

City of Salisbury  
Downtown Salisbury Social District  
Management and Maintenance Plan  
2026



**Downtown Salisbury Social District**  
**Management and Maintenance Plan**

**Table of Contents**

Introduction...3
Management...3
Participating Businesses...3
District Boundaries...4
Operations...4
District Designation, Logo...4
Rules ...4
Security and Enforcement...5
Insurance...5
Sanitation and Maintenance...5
Marketing and Promotion...6
Appendix A:
<i>Article VII, Chapter 22 of the Code of Ordinances for the City of Salisbury: Downtown Salisbury Social District...7</i>
Appendix B:
Map of Downtown Salisbury Social District...10

## **Introduction**

North Carolina Session Law 2021-150 allows local governments to establish “Social Districts” within their jurisdictions. Social Districts are designated areas within a local government’s jurisdiction where businesses holding a valid permit issued by the North Carolina Alcoholic Beverage Control Commission (ABC) (e.g., bars, breweries, restaurants) may sell alcoholic beverages in designated containers to be consumed within the Social District.

The City of Salisbury enacted Article VII of Chapter 22 of the Code of Ordinances for the City of Salisbury (the “Social District Ordinance”) to create the “Downtown Salisbury Social District.” The Social District Ordinance is attached to this Plan and incorporated as Appendix A. This Management and Maintenance Plan (the “Plan”) is adopted pursuant to the Social District Ordinance and outlines how the Downtown Salisbury Social District will be managed and maintained. For purposes of this Plan, “Social District” means the Downtown Salisbury Social District. This Plan will be submitted to the North Carolina ABC Commission and placed on the Downtown Salisbury, Inc. website.

## **Management**

The Downtown Salisbury Social District will be jointly managed by the City of Salisbury Economic and Downtown Development Department, the Police Department, and the Public Works Department.

## **Participating Businesses**

Businesses desiring to sell alcoholic beverages for consumption within Social District must possess a valid ABC permit and register with the City. There is no fee for registration. Registration allows the City to ensure that those businesses selling alcoholic beverages within the Social District are aware of an in compliance with the requirements of this Plan and the Social District Ordinance. The registration process shall include the business’s written acknowledgment to abide by the rules, regulations and requirements of this Plan and the Social District Ordinance. The registration process will also require that businesses sign a written acknowledgement to abide by all of the rules, regulations and requirements of their ABC permits.

Businesses without an ABC permit may participate in the Social District by allowing alcoholic beverages purchased and possessed in accordance with this Plan and the Social District Ordinance to be consumed in their businesses. Participating businesses that are not selling alcoholic beverages are not required to register with the City.

Nothing in this Plan or the Social District Ordinance shall be construed as requiring any business, regardless of whether or not it holds a valid ABC permit, to participate in the Social District.

The City and Downtown Salisbury, Inc. will provide information and materials to participating and nonparticipating businesses to ensure that the businesses understand their obligations under this Plan and the Social District Ordinance and communicate their participation or nonparticipation to the public.

<https://abc.nc.gov/>

For permit and enforcement questions, contact: Jerry Dean, ALE Agent  
919-779-0700  
510 N Lee Street, Salisbury, NC 28144  
704-633-1641  
[rowanabcto@charlotte.twcbc.com](mailto:rowanabcto@charlotte.twcbc.com)

## **District Boundaries**

The Downtown Salisbury Social District boundaries are shown on the map and written description attached and incorporated as Appendix B. Boundaries of the Social District will be clearly marked with signs at numerous points in the District.

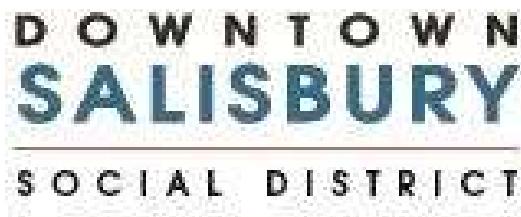
## **Days and Hours of Operation**

Alcoholic beverages may be sold and consumed within the Social District during the following days and times:

- Monday through Sunday between the hours of 12:00 p.m. and 12:00 a.m.
- Within the Bell Tower Green Park, Monday through Sunday, during park hours of operation.

## **District Designation, Logo**

The Downtown Salisbury Social District logo is shown below.



## **Rules**

***Sale of alcoholic beverages.*** Businesses selling alcoholic beverages for consumption within the Social District shall comply with the following rules:

1. The business shall only sell alcoholic beverages on its licensed premises.
2. The business shall only sell alcoholic beverages for consumption within the social district it is located in or contiguous to.
3. The business shall only sell alcoholic beverages for consumption in a social district a container that meets the requirements set forth below.
4. The business shall not allow a person to enter or reenter their licensed premises with an alcoholic beverage not sold by the permittee.

5. The business shall only sell alcoholic for consumption within the Social District during the days and hours set forth in this Plan and the Social District Ordinance.

***Alcoholic beverage containers.*** Alcoholic beverages sold for consumption in public areas within the Social District may only be sold in and consumed from containers that meet the following requirements:

1. The container clearly identifies the permitted business from which the alcoholic beverage was purchased.
2. The container clearly displays a logo on a sticker affixed to the cup that is unique to the Downtown Salisbury Social District as authorized by the City.
3. The container displays, in no less than 12 point font, the statement, “Drink Responsibly – Be 21.”
4. The container is not comprised of glass material, and shall be a recyclable plastic in accordance with the City of Salisbury recycling standards, which are available at: <https://salisburync.gov/Government/Public-Works/Recycling>
5. The container has a liquid capacity that does not exceed 16 fluid ounces.

***Possession and consumption of alcoholic beverages.*** Persons consuming alcoholic beverages within the Social District shall abide by the following rules:

1. Only alcohol purchased from a permitted business within the Social District and that is in a Social District container may be consumed within the Social District.
2. Alcoholic beverages may not be carried into any non-participating businesses within the Social District.
3. Alcoholic beverages must be disposed of before a person in possession of the alcoholic beverage exists the social district unless the person is reentering the licensed premises where the alcoholic beverage was purchased.
4. A person shall dispose of any alcoholic beverage in the person’s possession prior to exiting the Social District unless the person is reentering the licensed premises where the alcoholic beverage was purchased.
5. A person shall not consume alcohol in any public area within the Social District except during the hours set by the City.

## **Law Enforcement**

Law enforcement within the Social District shall be provided by the City of Salisbury Police Department.

## **Insurance**

The City of Salisbury is insured for its management and operation of the Social District.

## **Sanitation and Maintenance**

The City’s Public Works Department provides sanitation services within the Social District boundaries, including trash removal and litter pick up. This will continue with the operation of the Social District. Trash/recycling receptacles are located within the boundaries of the Social District to encourage patrons to properly dispose of their used cups and unconsumed alcohol. ABC permitted

establishments and other merchants within the boundary will have trash/recycling receptacles available to patrons at the door.

### **Marketing and Promotion**

Marketing and promotion of the Social District will be provided by the Downtown Salisbury, Inc. and the City of Salisbury in collaboration with participating businesses included in the Social District.

## **Appendix A:**

# **AN ORDINANCE AMENDING CHAPTER 22 OF THE CODE OF ORDINANCES OF THE CITY OF SALISBURY TO DESIGNATE SOCIAL DISTRICTS**

Be it ordained by the City Council of the City of Salisbury, North Carolina, as follows:

SECTION 1. That Chapter 22 of the Code of Ordinances for the City of Salisbury is hereby amended by the addition of Article VII "SOCIAL DISTRICTS" as follows:

## **ARTICLE VII – SOCIAL DISTRICTS**

### **Sec. 22-160 Purpose and Intent**

The purpose of this article is to establish one or more social districts within the City of Salisbury to support local business by increasing retail and other commercial activity, to enhance tourism and economic development, and to enhance the quality of life for the City's citizens and visitors.

The Salisbury City Council finds that the creation of one or more social districts within the City of Salisbury is in the best interests of the citizens and businesses of the City of Salisbury.

This article is adopted pursuant to authority granted by G.S. § 160A-205.4 and G.S. § 18B-904.1.

### **Sec. 22-161 Definitions**

*Social district* means and refers to a defined outdoor area established by this article in which a person may consume alcoholic beverages sold by a permittee. This term does not include a permittee's licensed premises or an extended area allowed under G.S. § 18B-904(h).

*Permittee* means a person or entity located within or contiguous to a social district designated by this article and holding any of the following permits issued by the North Carolina Alcoholic Beverage Control Commission: (1) an on-premises malt beverage permit issued pursuant to G.S. § 18B-1001(1); (2) an on-premises unfortified wine permit issued pursuant to G.S. § 18B-1001(3); (3) an on-premises fortified wine permit issued pursuant to G.S. § 18B-1001(5); (4) a mixed beverages permit issued pursuant to G.S. § 18B-1001(10); or (5) a distillery permit issued pursuant to G.S. § 18B-1100(5).

### **Sec. 22-161 Management**

Any social district created by this article shall be managed in accordance with this article and with any management and maintenance plan enacted by the City pursuant to this article. The city manager is hereby authorized to create and amend one or more management and maintenance plans for social districts in the City consistent with the requirements of this article and other applicable law. Management and maintenance plans shall be readily available for public inspection at all times.

### **Sec. 22-162 Creation of Social Districts**

The City hereby creates and designates the following social district(s):

**Downtown Salisbury Social District**, which is identified by a map and written description in Appendix A of this article.

**Sec. 22-163 Registration required for permittee to participate in Social District**

Any permittee contiguous to or within a social district that desires to sell alcohol to be consumed within the social district shall register with the City. There shall be no fee to register. The registration shall be in a form and manner required by the City but shall, at a minimum, require that the permittee acknowledge that it will abide by the requirements of its ABC permit and any applicable rules and regulations established by this ordinance, including any rules established by a maintenance and management plan adopted under section 22-161.

**Sec 22-164 Rules and Regulations**

**(a) Hours of Operation**

1. *Downtown Salisbury Social District.* The provisions and terms of this article shall be in effect during the following days and times:
  - i. Monday through Sunday between the hours of 12:00 p.m. and 12:00 a.m.
  - ii. Within the Bell Tower Green Park, Monday through Sunday, during park hours of operation.

**(b) Sale of alcoholic beverages**

1. A permittee shall only sell alcoholic beverages on its licensed premises.
2. A permittee shall only sell alcoholic beverages for consumption within the social district it is located in or contiguous to.
3. A permittee shall only sell alcoholic beverages for consumption a container that meets the requirements of section 22-164(c)b.
4. A permittee shall not allow a person to enter or reenter their licensed premises with an alcoholic beverage not sold by the permittee.

**(c) Possession and consumption of alcoholic beverages**

1. Only alcoholic beverages purchased from a permittee located in or contiguous to a social district may be possessed and consumed.
2. Alcoholic beverages may only be consumed within a designated social district.
3. Alcoholic beverages must be disposed of before a person in possession of the alcoholic beverage exits the social district, unless the person is reentering a licensed premise contiguous to the social district where the alcoholic beverage was purchased.
4. Alcoholic beverages must be disposed of before entering the licensed premise of a permittee unless the person is reentering the licensed premise where the alcoholic beverage was purchased.

5. Alcoholic beverages shall be in containers that meet the following requirements:
  - i. The container clearly identifies the permittee from which the alcoholic beverage was purchased.
  - ii. The container clearly displays a logo or some other mark that is unique to the social district.
  - iii. The container is comprised of material that is not transparent.
  - iv. The container displays, in no less than 12-point font, the statement, “Drink Responsibly—Be 21.”
  - v. The container shall not hold more than 16 fluid ounces.
6. Alcoholic beverages shall only be possessed and consumed during the Hours of Operation set forth in Sec. 22-164(a).

#### **Sec. 22-165 Participating and nonparticipating businesses**

Business that are in or contiguous to a social district and that are not permittees may choose to participate in the social district by allowing patrons to possess and consume alcoholic beverages purchased and possessed in accordance with the requirements of this article. Nothing in this article shall be construed as requiring any business within or contiguous to a social district to participate in the social district by allowing alcoholic beverages to be possessed or consumed in the business. Businesses may place signs on their storefronts informing patrons of their participation or nonparticipation so long as the signs are otherwise in conformity with City regulations.

#### **Sec. 22-166 Compliance with other law**

Nothing in this article shall be construed as authorizing permittees or other businesses to possess or sell alcoholic beverages in any manner contrary to or in excess of the authority granted by the North Carolina Alcoholic Beverage Commission. Nothing in this article shall be construed as authorizing the sale and delivery of alcoholic beverages in excess of the limitation set forth in G.S. § 18B-1010.

#### **Sec. 22-168 Severability**

The provisions of this article are severable. If any portion of this article is determined to be invalid, such invalidity shall not affect the other provisions or application of this article.

#### **Sec 22-169 Penalties**

A violation of this article is punishable as an infraction.

SECTION 2. That all ordinances, or the parts of ordinances in conflict with this ordinance, are hereby repealed to the extent of such conflict.

SECTION 3. That this ordinance shall be effective upon adoption by the City Council from and after its passage.

## Appendix B:

## Map of Downtown Salisbury Social District

