



Downtown Alpena Social District  
*Anne Gentry, Executive Director, Alpena DDA*



# WHAT IS A SOCIAL DISTRICT?

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A Social District is an area designated by a local government where customers can carry and drink an open container of alcohol purchased from a participating bar or restaurant.

Common Areas are designated within the district where customers can drink their beverage, such as public parks and sidewalks.

The State of Michigan enacted the law to allow Social Districts in July 2020 to support hospitality businesses, spur economic activity, and allow cities to expand outdoor dining and drinking areas.



# GENERAL INFO

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- Alcohol can only be consumed in the Commons Areas designated within the Social District
- The City designates the Social District, including signage, boundaries, hours of operation, and maintenance
- Each business that has an eligible liquor license wanting to participate must file an application for a Social District Permit with the MLCC (\$250 annual fee + \$70 inspection fee)



# PURPOSE

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- Expand outdoor eating and drinking locations throughout the downtown
- Encourage additional pedestrian traffic downtown
- Create an additional draw for visitors and locals to visit and spend time in the downtown
- Encourage visitors to explore and extend their time in the downtown

# EXAMPLES

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- 41 Social Districts currently exist in Michigan in 25 counties
- News Coverage:
  - *"Social district a 'game changer' for bars and restaurants in downtown Farmington"*
  - *"Royal Oak to establish 'social district' allowing strollers to consume alcohol downtown"*
  - *"Downtown Northville opens The Twist, a social district that allows cocktails-to-go on city streets"*
  - *"Michigan communities create alcohol 'social districts' to boost downtowns"*

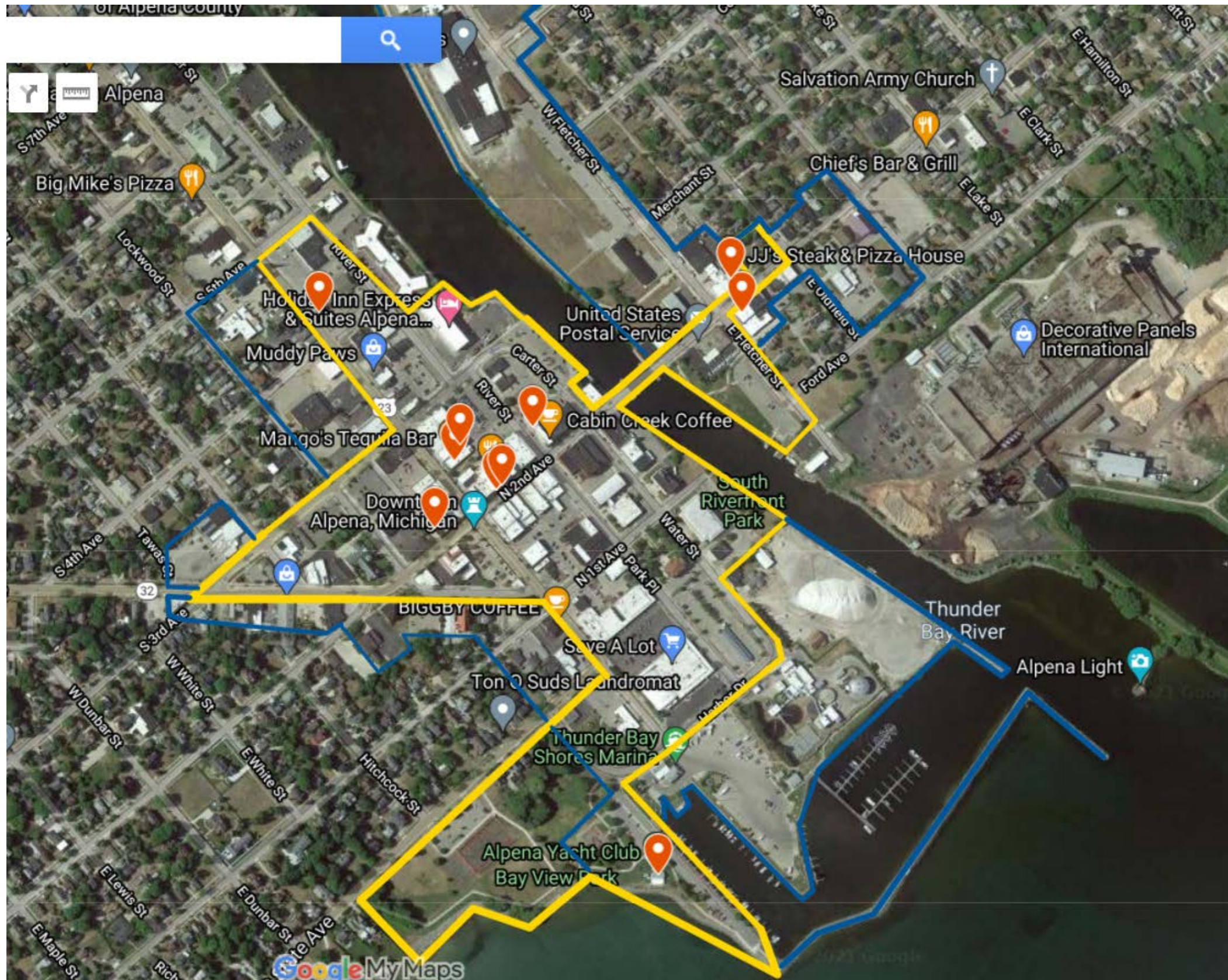


# WHICH BUSINESSES CAN PARTICIPATE?

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- Alpena Yacht Club
- Art in the Loft
- Hopside Brewery
- JJ's
- Latitudes Tavern
- Mango's Tequila Bar
- Red Brick Tap & Barrel
- Rusty Petunias Marketplace
- The Black Sheep
- The Fresh Palate
- Thunder Bay Theatre (in escrow)
- Thunder Bay Winery

# PROPOSED SOCIAL DISTRICT BOUNDARIES



Yellow=  
Proposed  
Social  
District  
Boundary

Blue=  
DDA  
Boundary  
not  
contiguous  
with Social  
District

This aerial map of downtown Alpena, Michigan, shows a network of streets and various landmarks. A yellow outline highlights a central area, and a blue outline highlights a larger area. Various points of interest are marked with icons and labels.

**Streets:** S 7th Ave, Lockwood St, C 4th Ave, Tupper St, S 4th Ave, Tupper St, S 3rd Ave, W White St, W Dunbar St, E White St, E Dunbar St, E Lewis St, E Maple St, W Fletcher St, Merchant St, E 1st St, E 2nd St, E 3rd St, E 4th St, E 5th St, E 6th St, E 7th St, E 8th St, E 9th St, E 10th St, E 11th St, E 12th St, E 13th St, E 14th St, E 15th St, E 16th St, E 17th St, E 18th St, E 19th St, E 20th St, E 21st St, E 22nd St, E 23rd St, E 24th St, E 25th St, E 26th St, E 27th St, E 28th St, E 29th St, E 30th St, E 31st St, E 32nd St, E 33rd St, E 34th St, E 35th St, E 36th St, E 37th St, E 38th St, E 39th St, E 40th St, E 41st St, E 42nd St, E 43rd St, E 44th St, E 45th St, E 46th St, E 47th St, E 48th St, E 49th St, E 50th St, E 51st St, E 52nd St, E 53rd St, E 54th St, E 55th St, E 56th St, E 57th St, E 58th St, E 59th St, E 60th St, E 61st St, E 62nd St, E 63rd St, E 64th St, E 65th St, E 66th St, E 67th St, E 68th St, E 69th St, E 70th St, E 71st St, E 72nd St, E 73rd St, E 74th St, E 75th St, E 76th St, E 77th St, E 78th St, E 79th St, E 80th St, E 81st St, E 82nd St, E 83rd St, E 84th St, E 85th St, E 86th St, E 87th St, E 88th St, E 89th St, E 90th St, E 91st St, E 92nd St, E 93rd St, E 94th St, E 95th St, E 96th St, E 97th St, E 98th St, E 99th St, E 100th St.

**Businesses and Landmarks:** Big Mike's Pizza, Holiday Inn Express & Suites Alpena, Muddy Paws, Mango's Tacos Bar, Downtown Alpena, Michigan, BIGGBY COFFEE, Ton O Suds Laundromat, Thunder Bay Shores Marine, Alpena Yacht Club, Bay View Park, United States Postal Service, Cabin Creek Coffee, JJ's Steak & Pizza House, Chiefs Bar & Grill, Salvation Army Church, Decorative Panels International, Thunder Bay River, Alpena Light.

**Map Features:** Google My Maps logo, search bar, map controls.

- Parking lot in the Marina where Brown Trout Festival is held is omitted
  - *Non-profit special licenses that take place in the Social District require the district to go into escrow for the duration of the event*
- Social District boundary is according to streets; DDA boundary is parcel lots
- Social District boundary factors in the location of eligible liquor licenses
- Blocks that are mostly residential were omitted from the Social District boundary



# NEXT STEPS

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- DDA Recommendation & Resolution
- City Council Recommendation & Resolution
- Documents sent to Michigan Liquor Control Commission (MLCC)
  - *Resolution, Maintenance Plan, and Boundary Map*
- Businesses apply for Social District Permit through MLCC
- City/DDA install signage, purchase cups and trash bins



# MAINTENANCE & OPERATIONS

# ALCOHOL

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- Alcohol cannot go into another licensed area (indoors or outside)
  - *Example: You can't get a glass of wine from Thunder Bay Winery and take it into the Fresh Palate*
- Other businesses and stores can decide if they want to allow food or drink into their business
  - *A commercial establishment selling food without a liquor license cannot allow the consumption of alcoholic liquor on its premises. Example: Bob's Bullpen, Downtown Scoops*
- Social District Permit holders are responsible for the sale of alcohol: confirming the consumer's identification and age and prohibiting the sale of alcohol to intoxicated parties
- Alcohol cannot be consumed in a public highway
- If a non-profit applies for a special license for an event held within the Social District, the Social District must go into escrow for the duration of event

# CUPS

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- All alcohol must be served in a container:
  - *Holds less than 16 oz*
  - *Cannot be made of glass*
  - *Must display the logo or trade name of the permit holder and Downtown Alpena Social District*
- The DDA will purchase the first order of beverage cups for participating permit holders; then each business will be responsible for purchasing their own
- Cups will be available for purchase through Family Enterprise



# HOURS OF OPERATION

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- Proposed hours of operation are Monday through Sunday from 11 am- midnight
- Outside of these hours, no alcoholic beverages can be sold to be consumed in the district and must be sold to be consumed in the license holder's service areas





# RESTROOMS

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- To lessen the burden on downtown property owners, the DDA is planning on renting portable restrooms for the summer months (June-September), along with a trash bin.
- Areas discussed:
  - In Water Front Park near Red Brick Tap & Barrel*
    - *South Riverfront Park (City)*
  - Signage will also be installed to direct people to restrooms



# SEATING

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- DDA currently rents and places tables with umbrellas and benches throughout the downtown that will be available for use throughout the Social District
  - *Culligan Plaza*
  - *Along Second Ave*
  - *Near food establishments & shops*
- The DDA will evaluate if there are other areas that may benefit from additional seating, such as alleyways or Pocket Park



*Signage in Petoskey, Michigan*

# SIGNAGE

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- Signage must be placed to demarcate the boundaries of the Social District
- The City and DDA will determine the placement of signage at entry points and intersections
- Signage will be attached to existing posts and match the color of the current wayfinding signage (royal blue)



# TRASH

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- Trash bins are emptied on Monday's & Thursday's
- The DDA & downtown businesses will monitor trash and recycling bins and alert DPW if they need to be emptied at additional times
- The DDA will purchase 3-5 additional trash and recycling bins to place in high-use areas
- The DDA hires three employees seasonally that can work additional hours to pick up trash throughout the downtown

# DDA COSTS

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\$2,500	first order of cups
\$1,000	extra hours for employees for trash pick-up (5 hrs/week)
\$4,500	five extra trash bins for high-use areas (\$900/each)
\$1,000	placement of two portable restrooms
\$1,000	signage to demarcate boundaries

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\$10,000

# OTHER INFORMATION

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- The governing body may revoke the designation if it determines that the commons area threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least one public hearing on the proposed revocation.
- The law currently expires December 31, 2024.
- Timing of next steps:
  - May 4: DDA Board of Directors Meeting
  - May 17: Alpena City Council Meeting
  - End of May- June: Businesses apply for Social District Permit, signage is installed, cups are ordered
  - June: Social District is in effect



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