

**From:** [GRA](#)  
**To:** [Maura Gast](#)  
**Subject:** Sugar Land to debut social district allowing outdoor alcohol consumption in select areas  
**Date:** Wednesday, November 19, 2025 5:05:58 AM

---

**EXTERNAL: USE CAUTION** when clicking on links and opening attachments!

[Report Suspicious](#)

## Sugar Land to debut social district allowing outdoor alcohol consumption in select areas

Community Impact

By [Aubrey Vogel](#)

3:55 PM Nov 18, 2025 CST



*First Colony Mall is one of two areas where individuals will be able to enjoy beverages outdoors during select hours.  
(Courtesy city of Sugar Land)*

Residents and visitors will soon be allowed to enjoy outdoor alcoholic beverages in select areas in Sugar Land ahead of the city's role as a [host city supporter for the 2026 FIFA World Cup](#).

## **The big picture**

The new [Sugar Land Social District](#), which aims to enhance the city's dining, retail and entertainment scene, will allow outdoor consumption of alcoholic beverages within set areas of [Sugar Land Town Square](#) and [First Colony Mall](#), city officials announced in a Nov. 17 news release.

"This new social district isn't just about enjoying a drink outdoors; it's about creating a more connected and walkable community," said Teagan Trammell, strategic and government affairs management analyst. "By encouraging people to explore our local restaurants and bars on foot, we're strengthening the bonds between residents, visitors and businesses while showcasing the vibrant culture that makes Sugar Land stand out."

## **The details**

Within the district, visitors age 21 and older may carry beverages in marked cups purchased from 13 participating businesses within the social district on:

- Monday through Saturday from 7 a.m. to 2:15 a.m.
- Sunday from noon to 2:15 a.m.

However, state law prohibits the public consumption of alcoholic beverages outside of operating hours, the release states.

## **Why it matters**

Elizabeth Huff, director of economic development and tourism, said the district aims to show city officials are willing to redefine what a "vibrant destination" could be.

"By bringing together our dining, entertainment, and cultural experiences in a walkable setting, it creates a sweeter experience for residents, visitors and groups alike, positioning Sugar Land as a great supporter to Houston as we prepare to welcome the world for FIFA World Cup 2026," Huff said in the release.

## Looking ahead

The district will debut Dec. 5 with an official FIFA World Cup 26 Final Draw Watch Party at Little Woodrow's Sugar Land, located at 16535 Southwest Freeway, Ste. 2608, from 10:30 a.m. to 1 p.m. followed by the annual Christmas Tree Lighting beginning at 5 p.m., per the release.

2131 N Collins Ste 433-721  
Arlington TX 76011  
USA

[Unsubscribe](#) | [Change Subscriber Options](#)