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.
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.

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. DeGrose of the French Line was “sold out” with 557 passengers taking a cruise to Jamaica and Nassau.

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.

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.”
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.

**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

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**1980 - 2000: UNION PIER ALTERNATIVES**

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**SEPTMBER 17, 2009: CARNIVAL COMES TO TOWN**

While the renewed vitality of the cruise tourism industry during the first few years of the new millennium 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].”

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**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.”
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.”

**June 25, 2010: Regulation by Correspondence**

**S**

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**June 25, 2010: The Society Takes a Stand**

**A**

fter 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.

**July 27, 2010: The Society Takes a Stand**

**PRESERVATION SOCIETY OF CHARLESTON**

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**CRUISE SHIP TOURISM IN CHARLESTON AND RELATED PORT ISSUES**

**JULY 27, 2010**

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 the objectives are implicit 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 flourish 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 conform to the public interest before future contracts are signed. Written commitments, timely public release of relevant documents and the use of impartial data (demographics, 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 business-related industries (pedicabs, walking tours, carriage tours) have been regulated. While important, 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 appropriately scaled new construction, compatible use, quality materials, and the protection and preservation of existing historic resources. This should include a reassessment of present accommodations, new, and existing structures.
5. Stabilization and restoration of the Bennett Rice Mill façade should not be contingent on any future cruise ship contract or Union Pier property development. It is important that the entire physical condition of the historic façade, owned by the State Ports Authority, be addressed so that the unique piece of industrial architecture can stand as a testament to our collective commitment to the historic legacy of our city. The SPA is proud to be a part of Charleston’s history and we will stand together in the protection of the Bennett Rice Mill façade.

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 believe to be a fair and appropriate action by the City of Charleston and the State Ports Authority to manage cruise 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.

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.”

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 façade on the National Register of Historic Places.
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."

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 not 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.

The Post and Courier
September 14, 2010: CALLING FOR LOCAL CONTROL

President Jim Newsome on June 25, 2010 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.

Regrett with Permission from the Post & Courier.
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.

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 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.”
A letter meeting 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."

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.

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

On March 5, 1978, the Preservation Society, Charleston 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 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. Dull 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, Harleston Village 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 Meeting 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.
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 a 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.

NATURAL 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 Charleston cruise tourism issue, including relocation of the cruise docking pier, the National Trust believes that defining enforceable limits and scope of potential cruise ship 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.”

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 decaying Dye House in 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 peninsulas 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 year by local ordinance is proven to be a solution rather than simply identifying what tourists come to see, that is not balance.

The Preservation Society of Charleston is proud of Charleston’s maritime history. It built this city.

That should not give cruise ships a free pass from the thoughtfully, locally enforced regulatory framework that is essential to protecting our city’s neighborhoods.

Recent statements about the carry-on 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 overdevelopment in the size of the city, 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. That 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. The proof is 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 reactions that it has.

A concerted effort has also been made to confuse the public about the issue of tourism regulations and reevaluation 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 Enterprise 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 intricately linked to its maritime past. We do not involve ourselves in this issue because we seek to befrienss 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.

Tourism is welcome as part of our local tourism management framework. We have seen enough of what happened in the past to know that while tourism management is not always easy in the short term, it is worth doing in the end. Charleston deserves nothing less.

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JUNE 15, 2011: THE NATIONAL TRUST WATCHES

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.

JULY 4, 2011: HISTORIC PRESERVATION CONTEXT

The Post and Courier

Historic preservation requires balanced cruise controls

By EVAN R. THOMPSON

Thursday, July 14, 2011

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REAL TEXT START

JULY 18, 2011: TERMINAL DIAGNOSIS

On 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 GARLIE AT THE B.A.R. MEETING ON AUGUST 19, 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 lintaled 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 canopy entrance as 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.

Northern 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.

AUGUST 10, 2011: LOWERING THE BAR

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 façade. 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.
O

n 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 Gurlay.

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 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 terminal 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.

H

istoric 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.

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.

Did You Know?

Five out of thirteen members of City Council (Councilmen Gallant, Gregorie, Hallman, Mallard and Seeking) 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.
### 2010 Tourism Spending Impact

<table>
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<tr>
<th>Source of Data</th>
<th>PSC Fall Tours of Homes &amp; Gardens</th>
<th>Port of Call Cruise Ships</th>
<th>Embark/Debark Charleston Cruise Ships</th>
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<tr>
<td><strong>Total Participants</strong></td>
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**Source of Data:**
- College of Charleston, Department of Hospitality & Tourism Management
"It's no wonder you see them everywhere."

Since putting up our first sign just ten years ago, Carriage Properties has gone from zero to more than $1.2 Billion in sales. With our average sale around $1 Million, our success comes from a team of agents with unmatched experience, professionalism and determination. But it's the success of our clients that counts most of all. We do whatever it takes to find whatever they're looking for.

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