

**BROAD STATION
MARKET+ANNEX+PARK**

FEASIBILITY STUDY

WINTER 2021

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PRES 401

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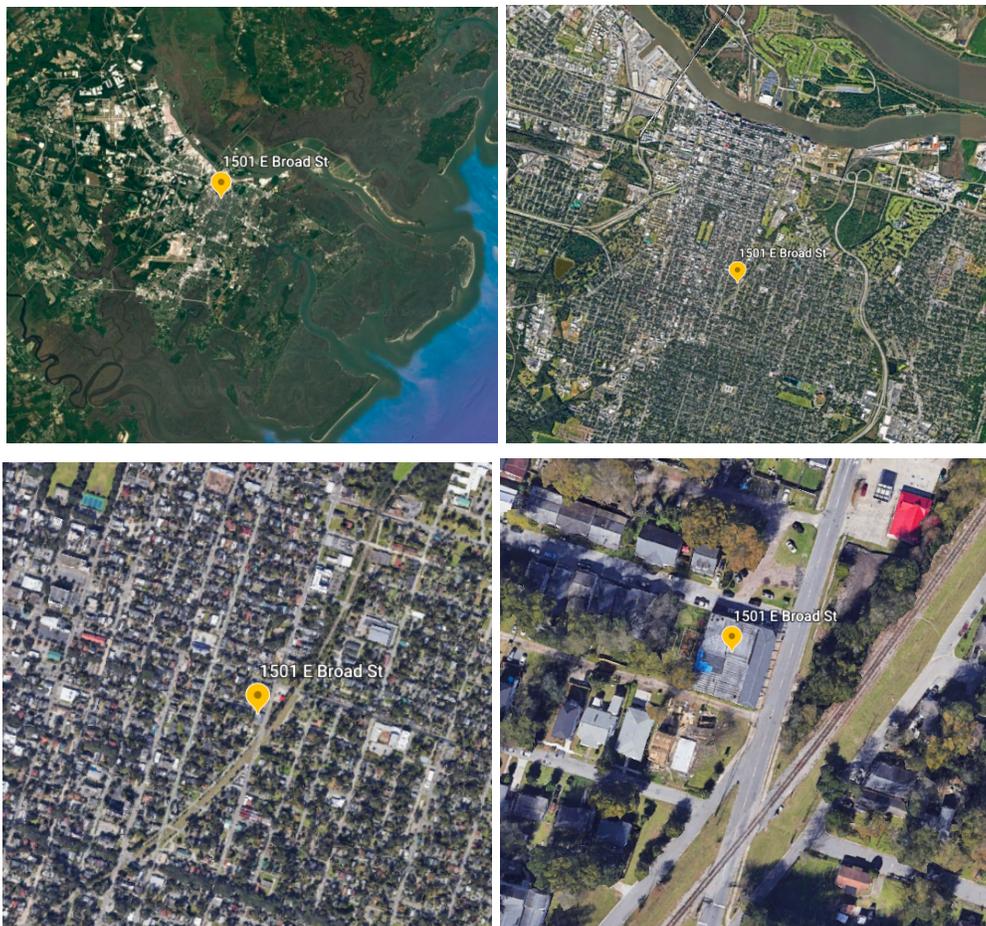
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INTRODUCTION

Objective

This Feasibility Study is designed to provide the necessary content for the developer, Joe Wenum to make an informed decision for the future of 1501 East Broad Street and its surrounding lots. It is important that this rehabilitation and infill project is conducted with respect to the existing conditions in the neighborhood, district, and the whole of Savannah, Georgia. This will ultimately impact the viability of this mixed-use development project that includes commercial and residential uses.

The proposed development of Broad Station will include the rehabilitation of the former Victory Prayer Synagogue. A new structure will be erected on the adjacent lot to provide affordable, market-rate housing. The further acquisition of the triangular lot across for both of these structures will serve as a green gathering space, offering parking for both residents and market visitors as well seating and food trucks for community-oriented events. Incorporating the existing community as much as possible is what will make this project most welcomed and successful.

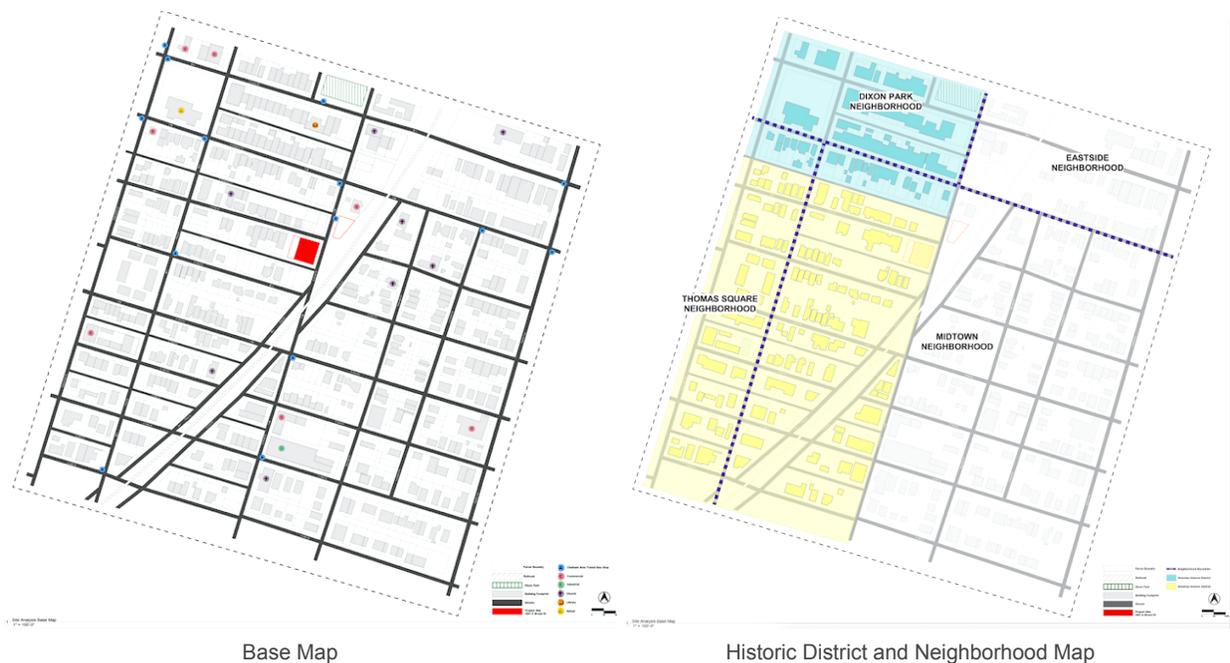


Site Context in Savannah, Chatham County, Georgia from Google Earth. Created February 22, 2021. <https://earth.google.com/web/>.

Site Background

Location:

1501 East Broad Street in Savannah, Georgia. Bounded by East Broad Street, East 31st Street, and East 31st Lane, this site is near Dixon Park and on the border of the Thomas Square Streetcar Historic District, Midtown, Savannah's East Side districts. The neighborhood is primarily residential with the exception of numerous churches and some commercial and industrial buildings scattered throughout the neighborhood. The architectural styles of these various building types reflect those of the surrounding neighborhoods with Victorian, Neoclassical, and Minimal Traditional styles commonly represented.



History:

While the downtown portion of Savannah is tied to the gridded, orthogonal plan put into place by General James Oglethorpe in 1733, the neighborhoods south of Forsyth Park tell a different story. With the increasing desire to move out of the city and into the “suburbs,” the urban planning of these districts, such as the Thomas Square Streetcar Historic District, reflected this shift, maintaining the street’s grid pattern while eradicating the ward systems. For the Streetcar District, the neighborhood was planned primarily around the lines of the area’s streetcars and their routes along Abercorn and Whitaker Streets.¹ Unfortunately, with the decline of streetcars, the Streetcar District concurrently suffered a decline as well.

¹ “Thomas Square Streetcar Historic District,” Living Places.

The Thomas Square District became a designated National Historic District in 1997 with approximately 1,100 contributing historic buildings.² Since this designation, the area has seen an increase in popularity and subsequent revitalization efforts. As an effort to retain the historic authenticity of the area as revitalization efforts have increased, the district was rezoned in March of 2005. This new zoning classification provides demolition protection for contributing historic properties in the district and mandates a design review for any new infill or redevelopment proposals.³ These protections are important considering the vast amount of vacant lots still available as well as the various abandoned properties throughout the area. It is vital that any future infill or redevelopment projects respect and emulate the architectural style of the surrounding buildings to help them blend cohesively into the context of the area. While the property in question (1501 E. Broad Street) is not considered a contributing structure to the Historic District, this cohesivity of stylistic and historical context should still be respected.



<https://savannahagenda.com/property-profile-victory-prayer-synagogue-at-1501-east-broad/>

Past Uses:

Redevelopment is not a new concept for this property as it has been adaptively repurposed before. From its intended function as an ice factory in 1947, this site was converted into its latest operation: Victory Prayer Synagogue and their church-run daycare center, Victory Daycare Center, for the congregation. As congregation sizes shifted, the church ended up relocating, leaving the property empty. That brings us to today where the new and current owner, Joe Wenum, is looking for a redevelopment solution for this site and surrounding lots he now owns.

² "Thomas Square Streetcar District," Historic Savannah Foundation, August 5, 2020.

³ Ibid.

Walkability

This site is located less than a mile away from some of the Savannah College of Art and Design’s educational facilities such as Wallin Hall, Anderson Hall, and the Clarence Thomas Center for Historic Preservation also on East Broad Street. These SCAD locations offer bus routes for students and the CTA bus routes have two lines within the vicinity of the property (refer to the graphic below for bus stop locations and routes). With inconsistent sidewalks and busy one-way streets such as East Broad and Price Street, walkability is not entirely reliable. For those living in the area south of this property, the aforementioned locations are further away and less accessible, especially for those without cars or suffering from mobility problems.

In the “Parking Matters” study conducted on Savannah, approximately one-fourth of the more than 12,600 on-street parking spaces are regulated with payment meters. This consists of a mix of about 2,930 single-space meters and electronic multi-space meter stations. The metered and time-limited spaces are largely in the downtown historic district and adjacent neighborhoods north of Gaston Park, although some areas—notably the area around Thomas Square in the south of the study area—also feature meters and time limits. About 5% of these are regulated with time limits but do not require payment, where the majority of the spaces in the studied area feature no regulation at all.⁵



Traffic Analysis



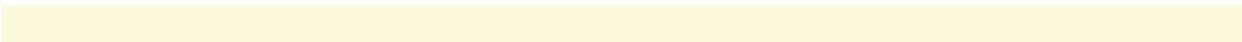
Inconsistent Sidewalk on E. Broad St.

⁵ “Tech Report 6.11 – Current Parking Regulations.”, pp. 4.
<https://www.savannahga.gov/DocumentCenter/View/8397/Tech-Report-61---Current-Parking-Regulations?bidId=>

Site Imagery

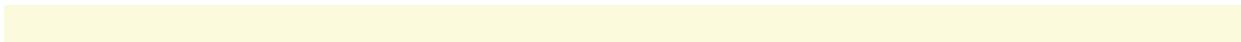


(all photos taken by Jillian Nadolski, February 26, 2021)





Trash-Strewn Triangular Lot (all photos taken by Jillian Nadolski, February 26, 2021)



MARKET ANALYSIS FINDINGS

Demographics

The region has a diverse economy that includes manufacturing, higher education, government and military, tourism, port-related distribution, and a burgeoning number of creative and technical businesses. The region has an available workforce and exceptional training opportunities, with more than 50,000 college students all within an hour's drive of the coast, however, the unemployment rate in the region is currently higher than the national average. The region has seen a high rate of growth over the past 20 years and is expected to continue at or above this level slightly as the attractiveness of the region to retirees and second home residents increases. Economic growth in the region is also expected to remain strong, supporting forecasts for continued population growth at or above the current level.⁶

The population for Savannah as of 2018 noted 145,342 people at an average age of 32.4 with a median household income of \$41,093, a median property value of \$151,500, and homeownership rate of 43.9%. Poverty in Savannah is at a rate of 22.9% with the most common racial/ethnic group living below the poverty line being Black at 20,381 residents, followed by White at 8,240 residents and 2,168 Hispanic residents. The median age of all native-born residents in Savannah at 32 and 36 for all foreign-born residents in 2018 is an increase from the previous year's record of 32 for Savannah residents (see below for a chart graphing the varying age range in the city). Changes in the city's demographics are also seen in the population size and household income. The population record for 2018 notes a continued increase of .171% from 2017 where the population went from 145,094 to 145,342. This growth trend is seen in the median household income as well with a 4.33% increase from \$39,386 to \$41,093. This increase in household income is not surprising considering employment in Savannah grew from 64.3k employees to 66K employees at a rate of 2.66%. The most common occupations are sales, office and administrative support, and food preparation and serving in the accommodation and food service, healthcare and social assistance, and retail industries.⁷

The latest Census record from 2018 notes that the largest ethnic groups in Savannah are Black or African American (non-Hispanic), White (non-Hispanic), White (Hispanic), Multiracial (non-Hispanic), and Asian. As the largest racial/ethnic group, there were 1.51 times more Black or African American residents than any other race/ethnicity at 78.3k and 53.9% of the city's population. The second and third most common ethnic groups White (non-Hispanic) and White (Hispanic) represented 51.7K residents or 35.5% and 4.58K or 3.15% (respectively) of the County's ethnic makeup.⁸

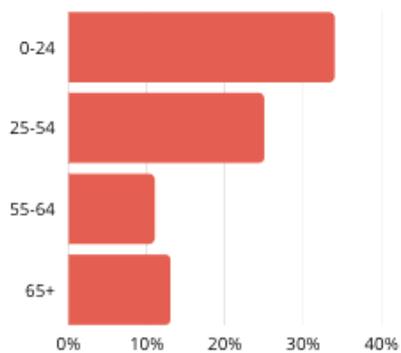
Please refer below for some visualizations of the aforementioned data:

⁶ "City of Savannah Comprehensive Plan 2016," MPC.

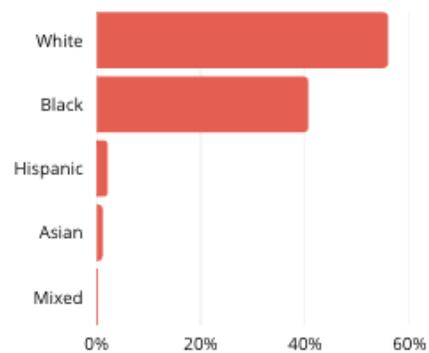
⁷ Savannah, GA. (n.d.). <https://datausa.io/profile/geo/savannah-ga-31000US42340>

⁸ Ibid.

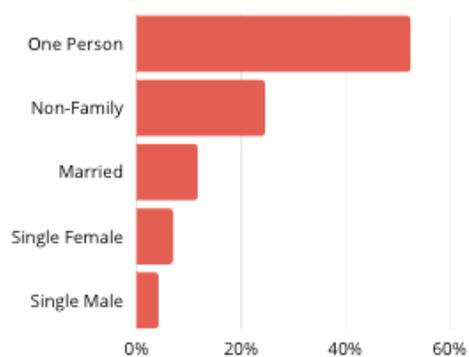
AGE



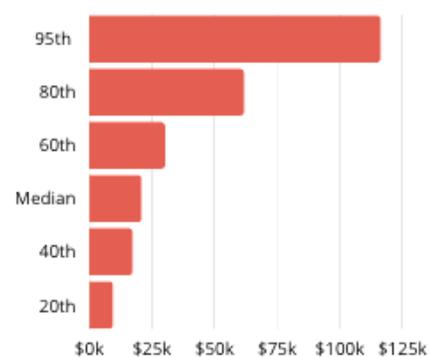
RACE & ETHNICITY



HOUSEHOLD TYPES



INCOME



(Graphics made on Canva by Paulina Hernandez)

Savannah Tourism

Due to its status as an employment hub and tourist destination, Savannah has a population that is constantly fluctuating. There is a daily average population increase of nearly 37,000 with many of these visitors coming to the downtown Landmark Historic District. The combination of seasonal, employees and visitor population represent an increase in population of approximately 60,000 people daily. Savannah has many facets that contribute to the large influx of visitors each year. With its role as the fourth busiest container port in the nation, The Port of Savannah and its resulting growth have been a large factor in the industrial growth of the city. Many visitors come to Savannah looking to see and experience the unique Oglethorpe plan. The resulting squares of this gridded plan throughout the city draw people from miles, states, and even countries away. This growth in tourism has resulted in a boom of the leisure and hospitality sectors in the city.

A Savannah Area Chamber report in 2020 stated that more than 14.8 million people came to visit Savannah in 2019.⁹ That breaks down to 8.4 million tourists who chose to stay overnight at least one night when visiting and an additional 6.4 million tourists who came to visit the area just for the day. The overall number of visitors has been on a consistent upward trend and that number continues to rise yearly. Savannah's reputation and rank as this hub for tourism, combined with the influx of students during the SCAD school year, makes for a rather transient group of visitors.



Tourists Gathering in Forsyth Park. Jason Riedly, <https://www.10best.com/destinations/georgia/savannah/attractions/parks/>

⁹ "Tourism," Savannah Chamber.

Commercial Sector

Zooming into 1501 East Broad Street and its closer surrounding area, commercial activity is low. The vicinity's character and quality is quiet and mostly residential, as mentioned in the introduction. There are few grocery options within the walkable vicinity of this property with Kroger (a fifteen-minute walk from the site) the only full grocer. Other grocery options include the Brighter Day Natural Foods Market, the Victorian Market, and the Chinatown Market, all offering a limited selection of goods at higher prices.

The fine-grained, mixed use development patterns in these areas have established the city as a vibrant urban center for business, entertainment, and cultural activities. Mixed use development in a downtown environment, however, is fundamentally different from mixed use development in surrounding first ring neighborhoods and in suburban settings. The importance of compatibility standards in mixed use districts is imperative. Single family, multi-family, professional offices, and neighborhood commercial uses can be mixed if appropriate size and appearance standards are in place. More intensive commercial uses can be destructive to mixed use neighborhoods. Such uses include hotels, drive-through restaurants, shopping centers, malls, and automobile dealerships.¹⁰

The property's core allows for a more modern approach, mixed use development, which is a growth strategy with roots in traditional development patterns. The idea of implementing a market/retail space with an outdoor area and parking seems relevant and feasible so far. Savannah is frequently cited as a model for mixed use development and our implementation idea should contribute strategically; it contributes to the living quality within the city, for residents and investors to gain a market sector that is currently lacking in the specific area discussed.



2305-2311 Habersham Dr <https://www.loopnet.com/Listing/2305-2311-Habersham-Dr-Savannah-GA/22284857/>

¹⁰ "City of Savannah Comprehensive Plan 2016," MPC

Residential Sector

While the implementation of more housing units has been dismissed as a potential development option for the existing building, assessing the residential market of the surrounding area revealed that affordable housing units are in demand but lacking in availability. Considering that the largest group of likely end users will be full-time residents (locals), young professionals looking for rental in the area, and SCAD students, it is important to get a full picture of their role in the neighborhood and its developments.

The age distribution of the future population is one major factor in estimating the future need for different types of housing. People are more likely to rent an apartment than buy a house in their early twenties because young people tend to have fewer financial resources than older people and are able to be more mobile with less financial responsibilities. People are likely to choose to live in single-family homes during their working years, because they have more capital and are likely to raise children. Retired people may choose a simpler lifestyle, which may include selling their single-family home and moving to a form of multi-family unit. The age distribution of an area, therefore, along with its wealth and cultural characteristics, it is a major factor in determining the demand of that area for different types of housing units.

As an extension of the city's demographics, the housing stock in Savannah consists of 62,236 housing units with 53,187 recorded households. This number breaks down to 30,127 family households and 23,060 non-family households. Each household has an average of three residents with 28.5% of them having a child in the house. There is a wide range in age of these housing units with the average year of construction being 1967. 10,595 units were built before 1939, 22,706 units built between 1940 and 1969, 18,622 units built between 1970 and 1999, and 10,313 units built from 2000 to today. Of the 53,187 occupied household units, only 23,346 (43.89%) are owner-occupied while the remaining 29,841 (56.11%) are renter-occupied.¹¹

Unfortunately, with the continually increasing demand from tourism, the rate of demand for rental properties is only going to increase as well. Increasing at a yearly average rate of 2% since 2010, the number of renter households is expected to continue this steady climb.¹² Despite the demand for rentals/apartments, if Joe were to move forward in implementing luxury loft apartments at the 1501 East Broad St property, he must take into consideration the surrounding competitors. Park+Broad's luxury apartment community just down the road would be in direct competition with this property which may result in fluctuating prices to stay enticing to prospective renters. An additional factor to consider is the proximity to an active rail line. To charge luxury loft apartment prices, renters would expect to not have such a constant noise disturbance.

¹¹ "Savannah Demographics," Savannah Population & Demographics, Median Income - Point2Homes.

¹² U.S. Department of Housing and Urban Development, Office of Policy Development and Research: Comprehensive Housing Market Analysis, Savannah, Georgia (June 1, 2019),

Something more intrinsic to consider for this project is the need for market-rate, affordable housing in Savannah. With many areas of the city getting targeted for redevelopment and the overall housing demand, the price of real estate is rising substantially. Revitalization efforts too often result in members of the community being displaced by the rising cost of housing, contributing to the rapid gentrification of an area. When it comes to revitalizing neighborhoods, implementing affordable housing projects is a necessary tool to combat this issue. If Joe decided to reserve even half of the potential housing units on this property for those who earn 60% of the median income of the area, the project would be able to obtain Low-Income Housing Tax Credit (LIHTC) and other financing opportunities to help make this implementation more valuable to the developer. By setting out to create an area of permanent affordability in the area, Joe can do his part to help preserve the neighborhood. Preserving those who define the existing culture and character of the area, the former Victory Prayer Synagogue would be able to continue in its mission of serving the members of the community.



Thomas Square Residential

Market Analysis Conclusion

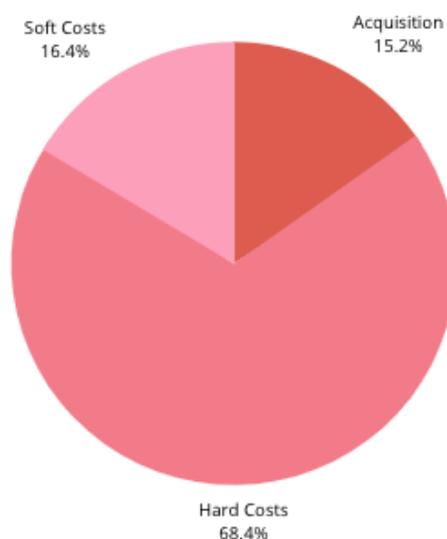
With the millions of people who chose to visit Savannah each year, be it for the day or overnight, combined with full-time residents/locals, and migrating SCAD/other college students, the demand for rental properties in the Savannah area is obviously high. These conditions provide a plethora of potential tenants, but it should be most important in the early stages of this re-development project to consider the future requirements of those potential tenants and the existing community. If they can't walk or drive somewhere, where are they going to get their groceries and products for their daily needs? A grocery/market is an obvious solution, but may not be the best monetary investment for Joe on its own. Therefore, the best of both worlds for both developer and community would be to implement affordable, market rate housing units via new construction on the neighboring lot in addition to a produce market in the existing building. As previously mentioned, there is a great opportunity to provide more affordable housing in this area as well, something the city as a whole is in need of.

PRO FORMA ANALYSIS FINDINGS

Based on the financial evidence developed through a pro forma analysis, the plan for a market and ten units of market rate, affordable housing at mid-range finishing levels shows potential, with an overall ROI of 70.05%. This ROI is made feasible by our financing strategy, having removed unnecessary overhead costs, and the opportunities for rental income from two facets of this development.

Total Development Costs

USE OF FUNDS	ESTIMATED COST
ACQUISITION	\$354,900.00
Total Acquisition Cost	
HARD COSTS	\$1,595,000.00
Total Construction Costs	
SOFT COSTS	\$382,800.00
Total Soft Costs	
TOTAL DEVELOPMENT COSTS	\$2,332,700.00

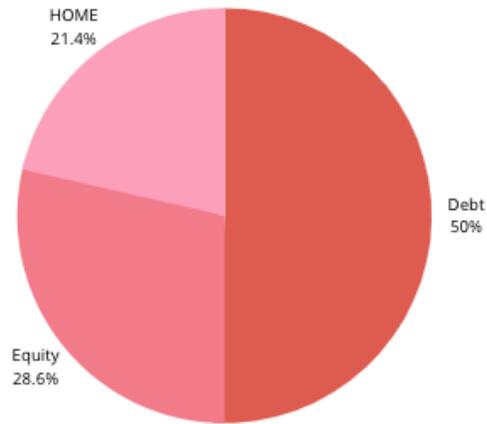


(Graphics made on Canva by Jillian Nadolski)

These calculations were completed from the perspective of receiving the building as-is, having already undergone the minor demolition and abatement work necessary. The total development cost of \$2.33 million factors in the hard costs of any rehabilitation, new construction (plus adding an ADA elevator to the existing building), and site work at a predetermined quality level of finishing. Additional costs contributing to this overall cost are the soft costs this project will likely face: legal fees, the costs of consultants and other specialists (architects, engineers, and/or project management), and construction financing. Unfortunately, while this property is within a designated historic district and the existing building is 50+ years old, it is not considered a contributing structure to the district. This removed the possibility of using historic tax credits and other similar incentives to finance some of the costs for this project.

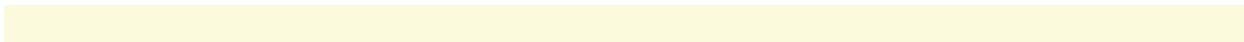
Source of Funds

SOURCE OF FUNDS	ESTIMATED FUNDS
DEBT	\$1,166,350.00
Subtotal Debt	
EQUITY	\$666,350.00
Developer's Equity 50%	
EQUITY	\$500,000.00
HOME Investment PP	
TOTAL SOURCE OF FUNDS	\$2,332,700.00



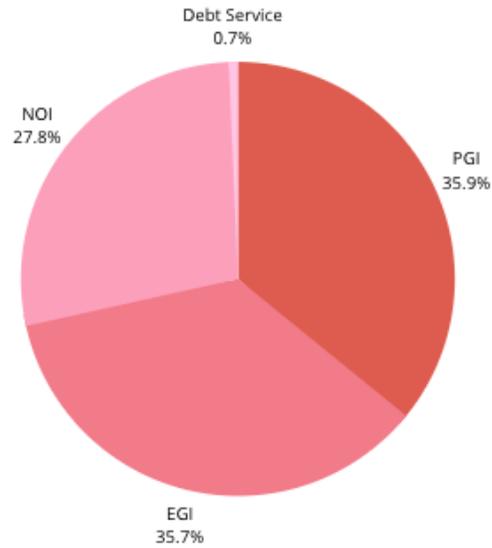
(Graphics made on Canva by Jillian Nadolski)

Assuming a 50/50 split for financing means that in order to develop the site at 1501 East Broad, a total of \$666,350 will need to be financed as developer's equity. However, the inclusion of various grant funding sources can reduce these up-front costs of the project's development. If Joe decides to designate a certain portion of the rental units a low-income housing, there are many grants available at the local, state and federal levels. One grant we included in our Pro Forma is the HOME Investment Partnership Program's \$500,000 award. This assistance is provided to fund a wide range of activities including building, buying, and/or rehabilitating affordable housing for rent or homeownership or providing direct rental assistance to low-income people.



Profit and Loss

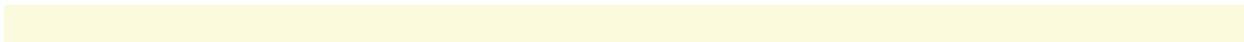
PROFIT & LOSS	ESTIMATED NUMBERS
PGI Retail & Residential	\$2,160,000.00
EGI Residential	\$2,148,000.00
NOI Total Construction Costs	\$1,674,840.00
NET CASH FLOW EGI - TOE - Debt Service	\$1,634,018.00
MARKET VALUE (NOI/CAP RATE AT 7% \$23,343,111.00	



(Graphics made on Canva by Jillian Nadolski)

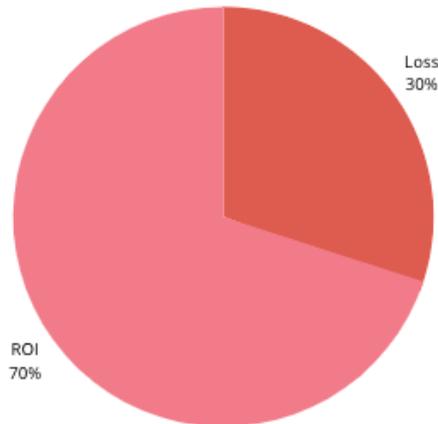
The projected potential gross income of the Broad Station redevelopment is \$2,160,000. This is based on modest costs per square foot for rentals in the Savannah area for both residential units in the new construction and retail booths/kiosks for the market in the existing building. For the residential part of this redevelopment project, the pro forma estimates \$1 per square foot for the 10,000 square feet of rentable space. The costs per square foot per month for the other uses at the market are estimated to be \$25 for the kiosks and \$80 per square foot for the booths.

Assuming 10% vacancy for the residential units and 15% the retail space, would provide an effective gross income of \$2,148,000. After calculating operating expenses which include management and accounting fees, maintenance and repair costs, utilities, and property insurance and real estate taxes at a fixed, assumed rate, the total cost comes to \$473,160. Taking the EGI and total operating expenses into account, the total net operating income would be \$1,674,840. Assuming debt service for an estimated 25-year mortgage at 3.5% would cost \$40,822 yearly. Net Cash Flow after taking this into account would be \$1,634,018 annually.



Return on Investment

ASSUMPTIONS	ESTIMATED RETURN
DEVELOPER'S EQUITY Total Equity Investment	\$666,350.00
NET CASH FLOW From Profit & Loss	\$1,634,018.00
ROI Based on Net Cash Flow	70%
TOTAL ROI	70.05%



(Graphics made on Canva by Jillian Nadolski)

In order to maximize return on investment, the pro forma normally considers the use of historic preservation tax credits. Although this project incorporated the existing, historic building that is located in a designated historic district, the building is not considered a contributing structure and is not eligible for historic tax credits. The total return on investment (ROI) without the use of tax credits is still very good at 70.05%. This is largely due in part to the 50/50 financing strategy and eliminating some of the overhead costs in the profit and loss portion. By employing these strategies, the project is less driven by risk and is more financially feasible, which is favorable for development.

CONCEPTUAL DESIGN PROPOSAL

Broad Station Market + Annex + Park

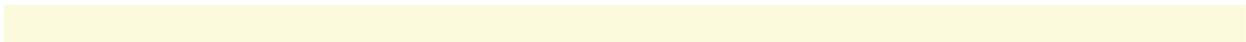
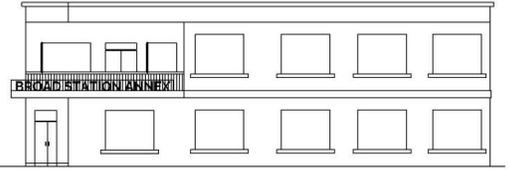
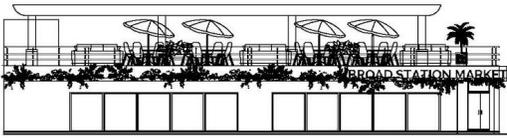
The purpose of this conceptual design proposal is to provide a comprehensive foundation, illustrating the design potential of the sites. These designs are focused on re-invigorating the surrounding neighborhood by repurposing and enhancing the three lots in relation to each other. These recommendations show the opportunities for residential, commercial, and social activities available and are intended to accommodate the needs of the community.

Site Plan



(Site elevation made by Paulina Hernandez)

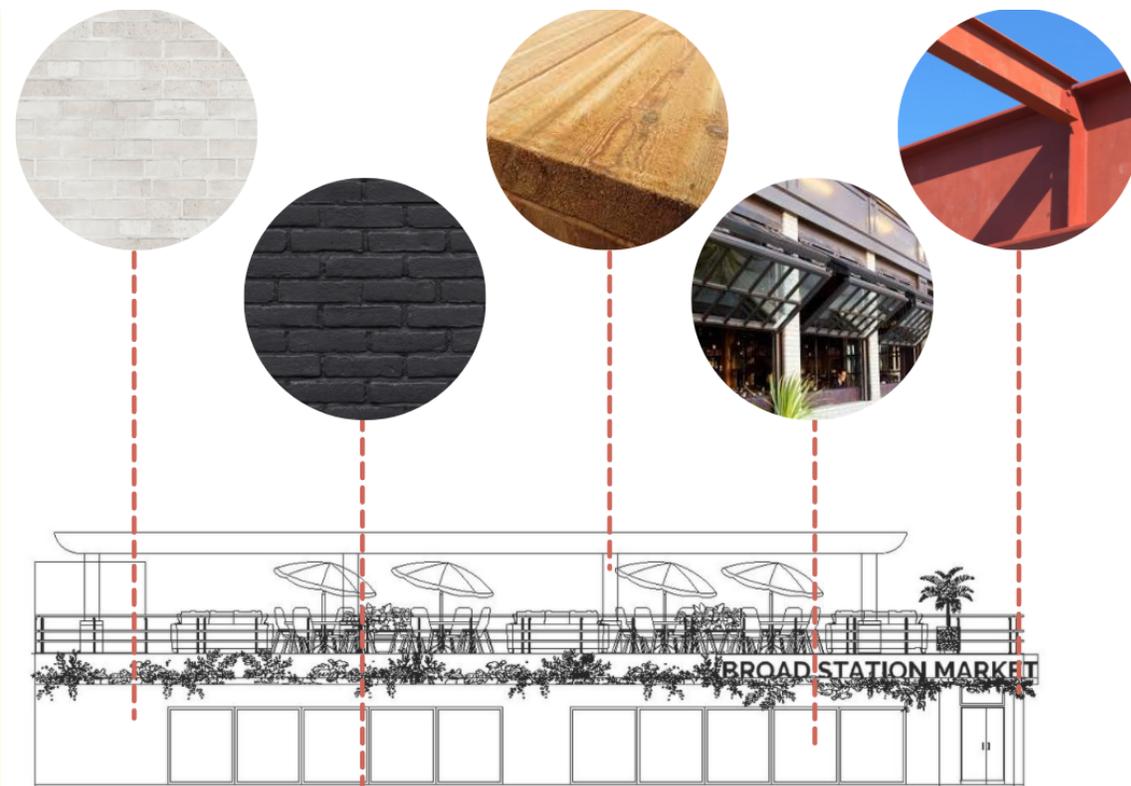
Elevations



Broad Station Market

The existing structure has previously been set to be a commercial building, while analyzing what is available within the surrounding area in the neighborhood. As previously examined in the market analysis the area mostly consists of residential structures. This market was targeted to the wholesale vendors that usually participate in the Saturday flea market in Forsyth Park. Creating a permanent space for any small business owner could rent out a kiosk or a booth depending on the size of their business and needs; it is a place for entrepreneurs to sell their crafts and goods. It can create a new hub for people within the community to gather and enjoy some of their leisure time window shopping in the Market.

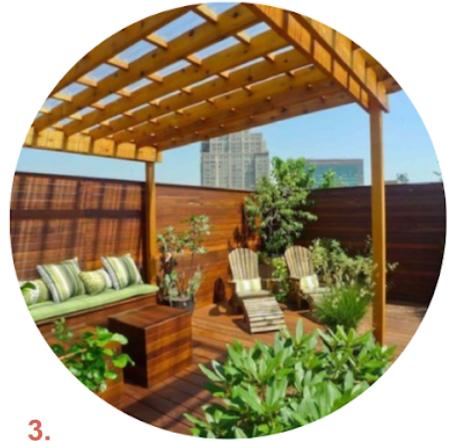
Activating the rooftop area creates a new feeling than the market on the lower level. The seating area is open to all and accommodates for overabundance of people that could be in the lower level market. It is a relaxing rooftop lounge area for people to unwind and were residents from Broad Station Annex can come to unwind as well; which is across the 31st street parallel to the market.



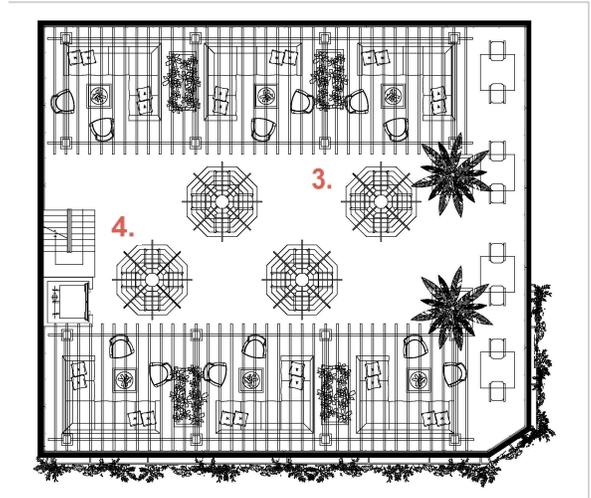
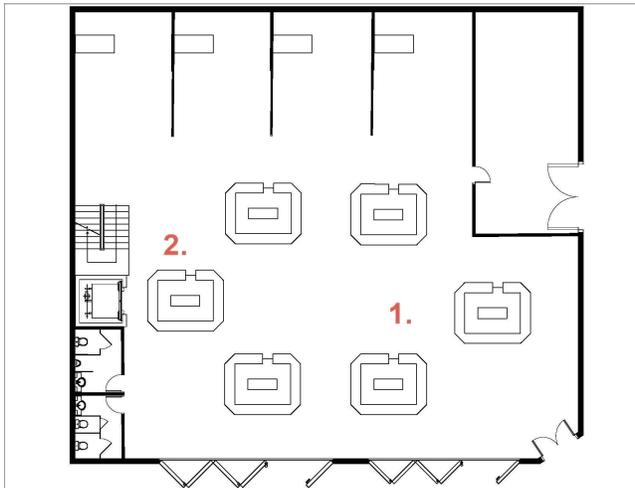
Broad Station Market



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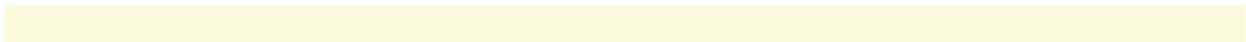
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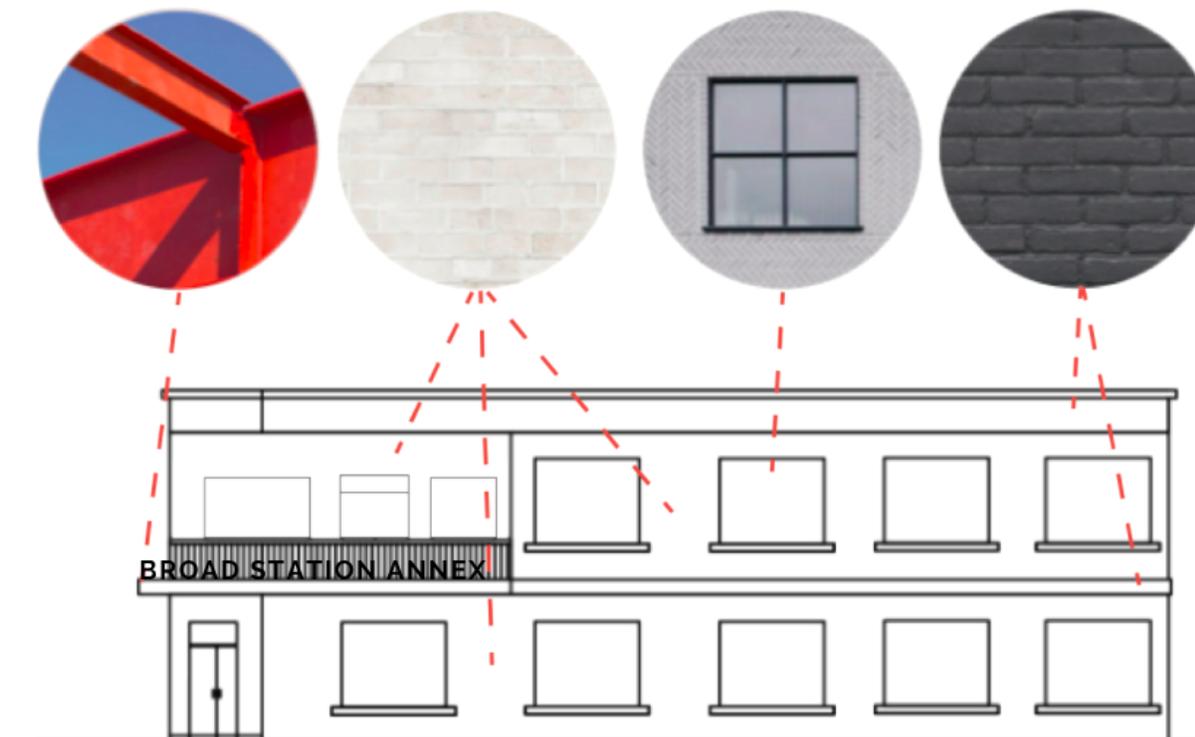
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Broad Station Annex

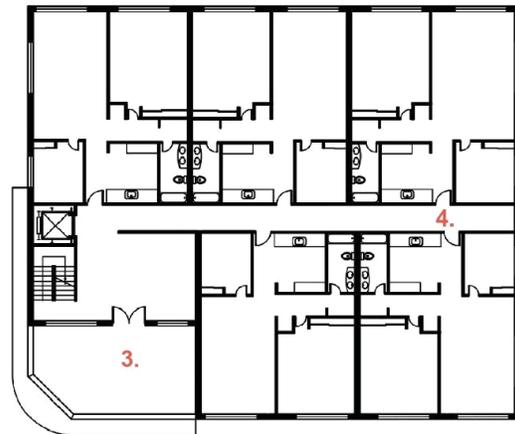
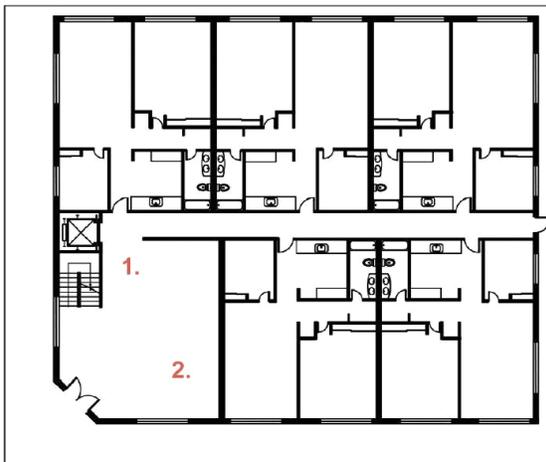
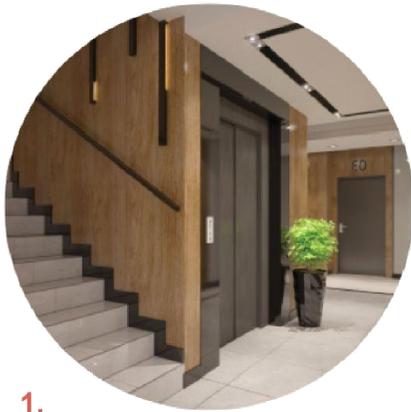
The development of affordable housing units through the Broad Station Annex will help to alleviate the rental demand issue in Savannah, as discussed in the market analysis findings for the residential sector. While these units are not intended to be targeting any specific demographic, they will likely be preferred and utilized most by the younger professionals and students moving to the area for nearby schools such as SCAD. Additionally, these condensed units may be appealing to older couples or smaller families in the area that are looking to scale down their living spaces.

With the community being a large driving factor for this entire project, incorporating some sort of gathering space within this site was important. Therefore, there is both a lobby area and outdoor patio space available for all tenants to utilize. These spaces, in addition to the neighboring Broad Station Park, help to create a community within the existing community of the neighborhood.

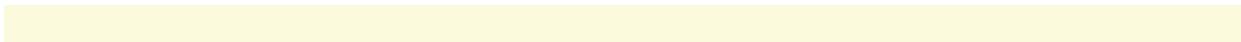


(Annex designs made by Jillian Nadolski)

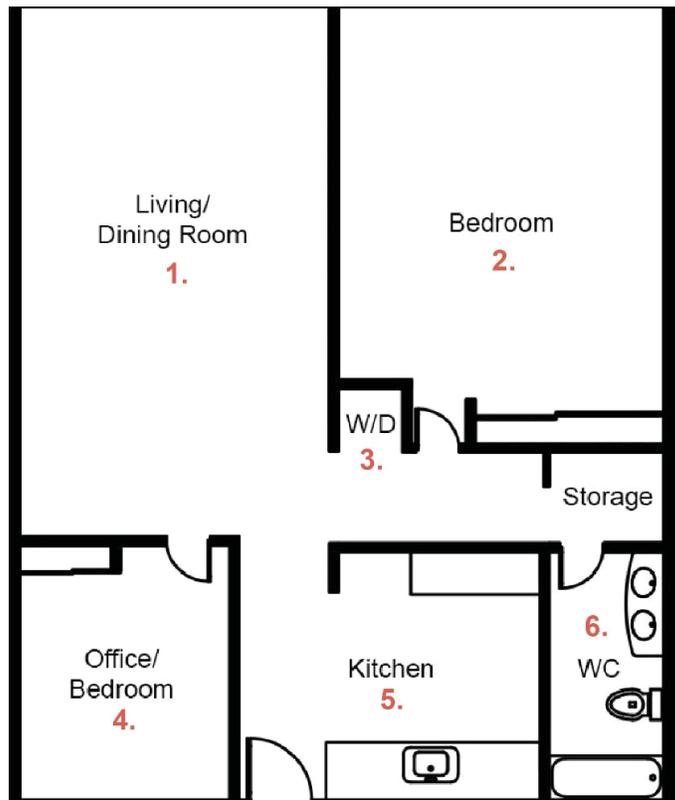
Broad Station Annex: Lobby, Patio, and Hallway; Plan and Design Vision



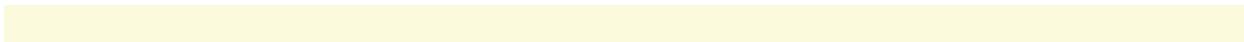
(Annex designs made by Jillian Nadolski)



Broad Station Annex: Unit Layout and Design Vision



(Annex designs made by Jillian Nadolski)



Broad Station Park

The design for the Broad Station Park will benefit the quality of life of the residents of the Broad Station Annex and the surrounding neighborhood. Also, provide a sense of community that will tie the Broad Station Market together to the rest of the development. Converting the two lane street into one will slow down traffic and promote walkability in the area. The park is designed to accommodate these changes. Sidewalks are implemented to connect the commercial, residential, and the community space. Along with a bus stop to the right of the street and parallel parking to the left. Reserved parking for the annex residents is provided behind the park, as well for other users. Amenities include food trucks, benches, tables and seating, canopies, swings, green open spaces, and trash receptacles. This space will support the community, elevate the neighborhood's character, and create a greater sense of connection and sense of place by cultivating comfort and social wellbeing.

Broad Station Park: East, Elevation, West Elevation, and Design Vision

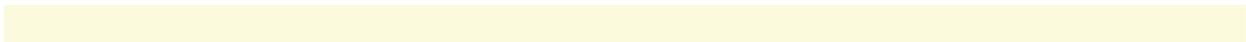


(Park designs made by Paulina Hernandez)

CONCLUSION

Feasibility Statement

By examining the site and surrounding neighborhood history at different scales we were able to analyze the strengths and weaknesses of the area. Furthermore, exploring the market through different lenses, allowed us to explore different alternatives and begin ideating the ideal project development. Through the pro forma analysis we started making decisions which consequently impacted our final design proposal. This Feasibility Study provides the developer, Joe Wenum, with a feasible strategy for the future development of 1501 East Broad Street and its surrounding lots. The implementation of our design recommendations is rooted in highlighting the potential of these spaces, aiming to give the community a stronger sense of identity. Given the results of our pro forma, this mixed-use development proposal is a very feasible option which we hope to see brought to fruition in some way or another.



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Images

Building's past use as Victory Prayer Synagogue

<https://savannahagenda.com/property-profile-victory-prayer-synagogue-at-1501-east-broad/>

Site context in Savannah, Chatham County, Georgia from Google Earth. Created by Jillian Nadolski on February 22, 2021. <https://earth.google.com/web/>.

Site images taken by Jillian Nadolski, February 26, 2021

Space/Design Vision Imagery all Taken From <https://www.pinterest.com>

Tourists Gathering in Forsyth Park. Jason Riedly,

<https://www.10best.com/destinations/georgia/savannah/attractions/parks/>