

Summary: 2024 Neighborhood Survey on Hotel Development Overlay (HDO) Expansion

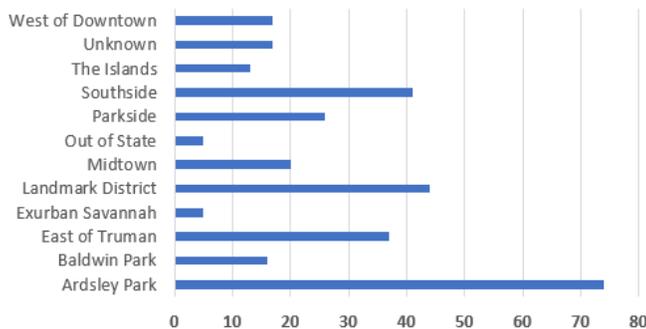
- In February 2024, the Thomas Square, Victorian and, Cuyler-Brownville neighborhood associations issued a follow-up survey to gauge support for hotel overlay options explored during stakeholder meetings, including a new small hotel definition (up to 40 rooms) and potential designated location scenarios. The survey was sent to mailing lists maintained by each of the three neighborhood associations, and a link was posted and shared on each neighborhood’s website and Facebook page.
- A previous survey of residents and small businesses strongly supported the petition submitted by the neighborhood associations in July 2023 to expand the existing HDO to prohibit hotel development in the Streetcar, Victorian, and Cuyler-Brownville historic districts. Some respondents, however, indicated that they might support a small “boutique” hotel in some areas of the neighborhoods. The follow-up survey sought to gather further input based on this concept.
- In addition to asking respondents if they supported development of a “small” hotel (up to 40 rooms) in their neighborhood generally, the February 2024 survey package provided an illustrated example of a 40-room hotel placed at various locations zoned Traditional Commercial (TC) along the Bull, Henry-Anderson, and MLK-Montgomery corridors. For each corridor, respondents were asked to indicate whether they would support potential development of a “small” hotel (up to 40 rooms) based on the illustrated example:
 - 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, an opportunity to explain qualifications was provided.)

Respondents were also asked to include any additional commentary and/or recommendations they might have on this issue.

- More than 700 responses were received from neighborhood residents, local businesses, property owners, and interested stakeholders from outside the neighborhoods (“other”).¹

Cuyler-Brownville	Victorian	Thomas Square / Starland	Other	TOTAL
43	140	238	315	736

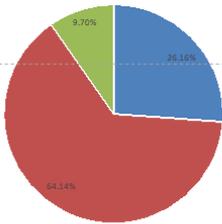
“Other” respondents identified with the following neighborhoods/areas:



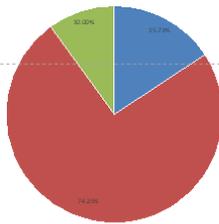
¹ A breakdown of how respondents were sorted by neighborhood is provided in the *HDO Survey 02 Data Worksheet*. It is worth noting that a significant number of non-resident responses were placed in the Thomas Square/Starland category (as well as some in the Victorian District category). These responses were deliberate, coming from stakeholders who own property and/or run a business in the area.

GENERAL SUPPORT FOR 40-ROOM HOTELS BY NEIGHBORHOOD

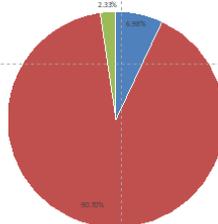
Thomas Square / Starland



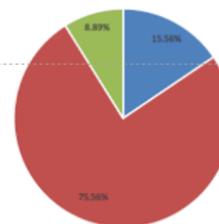
Victorian



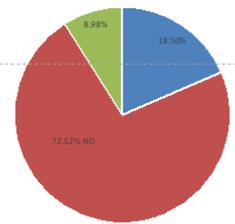
Cuyler-Brownville



Other Respondents



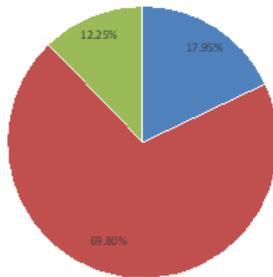
All Respondents



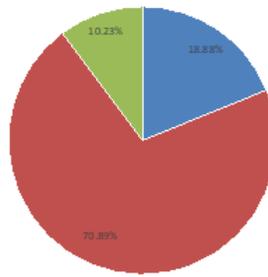
SUPPORT BY CORRIDOR

All Respondents

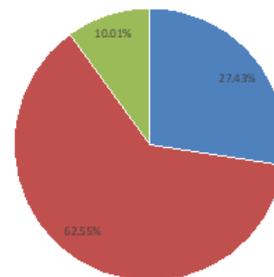
Bull Street



Henry-Anderson

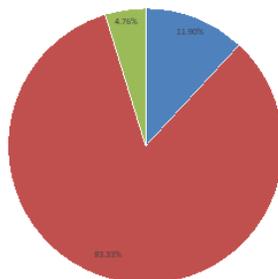


MLK-Montgomery

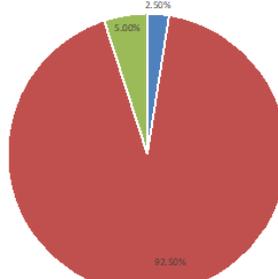


Responses from Cuyler-Brownville Neighborhood

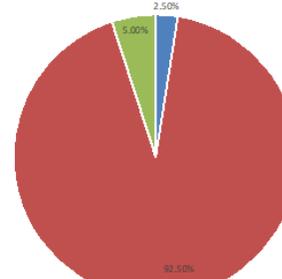
Bull Street



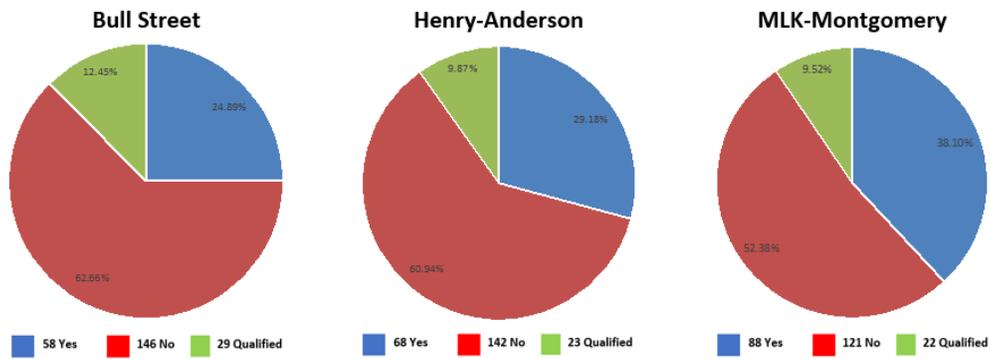
Henry-Anderson



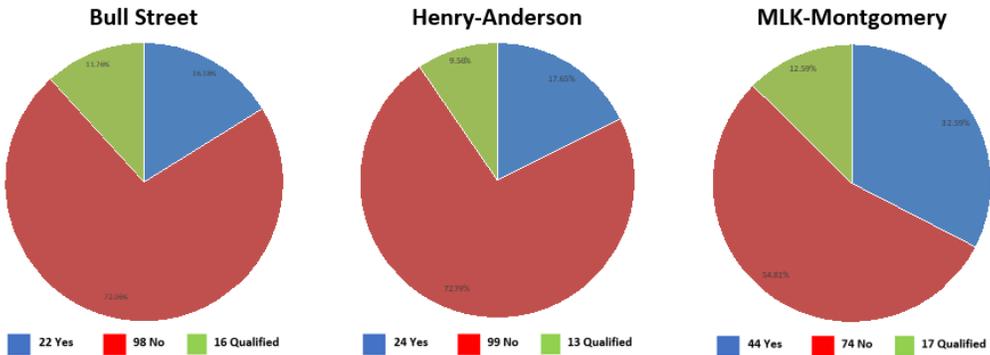
MLK-Montgomery



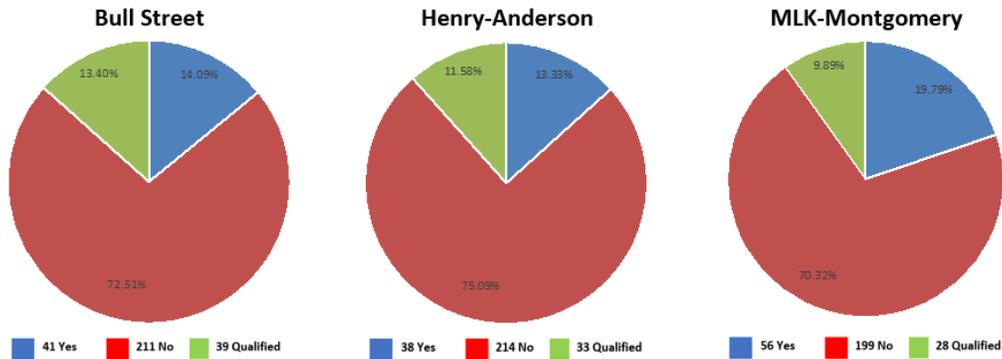
Responses from Thomas Square Neighborhood



Responses from Victorian District



Responses from "Other" Neighborhoods



Summary of Responses

Across all respondents, 72.5% were opposed to hotel development generally, with the greatest opposition coming from the Cuyler-Brownville neighborhood (90.7%) and a lower level of opposition

among Thomas Square respondents (64% opposed and 9.7% undecided). Respondents in both the Victorian and “other” neighborhoods registered around 75% opposition to hotel development generally.

When it came to specific corridors, about 70% of all respondents were opposed to hotel development in the Bull Street and Henry-Anderson corridors, with a lower level of opposition (62.5%) to hotel development in the MLK-Montgomery corridor. Hotel development in the MLK-Montgomery corridor was supported by 38% of Thomas Square and 33% of Victorian neighborhood respondents, with qualified support expressed by 9.5% and 12.5% of respondents from these two neighborhoods, respectively. Opposition to hotel development in the MLK-Montgomery and Henry-Anderson corridors was strongest among Cuyler-Brownville neighborhood respondents, who registered more than 90% opposition across both corridors. Responses from the “other” category ranged from 70-75% opposition across all three corridors.

Overall, support was low across all corridors, and a notable percentage of respondents provided qualified support or were undecided.

Qualitative Feedback from Respondents²

The survey allowed respondents to provide feedback explaining “undecided” responses regarding general support of small hotels and “qualified” responses regarding development of small hotels along particular corridors. Respondents were also asked to include any additional commentary and/or recommendations they may have.

Nature of Opposition – Key comments expressing opposition to hotel development focused on the following:

1. **Impact on Community Character and Integrity:** Residents fear that the introduction of hotels, even smaller boutique options, risks altering the unique character and historical integrity of their neighborhoods. This includes concerns over the aesthetic changes, increased commercial activity, and the potential loss of neighborhood identity.
2. **Quality of Life Concerns:** There are significant worries about how hotels might impact residents' quality of life, including increased traffic, noise, and possibly crime. These concerns highlight a desire to maintain peaceful, safe, and nurturing environments for families and children, which could be compromised by hotel development.
3. **Preference for Housing over Hotels:** Survey responses strongly indicate a community preference for prioritizing new and affordable housing development over hotel construction. This reflects a widespread desire to address urgent housing needs and promote inclusivity, rather than allocating space and resources to accommodate temporary visitors.
4. **Economic and Social Equity Issues:** The feedback points to concerns over rising property taxes and the displacement of long-standing community members, particularly among minority populations. There is

² The summary of qualitative survey responses included in this section were excerpted from a synopsis generated by an application of ChatGPT 4.0 by the survey author, documented in *HDO SURVEY 02*. Comments and response categories were reviewed and verified for the purposes of this report.

apprehension that hotel development could exacerbate housing affordability issues, leading to gentrification and altering the social fabric of neighborhoods.

5. **Desire for Community-Focused Development:** There is a call for development that is more in tune with the community's needs and values, emphasizing sustainable growth that respects the existing urban and social infrastructure. This includes a preference for maintaining clear boundaries between commercial and residential areas.

6. **Government and Developer Accountability:** Respondents express a desire for more accountable decision-making from city officials and developers, urging that community voices be heard and considered in development projects. There is a perceived need for greater transparency and community engagement in decision-making processes.

Nature of Support – Key points of support for hotel development under certain conditions included:

1. **Economic Benefits and Revitalization:** A portion of the respondents acknowledges the potential economic benefits that small hotels could bring to the area, including job creation, increased tourism revenue, and the revitalization of underused or deteriorating urban spaces. This perspective views boutique hotels as a means to stimulate local economies and enhance the vibrancy of neighborhoods.

2. **Controlled and Strategic Development:** There is an acceptance among some community members for hotel development, provided it is done strategically and with consideration to the local context. This includes support for hotels that are well-integrated into the urban fabric, respect the architectural and historical character of the neighborhoods, and are developed in areas where they can complement rather than disrupt existing community dynamics.

3. **Enhanced Services and Amenities:** A subset of supporters believes that boutique hotels can contribute positively to the community by offering new services, amenities, and experiences that residents and visitors alike can enjoy. This view suggests that if managed properly, hotel development can enhance rather than detract from the quality of life in the neighborhoods.