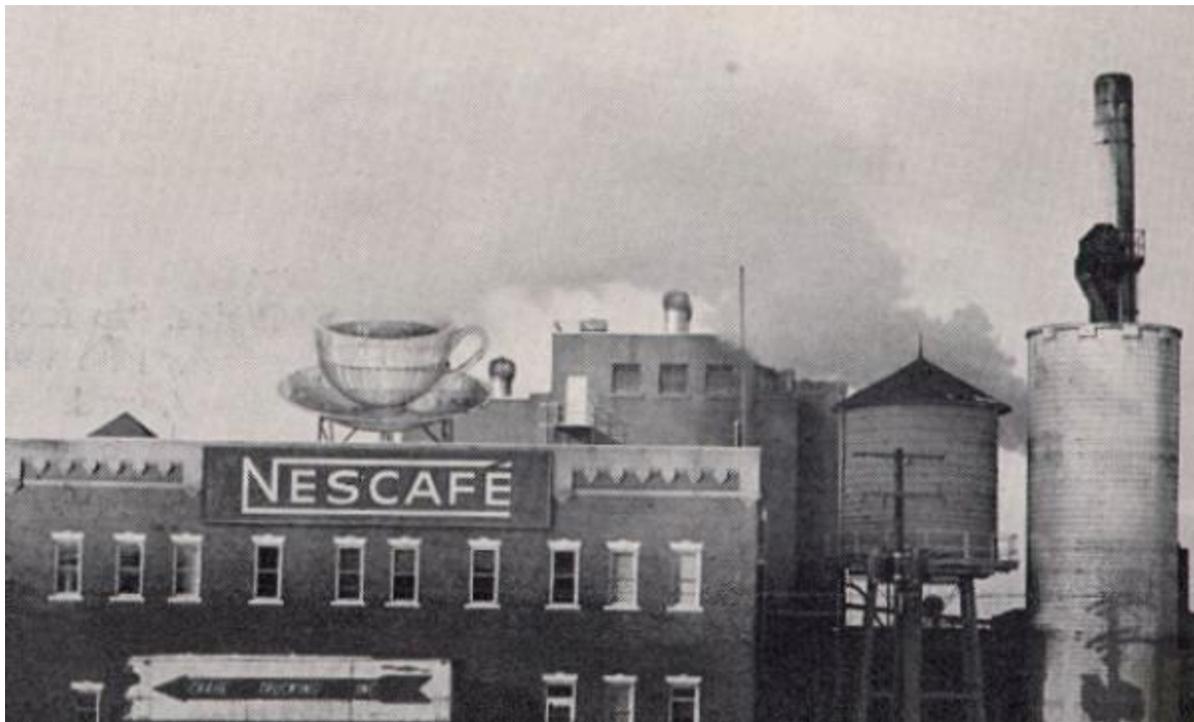


Phoenix Apartment Complex

In Ohio, there lies a small town called Sunbury Ohio. The town of Sunbury embodies the Midwest in almost every imaginable way. It has a small-town charm, with friendly, polite citizens, and a “hard work pays off” attitude. Sunbury was settled in the 1800’s from settlers from Pennsylvania who were moving out west. Within the town of Sunbury there is an empty factory, a factory that was once the heart of this small town. The factory is the old Nestle plant. So, the problem is what to do with the land? The plot of land is in a perfect location downtown and it’s a rather large plot of land, about 20 acres, that has nothing in it.



http://bigwalnuthistory.org/Local_History/Creameries/Nestles/Nestle.htm

This plant was first built in the late 1800's and became a staple in the community. For a long time the factory was a key component in the community. According to the Big Walnut local history website the plant made up 32% of the village income and was responsible for employing many of the citizens of the town of Sunbury. The factory was doing great business for a while, the Big Walnut local history website states that the factory was the first factory in the country to produce Nestle's brand of instant tea, Nestea. Eventually though the factory shifted its focus on the process of decaffeinating coffee beans, to help create de-cafe coffee. But all good things must come to an end. The decaf coffee craze that drove the success for the Nestle plant eventually came to an end, and in 1993 the factory would close its doors and the people who worked there would have to find new jobs.

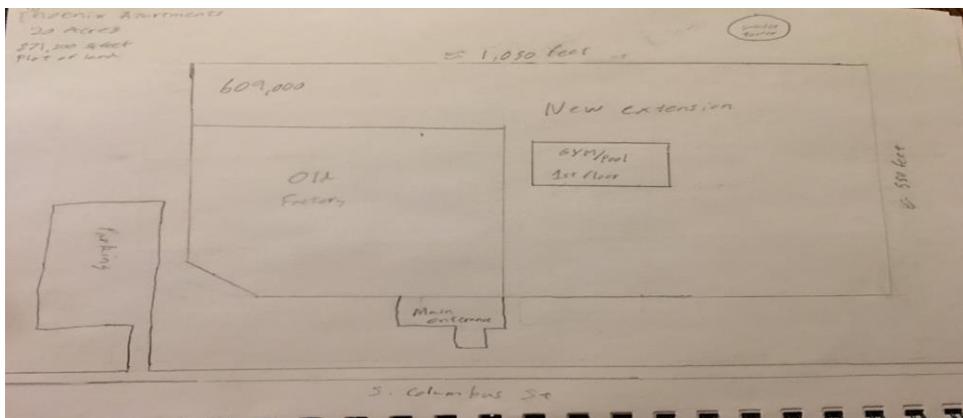
The factory now sits empty, and in fact most of the factory has deteriorated to the point where it had to be torn down. Now in the right near the heart of downtown Sunbury there lies the blank spot where the factory used to be. The factory is still a sore spot for the people of Sunbury Ohio. Many of Sunbury's residents have lived in the town of Sunbury most of their life, so the factory closing still has scars in the community.



A picture of the factory today.

Like a Phoenix rising from the ashes, Sunbury came back. Sunbury has been doing well in the past few years. In Sunbury's comprehensive plan, it is discussed how Sunbury has had a growth in population in recent years, and new businesses are coming to Sunbury now. A Showa plant, which manufactures for Honda is in the town of Sunbury along with the Outlet mall that has been built. So, the question is still what to do with the empty factory and empty lot, that sits right in downtown of Sunbury. My proposal is an apartment complex, Phoenix Apartments.

The plan would be to turn what remains of the old factory, and a new extension, into a brand-new apartment complex for the city of Sunbury. The lot itself is approximately 20 acres or 871,200 square feet, which is a large plot of land to work with. The building itself would be approximately 1,050 feet by 580 feet making it 609,000 square feet. The main entrance of the old factory will now serve as the main entrance of the building, and the parking lot that already exists for the factory will be used for parking for the apartment complex. The building will be two floors, each floor being about 12 feet tall.



Site plan for Phoenix Apartments

The apartment complex will feature three types of apartments to choose from, to maximize the type of people who would be interested. The cheapest ones will obviously be the smallest ones, and are designed for 1-2 people with two bedrooms, one bathroom, a small living room and a kitchen. These will be about 950 square feet. The mid-level one will be designed with families in mind. These apartments will serve as a cheaper alternative to houses in the area. These apartments will have two bathrooms, three bedrooms, a kitchen, and a living room area. These apartments will be closer to 1500 square feet or so. The final level of apartments will be the more expensive luxury apartments. These apartments will have two bedrooms, two bathrooms, a large living area, and a full-size kitchen. These apartments are designed to attract any wealthier people who may move into the area. The apartment complex will also include a swimming pool and a small gym area on the first floor, open to its residents.

Funding for the Apartment Complex could happen a few ways or a combination of them. The first would be a vote on the election to start building with tax dollars. This would seemingly be a pipe dream; however the citizens of Sunbury have seemed open to allowing their tax dollars to help fund projects like this. In elections in the previous years the citizens of Sunbury voted for the Tanger outlet mall to be built, and they have consistently approved building levies for the Big Walnut School District resulting in several new schools in the area. The second way funding could be achieved is a historical building grant, because the factory is considered a historical site. This might become tricky, because

as mentioned several times before, much of the factory is now torn down, and only a portion of the original historical building remains. However according to *Preservation Dictionary* website, grants are usually given to either nonprofit organizations or income producing residencies like an apartment building. So, several historical grants should apply to Phoenix Apartments to help fund the project.

Sunbury's recent growth is a big reason why an apartment complex would be a perfect fit for this plot of land. Population is a huge part of this. As mentioned prior, Sunbury's comprehensive plan discusses Sunbury's population growth trends. According to research in the Comprehensive plan Sunbury's population doubled from 1990, and is showing signs of increasing in growth. All Central Ohio is experiencing a similar growth rate. The Comprehensive plan explains that Central Ohio is growing well above the national average, mainly due to Columbus' success in recent years. Sunbury is part of Delaware county, and Delaware county is the fastest growing county in Ohio. Kevin Landers writes in an article titled "*Delaware County is Fastest Growing County in Ohio*" on *TenTV's* website writes "Delaware County continues to grow and remains the number one fastest growing county in Ohio." He then goes on to say, "Other areas seeing double-digit growth are the Villages of Ostrander, Berkshire Township, Galena and Sunbury." With this growth rate an apartment complex makes sense, because in the central area of downtown there is only one major area for apartments, the Sunbury Mills apartment complex. An apartment complex will help Sunbury's growth by providing people with a place to live that is more

affordable than many of the houses in Sunbury. Sunbury’s residential areas are mostly made up of neighborhoods and other small houses.

Sunbury growth has also brought in many new businesses for the town. Sunbury has recently added a Tanger Outlet mall and even has a new manufacturing plant, the Showa plant. But it hasn’t stopped there. In an article on *Bizjournals* titled “Developer sets Plans for Retail Center near Tanger Outlets” written by Evan Weese, he writes how a new retail center will open in Sunbury near the Tanger Outlet malls. This retail center will be open air and will bring many new businesses to the area. This kind of growth will bring in more people, making apartments in Sunbury more sought after, and this is just the beginning.

The location of this plot of land also makes an apartment complex a good choice for an apartment complex. The plot of land is on South Columbus Street which is a major road

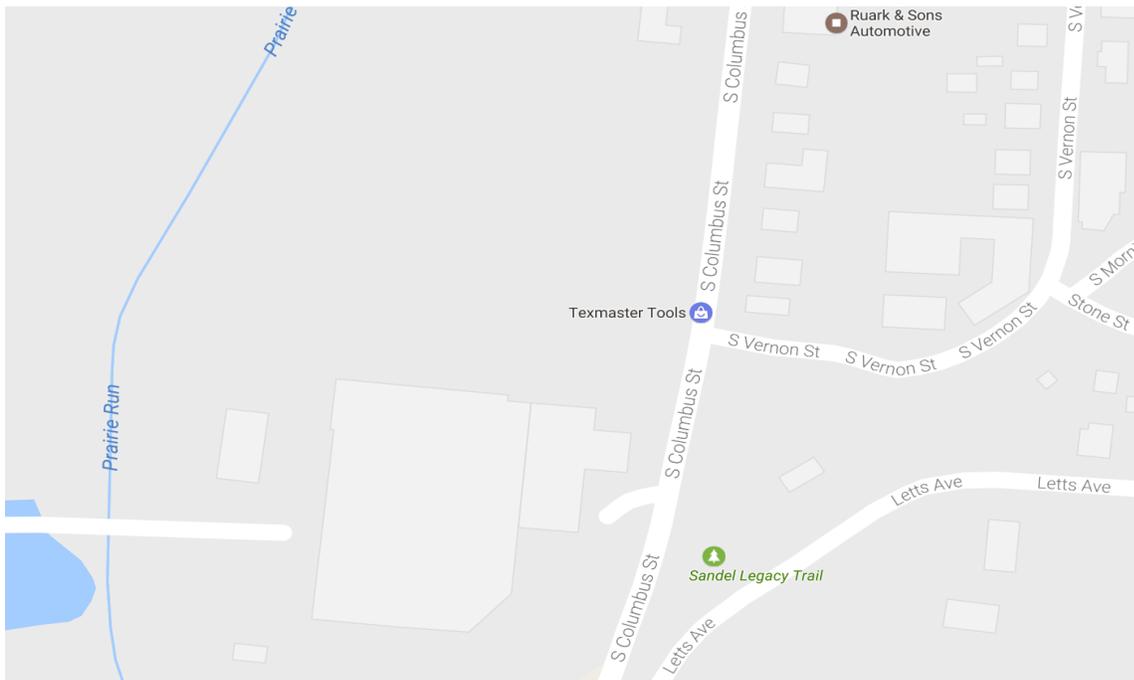


Image taken from Google Maps

that goes right through the downtown square of Sunbury. Much of the growth in Sunbury has been happening outside of the central downtown area of Sunbury. Having this apartment here would help develop this area of Sunbury. The apartment complex being so close to the downtown area, makes many of the businesses around the Sunbury square within walking distance. This would be beneficial for both the residents who will live in the apartment complex and the local businesses as it will hopefully bring new customers. The plot of land is also close to an entrance to the Sandel Legacy Trail, which would provide residents easy access to the trail. Finally, the location is especially good for families

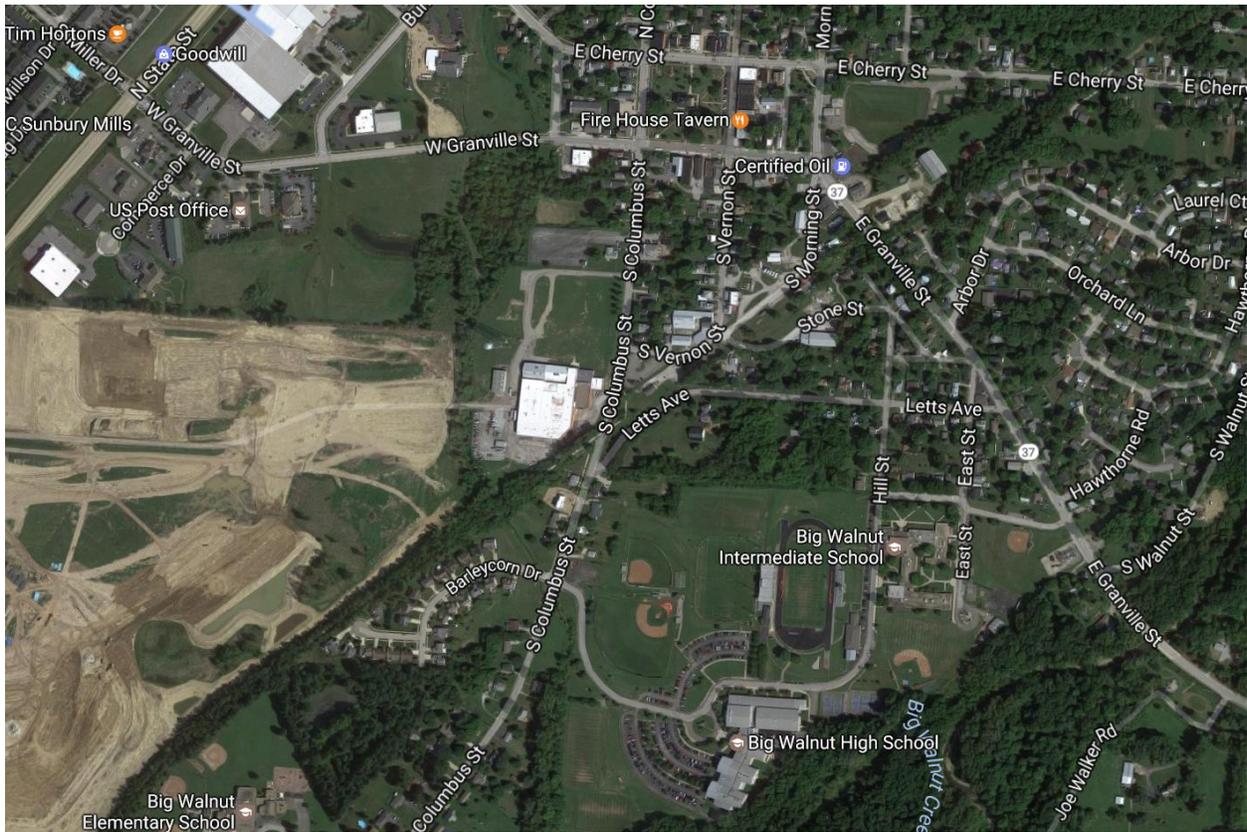


Photo taken from Google Maps

who move into the complex due to its proximity to many of the schools in the area. As shown in the picture above, the apartment complex would be within one mile of Big Walnut High School and Big Walnut Intermediate School. It would also be near Big Walnut Elementary School. Not shown in the picture, but the apartment complex is also close to the Kroger's in Sunbury and all the subsequent businesses in the same plaza as the Kroger's.

Unfortunately, there are several weaknesses to this plan. As mentioned before there is an apartment complex in Sunbury, called the Sunbury Mills, which is close to this plot of land. Now Sunbury Mills would not offer the same variety in apartments, but it would certainly be a competition for this piece of land. Another weakness is the fact that blending the new addition to the apartment with the old factory would be a challenge. The factory is quite old, so the new extension will stand out. Finally the side walk and the road outside of the factory are in poor conditions and would need fixing up.

The apartment complex does provide numerous opportunities for the town of Sunbury. As mentioned previously, the biggest opportunity Phoenix Apartments would have is the ability to develop the downtown area. Much of the development happening in the town of Sunbury is away from the downtown area by the Tanger outlet mall. This is the main reason the city of San Antonio converted their old Peanut Factory downtown into apartment buildings. In an article written on *The Rivard Report* titled "Peanut Factory Lofts Open in Westside" written by Scott Ball, he writes "This exciting new development signifies fresh opportunities and prosperity," stated Gonzales in a press release. "We hope that it becomes a catalyst to spur further investment and development in District 5." Developing

the downtown area does however bring the threat of rent prices having to increase, which then lower income housing would compete with one of the apartment complexes target demographics.

The final major strength of this land being turned into an apartment complex is for symbolic reasons. When the factory closed its doors, and Nestle abandoned the town of Sunbury, it left a scar on the community as many were left without jobs. But it's hard to keep a good midwestern town down, and this is where the reasoning for the name Phoenix Apartments comes in. The Phoenix is a mythical bird that cannot die, it will simply be reborn, and rise from the ashes. Just as the town of Sunbury rose from the ashes and fought back to be where it is today.

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