



Memorandum

TO: Grosse Pointe Woods Planning Commission;
Frank Schulte, City Manager; Paul Antolin, City Clerk

FROM: Brigitte Smith, AICP

SUBJECT: **Social District Recommendations – Updated**

DATE: July 25, 2023

This memorandum is created to explain and support the establishment of two Social Districts in the City of Grosse Pointe Woods, enabled by House Bill 5781 that created the “Social District Permit” and signed into law by Governor Whitmer on July 1, 2020. A Social District is “an area ... that is **shared by and contiguous to the premises of at least two other qualified licensees**” and that has clearly marked boundaries. Qualified licensees consist of bars/restaurants with a Class C, Tavern, Club, or Brewpub License to serve alcoholic beverages (beer, wine, spirits, or mixed spirits or drinks). These businesses, marked on Exhibit A, may apply for a Social District Permit. Once approved by the Michigan Liquor Control Commission (MLCC), they may serve alcoholic beverages on their licensed premises in **marked cups** to customers who may drink the alcoholic beverages anywhere within the commons area of the Social Districts.

The proposed districts include the “**Northern Social District**,” north of Vernier Rd., shaded green on the map to the right and the “**City Hall Social District**” shaded in blue. They will operate every day during May to October from 4-10pm.

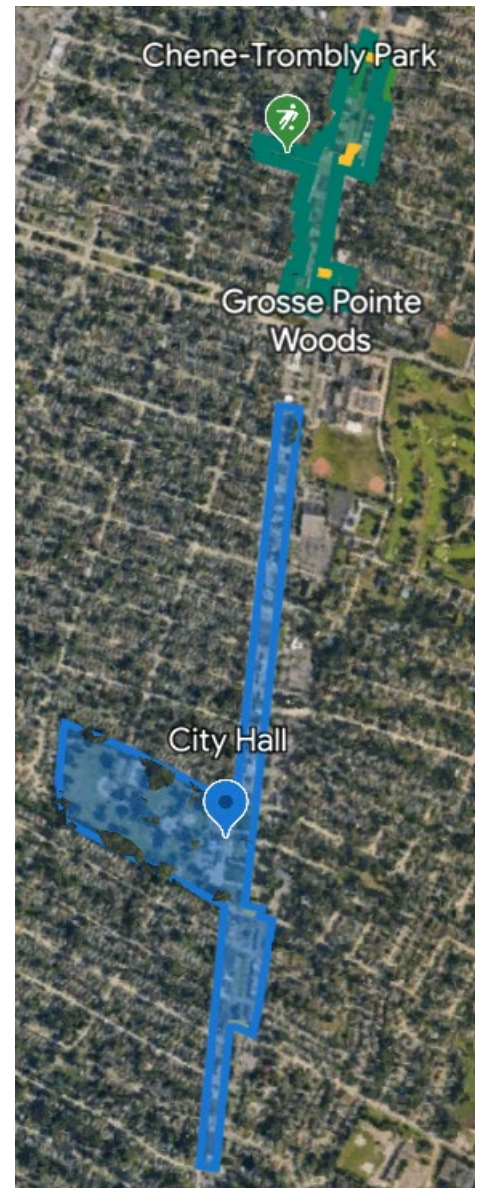
The “**Northern Social District**” marked in green on the map includes:

- Commercial properties from AH Peters Funeral Home on the west and Big Boy on the east to the northern border of the City at 8 Mile;
- Chene-Trombly Park; and
- Three (3) Crosswalks on Mack at Anita Road, Ridgemont to Hampton Road, and Brys Drive.

The “**City Hall Social District**” outlined in blue on the map spans:

- Fifteen (15) blocks of commercial businesses on the west of Mack Avenue from Broadstone Street north to Lennon Street,
- Two (2) blocks of commercial businesses on the east side of Mack Ave. from Cook Road north to Torrey Road;
- Ghesquiere Park; and
- Two (2) crosswalks across Mack Ave at Torrey Road and Cook Rd.

The Commons Areas automatically included in the districts include the sidewalks along Mack Avenue and the side streets within the boundary, designated green space, and crosswalks (shown in Exhibit B and C). Additional Common Areas can be added on privately owned property within the Social





District, such as seating in the rear yard of businesses, or the county right-of-way, if the owner submits a Commons Areas Use Application and any additional required permits.

A successful Social District allows people to gather and meet friends or make new ones. Elements that contribute to a successful district include housing, restaurants, and “vibrant entertainment niches ... such as cinemas, theaters, museums, and concert halls, but also lively **parks, plazas, and other gathering areas.**”¹ For this reason, we recommend including all of Ghesquiere Park and Chene-Trombly Park to offer gathering areas, since public seating and gathering spaces are limited along Mack Avenue.

REQUIREMENTS TO CREATING A SOCIAL DISTRICT

A Social District designation must be filed with the MLCC with the following materials:

1. A copy of the Resolution passed by the governing body designating the Social District and common area;
2. A copy of the Management and Maintenance Plans, including the hours of operation, established by the local governmental unit for the Social District and common area;
3. A diagram or map that clearly shows the boundaries of the Social District and commons area and identifies the qualified licensees that are contiguous to the commons area on the diagram or map.

The Maps, Sample Resolution, Management and Maintenance Plan, and Commons Area Use Application are included in this packet.

¹ Sarah J. Gabis of the law firm of Foster Swift Collins & Swift, P.C., *Social District Fact Sheet*, Michigan Municipal League (MML), Sept. 2020

Exhibit A: Proposed Social Districts with Marked Qualified Businesses

Grosse Pointe Woods, MI

July 19, 2023

Legend

- Northern Social District
- City Hall Social District
- Park Overlay, closes at dusk*
- Social District Commons Area

Table Key:

- C: Club
- CC: Class C Liquor License
- SDD: Specially Designated Distributor
- SDM: Specially Designated Merchant

*Ghesquiere and Chene-Trombly Parks are part of the proposed Social District, but will adhere to park hours and closes at dusk.

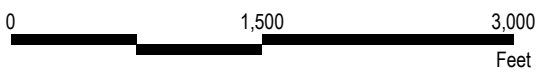
Qualifying Businesses

Label	Name	Classification	Street
1	Little Tony's Lounge	CC	20513 Mack Ave
2	Bucci	CC; SDM	20217 Mack Ave
3	Champs	CC	20515 Mack Ave
4	Telly's Place	CC	20795 Mack Ave
5	Mack Avenue Grille	CC	19841 Mack Ave
7	Salvatore Scalopini	CC	19655 Mack Ave
8	Ferlito's Family Dining	CC	20745 Mack Ave
9	Da Edoardo Restaurant	CC; SDM	19767 Mack Ave
10	Pendy's*	CC	20934 Mack Ave
11	Crispelli's	CC	19852 Mack Ave
12	Garrido's Bistro	CC	19605 Mack Ave
13	Someday Brewing	CC	20746 Mack Ave

*Pending Class C and Business License approvals

Other Businesses with Liquor Licenses

Label	Name	Classification	Street
6	Churchill's Cigar Bar	CC; SDM	19271 Mack Ave
14	Woods Wholesale Wine	SDD; SDM	20787 Mack Ave
15	Oxford Beverage	SDD; SDM	20107 Mack Ave
16	Merchant's Fine Wine	SDD; SDM	21038 Mack Ave
17	CVS/Pharmacy #8107	SDD;SDM	20460 Mack Ave
18	Fairway Packing Retail, LLC	SDM	20877 Mack Ave
19	Merit Woods Drugs	SDD; SDM	19325 Mack Ave
20	Kroger Store #454	SDM	20422 Mack Ave
21	On the Run Mobile Gas Station	SDM	20700 Mack Ave
22	Cheese to Please	SDM	19583 Mack Ave



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: County or Local Community Source. McKenna 2020.






Exhibit B: Proposed Northern Social District

City of Grosse Pointe Woods, MI

July 7, 2023

Legend

-  Northern Social District
-  Social District Commons Area
-  Park Overlay, closes at dusk*

*Chene-Trombly Park is part of the proposed Social District, but will adhere to park hours and closes at dusk.

Qualifying Businesses

Label	Name	Classification
4	Telly's Place	CC
8	Ferlito's Family Dining	CC
10	Pendy's*	CC
13	Someday Brewing	CC

*Pending Class C and Business License approvals

Other Businesses with Liquor Licenses

Label	Name	Classification
14	Woods Wholesale Wine	SDD; SDM
16	Merchant's Fine Wine	SDD; SDM
18	Fairway Packing Retail, LLC	SDM
21	On the Run Mobile Gas Station	SDM

Key:

- C: Club
- CC: Class C Liquor License
- SDD: Specially Designated Distributor
- SDM: Specially Designated Merchant



Basemap Source: Michigan Center for Geographic Information, v. 17a.
 Data Source: Grosse Pointe Woods 2022.
 McKenna 2023.






Exhibit C: Proposed City Hall Social District

City of Grosse Pointe Woods, MI

July 19, 2023

Legend

-  City Hall Social District
-  Park Overlay, closes at dusk*
-  Social District Commons Area

*Ghesquiere Park is part of the proposed Social District, but will adhere to park hours and closes at dusk.

Qualifying Businesses

Label	Name	Classification
1	Little Tony's Lounge	CC
2	Bucci	CC; SDM
3	Champs	CC
5	Mack Avenue Grille	CC
7	Salvatore Scallopini	CC
9	Da Edoardo Restaurant	CC; SDM
11	Crispelli's	CC
12	Garrido's Bistro	CC

Other Businesses with Liquor Licenses

Label	Name	Classification
15	Oxford Beverage	SDD; SDM
17	CVS/Pharmacy #8107	SDD;SDM
20	Kroger Store #454	SDM
22	Cheese to Please	SDM

Key:

- C: Club
- CC: Class C Liquor License
- SDD: Specially Designated Distributor
- SDM: Specially Designated Merchant



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: Grosse Pointe Woods 2022.
McKenna 2023.





SAMPLE RESOLUTION #-#-# - ESTABLISHING SOCIAL DISTRICTS

WHEREAS, Michigan Public Act 124 of 2020 was signed into law on July 1, 2020; and

WHEREAS, the law allows Michigan municipalities to establish Social Districts where two or more contiguous licensed establishments could sell alcoholic beverages in special cups to be taken into the Commons Areas for consumption; and,

WHEREAS, the City of Grosse Pointe Woods establishes two Social Districts along Mack Avenue, one north of Vernier Road, known as the 'Northern Social District' and the other oriented around City Hall to be known as the 'City Hall Social District', will be created and managed by the City; and,

WHEREAS, the City of Grosse Pointe Woods boundaries for the Northern Social District is generally along Mack Avenue north of Vernier Road to Brys Drive and for the City Hall Social District is generally from Broadstone north to Lennon Street along Mack Avenue on the west side, and from Cook Road north to Torrey Road on the east side of Mack Avenue;

WHEREAS, the Commons Areas boundaries incorporate the City Hall and the City-owned parking lot and green spaces around City Hall, which includes Ghesquiere Park, and Chene-Trombly Park to the north of Vernier, as well as sidewalks, crosswalks and permitted outdoor patios in rights-of-way within the boundaries of the district that are not included in the qualified licensees' premises; and,

WHEREAS, the City of Grosse Pointe Woods will abide by all stipulations of Michigan Public Act 124 of 2020 and follow established best practices in the creation and maintenance of the Social District; and,

WHEREAS, the creation of the two Grosse Pointe Social Districts will assist our businesses along the Mack Avenue Corridor in attracting customers for enhanced outdoor dining and entertainment experiences in the heart of the City around the City Hall and along the commercial corridor north of Vernier Road.

NOW, THEREFORE, BE IT RESOLVED, that the Grosse Pointe Woods City Council does hereby approve the creation of two Grosse Pointe Woods Social Districts as depicted in the attached map (Exhibit A, B, and C) for consideration by the Michigan Liquor Control Commission.

Motion for adoption by:

Supported by:

- AYES
- NAYS
- ABSENT

This is to certify that this resolution was duly adopted at the meeting of the City Council on (date) .

Arthur Bryant
Mayor

Paul Antolin
City Clerk

CERTIFICATION

I understand the duly qualified City Clerk for the City of Grosse Pointe Woods, Wayne County, Michigan do hereby certify that the foregoing constitutes a true and complete copy of a motion adopted by the City Council of the City of Grosse Pointe Woods, on (date) , the original of which is in my office, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, as amended, and that the full set of minutes from said meeting will be made available, as required by said Act.

Paul Antolin, City Clerk

Dated: _____



DRAFT MANAGEMENT AND MAINTENANCE PLAN

Overview

In an effort to support local restaurants, bars, microbreweries, and similar food service businesses, the City of Grosse Pointe Woods has established a permitting process for temporary outdoor social districts and Commons Areas. Commons Areas are intended to allow for outdoor dining and alcoholic beverage consumption on City properties that are adjacent to or near associated businesses establishments. This application package is designed to ensure compliance with the Michigan Liquor Control Commission (MLCC) guidelines and Public Act 58 of 1998 as amended by Public Act 124 of 2020.

The Commons Areas are proposed to be administered through the Building Department and permits from both the MLCC and the City are required prior to utilization by qualified establishments. The Commons Areas will be monitored by the City's Police Department.

Intent

Commons Areas are intended to provide extra outdoor space for consumption of alcoholic beverages and gathering of peoples while ensuring sufficient separation between unrelated parties. The areas will accommodate seating options, barriers, boundaries, posted signage on ground mounted signs and accessory materials related to the offered services. Qualified establishments, as defined by PA 124 of 2020 may apply to utilize **certain specifically designated places within** the established Commons Areas.

The Common Areas for the Northern Social District include:

1. The sidewalk in the rights-of-way along Mack Avenue and side streets within the boundaries of the district;
2. Pedestrian crossing across Mack Avenue at Anita Road, Ridgemont to Hampton Road, and Brys Drive.
3. The Chene-Trombly Parks, which will close at dusk;
4. Any private parking areas in the rear yard of commercial buildings along Mack Avenue in which the property owner has opted in to providing as Common Areas by an approved Commons Area Use Application.
5. In accordance with the MLCC guidelines, all Commons Areas must be "contiguous to the premises of at least 2 qualified licensees."

The Common Areas for the City Hall Social District include:

1. The right-of-way along Mack Avenue and side streets within the boundaries of the district;
2. Pedestrian crossing across Mack Avenue at Torrey Road and Cook Road;
3. The city-owned parking lots adjacent to City Hall;
4. Green spaces surrounding City Hall, including the Front Lawn along Mack Plaza Drive and Ghesquiere Park;
5. In accordance with the MLCC guidelines, all Commons Areas must be "contiguous to the premises of at least 2 qualified licensees."

It is also intended that Commons Areas may be shared by multiple businesses, so long as the shared use is defined by the City authorization and joint operation and maintenance guidelines are established. However, public spaces immediately in front of or behind a business establishment will be reserved solely for that business (exp. public sidewalks and parking spaces). All designated spaces will be subject to review by Grosse Pointe Woods Police and Fire Departments for traffic and safety considerations.



Other Options for Outdoor Dining and Alcoholic Beverage Consumption

The establishment of the Commons Areas in accordance with the new MLCC provisions in no way negates the ability of businesses to establish sidewalk cafes for outdoor dining and alcoholic beverage consumption or exempts businesses from having to apply for the City's Outdoor Café and Dining Application in accordance with the pre-existing MLCC guidelines and City ordinances. The Commons Areas are intended to be supplemental and in addition to these previous provisions.

Signage and Barriers

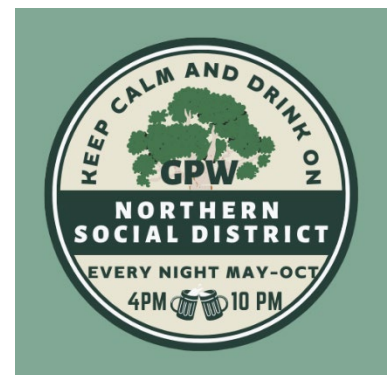
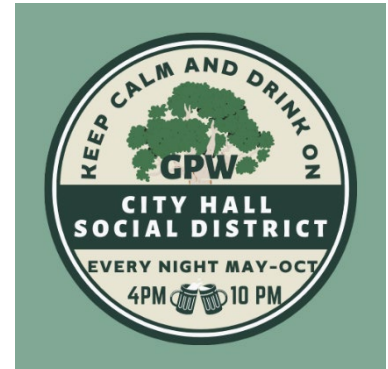
The City will prepare generic signs as required by the MLCC Rules that identify the general boundaries of the Commons Areas. The individual establishments may be required to provide additional barriers to define the portion of the Commons Area they plan to utilize and provide for the safety of their customers/patrons. Additional barriers or barricades as specified by the City may be required when the area utilized is within a parking lot and/or on a public sidewalk or right-of-way. The City will assist in coordination between the permitted establishments to minimize the necessary investment in additional barriers/barricades.

The marked cups from participating businesses will be marked with a uniform logo, such as the logos to the right.

Application Process

Social District Permits must be requested by the business owner or an authorized representative. Applications and supplemental information must be provided in complete form for review and approval by the Building Official. Required checklist items are the following:

1. Completed City application form as well as an Outdoor Patio Application, if needed;
2. Copy of the Michigan Liquor License Control Commission Permit. *Note: The City will conduct a preliminary review prior to the applicant submitting their MLCC permit in order to determine if the proposed use of the Commons Area is acceptable to the City.*
3. Certificate of Liability Insurance, naming the City of Grosse Pointe Woods additionally insured.
4. Commons Areas layout plan (drawn-to-scale with dimensions noted and all information in legible form, which includes:
 - a. Lot lines, portion(s) of Commons Area intended for use, and proposed barriers/barricades.
 - b. Existing entries/exits, sidewalks, structures, and building footprints.
 - c. Proposed location of tables, chairs, tents, shelters, and other fixtures, allowing for at least 6 feet minimum between unrelated parties. *Note: The City may require the removal or relocation of these furnishings and fixtures at the end of each business day in order to facilitate access to the surrounding properties.*
 - d. Outdoor service and host area(s) (if any).
 - e. Proposed occupancy. *Attached is the section of the International Building Code (IBC) which has been adopted as the standard for the State of Michigan related to occupancy calculations to provide you with a starting point. This does not consider the requirements in item (c) above.*





General Requirements

Commons Areas of the Social District are subject to the following requirements:

1. Boundaries, structures, and materials associated with Commons Areas shall:
 - a. Not impede drivers, pedestrians, or wheelchair users. *Note: The City will consider the extended closure of sections of public parking lots and streets, subject to maintaining adequate access to the surrounding properties.*
 - b. Not block sight visibility of remaining parking lot aisles or intersections.
 - c. Not impede emergency vehicle and personnel access.
 - d. Not prevent access to nearby businesses or homes.
 - e. Be approved by City of Grosse Pointe Woods Police and Fire Departments.
2. Alcohol service shall conform to all Michigan Liquor Control Commission requirements, including any Social District and Commons Areas Permit requirements. Specifically:
 - a. The serving container must prominently display the licensee's trade name or logo or some other mark that is unique to the licensee that sold the alcohol.
 - b. The serving container must prominently display a logo or some other mark that is unique to the commons area.
 - c. The serving container is not made of glass.
 - d. The serving container does not have a liquid capacity over 16 ounces.
3. **Hours of operation shall begin no earlier than 4:00 PM and food and beverage service shall discontinue in the Commons Areas no later than 10:00 PM.** Service shall not extend beyond the range established in the MLCC or City permits.
4. Service shall conform to the permitted days of operation during the months of **May to October**.
5. The layout of boundaries, structures, and materials shall conform to the proposed outdoor Commons Area layout plan during open hours. Tables, chairs, and temporary barriers may be permitted to remain outdoors during closed hours but must be secured. Service items, decorations, cleaning materials and equipment and other easily stored items must be removed from the area at the end of each business day. Solid barriers, if incorporated, may remain for the duration of the permitted timeframe.
6. Sites and surfaces shall be cleaned before service hours and upon close.
7. Tents and other temporary shelter structures shall be approved by Fire and Building Official.
8. Amplified music shall be set at reasonable levels so as not to disturb owners and occupants of neighboring properties.
9. Temporary lighting shall be established to ensure safe conditions during evening hours but shall not result in excessive glare onto adjacent properties.
10. Waste receptacles shall be provided within the Commons Area and shall be emptied regularly during open hours and at close each day.
11. Heaters must be approved by the Fire Department (type and location).
12. Smoking is not permitted within designated Commons Areas.

Review and Approval

The review of Commons Areas will occur in conjunction with the Planning and Building Department, City Manager's Office, and Police Department and Fire Departments. The City reserves the right to request additional details and information to ensure the protection of public health, safety, and welfare.

If requirements and standards are met, the proposed outdoor social zone will be permitted for a period of time specified by the Building Official and must be renewed annually. Reasonable conditions may be applied by the City to ensure the protection of public health, safety, and welfare. Plan amendments may be considered at any time but must comply with all requirements for Commons Areas.



GROSSE POINTE WOODS SOCIAL DISTRICT COMMONS AREAS USE APPLICATION - DRAFT

Date: _____ Permit #: _____

Business Information		
Name of Business		
Business Address		
Mailing Address		
Name of Owner/ Responsible Party:		
Name of Contact Person:		
Phone Number	E-mail	
Requested Date Range for Commons Areas Use. From:		To:
Recurring Dates Requested:		
Description of Commons Area Services/Uses:		
Required Material to Attach		
<input type="checkbox"/> Layout Plan	<input type="checkbox"/> Proof of MLCC Approval	<input type="checkbox"/> Proof of Liability Insurance (Naming City Additionally Insured)
X _____ Date: _____ <i>Signature of Owner/Responsible Party</i>		
<i>I verify all of the information on and attached to this application is accurate to the best of my knowledge; and I commit to adhere to the City of Grosse Pointe Woods Commons Area Management Plan and the MLCC requirements for Social District(s).</i>		
CITY USE ONLY		
Department Approvals: <input type="checkbox"/> Planning <input type="checkbox"/> Building <input type="checkbox"/> Fire <input type="checkbox"/> Police <input type="checkbox"/> DPW		
Permit #	<input type="checkbox"/> All Required Materials Attached <input type="checkbox"/> Approved	Date of Approval
Conditions of Approval		
X _____ Date: _____ <i>Signature of Building Official</i>		
Printed Name:		



Additional Social District FAQs

1. CAN PEOPLE WALK INTO OTHER BUSINESSES IN THE SOCIAL DISTRICT WITH THEIR ALCOHOLIC BEVERAGES?

Depends, if the City chooses to allow this as an option, it is up to the business owner of a non-food serving business. Social district can extend indoors; businesses that do not serve food (ie salons, galleries, retail stores) can “opt-in”. Food licensed businesses that do not have a liquor license cannot. Muskegon, MI is a good example of how businesses can communicate whether they are participating in the social district. They offer stickers for businesses in the social district to let people know whether they can or cannot enter with social district alcoholic beverages.

2. WHAT IS THE ADDITIONAL COST TO THE CITY FOR APPROVING A SOCIAL DISTRICT? WHAT IS THE ADDITIONAL COST TO BUSINESSES THAT WANT TO SERVE ALCOHOLIC DRINKS FOR THE SOCIAL DISTRICT?

The costs to the City will include expenses for creating and printing signage, as well as adding additional trash receptacles, increased maintenance, increased monitoring, etc. However, a fee can be associated to each sale of the alcoholic beverage that would go to the City to cover any costs incurred as part of the Social District. Muskegon, MI, for example, adds \$0.75 charge to each cup/beverage that is sold that goes to the City. The City cannot use this fee as a revenue generating source, but rather to cover the cost of the social district.

Eligible bars/restaurants in the Social District that would like to become licensed vendors of alcoholic beverages will have to submit an application to the Michigan Liquor Control Commission (MLCC). The permit fee is \$250, the inspection fee is \$70.

3. WHERE CAN PEOPLE DRINK THEIR SOCIAL DISTRICT BEVERAGES?

They may drink in the establishment they purchased the drink from the Commons Area of the Social District. They may not exit the Social District with their drink. They may not enter another bar/restaurant with their drink.

If the City allows non-food serving businesses in the Social District to participate, and the retail establishment opts-in, people may then also enter these retail businesses in the Social District.

4. HOW MANY OTHER MUNICIPALITIES IN MICHIGAN HAVE A SOCIAL DISTRICT?

107 other Michigan Municipalities have established a social district, with more applications having been submitted this year. Every Social District setup is a little different based on how each municipality set up the boundaries and their management plan.