



City of Hickory
Office of Business Development
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City of Hickory Downtown Social District

Management Plan

These provisions will be posted on the City website and include a map of the district.

The City of Hickory has designated the Hickory Downtown Social District (District) to allow citizens to enjoy alcoholic beverages in its newly revitalized downtown area. Signage will be posted in accordance with NCGS 18B within the district and at the district boundaries.

- 1) ABC permitted establishments must ensure they meet all legal requirements for carding and limiting consumption of alcoholic beverages. The establishment may only serve two beers/wine drinks or one liquor drink to one patron at a time.
- 2) No outside alcohol is permitted within the District. All alcoholic beverages must be purchased from establishments located within or contiguous to the District (in specially labeled cups) and must be consumed within the District.
- 3) Alcoholic beverages that are sold for consumption in the district may only be sold in a container that meets all the following requirements:
 - The container clearly identifies the ABC permittee from which the alcoholic beverage was purchased.
 - The container clearly displays the Downtown Hickory Social District Logo
 - The container is not made of glass.
 - The container displays, in no less than 12-point font, the statement, "Drink Responsibly – Be 21."
 - The container cannot hold more than 16 fluid ounces.
 - ABC permit holders shall complete the acknowledgement
 - All labels or cups shall be provided to the City of Hickory for review prior to selling beverages within the District.
- 4) Upon leaving an establishment where an alcoholic beverage is purchased, the beverage must be consumed or discarded before entering a different business that serves alcohol.
- 5) Businesses located within or contiguous to the district that do not serve alcohol may permit people to enter with an alcoholic beverage in an approved container.
 - a. The City will provide window clings with the Social District logo and "Beverages Welcome" to businesses upon request. Participating businesses shall display the decal at all times when the social district is active. Businesses permitting patrons to enter with beverages shall allow law enforcement officers to access the premises accessible by customers.
 - b. Businesses not wishing to participate in the District should install signage indicating "Alcoholic Beverages Prohibited." The City will also provide window clings to these businesses on request.
- 6) All alcohol in open containers must be disposed of before exiting the District or entering a vehicle.
- 7) No alcoholic beverages may be brought into or consumed within Lowe's Foods City Park.
- 8) Alcoholic beverages may be consumed in the District from 10:00 AM to 10:00 PM.

- 9) City of Hickory Police Officers will enforce the requirements of the District. The City of Hickory reserves the right to prohibit a permit holder from participating in the district due to violations of the Social District management plan.
- 10) To report potential violations please call the Hickory Police Department at 828-328-5551 or the N.C. Alcohol Law Enforcement Division (1-877-ALE-AGENT).

City of Hickory Downtown Social District

Participant Acknowledgement Form

Date _____ Parcel Identification Number _____

ABC Permit Holder Establishment Name: _____

Establishment Address: _____

ABC Permit Holder Contact Name: _____

Contact Email: _____ Contact Phone Number: _____

Applicant's Signature _____ Date _____

By signing acknowledgement, you represent that you have read and understood the attached Downtown Social District Management Plan. The City of Hickory reserves the right to prohibit participation in the Downtown Social District after violations of the Management Plan.

Required Attachment: Example of sticker or cup the establishment will use for participation in the district.

Example of Container Labeling for ABC Permit Holders

Containers must be non-glass and no more than 16 ounces. The required information may be printed directly on the container or on a sticker that is securely affixed to the container. The logo may be printed in one color to reduce printing costs. The text must be at least 12 point font.

ABC Permit Holder Name



Drink Responsibly – Be 21

Examples of Window Cling Signs

Businesses located within or adjacent to the Social District may contact the City of Hickory Office of Business Development for their window clings at (828) 323-7414.



Map of Social District

