

## *New Grocery Coming to Park DuValle Neighborhood*

*Tuesday November 23, 2010*

### ***Mayor, Congressman break ground on long-awaited full-service store***

Fulfilling a promise to bring a grocery store to the Park DuValle neighborhood dating back to 1994, Mayor Abramson and Congressman John Yarmuth (KY-3) broke ground on a new 20,000 square foot grocery store this morning.

First Choice Market, a full-service grocery store located at 3030 Wilson Avenue, will serve an estimated 35,000 citizens in Park DuValle and surrounding neighborhoods.

“From the beginning of the Park DuValle revitalization, my vision for this neighborhood always included a grocery store,” Abramson said. “After more than a decade of working on this project, I’m proud of the local and federal collaboration that helped make it a reality. It will serve the residents of West Louisville well.”

First Choice Market will be the first phase of a retail center called “Wilson Crossing” and will feature a wide-selection of fresh fruits and vegetables, a deli counter and bakery to complement an extensive line of grocery items.

The store will be managed by local, independent grocery operator ValuMarket, which has five other stores in the Louisville area.

The \$4.4 million project is being funded by a combination of a forgivable loan, tax credits and federal stimulus dollars. It includes a \$3.2 million forgivable loan from Louisville which is funded with CDBG-R (stimulus) funds and \$1.2 million from the purchase of New Markets Tax Credits which were allocated to the project by the Louisville Community Development Bank and purchased by US Bank.

In addition, the U.S. Department of Health and Human Services awarded a grant to the Canaan Community Development Corporation to be used for the grocery store. The grant money will help purchase the store’s initial inventory and train employees.

“This is a wonderful investment that will truly benefit our community, immediately and for years to come,” Yarmuth said. “First we’ll see the creation of local jobs and, soon, it will offer families affordable choices to improve their health, budgets, and quality of life.”

The grocery store construction will create approximately 200 construction jobs. More than 30 more jobs will be added when the store opens in the summer of 2011.

“Today we break ground for a grocery that is very much needed and long overdue,” said District-3 Councilwoman Mary Woolridge, “The grocer will bring economic development to this area

which includes jobs that are so desperately needed. We will be able to hire people from this neighborhood. We will be able to spend our money in the neighborhood where we live.”

The developers of the project include Robert Holmes, Jr. and Randy Roth. The general contractor of the First Choice Market is David Cosby and Associates.

The Metropolitan Sewer District also is working with the developers to construct a building and site that is environmentally friendly with features like pervious pavers and a green roof.

Construction is scheduled to begin in the next few weeks.

### *About The Villages at Park DuValle*

The revitalization of the Park DuValle neighborhood began in 1994. The goal was to create a mixed income community of more than 1,000 new homes, townhouses and apartments. The Cotter and Lang public housing developments were razed and in their place a \$200 million investment was created. Under the federal Hope VI program, Louisville Metro Government, Louisville Metro Housing Authority, the U.S. Department of Housing and Urban Development as well as private lenders and investors worked together to develop the nationally-recognized neighborhood.

For more information visit:

<http://www.lmha1.org/hopevi/index.htm>

To learn more about the Hope VI program visit:

<http://www.hud.gov/offices/pih/programs/ph/hope6/about/>