

Advertisement

GREATdining Find Great Recipes. [Click Here](#)



NEWS	OBITUARIES	SPORTS	BUSINESS	ENTERTAINMENT	VELOCITY	FEATURES	OPINION	TRAVEL	SERVICES
------	------------	--------	----------	---------------	----------	----------	---------	--------	----------

Search Kentuckiana: All

**Order 7 Day Delivery
Get a Free Gift
Subscribe Now**

[courier-journal.com](#) > [Local News](#)

[View 7 days >](#) [Su](#) [M](#) [Tu](#) [W](#) [Th](#) [F](#) [Sa](#) [Adv. search >](#)

Friday, November 17, 2006

 [E-mail this](#) |  [Print page](#)

Celebrations
Announce it in
The Courier-Journal
• Weddings
• Engagements
• Anniversaries
• Births ... and more!
Advertisement

Philip Morris site to get new life

Mixed-use project slated on 23 acres

By **Sheldon S. Shafer**
sshafer@courier-journal.com
The Courier-Journal

Six years after Philip Morris closed its cigarette plant at Broadway and Dixie Highway, the 23-acre site is being sold to a local developer planning a \$40 million commercial and business park.

All nine buildings on the site -- some of which date to World War II and have a total of 617,000 square feet of space -- will be demolished to make way for the mixed-use NewBridge Crossing project.

Advertisement



By Steve Durbin, The Courier-Journal

[+ enlarge](#)

Louisville, which bought the land for \$100 in 2001, is selling it to NewBridge Development LLC. That's an offshoot of The Mardian Group, or TMG, a firm owned by Teresa and Frank Bridgewaters that has worked on several projects in western Louisville, including the partly constructed Kentucky Center for African

RELATED NEWS FROM THE WEB

Latest headlines by topic:

- [Beverages](#)
- [BrownForman](#)
- [History in the News](#)

NEWSLETTERS

Sign up now!

Get morning headlines, breaking news, afternoon business updates, weekend happenings and more sent to your inbox!



FEEDBACK

STORYCHAT

[Click here](#) to join a discussion in our reader forums.

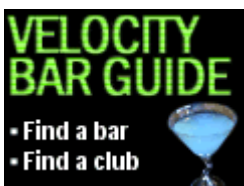
E-EDITION



Check out the new digital version of The C-J

RSS

RSS feeds - XML Get the headlines you want delivered to your reader.



Advertisement



will bring in money, and the community will grow."

Mayor Jerry Abramson said it will take at least five years to fully develop the project, which he said could create 300 to 500 jobs.

A group of businessmen headed by Charlie Johnson had an option on the 23 acres through the early part of this year, but couldn't line up an anchor tenant, after chasing both Target and Wal-Mart.

Abramson said he believes TMG will have better luck.

"We are confident we have found the right buyer ... for this challenged, yet significant and strategic" property, he said.

Philip Morris, which closed the plant in 2000, had nearly 4,000 employees at the site in the mid-1980s.

As part of the deal with NewBridge Development -- expected to be approved next week -- the developer will pay \$1.3 million for the parcel. But as a financial incentive, the city will forgive that expense when the site is cleared, Abramson said. The city has struck similar deals for other developments.

Robert Holmes Jr., a TMG spokesman, said the cost of razing the buildings probably will exceed \$1.3 million.

"We are committed to making NewBridge Crossing a catalyst for economic development ... and we believe the community will embrace it," Holmes said.

Ben Richmond, president of the Louisville Urban League, agreed that the development, on a high-profile corner, "will be great for the community."

"It won't happen tomorrow, but several hundred jobs over time is realistic," he

American Heritage.

Donald Jones, who works at an insurance agency on West Broadway across from the plant, welcomed news of the planned development, saying he was tired of "looking at dead space over there."

"It would be great to see the property put to a good use," he said. "Philip Morris created a lot of jobs. We really miss that. Bringing in new jobs

• African-American

Powered by Topix.net

Advertisement



VET TECHNICIAN & RECEPTIONIST VET TECHNICIAN & RECEPTIONIST with E...

HEALTHCARE Enjoy a...

MACHINISTS & OPERATORS Experie MACHINISTS & OPERATORS Experienced M...

Administrative A fantastic Job Corps Center - the Whitn...

COMMERCIAL DRIVERS WOODGRAIN D COMMERCIAL DRIVERS WOODGRAIN DISTRIBUTIO...

MAINTENANCE We are currently s MAINTENANCE We are currently seeking a M...

Inventory Control Specialist Accu-tec is seeking an experienced and d...

Administrative G. M./OWNER-OPERATOR for Beef O' Brady...

said.

Abramson said the city has been working with TMG and believes that significant city and private investment in new housing in the Russell area will make the project successful.

And he noted that Brown-Forman Corp. has recently increased employment and the investment in its headquarters just south of the site.

Brown-Forman spokesman Phil Lynch said the headquarters employs about 900 people and the distiller "looks forward to seeing a mixed-used development" next door, especially if there are retailers and restaurants -- "our employees would use them."



Abramson said he sees the possibility of a large drugstore, a branch bank and a major retailer. He also said the developers have financing in place for the project, though he would not be specific.

Holmes said the development's layout and exact uses will depend on the signing of an anchor tenant, adding that "we are talking with drugstores and apparel, appliance, electronics and home-furnishings stores."

He said he expects the site to be cleared by late summer.

"The mixed use is the strength of the plan," Holmes said. "The development will have an economic ripple effect throughout all of west Louisville."

Reporter Sheldon S. Shafer can be reached at (502) 582-7089.

STORYCHAT   [Post a Comment](#)

This article does not have any comments associated with it

[^^ Back to top](#)

 [E-mail this](#)
 [Print this](#)
 [Subscribe](#)
 [RSS feeds](#)

[Home](#) | [News](#) | [Sports](#) | [Business](#) | [Features](#) | [Travel](#) | [Scene](#) | [Velocity](#) | [Classifieds](#) | [Jobs](#) | [Cars](#) | [Homes](#) | [Shopping](#) | [Contact Us](#) | [Search](#)

Classified Partners: [Jobs: CareerBuilder.com](#) | [Cars: Cars.com](#) | [Apartments: Apartments.com](#) | [Shopping: ShopLocal.com](#)

Copyright 2005 The Courier-Journal.
 Use of this site signifies your agreement to the [Terms of Service](#) and [Privacy Policy](#) (updated 6/7/2005).
 Send questions and comments to [The Webmaster](#).

Skilled Employment
 A company that thrives through energy, e...

EXCAVATING operators/laborers
 Geiger Excavating, Inc

[All Top Jobs](#)

About Top Jobs