



Designated Outdoor Refreshment Area (DORA) Guidelines

Purpose

The Designated Outdoor Refreshment Area (DORA) is established under Ordinance 22-O-27, as authorized by the Virginia Alcoholic Beverage Control Authority (ABC). A designated outdoor refreshment area license permits the consumption of alcoholic beverages within the boundaries approved by the Town Council and the Virginia ABC Board.

1. General Operating Parameters

- The DORA shall be in effect only during times approved by the Town Manager.
- Specific start and end times will be outlined in each approved permit or event authorization.
- Alcoholic beverages may only be consumed within the designated boundaries during the approved DORA hours.
- Unless otherwise specified by permit, **last call for on-street beverage service should occur no later than 30 minutes prior to the end of the approved DORA hours. On-street sales must conclude 15 minutes prior to closure, with consumption ending promptly at the permitted time.**
- The Town reserves the right to suspend or revoke DORA privileges at any time for non-compliance or public safety concerns.
- All DORA layouts must maintain **ADA accessibility, clear pedestrian flow, and unobstructed emergency access routes** as determined by the Town's public safety review.

2. Seasonal and Duration Guidelines

To ensure DORA activities remain compatible with surrounding residential areas and the community's established noise standards, the following general guidelines apply unless otherwise approved by Town Council:

- **Seasonal Timing:** The Town Manager retains full discretion to determine appropriate timing for DORA activations. As a general practice, events are **most often approved during the warmer months** when outdoor activity is common.
- **Daily Duration:** Individual DORA activations should not exceed eight (8) consecutive hours in duration, including setup and tear-down, unless expressly approved by the Town.
- **Standard Time Window:** DORAs are typically approved for operation between 10:00 a.m. and 9:00 p.m., with amplified sound or live music concluding no later than 8:30 p.m.
- **Noise Consideration:** DORA permit holder and participating businesses must comply with all Town noise ordinance standards, ensuring that amplified sound, crowd volume, and event activity do not create a nuisance for nearby residents.

- **Extended-Hour Requests:** Events seeking to operate outside these general hours must receive specific approval from the Town Manager as part of the event's DORA application or permit review.

3. Alcohol Sales and Consumption

- Alcoholic beverages must be purchased from a permanent, licensed establishment located within the DORA boundary.
- All beverages must be served in **clear plastic cups that are name and logo-branded by the issuing business.** Absolutely no bottles or cans are permitted in the designated DORA area.
- Beverages must remain within the marked DORA boundary; removal outside of this area is prohibited.
- "Last call" for DORA beverages and the end of on-street consumption will be determined by the approved event or permit schedule.
- Enforcement and monitoring of patrons is a joint responsibility among the businesses, the third-party DORA license holder, and the Herndon Police Department. Businesses that frequently fail to adhere to these guidelines risk losing their privilege to participate in future DORA events.

4. Business Participation Requirements

- Only ABC-licensed establishments located within the DORA area may participate in on-street beverage sales.
- Each business must sign and comply with a participation agreement acknowledging understanding of DORA guidelines and ABC laws, this paperwork must be on file with the application submitted for the DORA event(s).
- Businesses must display **official DORA signage** provided by the Town or designated event manager at all public entrances/exits.
- Participating businesses must ensure that all staff involved in DORA service understand these guidelines and applicable ABC requirements. **Employee turnover does not exempt businesses from compliance.**
- Owners/managers are responsible for training staff to ensure compliance with all ABC and DORA regulations.
- Failure to adhere to DORA guidelines may result in suspension of participation or removal from future events.
- Any entertainment, vendor participation, or street activation within the DORA boundary must be **pre-approved by the Town** to ensure coordination with public safety and other logistics.

5. Safety and Enforcement

- The Town of Herndon Police Department oversees enforcement of DORA rules and may issue citations or remove individuals for violations.
- The Police Department will coordinate with event organizers to determine appropriate staffing and security measures.
- DORA permit holder will be responsible for any extra duty fees required by the Herndon Police Department.

- Participating establishments share responsibility for monitoring patrons and reporting violations.
- The **DORA license holder assumes overall responsibility for compliance with ABC regulations and all applicable Town ordinances.** Each participating business remains independently liable for violations arising from their operations.
- Any individual found consuming alcohol outside of the DORA boundary or beyond approved times is subject to enforcement action.
- Participating businesses should promptly **report any incidents (e.g., over-intoxication, disturbances, safety concerns)** to the Police Department and DORA permit holder.

6. Boundary Identification and Signage Standards

- The perimeter of each designated DORA area must be clearly marked with visible signage at all entry and exit points indicating where open-container possession is permitted.
- Boundaries must align with the ABC-approved DORA map on file with the Town and the Virginia ABC Authority.
- Official DORA signs, provided by the Town or permit holder, must be uniform and visible from the public right-of-way.

7. Operations, Clean-Up, and Waste Management

- The Town's public works or sanitation services will provide trash removal for **public spaces only**. Businesses are responsible for maintaining cleanliness around their storefronts and immediate perimeter.
- Businesses are responsible for keeping the area around their establishment free of litter and debris before, during, and after the DORA period.
- Town sanitation services will handle trash collection for public spaces only; businesses must manage waste on their own property frontages.
- Any private vendors or performers within the DORA must be pre-approved by the Town or authorized DORA permit holder and obtain any required licenses or permits.
- Businesses hosting live music or entertainment are responsible for coordinating logistics, sound levels, and compliance with event timelines and obtaining an amplified sound permit.
- The Town or DORA permit holder may conduct a **post-event debriefing** with businesses, Police, and Town staff to identify improvements for future activations.

8. Administration and Oversight

- The designated DORA License Holder serves as the primary point of contact for coordination with the Town, ABC, and enforcement agencies.
- The license holder is responsible for distributing materials, coordinating signage, and ensuring all participating establishments meet operational requirements.
- The Town may modify, suspend, or revoke DORA permissions for safety or compliance.
- Each DORA activation shall be reviewed by Town staff and the license holder for **compliance and performance** prior to approval of subsequent DORAs.

9. Key Contacts

- **Town of Herndon**
Collin J. Okoniewski
Economic Development Manager
Economic.development@herndon-va.gov

PARTNER	RESPONSIBILITIES
3 rd Party DORA Licensee	<ul style="list-style-type: none"> • Hold DORA license • Arrange and pay for porta-johns and other services • Engage all businesses before formal application to the Town for event(s) • Host post- and/or pre-event meeting with the Town of Herndon
Town of Herndon	<ul style="list-style-type: none"> • Issue event permit with clear security plan • Manage street closures and re-openings • Oversee towing of cars within the DORA footprint • Remove outside alcohol • Ensure citizen safety
DORA-Area Restaurants	<ul style="list-style-type: none"> • Display DORA signage provided by DORA permit holders • Only use clear plastic cups with business logo (no bottles or cans) • Ensure all staff are properly trained on DORA rules • Monitor and enforce DORA with patrons • Provide feedback post- and/or pre-event meeting with the 3rd Party DORA Licensee