



**Greater New Orleans
Hotel & Lodging
Association**

November 4, 2015

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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

c: Aaron Clark-Rizzio
Connolly Reed