

# **Hotel Overlay Expansion Study**

## **Stakeholder Meeting**

November 21, 2023, 11:00 a.m. – 12:30 p.m.

Adams Complex

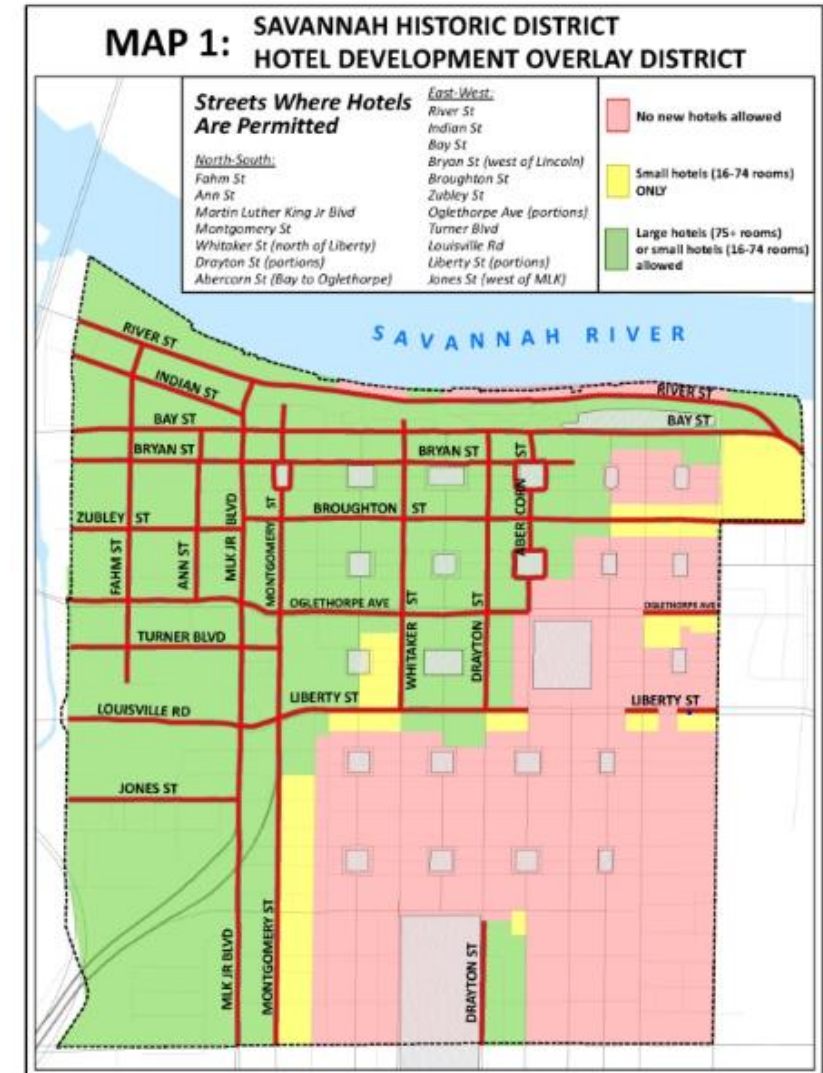
# Today's Agenda

- Introductions
- Review of 10/20 Meeting Summary
- Discussion:
  - Hotel Overlay: Draft changes to hotel size
  - Draft changes to Principal Use Table
  - Possible use conditions for small hotels in TC-1 and TC-2 zoning districts
- Next Steps

# Sec. 7.13 Hotel Development Overlay District (Current)

- Establishes standards to guide *size*\* and *location* of future hotel development within Savannah Downtown Historic District
  - Small hotels: 16-74 guest rooms
  - Large hotels: 75+ guest rooms
  - Specifies streets where hotels are permitted
- Prohibits conversion of historic residential structures to hotel use
- Allows re-establishment of historic hotel

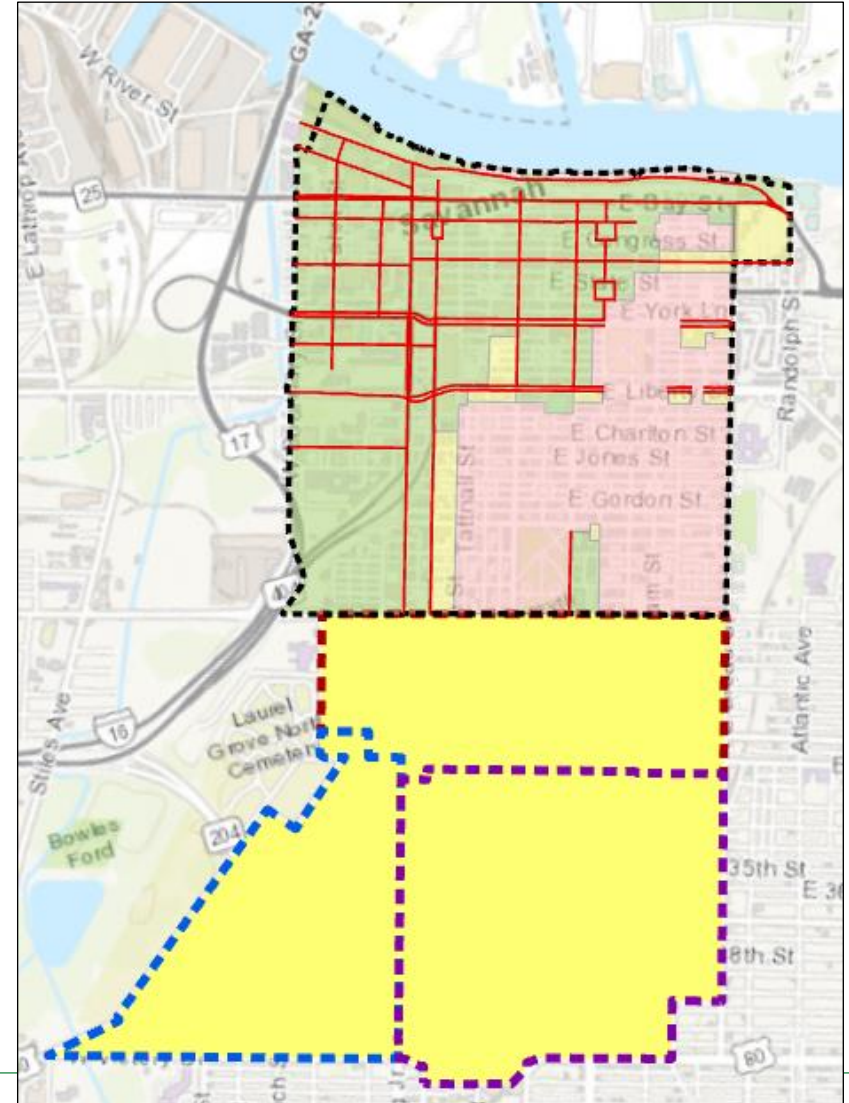
\* Based on Smith Travel Accommodations Report (STAR) thresholds



# Sec. 7.13 Hotel Development Overlay District (Expanded)

- Establishes standards to guide *size*\* and *location* of future hotel development within Savannah Downtown Historic District, **Victorian Historic District, Streetcar Historic District, and Cuyler-Brownville Historic District**
  - Small hotels: 16-**XX** guest rooms
  - Mid-size hotels: **XX**- 74 guest rooms
  - Large hotels: 75+ guest rooms
  - Specifies **streets** where hotels are permitted
- Prohibits conversion of historic residential structures to hotel use
- Allows re-establishment of historic hotel

\* **Based on Smith Travel Accommodations Report (STAR) thresholds**



**Examples of existing hotels under 40 guest rooms:**



**East Bay Inn**  
225 E Bay St  
28 rooms  
6,030 SF Building Footprint



**1790 Inn**  
307 E President Street  
26 rooms  
3,680 SF Building Footprint



**Eliza Thompson House**  
5 W Jones St  
25 rooms  
3,060 SF Building Footprint



**The Digby**  
200 W. Bryan St  
36 Rooms  
  
(6-story mixed-use hotel project  
under construction)

**Example of existing boutique hotel:**



**The Drayton Hotel**  
7 Drayton St  
50 Rooms  
5,520 SF Building Footprint  
  
(Part of the Hilton's Curio Collection)

# Principal Use Table - Current

Principal Use Table																																												
✓ = Permitted Use L= Limited Use S=Special Use Blank Cell = Use not permitted																																												
PRINCIPAL USES	C	C-M	C-P	A-1	S-F-E	R-3-0	R-2-0	R-1-0	R-6-0	R-5-0	R-4-0	R-F	T-1	T-2	T-3	R-1	R-2	R-3	R-H-P	TN-1	TN-2 Int. Lot	TN-2 Cor. Lot	T-3	T-1	T-2	D-R	D-N	D-C	D-B	D-X	D-W	O-T	O-I	O-E	B-L	B-N	B-C	B-M	I-R	I-L	I-T	I-L	I-H	Use Standards
Hotel/motel, 16-74 rooms																							S	S		✓	✓	✓	✓	✓			✓			✓			S	✓				Sec. 7.13
Hotel/motel, 75 or more rooms																										S	S	✓	✓	✓			✓			✓				✓				Sec. 7.13

COS Zoning Ordinance, Article 5 Sec. 5.4, Principal Use Table

✓ = Permitted Use; S = Special Use; Blank Cell = Use not permitted



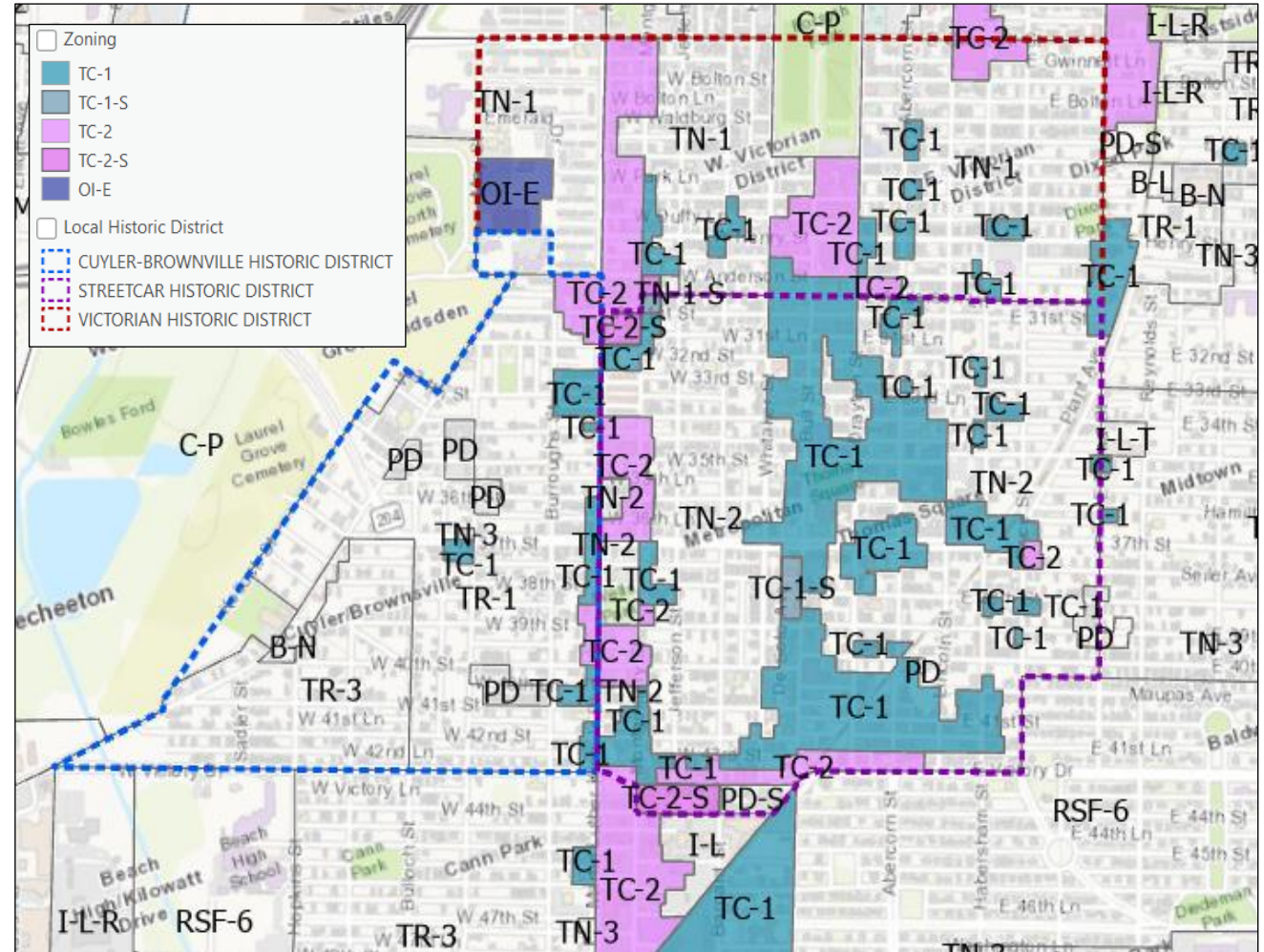
# Principal Use Table - DRAFT

Principal Use Table												
✓ = Permitted Use; S = Special Use; Blank Cell = Use not permitted												
PRINCIPAL USES	TC-1	TC-2	D-N	D-C	D-CBD	D-X	D-W	OI-E	B-C	B-M	IL-T	Use Standards
Hotel/motel, <b>16-XX rooms</b>	S	S	✓	✓	✓	✓	✓	✓	✓	S	✓	Sec. 7.13, Sec. 8.4.36
Hotel/motel, <b>XX-74 rooms</b>			✓	✓	✓	✓	✓	✓	✓	S	✓	Sec. 7.13
Hotel/motel, <b>75 or more rooms</b>			S	S	✓	✓	✓	✓	✓		✓	Sec. 7.13

- “Small hotels” (16-74 rooms) would be split into two new categories: 16-XX rooms and XX-74 rooms; “large hotels” remains the same (75 or more rooms)
- Except for TC-1 and TC-2, the type of use currently allowed for hotels under each zoning district would NOT change.
  - Small hotels (16-XX rooms) may be permitted as a Special Use in TC-1 and TC-2;
  - Mid-size hotels (XX-74 rooms) would not be permitted in TC-1 or TC-2.

# Current Zoning for Hotel Development (Victorian, Streetcar and Cuyler-Brownville Districts)

- **TC-1 and TC-2** zoning districts
  - Small hotels only (16-**XX** rms)
  - Hotel use requires Special Use Permit
- **OI-E** - Large and small hotels are permitted by right
- Within the study area, hotels are not permitted in TN, TR, B-N, or C-P districts





# Current Zoning and Standards for Hotel Development

(Victorian, Streetcar and Cuyler-Brownville Historic Districts)



- Currently no **use standards** for hotel use under *Sec. 8.4, Commercial Use Standards for Limited and Special Uses in TC zoning districts*
- Possible use standards:
  - Location and access
  - Proximity to other uses
  - Parking
  - Operational
  - General
  - Other?

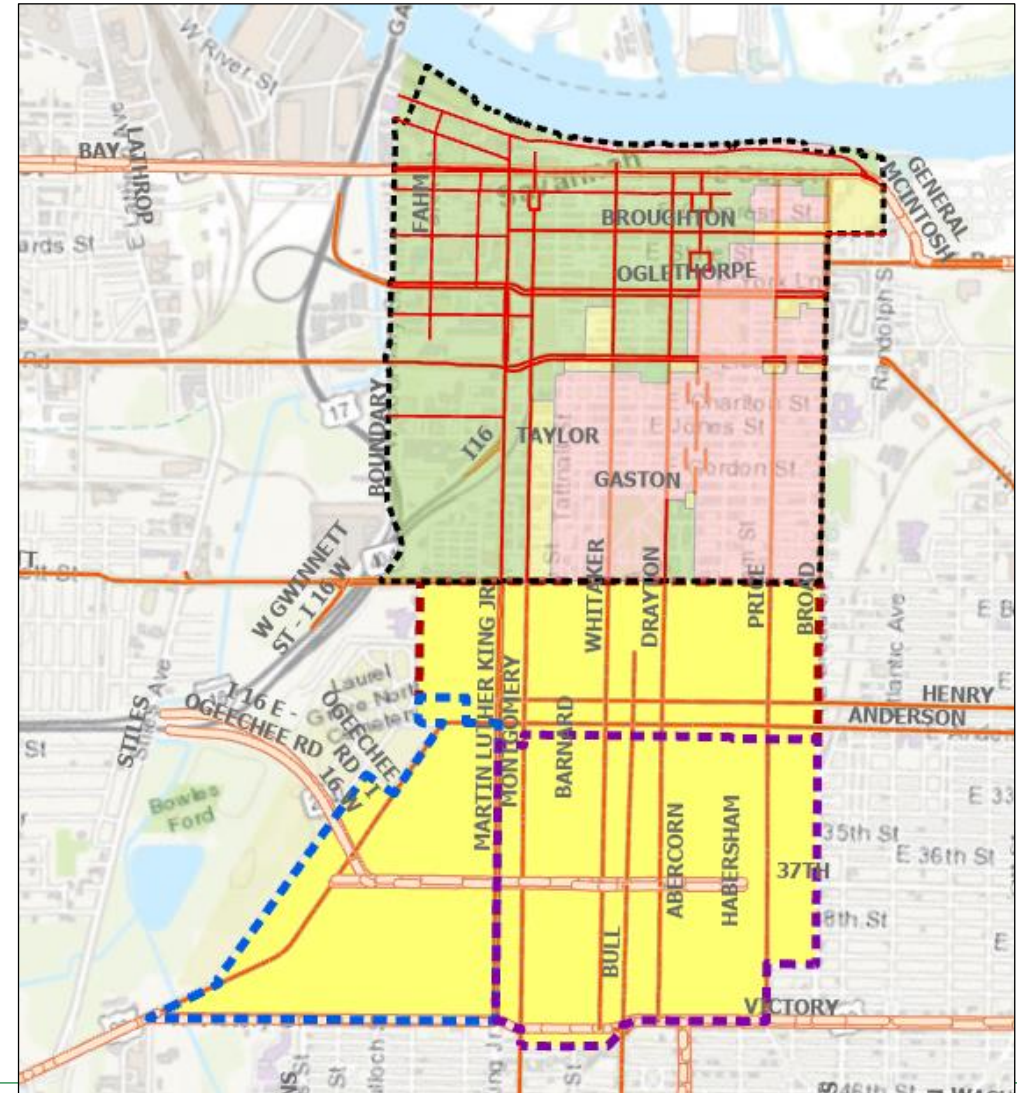
# Possible Use Standards for Hotel/Motel Use in TC Districts

(Article 8.0 Section 8.4.36)

## Location and Access

1. The parcel on which the hotel is situated shall have direct frontage on and take primary access from a street classified as an arterial.
2. Guest drop-off and loading areas shall be located to the side or rear and not in front of the leading edge of any facade that abuts any public street.

Street Classification	
	Major Arterial
	Minor Arterial



# Major and Minor Arterials in the Study Area

Major Arterial	From	To
37th St. Connector	I-16	37th St.
37th St.	37th St. Connector	Habersham St.
US Hwy 80/Victory Dr.	Ogeechee Rd.	Downing Dr.
Minor Arterial	From	To
Anderson St.	Ogeechee Rd.	Skidaway Rd.
Bull St.	DeRenne Ave.	Park Ave.
Drayton St.	US Hwy 80/Victory Dr.	Bay St.
Gwinnett St.	Telfair Rd.	Montgomery St.
Henry St.	MLK, Jr. Blvd.	Skidaway Rd.
MLK, Jr. Blvd.	Victory Dr.	Bay St.
Montgomery St.	Hunter AAF	Bay St.
Ogeechee Rd.	Victory Dr.	Anderson St.
Price St.	US Hwy 80/Victory Dr.	Bay St.
Whitaker St.	Victory Dr.	Bay St.

# Possible Use Standards for Hotel/Motel Use in TC Districts

(Article 8.0 Section 8.4.36)

## Proximity to Other Uses

3. The following facilities or uses associated with a hotel development shall not be located within XX feet of a residential use:
  - a. restaurants
  - b. bars and nightclubs
  - c. dumpster, trash and recycling facilities
  - d. loading docks and maintenance facilities
  - e. outdoor pools, decks, patios and dining areas
4. No portion of the parcel on which a hotel is situated may have frontage on or take access from a street on which a school, library, church, licensed day care center, health facility, or public park also has frontage, if the hotel parcel would be within XX feet of said parcels.

# Possible Use Standards for Hotel/Motel Use in TC Districts

(Article 8.0 Section 8.4.36)

## Proximity to Other Uses

5. Screening and buffering shall be provided as required by Sec. 9.5. No screening or buffer reductions shall be permitted for hotels.
6. The hotel development shall provide for retail and other active uses at ground level along the street:
  - a. For buildings with a width greater than XX feet, a minimum of XX% of the street facing facade shall be set aside as a separate, occupiable storefront(s) and must have its own public entrance from the street.
7. No publicly funded housing, services, or programming located adjacent to the proposed hotel shall be displaced or negatively impacted.
8. The elimination of any housing units by the proposed hotel development shall not adversely affect the existing housing stock within the immediate neighborhood.



# Possible Use Standards for Hotel/Motel Use in TC Districts

(Article 8.0 Section 8.4.36)

## Parking

9. On-site surface parking to satisfy the parking requirements specified in Art. 9 Sec. 9.3.4 shall be limited to X% of the required number of off-street spaces.
10. The hotel development shall provide long-term, on- or off-site parking for employees who drive vehicles to work.

# Possible Use Standards for Hotel/Motel Use in TC Districts

(Article 8.0 Section 8.4.36)

## Operational

11. Customary lodging services, including dedicated lobby space to adequately enable check-in/check-out procedures and personnel/staffing to assist guests all hours shall be provided.

## General Impacts

12. A traffic impact analysis shall be required to demonstrate that the location of the hotel facility and associated uses will not significantly increase automobile traffic on streets within residential neighborhoods.

# Next Steps

- Draft specific recommendations based on today's meeting
- Convene larger public meeting:
  - Property owners
  - General public
- Finalize recommendations
- Meet with stakeholder group
- Forward to Planning Commission for consideration