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Price Hill Will rescues iconic Elberon structure

Business Courier - by Dan Monk

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February 2012 is the tentative completion date for a new senior housing facility at 801 Elberon, an iconic Price Hill apartment building that is threatened by vacancy and vandalism.

Price Hill Will, a nonprofit community group, has acquired the once-stately structure, which supporters have described as "Price Hill's Alamo." It has partnered with the **Model Group** and the city of Cincinnati to assemble a \$7.4 million renovation plan that will provide 37 one- and two-bedroom apartments. The plan is to be financed through five different funding sources, including city of Cincinnati HOME funds and federal Neighborhood Stabilization Program dollars.

The [latest plan to revive the Elberon apartment building was reported by the Business Courier in June](#), when the Model Group sought a \$4 million neighborhood stabilization grant from the city.

"We are pleased to be a part of the redevelopment of the Elberon with our partners at Price Hill Will and the city," said **Bobby Maly**, vice president of development at the Model Group. "Today marks the beginning of the next step toward community revitalization through high quality senior housing and preservation of one of the area's most historic and architecturally beautiful buildings."

In addition to rehabbing the building, two vacant homes adjacent to the Elberon will be demolished to enhance the project and create additional parking and greenspace.