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FOR IMMEDIATE RELEASE

Vital Sites Launches First Revitalization Project: East Broadway Row

Vital Sites will share its story and provide a behind-the-scenes look at the plans for restoring five shotgun houses on East Broadway. The presentation will take place at 10 AM on Monday, October 9, 2017 at 1211 East Broadway with remarks from Mayor Greg Fischer, civic leader Christina Lee Brown, Vital Sites board president Charles Cash, and Vital Sites founder Valle Jones. Vital Sites staff and board members will also be present. Project manager, Gregg Rochman, will be on hand as visitors are invited to a “hard hat” tour of 1205 and 1207 East Broadway and to view renovation plans.

Vital Sites is a new organization focused on revitalizing Louisville through strategic redevelopment of abandoned or neglected spaces. Vital Sites harnesses the power of building reuse and small-scale development to create a connected, healthy, and resilient city.

This event is the public kickoff for Vital Sites as well as an open house of their first redevelopment project: East Broadway Row. The project consists of five circa 1890 shotgun houses on the north side of East Broadway near the intersection with Baxter Avenue. Vital Sites is returning the shotgun houses to much-needed affordable and market-rate residential in an area that is being transformed by several other residential developments.

The houses were donated to Vital Sites by the former owner of the Phoenix Hill Tavern; that property is currently being developed by the Edwards Companies. East Broadway Row presents a new paradigm for preservation in Louisville: the partnership of Vital Sites, a nonprofit, with a private landowner and a private developer. This creative private-nonprofit partnership is a model of how large scale new development and smaller scale renovation can work cooperatively and creatively to revitalize neighborhoods.

In 2015, the National Trust for Historic Preservation named Louisville the first citywide member of its National Treasure portfolio. Vital Sites has been developed with the guidance of Preservation Green Lab of the National Trust, which has used Louisville as an urban laboratory for the past three years.

Please note that the house tour may require climbing of stairs and all attendees should consider wearing closed-toe shoes.

About Vital Sites

Vital Sites is a nonprofit launched to use adaptive reuse and development as tools to build healthy, sustainable communities in Metro Louisville. www.VitalSites.org

About the National Trust for Historic Preservation

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places. www.SavingPlaces.org

Media Advisory

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sustaining healthy communities