



FUSE Presentation

Gaston County Board of Commissioners Meeting

Tuesday, May 11, 2021

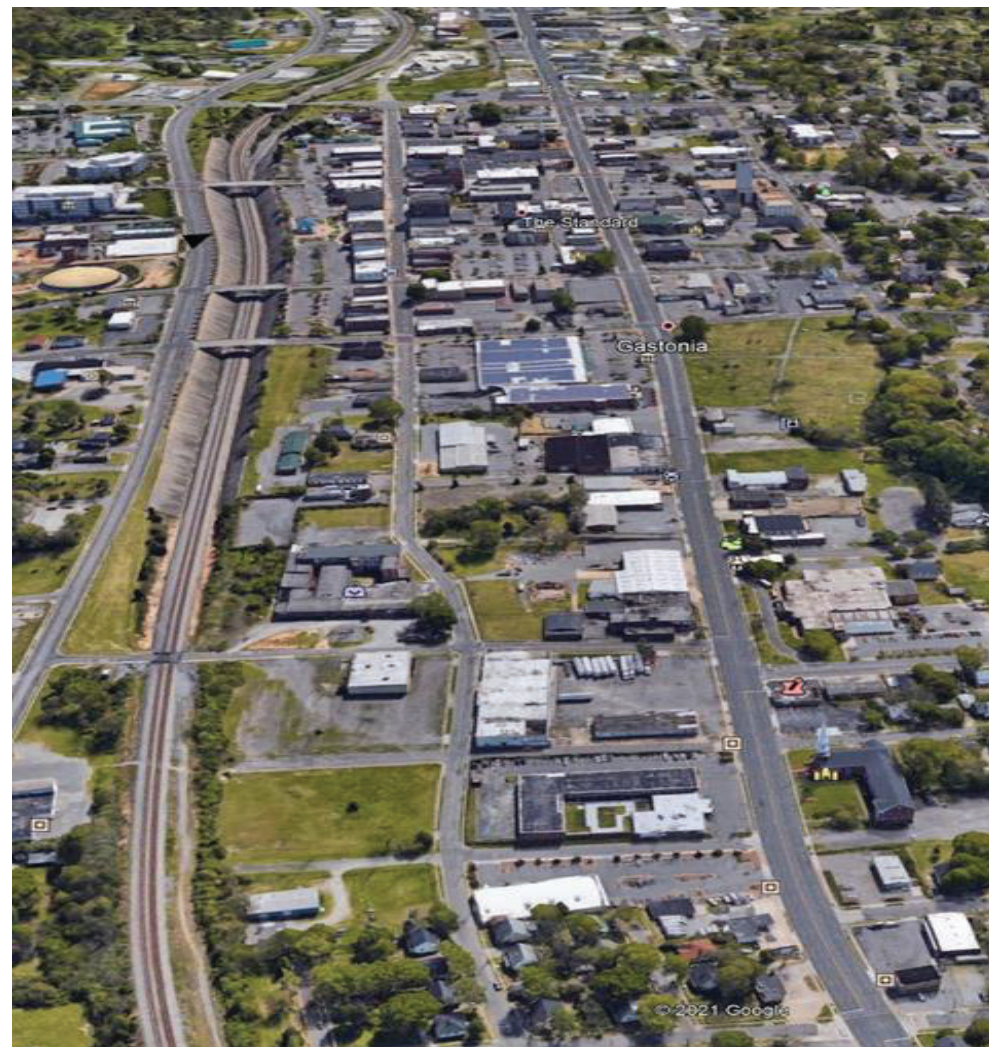
Michael C. Peoples, City Manager







Gastonia Fuse Complex  
Gastonia, NC  
November 24, 2020





# FUSE District Prior to Improvements





# SEARS PROPERTIES

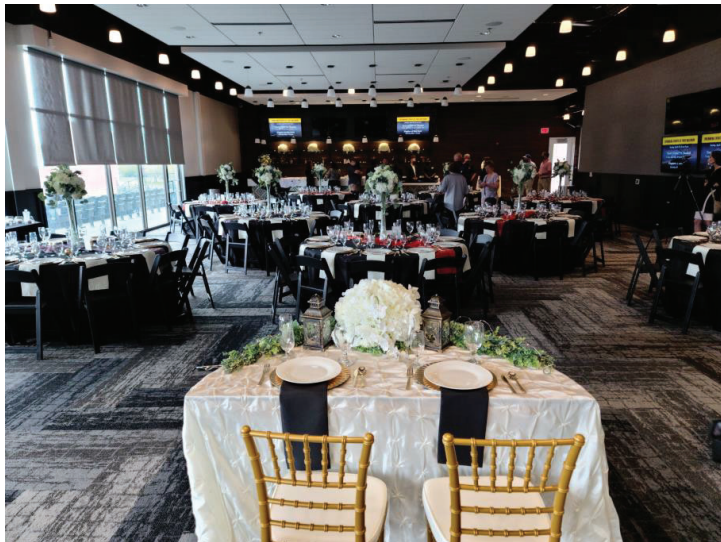


**FUSE**  
franklin urban sports+entertainment



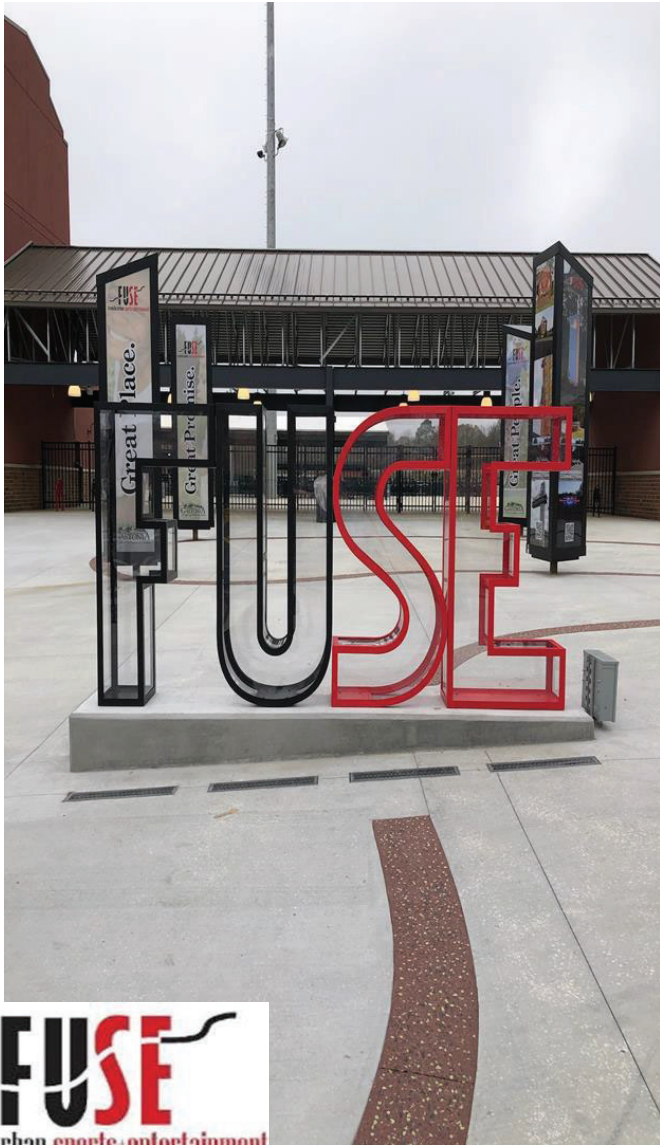






**FUSE**  
franklin urban sports·entertainment



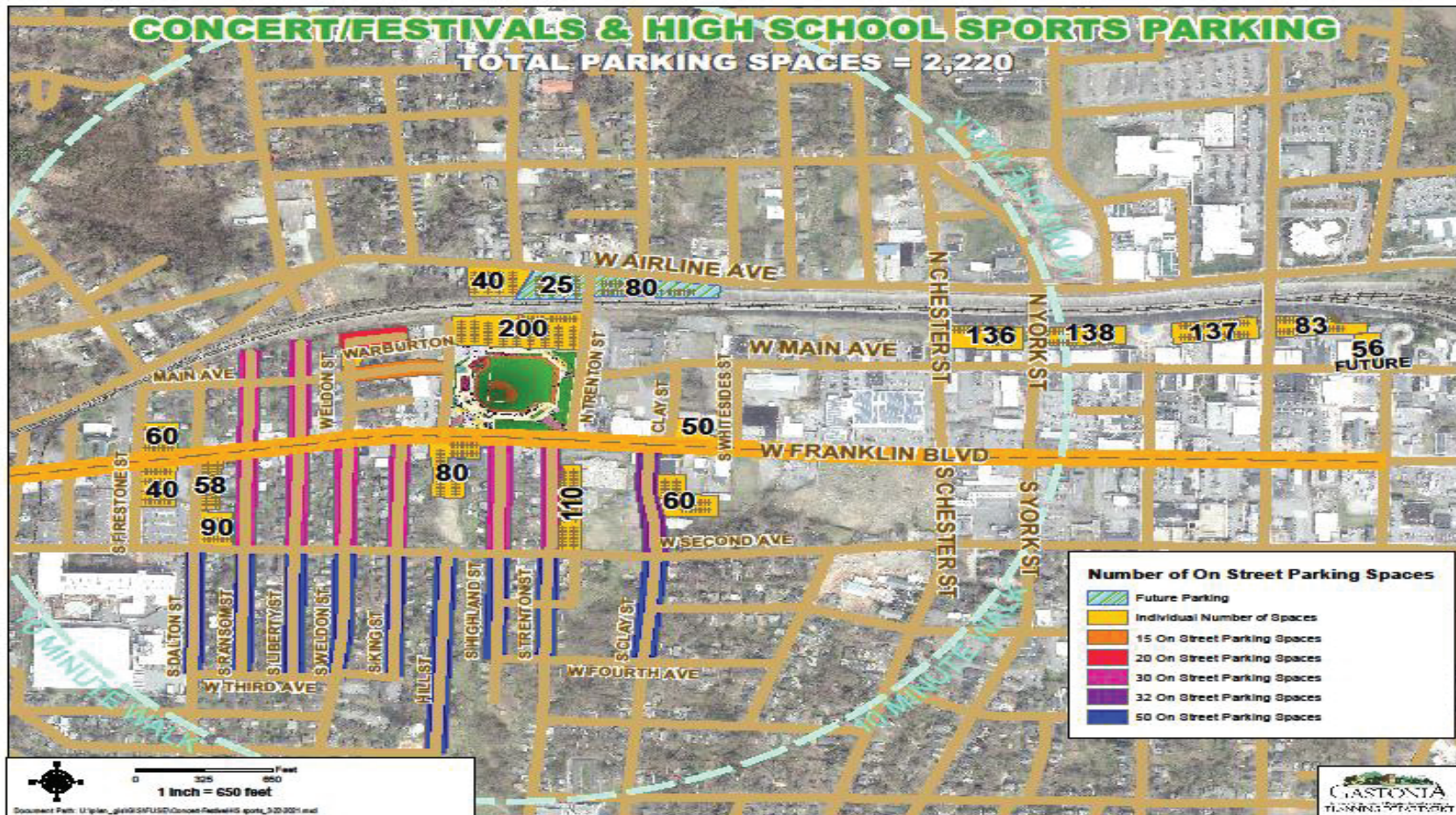




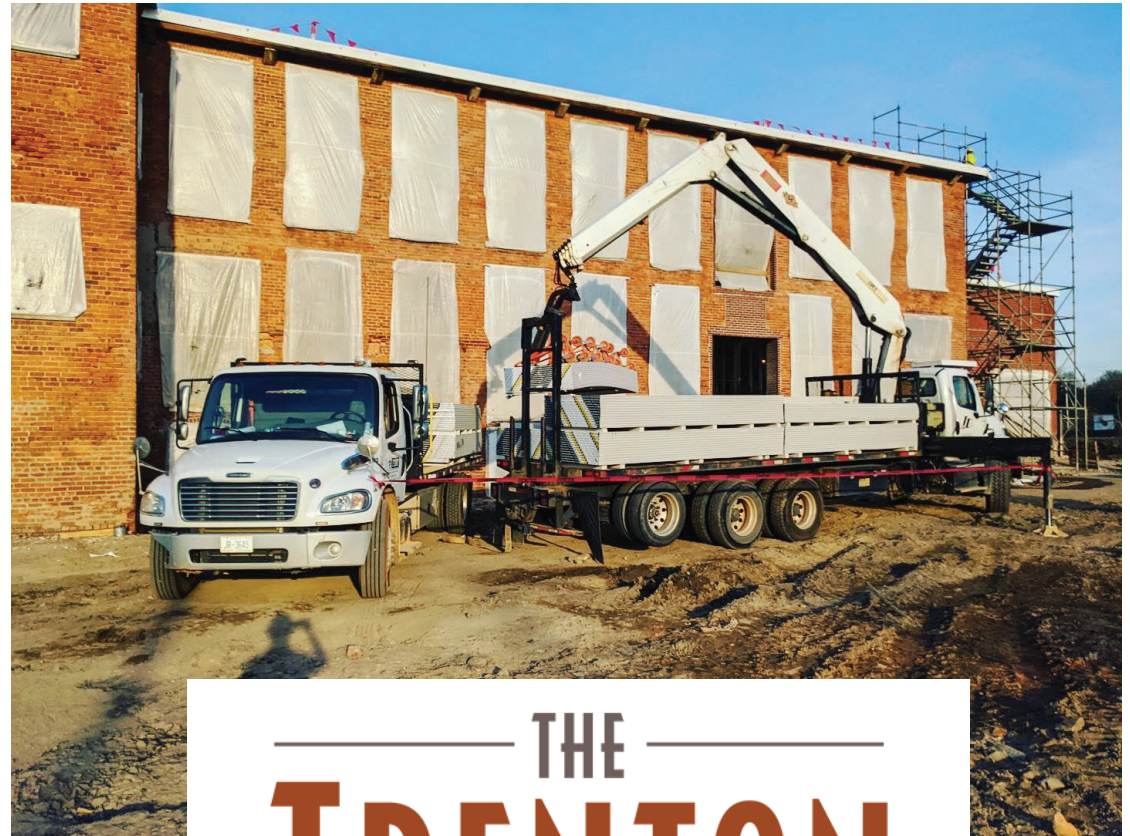




# FUSE District Parking



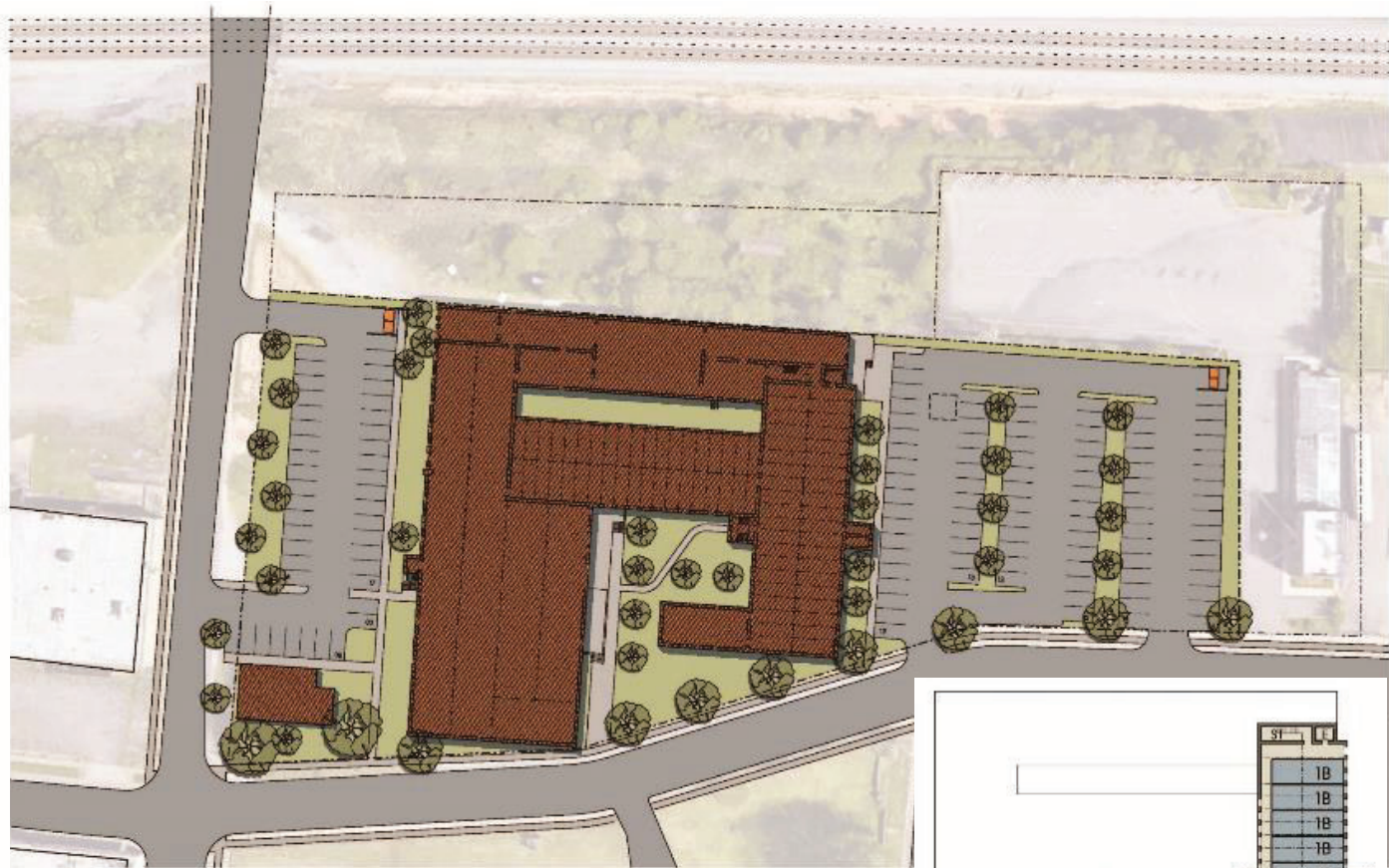
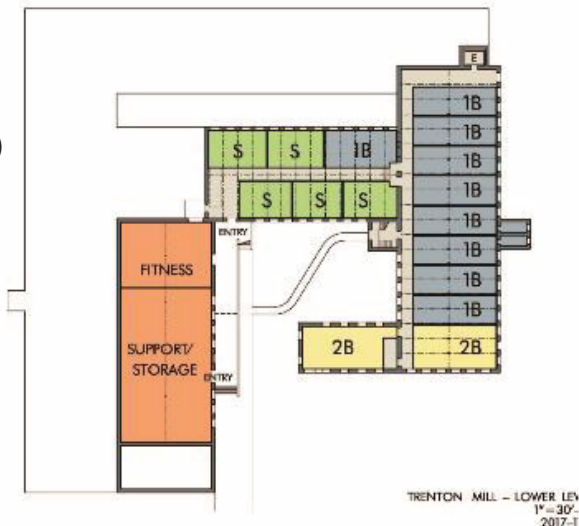




— THE —  
**TRENTON**  
— MILL LOFTS —



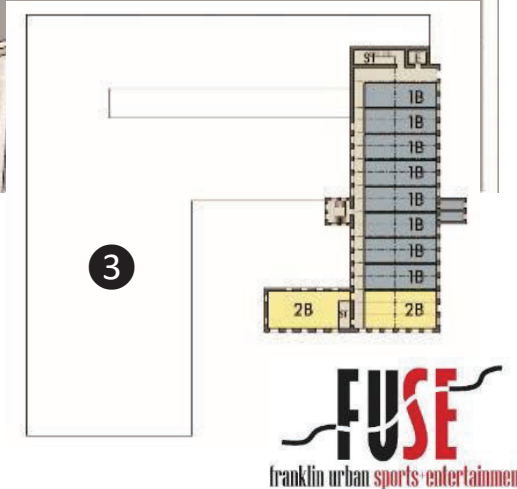
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Trenton Mill Redevelopment  
Groundbreaking in October  
2020 with opening in Dec  
2021

84 residential units  
115 parking spaces  
\$25 million investment

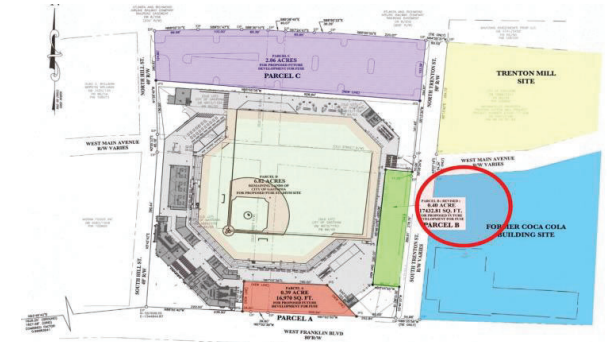
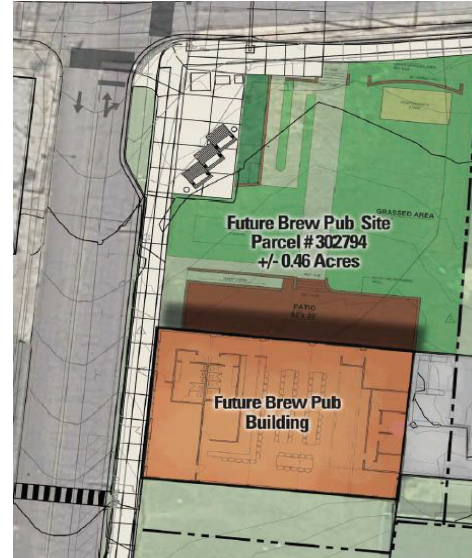
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# Durty Bull Brewing

- 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

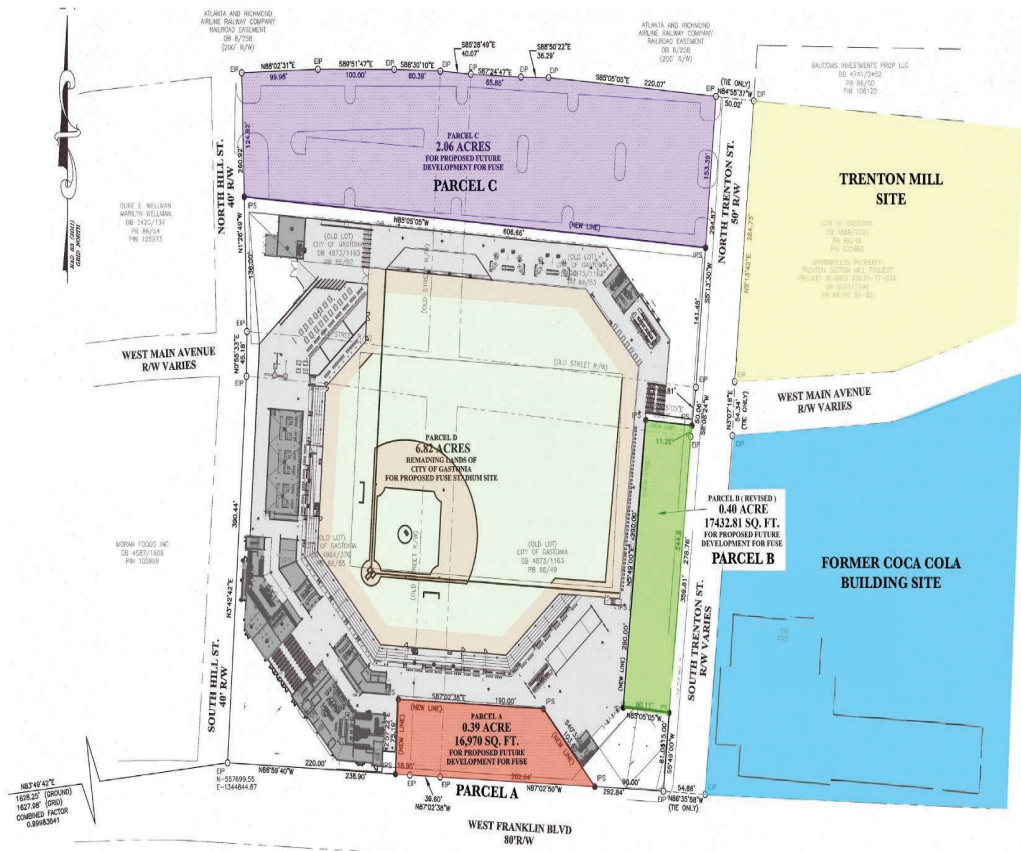
- Development Agreement with Lenox Development Group for mixed use development
- 4-acre pad with 50,000 SF Building
- Site can support additional new construction and parking
- Estimated opening Spring 2023
- Total development costs are estimated to be \$10 Million





# 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







**FUSE**  
franklin urban sports entertainment







# 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



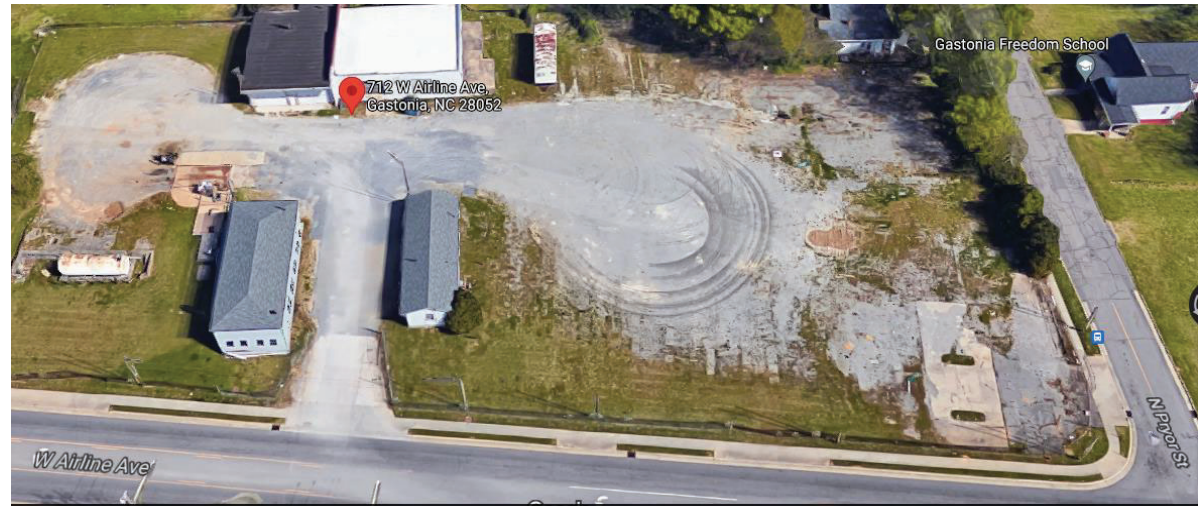






# 712 W. Airline Avenue Site

- Owner: Bird Dog Holdings LLC
- City-initiated rezoning in partnership with owner took place on May 7<sup>th</sup>, 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



Completed

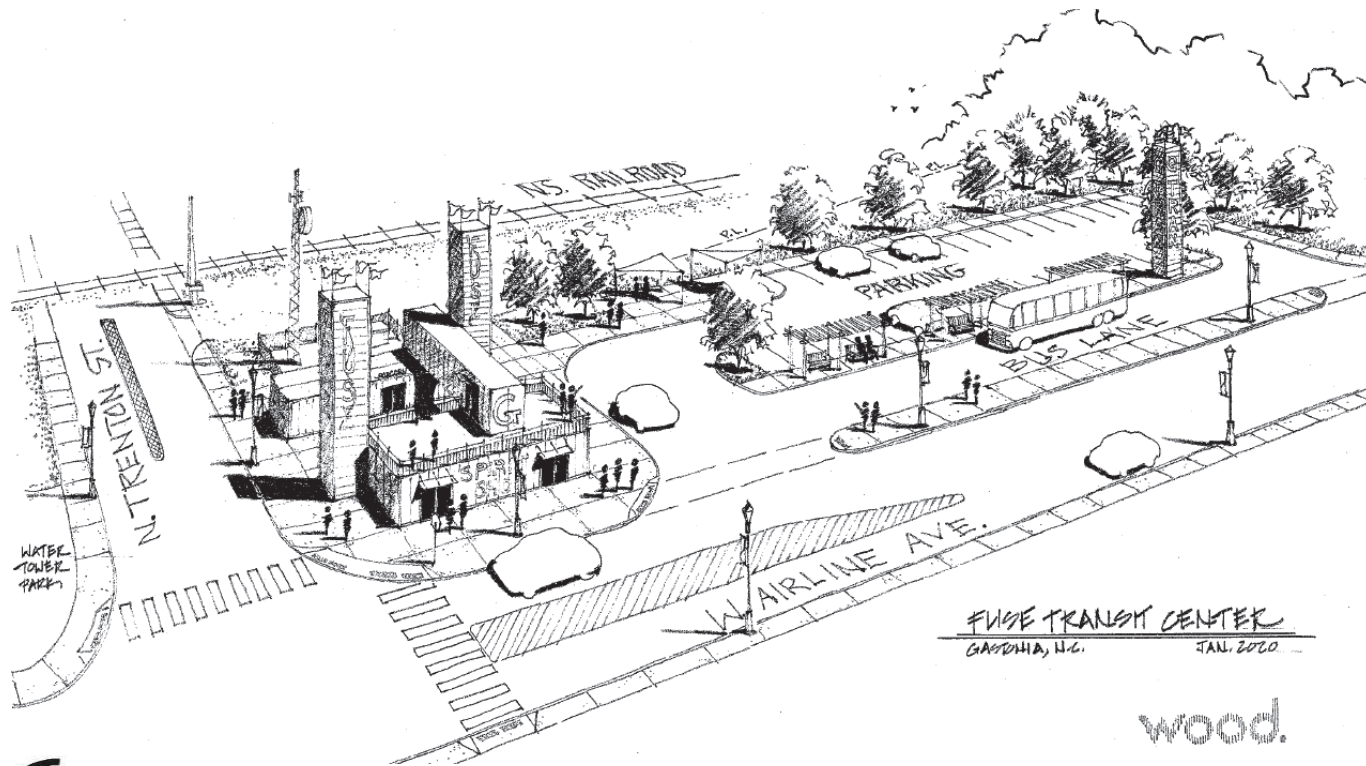


Future





# FUSE Transit Center Design





## FUSE Transit Center Design (Cont.)

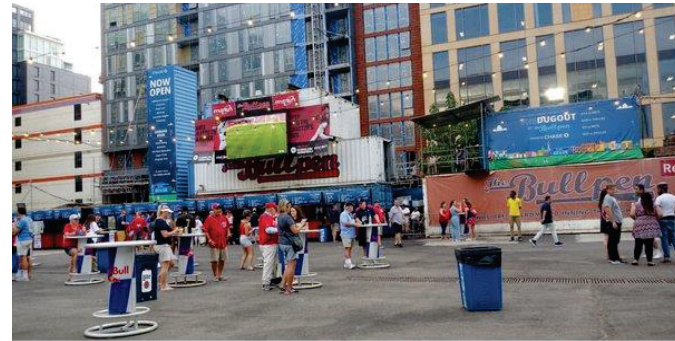
### FUSE Transfer Station



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](http://www.gohoneyhunters.com) 704-874-1810



## GASTONIA HONEY HUNTERS™

### 2021 SCHEDULE

SUN	MON	TUE	WED	THU	FRI	SAT
23 HP 4:50 pm 6:50 pm				26 LA 6:50 pm	27 LA 6:50 pm	28 LA 6:50 pm
30 LA 6:50 pm	31 OFF					

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
5 HP 6:50 pm	6 OFF	7 YK 6:50 pm	8 YK 6:50 pm	9 YK 6:50 pm	10 LA 6:50 pm	11 HP 6:50 pm
13 LX 6:50 pm	14 OFF	15 MD 6:50 pm	16 MD 6:50 pm	17 MD 6:50 pm	18 CH 6:50 pm	19 CH 6:50 pm
21 CH 6:50 pm	22 OFF	23 LI 6:50 pm	24 LI 6:50 pm	25 LI 6:50 pm	26 LI 6:50 pm	27 LI 6:50 pm

SUN	MON	TUE	WED	THU	FRI	SAT
4 HP 6:50 pm	5 HP 6:50 pm	6 MD 6:50 pm	7 MD 6:50 pm	8 MD 6:50 pm	9 HP 6:50 pm	10 HP 6:50 pm
11 LA 6:50 pm	12 OFF	13 HP 6:50 pm	14 HP 6:50 pm	15 HP 6:50 pm	16 CH 6:50 pm	17 CH 6:50 pm
19 CH 6:50 pm	20 OFF	21 MD 6:50 pm	22 MD 6:50 pm	23 MD 6:50 pm	24 CH 6:50 pm	25 CH 6:50 pm

  HOME
   AWAY
   HOME EXHIBITION
   OFF DAY

#### ATLANTIC LEAGUE OPPONENTS

North Division			South Division		
LA	Lanester Stormers	CH	West Virginia Power		
MD	Long Island Ducks	HP	High Point Rockers		
YK	York Revolution	GAS	Gastonia Honey Hunters		

SUN	MON	TUE	WED	THU	FRI	SAT
1 LI 6:50 pm	2 OFF	3 CH 6:50 pm	4 CH 6:50 pm	5 CH 6:50 pm	6 LX 6:50 pm	7 LX 6:50 pm
9 LX 6:50 pm	10 OFF	11 CH 6:50 pm	12 CH 6:50 pm	13 YK 6:50 pm	14 YK 6:50 pm	15 YK 6:50 pm
17 YK 6:50 pm	18 OFF	19 CH 6:50 pm	20 CH 6:50 pm	21 YK 6:50 pm	22 YK 6:50 pm	23 YK 6:50 pm

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
1 LX 6:50 pm	2 LX 6:50 pm	3 HP 6:50 pm	4 HP 6:50 pm	5 LX 6:50 pm	6 LX 6:50 pm	7 LX 6:50 pm
9 LX 6:50 pm	10 OFF	11 CH 6:50 pm	12 CH 6:50 pm	13 LI 6:50 pm	14 LI 6:50 pm	15 LI 6:50 pm
17 HP 6:50 pm	18 OFF	19 CH 6:50 pm	20 CH 6:50 pm	21 LI 6:50 pm	22 LI 6:50 pm	23 LI 6:50 pm

SUN	MON	TUE	WED	THU	FRI	SAT
1 YK 6:50 pm	2 OFF	3 LX 6:50 pm	4 LX 6:50 pm	5 LX 6:50 pm	6 YK 6:50 pm	7 YK 6:50 pm
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  HOME
   AWAY
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Sometimes subject to change.







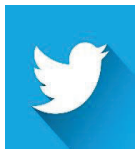
[www.fusegastonianc.com](http://www.fusegastonianc.com)

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[www.cityofgastonia.com](http://www.cityofgastonia.com)



City of Gastonia Government



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