



Albemarle County

Legislation Details (With Text)

File #: 22-249 **Version:** 1 **Name:**
Type: Resolution **Status:** Action Items
File created: 3/28/2022 **In control:** Board of Supervisors
On agenda: 5/4/2022 **Final action:**
Title: Designated Outdoor Refreshment Areas at The Shops at Stonefield.
Sponsors:
Indexes:
Code sections:
Attachments: 1. Att.A - Public Safety Plan, 2. Att.B - Letter of Support, 3. Att.C - Resolution

Date	Ver.	Action By	Action	Result
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AGENDA DATE: 5/4/2022

TITLE:

Designated Outdoor Refreshment Areas at The Shops at Stonefield

SUBJECT/PROPOSAL/REQUEST: Request Board Support for a Designated Outdoor Refreshment Area License at The Shops at Stonefield

ITEM TYPE: Regular Action Item

STAFF CONTACT(S): Richardson, Walker, DeLoria, Johnson, Newberry, Perry

PRESENTER (S): Roger Johnson

LEGAL REVIEW: Yes

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: The 2021 General Assembly session revised and expanded several licensing laws administered by the Alcoholic Beverage Control Authority (ABC). One revision renamed the license for "local special events" as "Designated Outdoor Refreshment Areas" (DORA) and provided localities with greater opportunities to utilize them. This license allows the consumption of alcoholic beverages within a specific geographic area, including public spaces, and within businesses that are not licensed by the ABC (with permission from the owner). A DORA license is typically utilized for outdoor events that take place in a downtown setting with activities that span more than one block and may be planned for multiple days (i.e., music, art, or holiday festivals). By statute, ABC will only issue a DORA license to a locality, business improvement district, or nonprofit organization (Va. Code § 4.1-206.2(D)(2)(c)). Such annual license will permit no more than sixteen events and limit an event's duration to three days.

STRATEGIC PLAN: Economic Prosperity - Foster an environment that stimulates diversified job creation, capital investments, and tax revenues that support community goals.

DISCUSSION: Last year, The Shops at Stonefield held "Music on the Lawn" events each Friday night

throughout the summer to provide visitors with an outdoor opportunity to enjoy music and food. Each week, a portion of the proceeds from these events benefited a different local non-profit in the community. Stonefield will once again be hosting "Music on the Lawn" events this year and desires to designate a portion of their site as a DORA to expand beverage offerings and attract additional visitors. In 2021, these events increased foot traffic by over 25% compared to 2019.

Stonefield will be partnering with a local charitable non-profit to submit a DORA license application to the ABC. If the application is approved, the license will be good for one year from the date of issuance. Stonefield has drafted a public safety plan that has been reviewed and approved by Albemarle County Police and Albemarle County Fire Rescue (Attachment A). Virginia Code § 4.1-206.3 requires the ABC to consult with the locality before taking action on a DORA license application. Although a letter of support is not required, staff is requesting feedback and general support from the Board regarding Stonefield's application.

Once ABC receives this license application, it will be vetted through the same process as other ABC applications, which provide the opportunity for various County staff to comment on the application based on any outstanding zoning violations, past due taxes, or other concerns.

BUDGET IMPACT: The Economic Development Office will pay the estimated \$515 cost of the ABC license for the first year. To maintain the license, this will need to be renewed annually based on the date of issuance.

RECOMMENDATION:

Staff recommends the Board adopt the Resolution authorizing the County Executive to sign the letter of support.

ATTACHMENTS:

- A - Public Safety Plan
- B - Letter of Support
- C - Resolution