

City of Royal Oak Social District Plan

SUBMITTED TO THE MLCC MAY 19, 2021



Royal Oak
DOWNTOWN
DEVELOPMENT AUTHORITY

Table of Contents

Maintenance and Operations Plan 3

 Introduction 3

 Management..... 3

 District Boundaries..... 3

 Potential Participating License Holders 3

 Operations 4

 District Logo 4

 Beverage Containers and Rules of Use 4

 Financing 5

 Security and Enforcement..... 5

 Insurance..... 5

 Sanitation and Maintenance..... 5

 Marketing and Promotion..... 5

 Festivals and Special Events..... 5

Resolution of Approval – Adopted..... 5

Maintenance and Operations Plan

Introduction

On July 1, 2020, Michigan Public Act 124 of 2020 was signed into law, allowing local governments to establish 'Social Districts' within their jurisdictions. These Social Districts allow for 'common areas' where two or more contiguous licensed establishments (i.e., bars, distilleries, breweries, restaurants, tasting rooms) may sell alcoholic beverages in designated containers to be taken into the area for consumption. The City of Royal Oak, in coordination with the City of Royal Oak Downtown Development Authority, DDA now seeks to establish such a Social District.

In the plan that follows, the management and maintenance of the City of Royal Oak Social District is outlined.

Management

The City of Royal Oak Social District will be created and managed by the City of Royal Oak Downtown Development Authority. The district management and operations will be supported by the Police Department for safety and the Department of Public Works for signage and maintenance. The DDA may also use its maintenance contractor for additional clean-up activities.

District Boundaries

The City of Royal Oak Social District will generally be located between Lincoln Avenue and 11 Mile Road., from S. Lafayette St. to Knowles St. The area bounded by Pingree Blvd., N. Main St., E. 11 Mile Rd., and N. Troy St. would also be included. Refer to attachment A for maps of the Social District and Common Area boundaries and location of sidewalk decals and signage, as well as examples of the decals.

Potential Participating License Holders

As the Social District is established, the City will welcome businesses to participate once they apply for and receive their Social District license from the MLCC. All participating businesses will sign a Social District Agreement with the City.

Potential participating liquor license holders within the Social District are listed below. These licensees are located within the City of Royal Oak Social District and contiguous to the common area. The designated common area is all streets and sidewalks within the social district and designated parks / gathering spaces. See map in attachment A for location of all licensees.

LARA Business ID	Account Name	DBA	Address	Map #
223821	JJT HOSPITALITY, LLC	526 MAIN AND TEQUILA BLUE	526 S Main St Spc 105-205 Royal Oak, MI 48067-2642	1
237096	CULINARY INVESTMENTS, LLC	ALCHEMI'S AND JOHNNY'S SPEAKEASY	213 S Main St Royal Oak, MI 48067-2643	2
0261206	BL ROYAL OAK LLC	BAR LOUIE	516 S Main St Royal Oak, MI 48067-2642	3
139709	UNION BREWERY, L.L.C.	BASTONE / JOLLY PUMPKIN	419 S Main St Royal Oak, MI 48067-2615	4
237114	AMC ROYAL OAK, INC.	BUFFALO WILD WINGS	500 S Main St Royal Oak, MI 48067-2642	5
222791	CAFE MUSE LLC	CAFE MUSE	418 S Washington Ave Royal Oak, MI 48067-3824	6
223780	ROYAL OAK GOOD TIMES FOOD & DRINK, INC.	CANTINA DIABLO'S OF ROYAL OAK / PINKY'S	100 S Main St Royal Oak, MI 48067-2630	7
0267565	OISHI SOLUTIONS, LLC	CITY RAMEN	321 S Main St Royal Oak, MI 48067-2613	8
0268091	CITY TAVERN ROYAL OAK, LLC	CITY TAVERN ROYAL OAK, LLC	386 N Main St Spaces 1 & 2 Royal Oak, MI 48067-4121	9
0263661	CONDADO TACOS 14 LLC (A DELAWARE LIMITED LIABILITY COMPANY)	CONDADO TACOS	310 S Main St Royal Oak, MI 48067-2614	10
232838	HERITAGE RESTAURANT GROUP, LLC	D'AMATOS AND GOODNITE GRACIE	224 S Sherman Dr Royal Oak, MI 48067-2507	11
220281	CH ROYAL OAK, LLC	EMAGINE ROYAL OAK	200 N Main St Royal Oak, MI 48067-4109	12

223327	EYE OF THE TIGER ENTERPRISES LLC	FIFTH AVENUE	215 W 5th Ave Royal Oak, MI 48067-3812	13
5305	GUSOLINE ALLEY, INC.	GUSOLINE ALLEY	309 S Center St Royal Oak, MI 48067-3810	14
0260719	TRAILHEAD RO, LLC	HYATT PLACE	422 N Main St Royal Oak, MI 48067-1813	15
	MAGICAL FORKS, LLC	IMAGINATE	401 S. Lafayette Ave Royal Oak. MI 48067	16
233680	RIDIN' THE RAILS, LLC	IRON HORSE ROYAL OAK	316 W 4th St Royal Oak, MI 48067-2502	17
603	PALLIS RESTAURANTS, INC	JIMI'S CONEY ISLAND/ROYAL OAK TAPHOUSE	714 S Washington Ave Royal Oak, MI 48067-3830	18
129790	MORTON BROTHERS, INC.	LILY'S SEAFOOD GRILL	410 S Washington Ave Royal Oak, MI 48067-3824	19
7539	LITTLE TREE SUSHI BAR, INC.	LITTLE TREE SUSHI BAR	107 S Main St Royal Oak, MI 48067-2610	20
215818	LOCKHART'S BBQ, LLC	LOCKHART'S BBQ	202 E 3rd St Royal Oak, MI 48067-2620	21
2859	COMEDY CASTLE, INC.	MARK RIDLEY COMEDY CASTLE	310 S Troy St Royal Oak, MI 48067-2703	22
0270784	TRES HIJAS INC	MESA TACOS AND TEQUILA	312 S Main St Royal Oak, MI 48067-2614	23
233611	D'STILL, LLC	MOTOR CITY GAS WHISKEY DISTILLERY	325 E 4 th St Royal Oak, MI 48067-2705	24
0260723	212 SIXTH RO, LLC	OAK CITY GRILLE	212-214 W 6th St Royal Oak, MI 48067-3815	25
132852	C&W LTD., LLC	O'TOOLES TAVERN	205 W 5th Ave Royal Oak, MI 48067-3812	26
223164	711 BISTRO, LLC	PIZZERIA BIGA	711 S Main St, Suite 200 Royal Oak, MI 48067-2626	27
237707	RIVER ROUGE BREWING COMPANY, LLC	RIVER ROUGE BREWING	406 E 4th St Royal Oak, MI 48067-2757	28
178212	RONIN SUSHI-ROYAL OAK, L.L.C.	RONIN-SUSHI	326 W 4th St Royal Oak, MI 48067	29
155552	WORLDWIDE ENTERTAINMENT-ROMT, LLC	ROYAL OAK MUSIC THEATER	318 W 4th St Royal Oak, MI 48067-2502	30
0263122	SAKE SUSHI, INC.	SAKE SUSHI	410 S Main St Royal Oak, MI 48067-2616	31
235859	SMOKY'S FINE CIGAR NO. 6, INC	SMOKY'S FINE CIGARS	303 S Main St Royal Oak, MI 48067-2613	32
240324	LIBERTY HOSPITALITY HOLDINGS, LLC	THE MORRIE	511 S Main St Royal Oak, MI 48067-2617	33
5764	TWO C'S, INC.	THE ROCK ON 3RD	114 E 3rd St Royal Oak, MI 48067-2601	34
2897	ROYAL OAK BREWING CO.	THE ROYAL OAK BREWERY	215 E 4th St Royal Oak, MI 48067-2606	35
0270442	116 WEST FOURTH, LLC	THE SIDE BAR	116 W 4 th St Royal Oak, MI 48067-3805	36
225169	TOMMY'S ROYAL OAK, INC.	TOM'S OYSTER BAR / ALE MARY'S	318 S Main St Royal Oak, MI 48067-2614	37
232848	THREE SONS INC.	TRATTORIA PIZZERIA DA LUIGI	415 S Washington Ave Royal Oak, MI 48067-3823	38
145466	UNION AERIE 2092, FRATERNAL ORDER OF EAGLES	UNION AERIE 2092, FRATERNAL ORDER OF EAGLES	401 E 4th St Royal Oak, MI 48067-2758	39

Operations

The City of Royal Oak Social District will operate year-round, seven days a week, from 11 a.m. to 10 p.m. The DDA intends to establish the Social District upon approval from the MLCC.

District Logo

The Social District will utilize a modification of the City of Royal Oak logo – an example is depicted on attachment B.

Beverage Containers and Rules of Use

Per PA 124 of 2020, the following regulations apply to containers within the Social District:

- i) The container prominently displays the social district permittee's trade name or logo or some other mark that is unique to the social district permittee under the social district permittee's on-premises license.
- ii) The container prominently displays a logo or some other mark that is unique to the commons area.
- iii) The container is not glass.

- iv) The container has a liquid capacity that does not exceed 16 ounces.

The DDA will provide containers meeting the state requirements to participating license holders. Participating license holders will provide their own sticker displaying their trade name, mark, or logo.

The following additional rules apply to the use Social District containers:

- Each cup must be marked with the date and time of sale.
- Social District cups may only be consumed within the Social District commons area, not on premises at the location of purchase. Sidewalk cafes approved and licensed by the City of Royal Oak are not considered part of the common area.
- Social District containers may not be carried into another establishment.

Financing

The City of Royal Oak Social District will be funded by the City of Royal Oak Downtown Development Authority and local businesses.

Security and Enforcement

Security and enforcement in the Social District will be done by the City of Royal Oak Police Department.

Insurance

The City of Royal Oak and DDA are self-insured for their management and operation of the Social District. As part of the required Social District Agreement participating license holders will secure their own liability insurance and indemnify the city, DDA, elected/appointed officials and employees.

Sanitation and Maintenance

The City of Royal Oak Department of Public Services and existing maintenance contractor will provide sanitation services within the district including trash removal and litter pick up. Trash/recycling receptacles may be located at the boundaries of the Social District to encourage patrons to properly dispose of their used cups, as well as throughout the Social District as presently available throughout the downtown.

Marketing and Promotion

Marketing will be done by the Downtown Development Authority and City of Royal Oak.

Festivals and Special Events

PA 124 of 2020 states the following:

If the commission issues a special license to a special licensee located in a social district, the holder of a social district permit shall not sell and serve alcoholic liquor under subsection (2) during the effective period of the special license.

Thus, in the event of festivals within the Social District boundary, such as the Arts, Beats, and Eats Festival, all Social District operations will cease for the duration of the festival or special event that has been grant a special license.

Resolution of Approval – Adopted

Downtown Development Authority (March 24, 2021)

Be It Resolved, the Royal Oak Downtown Development Authority hereby recommends the city commission adopt the social district plan, with an expanded boundary that extends along S. Washington and S Main to Lincoln Avenue and logo #5 with the words “social and district” being larger or more prominent.

City Commission (April 12, 2021)

Whereas, Michigan Public Act 124 of 2020 (the Act) was signed into law on July 1, 2020; and

Whereas, the law allows governing bodies of local government units to establish social districts and commons areas where two or more contiguous licensees may sell alcoholic beverages in designated cups to be taken into the common area for consumption; and

Whereas, the City of Royal Oak Social District shall be created and managed by the City through its Downtown Development Authority; and

Whereas, the City Commission finds that designating social districts and commons areas pursuant to the Act is in the best interests of the citizens and businesses of the City of Royal Oak; and

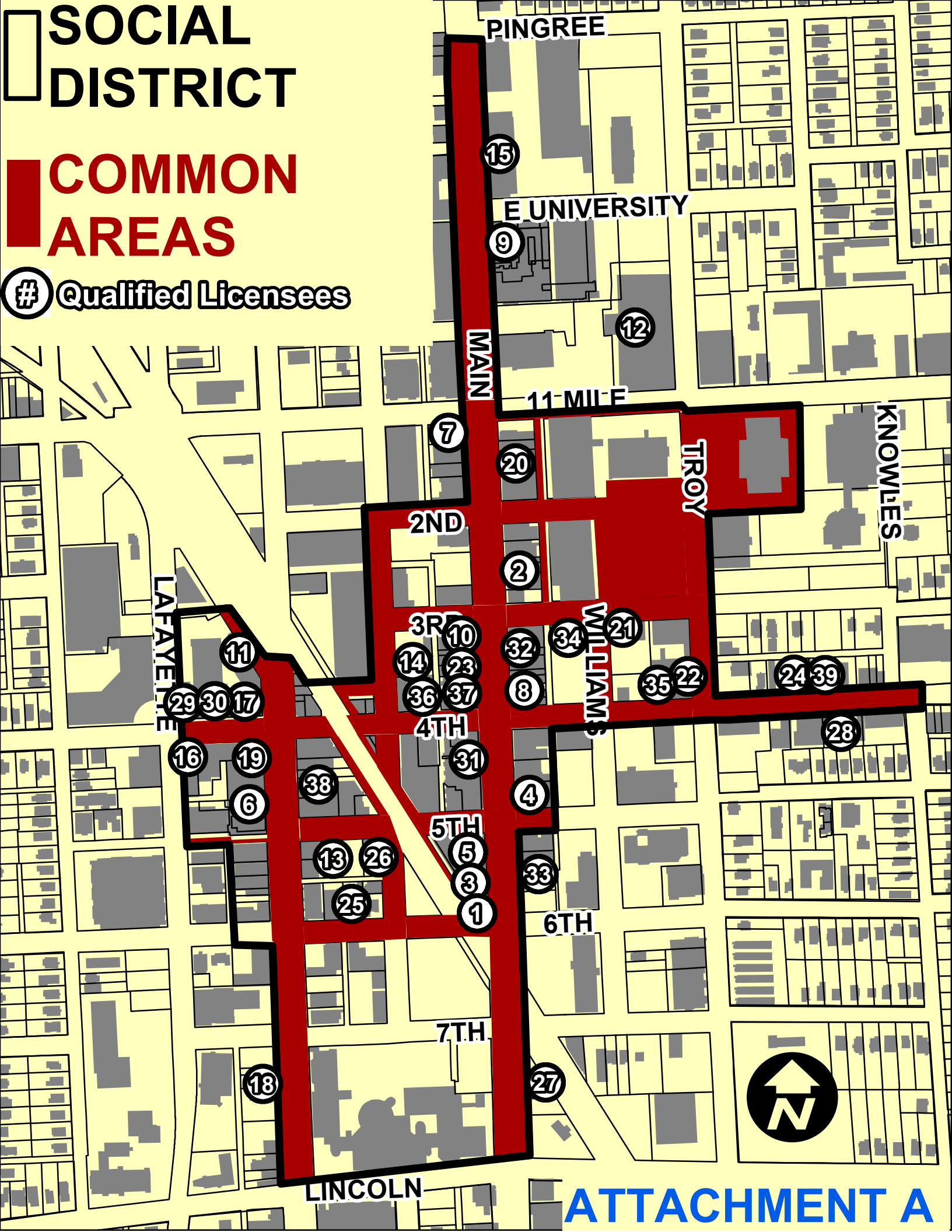
Whereas, the City Commission designates the social district and commons areas as provided on the attached map, establishes the attached management and maintenance plan, approves the attached list of potential qualified license holders for a Social District Permit; and

Now Therefore Be It Resolved, the city commission does hereby approve the creation of the City of Royal Oak Social District for an initial period ending September 30, 2031 for consideration by the Michigan Liquor Control Commission.

 **SOCIAL DISTRICT**

 **COMMON AREAS**

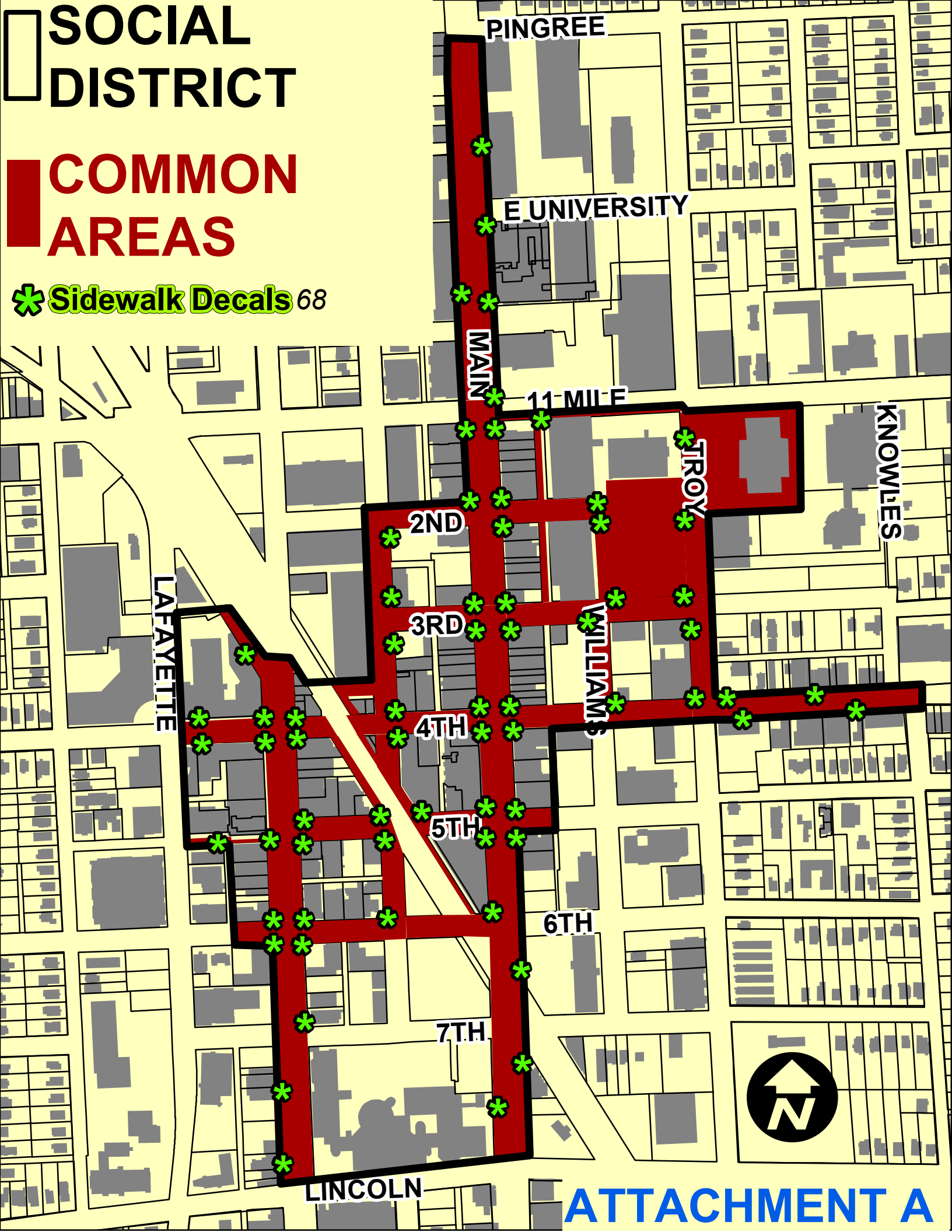
 **Qualified Licensees**



 **SOCIAL
DISTRICT**

 **COMMON
AREAS**

 **Sidewalk Decals** 68



Sidewalk Decal #1

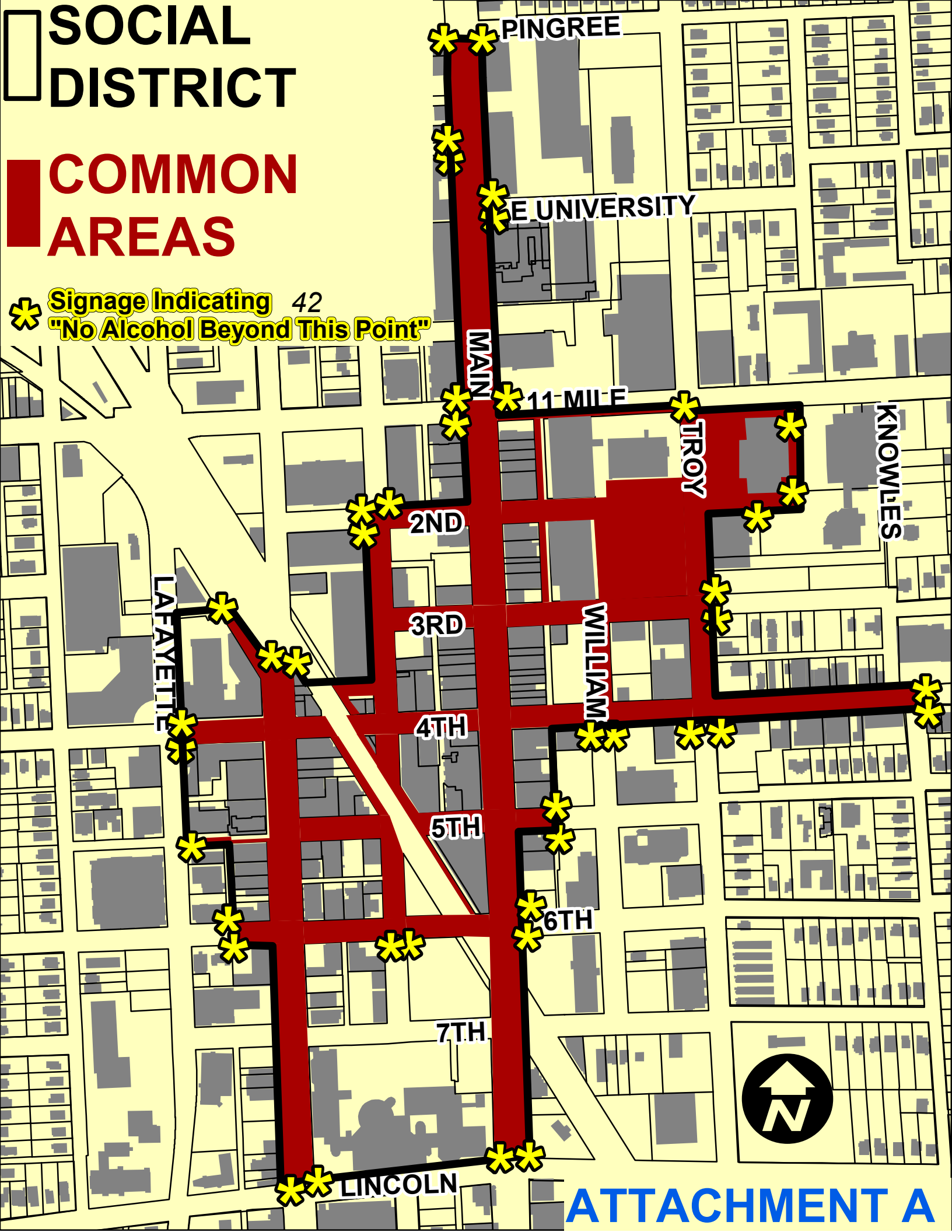


ATTACHMENT A

 **SOCIAL DISTRICT**

 **COMMON AREAS**

 **Signage Indicating 42 "No Alcohol Beyond This Point"**



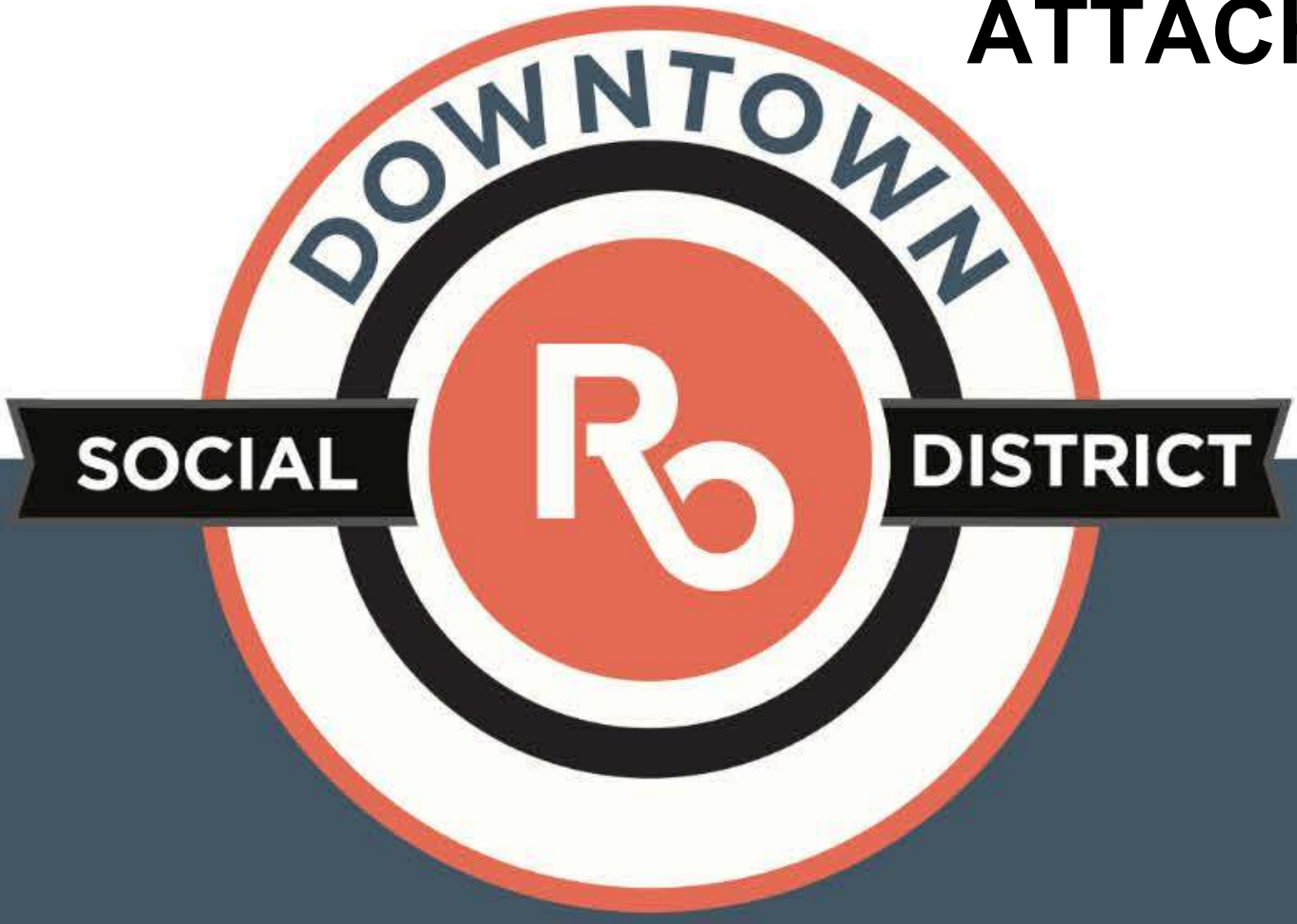
Sidewalk Decal #2



ATTACHMENT A



ATTACHMENT B



RULES

- Enter any participating establishment. (Look for this sign).
- Order an adult beverage of your choice. It will be provided in a social district cup.
- Only alcohol purchased from participating establishments may be consumed in the social district.
- Enjoy your drink responsibly within the social district. Boundaries are clearly marked.
- Dispose of your cup properly. We understand you've just had a drink, but that's not an excuse to litter.
- Do not take a cup from one establishment into another establishment.
- Cups/drinks are not permitted in the parking lots or garages.
- Again, **each cup is for one-time use**. Come back soon!



Royal Oak
DOWNTOWN
DEVELOPMENT AUTHORITY



ATTACHMENT D



At a Regular Meeting of the Royal Oak City Commission held on Monday April 12, 2021 via teleconference on Zoom, the following Resolution was adopted:

Whereas, Michigan Public Act 124 of 2020 (the Act) was signed into law on July 1, 2020; and

Whereas, the law allows governing bodies of local government units to establish social districts and commons areas where two or more contiguous licensees may sell alcoholic beverages in designated cups to be taken into the common area for consumption; and

Whereas, the City of Royal Oak Social District shall be created and managed by the City through its Downtown Development Authority; and

Whereas, the City Commission finds that designating social districts and commons areas pursuant to the Act is in the best interests of the citizens and businesses of the City of Royal Oak; and

Whereas, the City Commission designates the social district and commons areas as provided on the attached map, establishes the attached management and maintenance plan, approves the attached list of potential qualified license holders for a Social District Permit; and

Now Therefore Be It Resolved, the city commission does hereby approve the creation of the City of Royal Oak Social District for consideration by the Michigan Liquor Control Commission.

I hereby certify that the foregoing is a true and correct copy of a Resolution adopted by the Royal Oak City Commission at a meeting held on April 12, 2021.

Melanie Halas

City Clerk