TOURISM MANAGEMENT PLAN

2015 Plan Update

Charleston, South Carolina

TOURISM MANAGEMENT PLAN

2015 PLAN UPDATE

Adopted 2015

LETTER FROM THE MAYOR

Tourism represents an important facet of the city's and region's economy. It provides jobs and economic opportunity for our residents while showcasing our city and its cultural resources to people around the world. It also represents a challenge for our community. We must remain vigilant that tourism does not damage the city's authenticity and sense of place or negatively impact residents' quality of life. This requires careful planning and management.

This Tourism Management Plan is an important blueprint identifying the impacts of tourism on downtown Charleston and solutions for its management. I commend the advisory committee and city staff for their tireless and collaborative work over the past year. I also thank the many individuals and community organizations who contributed to the plan by attending meetings and offering their suggestions. The result is an excellent plan that will serve our city well.

Mayor Joseph P. Riley, Jr.
City of Charleston
March 2015

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A special thanks to Historic Charleston Foundation and the Charleston Museum for meeting room support.

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VISION STATEMENT

The Tourism Advisory Committee will develop objectives and recommendations that address the goal of maintaining the critical and delicate balance between Charleston's residential quality of life and the tourism economy while preserving Charleston's authenticity and sense of place, especially its architectural and cultural heritage.

Tourism Management
February 2, 2015
City of Charleston

EXECUTIVE SUMMARY

Charleston's unmatched array of 18th- and 19th-century architecture and its harmonious streetscapes have long been a draw for visitors. In the past four decades, the city has expanded its reach through events such as the Spoleto Festival and Southeastern Wildlife Exposition (SEWE), as well as a newly vibrant culinary scene. Twenty years ago, there were 3.2 million visitors to the tri-county area; in 2012, that number reached an estimated 4.8 million.

The first city to adopt a zoning ordinance for its historic district in 1931, Charleston has also been a pioneer and national leader in tourism management. The two are intimately connected: a flourishing residential life in the historic neighborhoods is the backbone of the tourism industry and thus an important engine of economic development for the city as a whole. Protecting Charleston's identity as a place to live and work is central to the goals of this plan.

Managing tourism is a dynamic process, requiring periodic modification and adaptation as circumstances change. In 1978, Charleston became the first city in the United States to adopt a tourism management plan; the Spoleto Festival and the Cooper River Bridge Run were in their infancy, and the Fort Sumter tour boats departed from the foot of King Street. Sixteen years later, in 1994, the plan underwent revision, with another update in 1998.

Since 1998, boosted by publicity around national rankings, tourism in Charleston has grown exponentially, with a 70% increase in visitor count to the city itself. In addition to the congestion created by touring vehicles such as motor coaches and carriages, the docking of cruise ships and the proliferation of special events have posed new challenges. Also, each year the City receives a growing number of applications for new hotels, restaurants, bars, and tourism-related businesses.

Recognizing that the equilibrium between residential life and tourism activity was threatened, Mayor Riley convened a group of residents and industry representatives to recommend modifications to the existing management plan. Their recommendations are spread over five principal areas:

- Tourism Management and Enforcement
- Visitor Orientation
- Quality of Life
- Special Events
- Mobility and Transportation

The committee proposed three over-arching recommendations that are seen as critical to successful tourism management in Charleston:

- the creation of a centralized, coordinated approach to tourism management and special events
- a comprehensive traffic and parking study
- an annual public review of tourism management

Each of the five subcommittees adopted an overall goal and then developed strategies and detailed recommendations to achieve it. The groups also identified time frames and the party/parties responsible for implementation. The details can be found beginning on page . The general recommendations are on the following pages

Implementation and the regular monitoring of the adopted plan will be critical to its success. The full Tourism Management Advisory Committee will meet six months after the plan is adopted and will continue to meet regularly afterwards to review progress.

TOURISM MANAGEMENT & ENFORCEMENT

Goal

To manage and monitor tourism for the benefit of residents, industry, and visitors

Objectives

Reduce and manage congestion, especially in peak tourism months

Construct regulatory mechanisms that can be adhered to by the tourism industry and efficiently administered by the City of Charleston

VISITOR ORIENTATION

Goal

To make visiting the City of Charleston a seamless process

Objectives

Improve signage throughout the Peninsula to ensure that residents and visitors reach their destination easily

Identify all parking assets to encourage pedestrian traffic and reduce congestion

Update the video shown at the City of Charleston Visitor Center to quickly orient visitors

Update the City of Charleston Visitor Center to encourage additional visitation to the Center

QUALITY OF LIFE

Goal

To sustain a reasonable balance between tourism and the quality of life in Charleston's historic residential neighborhoods

Objectives

Reduce and manage congestion, especially in peak tourism months

Improve information to visitors about restroom availability

Reduce impact of cruise ships on the historic district

SPECIAL EVENTS

Goal
To ensure that special events enhance and respect the community

Objectives

Ensure that special events add value to Charleston by enhancing the quality of life for residents and attendees

Manage special events to reduce impact on neighborhoods to an appropriate level

Ensure that policies, regulations, and conditions governing special events are effective and enforced

Develop a centralized, coordinated, and accountable approach to tourism management and special events

MOBILITY/TRANSPORTATION

Goal
To create a safe, efficient, simple-to-use transportation network that serves both residents and visitors throughout the City

Objectives

Conduct a comprehensive peninsula mobility/parking study that includes all modes of transportation

Revise parking strategies to provide a variety of parking options for residents/ visitors on the peninsula

Develop transportation wayfinding apps, guides, and signs that integrate seamlessly with tourism-related orientation resources

Increase the use of transportation modes other than the automobile, (such as bicycling, walking, and public transit) by visitors and residents

Prioritize the level of safety for pedestrians within the multi-modal transportation network

Consider the recommendations of the Peninsula Mobility Report prepared by Gabe Klein

BACKGROUND

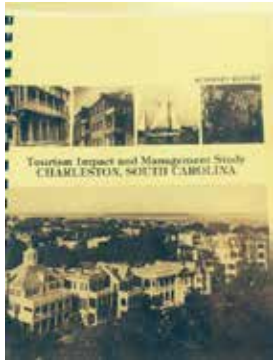
Preserving and enhancing the city's quality of life amid a vibrant hospitality sector requires careful, ongoing planning and management. As the first city in the United States to adopt a plan for managing the visitor industry, Charleston is an acknowledged leader in tourism management. A brief review of the City's various plans will place the current recommendations in context.

The 1978 plan identified circulation and parking, sightseeing vehicles, and activities within the city parks as areas of concern. Major recommendations to emerge from this first study included the residential parking permit system, restricted routes and parking zones for tour buses, park restrictions, the DASH shuttle bus system, and the creation of carriage routes and restrictions. A new management system was put in place, guided by a tourism management ordinance, administered by a new tourism management office, and overseen by a Tourism Commission. Other key recommendations resulting from the 1978 plan included a new Visitor Center and the Waterfront Park.

After enormous growth in the tourism industry in the 1980s, the City undertook another planning process in 1994. Congestion continued to top the list of concerns, along with parking, sanitation, the availability of public restrooms, and the potential "Disneyfication" of Charleston. The plan established clear goals and objectives for tourism management in the areas of long-range planning, the city's image, tourist-related vehicles, and transportation.

In 1998, an Update to the 1994 plan refined the recommendations with a strong focus on enforcement, transportation, and maintaining a healthy resident-tourist balance.

The current planning process marks the fourth time that the City has assembled a group of citizens and industry representatives to propose ways to mitigate tourism impacts. With a growing national prominence and the success of ongoing tourism promotion efforts, it was seen as an appropriate and useful time to update and revise existing planning and management methods. The process by which the Tourism Management Advisory Committee undertook this work is outlined in the next section.



In December 2013, Mayor Joseph P. Riley appointed a twenty-seven member advisory committee to make recommendations for strengthening and updating the City's tourism management. Stating that "tourism serves our city rather than the city serving it," he challenged the group to deal productively with the challenges and complexities of Charleston's popularity and growth so that it might remain a welcoming and gracious city for residents and visitors alike.

Committee Membership

The Committee included residents, business owners, tourism industry representatives, and members of both the Peninsula Advisory Commission and the Tourism Commission. Katharine S. Robinson, President and CEO of Historic Charleston Foundation, chaired the committee; David McNair of the McNair Group facilitated its work. City staff assisted with research and support throughout the process. The College of Charleston's Office of Tourism Analysis provided additional background research.

Process

The Tourism Management Advisory Committee held its first meeting in January 2014 and finalized its recommendations a year later. In the course of this yearlong process, the committee met frequently both as a whole and in five different subcommittees that were established on the basis of research and discussion of the issues. Each subcommittee identified its major issues, gathered facts, and developed a set of strategies to achieve the goal of balancing the growth of tourism with the protection of residential life.

Vision Statement

Guiding the committee's work was this vision statement: "The Tourism Management Advisory Committee will develop objectives and recommendations that address the goal of maintaining the critical and delicate balance between Charleston's residential quality of life and the tourism economy, while preserving Charleston's authenticity and sense of place, especially its architectural and cultural heritage."

Public Participation

There were several public meetings to gather community input, as well as a resident survey and outreach to the neighborhood associations. In addition, all committee and subcommittee meetings were open to the public, offering the opportunity for public comment and questions.

Citizen participation greatly enhanced the group's deliberations. Three public meetings were held, beginning with a Tourism Management forum on April 7 2014, where attendees offered more than 200 questions and suggestions. On June 12, 2014, a town-hall meeting encouraged further community feedback. On February 2, 2015, the draft recommendations were presented to the public.

Research

The College of Charleston's Office of Tourism Analysis undertook research and conducted a resident survey to provide the Tourism Management Advisory Committee with background information.

Modeled on a similar questionnaire conducted in 1994, a survey was sent to 2150 randomly selected households. Of the total number 1500 were sent to households in residential zip codes on the peninsula, 500 to residents of West Ashley and James Island, and 150 to Daniel Island. A total of 487 completed questionnaires were returned, yielding a 22.65% response rate.

While the majority of respondents expressed support for tourism, more than half stated that tourism is

causing crowded conditions in their neighborhoods, is growing too fast, and is disrupting their quality of life. In addition, when asked to respond to the statement that the City's current tourism regulations adequately manage tourism impacts in our community, only 8.7% strongly agreed with this statement.

A comparison of the 2014 study with the results from the previous study indicates that street congestion, lack of parking, and sanitation are ongoing concerns, if slightly improved. Issues that were of common concern in all the surveyed neighborhoods include parking, special events, and vehicle congestion on the streets due to cruise ships and tourists in automobiles.

Neighborhood Association Input

Ten downtown neighborhoods responded to the Committee's request for input on tourism issues: Charlestowne, French Quarter, Ansonborough, Harleston Village, Dockside/ Gadsden's Wharf, Mazyck-Wraggborough/ Garden District, Radcliffeborough, Cannonborough-Elliottborough, Hampton Park Terrace, and Wagener Terrace. Four of these ten described direct tourism impacts, while one neighborhood expressed interest in drawing more tourism activity.

Common concerns articulated by neighborhood associations were:

- The need for more effective enforcement of existing regulations and better management
- The need for greater coordination of tourism activities, special events, and filming
- The need for improvements in the residential parking system and for the creation of remote parking/shuttle options

Charleston has experienced unprecedented growth in tourism. The 4.8 million visitors in 2012 represent a 70% increase over a twenty-year period.

Up to thirty carriages may operate daily on the peninsula, joined by numerous small buses, motor coaches, pedicabs, and 20-person walking tours, and an unknown number of tourist automobiles. There has been a 26% increase in rooms built since 1998. A surge of hotel development is underway, with another 1504 rooms planned which would result in an additional increase of 39%.

In many ways the issues of today are intensifications of yesterday's issues: congestion, parking, crowds. The City has recently taken steps to address these. Before the planning process began, the Visitor Accommodations Study and the zoning ordinance were updated with the intent of addressing the increase in hotel rooms. Some areas were removed from the Accommodation Overlay; in other areas, the number of rooms permitted per hotel was reduced.

Moreover, City Council passed an ordinance establishing a moratorium on new tour vehicles until the end of 2014 and adopted an ordinance to ban the commercial use of slow-moving vehicles and golf carts.

In addition, three fulltime Tourism Enforcement Officers were hired and placed under the Director of Livability. The restrooms at City Hall were opened to the public on Saturdays and Sundays. Signs were placed at the entrances to White Point Garden to direct visitors to the nearest public restroom. The Tourism Management Advisory Committee also recommended the development of a "Charleston Charter for Sustainable Tourism." The Charter appears at the back of this plan.

In the course of its deliberations, the Committee identified two new issues. The first is special events on the peninsula, which increased by 63% between 2009 and 2013. In 2013, there were 414 permits issued for small, medium, and major events. While events often carry great benefit for the community, they frequently have negative impacts on the neighborhoods, including congestion and traffic due to street closures, trash, and parking problems. Events range from nationally prominent and extended festivals such as the Spoleto Festival or SEWE to parades, runs, and walks. Filming and photo shoots, while not currently under the aegis of the Special Events Committee, further contribute to the problems.

The second issue that the committee took up was the growth of cruise ship activity in Charleston. The College of Charleston's research showed that since 2010, when Charleston became a port of embarkation for a major cruise line, the number of cruise ship passengers has increased 45%. Prior to 2010 cruise activity was minimal. As the Committee came to understand in more detail the interconnected impacts of various sectors of the tourism industry, members felt that the management of cruise ship impacts, particularly given the proximity of cruise ship operations to already-strained historic districts, fell within its purview. While the outcome of the federal permitting process for a new cruise terminal and the potential redevelopment of the Union Pier property remain in question, the day-to-day effects of cruise ship operations are felt in several neighborhoods. The Committee recognizes the efforts by the City and City Council to handle cruise activity and offers its recommendations on this subject in the hope that impacts may be further mitigated.

RECOMMENDATIONS

The following sections contain the detailed recommendations from each of the five subcommittees of the Tourism Management Advisory Committee:

1. Tourism Management & Enforcement
2. Visitor Orientation
3. Quality of Life
4. Special Events
5. Mobility & Transportation

Each section begins with a statement of the goal and a brief background narrative. Specific recommendations follow, with detailed strategies for achieving them, a timeline for implementation, and the organization or entity responsible for implementation.

In some cases, subcommittees produced similar or identical recommendations. For purposes of clarity and brevity, these were consolidated in the most appropriate area.

TOURISM MANAGEMENT/ENFORCEMENT

Goal: Manage and monitor tourism for the benefit of residents, industry and visitors.

The 2014 planning process indicated an overwhelming sentiment that current tools for tourism management and enforcement would benefit from being refined and strengthened. The need for increased enforcement and management of existing tourism regulations was a consistent concern voiced by committee members, residents who participated in the survey and in the public meetings and neighborhood associations.

After the 1998 Tourism Management Plan Update, the Tourism Management Ordinance was further strengthened by implementing additional restrictions on the tourism industry and by fine-tuning the management framework. Despite these efforts, today the community still feels the pressure and impacts of a growing tourism economy.

The subcommittee on Tourism Management & Enforcement was assiduous in its gathering of information, holding discussions and fact-gathering sessions with City staff, industry representatives, and other interested parties to develop its recommendations. Ultimately, a plan is only as good as its implementation. With that in mind, the subcommittee endeavored to develop a set of recommendations that would produce easily understood and enforceable regulatory mechanisms and thus enhance the City's tourism management capabilities.

OBJECTIVES

Strategies	Completion Milestones	Owner
Reduce and manage congestion especially in peak tourism months		
Include carriages among the vehicles regulated for transportation by the City of Charleston including number, hours and areas (T-Tag and manifest)	6 Months	City-TM, TC
Maintain current number of carriages and certified buses on the streets for touring purposes, pending the results of a comprehensive traffic analysis	6 Months	City-TM, TC
Establish regulations for the number of carriages in zones 4 and 5	6 Months	City-TM, TC
Study motorcoach size and impact and revise the perimeter route to improve traffic flow and reduce negative impacts	1 Year	City– TM, TC, T&T
Improve pullover opportunities for vehicles and carriages	6 Months	CITY T&T, Parks
Transition to narrower and cleaner tour vehicles on the Peninsula	4-5 Years	Tour Companies
Develop an effective carriage separation rule that can be self-regulated	6 Months	Carriage Companies
Require walking tour guides to keep sidewalks and doorways passable in conformance with ordinance	6 Months	Tour Guide Association

TOURISM MANAGEMENT/ENFORCEMENT

OBJECTIVES

Strategies	Completion Milestones	Owner
Construct regulatory mechanisms which can be adhered to by the tourism industry and efficiently administered by the City of Charleston		
Assess the number of Tourism Enforcement Officers in June 2015 and increase accordingly at that time; peg future increases to tourism growth as appropriate	June 2015	City-PPS
Create rules for the Tourism Commission that allow citizen participation in subcommittee discussions	6 Months	City– TM, TC
Create a "Charleston Standards for Tourism" (policies for sustainable tourism)	Completed	Advisory Committee
Review the tourism ordinance to address all issues related to monitoring and managing resident, industry and visitor needs	Ongoing	City-TM, TC
Conduct an annual review of tourism related activities	1 Year/ Ongoing	City-TM, TC

VISITOR ORIENTATION

Goal: To make visiting the City of Charleston a seamless process

Effective tourism management includes a knowledgeable and well-informed visitor. Providing high-quality and easily accessible information on how to get around and experience the city is essential to ensure a rewarding visitor experience. Transportation, parking, and visitor information and orientation were all seen as critical to creating a positive visitor experience as well as to mitigating the impact on neighborhoods.

The Visitor Center, located on upper Meeting Street as a result of recommendations in the 1978 Tourism Impact Management Study, serves not only as an information and visitor orientation center but also as a transit hub for garage parking, public transportation, and private touring vehicles. After nearly 25 years in operation, the Visitor Center needs updating with current technology, fresh amenities, and a reinvigorated retail space. Consideration should also be given to a new location further north on the peninsula, to complement the City's mobility goals.

Equipped with smartphones, many visitors may not stop at the Visitor Center at all. By creating apps and using technology in other creative ways, the City and the Convention and Visitors Bureau can provide a wealth of information to visitors in advance and offer up-to-the-minute guidance once they are here. More effective signage and identification of parking areas will also enhance a visitor's understanding of how to get around Charleston.

OBJECTIVES

Strategies	Completion Milestones	Owner
Improve signage throughout the Peninsula to ensure residents and visitors can reach their destination easily		
Improve street and highway signage with directions to points of interest and major attractions	2-3 Years	City-T&T/DOT
Add wayfinding signs throughout Downtown Charleston	2-3 Years	City-T&T/PPS, CVB
Identify all parking assets to encourage pedestrian traffic and reduce congestion		
Better identify parking garages and create incentives for their use	1 Year	City-BFRC
Update the video shown at City of Charleston Visitor Center to quickly orient visitors		
Shorten the video currently shown from 38 minutes to 10-15 minutes and show continuously at no charge	1 Year	City- BFRC, Special Facilities/CVB
Include map in video to show off-peninsula sites, such as Charles Towne Landing, James Island County Park, plantations, Colonial Dorchester, etc.	1 Year	City-BFRC, Special Facilities/CVB
Incorporate into college orientation	Ongoing	City-PPS/Colleges

VISITOR ORIENTATION

OBJECTIVES

Strategies	Completion Milestones	Owner
Update the City of Charleston Visitor Center to encourage additional visitation to the center		
Update the content of information provided as well as the layout and organization of the facility	2-3 years	City-BFRC, Special Facilities/CVB
Explore new visitor center locations as it relates to a new transit center	2-3 years	City-PPS/CVB

QUALITY OF LIFE

Goal: Enhance and maintain a reasonable balance between tourism and quality of life in Charleston's historic residential neighborhoods

Defined by its historic, architecturally significant neighborhoods and graced by the complementary beauties of its built environment and its natural surroundings, Charleston has always been first and foremost a city where real people live and work. Even as tourism activity has continued to grow, the City has, to date, avoided the twin dangers of becoming either a museum or a theme park.

Protecting the residential quality of life is a prerequisite for the continued vibrancy of the tourism industry and the sustaining of the many economic benefits its brings to the entire city. This goal, of maintaining livability in the face of ever-growing tourism, is present in one way or another in every recommendation in this plan.

Charleston's historic districts are living, breathing communities of people who go about their lives while stewarding the historic properties for future generations of residents and visitors. The Tourism Ordinance nicely encapsulates the connection between quality of life and the health of the tourism industry in its statement of purpose: "To maintain, protect and promote the tourism industry and economy of the city and, at the same time, to maintain and protect the tax base and land values of the city, to reduce unnecessary traffic and pollution and to maintain and promote aesthetic charm and the quality of life for the residents of the city."

In recent years, as the number of visitors has increased significantly, normal neighborhood traffic has been exacerbated by carriages, tour buses, motor coaches, pedicabs and walking tours. The peak tourism seasons occur between March and May and again in October through December. The number of visitors strains the availability of residential parking. The docking of cruise ships at the edge of the historic district affects traffic and congestion. Hundreds of special events each year, including parades, walks, runs, festivals, and film shoots further increase traffic, close neighborhood streets, and generate noise and trash.

Many of the issues that the Quality of Life subcommittee discussed found their way into other subcommittee reports, and appear in those recommendations. The subcommittee eventually focused its recommendations on reduction of congestion, improved information on restroom availability, and management of cruise ship impacts.

OBJECTIVES

Strategies	Completion Milestones	Owner
Reduce and manage congestion especially in peak tourism months		
Review carriage and tour bus activity during peak congestion times in the neighborhoods, such as school dismissals and church dispersals, to assess temporary discontinuing of tours during discrete periods.	1 Year	City-TC
Address concerns over recent substantial hotel room increases on the Peninsula and beyond by monitoring their impact on congestion and moderating future hotel room increases	1 Year/ Ongoing	City-PPS
Work with the Charleston Convention and Visitor Bureau to improve communications with neighborhoods and to incorporate a formal "congestion" metric that balances their evaluation of success	1 Year	CVB/ Neighborhood
Improve information to visitors about restroom availability		
Communicate locations and hours of existing public restrooms via apps and better signage	1 Year	City– T&T, TM/CVB
Install signage in White Point Garden	Completed	City– T&T, TM, Parks
Open City Hall restrooms on weekends	Completed	City– TM

QUALITY OF LIFE

OBJECTIVES

Strategies	Completion Milestones	Owner
Reduce impact of cruise ships on the historic district		
Continue the dialogue on the installation of shore power	Ongoing	City-Council, Mayor/SPA
Explore ways to coordinate and manage the calendar to avoid cruise ship arrivals on the days of major events such as the Bridge Run, Spoleto Festival opening, and college graduations	1 Year	City-SEC/SPA
Evaluate the possibility of remote passenger parking to reduce congestion	1 Year	SPA
Endorse and document the resolution adopted by the South Carolina State Ports Authority and the resolution adopted by City Council in 2010 that commits to a maximum of 104 cruise ships per year that carry no more than 3500 passengers per ship and no more than one ship to be docked at a time. Look for ongoing ways to strengthen the agreement to achieve optimal balance of tourism and livability	Ongoing	City-Mayor, Council/SPA
Study the possibility of defraying the costs the City incurs in supporting the cruise ship industry by charging a passenger head tax	1 Year	City-BFRC/SPA/State

SPECIAL EVENTS

Goal: Ensure that special events enhance and respect the community

As Charleston's national profile has continued to grow, the city has experienced a proliferation of proposals for special events: there was a 63% increase in the number of events held in the city between 2009 and 2013, with a slight dip in 2014. In 2010, to address this increase, the City adopted an ordinance establishing procedures for issuing permits and created a Special Events Committee of seven members of City departments to review and approve events. Due to the continued growth of runs, walks, parades, festivals, and other events, the Special Events Committee capped the number of events on the peninsula in 2011-2012.

Special events in Charleston range from blockbuster annual gatherings such as the Southeastern Wildlife Exposition (SEWE) and the Cooper River Bridge Run to smaller events such as walks/runs , neighborhood gatherings, and parades. Many of these events are scheduled between February and June, already a peak tourism time, and between September and December, another active tourism period.

The economic benefit from these events can be significant; for example in 2012, SEWE had a reported impact of $32.4 million. Other benefits that accrue from special events include the enhancement of health and wellness, support for charities, and the provision of recreational opportunities. At the same time, these events also bring the negative impacts of noise, street closures, traffic, and parking.

Film and photo shoots, which like special events entail street closures, traffic rerouting, and parking problems, are not under the aegis of the Special Events Committee.

The subcommittee on special events conducted thorough research and discussed the challenges and opportunities posed by the growth of these events. The starting point for their recommendations is that every special event that occurs in Charleston should enhance and respect the community in which it occurs.

OBJECTIVES

Strategies	Completion Milestones	Owner
Ensure that special events add value to Charleston by enhancing the quality of life for residents and attendees		
Establish criteria for assessing value	6 Months	City-SEC
Require all special events to apply for approval annually as a new event to the Special Events Committee	6 Months	City-SEC

SPECIAL EVENTS

Strategies	Completion Milestones	Owner
Manage special events to reduce impact on neighborhoods to an appropriate level		
Limit the number of Special Events south of the Septima Clark Parkway to the current level	6 Months	City- SEC
Employ a full time Special Events Coordinator	6 Months	City- Mayor
Provide adequate restrooms and parking for events	Ongoing	City- SEC
Provide new locations and identify underutilized sites throughout the City for events	Ongoing	City- SEC
The Special Events Committee should evaluate each event (post event) to include a self-evaluation report by the sponsor	1 Year	City- SEC
Amend ordinance to exclude exceptions to events- all events must go to the Special Events Committee	1 Year	City- SEC & Legal
Minimize street closures	Ongoing	City- SEC

OBJECTIVES

Strategies	Completion Milestones	Owner
Ensure that policies, regulations and conditions governing special events must be effective and enforced		
Include filming and photography shoots under the jurisdiction of the Special Events Committee	6 Month	City- SEC, CA
Deploy City staff to effectively monitor events for compliance with regulations and required conditions and to correct violations and incidents as they occur	6 Months/ Ongoing	City- SEC, CA
Develop a centralized, coordinated, and accountable approach to tourism management and special events		
Create a new department for Tourism and Special Events Management to better coordinate all tourism related activities and special events for the purpose of clear communication between department and the community and for better enforcement of the regulations	2-3 Years	City- Mayor

MOBILITY AND TRANSPORTATION

Goal: To create a safe, efficient, simple-to-use transportation network that serves both residents and visitors throughout the City

Steady growth in the number of visitors, coupled with regional population growth in the Charleston area, has negatively affected the flow of traffic and the city's transportation network. The future extent and manner of these impacts depends on the decisions the community makes today about how people might move about the City.

The nature of Charleston's historic built environment, which has its share of narrow and one-way streets, poses challenges: the City can neither create more streets nor widen existing ones. Yet it can improve infrastructure, revise its parking strategies, and enhance pedestrian safety. A thoughtful, interconnected and diverse set of transportation options will enhance the ability of residents and visitors to get around Charleston.

The best transportation networks in the world, especially in cities with historic centers such as Charleston, provide a wide range of mobility options. The creation of diverse modes of transportation, including the automobile, public transit, bicycle and pedestrian options that operate in an organized, interconnected system, will mitigate the impacts of traffic.

In the context of tourism management, transportation efforts are necessarily focused on the peninsula, where the impacts of tourism have been the greatest. While tourism is only one of the factors contributing to traffic and congestion on the peninsula, it is the only one that lies directly within the scope of the Committee's work.

In the past, tourism-management transportation strategies focused on vehicle size, routes, or hours of operation. In these recommendations, more attention is paid to the entire network, which affects residents and visitors alike. The strategies that the subcommittee adopted suggest enhancements to pedestrian and cyclist safety, the diversification and strengthening of public transit options, the creation of more efficient parking, and the relocation of such operations as the Visitor Center and its transportation facility. There are further recommendations pertaining to resident and visitor parking, visitor orientation, and traffic.

In order to achieve the goal of shaping a safe, efficient, easy-to-use transportation network, the subcommittee felt that an accurate, fact-based assessment was of paramount importance. Thus the first recommendation is that the City undertake a comprehensive traffic and parking study that includes all modes of transportation.

OBJECTIVES

Strategies	Completion Milestones	Owner
Conduct a comprehensive peninsula mobility/parking study that includes all modes of transportation		
Review all current parking needs/projections with the purpose of reducing vehicular congestion using specific long-term and short-term goals	1 Year	City-PPS, T&T
Develop a comprehensive parking plan for all modes, user types and land uses including colleges, schools and institutions	1 Year	City-PPS, T&T
Prioritize modes for safety/efficiency	1 Year	City- T&T
Extend the Upper King Street pilot program for commercial deliveries to Middle and Lower King Street and study including other streets	6 Months	City-T&T
Transition to smaller local delivery vehicles on the Peninsula	1 Year	City– T&T, Legal

MOBILITY AND TRANSPORTATION

Strategies	Completion Milestones	Owner
Revise parking strategies to provide a variety of parking options for residents/visitors on the peninsula		
(a) Encourage a short term solution for remote parking	1 Year	City-T&T/ CARTA
(b) Create remote parking lots in appropriate areas	2-3 Years	City-T&T/ CARTA
Implement a park and ride system including visitor shuttles on the peninsula	6 Months	City-T&T/CARTA/CVB
Improve resident-focused parking for historic neighborhoods	6 Months	City-T&T/ Neighborhoods
Develop a more efficient/robust parking meter system with new technologies	2-3 Years	City-T&T

OBJECTIVES

Strategies	Completion Milestones	Owner
Develop transportation wayfinding apps, guides and signs that integrate seamlessly with tourism-related orientation resources		
Develop mobile app and website for all modes (similar to GoDCGo.com)	2-3 Years	City/CARTA/CVB
Develop parking apps and wayfinding signage	2-3 Years	City-T&T
Create visitor orientation guides and apps that include all transportation options and visitor hints	2-3 Years	City/CARTA/CVB
Implement technology to facilitate and monitor the movement of the city's visitors in tourism vehicles: for example GPS for carriages, Pedi cabs, buses etc. around the City of Charleston	2-3 Years	City

MOBILITY AND TRANSPORTATION

Strategies	Completion Milestones	Owner
Increase the use of transportation modes other than the automobile, such as bicycling, walking & public transit by visitors and residents.		
Improve and fund CARTA services city-wide and on the peninsula through smaller, quieter, more efficient buses; improved headways and tracking technology; more attractive and convenient shelters/kiosks; and expanded routes	2-3 Years	CARTA/City– T&T
Incentivize public transit through employee, student and visitor discount programs for longer-period passes	1 Year	CARTA
Secure the existing Norfolk Southern right-of-way on the Peninsula to install a public transit rail system and multi-use path	2-3 Years	City-PPS, BFRC
Develop an interconnected network of bike lanes and routes throughout the peninsula using best practice urban standards for markings, signage, rules, and facility design such as colored lanes, protected lanes, bike-boxes and signals, shared lane markings and one-way street usage	1 Year	City-PPS, T&T
Implement an extensive bike sharing program that is flexible, aesthetic, expandable and convenient to the bicycle network, transit, and parking	1 Year	City-PPS/Colleges
Develop ways to integrate bicycle safety tips and rules into visitor information and a broader education campaign including attaching "rules of the road" to rental bicycles	6 MonthS	City-PPS/CVB/Advocacy

OBJECTIVES

Strategies	Completion Milestones	Owner
Increase the use of transportation modes, other than the automobile, such as bicycling, walking & public transit by visitors and residents.		
Develop policies and infrastructure to foster the use of water transportation	2-3 Years	City-PPS/Adjacent Cities
Prioritize the level of safety for pedestrians within the multi-modal transportation network		
Adopt city-wide policies that identify the pedestrian as the primary user upon which urban street design is based	6 Months	City-PPS/DOT
Program intersections using urban best practices that emphasize the pedestrian right-of-way such as the use of Lead Pedestrian Intervals (LPI), restriction of right-on-red, and use of materials or design that designate the pedestrian space	Ongoing	City-T&T/DOT
Design, redesign or post signs for streets that reduce speed limits in the urban context	6 Months	City-T&T/DOT
Consider the recommendations of the Peninsula Mobility Report prepared by Gabe Klein		
Promote awareness among the public and elected officials of the issues and potential transportation solutions found in the Peninsula Mobility report	1 Year	City-PPS, T&T, TC
Support a feasibility study for a trolley/bus transit system on the peninsula	2-3 Years	City-PPS, T&T

CHARLESTON CHARTER FOR SUSTAINABLE TOURISM

CHARLESTON CHARTER for Sustainable Tourism

We, the members of the Tourism Management Plan Advisory Committee, appointed to assist in formulating updates to the Charleston Tourism Management Plan, recognizing the unique character of Charleston with its national as well as international tourism appeal, recommend the adoption of a set of principles to ensure that tourism meets environmental requirements as well as economic expectations and respects visitors to our City, but also the social and physical structure of Charleston and the local population.

Mindful that tourism, as a worldwide phenomenon, touches the highest and deepest aspirations of all people and also is an important element of socioeconomic and political development in the City of Charleston;

Recognizing that tourism is ambivalent, since it can contribute positively to socio-economic and cultural achievement, while at the same time can contribute to the degradation of the environment and the loss of local identity; and therefore should be approached with broad and far reaching methodology;

Mindful that the resources on which tourism is based are fragile and that there is a growing demand for improved environmental quality;

Recognizing that tourism affords the opportunity to travel and to know other cultures, and that the development of tourism can help promote closer ties among peoples, creating a conscience that is respectful of the diversity of culture and life styles.

WE APPEAL to government, other public authorities, decision makers and professionals in the field of tourism, public and private associations and institutions whose activities are related to tourism, and tourists themselves, to adopt the principles that follow:

- Tourism development shall be based on the criteria of sustainability that means that it must be ecologically bearable in the long term, as well as economically viable, and ethically and socially equitable for our community. Sustainable development is a guided process which envisages management of resources so as to ensure their viability, thus enabling our natural and cultural capital to be preserved. As a powerful instrument of development, tourism can and should participate actively in a sustainable development strategy. A requirement of sound management of tourism is that the sustainability of the resources on which it depends must be guaranteed.

- Tourism should respect the scale, nature, character and capacity of the physical and social environment; it must respect the fragile balances that characterize this city.

- Tourism must consider its effects on the cultural heritage and traditional elements, activities and dynamics of our community. Recognition of these local factors and support for the identity, culture and interests of the local community must at all times play a central role in the formulation of tourism strategies.

- The active contribution of tourism to sustainable development necessarily presupposes the solidarity, mutual respect and participation of all the actors, both public and private, involved in the process, and must be based on efficient cooperation mechanisms at all levels.

- The conservation, protection and appreciation of the worth of our natural and cultural heritage afford a privileged area for cooperation. This approach implies that all those responsible must take upon themselves a true challenge, that of cultural, technological and professional innovation, and also must undertake a major effort to create and implement integrated planning and management instruments.

- To participate in sustainable development, tourism must be based on the diversity of opportunities offered by the local economy. It should be fully integrated into and contribute positively to local economic development while respecting the authenticity and heritage of the city.

- Particular attention should be paid to the role and the environmental repercussions of transportation in tourism, and to the development of strategies to reduce the use of non-renewable resources.

- Effective management and development requires coordinated action and all local stakeholders, including the City, local community and businesses, must be involved in the development of cultural tourism.

- The management and development of cultural tourism should be responsive to change.

FINAL RESOLUTION

Taking the issues underlying these principles, a structured approach to sustainable cultural tourism can be defined by considering:

- Community-respecting the values and quality of life of the residents
- Environment-conserving the cultural and physical environment
- Visitors-their needs, aspirations and wellbeing
- Industry- the need for tourism businesses to be profitable

A critical challenge for Charleston is to decide on the relative priority to be given to each of the components. The priority will vary over time; the interaction between place and cultural tourism is always dynamic.

APPENDICES

Overview of Tourism in Charleston
Resident Attitudes Towards Tourism Survey
Neighborhood Input
Quality of Life Report
Cruise Ship Recommendations Report
Special Events Ordinance
Tourism Management Ordinance
Maps
    Special Events Map
    Tour Maps
Tour Vehicle Chart
Acronyms

OVERVIEW OF TOURISM INDUSTRY IN CHARLESTON

COLLEGE of CHARLESTON

An Overview of the Tourism Industry in Charleston

February 18, 2014

Bing Pan, Ph.D.
Office of Tourism Analysis, Department of Hospitality and Tourism Management
School of Business, College of Charleston
Presentation to Tourism Planning Advisory Committee, City of Charleston

COLLEGE of CHARLESTON

Content

- Definition of a Charleston visitor
- Who are Charleston visitors?
- Different indicators of Charleston tourism
- Concluding remarks
- Next steps –
  - *Benchmarking with peer cities*

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What is a visitor?

- A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

  - *United Nations World Tourism Organization, 2008*

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What is a visitor?

- Person-trip defined as one person on a trip away from home overnight in paid accommodations or on a day or overnight trip to places 50 miles or more [one-way] away from home.

  - U.S. Department of Transportation and U.S. Travel Association, 2011

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What is a Charleston visitor?

- Due to the tight economic connection in the Charleston-Berkeley-Dorchester tri-county area, a Charleston visitor is considered a traveler from outside the tri-county area taking a trip to the area, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in Charleston.

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What is a Charleston visitor?

- **Non-Visitors**:
  - Commuters from Summerville and Mt. Pleasant to the peninsula
  - College students from the Citadel and the College of Charleston

- **Visitors:**
  - A family from Columbia, SC for a day trip
  - Second home owners whose primary residence is NOT in Charleston
  - Boeing associates from Seattle visiting the Charleston plant

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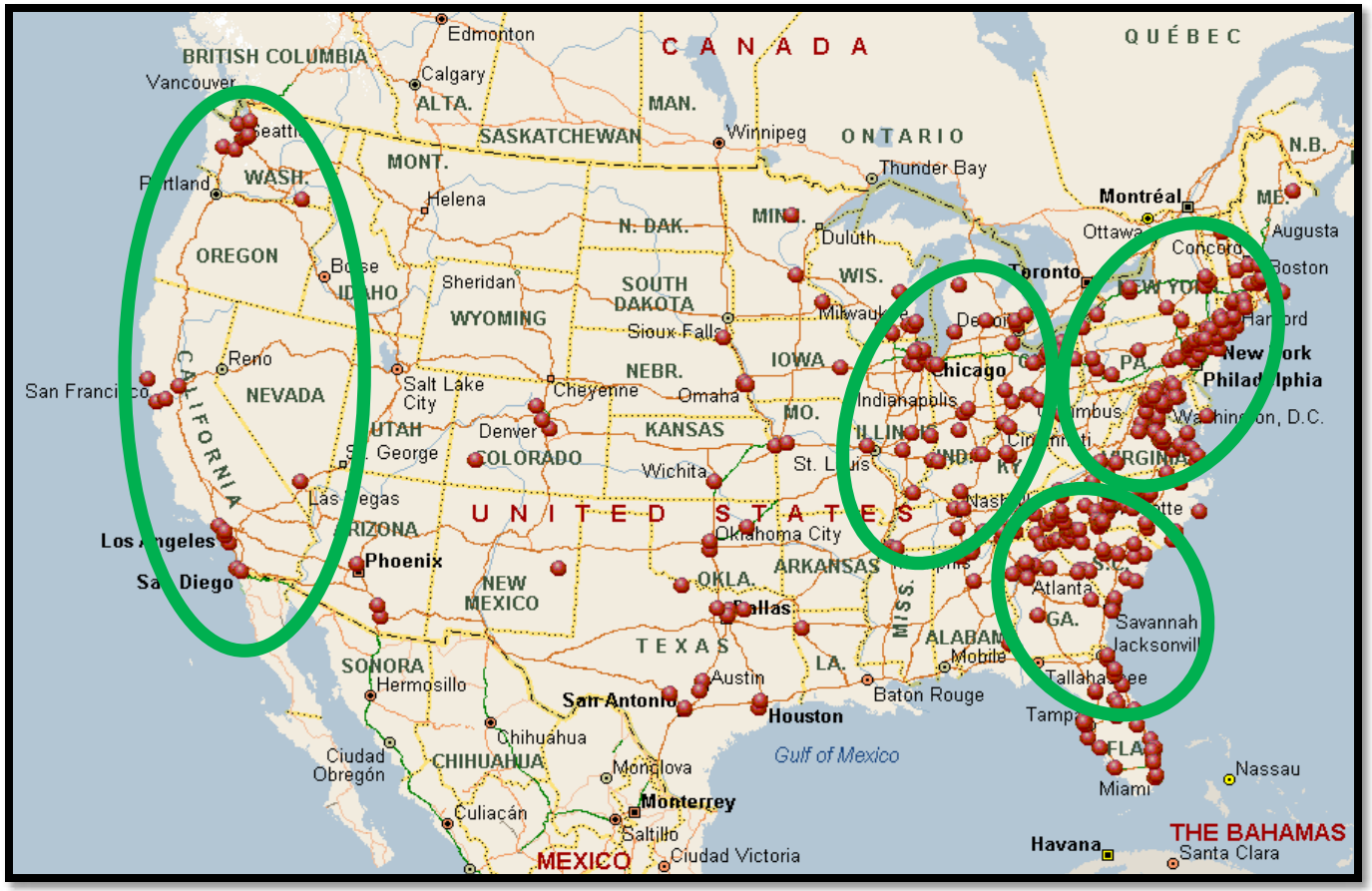
Who are Charleston Visitors?



Data Source: Office of Tourism Analysis, College of Charleston

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Who are Charleston Visitors?

- Average age 51-52, full-time employed (49.5%) or retired (18.8%) in 2011
- Mainly from SC, NC, VA, GA, OH, and FL
- 5-7% from international locations
- Main metropolitan areas: NYC, DC, Charlotte, Atlanta, Raleigh, Columbia, and Chicago
- Percentage of visitors from farther away increased in recent years
- Arrive mainly by auto (71.0%) and airplane (22.3%) in 2011

Data source: Office of Tourism Analysis, College of Charleston

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Estimation of the Tourism Economy is Tricky….

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Indicators of the Tourism Industry

- Behavioral Indicators
  - Foot traffic, attendance, cars, passenger count, space rental, web traffic
- Financial Indicators
  - Taxes, revenue
- Supply Indicators
  - Hotel inventory

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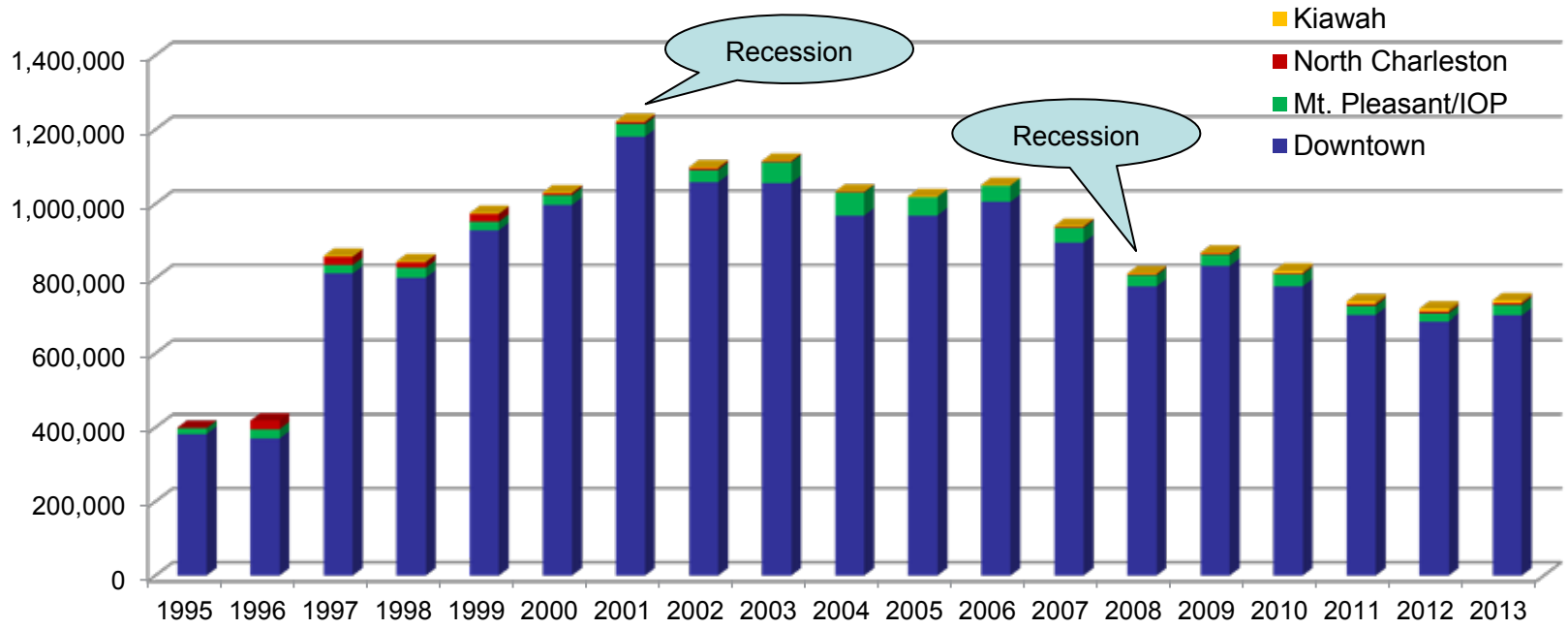
Downtown Visitor Center Traffic



2001-2013: 39.4% decrease

Data Source: Charleston Area Convention and Visitors Bureau

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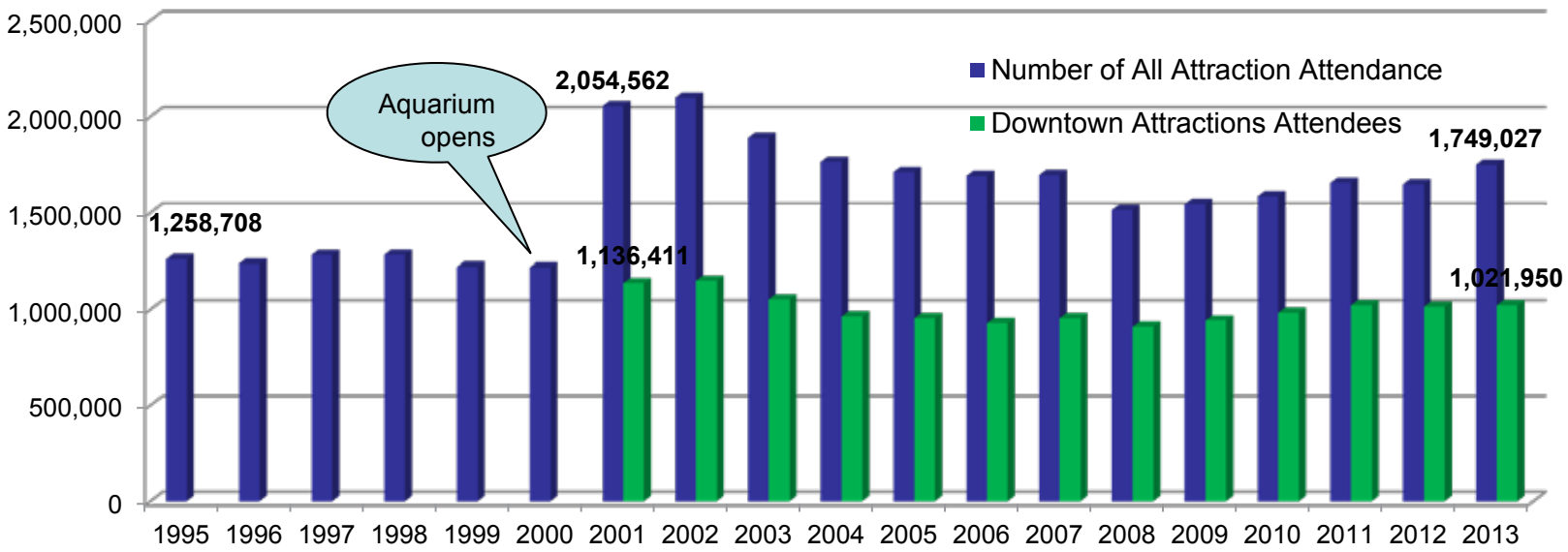
Attraction Attendance Trends

(16 Attractions)



2001-2013: 14.9% decrease
2008-2013: 15.5% increase

Data Source: The Chamber of Commerce

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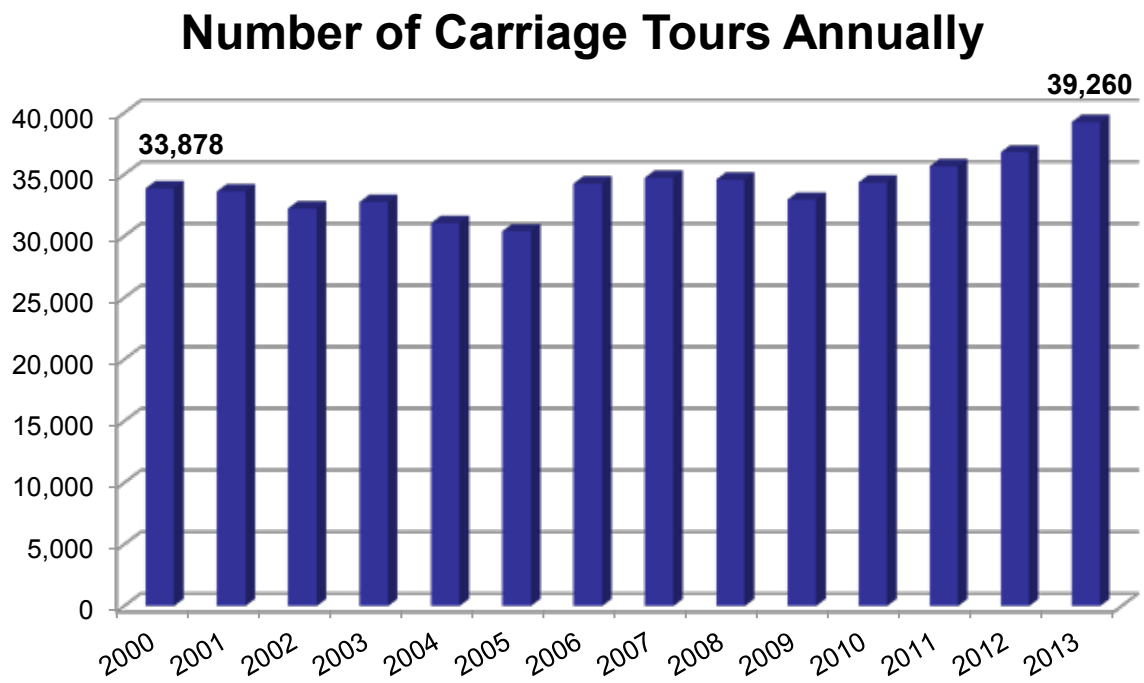
Downtown Carriage Tours



2000-2013: 15.8% increase

Data Source: Tourism Office, City of Charleston

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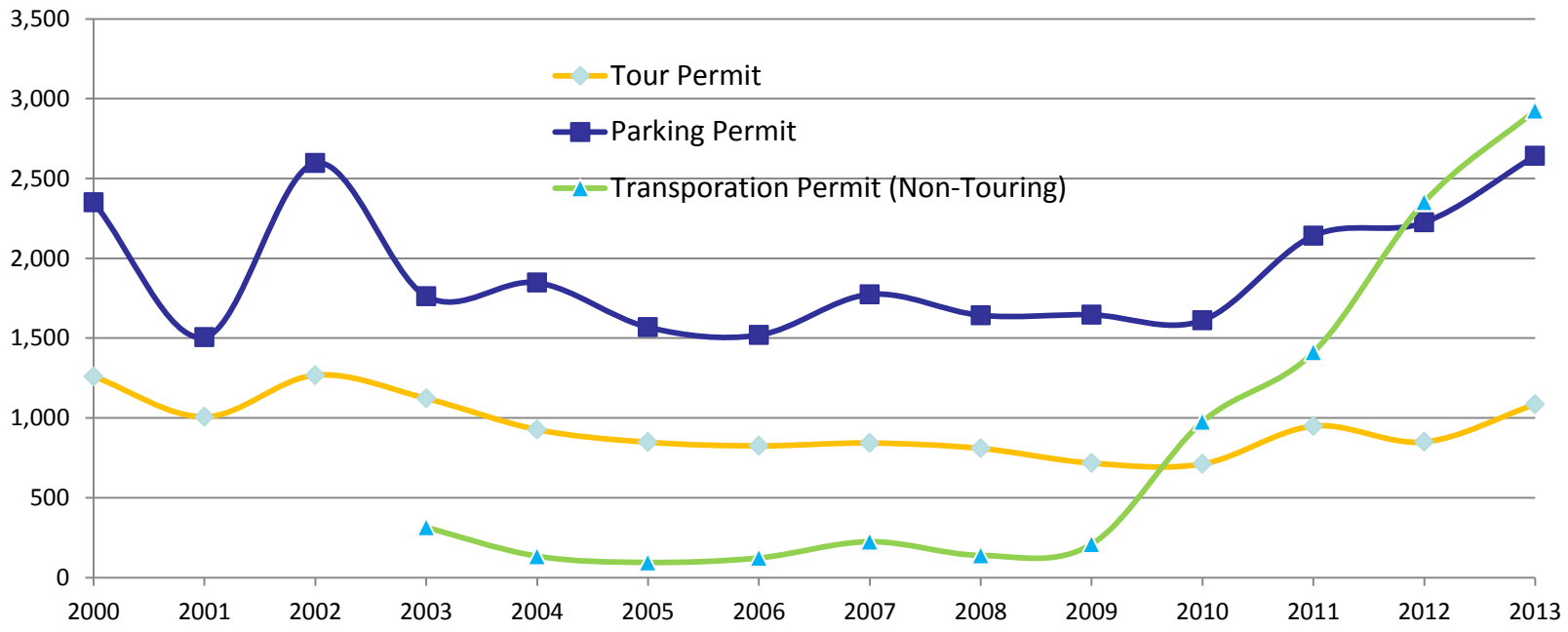
Peninsula Bus Tour Permits



Data Source: Tourism Office, City of Charleston

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Major Events and Impacts

Event	Year	Visitor Ratio	# of Attendees	Spending per adult per day	Impact	Jobs
SEWE	2012	59%	35,000	$290	$32.4 million	306
Wine & Food	2013	64%	23,000	$267	$10.7 million	101
Festival of Houses and Gardens	2012	90%	11,000	$200	$5.4 million	65

Data Source: Office of Tourism Analysis, College of Charleston

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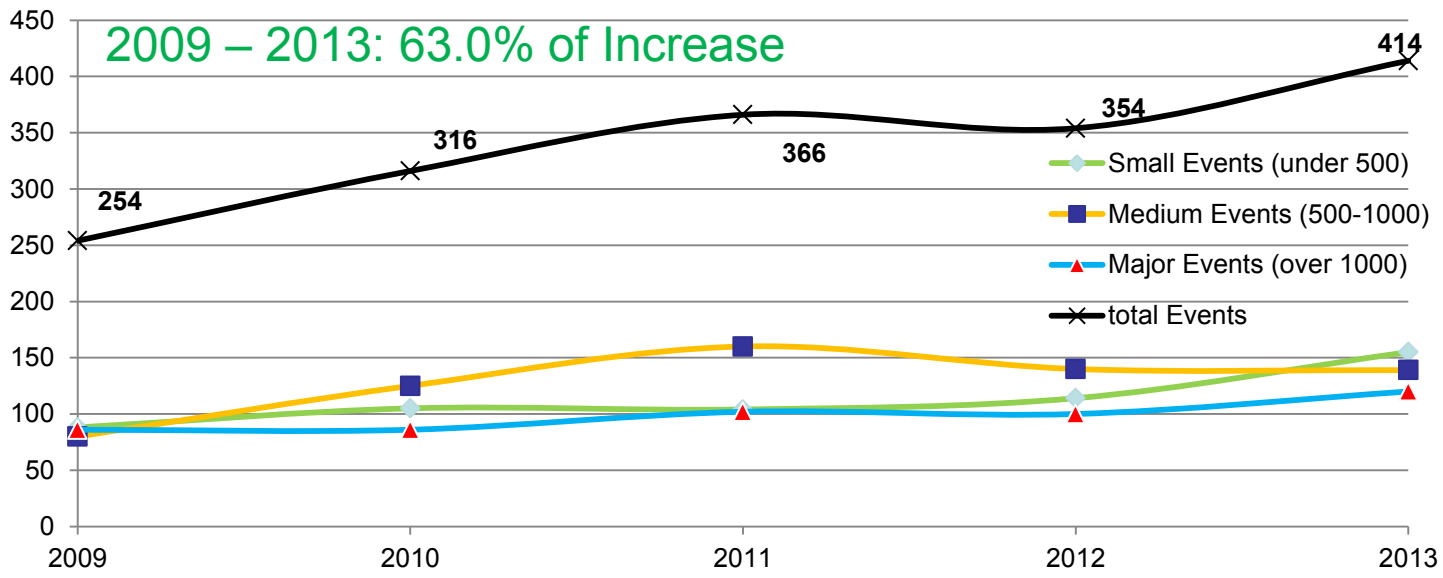
Number of Events in the City



Number of even-days booked:

2011	2012	2013
600	799	549

Data Source: Special Event Committee, City of Charleston

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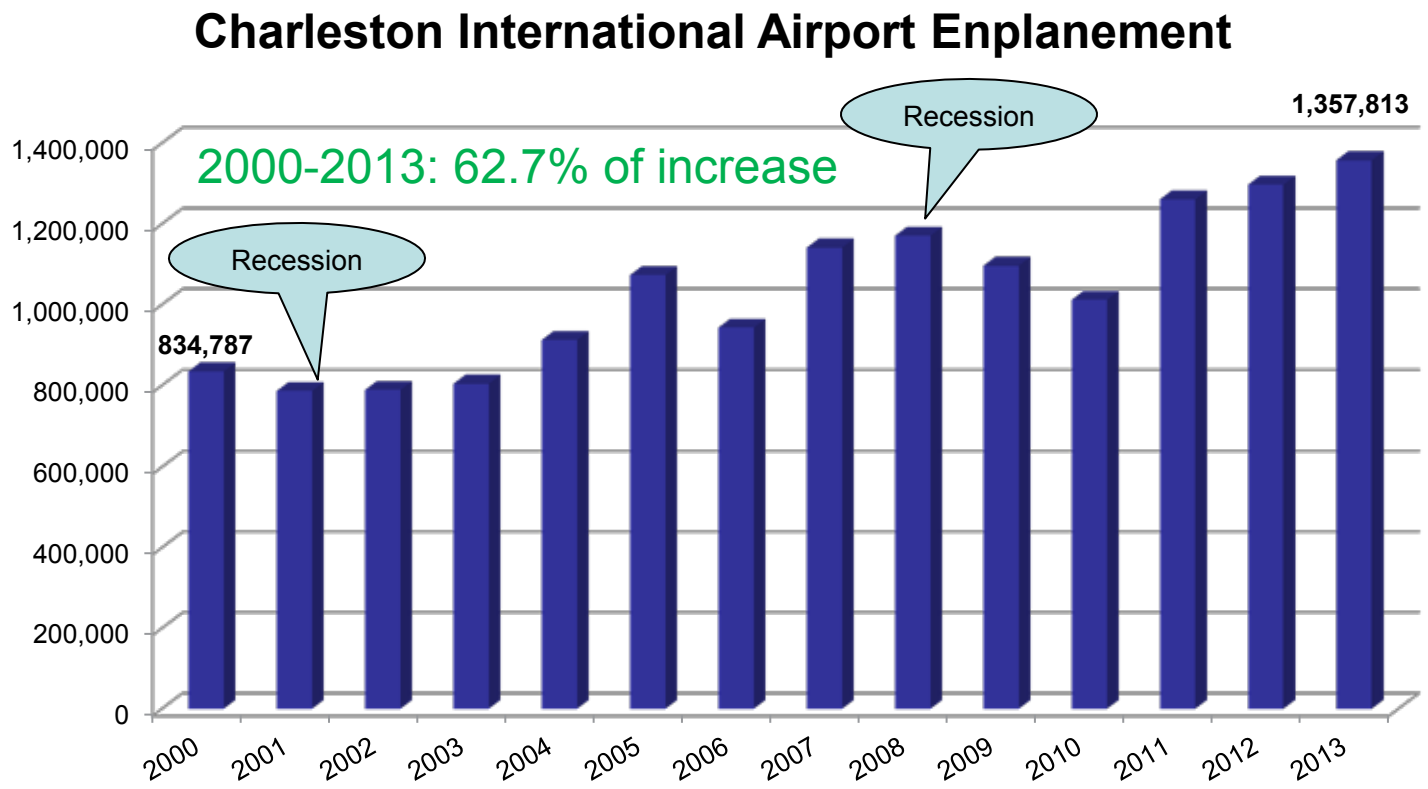
Airport Traffic



40.8% visitors, 59.2% residents
-- 2007 Office of Tourism Analysis Survey

Data Source: FAA and Charleston International Airport

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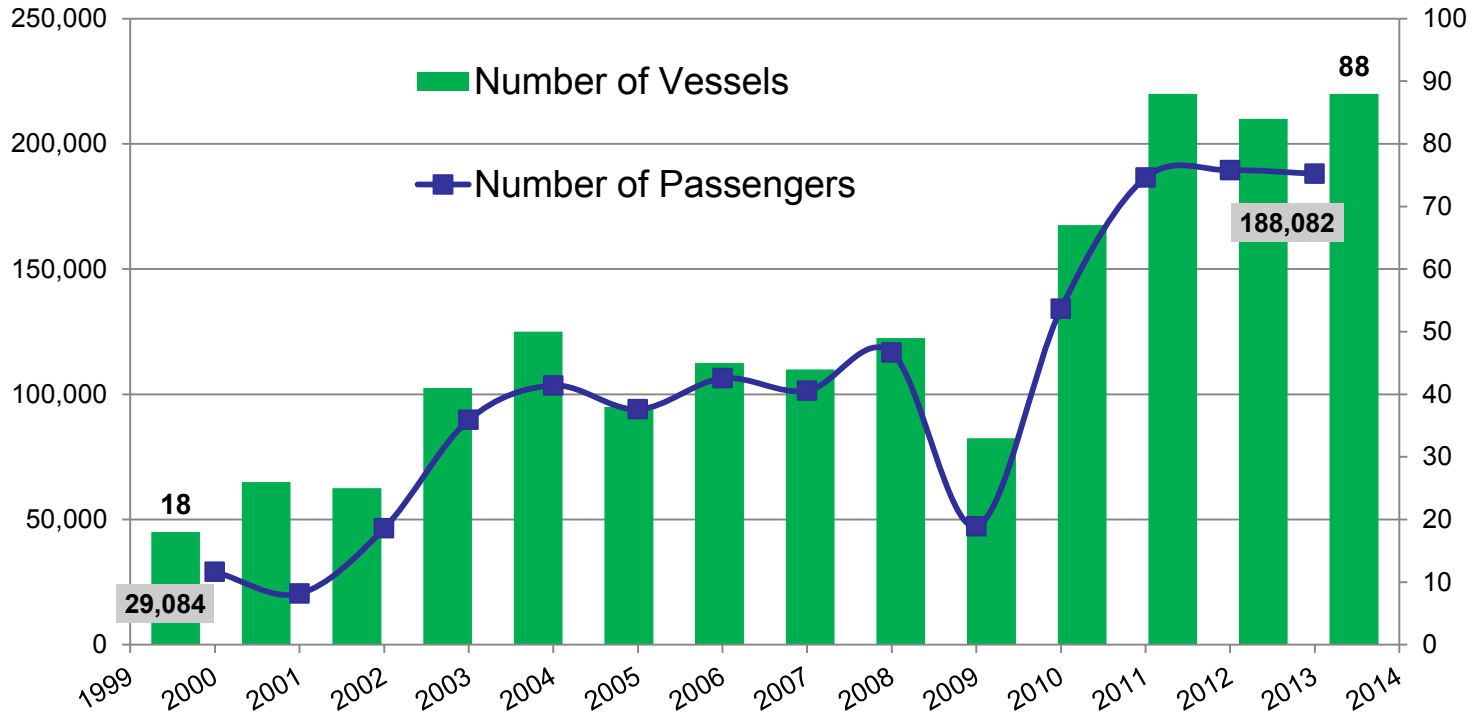
Cruise Ship Traffic Trends



2000-2013: 546.7% increase in passengers

Data Source: South Carolina Port Authority

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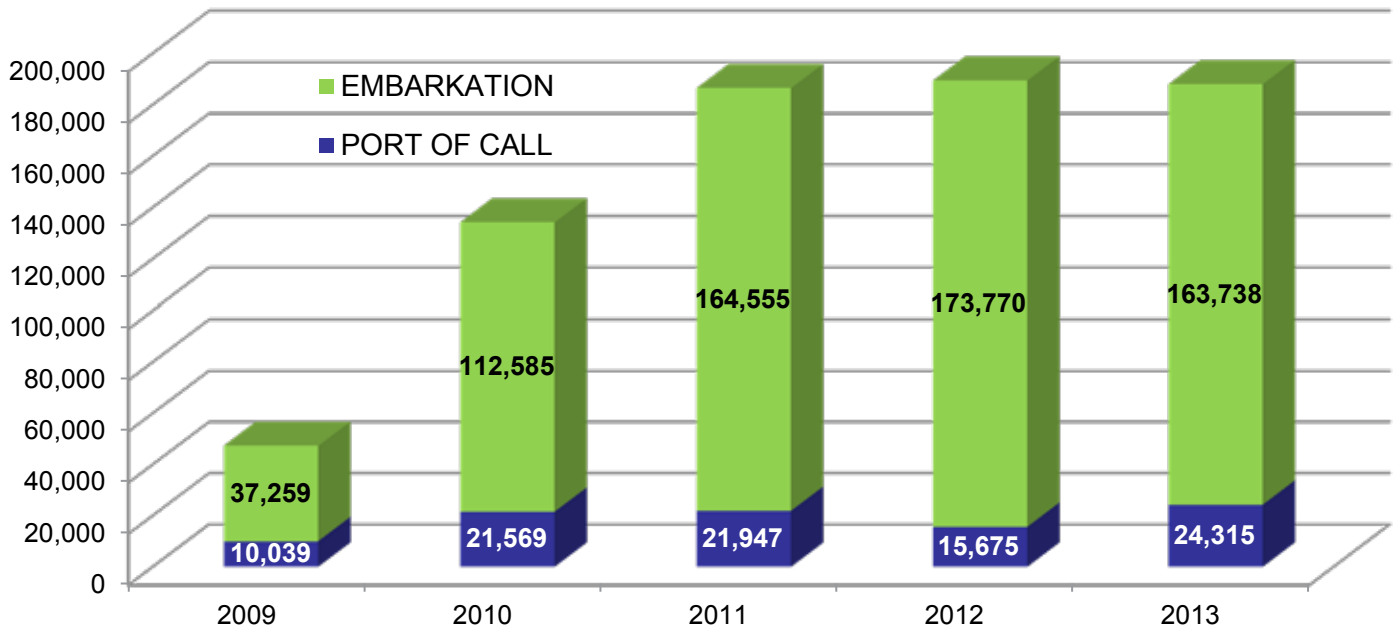
Cruise Ship Passenger Number by Type



Data Source: South Carolina Port Authority

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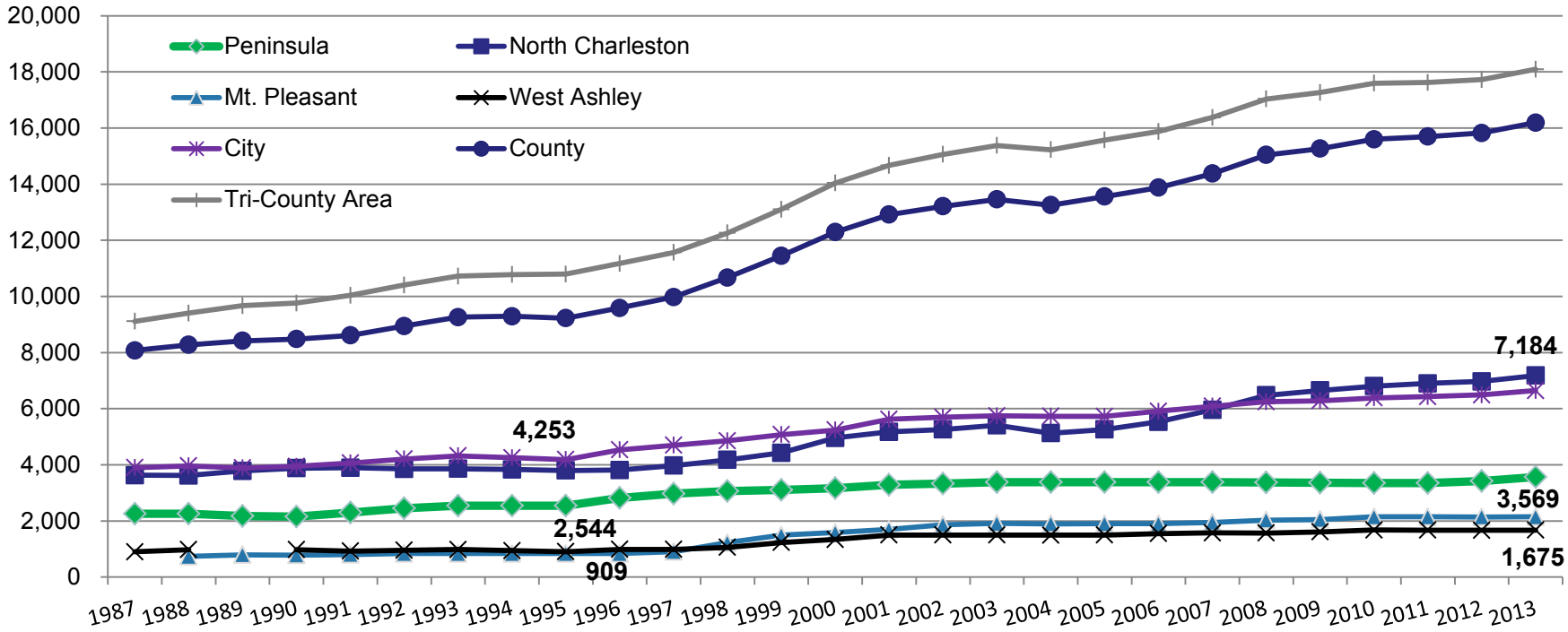
Hotel Room Supply Trends



Data Source: Smith Travel Research

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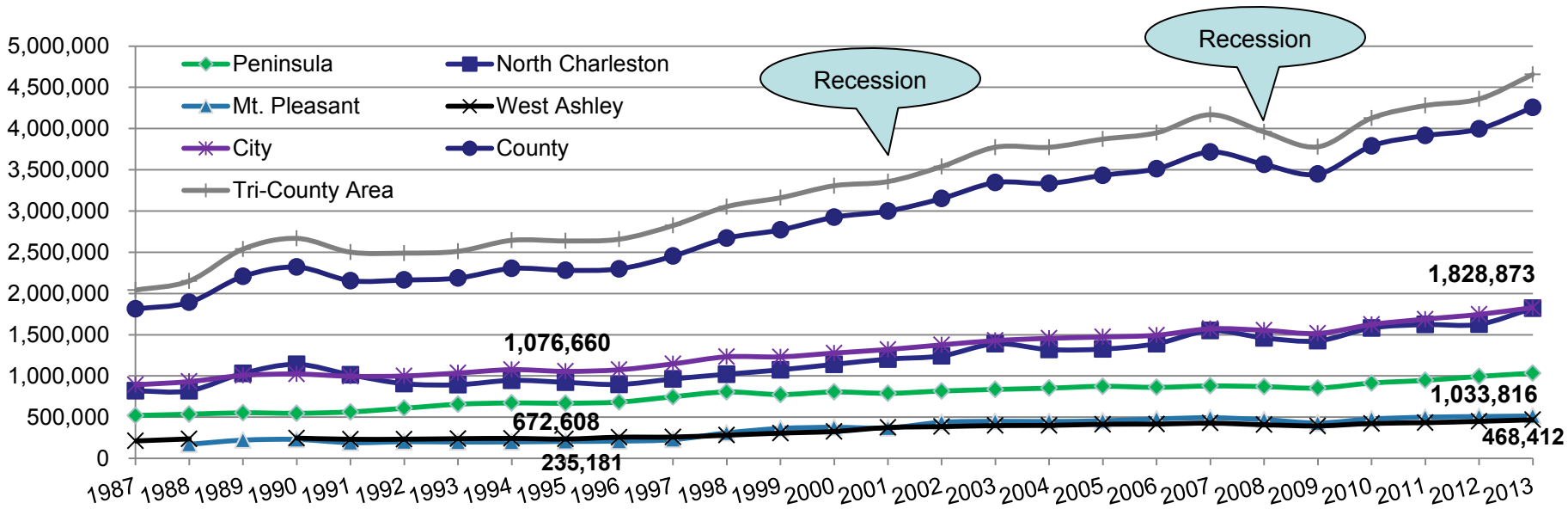
Hotel Room Demand Trends (Roomnights Sold)



Data Source: Smith Travel Research

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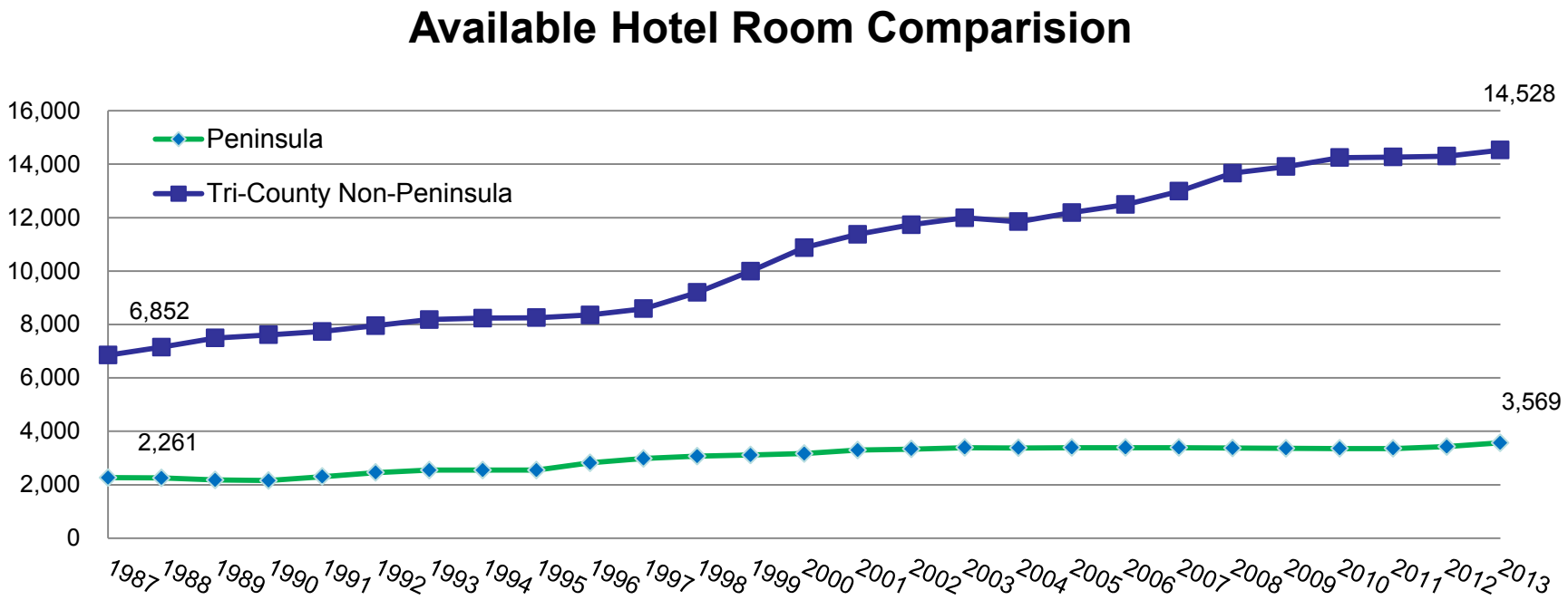
Compare Room Supply Peninsula vs. Non-Peninsula



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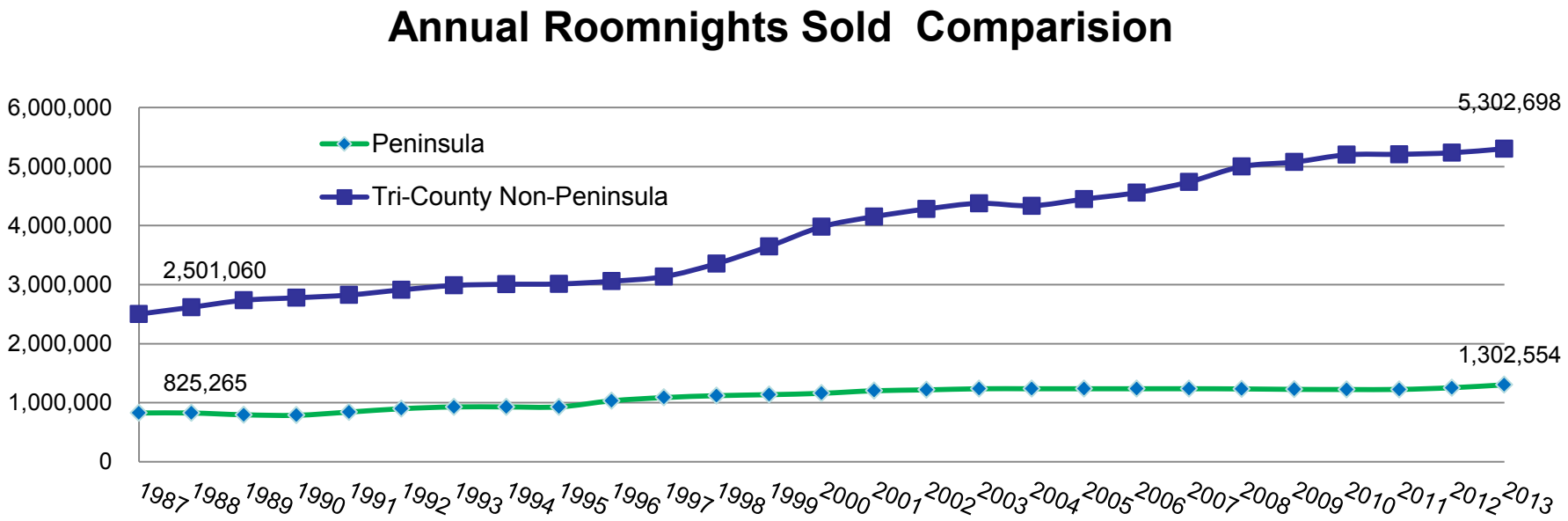
Compare Room Demand Peninsula vs. Non-Peninsula



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Hotel Room Supply & Demand Trends

		Peninsula	North Charleston	Mt. Pleasant	West Ashley	City	County	Tri-County Area	Tri-County Non-Peninsula	National
Supply	1988 - 2013	58.7%	98.9%	191.1%	71.9%	68.1%	96.2%	92.9%	103.2%	75.5%
	1994 - 2013	40.3%	87.4%	155.1%	78.2%	56.3%	74.3%	67.9%	76.4%	44.1%
Demand	1988 - 2013	93.3%	122.5%	201.8%	98.3%	96.8%	125.4%	116.9%	102.6%	74.8%
	1994 - 2013	53.7%	92.3%	157.3%	92.8%	69.9%	84.8%	76.0%	76.4%	38.7%

Data Source: Smith Travel Research

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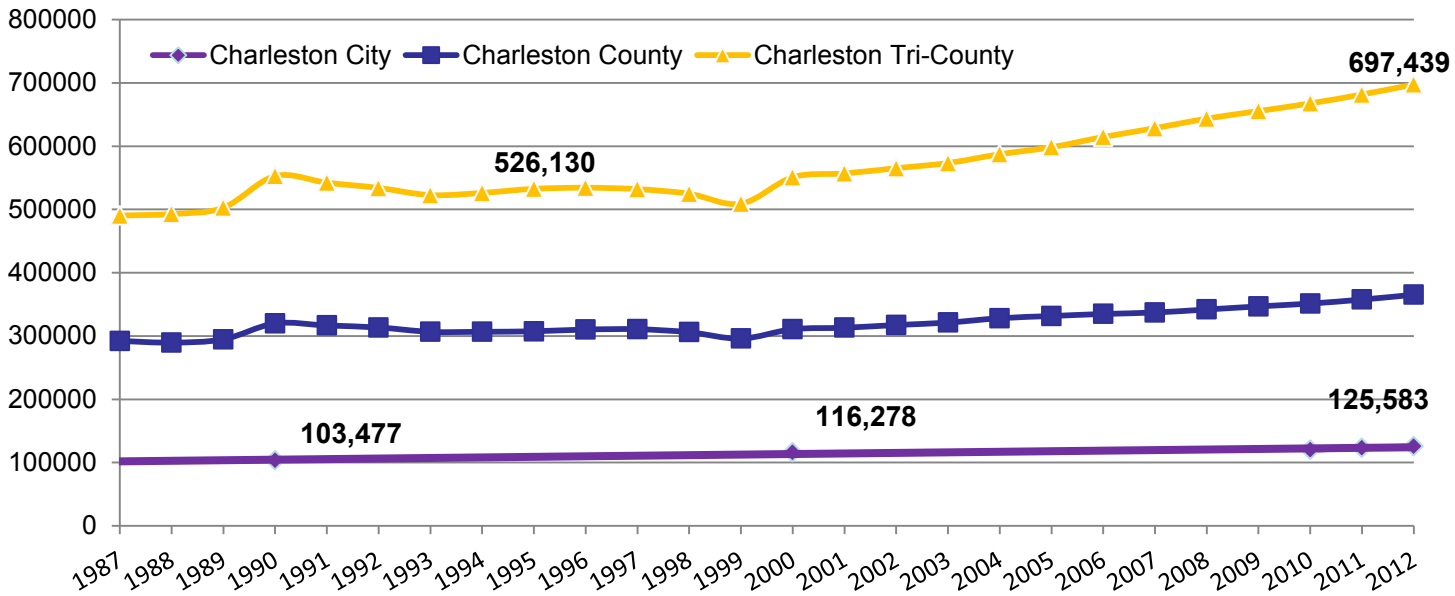
Population Change



City	1990-2012	21.4%
County	1994-2012	19.1%
Tri-County	1994-2012	32.6%
United States	1994-2012	20.5%

Data Source: U.S. Census Bureau

Student Population in the City (CofC, Citadel, MUSC) in 2012: 17,700

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Person-Trips Per Capita

- TNS Global's household survey, 18,000 monthly, 2006-2008
- Person-Trips Per Capita = (Estimated average annual person-trips in 3 years, in thousands)/(average city population in 3 years, in thousands)
- 316 cities in the United States

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Person-Trips Per Capita

Rank	City	PT Per Capita
1	Tunica MS	1,468
2	Wisconsin Dells WI	1,374
3	Skagway AK	1,040
4	Gatlinburg TN	917
17	Myrtle Beach SC	222
32	Orlando FL	113
47	Hilton Head SC	59
62	Florence SC	43
69	**Charleston SC**	**38**
85	Ft. Lauderdale FL	32
91	Columbia SC	31
95	Savannah GA	29
101	Atlanta GA	28
312	Los Angeles CA	4
316	New York City NY	1

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Tourism impact in 2012

- Per visitor per day spending: $205 in 2012
- The estimate of 4.8 million visitor count to **the tri-county area** is based on survey results and roomnights sold
- Total lodging sales in the tri-county area: $614 million
- Tourism contributed to 16% of City's economy

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Concluding Remarks

- The City of Charleston's visitor volume has higher growth than the national average: roughly 70% increase in visitor volume in the last 20 years; 2.7% annually on average
- The visitor volume in the tri-county area grew more: 76% in the last 20 years, and 2.9% annual growth
- Charleston had a farther reach in recent years
- Peninsula had a more controlled growth than the City and the tri-county area
- Greater growth in events than attractions

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Next Steps

- Benchmarking tourism development with peer cities
- Peer cities: Aspen, Boston, New Orleans, San Francisco, Savannah, Bermuda, Quebec City, Amsterdam, Dublin, Florence, Gothenburg, Malaga, Salzburg, Venice, London
- Person-trips per capita? Number of hotels/restaurants per capita/square mile?
- ….

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Next Steps

- Best practices in peer cities
  - Parking and traffic control
  - Public transit
  - Visitor orientation
  - Management of events and their impacts
  - Zoning and other regulatory practices
  - Management of touring vehicles

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Acknowledgements

- Yvonne Fortenberry and Tim Keane, City of Charleston
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- Peter O. Lehman, South Carolina Port Authority
- Duane Vince, Smith Travel Research
- John Crotts, Steve Litvin, Wayne Smith, and Melinda Patience, College of Charleston

RESIDENT ATTITUDES TOWARDS TOURISM

Resident Attitudes Towards Tourism

May 22

2014

COLLEGE of CHARLESTON
SCHOOL OF BUSINESS

A summary report prepared for the Department of Planning, Preservation and Sustainability, City of Charleston, by the Office of Tourism Analysis, School of Business, and College of Charleston.

Tourism is an economic phenomenon that has economic, social, cultural, and personal impacts on the communities that host it. Once a community becomes a tourist destination, the lives of residents in that community become affected by tourism activities.[1] If tourism develops without a management plan, problems can occur to the point where the negative effects of tourism on the host community will exceed its benefits.

The purpose of this research is to assess resident attitudes towards tourism including those areas that residents believe are impacting their quality of life. The approach replicates and extends previous research that guided the 1994 City of Charleston's Tourism Management Plan. Its significance rests on the fact that Charleston's tourism is dependent not only on the natural, cultural, and culinary resources, but also on the public's goodwill. This goodwill of residents towards tourists is an essential piece of the Charleston visitor's experience as represented by the friendliness of residents and the beauty and charm of the residential neighborhoods being consistently identified in visitor surveys to be what visitors enjoy most about visiting. Thereby, an open dialog and cooperation with residents is needed to identify and mitigate potential conflicts between residents and tourism interests.

Method

To achieve this end, a draft four page questionnaire was developed by the Office of Tourism Analysis, drawing from the literature and previous research. The draft questionnaire was subsequently vetted and approved by the Department of Planning, Preservation and Sustainability with input from the Tourism Management Advisory Committee, composed of representatives of neighborhood associations, preservation groups, and tourism leaders.

[1] Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents? *Tourism Management*, Vol. **36**(5), 527-540.

In April 2014, the questionnaire was administered to 2,150 resident households, randomly selected by the contracted mail service. A total of 1,500 households were from the residential zip codes on peninsular Charleston, 500 from West Ashley/James Island, and 150 from Daniel Island. The heavy weighting of the sample towards the historic downtown Charleston insured that the residential neighborhoods that experience the most pressure from tourism activities were highly represented in the results.

On April 1, 2014 each selected household received a post card, addressed from the Mayor asking for their participation, followed by a mail questionnaire 5 days later. Those who did not respond received a replacement questionnaire one week later. The post card and questionnaire can be viewed in the appendix of this report.

Each survey had an identification code to insure than no household could submit more than one completed survey. This led to the elimination of approximately 12 questionnaires that were duplicate copies.

Surveys returned by May 6, 2014 were included in the final dataset, providing residents more than four weeks to complete and return the questionnaire. A total of 487 completed questionnaires were returned, yielding a 22.65% response rate.

Responses are summarized in the following sections of this report in a series of tables. The reader is encouraged to study each of these tables carefully as not all insights are expressed in the report narrative.

Asked *how do you generally arrive at these establishments*, the most preferred means of transportation was by car (75.3%), followed by walking (52.1%), bicycle (14.2%), taxi (6.8%), and bus (3.9%). The question 'where do you park' yielded responses on the street (51.4%), parking garage (49.4%), paid parking lot (23.5%), and valet services (9.3%).

Nearly one in four respondents (23.5%) indicated that they had used the DASH public bus system. The median use of DASH was low at zero (0) across all respondents, and three (3) times per month among those who use it. The reported reasons for such low ridership were varied. However the most frequent reasons reported were a lack of understanding of DASH's schedule and routes, a lack of need, a preference for walking, biking or driving, inconvenience, and physical handicap.

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Resident Support for Tourism

A series of 10 Likert scaled statements were derived from the literature and used to broadly assess residents overall attitudes towards tourism. The results are summarized in Table 2.

Table 2: Resident Support for Tourism

	Frequencies (%)				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
There are better shopping, dining and cultural opportunities in Charleston because of tourism.	3.6	4.5	11.5	32.1	48.3
Tourism provided the opportunity to put the Charleston area on the map	6.8	6.6	15.1	32.7	38.8
Tourism generates substantial tax revenues for our local government that benefit residents.	6.3	8.2	23.2	30.1	32.3
Tourism is a strong economic contributor to our community.	3.2	3.0	11.9	37.0	45.0
Tourism benefits other non-tourism sectors in our local economy.	5.8	8.2	29.4	32.7	23.8
Our community is overcrowded because of tourism.*	7.5	12.9	18.5	22.2	38.9
Tourism is growing too fast in our communities.*	9.1	14.5	23.8	14.9	37.8
Tourists in my community disrupt my quality of life.*	15.7	21.5	19.6	17.8	25.4
In general, the positive benefits of tourism outweigh negative impacts.	12.7	10.5	19.5	32.2	25.2
I am proud to live in a place that provides as many tourist/visitor opportunities as Charleston does.	7.3	9.3	18.1	32.3	33.0

* *reversed scored in computing the index score*

The results indicate that the majority of all respondents recognize and support tourism in Charleston. Furthermore the majority of respondents believe the City's visitor center is doing a good job in providing visitors a positive first impression and orienting them to Charleston. However concerns that tourism is causing crowding, growing too fast, and disrupts their quality

of life evokes the need for a revised tourism management plan. In addition, when asked to respond to the statement that the City's current tourism regulations adequately manage tourism impacts in our community, only 8.7% strongly agreed with the statement, underscoring the importance and timeliness of the current process (see Table 3).

Table 3: Resident Assessment of Current Tourism Regulations and Visitor Center

	Frequencies (%)				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The City's current tourism regulations adequately manage tourism impacts in our community	23.7	22.0	27.8	17.8	8.7
The City's visitor center provides visitors a positive first impression of Charleston	1.5	3.9	34.0	35.3	25.3
The City's visitor center is helpful to visitors in orienting them to Charleston	1.8	3.7	32.8	33.9	27.8

The previous 10 variables provided a means to calculate an overall 100 point index score assessing resident support for tourism. Among these respondents, scores ranged between 20 and 100, with an average score of 74.5 (S.D.: 10.5, median: 76). This score is discussed again on page 11 in an attempt at identifying the factors that are influencing support for tourism.

Perceived Issues

The questionnaire began with two open end questions asking subjects to list three things that the tourism industry positively (and negatively) impacts their life. Eliciting the evaluative assessments in an unaided way yields more personally meaningful insights from respondents.

The most frequently mentioned benefits could be grouped as new spending in better restaurants, the economy, tax revenues, employment, diversity of businesses, cultural diversity, pride, better shopping, arts and entertainment, and media attention. Figure 2 summarizes the frequencies of the words respondents used in the form of a word cloud.

restaurants
Good
people
events
Better
Great
Cultural
business
economy
revenue
community
Brings
jobs
new
Restaurants
better
good
Jobs
local
visit
City
Tax
None
life
businesses
Charleston
family
friends
great
arts
Community
entertainment
downtown
industry
dining
impact
hotels
spend
activities
cultural
Economic
increase
visitors
tax
shopping
Pride
stores
helps
connecting
Keeps
Provides
employment
tourism
enjoy
charleston
French
here
growth
place
value
retail
places
shops
tourists
taxes
Supports
tourism
Local
Ideas
Diversity
Business
Value
Place
Tourism
Tourists
Opportunity
Jobs
Economy
Culture
Quality
Time
Place
Business
Tourism
Culture
Quality
Time
Place
Business
Tourism
Culture
Quality
Time
Place
Business
Tourism

Conversely, negative impacts could be grouped in order of frequency as traffic (284 mentions), lack of parking (107), congestion (100), carriages (56), high cost of living (56), cruise ships (53), pedestrian congestion (42), noise (35), litter/trash (31), tourist behavior (30), events (23), nothing/none (21), tour buses (21), pollution (16), balance local vs tourist businesses (15), increased crime (15), over emphasis on tourism (14), and public restrooms (11). Figure 3 summarizes the frequencies of the words used in the form of a word cloud.

Figure 2: Negative Impacts of Tourism

Detailed Issues

The next section of the 2014 questionnaire replicated aspects of the 1994 questionnaire to indicate progress in managing the negative impacts of tourism using an aided recall set of questions. Responses were recorded along a 4 point scale where 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem. Variances should be expected. The results reveal that the measured issues remain pervasive, and that availability of parking and road congestion due to carriages and tour buses are the leading issues. However, the majority of items show improvements from opinions in 1994, except parking in commercial areas, tour bus styles, and public benches and seating.

Table 4: Perceived Problem Areas

	1994	2014
Availability of parking for residents in own neighborhood due to tourists	1.72	1.54
Availability of parking for residents in own neighborhood due to employees of tourist businesses	1.72	1.33
Availability of parking for residents/tourists in commercial areas	1.96	2.08
Location of tour bus parking	1.13	1.04
tour bus styles allowed in the historic district	1.27	1.37
Public restroom availability	2.13	2.03
Availability of public benches, seating in residential areas	0.69	0.93
Congestion due to tour buses	2.05	1.59
Congestion due to carriages	2.22	1.65
Congestion due to rickshaws	1.36	1.11
Street/sidewalk sanitation of commercial areas	1.86	1.17
Street/sidewalk sanitation of residential areas	1.84	1.04
Quality of downtown retail	0.83	0.67
Balance of tourist targeted retail shops versus resident-targeted retail shops	1.14	1.09

Scale: 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem

The 2014 questionnaire expanded the list of potential problem areas for the current assessment. The results are summarized in Table 5.

Table 5: Perceived Problem Areas

Frequencies (%)				
	Not a problem	*Slight problem*	*Problem*	*Serious problem*
Availability of parking for residents in neighborhoods due to tourists	25.8	21.6	24.9	27.6
Availability of parking for residents in neighborhoods due to employees of tourism businesses	30.2	27.1	22.1	20.6
Availability of parking for residents/tourists in commercial areas	8.4	16.5	34.1	41.0
Location of tour bus parking	40.1	29.7	16.1	14.1
Tour Bus Styles allowed in historic district	34.0	20.8	19.4	25.7
Public Restroom Availability	14.2	15.1	24.1	46.6
Availability of public benches/seating in commercial areas	33.5	29.2	20.5	16.7
Availability of public benches/seating in residential areas	49.3	21.6	15.6	13.6
Congestion due to tour buses	20.4	28.6	22.8	28.2
Congestion due to walking tour groups	39.6	32.7	14.9	12.7
Congestion due to carriages	19.1	28.0	21.5	31.3
Vehicle congestion due to cruise ships	24.2	25.1	16.3	34.5
Pedestrian congestion due to cruise ships	31.5	25.9	19.7	22.8
Congestion due to rickshaws	38.2	28.9	16.7	16.2
Congestion due to rented bicycles	52.1	26.2	12.8	8.9
Congestion due to automobiles driven by tourists	15.8	27.4	24.6	32.2
Noise due to motorcycles driven by tourists	29.6	26	21.3	23.1
Congestion due to special events	21.2	28.6	20.1	30.1
Street/Sidewalk sanitation of commercial areas	31.0	35.2	20.1	13.7
Street/Sidewalk sanitation of residential areas	38.2	32.7	15.6	13.4
Authentic character of the historic district	59.8	19.0	8.6	12.6
Nighttime noise coming from commercial areas	37.9	3.01	14.7	16.3
Quality of downtown retail	58.0	22.4	14.1	5.4
Balance of tourist/resident retail shops	38.1	28.3	20.6	13.1
Adequacy of public transit	35.5	22.3	18.7	23.5
Availability of public open spaces for residents' use	43.5	25.7	13.8	17.1

Neighborhood Differences in Perceived Problems

Comparing responses at the neighborhood level is a valid and potentially useful way in assessing problem areas. Given that the data set is composed of samples (not census data), variability should be expected.

Surprisingly, measures of support for tourism as recorded along the 100 point index did not significantly vary by neighborhoods.

Table 6: Average Support for Tourism Index Scores

South of Broad	73.2
Ansonborough-French Quarter	75.4
Harleston Village	75.3
Other Peninsular	74.2
West Ashley- James Island	73.9
Daniel Island	76.9

Some detailed issues –evaluated by residents both positive and negative - are significantly correlated with overall support for tourism. They are:

- Balance of Tourist Targeted Retail Shops versus Resident Targeted Retail Shops
- Quality of Downtown Retail
- Authentic Character of the Historic District
- Noise Due to Motorcycles
- Congestion Due to Rented Bicycles
- Pedestrian Congestion due to Cruise Ships
- Congestion Due to Walking Tour Groups
- Location of Tour Bus Parking

Though correlations do not prove cause and effect (only associations), addressing the above issues could have a measurable positive impact on residents' support for tourism.

Not all neighborhoods contained a sufficient number of respondents to assess resident attitudes in a reliable way. As a result, certain neighborhoods on the peninsula were combined for the following neighborhood analysis. In the interest of brevity, only those issues that were statistically significant at the probability level of .05 are reported below. Table 7 summarizes

neighborhood differences in terms of average scores. Again, the scale used was a four point scale where 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem.

The results reveal issues that averaged in the serious range are experienced most by the residents of South of Broad. The issue are related to congestion, tour buses, carriages, tourists in automobiles, and vehicles related to cruise ships. With that being said a close inspection of Table 7 reveals other respondents from other neighborhoods also reported these same issues as problems. Street and sidewalk sanitation of both commercial and residential areas were reported as a slight problem among those residing in the other peninsular neighborhoods.

Table 7: Neighborhood Differences in Problem Areas

	South of Broad	Ansonborough French Quarter	Harleston Village	Other Peninsular	West A James Is	Daniel Island
Congestion Tour Buses	2.07	1.67	1.64	1.36	1.25	1.17
Congestion Walking Tours	1.36	0.96	0.88	1.10	0.74	0.77
Congestion Carriages	2.21	1.48	1.80	1.35	1.26	1.36
Vehicle Congestion Cruise Ships	2.18	1.96	1.71	1.15	1.21	0.91
Pedestrian Congestion Cruise Ships	1.78	1.52	1.58	0.96	1.00	0.72
Congestion Rickshaws	1.55	1.22	1.00	0.84	0.85	0.83
Congestion Tourist Autos	2.03	1.94	1.79	1.33	1.51	1.54
Noise Motorcycles	1.71	1.98	1.42	0.98	0.96	1.06
Sanitation/ Commercial	1.29	1.58	0.94	1.22	0.97	1.05
Sanitation/ Residential	1.10	1.32	1.01	1.22	0.76	0.86
Night Time Noise Commercial	1.55	1.22	1.00	0.84	0.85	0.83

Scale: 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem

Content Analysis of Open Ended Comments

The survey provided a number of opportunities for respondents to share, in their own words, issues, problems and recommendations for the committee and planning office. The following summarizes the comments using sentiment analysis. The process involves categorizing the comments and then assessing what is said about each as either positive or negative. The results indicate the type of emotion regarding the topic among the subset of respondents who chose to freely evoke these issues. The categories created often involve multiple issues. To illustrate, the negative sentiment associated with cruise ships ranged from the location of the terminal, increased traffic, the need for a better brand of ship, scale of the ships, and that passengers spending less locally then other tourists. On the other hand, the need for restrooms at White Points Garden represents a singular issue.

Table 8: Sentiment Analysis of Open Ended Comments

	Positive Sentiment	Negative Sentiment
Cruise ships	2	30
Resident street parking	0	23
Carriages	1	21
Tour buses	0	20
Rickshaws	0	10
Walking tours	0	7
Restrooms needed at White Point Gardens	8	5
Public restrooms needed	23	1
Benches at CARTA bus stops needed	5	0
College students	0	14
Special events/numbers & coordination	0	13
Need to preserve green space	0	10
Public transportation	0	12
Bike lanes needed	8	3
Bicyclists	0	5
Noise	0	10
Traffic	0	8
Congestion	0	9
Enforcement of Current Ordinances	0	11
Make King to Calhoun Pedestrian	7	0
Motorcycles	0	7
Discount Garage Parking for Locals	0	6
Downtown Over Promoted as Tourism Destination	6	0
New Hotels	1	6
Locally Relevant Retail	0	4
Road Signage/Wayfinding	0	4

Asked *do you have any suggestions on how to solve any of the issues*, suggestions were far ranging and included:

- Restricting carriages from City streets during rush hours
- Not permitting multiple special events on the same weekend
- Restrict street side parking to those with residential parking permits
- Promote park and ride options for tourists
- Consider off peninsular satellite parking/ shuttle service for downtown employees
- Require cab drivers to adhere to $5 flat rate
- Add more trash cans along city streets
- Move cruise ship terminal north of bridge
- Better enforcement of existing tourism regulations
- Moratorium on new hotel construction
- Restrict sources of night time noise in residential areas (e.g., ghost tours, CofC students, bars).

Conclusions

A number of conclusions can be drawn from this study. First, approximately three out of four residents randomly selected chose not to respond to the survey suggesting that tourism management was not an issue they obliged to comment.

Second, among the 22.65% of subjects who responded to the questionnaire, the majority expressed support for tourism. With this said, more than one half of the respondents perceive that tourism is causing crowded conditions in their neighborhoods, is growing too fast, and disrupts their quality of life which supports the need for a revised tourism management plan. In addition, when asked to respond to the statement that the City's current tourism regulations adequately manage tourism impacts in our community, only 8.7% strongly agreed with the statement underscoring the importance and timeliness of the current process.

Third, a comparison of the 1994 results with 2014 results indicate concerns regarding congestion on streets, the lack of parking, sanitation, and the need for public restrooms are pervasive but slightly improving.

Fourth, a number of issues were evaluated as problem areas regardless of a respondents' neighborhood of residence. Chief among them were issues regarding the need for public restrooms, parking, special events, and vehicle congestion on streets due to cruise ships and tourists in automobiles.

In closing, we hope these results will inform a process designed to prioritize a series of problem areas that need solutions; solutions that often can be gleaned from best practices derived from other communities. Charleston is not unique in historic cities in that it is attempting to manage ever increasing numbers of vehicles and pedestrians in a relatively compact physical environment. Charleston's quality of life combined with the genuine hospitality of residents is the foundation of its tourism economy. Good faith efforts to manage and, where possible, mitigate sources of conflicts will benefit both residents and tourism interests.

Appendix. 2014 City of Charleston Resident Questionnaire

The City of Charleston Needs Your Input on Tourism Management

Dear [FirstName]:

Preserving and enhancing our City's quality of life amidst a vibrant hospitality sector requires careful planning and management. The City of Charleston has embarked on an important process to update the City's Tourism Management Plan. A key step in the update process is obtaining input and advice from Charleston residents—those of you who are most directly impacted by tourism.

A questionnaire has been developed by the City's Department of Planning, Preservation and Sustainability and the College of Charleston. Your response will help shape their analysis and recommendations.

Your household has been randomly selected to receive this survey, which you should receive by mail in one week. I sincerely hope that you will take the time to complete and return the survey. Your responses will remain anonymous in this critical planning process.

Sincerely yours,

Joseph P. Riley, Jr.
Mayor

The City of Charleston Needs Your Input on Tourism Management!

The City of Charleston has embarked on an important process: the updating of the City's Tourism Management Plan. A key step in the update process is obtaining resident input. This questionnaire is designed to seek advice from Charleston residents—those of you who are most directly impacted by tourism.

The questionnaire was developed by the Office of Tourism Analysis in the School of Business of the College of Charleston, on behalf of the Department of Planning, Preservation and Sustainability of the municipal government, and a special advisory committee composed of representatives of neighborhood associations, preservation groups, and tourism leaders. Your response to this questionnaire will help shape their analysis and recommendations. Thank you ahead of time for your participation in this critical planning process.

Completed questionnaires should be mailed back in the postage paid envelope provided. The deadline for returning the survey is April 15, 2014.

Sincerely,

John C. Crotts, Ph. D.
Project Coordinator

Resident Feedback on the City of Charleston's Tourism Management Plan QUESTIONNAIRE

Part I. General Attitude Toward the Tourism Industry in Charleston:
Please answer the questions as completely as possible.

1. Please list three examples of how the tourism industry has a positive impact on your life and your community:

   1. _____
   2. _____
   3. _____

2. Please list three examples of how the tourism industry has a negative impact on your life and your community:

   1. _____
   2. _____
   3. _____

3. Please indicate your agreement with the following statements as it regards tourism in Charleston. Please check (✓) your agreement with each statement on a scale where: **1= strongly disagree, 2 = disagree, 3= neutral, 4= agree, and 5 = strongly agree.**

Items	1	2	3	4	5
There are better shopping, dining and cultural opportunities in Charleston because of tourism.					
Tourism provided the opportunity to put the Charleston area on the map					
Tourism generates substantial tax revenues for our local government that benefit residents.					
Tourism is a strong economic contributor to our community.					
Tourism benefits other non-tourism sectors in our local economy.					
Our community is overcrowded because of tourism.					
Tourism is growing too fast in our communities.					
Tourists in my community disrupt my quality of life.					
In general, the positive benefits of tourism outweigh negative impacts.					
The City's current tourism regulations adequately manage tourism impacts in our community.					
I am proud to live in a place that provides as many tourism/visitor opportunities as Charleston does.					
The City's Visitor Center provides visitors a positive first impression of Charleston.					
The City's Visitor Center is helpful to visitors in orienting them in Charleston.					

4. Carefully consider each issue below and indicate whether you view the issue as a problem by placing a check (✓) in the appropriate column. Please provide a brief explanation where needed. Add issues to the list, if desired.
   0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem.)

ID	Items	0	1	2	3
1	Availability of PARKING for residents in own neighborhood due to tourists				
2	Availability of PARKING for residents in own neighborhood due to employees of tourist businesses				
3	Availability of PARKING for residents/tourists in commercial areas				
4	Location of TOUR BUS PARKING				
5	TOUR BUS STYLES allowed in the historic district				
6	Public RESTROOM availability				
7	Availability of PUBLIC BENCHES, SEATING in commercial areas				
8	Availability of PUBLIC BENCHES, SEATING in residential areas				
9	Congestion due to TOUR BUSES				
10	Congestion due to WALKING TOUR GROUPS				
11	Congestion due to CARRIAGES				
12	Vehicular Congestion due to CRUISE SHIPS				
13	Pedestrian Congestion due to CRUISE SHIPS				

ID	Items	0	1	2	3
14	Congestion due to RICKSHAWS				
15	Congestion due to RENTED BICYCLES				
16	Congestion due to AUTOMOBILES driven by tourists				
17	Noise due to MOTORCYCLES driven by tourists				
18	Congestion due to SPECIAL EVENTS (e.g., Southeast Wildlife, Bridge Run, Wine & Food)				
19	Street/sidewalk SANITATION of commercial areas				
20	Street/sidewalk SANITATION of residential areas				
21	AUTHENTIC Character of the historic district				
22	NIGHTTIME NOISE coming from commercial areas				
23	Quality of DOWNTOWN RETAIL				
24	BALANCE of tourist targeted retail shops versus resident-targeted retail shops				
25	Adequacy of PUBLIC TRANSIT				
26	Availability of PUBLIC OPEN SPACES for residents' use				
27	Other (Please explain):				
28	Other (Please explain):				

5. Do you have any suggestions on how to solve any of the issues listed above? (*Please list Item ID number with suggestion.*)

Part II. Residency information:

1. Please indicate your neighborhood:
   - ❑ South of Broad Street
   - ❑ French Quarter
   - ❑ Ansonborough
   - ❑ Harleston Village
   - ❑ Radcliffeborough
   - ❑ Gadsden Wharf
   - ❑ Other _____
   - ❑ Elliottborough/Cannonborough
   - ❑ East Side
   - ❑ Mazyck Wraggborough
   - ❑ North of the Crosstown
   - ❑ West Ashley
   - ❑ James Island
   - ❑ Daniel Island

2. How many years in total have you lived in the City of Charleston? If you moved away and then moved back, please add all time periods together: _____ Years

3. Is Charleston your primary residence? ❑ Yes ❑ No

4. Do you own or rent your home?
   - ❑ I own this home
   - ❑ I rent my home
   - ❑ Other, Please explain: _____

5. How often do you dine in downtown Charleston restaurants? ____ Times/Month

6. How often do you shop in retail stores on or near King Street? _____ Times/Year

7. When you shop or dine downtown, how do you arrive? (check all that apply)

   ❑ Walk ❑ Bicycle ❑ Drive
   ❑ Bus ❑ Taxi ❑ Other, please explain _____

8. When you use your car in shopping or dining downtown, where do your normally park?

   ❑ On the street ❑ Parking Garage ❑ Paid Lot ❑ Valet

   ❑ Other, please explain _____

9. Have you ever ridden on a DASH downtown shuttle bus?

   ❑ Yes ❑ No

   If Yes, how many times do you normally use DASH per month? _____ Times/Month

   If No, please explain why you have not used DASH:

10. Is your profession directly related to the tourism industry, such as hotels, resorts, restaurants, or tour companies?

❑ Yes ❑ No

Part III. Demographic Information:

1. Your gender: ❑ Male ❑ Female
2. In which year were you born? 19_____
3. How many children under 18 years of age do you have in your household? _____
4. Which of the following best describes your current employment status (*Check only one*)?

❑ Full Time Homemaker ❑ Student (Part-Time) ❑ Student (Full-Time)

❑ Unemployed ❑ Retired ❑ Employed (Full-Time)

❑ Employed (Part-Time) ❑ Self-Employed

❑ Other *(please specify)*: _____

5. Comments:

NEIGHBORHOOD INPUT

Charlestowne Neighborhood Association
P.O. Box 548
Charleston, SC 29402

Comments and Recommendations Submitted to the Advisory Committee to the 2014 Tourism Management Plan Review
May 13, 2014

Restoring Quality of Life in the Historic Residential Neighborhoods

The 1994 City of Charleston Tourism Management Plan and its 1998 Update clearly and consistently emphasized the need to preserve the residential quality of life in the historic district. The 1994 Plan recognized that "The accommodation of tourist desires can lower the quality of life for the resident. This accommodation of tourist desires and the possible reduction of the quality of life for the resident amounts to a resident 'subsidy' of the tourism industry."

The primary tourist appeal of Charleston over the decades has been the quiet, historic neighborhoods which can be enjoyed by walking, bicycling or taking a guided tour, carriage tour or bus tour. The City has promoted itself as a tourist destination and has now been designated the No. 1 tourist destination in the country. Success in attracting tourists, coupled with an explosion of parades, races, walks, festivals, and film shoots, has tipped the "healthy resident-to-tourist balance" that was a goal of the 1998 Update. On many days in March-May, the historic district is "over full"—residential sidewalks are crowded, traffic is congested, resident parking is unavailable, and frustrations rise. A similar situation is rapidly developing in October-November.

The City's statistics show that tourism is up 70% since 1994. Carriage rides are up 16% since 2000. Tourists at the Festival of Homes and Gardens exceeded 11,000 last year. Pedicabs have been added to the streets. Peninsula hotel rooms have mushroomed from 2,544 in 1998 to 3,569 in 2013. Another 1,500 hotel rooms are approved or planned. Large cruise ships now dock at the edge of the Historic District two to three times per week.

Accelerated growth in tourism and tourist activities on the Peninsula has occurred since the 1998 Update, yet many of the recommendations of the Update were not implemented to mitigate the myriad effects of tourism growth on residential neighborhoods. The Historic District is no larger, its streets and sidewalks are no wider, but the press of activity has increased significantly since 1998. Like any homeowner, residents of the Historic District would like to have quiet enjoyment of their homes.

Mass tourism has replaced heritage tourism.

The primary issues are:

(1) enforcement of existing tourism ordinances,
(2) volume of tourists and event activities, particularly in the peak months of March-May and increasingly in October-November.
(3) coordination among City departments,
(4) new ordinances needed,
(5) quiet enjoyment of residents' homes,
(6) public restrooms, and
(7) cruise ships.

ENFORCEMENT

The 1998 Update recommended that tourism enforcement officers (TEOs) be moved into the Police Department, receive training through the Departments of Traffic and Tourism Management and work closely with the Tourism Commission. The Update refers to two (2) full-time and four (4) part-time TEOs and later addition of two (2) more full-time TEOs. Such a force is not in evidence today. While the enforcement challenge has increased significantly, enforcement officers are not in the field.

Proposal: Four (4) full-time and four (4) part-time TEOs are needed to enforce the tourism ordinances related to carriages, walking tours, tour buses, pedicabs and bicycles and to enforce event and filming permits.

We believe the TEOs should be on foot, segways or bicycles in the neighborhood. This would enhance enforcement and be a deterrent to violations. Tourism ordinances were designed to maintain a desirable balance. There should be no hesitation to issue citations that might "inconvenience" a tourist; residents are inconvenienced by the violators. TEOs need not be in the Police Department and could be a revenue source, as with parking enforcement.

On any given day, multiple citations could be given for violations observed regularly by residents:

--carriages without medallions
--Zone 3 carriages in Zones 1 and 2
--carriages slow to pull over
--carriage "caravans" causing traffic backups
--walking tours blocking sidewalks
--pedicabs giving tours
--pedicabs in White Point Gardens
--pedicabs racing
--tour buses idling
--bicycles on sidewalks
--bicyclists not obeying traffic rules
--unauthorized tourist vehicles
--motor coaches off prescribed routes
--motorcycles violating the noise ordinance

ACTIVITY LEVEL

The 1998 Update included an objective "to discourage any significant increase in tourist numbers during the peak months (April-May)". Another objective stated "Because of the need to preserve and enhance our residential areas, all City transit and tourist related development activities must include careful consideration of possible negative impacts on those areas."

We are aware of no efforts to mitigate growth in tourist numbers during peak months. In fact, the peak season has been extended from March to May with the addition of the Wine and Food Festival, Antiques Show, Fashion Week and success of the Festival of Houses and Gardens. The Convention and Visitors Bureau may not advertise "downtown events" during peak months, but general promotional advertising by the CVB and promotion by tour and event sponsors remains intense.

The Charleston Marathon, MS Walk, Walk for Water, i5K Run and March for Babies have also been added to the event calendar in the Historic District—which already included:

Preservation Society Fall Tour of Homes
Veterans Day Parade
Turkey Day Run
Holiday Parade
Reindeer Run
St. Patrick's Day Parade
Hibernian Parade
HCF Festival of Houses and Gardens
Cooper River Bridge Run (which impacts the entire City)
Garden Club Tours
Spoleto Opening Festival
Palmetto Day Parade

These activities, plus numerous film shoots for TV series (Southern Charms, Reckless and Identity) and catalog photo shoots, involve street closures and traffic interruptions, take up parking spaces, bring crowds and interfere with the normal activities of a residential neighborhood—all of them on top of peak levels of carriage tours, walking tours, tour buses and house tours.

October-November are increasingly becoming challenging months for residents, with more Fall tourists and festivals. In October-November of this year 22 cruise ships, almost three per week, are scheduled at Union Pier.

Since 1998, each increment of growth, new activity or new event may have been considered small, but the cumulative total (like "death by 1000 cuts") is above carrying capacity at peak periods. A "healthy resident-to-tourist balance" has been exceeded.

Each of the activities contributing to peak congestion should be adjusted to contribute to restoring residents' quality of life.

Current carriage regulations put up to six (6) carriages in Zone 1 and up to six (6) carriages in Zone 2, which zones share Meeting Street as their boundary. Additional carriages providing "transportation" without medallions add to the carriage traffic in the Historic District. There is no capacity for additional carriages.

The limit of 36 tour buses was set well before traffic became more congested, pedicabs and cruise ships were added and tourism saw such substantial increases. The current 24 buses, with up to 6 in a single zone at a time, should not be increased. Tour bus operators should be encourage to transition to more modern narrower buses.

The Preservation Society and Historic Charleston should review peak season house tour activities to manage peak day numbers and avoid waiting lines on public sidewalks.

Proposals:

--No new events should be permitted for the Historic District and some of the current special events should occasionally be re-routed.
--Maintain the current number of carriage medallions and require transportation medallions (if point to point is maintained).
--Reduce the number of permissible tour buses to the current 24.
--Avoid issuing filming permits at peak tourism times.

CO-ORDINATION

The Convention and Visitors Bureau promotes tourism. The Tourism Commission regulates carriages, walking tours and tour buses. The Tourism Management Division of the Clerk of Council's Office administers the tourism ordinances. The Traffic Department regulates pedicabs. The Special Events Committee issues permits for races, walks, parades and festivals. The Office of Cultural Affairs issues filming permits. The Police Department is charged with enforcement.

Neighborhood residents feel particularly oppressed when multiple activities take place on the same day or many occur in the same week, especially during peak months when streets are already filled with carriages, walking tours, pedicabs, tour buses and house tours.

The 1998 Update contemplated "careful consideration of possible negative impacts" by city departments and recommended an "annual tourism management forum". These could be better implemented. For example, in 2015 it seems the Carnival Fantasy will once again be at Union Pier on March 28, the day of the Cooper River Bridge Run, which causes great congestion.

It would be desirable for the City to collect meaningful data on tourist presence on the Peninsula over time. This requires a well co-ordinated program. Promotion could be more tempered and selective so as not to produce unmanageable numbers in the future.

Proposal:

Tourism Management, Special Events, filming, enforcement and promotion should be fully co-ordinated under a full time Tourism and Events department head.

NEW ORDINANCES

A number of changes to the existing tourism ordinances are needed.

Too many carriages are seen without medallions, with unsatisfactory excuses. Too many carriages end up in "caravans" of 3, 4 or 5, making it difficult to pass or for all of them to pull over. It is impossible for a resident or TEO to determine whether a carriage without a medallion is an illegal carriage on the street or is providing point-to-point transportation.

Bicyclists need to understand and obey the rules of the road. Certain unacceptable tour vehicles have begun to appear on the streets. We appreciate that a new City ordinance bans tourist golf carts and quadra-cycles as inappropriate vehicles.

Our proposals are:

Carriages:
- --Impose an automatic citation for failure to display a medallion (no "broken hook" or "too windy" excuses).
- --Require a reasonable separation between carriages, like a 50-yard or one-block rule.
- --Eliminate point-to-point carriage transportation.

Bicycles
- --Attach "rules of the road" cards to rental bicycles.

Inappropriate Vehicles:
- --Fully implement the ordinances banning rental golf carts and quadracycles.

RESTORING QUIET ENJOYMENT

Tourists visit the historic district for the same reasons residents choose to live here: ambiance, charm, quiet, walkability, uniqueness. It should remain a good place to live, work, raise children and retire. Tourism should not pre-empt these attributes. They are compatible with heritage tourism, but not mass tourism. They can be jeopardized by the onrush of overwhelming numbers, in excess of the "carrying capacity" of the area.

Many residents have elected to change their shopping habits due to Peninsula congestion, finding it easier to drive to West Ashley for groceries, drug stores and dry cleaners rather than endure the congestion of using their traditional Peninsula vendors.

Residents bear all of the burdens of tourism and gain few of the benefits. They have to date willingly borne the brunt of the substantial increase in tourist numbers. They deserve some consideration for this civic engagement and support of the tourism industry

The 1998 Update also defined an objective to "reduce downtown traffic congestion" which would be of major benefit to residents. Traffic congestion has instead been worsened by the increase in tourists and special events.

Although much has been done since 1998 to accommodate the tourist, little has happened to address the concerns of residents. Relatively little tax money has been spent on improvements in the historic neighborhoods. Resident parking, traffic and pollution are major issues. There should be a study of successful approaches in other cities on providing resident parking (such as Boston, Philadelphia, San Francisco and New York City) and lessening vehicular traffic in the downtown area (such as London).

We propose the City address the following actions:

--Eliminate carriage and bus tours on Sunday morning. Neighborhoods have a considerable number of churches, and Sunday morning should be a time of relative quiet.
--Eliminate point-to-point transportation carriage rides. Alternative transportation exists, and these are often not distinguishable from tours.
--Study "resident only" parking districts.
--Reduce downtown vehicular traffic.

PUBLIC RESTROOMS

Public restrooms would not be welcome or appropriate additions to residential neighborhoods. These facilities have a history of attracting unsavory activities and vandalism and are difficult to maintain in functioning condition. In fact, public restrooms were removed from White Point Gardens years ago, for these reasons, and do not belong in a small historic park. No resident should face the prospect of viewing restroom lines from their home or seeing evidence of unsafe or unacceptable activity nearby. Our research on experience in other cities validates these points.

CRUISE SHIPS

The 1994 Plan provided that "Waterfront development [Waterfront Park to Charlotte Street] should be mixed use with an emphasis on residential, recreational and educational uses....Plans should include continuous waterfront access and substantial public park space with athletic fields." The 1998 Update states that a formal planning process for this area "was accomplished with the Union Pier Plan".

Yet from 2009 the City has acquiesced in the location of a new cruise ship terminal at Union Pier that brings ships carrying 2000-3500 passengers to the edge of the historic district twice a week and provides

10 acres of paved parking for 900+ cars. In October-November 2014, 22 cruise ships will call at Union Pier, next to the Historic District and residential neighborhoods.

The membership of CNA and HANA adopted resolutions by overwhelming vote to relocate the terminal, limit size and number of cruise ships and provide shore power as necessary steps to mitigate the impact of large cruise ship home port operations. The prospect of more and larger cruise ships in the future highlights the urgency of the needs.

Charleston can forever be diminished by the arrival of more and larger cruise ships, out of scale and out of character with the historic district. Development of the waterfront will be co-opted from that envisioned in the 1994 Plan and 1998 Update, due to the presence of a cruise ship terminal and the type of enterprises it can attract.

We hope the historical preservation impact study required of the Corps of Engineers and input from the national Advisory Council on Historical Preservation will address these issues. For historical reference, it was the conclusion of the ACHP in 1971, with the help of Historic Charleston Foundation, that moved the terminus of the James Island Connector from Beaufain Street to Calhoun Street due to the inappropriate impact on the historic district.

The City should support an objective study of relocation of the terminal, adopt size and number limits on cruise ships and advocate shore power.

THE FUTURE

The Historic District is a small area and home to several thousand residents willing to share their part of Charleston with a reasonable, manageable number of tourists. The 2014 Plan Update should adopt all of the goals and objectives of the 1998 Update—central to which is a "healthy resident-to-tourist balance" and maintaining quality of life. The number of tourists since 1998 has far outstripped the number of residents. The balance is not just stretched—in peak months, it is broken.

The Historic District is FULL on many days. Attracting more tourists and creating more events raises the prospect of October-November also becoming additional peak months—an intolerable result.

Residents would like to continue to support tourist activity, special events and house tours in their neighborhoods, but there is a limit and the necessary goodwill is being tested.

Rental golf carts and quadracycles recently appeared on City streets, and the City Council recognized the issue and acted on these "theme park" vehicles. New threats to monitor are the current offerings of helicopter tours over the Peninsula and slow-moving, darting cars with drivers using self-guided tour "apps".

We hope no further hotels will be permitted on the Peninsula until the current building boom is absorbed and any further increase is determined not to place more people on the Peninsula than space and quality of life allows. We hope a better location is found for a cruise ship terminal. We hope that all out pursuit of mass tourism does not forever change the unique nature of Charleston.

As John Rivers, a CNA member, wrote in a thoughtful May 6 Post and Courier oped on the future direction of the City: "Right now the city appears to want 'more' of anything. We need to be more selective in choosing our 'more'." That certainly applies to tourism, which needs a "winning, palatable solution."

We hope our proposals will be given full consideration so that a healthy tourist-to-resident balance is restored.

May 13, 2014

The French Quarter Neighborhood Association, Inc.
P.O. Box 660
Charleston, SC 29402

Comments and Recommendations Regarding Tourism Related Issues Affecting
The French Quarter
Presented to the Tourism Management Plan Advisory Committee

In May of 1997, the City of Charleston, Charleston Area Convention and Visitors Bureau, College of Charleston, Historic Charleston Foundation, National Trust for Historic Preservation and Preservation Society of Charleston co-sponsored an all day tourism management forum. The forum was the result of increasing concerns related to tourism in the historic district. *The issues rose at the forum covered congestion caused by touring vehicles, enforcement of tourism management ordinances and the continued debate of knowing when enough tourism is enough--can we define our capacity for tourism?*

As a result of the tourism management forum, the City established a committee that was given the task of updating the 1994 Tourism Management Plan. According to the Executive Summary contained in the 1998 update, "the issues addressed are categorized much as they were in the 1994 Tourism Management Plan: Long Range Planning, Tourism Ordinance Enforcement
and City Image, Tourist Related Vehicles and Transportation. The one major difference during this update was the addition of a thorough review of the tourism ordinance enforcement system. "

It is now 2014 and sadly those issues raised at the forum and in the 1998 report still have not been resolved, and tourism is up 70% since 1994. We understand there has to be a healthy balance between residents and tourists; yet, the quality of life in the French Quarter continues to be negatively impacted. In order to develop meaningful recommendations, the newly formed Tourism Management Plan Advisory Committee will need to take a holistic approach to "tourism" and address concerns in a comprehensive fashion.

The management of tourism related issues exists in silos - the Tourism Commission (of which I am a member) address carriages, tour guides, buses and mini-vans, another department has responsibility for special events which have grown immensely, yet another issues permits for the ever increasing requests for filming TV series, commercials, etc., and of course, the SPA has responsibility for cruise ships. Yet none of these exist in a vacuum. Each affects the other and taken together can create a perfect storm of havoc - traffic standstills, no parking for residents, the inability of residents to get to their homes during events and, importantly, the absence of quiet enjoyment for our residents. Charleston needs a comprehensive management plan that incorporates all factors affecting tourism and/or tourist type events.

The French Quarter, in particular, is affected by street closures due to events, filming and/or cruise ships and the sheer volume of people attending festivals, special events such as parades and races, the resulting loss of residential parking and carriage tours with sometimes 2 and 3 carriages back-to-back on our fairly narrow streets.

In summary, the critical issues that affect our residents' quality of life and quiet enjoyment of their property include:

- Lack of comprehensive management policy - need coordination among City departments and a full-time, proven, professional Tourism Executive overseeing all aspects.
- Number of tourism vehicles on the streets at any one time - perhaps cap the number of motor coaches, mini-vans at a lower number than is presently approved.
- Traffic congestion due to motor coaches parking on Concord and exiting via Vendue and East Bay. These large coaches should be parking at the visitors' center. This is especially an issue for our residents living east of East Bay.
- Lack of enforcement of existing tourism ordinances - while the Parking Enforcement Officers have increased their activity and helped our streets, we see no evidence of any Tourism Enforcement Officers. Enforcement could alleviate some congestion.
- Residential parking and traffic - perhaps develop remote parking locations with shuttle vans to accommodate out of state visitors. Other cities have developed similar programs.
- Increase in number of special events which often necessitate street closures - we would appreciate a policy for advance notice and consultation with neighborhood associations prior to issuing permits for new events and/or filming. Also, a cap on the number of events would be appropriate.
- Public restrooms - need more signage for current locations

The French Quarter is a tiny neighborhood compared with many others in our city, yet it is one of the most beautiful and historic. Our residents have proudly invested in this neighborhood and willingly share the neighborhood with theaters, restaurants, businesses, hotels and bars and tourists. Yet with the substantial increase in tourist numbers and the impact on parking, pollution and traffic congestion, this neighborhood is becoming ever more fragile. We are proud to live in such a charming, historic area and implore this Advisory Committee to give serious consideration to our concerns and suggestions.

Respectfully submitted,

Susan Bass
President
French Quarter Neighborhood Association

Historic Ansonborough Neighborhood Association
P.O. Box 821
Charleston, SC 29401

Comments and Recommendations Submitted to the Advisory Committee to the 2014 Tourism Management Plan Review

May 22,2014

Restoring Quality of Life in the Historic Residential Neighborhoods

The 1994 City of Charleston Tourism Management Plan and its 1998 Update clearly and consistently emphasized the need to preserve the residential quality of life in the historic district. The 1994 Plan recognized that "The accommodation of tourist desires can lower the quality of life for the resident. This accommodation of tourist desires and the possible reduction of the quality of life for the resident amounts to a resident 'subsidy' of the tourism industry."

The primary tourist appeal of Charleston over the decades has been the quiet, historic neighborhoods which can be enjoyed by walking, bicycling or taking a guided tour, carriage tour or bus tour. The City has promoted itself as a tourist destination and has now been designated the No. 1 tourist destination in the country. Success in attracting tourists, coupled with an explosion of parades, races, walks, festivals, and film shoots, has tipped the "healthy resident-to-tourist balance" that was a goal of the 1998 Update. On many days in March-May, the historic district is "over full"—residential sidewalks are crowded, traffic is congested, resident parking is unavailable, and frustrations rise. A similar situation is rapidly developing in October-November.

The primary issues in Ansonborough are unique in nature due to our neighborhood borders on East Bay, Calhoun Street, Meeting Street and Pinckney Street. Anson Street is a one-way thoroughfare that services bicycles, carriages, pedi cabs, tourists, bus traffic as well as residents.

(1) Enforcement of existing tourism ordinances. Late night noise from surrounding bars, extreme noise from the cruise ships, illegal carriage tours.

(2) Coordination and resident awareness of Special Events. The Gaillard Auditorium, The Grand Bohemian give HANA advance notices on a weekly basis. Why can't the Special Events department of the City of Charleston have the same courtesy to the neighborhood residents? Increases in Special Events are an extreme concern with the upcoming completion of the Gaillard Auditorium and Gadsonborough Park.

(3) Coordination between City of Charleston departments with an increase of Cruise Ship traffic on East Bay. East Bay Street on cruise day is a mismanaged parking lot with cruise traffic, buses, incoming tourist and residents. Merging cruise traffic from Concord Street to Hasell Street to East Bay with no law enforcement direction is a bonus.

(4) Non-Resident Parking within Ansonborough has become outrageous. HANA has four churches, the College of Charleston, restaurant employees, carriage employees and tourist parking in the residential zones. The majority of the Ansonborough residents do not have off street parking and rely heavily on their day to day residential parking permits. Neighbors have requested thirty minutes allowances instead of one hour.

Upon review of the recommendations and reviews from the CNA and the French Quarter Associations, the continuing themes are tourism enforcement and control of tourism growth. That being said, we must continue the theme of livability and quality of life for our residents. Walk in our shoes and see how we live day to day. Restoration of a healthy tourist to resident balance has reached a critical stage in the future of Charleston.

Respectfully submitted,

Angela Drake
President
Historic Ansonborough Neighborhood Association

Mazyk Wraggborough Garden District Resident Feedback on Tourism

Vangie Rainsford

Tourism as we know around the world set an all-time high last year; Charleston sits as the number 1 tourist destination in the world. But tourism success is at what price for the average resident in our city downtown. There is now a serious disconnect with tourism "massing" and the enjoyment of everyday living. The image of our city is a capricious phenomenon difficult to repair if lost.

What is revealing and yet tragic to our residents of the Garden District is being acquainted with tourism management study and the hereto lack of implementation to educated recommendations made by that committee and its work.

Now is the time to turn those recommendations from that study and the present committees change into an implementation plan. We see that it is easy to produce plans but what usually holds back progress is a resistance to change.

Tourism and its development align itself on three levels:

1. Commercialism (the economic driver) – creating jobs, goods, services, and activities for residents as well as tourists
2. The residents – compatibility with these effects and
3. The city as a whole – control

Words used for tourism management should be limiting as well as controlling. High impact times for tourism should be highlighted (Feb. thru June) and given more attention.

Our historic neighborhood, the Garden District, sits as the gateway entrance to our city. With the tourist's first arrival destination at the Visitors Center, to the ever-increasing happenings each week in Marion Square, we serve as the center of activity for Charleston. With the addition of a revitalized Upper King St. Bar and Entertainment District coupled with having almost 2000 hotel rooms within a five minute walk from our homes, you can understand why our frustration levels are high.

Growth is inevitable within a vibrant urban setting but with uncharted and unbridled growth we are slowly eroding away at the qualities of life that have drawn each of us initially here.

Each neighborhood in the city is affected in various degrees by tourism. The issues we feel need to be addressed are:

1. Events
2. Parking and Transport throughout the city
3. Enforcement and the lack of
4. Public restrooms
5. Unchecked tourism

1) Events

- Protraction of events during the year doesn't provide our residents any "down time" from the effects of tourism. Most of the events for the city can be focused entirely on Marion Square. Resident complaints venter on too many events concentrated in too few areas. There is minimal respect given to the integrity of our neighborhood with regards to events and event planning.

Solution:

- Distribution of events in a more equitable fashion around the city. A site such as White Point Gardens is seen as a possible new location for Piccolo Spoleto's Art Show. This location is net entirely surrounded by residential neighborhoods. It provides easy access and is underutilized.

Examples:

- Bridge Run Day brings in over 40,000 runners and spectators to a confined area. Residents are happy to share this experience with these participants but do ask that the massive traffic congestion created with Friday "pick up packets" day remain in North Charleston.
- Parking for tourists would include better signage in city to direct vehicles to garages and out of residential areas. Apps designed for smart phones would direct tourists to available parking garages.
- Moratorium on adding events to the calendar in an effort to analyze "the train out of control". The addition of over 2000 hotel rooms will carry "event potential" possibilities as well.
- Residential permitted parking areas offer little relief and effectiveness. Additional warnings to signs might include:

1) Towing enforced
2) A dollar amount to an infraction for parking in these areas
3) Increased fines for violations in residential parking districts

2) Parking

- In a study by Donald Appleyand he addressed "livable streets" which Charleston used to have and still needs and deserves. Residents of streets with light traffic had on average three more friends and twice as many acquaintances than people on streets with heavy traffic

- Residential parking is being threatened by events and other tourist related activities

Solutions:

- Additional enforcement officers are needed during peak tourist times of the year with special emphasis on Thursday thru Sunday control.
- "Residential-only" parking permits issued for neighborhoods
- More shuttles and trollies added to city supply with schedules available online

- Road space rationing strategy to reduce negative effects generated by peak travel demand. Restricting traffic access to city center based upon last digits of licenses; this is now operational in London's Town Center. "Interception" centers would be established to capture tourist traffic would be created outside the city. Large touring buses would be candidates for this with passengers being transported into the city on smaller shuttle buses
- As garages reach capacity "electronic" signals are given to direct people to an alternative garage site nearby

3) Enforcement

Enforcement continues to be an ongoing problem with regards to tourism – from tour bus violations, pedicabs, and bicycle riders who show disregard for the law as well as carriages that "wagon train" on our streets

Solutions:

1. Hire a full time Tourist Manager and Events Overseer
2. Additional Tourist office management officers are needed. At this time there is only one officer for the entire historic district. At least four full time and two part-time officers should be hired to enforce ordinances related to walking tours, tour buses, bicycles, and pedicabs
3. Communication and connectivity should be established and ongoing with:
   a. A hotline number (#) to call with complaints and infractions. The city has already implemented a graffiti hotline and a pothole hotline as well
   b. Quarterly review with a TEO which has been assigned to districts or zones in neighborhoods
   c. An annual city Tourism Management Forum to be held in January of each year – before the peak season begins
   d. Large tour buses should be banned in the Historic District. Routing of buses if allowed should be restricted to the arterial streets, never residential streets.

4) Public Restrooms

The public outcry for additional public restrooms must now be addressed. Sites for facilities must be identified.

Solution:

- White Point Garden vicinity must be given serious review. "Royal Portalets", which are often seen at upscale Kentucky Derby events, the British Open, and the Masters Golf Tournament could be a point of discussion. These could be brought to a site with an attendant present on a temporary basis until more permanent facilities could be built.

5) Unchecked Tourism

"Free zone" (7 day parking for free) parking should be eliminated and 2 Hour parking times should be established to free up more spaces. One of the worst "free zones" is around Wragg Mall in our neighborhood with the majority of spaces being taken up by students at the Charleston School of Law. This area sits at the entrance to the Visitors Center.

"Renting your home to tourists" or "Home Away" is becoming more prevalent in residential areas downtown. Many part-time residents who own homes are using their homes in this way. This practice should be studied by the city for its effects are far reaching and in some cases is negatively affecting residential quality of life.

CANNONBOROUGH
ELLIOTBOROUGH
NEIGHBORHOOD ASSOCIATION

May 22, 2014

Susan Griffin
Business and Neighborhood Services
City of Charleston

Dear Su:

This letter is in response to Tim Keane's request for information related to the City's Tourism Management Plan that is currently being revised. The notice requested the most important tourism related issue affecting our neighborhood with as much detail and facts as possible. I posed this question during our recent full neighborhood association meeting, held on May 19, 2014, and received a large number of comments from neighborhood residents. Although there were a variety of comments responsive to the request, a unifying theme emerged.

The paramount request from residents and businesses relative to the updated Tourism and Management Plan is a desire that the City direct greater attention and resources to the Cannonborough-Elliotborough neighborhood in order to improve the appearance of our neighborhood for tourism and visitors. Our neighborhood is located in the middle of the Charleston peninsula and is second in size only to the Charlestowne neighborhood on the peninsula. Our neighborhood has experienced dramatic growth and change in the past twenty years, including our thriving commercial area of Upper King Street. Our neighborhood is also experiencing an influx of terrific new restaurants and a number of large hotels will soon open within our neighborhood's boundaries. However, in spite of these changes, many residents believe there exists a general lack of appreciation that our area has evolved from the neighborhood it was twenty, or even ten years ago, and that our neighborhood is now increasingly becoming an area where tourists visit, stay, and dine. Residents and businesses owners believe that the City should now provide an investment in making Cannonborough-Elliotborough more desirable for tourists, residents and businesses alike, by dedicating resources towards improving the appearance of the neighborhood. More specifically, residents request that resources be dedicated to our neighborhood in order to: (1) clean up our neighborhood's proliferation of trash and litter; (2) provide additional parks or green space; (3) provide infrastructure improvements, such as bike lanes, improved sidewalks, pedestrian signals, and commencement of long-stalled two-way conversion projects for our neighborhood streets; and (4) budget City funds for the hiring of a dedicated livability officer for the Cannonborough-Elliotborough and Radcliffeborough neighborhoods. These requests are summarized as follows.

(1) As you are aware, approximately 70% of our neighborhood's population resides in rental properties according to the latest United States Census. Of these rental properties, a large proportion, if not majority, serve as off-campus housing for college students. While some of these properties are maintained, many others are not, to the detriment of our neighborhood's appearance. Many off-campus rental properties regularly have broken glass and beer cans, litter, and trash piles in their yards, driveways, and on adjacent streets and sidewalks. Adding to the amount of trash generated by unmaintained rental properties, our neighborhood is used as evening street parking for visitors heading to Upper King Street's restaurants and bars. This combination of absentee property owners, student tenants, and nightlife visitors using our neighborhood as a path to and from the bars results in the generation of significant amounts of trash and litter in our neighborhood. Our neighborhood's full-time residents do the best we can at cleaning up trash, but we simply do not have the resources or manpower, which leaves many of our sidewalks and properties cluttered with litter and trash – an unsightly and unwelcoming sight for tourists visiting our neighborhood and its businesses. As our neighborhood increasingly becomes an area where tourists visit, we request that the City dedicate resources to help us remove the ever-present litter and trash from our neighborhood.

(2) As specifically identified in the City's Area Character Appraisal for Cannonborough-Elliotborough, our neighborhood requires additional parks or green space. Additional parks or green space does not simply benefit residents; it provides an attraction for tourists as well. Currently, our large neighborhood only has one small park that borders the Septima P. Clark Highway. Another small park is being constructed where the larger DeReef Park previously was located, which will now be surrounded by more than thirty towering three and four-story high residences. The amount of vacant land is rapidly disappearing from our neighborhood in the continued development pursuit of student rental properties, yet no action is taking place to designate additional park or green space in our neighborhood. That is a mistake. The City should work with the neighborhood and Charleston County in seeking funds to purchase land for additional parks or green space for the benefit of our neighborhood before it is too late.

(3) Our residents and businesses also request that the City perform infrastructure improvements that will improve visitors' experience, accessibility and safety in our neighborhood. There are currently two approved, but stalled, two-way conversion projects for our neighborhood streets, including Cannon, Spring, Coming, St. Philip and Line Streets. These capital improvement projects were approved by City Council in 2009 and 2012 respectively, but have yet to begin. It's past time to take initiative in completing these projects without further delay. Many of our neighborhood streets are in disrepair and the lack of pedestrian signals throughout our neighborhood pose safety threats for both residents and visitors. Residents also offered comments on their desire for bike lanes in our neighborhood. To my knowledge, we currently have none. Another comment suggested is the beautification of Porters Court, a pedestrian street located in our neighborhood. All infrastructure improvements serve to improve the appearance, accessibility, and safety of our neighborhood. We request meaningful action from the City in implementing some, if not all of these improvements.

(4) Our neighborhood's residents and businesses appreciate and regularly use the services of the City's Code Enforcement Officers. The Livability Division, lead by Sgt. Riccio, does a tremendous job responding to complaints. However, our full-time residents and business owners cannot keep up with reporting all the code and livability violations that occur in our neighborhood. According to Sgt. Riccio, our neighborhood and the adjacent Radcliffeborough neighborhood are the most prone areas for code enforcement violations throughout the entire City of Charleston. The Livability Division does not currently have the resources to proactively enforce code violations in our neighborhood. Reactive, as opposed to proactive enforcement, is simply not currently working to reduce the constant code violations in our neighborhood, such as litter, excess noise, trash, overgrown vegetation, unmaintained properties, graffiti, and sidewalk or street obstructions, among

others. Respectfully, the increasing number of nuisances in our neighborhood may ultimately serve as a deterrent and jeopardize our neighborhood's potential in attracting residents, businesses, and visitors. For that reason, our neighborhood requests that the City allocate funds in its budget for a code enforcement officer dedicated to our part of the Charleston peninsula, where it is most sorely needed, to improve the appearance of Cannonborough-Elliotborough.

I realize the items outlined above are probably unlike those requested from other neighborhoods. Our issues seek the encouragement of tourism in our neighborhood, rather than its limitation. I suspect our residents and businesses would be thrilled if our biggest issues were limiting rickshaws tours or hours of film productions. While our neighborhood has not traditionally been a location associated with visitors, it is inevitably and increasingly becoming so. As a result, I encourage the City and the Tourism Management Committee to consider and adopt measures that will encourage visitors to feel welcome and safe in Cannonborough-Elliotborough. Thank you for considering our neighborhood's requests.

Sincerely,

Tim Muller
President, Cannonborough-Elliotborough Neighborhood Association

Wagener Terrace Neighborhood Association (WTNA) response to Tourism Management Plan Advisory Committee.

Introduction

Wagener Terrace is a diverse traditional neighborhood. The following tourism related 'macro-trends' have affected Wagener Terrace:

- The increase in the amount of persons, vehicles and materials 'drawn' to downtown Charleston (Destination) for tourism and its supporting industries.
- The increase in the 'off the peninsular' Origin of persons, vehicles and materials.
- The rapid development of Upper King as an enhanced, additional Commercial/Tourist hub.

Issue – 'Short Cuts, Long Delays and Sandwiched in Between'

Wagener Terrace is used as a ***'short cut'*** used by many whose journey DOES NOT originate in Wagener Terrace NOR is it their DESTINATION.

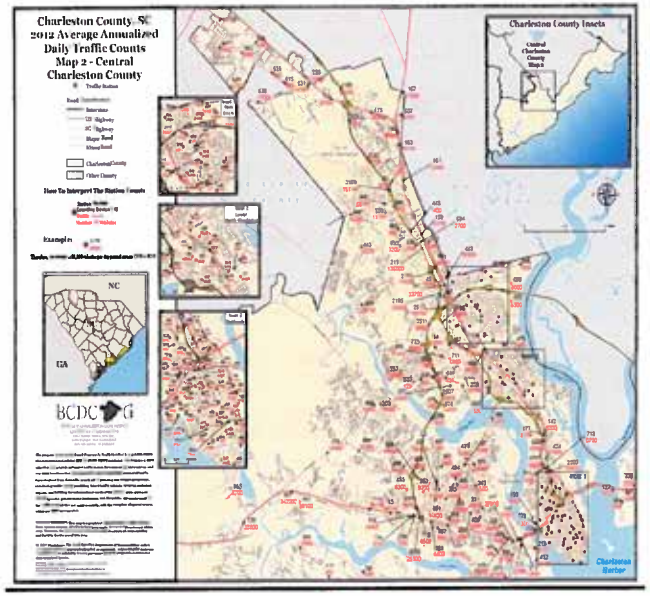
[Please refer to attach Annualized Traffic Counts to see the 'short cut' aspects in a data (traffic count) form from BCDCOG and SCDOT]

This has led to an increase in Congestion in Wagener Terrace thoroughfares. This congestion leads to:

- Increased commute times and ***delay*** for Wagener Terrace residents,
- Increased risk of accident with vehicles, pedestrians (especially children given the proximity of schools and park,) and bicycles, and
- Increased risk of poorer air quality from congestion related pollution.

Planned and future developments such as a cruise terminal, additional upper king hotels, restaurants, apartment/condominium developments near and south of Huger Street will increase the 'draw' of both tourist and related traffic. Residential and hotel developments astride the Airport/I-26 corridor will increase our traffic counts as a direct or indirect result of tourist related visits. Moreover, with developments such as the Magnolia just north of Wagener Terrace we risk being ***sandwiched*** in the middle and unable to attract the required funding to handle and support tourism that provides a benefit elsewhere on The Peninsular. We risk being left with poorly planned, inadequate and inefficient transportation and transit options because we are not a 'tourist attraction'. Hence, our livability will be adversely affected as our residents 'compete' with future traffic increases as a result of direct or indirect tourism, special events and poor transportation/mobility choices.

Respectfully,
Steven Eames For WTNA
[Steven.Eames@gmx.com]



The Radcliffeborough Association Tourism Suggestions are listed below. Suggestions appear to be simple, but will require increased Livability staffing at Code Enforcement. Dan Riccio cannot achieve these improvements without more manpower.

1. Parking Control
2. Trash Control
3. Noise Control
4. Public Rest Room Placement
5. Limitation of Restaurant and Entertainment Development.

Radcliffeboroug's main area of concern is still St. Philip Street. Parking garage, bar and restaurant developers have all descended on this land area in the last year. Originally a Ine of small houses, this area has undergone multiple demolitions, and must now be carefully redeveloped in keeping with the residential character of Radcliffeborough's preserved interior. Let's not repeat the land use wrongs of Sears again on the same street. Both commercial and religious interests must be included in this land use control design.

Please thank Tim and Yvonne for their never-ending assistance. Yvonne and I have worked together on Radcliffeborough improvements for some thirty years. keep up the good work.

Dockside Neighborhood

Several thoughts :
-- What is the status of the cruise terminal ? We have been away for the past four months on a World Cruise. Great experience. All the ports were delighted to see us.
It is my observation that the congestion in the downtown ares is the same whether a cruise ship is port or not.
If the intent is to limit the amount of visitors to our lovely city, we should have restricted the number of hotels, restraints, bars and flights. I am one of the few residents who enjoy sharing our home with visitors and certainly support the cruise industry.
All that said, we need the following improvements:
Light rail facilities. Charleston is one of the few major tourist destinations without a convenient way to get around.i realize subways and canals are impractical.
Parking lots outside the city with rapid rail connections downtown.
Cost to build should not be a limiting factor.
Definitely need more upscale restrooms.
Trolly buses are much too large for our narrow streets. Most have few riders.
Jack Evans. President, Dockside Association

Hampton Park Terrace
The neighborhood (Hampton Park Terrace) has not been directly impacted.

Comments and Recommendations Regarding Tourism Related Issues Affecting

The French Quarter

Presented to the Tourism Management Plan Advisory Committee

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As a result of the tourism management forum, the City established a committee that was given the task of updating the 1994 Tourism Management Plan. According to the Executive Summary contained in the 1998 update, "the issues addressed are categorized much as they were in the 1994 Tourism Management Plan: Long Range Planning, Tourism Ordinance Enforcement and City Image, Tourist Related Vehicles and Transportation. The one major difference during this update was the addition of a thorough review of the tourism ordinance enforcement system. "

It is now 2014 and sadly those issues raised at the forum and in the 1998 report still have not been resolved, and tourism is up 70% since 1994. We understand there has to be a healthy balance between residents and tourists; yet, the quality of life in the French Quarter continues to be negatively impacted. In order to develop meaningful recommendations, the newly formed Tourism Management Plan Advisory Committee will need to take a holistic approach to "tourism" and address concerns in a comprehensive fashion.

The management of tourism related issues exists in silos - the Tourism Commission (of which I am a member) address carriages, tour guides, buses and mini-vans, another department has responsibility for special events which have grown immensely, yet another issues permits for the ever increasing requests for filming TV series, commercials, etc., and of course, the SPA has responsibility for cruise ships. Yet none of these exist in a vacuum. Each affects the other and taken together can create a perfect storm of havoc - traffic standstills, no parking for residents, the inability of residents to get to their homes during events and, importantly, the absence of quiet enjoyment for our residents. Charleston needs a comprehensive management plan that incorporates all factors affecting tourism and/or tourist type events.

The French Quarter, in particular, is affected by street closures due to events, filming and/or cruise ships and the sheer volume of people attending festivals, special events such as parades and races, the resulting loss of residential parking and carriage tours with sometimes 2 and 3 carriages back-to-back on our fairly narrow streets.

In summary, the critical issues that affect our residents' quality of life and quiet enjoyment of their property include:

- Lack of comprehensive management policy - need coordination among City departments and a full-time, proven, professional Tourism Executive overseeing all aspects.
- Number of tourism vehicles on the streets at any one time - perhaps cap the number of motor coaches, mini-vans at a lower number than is presently approved.
- Traffic congestion due to motor coaches parking on Concord and exiting via Vendue and East Bay. These large coaches should be parking at the visitors' center. This is especially an issue for our residents living east of East Bay.
- Lack of enforcement of existing tourism ordinances - while the Parking Enforcement Officers have increased their activity and helped our streets, we see no evidence of any Tourism Enforcement Officers. Enforcement could alleviate some congestion.
- Residential parking and traffic - perhaps develop remote parking locations with shuttle vans to accommodate out of state visitors. Other cities have developed similar programs.
- Increase in number of special events which often necessitate street closures - we would appreciate a policy for advance notice and consultation with neighborhood associations prior to issuing permits for new events and/or filming. Also, a cap on the number of events would be appropriate.
- Public restrooms - need more signage for current locations

The French Quarter is a tiny neighborhood compared with many others in our city, yet it is one of the most beautiful and historic. Our residents have proudly invested in this neighborhood and willingly share the neighborhood with theaters, restaurants, businesses, hotels and bars and tourists. Yet with the substantial increase in tourist numbers and the impact on parking, pollution and traffic congestion, this neighborhood is becoming ever more fragile. We are proud to live in such a charming, historic area and implore this Advisory Committee to give serious consideration to our concerns and suggestions.

Respectfully submitted,

Susan Bass

President

QUALITY OF LIFE REPORT

Advisory Committee to the Charleston Tourism Management Plan Update

Quality of Life Subcommittee Report December 8, 2014

The Subcommittee notes that the purpose of Charleston's Tourism Ordinance is "to maintain, protect and promote the tourism industry and economy of the city and, at the same time, to maintain and protect the tax base and land values of the city, to reduce unnecessary traffic and pollution and to maintain and promote aesthetic charm and the quality of life for the residents of the city".

The Subcommittee endorses the 1998 Update which focused on the following goals and objectives:

"to preserve the quality of life of residential neighborhoods"
"to manage tourism for the benefit of residents, industry and tourists"
"to preserve Charleston and its uniqueness"
"to encourage economic diversity"
"to understand and mitigate negative tourism impacts"
"to promote a diverse product mix"
"to plan a thoughtful integration of future waterfront development with existing city fabric"
"to anticipate change, to identify and plan for potential tourism related threats to Charleston's character"

To accomplish these, the 1998 Update resolved to "discourage any significant increase in tourist numbers during peak months" and "adopt as a central goal the maintenance of a healthy resident-to-tourist balance". The Update also:

--found that a twelve month calendar of peak volumes would be unacceptable
--encouraged the reduction of downtown traffic congestion
--contemplated future Cooper River waterfront development of mixed use with an emphasis on residential, recreational and educational uses

--recommended four full time and four part time Tourism Enforcement Officers
--recommended at annual tourism management forum
--recognized the significant contribution of residents of the historic district "who pay for the preservation of the primary historic attractions"

All of these observations and recommendations continue to apply and should remain the backbone of the Advisory Committee's Report. The Report should note the substantial increase in tourist and special events activity. The objectives to maintain a balance, reduce peak season activity (extended now to March-May) and not develop year-round peak activity are even more necessary today.

Neighborhood associations were asked to submit observations and recommendations to the Advisory Committee which the Subcommittee has considered. The submissions emphasize the impacts of the growth of tourism on livability, the "over full" conditions of peak months and the need to restore a reasonable tourist-to-resident balance. The Advisory Committee Report should note the issues raised by the neighborhood.

The Subcommittee has organized recommendations under goals to:
--reduce congestion
--reduce the impact of special events
--improve resident parking
--improve tourist communication
--manage the impact of cruise ships.

Congestion. The observations in the 1998 Update remain true, but with a 70% increase in tourism in an area that is no larger than in 1998. Congestion has many contributors, including carriage tours, walking tours, tours buses, motor coaches, house tours, hotel proliferation, pedicabs, cruise ship traffic, rental bicycles, special events, etc. The limit has been reached and everyone should contribute to a reduction in congestion. We propose strategies to reduce congestion.

A key recommendations is to co-ordinate and balance matters related to the tourism economy and residents' quality of life by creating a centralized administrative unit covering tourism regulation, promotion, monitoring, enforcement, data gathering, special events, filming and livability.

A second key recommendation is for the City to perform a fully funded, thorough traffic/mobility/parking study that covers the peninsula (and traffic to and from the peninsula), with an objective to reduce vehicular traffic on the peninsula.

Also, an annual tourism update review should monitor implementation of 2014 Plan recommendations and address evolving issues.

Special Events. Parades, races and walks have multiplied in the historic district since 1998, with accompanying crowds and street closures, and now with significant filming activity added. The limit has been reached, and the activity should be spread.

Parking. The quality of life for many residents, who experience tourism activity at least nine hours a day--365 days a year--would be greatly enhanced if they had to compete less for parking spaces convenient to their homes. A resident focused parking regime, as practiced in many other cities, should be developed by neighborhood associations and the City for those neighborhoods of high tourist activity. This recommendation is critical to maintaining the balance between residential life and tourism. The City should develop a remote parking area for visitors with regular shuttle service in non-polluting shuttle vehicles.

Communications. Tourists should recognize that in visiting the historic district they are mainly in quiet residential neighborhoods with limited tourist facilities. Better signage can address the situation.

Cruise Ships. The risk exists that the character of the historic district becomes overwhelmed, to the detriment of residents and land-based heritage tourists alike, by the prospect of more and larger cruise ships

Cruise Ship Recommendations: Draft

The work of the Tourism Management Advisory Committee over the past several months has generated a greater understanding of tourism's impact on many aspects of the City's life and of the interconnections among various areas of the industry. In particular, data provided by the College of Charleston shows double- or triple-digit increases in many categories, including:

- 70% increase in visitor volume since 1994
- 63% increase in the number of special events in the City since 2009 (there were 414 permits issued in 2013 alone)
- 547% increase in the number of cruise ship passengers since 2000

In this context the Committee felt that it fell within the scope of its work to address the impact of cruise ships upon the balance between residential life and tourism activities. The pros and cons of current cruise ship operations have been amply attested elsewhere; the goal of this document is simply to suggest ways to manage the impact of cruise ships as a component of tourism, particularly given the proximity of cruise activity to the already-strained historic district.

Moreover, the projected growth of the cruise industry, and the anticipated increase in the size of ships themselves, prompt us to consider not only present impacts, but also the possible effects upon the trajectory of land-based heritage tourism and upon future generations of Charleston residents. The Committee recognizes, too, that the federal permitting process will entail a Section 106 study of the impacts on the historic district along with steps to minimize and mitigate those impacts.

With these considerations in mind, the Committee proposes the following recommendations for managing the impact of cruise ships:

- Continue the dialogue on the installation of shore power, as recommended by the South Carolina Medical Association and the Charleston County Medical Society, and included as a proviso in the South Carolina state budget
- Explore ways to coordinate and manage the calendar to avoid cruise ship arrivals on the days of major events such as the Bridge Run, Spoleto Festival opening, and college graduations
- Evaluate the possibility of remote passenger parking to reduce congestion
- With an eye to the future, continue to study ways to strengthen the voluntary agreement limiting the number and size of cruise ships visiting Charleston
- Study the possibility of defraying the costs the City incurs in supporting the cruise ship industry by charging a passenger head tax

Thirty years ago, it was thought impossible to place limits on the numbers of buses and carriages on the streets of Charleston. A courageous and forward-thinking mayor saw things differently, and because of his foresight our city has been able to manage the challenges of tourism as they have arisen. The increase in cruise ship traffic is one of the challenges of the present moment. The Committee is grateful for the steps that have already been taken, and offers the above in the hopes of continued improvement in managing the impact of cruise ships upon our city.

SPECIAL EVENTS ORDINANCE

DIVISION 8. - SPECIAL EVENTS COMMITTEE

FOOTNOTE(S):

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Editor's note— Ord. No. 2010-114, § 1, adopted July 20, 2010, set out provisions intended for use as § 2-183 et seq. Inasmuch as there were already provisions so designated, these provisions have been included as div. 8, § 2-185 et seq., at the discretion of the editor.

Sec. 2-185. - Title.

This division shall be known as and cited as the "special events ordinance."

(Ord. No. 2010-114, § 1, 7-20-2010)

Sec. 2-186. - Purpose.

The city council finds and declares that it is in the public interest to regulate events on the public streets, public property and events held on private property under certain circumstances pursuant to the police powers of the city in order to maintain, protect and promote the public health, safety and welfare of the citizens, residents and visitors of the City of Charleston.

(Ord. No. 2010-114, § 1, 7-20-2010)

Sec. 2-187. - Definitions.

The following words and phrases when used in the special events ordinance shall have the following meanings:

Annual event means an event recurring each year at approximately the same date which has previously complied with the permit requirements of the special events ordinance.

Applicant means the sponsor or authorized agent of the sponsor who completes the special event or temporary use event application, as applicable, and acts as primary contact for the special event or temporary use event, as applicable.

Application means a written request on a form or forms that sets forth the information required to be provided by the special events ordinance.

Commercial film/photographic event means movies, commercials, or fashion industry photography on public property, including public streets, sidewalks, trails and/or other public place.

Festival means a stationary event on public property, including public streets, sidewalks, trails and/or other public place, held one day or more and includes fairs, carnivals, rallies, concerts, and sporting events.

General liability insurance means a form of business liability insurance to protect a business or entity from injury or death claims, property damages and advertising claims.

Liquor liability insurance means a form of business liability insurance to protect a business or entity from injury or death claims or property damages from distribution or sale of alcoholic beverages.

Major event means an event which impacts multiple city departments, has one thousand (1,000) or more people in attendance, and has an impact on a public street, right-of-way, and/or a city-owned or managed park or facility.

Medium event means an event which impacts multiple city departments, has more than five hundred (500) and less than one thousand (1,000) people in attendance, and has an impact on a public street, right-of-way, and/or a city-owned or managed park or facility.

Parade means any organized group marching or in procession, whether on foot, animal, or vehicle, held on public property, including public streets, sidewalks, trails and/or other public place.

Small event means an event which impacts multiple city departments, has less than five hundred (500) and people in attendance, and has an impact on a public street, right-of-way, and/or a city-owned or managed park or facility.

Special event means a pre-planned activity sponsored by an individual, group, organization or entity proposed to be held on public property, including public streets, sidewalks, trails, facilities, parks, or other property owned or managed by the city which would significantly impact either public property and/or normal vehicular and pedestrian traffic requiring the use of city services, and which shall include but not be limited to a parade, foot race, bike or wheeled race, celebration, amusement event, cultural recognition, sporting event, demonstration, competition, commercial movie or television production, photography shoot, commercial for-profit event, charitable cause, or other similar activity.

A special event shall also include events at the VRTC bus shed and events on private property at which members of the public pay to attend and alcohol is to be served or at which members of the public can purchase alcoholic beverages for onsite consumption.

A special event shall not include the following:

(a) An event confined exclusively within the interior areas of the Old Exchange Building, the Charleston Maritime Center and that portion of the open area adjacent to the Charleston Maritime Center, the historic VRTC building and the Gaillard Auditorium and its front porch and adjacent parking lot as identified in such facilities' annual approved operations plan as set forth in section 2-189(p), provided these facilities operate in compliance with their approved annual operations plan during any special event.

(b) A news broadcast.

(c) An event that is held on private property in a residential neighborhood that is not required to obtain a temporary use event permit as defined herein.

A special event may not include a private event at a city park, playground or recreation facility where no alcohol is served; however, such an event may require a park permit, the requirements of which are set forth in section 22-4(l) of this Code.

Temporary use event means an event that requires a temporary use event permit.

Temporary use event permit means a permit required when an event is held on private property in a residential neighborhood in which members of the public are not permitted but at which two hundred fifty (250) or more persons are anticipated to be in attendance, sound [is] to be amplified which carries beyond the boundaries of such private property, and the event is anticipated to impact available on-street parking and city service responses.

(Ord. No. 2010-114, § 1, 7-20-2010)

Sec. 2-188. - Created; membership; powers; duties and responsibilities.

(a) *Created.* There is hereby created the special events committee (the "committee").

(b) *Membership.* The committee shall be appointed by the mayor and shall consist of seven (7) members, one of whom shall be an employee of the department of parks or his designee; one of whom shall be an employee of the department of recreation-recreation facilities division or his designee; one of whom shall be an employee of the department of traffic and transportation—parking meters division or his designee; one of whom shall be an employee of the police department—traffic and special operations division or his designee; one of whom shall be an employee of the department of planning, preservation and sustainability—neighborhood services division or his designee; one of whom shall be an employee of the executive department—cultural affairs division or his designee; and one of whom shall be an employee of the office of the clerk of council—tourism division or his designee. All members shall be voting members. The members of the committee shall serve until their successors have been appointed and qualified. For purpose of committee action, a quorum of the committee shall consist of four (4) voting members of the committee in attendance.

(c) *Powers.* The committee shall act as an administrative board and have authority to approve and issue special events and temporary use event permits upon the terms and conditions as set forth in the special events ordinance; coordinate with city departments and other governmental agencies for the provision of governmental services as needed to support special events and temporary use event permit events; collect special event permit fees and discharge such other duties as may be assigned by the mayor.

(Ord. No. 2010-114, § 1, 7-20-2010)

Sec. 2-189. - Application; processing of special event and temporary use event permits and conducting special event and temporary use event permit evaluations.

Special event and temporary use event permits shall be obtained from the committee prior to hosting, conducting, holding or staging a special event or a temporary use event. Prior to a special event or temporary use event permit being issued, the following procedure shall be followed:

(a) An application shall be submitted to the city by the special events or temporary use event permit applicant accompanied by the applicable city special events or temporary use event permit processing fee as set forth on the city special events fee schedule, marked as Exhibit A, incorporated by reference herein. The application shall list the location and/or route, date, and time of the proposed special event or event requiring a temporary use event permit. For a major event, the application shall be filed at least one hundred twenty (120) days prior to the date of the proposed special event; for a medium event, the application shall be filed at least ninety (90) days prior to the date of the proposed special event; for a small event, the application shall be filed at least sixty (60) days prior to the date of the proposed special event; for a temporary use permit, the application shall be filed at least sixty (60) days prior to the date of the proposed event requiring a temporary use event permit, and for a commercial film and photography event, the application shall be filed at least three (3) days or seventy-two (72) hours prior to the proposed special event to allow adequate review of the application by the committee. First time events are encouraged to list several options for location, route, date, and time. Notwithstanding the foregoing, the city reserves the right to: (i) process and approve a special event application for a major or medium event at a city-owned facility in less than sixty (60) days prior to the date of the proposed special event if exigent circumstances exist in the sole opinion of the city; and (ii) issue an annual temporary use event permit to private property owners who routinely host events that require a temporary use event permit provided the private property owner has submitted and received an approved operations plan from the special events committee on an annual basis, said operations plan to include but are not be limited to acceptable alcohol management and security measures governing its events.

(b) The special events committee shall review the application to determine if the proposed special event or temporary use event can be approved. The committee shall meet with the applicant to review and evaluate the application for compliance with the requirements herein and prioritize locations and/or routes, if necessary (the "meeting"). Prior to the meeting, the applicant shall be required to provide the committee with a complete package of information on the proposed special event or temporary use event at least ten (10) business days prior to the meeting including, but not limited to the following information:

(1) Description of the proposed special event or temporary use event, as applicable.

(2) A tentative site plan which may include designating the location of entrances and exits, retail, food, and alcoholic beverage vendors, tents, stages, bleachers, signs or banners, portable restrooms and sinks, electric and water hookups, first aid stations, fire extinguishers, garbage and recycling receptacles, barricades, hazardous materials, and security.

(3) A security plan.

(4) A sanitation plan which includes provisions for trash removal and recycling removal.

(5) A traffic control plan.

(6) An alcohol plan.

(7) An Amplified sound plan.

(8) The time of all activities associated with the proposed special event or temporary use event.

(c) The meeting shall also include a discussion of the committee's comments and possible conditions and fees.

(d) Once a special event or temporary use event permit application is approved, the committee shall send a notification letter to the applicant listing fees and special conditions. Special event fees shall be paid by the applicant thirty (30) days prior to the date of the special event or temporary use event, as applicable, and a stamped permit is given to applicant within five (5) days of the committee's receipt of payment of the required fees and any other documentation required by the committee, or as soon thereafter as is reasonably possible.

(e) The applicant shall provide written notification to: (i) the city councilmember in whose district the special event or temporary use event, as applicable, shall occur; and (ii) the impacted neighborhood president(s) and business(es) advising of the approval of the special event or temporary use event, as applicable, and listing date(s), time(s), and location/route thereof no later than thirty (30) days prior to the date of the special event or temporary use event, as applicable. A reminder notice to: (i) the city councilmember in whose district the special event or temporary use event, as applicable, shall occur; and (ii) the impacted neighborhood president(s) and business(es) shall also be sent by the applicant fifteen (15) days prior to the date of the special event or temporary use event, as applicable, and which shall contain all of the information required in the initial notice as specified above.

(f) A post special event or temporary use event, as applicable, evaluation shall be conducted by the committee or its chair. The evaluation may include a survey of impacted residents and/or businesses, a meeting with the applicant and feedback from the committee.

(g) Events subject to alcohol policy requirements.

(1) A temporary use event on private property in a residential neighborhood in which the members of the public are not permitted but at which two hundred fifty (250) or more persons are anticipated to be in attendance, sound is to be amplified, the event is anticipated to require on-street parking and alcohol is to be served. A temporary use event shall be exempt from the requirements of subsections (h)(2)a. and (h)(2)c. below.

(2) A special event on private property at which members of the public pay to attend and alcohol is to be served or at which members of the public can purchase alcoholic beverages for onsite consumption.

(3) A special event in/on city-owned and/or operated facilities, including city parks, where alcohol is to be served.

(h) Requirements of alcohol policy.

(1) *Certification/training.* The special event permittee or temporary use event permittee, as applicable, shall be required to utilize at least one bartender and/or floor/door monitor with certification from a smart serve or servers intervention program or an equivalent alcohol server training program as approved by the city. The city reserves the right to increase the number of bartenders and floor/door monitors as required to satisfy public safety.

(2) *Controls.*

a. The special event permittee shall be required to establish a controlled entrance and exit location by the posting of signage stating that alcoholic beverages are prohibited beyond the permitted area. As required by the chief of police or his designee, a

controlled area for the serving and consumption of alcoholic beverages during the event may be required.

b. No alcoholic beverages shall be served within thirty (30) minutes of the conclusion of the special event or temporary use event, as applicable. No more than two (2) alcoholic beverages shall be served to any person at any one time during a special event or temporary use event, as applicable.

c. No alcoholic beverages shall be served to any person at a special event unless such person has been issued a wristband by the special event permittee which indicates that the person has shown valid proof of being at least twenty-one (21) years of age.

d. The special event permittee or temporary use event permittee, as applicable, and its invitees shall be in compliance with all applicable federal, state, local statutes, ordinances, rules, regulations, licenses and permits, including permits required by the South Carolina Alcohol Beverage Commission, governing the special event or temporary use event, as applicable.

e. No alcoholic beverages other than those alcoholic beverages served by the special event permittee or the temporary use event permittee, as applicable, shall be permitted within the controlled area as described in section 2-189(h)(2)a. for special events or within the temporary use event, as applicable.

(i) Security. The special event permittee or temporary use event permittee, as applicable, shall be required to provide adequate security for its special event or temporary use event, as applicable, as directed by the chief of police, including the hiring of off-duty police officers and/or security enforcement officers as approved by the chief of police or his designee.

(j) Considerations in granting a special event permit or temporary use event permit, as applicable. In deciding whether to approve, approve with conditions, or deny a special event permit or temporary use event permit, as applicable, the committee shall determine whether:

(1) The proposed special event or a temporary use event, as applicable, can function safely.

(2) The use of police and fire resources to support the proposed special event or temporary use event, as applicable, shall not deny reasonable police and fire protection to the city.

(3) The proposed special event or temporary use event, as applicable, shall not cause irreconcilable interference with previously approved and/or scheduled construction, maintenance, another special event, another event that has been granted a temporary use event permit or other activity or activities.

(4) The proposed special event or temporary use event, as applicable, can provide an adequate traffic control plan for traffic control and parking management and which may require accommodating transportation and parking demand management measures.

(5) The location and route plan of the proposed special event or temporary use event, as applicable, meets the criteria established in the special events ordinance.

(k) Conditions authorized and additional permits and licenses. The committee may include in a special event permit or temporary use event permit, among other provisions:

(1) Reasonable terms and/or conditions as to the time, place, and manner of the special event or temporary use event permit, as applicable.

(2) Compliance with health and sanitary regulations, emergency services, and security.

(3) Additional permits and/or licenses as are required to meet the conditions established by the special event permit or temporary use event permit, as applicable, and/or other city ordinances, including but not limited to city business licenses, building permits, and county or state code permits.

(4) In order to accommodate other concurrent special events or temporary use events, as applicable, the rights of adjacent property owners and the needs of the public to use

streets or parks, additional conditions may be imposed on the applicant which may include, but not be limited to, reasonable adjustments in the date, time, route or location of the proposed special event or temporary use event, as applicable, as well as accommodations for pedestrian and/or vehicular traffic using public right-of-ways and limitations on the duration of the special event or temporary use event, as applicable.

(l) Application and permit fees.

(1) All special events and events that require a temporary use event permit shall be subject to the payment of all applicable fees set forth in the city special events fee schedule as approved by city council.

(2) Additional fees may include department of parks user fees and deposits enumerated in the park permit fee structure as set forth in section 22-4(l) of this Code ("park permit fees"). Park permit fees associated with permit conditions, including but not limited to electrical, security, meter bags or fire permits are in addition to the above special events fee schedule and are the sole responsibility of the applicant.

(3) All fees and deposits are due thirty (30) days prior to the date of the special event or temporary use event, as applicable. Subject to the city's authority as set forth in section 2-190, deposits shall be refunded within fourteen (14) business days following the special event or temporary use event, as applicable, if all conditions are followed, and with respect to a special event, public property on which the special event is held is left in good condition and without damage. Failure to comply with restrictions and conditions of a special events permit or temporary use event permit, as applicable, shall cause an automatic forfeiture of the security deposit(s).

(4) Subject to the city's authority as set forth in section 2-190, refunds for fees and deposits charged pursuant to the special events fee schedule are refundable (minus the application fee), if the special event or temporary use event, as applicable, is canceled after such permit is issued, and written notice is received by the special events committee five (5) business days prior to the date of the special event or temporary use event, as applicable.

(m) Hold harmless. As a condition to the issuance of any special events permit or temporary use event permit, as applicable, the permittee of a special event or temporary use event permit, as applicable, shall agree to defend, indemnify and hold harmless the city, its officers, employees and agents, for and against any and all suits, claims, damages, costs or liabilities caused by or arising out of any use authorized by the permittee of the special event or temporary use event, as applicable.

(n) Insurance requirements. The permittee of a special event or temporary use event, as applicable, shall provide general liability insurance insuring the special event or temporary use event, as applicable, and shall name the city as an additional insured on such general liability insurance policy. certificates of insurance shall be submitted to the city for approval at least fifteen (15) working days prior to the date of the special event or temporary use event, as applicable. The following limits of insurance are required per individual occurrence:

(1) General liability of one million dollars ($1,000,000.00).

(2) Liquor liability of one million dollars ($1,000,000.00), if alcohol is served.

(o) Promulgation of procedures. The committee, with the approval of the mayor and corporation counsel, may promulgate procedures for the purpose of implementing the special events ordinance or to carry out other responsibilities as may be required by the special events ordinance or other codes, ordinances of the city or other agencies.

(p) Requirements for certain city-owned facilities. Events which are exclusively confined within the interior areas of the Old Exchange Building, the Charleston Maritime Center, the historic VRTC building and the Gaillard Auditorium shall not be required to obtain a special events permit provided:

(1) Each facility has an annual approved operations plan, which shall include but not limited to acceptable alcohol management and security measures, which is approved by the committee.

(2) Each facility complies with its approved operations plan while hosting events which are exclusively confined within the defined interior areas of such facility.

Notwithstanding the foregoing, events at the VRTC bus shed shall require a special events permit.

(Ord. No. 2010-114, § 1, 7-20-2010)

Sec. 2-190. - Penalty and retention of deposits.

Any person violating any provision of the special events ordinance shall be subject to the general penalty set forth in section 1-16 of this Code. In addition, the special events committee shall have the authority to retain deposit(s) in the event a permittee of a special event or temporary use event, as applicable, causes the city to incur costs or damage(s) as a result of permittee's special event or temporary use event, as applicable, and to pursue any other remedy against a permittee of a special event or temporary use event, as applicable, available to the city at law or in equity for a violation of any provision of this special events ordinance.

(Ord. No. 2010-114, § 1, 7-20-2010)

TOURISM ORDINANCE

ARTICLE I. - IN GENERAL

Sec. 29-1. - Findings of fact.

The city council finds and declares that because the number of tourists coming to the city in recent years has increased dramatically, it is in the public interest that sightseeing vehicles, tour guides and certain commercial passenger vehicles which travel in the old city district and old and historic district of the city be regulated under the police power of the city. It is the purpose of such regulation to maintain, protect and promote the tourism industry and economy of the city and, at the same time, to maintain and protect the tax base and land values of the city, to reduce unnecessary traffic and pollution and to maintain and promote aesthetic charm and the quality of life for the residents of the city. The city council finds, further, that the numbers of unregulated tour vehicles and other commercial vehicles entering the city for the purpose of touring the historic districts are having adverse effects upon the health, safety and welfare of the citizens of the city and that traffic accidents, damage to property, traffic congestion and other problems require the enactment by the city of a comprehensive tourism management ordinance. The council also finds that responsibilities for tourism management are of sufficient scope and complexity to justify a separate ordinance and organizational entity from that required for the administration of the arts and history interests of the city.

(Ord. No. 1983-22, § 1, 5-10-83)

Sec. 29-2. - Definitions.

Unless the context clearly requires otherwise, the following terms, where used in this chapter, shall have the following meaning:

Amplifying device shall mean any equipment or apparatus that broadens or magnifies the human voice, music or any other sound.

Animal-drawn vehicle shall mean a vehicle which meets the design standards of section 29-207 and is pulled by carriage horses, dray horses or mules and is used for the purpose of touring for hire.

Articulated vehicles shall mean any motorized vehicles that are comprised of a lead compartment having attached thereto one or more other compartmentalized sections, segments or other units that are designed primarily for transporting passengers and which are sometimes referred to as "conch trains."

Certificate of appropriateness shall mean a certificate authorizing the use of a certain motor vehicle or animal-drawn vehicle for touring purposes.

Charter route shall mean an approved route of travel for certain touring vehicles on file in the office of the director of tourism.

City building shall mean any structure owned, operated, maintained or controlled by the City of Charleston.

Commission shall mean the city tourism commission.

Districts shall mean the old and historic district and the old city district.

Large buses shall mean passenger vehicles longer than twenty-five (25) feet but not longer than forty (40) feet in length and used for the purpose of touring.

Old and historic district shall mean that portion of the city that is so designated from time to time on the official zoning map of the city.

Old city district shall mean that portion of the city that is so designated from time to time on the official zoning map of the city.

Per capita touring shall mean the conduct of tours of individuals who are not affiliated with one another, as opposed to tours of organized groups.

Perimeter route shall mean an approved route of travel for certain touring vehicles on file in the office of the director of tourism.

Private passenger automobile shall mean a standard family passenger automobile, including a station wagon, used for the purpose of touring, and shall not include a van, panel truck or other vehicle.

Public right-of-way shall mean any street, highway, sidewalk, parkway or alley that is owned, controlled, maintained or operated by the city.

Registered tour guide shall mean a person who has passed the examination and received the certificate referred to in this chapter.

Small bus shall mean a vehicle larger than a private passenger automobile, but twenty-six (26) feet in length or less and used for the purpose of touring for hire. However, a small bus may be greater than twenty-six (26) feet in length but no more than twenty-six (26) feet six (6) inches in length if such bus is accessible to persons with disabilities and meets all requirements of the federal Americans with Disabilities Act and if such bus is operating pursuant to the exception set forth in Section 29-115.

Temporary tour guide shall mean a person who has passed the examination and received the certificate referred to in this chapter.

Theme vehicles shall mean any motorized vehicle which displays a subject or topic of discourse or of artistic representation, possesses a theme park-like appearance, or is manufactured prior to 1963 or any replica thereof including but not limited to trolleys, stagecoaches, double-decker buses or replicas thereof.

Tour or *touring* shall mean the conducting of or the participation in sightseeing in the districts for hire or in combination with a request for donations.

Tour guide shall mean any person who acts or offers to act as a guide for hire through any part of the districts, including but not limited to pedestrians and persons within automobiles, motor vehicles or horse-drawn vehicles when the primary purpose of riding in such vehicles is not transportation, but touring the historic areas of the city.

(Ord. No. 1983-22, §§ 3, 19, 25, 31, 37, 45, 57, 5-10-83; Ord. No. 1985-148, § 1, 12-17-85; Ord. No. 1995-488, § 2, 10-10-95; Ord. No. 1998-174, § 1—3, 9-22-98; Ord. No. 1999-134, § 1, 9-20-99; Ord. No. 2004-146, § 1, 1-23-04; Ord. No. 2009-62, § 1, 4-28-09)

Cross reference— Rules of construction and definitions generally, § 1-2.

Sec. 29-3. - Operation of motorized vehicles by peddlers in the old and historic district.

It shall be unlawful for any person to engage in the business of a peddler from any vehicle or trailer that is parked, placed or stopped in or upon any city street or in any parking space, right-of-way, driveway or sidewalk alongside of or next to any parking meter on any city street in the old and historic district in the city except as provided herein. The word "peddler," as used in this section, shall include any person traveling by motor vehicle, or any other type of conveyance, other than a hand-pushed cart, from place to place, from house to house, or from street to street, carrying, conveying, transporting goods, wares, merchandise, food, drinks, concessions, or provisions for sale, or making sales and delivering articles to purchasers; provided, however, the council finds that the area known as Robert Mills Manor is not generally impacted by tourist-related traffic, is an area that is less congested, and one in which the structures generally are not of similar age as other structures in the old and historic district and therefore excepts from the operation of this section the following streets:

(1) *Logan Street* from Magazine to Beaufain.

(2) *Magazine Street* from Logan to Franklin.

(3) *Wilson* from Franklin to Beaufain.

(4) *Cromwell Street* from Franklin to Smith.

(Code 1975, § 45-23; Ord. No. 1980-115, § 1, 10-28-80; Ord. No. 1998-174, § 4, 9-22-98)

Sec. 29-4. - Limitation on operation of vehicles on Battery and White Point Gardens.

No peddlers shall operate in the area known as White Point Gardens and the Battery, or within one block of Murray Boulevard, or East Battery or South Battery between King Street and Murray Boulevard; provided, however, the city council may award a franchise for the sale of drinks or frozen ice products in such areas and under such terms and conditions as the city council may provide.

(Code 1975, § 45-24; Ord. No. 1980-115, § 2, 10-28-80)

Sec. 29-5. - Limitation on operation of vendors near churches or places of worship.

No vendor may operate within fifty (50) feet of the entrance to any church or place of worship.

(Code 1975, § 45-25; Ord. No. 1980-115, § 3, 10-28-80)

Secs. 29-6—29-15. - Reserved.

ARTICLE II. - ADMINISTRATION AND ENFORCEMENT

DIVISION 1. - GENERALLY

Sec. 29-16. - Appeals generally.

Any citizen aggrieved by a decision or interpretation of the tourism director in enforcing this chapter may appeal such decision to the commission within fifteen (15) days after the tourism director issues a written decision. Such appeal shall be taken by filing with the tourism director and with the commission a written notice of appeal stating the grounds thereof. The tourism director shall immediately transmit to the commission all papers and matters constituting the record upon which the action appealed from was taken.

(Ord. No. 1983-22, § 73, 5-10-83; Ord. No. 1998-174, § 5, 9-22-98)

Sec. 29-17. - Hearing on suspension, revocation or appeal.

(a) Should the director serve notice of suspension or revocation of a license or certificate, the notice of suspension or revocation shall advise the holder of the time and location of the hearing and the right to present evidence and to be represented by counsel. The hearing shall be informal and the decision of the commission shall be final. Should the commission order the suspension or revocation of a certificate or should the holder fail to appear at the hearing, the suspension or revocation shall take effect at the closing of the hearing.

(b) A hearing on an appeal shall be heard in a similar manner. The filing of an appeal to the commission shall stay all proceedings thereunder until a final decision of the commission is rendered.

(Ord. No. 1983-22, § 74, 5-10-83)

Sec. 29-18. - Appeal to council.

Any person or persons jointly or severally aggrieved by a decision of the commission may appeal such decision to the city council within thirty (30) days after the commission issues a written decision.

(Ord. No. 1983-22, § 75, 5-10-83; Ord. No. 1998-174, § 6, 9-22-98)

Sec. 29-19. - Appeal of council's decision to court.

(a) Any person or persons jointly or severally aggrieved by any final decision of the city council may present to the court of common pleas a petition duly verified setting forth that the decision of the

tourism commission is illegal, in whole or in part, specifying the grounds of illegality. Such petition shall be presented to the court within thirty (30) days after the filing of the decision of the commission.

(b) Upon the presentation of such petition, the court may allow a writ of certiorari directed to the tourism commission to review such decision of the tourism commission, and shall prescribe therein the time within which a return thereto must be made and served upon the petitioner or his attorney, which shall be not less than thirty (30) days. The allowance of the writ shall not stay proceedings upon the decision appealed from unless the court, or proper application, grants a restraining order.

(Ord. No. 1983-22, § 76, 5-10-83)

Secs. 29-20—29-30. - Reserved.

DIVISION 2. - TOURISM COMMISSION

FOOTNOTE(S):

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Cross reference— City boards and commissions generally, § 2-151 et seq. (Back)

Sec. 29-31. - Establishment.

There is hereby created the City of Charleston Tourism Commission.

(Ord. No. 1983-22, § 4, 5-10-83)

Sec. 29-32. - Membership; appointment; terms of office.

The commission shall be appointed by the mayor upon the advice and consent of the city council and shall consist of fourteen (14) voting members including a chairman. Eight (8) members shall be persons who have demonstrated their knowledge and appreciation of the history and architecture of the city. Of these eight (8), at least four (4) shall be residents of the Peninsula, three (3) shall be residents from areas outside of the Peninsula and one (1) shall be a member of the city council. One (1) member shall be a member of the business community who shall have demonstrated his or her knowledge of business, commerce and urban economics. Effective the first meeting of city council in 2004, the number of members of the business community who shall have demonstrated his or her knowledge of business, commerce and urban economics shall increase from one (1) to two (2). Four (4) members shall be active participants in some tourism related business or association including but not limited to: (i) the carriage tour, walking tour, bus tour or tour guide business; (ii) a downtown convention and visitors bureau; (iii) a hotel and motel association; or, (iv) a restaurant association. Effective the first meeting of city council in 2004, the number of members who shall be active participants in some tourism related business or association shall decrease from four (4) to three (3). However, unless authorized above, no person may serve as a member of the tourism commission if any business with which that person is associated is regulated by the commission. The mayor of the city shall be a member of the commission. He may be represented at city meetings by a personal voting representative. The term of office, after the initial members, for all members of the commission, except the mayor, shall be three (3) years. Members may be appointed for one (1) additional three-year term, but no more. An appointment to fill a vacancy shall be only for the unexpired portion of the term. The chairman of the commission shall be appointed annually by the mayor. Any commission member who fails to attend three (3) consecutive meetings without an excuse from the chairman, or who fails to attend a total of seven (7) meetings in any calendar year, whichever occurs first, shall forfeit his or her seat.

For purposes of this section, the following definitions shall apply:

(1) *Business* means a corporation, partnership, proprietorship, firm, an enterprise, a franchise, an association, organization, or a self-employed individual.

(2) *Business with which he is associated* means a business of which the person or a member of his immediate family is a director, officer, owner, employee, a compensated agent, or holder of stock worth one hundred thousand dollars ($100,000.00) or more at fair market value and which constitutes five (5) per cent or more of the total outstanding stock of any class.

(3) *Immediate family* means:

a. A child residing in the member's household;

b. A spouse of a member; or an individual claimed by the member as a dependent for income tax purposes.

(Ord. No. 1983-22, § 5, 5-10-83; Ord. No. 1992-198, § 1, 11-10-92; Ord. No. 1998-174, § 7, 9-22-98; Ord. No. 2002-49, § 1, 3-26-02)

Sec. 29-33. - Duties and responsibilities.

The commission shall:

(1) Oversee the broad range of tourism-related matters that affect the economic and general welfare of the citizens of the city in order to ensure that visitors can enjoy the historic and cultural aspects of the city's heritage consistent with the maintenance of the environmental quality of life of its citizens;

(2) Make such policy recommendations to the mayor and city council as will further the goals of tourism management, particularly in the areas of parking and routing of tourism-related traffic activities, the qualification and licensing of tour guides, the determination of vehicle appropriateness and the enforcement of tourism management regulations;

(3) Hear appeals from the decisions of the director of the mayor's office of tourism;

(4) Adopt rules for the conduct of its meetings;

(5) Issue such regulations as the city council may, by ordinance, authorize;

(6) Review the annual report of the director and recommend revisions to procedures as required; and

(7) Monitor the enforcement and decisions of the tourism office to ensure consistency with long-term tourism planning goals; and

(8) Have such other duties and responsibilities as the city council may from time to time direct.

(Ord. No. 1983-22, § 6, 5-10-83; Ord. No. 1998-174, §§ 8, 9, 9-22-98)

Secs. 29-34—29-44. - Reserved.

DIVISION 3. - OFFICE OF TOURISM

Sec. 29-45. - Established; director; personnel.

There is established an office of tourism under the direction of the clerk of council. It shall be staffed with a director of tourism and such other personnel as may be provided for in the annual budget of the city.

(Ord. No. 1983-22, § 7, 5-10-83; Ord. No. 1998-174, § 10, 9-22-98)

Sec. 29-46. - Duties of director.

The director of tourism shall:

(1) Oversee the enforcement of the provisions of this chapter;

(2) Act as staff to the commission;

(3) Advise city council, the mayor and the commission on matters that affect tourism management in the city;

(4) Coordinate the activities of the commission with related commercial activities, with neighborhood organizations and with appropriate civic groups; and

(5) Make an annual report to the city council, the mayor and the commission on the activities of his office and the commission and the state of tourism in the city.

(Ord. No. 1983-22, § 8, 5-10-83)

Secs. 29-47—29-57. - Reserved.

ARTICLE III. - TOUR GUIDES

FOOTNOTE(S):

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Editor's note— Ord. No. 2007-203, §§ 1, 2, adopted Oct. 23, 2007, substantially amended former Art. III, §§ 29-58—29-66 to read as herein set out. Former Art III pertained to similar subject matter and derived from the following; Ord. No. 1983-22, §§ 9—17, 5-10-83; Ord. No. 1986-49, § 1, 5-27-86; Ord. No. 1998-174, §§ 11—13, 9-22-98; Ord. No. 2001-132, § 1, 12-18-01.

Sec. 29-58. - License—Required.

No person shall act or offer to act as a tour guide in the city for hire unless he or she has first passed a written and an oral examination and is licensed by the city's office of tourism management as a registered tour guide or a temporary tour guide.

(Ord. No. 2007-203, § 1, 10-23-07)

Cross reference— Licenses, permits and miscellaneous business regulations, Ch. 17.

Sec. 29-59. - Tour guide: application, examination, and grant or refusal of license.

(a) The written and oral examinations shall be based upon materials approved by the tourism commission which shall be made available to the public by the office of tourism management for a fee.

(b) The tourism director or her designee shall prepare and administer the written and oral examinations which are meant to test the applicant's knowledge of the city and its history.

(c) At the time of the examinations, applicants shall provide to the tourism director or her designee with the following:

(1) Current driver's license or state issued identification;

(2) A recent photograph;

(3) A receipt indicating proof of payment for examination; and

(4) Such other information as the tourism director or her designee may from time to time require.

(d) The examinations shall be given no less than four (4) times per calendar year.

(e) The examinations shall be uniform for all persons taking the examination on the same day.

(f) A passing grade for the written examination shall be at least eighty (80) percent, and the oral examination shall be graded on a pass or fail basis. An applicant must receive a passing grade on both the written and oral examination before being granted a registered tour guide license.

(g) Applicants must pass the written examination before being permitted to take the oral examination. Applicants that pass the written examination but fail the oral examination shall only have to repeat the oral examination.

(h) It shall be the duty of the tourism director or her designee to review the examinations and determine whether or not to grant or refuse the license.

(i) Individuals found cheating on either portion of the tour guide license exam shall receive a failing grade on the exam and be disqualified from taking the examination for a period of one year.

(Ord. No. 2007-203, § 2, 10-23-07)

Sec. 29-60. - Temporary tour guide: license and conditions for grant or refusal of license.

(a) The director of tourism or her designee shall grant licenses for temporary tour guides under the following conditions:

(1) Temporary tour guides must be sponsored and employed by persons who operate a licensed tour company;

(2) The applicant must satisfactorily pass a temporary tour guide examination which shall be administered by the director of tourism or her designee. Such examination must be scheduled with the office of tourism management department;

(3) At the time of the examination, applicants shall provide the tourism director or her designee with the following:

a. A current driver's license or state issued identification;

b. A recent photograph;

c. A receipt indicating proof of payment for examination; and

d. Such other information as the tourism director or her designee may from time to time require.

(b) The temporary license shall be valid until the time of the administering of the next regularly scheduled registered tour guide exam or for a period of six (6) months, whichever shall first occur; provided, however, that anyone receiving a temporary license within two (2) weeks of the next regularly scheduled registered tour guide exam and who fails such exam, may retain such temporary license until the time of the administering of the second regularly scheduled registered tour guide exam after the issuance of the temporary license or for a period of six (6) months after the issuance of the temporary license whichever shall first occur;

(c) The temporary license shall automatically expire at the termination or separation of employment with the sponsoring employer;

(d) The temporary license is nonrenewable, and no temporary tour guide license shall be issued to an individual who has previously held such a license;

(e) The sponsoring employer must prepare and file with the director a script to be used by the temporary tour guide, which script must be approved for accuracy by the tourism director or her designee;

(f) No temporary license shall be issued if the number of temporary tour guides employed by a sponsoring company exceeds fifty (50) percent of the number of registered tour guides employed by that company. Should strong extenuating circumstances prevent a company from meeting the fifty

(50) percent requirement, the tourism commission may consider granting a waiver for a specific limited time period;

(g) Upon successfully meeting all the requirements, the applicant shall be granted a temporary tour guide license with the word "temporary" prominently displayed on the license.

(Ord. No. 2007-203, § 2, 10-23-07)

Sec. 29-61. - Tour guide and temporary tour guide: license issuance.

(a) Upon successfully meeting all the requirements of sections 29-59 and 29-60 of this article and after verification of a business license, the applicant shall be issued a registered tour guide license card or temporary tour guide license card by the revenue collections division.

(b) First time tour guide applicants and temporary tour guide applicants shall collect their tour guide license or temporary tour guide license from the revenue collections division within thirty (30) days of being notified by the tourism department of their approval for a license. All unclaimed licenses pursuant to this section shall automatically expire on the 31st day after notification by the tourism department.

(c) The registered tour guide license and temporary tour guide license cards shall remain the property of the city and must be returned upon expiration, revocation, or suspension.

(Ord. No. 2007-203, § 2, 10-23-07)

Sec. 29-62. - Display of license.

(a) Every person licensed under this article shall wear such tour guide license on his or her person in plain view at all times when exercising the privileges of such license.

(b) Additionally, every person licensed under this article, must carry on their person proof of valid business license and picture identification when exercising the privileges of such tour guide license.

(Ord. No. 2007-203, § 2, 10-23-07)

Sec. 29-63. - Renewal and expiration of registered tour guide license; reexamination.

The license of a registered tour guide shall expire on the third anniversary after its issuance. An applicant for reissuance of a license after expiration shall be treated as a new applicant and shall comply with all the provisions of this Chapter then in effect including the requirement of examination; provided, however, that a licensee who has renewed the license annually by the 31st of January with the revenue collections division during each of the three (3) years and has successfully completed such continuing education programs as are required by the tourism commission shall be entitled to extend the expiration of the license without reexamination for another three (3) years.

(Ord. No. 2007-203, § 2, 10-23-07)

Sec. 29-64. - Continuing education.

The tourism commission shall maintain a list of sources on the history of the city and shall offer continuing education programs and encourage tour guides to participate therein.

(Ord. No. 2007-203, § 2, 10-23-07)

Sec. 29-65. - Reporting requirements.

All businesses or tour guides, conducting tours for hire shall file on a monthly basis, in a format required by the office of tourism management, the number of tours conducted and the number of people involved in each tour.

(Ord. No. 2007-203, § 2, 10-23-07)

Sec. 29-66. - Revocation of license.

(a) Failure to abide by the provisions of this chapter or any of the ordinances of the City of Charleston or laws of the state in any manner affecting or regulating the activities of the licensee while acting as a tour guide shall be grounds for the suspension for a reasonable time or the revocation of a registered tour guide license or a temporary tour guide license.

(b) If in the opinion of the tourism director, a license should be suspended or revoked, he shall give written notice to the holder thereof, by certified mail, of the right to appear before the tourism commission and show cause why the license should not be suspended or revoked.

(Ord. No. 2007-203, § 2, 10-23-07)

Secs. 29-67—29-80. - Reserved.

ARTICLE IV. - TRANSPORTATION BY MOTOR VEHICLE FOR PURPOSES OF TOURING

FOOTNOTE(S):

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Editor's note— Ord. No. 1998-174, adopted Sept. 22, 1998, substantially amended the various provisions of Art. IV, as noted in the history notes following amended sections. Section 22 of Ord. No. 1998-174 repealed former Div. 6, §§ 29-159—29-29-161, in its entirety which pertained to extra large buses and renumbered former Divs. 7, 8, as 6, 7.

DIVISION 1. - GENERALLY

Sec. 29-81. - Restricted to certain vehicles.

No person shall operate or cause to be operated any motor vehicle for hire for the purpose of conducting tours within the old city district or the old and historic district of the city except in private passenger automobiles, small buses, charter buses and large buses as provided in this chapter.

(Ord. No. 1983-22, § 18, 5-10-83)

Secs. 29-82—29-92. - Reserved.

DIVISION 2. - PRIVATE PASSENGER AUTOMOBILES

Sec. 29-93. - Certificate of appropriateness not required.

No certificate of appropriateness shall be required for private passenger automobiles.

(Ord. No. 1983-22, § 20, 5-10-83)

Sec. 29-94. - Route limitations.

There are no route limitations on private passenger automobiles.

(Ord. No. 1983-22, § 21, 5-10-83)

Sec. 29-95. - Registered tour guide required.

No one other than a registered tour guide may conduct a tour for hire in a private passenger automobile. A tour guide card will be placed in the rear window of the vehicle while touring for hire.

(Ord. No. 1983-22, § 22, 5-10-83)

Sec. 29-96. - Insurance required.

Private passenger automobiles used in conducting tours for hire must carry liability insurance with medical payments (PIP) coverage in amounts required from time to time by the commission. Such policies shall contain no exclusion of coverage while operating vehicles for hire.

(Ord. No. 1983-22, § 23, 5-10-83)

Sec. 29-97. - Passenger loading and parking.

Private passenger automobiles need only comply with the ordinances of the city, the laws of the state regulating traffic generally and with the provisions of article VI of this chapter.

(Ord. No. 1983-22, § 24, 5-10-83)

Secs. 29-98—29-108. - Reserved.

DIVISION 3. - SMALL BUSES

Sec. 29-109. - Certificate of appropriateness required.

No small bus shall operate for touring without a duly issued certificate of appropriateness or without having paid such fee therefor that city council may, from time to time, establish.

(Ord. No. 1983-22, § 26, 5-10-83; Ord. No. 1985-148, § 2, 12-17-85)

Cross reference— Licenses, permits and miscellaneous business regulations, Ch. 17.

Sec. 29-110. - Route limitations.

(a) Small buses may operate on all streets in the districts, with the exception of brick and cobblestone streets, any public way designated as an alley, lane or court, on Tradd Street, between Meeting and Church Streets, and such streets as may be restricted from such use by the department of traffic and transportation and so designated in the office of tourism.

(b) The peninsula city shall be divided into zones of operation as may be recommended from time to time by the commission and approved by city council. A map outlining such zones shall be maintained in the office of the director of tourism.

(c) Every touring entity having regularly scheduled small bus tours shall submit to the director of tourism the schedule of times it offers small bus tours. The tourism director shall assign to touring entities with regularly scheduled small bus tours a route, per regularly scheduled tour, that must be followed and adhered to by the touring entity on a given tour, and shall continue to do so on an annual basis thereafter upon the issuance or renewal of a certificate of appropriateness. Routes assigned by the tourism director shall be distributed equally among the touring entities submitting schedules to the tourism director.

(d) Upon being assigned a particular route for a given tour, the touring entity must follow such route and utilize its best efforts to spend equal amounts of time in each zone of operation on the route.

(e) Those touring entities having small buses, but which do not conduct regularly scheduled tours, must notify the tourism director, at least twenty-four (24) hours in advance of a tour, of its intention to conduct a tour, and shall then be assigned a route which must be followed on such tour.

(Ord. No. 1983-22, § 27, 5-10-83; Ord. No. 1984-171, § 1, 11-13-84; Ord. No. 1985-148, § 3, 12-17-85)

Sec. 29-111. - Tour guide required.

All tours on small buses must be conducted by a registered or temporary tour guide, and a tour guide card shall be displayed in the lower left hand corner of the front windshield, in plain view clearly visible from outside the vehicle.

(Ord. No. 1983-22, § 28, 5-10-83)

Sec. 29-112. - Passenger loading.

No small bus shall pick up or discharge passengers at any location on the public streets or public properties of the city except at duly designated passenger loading zones.

(Ord. No. 1983-22, § 29, 5-10-83)

Sec. 29-113. - Parking.

No small buses shall park at any location on the public streets of the city except at the following locations:

(a) The Gaillard Municipal Auditorium;

(b) The visitor information center;

(c) In designated areas:

(1) On North Market Street near Meeting Street;

(2) On Wentworth Street near Glebe Street;

(3) On the east side of East Battery between Murray Boulevard and South Battery;

(4) On the west side of Meeting Street between Queen Street and Courthouse Square;

(5) On the south side of Cumberland Street between Meeting and Church Streets.

(d) At other locations approved by the department of traffic and transportation with the approval of the committee on traffic and transportation and so designated in the office of tourism.

(Ord. No. 1983-22, § 30, 5-10-83; Ord. No. 1998-174, § 14, 9-22-98)

Cross reference— Stopping, standing and parking of motor vehicles generally, § 19-231.

Sec. 29-114. - Limitation upon number of small buses in operation.

(a) There shall not be operated on the streets of the city, pursuant to section 29-81, more than thirty-six (36) small buses at any one time. Should the number of persons desiring to operate small buses exceed thirty-six (36), then the director of tourism with the advice of the tourism commission shall devise a lottery or similar system to ensure that all operators have an equal opportunity to operate for reasonable periods of time.

(b) When the number of small buses operating at the same time reaches thirty-six (36), the bus operators must report to the small bus gate keeper who will be housed at the permit office in the visitor center, to obtain a medallion. This will ensure that all operators will have an equal opportunity to operate for reasonable periods of time.

(Ord. No. 1995-487, § 1, 10-10-95; Ord. No. 1998-174, § 15, 9-22-98; Ord. No. 2010-102, § 1, 6-15-10)

Sec. 29-115. - Exception to the size of small buses in operation.

(a) There may be operated on the streets of the City of Charleston, pursuant to section 29-81, no more than one (1) small bus that is greater than twenty-six (26) feet in length but no more than twenty-six (26) feet six (6) inches in length if such bus is accessible to persons with disabilities and meets all requirements of the federal Americans with Disabilities Act. This bus shall be included in the limitation upon the number of small buses in operation as provided for in section 29-114

(b) All tour bus entities and drivers shall refer patrons with disabilities to the small bus authorized to operate pursuant to this section so that tour bus service shall be accessible to persons with disabilities in the Old and Historic District of the City of Charleston.

(c) In the event there is a desire by persons or entities to operate more than one (1) bus in the City of Charleston as described in subsection (a), the right to operate shall be made available to persons or entities whose buses met subsection (a) by the director of tourism (or the director's designee) conducting a drawing on a six-month basis to determine which bus shall operate in the next succeeding six (6) months.

(Ord. No. 2004-146, § 2, 11-23-04; Ord. No. 2009-62, § 2, 4-28-09)

Secs. 29-116—29-124. - Reserved.

DIVISION 4. - ARTICULATED VEHICLES AND THEME VEHICLES—PROHIBITED

FOOTNOTE(S):

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Editor's note— Ord. No. 1998-174, § 16, adopted Sept. 22, 1998, amended former Division 4, §§ 29-125—29-129 in its entirety to read as herein set out. Former Division 4 pertained to charter buses and derived from Ord. No. 1998-32, §§ 23—36, 5-10-83; Ord. No. 1985-148, § 4, 12-17-85.

Sec. 29-125. - Findings of council.

(a) City council hereby makes the following finding of fact:

(1) The number of persons using the public streets in the Old and Historic District and the Old City District (the districts) in the recent years has increased dramatically due to an expanded commercial use and the growing tourism industry. As a result, the streets in the districts have increased congestion because of a rise in the number of vehicles, motorized and pedestrian, using the streets.

(2) To protect the historic and traditional ambiance of the districts, which not only promotes the welfare of the residents living therein, but also the welfare of the community at large due to the economic benefits generated by a viable and healthy tourism industry, and to promote and protect the safety of those using the streets in the districts, whether they be visitors or citizens, city council finds it necessary to restrict access to the streets in the districts to certain vehicles.

(3) Articulated vehicles and theme vehicles, as defined in section 29-2, are, by their design and nature, distracting, elongated, slow moving, bulky and cumbersome and, by their appearance, not in keeping with the ambiance of the Old City District or Old and Historic District.

(4) Control of access to and from such vehicles by users or pedestrians to and from the sidewalks or public streets is not readily manageable, thereby posing a potential danger for those using the vehicles and for those using the streets and sidewalks, be they pedestrians or persons in or on other vehicles.

(5) Articulated vehicles and theme vehicles on the streets of the Old City District and Old and Historic District would be detrimental to the ambiance and environment of the districts, and would add to congestion in the streets and would greatly inconvenience, if not endanger, users of the streets and sidewalks in the districts, all to the detriment of the character of the districts, the residents of the districts and the visitors to the districts.

(6) It is in the public interest, and for the public safety and welfare, that the streets in the districts, and the users thereof be protected from unreasonable encroachments or vehicles which hinder travel or which pose dangers or distractions which give rise to accidents and inconvenience.

(Ord. No. 1998-174, § 16, 9-22-98)

Sec. 29-126. - Articulated vehicles prohibited.

It shall be unlawful for any person to operate or utilize, or cause to be operated or utilized, any articulated vehicle in, on, or alongside the public streets of the Old City District and Old and Historic District.

(Ord. No. 1998-174, § 16, 9-22-98)

Sec. 29-127. - Theme vehicles prohibited.

It shall be unlawful for any person to operate or utilize, or cause to be operated or utilized, any theme vehicle in, on, or alongside the public streets of the old city district and the old and historic district for the purpose of conducting tours except as hereinabove provided.

(Ord. No. 1998-174, § 16, 9-22-98)

Secs. 29-128—29-140. - Reserved.

DIVISION 5. - LARGE BUSES

Sec. 29-141. - Certificate of appropriateness not required.

No certificate of appropriateness shall be required for large buses.

(Ord. No. 1983-22, § 38, 5-10-83)

Cross reference— Licenses, permits and miscellaneous business regulations, Ch. 17.

Sec. 29-142. - Special permit required.

No large buses may conduct a tour in the districts without a touring permit duly authorized by the tourism director. A separate permit shall be required for each trip into the districts. At all times during the tour, the permit shall be displayed in the front window of the vehicle. The number of permits in use at any one time may be limited by the tourism director in coordination with the director of traffic and transportation for the purpose of traffic management. Advance requests for permits may be granted by the tourism director.

(Ord. No. 1983-22, § 39, 5-10-83)

Cross reference— Licenses, permits and miscellaneous business regulations, Ch. 17.

Sec. 29-143. - Route limitations.

Large buses may operate only on the perimeter route so designated in the office of tourism, and incorporated herein by reference; provided, however, large buses may also operate in a westerly direction on Broad Street to Meeting Street and in a northerly direction on Meeting Street, South of Calhoun Street, but not between the hours of 4:30 p.m. and 6:00 p.m., except on Saturdays, Sundays and legal holidays.

(Ord. No. 1983-22, § 40, 5-10-83)

Sec. 29-144. - Tour guide required.

All tours on large buses must be conducted by a registered tour guide, and a tour guide card shall be displayed in the lower left hand corner of the front windshield, in plain view clearly visible from outside the vehicle.

(Ord. No. 1983-22, § 41, 5-10-83)

Sec. 29-145. - Passenger loading for large buses.

No large buses shall pick up or discharge passengers on the public streets or public properties of the city except at the following locations:

(a) At any legal parking space for buses north of Calhoun Street;

(b) At the visitor information center;

(c) In designated spaces:

(1) On East Bay Street near the Exchange Building;

(2) On Murray Boulevard near King Street;

(3) On Wentworth Street near Glebe Street;

(4) On John Street between Elizabeth and Meeting Streets;

(5) On the northwest corner of Broad and Church Streets;

(6) At other locations approved by the department of traffic and transportation with the approval of the city council committee on traffic and transportation and so designated in the office of tourism.

(Ord. No. 1983-22, § 42, 5-10-83; Ord. No. 1998-174, § 17, 9-22-98)

Sec. 29-146. - Permitted transportation for nontouring purposes.

Other than as set forth in section 29-143, large buses may enter the districts only upon the issuance of a permit by the tourism director and only for the purpose of transporting passengers to or from a single designated point, such as hotels, restaurants, the visitor information center or the tour boat facility. The permit shall specify the route to and from the designated delivery and pickup points at the time of such transportation and must be designated in the front window of the vehicle. Upon discharge of passengers, such buses must depart the districts and may reenter only to pick up passengers for departure from the district. The route and time of transportation shall be at the discretion of the tourism director upon consideration of such factors as traffic, the width of streets and the number of such permits in use. Advance requests for permits may be granted by the tourism director. No permit shall be required to transport passengers to or from the City Marina via Lockwood Drive.

(Ord. No. 1983-22, § 43, 5-10-83)

Sec. 29-147. - Parking.

No large bus shall park at any location on the public streets or public parking facilities in the districts except at the following locations:

(a) The Gaillard Municipal Auditorium;

(b) At other locations approved by the department of traffic and transportation with the approval of the city council committee on traffic and transportation and so designated in the office of tourism.

(Ord. No. 1983-22, § 44, 5-10-83; Ord. No. 1998-174, § 18, 9-22-98)

Sec. 29-148. - Day Light Savings Time perimeter route limits.

The office of tourism management shall issue no more than six (6) permits per hour between the hours of 9:00 a.m. to 12:00 p.m. and 2:00 p.m. to 4:30 p.m. to large buses for the purpose of touring. Between the hours of 12:00 p.m. and 2:00 p.m. and 4:30 p.m. and 6:00 p.m. no more than four (4) permits shall be issued to large buses.

(Ord. No. 1998-174, § 19, 9-22-98)

Sec. 29-149. - Eastern Standard Time perimeter route limits.

The office of tourism management shall issue no more than six (6) permits per hour between the hours of 9:00 a.m. to 12:00 p.m. and 2:00 p.m. to 4:30 p.m. to large buses for the purpose of touring. Between the hours of 12:00 p.m. and 2:00 p.m. and 4:00 p.m. and 5:00 p.m. no more than four (4) permits shall be issued to large buses for the purpose of touring.

(Ord. No. 1998-174, § 20, 9-22-98)

Sec. 29-150. - Perimeter routes.

There is hereby established two (2) perimeter zones for large buses conducting tours. One zone shall begin north of Calhoun Street and end south of Calhoun Street. The other zone shall begin south of Calhoun Street and end north of Calhoun Street. Any permit issued to large tour buses shall be done so in alternating fashion so that no permits are issued consecutively in the same zone.

(Ord. No. 1998-174, § 21, 9-22-98)

Secs. 29-151—29-172. - Reserved.

DIVISION 6. - SCHOOL BUSES, CHURCH BUSES AND RECREATIONAL VEHICLES

Sec. 29-173. - Touring limitation.

(a) Recreational vehicles, school buses and church buses twenty-five (25) feet or less in length may travel freely in the districts, but must park in compliance with applicable ordinances of the city, specifically, section 19-237 of the City Code prohibiting vehicles over twenty (20) feet in length from parking on public streets for more than one hour, and section 19-238 of the City Code prohibiting camping in any vehicle on public streets, in accordance with the laws of the state regulating traffic generally and with the provisions of article VI of this chapter.

(b) School buses, church buses or recreational vehicles over twenty-five (25) feet in length may transport passengers for the purpose of touring at any time in the districts, but only on the perimeter route or charter route as determined by the size of the vehicle. Such vehicles shall not stop or stand and may only park at bus parking spaces at the George M. Lockwood Marina, the Gaillard Municipal Auditorium, the SC State Ports Authority Passenger Terminal or other locations authorized by the department of traffic and transportation with the approval of the city council committee on traffic and transportation.

(Ord. No. 1983-22, § 49, 5-10-83)

Secs. 29-174—29-184. - Reserved.

DIVISION 7. - CERTIFICATES OF APPROPRIATENESS

FOOTNOTE(S):

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Cross reference— Licenses, permits and miscellaneous business regulations, Ch. 17. (Back)

Sec. 29-185. - When required.

No small bus or charter bus may be utilized for touring purposes in the district either by a company engaged in the touring business in the state or made available for charter for such use, without a duly issued certificate of appropriateness which must be permanently affixed to the vehicle in a location designated by the commission.

(Ord. No. 1983-22, § 50, 5-10-83)

Sec. 29-186. - Application.

(a) An applicant for a certificate of appropriateness shall provide the director with the following:

(1) Adequate identification of the applicant and vehicle;

(2) Factory authorized material setting forth the characteristics of the vehicle including its dimensions, weight, passenger capacity, manner of propulsion, described noise level and air pollution characteristics;

(3) Color photographs not less than eight (8) inches by ten (10) inches of all four (4) sides of the vehicle or, in the discretion of the tourism director, sketches of a similar make and model, and samples of the color proposed for use on the vehicle;

(4) Adequate proof of liability insurance with PIP coverage in an amount as from time to time determined by the commission;

(5) If the vehicle is a used vehicle, the tourism director in his discretion may require his visual inspection or that of the commission;

(6) A current state department of highways and transportation safety inspection sticker and a license tag;

(7) A fee as set by city council; and

(8) After approval but prior to issuance of the certificate, a current city business license.

(b) Upon receipt of the information as set forth in subsection (a)(1) through (7) the director shall submit the application to such subcommittees as may be designated by the commission for the subcommittee's recommendation as to whether the application should be approved. In acting upon and evaluating any application, the designated subcommittee shall utilize the criteria as set forth in section 29-187 of this chapter.

(c) The recommendation of the designated subcommittee shall only be advisory to the commission, and shall not in any way be construed to bind or otherwise obligate the commission.

(Ord. No. 1983-22, § 52, 5-10-83; Ord. No. 1987-83, § 1, 7-21-87)

Sec. 29-187. - Design standards prerequisite to issuance.

No certificate of appropriateness shall be issued unless the commission has approved the design and appearance of the vehicle. The commission shall consider among other things the general design and color of the vehicle, specifically the character and appropriateness of the design and color for use in the districts, the age, condition, manner of propulsion, noise level and outward appearance of the vehicle.

(Ord. No. 1983-22, § 51, 5-10-83)

Sec. 29-188. - Transferability.

A certificate of appropriateness shall be issued on a specific vehicle and for a specific owner and is nontransferable without approval of the commission. The certificate remains the property of the city and must be surrendered upon expiration or revocation.

(Ord. No. 1983-22, § 53, 5-10-83)

Sec. 29-189. - Suspension or revocation.

(a) Failure to abide by the provisions of this chapter or any of the ordinances of the city or laws of the state in any manner affecting or regulating the operation of the vehicle for which the certificate is issued, or the failure to maintain a city business license, a current state inspection sticker, vehicle license tags and required insurance shall be grounds for the suspension for a reasonable time or the revocation of a certificate of appropriateness.

(b) If in the opinion of the tourism director, a certificate of appropriateness should be suspended or revoked, he shall give written notice to the holder thereof, by certified mail, of the right to appear before the commission and show cause why the certificate should not be suspended or revoked.

(Ord. No. 1983-22, § 55, 5-10-83)

Sec. 29-190. - Expiration.

All certificates of appropriateness shall be granted for a period of one year and shall expire on the anniversary of the date of issue; provided, however, upon compliance with the provisions of section 29-186(1), (4), (6), (7) and (8), the certificate shall be renewed.

(Ord. No. 1983-22, § 54, 5-10-83)

Secs. 29-191—29-200. - Reserved.

ARTICLE V. - TRANSPORTATION BY ANIMAL-DRAWN VEHICLES FOR PURPOSES OF TOURING

DIVISION 1. - GENERALLY

Sec. 29-201. - Restricted.

No person shall operate or cause to be operate for hire any vehicle, of whatever nature, drawn by animals for the purpose of conducting tours within the old city district or the old and historic district, except animal-drawn vehicles as provided in this chapter.

(Ord. No. 1983-22, § 56, 5-10-83)

Editor's note—

Formerly numbered as section 29-202

Sec. 29-202. - Franchise agreement required; restrictions.

(a) *Findings of fact:*

(1) City council finds that certain of the operators of animal drawn vehicles in the old and historic district of the city have begun to utilize aggressive solicitation practices, adjacent to or upon the streets, sidewalks and public properties, urging upon citizens and visitors the use of their services; have abruptly approached citizens and visitors and thrust brochures in their hands, which are often unwanted and end up on the streets and sidewalks; have utilized solicitors, pamphleteers, persons holding signs, hawkers and pullers-in and have even placed fixed structures upon or adjacent to the streets, sidewalks and public properties to solicit business and/or distribute materials urging the use of their services.

(2) City council further finds that the success of such commercial practices requires that persons congregate and respond to such solicitation, thereby impeding pedestrian and vehicle travel.

(3) City council further finds that such practices have an adverse impact on the ambiance of the city and its old and historic district; tend to create confrontations with citizens and visitors; adversely impact pedestrian and vehicle traffic flow; create litter; tend to create nuisances; adversely impact the health, safety and well being of the public; and otherwise have a negative impact on the tourism industry and economy of the city.

(4) City council further finds that it is appropriate that, as a condition of operating animal-drawn vehicles in the old and historic district, all persons must obtain a franchise, and must agree to desist from the aforesaid business practices, which agreement shall be a condition of the franchise.

(5) City council further finds that the operation of animal drawn vehicles on the public streets is a privilege and not a right and such operation is for the benefit of the public.

(6) City council further finds in the adoption of this section, that this is part of an ongoing effort to reasonably regulate the conduct of business upon the streets and sidewalks of the central business district and the market area for the benefit of the general public.

(b) *Franchise required:* No person shall operate or cause to be operated upon the streets or sidewalks of the old and historic district of the city any animal-drawn vehicle, without first entering into a franchise agreement with the city. Such franchise agreement shall be granted for a period of one (1) year and shall expire on the anniversary of the date of execution; provided, however, upon compliance with the provisions of the franchise agreement and Chapter 29, Articles V and VI, the agreement shall be automatically renewed. The franchise agreement shall contain the following provisions, which provisions are material and go to the essence of the franchise agreement:

(1) The franchisee shall maintain a current business license.

(2) The franchisee shall agree to operate its business strictly in accordance with the ordinances of the city, applicable thereto, as from time to time amended.

(3) The franchisee shall agree that it will not carry out the following business practices, or suffer them to be carried out on its behalf, upon the sidewalks, streets and public properties in the old and historic district, or upon private property adjacent to such streets, sidewalks and public properties, but directed at persons upon such streets, sidewalks and public properties:

a. The distribution of pamphlets or other printed materials to solicit or advertise for business.

b. The use of hawkers, pullers-in, pamphleteers, or persons holding signs to solicit or advertise the business or inviting the public to make inquiries to such persons.

c. The placement of fixed structures for the purpose of sales, solicitation, hawking, pullers-in, pamphleteering or the support of signage or advertising.

d. The parking or storage of animals or equipment on the public streets and sidewalks, except to load or unload passengers in approved loading zones. Nothing herein shall regulate the parking or storage of animals or equipment on private property.

(4) Nothing herein shall prohibit the solicitation of business immediately alongside an animal-drawn vehicle in an approved loading zone so long as such solicitation is not done in a raucous manner.

(5) The franchise shall be nonexclusive.

(6) The franchisee shall agree that, upon the violation of the provisions of this section by the franchisee, its agents, employees, or persons acting on its behalf, the right to operate animal-drawn vehicles in the old and historic district shall be suspended as follows:

a. Upon two (2) violations within a six-month period, the franchise shall be suspended for a period not to exceed seven (7) days.

b. Upon three (3) violations within a one-year period, the franchise shall be suspended for a period not to exceed thirty (30) days.

c. Upon four (4) violations within a one-year period, the franchise shall be suspended for a period not to exceed one hundred eighty (180) days.

(c) *Administration and appeals.* This section shall be administered by the director of tourism. All appeals from an interpretation or determination by the director of tourism shall be made to the tourism commission, within fifteen (15) days of notice of such interpretation or determination. All appeals from an adverse decision by the tourism commission shall be made to the Court of Common Pleas within thirty (30) days of such decision.

(d) *Execution of agreement.* City council, by the adoption of this section, authorizes the mayor to enter into a franchise agreement with any and all persons who desire to operate animal-drawn vehicles in the old and historic district. Unless otherwise stated, each franchise agreement shall automatically renew on January 1 of every year so long as the franchisee is in good standing.

(Ord. No. 1995-110, § 1, 3-28-95; Ord. No. 1998-174, § 23, 9-22-98; Ord. No. 2001-133, § 1, 12-18-01; Ord. No. 2002-99, § 1, 8-13-02; Ord. No. 2006-200, § 1, 5-23-06)

Editor's note—

Ord. No. 1995-110, § 1, adopted March 28, 1995, enacted provisions designated as following former § 29-201. In order to accommodate the provisions of said ordinance, the editor renumbered former § 29-202 as § 29-201 and added the provisions of Ord. No. 1995-110 as § 29-202

Sec. 29-203. - Route limitations.

Animal-drawn vehicles may operate on all streets or public ways in the district except the following:

(a) The bricked portion of Church Street, from Water Street to South Battery, and all cobblestone and Belgium block streets;

(b) Any public way designated as an alley, land or court (excluding St. Michael's Alley which may be used through Friday from 4:00 to 6:00 p.m., excepting legal holidays and Horlbeck Alley which may be used Monday through Friday from 9:00 a.m. to 4:00 p.m. and during regular touring hours on weekends and on legal holidays);

(c) The following streets:

(1) Atlantic Street;

(2) Price's Alley;

(3) Rope Maker's Lane;

(4) Bedons Alley;

(5) Ladson Street;

(6) Big Lamboll Street;

(7) Water Street (from Church to Meeting Streets);

(8) Church Street (from Tradd to Water Street);

(9) Broad Street (West of State Street) from 7:00 to 9:00 a.m. and 4:00 to 6:00 p.m., Monday through Friday, excepting legal holidays;

(10) Meeting Street (North of Broad Street) from 7:00 to 9:00 a.m. and 4:00 to 6:00 p.m., Monday through Friday, excepting legal holidays;

(d) On such streets or at such times as are restricted for such use by the department of traffic and transportation with the approval of the city council committee on traffic and transportation and so designated in the office of the commission.

(e) There shall be an amended commercial route that can be used during eastern standard time between the hours of 4:30 p.m. to 6:00 p.m. The commercial route approved is as follows: Market Street to Concord Street to Vendue Range to Prioleau Street to Elliot Street to E. Bay Street to Exchange Street to Prioleau Street to Concord Street to Market Street.

(Ord. No. 1983-22, § 59, 5-10-83; Ord. No. 1986-88, § 1, 8-19-86; Ord. No. 1993-58, § 9, 4-27-93; Ord. No. 2013-10, § 1, 1-22-13)

Sec. 29-204. - Drivers.

All drivers of animal-drawn vehicles shall have a current automotive vehicle drivers license and demonstrate competence in handling animal-drawn vehicles. All drivers of animal-drawn vehicles shall be required to pass an animal-drawn vehicle competency examination which will satisfy the city that the driver is knowledgeable and capable of handling horses and animal-drawn vehicles in emergency situations.

(Ord. No. 1983-22, § 60, 5-10-83; Ord. No. 1993-58, § 7, 4-27-93)

Sec. 29-205. - Tour guide required.

All tours on animal-drawn vehicles must be conducted by a registered or temporary tour guide.

(Ord. No. 1983-22, § 61, 5-10-83)

Sec. 29-206. - Gatekeeper loading and medallion issuance procedure.

(a) The city shall establish a central location at the corner of North Market and Church Streets for the distribution of medallions to be issued in the conduct of tours in the zones of operation as established pursuant to section 29-208 of the Code of the City of Charleston. The central location point shall be designated as the "gate" which will consist of a structure to be occupied by a city employee authorized to issue medallions for touring as provided herein, said employee to be more commonly referred to as the "gatekeeper." The gate loading procedure shall require an animal-drawn vehicle to load and discharge passengers as herein provided and to pass through the gate to receive a medallion. This medallion shall indicate the zone in which the animal-drawn vehicle shall conduct its tour. The zone designation shall be obtained by random selection by the gatekeeper as hereinafter provided. The medallion shall be issued by the gatekeeper and affixed to the back of the animal-drawn vehicle. Upon completion of the tour, the medallion shall be returned to the gatekeeper by the driver or company representative of the animal-drawn vehicle having been issued the medallion. A medallion shall be returned to the gatekeeper no later than seventy-five (75) minutes after its issuance.

(b) Animal-drawn vehicles shall load and discharge passengers at the city's one (1) central loading zone, located on Anson Street south of Pinckney Street and on North Market Street between Anson Street and Church Street, provided that an animal-drawn vehicle shall be able to load and discharge passengers on private property that is owned or operated by its company and provided that the said private loading zone is within the Market zone which is described as the area lying between and including Pinckney Street to the north; Cumberland Street to the south; East Bay Street to the east, and Meeting Street to the west.

(c) The gate shall operate between the hours of 9:00 a.m. through 5:30 p.m. during Eastern Standard Time and from 9:00 a.m. and 6:30 p.m. during daylight savings time. During Eastern Standard Time, medallions shall be issued until 4:30 p.m. and shall be returned by 5:30 p.m., provided no animal-drawn vehicle shall be allowed to conduct a tour in a residential zone after 5:00 p.m. During daylight savings time, medallions shall be issued until 5:30 p.m. and shall be returned by 6:30 p.m., provided no animal-drawn vehicle shall be allowed to conduct a tour in a residential zone after 6:00 p.m. Notwithstanding the foregoing, during the month of April 2011 only, the gate shall operate between the hours of 9:00 a.m. and 7:30 p.m. Furthermore, during the month of April 2011, medallions shall be issued until 6:30 p.m. and shall be returned by 7:30 p.m., provided no animal-drawn vehicle shall be allowed to conduct a tour in a residential zone after 7:00 p.m.

(d) Animal-drawn vehicles shall be permitted to remain in a loading zone no longer than fifteen (15) minutes prior to entering the gate to receive a medallion. If a medallion is not issued to a vehicle which has been in the loading zone for fifteen (15) minutes, the said vehicle shall move to the rear of the loading zone and wait in line to enter the gate and receive a medallion.

(e) A special tour, which is defined as a tour that has been scheduled in advance by the director of tourism, shall require a medallion before the said special tour can be conducted. A special tour must also utilize the city's loading zone or private property for loading and discharging passengers as provided herein.

(f) A commercial tour, shall be defined as a tour that is conducted in the commercial district only and after 4:30 p.m. There shall be no more than be five (5) commercial tours permitted to begin between 4:30 p.m. and 5:00 p.m. industry wide, and there shall be no more than five (5) commercial tours permitted to begin between 5:00 p.m. and 5:30 p.m. industry wide. The carriage company owners will determine among themselves how the five (5) commercial tours permitted to begin between 4:30 p.m. and 5:00 p.m. and the five (5) commercial tours permitted to begin between 5:00 p.m. and 5:30 p.m. will be divided up among the carriage companies. Commercial tours conducted after 5:30 p.m. shall not be restricted in the number of tours permitted and shall not require a medallion.

(Ord. No. 1983-22, § 62, 5-10-83; Ord. No. 1993-58, § 1, 4-27-93; Ord. No. 2002-73, § 1, 5-28-02; Ord. No. 2006-495, § 1, 11-14-06; Ord. No. 2010-85, § 2, 5-11-10)

Sec. 29-207. - Design standards.

Animal-drawn vehicles shall be authentically styled passenger carriages. Wagons which patently were designed for cargo instead of passengers will not be approved. Carriages must not exceed twelve (12) feet in length or six (6) feet in width. Carriages will be measured from end to end, excluding the steps and shafts; and, from axle tip to axle tip. No part of the carriage may be over six (6) feet in width; provided, however, any certificated carriage which was in use as of January 1, 1982, and no longer than thirteen (13) feet may continue in use.

(Ord. No. 1983-22, § 63, 5-10-83; Ord. No. 1998-174, § 24, 9-22-98)

Sec. 29-208. - Zones of operation.

(a) The peninsula city shall be divided into zones of operation as may be recommended from time to time by the commission and approved by city council. A map outlining such zones shall be maintained in the office of the director of tourism.

(b) Based upon traffic studies, industry input and observations and experience of the commission, the maximum number of animal drawn vehicles to be allowed to operate in a given zone may be restricted, all as may be recommended by the commission and approved by city council.

(c) The right to operate in Zones 1, 2 and 3 shall be made available to touring entities having animal drawn vehicles for which certificates of appropriateness have been issued as follows:

(1) Through the use of the gate and gatekeeper procedure as hereinabove defined, the gatekeeper shall utilize a bingo machine and twenty (20) pingpong balls, six (6) of which shall be designated for Zone 1, six (6) of which shall be designated for Zone 2, and eight (8) of which shall be designated for Zone 3, to randomly select a ball with a designated zone destination marked thereon, and that upon selection, the ball shall be removed from the bingo machine and replaced when the medallion is returned.

(2) When a medallion is issued, the gatekeeper shall record the company's name, the animal-drawn vehicle drivers' name, medallion number and the time that it is issued. No animal-drawn vehicle shall be issued more than one (1) medallion within forty-five (45) minutes from the time of issuance of the first medallion. When the medallion is returned, the check-in time shall be recorded by the gatekeeper. The gatekeeper shall verify that the maximum check-out time has not been exceeded.

(3) A medallion shall be returned to the gatekeeper no later than seventy-five (75) minutes from the time of its issuance.

(Ord. No. 1985-148, § 5, 12-17-85; Ord. No. 1986-49, § 2, 5-27-86; Ord. No. 1993-58, § 4, 4-27-93)

Sec. 29-209. - Diapering apparatus and sanitation communication required.

It shall be unlawful for any person, firm, corporation or other entity to utilize any animal for the purpose of pulling any vehicle on city streets unless such animal is equipped with diapering apparatus that prevents the droppings of such animal from being deposited or otherwise left on city streets. It shall be the responsibility of the person, firm, corporation or other entity utilizing any animal-drawn vehicle to see that the diapering apparatus is maintained in working order. Further, every animal-drawn vehicle shall be equipped with a two-way communication system and flags to identify areas in need of sanitation. It shall be the responsibility of the person, firm, corporation or other entity utilizing any animal-drawn vehicle to drop a sanitation flag marking areas where animals deposit or otherwise leave excreta on city streets and to utilize two-way communications to provide notice of areas in need of equine sanitation.

(Ord. No. 1987-82, § 1, 7-21-87; Ord. No. 1998-174, § 25, 9-22-98; Ord. No. 2007-223, § 1, 11-27-07)

Sec. 29-210. - Number of medallions to be issued.

(a) The city shall authorize a total of twenty (20) medallions to be distributed as follows:

Zone 1 6

Zone 2 6

Zone 3 8

(b) The medallions shall be labeled with a serial number as follows:

Zone 1 Serial Nos. 1—15

Zone 2 Serial Nos. 16—30

Zone 3 Serial Nos. 31—45

(Ord. No. 1993-58, § 3, 4-27-93)

Sec. 29-211. - Fees.

(a) Each animal-drawn vehicle company authorized to do business within the City of Charleston shall be assessed an annual fee of seventeen thousand five hundred dollars ($17,500.00) to operate a carriage business in the City of Charleston. This fee will allow a company to have one (1) animal-drawn vehicle in the central loading zone at any given time.

(b) Each animal-drawn vehicle company shall be assessed a fee of three dollars ($3.00) each time one of its animal-drawn vehicles receives a medallion at the gate. The company shall be billed on a monthly basis.

(c) A company which operates an animal-drawn vehicle business in the City of Charleston shall be assessed a monthly sanitation fee in a sum to be assessed by the director of tourism, which fee shall be paid before the company shall be allowed to participate in the gatekeeper system, said fee to be billed to the company on a monthly basis.

(Ord. No. 1993-58, § 5, 4-27-93)

Editor's note—

Ord. No. 1993-58, § 5, adopted April 27, 1993, enacted a new section 29-212. In order to better conform to the organization of the Code, the editor has redesignated the provisions of § 5 of Ord. No. 1993-58 as § 29-211

Sec. 29-212. - General health care and management requirements.

(a) *Findings of fact.* City council hereby makes the following findings of fact:

(1) The City of Charleston, carriage company operators, residents, and visitors to the City of cHarleston have sought to take a proactive approach to protect and ensure the health, safety and welfare of animals used in the tourism industry;

(2) A study was conducted to develop and recommend animal welfare policies to the tourism commission. In response to the study, the tourism commission formed the ad hoc committee on animal-drawn carriages which committee was comprised of representatives from the tourism commission, animal control, the carriage industry, the Society for the Prevention of Cruelty to Animals ("SPCA"), and an independent veterinarian;

(3) The ad hoc committee on animal-drawn carriages has now reviewed and updated the previously recommended policies after much deliberation and with input from the general public, Carriage Operators of North America ("CONA"), and the veterinarian community; and

(4) The codification of the ad hoc committee on animal-drawn carriages recommended regulations is in the best interest of protecting the health, safety, and welfare of the animals used in the tourism industry and protects the health, safety, and welfare of motorists and pedestrians using the public right-of-ways along with the residents and tourists of the City of Charleston.

(b) *Definitions.* Except where the context clearly indicates otherwise, the following terms and phrases as used in this section shall have the following meanings:

(1) *Animal* shall mean any horse or mule used for touring purposes and operated under a franchise agreement as outlined in section 29-202

(2) *Contamination* shall mean the introduction of unwholesome or undesirable elements, including but not limited to, bedding, mold, bugs, and rodent droppings.

(3) *Director of tourism* shall mean the director of tourism or his or her designee.

(4) *Equine sanitation flag* shall mean the marker used to identify animal excreta and is generally recognized as a two and one-half-inch rubber ball cut in half with an eight-inch surveyor's flag attached.

(5) *Farrier* shall mean a specialist in horse care who addresses the hooves, feet and legs of the animal.

(7) *Inspection* shall mean to permit the director of tourism, the police department, or a city contracted veterinarian to enter upon the premises of any carriage company subject to this ordinance to make inspections and to examine and audit required records.

(8) *Old and Historic District* shall mean that portion of the city that is so designated from time to time on the official zoning map of the city.

(9) *Out of service* shall mean when the animal is unhitched from a carriage and out of its harness.

(10) *Police department* shall mean the chief of police or his or her designee.

(11) *Rest* shall mean the time when the animal is in service but not performing work as defined herein.

(12) *Stable* shall mean the barn where the animals are kept.

(13) *Stall* shall mean individual space within the barn where each animal is kept.

(14) *Tour* or *touring* shall mean the conducting of or the participation in sightseeing in the districts for hire or in exchange for a donation.

(15) *Touring stock* shall mean all animals used for touring pursuant to this section.

(16) *Vintage carriage* shall mean any carriage built before 1900.

(17) *Work* and *working* shall mean the act of pulling a carriage.

(18) Reserved.

(19) Reserved.

(20) *Free choice* shall mean that water shall be ready and in front of a horse for 15 minutes after a tour is conducted so that a horse is free to choose to drink or not to drink water.

(c) *Equipment.*

(1) Every carriage used for touring purposes and operated under a franchise agreement as outlined in section 29-202 shall be equipped with the following:

a. Head lights or lanterns and tail lights or lanterns which are visible for a distance of (500) feet when the carriage is operated from a half hour after sunset to a half hour before sunrise, and at any other time when windshield wipers are in use as a result of rain, sleet, or snow, or when inclement weather or environmental factors severely reduce the ability to clearly discern persons and vehicles on the street or highway at a distance of five hundred feet ahead;

b. A slow moving vehicle emblem attached to the rear of the carriage;

c. A diapering apparatus that prevents the droppings of the animal used to pull the carriage from being deposited on the ground or the right-of-way;

d. A fifth wheel or cut under turning mechanism on the front axle with the exception of vintage carriages;

e. Reflective ankle cuffs or another reflective device approved by the tourism committee shall be used on at least two (2) of the animal's legs if one (1) animal is pulling a carriage, or if two (2) animals are pulling a carriage reflective ankle cuffs or another reflective device approved by the tourism committee shall be used on at least one (1) of the outside legs of each animal when the carriage is operated from a half (½) hour after sunset to a half (½) hour before sunrise, and at any other time when windshield wipers are in use as a result of rain, sleet, or snow, or when inclement weather or environmental factors severely reduce the ability to clearly discern persons and vehicles on the street or highway at a distance of five hundred (500) feet ahead;

f. A two-way electronic communication system; and

g. A minimum of two (2) equine sanitation flags to mark animal excreta droppings.

(2) Carriages must be properly lubricated and the carriage wheels shall spin freely.

(3) Each carriage shall be maintained in a safe condition so as to not endanger any person or property.

(4) Each carriage shall be maintained in a clean and sanitary condition, free of liter and debris and at all times suitable for public transportation of passengers.

(5) No carriage shall be operated having more passengers than what is permitted by its certificate of appropriateness or having a combined weight of carriage, passengers, and drivers that is more than three (3) times the weight of the animal(s) pulling the vehicle.

(d) *Carriage stands, client pick-up locations, staging areas, and barns.*

(1) Carriages queuing in the medallion booth line shall move and circle the block during equine sanitation cleaning.

(2) Each carriage company shall ensure that their animals in the queue line at the medallion booth shall have a fresh water source every hour.

(3) Each carriage company shall post at their barns in a conspicuous place signage as required under applicable federal, state, and local laws, including but not limited to, the Equine Activity Liability Act (S.C. Code 47-9-730), along with providing brochures outlining the City's ordinances governing the general health and welfare of the animals used in the tourism industry of Charleston.

(e) *Care and shelter of animals.*

(1) No animal shall be used to draw a carriage unless the animal is in good health and the following standards are met:

a. The animal shall not have open sores, open wounds, diarrhea, nor shall the animal be lame or have any other ailments unless the city tourism office as well as the individual company's stable has a current written statement by a veterinarian on file that the animal is fit for such work not withstanding such condition. Further, the written statement by the veterinarian must have a required expiration date;

b. The hooves of all animals while engaged in work on pavement, brick, concrete or other like hard surfaces shall have rubber or elastomer shoes, boots or pads to prevent slipping and shall be evenly trimmed and shod. However, steel shoes can be used upon introduction to the touring stock during an initial two-week trial period. Also, if a farrier determines that the horse's hooves will not accommodate the use of rubber pads, metal shoes can be used on the rear legs of the animal;

c. The animal shall be properly and appropriately groomed;

d. The animal shall have adequate flesh and muscle tone as determined by the Body Condition Scale of the Henneke Chart and shall average between 4 and 7;

e. The animal is kept in good working condition;

f. At introduction into the touring stock then bi-annually thereafter, the animal shall have had a physical inspection completed by and a certificate of serviceability for carriage work signed by a licensed veterinarian, with the results thereof provided to the City of Charleston Tourism Director and made available for inspection on site;

g. All animals upon reasonable notice by the tourism director or police department shall be made available for an annual physical inspection to be conducted by the tourism director or police department's veterinarian with the results thereof being maintained by the office of tourism with a copy being provided to the carriage company operator;

h. At introduction into the touring stock then quarterly thereafter, the animal shall have been de-wormed; and

i. At introduction into the touring stock, the animal has been vaccinated under the direction of a veterinarian for appropriate diseases and risk factors of the area, as outlined on the certificate of serviceability.

(2) Free choice water shall be provided to each animal immediately after completing a tour for a minimum of fifteen (15) minutes.

(3) Animals shall be provided electrolyte supplements at each feeding.

(4) Animals shall have at least fifteen (15) minutes rest between back to back tours.

(5) In a twenty-four-hour period, animals shall not engage in Work more than eight (8) consecutive hours or ten hours with out a one and one-half (1½) hour break being disconnected from the carriage, in a twenty-four-hour period.

(6) Animals shall not engage in work more than six (6) days in a seven-day period.

(7) Animals shall not engage in work with equipment causing an impairment of vision, other than normal blinders.

(8) Animals shall not be driven at a speed faster than a slow trot.

(9) Animals shall not be subject to any cruel or harassing treatment or equipment.

(10) Animals shall not be sold or disposed of except in a humane manner in accordance with American Association of Equine Practitioners' guidelines.

(11) Animals shall be at least three and one-half (3½ years of age and shall not weigh less than nine hundred fifty (950) pounds in fit condition.

(f) *Harnesses.*

(1) Animals shall not engage in work with harnesses or bits that harm or are unsafe to the animal.

(2) Harnesses, bridles, bits and padding shall be properly fitted and kept in clean and good repair.

(3) Harnesses shall be kept free of makeshifts like wire, rope, and rusty chain.

(4) Trace chains shall not put pressure on the collar and shoulders of the animal when it starts pulling the carriage resulting in a jolting start versus a smooth start with a snug collar already in place.

(5) Breeching shall fit so that it will not rub or hinder the hind leg movement of the animal.

(g) *Weather conditions.*

(1) Carriage company operators and drivers shall use caution when Working animals in adverse weather conditions such as high heat and humidity, snow, ice, heavy rain, and other slippery or reduced visibility situations.

(2) When the ambient temperature reaches or exceeds eighty-five (85) degrees Fahrenheit at any point during the carriage company's hours of operation, the carriage company operators shall implement a mandatory system of taking the rectal temperature of each working animal immediately after completing a tour. In the event an animal's temperature reaches one hundred three (103) degrees Fahrenheit or above, the animal's temperature shall be taken every fifteen (15) minutes until the animal's temperature falls below one hundred three (103) degrees Fahrenheit before the animal is allowed to return to work.

(3) When the rectal temperature of an animal reaches between 103—103.9 degrees Fahrenheit, the carriage company operator shall require the animal to be removed from service and be cooled down to a temperature of 101.5 degrees Fahrenheit before returning them to engage in Work.

(4) In the event that an animal's rectal temperature reaches 104 degrees Fahrenheit or above the animal shall be taken out of service for the day and cooled down.

(5) In the event an animal can not be cooled down to a rectal temperature of 101.5 degrees Fahrenheit within two (2) hours of the first 103 degree Fahrenheit or above rectal temperature recording, a veterinarian shall be immediately contacted to inspect the animal.

(6) At any time when an animal's rectal temperature reaches 105.0 or above, or if any animal shows signs of distress such as panting motions, thumping of the chest (synchronous diaphramic flutter), tying up, or stiffening of legs or back, muscle trembling, or colic, a veterinarian shall be immediately contacted to inspect the animal.

(7) When either the ambient temperature reaches ninety-eight (98) degrees Fahrenheit or the Heat Index reaches one hundred twenty-five (125) degrees Fahrenheit, as determined by the director of tourism or the police department, the carriage company operators shall discontinue working their animals and pull them off the street until the temperature decreases below the above stated temperatures as authorized by the director of tourism or the police department.

(8) The official thermometer used for determining the temperature and the heat index shall be located at 113 Calhoun Street, in the City and County of Charleston, South Carolina. In the event this thermometer is out of service, as determined by the director of tourism or the police department, the back-up thermometer shall be the thermometer located at 180 Lockwood Drive, in the City and County of Charleston, South Carolina.

(h) *Feeding.*

(1) Animals shall receive an adequate amount of equine feed daily, which is free from contamination, sufficient in quantity, having nutritional value, and be provided frequently enough to meet normal daily requirements for the animal's condition, special needs, environmental factors and size of the animal so as to maintain a healthy flesh.

(2) Clean drinking water free from contamination shall be available to an out of service animal at all times.

(3) Out of service animals shall at all times have access to salt in a block or loose form.

(i) *Stables and stalls.*

(1) Stables shall be safe, well lighted, ventilated, and provide protection from the weather as described herein;

a. Stables and stalls shall be kept clean and in good repair and excreta shall be removed daily;

b. The floors of the stalls shall be graded and raked to keep their surface dry; each stall shall have rubber mats under the shavings or shavings with a minimum depth of four (4) inches;

c. Fans shall be used to increase ventilation when the ambient temperature reaches eighty (80) degrees Fahrenheit;

d. Sharp surfaces and any other hazards shall not be permitted in any stable or stall where they can come in contact with the animals;

e. Stables and stalls shall be kept free of leaks, including but not limited to, leaks form roofs or from plumbing;

f. Stalls sizes shall be no less than five (5) feet nine (9) inches × eleven (11) feet unless a carriage company undertakes any remodeling or refurbishing of any sorts to their stable that equals fifty (50) percent of the market value of the stable or moves their stable. In the event a carriage company does remodel or refurbish their stable as stated in the previous sentence then they must implement a minimum stall size of twelve (12) feet × twelve (12) feet for every stall;

g. The practice of tethering the animal in a stall is permitted so long as the animal can lie down without the risk of entanglement or injury;

h. Occupied stalls shall have a minimum of three (3) inches of bedding or have a specialized surface so as to keep animals clean, dry and free of concussion, abrasion or pressure points;

i. Interior and exterior areas of the stable shall be kept clean, properly drained and free of nuisances including, but not limited to, unreasonable and excessive odors and unreasonable accumulation of refuse and excreta;

j. There shall be no smoking at any time in stables; and

k. Unless otherwise directed by a veterinarian, animals shall be given a pasture turn-out time of a minimum of four (4) consecutive days to total fourteen (14) days within four (4) months;

(2) Stables shall be located within walking distance the medallion gate located at the corner of Church and North Market.

(3) All stables shall have a yearly inspection by the fire department. Fire extinguishers must be kept in obvious places in every stable as required by law and as recommended by the fire department.

(j) *Recordkeeping.*

(1) Feeding, shoeing, medication, and treatment logs, bi-annual inspection records, certificate of serviceability, quarterly de-worming records, rectal temperature logs, work schedules, disposal documentation, and such other records as requested by the tourism director and police department shall be maintained for a three year period by each carriage company operator for every animal used in the touring stock.

(2) These records shall be made available for inspection by the city and its designee.

(k) *Inspections.* In addition to the annual inspection provided for herein, animals, facilities and records shall be subject to random or unannounced inspections at the discretion of the tourism director, police department, and/or the city designated veterinarian. The inspector is permitted to take notes, pictures and video if they deem appropriate. These inspections shall be brief in order to not interfere with the work flow of the business. The inspector should be allowed to enter the premises no longer than fifteen (15) minutes after arrival at the facility during business hours.

(Ord. No. 2007-90, § 1, 4-24-07; Ord. No. 2011-58, §§ 1—10, 8-16-11; Ord. No. 2011-59, § 1, 8-16-11; Ord. No. 2011-60, § 1, 8-16-11)

Secs. 29-213—29-218. - Reserved.

DIVISION 2. - CERTIFICATE OF APPROPRIATENESS

Sec. 29-219. - Required.

No animal drawn vehicle shall operate without a duly issued certificate of appropriateness and without having paid such fee therefor as city council may, from time to time, establish. The certificate of appropriateness must be permanently affixed to the vehicle in a location approved by the commission.

(Ord. No. 1983-22, § 58, 5-10-83; Ord. No. 1985-148, § 5, 12-17-85)

Sec. 29-220. - Application; inspection.

(a) An applicant for a certificate of appropriateness shall provide the tourism director with the following:

(1) Adequate identification of the applicant and animal-drawn vehicle and proof of ownership;

(2) Material setting forth the characteristics of the vehicle including its dimensions, weight, passenger capacity, maker, year built;

(3) Color photographs not less than eight (8) inches by ten (10) inches of all four (4) sides of the vehicle or, in the discretion of the tourism director, sketches of a similar make and model and samples of colors proposed for use on the vehicle;

(4) Adequate proof of liability insurance with PIP coverage in an amount determined by the tourism commission;

(5) A fee as set forth by city council;

(6) After approval but prior to the issuance, a current city business license.

(b) Upon receipt of the information set forth in subsection (a)(1)—(4) and (6), the tourism director shall submit the application to the tourism commission for the commission's determination as to whether the application should be approved. In acting upon and evaluating any application, the tourism commission shall consider the design standards as set forth in section 29-207 of this chapter as well as the proposed color of the vehicle.

(c) Nothing herein shall be construed so as to prohibit the tourism director or the commission from requiring visual inspection of the vehicle.

(Ord. No. 1983-22, § 64, 5-10-83; Ord. No. 1987-83, § 2, 7-21-87; Ord. No. 2007-202, § 1, 10-23-07)

Sec. 29-221. - Transferability.

A certificate of appropriateness required by this division shall be issued on a specific vehicle and for a specific owner and is not transferable. The certificate remains the property of the city and must be surrendered upon expiration or revocation.

(Ord. No. 1983-22, § 65, 5-10-83)

Sec. 29-222. - Suspension or revocation.

(a) Failure to abide by the provisions of this chapter or any of the ordinances of the city or laws of the state in any manner affecting or regulating the operation of the vehicle for which the certificate is issued, or the failure to maintain the required insurance shall be grounds for suspension for a reasonable time or the revocation of a certificate of appropriateness issued under this division.

(b) If, in the opinion of the tourism director, a certificate of appropriateness should be suspended or revoked, he shall give written notice to the holder thereof, by certified mail of the right to appear before the commission and show cause why the certificate should not be suspended or revoked.

(Ord. No. 1983-22, § 67, 5-10-83; Ord. No. 2007-202, § 2, 10-23-07)

Sec. 29-223. - Expiration.

All certificates of appropriateness shall be granted for a period of one year and shall expire on the anniversary of the date of issuance; provided, however, upon compliance with the provisions of section 29220(1), (4), (5), and (6) the certificate shall be renewed.

(Ord. No. 1983-22, § 66, 5-10-83; Ord. No. 2007-202, § 3, 10-23-07)

Secs. 29-224—29-234. - Reserved.

ARTICLE VI. - TOURING REGULATIONS GENERALLY

Sec. 29-235. - Maintenance of traffic flow.

No vehicle of any kind in the conduct of a tour shall stop or stand for description purposes but shall remain in and be part of the normal traffic flow; provided, however, slower moving vehicles shall safely pull temporarily to the side so as to prevent unnecessary delays to following traffic; and provided, further, animal-drawn vehicles are permitted to temporarily pull to the side of streets, out of the traffic flow, for description purposes.

(Ord. No. 1983-22, § 68, 5-10-83)

Sec. 29-236. - Hours of operation.

No person or entity shall conduct a tour in a small bus, large bus or animal-drawn vehicle or on foot prior to 9:00 a.m. and after 6:00 p.m. Day Light Savings Time or 5:00 p.m. Eastern Standard Time, in residential areas zoned SR, STR, or DR on the city zoning map on file in the office of zoning.

Notwithstanding the foregoing, during the month of April 2011 only, animal drawn vehicles shall be permitted to conduct tours until 7:00 p.m. Day Light Savings Time, in residential areas zoned SR, STR, or DR on the city zoning map on file in the office of zoning.

(Ord. No. 1983-22, § 69, 5-10-83; Ord. No. 1993-58, § 8, 4-27-93; Ord. No. 1994-402, § 1, 11-8-94; Ord. No. 1998-174, § 26, 9-22-98; Ord. No. 2010-85, § 1, 5-11-10)

Sec. 29-237. - Temporary traffic alterations.

The tourism director, with the consent of the director of traffic and transportation, may temporarily alter the routes of travel and parking limitations of this chapter as well as the trip limitation provisions of sections 29-126, 29-146, 29-160.

(Ord. No. 1983-22, § 70, 5-10-83)

Sec. 29-238. - Touring by non-certified small buses and charter buses.

Small buses and charter buses which have not been granted certificates of appropriateness may transport passengers for the purpose of touring for hire in the districts, but only on the perimeter route. Such buses must receive the permit required by section 29-142 of this chapter and must comply with the remaining provisions of sections 29-142 through 29-147 of this chapter.

(Ord. No. 1983-22, § 71, 5-10-83)

Sec. 29-239. - Limitations on engine idling.

No buses may park with engines idling for more than five (5) minutes in residential areas.

(Ord. No. 1983-22, § 72, 5-10-83)

Sec. 29-240. - Report of accident required.

The driver of a vehicle, or licensed tour guide, governed by the tourism ordinances, involved in any accident/occurrence resulting in injury to or death of any person/animal and/or property damage shall within twenty-four (24) hours of such accident/occurrence make written report thereof to the director of tourism. Further, all carriage operators must maintain current liability insurance information on their carriages at all times. The information must include the name of the insurance carrier, the policy number, and the contact telephone number of the insurance carrier.

(Ord. No. 2010-94, § 1, 5-25-10; Ord. No. 2013-11, § 1, 1-22-13)

Editor's note—

Prior to the reenactment of § 29-240 by Ord. No. 2010-94, Ord. No. 1998-174, § 27, adopted Sept. 22, 1998, repealed § 29-240 which pertained to restrictions on the operation of theme vehicles and derived from Ord. No. 1995-488, § 3, adopted Oct. 10, 1995.

Secs. 29-241—29-260. - Reserved.

ARTICLE VII. - WALKING TOURS

FOOTNOTE(S):

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Editor's note— Ord. No. 1998-174, § 28, adopted Sept. 22, 1998, amended former Art. VII, §§ 29-261—29-275, in its entirety to read as herein set out. Former Art. VII pertained to rickshaws and derived from Ord. No. 1992-23, § 1, adopted Feb. 25, 1992; Ord. No. 1995-425, §§ 2, 3, 9-12-95)

Sec. 29-261. - Limits on size; additional tour guides.

(a) All walking tours conducted from the public right-of-way shall consist of no more than twenty (20) persons per group, excluding the tour guide. Any walking tour conducted from the public right-of-way consisting of more than twenty (20) people shall be divided into more than one group and shall be accompanied by an additional person, known as an escort, who may or may not be a licensed tour guide. Each group shall take different routes to the same destination or maintain sufficient distance between another group so as not to impede pedestrian traffic. This section shall not apply to school groups.

(b) Further, the provisions of this section shall not apply to tours conducted off the public right-of-way when use of the public right-of-way is only incidental to conducting a tour. Use of the public right-of-way is incidental to conducting a tour when the public right-of-way is used for transportation purposes only and no tours are being conducting from the right-of-way. Further, this section shall not apply to tours conducted within city buildings or within city parks.

(Ord. No. 1998-174, § 28, 9-22-98)

Sec. 29-262. - Amplifying devices prohibited.

The use of an amplifying device while conducting a walking tour is prohibited.

(Ord. No. 1998-174, § 29, 9-22-98

Secs. 29-263—29-280. - Reserved.

ARTICLE VIII. - BICYCLE TOURS

DIVISION 1. - GENERALLY

Sec. 29-281. - Conduction of bicycle tours.

No person shall operate or cause to be operated bicycle tours, of whatever nature, within the old and historic district.

(Ord. No. 2002-24, § 1, 2, 2-26-02)

Sec. 29-282. - Definitions.

Bicycle shall be a cycle, which contains two (2) or more wheels, however powered for the purpose of transportation.

Bicycle tours shall mean the use of a bicycle or bicycles to conduct a tour for hire whether or not the tour is conducted while the bicycle or bicycles are operational or whether they are used for transportation to various locations when the tour is conducted.

(Ord. No. 2002-24, § 1, 2, 2-26-02)

ARTICLE IX. - PROCESS FOR REVIEWING PROPOSED CHANGES TO THE SOUTH CAROLINA STATE PORTS AUTHORITY'S PASSENGER CRUISE MANAGEMENT PLAN

Sec. 29-283. - Findings of fact.

The city council hereby makes the following finds of fact:

(1) The city council unanimously supported and approved a resolution on September 14, 2010, in support of the redevelopment of Union Pier and relocation of the passenger terminal to the north end of Union Pier; and this resolution supported and approved the South Carolina State Ports Authority's Passenger Cruise Management Plan as outlined in letters from Jim Newsome, President and CEO of the authority, dated June 25, 2010 and Bill Stern, Chairman of the Board of the authority, dated July 30, 2010; and

(2) Additional community input has led the mayor and city council to work with the South Carolina State Ports Authority to further define the ports authority's commitment to a process through which the city and the community will be involved in any contemplated material change in the authority's passenger cruise management plan; and

(3) The South Carolina State Ports Authority unanimously approved a resolution on 21 April 2011 committing to a public review process should the SCSPA make a material change in the authority's Passenger cruise management plan, as outlined in the letter from Jim Newsome, President and CEO of the authority and Bill Stern, Chairman of the Board of the authority, dated April 21, 2011; and

(4) The city council finds that the public review process set forth in section 29-284 below will allow the city and the citizens to have a substantial role in discussing, consulting with, and advising the authority on any material change to the operations of the new cruise facility, as the authority continues its mission to contribute to the economic development of South Carolina by fostering and stimulating waterborne commerce and shipment of freight, through the enactment of its passenger cruise management plan.

(Ord. No. 2011-136, § 1, 9-13-11)

Sec. 29-284. - Establishment of process.

(a) There is hereby established a process to involve the Charleston community one (1) year in advance of any material change to the authority's passenger cruise management plan and to advise the ports authority as to the city's position on any proposed changes. Upon notification by the South Carolina State Ports Authority of any material changes in the authority's passenger cruise management plan, the following shall be done:

(1) Written notification to the following organizations:

a. Cruise neighbors advisory council. If such council is not then in existence, one shall be appointed by the mayor with the approval of city council. Council shall have a representative from each neighborhood, as recognized by the city's neighborhood council system, whose boundaries are adjacent to the Cooper River or any port operation as well as containing any or part of its jurisdiction within the peninsula historic district.

b. Historic Charleston Foundation.

c. Preservation Society of Charleston.

d. The Committee to Save the City.

e. The president of each of the neighborhood council which boundaries are adjacent to the Cooper River or any port operation as well as containing any or part of its jurisdiction within the peninsula historic district.

f. The tourism commission.

g. The Charleston Metro Chamber of Commerce.

h. The South Carolina Maritime Association.

(2) The city shall convene a community forum to discuss the material change or Changes to the passenger cruise management plan. The forum shall be advertised with two (2) public notices in a paper of community-wide circulation and notice posted as the city publishes official meetings. At the forum, if a majority of forum members request, additional forums shall be held for further discussion during this one (1) year.

(3) The city shall solicit public input as well through one (1) or more public hearings, including a public hearing at a city council meeting.

(b) For purposes of this section, material change will be defined as any change to the following commitments by the authority and previously supported by city council, as outlined in section 29-283, paragraphs (1) and (3):

(1) The construction of a one-berth cruise facility at the north end of Union Pier Terminal hosting no more than one (1) passenger cruise ship at a time at the dock, unless hosting a vessel in distress or in need of safe harbor;

(2) The maximum number of cruise ships calling in a calendar year; and

(3) A passenger terminal designed to accommodate a maximum three thousand five hundred (3,500) passenger ship.

(Ord. No. 2011-136, § 2, 9-13-11)

Sec. 29-285. - Tourism commission review.

Upon written notification by the state ports authority of a material change to the passenger cruise management plan, the tourism commission will have the following roles and responsibilities:

(1) Review preliminary plan designs related to changes in the passenger cruise management plan;

(2) Advise city council regarding the changes in the passenger cruise management plan; and

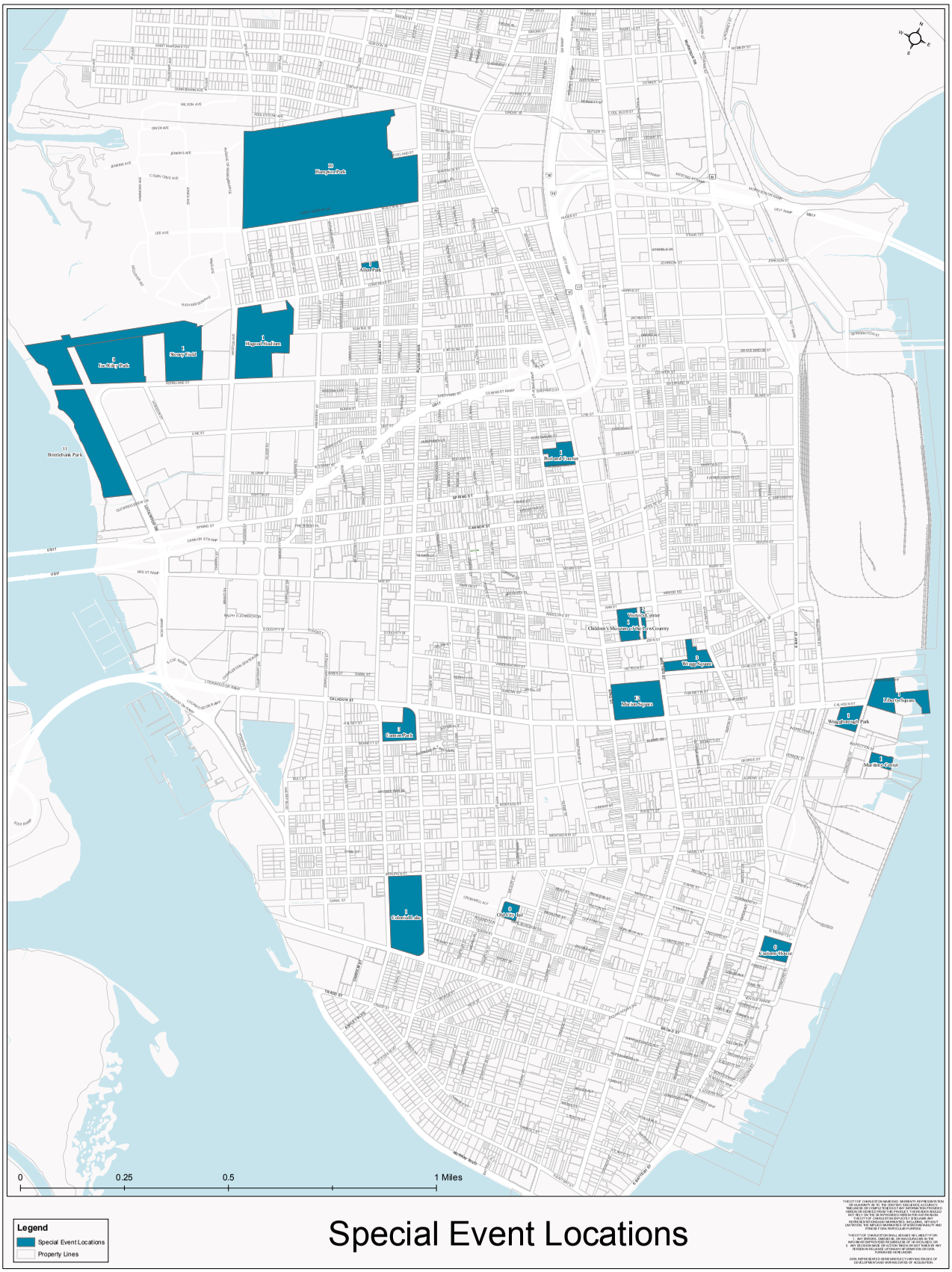
(3) Make recommendations to city council regarding the changes to the passenger cruise management plan, including how the changes relate to the goals of tourism management.

(Ord. No. 2011-136, § 3, 9-13-11)

Sec. 29-286. - City council to advise by resolution.

Within the one (1) year period set forth in section 29-284, the city council shall receive the report from public forums and public hearings that have been held at city council meetings, the report of the tourism commission, and any other communications that city council has received, and thereafter, the city council shall by resolution advise the South Carolina State Ports Authority of its recommendations on any proposed material changes in the ports authority's passenger cruise management plan.

(Ord. No. 2011-136, § 4, 9-13-11)



Special Event Locations

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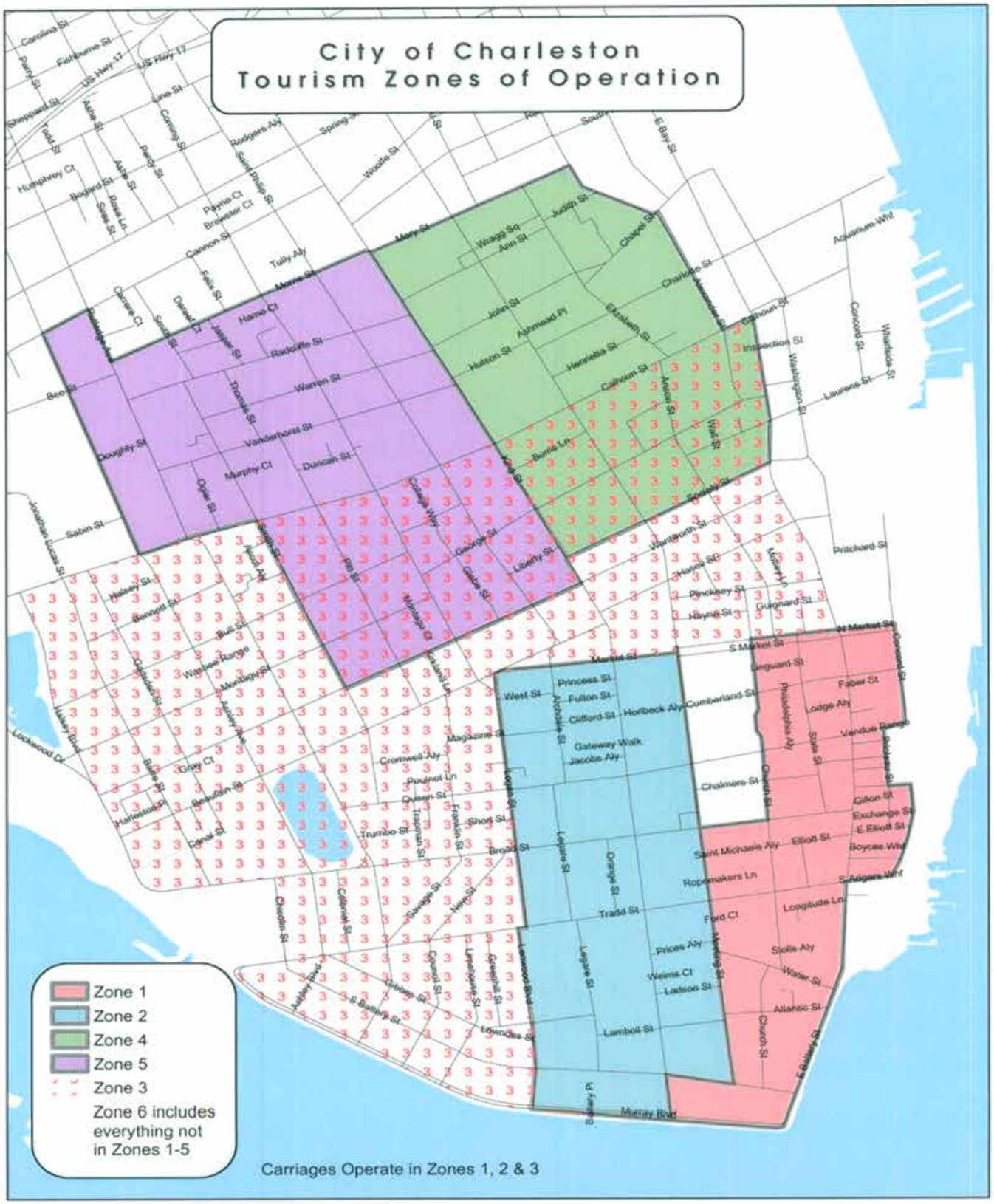
TOURISM ZONES



Tour Vehicle Type	Size of Vehicle	Number Permitted	Hours Allowed	Allowed Route	# of People
Walking Tour	n/a	Unrestricted	9 a.m. – 6 p.m. DST, 9a.m-5 p.m. EST	Unrestricted	20 + tour guide
Small Bus	<26'	36	9 a.m. -6 p.m. DST, 9am-5p.m EST	Small buses may operate on all streets in the districts, with the exception of brick and cobblestone streets, any public way designated as an alley, lane or court, on Tradd Street, between Meeting and Church Street. The peninsula city shall be divided into zones of operation as may be recommended from time to time by the commission and approved by city council. The tourism director shall assign to touring entities with regularly scheduled small bus tours a route. Upon being assigned a particular route for a given tour, the touring entity must follow such route and utilize its best efforts to spend equal amounts of time in each zone of operation on the route.	Unrestricted
Motor Coach/Large Bus	25'-40'	Slot A - 6 Slot B - 4	Slot A: 9 a.m. – 12 p.m., 2 – 4:30 p.m. Slot B: 12 p.m. – 2 p.m,4:30 -6 pm	Perimeter route only	Unrestricted
Motor Coach/Large Bus – Transportation	25'-40'	Unrestricted	Unrestricted	The permit shall specify the route to and from the designated delivery and pickup points at the time of such transportation	Unrestricted
Carriage	<12'	20 Zone 1 – 6 Zone 2 – 6 Zone 3 – 8	Gate opens at 9:00 a.m. and closes at 5:30 p.m. during EST and 6:30 p.m. during DST. Medallions issued until 1-hour before closure of gate.	All Public ways except the following: • The bricked portion of Church St., from Water St. to S. Battery, and all cobblestone and Belgium block streets. •Any public way designated as an alley, land or court (excluding St. Michael's Alley which may be used M-F from 4 to 6 p.m., and Horlbeck Alley which may be used Monday through Friday from 9 a.m. to 4 p.m. • Atlantic St., Price's Alley, Rope Maker's Ln., Bedons Alley, Ladson St., Big Lamboll St., Water St. (from Church to Meeting), Church St. (from Tradd to Water St.), Broad St. (West of State St.) from 7 to 9 a.m. and 4 to 6 p.m., Monday through Friday, Meeting St. (North of Broad St.) from 7 to 9 a.m. and 4 to 6 p.m., Monday through Friday.	Unrestricted
Carriage – Transportation	<12'	Unrestricted	Unrestricted	Unrestricted	Unrestricted

ACRONYMS

BFRC– City of Charleston Department of Budget, Finance, Revenue Collections

CARTA– Charleston Area Regional Transportation Authority

CVB– Charleston Convention and Visitor Bureau

DOT– South Carolina Department of Transportation

Legal– City of Charleston Corporation Council

Parks– City of Charleston Department of Parks

PPS– City of Charleston Department of Planning, Preservation & Sustainability

SEC– City of Charleston Special Events Committee

SPA– South Carolina State Ports Authority

Special Facilities– City of Charleston Division Special Facilities

T&T– City of Charleston Department of Traffic & Transportation

TC– City of Charleston Tourism Commission

TM– City of Charleston Division of Tourism Management