



**Village Council
Agenda for Work Session Meeting of July 23, 2024
Assembly Hall
395 Magnolia Road, Pinehurst, NC 28374
Pinehurst, North Carolina
4:30 PM**

1. Call to Order
2. General Business
 - A. Review the Pinehurst Social District and Options for Future Implementation
 - B. Discussion of Code Enforcement
3. Other Business
4. Motion to Adjourn

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.
Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.
Values: Service, Initiative, Teamwork, and Improvement.



Review the Pinehurst Social District and Options for Future Implementation ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Assistant Village Manager
CC: Village Council;
DATE OF MEMO: 07/16/2024

MEMO DETAILS

Staff has received positive feedback about the open alcohol container "social district" held during the U.S. Open in June. Local business owners are interested in expanding the social district for additional times and events, and here are some options for Council to consider:

1. **Permanent Social District:** This option would be the easiest to administer, with permanent signage and eliminating confusion about when the social district is active. However, while there were no issues during the U.S. Open, community support for this may not be fully established yet.
2. **Weekends, Holidays, and Special Events:** Instead of a permanent social district, this option suggests allowing open containers each weekend (Friday through Sunday), on specified holidays, and during certain special events (listed separately).
 - **Holidays:** Martin Luther King Jr. Day, Presidents Day, Memorial Day, Independence Day*, Labor Day, Columbus Day, Veterans Day*, Thanksgiving Day*, Day before Christmas Eve through New Year. (*Includes the preceding day if not already on a weekend.)
3. **Special Events Only:** This option restricts the social district to specific special events scheduled through the end of the year. Reevaluation could occur annually.
 - **Special Events:** US Kids (August 2-5), BBQ Fest/Labor Day (August 30 - September 2), Holly Arts (October 19), Oktoberfest (October 25-27), Thanksgiving (Nov 27 - Dec 1), Christmas/New Years (Dec 20 - Jan 1).

In addition, the Village provided social district stickers for cups during the U.S. Open. Going forward, staff will either provide graphics for direct printing or guide license holders on how to order stickers independently.

Regarding operating hours, the social district was previously from noon to 11:00 PM. Suggestions have been made to adjust it to 11:00 AM to align with lunchtime openings of many restaurants, and to 10:00 PM to align with the time shift in the noise ordinance. Staff has no preference on these time changes.

Local licensed establishments are eager for a social district during the U.S. Kids week. Therefore, staff has drafted an ordinance aligning with option three above. If Council reaches a consensus, they may proceed with approving this ordinance covering special events through the calendar year's end or amend to another option.

ATTACHMENTS

1. US Open Social District Map Appendix A
2. DRAFT Ordinance 24-15 Municipal Code Amendment Creation of a Social District for Special

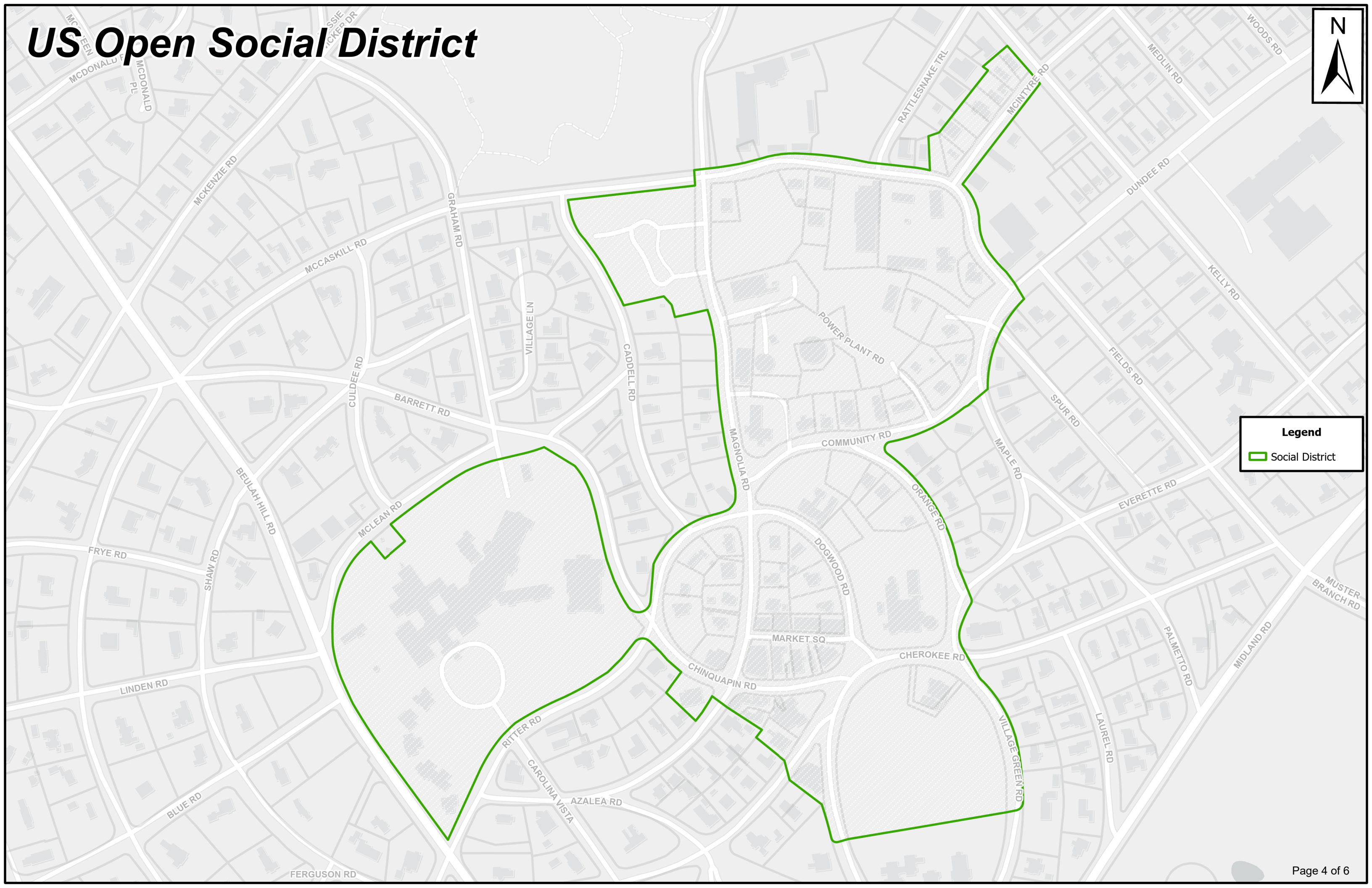
Events

US Open Social District



Legend

Social District



ORDINANCE #24-15:

AN ORDINANCE CREATING A SOCIAL DISTRICT TO REGULATE OPEN CONTAINERS OF ALCOHOLIC BEVERAGES AND AMENDING SECTION 130.05 TO THE PINEHURST MUNICIPAL CODE

THAT, WHEREAS, pursuant to N.C.G.S. § 160A-205.4 the City may adopt an ordinance designating one or more social districts for use in accordance with N.C.G.S. § 18B-300.1; and

WHEREAS, the North Carolina General Assembly enacted the above legislation allowing municipalities to designate social districts within their jurisdiction to allow alcoholic beverages sold by licensed premises to be consumed within the district, outside of the establishment where the beverage was purchased; and

WHEREAS, the Village believes that a social district is a valuable tool to increase economic activity and vibrancy to the downtown area of the Village of Pinehurst; and

WHEREAS, the Village Council of the Village of Pinehurst finds that the allowance of open containers during special events can be adequately managed by the Village's law enforcement and can be beneficial to the economic vitality of the Village Center;

NOW THEREFORE, BE IT ORDAINED AND ESTABLISHED by the Village Council of Pinehurst, North Carolina, in a regular meeting assembled this 23rd day of July 2024 as follows:

SECTION 1. That Section 130.05 of the Village of Pinehurst, North Carolina Municipal Code is hereby amended, which shall read as follows:

§ 130.05 ALCOHOLIC BEVERAGES

(E) Creation of a social district to be in effect during special events.

- (1) Notwithstanding the provisions of sections 130.05 (A), (B), (C) and (D) of this Code, the possession of alcoholic beverages and open containers and their consumption shall be lawful within the Village Center Social District pursuant to the provisions of G.S. § 160A-205.4 for specified special events the dates of which are as follows:
 - a. US Kids (August 2 - 5, 2024), BBQ Fest/Labor Day (August 30 - September 2, 2024), Holly Arts (October 19, 2024), Oktoberfest (October 25 - 27, 2024), Thanksgiving (Nov 27 - Dec 1, 2024), Christmas/New Years (Dec 20, 2024 - Jan 1, 2025).
- (2) The Social District shall be created, designated, and managed in accordance with the requirements contained in G.S. § 160A-205.4 and Chapter 18B.
- (3) The Social District shall be established in accordance with the map attached hereto as Exhibit A.
- (4) The hours of operation for this social district shall be from 11:00 a.m. to 10:00 p.m.

- (5) Any alcoholic beverage purchased for consumption in the Social District shall (i) only be consumed in the Social District and (ii) be disposed of before the person in possession of the alcoholic beverage exits the Social District unless the person is reentering the licensed premises where the alcoholic beverage was purchased.
- (6) Each permittee and non-permittee located within an established and designated social district and voluntarily wishes to participate shall display a uniform sign, provided by the City or its designee, indicating its inclusion in the social district, and allows alcoholic beverages on its premises when the social district is active. No business shall be required to participate or be included in the social district or to allow customers to bring alcohol onto its premises.
- (7) Any person who violates this section and any person who aids, abets, encourages, assists in, or contributes to a violation of this section shall be punishable as an infraction pursuant to N.C.G.S. §14-3.1 the procedure for disposition of infractions is as provided in Chapter 15A Article 66 of the North Carolina General Statutes.

SECTION 2. The Village Manager or their designee is hereby directed to create a management and maintenance plan for the Village Center Social District and post the plans and a rendering of the Social District boundaries on the Village's website.

SECTION 3. The Village Manager or their designee is directed to submit a detailed map of the Village Center Social district and the days and hours during which the Social District shall be in operation to the North Carolina Alcoholic Beverage Control Commission

SECTION 4. That all ordinances in conflict herewith are hereby declared null and void while this ordinance remains in full force and effect.

SECTION 5. That this ordinance shall be and remain in full force and effect on July 30, 2024 and after the erection of the appropriate and necessary signs, until January 1, 2025.

THIS ORDINANCE passed and adopted this 23rd day of July, 2024.

(Municipal Seal)

VILLAGE OF PINEHURST
VILLAGE COUNCIL

By: _____
Patrick Pizzella, Mayor

Attest:

Approved as to Form:

Shannon Konstantinou, Village Clerk

Michael J. Newman, Village Attorney