

HDO SURVEY 02: “Boutique” Hotel Definition and Development Zones

Executive Summary:

During summer of 2023, a Hotel Development Overlay (Overlay, or HDO) extension was proposed jointly by Cuyler-Brownville, Thomas Square, and Victorian neighborhood associations. The purpose of the proposed Overlay extension was to prohibit all hotel development in our districts, superseding the base zoning (TC-1 and TC-2) that currently allows hotel development with a Special Use permit.

The Metropolitan Planning Commission (MPC) did not approve the proposed Hotel Development Overlay extension, and has requested further input from residents and stakeholders before holding a vote at a future meeting.

A previous survey of residents and small businesses, supported by feedback in public meetings and a petition, overwhelmingly supported the Hotel Development Overlay extension proposed by our neighborhoods to prohibit hotel development.

Now, this second survey is to explore further options for the Overlay extension. We want to know what you think about a new “Small Hotel” definition (up to 40 rooms max) that could allow limited hotel development in one or more corridors within the Overlay extension.

A working group that consists of stakeholders from the neighborhoods representing residents and small businesses, alongside representatives from the City of Savannah, Chamber of Commerce, Tourism Leadership Council, and Visit Savannah, proposed the “Small Hotel” definition that corresponds to what many people would think of as a “boutique hotel”. In our previous survey, some respondents indicated that they might support this type of hotel in some areas of the above neighborhoods. This survey is to gather further input based on this concept.

Note: NO hotel meeting this definition is currently proposed in the Overlay extension area.

However, a real-world example of a 40-room, boutique hotel is the Collegiate Hotel in Auburn, Alabama. This is a good example of a maximum-sized hotel that might be allowed under this new definition. Please see pictures and stats below. If you would like to review this hotel in more detail, follow the links provided, but remember, it is just an example.



Website: <https://staycoho.com>
Instagram: @staycohoauburn

Interior square footage: 22,150 sf

To further illustrate what a 40-room hotel might look like in the Overlay extension area, following are some models of this example placed along the street corridors in question:

This image shows the Bull and Henry Street corridors, south of Forsyth Park:



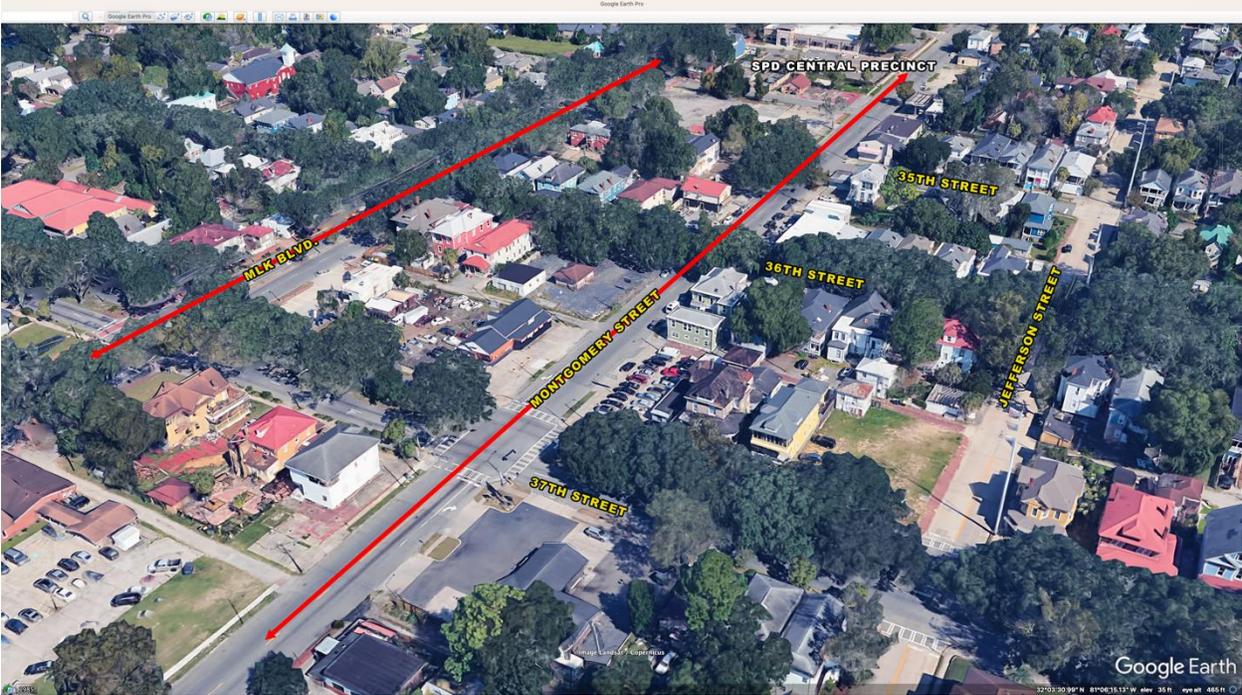
The 40-room example hotel on Henry Street, facing south:



The 40-room example hotel on Bull Street, facing east:



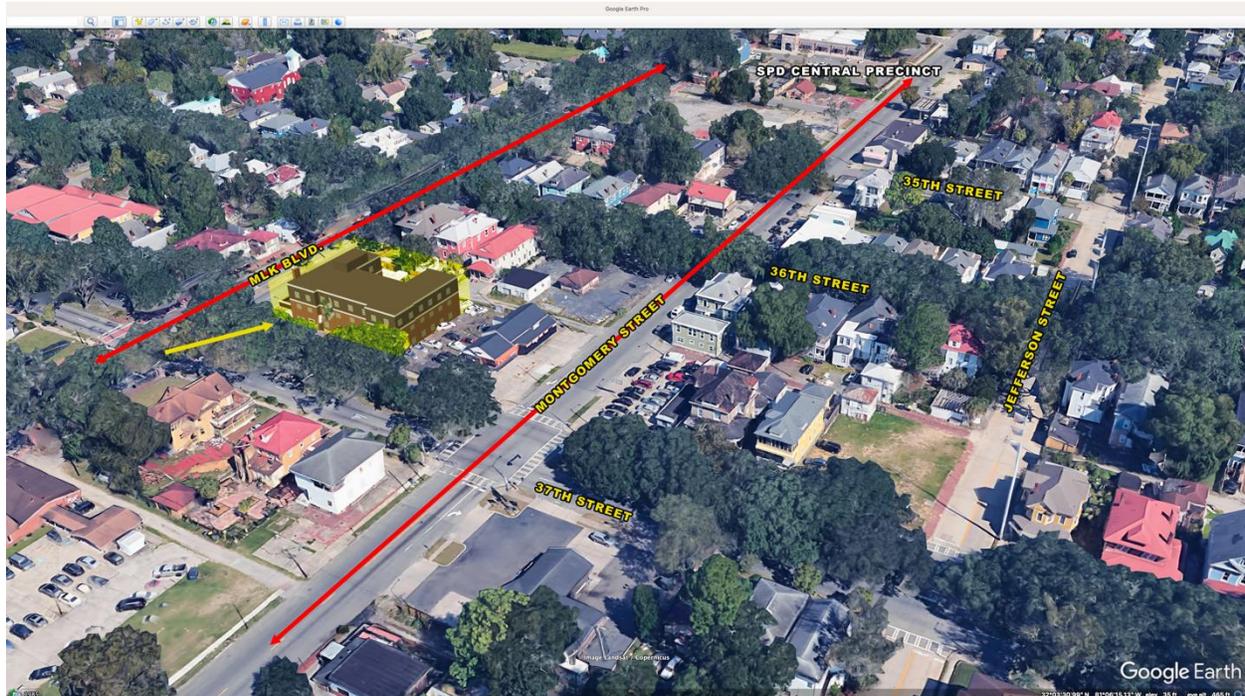
This image shows the MLK and Montgomery Street corridors, where they cross W. 37th Street:



The 40-room example hotel on Montgomery Street, facing east:



The 40-room example hotel on MLK Blvd., facing west:



Survey respondents should consider whether or not this “Small Hotel” might be appropriate along several corridors that include significant Traditional Commercial (TC) zoning. To receive a Special Use Permit to develop a hotel, it must be on property with TC-1 or TC-2 zoning, facing one of the corridors under consideration.

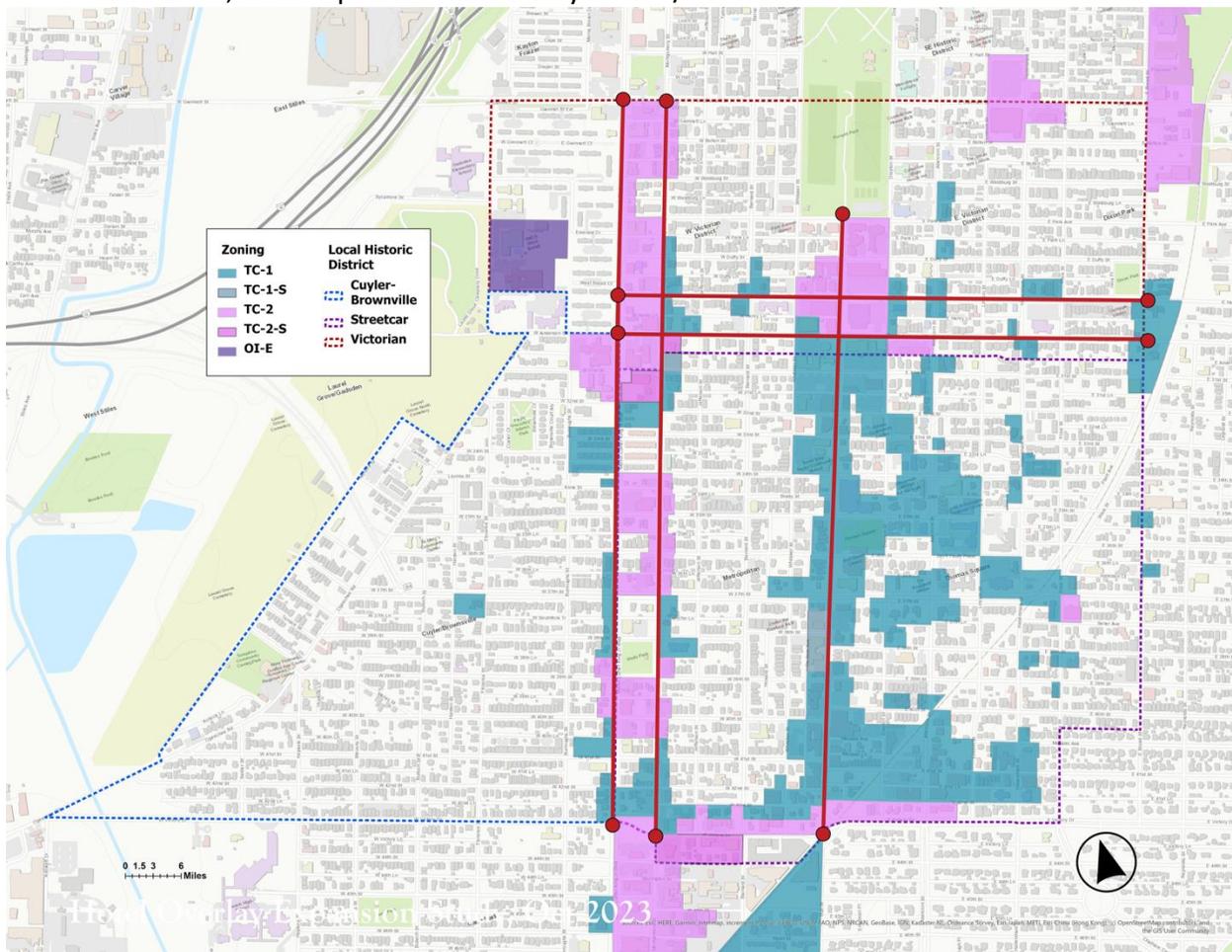
Below, you will see maps of the corridors. Please indicate whether or not you would support potential development of “Small Hotels” on TC-zoned property facing these corridors. Note: respondents will be provided space for open commentary at the end of this survey.

THINGS TO KEEP IN MIND, AS EXISTING DEVELOPMENT CONDITIONS CAN CHANGE FOR THE FOLLOWING REASONS:

- Smaller parcels can be combined to produce larger lots
- Land can be re-zoned (through a public process)
- Variances can be obtained (height, land coverage, etc.)
- Unprotected buildings can be demolished
- Protected buildings can meet an end as well (fire, condemnation, etc.)

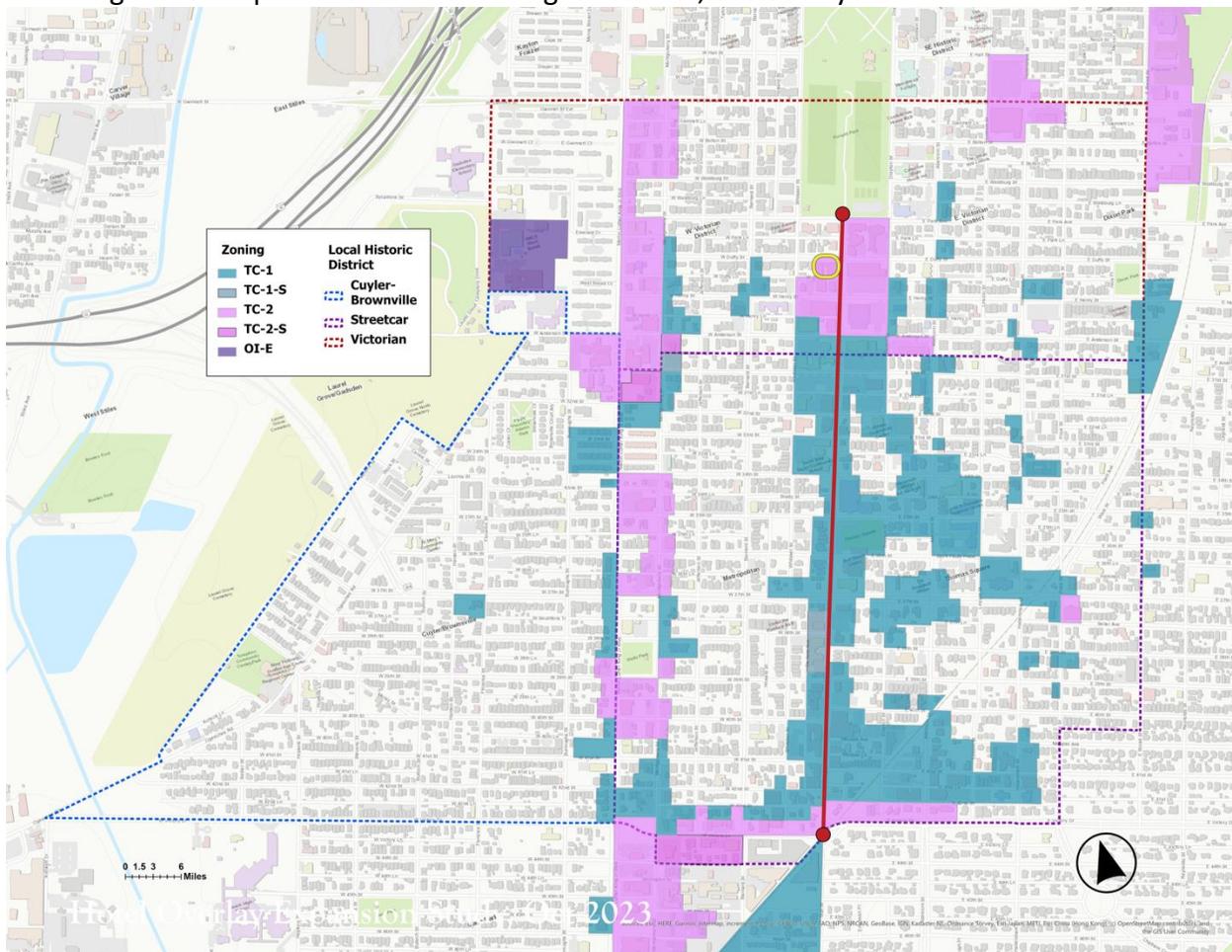
This image shows all of the corridors in question. All existing TC zoning is shown in pink/blue/purple:

- North-South, from left to right: MLK Blvd. / Montgomery Street / Bull Street
- East-West, from top to bottom: Henry Street / Anderson Street



Option 1: Bull Street Corridor marked in red.

*Above given example hotel location facing Bull Street, circled in yellow.

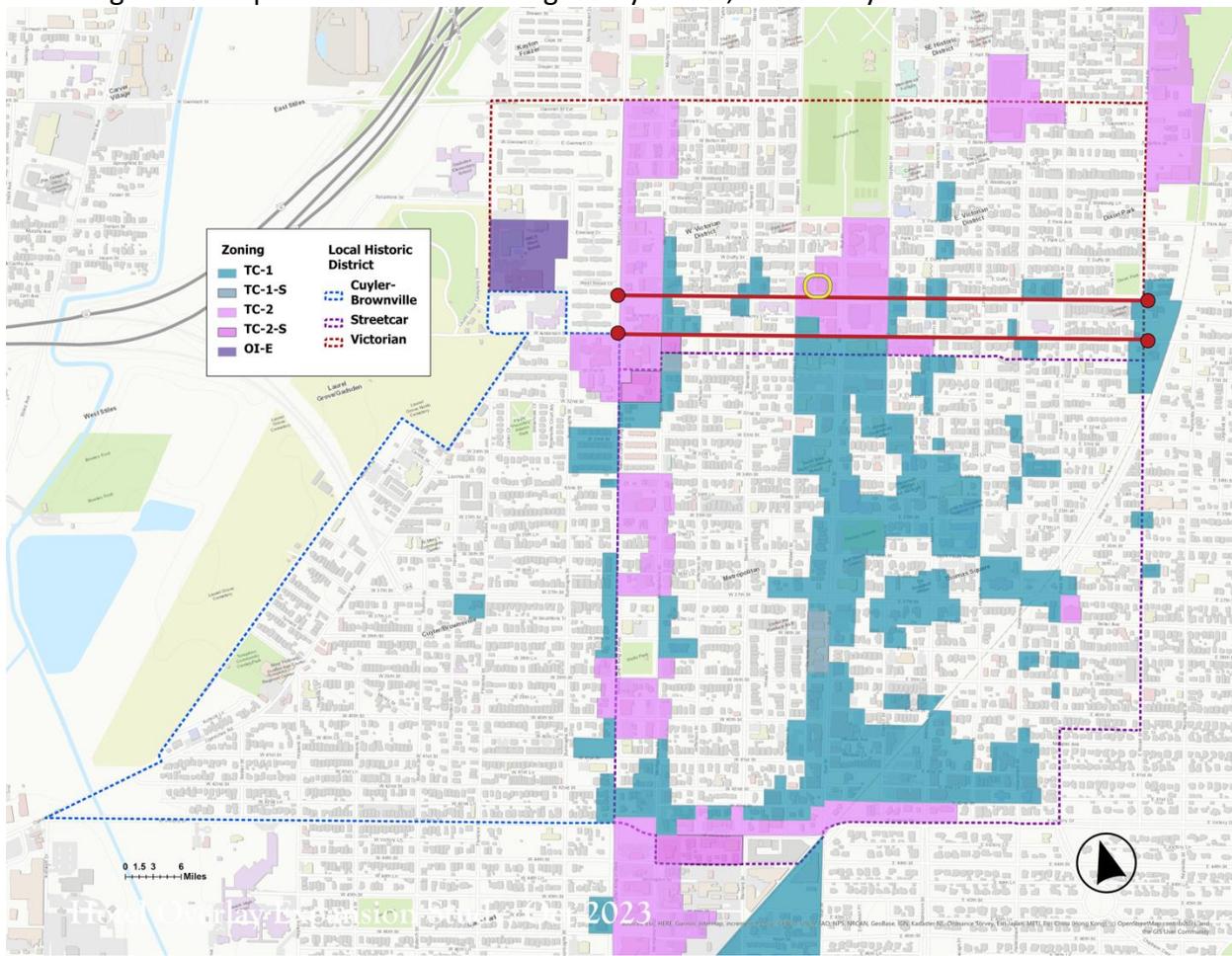


BULL STREET CORRIDOR

- A. Yes, I would support this type of hotel along this corridor.
- B. No, I would not support this type of hotel along this corridor.
- C. I would give qualified support to this type of hotel along this corridor.
(if C, opportunity to give qualifications)

Option 2: Henry and Anderson Street Corridors marked in red.

*Above given example hotel location facing Henry Street, circled in yellow.

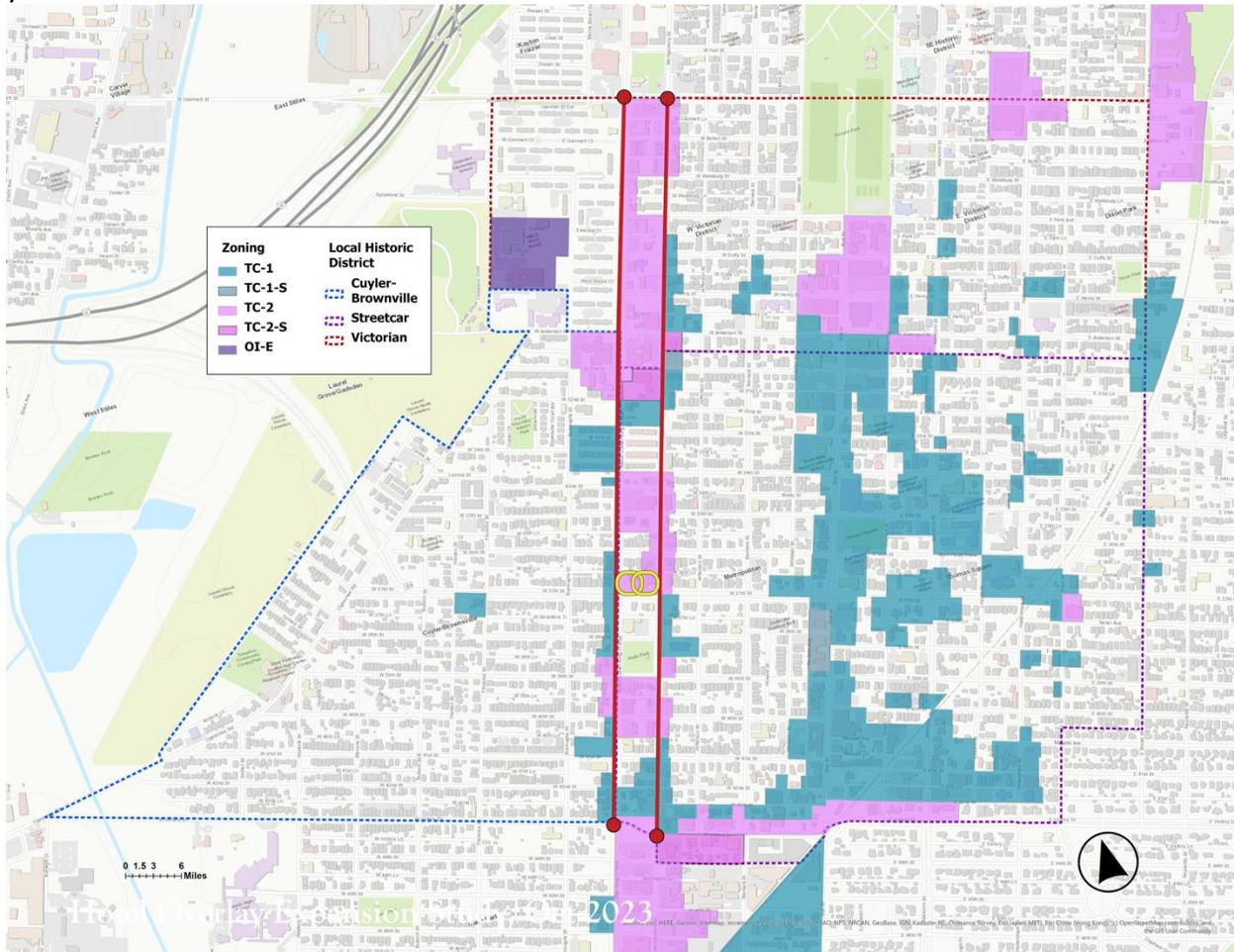


HENRY & ANDERSON STREETS CORRIDOR

- A. Yes, I would support this type of hotel along this corridor.
- B. No, I would not support this type of hotel along this corridor.
- C. I would give qualified support to this type of hotel along this corridor.
(if C, opportunity to give qualifications)

Option 3: MLK Blvd. and Montgomery Street Corridors marked in red.

*Above given example hotel locations facing MLK Blvd. and Montgomery Street, circled in yellow.



Note: Industry representatives have indicated that they will not ask for permission for hotels on the **west** side of MLK Blvd. (inside the Cuyler-Brownville Historic District).

MLK BLVD. and MONTGOMERY STREET CORRIDORS

- Yes, I would support this type of hotel along this corridor.
- No, I would not support this type of hotel along this corridor.
- I would give qualified support to this type of hotel along this corridor.
(if C, opportunity to give qualifications)

Finally, please include any additional commentary and/or recommendations that you might have on this issue:

BONUS QUESTION (since we have your attention :))

Unrelated to the Overlay extension effort, there has been recent renewed discussion of extending the downtown “go-cup zone” further south. Please let us know whether or not you support the following scenarios:

- A) Go-cups allowed all the way south to Victory Drive, throughout the full width of the Victorian and Thomas Square (Starland) neighborhoods.
- B) Go-cups allowed all the way south the Victory Drive, but only along the Bull Street corridor (as was previously allowed during a test period).
- C) No go-cup extension.

Comment: _____