



# HARDESTY RENAISSANCE



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Asian Americans for Equality/Hardesty Renaissance Economic Development Corporation's vision is to redevelop and reactivate the Hardesty site which has remained vacant and unused for nearly 15 years. The site contains six buildings with more than 500,000 square feet of commercial and residential space and several acres of vacant land upon which additional structures can be constructed. Our vision, working in partnership with local non-profit, private, and public entities, is to redevelop the Hardesty Renaissance site through a collaborative partnership that serves as a model for sustainable and equitable economic development. HREDC will achieve this through the creation of jobs and career opportunities for local residents; the provision of innovative affordable live-work housing; and by establishing a hub that promotes and supports local small businesses and entrepreneurs for broader economic, cultural, and community development capacity building. Part of this vision includes the creation of a local food hub in partnership with the Missouri Department of Agriculture and its "Made in Missouri" initiative to support the local and regional economy that spurs economic development while at the same time bringing essential fresh, healthy, affordable foods to the predominantly low- and moderate-income minority residents that live in the surrounding communities.

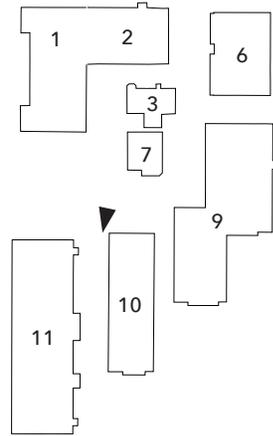
Our vision for Hardesty Renaissance includes:

- Creating a local international foods hub that supports local farmers and food entrepreneurs by providing aggregation, distribution and fast freezing capabilities, on-site farmers market, food vendors, kiosks and restaurants, and shared commercial kitchen spaces.
- Incubation of new local entrepreneurs and businesses through technical and financial assistance; training and education programming; and product development, marketing and value-added services.
- Providing critical access to affordable, fresh, healthy, foods to local residents.
- Supporting the creation of worker-owned cooperative businesses to expand wealth-creation and ownership opportunities.
- Manufacturing space that helps revitalize this sector.
- Creation of unique live-work space for artists, craftspeople and other entrepreneurs and their families.
- Environmental remediation to the highest standards (food and residential or "unrestricted use").
- Environmentally friendly/sustainable design and state of the art green building principles, practices and technologies that maximize energy and water efficiency and conservation.
- Producing a replicable model and template for the redevelopment of similar former federal sites (including brownfield sites) nation-wide.

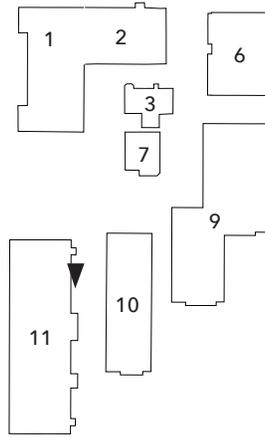




HARDESTY AVENUE

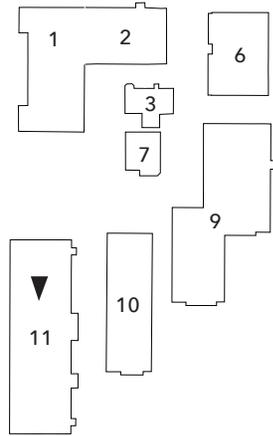


HARDESTY AVENUE

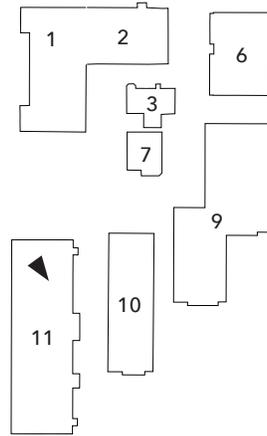




HARDESTY AVENUE



HARDESTY AVENUE



# THE OPPORTUNITY

## STATEMENT OF OPPORTUNITY

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### **BUSINESS OPPORTUNITIES AT HARDESTY**

Hardesty Renaissance offers a unique opportunity for businesses and residents to come together and create an opportunity for themselves and their neighbors, as well as to be part of a project that serves as an anchor and catalyst for broader economic development for the surrounding community and broader region.

Specifically, the opportunities at Hardesty Renaissance include:

- 400,000+ square feet of affordable commercial space.
- Affordable commercial loans and technical assistance through Hardesty Renaissance's Community Development Financial Institution (CDFI) affiliate.
- 100,000+ square feet of affordable residential housing providing an on-site customer base.
- Energy and water efficient redevelopment that helps keep ongoing business operating costs down.
- Independence Avenue is anchored on both ends by the downtown loop to the west and Hardesty Renaissance to the east.
- The site is a ten minute drive and thirty minute walk from downtown.
- Independence Avenue is being considered as one of the east/west lines for the new Kansas City streetcar.
- The site is located on one of the busiest bus routes in Kansas City.

### **RETAIL AND WHOLESALE SPACES BUILT-OUT TO SUIT YOUR BUSINESS'S NEEDS**

Hardesty will offer affordable commercial retail and wholesale spaces by working with prospective tenants to design areas within the commercial floor that work for either smaller retailers or larger commercial enterprises, thus making it affordable for start-ups or new entrepreneurs as well as existing businesses looking to relocate and or expand. Opportunities also exist to design and build-out in such a way as to aggregate and share space and infrastructures that reduce the build-out and long-term operating costs for individual commercial tenants.

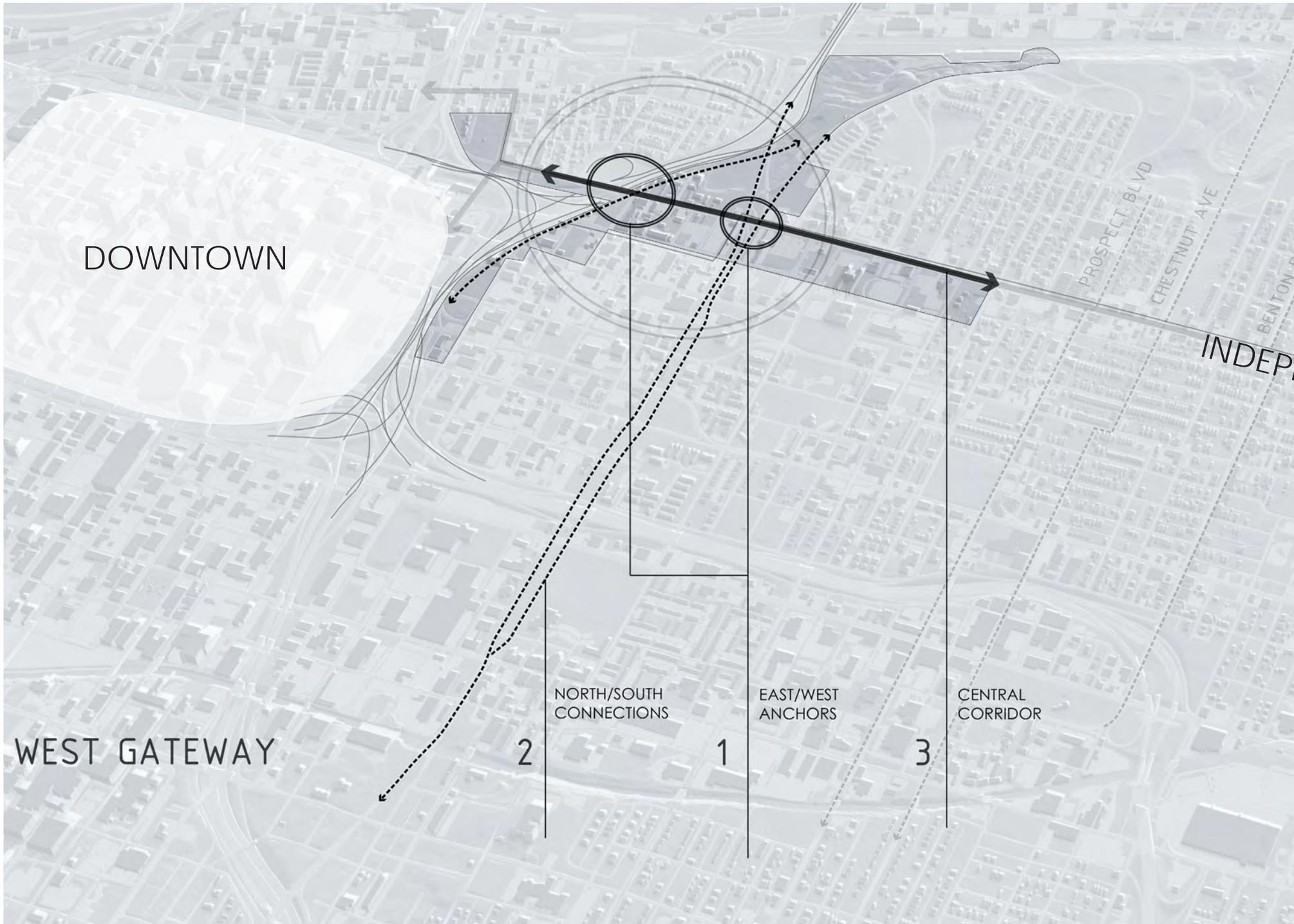
### **FINANCIAL AND TECHNICAL ASSISTANCE FOR HARDESTY COMMERCIAL TENANTS**

Through its parent organization Asian Americans for Equality's (AAFE) Community Development Financial Institution, Renaissance Economic Development Corporation (REDC), Hardesty Renaissance brings significant knowledge and experience to assisting small and mid-sized businesses that want to become Hardesty tenants. To date, REDC has provided over \$38 million in financing to more than 1000 small businesses, and annually counsels approximately 500 entrepreneurs. REDC will promote entrepreneurship at Hardesty by providing small business assistance and loans to interested local businesses wishing to lease space at Hardesty. Specifically, Hardesty and REDC will offer:

- Below market, low-interest loans to assist locally-owned businesses in leasing participation, scaling up, and hiring at the Hardesty commercial retail and wholesale spaces.
- Free individual business technical assistance -- counseling, professional advisory sessions, workshops and seminars, and the Entrepreneurial Assistance Program, a comprehensive 60-hour course focused on helping entrepreneurs develop the skills necessary to launch, grow, and retain successful businesses.
- Leasing incentives and "loyalty rewards" for new tenants and those who make the referrals.

REDC's mission is to transform low- to moderate-income communities by increasing economic opportunity and improving the business climate, particularly in communities comprised of immigrant and minority populations. REDC achieves this by providing affordable financing and free technical assistance services to small businesses, including a large number of Minority- and Women-Owned Business Enterprises (MWBEs where the barriers of language, culture and conventional loan underwriting have stymied the growth of small and mid-size businesses. REDC, with its proven track record, will be able to effectively assist small and mid-size business owners interested in commercial retail and wholesale opportunities at the Hardesty development site. Its lending capacity, culturally-sensitive approach, and success rate demonstrate its ability to support small and mid-size business growth, job creation, and community economic development.





DOWNTOWN

WEST GATEWAY

NORTH/SOUTH CONNECTIONS

EAST/WEST ANCHORS

CENTRAL CORRIDOR

2

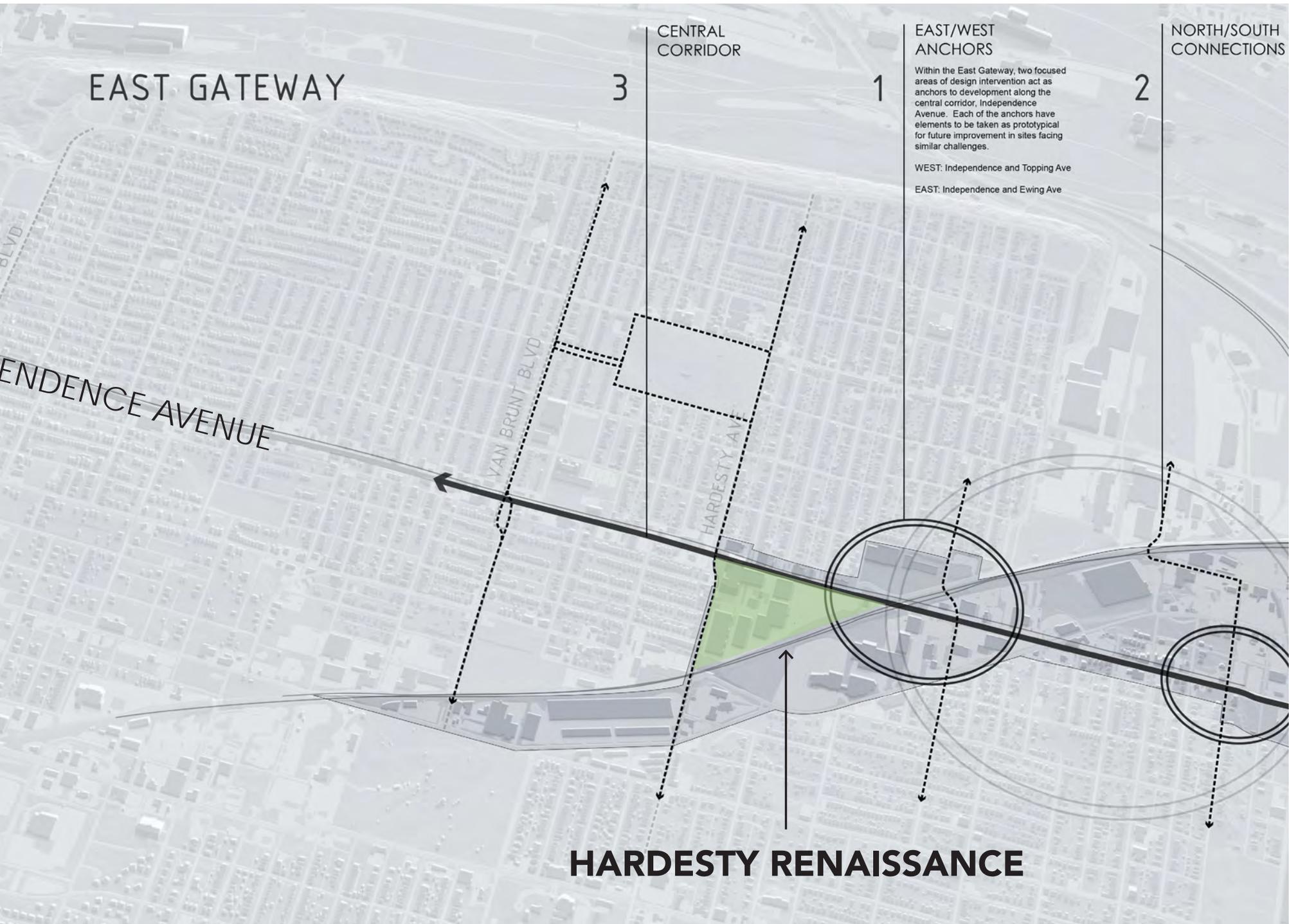
1

3

PROSPECT BLVD

CHESTNUT AVE

INDEP



# EAST GATEWAY

## CENTRAL CORRIDOR

## EAST/WEST ANCHORS

## NORTH/SOUTH CONNECTIONS

3

1

2

Within the East Gateway, two focused areas of design intervention act as anchors to development along the central corridor, Independence Avenue. Each of the anchors have elements to be taken as prototypical for future improvement in sites facing similar challenges.

WEST: Independence and Topping Ave

EAST: Independence and Ewing Ave

INDEPENDENCE AVENUE

YAN BRUNT BLVD

HARDESTY AVE

# HARDESTY RENAISSANCE

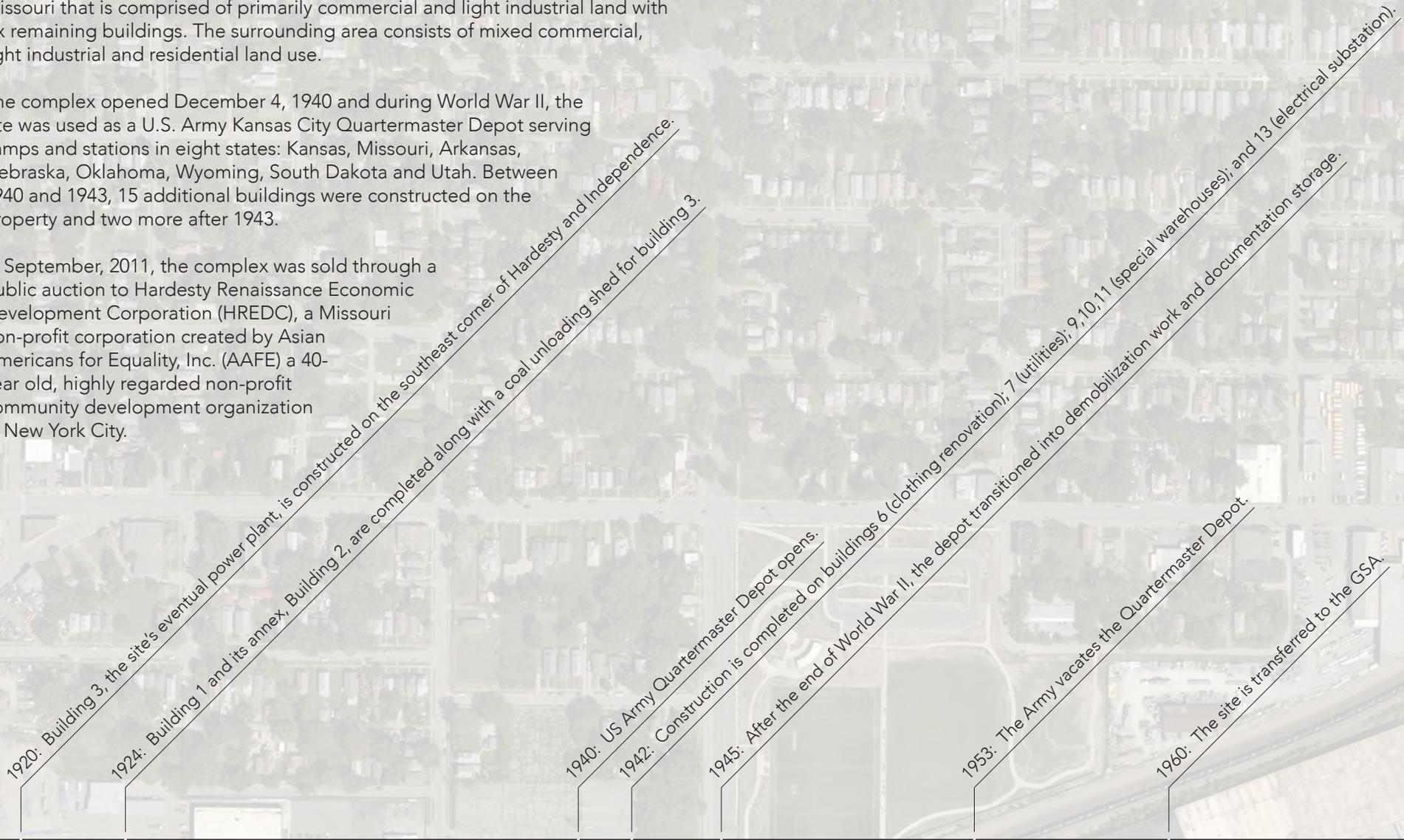
# SITE HISTORY

## HARDESTY HISTORY

The Hardesty complex is a unique 18.5 acre site in Northeast Kansas City, Missouri that is comprised of primarily commercial and light industrial land with six remaining buildings. The surrounding area consists of mixed commercial, light industrial and residential land use.

The complex opened December 4, 1940 and during World War II, the site was used as a U.S. Army Kansas City Quartermaster Depot serving camps and stations in eight states: Kansas, Missouri, Arkansas, Nebraska, Oklahoma, Wyoming, South Dakota and Utah. Between 1940 and 1943, 15 additional buildings were constructed on the property and two more after 1943.

In September, 2011, the complex was sold through a public auction to Hardesty Renaissance Economic Development Corporation (HREDC), a Missouri non-profit corporation created by Asian Americans for Equality, Inc. (AAFE) a 40-year old, highly regarded non-profit community development organization in New York City.



WORLD WAR II

1920

1930

1940

1950

1960

19

INDEPENDENCE AVENUE

HARDESTY AVENUE



1980: Buildings 1 and 2 are sold to Mega Space to be used as storage facilities.

1990: By 1990, auxiliary buildings 4, 5, 8, 12, 14, 15, 16, 17, 18, 19, and 20 are demolished.

2002: The few government agencies occupying the remaining buildings move out.



70

1980

1990

2000

2010

2020

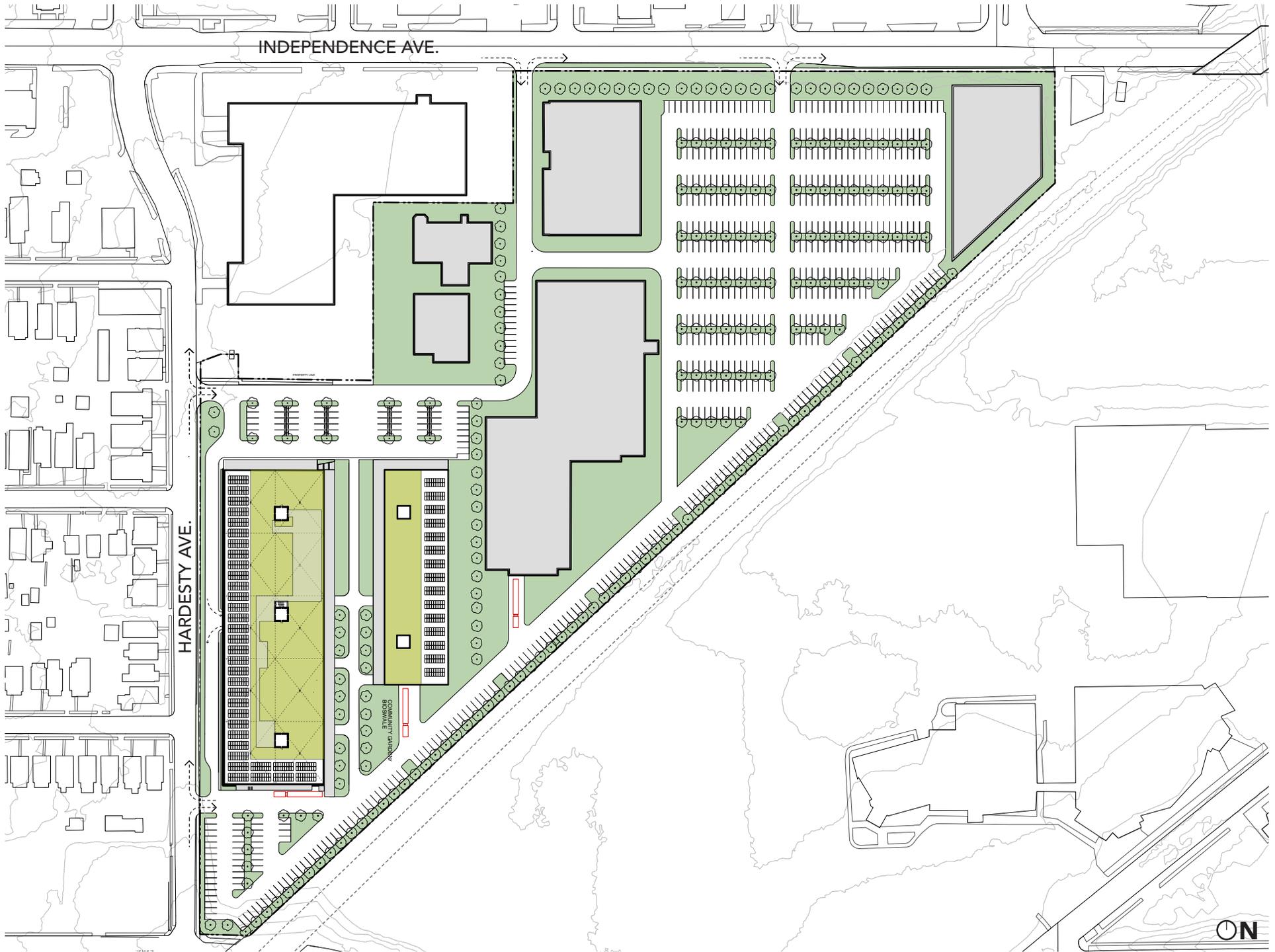
# WHY NOW?

## MARKET STUDIES & SITE RESEARCH

Numerous planning initiatives and efforts have recently been conducted in and around the Historic Northeast District of Kansas City. Several of these plans solicited comprehensive community input and each plan offers valuable insight, analysis and recommendations. The studies concluded the following:

- High traffic count (19,600 vehicles per day), large number of potential customers.
- The Independence Avenue bus route is the busiest in the city.
- There is a high need for affordable housing options.
- Culturally diverse businesses (ethnic food, restaurants and other retail).
- Many residents do not own cars (25%) and therefore more likely to shop close by.
- Easy accessibility from all parts of the City.
- Attractions bring visitors to area (Kansas City Museum, Cliff Drive, Kessler Park).
- Attractive streetscape improvements in the Prospect to Benton node.
- Many independently-owned, one-of-a-kind businesses.
- 100% tax abatement on new improvements for 10 yrs.
- NRSA designation targets the area for assistance and makes it easier to use Community Development Block Grant (CDBG) money.





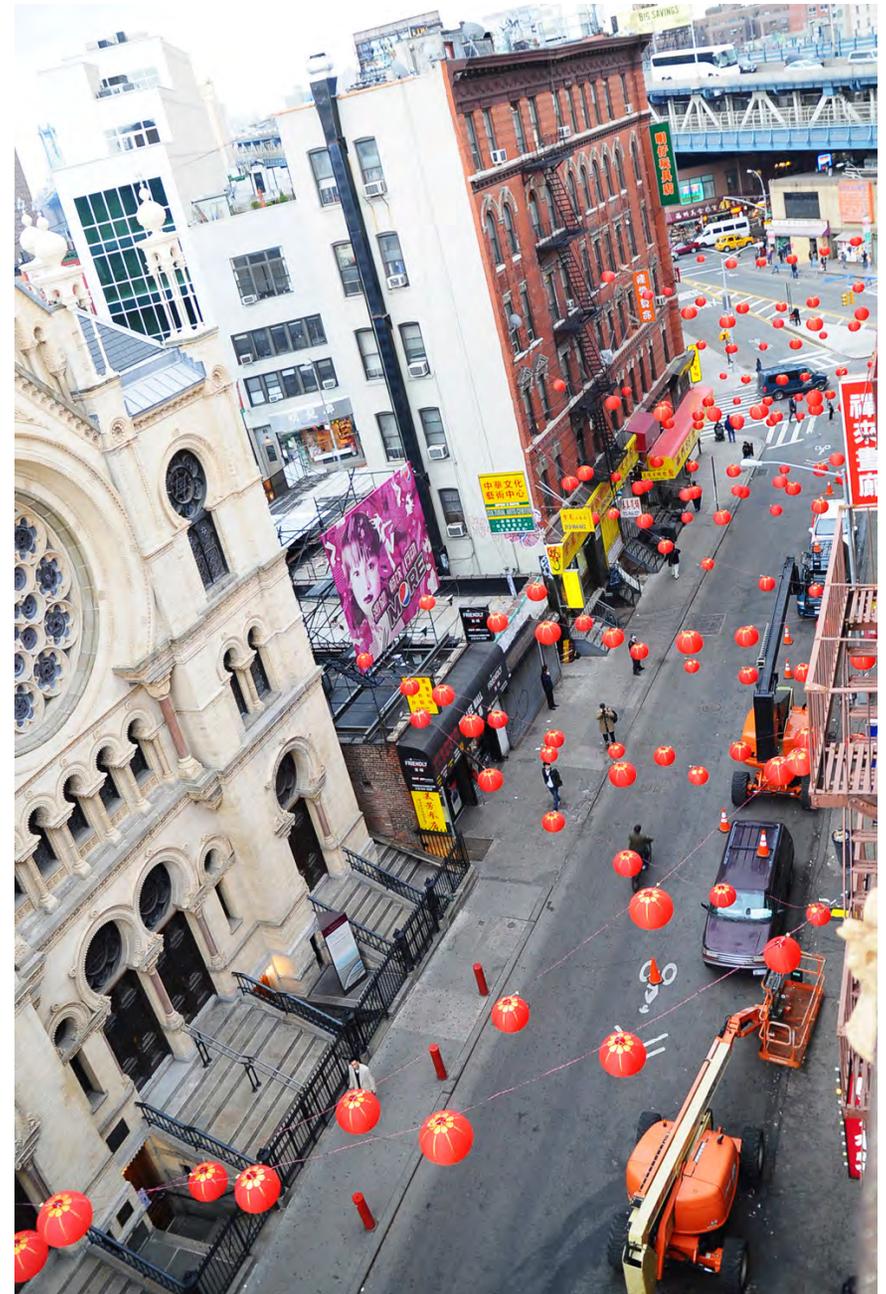
# OUR TEAM

## PARTNERS

### **Developer – Hardesty Renaissance Economic Development Corporation/ Asian Americans for Equality**

HREDC is an affiliate of Asian Americans for Equality (AAFE), a 40 year old, highly respected community development organization in New York City (NYC) that purchased the Hardesty site in 2011. Over the past four decades, AAFE's accomplishments include:

- Developed over 900 residential and 53 commercial units in 150 buildings with total development costs of more than \$116,000,000.
- Created two Community Development Financial Institutions (CDFIs) to assist low- and moderate-income first time homebuyers and existing homeowners and prospective and existing small business owners that have provided over \$37 million in financing to over 900 small businesses and 150 homeowners, and annually counsels over 600 entrepreneurs and 100 homeowners.
- Served as a conduit between frightened residents and government agencies in the immediate aftermath of 9/11 and as the designated entity helping New York City's Chinatown residents apply for federal grants intended to stabilize Lower Manhattan and secure over \$100 million for the rebuilding. AAFE was also selected by the Lower Manhattan Development Corporation (LMDC) to be one of the administrators of the Residential Grant Program (RGP). As one of the most efficient centers to be quickly up and running AAFE printed 120,000 applications, distributed 75,000 grant applications via mobile outreach units, handled 70,000 calls and 11,000 walk-ins (in English, Chinese and Spanish) during the recovery period, and enabled the RGP to distribute \$217 million to 39,000 lower Manhattan households (helping the area get back to a 95% residential occupancy rate).
- Spearheaded a 3-phase "Rebuild Chinatown Initiative," (RCI) a comprehensive community-based planning project to engage Chinatown stakeholders including residents, businesses, and public agencies in the revitalization of Chinatown.
- Creating an EB-5 "Regional Center" in NYC's Borough of Queens (and AAFE is in discussions with the Port Authority of Kansas City to create one in KCMO) dedicated to addressing the employment and broader community economic development needs of the populations and communities that AAFE serves through the creation of sustainable "living wage" jobs in locally-based commercial enterprises. EB-5 is an employment-based preference immigrant Visa category created by Congress for qualified foreigners seeking to invest in a business that will benefit the U.S. economy and create or save at least 10 full-time jobs.



### **Architect – el dorado inc**

el dorado inc is cross-disciplinary design firm, specializing in Architecture, Public Art, Urban Planning, and Infrastructural Enhancements. The practice is comprised of architects, artists, and industrial designers and leverages a “hands-on” approach to projects through an in-house fabrication shop that is responsible for multiple large-scale public art projects in the public realm. At the core of el dorado’s collective sensibility is a collaborative approach that effectively engages clients, stakeholders, municipalities, artists, professional consultants, and builders. The work of el dorado inc has been recognized with more than 30 AIA regional design awards and has been published nationally and internationally. In 2008, the New York Architectural League identified el dorado was one of the eight top emerging practices in America. In 2009, the Kansas City Chapter of the American Institute of Architects recognized el dorado as “Firm of the Year.” In 2010, the Downtown Council of Kansas City honored el dorado as an “Urban Hero” for work done within the local urban arts community. Public Art Collaborations completed by el dorado have been featured in national publications including Architect, Dwell and Architectural Record.



### **Landscape – Phronesis**

Formed in 2010, Phronesis specializes in landscape architecture, planning, infrastructure and built works. The firm’s emphasis is on creating exceptional spaces that enrich the lives of those who interact with them is central to its work. The core belief in sustainable design shapes its design philosophy as well as the built environments it creates.

Phronesis is translated as “practical wisdom.” As its namesake suggests, Phronesis possesses the capability to listen, reflect, analyze and only then consider the best modes of action to enhance the quality of the built environment. Practical experience guides the firm’s work and it strives for excellence in all they do.

Phronesis is led by Tim Duggan whose Landscape architecture career began in the midwest where he collaborated on a wide range of projects from complex community planning initiatives to sustainable urban design strategies. Tim’s expertise is focused on the combination of innovative stormwater management techniques and sustainable land-use planning practices that is founded upon a thorough community engagement process.

Tim most recently helped develop the Sustainable Landscape program for the Make it Right Foundation based in New Orleans. He has been developing design and implementation strategies for over 200 LEED Platinum project. He has worked extensively with local organizations and individuals at a variety of scales, from regenerative residential garden designs to citywide infrastructure initiatives that serve as showcases for sustainable recovery and development.



### **Property Management/Development Team – Adam Jones**

Adam Jones received a Bachelor of Fine Arts degree from the Kansas City Art Institute in 1982. While still in school, he began working as a carpenter and contractor, and after graduation went on to establish his own business as an architectural designer and general contractor specializing in renovation and reuse of existing buildings, particularly historic preservation. He has worked as both a consultant and developer on a number of significant adaptive reuse projects, and is today recognized as one of the region's leading authorities on the restoration of historic properties. He also has significant experience in working with environmentally challenged properties and has had long term involvement with the redevelopment of brownfield sites. Adam has worked locally, regionally and internationally. His focus in Kansas City has been in the Crossroads, the Westside and currently actively involved in redevelopment in the West Bottoms. He is particularly interested in building and sustaining livable communities and neighborhoods, is on the board of Westside Housing and has participated in urban planning projects involving KU, K-State and other educational programs.



### **Legal – Benton, Lloyd and Chung**

Benton Lloyd & Chung (BLC) is a law firm in Kansas City, Missouri that combines big firm experience with small firm service. BLC was formed in 2012 when friends and former colleagues Shomari Benton, David Lloyd, and Peter Chung, joined forces to create a new firm that focused on practical results and excellent service. Bound by results and not tradition, BLC focus on smart, creative legal solutions at a reasonable cost. BLC are innovative, diverse attorneys with unique legal and business backgrounds that are respected for their expertise, service, and creative problem-solving. BLC's deep understanding of the law is complimented by their practical business experience as entrepreneurs, educators, community leaders, and active, engaged citizens. Fueled by their entrepreneurial spirit and driven by our client's success, BLC are committed to help you achieve your objectives in a practical, timely, and ethical manner. BLCs practice leverages technology, alternative billing structures, and a lean operational infrastructure to provide clients with efficient, cost-effective legal services. BLC is MBE / DBE / SLBE Certified.



## Renaissance EDC

AAFE's small business assistance and lending affiliate, Renaissance Economic Development Corporation, will provide prospective commercial tenants with access to affordable financing to assist locally-owned businesses in leasing participation, scaling up, and hiring for the Hardesty Renaissance commercial retail spaces.

## The Missouri Department of Agriculture

The Missouri Department of Agriculture's mission is to serve, promote, and protect the agricultural producers, processors, and consumers of Missouri's food, fuel, and fiber products. Housed in the Ag Business Development Division, AgriMissouri works to develop local and regional food systems by providing outreach, education, marketing and business and community development services to Missouri producers and consumers. AgriMissouri is complimented by the Department's international marketing program which is focused on international and commodity markets. Combined, the Ag Business Development Division is poised to help all of Missouri's producers, consumers and agriculture economy grow to meet their needs. You can learn more about AgriMissouri and the Missouri Department of Agriculture at <http://AgriMissouri.com> and <http://Agriculture.mo.gov>.

## Hardesty Renaissance Community Partners and Supporters

City of Kansas City Missouri  
City of Kansas City Missouri's Brownfield Commission  
U.S. Environmental Protection Agency  
U.S. Government Services Administration  
Missouri Department of Natural Resources  
Missouri Department of Agriculture  
Neighborworks America  
Local Initiatives Support Corporation  
Port KC  
Mid-America Regional Council  
Kansas City Design Center  
North East Alliance Together  
Mattie Rhodes Center  
Westside Housing Organization  
NHS of Kansas City  
Pendleton Heights Neighborhood Association  
Scarritt Renaissance Neighborhood Association  
Lykins Neighborhood Association  
Indian Mound Neighborhood Association

[www.hardestyrenaissance.org](http://www.hardestyrenaissance.org)

[www.aafe.org](http://www.aafe.org)



HARDESTY RENAISSANCE EDC BUILDING 11's CLEAN-UP IS BEING FUNDED BY THE U.S. ENVIRONMENTAL PROTECTION AGENCY THROUGH THE KANSAS CITY BROWNFIELDS REVOLVING LOAN FUND AND THE CITY OF KANSAS CITY, MISSOURI. FOR INFORMATION ON THE ENVIRONMENTAL ACTIVITIES BEING CONDUCTED AT THE SITE OR TO REPORT SUSPECTED ENVIRONMENTAL CRIMINAL ACTIVITIES, CONTACT THE BROWNFIELDS COORDINATOR OF THE DEPARTMENT OF CITY PLANNING & DEVELOPMENT, URBAN REDEVELOPMENT DIVISION AT (816) 513-3002.



