

# SEARS ST. PAUL REDEVELOPMENT PLAN

425 RICE ST, ST PAUL, MN 55103



## SUMMARY

Led by Asian Media Access (AMA) and Asian American Business Resilience Network (AABRN), we are seeking \$8 million from the State of Minnesota to build a transformative **World Cultural Heritage Corridor** at the former St. Paul Sears Site, which will interweave Culture, Wellness and Technology ecosystems at every stage of life through holistic healing, everyday technology and lifestyle inspirations. We are committed to developing the former Sears site as a desirable place where people work, live, learn, and play.

## TRANSFORMING SEARS SITE TO A WORLD CULTURAL HERITAGE CORRIDOR

With the belief that traditional and modern technologies can support and enhance our day-to-day lives, AMA/AABRN plans to enhance the wellness and culture ecosystem to blend with artistic creation through the use of novel technologies, encouraging the enterprising spirits of entrepreneurs in lifestyle and entertainment. We will provide services like business development and skills-building training, and establish a charter high school for the education of future entrepreneurs. To provide for families, we will set up a kids' zone to meet the needs of visiting and employed parents, and residents from area housing developments. The finished building will also serve as AMA/AABRN's headquarters.

We are focusing on Planning Area #1 (Existing Sears Building):



## Sears' Building First floor (110,000 ft<sup>2</sup>)

Description	Total ft <sup>2</sup>	Space usage breakdown	Notes
Event Center	25,000 ft <sup>2</sup>	20,000 ft <sup>2</sup> concert space 5,000 ft <sup>2</sup> executive suites	Supporting averaging 1,100 event goers a day
Multicultural Food Court	30,000 ft <sup>2</sup>	1,000 ft <sup>2</sup> x 20 food stalls 5,000 ft <sup>2</sup> commercial kitchen 5,000 ft <sup>2</sup> open dining area	Estimated 600 daily visitors. Features an open dining area with indoor/outdoor seating, providing an anchor for the Sears building, adjacent to outdoor Amphitheater open space.
3D Virtual Reality and Immersive Theme Park	30,000 ft <sup>2</sup>	8,000 ft <sup>2</sup> Soundstage 22,000 ft <sup>2</sup> Exhibition Hall	Estimated 500 daily visitors. The Theme Park will serve as the active event center with ongoing cultural programming and 3D exhibitions.
Center for Wellness Technology	20,000 ft <sup>2</sup>	4,000 ft <sup>2</sup> Healthcare Workforce training area 400 ft <sup>2</sup> x 40 coworking mini healing labs	Estimated 300 daily visitors for diverse holistic healing practices
Zen Garden	5,000 ft <sup>2</sup>	5,000 ft <sup>2</sup> green space in the center of the Sears' building to calm the urban concrete walls.	Estimated 600 daily visitors. A tranquil Zen Garden will have meticulous bonsai displays, peaceful water strings leading to the Koi fish pond, along with stone arrangements that embodies ancient wisdom.

## Sears' Building Second floor (58,000 ft<sup>2</sup>)

Description	Total ft <sup>2</sup>	Space usage breakdown	Notes
Sports, Tech and Arts Focused Charter School	30,000 ft <sup>2</sup>	6,000 ft <sup>2</sup> Flex Administration Offices and Science Labs 12,000 ft <sup>2</sup> Flex Classrooms 12,000 ft <sup>2</sup> Multimedia, Computer and AR/VR labs	Supporting 200 enrolled 9th – 12th graders, to study the integrations between Arts, Sports and Technologies (specializing in Augmented Reality (AR) and Virtual Reality (VR) to create immersive experience)
Community Center	18,000 ft <sup>2</sup>	5,000 ft <sup>2</sup> Counseling and Training Rooms 5,000 ft <sup>2</sup> Flex Co-working office space for other non-profits 8,000 ft <sup>2</sup> Flex Headquarter Space for Sears Building Operation and other functionalities' operation space	Estimated 200 daily visitors. AABRN/AMA Sears Building Operation Office, along with Business Training, Social Services, IT training. Also we will divide 5,000 ft <sup>2</sup> as Flex Co-working office space for other non-profits.
Kids' Zone	10,000 ft <sup>2</sup>	6,500 ft <sup>2</sup> Kids' Zone 3,500 ft <sup>2</sup> Daycare Classrooms	Estimated 300 daily visitors. Daycare facilities can support 74 children annually

## ECONOMIC IMPACT DATA

**168,000 SF**

Of entertainment, business, and employment hub

**\$266,000**

Average daily cash flow

**3,800**

Average daily visitors

**160**

New job creation

### A MULTI-CULTURAL CORRIDOR - PRICELESS

Tourist Attraction in St. Paul, MN

## FIVE DESIGN CLUSTERS

serve as the basis of the entire Development

Cultural and Community Destination = “World Cultural Heritage Corridor”

GREEN, GREEN, GREEN

Complete Street Model will be included in the former Sears’ Site design, so neighbours can go to their everyday destinations through all modes.

Creating a Comprehensive - Live, Work, Learn, and Play “Main Street” Community

Building the Economic Engine

*“The former Sears site needs to be a gathering place where families come 24/7 instead of going to nearby cities for entertainment/sports*

Donnell Bratton, Executive Director of Frogtown/Rondo Black Church Alliance

*“What’s missing is a place for people to gather. a town green that shows movies and concerts in the park, artwork, trendy stuff. A place for people to*

Angela Casselton, Executive Director, Creative Enterprise Zone (CEZ)

*“Former Sears site is an important neighborhood landmark, connecting BIPOC communities, and supporting Latinx small business development.”*

Dr. Rodolfo Gutierrez, Hispanic Advocacy and Community Empowerment through Research (HACER)

Plan Area 1	Sears Building Remodeling
Purchased Price	\$8,200,000

Remodeling Expenses	
SQ FT	217,350
Efficiency SQ FT	Efficiency SQ FT
Revenue per year	\$4,727,363
Construction Cost	\$10,867,500
Soft Cost	\$652,050
Finance	\$1,304,100
Developers Fee’s	\$1,176,350
Total Projected Remodeling Cost	\$14,000,000

**TOTAL Projected Expenses**  
 \$ 22,200,000 (\$8,200,000 + \$14,000,000)

## WHY US?

Asian Media Access and Asian American Business Resilience Network is an emerging developer team that aims to support distressed neighborhoods with capital and community-based projects in MN, with an innovative approach that strives to achieve a quantifiable double bottom line of financial and social returns. Our efforts extend beyond conventional business support to include the Asian Mall Business and Cultural District Development Projects, transforming an abandoned warehouse into a vibrant gathering place for Asian vendors. The initiative aligns with our goal to attract customers and investments to BIPOC micro-businesses, positioning the district as a thriving economic and cultural hub. Our development portfolios have included:

- 1) \$450,000 Multimedia Arts Complex in North Mpls.;
- 2) \$5.2 million Columbia Park Business Center in Northeast Mpls.;
- 3) \$8.2 million St. Paul Sears Site; and
- 4) \$13 million Eden Prairie’s Asia Mall Project.

### FOR MORE INFORMATION

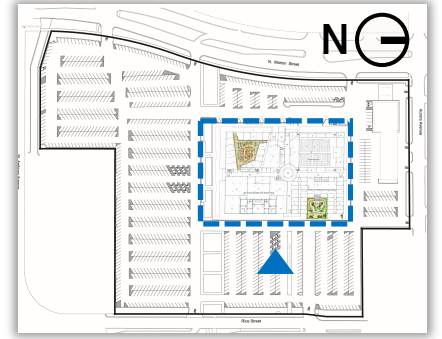
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◀ Hwy I-94

South Frogtown ▶



East Elevation | Study 6

◀ Hwy I-94

South Frogtown ▶



East Elevation | Study 5

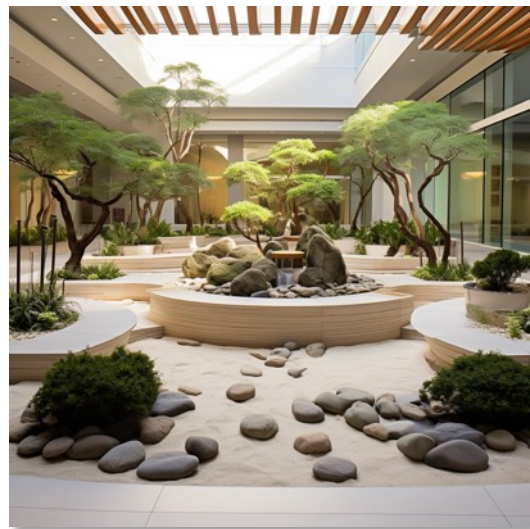
◀ Hwy I-94

South Frogtown ▶



East Elevation | Study 4

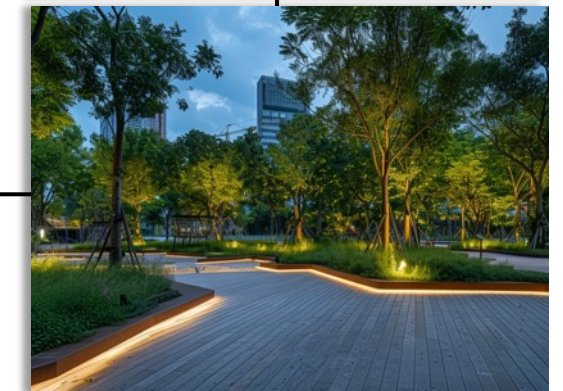
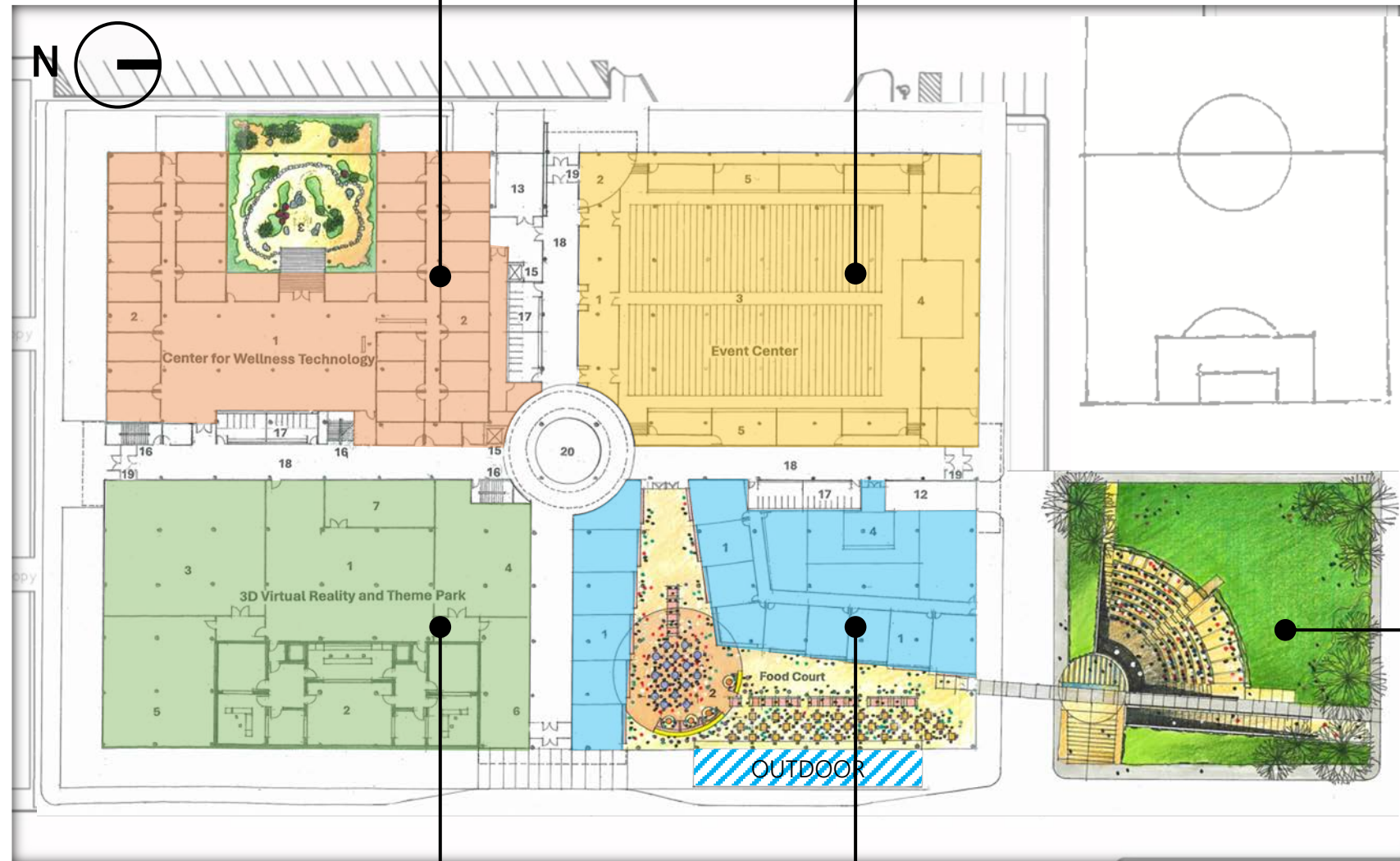




Center for Wellness Technology

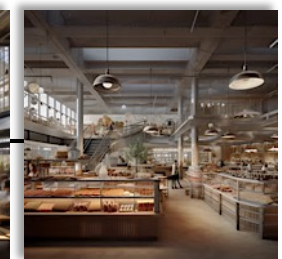
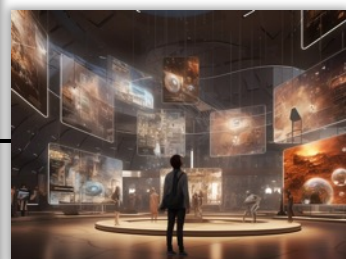


Event Center



Park/Green Space

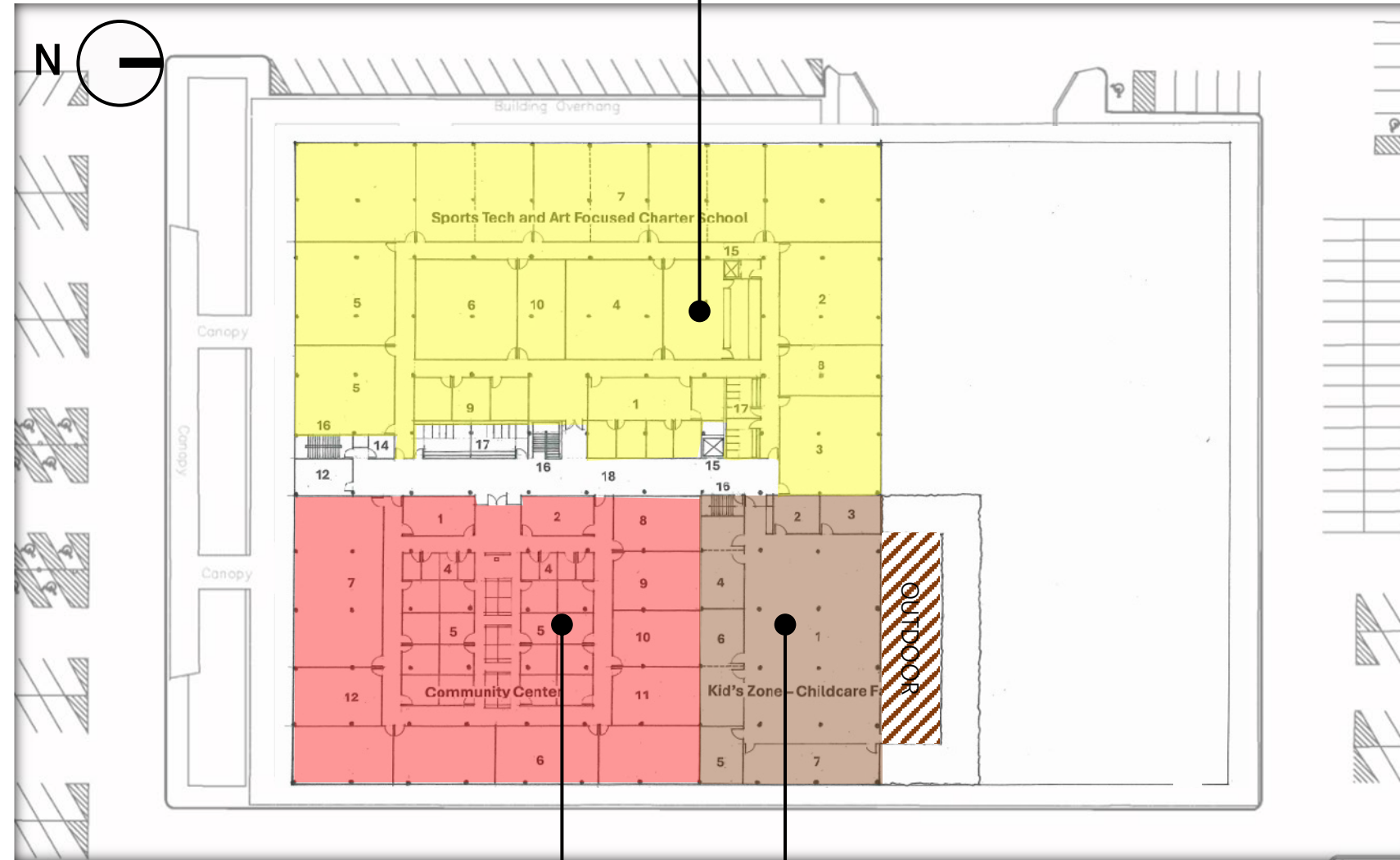
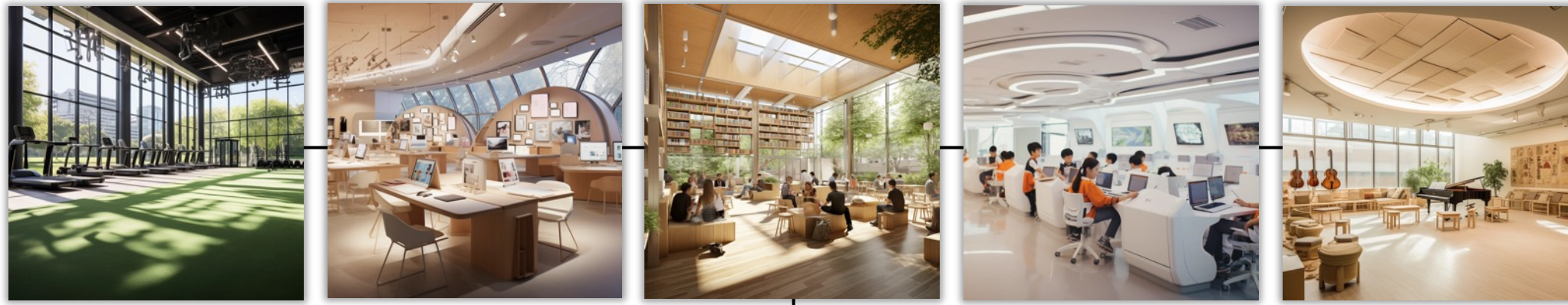
3D VR and Theme Park



Food Court



Sports Tech and Arts Focused Charter School



Community Center



Kid's Zone (Childcare Facilities)

