
FUSE
franklin urban sports+entertainment

ECONOMIC DEVELOPMENT OBJECTIVES

- Redevelopment of the Franklin Urban Corridor to promote economic development between Downtown and Loray Village.

- Construct a multi-purpose facility for sports, concerts and other forms of entertainment that will serve as a destination and a stimulus for private sector development.

- Provide the opportunity for new residential and commercial development that returns vitality and a climate of investment to Gastonia's center city.

- Increase the tax base and property values along the Franklin Urban Corridor and within the surrounding center city neighborhoods.

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Development of FUSE Concept

- Idea of a Downtown "Ballpark" began in 2013.
- A study was completed to look at construction of a new ballpark vs. upgrades to Sims Park. *(The study was jointly funded by Gastonia, Grizzlies and the Gaston Regional Chamber.)*
- The Trenton Street location has generally been a top choice due to the existing redevelopment opportunities.

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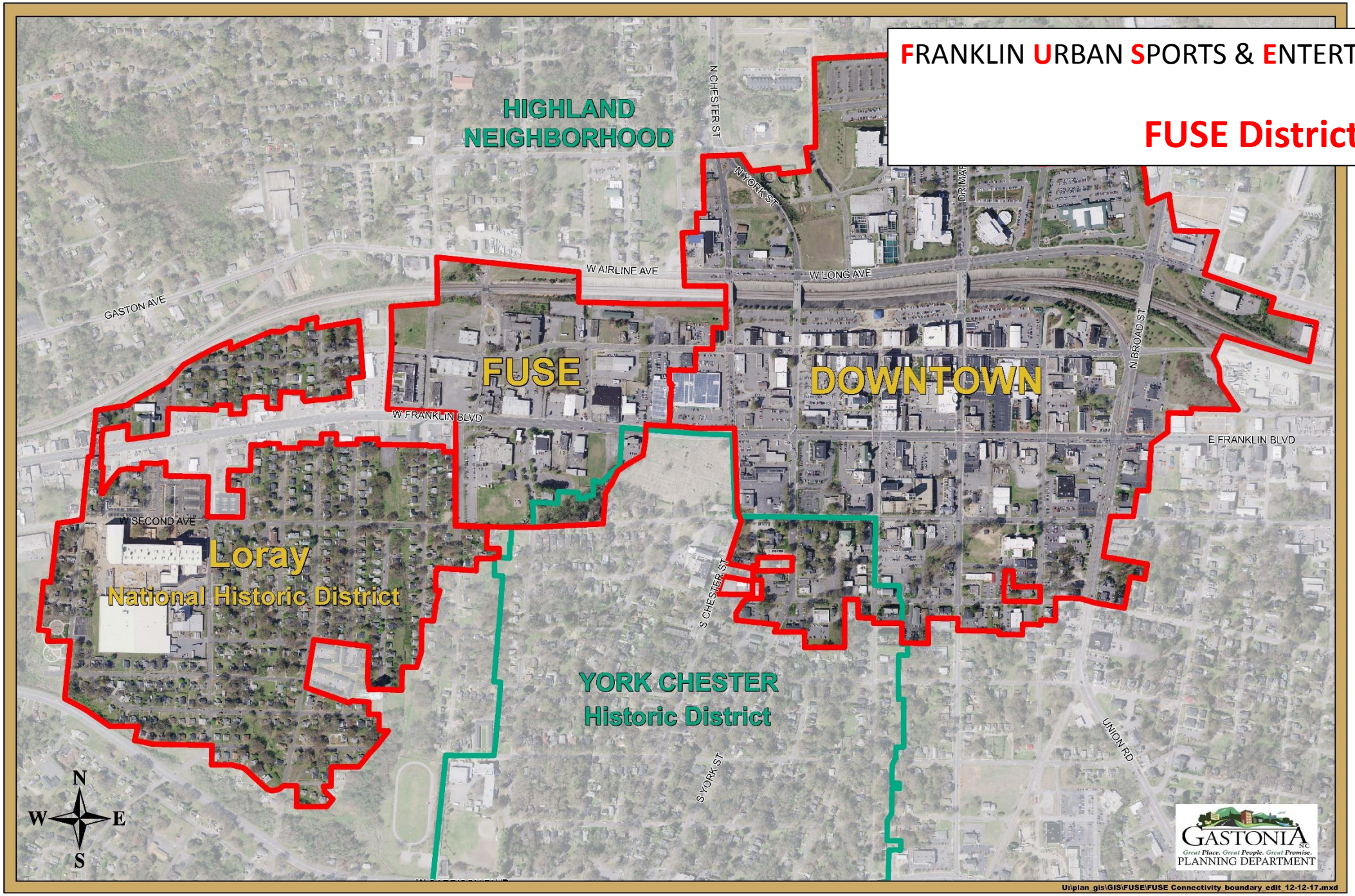


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Development of FUSE Concept

- In early 2016, the City received an offer to purchase the old Sears property from the Royster family.
- The first concept of a large-scale economic catalyst to spur private development grew as the possibilities of securing property became a reality.
- 16 contiguous acres were secured; bordered by Hill and Clay Streets (east/west) and Franklin Blvd. and the Railroad tracks (north/south).
- Gastonia contracted with CSL, Inc and Odell to conduct a feasibility study and concept drawing of a multi-use sports & entertainment facility with private development.
- The CSL study concluded that this concept could work in the Gastonia market and that year-round activities like festivals and concerts would be supported.

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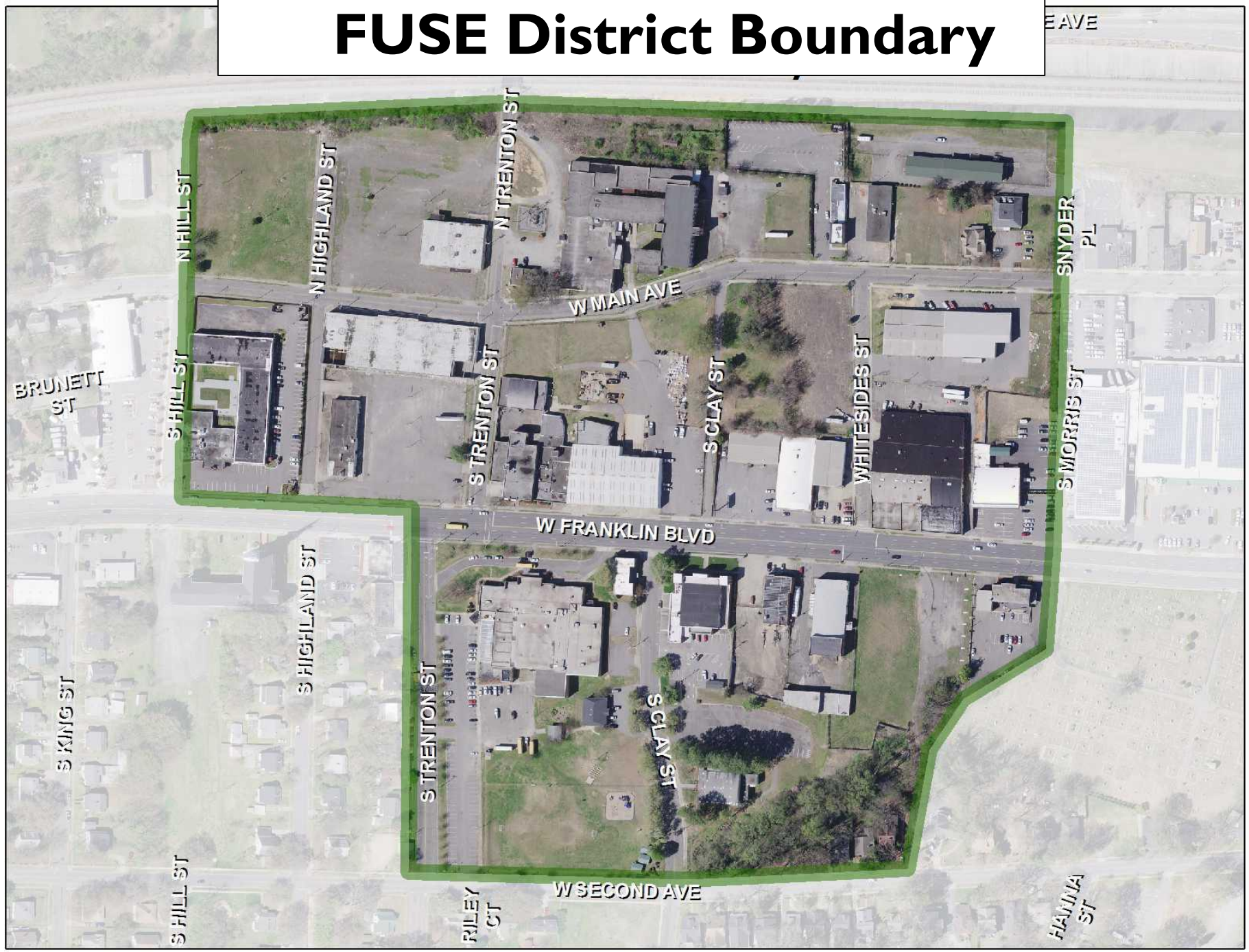
FRANKLIN URBAN SPORTS & ENTERTAINMENT DISTRICT

FUSE District

FUSE definition:

1. **Verb: join of blend to form a single entity**
2. **Noun: A safety device used for igniting a spark**

FUSE District Boundary



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Development of FUSE Concept



Sears

Budget Inn

Trenton Mill

Coke / Choice

FUSE Phase I

- Phase I of FUSE began on September 26, 2016 with City Council's unanimous approval of land acquisition, demolition, survey & environmental analysis.

- All properties have been purchased with the last lease arrangement concluding 6/8/18 (Budget Inn).

- Duke Power substation has been removed from the Trenton property (at no cost to the City).

- The City is participating in the State Brownfield program on both the Coca-Cola/Choice, Inc and Trenton properties .

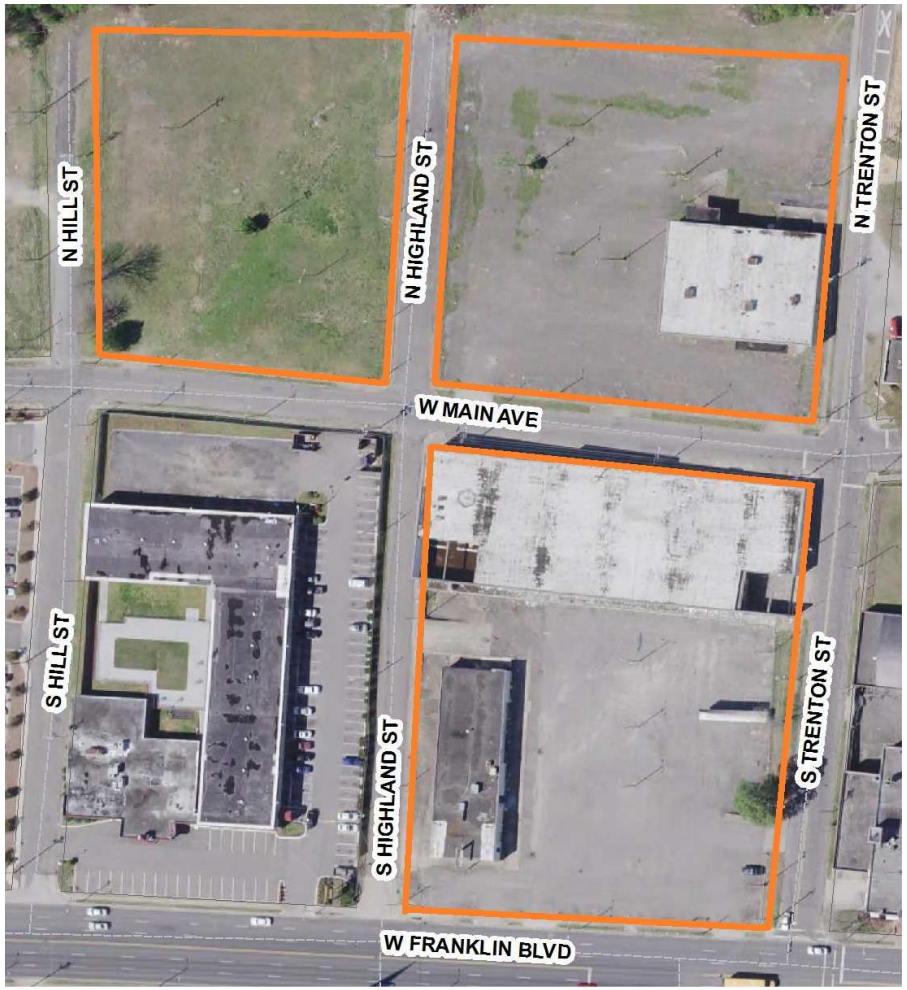
- The benefit of the Brownfield program is the liability for contamination is eliminated and possible federal grant opportunities are made available for private developers.











SEARS PROPERTIES

Acres: 6.01

Purchase Price: $350,000

Closing date: 9/22/16

Environmental Phase I and II completed.

Asbestos abatement completed.

Underground storage tank removed.

Demolition underway.

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Budget Inn Hotel







Acres: 2.1

Purchase Price $1,200,000
Closing date: 12/8/16

Environment Phase I completed.

Asbestos survey completed.

Lease: Hotel owner has a lease arrangement per contract. Lease termination date 6/8/18.

Building will be demolished.

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FAB-TEC

Acres: 3.88

Purchase Price: $1.2 million

- *Additional incentive: $50,000*

Closing Date: August 29, 2017

Lease: Business owner has a lease through 3/15/18 while they move to new location.

Environmental Phase I & II and additional testing.

Property in Brownfield program.

Partial demolition planned with possible building reuse for older section.

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TRENTON MILL

Acres: 2.72

Purchase Price: $495,000
Closing Date: 1/11/17

Environmental Phase I & II complete

Property under Brownfield program

Proposed building reuse for residential and retail space (private development) in partnership with DFI.

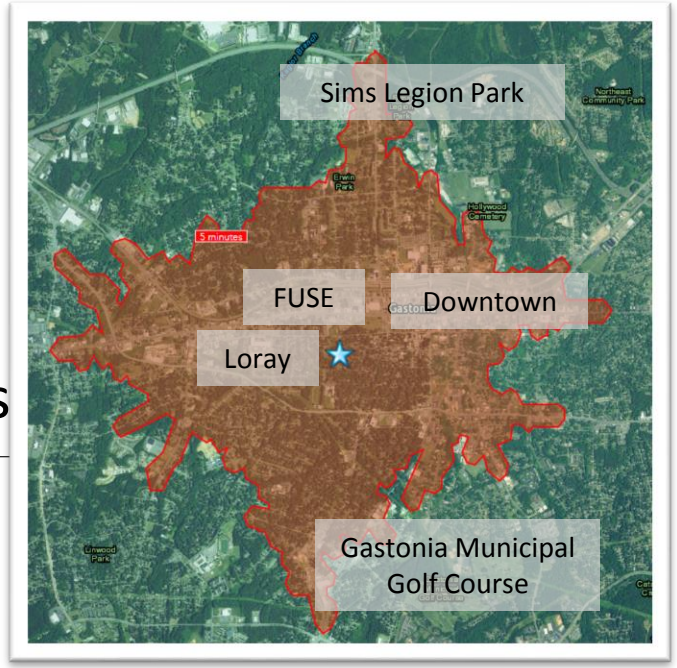
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UNC School of Government
Development Finance Initiative

The Development Finance Initiative (DFI) at the School of Government partners with local governments to attract private investment for transformative projects by providing specialized finance and development expertise.

DFI partners with communities on projects including:

- Building reuse and downtown revitalization
- Master planning and execution
- Community and neighborhood development
- Economic development & assessment of underutilized assets



Contract details:

- $75,000 ($50,000 paid-to-date);
- $25,000 due at issuance of RFP.
- Additional 1.5% development fee for future private development agreements for ten years.

DFI Projects

Master Development Concepts

Wilmington, North Carolina: Water Street Parking Deck

The City of Wilmington, North Carolina, hired the Development Finance Initiative (DFI) in 2013 to conduct a pre-development process for the Water Street Parking Deck (parking deck). The parking deck is an aging public parking facility prominently located in the city's historic downtown on the Cape Fear riverfront.



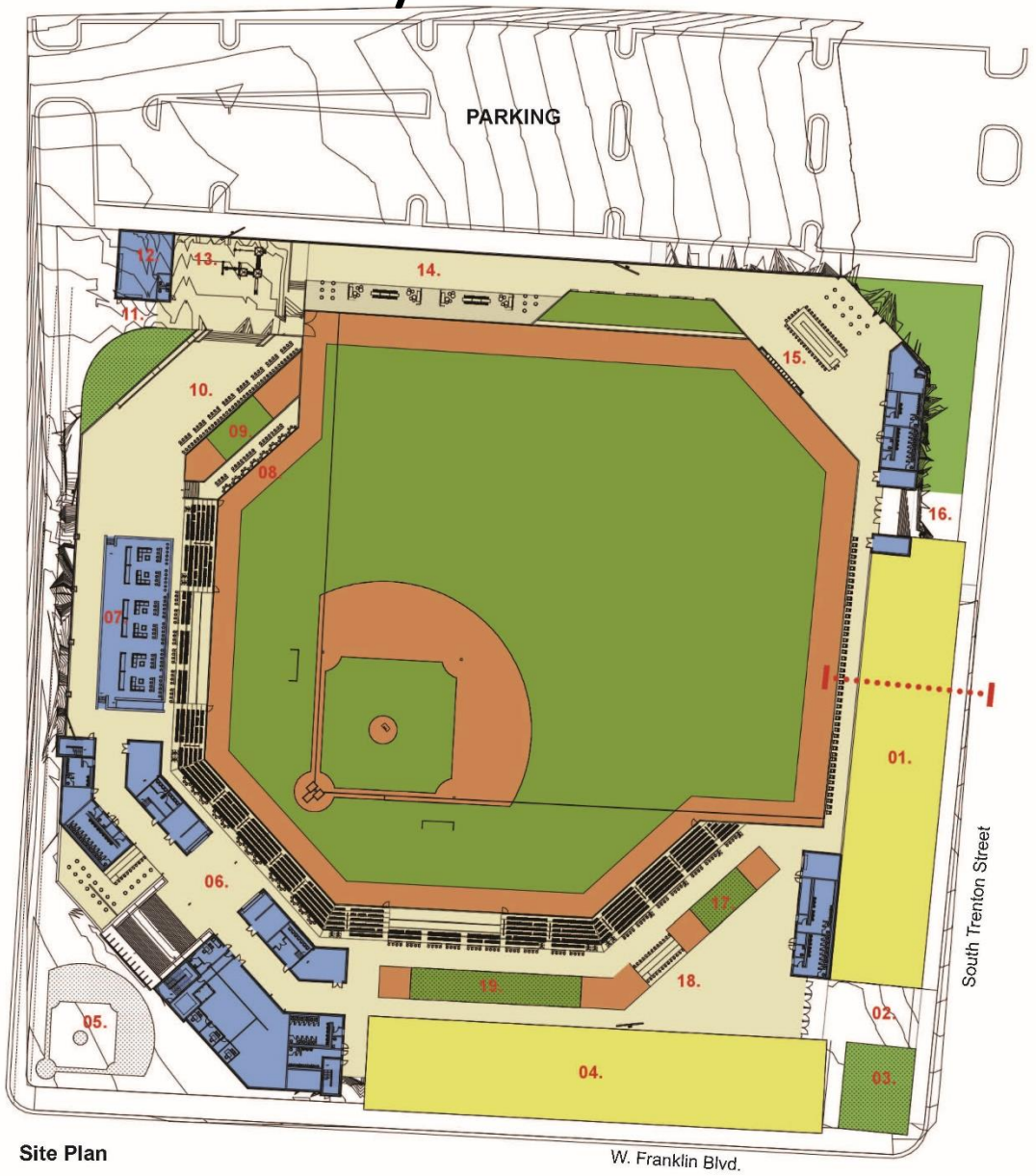


Fayetteville, North Carolina: Master Development Plan

Currently DFI is overseeing a $60M master development in Fayetteville, NC that includes the adaptive reuse of the historic Prince Charles Hotel, 175-unit new multi-family construction, and 125-room hotel that will surround a new minor league baseball stadium.

Preliminary Site Plan

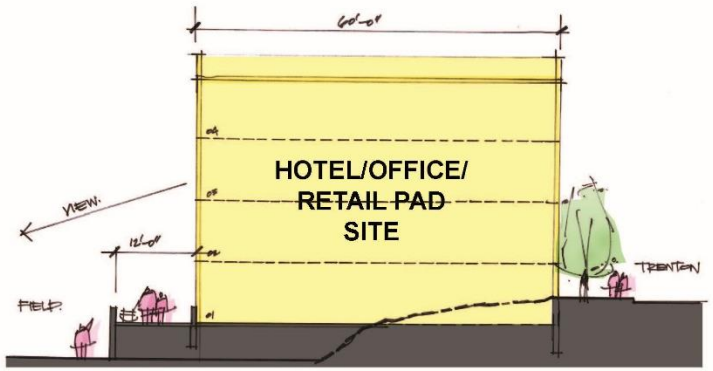
FUSE DISTRICT
GASTONIA, NORTH CAROLINA



Site Plan

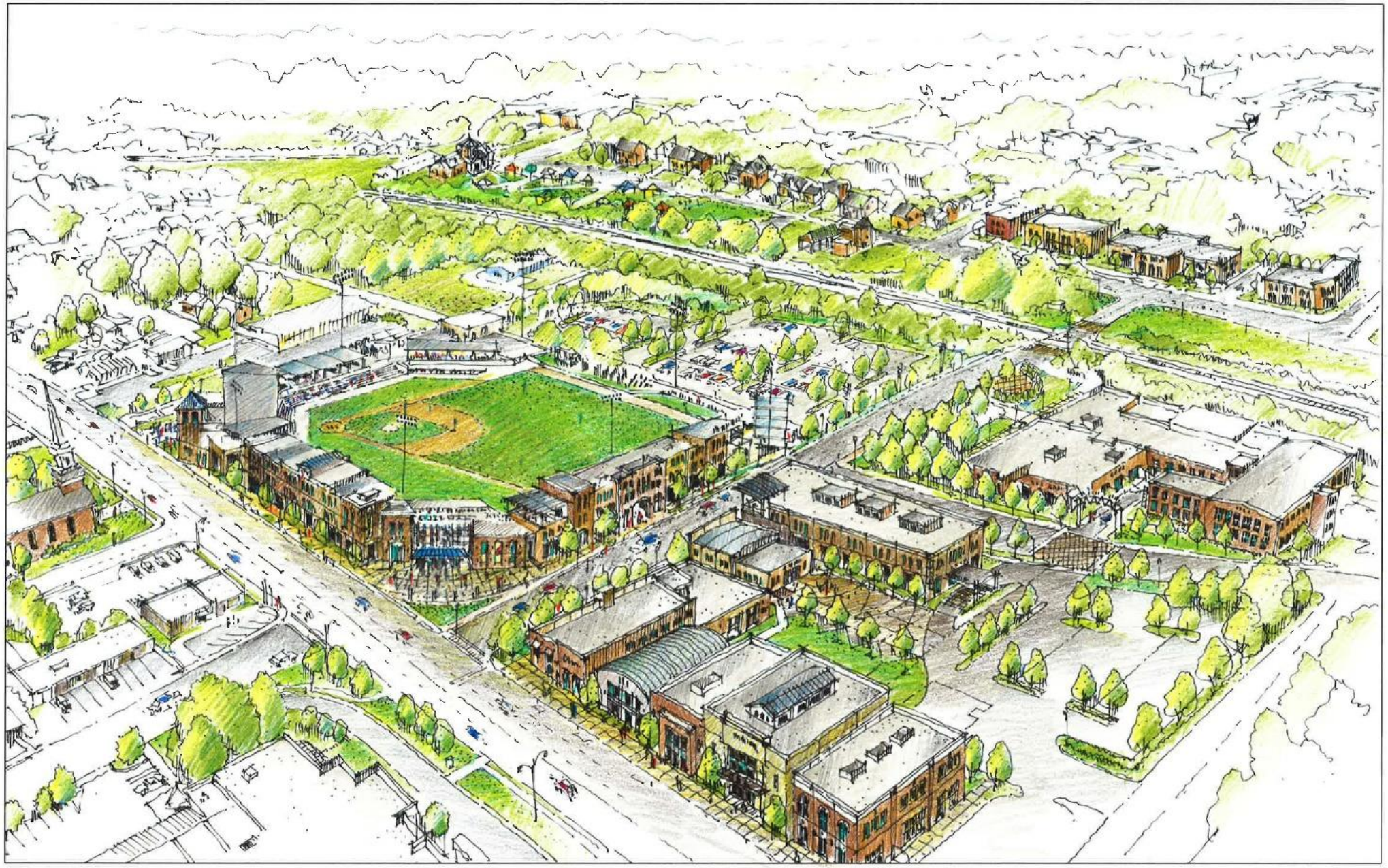
LEGEND

01. Development Pad - 16,000 SF floor plate (60'-0" deep)
02. Entry Plaza
03. Green Space
04. Development Pad - 17,000 SF floor plate (60'-0" deep)
05. Main Entry Plaza
06. Open Main Concourse
07. Open Air Cabanas (6) (Covered)
08. Field Level Group Area
09. Visitor Bullpen
10. Open Air Group Area (Covered)
11. Service Yard Gates
12. Maintenance Building
13. Outfield Kid's Zone
14. Train Car Group Area
15. Beer Garden (Covered)
16. Main Street Entry Plaza
17. Home Bullpen - Group Area
18. Bar (Covered)
19. Open Concourse Green Space



Development Pad Cross Section @ Trenton Street

PENDULUM



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GASTONIA, NORTH CAROLINA

PENDULUM

LaBella

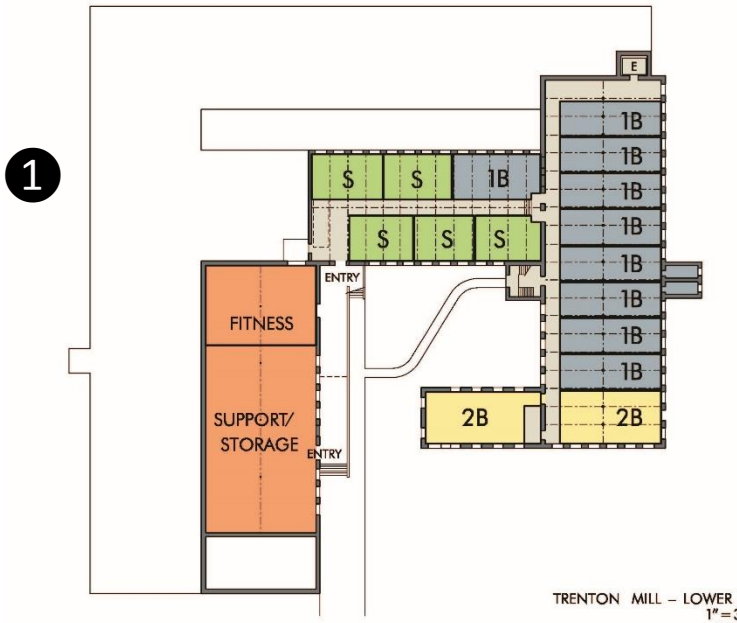
Trenton Redevelopment Plan

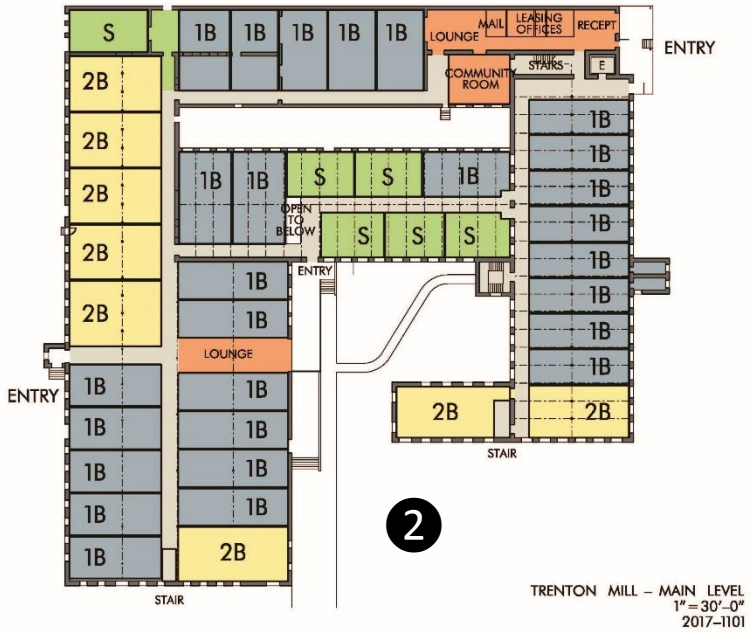
- Based on preliminary findings from DFI and their architect, Tise-Kiester, adaptive reuse of Trenton Mill will yield the highest and best return.

  <u>2 key factors for preservation & redevelopment:</u>
  - A key factor for success is the ability for a private developer to use Historic Tax Credits as part of their financial package.
  - Historic mills coupled with a ballpark view allow for higher price per square foot.

DFI explored demolition of the existing structure and new construction, however the financial analysis supports adaptive reuse.

DFI is confident that Gastonia will receive several proposals from private developers for this project.

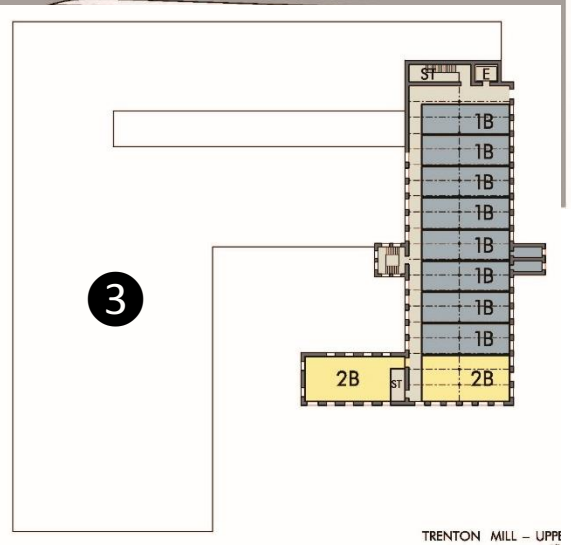






Possible Trenton Mill Redevelopment

65 - 75 residential units
140 parking spaces
$15 million investment



Project Architect Pendulum Studios / Jonathan Cole



Jonathan Cole – Principal Owner,
Lead Architect

PENDULUM

Partnering with

LABELLA Associates — Engineering Architecture Environmental Planning

Engineering Services

Construction Manager at Risk

RODGERS

Our Passion is Building®

Will Myer, Construction Manager



Public Involvement

Public Involvement has been a major focus.

CSL Study included a public survey.

<u>Public Presentations</u>

- Gastonia City Council meetings
- Gaston Regional Chamber
- Gaston County Economic Development Commission Board
- Gaston County Travel & Tourism Board
- Gastonia Rotary
- East Rotary
- Evening Rotary
- Noon Optimist (2x)
- Town Hall meetings (3x)
- Public Meetings (3x)
- Recreation Advisory Committee
- Teacher's Civic group

- City of Gastonia Web Page
- City of Gastonia Facebook
- Gaston Gazette
- Charlotte Observer
- Shelby Star
- Charlotte Business Journal
- WCNC
- Greater Gaston Development Corporation

Formal resolution of support from Gaston Regional Chamber.

Information Workshops

- A team was assembled from Pendulum, Gastonia Conference Center, UNC DFI and Gastonia staff from: Communications, Technology Services, Engineering & Management.
- Three meetings were held in the evenings over the course of a month.
- In order to engage the maximum number of citizens, the meetings were available via live stream with a project specific email to allow questions to be submitted.
- Videos were recorded and are still available on the City's website.
- Each meeting had over 100 in attendance.

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What We Heard…

Reached over 320 citizens over 3 public meetings!

Sample Comments:

- Dave & Buster
- Sky High Sports
- Restaurants
- Sky Zone
- Hair Salon
- Movie Night in the Park
- School of Arts
- Truck Vendors
- Outdoor eating areas
- Beer garden
- Farmers Market
- Coffee Shop
- Parking or field area for Sat a.m. “Cars & Coffee”
- Area for neighborhood kids to play/athletics
- Play facilities
- Green Space w/Walking paths/Urban Park
- Concerts (indoor/outdoor venue)
- Games/Arcades
- Shopping
- Breweries
- Bike Share
- Public Market
- Non-smoking
- Higher Education Facilities
- Performing Arts Center
- Embrace history
- Bowling Alley
- Dog Park
- Sports Connections
- Jazz Club
- Whirlyball
- Bourbon Bar / Speak-easy
- Art/color
- 365-day use
- Improvements along Main Ave.
- Cigar Bar
- Walking path / track
- Pickleball
- Basketball

Elements Proposed by Pendulum

Additional Stadium Features:

- Kid's Playground
- Suites/Enclosed Club Area for Events
- Built-In Concert Venue
- Dog Park
- Covered Event Space
- Climbing Wall
- Art Plaza (need for Public Art in partnership with KGB)
- Brew Pub (internal and external access)
- Prepared Food Area: Should feature local staples like Tony's, RO's, Choice, etc…
- Revisit use of railroad cars, food trucks, rooftop bar, etc…
- Get back to the concept of "out-think instead of outspend".

Options for Use / Programming:

Gastonia Grizzlies

Minor League Soccer

Regional collegiate sports

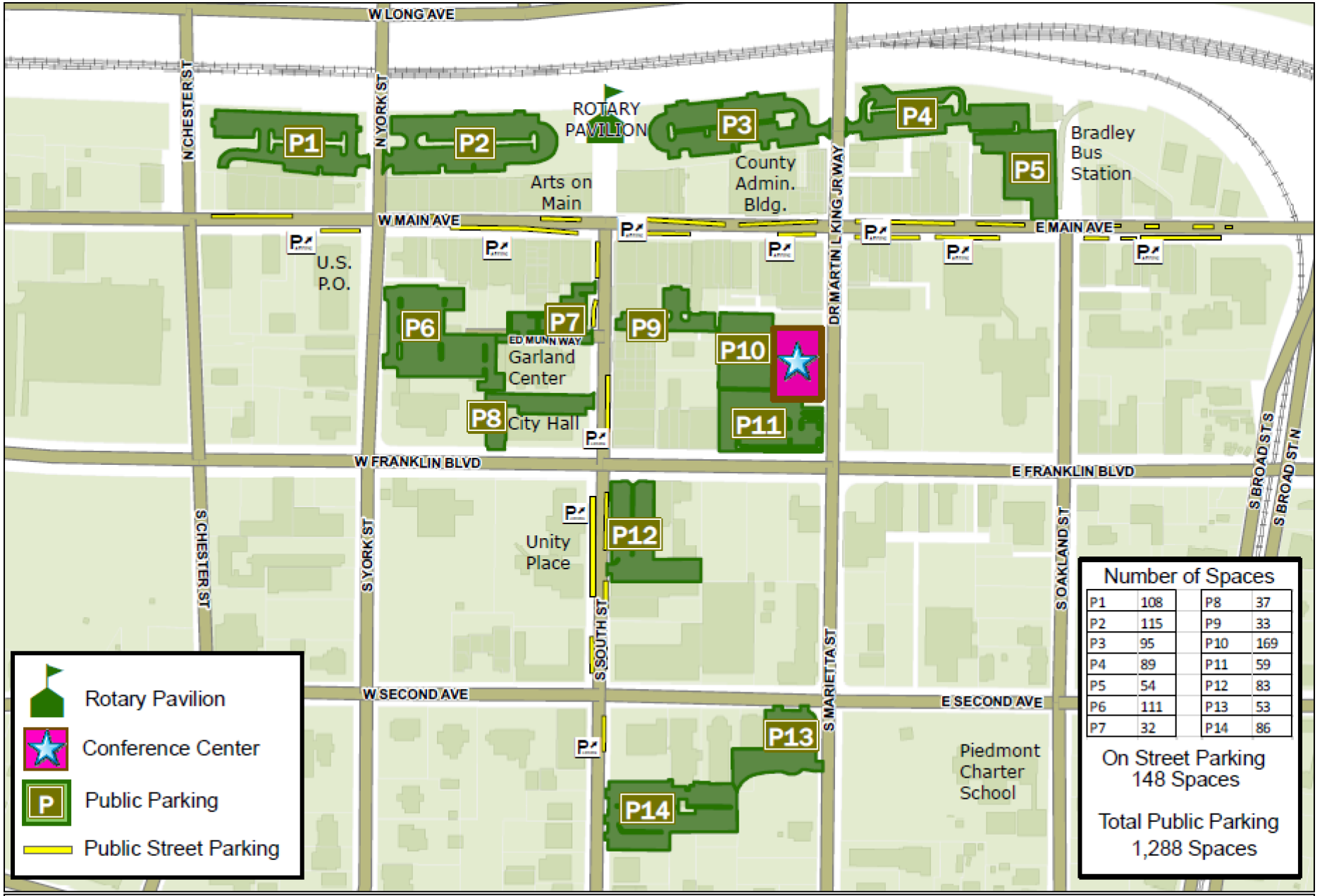
Rugby (Local teams in Gaston County and Charlotte)

Traveling College Baseball/Soccer Teams (especially in colder months)

Gaston County Schools Championship Games

Youth travel sports (AAU)

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DOWNTOWN GASTONIA PUBLIC PARKING

GASTONIA NC
Great Place. Great People. Great Promise.
PLANNING DEPARTMENT

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Master Plan Phases

- The FUSE project will likely build-out over phases.

<u>Phase I</u>

- Stadium - $13.5 million *(public/private funding)*
- Trenton - $15 million *(private investment)*
  - DFI led project
  - RFP for private development Spring 2018
  - Residential / Multi-family important as a first phase of private development
  - Historic Tax Credits important for Trenton redevelopment

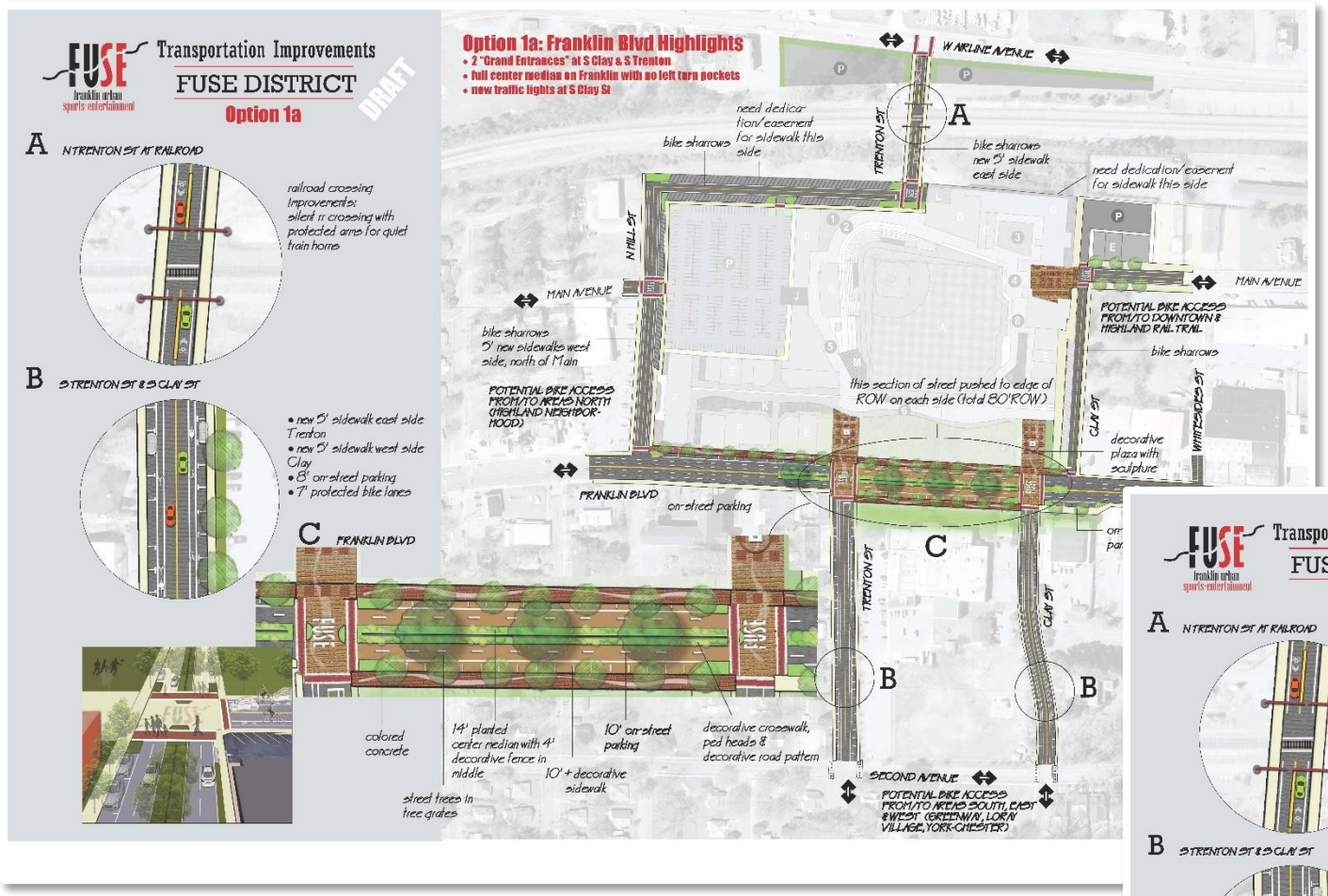
<u>Phase II</u>

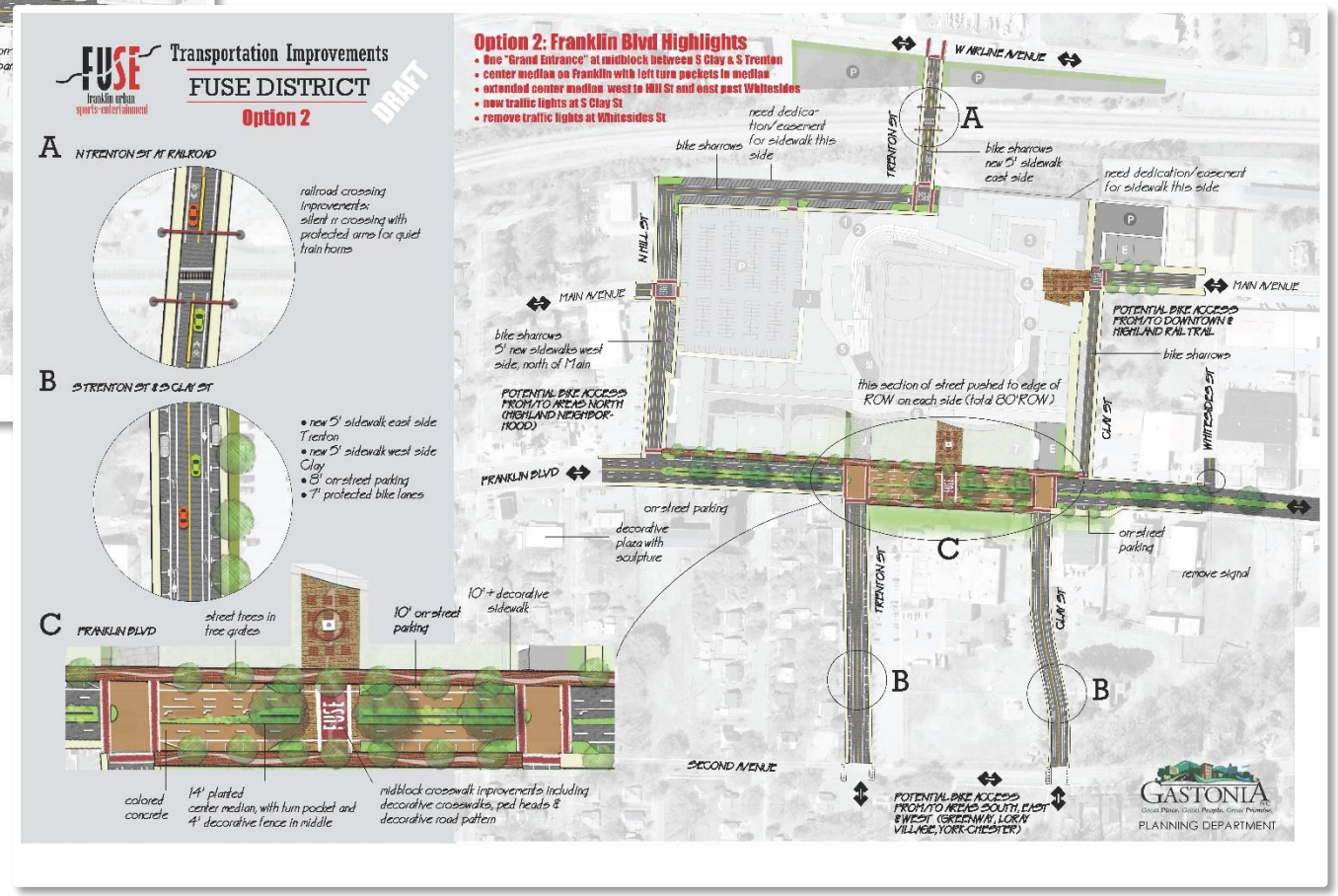
- Remaining multi-family
- Retail / Office
- Hotel
- Other entertainment

<u>Additional Needs / Expenditures:</u>

Streetscape along Franklin, Trenton & Main
Rail Crossing / Silent Crossing
Proposed CBD Rezoning
Utility relocation with stadium construction
Surrounding properties?
Explore MSD extension options

Streetscape Options





Streetscape is an important part of the economic development project creating a feeling of place, connectivity and walk-ability.

Private Sector Participation

- Private sector participation is critical to FUSE moving forward.
- Previously, Council has discussed establishing a Task Force to lead the private fundraising effort.
- Task Force would be led by a community leader who would spearhead the campaign and serve as a champion for the project.
- Continued discussion needs to occur with local endowments, corporate sponsorships and foundations.

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