding the potential return of the Rockin' the Bay event to downtown Gladstone. Event organizers have expressed interest in partnering with Wally's Bar and utilizing the Social District as part of the event experience. Including the three city-owned parking lots as designated Event Commons Areas would provide additional flexibility for future special events while maintaining City oversight, as any use of these areas would continue to require a Special Event Permit and City Commission approval prior to any parking lot closure.

If approved by the City Commission, the amended Management & Maintenance Plan will be submitted to the Michigan Liquor Control Commission (MLCC) for review and approval.

Fiscal Effect:

N/A

Supporting Documentation:

Proposed Resolution 2026-04

[Draft] Social District Management & Maintenance Plan

Recommendation:

Approve Resolution 2026-04 amending the Gladstone Social District Management & Maintenance Plan and authorize submission of the amended plan to the Michigan Liquor Control Commission for review and approval.