



# FUSE

franklin urban sports+entertainment

# ECONOMIC DEVELOPMENT OBJECTIVES

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- 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.



# Development of FUSE Concept

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- 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.



**KEY**

	Intersections/Pedestrian Improvements
	Redevelopments - Mixed-Use Residential/Commercial Space
	Adaptive Re-Use of Existing Building
	Park/Open Space
	Parking/Private Surface Parking Lot





**FUSE**  
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# Development of FUSE Concept

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- 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.



# FRANKLIN URBAN SPORTS & ENTERTAINMENT DISTRICT

## FUSE District

HIGHLAND  
NEIGHBORHOOD

FUSE

DOWNTOWN

Loray

National Historic District

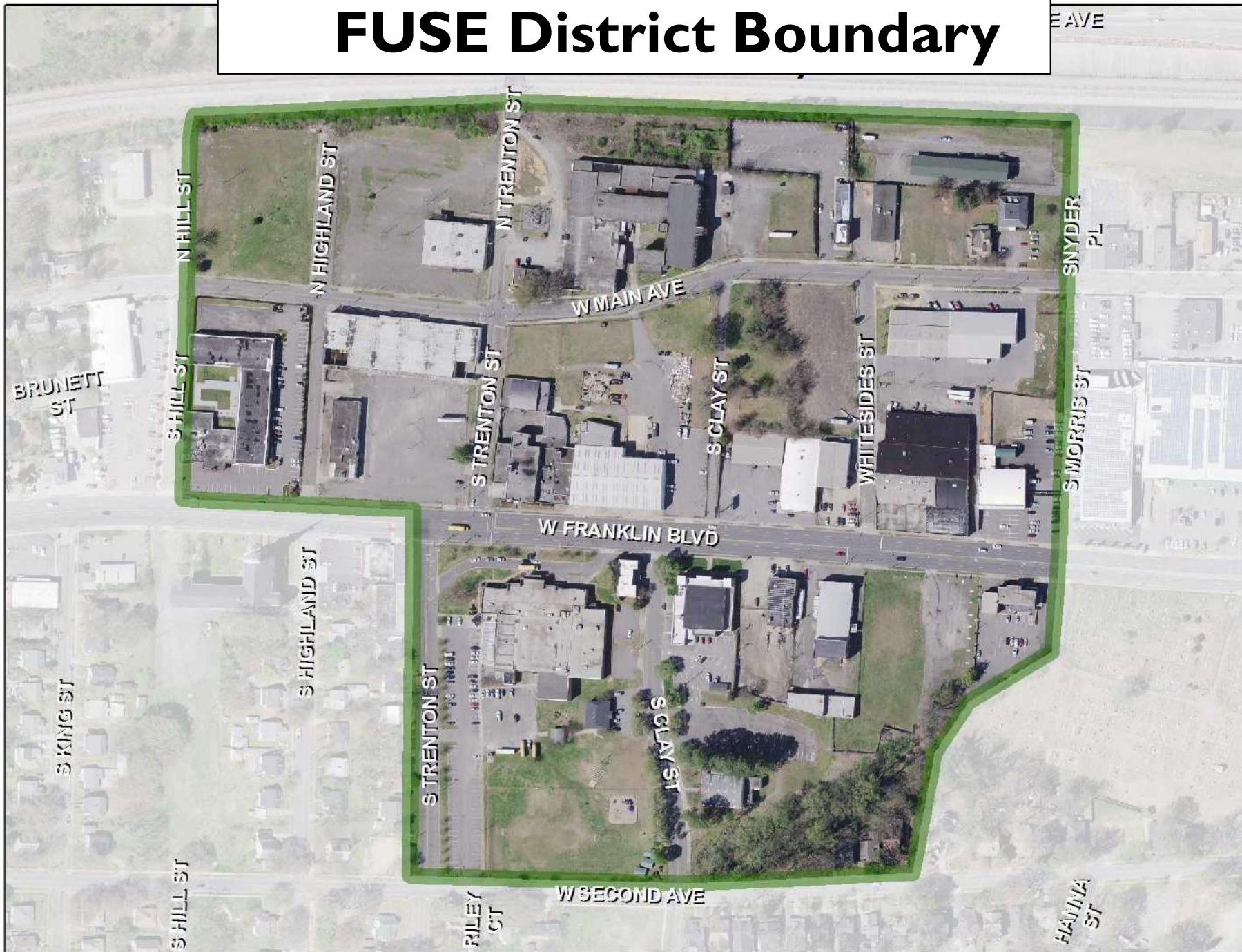
YORK CHESTER  
Historic District



FUSE  
definition:

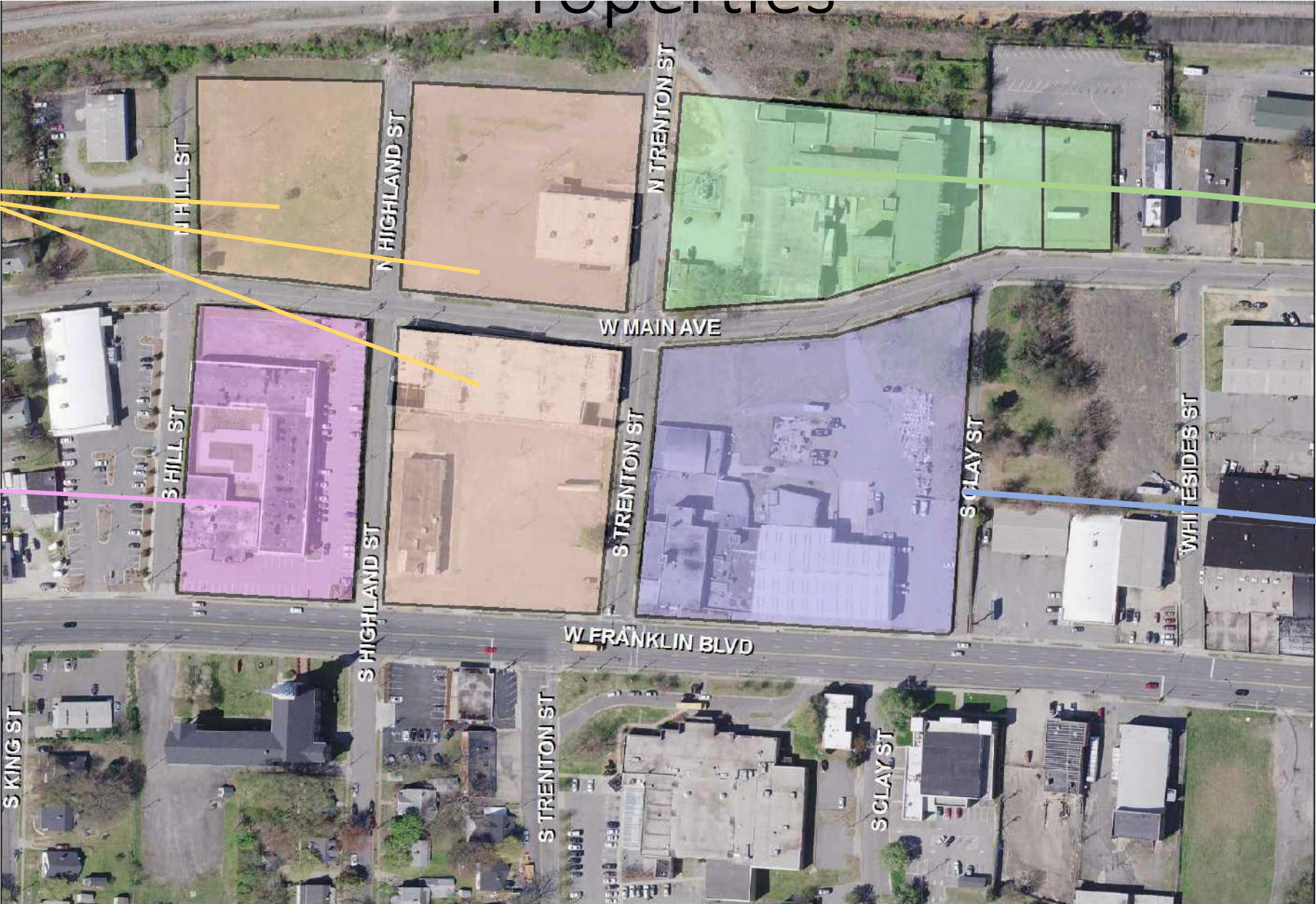
1. Verb: join of blend to form a single entity
2. Noun: A safety device used for igniting a spark

# FUSE District Boundary





# Development of FUSE Concept



Sears

Trenton Mill

Budget Inn

Coke / Choice

# FUSE Phase I

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- 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.



# 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.



# 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.



# 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.



# UNC School of Government Development Finance Initiative

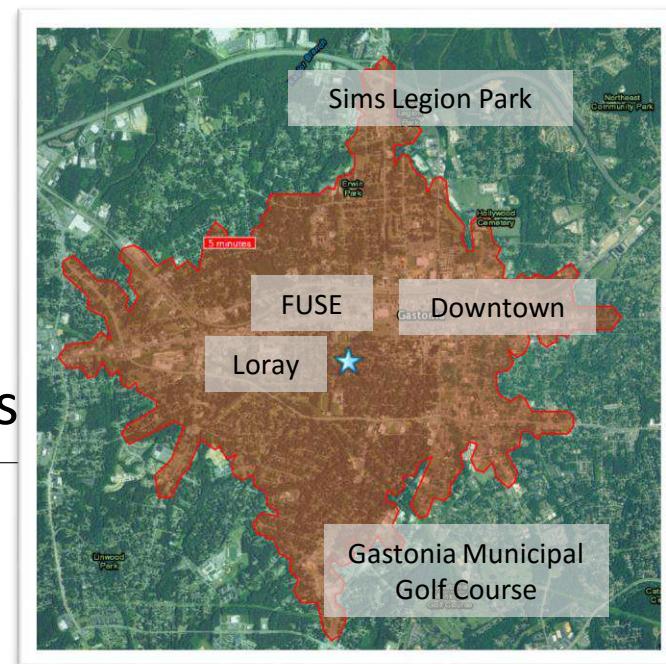
The Development Finance Initiative (DFI) at the School of Government partners with local governments to attract private investment for transformative projects by providing specialized finance and development expertise.

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

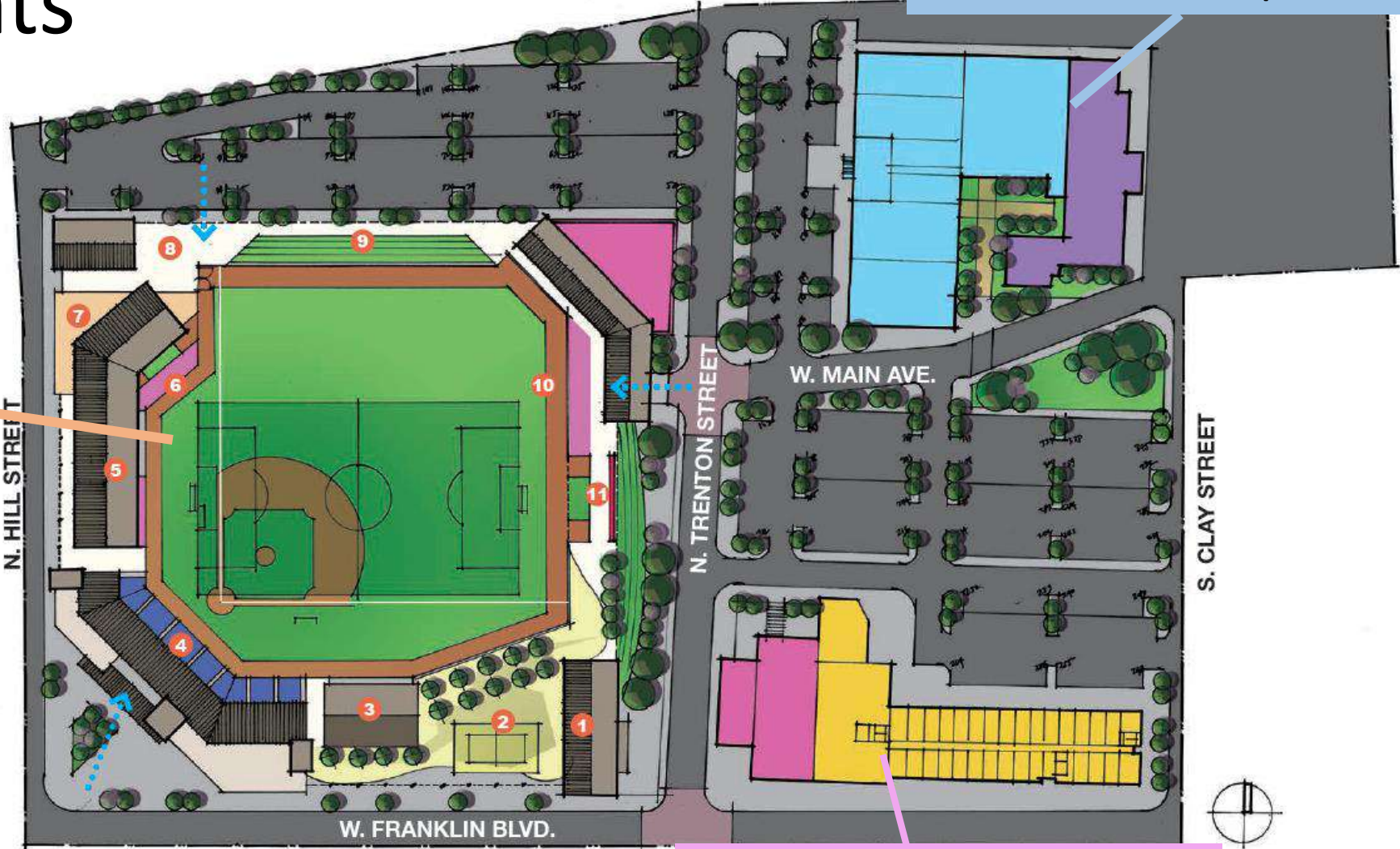
Currently DFI is overseeing a \$60M master development in Fayetteville, NC that includes the adaptive reuse of the historic Prince Charles Hotel, 175-unit new multi-family construction, and 125-room hotel that will surround a new minor league baseball stadium.



# Preliminary Site Plan - Key Components

Possible Multi-family / Private development

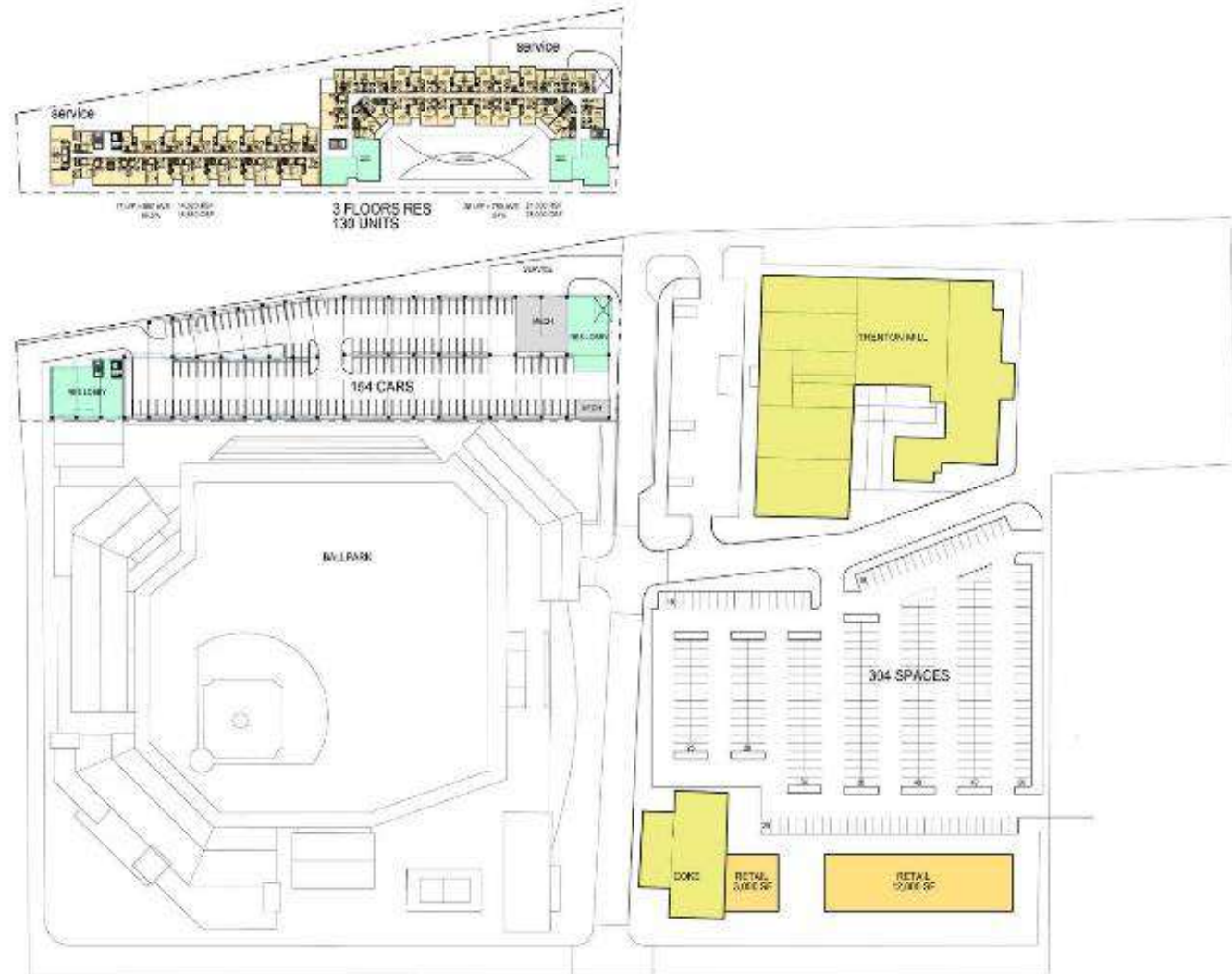
Multi-Use Stadium

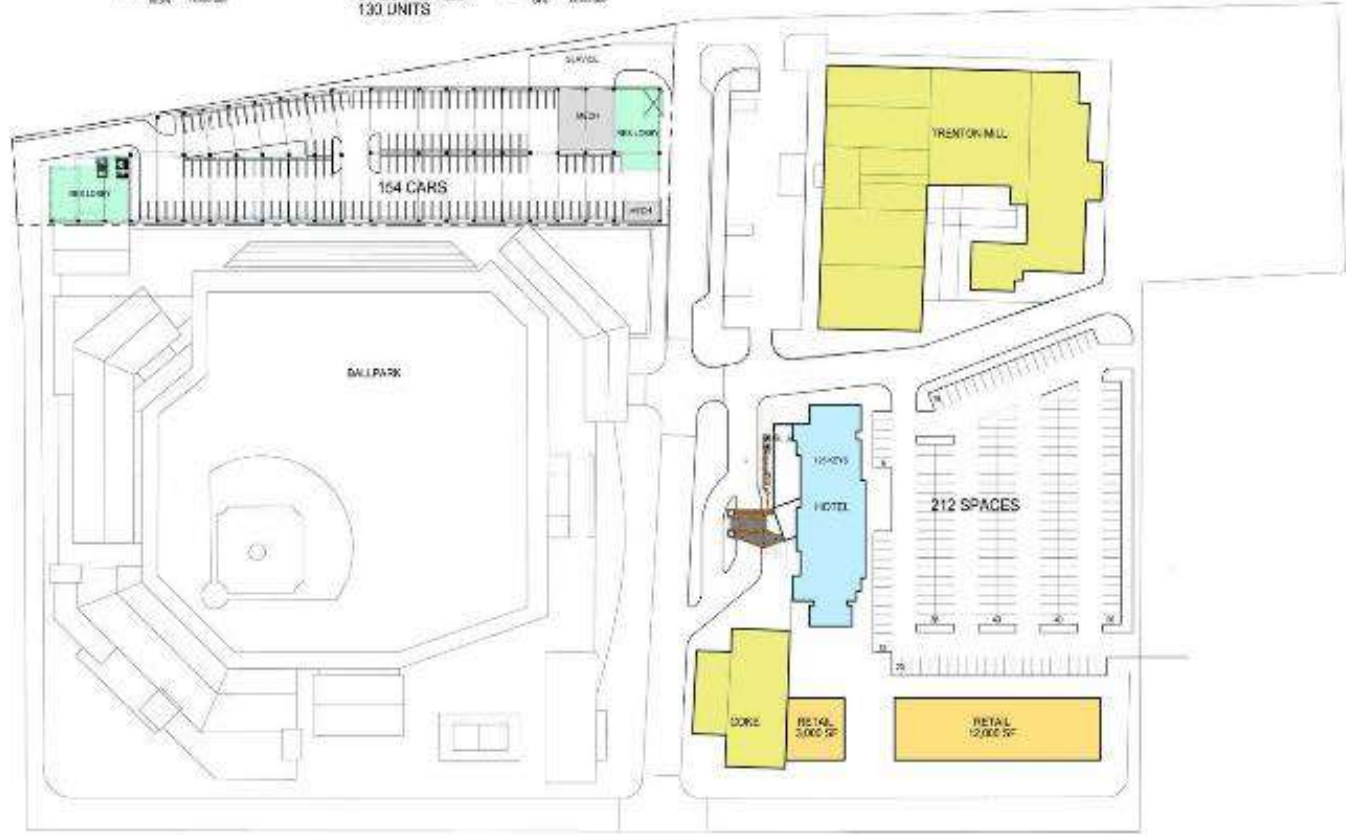


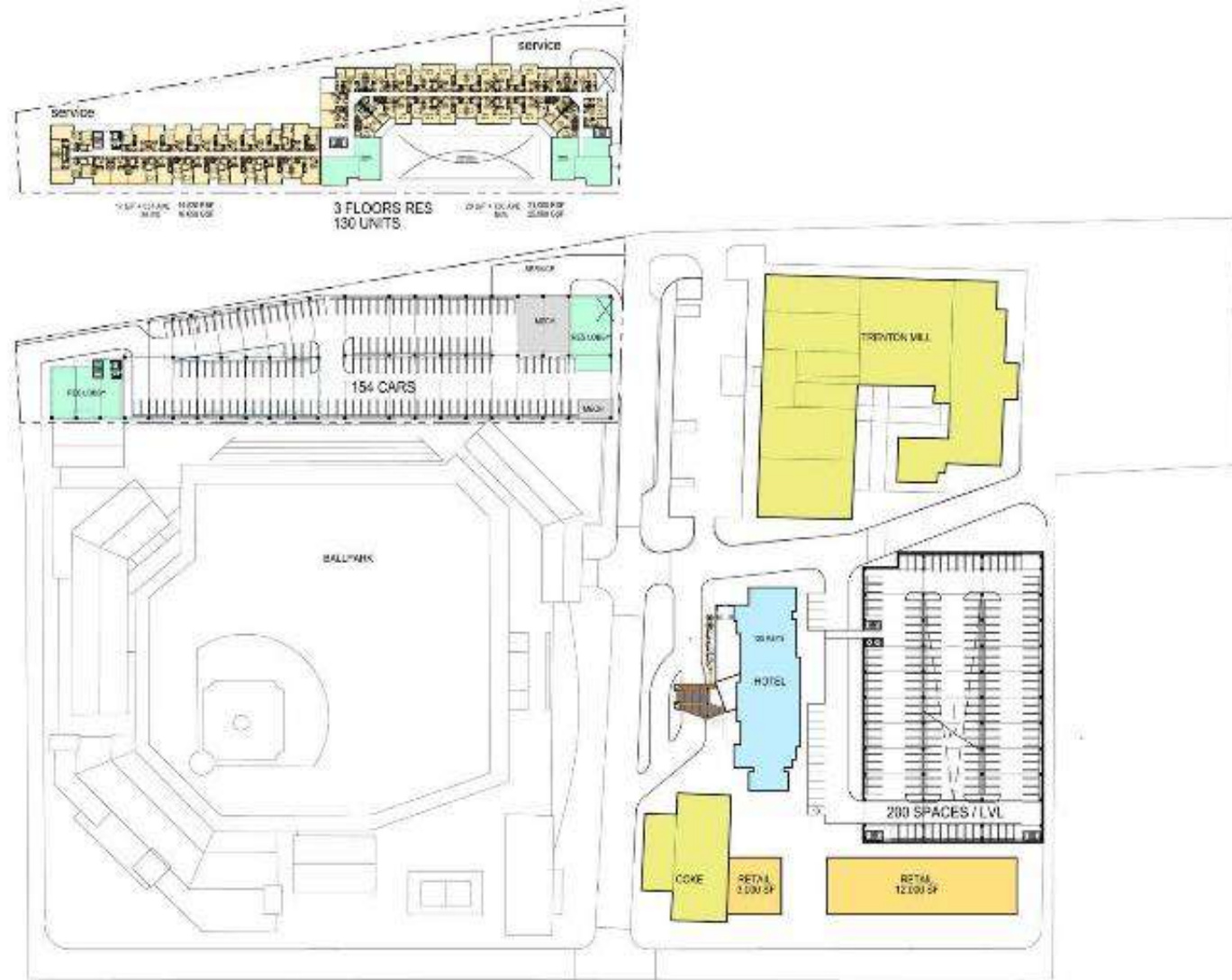
Private development

**FUSE DISTRICT**  
GASTONIA, NORTH CAROLINA









# Trenton Redevelopment Plan

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

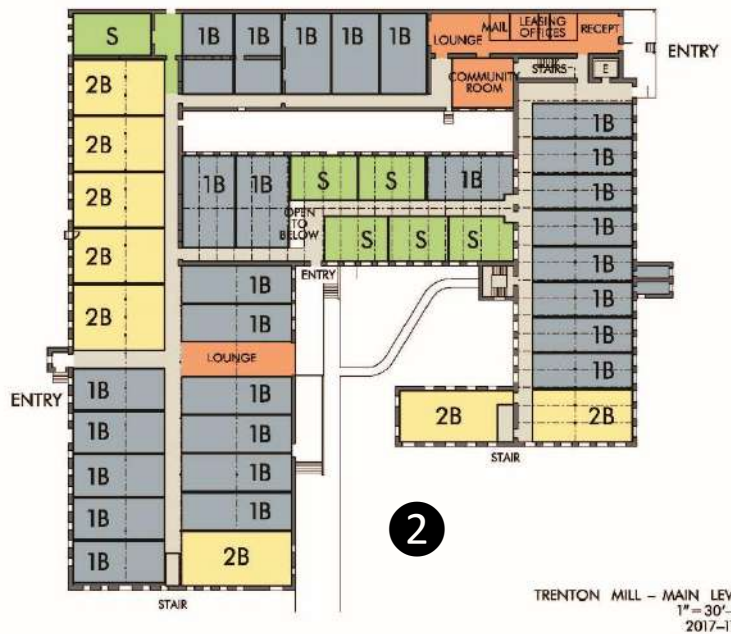
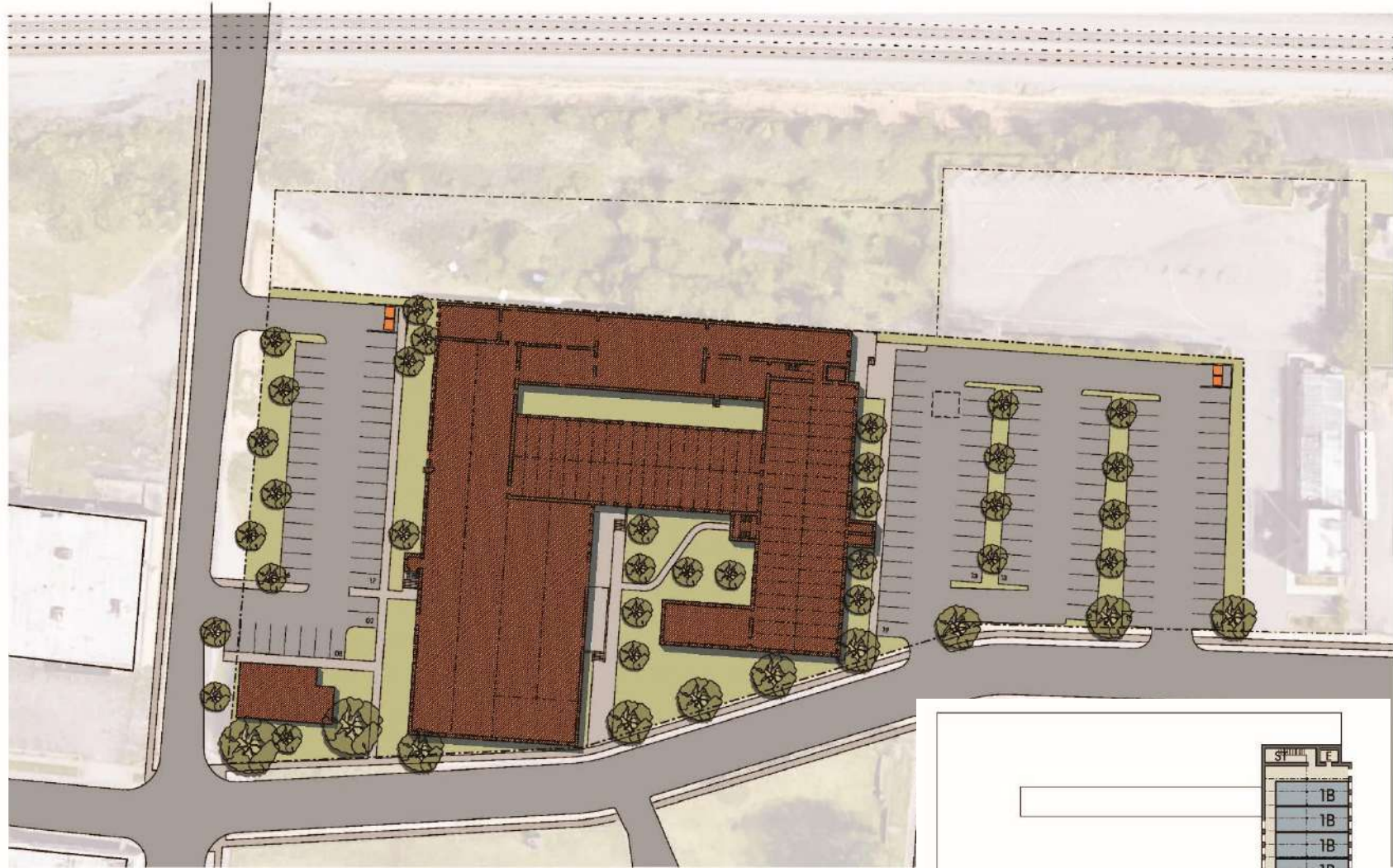
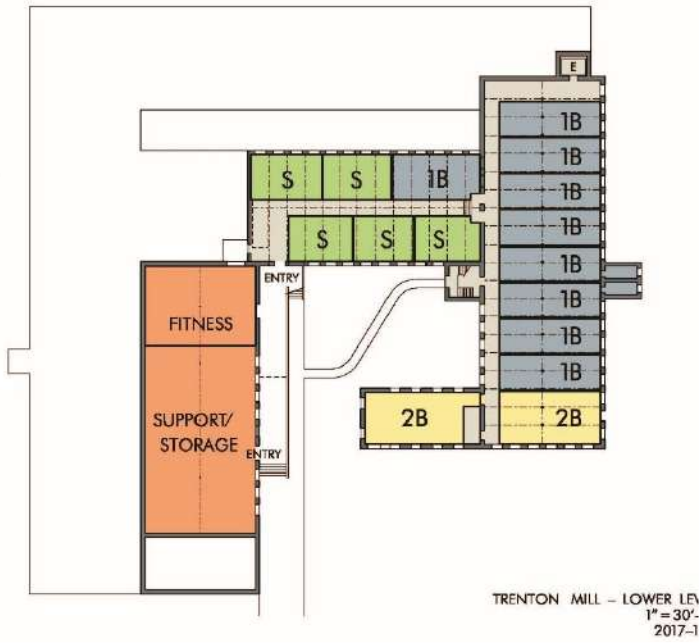
## 2 key factors for preservation & redevelopment:

- 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.

1

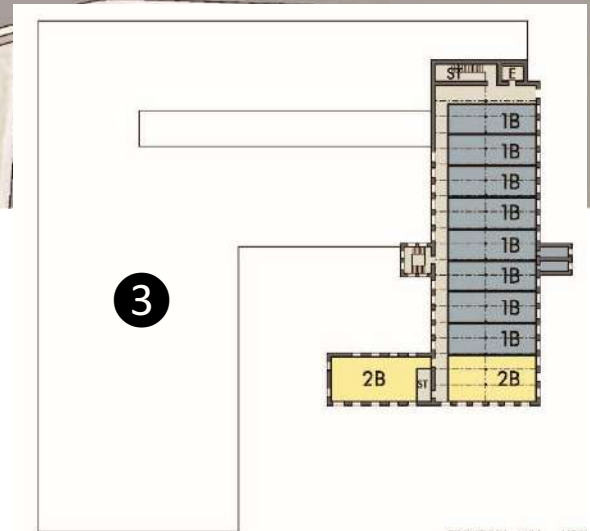


2

## Possible Trenton Mill Redevelopment

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

3





Jonathan Cole – Principal Owner,  
Lead Architect



Partnering with  
**ABELLA** Associates | Engineering  
Architecture  
Environmental  
Planning  
Engineering Services

Will Myer, Construction Manager



Construction  
Manager at  
Risk



# Public Involvement

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Public Involvement has been a major focus.

CSL Study included a public survey.

## Public Presentations

- 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

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- 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.

# What We Heard...



Reached over 320 citizens over 3 public meetings!

## Sample Comments:

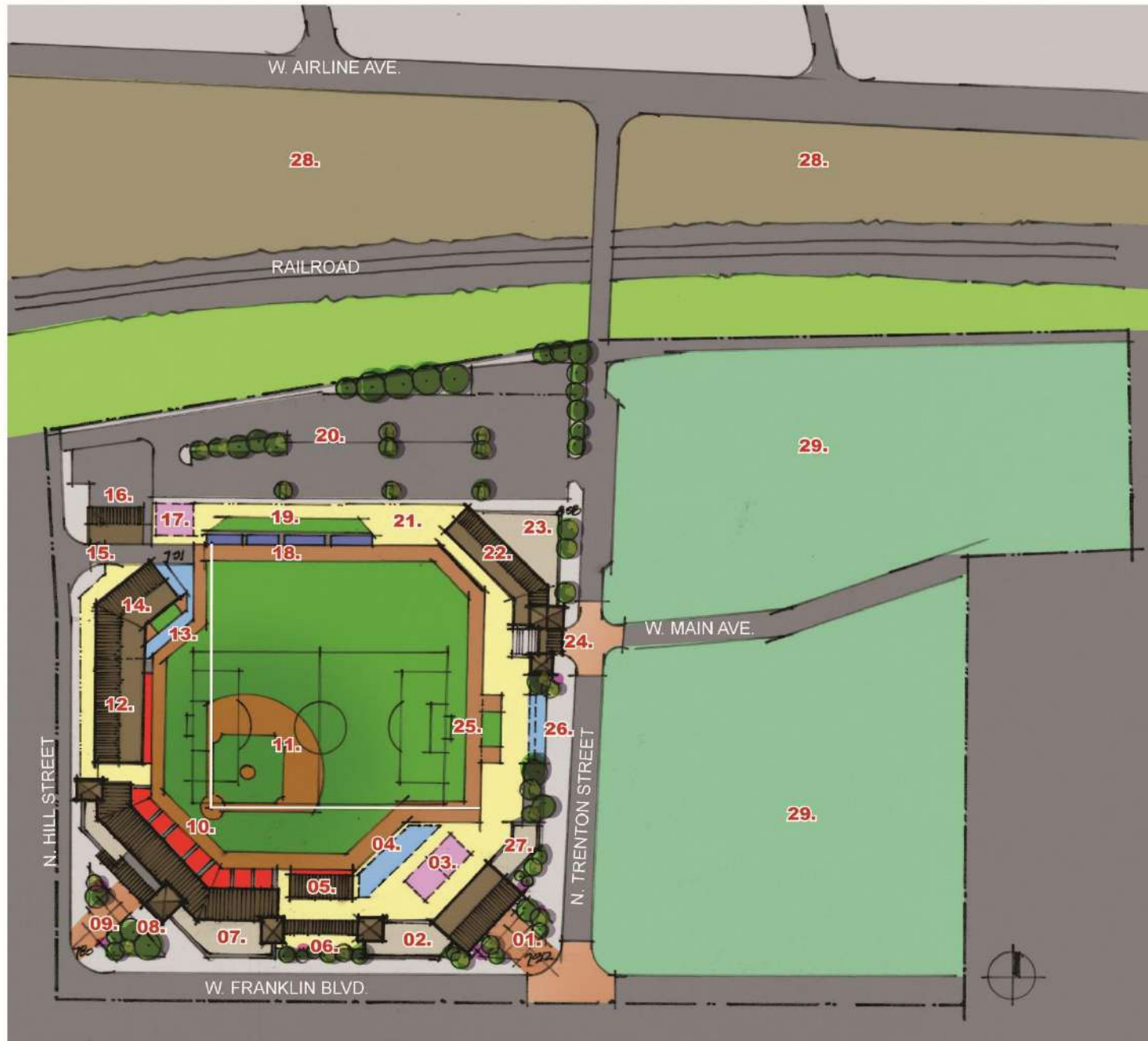
- Dave & Buster's
- Sky High Sports
- Restaurants
- Sky Zone
- Hair Salon
- Movie Night in the Park
- School of Arts
- Truck Vendors
- Outdoor eating areas
- Beer garden
- Farmers Market
- Coffee Shop
- Parking or field area for Sat a.m. "Cars & Coffee"
- Area for neighborhood kids to play/athletics
- Play facilities
- Green Space w/Walking paths/Urban Park
- Concerts (indoor/outdoor venue)
- Drag Shows
- 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

# FUSE DISTRICT

GASTONIA, NORTH CAROLINA

## LEGEND

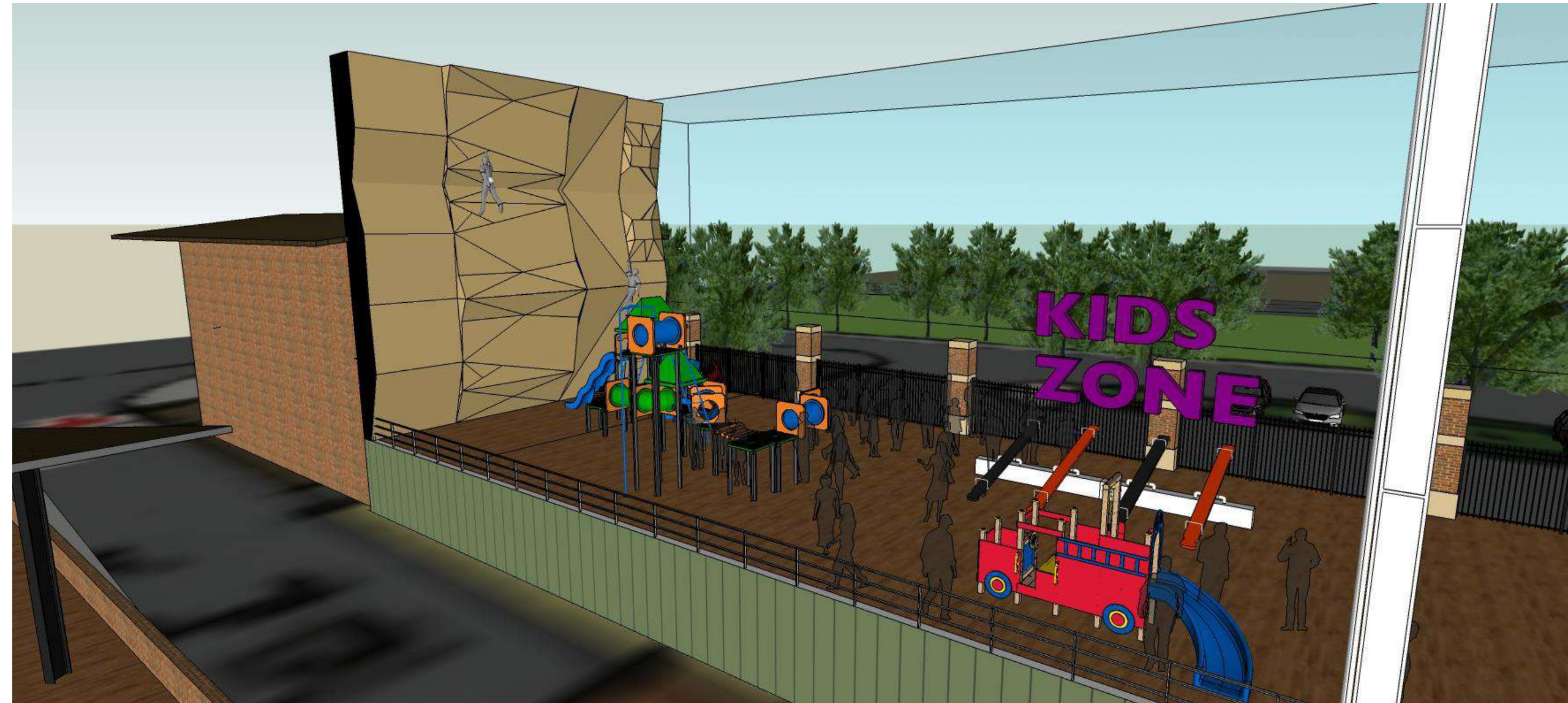
- 01. Pedestrian Entry
- 02. Concession/Restroom/ Rooftop Deck
- 03. Ball Court/Civic Activity Zone
- 04. Group Seating
- 05. Open Air Cabana Deck
- 06. Pedestrian Bridge
- 07. Team Store/Administration/Community Room
- 08. VIP/Wheelchair Elevator Entry
- 09. Art Plaza/Main Entry
- 10. Seating Bowl (1,800 Fixed Seats)
- 11. Multi Purpose Field (Baseball, Softball, Soccer, Lacrosse, Etc.)
- 12. Enclosed Banquet Space (Air Conditioned)
- 13. Hall of Fame Field Seats
- 14. Covered Open Air Deck
- 15. Field Access - Trucks, Emergency, Service
- 16. Maintenance Building
- 17. Playground/Rock Climbing Wall
- 18. Railroad Car Group Area
- 19. Grass Berm
- 20. Parking (150)
- 21. Group Tent Area
- 22. Covered Beer Garden
- 23. Enclosed Brew Pub
- 24. Main Ave. Entry
- 25. Bullpen/Stage
- 26. Street Facing Stage/Digital Display
- 27. Covered Bar Area
- 28. City Owned Parcels
- 29. Development Parcels







# KIDS ZONE





# GROUP AREA





# Elements Proposed by Pendulum

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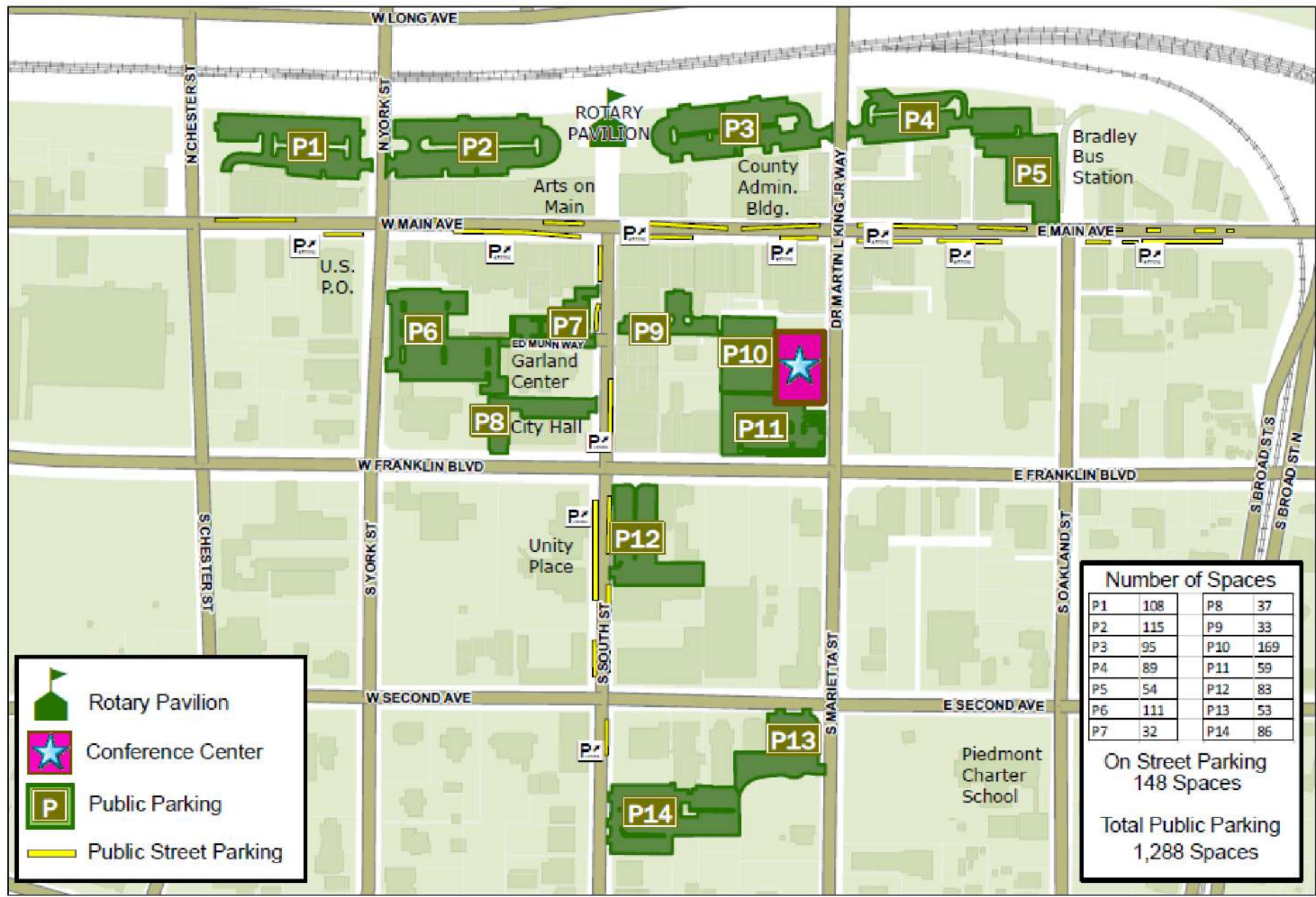
## Additional Stadium Features:

- 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 out-spend".

## Options for Use / Programming:

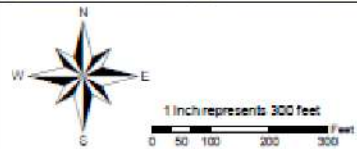
Gastonia Grizzlies  
Minor League Soccer  
Regional collegiate sports  
Rugby (Local teams in Gaston County and Charlotte)  
Traveling College Baseball/Soccer Teams (especially in colder months)  
Gaston County Schools Championship Games  
Youth travel sports





-  Rotary Pavilion
-  Conference Center
-  Public Parking
-  Public Street Parking

Number of Spaces			
P1	108	P8	37
P2	115	P9	33
P3	95	P10	169
P4	89	P11	59
P5	54	P12	83
P6	111	P13	53
P7	32	P14	86
<b>On Street Parking</b>			
148 Spaces			
<b>Total Public Parking</b>			
1,288 Spaces			



# DOWNTOWN GASTONIA PUBLIC PARKING



# Master Plan Phases

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

## Phase I

- 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

## Phase II

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

### Additional Needs / Expenditures:

Streetscape along Franklin, Trenton & Main

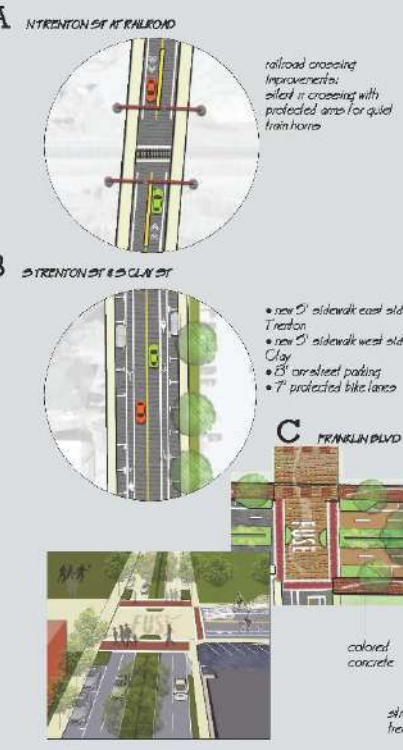
Rail Crossing / Silent Crossing

Proposed CBD Rezoning

Utility relocation with stadium construction

Surrounding properties?

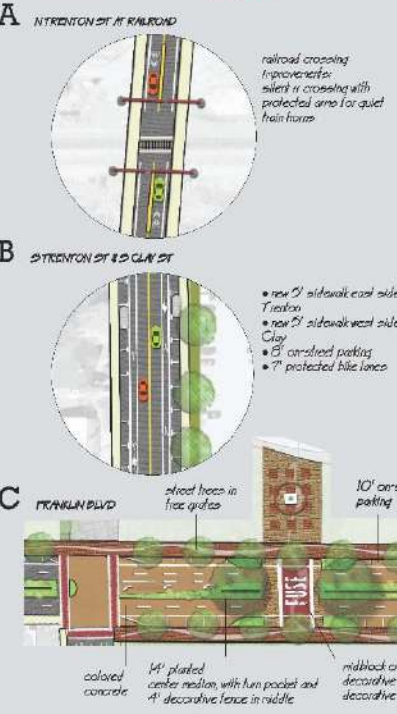
Explore MSD extension options



**Option 1a: Franklin Blvd Highlights**



# Streetscape Options



**Option 2: Franklin Blvd Highlights**



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

# Private Sector Participation

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- 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.

# Budget Summary *(12/1/17)*

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	<b>Budget</b>	<b>Spent</b>	<b>Encumbered</b>	<b>Balance</b>
Environmental/Prof Svcs	\$1,828,545	\$387,218	\$1,374,409	\$66,916
Utilities	\$31,075	\$16,165	\$0.00	\$14,909
Maintenance B & G	\$1,091	\$104	\$0.00	\$986
Advertising / Right of Way	\$872	\$871	\$0.00	\$0.00
Land Purchases	\$3,267,500	\$3,322,475	\$0.00	-\$54,975
Demolition	\$432,028	\$255,833	\$165,400	\$10,795
<b>Totals</b>	<b>\$5,561,111</b>	<b>\$3,982,668</b>	<b>\$1,539,809</b>	<b>\$38,632</b>

# Budget Summary *(12/1/17)*

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## Funding Sources

FY 16 Budget	\$135,500
Transfer from Capital Reserve	\$132,802
Budgeted General Fund Transfer FY 17	\$1,473,209
General Fund, Fund Balance FY 17	\$2,379,889
Budgeted General Fund Transfer FY 18	\$1,357,486
ElectriCities Grants	\$4,000
Lease Revenues	\$28,225
Transfer from Utilities - DFI	\$50,000
 Total:	 \$5,561,111

# Potential Funding Options

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## *Lending Summary:*

**\$10,000,000**

20 year term

4.5% rate

\$768,761 (annual debt service)

\$15,375,229 (total payments)

**\$13,500,000**

20 year term

4.5% rate

\$1,037,828 (annual debt service)

\$20,756,559 (total payments)

**\$15,000,000**

20 year term

4.5% rate

\$1,153,142 (annual debt service)

\$23,062,843 (total payments)





# Next Steps

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- Task Force / Private sector fundraising
- Financial Proposal
- DFI to issue RFP for Trenton Development
- Development of RFQ for Management of the Multi-Use Facility
- Lease Agreement(s) with the Gastonia Grizzlies & others
- Finalization on-site layout & amenities of the Multi-Use Facility
- Develop Marketing Plan

# Questions / Discussion

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