

## **Article V. DOWNTOWN SOCIAL DISTRICT PILOT PROGRAM**

**Sec. 3-152.** There is hereby established a Downtown Social District, which shall be a pilot program effective upon passage. This Article V (Downtown Social District Pilot Program) shall sunset and be of no further force or effect after October 31, 2024 unless otherwise renewed or extended by City Council. If there is any conflict between the provisions herein and any other section of this Chapter 3, the provisions of this Article V shall control.

**Sec. 3-153.** *Downtown Social District* means the area as approved by the City Council of the City of Rockford, the official map of which shall be maintained by the Department of Law and published on the City's website.

### **Sec. 3-154. Participation in the Program.**

- (a) Participation in the Downtown Social District program shall be voluntary.
- (b) Any business may opt in to the Downtown Social District program by registering with the City. Any opting in to the program shall place authorized stickers or sign on their door or window indicating their participation in the program. Approved stickers or signs shall be provided by the City.

**Sec. 3-155.** Any business located within the boundary of the Downtown Social District that does not have a valid liquor license may allow alcoholic beverages to be consumed upon their premises by opting into the program. Said business shall comply with all rules and regulations of the Downtown Social District set forth herein. No business or person within the District that does not have a valid liquor license shall sell, offer to sell, or serve on their premises any alcoholic beverage. No business shall be required to participate in the Downtown Social District.

### **Sec. 3-156. Downtown Social District Rules & Regulations.**

- (a) Businesses with a valid liquor license within the Downtown Social District may permit a patron to carry one (1) alcoholic drink from their premises. No participating licensed business shall allow a patron, guest or member to exit its licensed premises with more than one open container of alcoholic beverage.
- (b) All alcoholic drinks must be carried in an approved container only, which shall have approved branding.
- (c) Persons may be permitted to remove alcoholic beverages from a participating licensed premises only in cups approved by the City of Rockford and no such alcoholic beverages shall be removed from the licensed premises in a can, bottle, glass container or other container, except as otherwise allowed by law.
- (d) Participating businesses may allow patrons to enter their premises with an alcoholic drink in an approved container. However, participating businesses may prohibit patrons from carrying in alcoholic drinks by posting an approved notice on their door or window.
- (e) Alcoholic beverages shall not be brought into the Downtown Social District from home or any establishment other than those within the boundaries of the Downtown Social District.
- (f) Participating licenses businesses located within the Downtown Social District shall post, at all points of egress from their premises, a map of the boundaries of the District. The map shall be provided, either in electronic or paper form, by the City.
- (g) Alcoholic beverages may not be removed from the Downtown Social District boundaries.

- (h) Alcoholic beverages may only be carried into a dining establishment, retail store, outdoor dining area, private park, or any other private business if it has been purchased at a participating licenses business in the Downtown Social District in an approved container.
- (i) No person shall carry in an alcoholic beverage to any business that has opted out of the program.
- (j) All approved cups must be disposed of in a proper receptacle prior to leaving the Downtown Social District boundaries.
- (k) Alcoholic beverages shall not be consumed on any street, parking lot, or in any parks or green spaces.

**Sec. 3-157. Days & Hours.**

The provisions herein shall only be applicable during the following days and hours:

- a. Monday through Friday, 4:00pm to 11:00pm
- b. Saturday and Sunday, 10:00am to 11:00pm.
- c. All sales of branded to-go cups shall cease at 10:30pm.

**Sec. 3.158. City Market & Davis Park**

- (a) The outdoor City Mark pavilion, Joe Marino Park, and Davis Park are considered a parking lot and park pursuant to this Article V. Therefore, patrons shall not carry in open containers of alcohol onto the premises, except as set forth in subsection (b) below.
- (b) Special events at the outdoor City Market pavilion, Joe Marino Park, and Davis Park may opt in to the Downtown Social District on a case by case basis. Special event applicants shall indicate their intent to opt in on their special event applications submitted to the City. In the event that a special event has opted in, all rules and regulations set forth in this Article V shall apply. The special event applicant shall obtain all required approved containers and signage/notices from the City prior to the event.

**Sec. 3-159. Penalties for Violation**

- (a) Any person, business, or entity participating in the Downtown Social District program shall comply with all rules set forth herein.
- (b) Any person, business, or entity violating any provision of this Article V. shall be guilty of an offense, subject to penalty under Sec. 1-9.
- (c) Any business holding a valid liquor license that violates any provision of this Article V shall be subject to suspension or revocation of their liquor license.