

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Establish Uptowne Social District	
FROM: Greg Ferguson, Deputy City Manager	MEETING DATE: May 20, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Ordinance Maps	

PURPOSE: To establish an Uptowne Social District.

BACKGROUND: The City of High Point is approved under State law to create Social Districts. The city currently has one district that is approved by ordinance. The ordinance would be amended to add a second district for the Uptowne area.

BUDGET IMPACT: Funds are available to produce signage for the district in the FY24 budget.

RECOMMENDATION /ACTION REQUESTED: Adopt amended ordinance creating an Uptowne Social District and the map delineating the location.



**AN ORDINANCE AMENDING SECTION 11-11-1 SOCIAL DISTRICTS
OF THE HIGH POINT CODE OF ORDINANCES**

WHEREAS, the North Carolina General Assembly passed and Governor Cooper signed into law on September 10, 2021 An Act To Make Various Changes To The Alcoholic Beverage Control (“ABC”) Commission Laws (“House Bill 890”), which authorizes cities to adopt an ordinance designating social districts in accordance with North Carolina General Statutes;

WHEREAS, the North Carolina General Assembly passed and Governor Cooper signed into law on July 7, 2022 Social District/Common Area Clarifications (“House Bill 211”), which provided much needed clarity to some areas of House Bill 890;

WHEREAS, social districts are defined areas in which a person may consume alcoholic beverages sold by an ABC Permittee (as defined below), with the goal of encouraging foot traffic to downtown businesses;

WHEREAS, to further this important goal, on March 21, 2022, the City of High Point (“City”) adopted an ordinance designating the Catalyst Social District;

WHEREAS, on June 6, 2021 and December 6, 2022, the City amended its ordinance to expand the boundaries of the Catalyst Social District and comply with House Bill 211; and

WHEREAS, the City now desires to amend its ordinance to designate a second social district, to be called the Uptowne Social District.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF HIGH POINT, NORTH CAROLINA THAT:

Section 11-11-1 of the High Point Code of Ordinances is hereby amended as follows:

1. **Designation.** Pursuant to the provisions of G.S. 160A-205.4, one (1) or more social districts may be designated within the City.
2. **Management.** Social Districts shall be designated, managed, and maintained in accordance with the requirements contained in G.S. 160A-205.4 and G.S. 18B-300.1. The City reserves the right to suspend alcohol consumption in all or part of a social district.
3. **Social Districts.** The City hereby designates the following:
 - (a) Catalyst Social District, which is designated as the area within the City as more particularly described on ~~and attached as Exhibit A to this ordinance,~~ incorporated by reference and attached hereto, available in the City Clerk’s Office, and posted on the City’s website.
 - (b) Uptowne Social District, which is designated as the area within the City as more particularly described on Exhibit B, incorporated by reference and attached hereto, available in the City Clerk’s Office, and posted on the City’s website.

4. **Registration.** Any business located in or contiguous to a social district that holds a valid Alcoholic Beverage Control Commission permit (“ABC Permittee”) and desires to engage as a social district participant shall register with the City by completing and submitting all required paperwork.
5. **Customer Possession and Consumption.** If it wishes to do so, an ABC Permittee or non-permittee business may allow a customer to possess and consume on the business’s premises alcoholic beverages purchased from any ABC Permittee located in or contiguous to the social district. If it wishes to do so, the ABC Permittee or non-permittee business, during the times when the social district is active, shall clearly post uniform signage stating that it allows possession and consumption on the business’s premises of alcoholic beverages purchased from any ABC Permittee located in or contiguous to the social district.
6. **Compliance with Laws.** The social district participant shall be solely responsible to operate its business in accordance with all applicable laws, rules, regulations, and ordinances. The City reserves the right to revoke a social district participant’s registration at any time if it violates any applicable law, rule, regulation, or ordinance.
7. **Violation.** Any violation of this section is punishable as a misdemeanor.

This amendment shall become effective June 1, 2024.

Adopted this the ____ of May, 2024.

Mayor Cyril Jefferson

ATTESTED:

Sandra Keeney
City Clerk

City of High Point - Catalyst Social District


 District Boundary

EXHIBIT A




EXHIBIT B

**City of High Point -
Uptowne Social District**

 District Boundary



0 75 150 300 Feet



CITY OF
high point.

Data Sources: High Point GIS
Created by: High Point
Planning & Development
Date Plotted: 5/9/2024