



Gaston County CLT Airport Connected Economic Positioning Strategy

Gaston County Board of Commissioners

Joel Long

December 11, 2018

CLT AIRPORT – REGIONAL ECONOMIC IMPACT

- **\$16.2 Billion annual direct and indirect economic impact**
- **224,000 direct and indirect jobs**
- **\$11.5 Billion in direct and indirect payrolls**

***According to a 2015 UNC Charlotte Study**

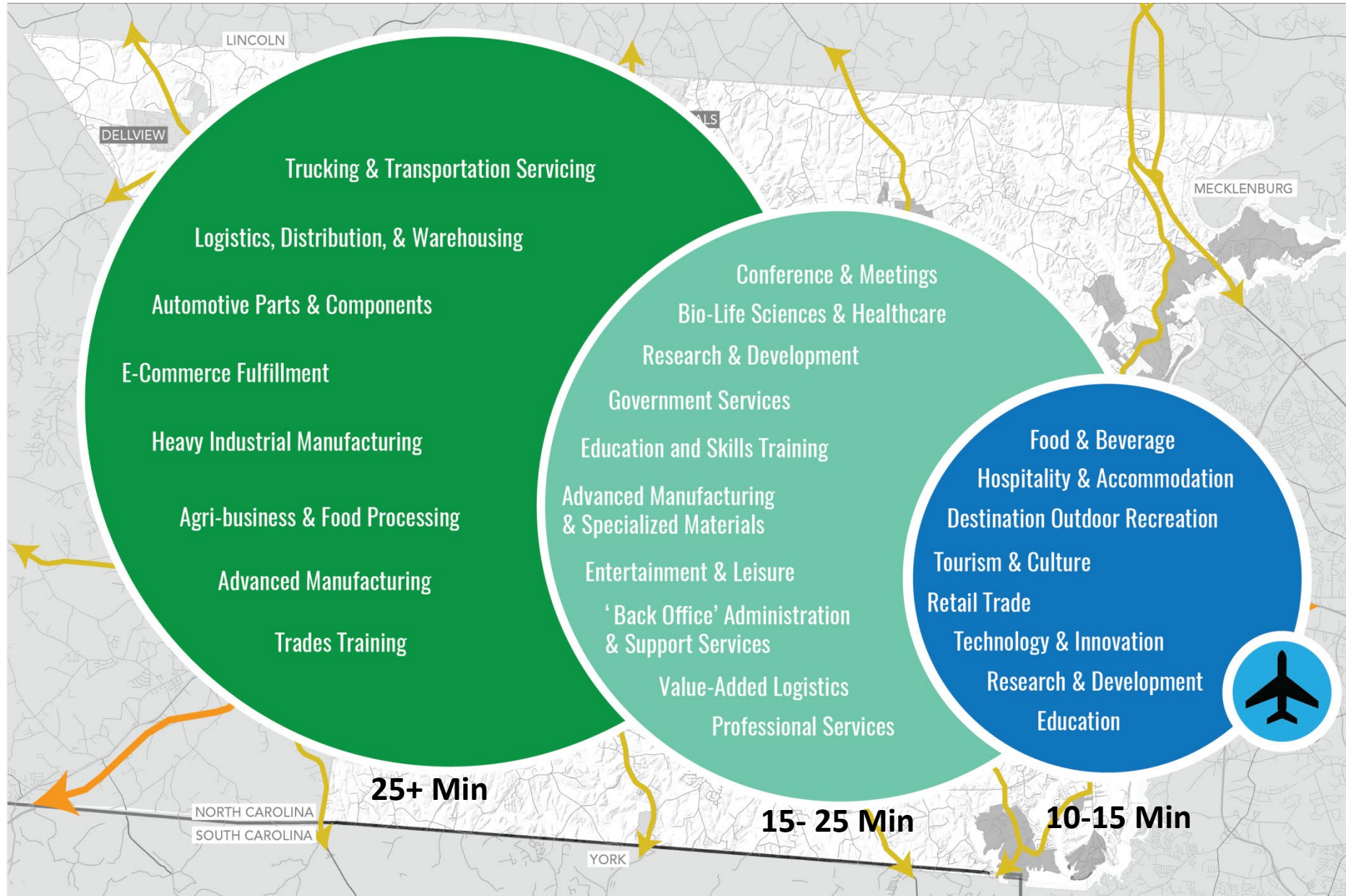
PARTICIPATING MUNICIPALITIES



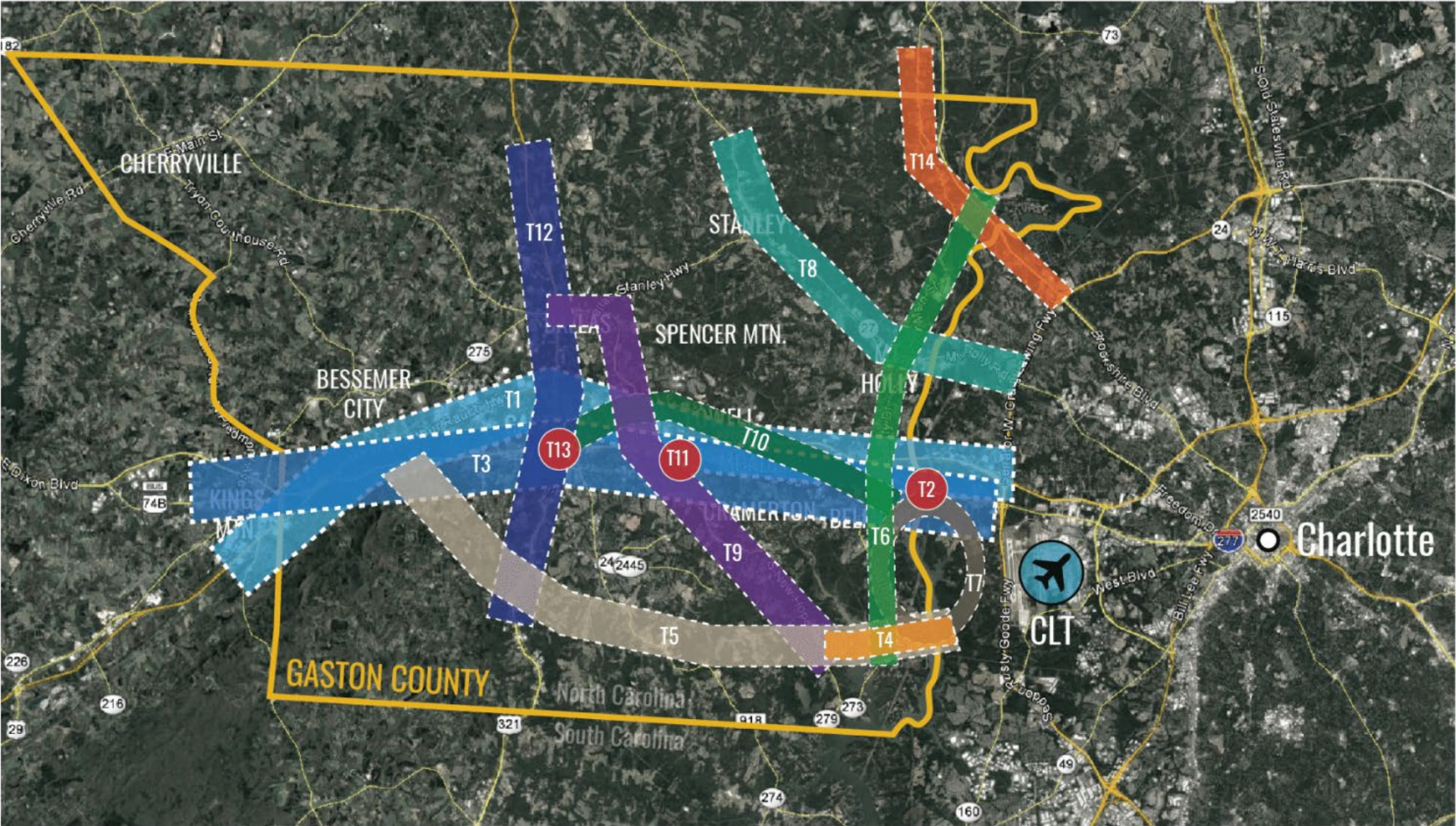
GASTON COUNTY PUBLIC-PRIVATE COALITION

- **Steering Committee of all funding governments and private sector**
 - Donny Hicks represented Gaston County EDC
- **Funding of \$230,000 equally divided between public and private sectors**
- **GGDC managed project, contract, and fiscal accounts**
- **Hired MXD Development Strategists (had prepared CLT AASDP)**
 - Team included Lyerly Agency and Kimley-Horne
- **Plan encompassed ALL of Gaston County**

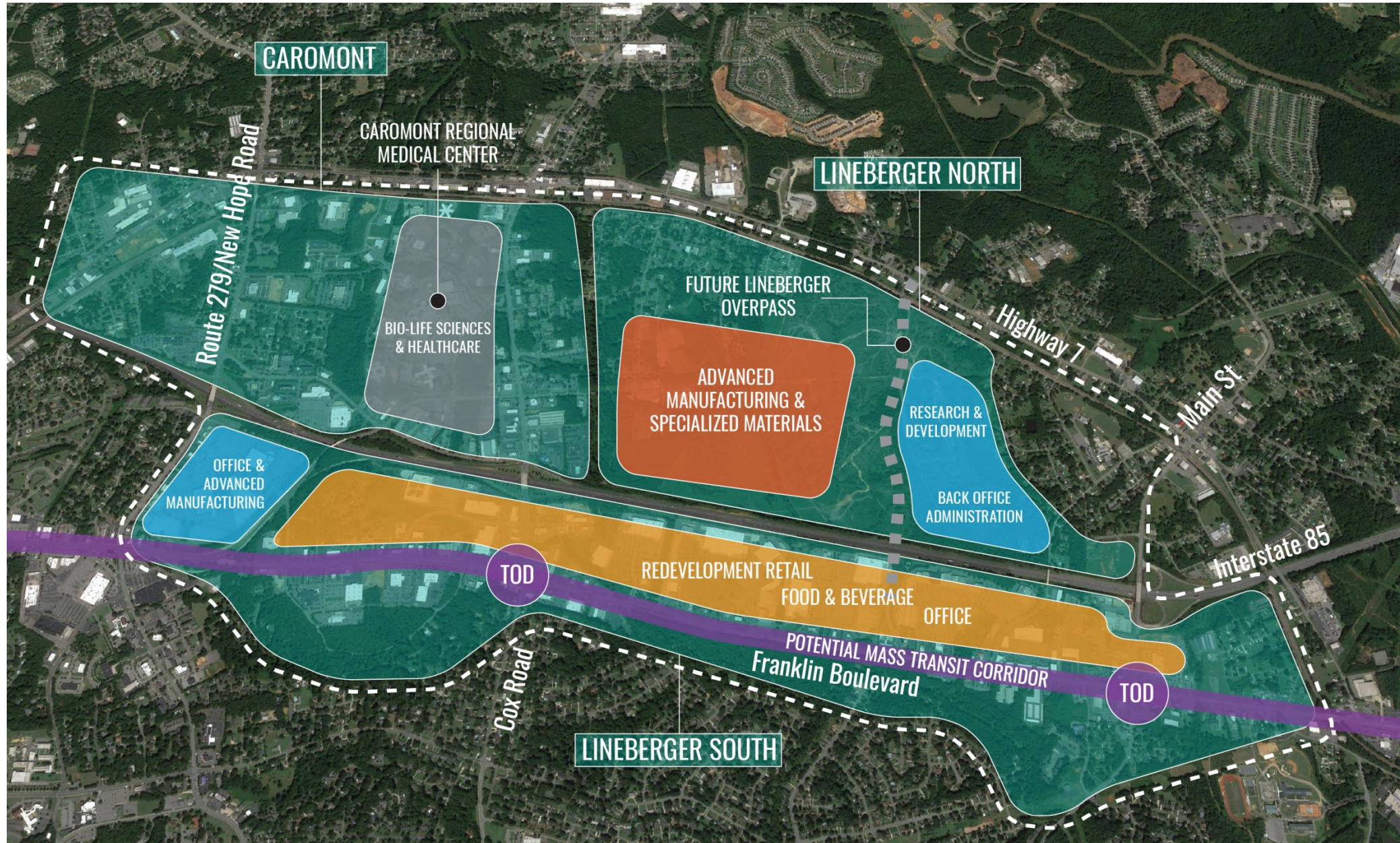
TIME-DISTANCE ECONOMIC SECTOR TARGETS



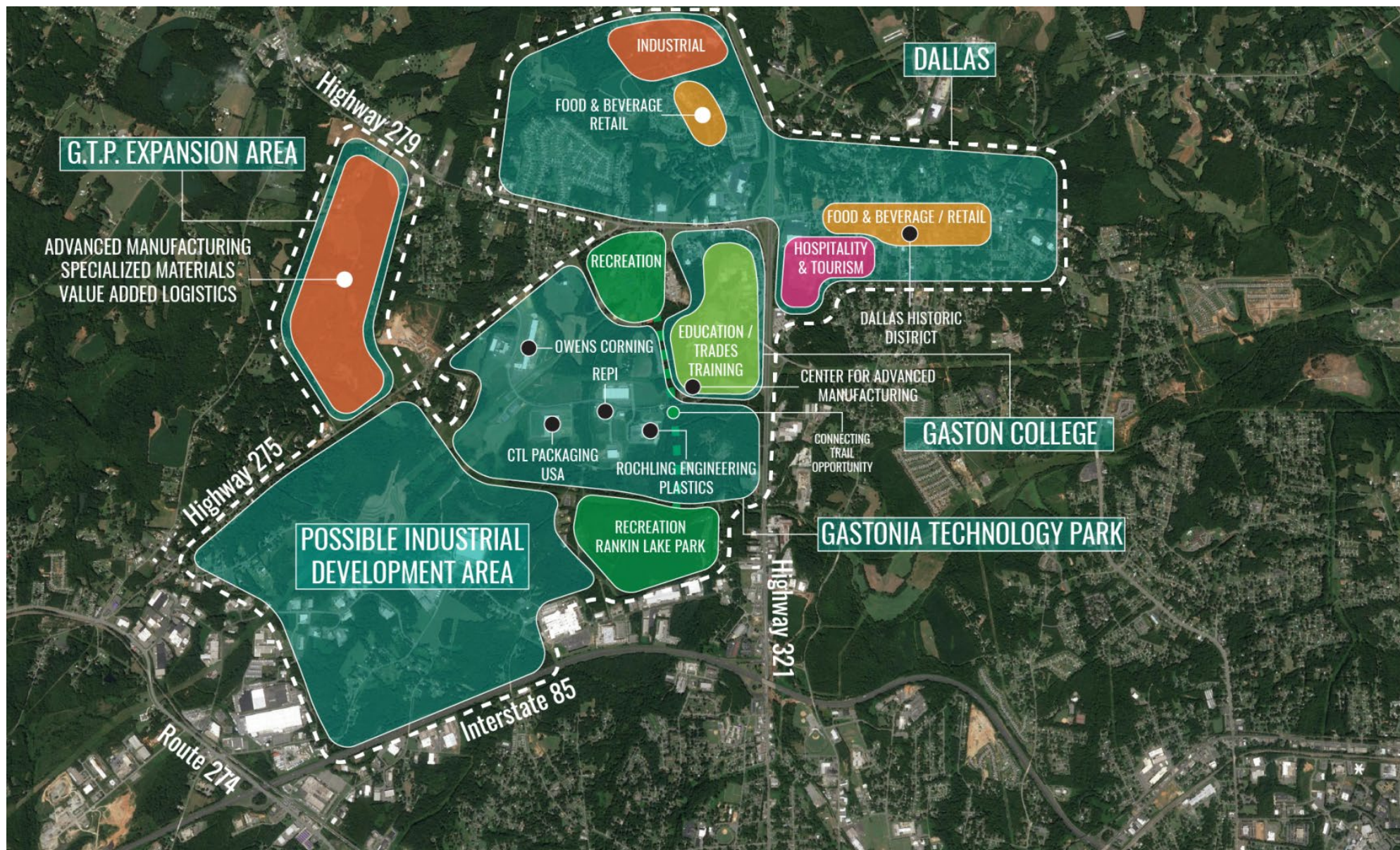
ECONOMIC MOBILITY CORRIDORS



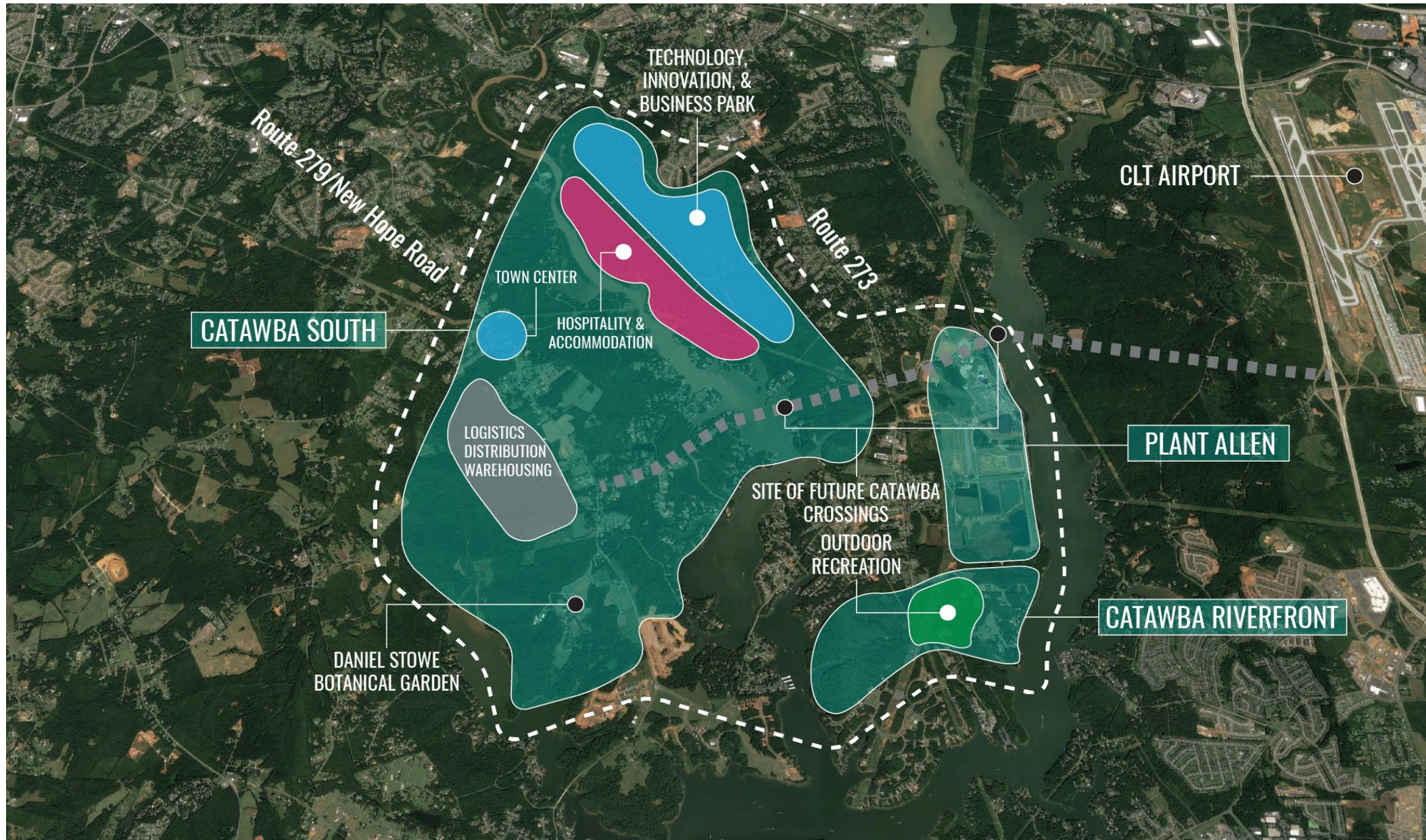
ECONOMIC OPPORTUNITY AREA: LINEBERGER TRACT



ECONOMIC OPPORTUNITY AREA: GC-GTP-DALLAS



ECONOMIC OPPORTUNITY AREA: CATAWBA CROSSING SOUTH



CATALYTIC PROJECTS


















































































Franklin Urban Sports and Entertainment (FUSE) District



Transit Oriented Development Nodes



ACTION PLAN (EXCERPT)

			COUNTY			MUNICIPALITIES										
		TIMING	GASTON COUNTY	GASTON COUNTY ECONOMIC DEVELOPMENT	GREATER GASTON DEVELOPMENT CORPORATION	BELMONT	BESSEMER CITY	CHERRYVILLE	CRAMERTON	DALLAS	GASTONIA	KINGS MOUNTAIN	LOWELL	MCADENVILLE	MOUNT HOLLY	STANLEY
T 1	INTERSTATE 85 CORRIDOR	SHORT	  	  	  	   	   				   				   	
T 2	WILKINSON BLVD. (US 74/29) BRIDGE	SHORT	  		 	   										
T 3	WILKINSON BLVD.-FRANKLIN BLVD (US 74/29)	MEDIUM	   			   			  		   		  	  		
T 4	CATAWBA CROSSINGS SOUTH	MEDIUM	 			 										

IMPLEMENTATION STEPS

- **CLT Strategy Steering Committee *unanimously* adopted Strategy**
- **Presented to Metropolitan Transit Commission in Charlotte**
- **Presented to and endorsed *unanimously* by:**

Belmont	McAdenville
Bessemer City	Mount Holly
Cherryville	Stanley
Cramerton	Gaston County EDC
Dallas	Gaston Regional Chamber Board of Directors
Gastonia	Montcross Area Chamber Board of Directors
Lowell	
- **Establish processes to implement and follow-up by County, Cities and Towns**

KEY OUTCOMES

- **County-wide economic strategy with public-private buy-in**
- **Broaden recruitment focused on CLT-related economic ecosystem**
- **Incorporate into land use and economic development plans**
- **Stimulate mass transit discussions and planning**
- **Economic importance of major bridge and corridor projects**
- **Model for collaboration**
- ***Gaston County makes our own future as it relates to CLT Airport***

Winner of 2018 CCOG Award GROWING THE ECONOMY



Gaston-CLT Strategy Plan can be downloaded from
www.gastondevcorp.com

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