



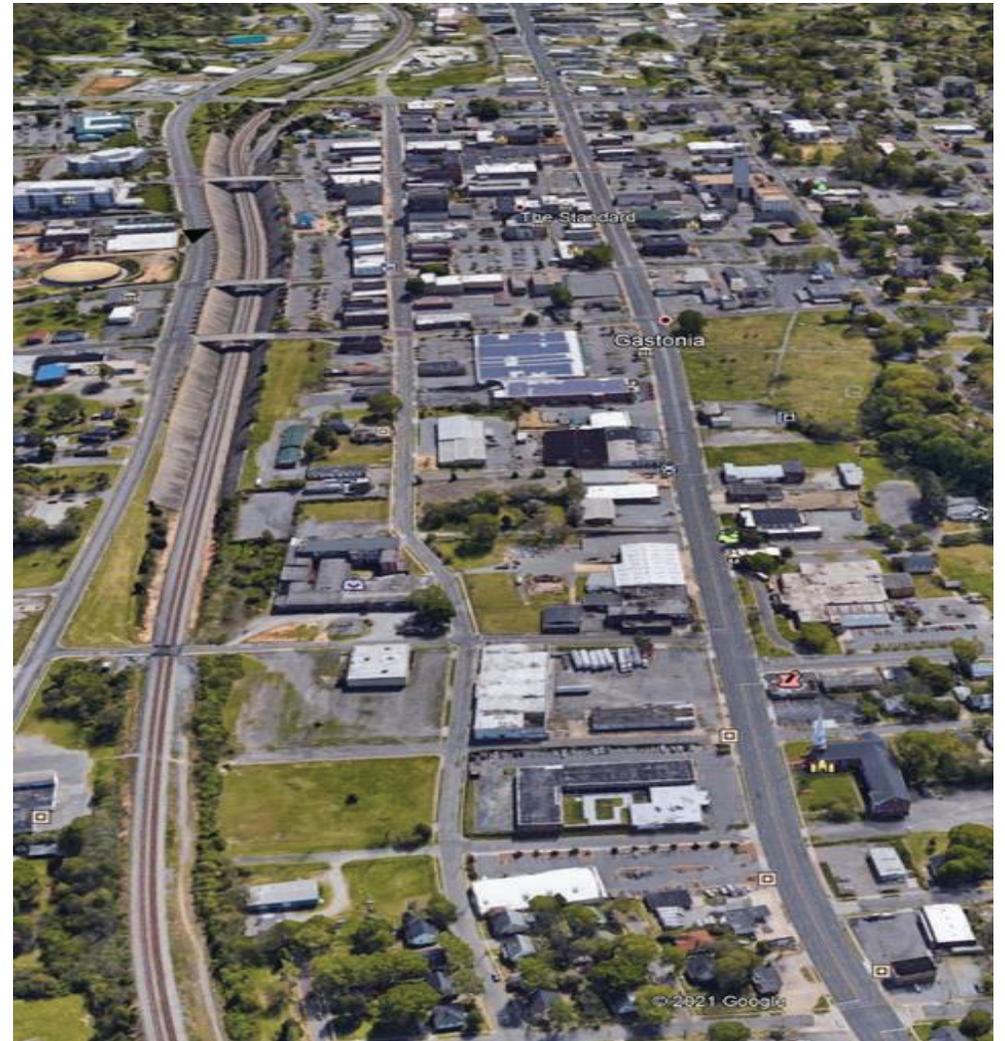
FUSE Presentation

Gaston County Board of Commissioners Meeting

Tuesday, May 11, 2021

Michael C. Peoples, City Manager





Gastonia Fuse Complex
Gastonia, NC
November 24, 2020

FUSE District Prior to Improvements



SEARS PROPERTIES

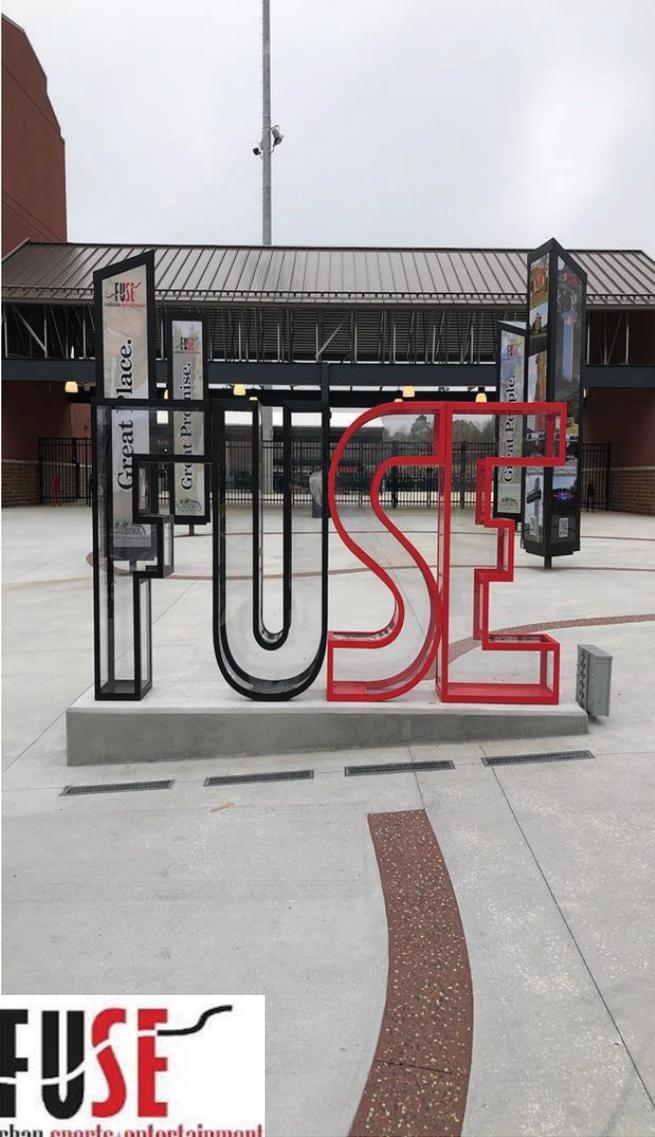




FUSE
franklin urban sports · entertainment



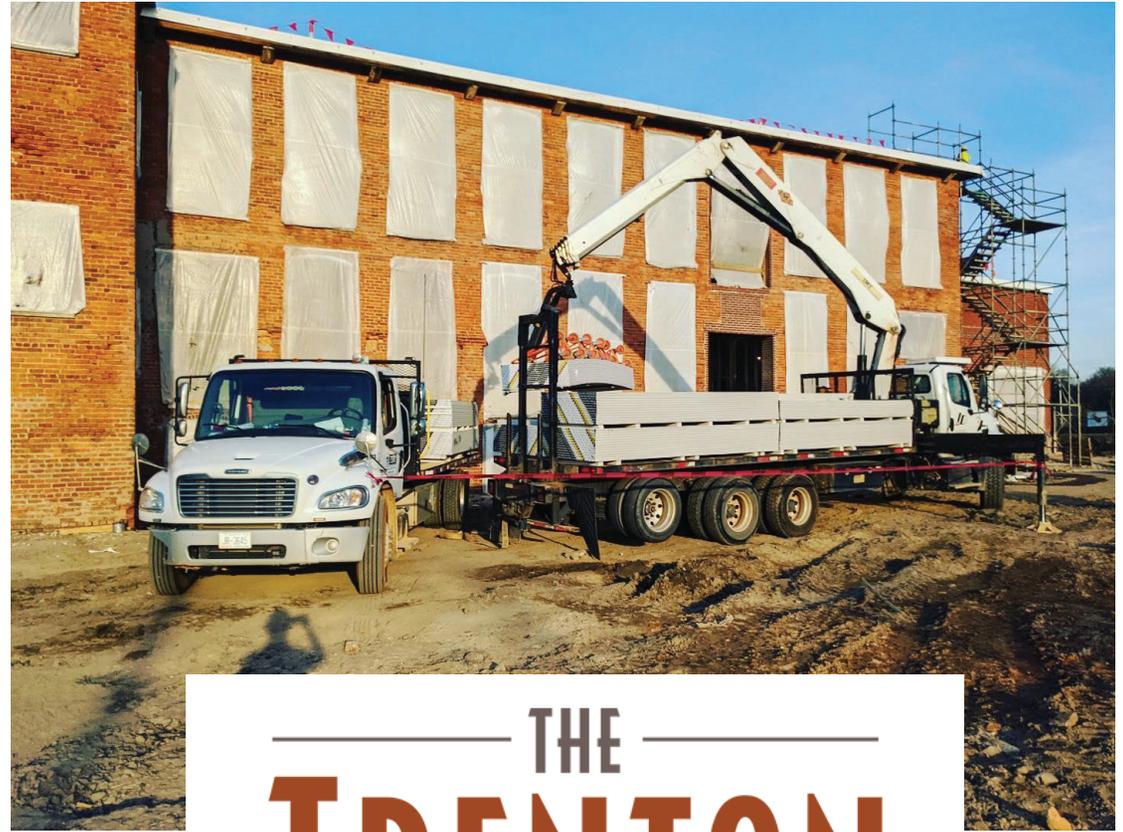
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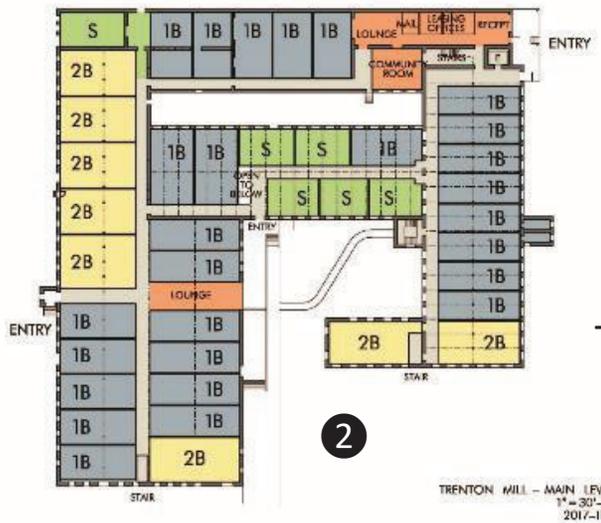
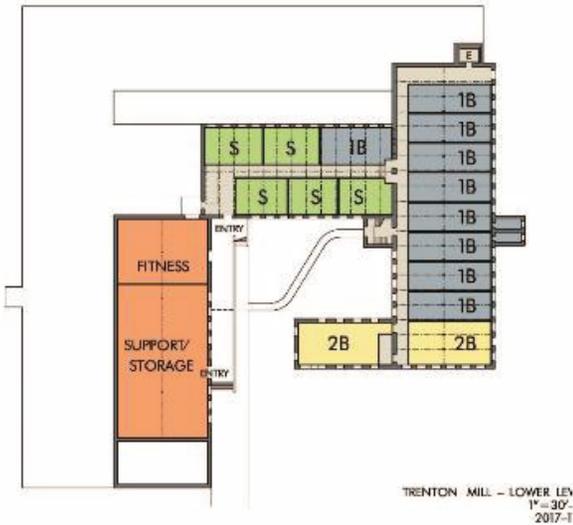


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— THE —
TRENTON
— MILL LOFTS —

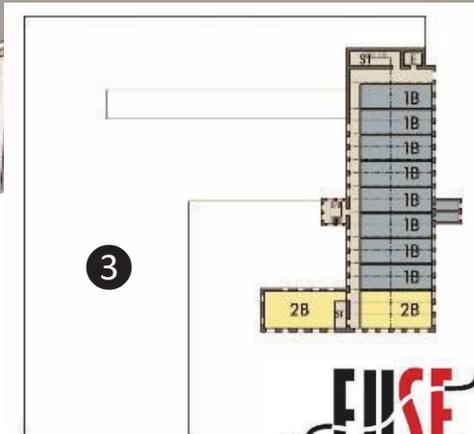
1



Trenton Mill Redevelopment
Groundbreaking in October
2020 with opening in Dec
2021

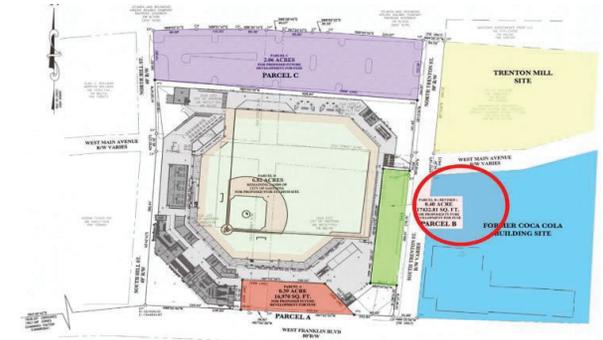
84 residential units
115 parking spaces
\$25 million investment

3



Durty Bull Brewing

- Developer: North of 5th Investors
- Existing relationship w/Lenox Development Group, which owns adjacent property and under an EDA
- Estimated opening Late 2021
- Total development costs are estimated to be \$2 Million



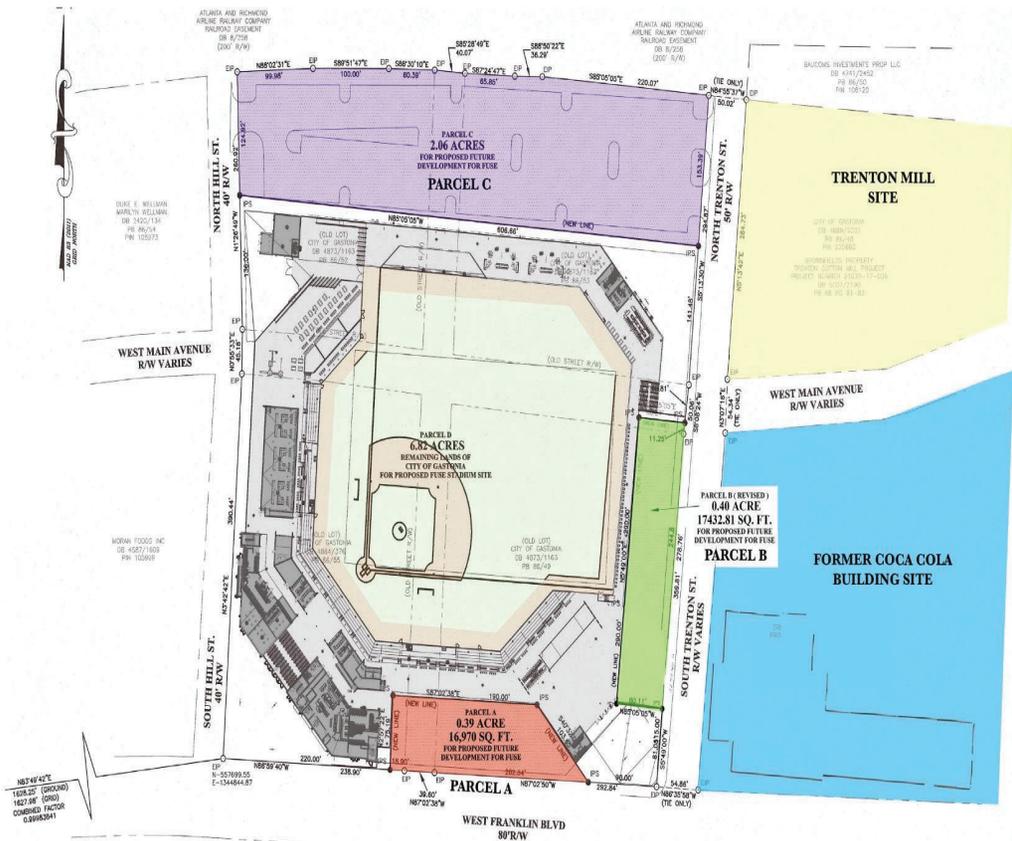
Coca-Cola Pad

- Development Agreement with Lenox Development Group for mixed use development
- 4-acre pad with 50,000 SF Building
- Site can support additional new construction and parking
- Estimated opening Spring 2023
- Total development costs are estimated to be \$10 Million



FUSE Stadium Adjacent Development Pads

- Four development pads around FUSE Facility owned by Velocity Companies (Brandon Bellamy).
- Office, hotel, multi-family, restaurant, retail, and mixed-use all being considered.
- New Market Tax Credits, Opportunity Zone Funding, and Urban Redevelopment Zone.
- Potential development range of \$50M to 100M





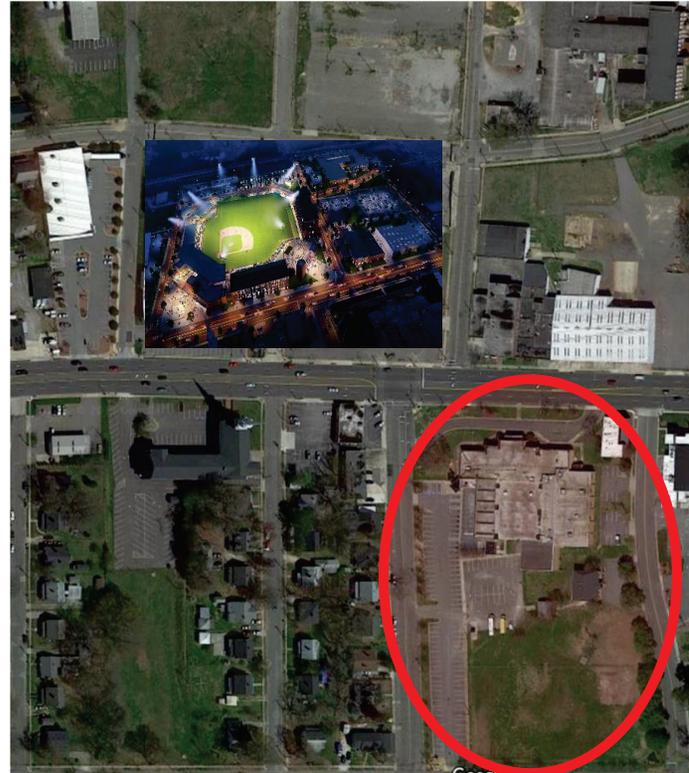
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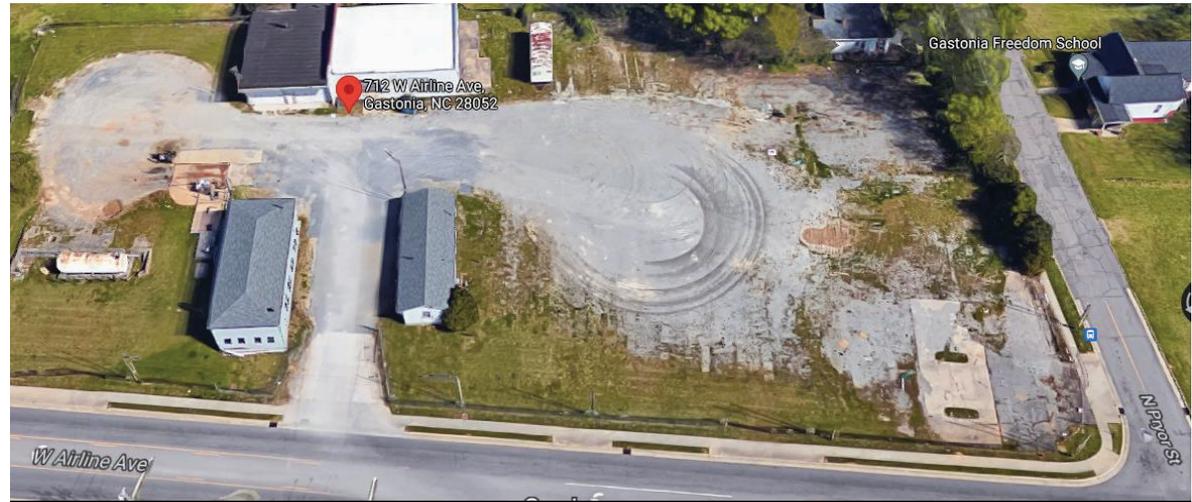
YMCA Investment Highlights

- Location, W. Franklin Blvd, US-29/74.
- New Market Tax Credits, Opportunity Zone Funding, and Urban Redevelopment Zone.
- Located in the Franklin Urban Sports & Entertainment (FUSE) District.
- 42,002 SF building on 5.95 acres of level grade between S. Clay and Trenton St.
- Exceptional potential for Mixed Use or Multi-Family Development
- 17 Miles to Charlotte Douglas Airport (CLT) & 21 miles to Uptown Charlotte



712 W. Airline Avenue Site

- Owner: Bird Dog Holdings LLC
- City-initiated rezoning in partnership with owner took place on May 7th, 2020
- Current zoning: Central Business District (CBD)
- Owner is marketing for apartments (potential density of 160 +/- units)
- 2.21 acre tract
- Opportunity zone
- Potential Investment: \$25M+
- <https://www.loopnet.com/Listing/712-W-Airline-Dr-Gastonia-NC/22382311/>



Employment Creation in FUSE District

- FUSE Stadium: 200
- Trenton Mill Lofts: 5-10
- Durty Bull Brewing: 15-25
- Coca-Cola Pad: 75-100
- Hotel Pad(Parcel B): 15-25
- Office Pad(Parcel C): 100+
- Development Pad (Parcel A): ?
- Restaurant (Restaurant Pad behind scoreboard): ?
- **Overall FUSE District: 410-500 +/- Employees**



GASTONIA
HONEY HUNTERS
JOB FAIR 2021
Want to join the Honey Hunters team? Opportunities await!

NOW HIRING

Food & Beverage Warehouse/Commissary Management
Food & Beverage Operations Supervisor
Concessions Staff (Cashiers, Runners)
Food & Beverage Office Assistant
Game Day Ticket Takers
Game Day Security
Game Day Ushers
Game Day Cleaning Crew
Game Day Ticket Sellers
Bartenders
Food & Beverage Servers
Cooks

On-site Interviews:
APRIL 24th
MAY 1st
MAY 8th

April 24th • May 1st • May 8th | 10 AM to 2 PM
800 West Franklin Blvd. Gastonia, NC 28052 | Premium Club Room
Registration: <http://bit.ly/GHHJobFair>

Economic Development Potential for FUSE District

- Trenton Mill Lofts: \$25M
- Durty Bull Brewing: \$2M
- Coca-Cola Pad: \$10M
- FUSE Facility Development Pads (Office, Retail, Multi-Family, Restaurant, and Mixed-Use: \$50M- \$100M
- YMCA Redevelopment: \$25M
- 712 West Airline Avenue Redevelopment: \$25M
- **Overall FUSE District Investment: \$137M -187M**

FUSE: GASTONIA, NC - STREETScape ILLUSTRATIONS
1a- W. Main St. & Chester St.



Completed



Future



FUSE: GASTONIA, NC - STREETScape ILLUSTRATIONS
1b- W. Main St. & Chester St.



Completed



Future



FUSE: GASTONIA, NC - STREETSCAPE ILLUSTRATIONS
2- Franklin Blvd. & North Trenton St.



Completed



Future



FUSE: GASTONIA, NC - STREETSCAPE ILLUSTRATIONS
3- W. Main St. & North Trenton St.



Completed



Future



FUSE: GASTONIA, NC - STREETSCAPE ILLUSTRATIONS
4- North Trenton St. & RR Tracks



TravisRiceStudio.com

Completed

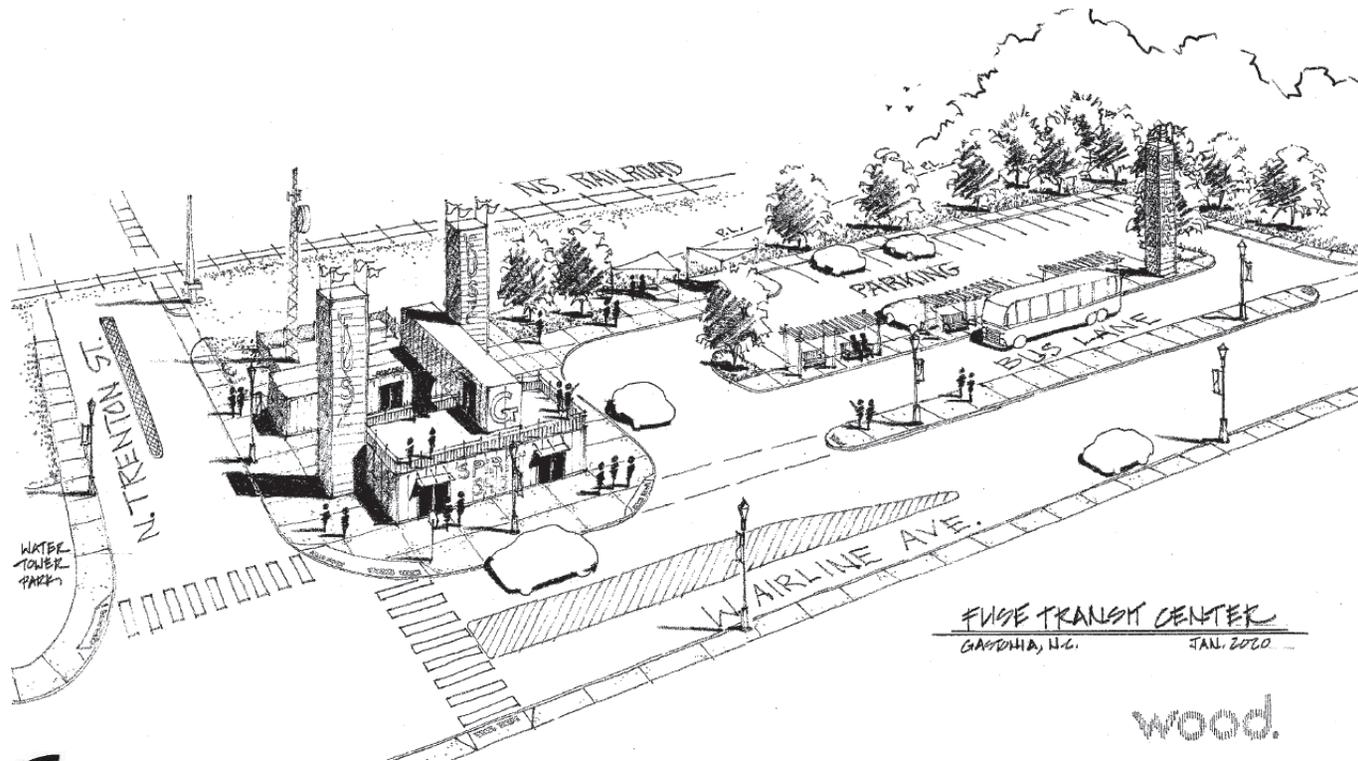


TravisRiceStudio.com

Future



FUSE Transit Center Design



wood.

FUSE Transit Center Design (Cont.)

FUSE Transfer Station



The City of Gastonia and Gastonia Transit is proposing a **FUSE Transfer Station** at the intersection of **Airline Avenue** and **Trenton Street**. Current plans for this facility include up to three bus bays for secure passenger boarding and alighting, parking stalls, and space for small retail/vending and public art.

FUSE Box Container Yard



Stage for Concerts and Other Events



Gastonia Honey Hunters Baseball Team

www.gohoneyhunters.com 704-874-1810



GASTONIA HONEY HUNTERS

2021 SCHEDULE

SUN	MON	TUE	WED	THU	FRI	SAT
23 HP 6:50 pm				27 LA 6:50 pm	28 LA 6:50 pm	29 LA 6:50 pm
30 LA 6:50 pm	31 OFF					

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
6 HP	7 OFF	13 LX	14 OFF	20 CH	21 OFF	27 LI
13 LX	14 OFF	20 CH	21 OFF	27 LI	28 MD	29 MD
20 CH	21 OFF	27 LI	28 MD	29 MD	30 MD	31 MD

SUN	MON	TUE	WED	THU	FRI	SAT
4 HP	5 HP	11 HP	12 OFF	18 CH	19 OFF	25 CH
4 HP	5 HP	11 HP	12 OFF	18 CH	19 OFF	25 CH
11 HP	12 OFF	18 CH	19 OFF	25 CH	26 OFF	31 LI

HOME
 AWAY
 HOME EXHIBITION
 OFF DAY

ATLANTIC LEAGUE OPPONENTS

- | | |
|---------------------------|----------------------------|
| North Division | South Division |
| LA
Lanester Strayhorns | CH
West Virginia Power |
| MD
Longwood Crabs | LI
High Point Rockers |
| YK
York Revolution | GAS
Greenville Hotshots |

SUN	MON	TUE	WED	THU	FRI	SAT
1 LI	2 OFF	8 CH	9 CH	15 YK	16 YK	22 YK
1 LI	2 OFF	8 CH	9 CH	15 YK	16 YK	22 YK
8 CH	9 CH	15 YK	16 YK	22 YK	23 OFF	29 LX

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
1 LX	2 LX	8 HP	9 HP	15 LX	16 HP	22 LI
1 LX	2 LX	8 HP	9 HP	15 LX	16 HP	22 LI
8 HP	9 HP	15 LX	16 HP	22 LI	23 OFF	29 LX

SUN	MON	TUE	WED	THU	FRI	SAT
1 YK	2 OFF	8 LX	9 LX	15 CH	16 CH	22 YK
1 YK	2 OFF	8 LX	9 LX	15 CH	16 CH	22 YK
8 LX	9 LX	15 CH	16 CH	22 YK	23 OFF	29 LX

HOME
 AWAY
 HOME EXHIBITION
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Gastonia Honey Hunters



GASTONIA HONEY HUNTERS





www.fusegastonianc.com

www.cityofgastonia.com



City of Gastonia Government



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