

# SCAD buys WXIA building for broadcast school

**Live from Midtown:** The Savannah College of Art and Design has purchased Midtown's WXIA building for almost \$11 million.



SPECIAL

The Savannah College of Art and Design, also known as SCAD, recently purchased Midtown's WXIA building for almost \$11 million and will expand its film and digital media programs in Atlanta.

The 60,000-square-foot building, acquired by commercial real estate investment firm and owner Jackson Oats Shaw about a year ago for almost \$8 million, will house the university's new digital media center.

It will provide "state-of-the-art support for the curriculum and

an ideal physical environment for the university's growth and exploration into digital media," said Peter Weishar, dean of the school of film and digital media. "This new space ensures that SCAD remains among the elite programs in the nation in preparing students to work professionally immediately after graduation."

SCAD offers one of the most comprehensive film and digital media programs in the

country, and acquired the new facility in Atlanta to keep pace with the continually increasing demand from students, the university said.

"Enrollment in film and digital media majors at SCAD has grown by 500 percent over the past five years."

The new digital media center is slated to open next fall and will coincide with a new major in television producing at SCAD-Atlanta.

The Savannah College of Art & Design is a prominent tenant in Midtown, the city's arts district. Savannah College of Art & Design was founded in 1978 and opened its Atlanta location in 2005.

Bob Grigsby, senior vice president at real estate services firm **NAI Brannen/Goddard LLC**, represented Savannah College of Art and Design.



## REAL ESTATE NOTES

Douglas Sams