



City of New Philadelphia

Joel B. Day, Mayor

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New Philadelphia City Council
150 East High Avenue
New Philadelphia, Ohio 44663

July 17, 2024

Dear City Council members,

Downtown New Philadelphia is the undisputed heart of our community. With the threat to bricks and mortar retail from online merchants and fierce dining competition in the eastern Ohio market, we must do everything within our power to maintain the experiential nature of our historic downtown. To that end, I am asking that City Council pass a new ordinance pursuant to new legislation (ORC 4301.82) to create a "Designated Outdoor Refreshment Area" (DORA) in New Philadelphia. The legislation requires specific considerations, to which we propose the following:

- **Boundaries of the DORA and nature of the establishments located inside the DORA:** Starting at the corner of 2nd Street NW and Fair Avenue NW, extending south to Front Avenue SW, continuing east to 1st Drive SE, heading north back to Fair Avenue NE, turning west to 2nd Street NW. Within the boundaries there are currently eight eligible liquor permits.
 1. **The hours of operation for the DORA:** Hours of the DORA will be in effect during special events. Organizers of special events must submit an application to the DORA Board to be included. The DORA will allow qualified permit holders to sell alcoholic beverages as part of providing an outdoor dining area, as long as beverages are provided in DORA cups and DORA signage is in place.
 2. **Signage** noting the boundaries ("No alcohol beyond this point") should be placed on movable stanchions at each of the establishments during operating hours. The City will coordinate with each business to produce appropriate signage and a cohesive design.
 3. DORA cup labels consistent with DORA branding will be purchased and distributed by Veterans of Foreign Wars (VFW) Post 1445 in New Philadelphia.
 4. The area of operation for the DORA (**within the boundaries laid out in #1**) will be expanded to any public area **ONLY** during any event that is planned in conjunction with or by the DORA Board and coordinated with the City. This will include special events such as Art on the Alley, annual summer concerts, and any future planned events approved by the DORA Board.

By adopting this ordinance in accordance with the parameters listed above, the City will advance its position as a forward-thinking and appealing community for residents and visitors. It will also show our restaurant and bar owners in this area that the City is responsive, progressive, and understands the opportunities that this new legislation presents for their businesses, particularly because our streetscape is designed in such a way that would require expensive fencing in order to accomplish full service outdoor dining. The City is committed to assisting with the implementation and education that goes along with this change in procedure.

I submit this proposal to you with the enthusiastic backing of each of the restaurant and liquor permitted businesses, as well as our most popular retail establishments. Please do not hesitate to contact me if I can be of assistance as you pursue this new ordinance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joel B. Day". The signature is stylized and cursive, with a large initial "J" and "D".

Joel B. Day
Mayor, New Philadelphia