



**Greater New Orleans  
Hotel & Lodging  
Association**

November 4, 2015

**Robert Bray**  
President  
New Orleans Marriott Hotel

**David Teich**  
Vice-President/President Elect  
Windsor Court Hotel

**Jim Cook**  
Secretary/Treasurer  
Sheraton New Orleans

**David Bilbe**  
Chairman of the Board  
Westin New Orleans Hotel

**Mavis Early**  
Executive Director

*Directors*

**Steve Caputo**  
Bienville House Hotel

**Bret Chittenden**  
Days Inn New Orleans Airport Hotel

**Larry Daniels**  
HRI Lodging

**Craig Hulford**  
New Orleans Hotel Collection

**Jim Oliver**  
Ritz-Carlton Hotel

**Dennis Pearse**  
Omni Royal Orleans Hotel

**Dan Real**  
Harrah's New Orleans Hotel

**John Romano**  
InterContinental New Orleans Hotel

**Paul Scott**  
Hilton New Orleans Riverside Hotel

**Michael Smith**  
Hyatt Regency New Orleans Hotel

*Past President Directors*

**Jof Blanche**  
Marriott New Orleans Convention Center Hotel

**Tod Chambers**  
The Roosevelt Hotel

**Bryan Dupepe, Jr.**  
Hotel Provincial

**Alfred Groos**  
Royal Sonesta Hotel

**Eddie Jacobs**  
Hampton Inn & Suites

**Ron Pincus**  
Monteleone Hotel

**Amy Reimer**  
International House Hotel

**Ted Selogie**  
JW Marriott Hotel

**Mike Valentino**  
Valentino New Orleans Hotels

*Allied Board Members*

**Stephen Florence**  
Starr Textile Services

**Jim Szeszycki**  
Hospitality Parking Services

The Honorable Jason Rogers Williams  
Councilmember at Large  
1300 Perdido Street  
Second Floor 2W50  
New Orleans, LA 70113

Re: 121 Royal Street – Proposed Hotel

Dear Councilmember Williams,

On behalf of the Greater New Orleans Hotel & Lodging Association, we submit the following for your review and consideration reflecting the position of the Greater New Orleans Hotel & Lodging Association.

In keeping with our industry's support of the New Orleans Hospitality Strategic Task Force's strategic plan and goal to reach 13.7 million visitors by 2018, the Greater New Orleans Hotel & Lodging Association supports hotel development within the boundaries of the City of New Orleans outside of the French Quarter that is lawful and appropriate, such as, but not limited to, proper infrastructure, adequate areas to handle loading, shipping, receiving, and service entrances, facilities suitable for guest arrival and sufficient parking spaces for parking and parking services.

The French Quarter and the Canal Street corridor are both designated historic districts. Historic districts are established to preserve and maintain the integrity of valuable areas. The French Quarter is an historic, unique, valuable and fragile gem of the City and requires special consideration on many levels. One of those considerations includes the protection of the character and 'tout ensemble' of the French Quarter by evaluating the impact of immediately adjacent development. In that regard, in addition to the above stated appropriate elements of hotel development, *we oppose variances to existing height restrictions for the proposed development due to its close proximity to the French Quarter.*

Additionally, *on-site parking is imperative for new development in such close proximity to the French Quarter* for obvious reasons. Off-site parking would have a negative impact not only on traffic in an already very congested area, but would risk pedestrian safety.

Should you have any questions, or wish to discuss our position further, do not hesitate to contact me.

With best regards, and thanking you for your public service, we remain,

Sincerely,

Mavis Early, Executive Director  
on behalf of the Greater New Orleans  
Hotel & Lodging Association

Cc: Aaron Clark-Rizzio

Following GNOHLA's letter is the developer's response.

## **Royal Cosmopolitan Operations Information**

### **Hotel Operation Parking Plan:**

Royal Cosmopolitan shall contract with Parking Management Services (PMS), which leases and operates the Wyndham Hotel Parking garage directly across the street from the proposed hotel. While the garage has a capacity of 400 parking spaces, PMS estimates a rolling average need of about 23 parking spaces per day. This estimate is based on the 108 room hotel at 70% occupancy. PMS' experience has been that about 30% of the 70% occupancy shall be "drive-in"...guests with cars to park. The hotel does not provide for meeting rooms or other event room/areas. As such, except for some restaurant business, the proposed hotel parking requirements shall only be for guests of the hotel. They have agreed to enter into a parking/valet service agreement with Royal Cosmopolitan.

### **Patron Loading & Unloading:**

Patrons of the proposed hotel shall be loaded and unloaded in the existing loading zones directly across Royal Street.

### **Good Loading & Unloading Plan:**

Deliveries of goods and supplies to the proposed hotel shall be conducted in front of the hotel generally between the hours of 4 am- 7 am, but in no event after 10 am.

### **Garbage Hauling & Storage Plan:**

Garbage from the hotel shall be stored in the interior service hallway running along the Iberville side of the building and removal shall be restricted to between the hours of 4 am-7 am. Royal Cosmopolitan has a preliminary agreement with Progressive Waste Solutions of Louisiana (Progressive). Pursuant to the agreement Progressive employees shall have access to the garage service hallway: rolling out the dumpsters when they arrive and replacing the dumpsters inside of the garbage service hallway each time garbage removal is complete. Progressive has agreed to minimize obstruction of the road way when removing garbage.

The front façade of the Royal Cosmopolitan Hotel shall be appropriate to the historic character in which it was originally designed. This shall include a period appropriate doorway housing a vestibule, behind which the entrance to the trash storage and egress hallway shall be located. This shall be coordinated and approved by the code enforcement agencies having jurisdiction.

### **Documentation of Existing Astor Crowne Hotel Height:**

The Royal Cosmopolitan has been in contact with the Architect and Facility Manager for the Astor Crowne Plaza which is constructed on the same block as the Royal Cosmopolitan. The Architect, Williams Architects, has provided as-built construction drawings which indicate the parapet elevation of the Astor Crowne to be 159'-0". The height of the elevator override, scaled from the drawing, is 174'-0".

### **Construction Management Plan:**

The Royal Cosmopolitan has enlisted the services of The McDonnell Group LLC for construction of the Royal Cosmopolitan hotel. McDonnell has provided a Construction Management Plan for review and approval by the New Orleans District C Councilmember in consultation with the Department of Public Works.

### **Traffic Impact Analysis:**

Through The McDonnell Group LLC, the Royal Cosmopolitan enlisted the service of a third party, independent Traffic and Transportation Engineer, ITS Regional LLC. Their task was the execution of a Traffic Impact Analysis studying the vehicular impact of the future Royal Cosmopolitan Hotel upon the surrounding area including all four intersections of the block and the U-Turn at Canal St. Their findings were that "the existing roadway network in the vicinity of the proposed site is expected to adequately accommodate the development and natural growth of the area. No significant increase in delay was noted at the study intersections." It should be noted that, at the time of the study, the proposed was a 164 room hotel; now that the hotel has been reduced to 108 rooms, the impact upon vehicular traffic should be increasingly negligible.