

PRESERVATION

PROGRESS

PRESERVATION SOCIETY OF CHARLESTON • AUGUST 2011



CRUISE TOURISM SPECIAL REPORT

\$3.00

Vol. 55 No. 2



PRESERVATION SOCIETY of CHARLESTON

—FOUNDED 1920—

PRESERVATION PROGRESS

August 2011 • Vol. 55 No. 2

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contents

1900 - 1970: THE EARLY YEARS	2
1972: A NEW TERMINAL	3
1980 - 2000: UNION PIER ALTERNATIVES	4
SEPTEMBER 17, 2009: CARNIVAL COMES TO TOWN	5
JUNE 25, 2010: REGULATION BY CORRESPONDENCE	6
JULY 27, 2010: THE SOCIETY TAKES A STAND	7
SEPTEMBER 14, 2010: THE CITY RESOLVES AROUND CRUISE	8
SEPTEMBER 14, 2010: CALLING FOR LOCAL CONTROL	9
FEBRUARY 22, 2011: COMPREHENSIVE PLAN	10
MARCH 30, 2011: RENEWING THE CALL	11
APRIL 11, 2011: A LETTER TO THE MAYOR	12
JUNE 13, 2011: TURNING TO THE COURTS	13
JUNE 15, 2011: THE NATIONAL TRUST WATCHES	14
JULY 14, 2011: HISTORIC PRESERVATION CONTEXT	15
JULY 18, 2011: TERMINAL DIAGNOSIS	16
AUGUST 10, 2011: LOWERING THE BAR	17
AUGUST 16, 2011: THE MAYOR'S ORDINANCE	18
NOW: CRUISE CONTROL	19
THE ART OF ADVOCACY	20

lost and found



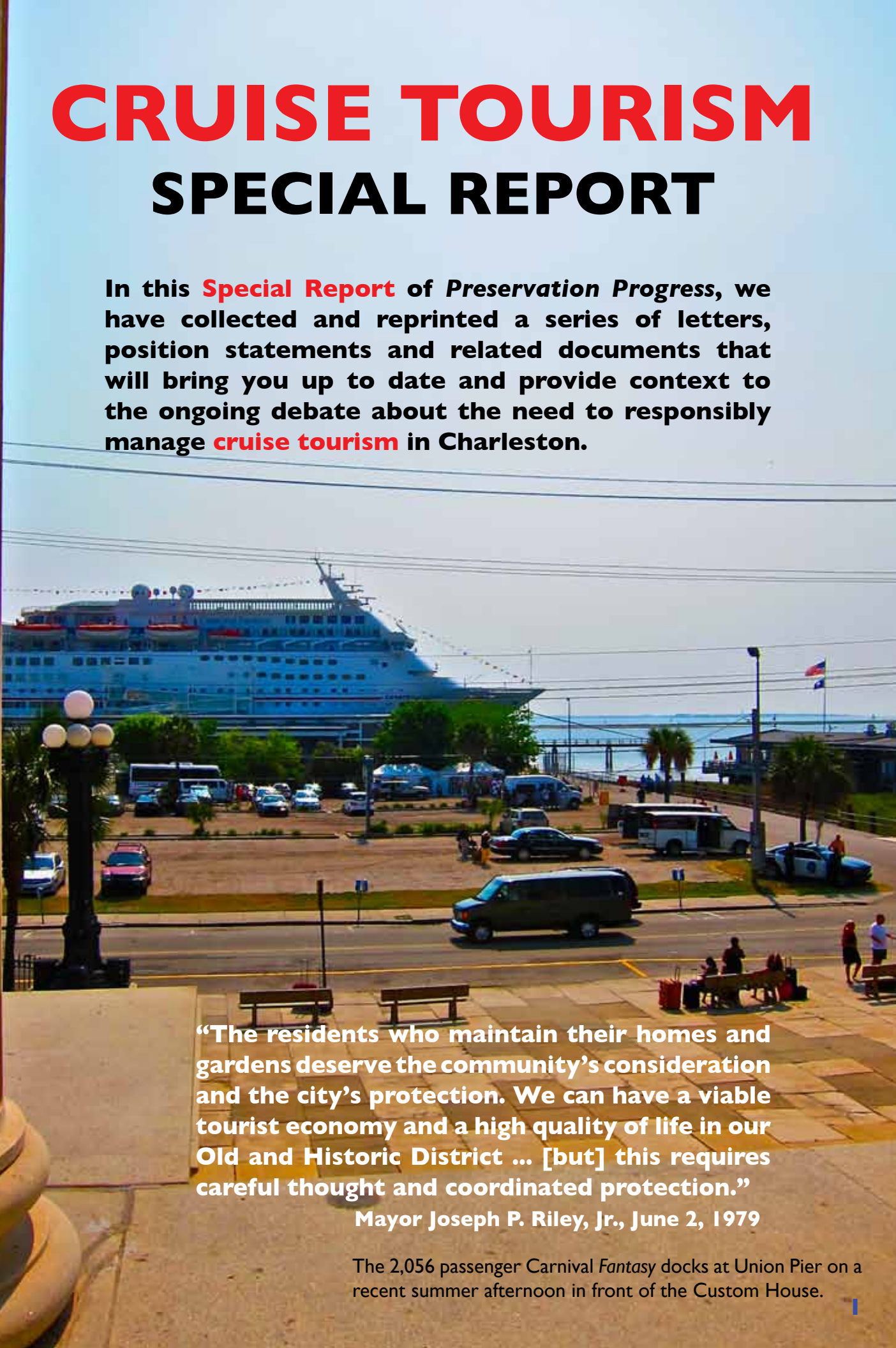
Vendue Range, looking east from East Bay Street toward the Cooper River, 1865.

Library of Congress

CRUISE TOURISM

SPECIAL REPORT

In this **Special Report** of *Preservation Progress*, we have collected and reprinted a series of letters, position statements and related documents that will bring you up to date and provide context to the ongoing debate about the need to responsibly manage **cruise tourism** in Charleston.



“The residents who maintain their homes and gardens deserve the community’s consideration and the city’s protection. We can have a viable tourist economy and a high quality of life in our Old and Historic District ... [but] this requires careful thought and coordinated protection.”

Mayor Joseph P. Riley, Jr., June 2, 1979

The 2,056 passenger *Carnival Fantasy* docks at Union Pier on a recent summer afternoon in front of the Custom House.

1900 - 1970: THE EARLY YEARS

In the early 20th century, steamships provided Charleston with an important form of transportation. These steamships connected Charleston and its residents to the wider world. They did not come to Charleston to entertain the region with self-contained tourist vacation experiences.

In February 1942, "Charleston's last passenger terminal was closed ... when the Clyde-Mallory Steamship Line ended its coastwise passenger service." For the next three decades, Charleston was without a dedicated passenger terminal. An occasional ocean liner would visit Charleston and dock at a cargo facility along the Cooper River; however, discussions began in the 1960s about how Charleston could more regularly serve "luxury liners plying to Bermuda and the Caribbean."

An initial proposal in 1961 called for a terminal to be built at North Adger's Wharf. This location was abandoned in part because there wasn't enough money to build a terminal and the city wanted to "keep the lower half of the ... waterfront clear of commercial type construction," despite its history as an active part of the city's passenger ship business.

Later attention focused on Fleet Landing. In 1964, discussions between the State Ports Authority (SPA) and the Navy resulted in preliminary agreements to build a new passenger terminal at the site while using the old Fleet Landing building as a "clearing house for customs and immigration." This plan never materialized.



Did You Know?

In 1920, the same year the Preservation Society was founded, Charleston was served by at least seven steamship companies including the Clyde Steamship Company, the Carolina Company, the Baltimore and Carolina Steamship Company, the Charleston Shipping Company, the Luckenbach Line, the Cuban-Atlantic Transport Company and the South Atlantic Maritime Corporation.

1972: A NEW TERMINAL

The current passenger terminal at Union Pier was built by Ruscon Construction Co. and completed in December 1972. Several years of planning and fundraising for the \$1.2 million facility preceded construction. SPA Chairman W.W. Johnson said the terminal would be a “significant tourist economic boom” to South Carolina. A growing recreational cruise industry was cited as the reason for building the facility, with cruise business growing from a total of 729 passengers in 1969 to 7,310 in 1972 on 13 cruise ships.

In February 1973, news broke that three out of the eight passenger cruises planned for the new terminal that year were cancelled. The first ship to dock at Union

Pier’s new terminal did not arrive until April 1973, when the M.S. *DeGrasse* of the French Line was “sold out” with 557 passengers taking a cruise to Jamaica and Nassau.



The sleek M.S. *DeGrasse* was the first ship to visit the new terminal.



The 1972 Charleston cruise terminal as it appears today.

Rising oil prices and an economic recession turned visions of cruise business growth and its benefits into false hopes. In 1977, the *News and Courier* reported that “the passenger ship terminal was dusted off ... for an infrequent happening: the departure of a passenger ship,” and noted that people had dubbed the facility “an expensive and unsuccessful ‘white elephant.’” In 1978, thought was given to converting the passenger terminal to a visitor center but another location between Meeting and King streets was chosen, in part because of the need to divert traffic away from an already crowded lower peninsula.

Did You Know?

The Society for the Preservation of Old Dwellings, predecessor to the Preservation Society of Charleston, reported in its May 11, 1928 minutes: “Members of our Society are not opposed to progress, that we would like to see Charleston develop commercially; that we are most anxious to see industries, smoke stacks, and everything that would advance Charleston commercially come once more to Charleston; but we want them properly located, and not at the expense of the beauty and charm of Charleston’s distinctiveness.”

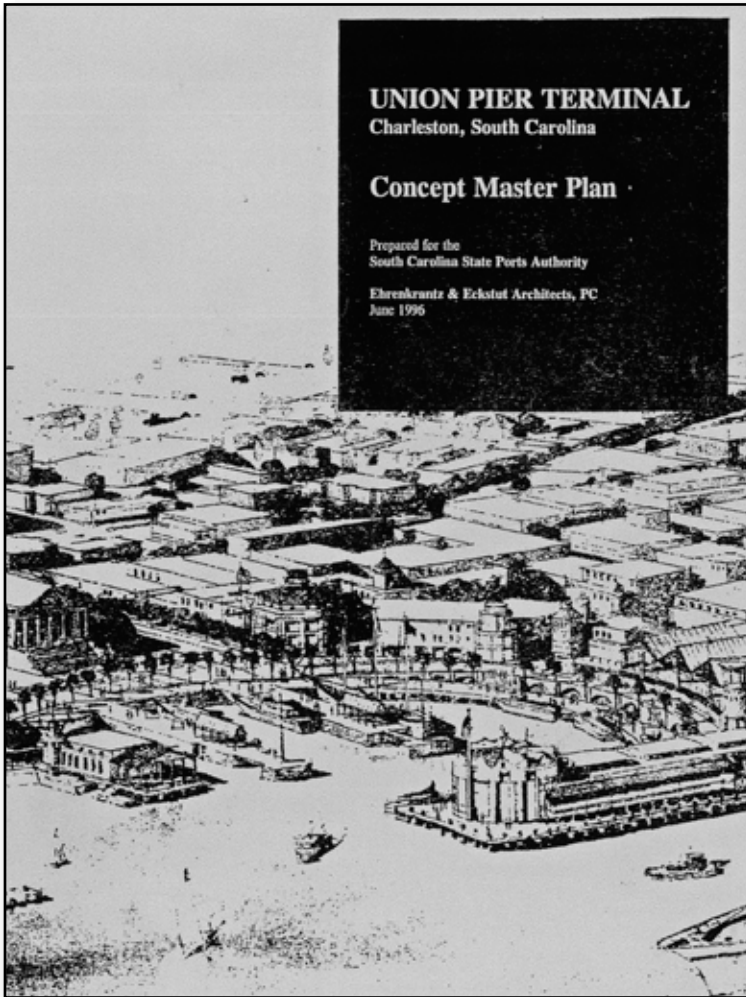
1980 - 2000: UNION PIER ALTERNATIVES

The recreational cruise passenger business was a minor part of Charleston's Union Pier waterfront for nearly three decades despite the construction of the terminal and predictions of long-term economic benefits. As a consequence, during the 1980s and 1990s, cruise tourism was not seen as a primary use for Union Pier and alternative uses were proposed.

In the late 1980s, as the SPA was considering its long-term options, Mayor Riley spoke of the community benefits that would result from the conversion of Union Pier to non-maritime uses. On May 1, 1989, an article in the *News and Courier* reported that the Mayor believed:

If Union Pier were put to residential, commercial and institutional uses it would have an 'extraordinary impact' on the city, providing an additional tax base running into the hundreds of millions of dollars, he says. Tax revenues would be in the millions of dollars and the general area would undergo a massive facelift. Riley figures the property's value 'easily' at \$2 million an acre.

A decade later, the cruise business began to increase. The problem of traffic congestion in the summer of 2000 from a single cruise ship docked at Union Pier was minimized by the Mayor in a July 9th article in the *Spartanburg Herald-Journal*: "This happens only three days a year ... This is not a city where blind boosterism has a foothold. This is a city where we need to be very shrewd and strategic and careful about how we develop it." In 2002, thirty-two ships called on Charleston. In 2011, it will be eighty-nine.



An unrealized concept master plan for Union Pier was presented to the public in June 1996.



Did You Know?

Cruise ship visits were so infrequent during the 1980s that on May 19, 1986, the Preservation Society organized a walking tour for passengers and crew of the *S/S Norway* followed by a "Champagne Gala" at the Old Exchange. Though smaller than today's *Carnival Fantasy*, it was at that time the "world's largest ship."

Source: *Preservation Progress*, March 1986 and May 1986

SEPTEMBER 17, 2009: CARNIVAL COMES TO TOWN

While the renewed vitality of the cruise tourism industry during the first few years of the new milenium was a concern to some, the announcement on September 17, 2009 by the SPA of the first-ever year-round cruise ship schedule with Charleston as a "home port" increased the alarm. Of particular concern was the SPA's express commitment

to "Charleston's cruise development potential." In March 2010, the Preservation Society of Charleston joined with the Coastal Conservation League in hosting a forum attended by over 300 people to discuss regulations on the cruise industry. The *Post and Courier* reported on April 1, 2010 that a position paper circulated by the SPA stated that it "could not support the establishment of local ordinances to regulate cruise [ships]."

September 17, 2009

Carnival to Launch First Year-Round Cruise Program from Charleston in 2010



Starting on May 18, 2010, Carnival will introduce the first year-round cruise schedule from Charleston, S.C., with the deployment of the 2,056-passenger Carnival Fantasy. Carnival Fantasy will operate from the Passenger Terminal in historic downtown Charleston.

Charleston's centralized location within the southeastern U.S., as well as the city's strong appeal as a tourist destination, were key factors in the decision to launch year-round service. The Carnival Fantasy is expected to carry more than 140,000 passengers annually from the port.

Carnival Fantasy will operate five-, six- and seven-day voyages on a variety of different departure days. Five-day voyages departing Mondays, Wednesdays and Fridays will call at Nassau and Freeport, The Bahamas. Six-day voyages departing Saturdays will visit Freeport, Nassau and Key West, Fla. Seven-day voyages depart Saturdays and will feature Grand Turk, the private Bahamian island of Half Moon Cay, and Nassau.



Replacing the Carnival Fantasy in Mobile will be its sister ship, the 2,052-passenger Carnival Elation, which will reposition from San Diego to launch year-round service from that port May 15, 2010.

With the addition of Charleston, Carnival will operate from 12 year-round homeports which are among the line's 20 North American departure points - the most in cruising.

Did You Know?

In the *Post and Courier* on February 26, 2003, Mayor Riley "said the city would act to limit cruise ships if that became necessary, just as it has taken steps to limit carriage tours and other activities. 'I think we have a duty, if it was approaching a level that was damaging,' he said."

JUNE 25, 2010: REGULATION BY CORRESPONDENCE

State Ports Authority President and CEO Jim Newsome penned a letter to Mayor Riley on June 25, 2010 later cited by City Council as a sufficient guarantee that cruise tourism would be managed without the need for local ordinances. The letter outlined a number of public benefits from a plan to develop Union Pier but cautioned that “these benefits are all contingent upon our ability to maintain cruise [tourism] as a successful business in the City of Charleston.”

South Carolina State **PORTS AUTHORITY**

JAMES I. NEWSOME, III
President and Chief Executive Officer

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(843) 577-8600
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June 25, 2010

The Honorable Joseph P. Riley, Jr.
Mayor, City of Charleston
PO Box 652
Charleston, SC 29402

Dear Mayor Riley,

I thought it might be helpful for me to put in writing some thoughts and commitments about the cruise business in Charleston.

As you well know, the State Ports Authority’s economic development mandate is fundamental to its founding legislation. While fulfilling that mandate, we need to respect the interests of our neighbors and the special character of this great city.

Welcoming cruise ships – something the port and Charleston have done for more than three decades – is certainly consistent with our mission to catalyze economic vitality. Cruise ships provide jobs and economic activity for many workers and businesses throughout the local community. We are fortunate that Charleston has attracted some of the world’s most highly respected cruise lines, and the community is already benefiting from their significant positive economic contributions.

Cruise ships can also present special challenges: managing automobile and pedestrian traffic, coordinating cruise ship presence with popular local events that attract more people to the peninsula, protecting the environment, and preserving Charleston’s unique character, which is the reason cruise ships and their guests want to come here in the first place.

We have been working closely with you and the community to address these challenges. Much progress has been made. Our collaborative Union Pier Concept Plan process provided an opportunity to actively engage the community and create a plan that is truly responsive to their needs.

The community encouraged us to think beyond the existing passenger terminal site, expand our study area, and relocate the passenger terminal further north on the property. All of these recommendations are included in our Concept Plan, which provides several benefits:

- Automobile and pedestrian traffic could be accommodated much more easily.
- Existing cargo operations would be moved out of the Union Pier Terminal.
 - About 200 cargo ships would no longer come in and out of that terminal.

Benefits cited by Newsome:

Better automobile and pedestrian traffic management

Relocation of cargo operations

Redevelopment of unused portions of the Union Pier property

Restoration of the Custom-House wharf

“Retaining” the Bennett Rice Mill façade in place

Enhancing view corridors

Providing public access and open space



Did You Know?

The *News and Courier* quoted Mayor Riley on October 28, 1984, “When we were drawing up the Tourism Management Ordinance, we wanted to limit the number of carriages and buses downtown. Our attorneys advised us we couldn’t do it because under federal law it could be construed as an effort to restrict trade. I would strongly support limiting the number of carriages and buses.”

JULY 27, 2010: THE SOCIETY TAKES A STAND

After hearing a presentation by SPA President Newsome and taking a tour of the Union Pier property with Byron Miller, the SPA's Vice President for Marketing, the Preservation Society's Board of Directors unanimously adopted a resolution on July 27, 2010 calling for reasonable regulations, operational transparency, appropriate redevelopment of Union Pier and stabilization of the Bennett Rice Mill facade.

The Society also outlined a list of Ten Recommendations for Sustainable Cruise Ship Tourism, which included:

Limiting the number of cruise ships and passengers on a daily and annual basis.

Reaffirming SPA commitment to abide by local zoning ordinances.

Establishing a remote parking facility.

Directing pedestrians away from Ansonborough.

Banning "late departure" offerings by cruise lines.

Creating a Marine Passenger Fund.



PRESERVATION SOCIETY
of CHARLESTON

—Founded 1920—

CRUISE SHIP TOURISM IN CHARLESTON AND RELATED PORT ISSUES

July 27, 2010

It is the position of the Preservation Society of Charleston that specific steps should be taken to protect the quality of life of the residents of the City of Charleston from the significant economic, social and cultural impacts caused by increased cruise ship traffic at the Port of Charleston. Reasonable, written and enforceable regulations should be put in place to ensure that negative tourism impacts are managed and that the integrity and character of our city is not diminished. We believe that five objectives are utmost in charting an appropriate course:

1. **The quality of life** of the citizens of the city should be the primary factor in weighing any decisions that are made about the cruise ship industry and the Union Pier property. Tourism and the local economy flourishes when the citizens of the city are pleased with how it is managed.

2. **Maximum transparency** and public input are essential for ensuring that future plans for the cruise ship industry and Union Pier property consider potential negative impacts before future contracts are signed. Written commitments, timely public release of relevant documents and the use of impartial data (economic impact, traffic, etc.) should be the basis of decision making.

3. **Reasonable regulations** are the responsibility of the City of Charleston to ensure that the cruise ship industry is managed in the same way that all other tourist-related industries (pedicabs, walking tours, carriage tours) have been regulated. While imperfect, tourism management regulations are an essential tool for minimizing negative social and cultural impacts.

4. **Appropriate redevelopment** of the Union Pier property should be integrated into the existing fabric of the City of Charleston in order to enhance the sense of place that distinguishes our historic district with appropriately scaled new construction, compatible uses, quality materials, and the protection and preservation of existing historic resources. This should include a reconsideration of the present accommodations overlay as it relates to the property and the final location of a new terminal.

5. **Stabilization and restoration of the Bennett Rice Mill facade** should not be contingent on any future cruise ship contract or Union Pier redevelopment plan. It is urgent that the at-risk physical condition of this historic facade, owned by the State Ports Authority, be addressed so that this unique piece of industrial architecture can stand as a testament to our collective commitment to the historic legacy of our city. The SPA should consider placing a historic preservation easement on the facade.

In support of these five objectives we present to the City of Charleston, the State Ports Authority and to the general public the attached set of "Recommendations for Sustainable Cruise Ship Tourism" that we have prepared for consideration and debate. We believe that these recommendations provide a basis for appropriate action by the City of Charleston and the State Ports Authority to manage cruise ship tourism so that we can protect the quality of life and historic resources of our world-renowned historic city and still derive an economic benefit from the cruise ship industry.

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Did You Know?

Last year, the Preservation Society identified for the SPA a state grant opportunity that was awarded to the SPA to prepare engineering plans for the Bennett Rice Mill. The Society wrote a letter of support to the SPA, copied to Mayor Riley, on January 21, 2011. The grant application indicated that a nomination would be made to include the Bennett Rice Mill facade on the National Register of Historic Places.

SEPTEMBER 14, 2010: THE CITY RESOLVES AROUND CRUISE

City Council unanimously passed a resolution on September 14, 2010 endorsing the Union Pier redevelopment concept and gave its blessing to the cruise ships despite the lack of any local regulations. The resolution made no specific reference to redevelopment of the southern end of Union Pier; only that immediately upon opening of a new passenger terminal “the SPA and the City will work on new public access to the waterfront.”

The Preservation Society's Executive Director Evan R. Thompson joined a chorus of public comment expressing concern, stating that it was the responsibility of the City Council and Mayor to “establish written, enforceable, responsible, reasonable limits on cruise tourism.”

Cruise Ship Task Force – Final Report (Draft) City of Charleston December 2003

INTRODUCTION

Charleston has a longstanding reputation as a leader in tourism management, and has traditionally been ahead of the curve in managing the tourism industry. The passenger cruise ship industry is one segment of this industry, currently representing 1% of all visitors to Charleston and slightly more than 1% of overall tourism expenditures. Though it is a relatively small segment, it is one that has grown steadily over the past several years. Therefore, the cruise industry warrants additional scrutiny in terms of its potential costs and benefits to the community. The purpose of the Cruise Ship Task Force was to address both the existing and potential impact of the cruise ship industry and present its findings and recommendations to the Mayor and City Council.

Generally, the findings of this committee are that there are substantial benefits resulting from the cruise industry, and that it is already being managed fairly well. However, the committee found that there are certain areas for improvement, and that there should be a structure in place to continue to address those issues and others that may arise in the future. It is to the advantage of the City to be proactive and begin to manage these issues before they become problems. This will make certain that Charleston avoids experiencing the negative experiences of cities like Key West and Juneau, Alaska.

The committee agreed that the cruise industry should be managed and recognized three major approaches to improve the existing framework:

1. Improve the management of both origination and port-of-call cruise ship activities and lessen any undesired impacts of this industry on the city and the environment.
2. Enhance the experiences of cruise ship passengers visiting the City.
3. Establish an advisory subcommittee of the Tourism Oversight Committee known as the Cruise Ship Advisory Council, which will continuously monitor the cruise industry in Charleston.

The Cruise Ship Task Force, in pursuing its goals, formed five subcommittees: Research and the Environment, Commerce, Quality of Life, Homeland Security, and Automobile and Pedestrian Traffic. The major findings and recommendations of these subcommittees were presented to the full Steering Committee on August 25, 2003; these recommendations were then discussed and agreed upon at a subsequent meeting on September 26. The consensus derived from this final meeting is outlined in this document.

City of Charleston City Council Minutes

September 14, 2010

Remarks by Evan R. Thompson,

Executive Director of the Preservation Society of Charleston

“[I am the Executive] Director of the Preservation Society of Charleston and I am honored to speak on behalf of our Board of Directors and over 1,500 members, and to recognize the vision of the Mayor and the City for historic preservation. It affords us the opportunity to meet in a beautiful building such as this one. We are celebrating our 90th anniversary this year. We take a long view of things and one thing we have learned over these last 90 years as an organization is that in order to sustain our quality of life, we need to manage tourism. It is something that we are noted for as a City and I think that we should continue. We recognize the economic value of the Port. We also recognize the value of tourism to our community. But the most important economic engine downtown is historic preservation.

It's what ties us together and the biggest beneficiary of the cruise industry is Carnival Cruise Lines and those profits sail off into the Atlantic. We feel where our mission overlaps with the Ports Authority in support of preservation we can work very well together, for instance, with the Bennett Rice Mill. But we have serious concerns about the Ports Authority's reluctance to accept any limitations on the number and size and scale of the tourism business. We believe that it is the responsibility of you, as City Council and as Mayor to establish written, enforceable, responsible, reasonable limits on cruise tourism so we can ensure [the balance between] tourism [and] the quality of life and sustain historic preservation in our City for the long-term and so we urge you to so resolve. Thank you.”



Did You Know?

A 2003 City of Charleston Cruise Ship Task Force recommended limiting the size of ships, establishing a remote parking facility to keep traffic out of downtown, and implementing a passenger fee with revenue directed to the City to cover the cost of public services related to cruise tourism. As of today, **the City of Charleston receives \$0.**



On the same day that City Council passed its resolution, the *Post and Courier* published an editorial by the Preservation Society's Executive Director Evan R. Thompson about the need for local regulations on cruise tourism.

The Post and Courier

Charleston can't manage tourism on 'cruise control'

BY EVAN R. THOMPSON

Tuesday, September 14, 2010

Charleston's City Council will vote on a proposed "Resolution in Support of the South Carolina State Ports Authority's Plans for the Passenger Cruise Business and Redevelopment of Union Pier." It resolves to pledge the city's support for redevelopment of Union Pier and an enhanced cruise business managed by the SPA. We, too, support the appropriate redevelopment of Union Pier, and we are actively working to assist the SPA's efforts to stabilize and restore the historic Bennett Rice Mill façade that sits on the Union Pier property.

We do not believe, however, that the city should pass a resolution absolving itself of direct responsibility for the appropriate management of this (or any) industry that seeks to operate in the city. An unrestricted cruise passenger business of the type that is operating in Charleston, with 3,500-passenger ships regularly berthing on our waterfront, is not a part of the rich maritime tradition of the City. It is a new form and scale of tourism that should be regulated in the same manner that all other tourism-related industries are managed.

It is the position of the Preservation Society of Charleston that specific steps be taken to protect the quality of life of the residents of the City of Charleston from the significant economic, social

and cultural impacts caused by increased cruise ship traffic at the Port of Charleston. The proposed city council resolution resolves that the passenger cruise industry should be managed under the terms of a letter written by SPA President Jim Newsome on June 25, 2010.

Newsome's letter states "...it would not be appropriate for the Ports Authority to formally limit our ability to fulfill our mission and service our customers." It adds that "if there is a material change in the amount of cruises" that the SPA "will consult with the City and our neighbors to discuss accommodating these changes." We are told that a one-berth facility will limit the scope and scale of the cruise business. Yet a one-berth facility could service up to 365 cruise ships per year. Let's be plain: Carnival is just getting its feet wet in the Cooper River, and unless city council adopts reasonable limitations on the number of cruise ships coming to Charleston, we could see double or triple the current level of 104 cruise ships per year.

The city of Charleston has been a national leader in tourism management and historic preservation zoning. There are limits placed on the number of carriage tours on our streets, the size of walking tour groups on our sidewalks, the square footage of building footprints on our city blocks and the number of rooms in hotels in our historic downtown, all toward the legitimate and meritorious end of supporting the quality of life and historic character of our city. Why, then, are there to be no city-imposed regulations on the number of times a red, white and blue fin will compete with church steeples on our city skyline, bringing hundreds of cars and thousands of people onto our city

streets each week?

Let's not place too much emphasis on a \$37 million economic impact based on a data model (IMPLAN) that is criticized by economists for being able to produce whatever numbers one wants, and that does not factor in the costs or displacement effects caused by said tourism. Rather, imagine the economic impact of a cruise passenger spending five nights in a downtown hotel, rather than five nights on a cruise ship. Imagine the economic impact of five days of breakfast, lunch and dinner in our city's restaurants, rather than fifteen meals on a cruise ship. We must recognize that high-quality tourism in Charleston hotels, in Charleston restaurants, in Charleston stores, in Charleston historic sites and at Charleston cultural events should be our number one priority, rather than funneling people through our city streets to set sail for the Bahamas.

We look forward to the redevelopment of Union Pier and stabilization of the Bennett Rice Mill façade. We stand ready to assist with meaningful design recommendations for the new terminal. However, we believe that the proposed resolution before city council amounts to an abdication by the City of Charleston of its responsibility for imposing reasonable, written standards setting appropriate limits and guidelines under which cruise ship tourism should operate downtown.

The business of tourism management cannot be conducted on "cruise control." It's the job of the City of Charleston, and it's what our citizens expect and deserve.

Reprinted with Permission from the *Post & Courier*.

FEBRUARY 22, 2011: COMPREHENSIVE PLAN

City Council authorized the inclusion of language in its Century V 2010 Comprehensive Plan Update on February 22, 2011 as follows:

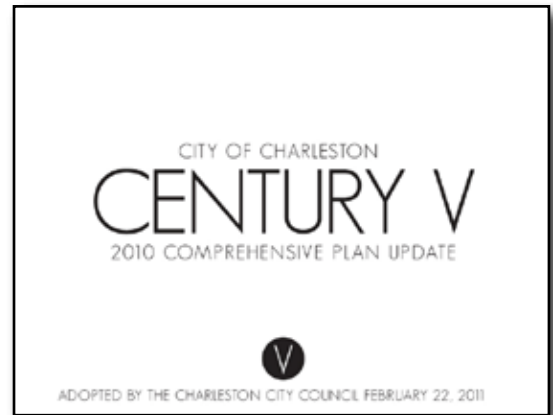
The burgeoning cruise ship industry will help the sector continue to grow. Early in 2010 Carnival Cruise Lines began sailing its ship Carnival Fantasy out of Charleston harbor every five to seven days. This represents more than 60 annual port calls that will bring visitors to downtown Charleston. In addition, the SC State Ports Authority is undertaking a major redevelopment of the cruise ship terminal and the surrounding property at Union Pier. The new passenger terminal will make the operation much more efficient and reduce local impacts while opening about 35 acres to non-maritime redevelopment.



Charleston City Hall

Robert Gurley, Assistant Director of the Preservation Society, went on record at City Council raising concern about the conclusory nature of the language of the plan:

"We ... share concerns about the negative impacts of the cruise industry. We are also concerned about that language in the Comprehensive 2010 Plan Update ... the impacts are not known. We haven't had that public discussion; we haven't had that data gathered. We commend the Historic Charleston Foundation for working on ... collecting that data. We feel that it is prejudicial to have a statement in the Comprehensive Plan, which is a city-guiding document that suggests [a] lessening of impacts when we really don't know that yet. So, we don't think it's appropriate for it to be in this document at this time." City Council Minutes, February 22, 2011



Did You Know?

Improvements to Union Pier are long overdue. In 1974, the City of Charleston's Historic Preservation Plan pointed out that "environmental problems along the Cooper River waterfront are severe. Derelict piers, rotted pilings and weedgrown fill mar the appearance of an otherwise beautiful river. Industrial properties along Concord and East Bay streets are grimy and unkempt. Weeds, litter and junk, especially along Concord Street make this one of the most uninviting sections of the City. Bits of rusted wire and machinery parts, stockpiled crossties, even castoff automobile

MARCH 30, 2011: RENEWING THE CALL

In response to the ongoing debate in the community, the Preservation Society of Charleston released a new position statement on March 30, 2011 “renewing the call for cruise tourism regulations” and urging a restudy of the final location of the proposed new passenger terminal.



PRESERVATION SOCIETY
of CHARLESTON
—FOUNDED 1921—

POSITION STATEMENT

RENEWING THE CALL FOR CRUISE TOURISM REGULATIONS AND RESTUDY OF FINAL TERMINAL LOCATION

March 31, 2011

A recent citizen-driven proposal to move the location of a new cruise passenger terminal to the State Ports Authority's Columbus Street Terminal has revealed the obvious: no neighborhood wants the new terminal within its boundaries. Whether it is the Charlestowne or Historic Ansonborough neighborhood associations urging a location as far north as possible on the Cooper River downtown, or the East Side and Mazyck-Wraggborough neighborhoods hoping that it remains at Union Pier, each of these neighborhoods raises valid and serious concerns about quality of life impacts on their residents. It is unfair that because of a failure by city council to enact reasonable regulations on the size, scale and frequency of cruise ship arrivals and departures in Charleston, our historic neighborhoods along the Cooper River are left to fight among themselves to determine what the “least bad” option is. For this reason, among others, we have nominated Charleston to the National Trust for Historic Preservation's 11 Most Endangered List.

The unanimous position of our board of directors, released on July 27, 2010, included a call for a reconsideration of the final location for the cruise passenger terminal. The location of this terminal will have a significant long-term impact on the areas in closest proximity to it and to the entire city as well. The State Ports Authority tells us that a Columbus Street Terminal location would raise security issues by mixing cruise and cargo operations. Although this may be a valid point, we are confident that security would be an issue at any location and presumably is a matter that has been reasonably addressed in other communities. We are told by city leaders that unless Carnival cruise ships dock at Union Pier, that old warehouses may stand as spite fences along East Bay Street for years to come. This is a short-sighted view that ignores the market reality that there is greater long-term economic value and local job creation opportunity in private ownership and redevelopment of that property and the restoration and rebuilding of our historic waterfront neighborhoods, which will protect and enhance property values as well.

The request for a restudy of the location of a cruise passenger terminal, and full disclosure of an assessment of the advantages and disadvantages of various sites, is not too much to ask of our state and its ports authority. Last year in our position statement we called for maximum transparency. On February 23, 2011 our State Treasurer, Curtis Loftis, requested the same when he asked the State Ports Authority to present a detailed overview of the proposed use of Union Pier including documentation of property values, revenues, expenses and implications for existing operations based on various scenarios which included the sale of the entire property. The Authority's response was for the treasurer to look at its website, unionpierplan.com. This is not transparency, but a disappointing response that falls short of our expectations for full disclosure of the Authority's long-term plans.

Until we as concerned citizens of our historic city fully understand the long-term implications of the construction and permanent location of a cruise terminal downtown, until we have accurate economic impact data based on actual history rather than theoretical projections, and until city council imposes reasonable regulations on the size, scale and frequency of cruise ships loading and unloading on our riverbank, there is no reason why any of our residents and neighborhoods should allow the State Ports Authority to decide what is in our best interest. We deserve that our government officials make an intelligent and informed decision after a public discussion through a transparent process.

We should be working together as a city to improve and reinforce the quality of life of all of our historic neighborhoods, and one wonders how cruise ships advance that effort. Without transparency and without regulations, our future remains uncertain and endangered.

P.O. BOX 521 | CHARLESTON, SC 29402 | 843-722-4630 | www.preservationsociety.org

“Just like an individual house, a city has finite limits. There are just so many people you can fit in a city till it bulges at the seams. Nobody wants to see the city burst apart ... Will success spoil Charleston?”

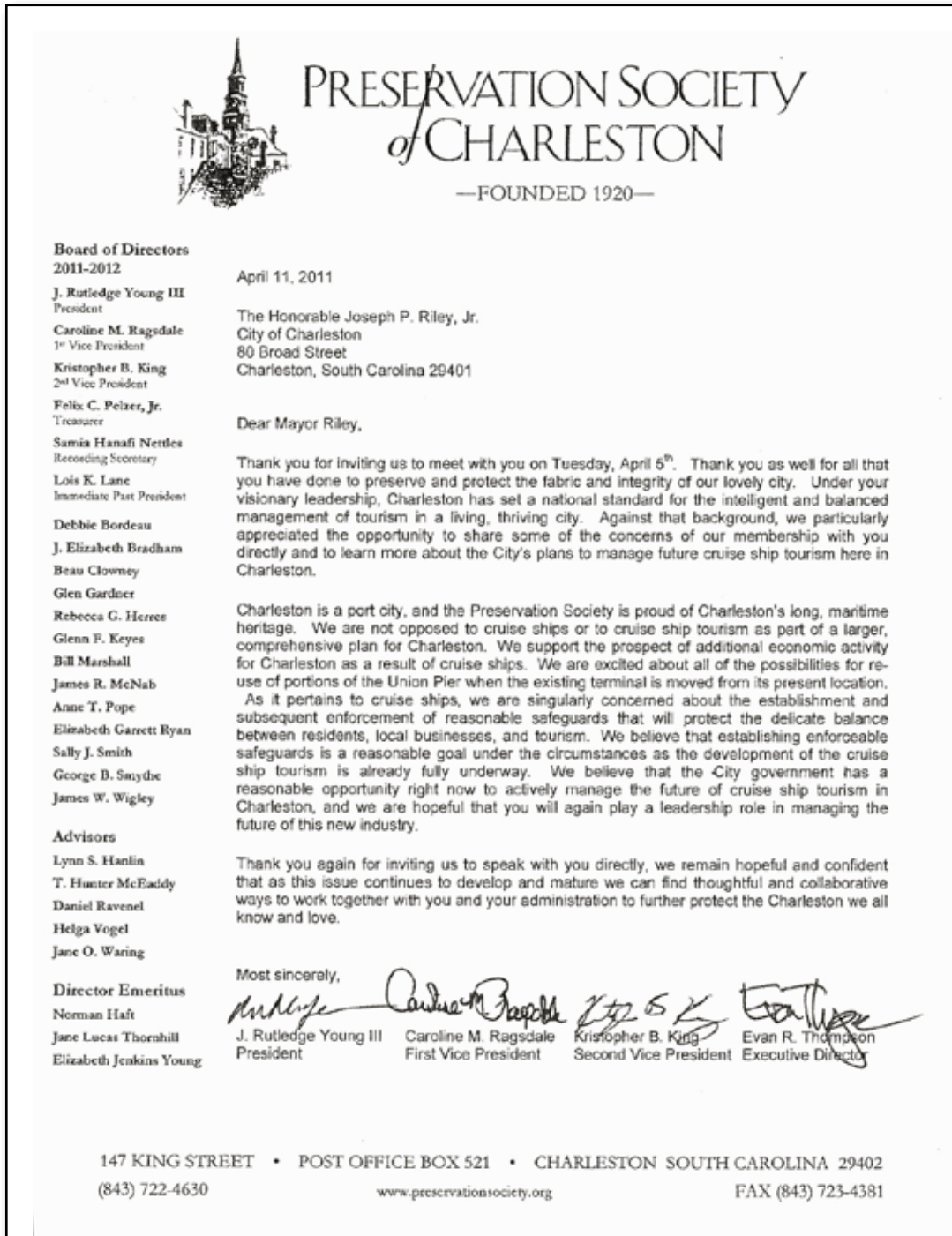
William Amherst Vanderbilt Cecil, Biltmore Estate, October 18,

tires lie beside the street and on private property... Even the surface of Concord Street is unsightly. Potholes, railroad tracks and broken pavement edges mar its appearance and give motorists a rough ride... A unique natural resource such as the Cooper River should not be regarded as a merchandisable commodity. Its enjoyment should be guaranteed to the citizens of Charleston.”

APRIL 11, 2011: A LETTER TO THE MAYOR

A

fter a meeting with Mayor Riley on April 5, 2011 to outline concerns about unregulated cruise tourism in Charleston, the Preservation Society's leadership sent a letter to the Mayor reaffirming its concerns while expressing support for the Port of Charleston.

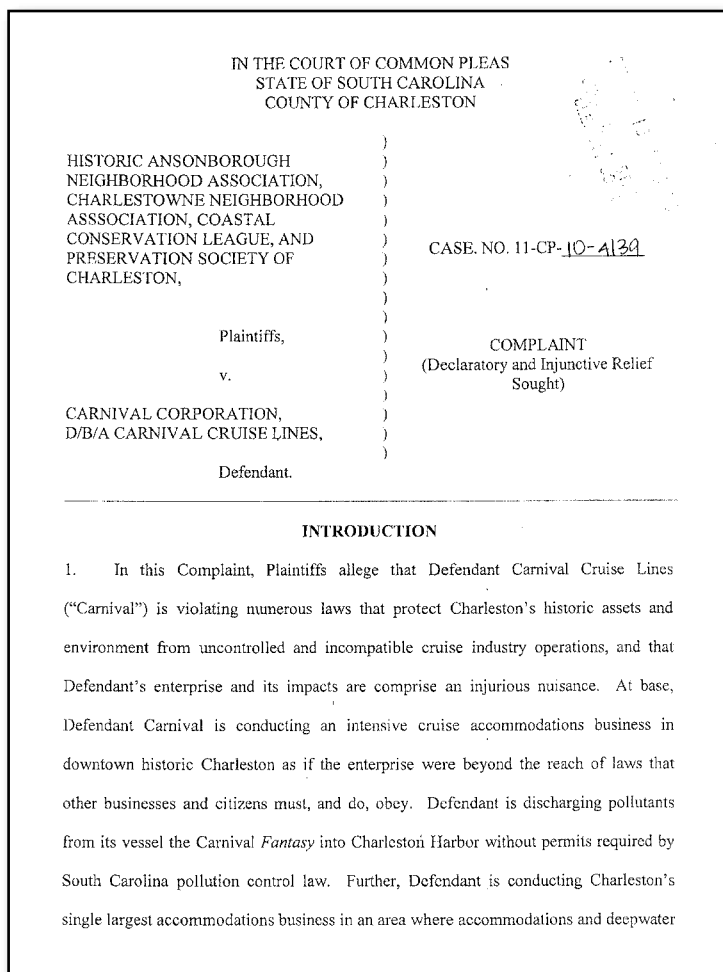


Did You Know?

On October 28, 1979, the *News and Courier* quoted Mayor Riley: "We absolutely have the power to help insure the quality of life for our residential areas ... The citizens of the residential areas deserve protection ... This is not a passing fancy. If those who are in the business of operating tour vehicles don't believe that we should have this authority, they're sadly mistaken because what the people come to see in Charleston is a restored residential area. We must protect this residential area against an unreasonable degree of tour buses and non-residential activities."

JUNE 13, 2011: TURNING TO THE COURTS

Seeing no way forward in the pursuit of regulation without a judicial ruling on the applicability of local ordinances to cruise ships, on June 13, 2011, the Preservation Society of Charleston joined with the Historic Ansonborough Neighborhood Association, Charlestowne Neighborhood Association and the Coastal Conservation League as plaintiffs in a lawsuit against Panama-based Carnival Corporation. Filed in state court, the legal action contends, in part, that large cruise ship home-porting operations run afoul of local zoning ordinances. The Society retained John A. Massalon, Esq. as its attorney. The plaintiffs subsequently consented to a request by the City of Charleston and the SPA to intervene as defendants in the suit.



This is not the first time that the Society has pursued legal options to further its mission:

On **March 5, 1978**, the Preservation Society, Charlestowne Neighborhood Association, Harleston Village Neighborhood Association and the National Center for Preservation Law filed suit in U.S. District Court to enjoin the City of Charleston and others from proceeding with development of **Charleston Center** on King and Market Streets. The Society discontinued its legal efforts on January 8, 1981.

Also in **1978** the Preservation Society joined Historic Charleston Foundation, the National Trust for Historic Preservation, Charles H.P. Duell and others in a lawsuit to prevent the random cutting of some twenty-eight trees on the "Garden Road" (**SC Highway 61**).

In **August 1984**, the Preservation Society, City of Charleston, Charlestowne Neighborhood Association, Historic Charleston Foundation and National Trust for Historic Preservation drafted, but did not file, a lawsuit against the General Services Administration out of concern for a large proposed annex to the **Federal Courthouse** at Broad and Meeting Streets. The issue was resolved out of court.

On **February 1, 2007**, the Preservation Society and Historic Charleston Foundation appealed the decision of the Board of Zoning Appeals to grant the developers of **404 King Street** a height variance to allow construction of a 105 foot-tall hotel, and they later challenged a rezoning of the property that would have permitted a taller structure. The trial court upheld the height variance allowing the hotel as planned, but the same trial court also ruled for the Preservation Society and Historic Charleston Foundation in holding that the rezoning of a portion of the hotel parcel is illegal spot zoning. Both issues are currently on appeal from the trial court's decision and have been consolidated on appeal to the South Carolina Supreme Court.

Did You Know?

On July 20, 1992, the Supreme Court of South Carolina ruled that the SPA had to comply with local zoning ordinances, and that if the SPA refused to comply the City of Charleston could seek an injunction in circuit court. The City of Charleston sought such an injunction against the SPA in 1991 to stop construction of a building for which the SPA had not received approval from the Board of Architectural Review.

JUNE 15, 2011: THE NATIONAL TRUST WATCHES

The National Trust for Historic Preservation responded to growing concern among preservationists in Charleston and across the country about the potential impact of unregulated cruise ships in Charleston by placing the city on a “watch status.” This step resulted from a nomination by the Preservation Society, a Local Partner of the National Trust, to that organization’s 2011 Most Endangered List. In years past, the National Trust listed the Ashley River Historic District (1995), Gullah-Geechee Coast (2004) and the Philip Simmons Workshop and Home (2007) on its 11 Most Endangered List.

NATIONAL TRUST FOR HISTORIC PRESERVATION

For the first time in its history, the list has been supplemented with a site placed on “Watch Status”: the city of Charleston...

The Watch Status means that a specific threat to a historic site appears to be growing, but can be avoided or controlled through collaboration and innovation. In the case of Charleston, expanding cruise ship tourism could jeopardize the historic character of the city, historic downtown Charleston and its surrounding neighborhoods. The Watch Status designation is accompanied by an offer from the National Trust to assist with finding a balanced solution that benefits the community and its rich cultural heritage.

While there are many proposals at play in the Charleston cruise tourism issue, including relocation of the cruise docking pier, the National Trust believes that defining enforceable limits on the size, number and frequency of cruise ships visiting the downtown piers is central to a positive resolution. The National Trust wants to play a constructive role in addressing this issue by offering its assistance in three ways:

- **Helping sponsor a Tourism Impact Study for Charleston.** The study would provide a deeper understanding of the economic, social and cultural impacts that current tourism and the increased levels of cruise traffic will create on the historic peninsula of Charleston. The study should be commissioned by parties with an interest in the issue, including the City,

preservation organizations and the state ports authority. The National Trust’s participation can provide assurance that the study responsibly reflects the concerns of all parties. In addition, the National Trust plans to support such a study with a grant to help defray costs.

- **Funding an Enforcement Authority Legal Review.** The National Trust can bring its significant legal resources to better understand the issue of authority in setting enforceable limits on cruise tourism. Precedent from other coastal communities, role and scope of potential city ordinances and state regulation and oversight are all considerations in the complex process of setting cruise limits. Parties engaged in this issue will ultimately need to understand what legal basis exists for management of cruise tourism levels. The National Trust can play a useful role in helping clarify the options available.

- **Launching a Community Forum on Cruise Tourism.** The National Trust plans to tap into its social networking and online presence to encourage continued discussion of the cruise tourism issue, both within the Charleston community and interested public audiences.

The National Trust believes that a positive, solution-oriented approach to the issues surrounding the city of Charleston is the only viable solution.

“We believe that the past preservation work in Charleston has made this community a national treasure and we are willing to dedicate resources to help address questions about the impact of cruise tourism,” said Stephanie Meeks, president of the National Trust for Historic Preservation. “We understand that Charleston presents a complex set of issues in what is now an emotionally-charged environment and want to define and support a solution rather than simply identify the problem.”

National Trust for Historic Preservation

Did You Know?

In June 2011, shortly after litigation was filed, the South Carolina General Assembly hastily passed a concurrent resolution expressing “thanks for Carnival Cruise Lines’ contributions to the economic well-being of South Carolina” citing an economic impact study that was based on spending projections, rather than actual figures. It also noted that “the city is a museum in and of itself, a treasure that should be shared, not sheltered,” but did not express thanks to property owners and preservationists for their efforts to maintain the “treasure” of Charleston.

JULY 14, 2011: HISTORIC PRESERVATION CONTEXT

In response to a flurry of public letters and commentary mischaracterizing the concerns of those supporting regulations on cruise tourism, the *Post and Courier* ran a Commentary piece by Preservation Society Executive Director Evan R. Thompson on July 14, 2011. It affirmed the importance of historic preservation to Charleston's economy and placed the need for cruise tourism regulations in a historic preservation context.

The Post and Courier

Historic preservation requires balanced cruise controls

BY EVAN R. THOMPSON

Thursday, July 14, 2011

Historic preservation is the voluntary investment of millions of dollars of private capital and thousands of hours of sweat equity by property owners and tenants into historic buildings every year, from the Battery to Byrnes Downs; from the Westside to Windermere. It is also the proverbial golden-egg-laying goose. In addition to creating hundreds of jobs for tradesmen and professionals of all kinds, it generates millions of dollars in economic benefits to the Charleston region as well as sales, accommodations, hospitality and property tax revenue. Preservation sustains a globally significant built environment that draws millions of tourists to our streets every year. Yet the scale of Charleston's small peninsula and streets is not expandable. While some see downtown as a limitless piggy bank of tourist dollars and hotel rooms, there is a tipping point where downtown Charleston will cease to be a viable and sustainable residential place.

The balance that has been achieved between the residential qualities of our neighborhoods, privately maintained but publicly enjoyed, and the tourist industry that brings so many jobs to Charleston has required limitations on the scale and placement of hotels, the numbers of carriages, tour buses and pedicabs on our streets, and even the size of walking tours. This balance of scale in tourism is no different than efforts by our Board of Architectural Review to balance the

scale of new buildings. None of this has been achieved voluntarily or by accident. It is deliberate, and governed by local ordinances. When the tourist transportation is physically bigger than anything that tourists come to see, that is not balance.

The Preservation Society of Charleston is proud of Charleston's maritime history. It built this city. But that should not give cruise ships a free pass from the thoughtful, locally enforced regulatory framework that is essential to protecting our city's neighborhoods. Recent spin to the contrary, the issue is not cargo ships, which have coexisted with our city at Union Pier for decades. This is about the conversion of a cargo port to a tourist port, with cruise ships carrying thousands of passengers visiting nearly 100 times per year – a new and unprecedented development in Charleston's maritime history. Would a big box store be appropriate on King Street just because we have a history of retail downtown? Mass tourism is what it is: an opportunity fraught with overt and hidden costs, some of which are long term, all of which should be addressed responsibly at the outset. That means now, not later when it is someone else's problem.

Despite organized rallies and polarizing posters, the applicability of existing local ordinances to the conversion of a cargo port to a tourist port is key to managing our city's assets and opportunities to the fair advantage of all. The Society is involved in a lawsuit because the application of those ordinances to cruise ships making their permanent home in Charleston is in dispute. The lawsuit does not seek to run cruise ships out of Charleston Harbor. It does seek to clarify the applicability of existing regulations as necessary to chart a course for how Charleston can manage

cruise tourism now and in the future. No one will be thrown out of work if cruise ship visits are limited to 104 per year by local ordinance. Charleston is proof that tourism thrives when it is conducted within reasonable boundaries. Protecting our residential neighborhoods with something more than a handshake should not incite the venomous reaction that it has.

A concerted effort has also been made to confuse the public about the issue of tourism regulations and the redevelopment of Union Pier. They are separate issues. The Preservation Society has repeatedly stated its support for the Union Pier redevelopment plan and has made constructive suggestions for the design of the new terminal. Yet a recent publication circulated by Union Pier's owner, the State Ports Authority, presents Charleston with a take-it-or-leave-it choice: to have regulations on the future size of the cruise tourist industry, or to make Union Pier the most remarkable new neighborhood on the Atlantic seaboard. Why can't we choose both? Must we sacrifice one for the other?

As preservationists we understand that Charleston is diverse, complex and inextricably linked to its maritime past. We do not involve ourselves in this issue because we seek to befrivolous nags. We are involved because we love our city. We seek to protect a city that anchors our region and is worthy of the world. Cruise tourism is welcome as part of our local tourism management framework. We have seen enough of what has happened in the past to know that while tourism management is not always easy or popular in the short term, it is worth doing in the end. Charleston deserves nothing less.

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JULY 18, 2011: TERMINAL DIAGNOSIS



In July 18, 2011, after an extended period of public input, the SPA unveiled its design for the proposed new cruise terminal at Union Pier. The new terminal would adapt an existing warehouse by replacing its facade, adding clerestory windows to the roof and modifying the Cooper River facade in a manner reminiscent of the old terminal. The site plan called for the terminal to drop anchor at the foot of Laurens Street in a sea of surface parking, buoyed by trees.



Cruise ships and a full parking lot are noticeably absent from the SPA's renderings of the proposed new Union Pier cruise terminal.



The proposed Cooper River facade is no improvement over the existing cruise terminal.



Remarks by Preservation Society Assistant Director Robert Gurley at the B.A.R. meeting on August 10, 2011.

This project involves a highly visible adaptive use of an existing, non-historic warehouse structure. As built, the warehouse is not an architectural asset of the community. It is in a highly visible part of the city from both land and water and will be visited by thousands of people. It will set the tone for the redevelopment of Union Pier overall. Accordingly, every effort should be made to mitigate and diminish the strictly utilitarian nature of the structure to the fullest extent possible. We feel that the concept plan under consideration looks out-of-date, anonymous, lacks warmth and does not reflect Charleston's character or quality.

East (Cooper River) Façade

1. The Cooper River waterfront façade, or east façade, fails to establish this building as an important public structure.
2. As this façade is essentially new construction, it provides an opportunity to design a public waterfront façade in keeping with the best of Charleston's historic maritime architecture.
3. The proposed use of tall, square columns in rectangular forms gives the unfinished appearance of freestanding scaffolding and uncannily recalls the current Union Pier Terminal or, more generally, the garage areas of industrial structures.
4. The use of brick, stone and stucco, with arched openings and expanses of glass will go a long way toward obscuring the existing warehouse form of the proposed terminal and better integrating the building with Charleston's waterfront architectural heritage.

West (Concord Street) Façade

5. This façade is equally important as it will be the side of the building most visible to residents and passers-by on land.
6. Ideally, this façade would serve as the principal entrance to the facility.
7. The proposed design simply exaggerates the existing warehouse form of the structure through the addition of latticed gables more appropriate for a shed or garage than a large, highly visible public building.
8. Again, this façade affords an opportunity through the use of brick, stone and stucco, as well as arched openings to better integrate the building with Charleston's waterfront architectural heritage.

South Façade

9. Ideally, the principal entrance to this facility would be on the west façade, although the central canopied entrance as

AUGUST 10, 2011: LOWERING THE BAR

proposed for the south façade does a good job of breaking up the monolithic massing of this long façade.

10. The provision of covered areas for passengers is an important and strong element of the design.

North Façade

11. It appears that very little effort has been made to hide the warehouse form of the present structure on its north façade.

12. The design of the supply shelter on the northern portion of the lot exacerbates the lack of thought given to this façade through the use of structural supports best left on the inside of a building, rather than exposed to wide open view from the river.

13. More screening should be provided to obscure the view of this façade from the river.

Materials

14. There should be a greater use of brick and stone, particularly on the east and west facades, to better integrate this building and establish it as part of the continuum of brick maritime structures along the waterfront.

15. The use of tabby on this building is not appropriate, particularly in that historic tabby was stuccoed over, not left unfinished with visible shells, and not typically used in this part of the city.

Overall Plan

16. The height of the building is appropriate, as waterfront structures are typically lower in profile than buildings located in more central portions of the peninsula.

17. The additional height needed for functional purposes on the east façade is also appropriate.

18. The addition of clerestory windows to the building's roof is commendable.

19. We continue to urge the property owner to minimize surface parking on this site.

20. The integration of shelters for shuttles is commendable.

21. The construction of freestanding covered parking/drop-off areas along the waterfront is not appropriate because of their high visibility and they should be relocated elsewhere on the property.

22. We commend the SPA's commitment to planting as many trees as possible on this site.

23. We urge that additional trees be planted closer to the water's edge to obscure the large surface parking lot proposed for the southern portion of the terminal property.

We appreciate the opportunity to provide input into this important public project and request that this application be deferred.

The Board of Architectural Review gave conceptual approval to the proposed cruise terminal after three B.A.R. members were asked to recuse themselves because they were members of the Coastal Conservation League.

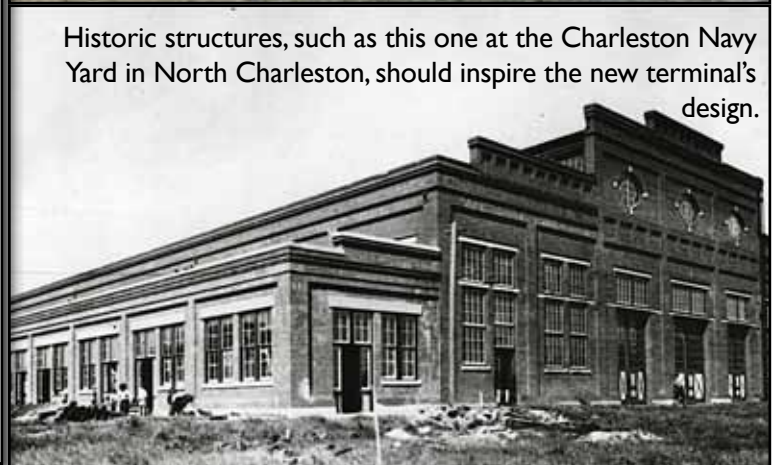
The City of Charleston's staff made an unusual suggestion at the B.A.R. meeting that "Welcome to Charleston" be installed in large letters on the Cooper River facade. On August 12, 2011, the *Post and Courier* questioned the appropriateness of this idea in a tongue-in-cheek editorial:

And given Charleston's reputation for hospitality, visitors should be welcome no matter when they arrive. The letters must be properly illuminated. That means, of course, another palette of Historic Charleston colors, but in neon: Pinckney Pink; Vanderhorst Violet; King Charles Chartreuse ... It could work. And if it does, maybe there are other sites worth labeling: The Waterfront Park pier: 'Charleston swings.' The Old Exchange: 'George Washington spoke here.'

The cruise terminal at Havana, Cuba is classically-inspired and would be appropriate for Charleston.



Historic structures, such as this one at the Charleston Navy Yard in North Charleston, should inspire the new terminal's design.



AUGUST 16, 2011: THE MAYOR'S ORDINANCE

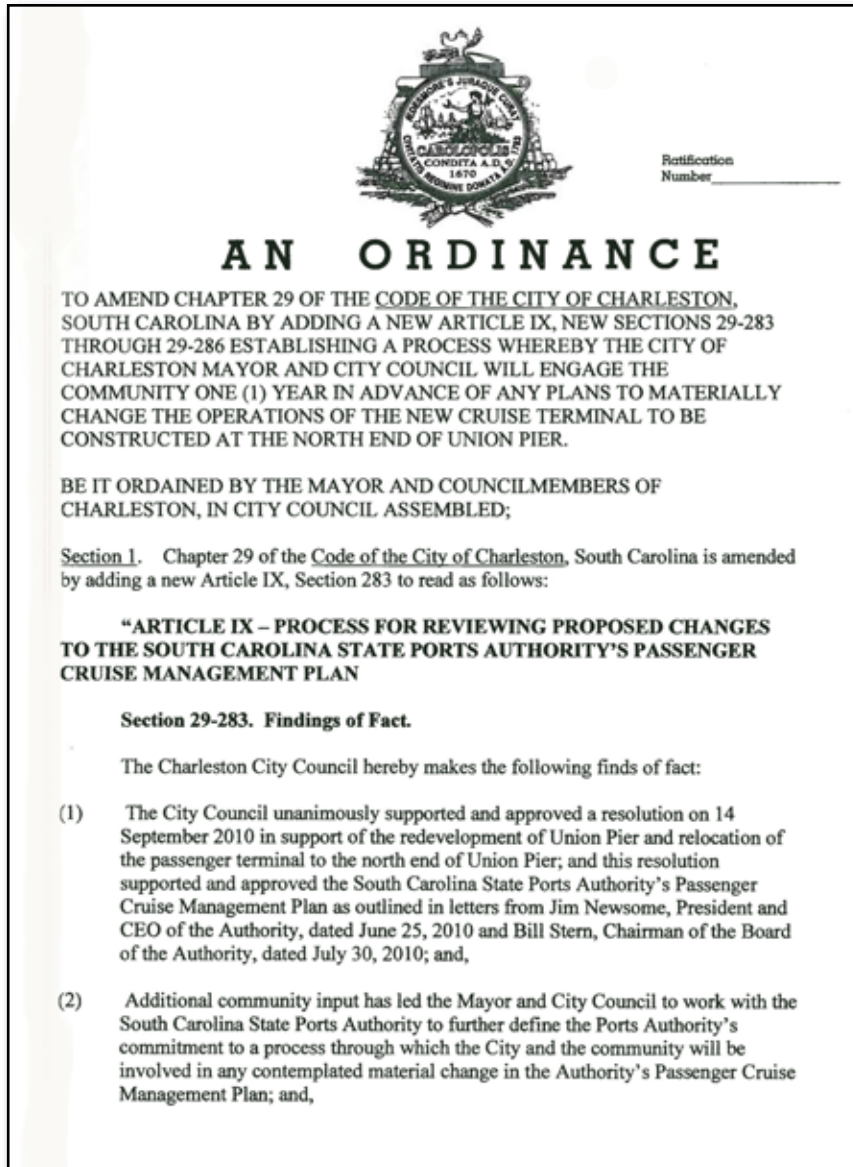
On August 16, 2011, after over a year of community debate, Mayor Riley proposed an ordinance relating to cruise tourism for the first time. This ordinance would amend city tourism regulations to establish a formal process for community input if the SPA sought to amplify its cruise operations. The proposal is flawed as it provides no legal mechanism for the City to prevent an unreasonable increase in the size, scale or frequency of cruise ships in Charleston. The Society's position was delivered to City Council by Assistant Director Robert Gurley.

Prepared remarks delivered by the Society's Assistant Director Robert Gurley at City Council

The Preservation Society of Charleston believes that the proposed amendment to the City's Tourism Management Ordinance to address cruise tourism is an important first step toward a workable regulatory framework. It codifies a process that provides valuable public input into future city council resolutions regarding the future growth of the cruise tourism industry. While not perfect, we feel that the proposed ordinance can be strengthened with the inclusion of specific criteria against which requests for increases in the scale or frequency of cruise tourism can be measured, so that the community can expect an objective and holistic analysis. Additionally, the Tourism Commission should be given the authority to negotiate an annual cruise visit calendar that avoids overlap of cruise visits with major community events.

In order to balance concerns expressed by our organization and others in the community, we also believe that opportunities exist to amend the city's Zoning Ordinance to provide enforceable mechanisms to protect against unchecked future cruise tourism growth and to deal directly with challenges presented by traffic congestion and excessive surface parking at Union Pier.

The proposed ordinance before council is a step in the right direction. But in the interests of ensuring that the wider concerns of the community can be addressed, we believe that it should be deferred so that amendments to both the tourism ordinance and the zoning ordinance can be given full consideration.



Did You Know?

Five out of thirteen members of City Council (Councilmen Gallant, Gregorie, Hallman, Mallard and Seekings) voted on August 16, 2011 to defer consideration of the Mayor's ordinance in order to give more time to consider a more stringent ordinance proposed by Historic Charleston Foundation.

Historic Charleston Foundation's legal consultants have prepared a zoning ordinance amendment that would create a Cruise Overlay Zone at Union Pier, restricting the operation of a cruise terminal and limiting the amount of permissible surface parking on the site, among other provisions.

The proposed ordinance would address almost all of the key quality of life issues raised by community proponents for reasonable cruise tourism regulations by addressing the size, scale and frequency of cruise ships.

If City Council were to enact this ordinance, it would bolster the City's national reputation for cutting-edge tourism management in an historic urban setting and provide assurance that Charleston's future is in local hands, not those of an international corporation.

AN ORDINANCE

TO AMEND THE CODE OF THE CITY OF CHARLESTON, SOUTH CAROLINA, CHAPTER 54 TO ADD PROVISIONS TO THE CITY'S ZONING ORDINANCE TO ADDRESS PROPOSED CRUISE PASSENGER TERMINALS IN THE CITY AND TO MITIGATE THE IMPACTS OF CRUISE PASSENGER TERMINALS WITHIN AND ADJACENT TO THE CITY'S OLD CITY DISTRICT AND OLD AND HISTORIC DISTRICT, RESPECTIVELY, IN ORDER TO PRESERVE THE CITY'S HISTORIC AND CULTURAL RESOURCES AND TO PROTECT THE QUALITY OF LIFE OF THOSE LIVING IN, WORKING IN, AND VISITING THE CITY.

TO AMEND THE CODE OF THE CITY OF CHARLESTON, SOUTH CAROLINA, CHAPTER 21 TO ADD PROVISIONS LIMITING THE AMPLIFICATION OF SOUNDS FROM DOCKED CRUISE SHIPS.

WHEREAS, Since its founding in 1670, the City of Charleston has been a working port city that has been positively influenced both economically and culturally by marine commerce; and

WHEREAS, The Port of Charleston plays a key economic role in the City of Charleston and the State of South Carolina by facilitating waterborne commerce, including passenger transportation; and

WHEREAS, On September 14th, 2010 the City of Charleston passed a resolution in support of the South Carolina State Ports Authority's plans to redevelop Union Pier and to reestablish a Cruise Passenger Terminal at the northern end of Union Pier; and

WHEREAS, In June 2011 the South Carolina General Assembly passed a Concurrent Resolution recognizing the cruise industry's significant economic contributions to the state, declaring that Charleston "is a museum in and of itself, a treasure that should be shared, not sheltered;" and

WHEREAS, The Port of Charleston seeks to maintain Cruise Ship operations as a key part of the Port of Charleston's operations and tourism economy while striking a reasonable balance with other economic, historic preservation, and quality of life values; and

WHEREAS, The City of Charleston has invoked its zoning/land-use planning authority and general police powers to balance tourism with historic preservation; and

Did You Know?

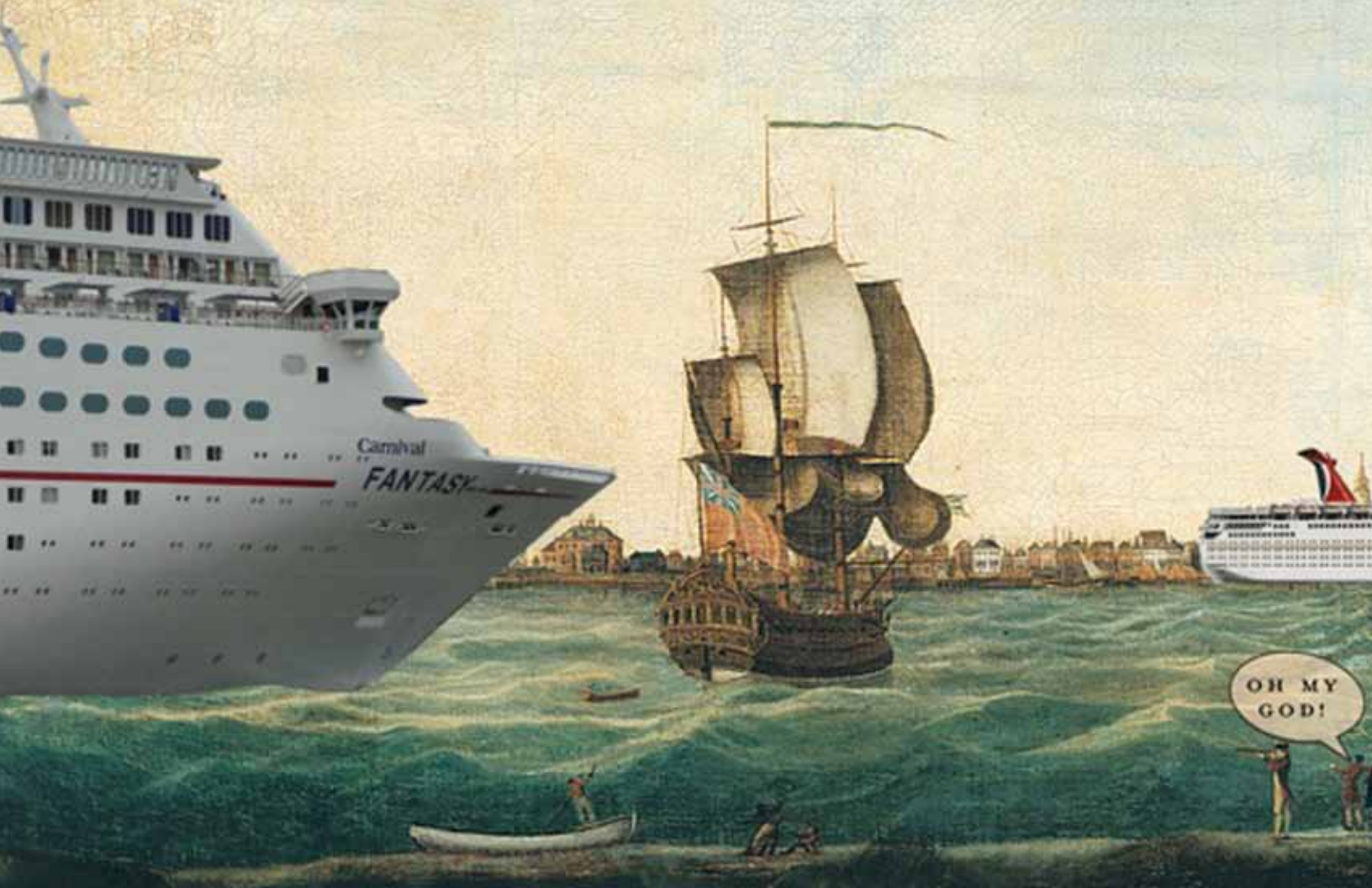
The time is now for **cruise control** in the form of reasonable regulations to be codified in our city ordinances to protect our historic neighborhoods.

City Council will have a second reading of the Mayor's ordinance on September 13, 2011. But Historic Charleston Foundation's ordinance would address cruise tourism issues comprehensively, but it is **not yet** on Council's agenda.

You can contact members of City Council and let them know that Historic Charleston Foundation's proposed ordinance will adequately protect quality of life in our historic neighborhoods while allowing cruise tourism to operate at levels supported by the SPA. Visit the City's website at www.charleston-sc.gov/ for contact information. In the upper left hand corner, select City Departments, Boards & Commissions. From the drop-down menu, select Clerk of Council. Finally, select City Council Members & Districts.

You can write a letter to the *Post and Courier* sharing your point of view in support of reasonable regulations that protect the delicate balance between residential quality of life and the benefits of heritage tourism. To submit a letter to the editor of the *Post and Courier*, e-mail letters@postandcourier.com, or send letters to: The Editor, 134 Columbus St., Charleston, SC 29403-4800. Please include address and daytime phone number.

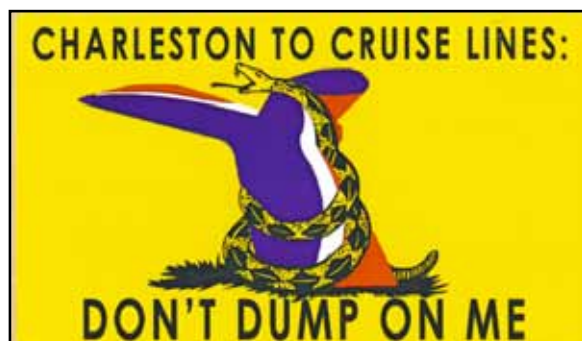
You can support our efforts at the Preservation Society of Charleston to educate and advocate for reasonable cruise tourism management by making a contribution to our Cruise Control Fund using the enclosed envelope or by visiting our website at www.PreservationSociety.org. Pick up free Cruise Control Now stickers in our shop at 147 King Street.



THE ART OF ADVOCACY



SAVE CHARLESTON
SUPPORT CRUISE CONTROL
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READ MORE ABOUT THIS ISSUE AND READ DOCUMENTS

www.PreservationSociety.org/CruiseControl



Anonymous gift to the Preservation Society of Charleston,
based on *View of Charles-Town* by Thomas Leitch, 1774.

2010 TOURISM SPENDING IMPACT	PSC FALL TOURS of HOMES & GARDENS	PORT OF CALL CRUISE SHIPS	EMBARK/ DEBARK CHARLESTON CRUISE SHIPS
TOTAL PARTICIPANTS	4,156	17,000	94,240
TOTAL SPENDING PER PARTICIPANT	\$600.76	\$28.75	\$53.60
ACCOMMODATIONS	\$284.11	\$0.00	\$12.13
FOOD & BEVERAGE	\$167.46	\$2.28	\$16.27
SHOPPING	\$112.40	\$15.30	\$18.42
TRANSPORTATION	\$36.79	\$0.34	\$3.76
ATTRACTIONS	\$114.49	\$7.74	\$1.92
OTHER	N/A	\$3.09	\$1.02
DIRECT SPENDING IMPACT	\$2,496,938.00	\$490,789.00	\$5,061,707.00
SOURCE OF DATA	College of Charleston, Department of Hospitality & Tourism Management	John Crofts and Frank Hefner. An Estimate of the Economic Contributions of the SC State Ports Authority's 2010 Cruise Ship Activity to the Region's Economy. Feb. 1, 2010.	



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