



Alcohol in Parks

Why consider the allowance of Alcohol in Parks?

- 1. Supports Commission Goal #9 by encouraging event organizers to choose Ashland parks for their events*
- 2. Enables revenue generation that makes hosting events economically feasible to organizers.*
- 3. APCR has received feedback from small business owners, the public, and event organizers that alcohol service in parks is desired.*

Facilitating alcohol service for events in Ashland parks will provide opportunities for revenue generation for event organizers and in-turn will support the local economy.



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What is the current situation?

Currently, the Ashland Municipal Code 10.68.090 does not allow any person to take any intoxicating liquor or beverage into any portion of the public parks of the City with only a few exceptions such as the Calle Guanajuato and the Oak Knoll Golf Course.

Staff proposes amending AMC 10.68.090 to allow for alcohol in parks as authorized by the Ashland Parks and Recreation Director or designee, consistent with established parks rules and regulations.



10.68.090 Intoxicating Liquor Prohibited Alcohol Use in Parks

It is unlawful for any person to take any intoxicating liquor or beverage into any portion of the public parks of the City, except ~~that~~ as authorized by the Ashland Parks and Recreation Director or designee, consistent with established parks rules and regulations.

~~A. Intoxicating liquor or beverages may be transported through the Lithia Park extension area which is located between North Main Street and Winburn Way and between Ashland Creek to the west and the Plaza to the east.~~

~~B. This section and the prohibitions on the possession and use of intoxicating liquor shall not apply to that portion of the park that is leased to the Oregon Shakespeare Festival Association.~~

~~C. This section and the prohibitions on the provision and use of intoxicating liquor shall not apply to the park property commonly known as Calle Guanajuato only when such is served with prepared meals and with the express approval of the Ashland Park and Recreation Commission and the Oregon Liquor Control Commission.~~

~~D. This section and the prohibitions on the provision and use of intoxicating liquor shall not apply to the park property commonly known as Oak Knoll Golf Course only when such is served as part of the City Golf Course operation or approved concession with the approval of the Ashland Park and Recreation Commission and the Oregon Liquor Control Commission.~~

~~E. Any person who violates any provision of this Chapter is subject to Section 1.08.0230 of the Ashland Municipal Code. Any violation of this section is a Class II violation. (Ord. 3137, amended, 2017; Ord. 3026, amended, 08/03/2010)~~ Any violation of this section is a Class II violation subject to the penalties and procedures in AMC 1.08.030.



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What the proposed Ordinance would allow:

- *The current structure provides ONLY for permitted events that physically separate alcohol service/sale to individuals that are 21+ years of age (i.e., a Beer/Wine Garden) OR are holding an event in a space in the park where entrance/exit can be controlled and only 21+ adults are present (ex. The Ashland Japanese Garden).*
- *Events such as weddings or parties of mixed ages are NOT supported at this time by the proposed structure presented today. Per OLCC, licensed service is not a requirement for weddings, which would require more staff time to coordinate and increased management complexity.*
- *Broad Ordinance language was drafted to allow for future growth and development in APRC rules and policies.*



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Recommendation

Staff recommends approval of Ordinance 3227 amending section 10.68 of the Ashland Municipal Code titled Intoxicating Liquor Prohibited and the associated rules and guidelines for alcohol use.

Potential Motion

"I move to recommend Ordinance 3227 to allow use of alcohol in city parks go to City Council for consideration."

"I move to approve the APRC Rules for Alcohol Use in Parks as presented."

Next Steps

The next step after approval by the Parks Commission is to take the ordinance to the City Council for a first and second readings in November.