

Downtown Ann Arbor Social District Management Plan

A Joint Plan between the Main Street Area Association and the State Street District

Narrative

The Main Street Area Association (MSAA) and the State Street District (SSD) are excited to propose the creation of a unified social district in downtown Ann Arbor. This initiative aims to elevate the public experience by fostering a cohesive, enjoyable environment for both residents and visitors, while simultaneously expanding opportunities for local businesses. By pooling shared resources and collaborating for the benefit of the public, we can cultivate a vibrant downtown atmosphere that not only supports local enterprises but also enhances community spirit throughout our city.

This expansion and alignment is a natural evolution of ongoing efforts to support the recovery and revitalization of our downtown economy. The Executive Directors of MSAA and SSD regularly meet and coordinate with one another, and Kerrytown, to ensure collaboration and integration across all downtown. This initiative builds on MSAA's successful establishment of a social district and SSD's successful co-management of the Ann Arbor Art Fair, demonstrating a proven track record of cross-organizational collaboration and commitment to collaboration.

The proposed boundaries, along with this management plan, is in compliance with MCL 436.1551, which authorizes local governments to establish social districts where the consumption of alcoholic beverages is permitted in designated public spaces.

A 6-foot-wide area adjacent to the businesses will remain open for pedestrian circulation and to comply with ADA requirements. The MSAA and SSD will work with the Ann Arbor Fire Marshal to provide sufficient width at all times for public safety vehicles.

Commons Area

The Commons Area is the area within the Downtown Ann Arbor Social District that is clearly designated and clearly marked by the municipality and that is shared by and contiguous to the premises of at least two qualified licensees. A Commons Area does not include the licensed premises of any qualified licensee. The Commons Area includes the sidewalks and streets that are not included in the qualified licensee's premises within the MSAA and SSD Commercial District boundary. Participating licensees are responsible for keeping these areas picked up and wiped down.

Attachment A is a map of the Commons Area in the Downtown Ann Arbor Social District and includes existing MSAA and SSA MLCC licensees. The map will serve as the official reference for public information for and placed on signage located in the social district.

Attachment B lists the streets and boundaries of the social district.

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Management Plan

The MSAA and SSD will serve as co-managers of the Downtown Ann Arbor Social District. They will oversee the submission of documents to the MLCC, coordinate with qualified licensees, and will monitor all aspects of the social district.

Potential Participating License Holders

To qualify for a social district permit, at least two licensees must be contiguous to the Commons Area. An annual fee of \$250 is paid to the State of Michigan. The proposal and City Council resolution renames the existing Main Street Ann Arbor Social District as the Downtown Ann Arbor Social District, expands the footprint of the Commons Area, and increases the number of eligible licensees.

A list of eligible MLCC businesses for the social district is provided in Attachment C. Attachment D shows sample signage that will be placed throughout the Downtown Social District as well as at the boundaries.

All eligible licensees are responsible for adhering to the rules and maintaining their obligations within the Social District. Failure to do so may result in losing the privilege to participate in the Downtown Social District. Grounds for removal can include, but are not limited to:

- Failing to maintain street cleanliness in front of or around their business;
- Disorderly conduct by employees or patrons on their licensed premises;
- Failing to educate staff members about the Social District rules and regulations, thereby remaining non-compliant with the Downtown Social District Management Plan;
- Failing to otherwise comply with the Downtown Ann Arbor Social District Management Plan and Michigan Liquor Control Code (Act 58 of 1998); or
- Receiving multiple complaints, or when the severity of a complaint is significant, as determined by the Ann Arbor City Administrator and/or City Council as set forth in MCL 436.1551(1).

A renamed and unified social district will allow State Street Association and Main Street Area Association MLCCC licensees to apply for social district licenses permitting them to sell alcohol for consumption within the Commons Area, provided the alcohol is sold and served on their licensed premises and consumed only within the Commons Area.

Insurance and Indemnification

Participating licensees will be required to secure their own liability insurance and indemnify the City, MSAA, and SSD as mandated by City regulations, ensuring that all businesses within the social district are adequately covered.

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Operations

The social district will operate seven days a week, Sunday through Saturday. The Commons Area will be open daily from 10:00 AM to 11:00 PM. After or before the hours of operation, Downtown Ann Arbor Social District beverages cannot be sold in participating establishments nor possessed and consumed in the Commons Areas, and alcoholic beverages must be contained within the license holders' service area.

Social District Logo and Beverage Containers

The Downtown Ann Arbor Social District logo (Attachment E) will be utilized on printed materials, signage, and beverage containers. The containers may be cups or cans, cannot hold more than 16 liquid ounces, and cannot be made of glass. The social district logo is required to be displayed on the container along with the logo or trade name of the social district permit holder. Requiring the permit holder to place their logo on the container will allow monitors to quickly identify the establishment that sold the beverage. Downtown Ann Arbor Social District cups may not be reused, must remain in the establishment where they were purchased or in the Commons Area, and may not be taken into another MLCC licensed establishment or commercial food establishment.

MSAA and SSD will provide a link to order containers meeting the state requirements to participating license holders. Participating license holders will provide their own sticker displaying their trade name or logo.

The following additional rules apply to the Downtown Ann Arbor Social District containers:

- A customer that purchases an alcoholic beverage to be consumed in the Commons Area shall not transport it onto the licensed premises of another licensee contiguous to the Commons Area from which the customer did not purchase the alcoholic beverage;
- A licensee shall not allow an alcoholic beverage purchased from another licensee to be brought onto its licensed premises; and
- A customer that purchases a container of an alcoholic beverage to be consumed in the Commons Area must not transport that container outside of the Commons Area.

Enforcement/Monitoring

- Signage, including a QR code, will be put up throughout the Downtown Ann Arbor Social District regarding the boundaries, hours of operation and FAQs.
- Printed signage will be used to remind patrons of the boundaries.
- Printed information and social district rules will be made available to each participating licensee to distribute.

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- The presence of regularly scheduled police patrols will aid in compliance and monitoring of the Commons Area.
- Trash receptacles for customers to dispose of used social district cups will be placed outside some businesses.
- Social district containers shall only be allowed into retail establishments that have granted consent and display social district approved signage.

Financing

Participating businesses will contribute an annual fee to be paid to and managed by MSAA & SSD for social district expenses within the Commons Area. Payments will support the management of the social district, including installation and maintenance of public facing signs.

Attachment A
Downtown Ann Arbor Social District Boundary

This map shows the University of Michigan campus with various streets and landmarks. A red line highlights a route starting from the top left, passing through the center, and ending at the bottom right. The route includes streets such as E. ANN, E. WASHINGTON, E. LIBERTY, E. MADISON, and E. UNIVERSITY. Key landmarks include the Graduate Hotel, Rackham Hall, Burton Memorial Tower, Hill Auditorium, and the University of Michigan Museum of Art. A compass rose is located in the top right corner, and a red 'P' icon indicates a parking area near the bottom right.

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Attachment B

Downtown Ann Arbor Social District Boundaries

- State Street from William Street to Washington Street;
- Washington Street from Thayer Street to First Street;
- Liberty Street from State Street to First Street;
- William Street from State Street to Thompson Street;
- Maynard Street from Liberty Street to 420 Maynard Street;
- North University Ave from State Street to Thayer Street;
- Thayer Street from North University Ave to Washington Street;
- Thompson Street from Liberty Street to William Street;
- Division Street from Liberty Street to Washington Street;
- Fifth Avenue from Washinton Street to 307 S. Fifth Avenue;
- Fourth Avenue from Huron Street to 314 S. Fourth Avenue;
- Main Street from Huron Street to William Street;
- Ashley Street from Washington Street to Liberty Street; and
- First Street from Liberty Street to Huron Street;

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Attachment C
MLCC Businesses

(to be provided by Ann Arbor City Clerk)

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Attachment D Sample Signage



This conceptual design showcases a two-sided metal pole sign for the Downtown Ann Arbor Social District. On the welcome side, the sign features a QR code that directs visitors to a dedicated interactive landing page. This page includes an interactive map of participating businesses, details on the Social District boundaries, and rules. It also provides links to the Main and State Street associations for further information.

The reverse side clearly indicates when a visitor is leaving the social district boundary. This content aims to enhance the visitor experience by providing clear, accessible information and a seamless transition in and out of the district.

All signage, including local business window clings, sidewalk signs, and banners, will be identified and finalized through collaboration between the Main Street Area Association (MSAA) and State Street District (SSD).

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Attachment E Sample Logo and Cup Design

