

2016 Hotel Study Preliminary Report

City of Charleston
South Carolina

PP&S

**PLANNING,
PRESERVATION
AND
SUSTAINABILITY**



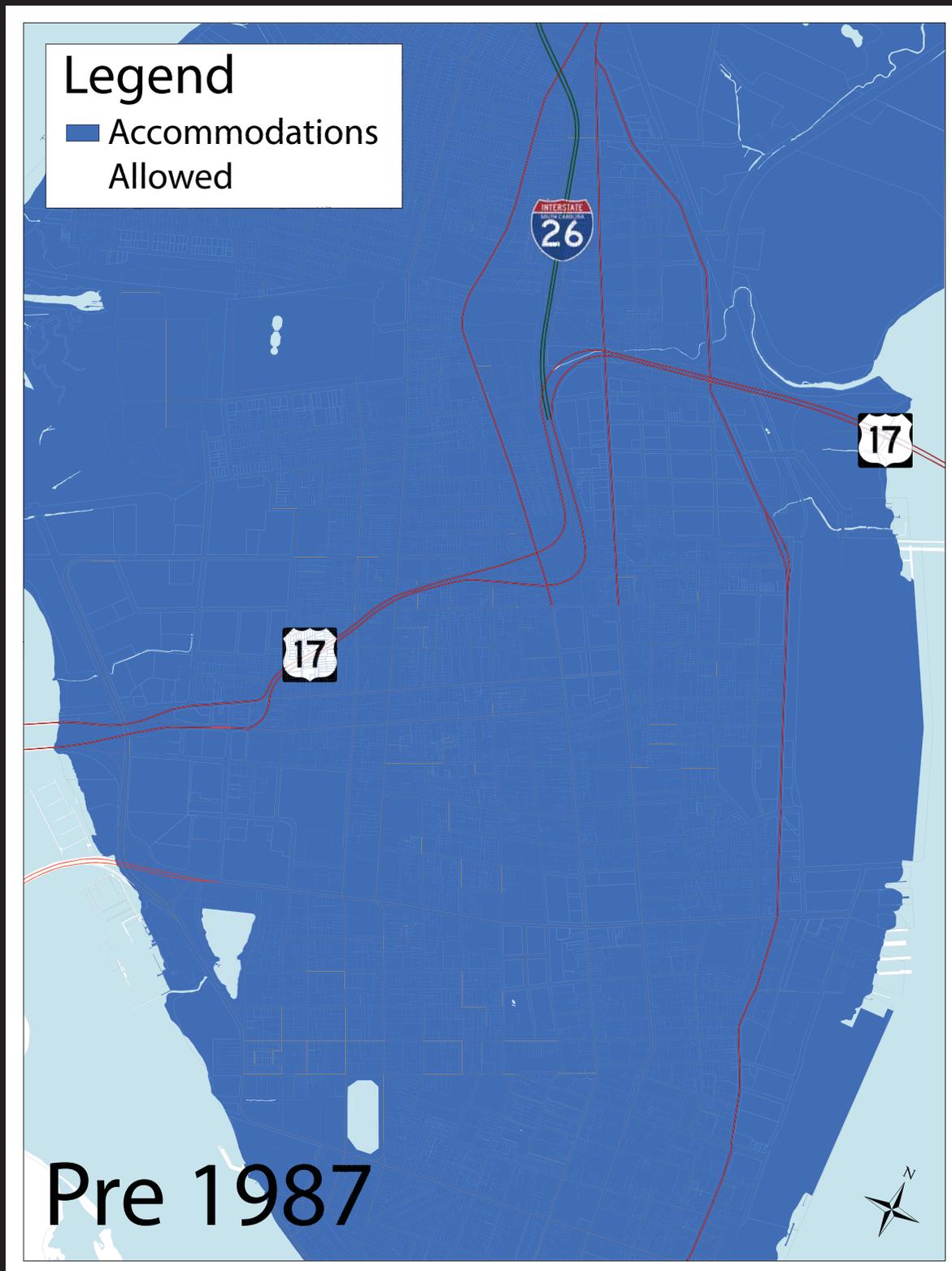
Public Process

1. 90-Day Hotel Study Process
2. Conducted Best Practices Research & Data Collection (City staff)
3. Engaged Experts & Consultants (Traffic engineer, College of Charleston Office of Tourism Analysis, hotel feasibility experts)
4. Hosted Hotel Study Charrette, April 5 – 7; over 75 stakeholders included, but were not limited to representatives from:
 - Peninsula neighborhood associations
 - Preservation groups
 - CVB & regional tourism industry
 - Hotel industry (including managers, operators & developers)
 - Hosted Public Input Session, May 3; with +/- 100 attendees
 - Additional interviews (we welcomed additional input via email, phone interviews & via written communication)

Peninsula



Prior to the Accommodations Overlay

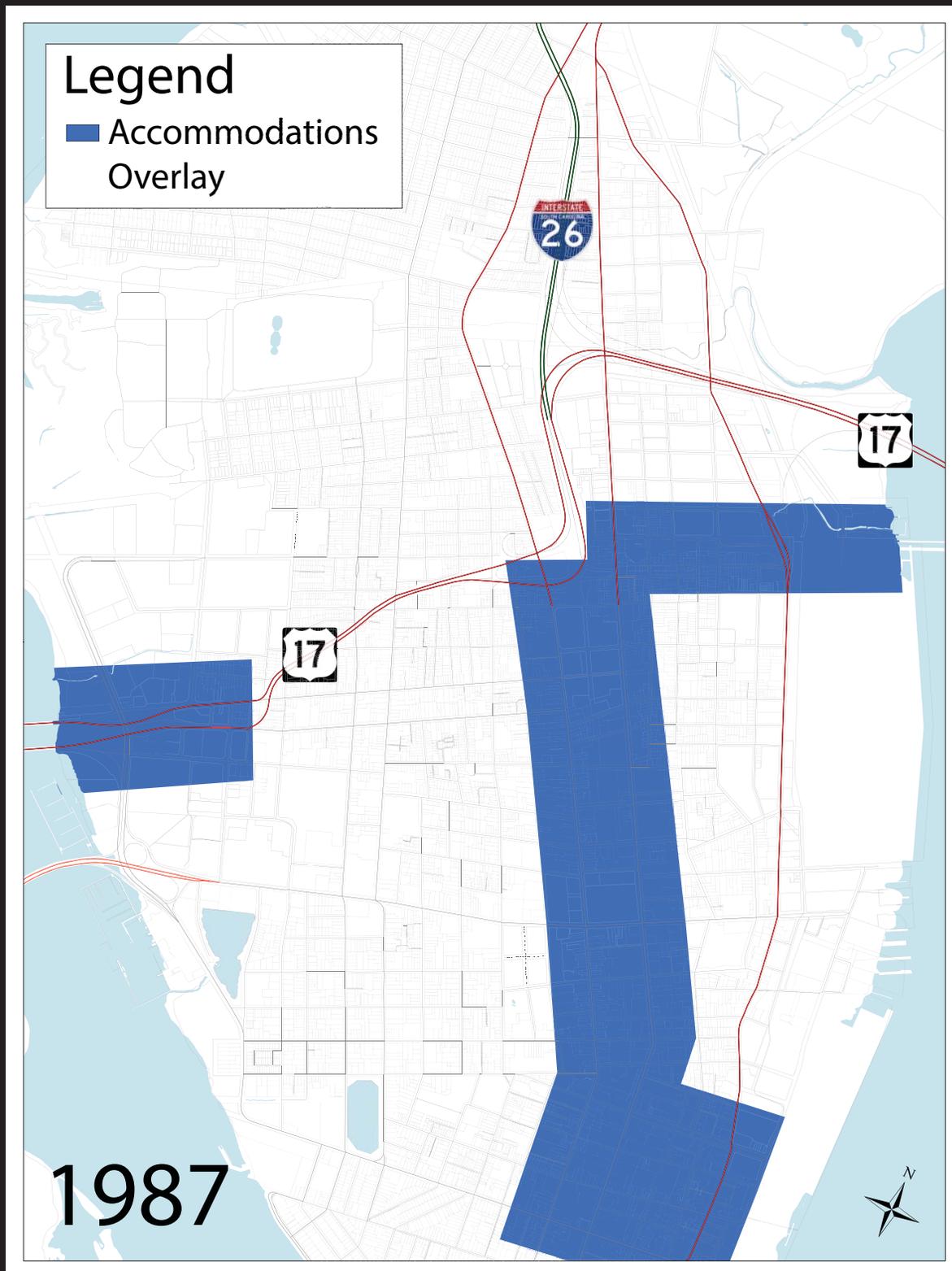


Accommodations Overlay

with

5 Point Special
Exception Test

Adopted
February 24, 1987

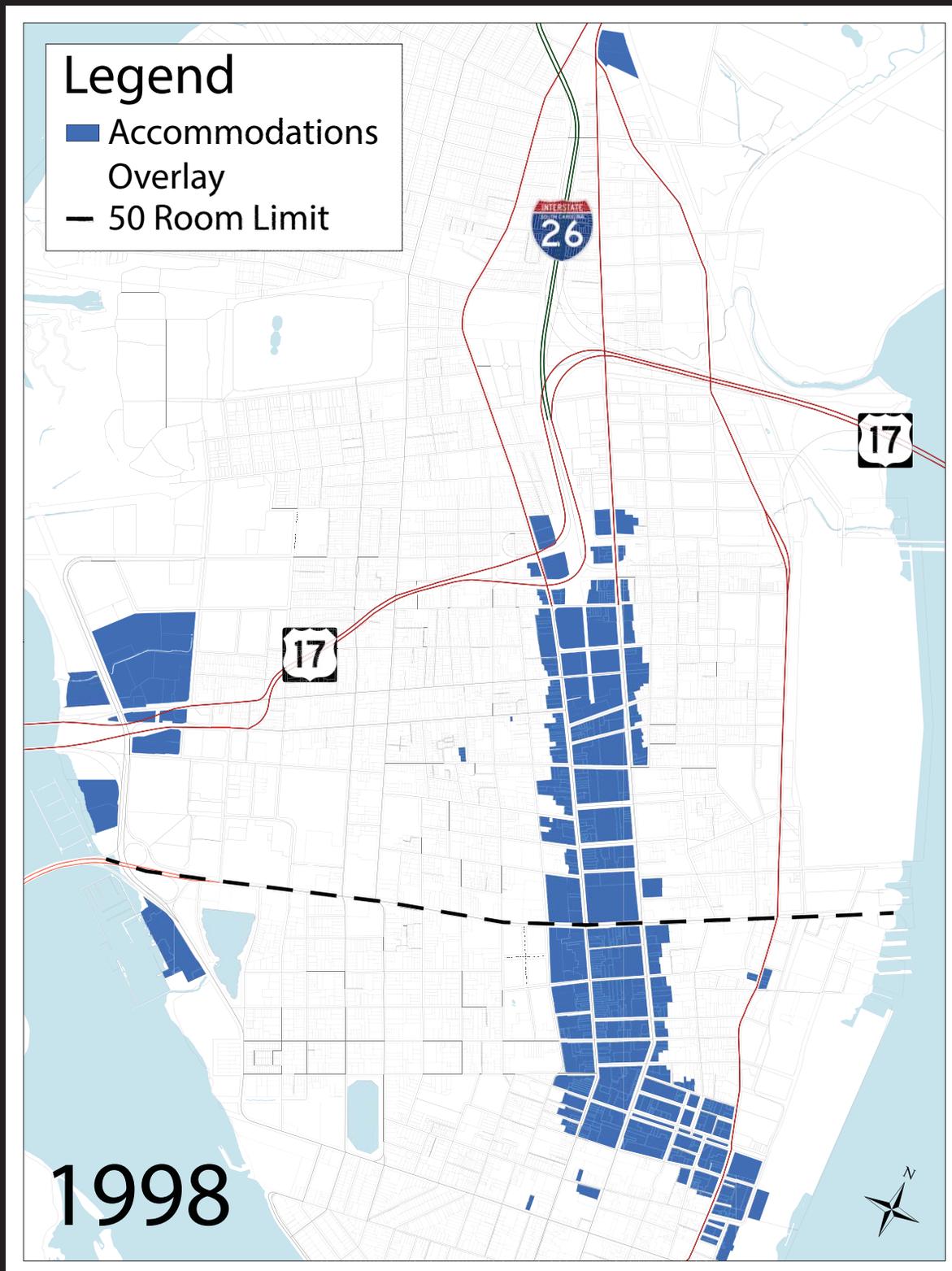


Accommodations Overlay

with

5 Point Special
Exception Test
&
Room Limit Line
at Calhoun St

Refined
May 1, 1998

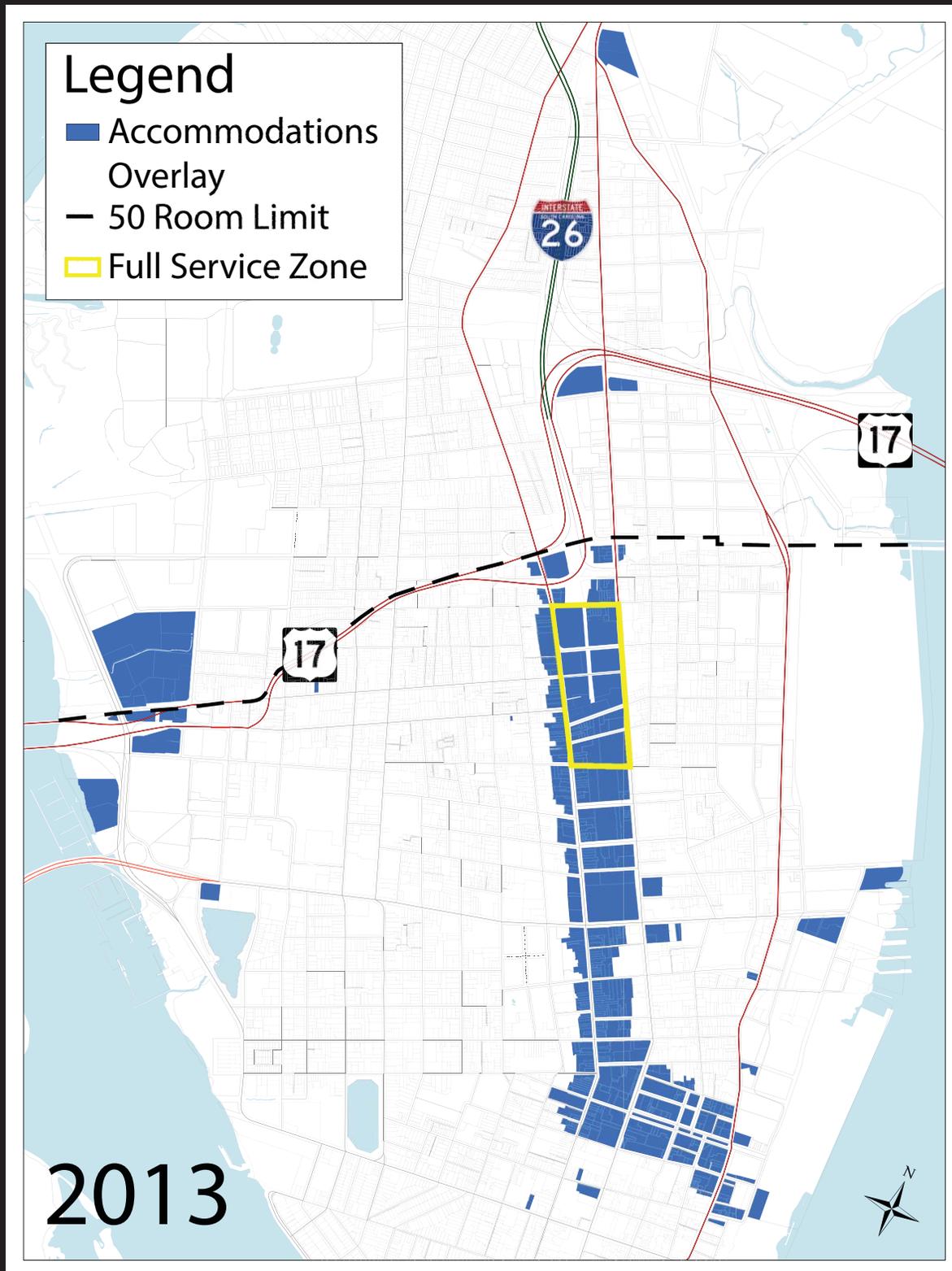


Accommodations Overlay

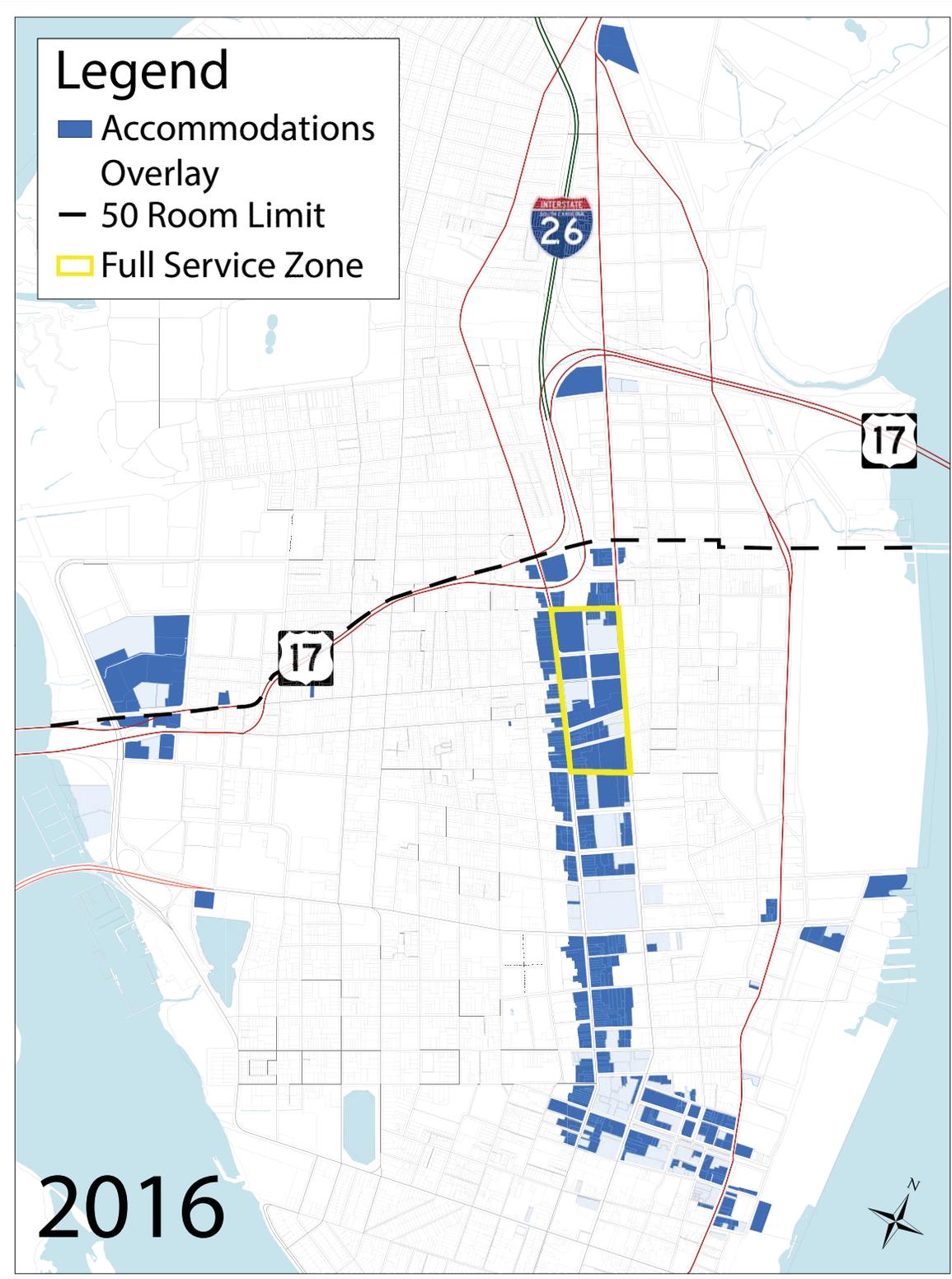
with

6 Point Special
Exception Test
&
Room Limit Line
at Crosstown

Refined
September 24, 2013



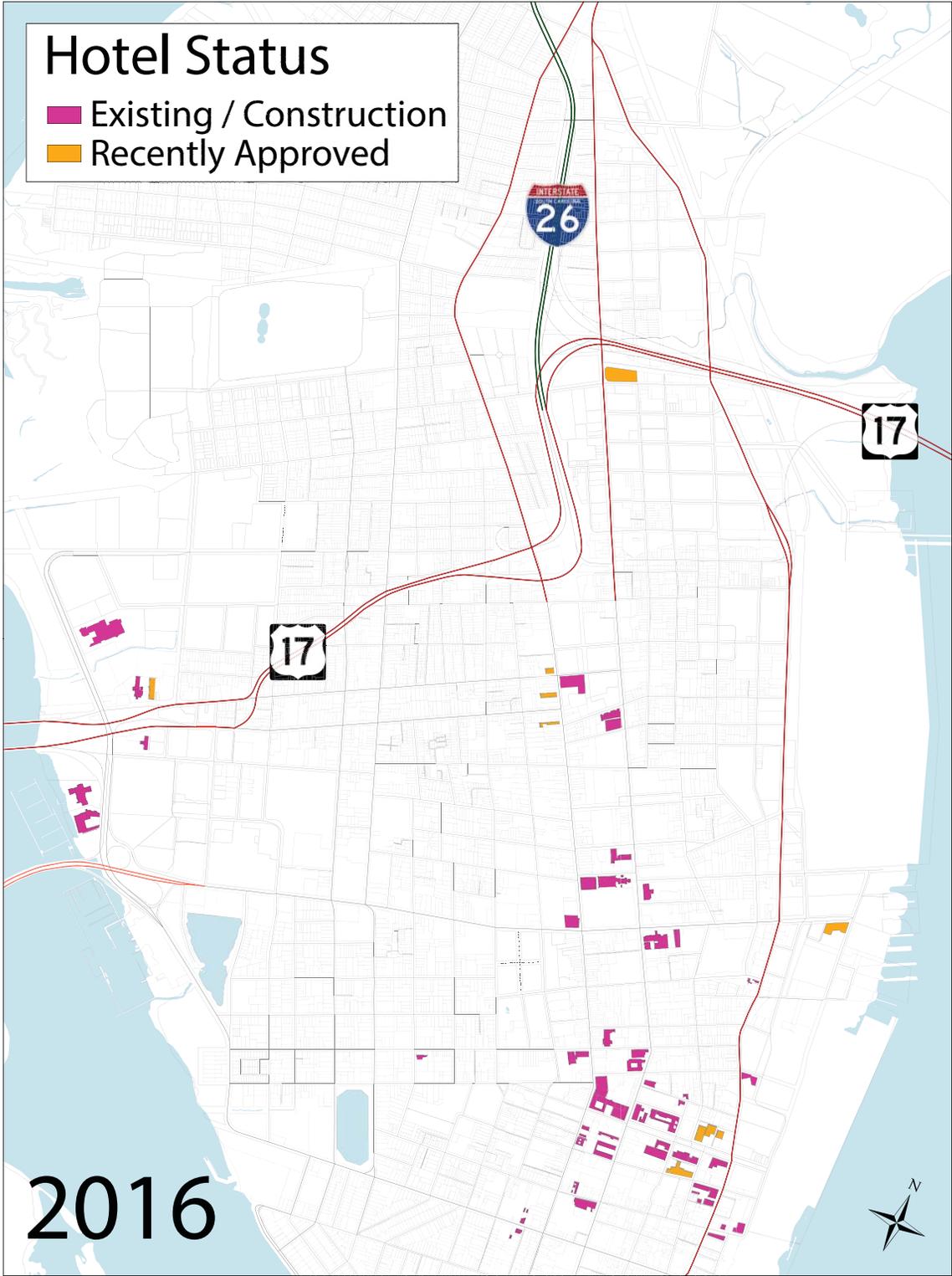
Potential Hotel Sites



Hotel Status

Hotel Status

- Existing / Construction
- Recently Approved



2016

Hotel Inventory

Current and Approved

	Properties	Rooms
Existing / Under Construction	45	4,930
Recently Approved (BZAZ)	10	731
Total (if all approved are built)	55	5,661

Source: City of Charleston Department of Planning, Preservation & Sustainability.

6 Point Special Exception Test

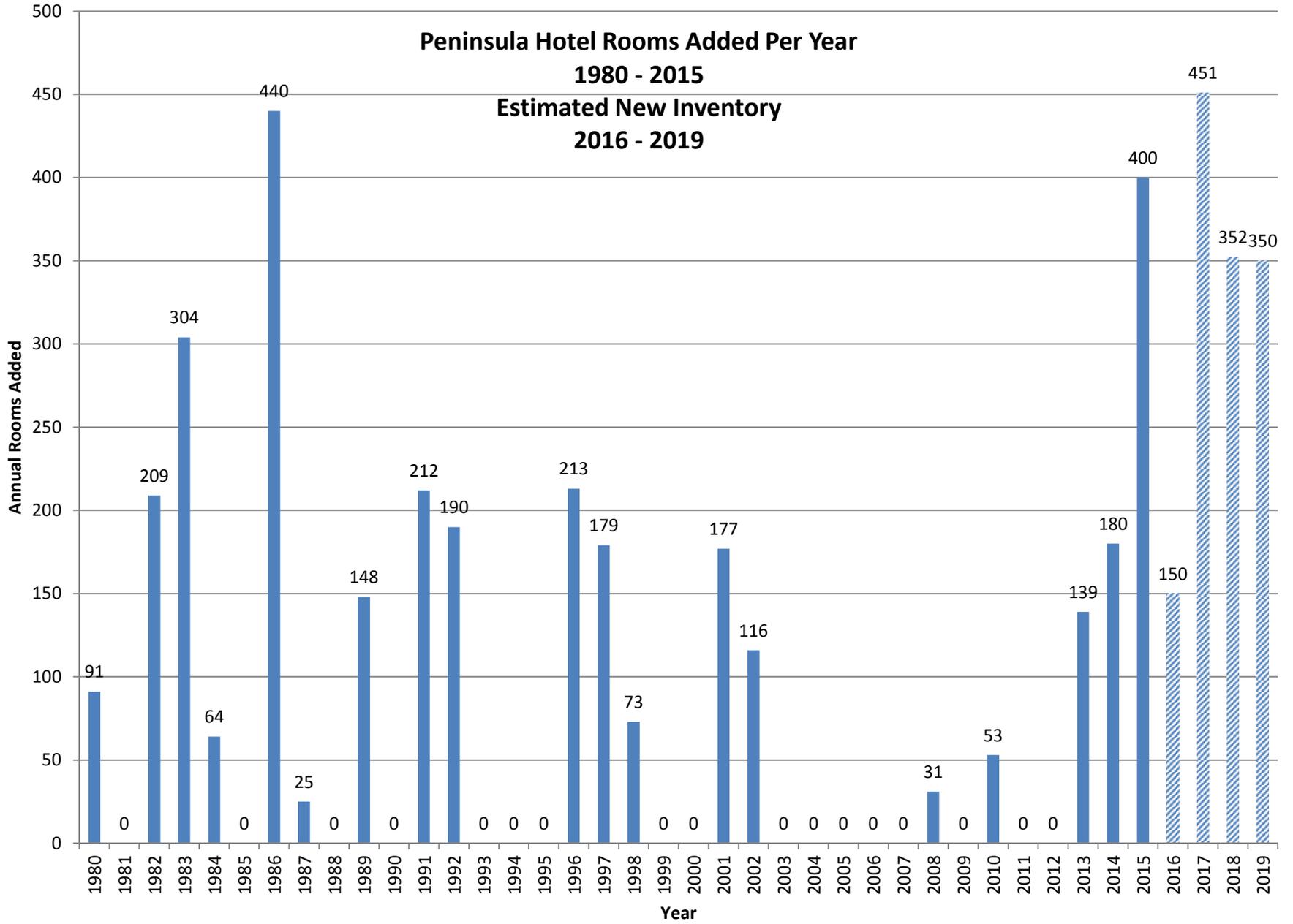
- (a) the elimination of housing units by the proposed facility will not adversely affect the existing housing stock;
- (b) the location of the facility will not significantly increase automobile traffic on streets within residential neighborhoods;
- (c) the total square footage of interior and exterior floor area for restaurant and bar space in the proposed facility, including restaurant/bar patron use areas, bar areas, kitchen, storage, and bathroom facilities, shall not exceed 12 percent of the total interior, conditioned floor area in the facility, except that each facility shall be permitted to exempt from the calculation of total restaurant floor area one interior, ground floor restaurant tenant space if the total tenant space does not exceed 2,000 square feet, the restaurant tenant does not serve alcoholic beverages, and the exempt restaurant tenant space is clearly labeled with these restrictions on the floor plans submitted with the application for this zoning special exception;
- (d) the proposed use is otherwise in character with the immediate neighborhood;
- (e) the location and design of the proposed facility will facilitate pedestrian activity and encourage transit system usage within the peninsula; and
- (f) in making these findings, the Board of Zoning Appeals shall consider the following information to be provided by the applicant in site plans, floor plans, building elevations, and a detailed written assessment report to be submitted with the application:
 - (1) the number of existing housing units on the property to be displaced by type of unit (rental or owner-occupied; single-family, duplex or multi-family; occupied or unoccupied), by income range and by physical condition (sound, deficient, deteriorated or dilapidated);
 - (2) the effect of the displacement on the total available housing stock and on the housing stock of a particular type and income range in the service area;
 - (3) the number of vehicle trips generated by the facility and the traffic circulation pattern serving the facility and efforts made to minimize traffic impacts;
 - (4) the distance of the main entrance and parking entrance of the facility from a road classified as an arterial or collector road;
 - (5) the development pattern and predominant land uses within five hundred feet (500') of the facility;
 - (6) the proximity of residential neighborhoods to the facility;
 - (7) the accessory uses proposed for the facility in terms of the size, impact on parking, and impact on traffic generation;
 - (8) the demonstrated provision of off-street parking at the rate of two spaces for each three sleeping units;
 - (9) the presence of industrial uses and uses which use, store, or produce toxic or hazardous materials in quantities in excess of those specified by the EPA listing of toxic and hazardous materials, within five hundred feet (500') of the facility;
 - (10) the commitment to environmental sustainability and recycling;
 - (11) the distance of the facility from major tourist attractions;
 - (12) the distance of the facility from existing or planned transit facilities;
 - (13) the long term provision of on- or off-site parking for employees who drive vehicles to work;
 - (14) the location of the proposed facility will contribute to the creation of a diverse mixed-use community;
 - (15) the number of rooms in the facility; provided however that the number of rooms in a facility shall not exceed 50 in areas designated "A-1" on the zoning map; 180 in areas designated "A-2" on the zoning map; 225 in areas designated "A-3" on the zoning map; 100 in areas designated "A-4" on the zoning map; 150 in areas designated "A-5" on the zoning map; and 69 in areas designated "A-6" on the zoning map; and further provided that within the portion of the area designated "A-1" bounded by King Street on the west, Meeting Street on the east, Mary Street on the south and Line Street on the north, the number of rooms in a facility may exceed 50 if the facility is a full-service hotel that provides 20,000 or more square feet of meeting and conference space, and an on-site restaurant that serves breakfast, lunch and dinner seven days a week;
 - (16) the provision of shuttle bus services to and from the historic district by facilities with more than 50 rooms located outside the area designated "A-1" on the zoning map and not served by public transit;
 - (17) the commitment to make affirmative, good faith efforts to see that construction and procurement opportunities are available to DBEs (disadvantaged business enterprise) and WBEs (women business enterprise) as outlined in Section 2-267 (D)(1), (2), and (3) of the Code of the City of Charleston;
 - (18) the commitment to make affirmative, good faith efforts to hire personnel, representative of the population of the Charleston community, at all employment levels.

Peninsula Hotel Rooms Added Per Year

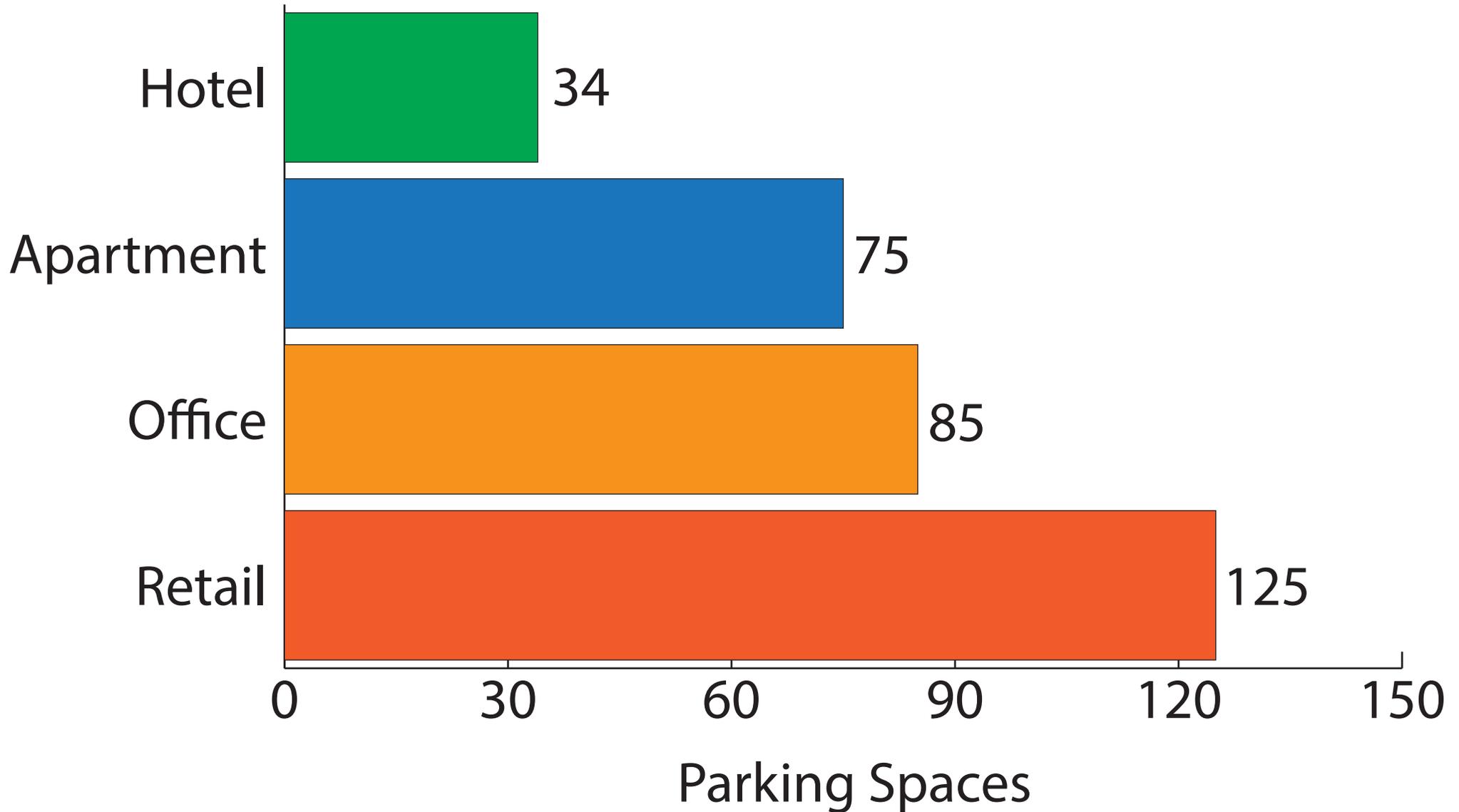
1980 - 2015

Estimated New Inventory

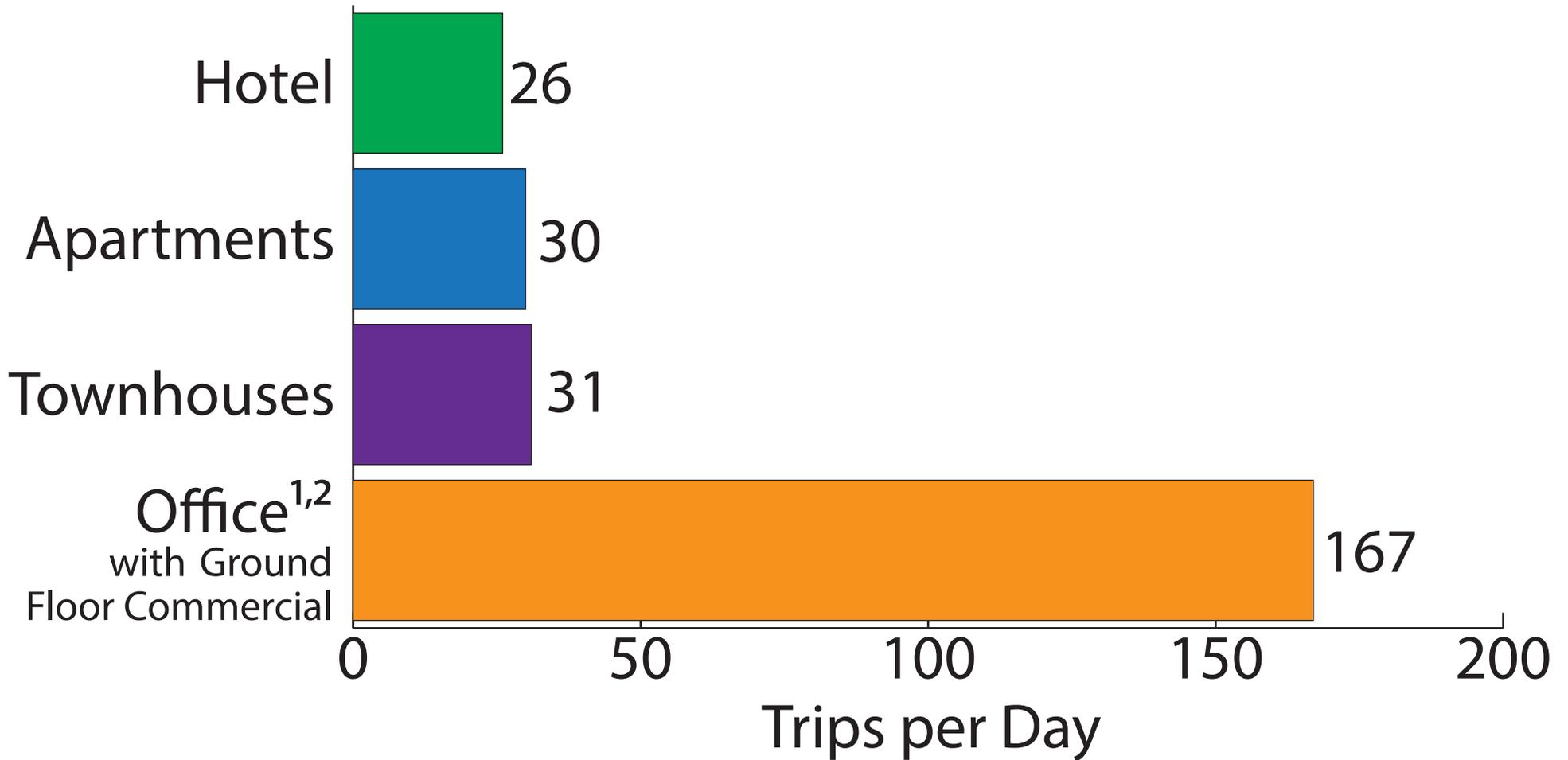
2016 - 2019



Parking Requirements 50,000 SF Building



Peak Hour Trip Generation- AM 50,000 SF Building



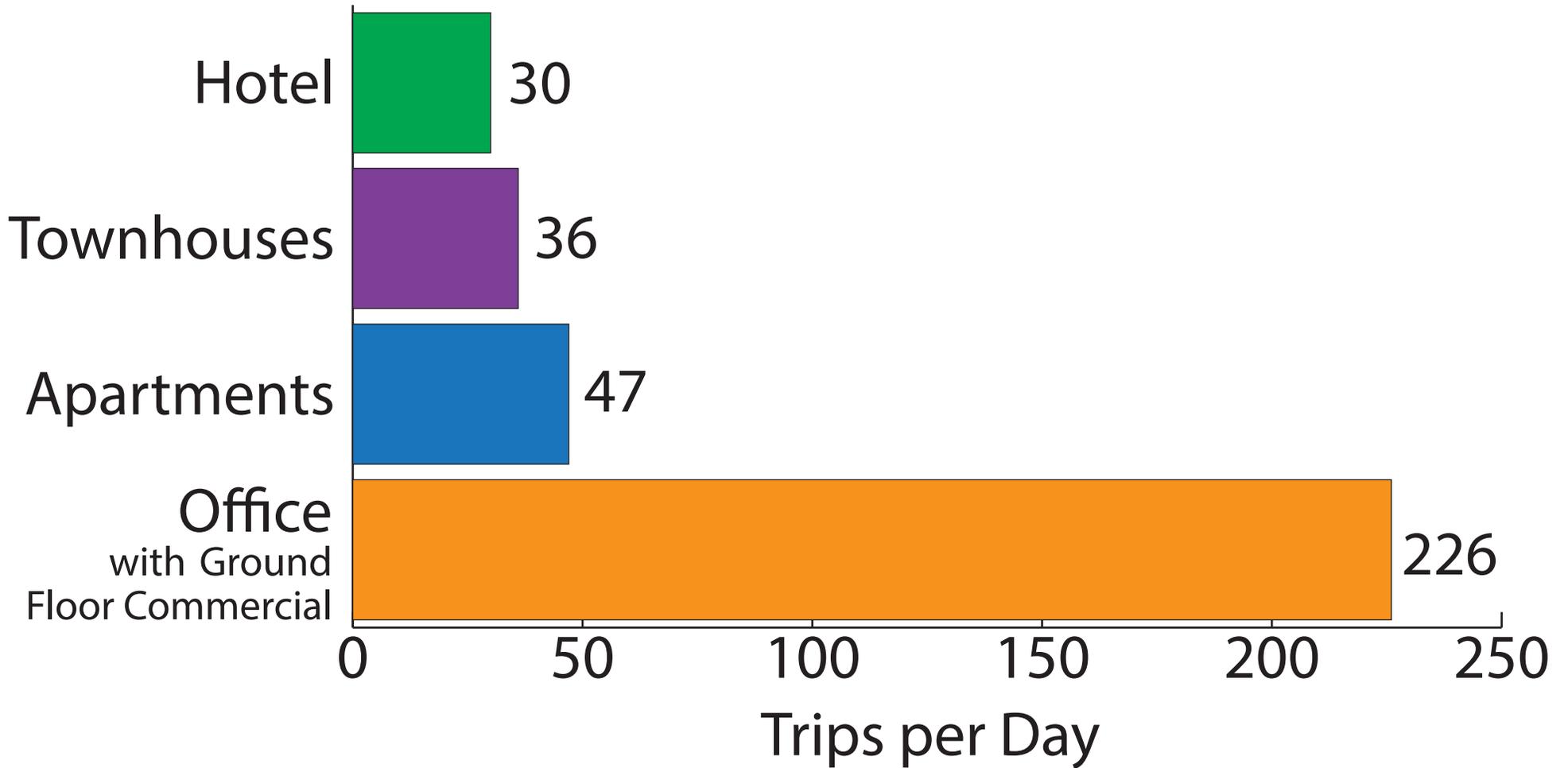
Source: Institute of Transportation Engineers, Trip Generation, Ninth Edition.

1. ITE does not provide data for the AM peak hour of adjacent street traffic so AM peak hour of the generator data was used.

2. Directional distribution data is not provided for the AM peak hour of adjacent street traffic data, so a 75% entering/25% exiting distribution was assumed.

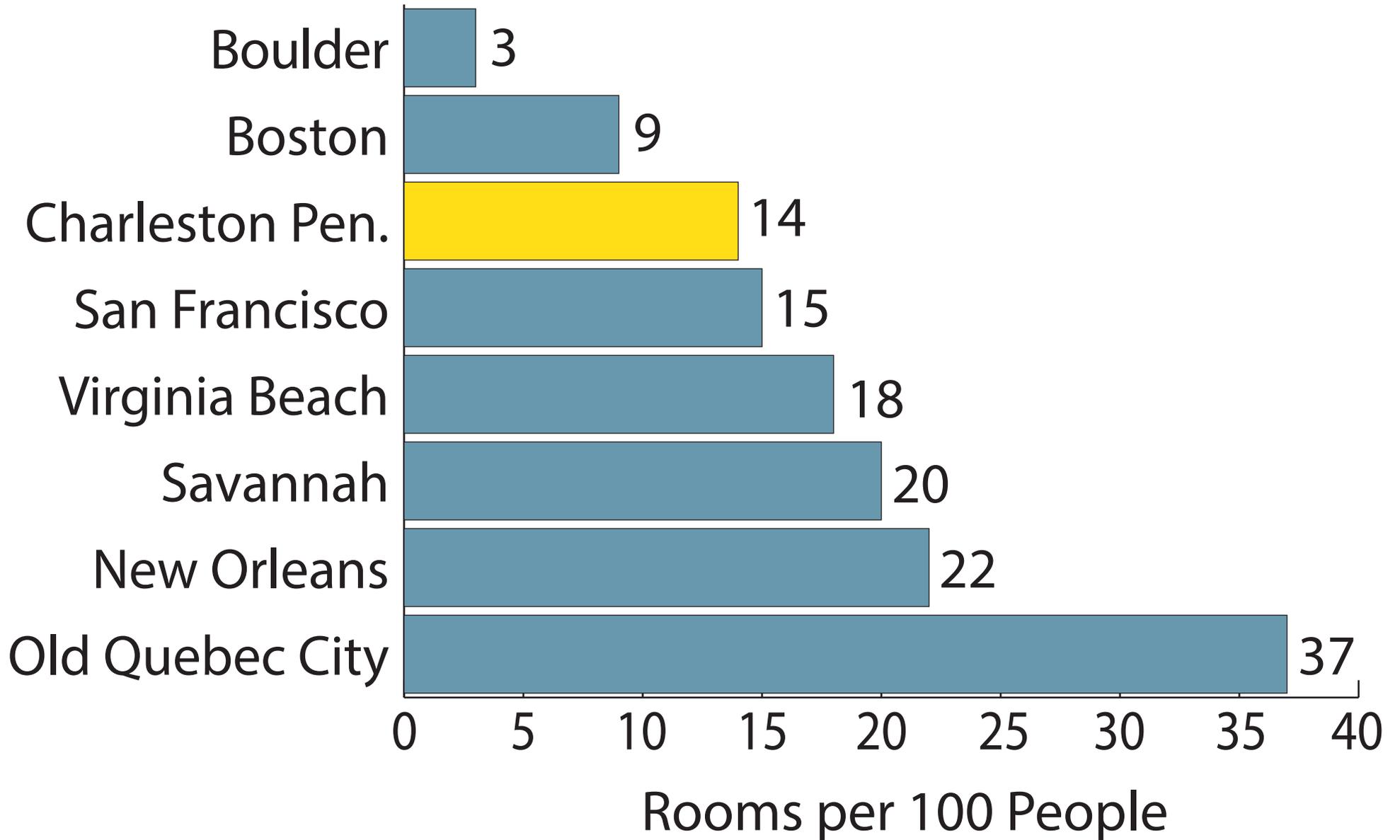
Peak Hour Trip Generation- PM

50,000 SF Building

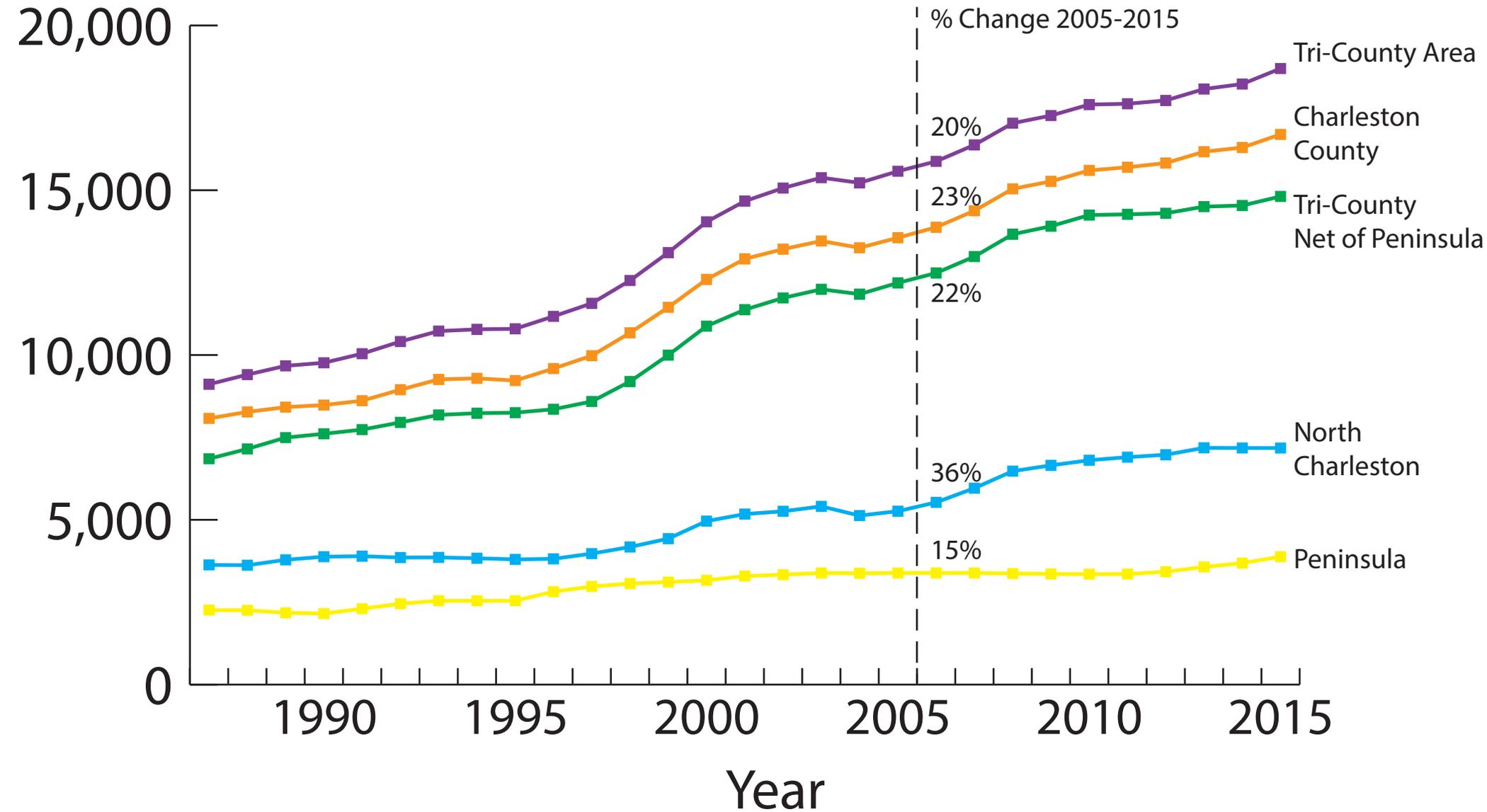


Source: Institute of Transportation Engineers, Trip Generation, Ninth Edition.

City to City Comparison



Charleston Area Hotel Market Room Inventory by Submarket



Good Hotel Development



- Activates Rooftop with Restaurant
- Sound Proofing Features
- Architectural Details & Charm
- Quality Materials
- Height, Scale and Massing fit
- Large Window Openings
- Elegant Signage
- Tall Floor to Ceiling Heights
- Hidden Parking
- Mixed Use
- Activates Ground Floor with Retail
- Contributes to the City

Grand Bohemian Hotel, Charleston, SC

Good Hotel Development

Activates Street with
(well kept) Courtyard



Grand Bohemian Hotel, Charleston, SC

Bad Hotel Development



No Rooftop Activation

Lacking Architectural Details

Height, Scale and Massing
Inappropriate

Ordinary Materials

No Defined Entrance

No Mixed Use

Unrefined Signage

Low Floor to Ceiling Heights

Exposed Parking

Little Streetscape Activation

Little Contribution to City

Key Findings

1. **Balance of Uses:** Prohibit displacement of office and retail in center
2. **Traffic & Parking:**
 - Shuttling (for visitors & guests)
 - a. Require shuttles for hotels outside core
 - b. Designate & enforce pick-up areas
 - c. Request assistance from regional partners
 - Valet backups: evaluate problematic valet locations
 - Employee parking: Require hotels to account for/locate routes to work
 - a. Discounted employee parking and/or transit program
 - b. Designation of remote parking lots
3. **50-Room limit:** Require true separation or distance variable
4. **Regional impacts**