

Madie Mendels
Professor Kaplan
ENVS 301
Final Paper
December 16, 2019

Marketing the 444 Hebron Rd. Site

The previous Meritor manufacturing site located in Heath, Ohio has been for sale for several years, with few interested in acquiring the property. Unfortunately, the site is covered with remnants of Meritor's production in various forms of pollution, and between the required site clean up and the sheer size of the property, 444 Hebron Rd. is a tough sell to any average developer. However, the site still possess many of the characteristics that made it the industrial hub of Licking County for decades. In order to aid in the advertisement of the site, several brochures and social media advertisements were created with the goal of making the site's history and its potential more accessible to potential developers.

How do you market a brownfield site?

Selling a property that is laden with various forms of environmental degradation is not an easy task, especially if the buyer is potentially liable for the damage. However, brownfields still possess the characteristics that once made them a desirable location, such as proximity to local businesses and communities. There are two key components of marketing a brownfield site; site specifics and community value (Sustainable Jersey, 2018). It is critical to outline the characteristics of the site that would make it attractive to different redevelopers, highlighting important strengths such as location(Sustainable Jersey, 2018).

Since selling a brownfield means that you are dealing with a site with contamination, it is important to provide developers with as much information about the site as possible. Important information includes, but is not limited to:

- Acreage/square footage
- Zoning
- Location
- Previous/current owner
- Price
- Photos of the property
- Contact information of seller and/or real estate agent

This is the basic information that developers will need about the site for sale, however, they will also want to see documentation about the current “environmental status of the property and any grants or incentives that may be available”(Sustainable Jersey, 2018). Providing this information up front will prevent any future issues with potential buyers and will ensure that developers are aware of their full investment in the property.

It is also important to keep in mind the audience that would be interested in the property, which will determine the different characteristics that may be highlighted. For example, for attracting industrial developers, it would be important to highlight characteristics of the site such as proximity to major roadways, railroads, and airports and information about the local workforce(Sustainable Jersey, 2018). However, if the goal was to develop the property in response to the surrounding community, highlighting local demographics, school systems, and the businesses that are currently located in that area would be the most relevant information to include(Sustainable Jersey, 2018).

Finally, it is important to present the property for sale on multiple platforms. The site should not only be listed on the realtor site, but also should be listed on a brownfield listing

website, such as brownfieldlistings.com(Sustainable Jersey, 2018). Other useful marketing platforms could include placing advertisements in real estate magazines, advertisements on social media, and providing the local municipal offices with information about the site(Sustainable Jersey, 2018).

Meritor Proposals

When thinking about what the best platform to showcase the Meritor property, the concept of a brochure or information packet presented itself as the most efficient way to communicate important information about the property. This format is able to showcase all the information that may be desired by developers, such as a history and details of the property, as well as the key ideas of each development proposal. Below are the “about” pages that are featured in the brochures, Figure 1 is in both the destination and industrial proposal, while Figure 2 is featured in the comprehensive proposal.



Figure 1



Figure 2

As the research provided above suggests, the first several pages of each brochure encompass the background information necessary to understand the site and give context to the development proposals. Three brochures were created, one for each development proposal (destination and industrial) and one that included both. The comprehensive provides the



developer with basic information such as acreage and zoning (Figure 3), while all three brochures provide information about Meritor, who currently owns the property, as well as a brief description of the Newark Earthworks that are located across the street. It is important to include some information about the earthworks since

both the destination and industrial proposal aim to incorporate the earthworks into the redevelopment of the site, while also keeping in mind that developers may be unaware of what the earthworks are.

Figure 3

The following pages of each brochure explain the specific information related to each proposal. Each section gives an overview of the proposal idea, as well as listing the strengths and challenges that the specific proposal idea has. The industrial proposal describes the idea of developing the site into a solar manufacturing plant that is powered by an onsite solar array. The introduction of another manufacturing facility would create an estimated 375 jobs for Licking County residents, while also demonstrating sustainable redevelopment on a brownfield. The following page includes a graphic of the proposed design for the industrial site, supported by information about the solar capacity of the site (see figures 4 and 5).



Figure 4



Figure 5

The destination proposal follows the same design and layout of information, in order to keep the format consistent between proposals. The destination proposal reviews the motivation behind developing the site with the Newark Earthworks and tourist audience in mind, providing specific ideas about what could be included inside a proposed museum and shopping plaza. These pages also include strengths and challenges, followed by a graphic of the destination proposal (see figures 6 and 7). The information about solar site capacity remains the same, since the solar capability of the site was estimated with both proposals in mind.



Figure 6



Figure 7



Figure 8

The final page of each proposal provides with the developer about the implementation and use of solar energy on the property. It was clear in each proposal that installing solar on the contaminated areas of the property would be the best use of those spaces that could not be used for other aspects of the redevelopment process. It was important to include this information in each brochure because of its significant presence in each of the proposals and the potential positive impact it could have on the surrounding community.

Social Media

Social media has become the primary way for businesses to sell their products and widen

their network, even in real estate. As of 2013, 97% of marketers use Social Media Marketing(SMM), with the most popular platforms being Facebook, Instagram, and Youtube (Oni, 2012). Recognizing the importance of social media in marketing today, three social media

advertisements were developed to be included as a part of the marketing effort. The designs varied in their message

and content with the intention of showing the variety of approaches that could be taken to promote this site. The

first design has a distinctly different message than the other advertisements, as it provides less basic information about

the site and has a clear eco-friendly message. The other

advertisements examples focus on a broader, more generic

audience. They include basic information that developers are initially interested in, as well as promote the potential

strengths of the property.



Conclusion

The goal of these brochures and advertisements is to make information about the Meritor property and the site proposals accessible to a wider audience, as well as consolidate critical take away information from each proposal. Each brochure was designed with the developer in mind, knowing that a lot of the information discussed in the Sustainable Redevelopment of 44 Hebron Rd. proposal requires an understanding of the background and location of the Meritor site. By consolidating each site proposal into a uniform and visually appealing format, it will hopefully be easier for potential developers to gain a better initial understanding of the site's history, the ideas behind the destination and industrial proposals, and the excitement of redeveloping this site sustainably.

Bibliography

LoopNet.com. (n.d.). 444 Hebron Rd, Heath, OH, 43056 - Manufacturing Property For Sale. Retrieved from <https://www.loopnet.com/Listing/444-Hebron-Rd-Heath-OH/3611692/>.

Ohio History Connection. (n.d.). Newark Earthworks. Retrieved from https://ohiohistorycentral.org/w/Newark_Earthworks.

Oni, A. (2012). Residential Property Market Regulation and Property Values: a case study of Lagos Staet, Nigeria. *Proceedings of the 12th African Real Estate Society Conference*.

Sustainable Jersey. (2018). Brownfields Marketing. Retrieved from http://www.sustainablejersey.com/actions-certification/actions/?type=1336777436&tx_sjcert_action%5BactionObject%5D=524&tx_sjcert_action%5Baction%5D=getPDF&tx_sjcert_action%5Bcontroller%5D=Action&cHash=b33b5ab61793545abc8d81568b5925e1

