2016 PENINSULA HOTEL STUDY

City of Charleston, South Carolina

Prepared for:
Mayor John Tecklenburg
& Charleston City Council
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By

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INTRODUCTION

The Charleston region, with the City's preserved historic peninsula at its center, is a nationally recognized travel destination, receiving an estimated 5.15 million visitors annually. The hospitality industries are significant component of Charleston's economy, providing a wide spectrum of employment and generating significant tax revenues.

Tourism pressures and hotel development downtown also pose challenges to the City. Key among them are the displacement of residential and office uses, the potentially negative impacts to residents' quality of life as we struggle to accommodate an increasing number of transient visitors efficiently, and, if allowed to proceed unabated—too many hotels built too quickly may risk compromising the City's prized sense of place. Balancing these concerns requires constant attention and careful planning.

On February 23, 2016, with these concerns in mind, Mayor Tecklenburg and Charleston City Council members directed the Department of Planning, Preservation & Sustainability (PP&S) to initiate a 90-day study of hotel development on the Peninsula. This report is a summary of that study.

Study Overview

The purpose of the 90-day Hotel Study was to assess the impact of existing and potential hotel uses as it relates to maintaining a balance of uses on the Peninsula and to maintaining the ambiance and character of the Peninsula as a diverse, attractive place to live, work, recreate, visit and invest, and to formulate recommendations for consideration by City Council as to where, and under what circumstances hotel uses should be permitted.

The Hotel Study included:

- **Hotel Study Charrette:** Over a three day period, City staff interviewed experts, discussed current and future challenges associated with hotel uses and listened to a wide range of perspectives from stakeholder groups.

- **Stakeholder Interviews:** Over the 90-day study period, City staff interviewed over 75 stakeholders including hotel developers, owners and operators, tourism industry professionals, preservation groups, neighborhood association representatives, local government practitioners in peer cities, policy experts, academic professionals from the Office of Tourism Analysis at the College of Charleston, hotel market analysts, development consultants, traffic engineers and citizens.

- **Public Meeting:** On the evening of May 3, 2016, Mayor Tecklenburg and City planning staff hosted a Public Input session at the Charleston Museum. Approximately 100 attendees participated. See Appendix for attendees, meeting notes and submitted correspondence.

- **Consultants:** The City engaged the services of Bihl Engineering to analyze traffic impacts. Appendix II includes a trip generation estimates based on industry data.

EXISTING HOTEL CONDITIONS

Accommodations Overlay Zone

The primary mechanism by which the City regulates hotel development is the Accommodations Overly Zone, Section 54-220. Over the last 30 years, the City has periodically amended this important ordinance, allowing the City to respond to new challenges presented by a dynamic and evolving hotel industry.

Below is a brief summary of major milestones associated with the Accommodations Overlay Zone. Figures 1 through 4 show geographic changes to the overlay zone.

- **Pre-1987:** Prior to 1987, accommodations uses were allowed throughout the Peninsula provided they were permitted by base zoning.

- **1987:** On February 24, 1987, responding to public concern regarding the increase in hotel rooms on the Peninsula, the City first adopted the Accommodations Overlay Zone. The ordinance designated specific geographic areas where hotel uses would be permitted (Figure 2). The ordinance also included the "5-Point Special Exception Test" that explicitly states the criteria an applicant is required to meet in order to be granted a "Special Exception" for hotel use from the Board of Zoning Appeals.

- **1998:** In 1998, responding to new challenges presented by an increase in hotel rooms, the Accommodations Overlay Zone was amended again. The new ordinance, adopted on May 1, 1998, further restricted the geographic area where hotel uses would be permitted and instituted a 50-room limit on new hotels below Calhoun Street. These are referred to as "A-2" (180 room limit); "A-3" (225 room limit); "A-4" (100 room limit); "A-5" (150 room limit) ; and "A-6" (69 room limit).

- **2013:** On September 24, 2013 the ordinance was amended again to further restrict the geographic area where hotel uses would be permitted. At this time the 50-room limit line was also moved north from Calhoun Street to the Septima P. Clark Parkway—essentially limiting all new hotel uses south of this line to 50-rooms or less. Several parcels were designated as appropriate for larger hotels. The areas identified as "A-2" through "A-6" were carried over from the 1998 ordinance. At this time, it was also established that the 50 room limit would not apply to the area bound by King Street, Meeting Street, Mary Street and Line Street, if the facility was a full-service hotel providing 20,000 square feet or more of meeting and conference space, and included an on-site restaurant that serves breakfast, lunch and dinner seven days a week.

FIGURE 1
ACCOMMODATIONS OVERLAY ZONE
1987

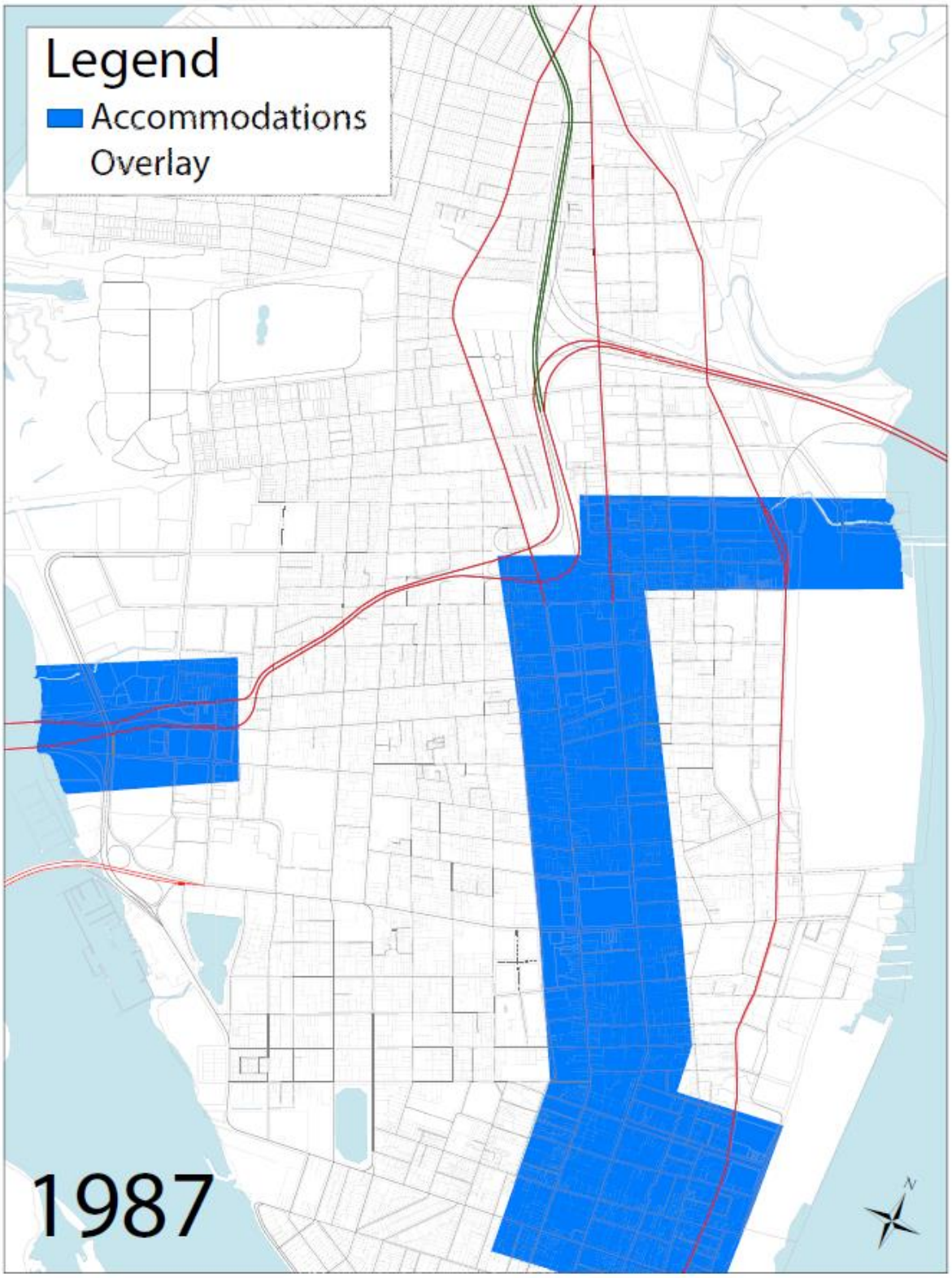


FIGURE 2
ACCOMMODATIONS OVERLAY ZONE
1998

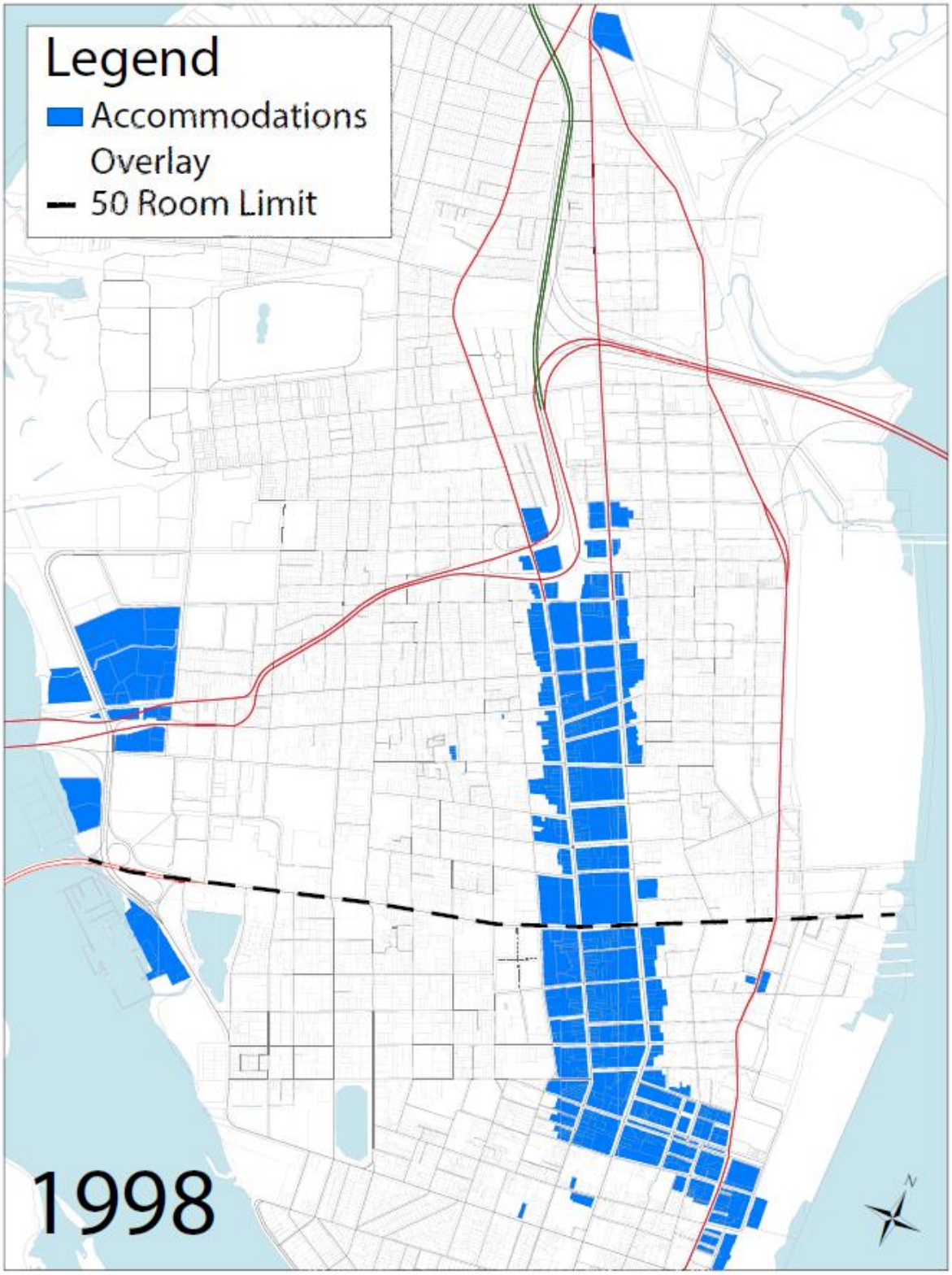
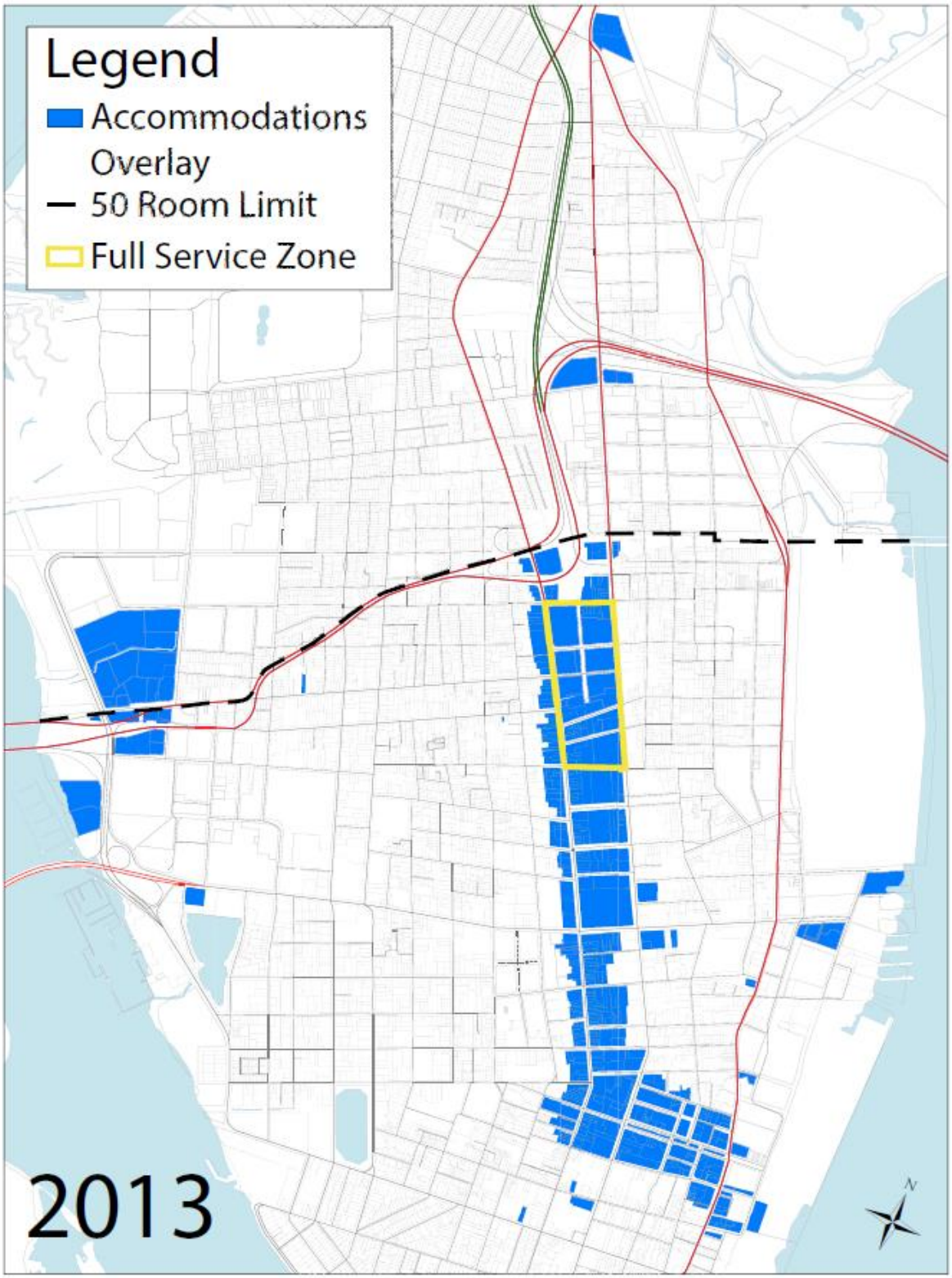


FIGURE 3
ACCOMMODATIONS OVERLAY ZONE
2013



EXISTING & FUTURE HOTEL DEVELOPMENT (AS OF JUNE 16, 2016)

There are currently 4,930 hotel rooms existing and under construction in 45 individual properties on the Peninsula.

In addition, 10 hotel projects have received approval from the Board of Zoning Appeals but have not yet received a building permit. The 10 properties, when built will add an additional 731 rooms to current inventory and bring our Peninsula total to 5,661 rooms in 55 hotel properties.

- In 2015, 400 new hotel rooms were added on the Peninsula. Another 150 rooms will be added in 2016. Between 2017 and 2019, over 1,100 rooms could be added based on projects that have been given the BZA approval.

- Projected hotels outside the Peninsula of the City of Charleston include 2,375 new rooms in 15 new properties in neighboring North Charleston (564 rooms in five hotels), Mount Pleasant (1,441 rooms in eight hotels) and in West Ashley (370 rooms in three hotels).

- See Exhibits 1 through 4 in the Supporting Data Tables.

Comparative Benchmarks: Peer Cites

One approach to monitoring the balance of residential and hotel uses on the Peninsula is to quantify the ratio of hotel rooms to residential population. Exhibit 6 shows how Charleston compares to seven peer cities.

- As shown in the graph on page 15 of the May 24, 2016 City Council presentation (see Appendix III), the Charleston Peninsula currently has 14 hotel rooms per 100 people—more than Boulder (3 rooms per capita) and Boston (9 rooms per capita) but far fewer than more highly developed visitor destinations like New Orleans (22 rooms per capita) and Old Quebec City (37 rooms per capita).

Traffic

The City's consultant traffic engineer studied automobile trip generation for hotels in comparison with other uses. This study was done in accordance with professional practice methods for traffic studies, based upon the Institute of Transportation Engineers' manual, *Trip Generation, Ninth Edition* (2012).

Generally, hotels generate fewer car trips than retail or office development on a similarly size site. Comparison tables showing this relationship are provided in the Appendix II.

Throughout the day, hotel traffic includes guest, employee, service, and other trips accessing the hotel in addition to bicycle and walking trips. These trips are made by passenger vehicles, trucks, and other modal options such as transit, bicycle and walking. Some trips may also be shared ride trips.

Restaurants and other accompanying uses are included in the trip generation study.

Similar to traffic, hotel parking may include guest parking, employee parking and service parking. Typically a loading dock serves the trucks and a valet service is provided for guests. Some hotels also have self-parking available. Valet services use a passenger loading zone area on-street or serve guests off-street on the property. The valets then take the vehicles to/from the vehicle parking area. These valet trips are assigned to the area roadways in a traffic study in addition to the destination trips.

Hotels are subject to City and SCDOT transportation study approvals (through the zoning process and/or the site design process) where access and the transportation impacts to surrounding intersections are reviewed. In addition other design elements within City and SCDOT right-of-way are also reviewed during the approval process.

FINDINGS & STAFF RECOMMENDATIONS

Key Findings

Charleston's downtown hotel market continues to experience strong demand and, despite recent increases in room supply, maintains above average occupancy rates and high average daily rates.

- According to Smith Travel Research, between 2010 and 2015, hotel room demand (measured by total room nights sold) increased by 21% on the Charleston Peninsula, while room supply increased by 15%. During this same time period, average annual occupancy increased from 76% to 80%; average daily rate (ADR) increased from $149.37 to $200.92 and revenue per available room (RevPar) increased from $115.06 to $163.11. See Exhibit 7 in the Supporting Data Tables.

- Typically, a large number of new rooms will negatively affect the strength of a market by creating more price competition among suppliers. Despite a significant increase of 400 new rooms on the Peninsula in 2015, first quarter 2016 occupancy remains above 80%, ADR is $226.37 (80% above the second highest ADR in the region, Mount Pleasant, $126.68) and RevPar is $194.98 (77% above the second highest ADR in the region, West Ashley, $109.97). See Exhibit 8 in the Supporting Data Tables.

- Charleston's hotel market outperforms nearly all visitor markets in the Southeast. Exhibit 9 in the Supporting Data Tables includes performance indicators for the Charleston regional hotel market and 15 peer visitor destinations including Asheville, North Carolina; Hilton Head, South Carolina and Savannah, Georgia.

Peninsula hotels are one facet of a larger tourism context that includes a wide range of visitor accommodations and is regional in scope.

- According to the *2014 Charleston Visitor Survey* conducted by the College of Charleston Office of Tourism Analysis on behalf of the Charleston Convention and Visitors Bureau, just 36.4% of visitors to the area stayed in a hotel. A full 20.7% stayed in a rental house/beach house, 8.7% stayed in a Bed and Breakfast and 8.3% stayed with friends or relatives.

- A recent Airdna report indicates (*Airdna Intelligence Report, Charleston, SC, February 2016*) that there are approximately 556 active Airbnb listings in the Charleston area—the majority of them downtown. While this 90-day Hotel Study focused exclusively on hotel accommodations, many stakeholders interviewed as part of this process voiced concern over the growing number of short-term rentals (STRs). Citing the potential for significant residential displacement and lack of professional management, many suggested STRs require additional regulation and should be taxed appropriately. Short term rentals will be the subject of a separate, year-long study to commence this calendar year.

- Peninsula hotel rooms currently represent approximately 25% of the regional hotel room inventory. As Mount Pleasant, West Ashley and North Charleston continue to add hotel rooms to regional inventory, Charleston's historic Peninsula will continue to bear the brunt of this growing tourism load.

- Together, these factors suggest that while future hotel development on the Peninsula deserves careful consideration and management, to adequately address the tourism challenges of the future we must develop a more comprehensive toolkit—one that includes not only regulatory mechanisms and development control, but new policies and partnerships that help us share both the burden and bounty of tourism-based economy more equitably across the region.

STAFF RECOMMENDTIONS

Balance of Uses

- **Strengthen the "special exception" criteria in the current Accommodations Overlay Zone to prohibit displacement of office and retail uses.**

  Why: Displacement of office and retail is not currently addressed in the "special exception test;" protecting these important uses from displacement will help maintain balance and contribute to a vibrant quality of life for residents.

- **Strengthen the criteria that protect residential uses from displacement.**

  Why: To preserve and increase the stock of available housing on the peninsula.

Traffic & Parking

- **Require all hotels outside the downtown core to provide shuttle service for visitors and guests.**

  Why: Hotel visitors add to traffic congestion by driving cars into downtown.

- **Designate and enforce specific pick-up/drop-off areas for hotel guest shuttles in accordance with existing Tourism and Livability regulations.**

Why: To consolidate shuttle operations and reduce traffic congestion.

- **Request assistance from our regional partners, including adjacent municipalities and Charleston County, to implement shuttle systems designed to enhance regional mobility.**

  Why: To mitigate traffic and parking congestion caused by drive-in visitors staying outside the Peninsula

- **Evaluate problematic valet locations and addressing existing issues.**

  Why: Hotel valet parking service/stands were frequently identified as a source of congestion. Further, we recommend amending the Accommodations Overlay Zone ordinance to require new applicants to submit the location and design of valet stands as part of their BZA submittal package.

- **Require that new hotels demonstrate either (1) the provision of off-street parking for employees at the rate of one space for every three employees at maximum shift; or (2) the applicant provides employees with incentives such as parking passes and reward programs for employees to use public transportation.**

  Why: Hotel employee parking is not addressed in the current Accommodations Overlay Zone ordinance.

  - Further, we encourage hotels to work with area garages to provide discounted employee parking programs similar to the hospitality parking program.
  - We also recommend the City work with CARTA and regional partners to designate remote parking lots that serve existing transit routes.

Circumventing the 50-Room Limit

- The separate approvals of two adjacent 50-room hotels (for example, 2 Anson Street and 40-44 North Market Street) exhibits a disregard for the intent of the 50-room limit first imposed in 1998.

- We recommend strengthening the special exception criteria in the current Accommodations Overlay Zone to ensure that the intent of the 50-room limit is honored.

Regional Tourism Strategy

- As previously mentioned, Charleston's historic Peninsula will continue to carry a disproportionate share of the region's tourism load regardless of the number of new hotels built in our downtown core.

- We recommend that the City of Charleston take the lead in initiating a countywide study of the entire accommodations industry and that such a study provide the basis for crafting a strategic regional tourism plan.

FOR ADDITIONAL STUDY

Over the course of the 90-day Hotel Study various topics related to hotel development were discussed but were determined to be beyond the scope of this study. Recognizing issues such as mobility, parking and visitor orientation and wayfinding are integral to effectively managing hotel impacts, PP&S staff recommends the following issues be considered for further study.

- **Comprehensive Peninsula Mobility Study** – To alleviate congestion will require innovative policies, programs and projects to improve mobility throughout the Peninsula. A Mobility Study will provide the framework for understanding key issues and help prioritize public investments. The 2015 Tourism Management Plan also recommends a comprehensive Peninsula mobility/parking study that includes all modes of transportation.

- **Peninsula Parking Study** – Parking is a critical component of our downtown infrastructure. The last Peninsula parking study was completed in1999. A current parking needs assessment is fundamental to inform future infrastructure and development decisions.

- **Wayfinding Study** – Building on earlier efforts (2004) to create an enhanced visitor orientation program we recommend updating this study. The 2015 Tourism Management Plan also recommended the Wayfinding Study be updated.

SUPPORTING DATA TABLES

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EXHIBT 1
PENINSULA HOTEL INVENTORY - EXISTING & UNDER CONSTRUCTION
ALPHABETICAL BY NAME OF HOTEL

Hotel Name	Address	Open Date	Rooms	Status
115 Calhoun Street	115 Calhoun St	TBD	50	Under Construction
26 Vendue Inn	26 Vendue Range	2014	39	Existing
583 King Street	583 King St	TBD	54	Under Construction
Andrew Pinckney Inn	40 Pinckney St	1996	41	Existing
Ansonborough Inn	21 Hasell St	1900	38	Existing
Belmond Charleston Place	205 Meeting St	1986	440	Existing
Bennett Hotel	404 King St	TBD	185	Under Construction
Church Street Inn	177 Church St	2008	31	Existing
Comfort Inn	144 Bee St	1989	129	Existing
Courtyard Marriott - Historic District	125 Calhoun St	1983	176	Existing
Courtyard Marriott - Waterfront	35 Lockwood Dr	1997	179	Existing
Days Inn Historic District	155 Meeting St	1960	124	Existing
Doubletree	181 Church St	1991	212	Existing
Elliott House Inn	78 Queen St	1987	25	Existing
Embassy Suites	337 Meeting St	1996	153	Existing
Francis Marion Hotel	387 King St	1924	230	Existing
French Quarter Inn	166 Church St	2002	50	Existing
Fulton Lane Inn	202 King St	1900	45	Existing
Governor's House Inn	117 Broad St	1996	19	Existing
Grand Bohemian Hotel	55 Wentworth St	2015	50	Existing
Hampton Inn Historic District	345 Meeting St	1992	171	Existing
Harbour View Inn	2 Vendue Range	1998	52	Existing
Hilton Garden Inn	45 Lockwood Dr	2014	141	Existing
Holiday Inn	425 Meeting St	2013	120	Existing
Holiday Inn Express	250 Spring St	1982	153	Existing
Homewood Suites	415 Meeting St	TBD	162	Under Construction
Hyatt House/Hyatt Place	560 King St	2015	304	Existing
Indigo Inn	1 Maiden Ln	1979	40	Existing
John Rutledge House Inn	116 Broad St	1989	19	Existing
King Charles Inn	237 Meeting St	1980	91	Existing
Kings Courtyard Inn	198 King St	1983	41	Existing
Lodge Alley Inn	195 E Bay St	1983	87	Existing
Market Pavilion Hotel	225 E Bay St	2002	66	Existing
Marriott - Charleston	170 Lockwood Blvd	1979	347	Existing
Meeting Street Inn	173 Meeting St	1982	56	Existing
Mills House Inn	115 Meeting St	1970	216	Existing
Planters Inn	112 N Market St	1984	64	Existing
Renaissance Hotel	68 Wentworth St	2001	177	Existing
The Dewberry	334 Meeting St	TBD	150	Under Construction
The Restoration on King	75 Wentworth St	2010	53	Existing
The Spectator	67 State St	2015	46	Existing
The Vendue Inn	19 Vendue Range	1975	45	Existing
Victoria House Inn	208 King St	1992	19	Existing
Wentworth Mansion	149 Wentworth St	1998	21	Existing
Zero George Street	0 George St	2013	19	Existing
TOTAL: 45 Properties			**4,930**	

Source: Department of Planning, Preservation & Sustainability; June 13, 2016.

EXHIBT 2
PENINSULA HOTEL INVENTORY - APPROVED PROJECTS
IN DESCENDING ORDER BY OF NUMBER OF ROOMS

Hotel Name	Address	Open Date	Rooms	Status
Approved Hotel	411 Mary Street/Bennett Property	TBD	300	Recently Approved
Approved Hotel	Upper Meeting & Huger St/Aloft Hotels	TBD	200	Recently Approved
Approved Hotel	246 Spring St	TBD	125	Recently Approved
Approved Hotel	7 Calhoun St	TBD	100	Recently Approved
Approved Hotel	595 King St	TBD	50	Recently Approved
Approved Hotel	Cumberland St & Church St	TBD	50	Recently Approved
Approved Hotel	2 Anson St	TBD	50	Recently Approved
Approved Hotel	40-46 N Market St	TBD	50	Recently Approved
Approved Hotel	477-483 King St	TBD	50	Recently Approved
Approved Hotel	5 Guignard St	TBD	29	Recently Approved
Approved Hotel	563 King St	TBD	27	Recently Approved
TOTAL: 11 Properties			**1,031**	

Source: Department of Planning, Preservation & Sustainability; June 13, 2016.

EXHIBIT 3
PENINSULA HOTEL INVENTORY - EXISTING & PLANNED
BY YEAR OPENED & ANTICIPATED OPENING DATE [1]

Hotel Name	Address	Open Date	Rooms	Status
Pre-1980				
Ansonborough Inn	21 Hasell St	1900	38	Existing
Fulton Lane Inn	202 King St	1900	45	Existing
Francis Marion Hotel	387 King St	1924	230	Existing
Days Inn Historic District	155 Meeting St	1960	124	Existing
Mills House Inn	115 Meeting St	1970	216	Existing
The Vendue Inn	19 Vendue Range	1975	45	Existing
Indigo Inn	1 Maiden Ln	1979	40	Existing
Marriott - Charleston	170 Lockwood Blvd	1979	347	Existing
Subtotal			1,085	
Average Annual			109	
1980s				
King Charles Inn	237 Meeting St	1980	91	Existing
Holiday Inn Express	250 Spring St	1982	153	Existing
Meeting Street Inn	173 Meeting St	1982	56	Existing
Courtyard Marriott - Historic District	125 Calhoun St	1983	176	Existing
Kings Courtyard Inn	198 King St	1983	41	Existing
Lodge Alley Inn	195 E Bay St	1983	87	Existing
Planters Inn	112 N Market St	1984	64	Existing
Belmond Charleston Place	205 Meeting St	1986	440	Existing
Elliott House Inn	78 Queen St	1987	25	Existing
Comfort Inn	144 Bee St	1989	129	Existing
John Rutledge House Inn	116 Broad St	1989	19	Existing
Subtotal			1,281	
Average Annual			128	
1990s				
Doubletree	181 Church St	1991	212	Existing
Hampton Inn Historic District	345 Meeting St	1992	171	Existing
Victoria House Inn	208 King St	1992	19	Existing
Andrew Pinckney Inn	40 Pinckney St	1996	41	Existing
Embassy Suites	337 Meeting St	1996	153	Existing
Governor's House Inn	117 Broad St	1996	19	Existing
Courtyard Marriott - Waterfront	35 Lockwood Dr	1997	179	Existing
Harbour View Inn	2 Vendue Range	1998	52	Existing
Wentworth Mansion	149 Wentworth St	1998	21	Existing
Subtotal			867	
Average Annual			87	
2000-2010				
Renaissance Hotel	68 Wentworth St	2001	177	Existing
French Quarter Inn	166 Church St	2002	50	Existing
Market Pavilion Hotel	225 E Bay St	2002	66	Existing
Church Street Inn	177 Church St	2008	31	Existing
Subtotal			324	
Average Annual			32	

EXHIBIT 3, *CONTINUED*
PENINSULA HOTEL INVENTORY - EXISTING & PLANNED BY YEAR OPENED & ANTICIPATED OPENING DATE [1]

Hotel Name	Address	Open Date	Rooms	Status
2010-2015				
The Restoration on King	75 Wentworth St	2010	53	Existing
Holiday Inn	425 Meeting St	2013	120	Existing
Zero George Street	0 George St	2013	19	Existing
26 Vendue Inn	26 Vendue Range	2014	39	Existing
Hilton Garden Inn	45 Lockwood Dr	2014	141	Existing
Grand Bohemian Hotel	55 Wentworth St	2015	50	Existing
Hyatt House/Hyatt Place	560 King St	2015	304	Existing
The Spectator	67 State St	2015	46	Existing
Subtotal			772	
Average Annual			77	
Under Construction & Approved Projects - Anticipated Open Date [2]				
2016				
The Dewberry	334 Meeting St	2016	150	Under Construction
Subtotal			**150**	
2017				
115 Calhoun Street	115 Calhoun St	2017	50	Under Construction
583 King Street	583 King St	2017	54	Under Construction
Bennett Hotel	404 King St	2017	185	Under Construction
Homewood Suites	415 Meeting St	2017	162	Under Construction
Subtotal			**451**	
2018				
Approved Hotel	563 King St	2018	27	Recently Approved
Approved Hotel	7 Calhoun St	2018	100	Recently Approved
Approved Hotel	Cumberland St & Church St	2018	50	Recently Approved
Approved Hotel	595 King St	2018	50	Recently Approved
Approved Hotel	246 Spring St	2018	125	Recently Approved
Subtotal			**352**	
2019				
Approved Hotel	477-483 King St	2019	50	Recently Approved
Approved Hotel	Upper Meeting & Huger St/Aloft Hotels	2019	200	Recently Approved
Approved Hotel	2 Anson St	2019	50	Recently Approved
Approved Hotel	40-46 N Market St	2019	50	Recently Approved
Subtotal			**350**	
Open Date Not Known				
Approved Hotel	411 Mary Street/Bennett Property	TBD	300	Recently Approved
Approved Hotel	5 Guignard St	TBD	29	Recently Approved

[1] Opening date provided by Smith Travel Research.

[2] Anticipated opening date is a "best case scenario" assumption. Unanticipated construction delays, market considerations may delay or accelerate project timelines.

Source: Department of Planning, Preservation & Sustainability; June 13, 2016.

EXHIBIT 4
CHARLESTON HOTEL PIPELINE - OFF-PENINSULA
HOTELS UNDER CONSTRUCTION OR PLANNED

Hotel Name	Address	Rooms	Status
Mount Pleasant			
Hotels Under Construction		306	Under Construction
Bridgeside II Hotels (2 hotels)	Bridgeside near Patriots Point	450	Approved
Cambria Hotel *	1470 Highway 17 North	112	Under Review
Central MP Hotel	Central Mount Pleasant	150	Approved
Home2Suites		122	Approved
Hyatt	Mount Pleasant Towne Centre	92	Approved
Staybridge Suites	250 Johnnie Dodds Blvd	108	Approved
Towne Place Suites by Marriott		101	Approved
Subtotal		**1,441**	
North Charleston			
Hampton Inn & Suites	3020 West Montague Avenue	139	Approved
Towne Place Suites by Marriott	5001 Fashion Avenue	127	Approved
N. Charleston Comfort Inn	2450 Prospect Drive	98	Approved
Towne Place Suites by Marriott	Northside Drive	102	Approved
Homewood Suites	Northwoods Blvd	98	Approved
Subtotal		**564**	
West Ashley			
Home2Suites	1963 Savannah Highway	146	Approved
Town Place Suites *	805 Orleans Road	112	Under Construction
Courtyard Marriott *	711 Orleans Road	112	Under Review
Subtotal		**370**	
TOTAL		**2,375**	

* indicates in unincorporated Charleston County.

Source: Town of Mount Pleasant, City of North Charleston, Charleston County; June 2016.

EXHIBIT 5
ESTIMATED ANNUAL VISITORS TO THE CHARLESTON REGION, 2003 – 2015
NUMBERS IN MILLIONS

	Numbers In Millions												
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Est. Regional Visitors	4.45	4.11	4.06	4.21	4.33	4.12	3.93	4.22	4.21	4.50	4.76	4.90	5.15
% Annual Increase		-7.6%	-1.2%	3.7%	2.9%	-4.8%	-4.6%	7.4%	-0.2%	6.9%	5.8%	2.9%	5.1%

Source: Office of Tourism Analysis, College of Charleston; April 2016.

EXHIBIT 6
HOTEL MARKET BENCHMARKS
ROOMS PER 100 PEOPLE - PEER CITY COMPARISON

	# of Rooms	Population	Rooms Per Person	Rooms Per 100 People	Estimated Annual Visitors [2]
Charleston Peninsula [1]	**4,930**	**35,972**	**0.14**	**14**	**5.2 Million**
Virginia Beach Resort Area	7,731	42,355	0.18	18	12.8 Million
Savannah, GA	4,043	20,177	0.20	20	7.6 Million
Old Quebec City	2,223	6,050	0.37	37	4.4 Million
San Francisco, CA	30,716	199,460	0.15	15	18.01 Million
Boston, MA	13,334	135,480	0.09	9	16.3 Million
New Orleans, LA	22,255	99,755	0.22	22	9.5 Million
Boulder, CO	954	27,352	0.03	3	2.8 Million

[1] Charleston room inventory includes existing hotels and under construction.
[2] Visitor estimates are provided for context and order of magnitude comparison. Survey methodology varies by region.

Source: Various, June 2016.

EXHIBIT 7
HOTEL MARKET TRENDS, 2006 - 2015
CHARLESTON REGION

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change, 2010-2015 Total	% Change, 2010-2015 Avg Annl.
Room Inventory (supply)												
Peninsula [1]	3,997	3,364	3,381	3,368	3,356	3,356	3,370	3,527	3,673	3,854	15%	2%
West Ashley	1,720	1,435	1,498	1,597	1,594	1,581	1,569	1,569	1,569	1,569	-2%	0%
North Charleston	5,832	6,430	6,620	6,743	6,795	6,914	6,986	7,178	7,180	7,179	6%	1%
East Cooper	2,282	2,654	2,065	2,154	2,149	2,148	2,148	2,081	2,051	2,251	5%	1%
Beach Communities			1,113	1,019	1,018	1,018	1,018	1,018	1,097	1,117	10%	1%
County Total	13,831	14,360	14,674	14,882	14,912	15,017	15,091	15,373	15,570	15,970	7%	1%
Room nights sold (demand)												
Peninsula	1,025,412	888,943	965,512	885,291	930,158	958,885	980,375	1,031,072	1,094,086	1,122,243	21%	3%
West Ashley	461,321	383,381	387,175	387,837	401,214	409,159	419,980	438,406	447,038	433,905	8%	1%
North Charleston	1,519,523	1,726,410	1,591,328	1,414,941	1,637,524	1,662,351	1,633,396	1,751,719	1,842,296	1,825,193	11%	1%
East Cooper	582,055	546,112	546,570	460,816	473,817	493,859	503,598	501,032	509,690	574,059	21%	3%
County Total	3,580,631	3,837,556	3,703,206	3,472,445	3,737,718	3,827,549	3,868,749	4,043,870	4,232,232	4,295,224	15%	2%
% Occupied*												
Peninsula	70.29	72.4	73.7	71.97	75.79	78.3	79.9	80	81.3	80	6%	1%
West Ashley	73.49	73.2	69.72	66.52	68.88	71	73.7	76.5	77.9	75.8	10%	1%
North Charleston	71.38	73.6	65.46	57.4	65.72	66.1	64.2	66.8	70	69.3	5%	1%
East Cooper	69.88	56.4	68.23	58.58	60.21	63.1	64.6	66	68	69.8	16%	2%
County Total	70.93	71.3	69.25	63.89	68.47	70	70.5	72	74.2	73.5	7%	1%
Average Daily Rate ($)												
Peninsula	$ 131.36	$ 149.06	$ 150.65	$ 142.72	$ 149.37	$ 156.13	$ 166.39	$ 178.41	$ 189.61	$ 200.92	35%	4%
West Ashley	$ 92.25	$ 100.69	$ 101.89	$ 93.20	$ 92.18	$ 94.55	$ 98.41	$ 101.16	$ 106.51	$ 114.15	24%	3%
North Charleston	$ 83.13	$ 91.90	$ 95.62	$ 87.14	$ 88.83	$ 90.80	$ 93.83	$ 96.15	$ 102.64	$ 108.61	22%	3%
East Cooper	$ 102.01	$ 109.63	$ 111.05	$ 103.56	$ 105.07	$ 106.37	$ 109.67	$ 115.42	$ 123.17	$ 123.64	18%	2%
County Total	$ 105.30	$ 116.88	$ 120.31	$ 113.46	$ 114.73	$ 116.52	$ 123.40	$ 128.83	$ 136.30	$ 143.75	25%	3%
Revenue per available Room ($)												
Peninsula	$ 93.54	$ 107.92	$ 112.91	$ 104.19	$ 115.06	$ 124.56	$ 135.12	$ 144.47	$ 156.41	$ 163.11	42%	5%
West Ashley	$ 68.81	$ 73.70	$ 71.28	$ 63.09	$ 64.82	$ 68.62	$ 73.99	$ 78.90	$ 84.55	$ 88.02	36%	4%
North Charleston	$ 59.62	$ 67.60	$ 63.30	$ 50.54	$ 58.81	$ 60.53	$ 60.74	$ 64.83	$ 72.78	$ 76.19	30%	4%
East Cooper	$ 72.76	$ 81.28	$ 77.79	$ 62.32	$ 65.20	$ 69.13	$ 72.76	$ 78.31	$ 86.04	$ 88.62	36%	4%
County Total	$ 75.55	$ 85.58	$ 84.80	$ 73.46	$ 79.77	$ 82.68	$ 88.14	$ 93.92	$ 102.60	$ 107.26	34%	4%

[1] Per City of Charleston records, actual Peninsula room inventory is 4,329, with additional 497 rooms currently under construction. Smith Travel Research inventory does not include small in

Source: Smith Travel Research; Charleston CVB; College of Charleston Office of Tourism Analysis; May 12, 2016.

EXHIBIT 8
HOTEL MARKET TRENDS, MARCH 2015 & 2016 COMPARISON
CHARLESTON REGION

	March		% Change
	2015	2016	'15 - '16
Room nights sold (demand)			
Peninsula	96,738	109,810	14%
West Ashley	39,244	42,206	8%
North Charleston	171,324	176,858	3%
East Cooper	52,098	55,624	7%
County Total	378,318	404,245	7%
% Occupied			
Peninsula	83.6	85.9	3%
West Ashley	80.7	86.8	8%
North Charleston	77	79.5	3%
East Cooper	77	78.7	2%
County Total	79.5	82.3	4%
Average Daily Rate ($)			
Peninsula	$ 231.79	$ 226.37	-2%
West Ashley	$ 122.81	$ 126.27	3%
North Charleston	$ 114.80	$ 119.83	4%
East Cooper	$ 127.25	$ 126.68	0%
County Total	$ 155.67	$ 158.80	2%
Revenue per available Room ($)			
Peninsula	$ 194.41	$ 194.98	0%
West Ashley	$ 99.24	$ 109.97	11%
North Charleston	$ 88.53	$ 95.55	8%
East Cooper	$ 98.27	$ 100.53	2%
County Total	$ 123.99	$ 131.13	6%

Source: College of Charleston Office of Tourism Analysis; March 2016.

EXHIBIT 9
HOTEL MARKET TRENDS
SOUTHEAST REGIONAL MARKETS

	Occupancy %		ADR		RevPAR [1]		% Change from March 2015		
	2016	2015	2016	2015	2016	2015	Occ %	ADR	RevPAR
Asheville, NC	72.10	67.40	118.68	111.20	85.55	74.98	7.0%	6.7%	14.1%
Atlanta, GA	73.70	73.70	102.36	96.29	75.45	70.97	0.0%	6.3%	6.3%
Baltimore, MD	67.20	66.70	110.70	109.14	74.05	72.84	0.7%	1.4%	1.7%
Charlotte, NC	72.90	76.00	99.86	100.97	72.76	76.69	-4.1%	-1.1%	-5.1%
Charleston, SC	80.90	78.80	140.72	138.96	113.84	109.55	2.7%	1.3%	3.9%
Greenville, SC	74.40	74.80	94.23	90.13	70.13	67.37	-0.5%	4.5%	4.1%
Hilton Head/Beaufort, SC	70.40	60.80	135.51	122.66	95.40	74.53	15.8%	10.5%	28.0%
Jacksonville, FL	79.50	76.20	112.32	105.87	89.34	80.69	4.3%	6.1%	10.7%
Myrtle Beach, SC	61.60	55.50	103.60	91.76	63.86	50.95	11.0%	12.9%	25.3%
Nashville, TN	80.00	78.50	134.89	129.48	107.88	101.67	1.9%	4.2%	6.1%
New Orleans, LA	77.20	81.40	156.65	160.51	120.94	130.67	-5.2%	-2.4%	-7.4%
Norfolk/Portsmouth, VA	61.90	62.20	80.83	80.52	50.06	50.06	-0.5%	0.4%	0.0%
Orlando, FL	86.90	88.30	136.27	126.85	118.37	111.98	-1.6%	7.4%	5.7%
Savannah, GA	78.10	81.00	127.15	119.48	99.32	96.77	-3.6%	6.4%	2.6%
Virginia Beach, VA	59.30	50.50	94.20	91.58	55.87	46.26	17.4%	2.9%	20.8%
Tampa-St. Petersburg, FL	87.60	88.50	153.46	144.18	134.44	127.59	-1.0%	6.4%	5.4%

[1] RevPAR: Revenue per available room.

Source: Smith Travel Research; Charleston CVB; March 2016.

EXHIBIT 10
CITY OF CHARLESTON POPULATION ESTIMATES
2000, 2010 & 2016

	2000		2010		2016	
Area	#	% Dist.	#	% Dist.	#	% Dist.
Peninsula	35,157	36%	34,636	29%	35,972	26%
West Ashley	45,954	48%	54,239	45%	60,878	44%
James Island	12,741	13%	17,847	15%	20,416	15%
Johns Island	1,676	2%	5,266	4%	8,119	6%
Daniel Island Cainhoy	1,122	1%	8,095	7%	12,062	9%
Total	**96,650**	**100%**	**120,083**	**100%**	**137,447**	**100%**

Source: US Census Bureau, American Community Survey; June 2016.

EXHIBIT 11
CHARLESTON MSA AVERAGE ANNUAL EMPLOYMENT *(000s)*
LEISURE, HOSPITALITY, FOOD & BEVERAGE INDUSTRY

Industry Sector	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	Numbers in Thousands															
Leisure and Hospitality	31.0	30.0	31.2	32.8	34.0	34.4	35.0	36.9	37.2	35.6	35.4	36.6	38.2	39.5	41.6	43.8
Accommodation and Food Services	27.4	26.7	27.9	29.4	30.3	30.6	31.0	32.6	33.0	31.3	31.4	32.6	34.2	35.4	37.2	39.1
Food Services and Drinking Places	na	na	na	23	23.9	24.1	24.3	25.8	26.1	25.1	25	26	27.4	28.5	30.2	31.9
Total Leisure/Hospitality/F&B	58.4	56.7	59.1	85.2	88.1	89.0	90.3	95.2	96.2	92.0	91.8	95.2	99.9	103.4	109.0	114.8
Total Employment	261.8	258.7	263.1	266.1	274.9	282.3	289.0	301.3	301.9	286.2	287.4	295.8	305.4	312.1	322.3	333.3
Leisure, Hospitality & Food & Beverage % of Total Employment	22%	22%	22%	32%	32%	32%	31%	32%	32%	32%	32%	32%	33%	33%	34%	34%

na = not available

Source: US Bureau of Labor Statistics; College of Charleston Office of Tourism Analysis; June 2016.

APPENDIX I
PUBLIC INPUT SESSION MATERIALS

CITY OF CHARLESTON
TO HOST

PUBLIC LISTENING SESSION FOR HOTEL STUDY

TUESDAY, MAY 3
6:00 PM
Charleston Museum
360 Meeting Street

In February of this year, the Mayor and City Council directed the city's Department of Planning, Preservation & Sustainability to study the issue of hotel development on the Peninsula. The purpose of the study, currently in progress, is to further assess the effects of hotel development on the area.

All interested members of the public are invited to attend and participate.

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Mayor Tecklenburg.

I speak on behalf of the Board and the membership of the Historic Ansonborough Neighborhood Association ("HANA") to express our support for well thought out hotel development and opposition to the ever requested intensified use for combining two 50 room projects in to one 100 room hotel disguised by a common throughfair. It is difficult to imagine a project less appropriate than dual "50-unit accommodations," which if constructed would in substance wedge a 100-room hotel operation immediately beside our homes and neighborhood, further degrading the quality of life for residents and, indeed, for visitors alike. Ansonborough is filled with homes dating from the eighteenth and nineteenth centuries, some on the National Register, some subject to formal conservation easements with Historic Charleston Foundation and the Preservation Society, most all "contributing" directly to the fabric of the Historic residential core of Charleston. Recall as well that Ansonborough exists in a constrained, two-by-five-block footprint, already beleaguered by serious and ever growing traffic, parking, and intensified use concerns. Moreover, unlike some neighborhoods, Ansonborough is populated by many full-time residents, who live and work and raise their families within these ten scant blocks. Granting special exceptions and variances to permit increased density for private gain would needlessly and improperly elevate short-term

commercial goals above longstanding, valid concerns of the residents not only of Ansonborough but ultimately of the City as a whole. Current zoning plainly does not prohibit or unreasonably restrict utilization of the properties most often in question in the accommodation overlay zone. The exception lies in the request for a variance ~~on the use of the property~~. Variances are usually requested by the nature of a "hardship" on behalf of a developer to incorporate a specific design or number of keys on the property to meet their proforma whether through a height variance or setback variance usually at a cost to the

neighboring property or in our case the neighborhood. Particularly in relation to any special exception, anyone living in Ansonborough could readily testify to the traffic gridlocks that regularly occur on our streets. Increased density of use such as a hotel abutting Ansonborough

will only exacerbate the already challenging traffic patterns that make our neighborhood impassable along East Bay and on ancillary streets for hours at a time, including the inevitable bus, carriage, pedicab, and associated vehicular traffic that clogs the historic district.

HANA encourages the Mayor to look past the trees and see the forest: Intensified use, supported by special exceptions and variances, is precisely what the City and its residential neighbors do not need.

It may have long or always been true, but surely the past few months have taught any resident that special exceptions and variances are part of the problems facing Charleston at this critical juncture, not part of a thoughtful solution.

We have good examples on our perimeters of how the City of Charleston , Hotel Developers and Ansonborough neighbors have worked well together through open lines of communication and agree upon conditions that protect the integrity of the community and Quality of Life for Ansonborough.

The Grand Bohemian, 115 Calhoun Street, The Starwood Hotel. All utilized the perimeters set by the City for site design and parking. Yes, parking without utilizing obsolete stacking methods that don't work . Traffic patterns away from the ansilary streets of Ansonborough. Noise and rooftop concessions. Consideration for parking not just for the hotel guests per room but for employees as well.

All three hotel developers are designing and building a hotel within the appropriate zoning checklist without asking for variances. height, scale and mass **Meeting the needs of all entities…the City, the neighbors and the developer.**

Transparent collaboration with communication amongst the City, developers and neighbors are key for future hotel development in the City of Charleston.

APPENDIX II
BIHL ENGINEERING TRIP GENERATION ANALYSIS

Hotel Trip Generation Information

Table 1: AM Trip Generation

Land Use	Small Site (50 room Hotel, 53 Apartments, 53 Townhouses/Condominiums, or 8,000 sf Specialty Retail, 8,000 sf Quality Restaurant, 47,664 sf Office)			Medium 1 Site (150 room Hotel, 83 Apartments, 83 Townhouses/Condominiums, or 12,487 sf Specialty Retail, 12,487 sf Quality Restaurant, 74,921 sf Office)			Medium 2 Site (150 room Hotel, 126 Apartments, 126 Townhouses/Condominiums, or 18,909 sf Specialty Retail, 18,908 sf Quality Restaurant, 113,451 sf Office)			Large Site (250 room Hotel, 145 Apartments, 145 Townhouses/Condominiums, or 21,788 sf Specialty Retail, 21,787 sf Quality Restaurant, 130,725 sf Office)		
	Enter	**Exit**	**Total**	**Enter**	**Exit**	**Total**	**Enter**	**Exit**	**Total**	**Enter**	**Exit**	**Total**
Hotel	15	11	**26**	47	32	**79**	47	32	**79**	78	55	**133**
Apartments	6	24	**30**	9	35	**44**	13	52	**65**	15	60	**75**
Townhouses/Condominiums	5	26	**31**	7	37	**44**	11	51	**62**	12	58	**70**
Specialty Retail[1]	26	29	**55**	15	19	**34**	62	67	**129**	72	77	**149**
Quality Restaurant[2]	4	2	**6**	7	3	**10**	4	11	**15**	13	5	**18**
General Office	93	13	**106**	134	18	**152**	187	25	**212**	209	28	**237**
Commercial Total	125	32	**157**	176	43	**219**	240	58	**298**	267	64	**331**

Table 2: PM Trip Generation

Land Use	Small Site (50 room Hotel, 53 Apartments, 53 Townhouses/Condominiums, or 8,000 sf Specialty Retail, 8,000 sf Quality Restaurant, 47,664 sf Office)			Medium 1 Site (150 room Hotel, 83 Apartments, 83 Townhouses/Condominiums, or 12,487 sf Specialty Retail, 12,487 sf Quality Restaurant, 74,921 sf Office)			Medium 2 Site (150 room Hotel, 126 Apartments, 126 Townhouses/Condominiums, or 18,909 sf Specialty Retail, 18,908 sf Quality Restaurant, 113,451 sf Office)			Large Site (250 room Hotel, 145 Apartments, 145 Townhouses/Condominiums, or 21,788 sf Specialty Retail, 21,787 sf Quality Restaurant, 130,725 sf Office)		
	Enter	**Exit**	**Total**	**Enter**	**Exit**	**Total**	**Enter**	**Exit**	**Total**	**Enter**	**Exit**	**Total**
Hotel	15	15	**30**	46	44	**90**	46	44	**90**	77	73	**150**
Apartments	31	16	**47**	41	22	**63**	57	30	**87**	63	34	**97**
Townhouses/Condominiums	24	12	**36**	35	17	**52**	49	24	**73**	55	27	**82**
Specialty Retail	10	12	**22**	15	19	**34**	22	29	**51**	26	33	**59**
Quality Restaurant	45	27	**72**	63	31	**94**	95	47	**142**	109	54	**163**
General Office	22	110	**132**	28	134	**162**	35	171	**206**	38	187	**225**
Commercial Total	106	201	**307**	142	257	**399**	185	333	**518**	203	365	**568**

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.

4/21/2016

Hotel Trip Generation Information

Table 3: Equivalency Matrix based on PM Peak Hour Land Use Conversion							
From ↓	To →	Hotel	Apartment	Townhouse	Office	Specialty Retail	Quality Restaurant
	Units	rooms	units	units	ksf	ksf	ksf
Hotel	rooms	1.0	0.97	1.15	0.4	0.22	0.08
Apartment	units	1.03	1.0	1.19	0.42	0.23	0.08
Townhouse	units	0.87	0.84	1.0	0.35	0.19	0.07
Office	ksf	2.48	2.4	2.87	1.0	0.55	0.2
Specialty Retail	ksf	4.52	4.37	5.21	1.82	1.0	0.36
Quality Restaurant	ksf	12.48	12.08	14.4	5.03	2.76	1.0

Source: Trip Generation Manual, Ninth Edition, 2012

Example: 50 hotel rooms = 0.97 * 50 = 48 apartment units

APPENDIX III
CITY COUNCIL PRESENTATION, MAY 24, 2016

2016 Hotel Study Preliminary Report

City of Charleston
South Carolina

PP&S PLANNING, PRESERVATION AND SUSTAINABILITY

Public Process

1. 90-Day Hotel Study Process

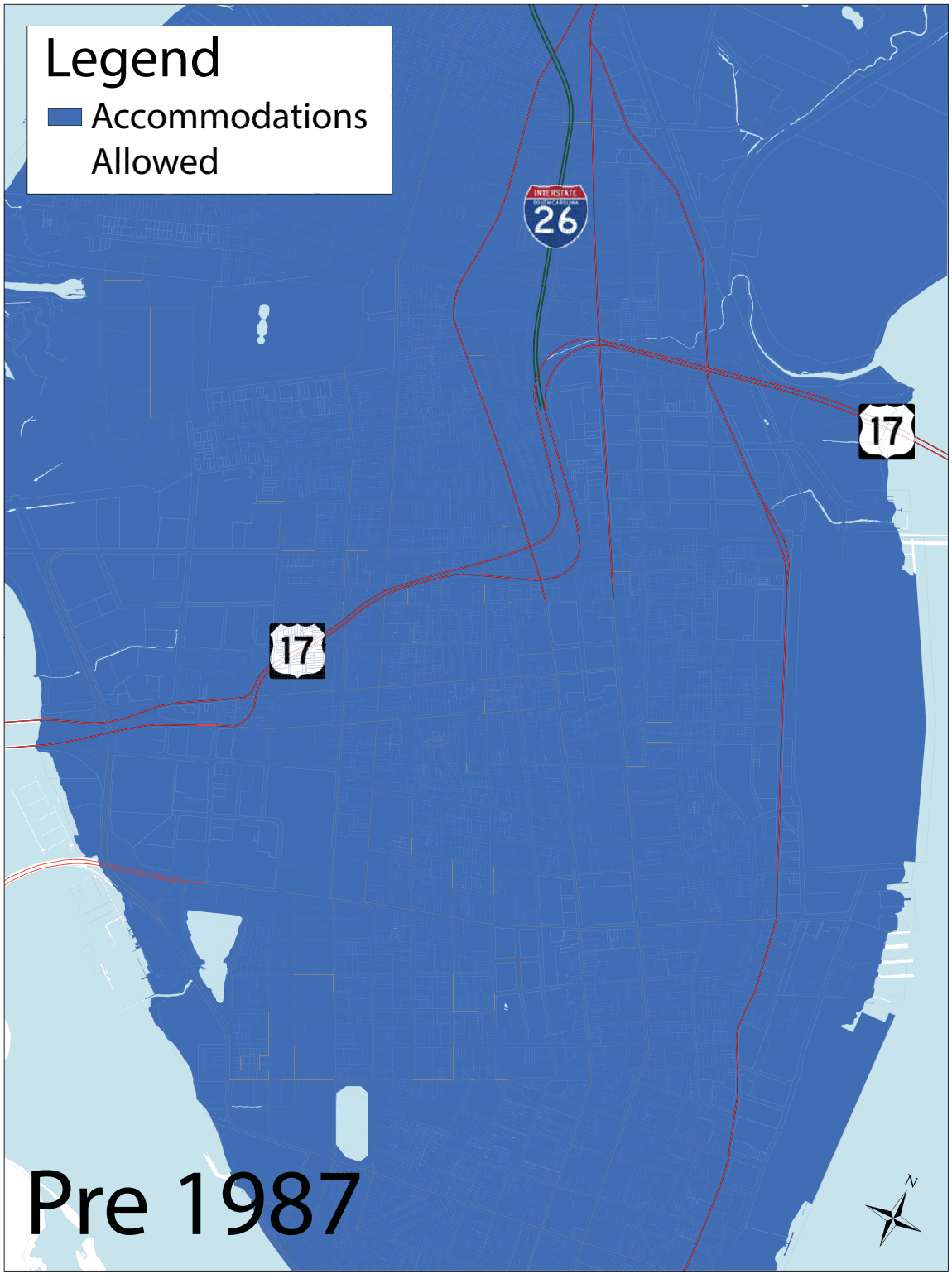
2. Conducted Best Practices Research & Data Collection (City staff)

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

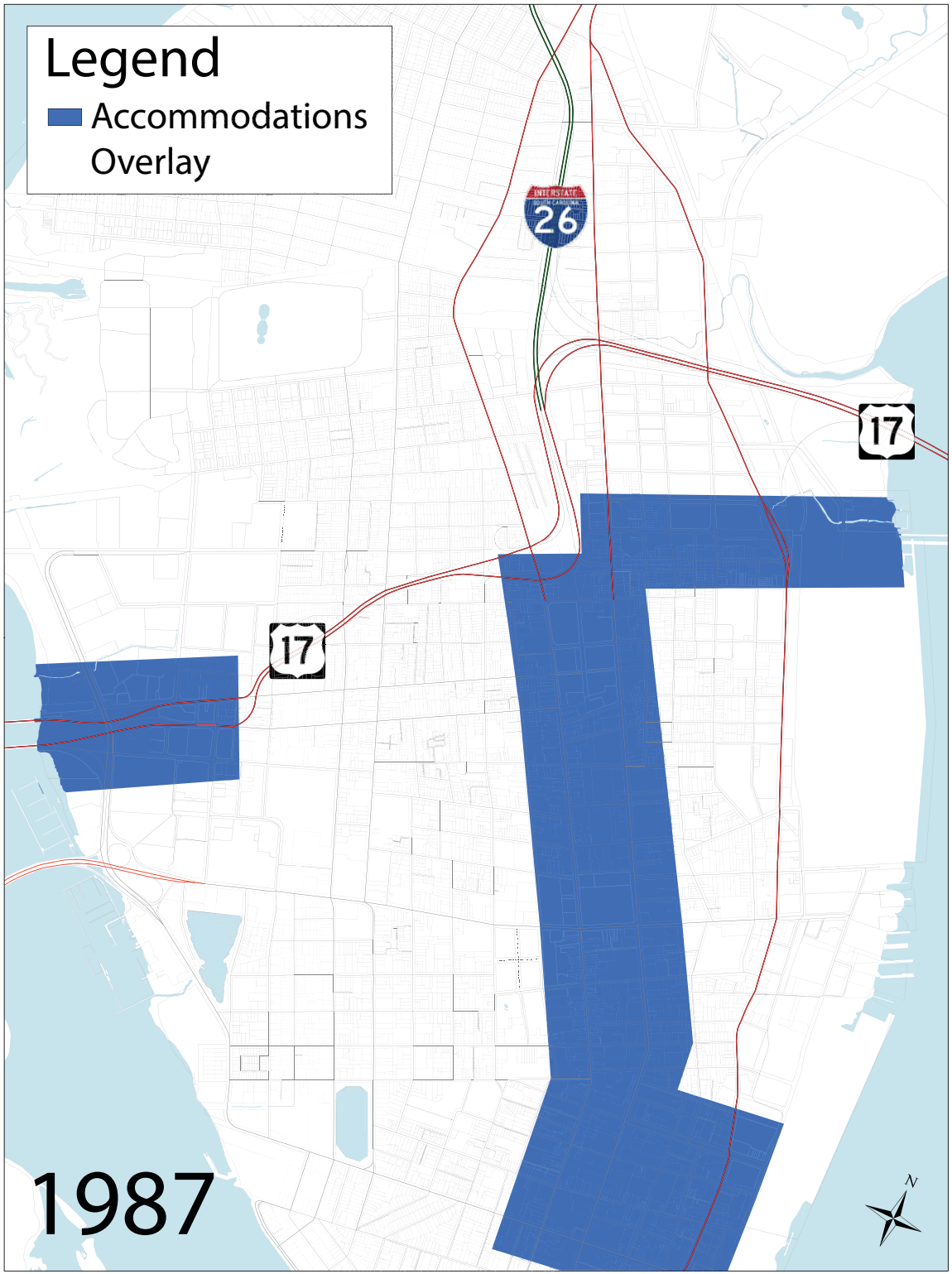


Accommodations Overlay

with

5 Point Special Exception Test

Adopted February 24, 1987

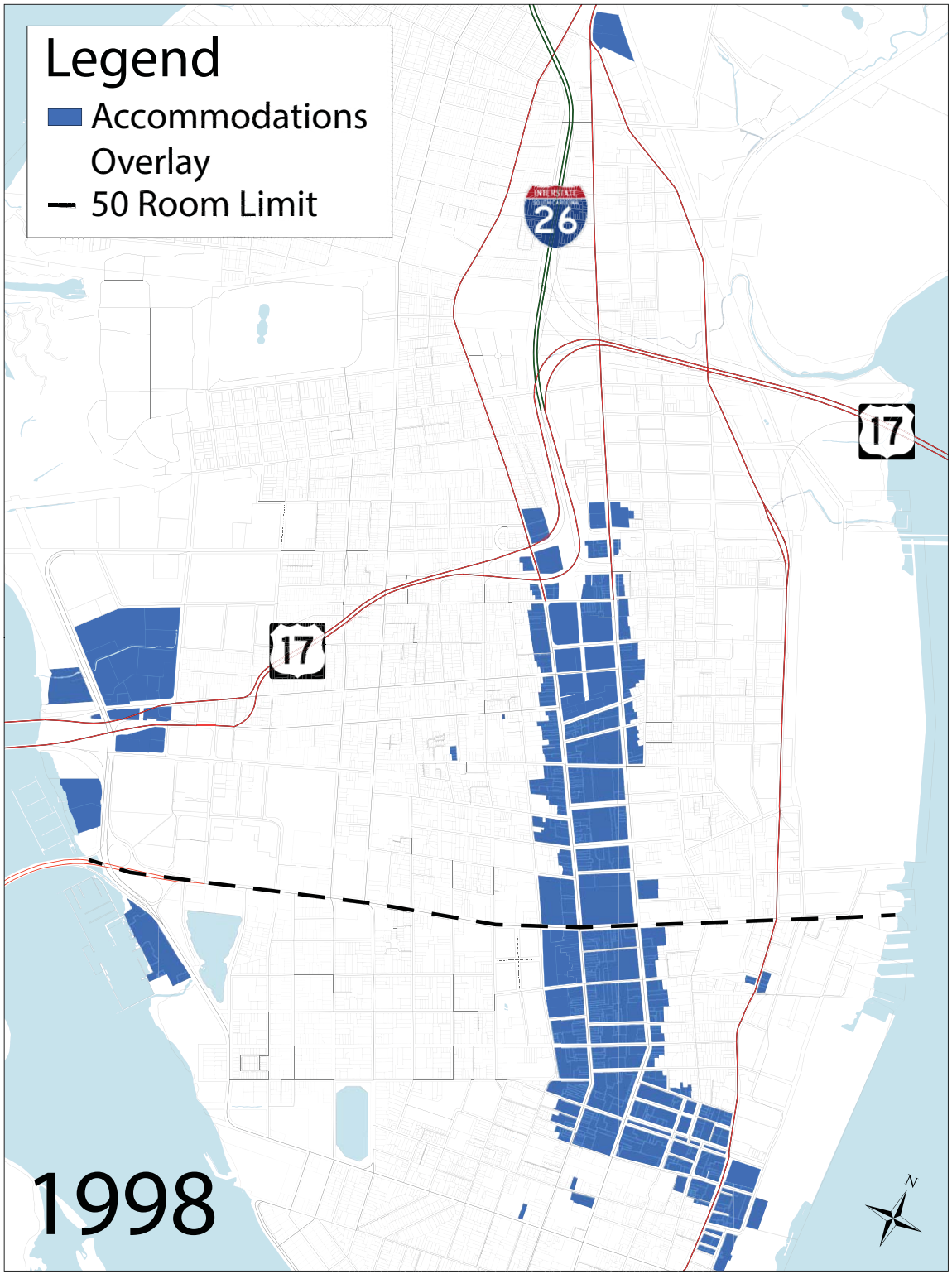


Accommodations Overlay

with

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

Refined May 1, 1998

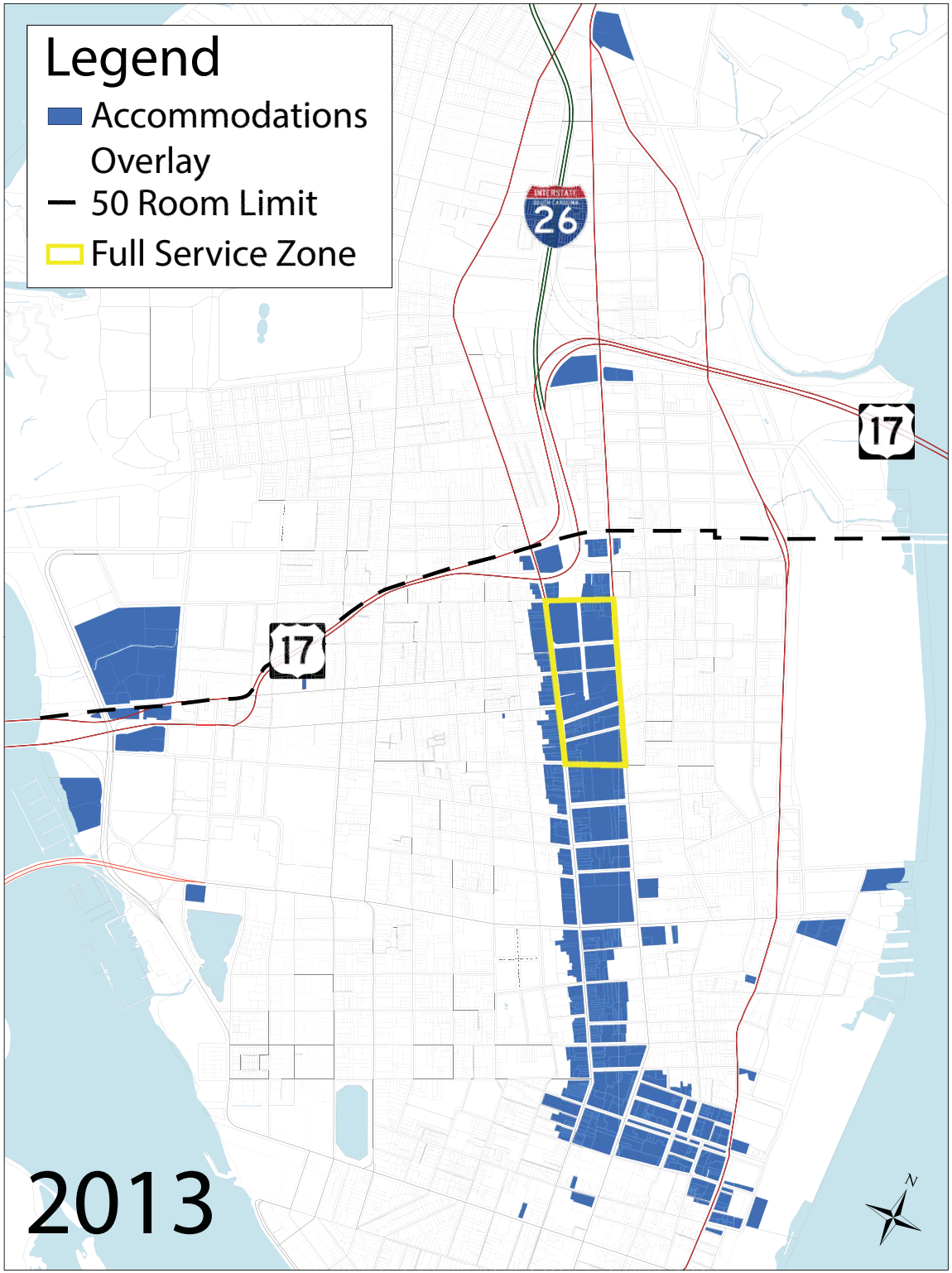


Accommodations Overlay

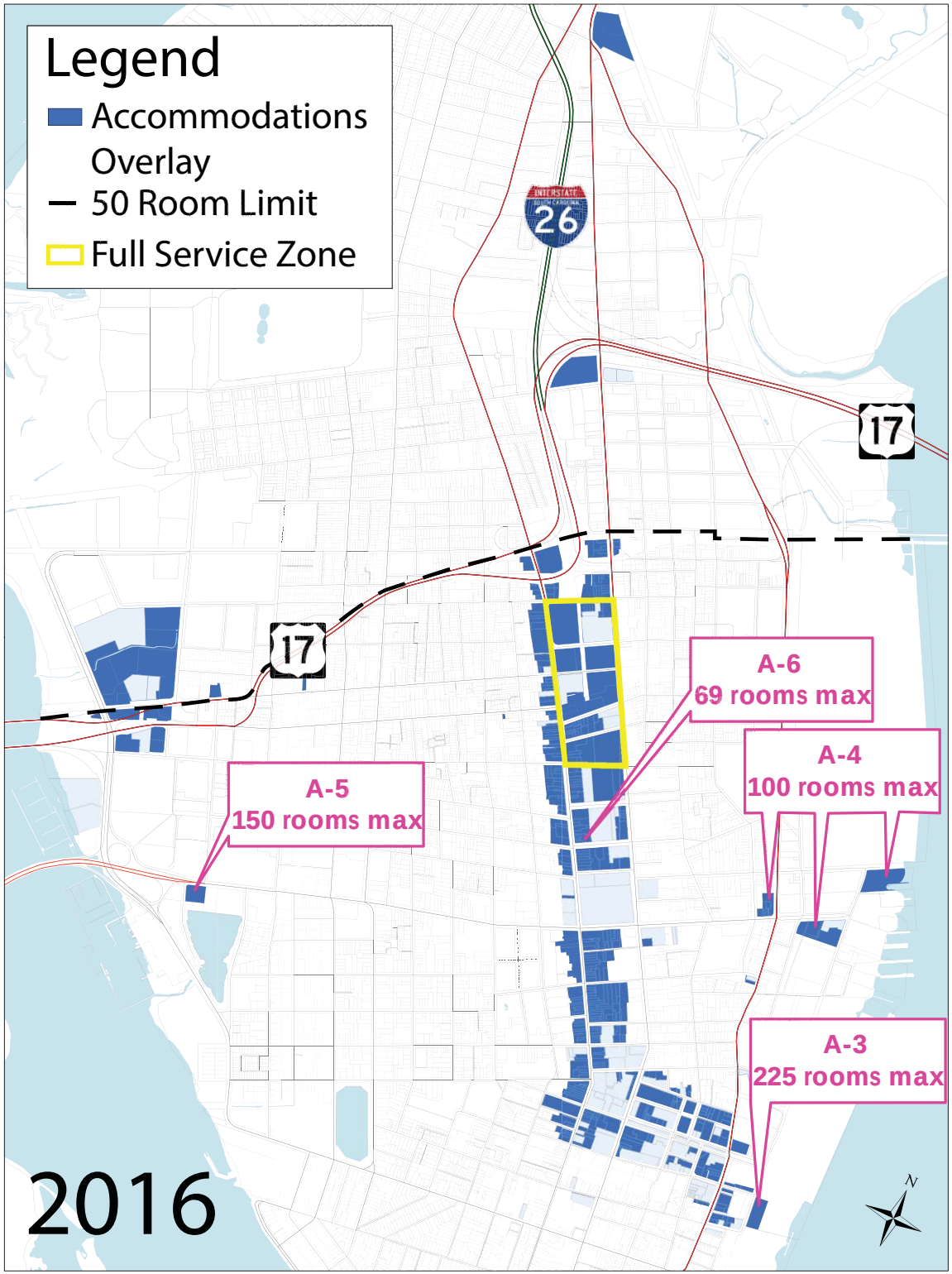
with

6 Point Special Exception Test & Room Limit Line at Crosstown

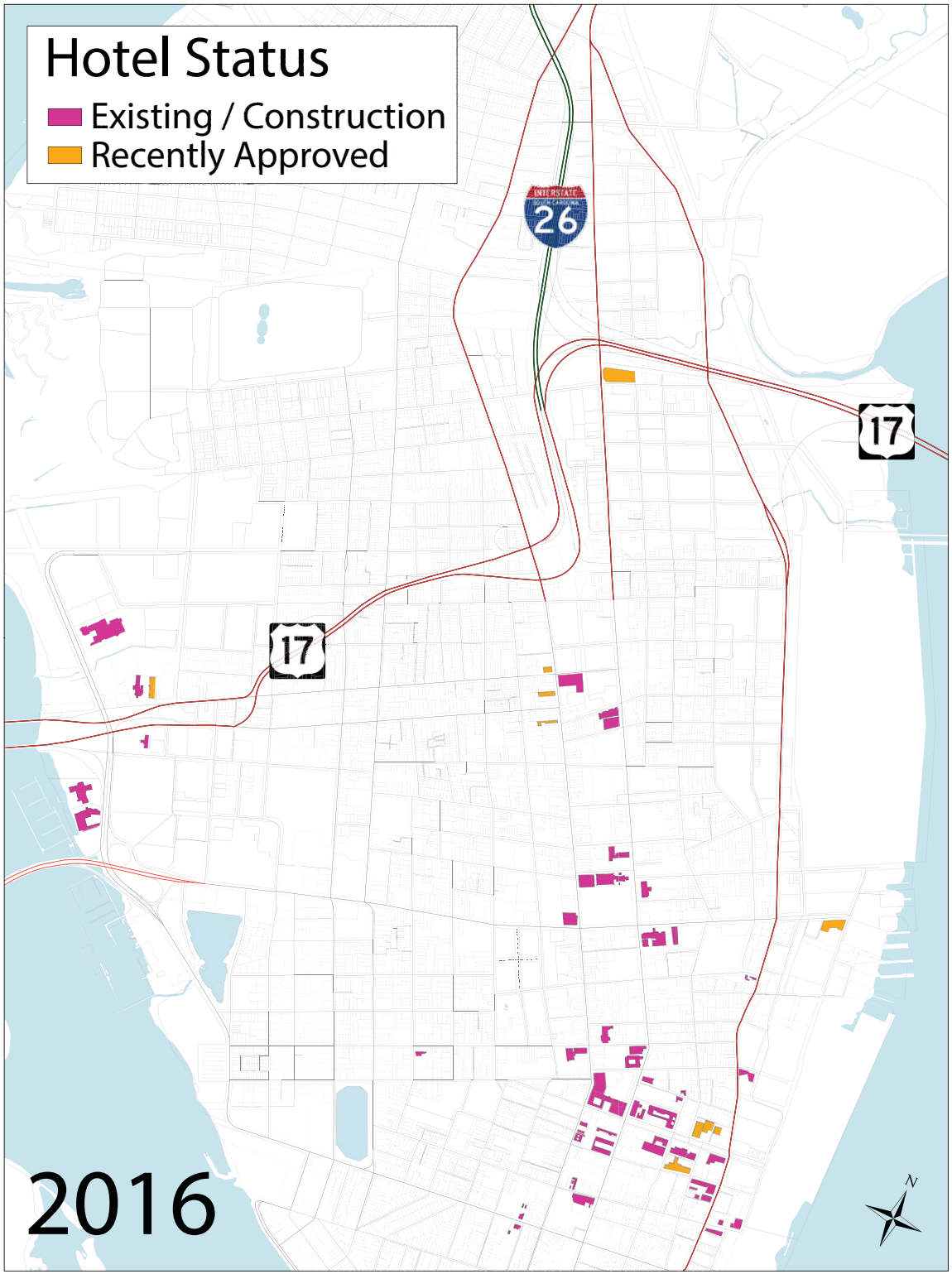
Refined September 24, 2013



Potential Hotel Sites



Hotel Status



Hotel 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;

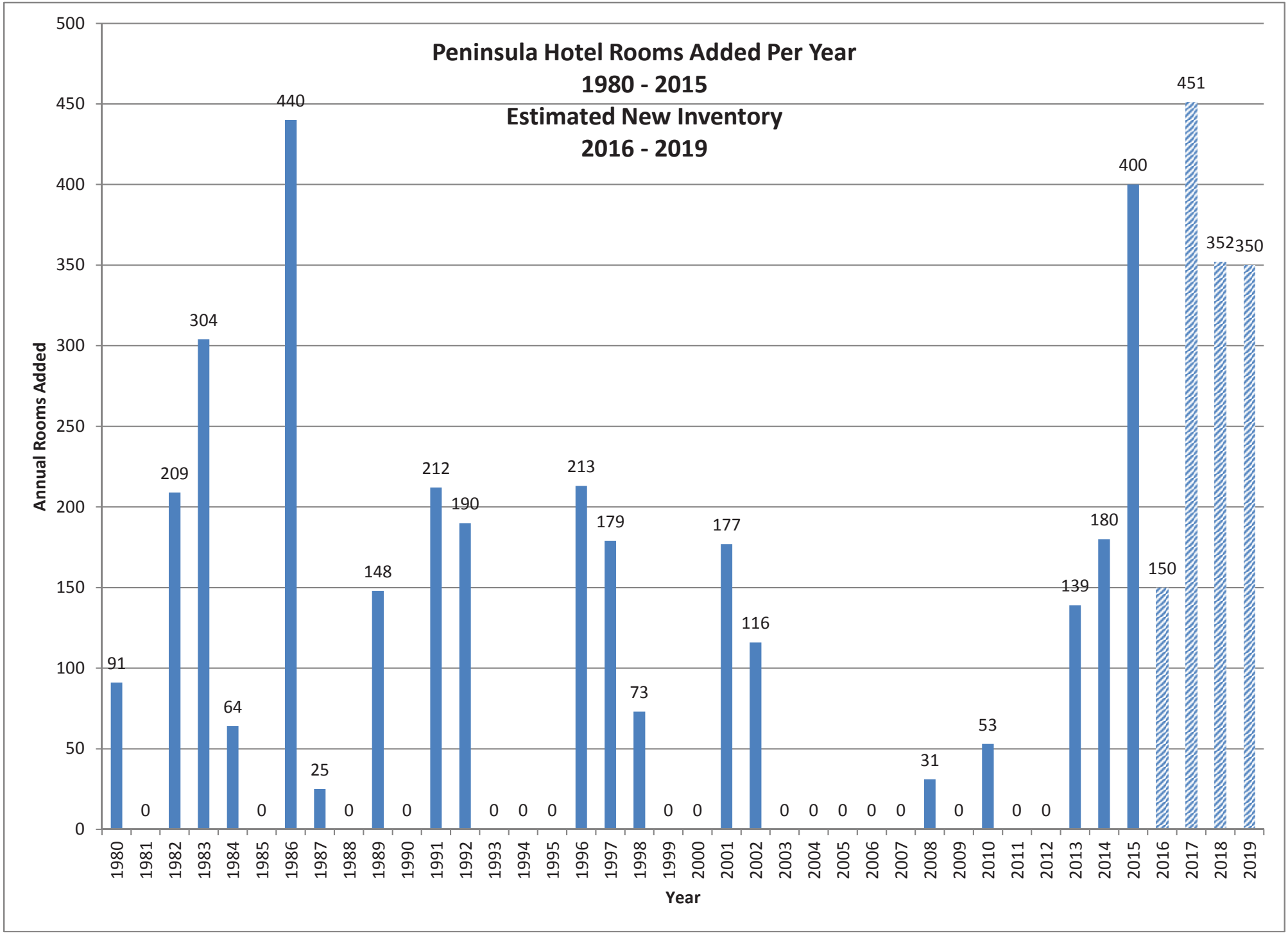
(c) the total square footage of interior and exterior floor area for restaurant and bar space in the proposed facility, including restaurant/bar patron use areas, bar areas, kitchen, storage, and bathroom facilities, shall not exceed 12 percent of the total interior, conditioned floor area in the facility, 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
Annual Rooms Added
Year
0
50
100
150
200
250
300
350
400
450
500
91
0
209
304
64
0
440
25
0
148
0
212
190
0
0
0
213
179
73
0
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177
116
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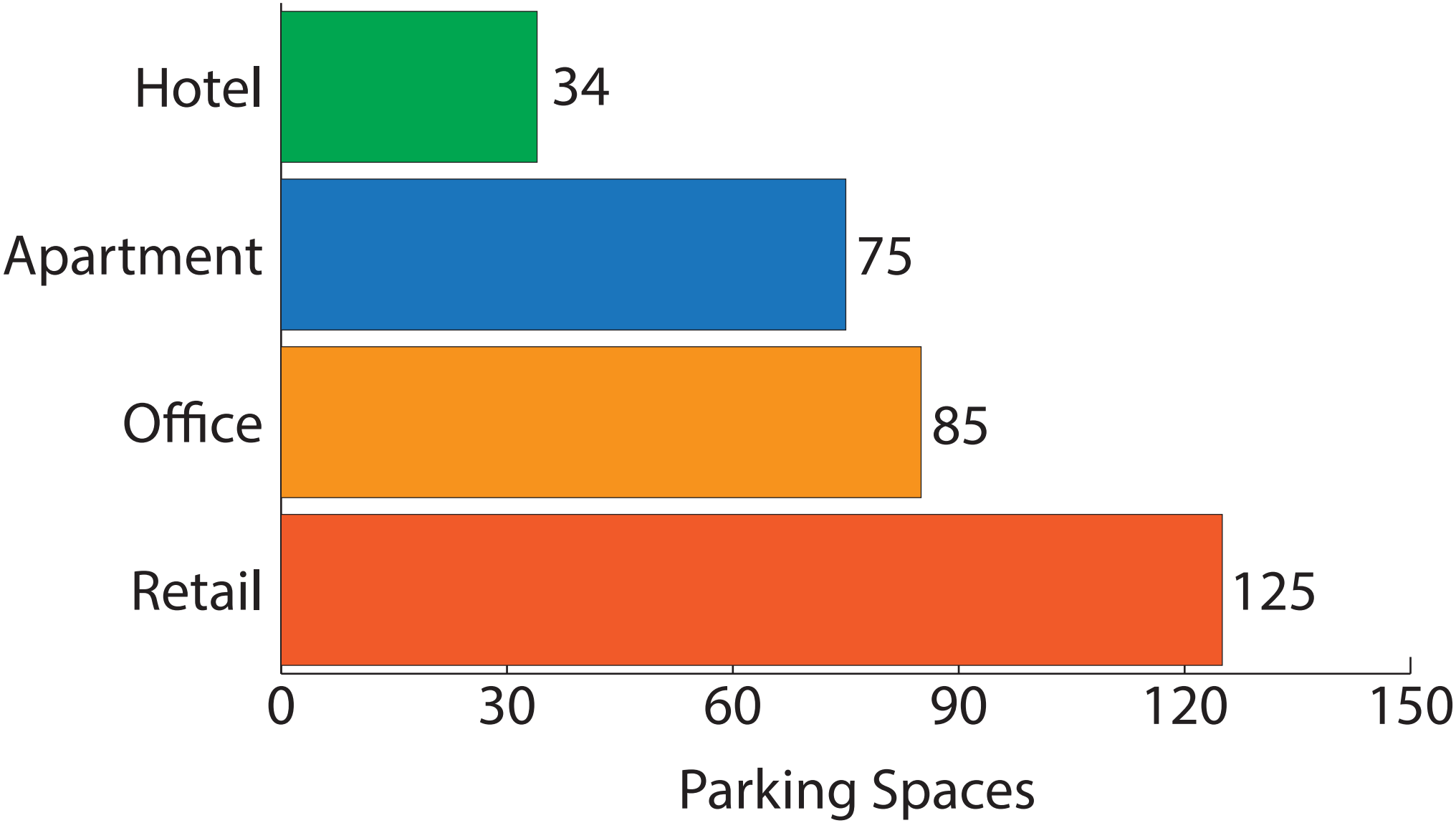
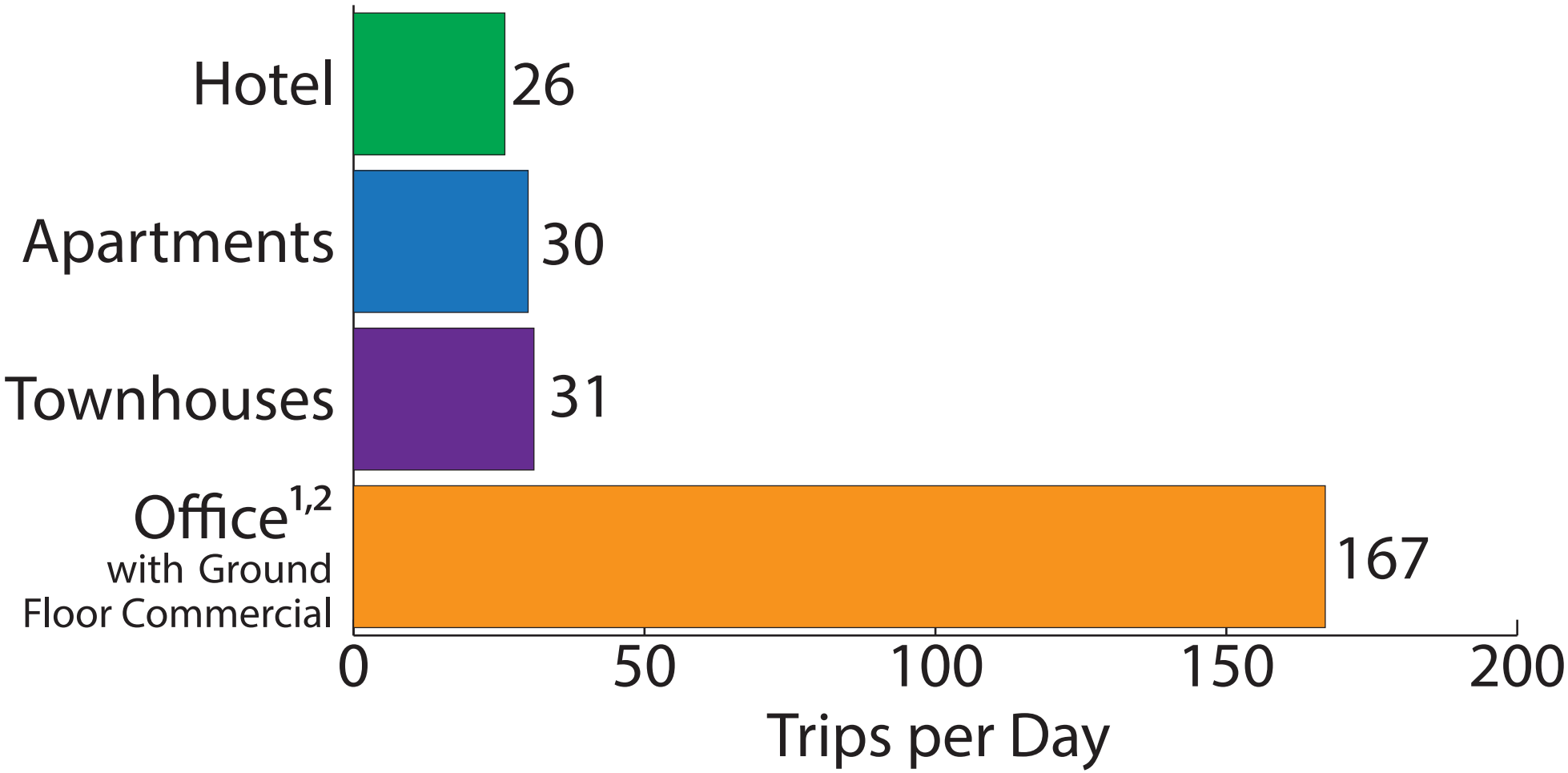
Parking Requirements
50,000 SF Building



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

Peak Hour Trip Generation- AM
50,000 SF Building

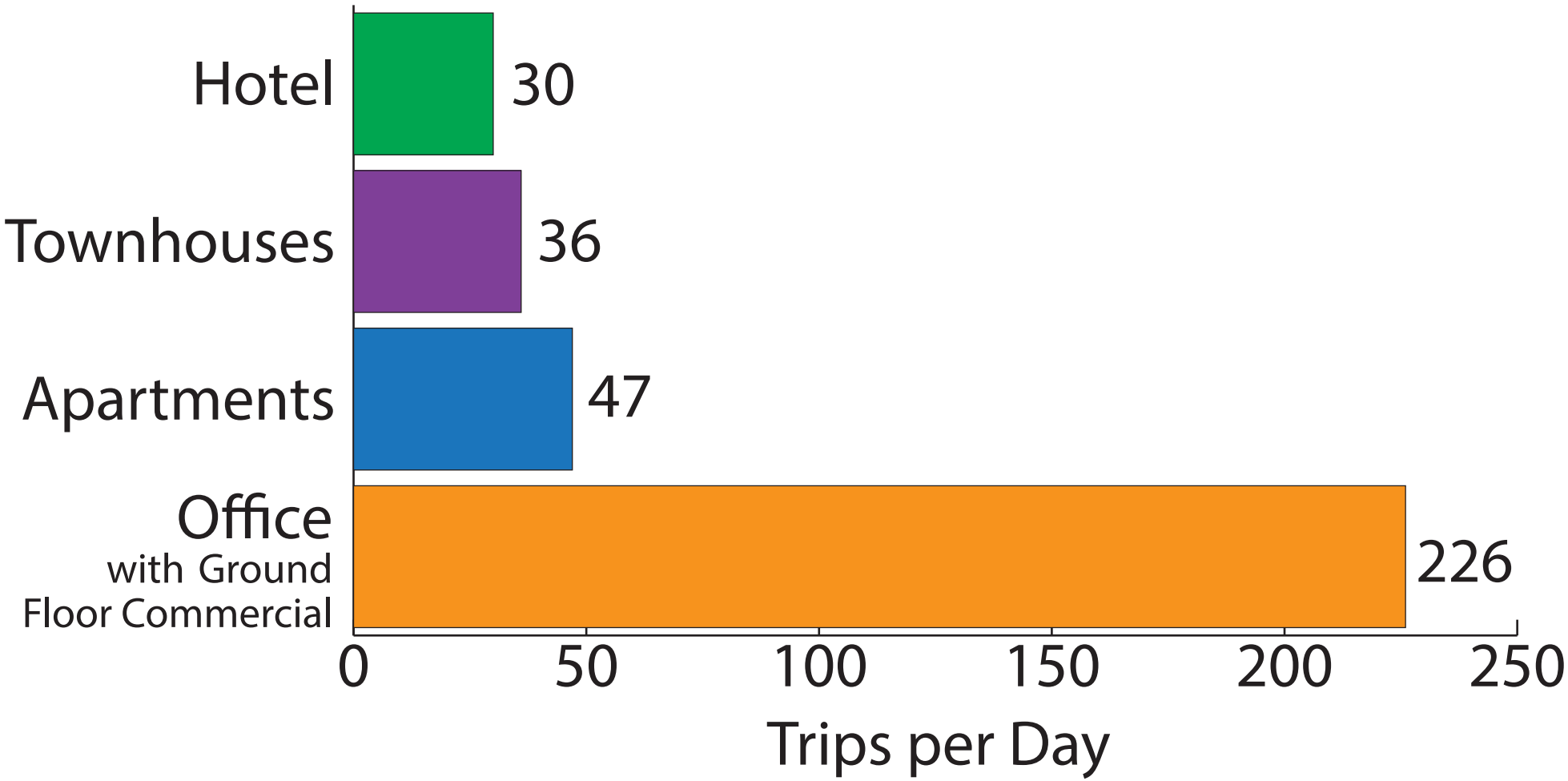


Source: Institute of Transportation Engineers, Trip Generation, Ninth Edition.

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.

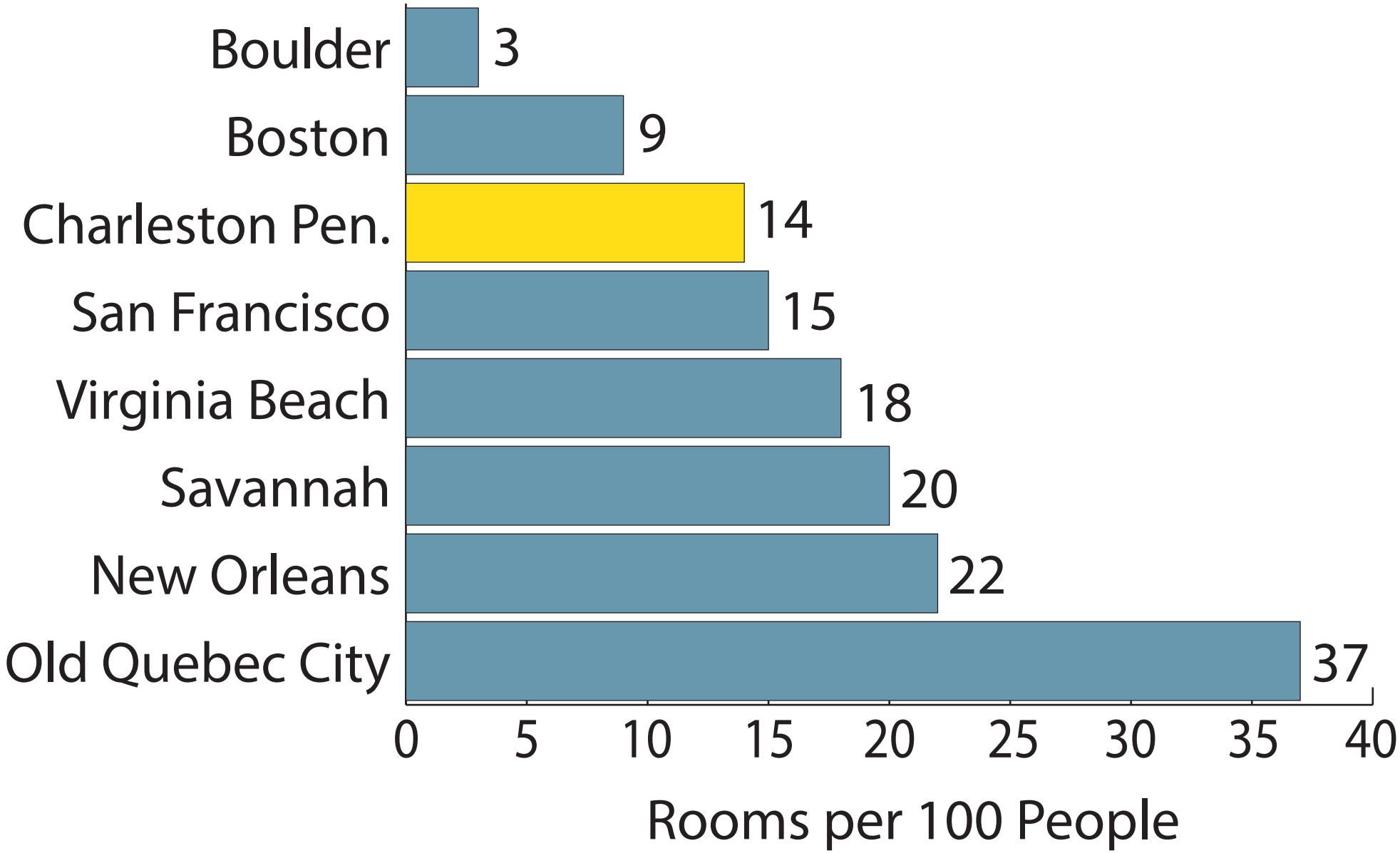
2. Directional distribution data is not provided for the AM peak hour of adjacent street traffic data, so a 75% entering/25% exiting distribution was assumed.

Peak Hour Trip Generation- PM
50,000 SF Building



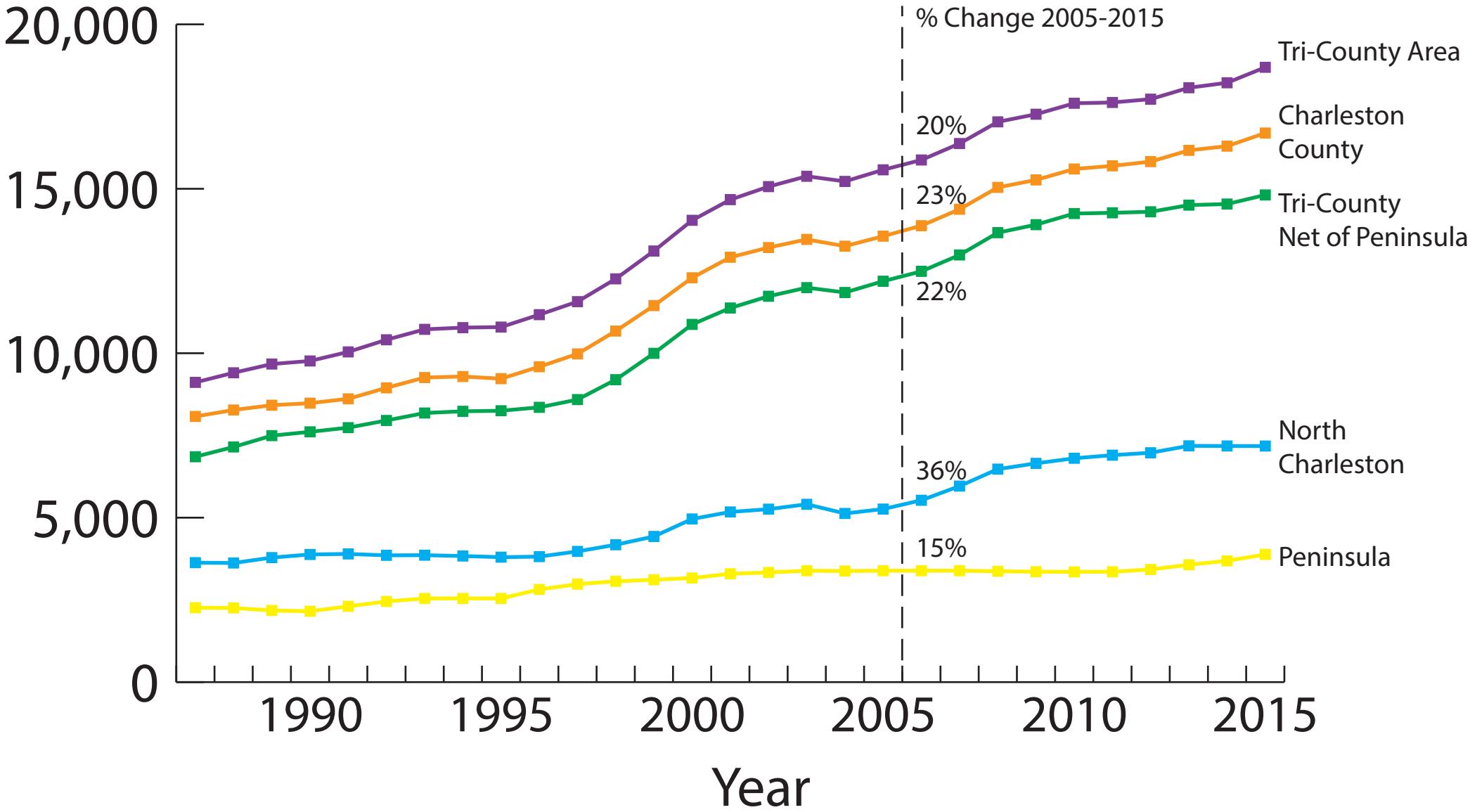
Source: Institute of Transportation Engineers, Trip Generation, Ninth Edition.

City to City Comparison



Source: U.S. Census Bureau; Smith Travel Research.

Charleston Area Hotel Market Room Inventory by Submarket



Source: Smith Travel Research, College of Charleston Office of Tourism Analysis.

Good Hotel Development

Grand Bohemian Hotel, Charleston, SC

- 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

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**