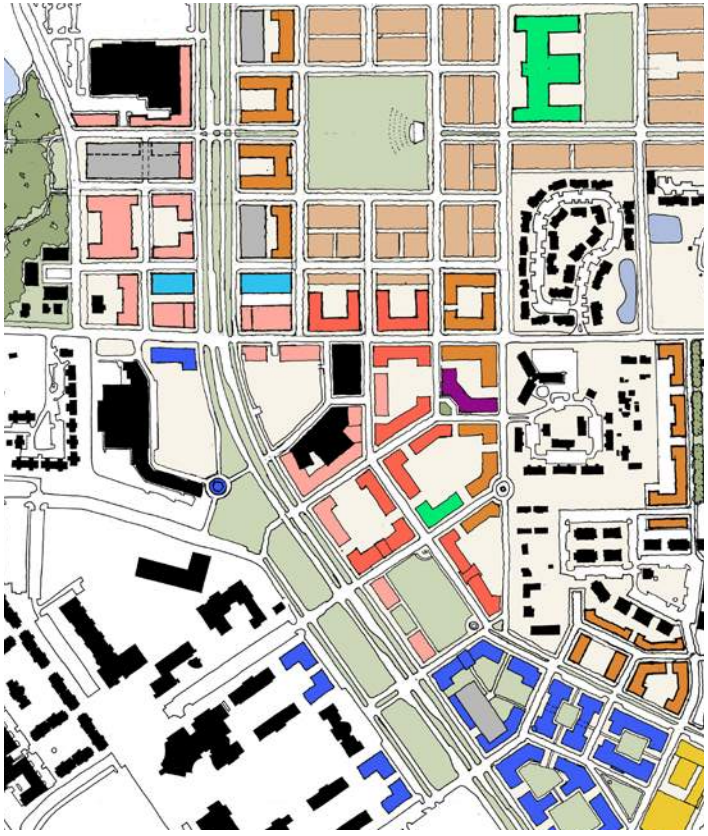
CNU 26 - SAVANNAH SOUTHSIDE RETROFIT



CNU 26 - SAVANNAH SOUTHSIDE RETROFIT

ACKNOWLEDGMENTS

We would like to express a very hearty thank you to everyone who participated:

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HOA PRESIDENT

PARADISE PARK OAKHURST NA

ALLAN BOULTON
HOA PRESIDENT

CNU 26 - SAVANNAH SOUTHSIDE RETROFIT

CONTENTS

1. CNU LEGACY PROJECT DESCRIPTION

CNU LEGACY PROJECTS

The Congress for New Urbanism is hosted in a different city each year and seeks to highlight positive and negative development patterns in a real-world context. CNU's Legacy Projects are conducted in conjunction with the Congress, and aim to give local leaders, advocates, and residents in the host region the tools and vision to apply New Urbanist principles to their communities. Each Legacy Project consists of a three or four-day workshop that invites the community to identify opportunities and obstacles to positive change. Local and national design teams then use this input to generate an informed design that seeks to enhance the sense of place and community.

A local host committee determines the area of focus and then partners with CNU's expert designers—national leaders in architecture, planning, place-making, and revitalization—to generate a proposal for future development.

CNU26.SAVANNAH

Savannah Southside Retrofit was one of three CNU Legacy Projects conducted in and around Savannah between March 2nd and 5th. Two other Legacy Project workshops, one in East Savannah and the other in Brunswick, GA, focused on planning and revitalization issues unique to those communities. All three Legacy projects will be presented to city officials at the CNU26 Congress being held in Savannah from May 15-19, 2018.

2. SOUTHSIDE OVERVIEW

1955

WINDSOR FOREST NEIGHBORHOOD DEVELOPED

- *Half of Cedar Grove Plantation purchased for $450,000 for Windsor Forest Neighborhood*
- *1st planned, fully-encompassing neighborhood in Georgia [Self-contained neighborhood with retail shopping, schools and recreation]*
- *Developed by Delta Land Corp*
- *Architect went on to plan Buckhead in Atlanta*


INKWELL

Armstrong STATE COLLEGE

SAVANNAH founded-1935 GEORGIA

ASC Students Begin Year On New Campus

"C" is Required for Admission; 65 Suspended

LONG LINES FORM AT GYM FOR WINTER REGISTRATION

STUDENTS ARE SENTIMENTAL ON LEAVING OLD CAMPUS

Armstrong Offers 3 New Subjects

Xmas Dance Held Dec. 21

1966

ARMSTRONG STATE COLLEGE OPENED

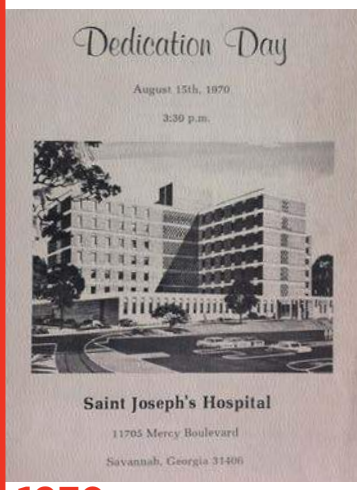
1940 1945 1950 1955 1960 1965 1970 1975 1980

1949-1967

HUNTER AIRFORCE BASE IN OPERATION

1960'S

- *WILSHIRE NEIGHBORHOOD DEVELOPED*
- *ABERCORN STREET EXTENDED TO ARMSTRONG ATLANTIC STATE UNIVERSITY*


Dedication Day

August 15th, 1970

3:30 p.m.

Saint Joseph's Hospital

11705 Mercy Boulevard

Savannah, Georgia 31406

1970

ST. JOSEPH HOSPITAL OPENED

For most non-Savannahians, the image of the city that frequently comes to mind is the pattern of tree-shaded squares and connecting streets conceived by James Oglethorpe, the founder of the Georgia colony. It might also be the many historic churches whose steeples mark the skyline, or 19th-century brick commercial buildings lining the bluff overlooking the Savannah River. During the late 18th, and up through the early 19th Century, Savannah continued to expand south from its historic core. While the pattern of wards defined by squares was not continued, the City's street grid was largely maintained as new, primarily residential, neighborhoods were developed.

Savannah's Southside experienced much of its development prior to its annexation into the City in 1978. Approximately 25 square miles in area, it occupies a peninsula at the south end of the city, surrounded on three sides by the marshlands of the Little Ogeechee and Vernon rivers. DeRenne Ave marks what would generally be considered the northern edge of Southside and provides a clear demarcation in the City's development patterns. North of DeRenne, Savanah's street grid is largely in tact as it extends north through such neighborhoods as Ardmore and Lamara Heights, Ardmore, Gould Estates, Olin Heights, Chatham Crescent, Ardsley Park and Baldwin Park. South of DeRenne, mostly built-out after 1950, the neighborhoods were developed as a series of residential subdivisions that eschew the

1967
HUNTER AIRFORCE BASE CHANGED TO HUNTER ARMY AIRFIELD

2016
VETERANS AFFAIRS HOSPITAL OPENED

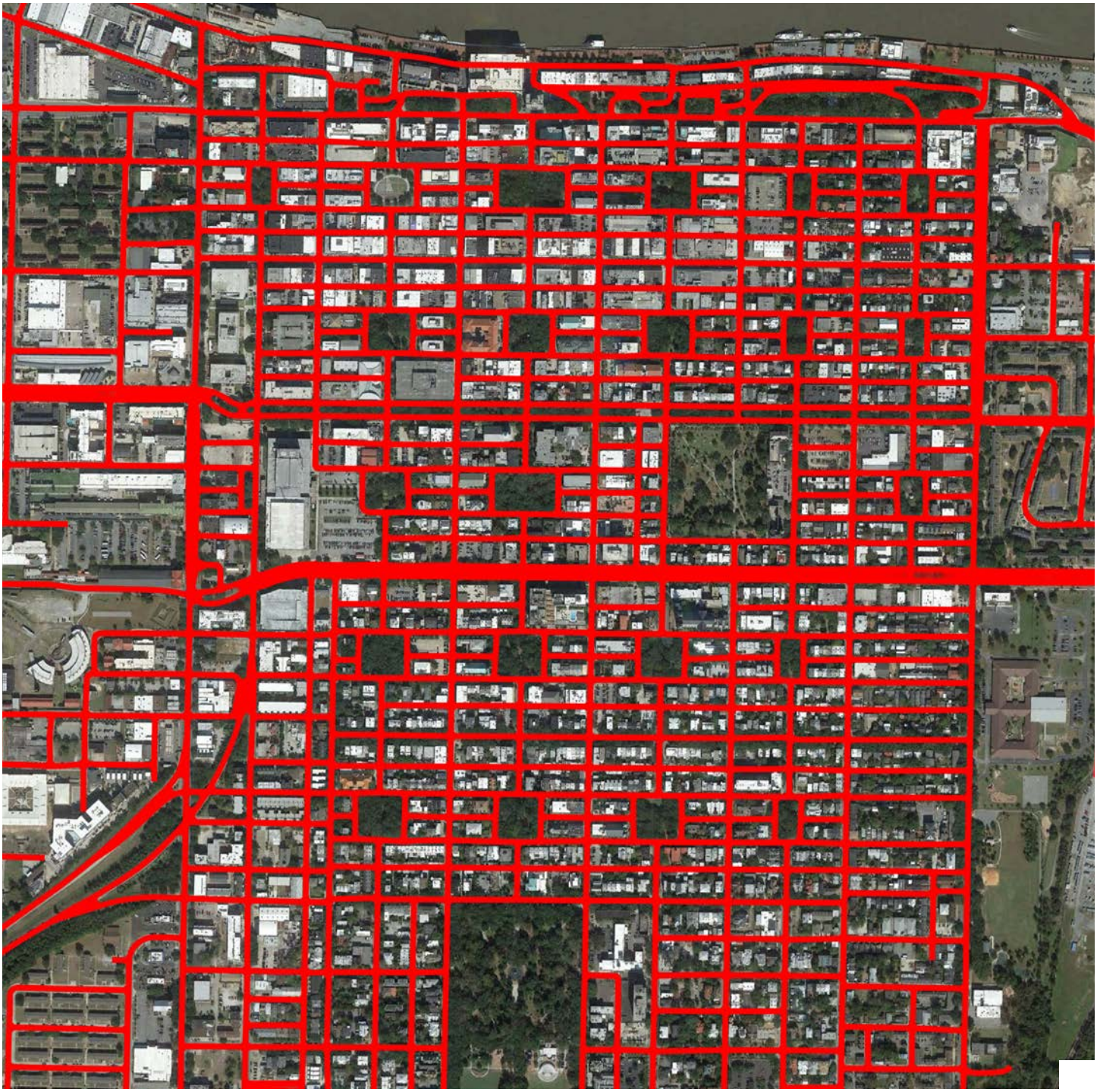
1985 1990 1995 2000 2005 2010 2015 2020 2025

1991
SAVANNAH MALL CONSTRUCTION COMPLETED

2014
TRUMAN PARKWAY COMPLETED AS PART OF THE AMERICAN RECOVERY AND REINVESTMENT ACT

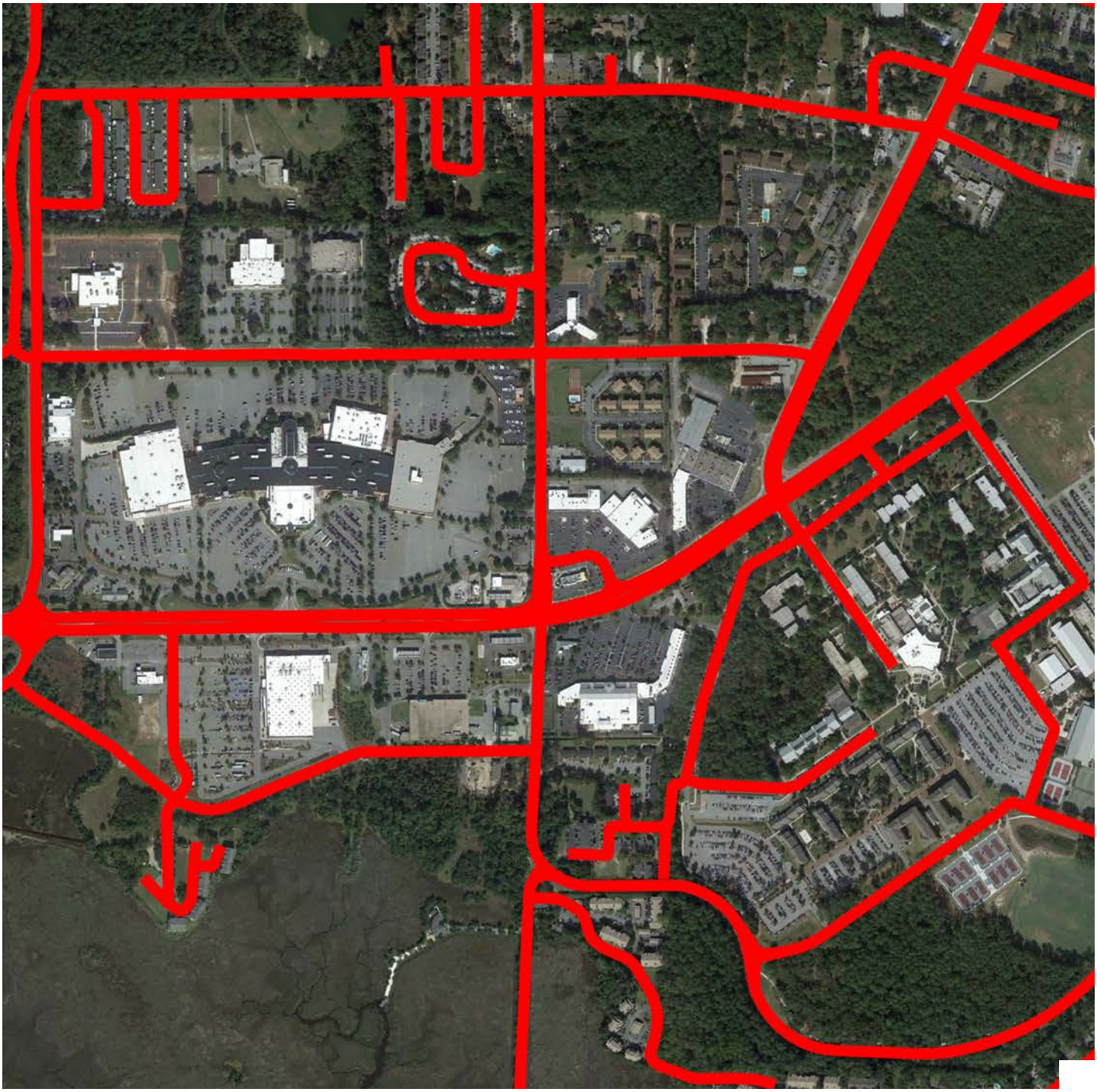
grid pattern in favor of longer blocks and more irregular street organizations with fewer cross streets and connections between neighborhoods. Abercorn Street, which originates in the historic downtown core, is the primary north-south street in Southside. North of DeRenne, Abercorn is a tree-lined, residential boulevard for 1.7 miles as it passes through the Midtown neighborhoods. South of DeRenne, Abercorn abruptly changes character, increasing from four lanes to six lanes, and the street is primarily lined with strip commercial development. Traveling south from DeRenne Ave, Abercorn maintains a strip commercial character for 6.5 miles, before crossing over the Little Ogeechee marshlands. The Study Area straddles a 1.5 mile segment of the most southern portion of Abercorn (p. 6-7). The Harry S. Truman Parkway runs along the east side of Savannah and serves as a major thoroughfare for traffic bound to and from Downtown Savannah. The parkway merges with Abercorn Street one mile to the east of the site and is a major contributor to the volume of traffic passing through the study area.

Several noteworthy institutions are located in Southside, including Hunter Army Airfield, the largest single land parcel in Southside, as well as Georgia Southern University's Armstrong Campus and St. Joseph's Hospital. A new VA hospital was also completed in 2016.



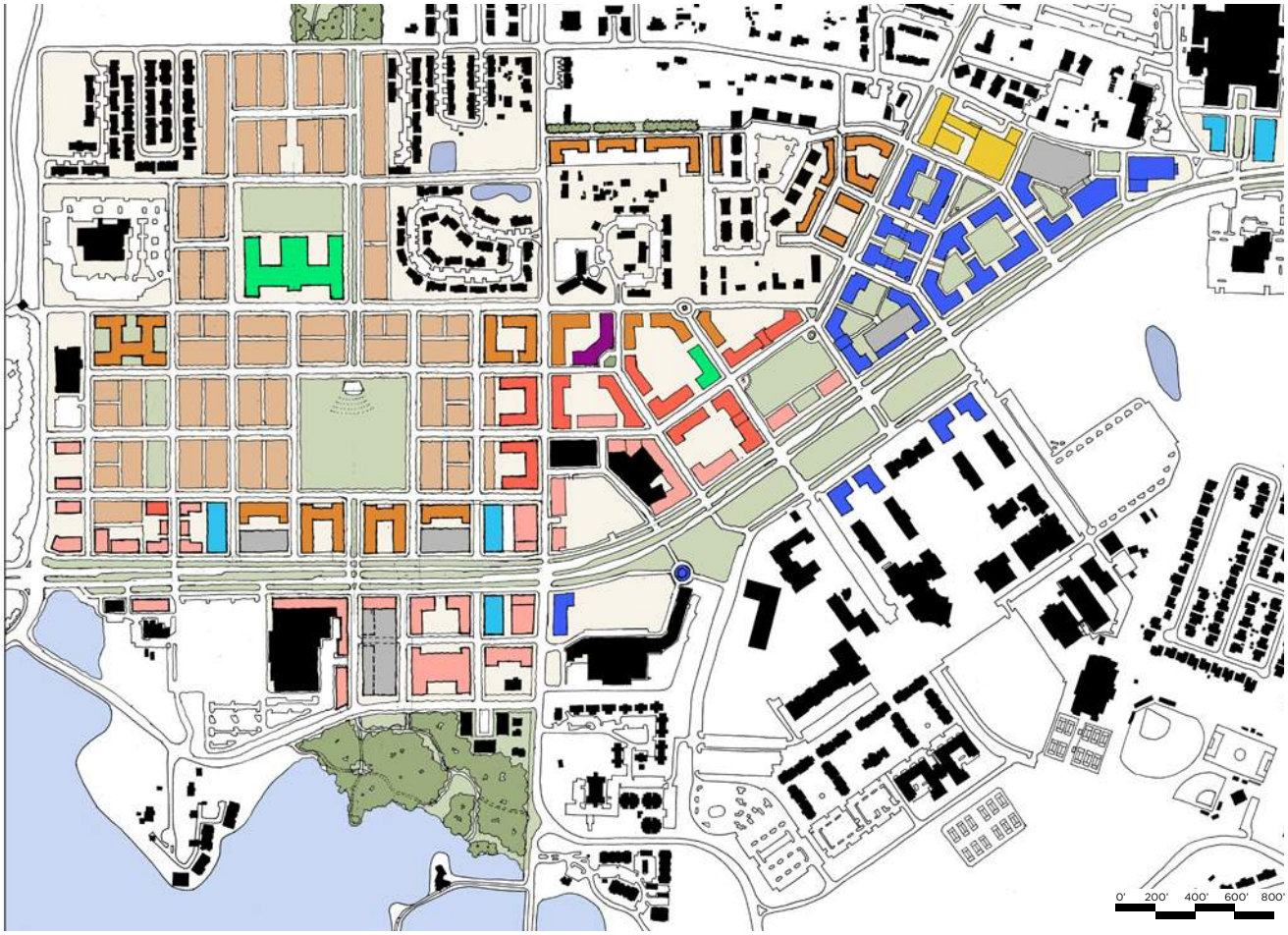
Above: Downtown Savannah Street Grid

Right: Abercorn Street. at Washington Ave.



Above: Southside Savannah Street Grid

Left: Abercorn Street. between Savannah Mall and Walmart



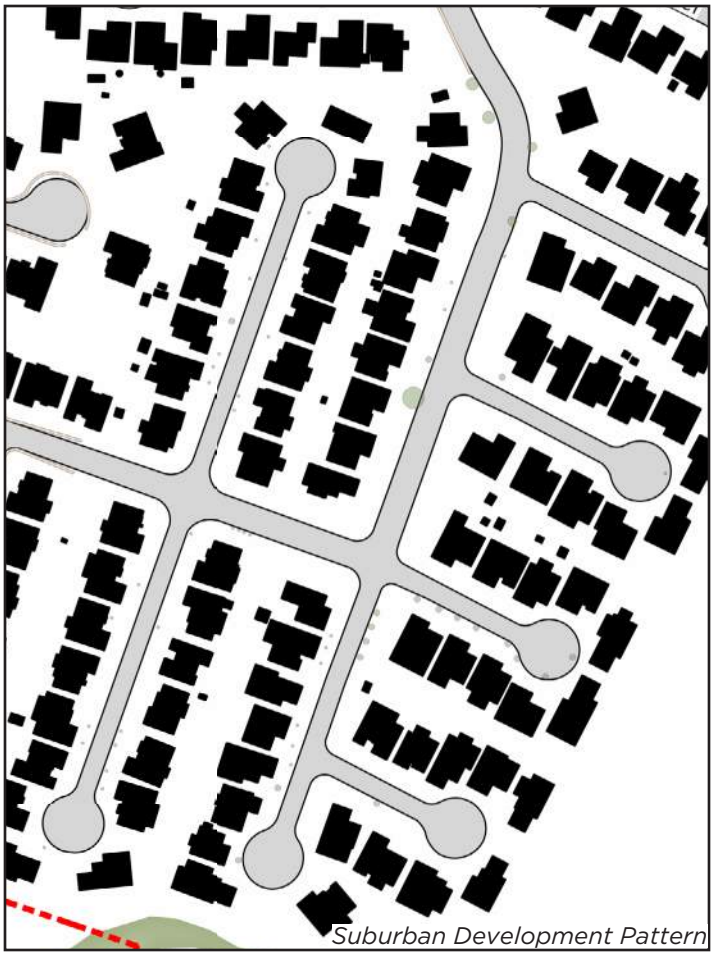
Above: Vision Plan for Southside Savannah

INTRODUCTION

Congress for the New Urbanism (CNU) Legacy Projects are conducted in the host city of CNU's annual Congress over a three to four day period. These projects engage local representatives and stakeholders to address pressing matters on planning, housing, transportation, neighborhood improvement, and enhancing the public realm, with the common goal of creating stronger, more vital communities. In early March 2018 three Legacy Projects were conducted in and around Savannah, the host city for CNU26 (May 16-19, 2018). This report focuses on an area in Savannah known as Southside, and provides an overview of the community, an analysis of existing conditions within the study area, a description of the community's desired changes and a series of recommendations for how to achieve them. The members of the CNU Legacy Project-Southside Savannah Retrofit team would like to thank CNU for this opportunity to shape the future of Southside. A hearty thanks also goes to the representatives of the City of Savannah and local stakeholders who participated in this project. Their involvement and input were critical to the findings and recommendations contained in this report.

Savannah's Southside differs greatly in character from the more well-known historic core that dates back to Oglethorpe's 1733 plan of highly organized wards centered around a series of public squares. Fast forwarding two centuries to the mid-20th century brings us to a planning approach dominated by the automobile and a disenchantment with America's urban cores. Southside, not unlike the inner

Urban Development Pattern


Suburban Development Pattern

suburbs of Atlanta, GA, Richmond, VA, Washington, DC and other US cities, was developed after WWII as a series of discrete, residential subdivisions. Auto-centric shopping centers, and later on shopping malls, replaced Main Street, and "getting around" meant getting in your car. Today, Southside finds itself caught between two trends – the popularity of newer subdivisions further out on the periphery, and a movement back toward the urban core.

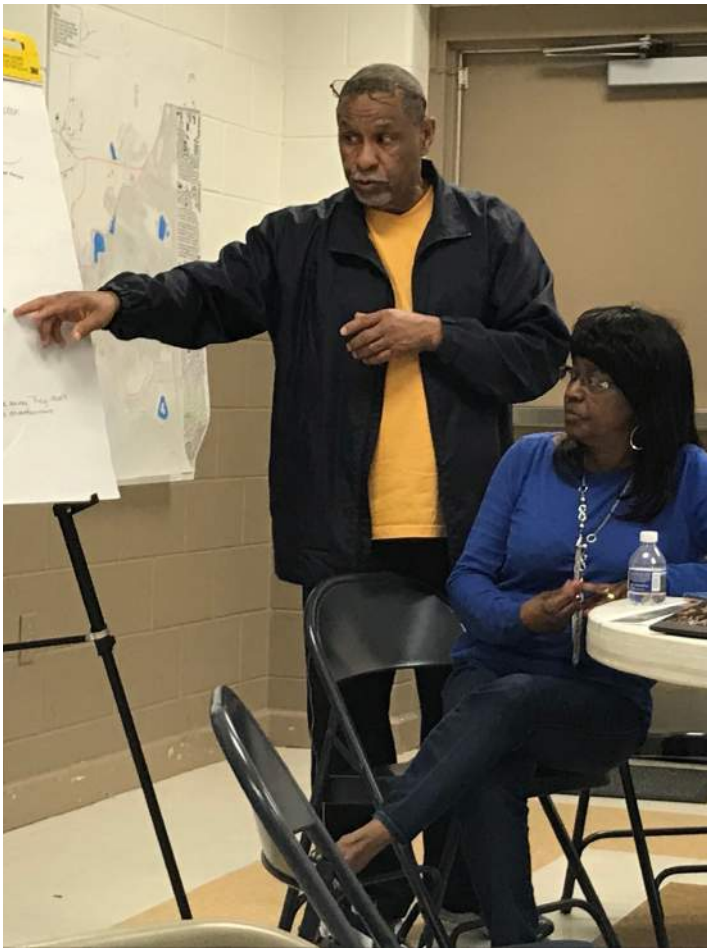
Discussions with Southside residents revealed their affection for their homes and their neighbors as well as a disaffection with the lack a common public place – a downtown or neighborhood center they can claim as their own. They also voiced concern about the future: how can Southside remain a viable, attractive and relevant option to the next generation as they consider where to live? Section 7 of this report provides a more detailed review on the community's likes, dislikes and suggestions for positive changes.

The last word in the title of this Legacy Project – "Savannah Southside Retrofit" - in many ways hints at the answer to the question of how to best achieve the community's visions and desire for positive change. The design team's analysis, preliminary studies, and final recommendations for the study area center around the question of how to retrofit an area replete with shopping centers, parking lots, wide roads, and little public space into a more connected, complete and vital community with a greater sense of self-identity.

STAKEHOLDER RECOMMENDATIONS

Following a day-and-a-half of site tours and meetings with local stakeholders and residents, the design team developed the following series of recommendations, which are covered in greater detail in Section 9.

1) Transform the existing suburban-style, single-use commercial development in the study area into a series of connected neighborhoods organized by a pattern of smaller blocks, public squares and parks that support a wide range of mixed uses. Develop a compact, mixed-use core in and around the Abercorn Street-Apache Ave intersection – opposite Georgia Southern University Armstrong Campus (GSU).



Top Left: Citizens propose "Likes" and "Dislikes" for Southside

Top Right: Citizen presents feedback to the National Design Team

2) Coordinate with GSU based on their long-range plans for the Armstrong Campus and future changes resulting from the consolidation of the two institutions. Future growth plans for the campus along with added student, faculty and staff population can be a key economic driver. Integrate GSU's vacant land into the overall plan as part of the new, mixed-use core (neighborhood center).

3) Replace the existing, declining Savannah Mall with a significant residential neighborhood that provides a variety of housing types including market rate, work-force, empty nester and senior housing, all within easy walking distance of the mixed-use core.

4) Modify Abercorn Street's current 6+ lane configuration to a multi-way boulevard to provide a more balanced approach to the community's mobility needs. This will ameliorate the street's barrier-like effect and spur redevelopment.

5) Change the character of Middleground Road by developing on existing vacant land and underutilized properties. Create a variety of new, well-managed multi-family building types. Introduce small-scale, neighborhood-oriented retail at key nodes.

6) Increase connectivity to existing park and recreation areas. Concentrate new open space into usable parks and squares that are integrated into new or redeveloping areas. Create a significant new public space shared by the community and GSU.

7) Increase opportunities for biking so that it becomes a viable means of transportation

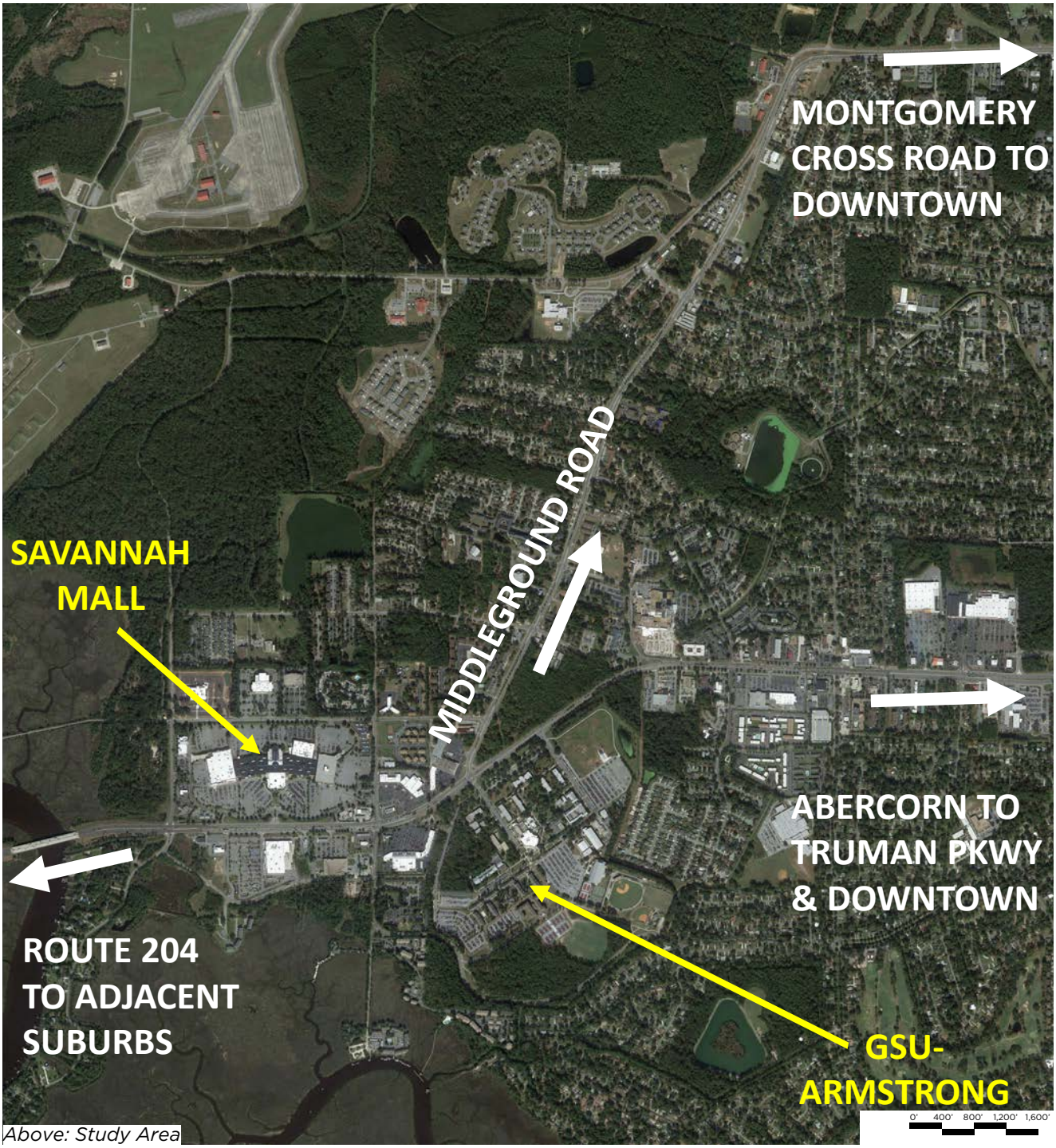
Southside Suburban Retrofit - A CNU Legacy Project
SCHEDULE

<table>
<tr><th></th><th>FRIDAY, MARCH 2</th><th>SATURDAY, MARCH 3</th><th>SUNDAY, MARCH 4</th><th>MONDAY, MARCH 5</th></tr>
<tr><td>8 - 10 AM</td><td>STUDIO SETUP</td><td>STUDIO WORKING</td><td rowspan="2">STUDIO WORKING</td><td rowspan="2">STUDIO WORKING</td></tr>
<tr><td>10 AM 1PM</td><td>SITE TOUR</td><td>STAKEHOLDER MEETINGS</td></tr>
<tr><td></td><td>BREAK</td><td>BREAK</td><td>BREAK</td><td>BREAK</td></tr>
<tr><td>2 - 5 PM</td><td>STAKEHOLDER MEETINGS</td><td>STAKEHOLDER MEETINGS (2-4 PM)
STUDIO WORKING</td><td>STUDIO WORKING</td><td>STUDIO WORKING</td></tr>
<tr><td></td><td>BREAK</td><td>BREAK</td><td>BREAK</td><td>BREAK</td></tr>
<tr><td>6 - 8 PM</td><td>COMMUNITY MEETING #1</td><td>COMMUNITY MEETING #2 (OPEN HOUSE)</td><td>STUDIO WORKING</td><td>COMMUNITY MEETING #3</td></tr>
</table>

Above: Southside Workshop Schedule

in Southside. In addition to its recreational value, a well-connected bike network will provide a sustainable transportation option for residents, workers and students, and help attract younger residents to the community who view this both as a necessity and as an amenity.

Implementation of the above recommendations will require the involvement of city and state elected representatives and agencies, landowners, local institutions and the private development community working in conjunction with residents. Existing land use regulations will need to be reviewed and revised to ensure the necessary guidelines, allowances, restrictions and incentives are in place to encourage the recommended outcomes. Transportation system policies - with particular focus on creating a context sensitive complete streets program - will be key to addressing needed improvements to thoroughfares within the study area. Economic incentives will need to be an element of revitalization efforts, particularly given the current trend toward retailers closing their doors or moving to other locations. The recommendations of this report, though broad in scope, can be implemented in a phased manner. Focusing the necessary resources on a relatively small, initial phase, will be the first step in creating a place that residents, businesses and institutions in Southside can be proud of and call their own.



Above: Study Area

STUDY AREA DESCRIPTION

The Study Area (1,254 acres) is organized around two primary streets: Abercorn Street and Middleground Road. Abercorn is a state road and major N-S arterial through Southside that transitions to a mostly east-west alignment through the Study Area. Middleground Road is a city-owned four-lane median-divided N-S street that terminates at Abercorn on the door step of Georgia Southern University Armstrong Campus (GSU). Abercorn carries high traffic volumes, particularly during the AM/PM rush hours. The completion of the Truman Parkway over the Vernon River marshland provides an express route to downtown along Savannah's east side. It ties into Abercorn Street one mile east of the study area, thus adding additional through-traffic to this southern-most segment of the street. Middleground Road (its northern-most segment changes its name to Montgomery Crossing) is sparsely developed, with only four traffic signals along its 3.5 mile length. It frequently becomes a by-pass to Abercorn Street, which carries significantly more traffic. Only one other street, White Bluff

Middleground Road

Abercorn Street

Above: Savannah Mall

Bottom Left: Middleground Road

Bottom Right: Bell's Landing

Road, provides a continuous north-south connection through Southside. Hunter Army Airfield and the adjoining CSX rail line cut off a large portion of Southside from the Midtown neighborhoods to the north. Southside's limited north-south street connections, its parcelized post-WWII development pattern and the natural barrier created by marshlands on the east, west and south, combine to funnel traffic onto one or two primary roads, with Abercorn being the principal recipient.

The majority of the Study Area is contained in large land bays, the largest of these are the GSU Armstrong Campus (268 acres) and the Savannah Mall (70 acres). An undeveloped 30-acre wooded triangle owned by GSU is formed by the convergence of Abercorn and Middleground Road. Big box retail and strip shopping centers line the remainder of Abercorn.

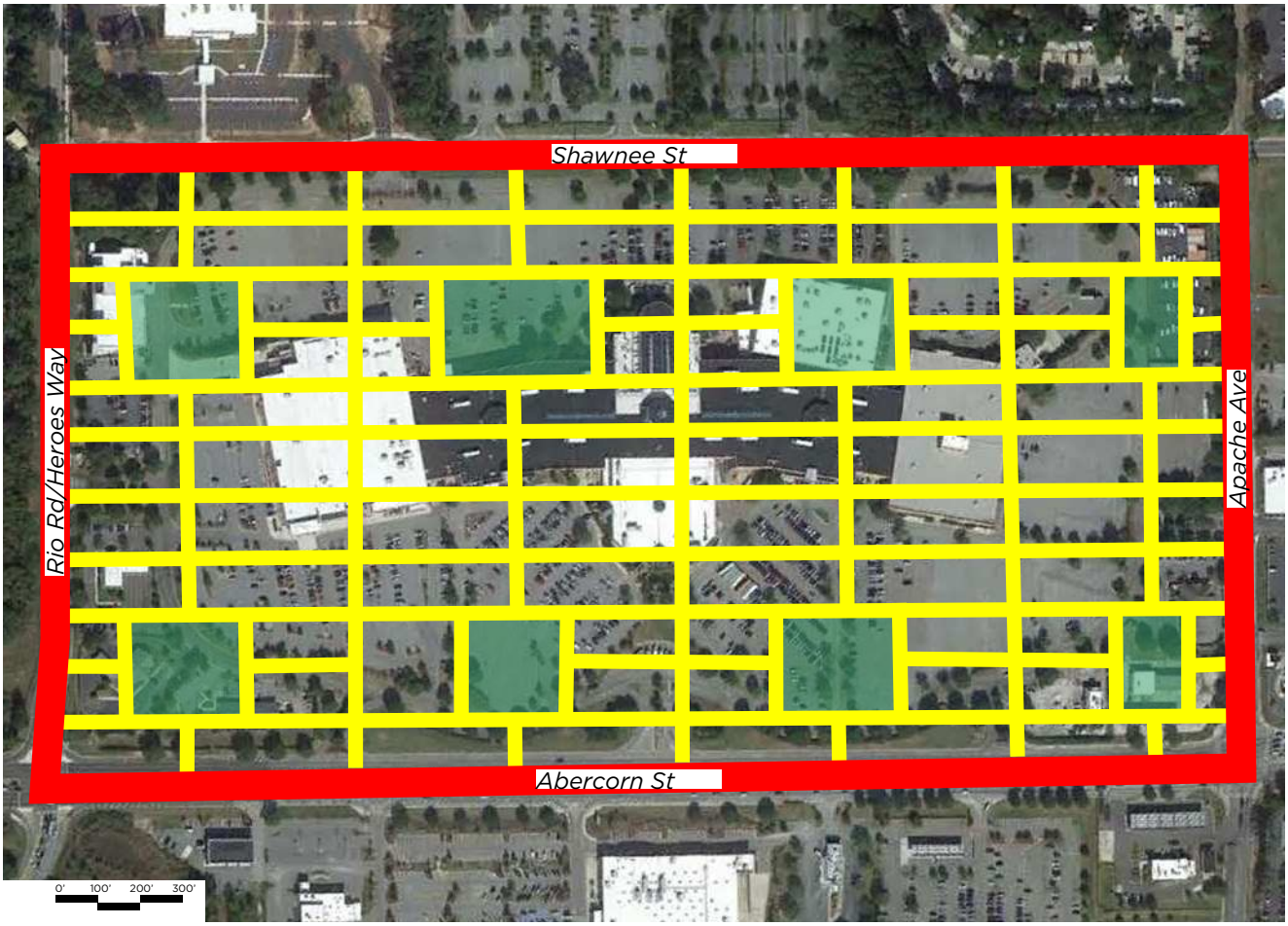
The local branch of the City's library occupies the NW corner of the mall site, opposite one of the main entrances to Hunter Army Airfield. North of the mall, an equally sized block contains a new VA clinic, two multiplex cinemas, apartment complexes, a church and one office use. The north edge of this block borders Hunter Army Airfield and Mohawk Lake, formerly part of the City's water treatment infrastructure. The areas bordering Middleground Road have similarly been developed as large, disconnected parcels averaging 30 acres in size (the equivalent of 12 blocks in the historic district).

Other notable elements in the Study Area include St Joseph's Hospital, occupying a 20-acre block just northeast of GSU; Wilshire Lake, another former part of the City's water treatment system; and Bell's Landing, the southern-most point of the Study Area and one of a limited number of places providing public access to the river-marsh system.

Above: Savannah Mall

Below : Georgia Southern University Armstrong Campus

5. STUDY AREA ANALYSIS



Above: Oglethorpe's plan for the Downtown Savannah Grid (yellow) superimposed over the Savannah Mall

KEY FINDINGS

1. Large block sizes – averaging 30 acres in size. Mall site is 77 acres and can contain 85 downtown blocks.

2. Surface parking lots primarily define the character of Abercorn Street.

3. Abercorn Street is six lanes wide; eight lanes at intersections with dedicated turn lanes. It is not conducive to pedestrian crossing.

4. Heavy traffic volume on Abercorn Street (25,790 vehicles per day).

5. Existing development is configured as self-contained, isolated pods within large, unbroken blocks.

6. Lack of bike lanes and connectivity to existing and/or planned City trail system to the north and east.

7. With few traffic signals and sporadic, setback development, vehicles travel at higher speeds along Middleground Road. High voltage power lines with minimum required set-off dimensions will affect the siting of future development.

8. There are many vacant stores in the mall and a number of vacancies in nearby shopping centers. The Kroger, the only grocery store in the Study Area, closed in March 2018.


1


5

2

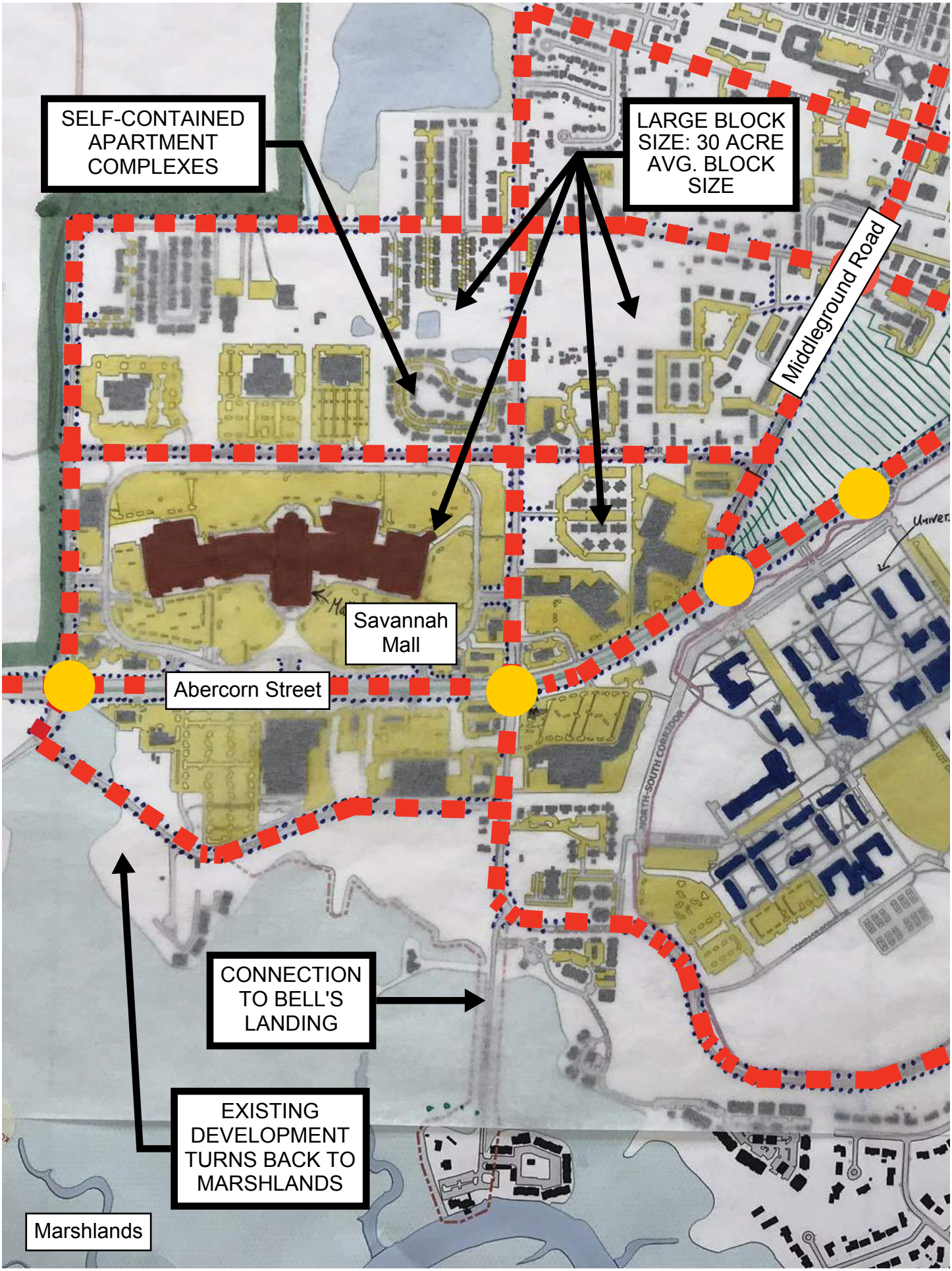
6

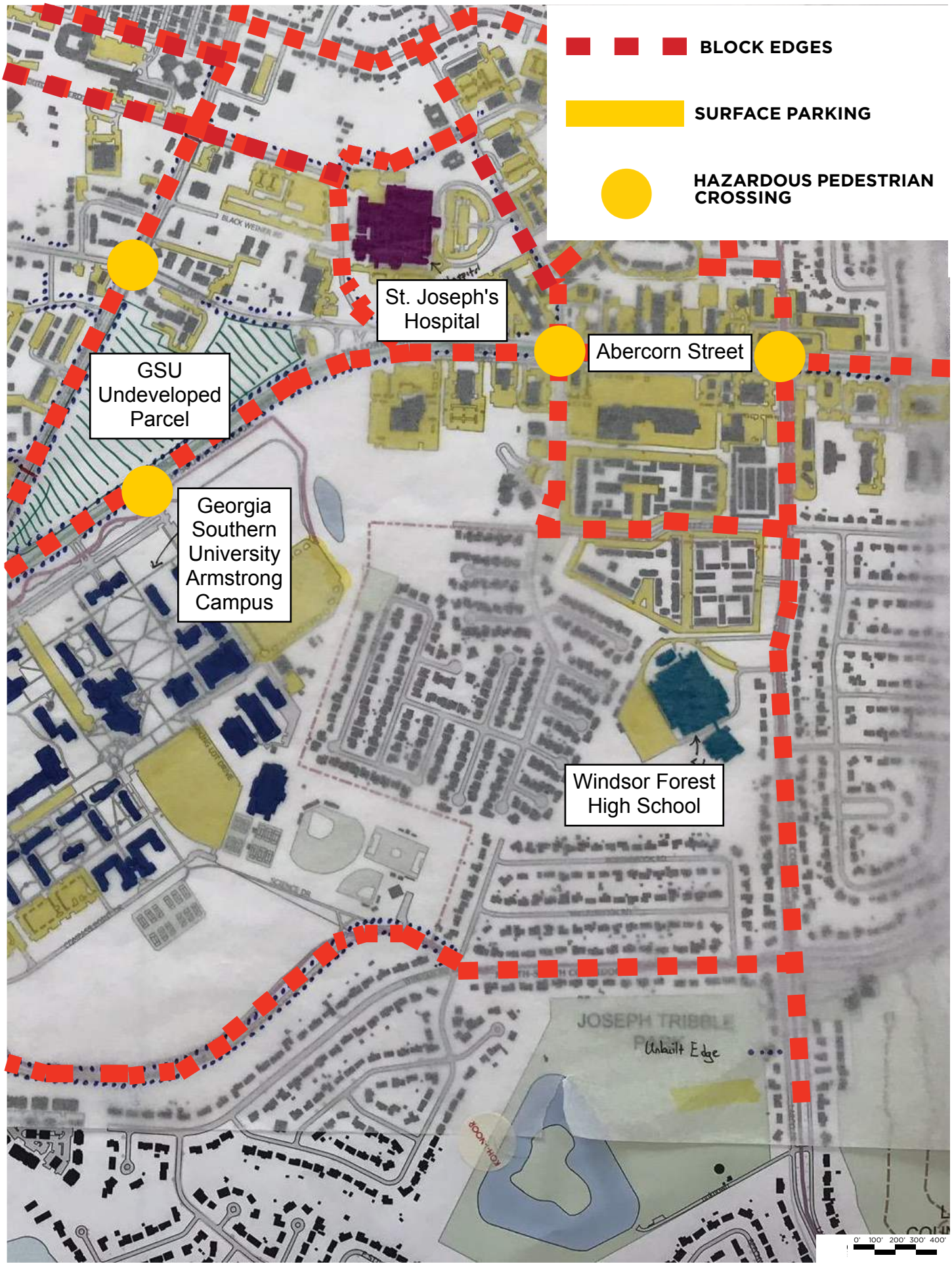

3


7


4

8


SELF-CONTAINED APARTMENT COMPLEXES
LARGE BLOCK SIZE: 30 ACRE AVG. BLOCK SIZE
Middleground Road
Savannah Mall
Abercorn Street
CONNECTION TO BELL'S LANDING
EXISTING DEVELOPMENT TURNS BACK TO MARSHLANDS
Marshlands


BLOCK EDGES
SURFACE PARKING
HAZARDOUS PEDESTRIAN CROSSING
St. Joseph's Hospital
Abercorn Street
GSU Undeveloped Parcel
Georgia Southern University Armstrong Campus
Windsor Forest High School
JOSEPH TRIBBLE
Unbuilt Edge
0' 100' 200' 300' 400'

6. GUIDING PRINCIPLES FOR DESIGN

GUIDING PRINCIPLES

The impetus for this Legacy Project lies in the City of Savannah's desire to see future development near the GSU campus guided toward the creation of a vibrant node within an area currently defined by large format retail, stand-alone pad-site businesses and large surface parking lots. The City articulated a number of initial goals to address issues such as the character and focus of new development, alternative transportation modes, rules to guide desired outcomes and a desire to apply the lessons learned in Southside to other areas of the City. These were reviewed, and following initial discussions with key City stakeholders, were clarified into the following six Guiding Principles, along with a Vision Statement, intended to guide and inform the Legacy Project. During initial meetings with the community, these principles and the Vision Statement were reviewed and with a larger group of stakeholders and residents who voiced their input and confirmed these principles.

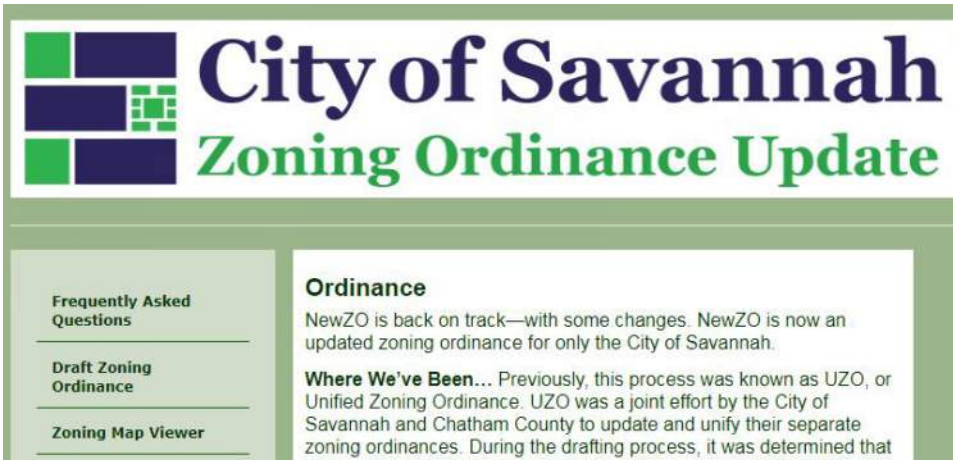
VISION STATEMENT

Create a long-term vision to establish a vibrant, sustainable, mixed-use and walkable neighborhood center on the City's Southside with opportunities for education, housing, jobs, entertainment, and access to multiple modes of transportation.

1. Encourage new development stemming from the anticipated growth of GSU Armstrong Campus to have a mix of uses that forms complete neighborhoods

2. Focus population growth within major activity centers

3. Increase opportunities for public transit in Savannah's Southside

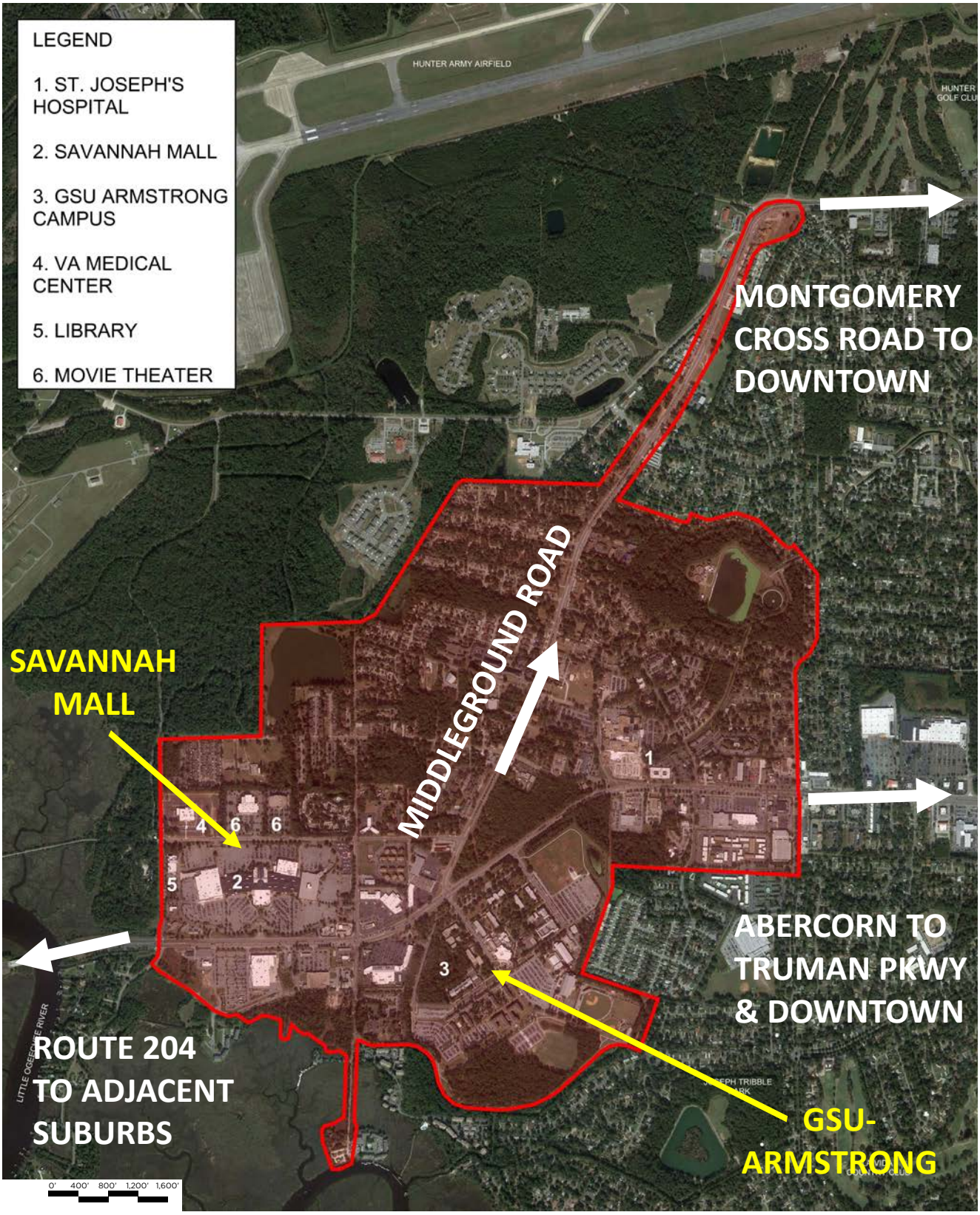


4. Development rules should be written or revised to achieve the desired outcomes

5. Promote safe walking and biking as primary means of transportation

6. Apply lessons learned from Southside study throughout the City of Savannah

7. STAKEHOLDER ENGAGEMENT



Above: Study Area

Above: Area of Focus

STAKEHOLDER MEETING AND SITE TOUR - FEB 7TH

Representatives of the national design team traveled to Savannah one month prior to the Legacy Project workshop to meet with key stakeholders and get a first-hand look at the Study Area. A full day of meetings and neighborhood tours took place on February 7, 2018. Alderman Tony Thomas, whose district includes a large area in Southside, and thus the Study Area, provided an informative driving tour of Southside. As an alumnus of Armstrong State University, now Georgia Southern University Armstrong Campus (GSU) and a life-long resident of Southside, he knows this community well. In addition to the Abercorn Street commercial corridor, the tour covered several key residential neighborhoods near the Study Area (Windsor Forrest, Wilshire and Wilshire Estates), community parks (Joseph Tribble Park, Bell's Landing, and Coffee Bluff Marina), the new VA Clinic, and GSU.

The tour visited the Savannah Mall which occupies one of the largest parcels of private land in the Study Area. Its declining condition was noted, including broken escalators and a large number of vacancies. A for-profit college has moved into one of the vacated anchor stores. The mall opened in 1991 and has had several ownership changes. It is losing business to competition from two other malls in the region, other nearby big-box retail (there is a Walmart directly across the street) and online shopping.

STUDY AREA REFINEMENT

At the conclusion of the stakeholder meeting it was decided that the Study Area should expand to better address issues discussed over the course of the day. Originally drawn to encompass GSU, the mall site, and the nearby commercial properties bordering Abercorn Street, the Study Area was expanded north along Middleground Road, east to include the University's undeveloped 30-acre parcel and St. Joseph's Hospital, and south to Bell's Landing.

Below: Original Area of Focus

Following the tour, a series of meetings were held with representatives from the City of Savannah, neighborhood associations, a local church, and Georgia Southern University. Key takeaways included:

• The area needs quality, well-managed workforce housing that is connected to transit.

• Middleground Road provides a good N-S alternative to Abercorn Street but is viewed as less than attractive with a hodge-podge development pattern of apartment complexes, trailer parks, single-family homes, a church, and vacant land. Improved street treatments, better new development, and the addition of bike lanes would improve its character and utility.

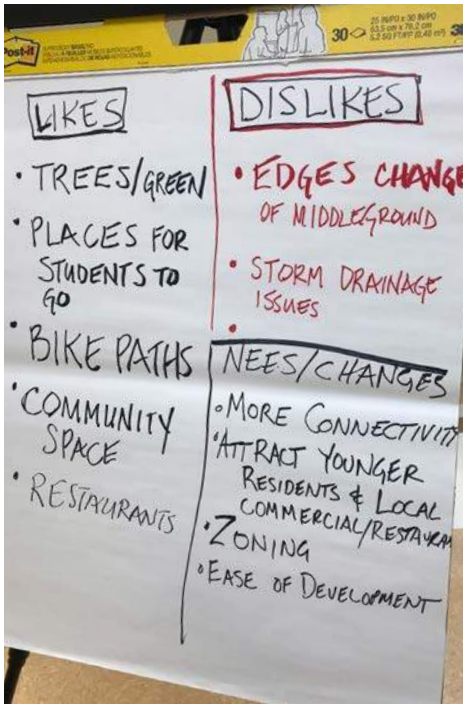
• The consolidation of Armstrong State University with Georgia Southern University will result in three key programs moving to Georgia Southern University's Armstrong Campus (GSU) – the Schools of Education, Public Health, and the first three years of the Engineering program. There are currently 1,500 student residents (out of a total of 8,000) enrolled at GSU's Armstrong Campus. The University expects student enrollment to increase with the shift of these three big programs to Armstrong. Many of these students will not be local and the need for student housing will increase.

• GSU owns a 30-acre wooded parcel on the north side of Abercorn Street (opposite the University) but has not incorporated this into its latest (2016) Master Plan. This is in no small part due to safety concerns with students crossing six lanes of traffic.

• GSU will be developing a new, post-consolidation master plan after the completion of a new strategic plan which is currently in progress. No timetable was provided.

• Bike routes and trail access are limited in Southside and need to be expanded. Investment in trails has shown to have a 4:1 payback in increased real estate value. Bike infrastructure will attract more millennials to live in Southside.

• The area around the Savannah Mall lacks character. The community needs a good "there-there" or a sense of place.



Above: Community "Likes" and "Dislikes"

Lower Left: Stakeholder Meeting with Hunter AAF

Lower Middle: Stakeholder Meetings with Community Groups

Lower Right: Stakeholder Meetings with City of Savannah

STAKEHOLDER MEETING - MARCH 2ND-5TH

Day One of the workshop culminated with Community Meeting #1. District 6 Alderman Tony Thomas, CNU Executive Director Lynn Richards and GSU representative Peter Hoffman each made opening remarks. The national design team gave a presentation on the purpose of the Legacy Project and key issues related to urban planning. This was followed by small-group table-discussions with local residents facilitated by project team members, City staff and several volunteers. Residents were asked to talk about their community, identify key components within their neighborhoods, likes and dislikes and areas in need of change and improvement. At the end of the evening each table reported their findings to the full group. The design team reviewed each small-table report and developed a working list of key stakeholder issues and desired elements.

Above: Alderman Tony Thomas and Citizens discuss Southside at the Friday Night Community Meeting

KEY STAKEHOLDER ISSUES:

1. A PLACE FOR "OURSELVES"

Residents of Southside desire to have their own "place." This place should give Southside an identity and should cater to residents, students from GSU and Personnel and Families associated with Hunter AAF. Because of its diverse range of users, it should also provide a wide range of businesses and public spaces to serve the needs of residents.

2. ABERCORN STREET

Abercorn is a major thoroughfare that is difficult for pedestrians to cross. Traffic Congestion is also an issue for those pulling onto and off of Abercorn.

3. INCREASED CONNECTIVITY & WALKABILITY

Southside residents would like to see improved bike and pedestrian networks. Many of the side walks and bike trails are discontinuous. Residents would also like to see improved public access to the waterfront.

4. LOCAL/SMALL BUSINESSES VS. NATIONAL CHAINS

Residents would like to see more local businesses in Southside. Residents contrasted the variety of local restaurants and businesses available in downtown Savannah to the overabundance of national retailers in Southside that do not contribute to a sense of local culture.

5. USABLE GREENSPACE

While much of Southside is green, too much of it takes the form of landscaped setbacks, buffers, and undeveloped lots. Very few of these are usable, accessable or can support recreation.

6. CREATING A NEW "FRONT DOOR" FOR SOUTHSIDE

Residents feel that Southside lacks a sence of arrival. Currently this section of Georgia State Route 204 feels more like a place to pass through and less like an entry to the beautiful City of Savannah. Residents feel that this section of Abercorn Street should be converted from "anywhere-USA" into a true place that looks and feels like part of Savannah, albeit with its own flavor. Residents feel that Southside should convey a sense of welcome by its form, character and sense of being a place worth visiting.

DESIRED ELEMENTS:

SOUTHSIDE FOCAL POINT

Downtown Savannah offers a wide array of attractions including dining, shopping, entertainment and culture. Residents of Southside would like to see a focal point in Southside that provides a similar experience on a smaller scale. This focal point would offer an alternative to driving to downtown or Pooler.

MUNICIPAL PRESENCE: CITY OF SAVANNAH

Local government visibility would help Southside residents relate better to the City of Savannah.

SOUTHSIDE ENTRY GATEWAY

Southside Savannah should have its own identity and branding. It should serve as an entry-point to Savannah for those entering the city on Rt. 204.

PUBLIC AMENITIES:

OUTDOOR GATHERING SPACE /BAND SHELL

Residents would like an outdoor venue dedicated to enriching the community with music and the arts.

NEIGHBORHOOD AMENITIES

Neighborhood farmers' markets, grocery stores, and pharmacies that residents can walk to and embrace as part of their community.

RECREATION SPACES (YMCA)

More places for mental and physical well-being.

PUBLIC POOL

A place to curb Savannah's heat and permit residents to enjoy the summer weather beyond the walls of air conditioned buildings.

BETTER QUALITY RESTAURANTS & DINING OPTIONS

Residents currently have to leave Southside to find healthy or attractive dining options. Local establishments will provide an increased identity to Southside, while amplifying its walkability.

CHARACTER OF FUTURE DEVELOPMENT:

BETTER HOUSING OPTIONS

Residents would like to keep existing neighborhoods but would like a variety of housing types.

OFFICE & COWORKING SPACE

Residents would like to see jobs and offices in Southside.

STREAMLINED CITY APPROVAL PROCESS

Residents complained of the amount of red tape to get new projects approved. One developer mentioned that Savannah is more expensive to develop in than other jurisdictions such as Charlotte. This was partly attributed to the time required for City approval.

MOBILITY & ACCESS:

SIDEWALK CONNECTIVITY

Many of the sidewalks in Southside start and stop. The community would like to see a more continuous sidewalk network.

IMPROVED WATER ACCESS

Improved access to the Little Ogeechee River.

BIKE TRAILS

Recreational trails for walkers and joggers that link places in the community.

LIGHT RAIL/BUS RAPID TRANSIT

Joining Southside and Downtown together with an easily accessible means of public transportation.

PLACES FOR GSU STUDENTS

Off campus restaurants and shops so students don't have to drive to downtown for these activities. Good quality off-campus housing close to campus would reduce the tendency toward overcrowded group houses in nearby single-family residential areas.

Above: National Design Team works through Preliminary Studies

PRELIMINARY STUDIES

Day Two of the workshop started with a review of the key points raised during the previous day's stakeholder meetings and evening round table discussions with community members. The design team focused on these key issues to inform the broader planning options for the Study Area:

- Create a place of our own, that has more of a community feel
- A place where GSU students can go without having to drive downtown
- More parks and green space
- More options for walking and biking

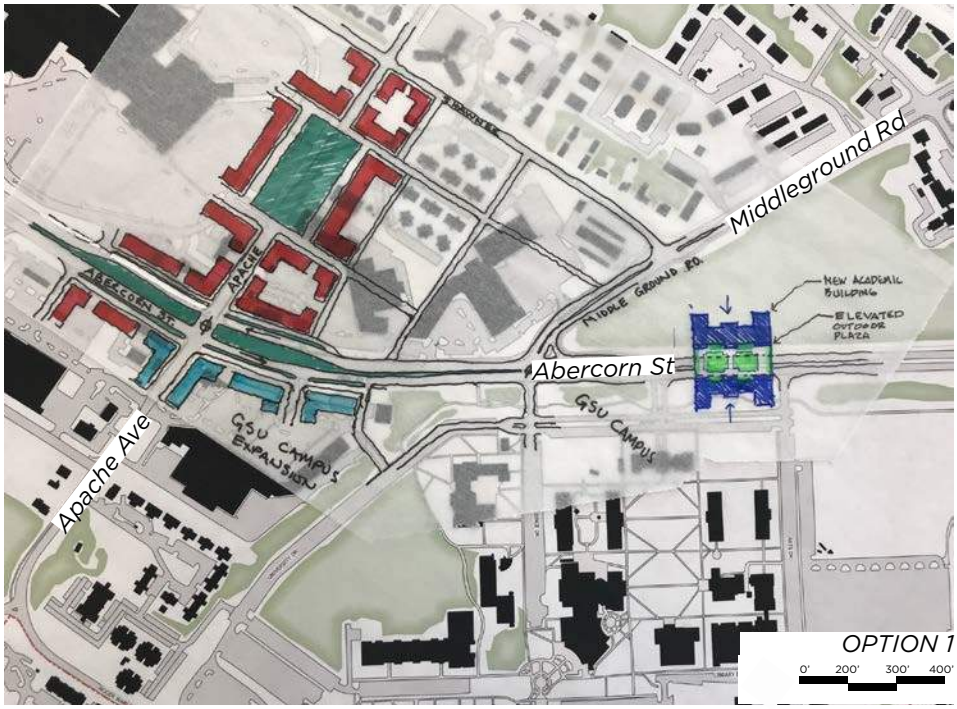
Option 1

In this initial study, Apache Ave becomes the primary link between the north and south sides of Abercorn, and would be redeveloped as a mixed-use main street. Apache Ave develops a street frontage with new development constructed on the under utilized fringe of the mall's surface parking lot (west side of street) and undeveloped land and additional surface parking lots on the east side of the street. A 2.7-acre green is centered on Apache, creating a major community open space and also acting to slow traffic. To create a walkable connection to the GSU campus on the south side of Abercorn, the street is modified to a boulevard section as it approaches the Apache intersection. This creates a 30 foot-wide green median (the same width as the median in Oglethorpe and Liberty Streets in the historic district) that reduces cross-walk length from the current 8-lanes, to two crosswalks, each two-lanes wide (at center of road), plus two that cross one-lane of traffic at the outer slip lanes. The new street section creates a wide pedestrian refuge at the center of the street and announces the new downtown district along Apache. Slip lanes allow new buildings - built on existing surface parking lots - to be located closer to Abercorn. The addition of several new streets, two of which align with the ends of the town green, begin to break down the existing large blocks into a network of smaller blocks.

On the south side of Abercorn, the GSU campus is assumed to expand west toward the revitalized, walkable Apache Ave, with new development located on the existing Armstrong Center's surface parking lot, establishing

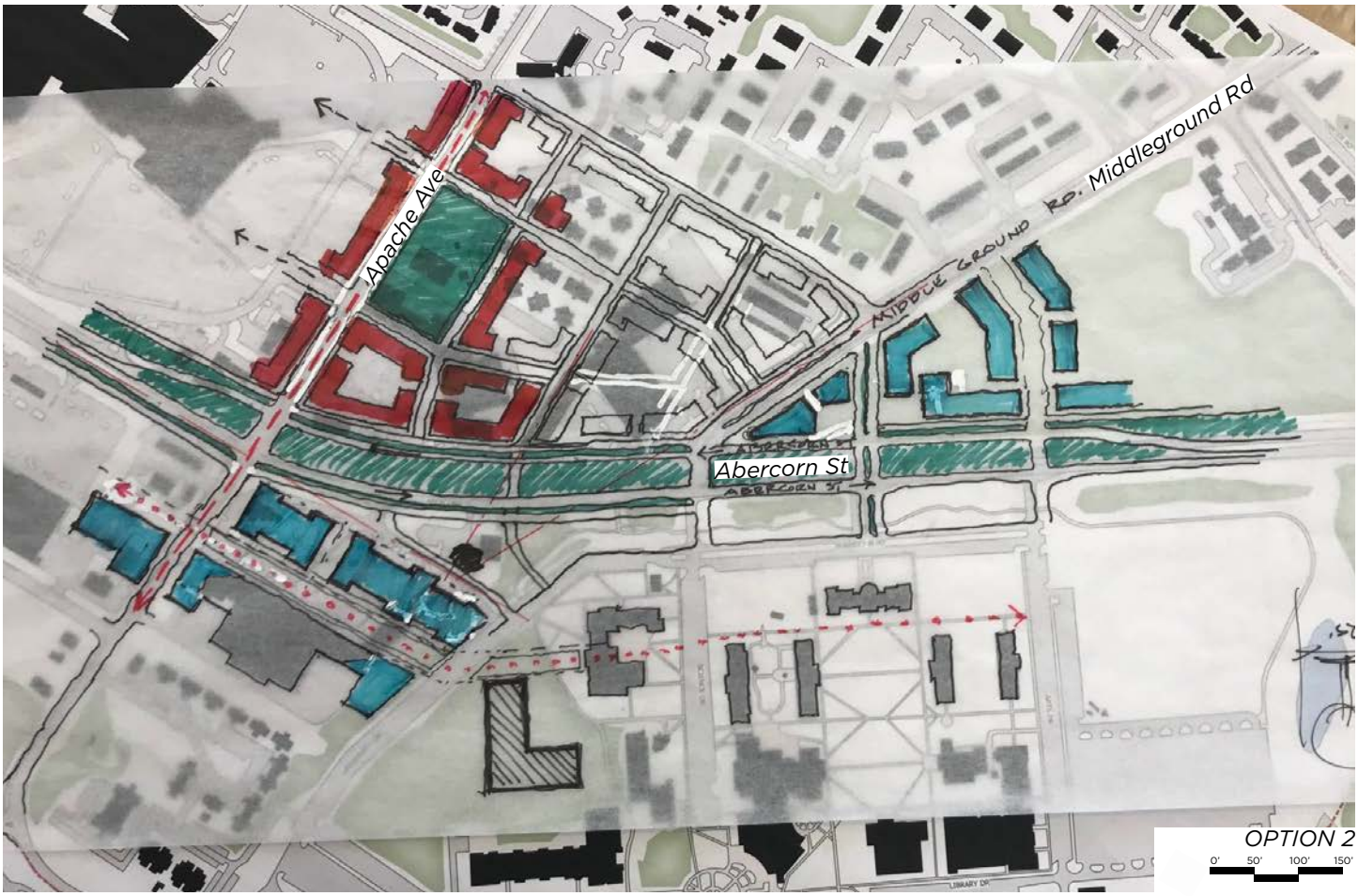
a stronger public identify for the university along Abercorn.

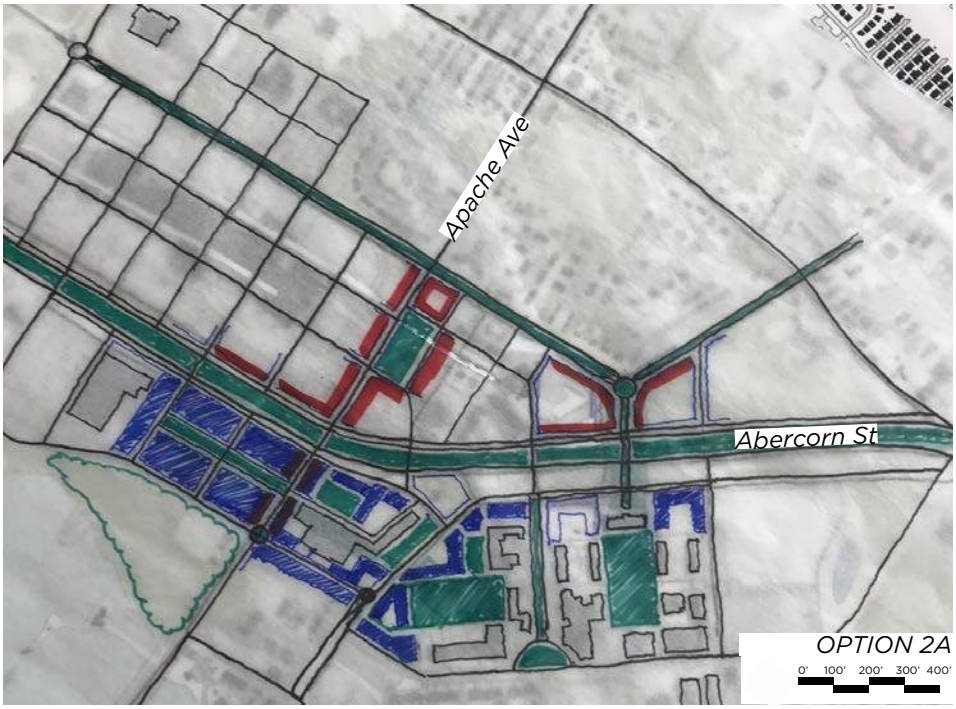
Further east, opposite the center of the campus, a second approach to crossing Abercorn was explored that would create an elevated plaza spanning the street between two new academic buildings. Vertical circulation up to the plaza would occur within these buildings. This would be a first step for the University to begin expansion onto their undeveloped holdings on the north side of Abercorn.



OPTION 2

The mixed-use main street proposed in Option 1 is the basis for this option that extends the street/block grid east to create a more integrated connection with the GSU campus. In this study, the public green is shifted to the east side of Apache Ave, and the mixed-use neighborhood expands toward the University. Additionally, the Abercorn boulevard section is extended east along much of the campus's Abercorn Street frontage. Four new street-level crossings along Abercorn are created: two align with existing, on-campus streets (Science Dr and Arts Dr), one aligns with Burnett Hall (the campus's main administrative building), and one aligns with a





new north-south street located one block east of the town green. New University buildings define two new blocks formed at the tip of the University's undeveloped triangular parcel. To the west, the existing Armstrong Center is modified with additional future development defining a new east-west, on-campus street that links the evolving main street along Apache with the center of campus.

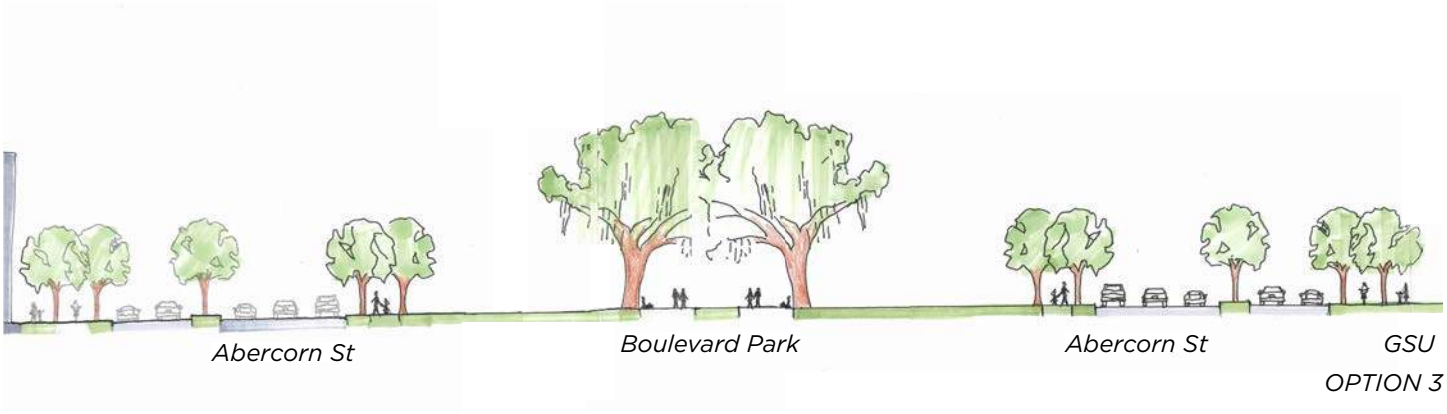
OPTION 2A

In order to confirm the street locations and corresponding block sizes proposed along Apache, Option 2A was further studied at a smaller scale to test how the street grid could be extended west as part of a redeveloped mall site. The grid is also extended north of Shawnee Street to encompass the two cinema properties, with street connections extending further north to Mohawk Street. The block grid is also shown extending south of Abercorn Street, subdividing what is currently an unbroken series of strip commercial development extending for 2,650 feet from Apache Ave to Heroes Way. In conjunction with the expanded block network, the Abercorn boulevard treatment is extended both east and west to define a new district beginning at the eastern edge of the GSU campus and extending west to Heroes Way.

The alignment of Middleground Road is modified to eliminate the acute angle formed at the Abercorn intersection. This intersection is in effect shifted one block northeast to the existing Shawnee Street intersection where a new traffic circle resolves the street geometries and allows for a new north-south street segment, thus resulting in a "Y" configuration centered on Burnett Hall. This adjustment of the street alignments results in the narrow tip of the University's triangular parcel being merged with the commercial property to the north, yielding a more developable size and shape for the block. The reconfiguration of this intersection creates a stronger connection across Abercorn, and links the campus to the proposed mixed-use downtown neighborhood to the north.

OPTION 3

This option explores the connection across Abercorn initiated in Option 2A, widening it to form a new north-south quad centered on Burnett Hall. In lieu of 2A's traffic circle, Middleground pivots off of the northeast corner of the quad. Absorbing the space of the mall's unused landscape buffer and ring road, the Abercorn

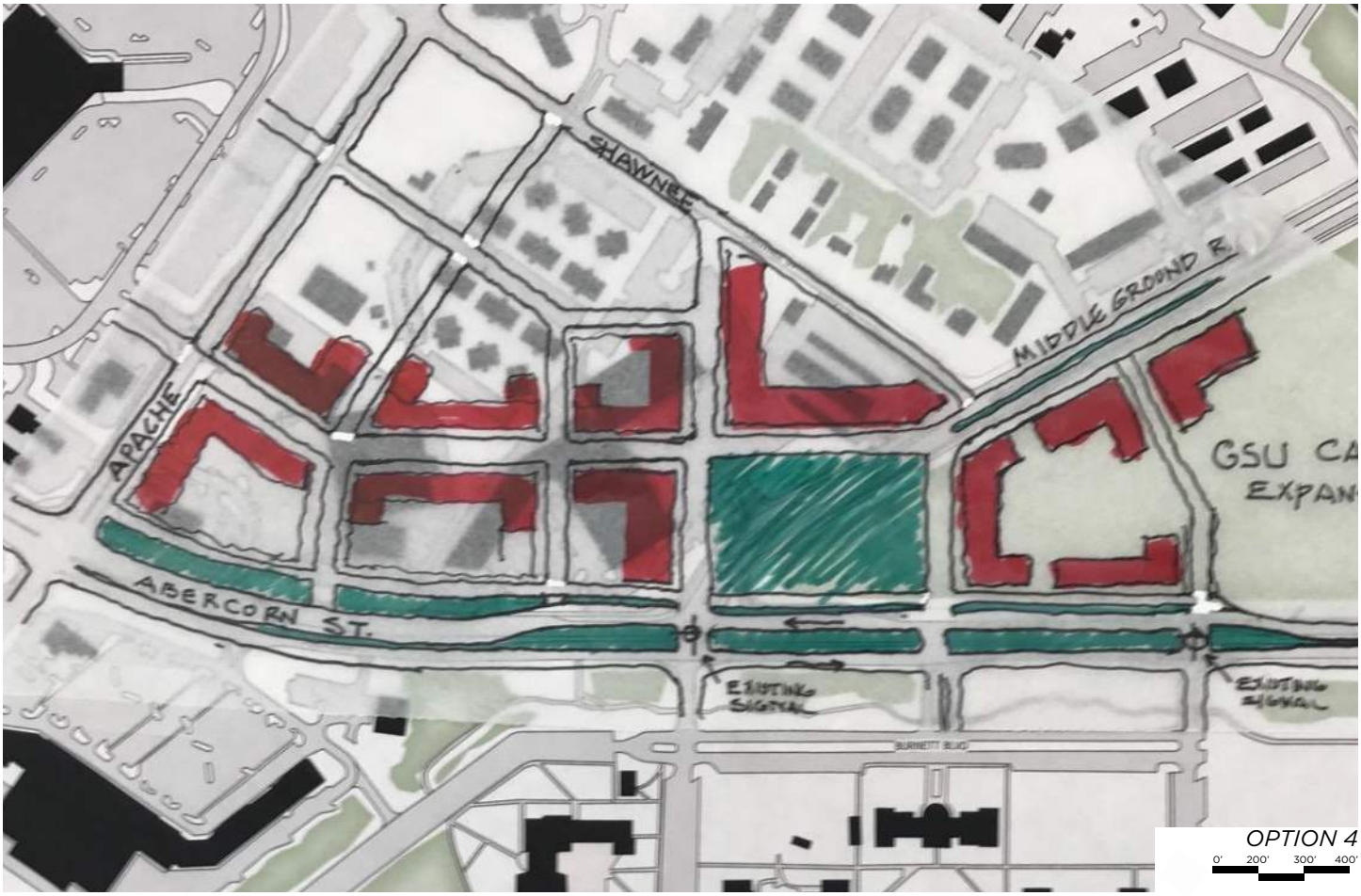


OPTION 3

median has been widened to a 200' block allowing for buildings and park sites between the east and westbound lanes (see street section above). Option 3 also begins to explore the block pattern west of Apache, including the introduction of additional park blocks.

OPTION 4

This study takes the new quad developed in Option 3, and by shortening and widening it, morphs it into a public green on the north side of Abercorn. The short, north-south street developed in Option 2A is reintroduced to define the east side of the green. Middleground Road terminates at the green's northeast corner. A new east-west street along the north side of the green, and running parallel to Abercorn, extends west to Apache, connecting to the proposed street grid for the mall-site. In this option, a less ambitious remaking of Abercorn is shown, with the median section proposed in Options 1 and 2, here limited to just the three blocks fronting the University. There is a continuous slip lane on the north side that extends to Apache Ave.



OPTION 4

Above: Southside Vision Plan

OVERVIEW

The planning concepts developed for the Study Area during the 4-day Legacy Project workshop represent, at a conceptual level, the Design Team's recommendations for transforming the existing suburban-style, single-use commercial development along Abercorn Street, into a series of connected neighborhoods organized by a pattern of smaller blocks, public squares and parks. These blocks would support a wide range of uses and building types, including townhouses, apartments, retail, office and academic buildings. The Study Area's existing pattern of large blocks and limited street network should be broken down into smaller blocks that will foster a more walkable environment and improved street connectivity. While GSU's post-consolidation plans for growth on the Armstrong Campus are still under study, the Design Team elected to provide an illustrative example of how their undeveloped, 30-acre parcel could be integrated into the plan's new street and block pattern, and accommodate a significant part of the University's future expansion needs.

A second key recommendation is to modify Abercorn Street's current 6+ lane configuration (3 lanes in each direction plus turn lanes) within the Study Area, to a multi-way boulevard that can continue to accommodate the high volumes of through-traffic it receives, but also better serve local traffic, become a more crossable street for pedestrians and a more attractive environment onto which businesses and residences can face.

A third recommendation is to transform the environment along Middleground Road, the other primary street within the Study Area. Its proximity and access to the evolving downtown district around the mall site, GSU and Hunter Army Airfield, as well as the ample supply of vacant and/or under-developed properties make this an ideal location for new, well-managed multi-family development. This is further supported by the area's overall undersupply of higher quality apartments. As described on in Section 9, interspersed nodes of neighborhood-serving retail would further add to convenience and placemaking. The current condition of "road" with a somewhat ad-hoc pattern of development, and increasing use as a traffic by-pass, can be transformed into a beautifully landscaped residential boulevard that encourages walking, biking, and bus transit.

The Design Team's planning recommendations also take into account two, large, publicly owned areas known as Mohawk Lake and Wilshire Lake, former parts of the City of Savannah's water treatment system, and connects them to the proposed new neighborhoods along Abercorn Street and Middleground Road. Joseph Tribble Park, south and east of the Study Area provides an excellent example of how these resources can be remade as public parks.

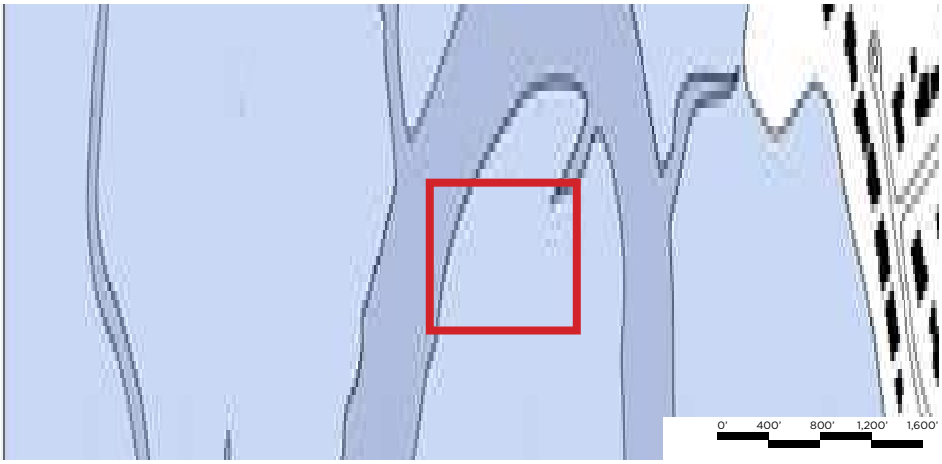
A fourth recommendation is to create an expanded and connected bike network in Southside. Given the spread-out nature of Southside's Post WWII development pattern, the automobile will continue to be relied upon as a primary means of transportation. None the less, it is important to develop alternatives to the car, particularly options that are more sustainable. Improved bus transit and bike infrastructure are two of the more affordable alternatives. As communities across the country are discovering, bike infrastructure isn't limited to being a recreation component, but rather, can be an important part of the transportation network. GSU's 8,000 students, faculty and support staff may be the first to take advantage of a more connected system as the campus grows. It would also be an impetus for younger residents who look for, and place a high value on these types of amenities, to stay in, or move to Southside.

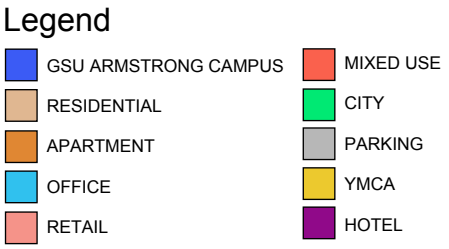
Above: Abercorn Street Welcome Sign

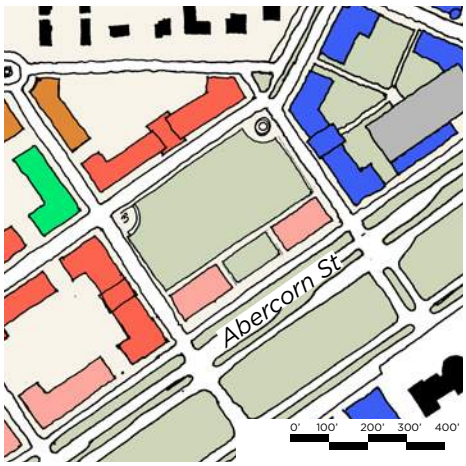
Below: GSU Bell Tower at end of Middleground Road

PUBLIC SQUARE

The Abercorn Street – Middleground Road intersection is reconfigured to create a new public square opposite the entrance to the GSU campus. Existing Science Dr is extended across Abercorn and defines the west side of the square. A new street, on axis with Burnett Hall, establishes the east side. New university buildings (east side) and mixed-use buildings (north and west sides) line three sides of the square and have street-level retail. Two, smaller freestanding buildings provide partial enclosure on the fourth side, while permitting views into the square from Abercorn Street. The plan proposes a new City building anchoring the square's northwest corner. The square is envisioned as a common meeting space for City residents, shoppers, office workers, students, university employees and visitors. It functions as both a passive park as well as event space for the community and university.







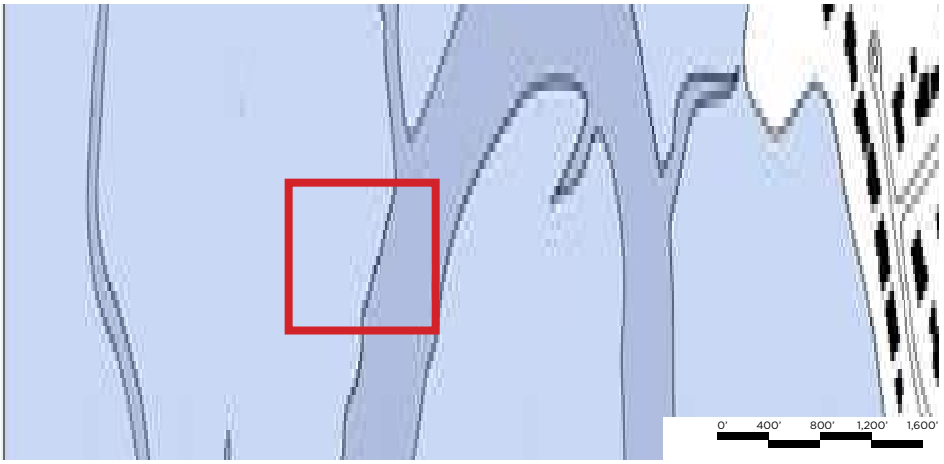
Above: Southside Vision Plan

Middle: Southside Public Square Plan

Below: Southside Public Square

NEIGHBORHOOD CENTER

The 30-acre area between Apache Ave and Middleground Road, currently occupied by two small shopping centers, a garden apartment complex, surface parking and vacant land is subdivided into a series of smaller blocks and developed with a mix of residential and commercial uses to create a vibrant, walkable neighborhood center. The two streets highlighted on the plan (Apache Ave and a new east-west street extending east to the public square) should have ground level retail and restaurant uses. Other streets could have a more residential character at street level. Buildings in this neighborhood would typically range in height from three to five stories. The plan allows the option of retaining the existing Savannah Crossing shopping center by adding liner buildings along the west, north and east in order to compete the street frontages.



Legend

- GSU ARMSTRONG CAMPUS
- RESIDENTIAL
- APARTMENT
- OFFICE
- RETAIL
- MIXED USE
- CITY
- PARKING
- YMCA
- HOTEL

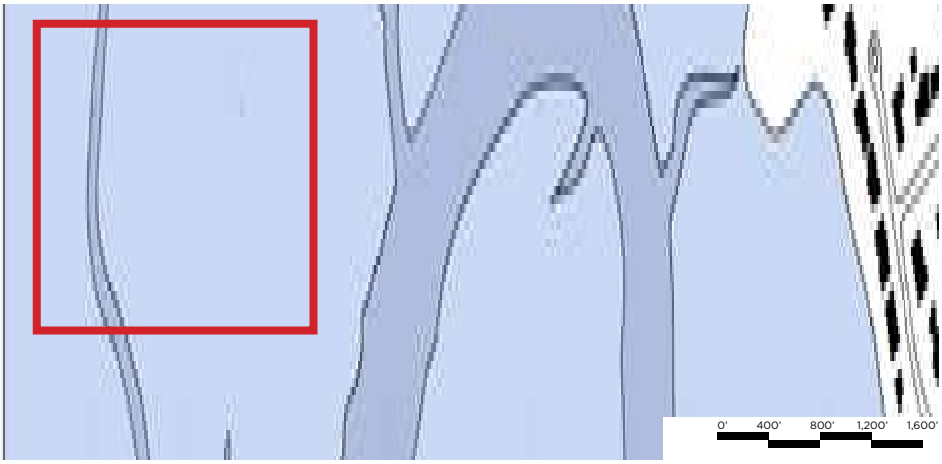
Above: Southside Vision Plan

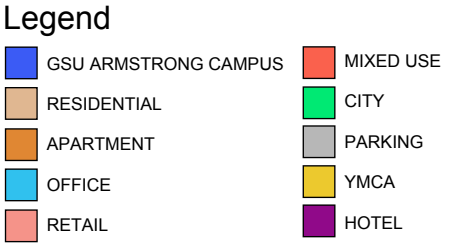
Middle: Neighborhood Center Plan

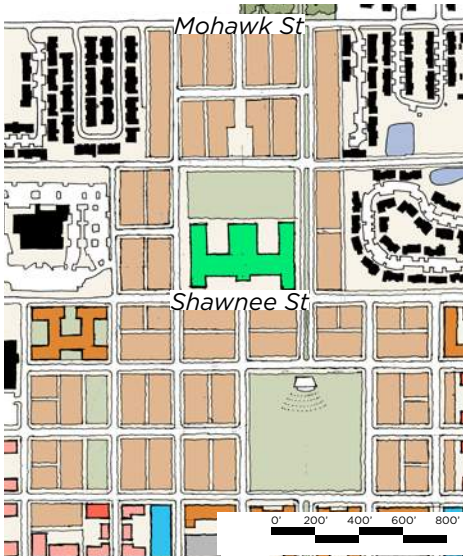
Below: Neighborhood Center

RESIDENTIAL DISTRICT

The creation of a significant residential neighborhood located within walking distance of the Neighborhood Center will be a key component for creating a complete neighborhood. The noticeable decline of the Savannah Mall raises the question of how this site should best be repurposed in the future. Transforming this site into primarily residential uses addresses both of these issues. The 70-acre site adjoins the proposed Neighborhood Center, allowing the street grid to be extended into the mall property. Blocks are sized to primarily support townhouses and smaller scale multi-family product types. Workforce housing should be a component of this neighborhood. Senior housing would also be an appropriate use and is proposed for the block next to the Southwest Chatham Library and opposite the new VA Clinic. A significant community park anchors the center of the neighborhood. The underutilized and undeveloped properties on the north side of Shawnee Street allow room for the neighborhood to expand north and connect to the park proposed around Mohawk Lake. A new school to serve residents is recommended for this area and has been located on portions of the two cinema properties.



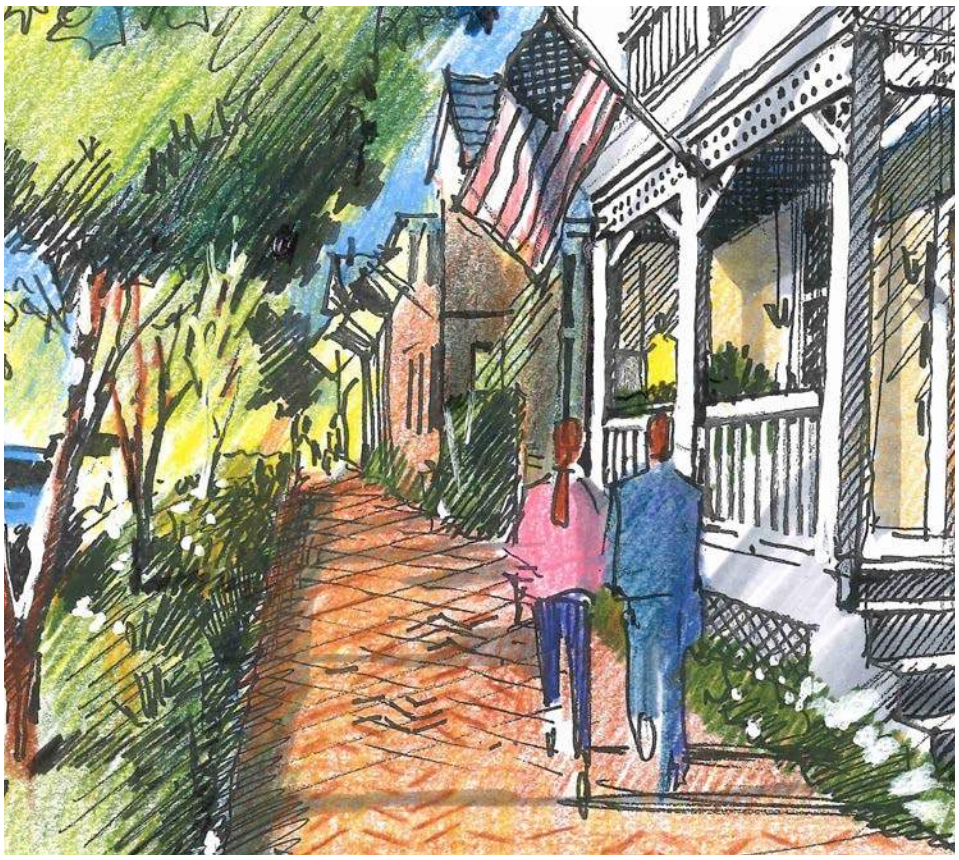




Above: Southside Vision Plan

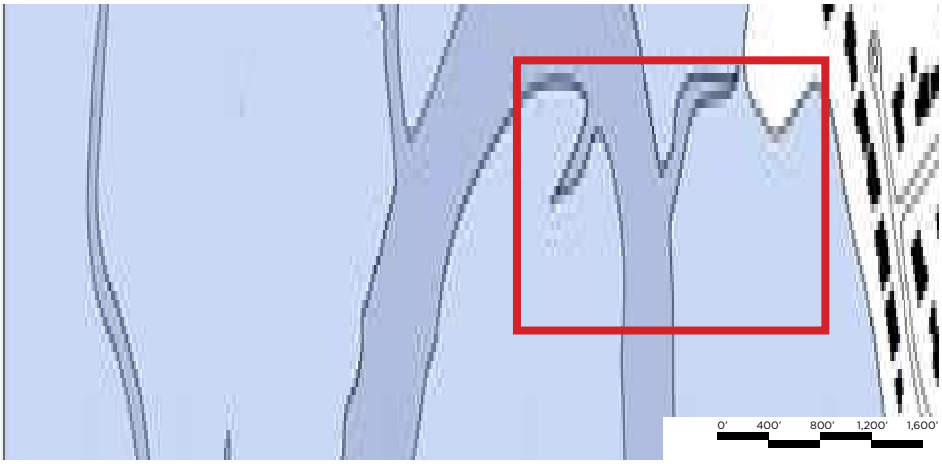
Middle: Residential District Plan

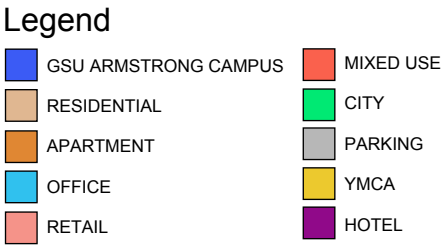
Below: Residential District



GEORGIA SOUTHERN UNIVERSITY ARMSTRONG CAMPUS

The undeveloped tract lying immediately north of the campus between Middleground Road and Abercorn Street provides an opportunity for Georgia Southern University's Armstrong Campus (GSU) to focus future growth and become an integral neighborhood within Southside's proposed new downtown. Envisioned as a more urban compliment to the bucolic Armstrong grounds, it is organized along a series of intimate streets and quads that extend outward into the fan-shaped site and connecting to the neighborhood around St Joseph's Hospital. A new YMCA is proposed for the corner of Middleground and Mohawk Street on the site of the existing Bureau of Investigation facility. Opposite this new campus area, off-campus housing is proposed for the north side of Middleground Road. This in conjunction with the new University precinct fronting the south side of the street would transform the character of Middleground Road, and set the stage for additional new development extending north. (See Middleground Road on p. 42)





Above: Southside Vision Plan

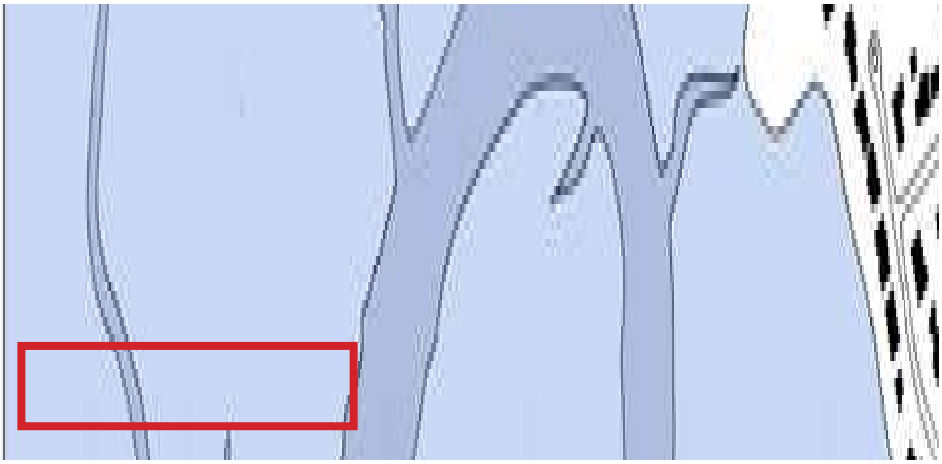
Middle: GSU/Armstrong Campus Expansion Plan

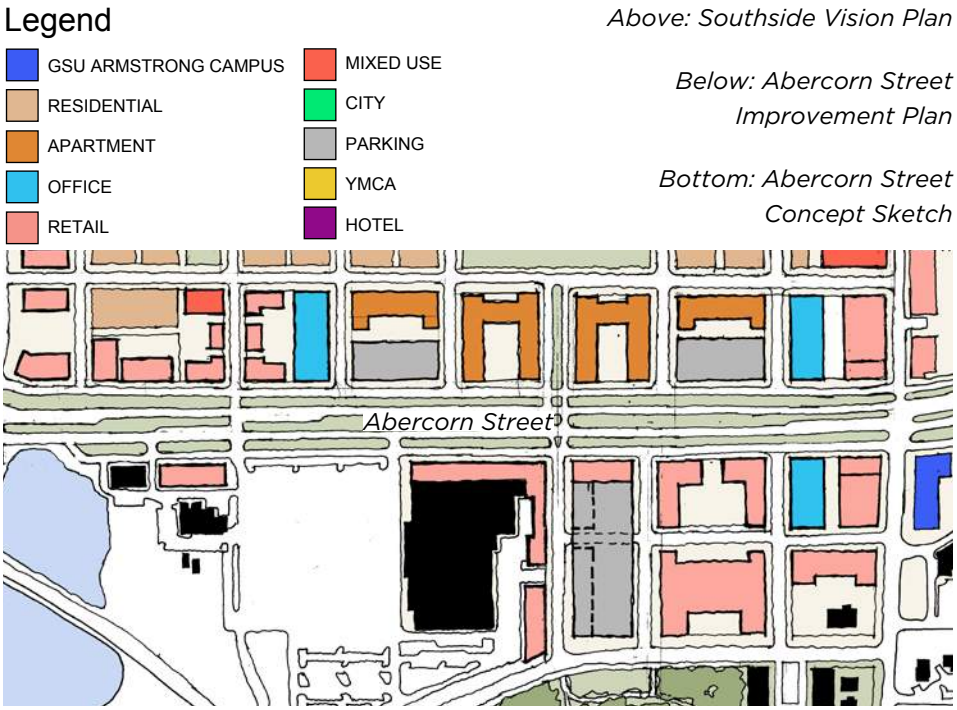
Below: GSU/Armstrong Existing Campus

ABERCORN STREET IMPROVEMENT

ABERCORN STREET FRONTAGE

For residents, workers and visitors arriving in Southside from areas south and east of the City, that arrival goes unnoticed in the passing of pad site businesses and parking lots fronting the Savannah Mall and the Walmart. The reconfiguration of Abercorn Street to a multiway boulevard (see p. 38-41) will allow buildings to be located close to the street, creating a tree-lined, walkable environment and forming a new front door to Southside. On the north side of Abercorn, the street grid of the residential neighborhood is extended south to Abercorn, creating a row of blocks along Abercorn that support a mix of apartments, offices and retail, which provide a transition in scale and use to the adjacent residential neighborhood on the former mall site. To mitigate the number of intersections that would be required, only two of the new streets continue through to form full intersections. The remaining streets intersect only with the multi-way boulevard's local lane. On the south side of Abercorn, the former Kroger site, along with several adjacent pad-sites are subdivided into smaller blocks with new development fronting onto both Abercorn and a new east-west street connecting to GSU's Armstrong Center. Moving west, liner retail is added within Walmart's setback to screen the large parking field and create continuous building frontage along the street edge.





Above: Southside Vision Plan

Below: Abercorn Street Improvement Plan

Bottom: Abercorn Street Concept Sketch

ABERCORN STREET RECOMMENDATIONS

Abercorn Street is proposed as a multiway boulevard that allows for a better pedestrian experience as well as improved traffic management. Based on the past research and experience with multiway boulevards, we strongly recommend that the vision for greater walkability and livability in Southside stand as justification for conversion of the current Abercorn Street arterial configuration to a new multiway boulevard. A multiway boulevard would greatly enhance GSU's connection to its property on the north side of Abercorn, and commercial and office development surrounding the new square would also benefit from a rich pedestrian and bicycle environment.

The traffic loadings experienced on Abercorn today are well below the capacity that four lane central lanes can handle well into the future.

COMPLETE STREETS POLICY

Savannah benefits from a new GDOT Complete Streets policy, since Abercorn Street is governed by their design guidance.

Gerald M. Ross, Chief Engineer of the Georgia Department of Transportation explained their commitment to Complete Streets:

"The State Transportation Board's decision to adopt the Complete Streets design policy represents the formalization of a continuing evolution in our thinking and our work. The policy is a public declaration grounded not in buzzwords or overnight trends, but in the foundation of the department's maturing, inclusive philosophy of transportation planning. We worked with a broad array of local governments, our transportation partner agencies and pedestrian and cycling advocacy groups to develop Complete Streets — now formalized in some 30 pages of definitions, standards and guidelines in our Design Manual."

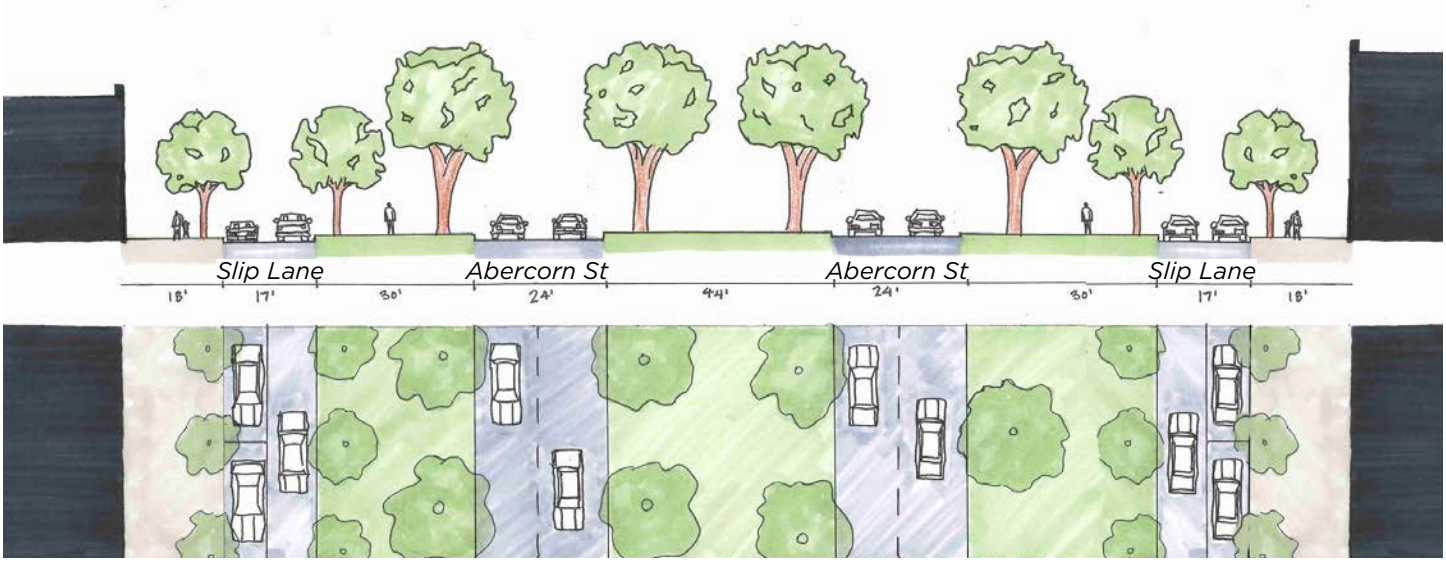
In addition to these design documents, and vital to local and state interests, the economic impact of transportation design looms large. Economic strength is tied to context and mobility. Studies by Chris Leinberger have shown substantially higher economic performance for compact walkable communities. In his May 25, 2012 paper entitled "Walk this Way: The Economic Promise of Walkable Places in Metropolitan Washington, D.C." he wrote in the summary of his research, "Emerging evidence points to a preference for mixed-use, compact, amenity-rich, transit-accessible neighborhoods or walkable places". The evidence for his conclusion is found in clear measures of effectiveness seen in many cities, including the greater Atlanta area regarding real estate, housing value and capitalization rates. Leinberger summarizes his context related recommendations based on his research findings:

Public policy should become more favorable toward walkable placemaking. Currently, many federal and state subsidies substantially favor low-density development and tip the scales against walkable development. ... Federal, state, and local policy makers should conduct a systematic review of existing public policies that are biased against walkable development, and adopt new measures aimed at facilitating (or at least removing roadblocks to) this type of development.

Most transportation design manuals are only generally related

Upper Right: Section of Abercorn Street

Below: Abercorn Street Vision Plan



to context. They are mainly focused on motor vehicle mobility. Context in the manuals occurs on a very broad scale, and is used for motor vehicle planning and design. This motor vehicle scale overwhelms the walkability, or pedestrian scale, and is often unsuitable for achieving enhanced pedestrian mobility in street design. However progress is under way toward greater walkability.

DESIGNING WALKABLE URBAN THOROUGHFARES

The Institute of Transportation Engineers (ITE) Recommended Practice, Designing Walkable Urban Thoroughfares, introduces context levels of Suburban, General Urban and Urban Center. The report also defines the multiway boulevards and their proper use:

This thoroughfare type may be used where the community's objective is to accommodate urban mixed use or residential

development and a walkable environment on corridors with high traffic demands. A multiway Boulevard combines a central thoroughfare for higher-speed through movements bordered by landscaped medians that separate the central thoroughfare from one-way access lanes on each side of the boulevard. The access lane lanes provide for slower local traffic, parking, bicycle travel and a pedestrian oriented street side and are designed to discourage through traffic. Multiway boulevards may be considered where a community desires to make a very wide arterial street more pedestrian friendly yet recognizes the need to retain traffic capacity. P.77

The ITE Recommended Practice also notes, due to their low speed edge conditions, multiway boulevards with larger medians may accommodate pedestrian and bicycle paths in a park like setting on the side medians, to further enhance mobility. Multiple rows of trees, planted with uniform spacing, provide shade for pedestrians and parked cars, cool the streets during summer conditions, and provide speed management for vehicle drivers.

Since Multiway Boulevard examples are few, the ITE report discusses potential traffic control and operational configurations instead of providing empirical examples. The Boulevard Book offers the best operations analysis of all the references studied.

THE BOULEVARD BOOK

Traditionally, these major boulevards have served city residents for over a century in the US and longer abroad. The grandest of these facilities include multilane roadways in the center, separated by wide medians from the access lanes serving parking adjacent to urban buildings or parks.

The definitive text on multiway boulevards, The Boulevard Book, by Allan Jacobs, Elizabeth Macdonald, and Yodan Rofe, fully describes sample boulevards from around the country and around the world. Under a grant from FHWA, the authors studied dozens of multiway boulevards in this country and abroad, describing the livability at the edges and the traffic and pedestrian flows at the center. Chapters in the book discuss the operational and safety characteristics of multiway boulevards.

Figures 2 and 3, below, show plan and cross section views of Ocean Parkway, Brooklyn. Note the substantial tree cover to shade pedestrians and vehicles. Center lanes are designed for 40 mph and the side access lanes for 15 mph. If a boulevard is designed correctly, 10 percent or less of the total volume will use the access lanes. The design yields 1/3 of ROW for the higher capacity, vehicle mobility function and 2/3 for pedestrian and bicycle mobility and comfort. To achieve this full potential, new, mixed-use buildings must evolve at the edges.

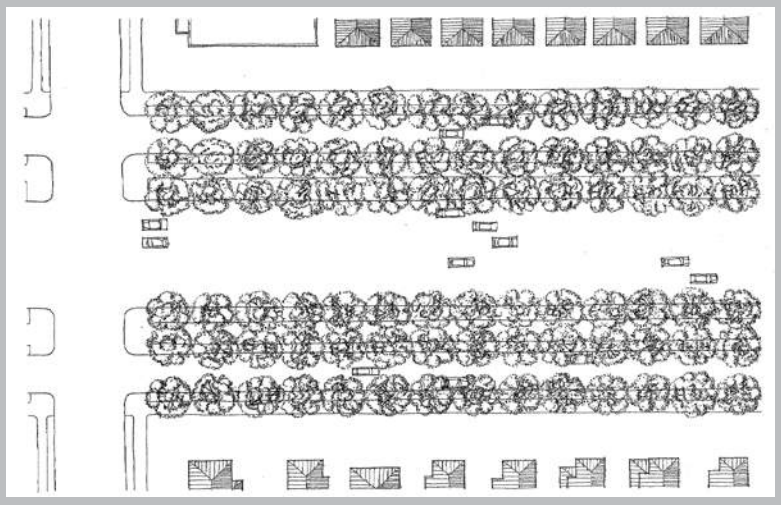


Figure 2. Ocean Parkway, Brooklyn (page 46 Boulevard Book)

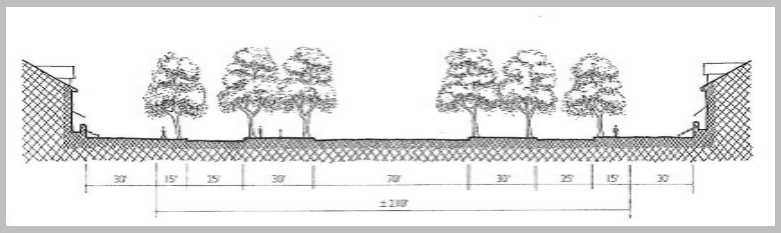


Figure X. Ocean Parkway Cross Section, Brooklyn

(page 47 Boulevard Book)

The hypothetical Multiway Boulevard in Figure 5, digitally rendered by Steve Price, Urban Advantage, shows the effect of multiple rows of large shade trees on the look and function of these high capacity urban facilities. The area between the building face and the edge of the center lanes is all pedestrian and bicycle friendly. Low volume and low 15 mile per hour speed for the access lane helps establish this livable environment.

Figure 5. Digital Rendering of Typical Urban Multiway Boulevard with Access Lane, Median and Center Lanes

MULTIWAY OPERATIONS AND SAFETY

The presence of minor intersections near the main cross street intersection, appears to introduce multiple conflict points, thereby potentially threatening traveler safety. After many days of field observations and hours of video documentation, the authors conclude, drivers become extra cautious in these secondary intersections, thereby creating a safe situation for both motor vehicles and pedestrians. Of the conflict points usually highlighted as lowering safety, only the high speed and high volume conflicts raise the potential of crashes, and thus, serious injuries and fatalities.

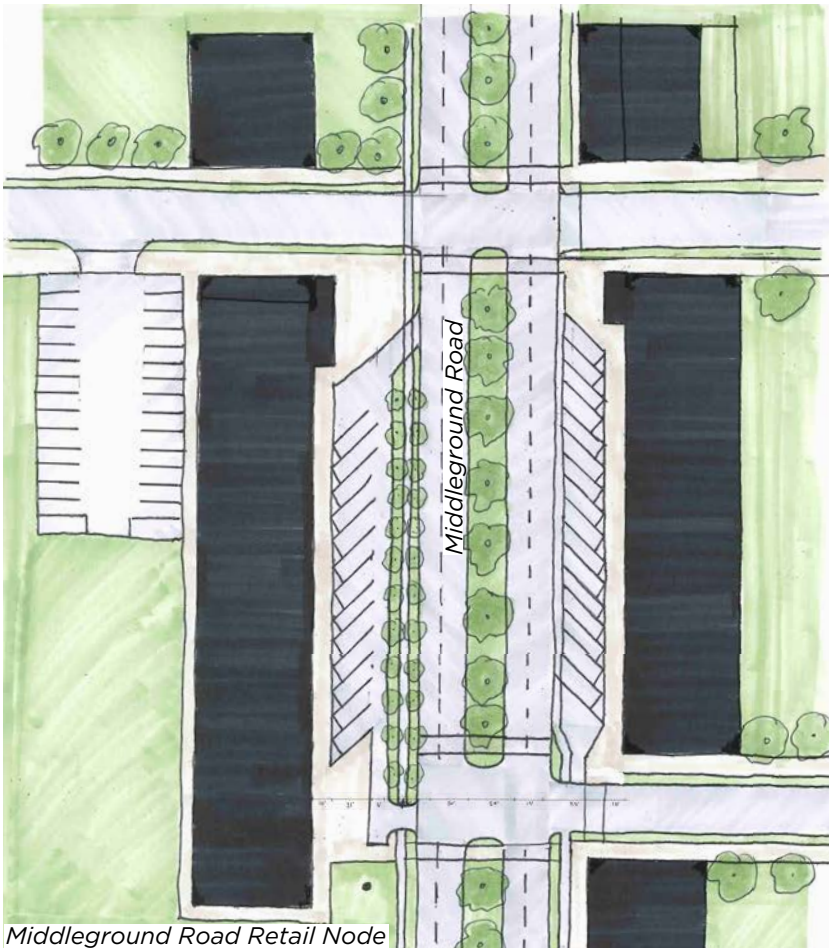
The center lanes, usually with speeds higher than the access lanes, are on par with the safety levels of other principle and minor arterials. The access lanes, however, are operating at lower speeds and have much lower volumes than the center and crossing street lanes. The access lanes are one-way, and controlled by stop sign entry to the cross streets. They operate more like entry and exit lanes from minor parking areas. A major design objective is keeping running speeds low on the access lanes. The author's current design practice is to recommend access lanes at 15 mph or less. The rare Multiway Boulevard, with two lane Access Lanes, are fast, dangerous and are not recommended

The authors compared the accident rates of multiway boulevards around the world with nearby normally configured streets carrying similar traffic volumes and conclude that well designed multiway boulevards have an equal or better safety record than standard arterial facilities without side access lanes. On page 98, the authors compare the Brooklyn multiway boulevards with Linden Boulevard, a conventional facility. The multiway accident rates (annual accidents/1,000 volume) on Eastern Parkway 0.69 and Ocean Parkway 0.37. Conventional Linden Boulevard has 0.65 annual crashes per 1,000 vehicles counted.

Operational features of the recommended design are covered in Chapter 4. Design.

MIDDLEGROUND ROAD

Future development along Middleground Road should focus on higher quality projects that bring a sense of identity to this somewhat nondescript corridor that is becoming a higher speed bypass for Abercorn Street. Middleground Road provides an important vehicular connection into the proposed Neighborhood Center, but many of the bordering neighborhoods are too distant to make walking a practical mode of transportation. New development should therefore focus on creating a series of neighborhood-serving retail nodes at key intersections and spaced approximately every half mile. Tentative locations identified include the future street connection into Wilshire Lake Park (see p. 44), the Tibet Ave intersection and the bend where Middleground transitions to West Montgomery Cross Road. These



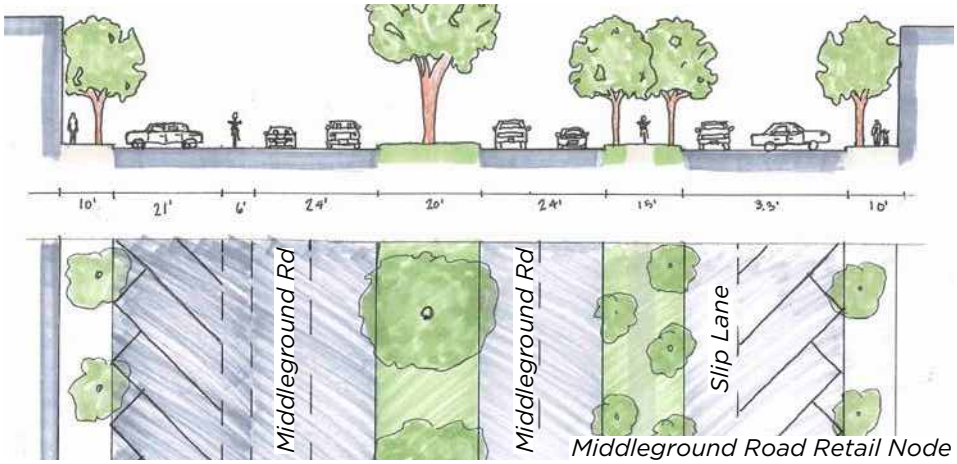
Middleground Road Retail Node


Middleground Road Existing Condition

small-scale neighborhood centers would serve nearby residents' everyday needs (e.g. convenience store, deli, hair salon, coffee shop) and place them within easy walking or biking distance. Buildings would be typically one story, though depending on site location and size, multistory buildings supporting upper floor offices or residential uses would also be appropriate.

Between these local retail nodes, new, well-managed, well-designed multi-family development should be encouraged, particularly on vacant and under-utilized parcels, as well as at those existing properties in need of renovation or replacement. This type of new development along Middleground would transform the character of the street and add residents who could walk to the nearby retail nodes. They would have easy access to transportation, and with sufficient additional density could provide the impetus for increasing bus transit along Middleground Road.

A third recommendation along Middleground Road is the construction of bike lanes. There is ample room within the right-of-way given the space provided for the existing power transmission lines and required setback distances for buildings. Locating new bike infrastructure here would not only link new development along Middleground Road to the proposed Neighborhood Center and GSU, but will allow for connections to the existing and proposed bike network extending to the north and east, connecting into Midtown, and downtown Savannah (see p. 46).



Middleground Road Retail Node


Middleground Road Retail Node

PARKS

The recommended new street network in the vision plan is also intended to connect a series of new parks. The block network established on the existing mall site extends north and links to an enhanced Mohawk Lake Park that should be improved with walking paths, seating areas and landscape enhancements.

South of Abercorn Street, two of the new north-south streets added at the former Kroger site connect to a new park that is proposed for the wooded area along the south side of Fulton Road. This park affords the opportunity to create a publicly accessible outdoor space along the edge of the Ogeechee River marsh, the key ecological feature that defines the boundaries of Southside. This new park also provides a jumping off point for streetscape improvements southward along Apache Ave where the addition of a street-edge walking path, occasional bench seating, and pedestrian level lighting would create a walkable connection to Bells Landing. A small new public park with boardwalk is proposed for the site area adjacent to the Bells Landing boat launch, on the site area formerly occupied by a restaurant destroyed in a fire, and that cannot be rebuilt due to its location along the river.

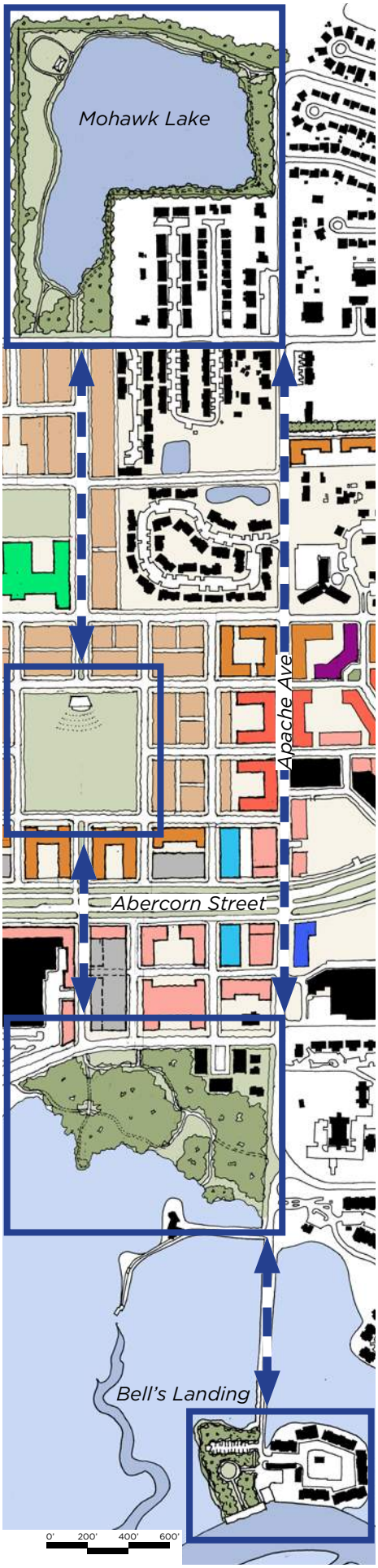
WILSHIRE LAKE PARK

To the north, and east of Middleground Road, the existing Wilshire Lake and surrounding wooded area, a former component of the City's water treatment infrastructure, becomes the setting for what would be the largest new park in Southside. With an area of approximately 75 acres, this new park will be large enough to accommodate playgrounds, basketball courts, a baseball/softball field, walking and running paths and picnic areas. Similar to Joseph Tribble Park, further south, and Mohawk Lake Park to the west, the pond will become the focal point and backdrop for a wide variety of potential activities. Currently accessed from Largo Dr, a second access point is proposed via a loop drive connection into the park from Middleground Road. In addition, other walking and bike path connections from the surrounding neighborhoods should be provided where rights-of-way can be obtained (See p. 46).

Above: Vision Plan of Wilshire Lake Park

Opposite: Mohawk Lake (Upper) Bells Landing (Lower)

Opposite: Greenspace Connections


Mohawk Lake
Apache Ave
Abercorn Street
Bell's Landing
0'
200'
400'
600'

BIKE AND PEDESTRIAN NETWORK

Residents expressed a desire to see a more integrated bike and pedestrian network in Southside. The recommendations on pages 46-49 represent a range of solutions that aim to complete connections between parts of Southside.

EXISTING TRAILS

Cyclists and pedestrians currently have limited options when traversing Southside. The sidewalks that exist often start and stop abruptly. The majority of the marked bike ways currently listed on the city bike map are limited to shared roads and sidewalks. When signage exists along shared roads, it is generally inadequate to notify vehicles of the presence of cyclists. These conditions pose risks to cyclists and pedestrians.

Hunter AAF provides the longest contiguous bike route in Southside, however access points are restricted to the Montgomery, Stephenson or Rio gates. As a military installation, civilian access is subject to security concerns and has the potential to be suspended.

GSU has a partial loop around the north, west and south sides of campus. This shared use path provides a much needed pedestrian space in Southside.

As a result of the incomplete pedestrian network, Southside residents either restrict themselves to quiet neighborhood streets in Windsor Forest and Wilshire, or risk a vehicle dominated route on arterial streets.

PROPOSED TRAIL IMPROVEMENTS

Improvements to the existing trail network should aim to connect existing parks and recreation spaces as well as integrate with the existing network of bike lanes and trails in downtown. The downtown network of bike lanes extends down Habersham Street as far south as Stephenson Ave at which point the network becomes discontinuous.

STARTING SMALL

This study recommends that the most attainable projects be executed first in order to build momentum within the community for more intensive infrastructure projects.

RESTRIPING LANES

Several roads in the study area are wide enough to allow for a

Existing Canal

marked bike lane without repaving or widening the road. Streets such as Roger Warlick Dr, Fulton Road, and Windsor Road currently have lanes between 16 and 20 feet wide, and would easily support bike lanes in both directions. Other narrower streets such as Mohawk, and Apache would admit of a one way bike lane. This restriping is one of the most cost effective ways to improve existing infrastructure.

MIDDLEGROUND ROAD

Middleground Road is lined with high voltage power lines for much of its length. Because of this, there is a large building setback from the road that could support a shared use path or an additional bike lane.

HUNTER AAF FENCE PATH

Completing the proposed shared use path along the outside of the Hunter AAF fence would be a significant amenity to the surrounding neighborhood as well as to the Air Field.

GSU SHARED USE PATH

The GSU shared use path should encircle the entire campus. Completing this loop would enhance the usability for students and help integrate the campus with the community.

HARRY S. TRUMAN PARKWAY

The recently completed parkway has a wide shoulder that could be used as a pedestrian route. This would require installing physical protection from traffic.

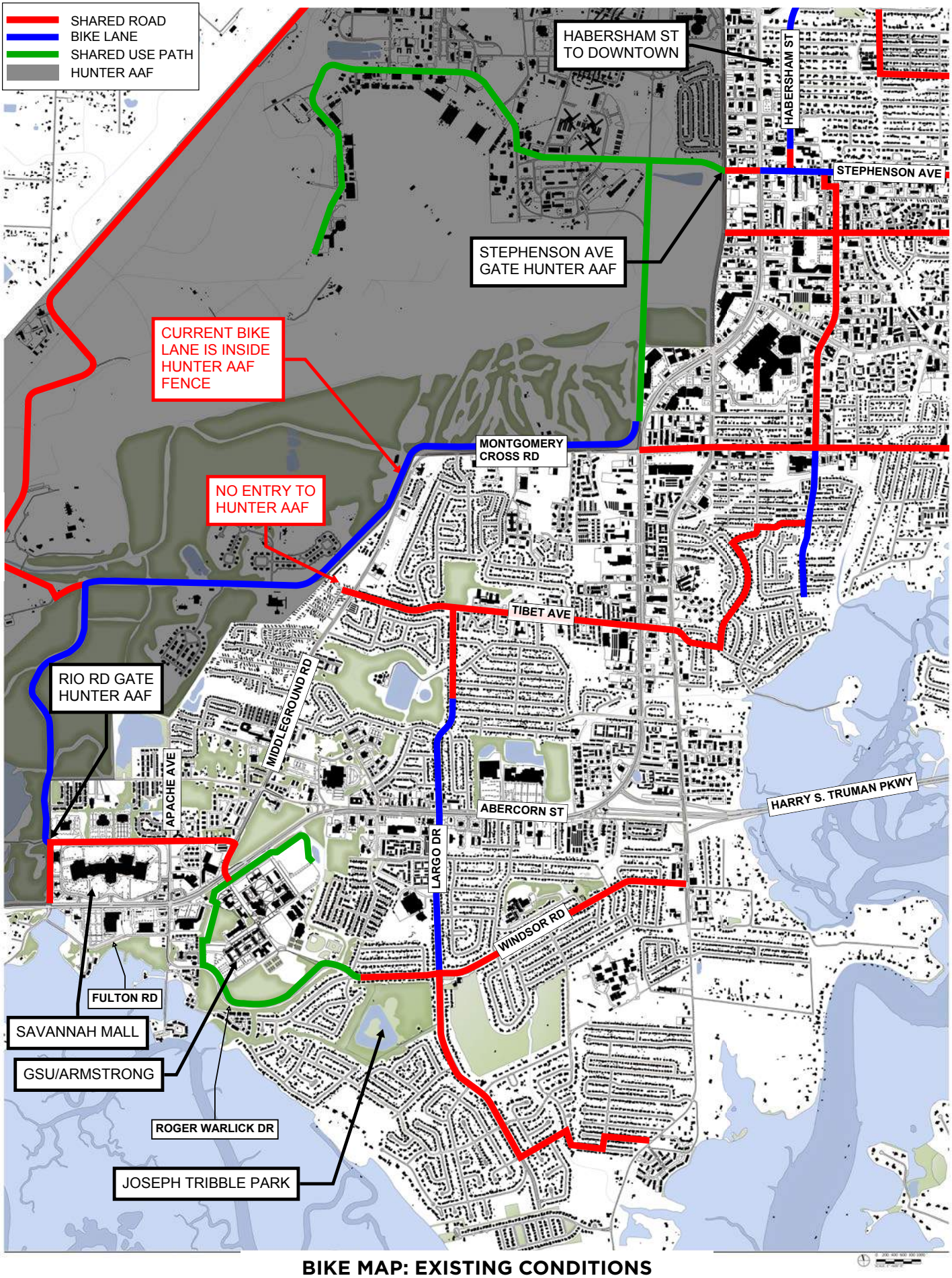
WHITE BLUFF/COFFEE BLUFF RD

White Bluff Rd needs sidewalk improvements between Windsor Dr and Austin Dr as it approaches the Harry S. Truman Pkwy. North of the parkway White Bluff Rd should be given a dedicated bike lane or at a minimum have clearer shared road street markings.

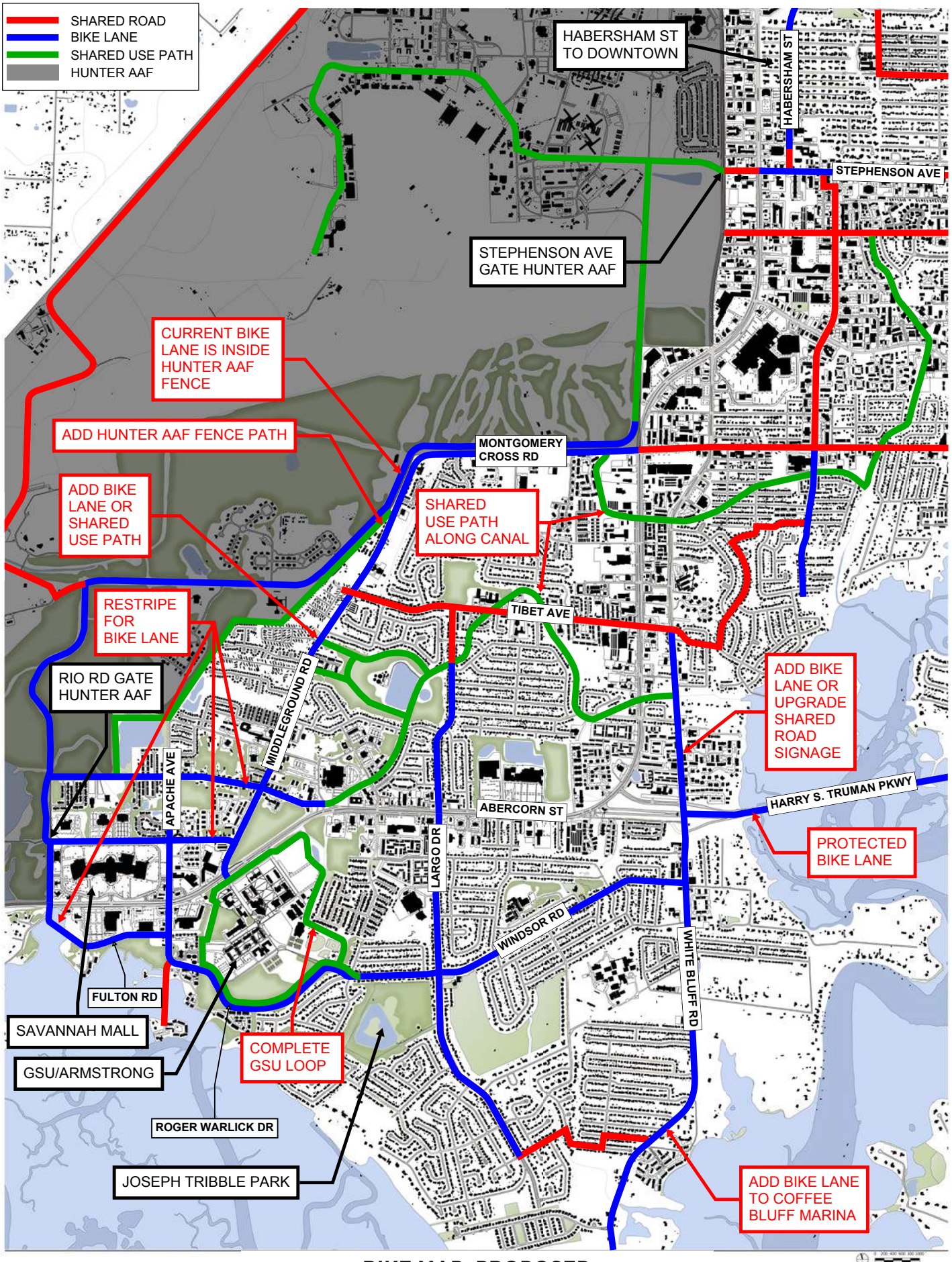
CANALS

Because of its proximity to the local wetlands, Southside is crossed by a network of city owned drainage canals. These rights-of-way are partially occupied by drainage infrastructure, but the land adjacent to the canals is wide enough to support a shared use path that could serve to connect much of the existing trail network. These shared use paths would offer separation from vehicular traffic and would provide cyclists, walkers and joggers a safe space for exercise and recreation. These canals could also be anchored by parks such as the proposed Wilshire Lake Park (p.44).

Shared Bike Path



BIKE MAP: EXISTING CONDITIONS



BIKE MAP: PROPOSED

IMPLEMENTATION

- The recommendations described in Section 10 map-out a long-term vision and are intended to provide both guidance and a visual framework for change within the study area. The recommendations are broad in scope, involving property, infrastructure and rights-of-way owned by the City, County and State, as well as significant amounts of private development owned and occupied by individuals and entities ranging from individual local owners, businesses and tenants, to large, nationally-based corporations. An analysis of the economic drivers required to implement this long-term vision are beyond the scope of this Legacy Project, however, just as private investment built much of what we see today, so too will private investment be vital to its transformation. To stimulate such new investment, the necessary polices, incentives, and some level of public investment will need to be put in place. The following outlines specific steps that can be taken to begin the implementation of the Legacy Project recommendations.

- Review the current comprehensive land-use policies and development regulations pertaining to the study area, and implement the necessary changes necessary to promote the desired uses, built-form and public realm improvements.

- Review the current transportation system policies, with particular focus on creating a context sensitive complete streets program. This will be of particular importance with regard to proposed changes to Abercorn Street, Middleground Road, and the development of a viable street network within the study area

- Identify an initial phase for development that is located and sized for maximize impact, that will ensure economic success, and be capable of expanding via subsequent phases. To set the right tone, an initial phase should be preferably mixed-use in nature, with some combination of retail, restaurant, residential and possibly office uses. It would also include a public realm component. Based on the Legacy Project concepts detailed in this report, options for a first phase could be:

- The public square and surrounding uses proposed for the reconfigured intersection of Middleground Road and Abercorn Street, opposite the front door to Georgia Southern University's Armstrong Campus

- Apache Ave, between Abercorn Street and Mohawk Street

- The eastern end of the Savannah Mall site

- To incentivize new, private development and increase resident access to local government. Locate a significant new City facility within the study area during the initial phases of redevelopment.

- Coordinate future private development and public investments with GSU's plans for future growth, including the University's next master plan for the Armstrong Campus. This is particularly relevant to the undeveloped parcel on the north side of Abercorn Street, of which future development should be coordinated with thoroughfare improvements and redevelopment opportunities on adjacent and nearby privately owned parcels.

- Identify economic incentives that will be required to spur new, private investment, including the creation of a TIF district or TAD. Other economic tools such as tax credits, loan guarantees and direct grants should also be explored.

THANK YOU

SOUTHSIDE RETAIL MARKET STUDY

Figure 1: *Southside Savannah's primary trade area can presently support an additional 64,700 sf of retail and restaurant development.*

Executive Summary

This study finds that Southside Savannah's primary trade area has an existing statistical market demand for 64,700 square feet (sf) of new retail and restaurant development which could produce $20.2 million in sales.

The following is a summary of the current supportable retail and restaurant development:

9,800	sf	General Merchandise Stores
8,200	sf	Grocery Stores
8,200	sf	Limited-Service Eating Places
6,600	sf	Full-Service Restaurants
4,000	sf	Electronics & Appliance Stores
3,300	sf	Bars, Breweries & Pubs
2,800	sf	Specialty Food Stores
2,300	sf	Miscellaneous Store Retailers
2,300	sf	Special Food Services
2,100	sf	Office Supplies & Gift Stores
2,000	sf	Beer, Wine & Liquor Stores
1,900	sf	Auto Parts Stores
1,500	sf	Home Furnishings Stores
1,300	sf	Shoe Stores
1,200	sf	Book & Music Stores
1,200	sf	Furniture Stores
1,000	sf	Lawn & Garden Supply Stores
900	sf	Jewelry Stores
500	sf	Florists
64,700	**sf**	**Potential Total Additional Supportable Retail and Restaurant Space**

By 2023, this demand could generate $21.2 million in gross sales. This new retail and restaurant demand could be absorbed by existing businesses and/or with the opening of 25 to 40 new stores and restaurants. If constructed as a new single-site center, the development would be classified as a neighborhood center by industry definitions and could include 3-4 limited-service eating places, 3-4 general merchandise stores, 2-3 apparel stores, and an assortment of other retail and restaurant offerings.

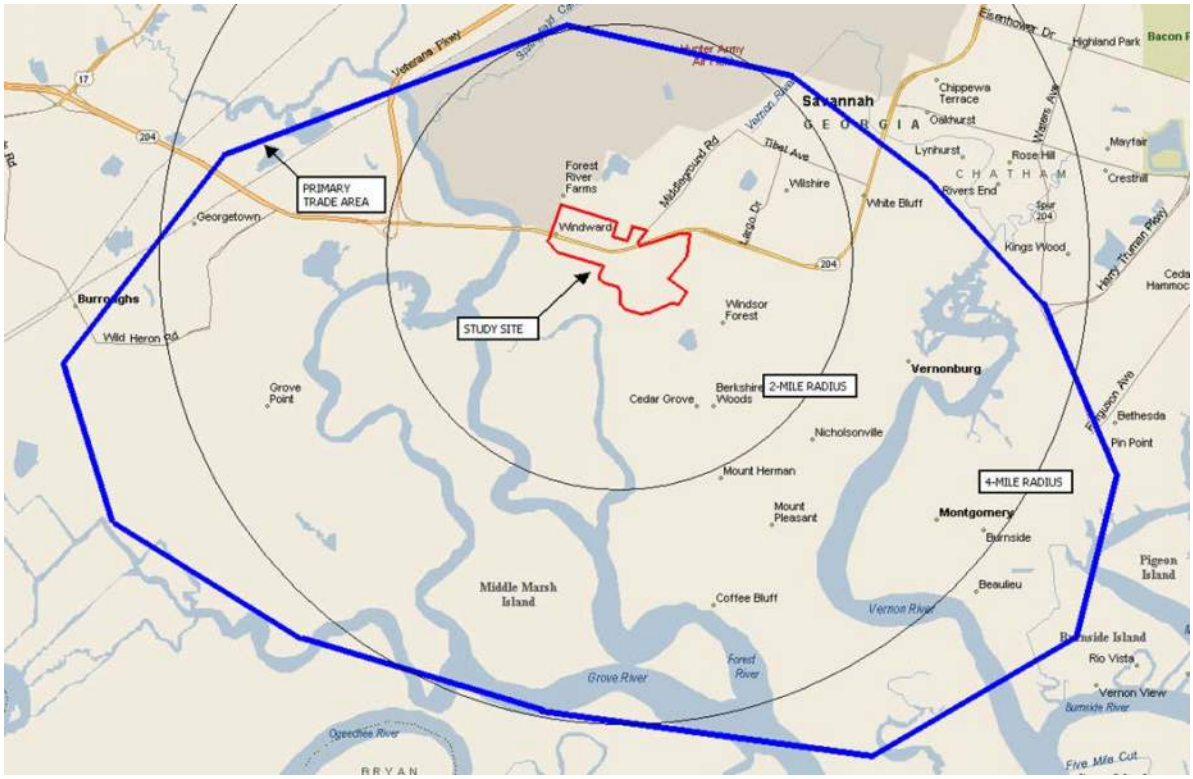


Figure 2: *The Southside Savannah study area has a 40.5-square-mile primary trade area (shown above in blue).*

Trade Area Boundaries

The primary trade area is the consumer market where the study site has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This study finds the boundaries of the Southside Savannah primary trade area extend north to S. Perimeter Rd. and the intersection of Middleground Rd. and W. Montgomery Cross Rd., south to Crooked Creek and the Grove River, east to the Diamond Causeway and Pinpoint Ave., and west to Clevis Rd. Consumers inside the primary trade area will account for up to 60 to 70 percent of the total sales captured by retailers in the study area.

Trade Area Demographics

The primary trade area includes 45,700 people, which is expected to increase at an annual rate of 1.19 percent to 48,400 by 2023. Currently, the primary trade area has 17,900 households, which is projected to increase at an annual rate of 1.17 percent to 18,900 by 2023. The 2018 average household income is $64,000 and is estimated to increase to $72,600 by 2023. Median household income in the trade area is $50,400 and is projected to increase to $54,500 by 2023. Moreover, 28.8 percent of the households earn above $75,000 per year. The average household size of 2.47 people in 2018 is expected to stay constant through 2023; the 2018 median age is 33.7 years old.

In comparison, the 2-mile radius around the study area reports current average household income of $55,200 and median household income of $43,900. By 2023, the average household income is projected to rise to $62,300, with the median household income also rising to $48,200. Population and household counts are also expected to increase, with annual growth rates through 2023 of 0.99% and 1.03%, respectively.

Table 1: Demographic Characteristics

Demographic Characteristic	*Primary Trade Area*	*2-Mile Radius*	*State of Georgia*	*USA*
2018 Population	**45,700**	18,000	10,390,000	327,514,300
2018 Households	**17,900**	7,000	3,836,000	123,158,900
2023 Population	**48,400**	18,900	10,939,000	341,323,600
2023 Households	**18,900**	7,300	4,034,000	128,069,400
2018-2023 Annual Population Growth Rate	**1.19%**	0.99%	1.03%	0.83%
2018-2023 Annual HH Growth Rate	**1.17%**	1.03%	1.01%	0.79%
2018 Average Household Income	**$64,000**	$55,200	$73,600	$80,700
2018 Median Household Income	**$50,400**	$43,900	$52,300	$56,100
2023 Average Household Income	**$72,600**	$62,300	$84,100	$91,600
2023 Median Household Income	**$54,500**	$48,200	$57,900	$62,300
% Households w. incomes $75,000 or higher	**28.8%**	21.6%	34.1%	38.1%
% Bachelor's Degree	**19.3%**	17.3%	18.8%	19.3%
% Graduate or Professional Degree	**10.0%**	10.1%	11.6%	11.8%
Average Household Size	**2.47**	2.38	2.64	2.48
Median Age	**33.7**	33.6	36.5	38.2

Table 1: *A comparison of the key demographic characteristics of the study area's primary trade area, 2-mile radius around the study area, State of Georgia, and USA.*

Assumptions

The projections of this study are based on the following assumptions:

- No other major retail centers are planned or proposed at this time and, as such, no other retail is assumed in our sales forecasts.
- No other major retail will be developed within the trade area of the subject site.
- The region's economy will stabilize at normal or above normal ranges of employment, inflation, retail demand and growth.

- The new retail development will be planned, designed, built, leased and managed as a walkable town center, to the best shopping center industry practices of the American Planning Association, Congress for New Urbanism, the International Council of Shopping Centers and Urban Land Institute.
- Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development.
- Visibility of the shopping center or retail is assumed to meet industry standards, with signage as required to assure good visibility of the retailers.

Table 2: 2018 & 2023 Supportable Retail Table

Retail Category	Estimated Supportable SF	2018 Sales/SF	2018 Estimated Retail Sales	2023 Sales/SF	2023 Estimated Retail Sales	No. of Stores
Retailers						
Apparel Stores	3,600	$285	$1,026,000	$300	$1,080,000	2 - 3
Auto Parts Stores	1,900	$245	$465,500	$255	$484,500	1 - 2
Beer, Wine & Liquor Stores	2,000	$315	$630,000	$330	$660,000	1- 2
Book & Music Stores	1,200	$240	$288,000	$250	$300,000	1
Electronics & Appliance Stores	4,000	$340	$1,360,000	$355	$1,420,000	1 - 2
Florists	500	$225	$112,500	$235	$117,500	1
Furniture Stores	1,200	$265	$318,000	$280	$336,000	1
General Merchandise Stores	9,800	$315	$3,087,000	$330	$3,234,000	3- 4
Grocery Stores	8,200	$325	$2,665,000	$340	$2,788,000	1 - 3
Home Furnishings Stores	1,500	$275	$412,500	$290	$435,000	1
Jewelry Stores	900	$345	$310,500	$360	$324,000	1
Lawn & Garden Supply Stores	1,000	$245	$245,000	$255	$255,000	1
Miscellaneous Store Retailers	2,300	$265	$609,500	$280	$644,000	1 - 2
Office Supplies & Gift Stores	2,100	$270	$567,000	$285	$598,500	1 - 2
Shoe Stores	1,300	$285	$370,500	$300	$390,000	1
Specialty Food Stores	2,800	$295	$826,000	$310	$868,000	1 - 2
Retailer Totals	**44,300**	**$283**	**$13,293,000**	**$297**	**$13,934,500**	**19 - 29**
Restaurants						
Bars, Breweries & Pubs	3,300	$335	$1,105,500	$350	$1,155,000	1 - 2
Full-Service Restaurants	6,600	$350	$2,310,000	$370	$2,442,000	1 - 3
Limited-Service Eating Places	8,200	$340	$2,788,000	$355	$2,911,000	3 - 4
Special Food Services	2,300	$315	$724,500	$330	$759,000	1 - 2
Restaurant Totals	**20,400**	**$335**	**$6,928,000**	**$351**	**$7,267,000**	**6 - 11**
Retailer & Restaurant Totals	**64,700**	**$294**	**$20,221,000**	**$308**	**$21,201,500**	**25 - 40**

Table 2: *The leading supportable retail and restaurant categories are general merchandise, grocery, limited-service eating places, and full-service restaurants.*

Methodology

To determine the amounts and types of retail supportable in the Southside Savannah study area, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Leander study area. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

For the purposes of this study, GPG has assumed the following:

- Other major community retail centers may be planned or proposed, but only the existing retail is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per sf reflect higher sales per sf in newly developed retail and selected increases in sales per sf by individual retail categories.
- No major regional retail centers will be developed within the trade area of this analysis through 2023 for the purposes of this study.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- The subject site is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Annual population growth for the primary trade area is estimated to be 1.19 percent throughout the five-year period of this study.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.

- Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
- Parking for new development projects or businesses will meet or exceed the industry standards.
- Visibility of any new retail is also assumed very good, with signage as required to assure easy visibility of the retailers.
- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in Southside Savannah's primary trade area now and through 2023. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the study site's surrounding area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the study area.

This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of February 27, 2018 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study ***should not*** be the sole basis for designing, financing, planning, and programming any business, real estate development**,** or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers**,** or organizations.

- *End of Study*

Appendix EXHIBIT A1: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

South Side PTA 3.0
Area: 40.47 square miles

Prepared by Esri

Population Summary	
2000 Total Population	40,627
2010 Total Population	41,966
2017 Total Population	45,653
2017 Group Quarters	1,550
2022 Total Population	48,428
2017-2022 Annual Rate	1.19%
2017 Total Daytime Population	36,128
Workers	13,623
Residents	22,505
Household Summary	
2000 Households	15,996
2000 Average Household Size	2.50
2010 Households	16,513
2010 Average Household Size	2.45
2017 Households	17,871
2017 Average Household Size	2.47
2022 Households	18,944
2022 Average Household Size	2.47
2017-2022 Annual Rate	1.17%
2010 Families	10,343
2010 Average Family Size	3.02
2017 Families	11,013
2017 Average Family Size	3.06
2022 Families	11,579
2022 Average Family Size	3.08
2017-2022 Annual Rate	1.01%
Housing Unit Summary	
2000 Housing Units	17,022
Owner Occupied Housing Units	52.8%
Renter Occupied Housing Units	41.2%
Vacant Housing Units	6.0%
2010 Housing Units	18,365
Owner Occupied Housing Units	49.0%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	10.1%
2017 Housing Units	19,802
Owner Occupied Housing Units	45.1%
Renter Occupied Housing Units	45.1%
Vacant Housing Units	9.8%
2022 Housing Units	20,947
Owner Occupied Housing Units	44.6%
Renter Occupied Housing Units	45.8%
Vacant Housing Units	9.6%
Median Household Income	
2017	$50,445
2022	$54,483
Median Home Value	
2017	$168,733
2022	$189,128
Per Capita Income	
2017	$26,001
2022	$29,281
Median Age	
2010	32.6
2017	33.7
2022	34.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A2: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

South Side PTA 3.0
Area: 40.47 square miles

Prepared by Esri

2017 Households by Income	
Household Income Base	17,871
<$15,000	11.7%
$15,000 - $24,999	10.5%
$25,000 - $34,999	10.8%
$35,000 - $49,999	16.4%
$50,000 - $74,999	21.8%
$75,000 - $99,999	11.9%
$100,000 - $149,999	11.0%
$150,000 - $199,999	3.8%
$200,000+	2.1%
Average Household Income	$64,041
2022 Households by Income	
Household Income Base	18,944
<$15,000	11.5%
$15,000 - $24,999	9.6%
$25,000 - $34,999	9.4%
$35,000 - $49,999	14.3%
$50,000 - $74,999	20.9%
$75,000 - $99,999	14.0%
$100,000 - $149,999	13.4%
$150,000 - $199,999	4.5%
$200,000+	2.5%
Average Household Income	$72,563
2017 Owner Occupied Housing Units by Value	
Total	8,920
<$50,000	6.1%
$50,000 - $99,999	7.4%
$100,000 - $149,999	27.1%
$150,000 - $199,999	25.4%
$200,000 - $249,999	12.0%
$250,000 - $299,999	7.3%
$300,000 - $399,999	6.2%
$400,000 - $499,999	2.3%
$500,000 - $749,999	4.0%
$750,000 - $999,999	1.3%
$1,000,000 +	1.2%
Average Home Value	$215,279
2022 Owner Occupied Housing Units by Value	
Total	9,337
<$50,000	4.1%
$50,000 - $99,999	5.4%
$100,000 - $149,999	23.0%
$150,000 - $199,999	22.4%
$200,000 - $249,999	12.3%
$250,000 - $299,999	8.7%
$300,000 - $399,999	8.7%
$400,000 - $499,999	4.1%
$500,000 - $749,999	7.7%
$750,000 - $999,999	2.0%
$1,000,000 +	1.6%
Average Home Value	$259,638

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A3: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

South Side PTA 3.0
Area: 40.47 square miles

Prepared by Esri

2010 Population by Age	
Total	41,966
0 - 4	7.1%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	18.3%
25 - 34	16.4%
35 - 44	11.6%
45 - 54	13.4%
55 - 64	10.7%
65 - 74	6.0%
75 - 84	3.4%
85 +	1.5%
18 +	77.7%
2017 Population by Age	
Total	45,654
0 - 4	6.5%
5 - 9	6.1%
10 - 14	5.5%
15 - 24	15.6%
25 - 34	18.4%
35 - 44	12.2%
45 - 54	11.1%
55 - 64	11.3%
65 - 74	7.8%
75 - 84	3.8%
85 +	1.7%
18 +	78.7%
2022 Population by Age	
Total	48,429
0 - 4	6.6%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	15.1%
25 - 34	17.3%
35 - 44	13.5%
45 - 54	10.2%
55 - 64	10.8%
65 - 74	8.7%
75 - 84	4.5%
85 +	1.7%
18 +	78.7%
2010 Population by Sex	
Males	19,874
Females	22,092
2017 Population by Sex	
Males	21,787
Females	23,866
2022 Population by Sex	
Males	23,184
Females	25,245

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A4: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

South Side PTA 3.0
Area: 40.47 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	41,966
White Alone	54.4%
Black Alone	35.3%
American Indian Alone	0.3%
Asian Alone	3.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.4%
Two or More Races	3.1%
Hispanic Origin	8.2%
Diversity Index	64.1
2017 Population by Race/Ethnicity	
Total	45,653
White Alone	52.7%
Black Alone	34.9%
American Indian Alone	0.3%
Asian Alone	4.0%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.1%
Two or More Races	3.8%
Hispanic Origin	9.7%
Diversity Index	67.0
2022 Population by Race/Ethnicity	
Total	48,428
White Alone	51.4%
Black Alone	34.4%
American Indian Alone	0.3%
Asian Alone	4.6%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.5%
Two or More Races	4.4%
Hispanic Origin	11.2%
Diversity Index	69.2
2010 Population by Relationship and Household Type	
Total	41,966
In Households	96.4%
In Family Households	76.8%
Householder	24.7%
Spouse	16.4%
Child	28.9%
Other relative	4.3%
Nonrelative	2.5%
In Nonfamily Households	19.6%
In Group Quarters	3.6%
Institutionalized Population	0.7%
Noninstitutionalized Population	2.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A5: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

South Side PTA 3.0
Area: 40.47 square miles

Prepared by Esri

2017 Population 25+ by Educational Attainment	
Total	30,211
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	21.1%
GED/Alternative Credential	4.0%
Some College, No Degree	27.3%
Associate Degree	8.3%
Bachelor's Degree	19.3%
Graduate/Professional Degree	10.0%
2017 Population 15+ by Marital Status	
Total	37,351
Never Married	38.9%
Married	42.3%
Widowed	5.4%
Divorced	13.4%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	95.4%
Civilian Unemployed (Unemployment Rate)	4.6%
2017 Employed Population 16+ by Industry	
Total	22,962
Agriculture/Mining	0.0%
Construction	6.2%
Manufacturing	7.1%
Wholesale Trade	1.4%
Retail Trade	14.3%
Transportation/Utilities	5.3%
Information	1.0%
Finance/Insurance/Real Estate	5.8%
Services	51.6%
Public Administration	7.2%
2017 Employed Population 16+ by Occupation	
Total	22,961
White Collar	57.9%
Management/Business/Financial	11.4%
Professional	19.9%
Sales	13.2%
Administrative Support	13.4%
Services	22.1%
Blue Collar	20.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	4.2%
Production	4.3%
Transportation/Material Moving	7.1%
2010 Population By Urban/ Rural Status	
Total Population	41,966
Population Inside Urbanized Area	97.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A6: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

South Side PTA 3.0
Area: 40.47 square miles

Prepared by Esri

2010 Households by Type	
Total	16,513
Households with 1 Person	28.4%
Households with 2+ People	71.6%
Family Households	62.6%
Husband-wife Families	41.6%
With Related Children	17.5%
Other Family (No Spouse Present)	21.0%
Other Family with Male Householder	4.5%
With Related Children	2.5%
Other Family with Female Householder	16.5%
With Related Children	11.2%
Nonfamily Households	9.0%
All Households with Children	31.8%
Multigenerational Households	4.2%
Unmarried Partner Households	6.9%
Male-female	6.1%
Same-sex	0.8%
2010 Households by Size	
Total	16,513
1 Person Household	28.4%
2 Person Household	33.5%
3 Person Household	17.4%
4 Person Household	12.1%
5 Person Household	5.4%
6 Person Household	2.0%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	16,513
Owner Occupied	54.5%
Owned with a Mortgage/Loan	42.1%
Owned Free and Clear	12.4%
Renter Occupied	45.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	18,365
Housing Units Inside Urbanized Area	97.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B1: 2-Mile Radius Community Profile

Gibbs Planning Group

Community Profile

Southside Savannah 2-Mile Radius

Rings: 2 mile radii

Prepared by Esri
Latitude: 31.98137
Longitude: -81.17074

	2 miles
Population Summary	
2000 Total Population	16,776
2010 Total Population	16,954
2017 Total Population	18,004
2017 Group Quarters	1,439
2022 Total Population	18,909
2017-2022 Annual Rate	0.99%
2017 Total Daytime Population	18,168
Workers	9,106
Residents	9,062
Household Summary	
2000 Households	6,750
2000 Average Household Size	2.41
2010 Households	6,589
2010 Average Household Size	2.36
2017 Households	6,972
2017 Average Household Size	2.38
2022 Households	7,339
2022 Average Household Size	2.38
2017-2022 Annual Rate	1.03%
2010 Families	3,891
2010 Average Family Size	3.00
2017 Families	4,063
2017 Average Family Size	3.04
2022 Families	4,244
2022 Average Family Size	3.06
2017-2022 Annual Rate	0.88%
Housing Unit Summary	
2000 Housing Units	7,204
Owner Occupied Housing Units	50.2%
Renter Occupied Housing Units	43.5%
Vacant Housing Units	6.3%
2010 Housing Units	7,444
Owner Occupied Housing Units	46.5%
Renter Occupied Housing Units	42.0%
Vacant Housing Units	11.5%
2017 Housing Units	7,858
Owner Occupied Housing Units	42.8%
Renter Occupied Housing Units	46.0%
Vacant Housing Units	11.3%
2022 Housing Units	8,257
Owner Occupied Housing Units	42.4%
Renter Occupied Housing Units	46.5%
Vacant Housing Units	11.1%
Median Household Income	
2017	$43,889
2022	$48,166
Median Home Value	
2017	$142,447
2022	$155,207
Per Capita Income	
2017	$23,056
2022	$25,717
Median Age	
2010	32.1
2017	33.6
2022	34.7

Data Note : Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source : U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B2: 2-Mile Radius Community Profile

Gibbs Planning Group

Community Profile

Southside Savannah 2-Mile Radius

Rings: 2 mile radii

Prepared by Esri
Latitude: 31.98137
Longitude: -81.17074

	2 miles
2017 Households by Income	
Household Income Base	6,972
<$15,000	14.0%
$15,000 - $24,999	11.8%
$25,000 - $34,999	12.2%
$35,000 - $49,999	17.9%
$50,000 - $74,999	22.6%
$75,000 - $99,999	10.3%
$100,000 - $149,999	7.5%
$150,000 - $199,999	2.8%
$200,000+	1.0%
Average Household Income	$55,201
2022 Households by Income	
Household Income Base	7,339
<$15,000	13.7%
$15,000 - $24,999	10.9%
$25,000 - $34,999	10.8%
$35,000 - $49,999	16.0%
$50,000 - $74,999	22.1%
$75,000 - $99,999	12.6%
$100,000 - $149,999	9.3%
$150,000 - $199,999	3.3%
$200,000+	1.3%
Average Household Income	$62,271
2017 Owner Occupied Housing Units by Value	
Total	3,356
<$50,000	7.6%
$50,000 - $99,999	10.2%
$100,000 - $149,999	37.9%
$150,000 - $199,999	23.5%
$200,000 - $249,999	9.4%
$250,000 - $299,999	3.1%
$300,000 - $399,999	3.4%
$400,000 - $499,999	1.1%
$500,000 - $749,999	2.6%
$750,000 - $999,999	0.6%
$1,000,000 +	0.7%
Average Home Value	$173,845
2022 Owner Occupied Housing Units by Value	
Total	3,496
<$50,000	6.1%
$50,000 - $99,999	8.1%
$100,000 - $149,999	33.6%
$150,000 - $199,999	21.4%
$200,000 - $249,999	10.4%
$250,000 - $299,999	4.1%
$300,000 - $399,999	6.0%
$400,000 - $499,999	2.7%
$500,000 - $749,999	5.2%
$750,000 - $999,999	1.5%
$1,000,000 +	1.0%
Average Home Value	$212,314

Data Note : Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source : U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B3: 2-Mile Radius Community Profile

Gibbs Planning Group

Community Profile

Southside Savannah 2-Mile Radius

Rings: 2 mile radii

Prepared by Esri
Latitude: 31.98137
Longitude: -81.17074

	2 miles
2010 Population by Age	
Total	16,954
0 - 4	6.7%
5 - 9	5.6%
10 - 14	5.3%
15 - 24	20.9%
25 - 34	15.4%
35 - 44	10.6%
45 - 54	12.4%
55 - 64	10.2%
65 - 74	6.4%
75 - 84	4.4%
85 +	2.1%
18 +	79.0%
2017 Population by Age	
Total	18,003
0 - 4	6.3%
5 - 9	5.8%
10 - 14	5.1%
15 - 24	18.0%
25 - 34	17.1%
35 - 44	11.4%
45 - 54	10.5%
55 - 64	11.0%
65 - 74	8.0%
75 - 84	4.5%
85 +	2.2%
18 +	80.0%
2022 Population by Age	
Total	18,909
0 - 4	6.3%
5 - 9	5.6%
10 - 14	5.3%
15 - 24	17.3%
25 - 34	16.0%
35 - 44	12.7%
45 - 54	9.9%
55 - 64	10.9%
65 - 74	8.9%
75 - 84	5.1%
85 +	2.1%
18 +	80.1%
2010 Population by Sex	
Males	7,730
Females	9,224
2017 Population by Sex	
Males	8,275
Females	9,729
2022 Population by Sex	
Males	8,735
Females	10,174

Source : U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B4: 2-Mile Radius Community Profile

Gibbs Planning Group

Community Profile

Southside Savannah 2-Mile Radius

Rings: 2 mile radii

Prepared by Esri
Latitude: 31.98137
Longitude: -81.17074

	2 miles
2010 Population by Race/Ethnicity	
Total	16,953
White Alone	48.8%
Black Alone	41.0%
American Indian Alone	0.3%
Asian Alone	3.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.4%
Two or More Races	3.0%
Hispanic Origin	8.7%
Diversity Index	65.8
2017 Population by Race/Ethnicity	
Total	18,004
White Alone	47.3%
Black Alone	40.3%
American Indian Alone	0.3%
Asian Alone	4.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.0%
Two or More Races	3.7%
Hispanic Origin	10.2%
Diversity Index	68.4
2022 Population by Race/Ethnicity	
Total	18,909
White Alone	46.1%
Black Alone	39.7%
American Indian Alone	0.3%
Asian Alone	4.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.4%
Two or More Races	4.3%
Hispanic Origin	11.8%
Diversity Index	70.5
2010 Population by Relationship and Household Type	
Total	16,954
In Households	91.8%
In Family Households	71.3%
Householder	22.7%
Spouse	13.8%
Child	27.7%
Other relative	4.6%
Nonrelative	2.3%
In Nonfamily Households	20.5%
In Group Quarters	8.2%
Institutionalized Population	1.2%
Noninstitutionalized Population	7.1%

Data Note : Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source : U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B5: 2-Mile Radius Community Profile

Gibbs Planning Group

Community Profile

Southside Savannah 2-Mile Radius

Rings: 2 mile radii

Prepared by Esri
Latitude: 31.98137
Longitude: -81.17074

	2 miles
2017 Population 25+ by Educational Attainment	
Total	11,677
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	23.0%
GED/Alternative Credential	4.1%
Some College, No Degree	25.3%
Associate Degree	8.0%
Bachelor's Degree	17.3%
Graduate/Professional Degree	10.1%
2017 Population 15+ by Marital Status	
Total	14,920
Never Married	43.2%
Married	37.4%
Widowed	6.4%
Divorced	13.0%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	93.6%
Civilian Unemployed (Unemployment Rate)	6.4%
2017 Employed Population 16+ by Industry	
Total	8,952
Agriculture/Mining	0.0%
Construction	5.1%
Manufacturing	5.5%
Wholesale Trade	1.0%
Retail Trade	13.9%
Transportation/Utilities	3.4%
Information	0.8%
Finance/Insurance/Real Estate	5.9%
Services	57.4%
Public Administration	7.0%
2017 Employed Population 16+ by Occupation	
Total	8,951
White Collar	54.9%
Management/Business/Financial	9.9%
Professional	19.6%
Sales	12.0%
Administrative Support	13.4%
Services	28.5%
Blue Collar	16.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	2.8%
Production	4.1%
Transportation/Material Moving	6.0%
2010 Population By Urban/ Rural Status	
Total Population	16,954
Population Inside Urbanized Area	99.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.9%

Source : U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B6: 2-Mile Radius Community Profile

Gibbs Planning Group

Community Profile

Southside Savannah 2-Mile Radius

Rings: 2 mile radii

Prepared by Esri
Latitude: 31.98137
Longitude: -81.17074

	2 miles
2010 Households by Type	
Total	6,588
Households with 1 Person	32.3%
Households with 2+ People	67.7%
Family Households	59.1%
Husband-wife Families	36.0%
With Related Children	14.3%
Other Family (No Spouse Present)	23.0%
Other Family with Male Householder	4.6%
With Related Children	2.4%
Other Family with Female Householder	18.4%
With Related Children	12.2%
Nonfamily Households	8.6%
All Households with Children	29.5%
Multigenerational Households	4.6%
Unmarried Partner Households	6.8%
Male-female	6.1%
Same-sex	0.8%
2010 Households by Size	
Total	6,588
1 Person Household	32.3%
2 Person Household	32.1%
3 Person Household	15.4%
4 Person Household	11.2%
5 Person Household	5.3%
6 Person Household	2.1%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	6,589
Owner Occupied	52.5%
Owned with a Mortgage/Loan	38.7%
Owned Free and Clear	13.9%
Renter Occupied	47.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	7,444
Housing Units Inside Urbanized Area	98.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source : U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.