

# WORKSHOP MEETING



**To:** Town Council  
**From:** Travis Morgan  
**Date:** 10/10/2023  
**Re:** Pineville Social District (*Public Hearing/Action Item*)

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## **UPDATE:**

Planning Board held a meeting on 9/21/2023 to consider the proposal. Planning Board recommended the proposal 3-1. It was noted district signage and logos are needed. Required district signage will be part of Town public signage and not count against any business allotment. Planning Board also recommended any future commercial component of 404 Main Street and Cone Mill to be included in the District.

The District signage and/or District graphics along with the District map exhibit are proposed to be brought back to Council at a later date.

## **BACKGROUND:**

Sara Longstreet of Carolina Scoops proposes a Town Code Ordinance to allow a Pineville Social District in accordance with recently adopted state law. State law has enabled towns to create social districts under prescribed conditions. A social district is a defined outdoor area where alcoholic beverages, sold by an establishment licensed for the sale of alcoholic beverages for on-premises consumption, may be consumed. Ms. Longstreet on behalf of the Main Street merchants wishes to establish a district in Downtown Pineville to better Pineville businesses and community in accordance with state law. She notes growing adoption of social districts though municipalities in our area and across the state.

## **PROPOSAL:**

See attached ordinance proposal. Businesses can choose to participate in the district or choose to not participate in the district. See ordinance district map for area of the proposed district for consideration. Proposed times and dates are year-round, Monday through Sunday, and between the hours of 12pm (noon) to 10pm.

## **STAFF COMMENT:**

Social districts are a newer ordinance allowance that allows participants to open carry alcoholic beverages within a designated area. Individual businesses are still required to abide by state law and have valid alcohol licenses and oversight. It is used as a tool to help facilitate social and economic vitality within areas of high pedestrian activity and existing or desired restaurants and bars. This seems to support the land use and economic development sections within the Comprehensive plan. Staff recommends the proposal as consistent with adopted plans.

**Pros:** Social districts can create economic development and tourism opportunities and supports our local businesses.

**Cons:** There are conditions from the state law that must be followed, and the town will be required to administer the program.

**NEXT STEPS:**

If the proposal has support; a district map, signage, and graphics will need to be designed and made. This includes the logo, district entry signs, and business participant/non-participant signs to be displayed at individual businesses. These are proposed to be brought back to Council once complete at a future meeting.

**PROCEDURE:**

The proposed ordinance has been advertised for a public hearing. This follows normal legislative hearing process. Upon the closing of the public hearing council may at their discretion vote on the proposal. As part of any vote a yes vote finds the proposal consistent with adopted plans. For any no vote finds the proposal not consistent with adopted plans as described above or otherwise as discussed.