



VITAL SITES

original character
new stories

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FOR IMMEDIATE RELEASE

Vital Sites To Host “Hard Hat” Tour Of East Broadway Row Revitalization Project

Vital Sites will host a discussion and provide a behind-the-scenes tour of the shotgun houses on East Broadway currently under construction. Refreshments will be served starting at 9:30 AM on Saturday, March 3, 2018 at the office of The Marian Group, 1122 Rogers Street, Louisville, KY 40204. Remarks from Vital Sites board president Charles Cash and project manager Gregg Rochman will begin at 10 AM, with a walking tour to East Broadway Row immediately following. Vital Sites board members and staff will be on hand as visitors are invited to a “hard hat” tour of several of the houses.

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

The East Broadway Row project consists of five ca. 1890 shotgun houses on the north side of East Broadway near the intersection with Baxter Avenue. Vital Sites is returning the shotgun houses to market-rate residential in an area that is being transformed by several other residential developments. Construction on the project began in November 2017. 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.

This tour event will conclude a “heart bombing” campaign where citizens are encouraged to capture and share photos on social media with the hashtags #VitalSites and #iHeartSavingPlaces. A sign is available for download at www.vitalsites.org/heartbombLOU.

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 tours may require climbing of stairs and all attendees should consider wearing closed-toe shoes. Round-trip walking distance will be approximately 1 mile.

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