

Special Events

Sip n' Stroll
Seaboard Station
Social District Request

Tuesday, September 16th, 2025



Raleigh



Why We're Here Today

- Overview of the social district concept
- How new social districts are established
- Seaboard Station request
- Request Council Consideration



Downtown Raleigh Alliance

What is a Social District?

- A defined area in which a person may consume alcoholic beverages sold by an ABC permittee
- 77 registered social districts across North Carolina, including Raleigh's **Sip n' Stroll Downtown**
- Positive feedback for the current district with no quality-of-life concerns and minimal enforcement needs



City of Raleigh

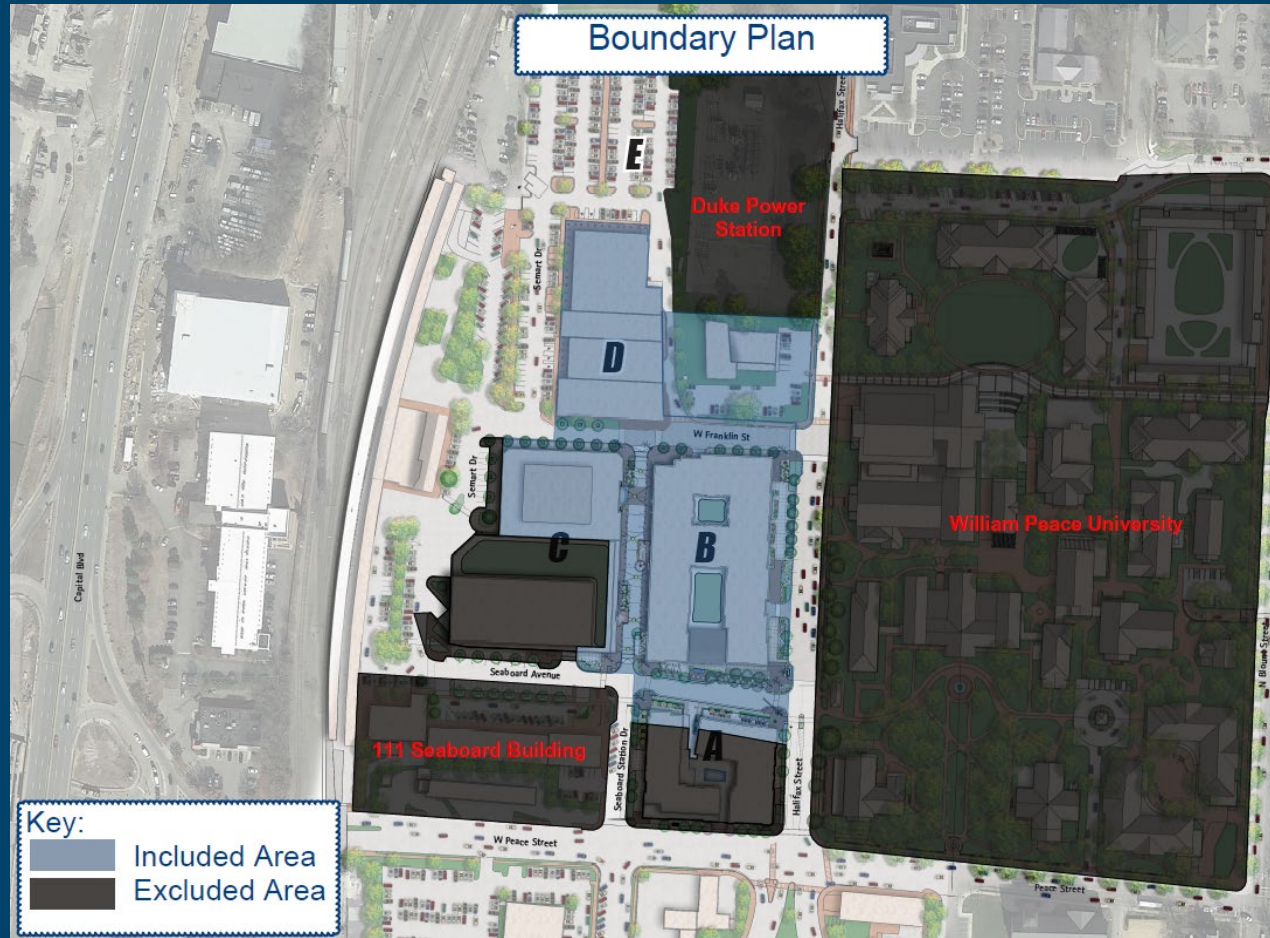
Creation of New Social Districts

- A municipality can designate one or more social districts
- A registration process was created to anticipate future requests for new districts
- Sip n' Stroll *Downtown* was named to plan for possible future social districts



Proposed Boundaries for Sip n' Stroll Seaboard Station

Submitted by
Hoffman & Associates



Hoffman & Associates Outreach

- Meetings with:
 - City staff and officials including RPD
 - Substance Use Advisory Commission
 - Surrounding neighbors
 - Cotton Mill Community
 - Mordecai Community Action Coalition
 - Common Market

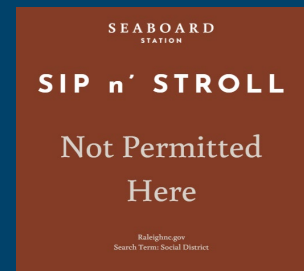
Hoffman & Associates Outreach Cont'd

- Survey for Seaboard Station retailers and residents:
 - 88% of residents in favor of the Sip n' Stroll
 - 78% of food and beverage retailers say they would opt-in

Primary Participating Locations

Opt-in	Opt-out	Coming Soon
Biscuit Belly	Ace Hardware ¹	K-38
Boatman Spirit Co	Seaboard Nails ¹	Pins Mechanical Co
High Rail at Seaboard Station	Starbucks	Tous Les Jours
Hyatt House Raleigh	The Yard Milkshake Bar	& more!
Omakase by Kai		
Palm Berries		
Peace China		

¹ Did not respond to survey



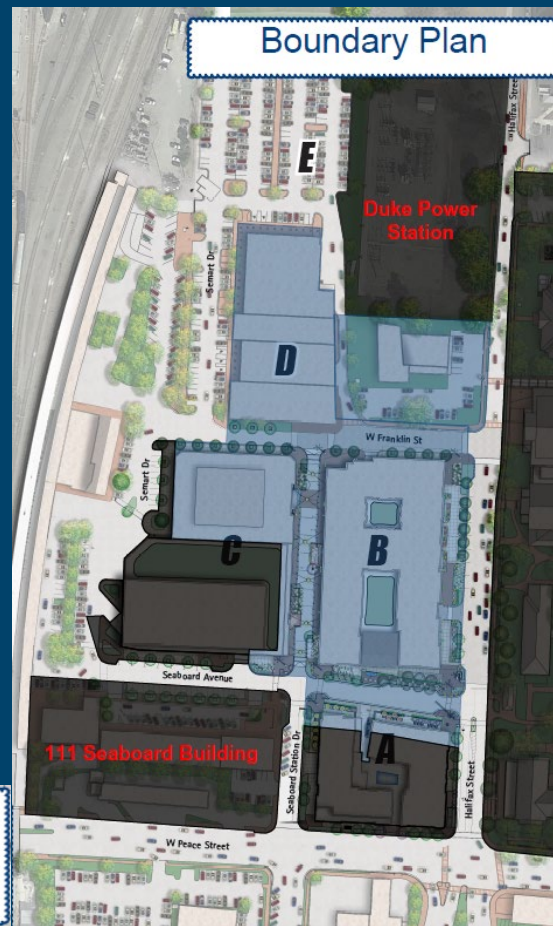
Hoffman & Associates Planning

- Signage for boundaries
 - Designs created and locations identified for placement
- Waste management
 - 11 existing waste and recycling cans on property
 - 4 new locations identified
- Private security
 - Onsite coverage with both vehicle and foot patrols



Summary of Seaboard Station Request

- Proposed Boundaries include:
 - W Franklin St between Smart Dr and Halifax St
 - Seaboard Ave between Seaboard Station Dr and Halifax St
- Proposed Operating Hours:
 - Sunday through Saturday from 10:00 a.m. – 10:00 p.m.
- Proposed Effective Date:
 - November 14, 2025



Next Steps

- Council to approve social district parameters for incorporation into ordinance or provide alternate direction to staff
- Business education
- Permanent signage
- Permanent waste receptacles
- Social district website updates
- Submit registration to NC ABC Commission



Triangle Pop-Up



Comments and Questions?