

INTRODUCTION TO **GENESIS KOREA**

A NEW WAY OF THINKING

KOREAN FOLK VILLAGE & PLAZA

A LIFESTYLE DEVELOPMENT
PRESENTED
BY



한국문화회관
Korean
Culture Center



한국문화회관
Korean
Culture Center



JEFFERSON BL

GENESIS KOREA

MISSION STATEMENT

KOREAN FOLK VILLAGE AND PLAZA SOUTH LOS ANGELES REGIONAL CENTER

The mission of the Korean Folk Village and Plaza Regional Center project is to stimulate new domestic and Foreign Direct Investment [FDI] in the designated Regional Center [RC] zone in South Los Angeles. New jobs will be created along with the revitalization of the community along with providing RC-zone residents with improved access to much needed social services. Specifically we envision significant FDI interest in our project utilizing the Immigrant Investor Pilot / EB-5 Investor Programs.

South Los Angeles is rich in historical cultural, architectural and social history. It is now one of the most multicultural districts in the City of Los Angeles. Korean Americans were an important part of the history and development of South Los Angeles from 1905 through the early 1960s. Korean Americans now comprise one of the largest Asian immigrant communities in Southern California – over 500,000 people.

The West Adams District of South Los Angeles was the home to the early Korean American Pioneer immigrants to the United States. Beginning in the early 1900s, the first Korean immigrants arrived in California and Los Angeles became one of the largest communities of early Korean Americans in the United States.

Through the efforts of many Korean Americans and community organizations in the early 1980s and early 1990s, the original Korean National Association Building was designed by the City of Los Angeles as Historic-Cultural Landmark No. 548 in 1991. In 2003, the KNA building was renovated and transformed into a modern – multimedia process to incorporate into the City of Los Angeles Historic-Cultural Landmark designation another important building located on the same property.

This South Los Angeles RC will be transformed into a domestic and international tourist destination. There are over one million Korean Americans in the United States at present, 400,000 of whom live in Southern California. Each year hundreds of thousands of tourists from South Korea would also likely include the Korean Folk Village and Plaza as part of their itinerary while visiting Southern California. And as Greater Los Angeles is a multicultural metropolis we anticipate that many local and Southern California residents would visit the Plaza as a cultural / entertainment destination.



PROJECT GOALS

1. **DEVELOP** an integrated Community Development Plan for the Korean Folk Village and Plaza.
2. **OBTAIN** multilayered government, investor, and community support for the project.
3. **SECURE** additional City of Los Angeles designation of the second building as part of the Historic-Cultural Landmark designation.
4. **ACQUIRE** adjacent properties for development.
5. **IMPROVE** existing buildings to be incorporated into the Korean Folk Village and Plaza site.
6. **ATTRACT** small business, entrepreneurs, foreign direct investors, entertain/tourism-related businesses, Korean cultural and arts organizations, community service agencies, and non-profit agencies to be tenants of the Korean Folk Village and Plaza.
7. **CREATE** multilayered employment opportunities for South Los Angeles residents.
8. **EXPAND** and improve the Korean Heritage Museum facilities, exhibits and programs.
9. **LAUNCH** domestic and international marketing / advertising programs to attract visitors.
10. **IMPROVE** the overall social and economic opportunities for South Los Angeles residents.



REVITALIZING THE COMMUNITY

VISION INVESTMENT

CONNECTING ALL FORCES TOGETHER

GOVERNMENT

COMMUNITY

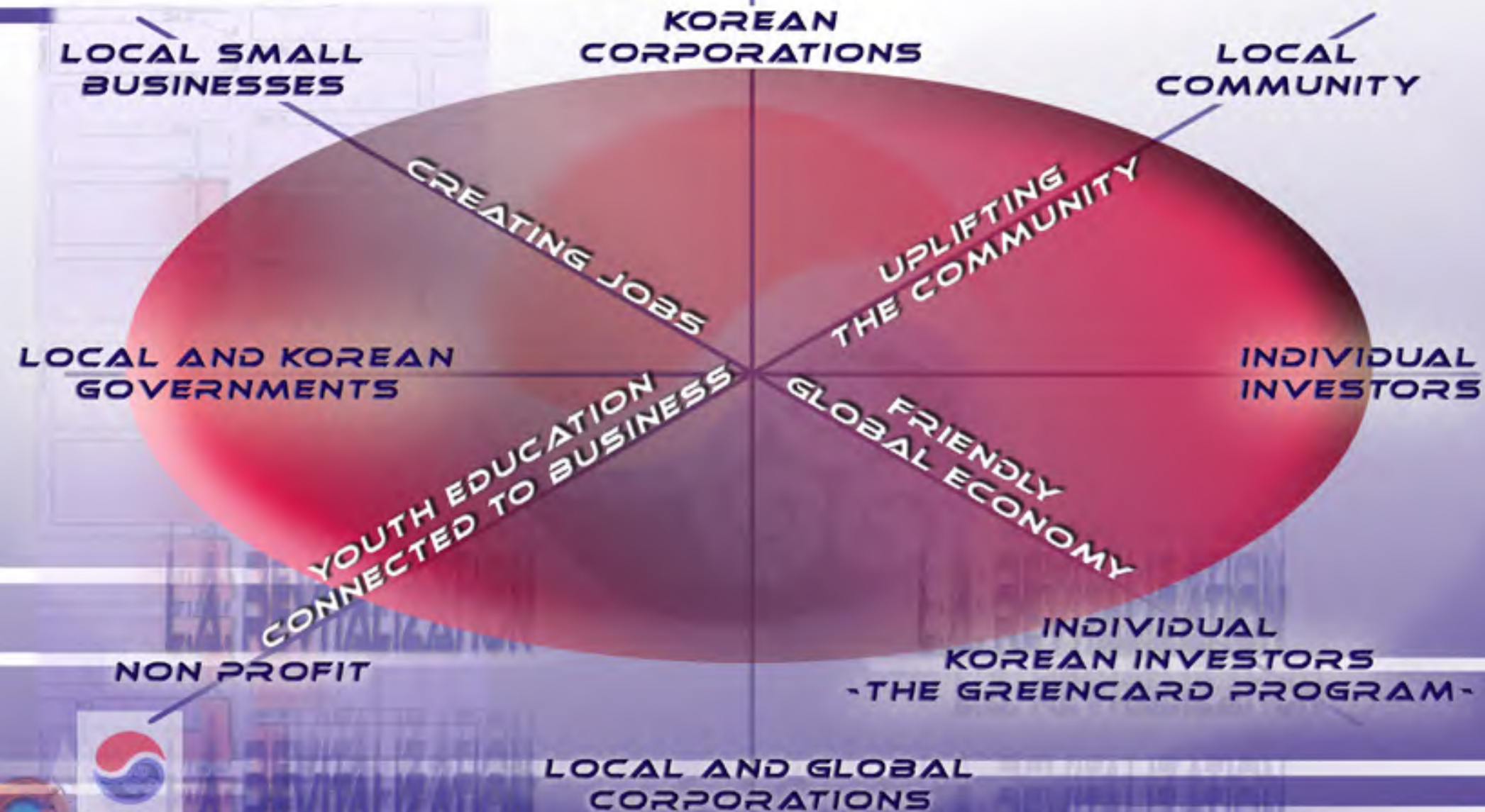
PROFIT

NONPROFIT



GENESIS KOREA

GENESIS KOREA PARTNERS



한국문화회관
Korean Culture Center

NEKTEC
DESIGN STUDIO

GENESIS KOREA

MARKET ACCESS

**GLOBAL
MARKET**

**LOCAL
MARKET**

**NATIONAL
MARKET**

**GLOBAL
TOURISM
DESTINATION**

**L.A. CREATING
CULTURE**

**L.A. AS A
NATIONAL MODEL**

50 miles

25 miles

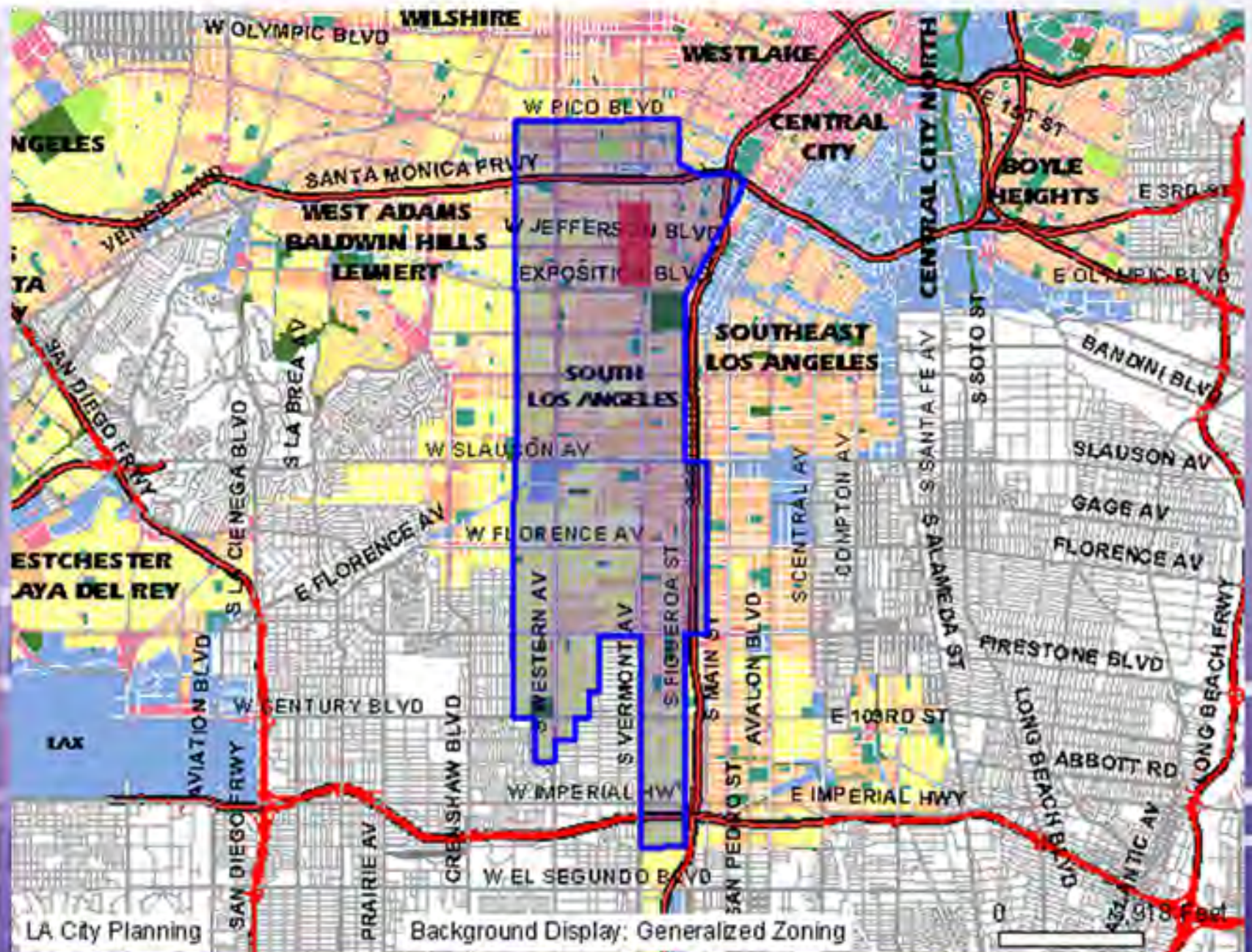
LOS ANGELES



NEST
KOREA

GENESIS KOREA

GENERALIZED ZONING MAP



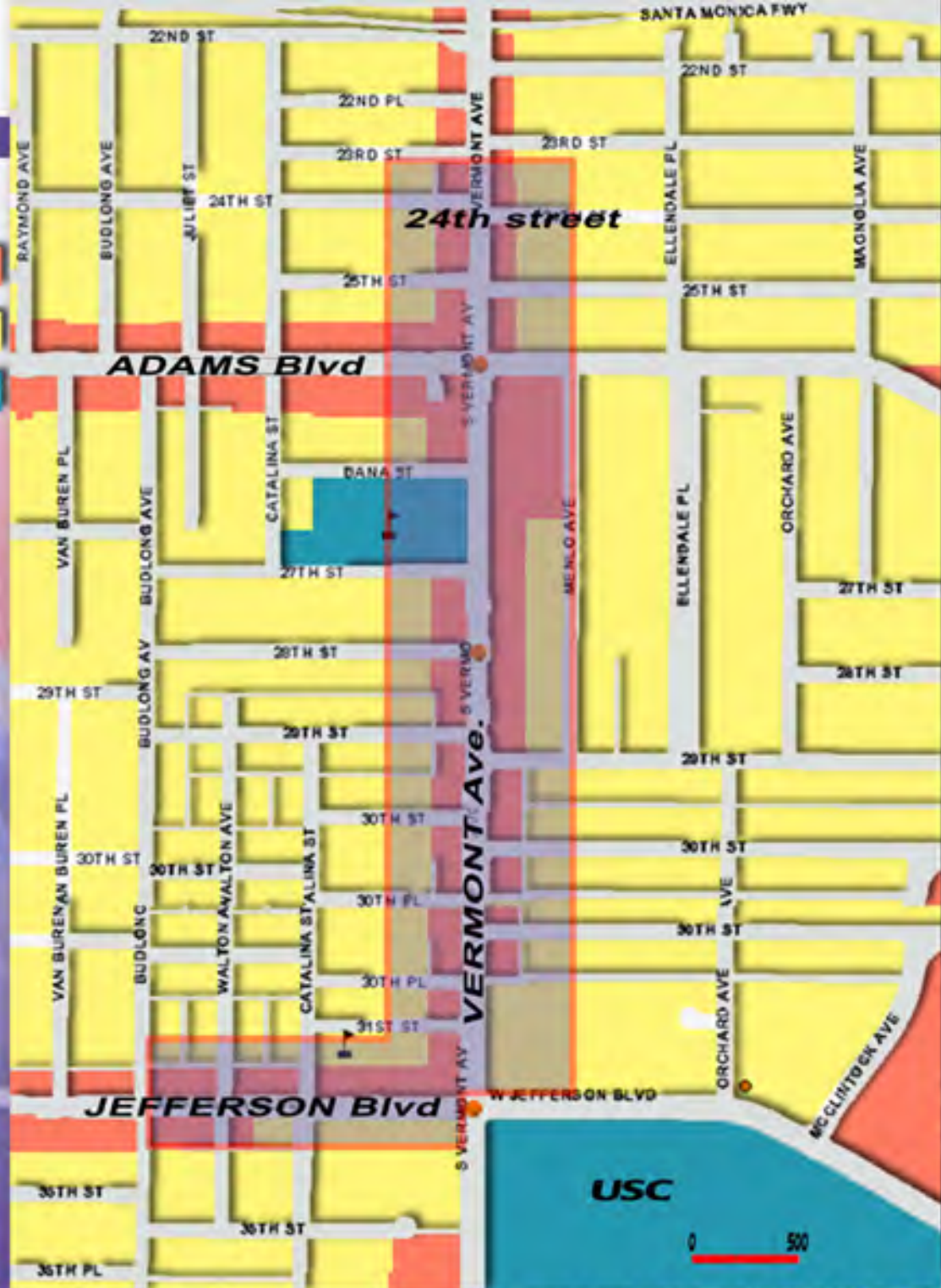
CITY ZONING MAP

COMMERCIAL

RESIDENTIAL

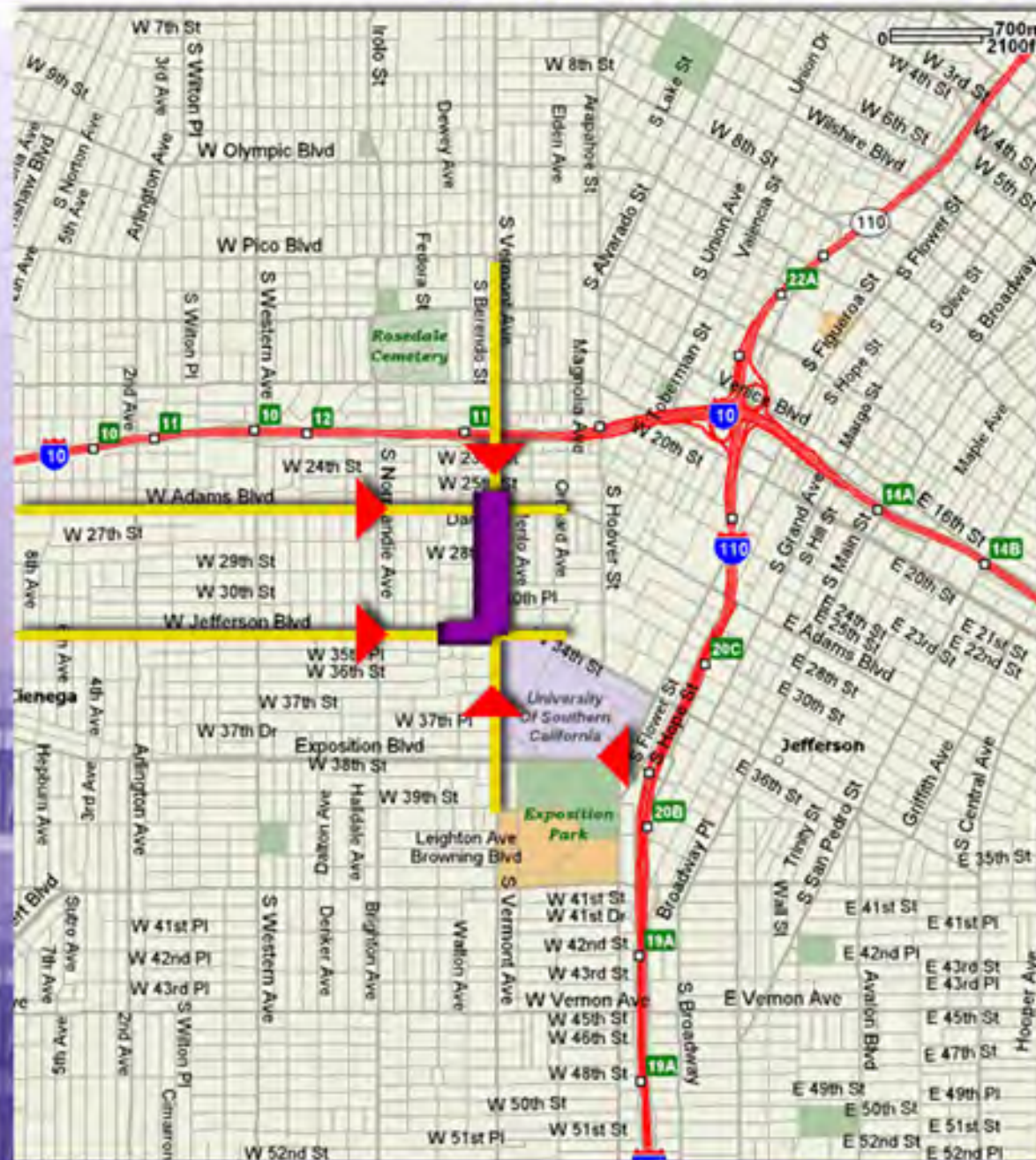
EDUCATIONAL

PROPOSED
PROJECT
AREA



CITY ZONING MAP

VACINITY & ACCESS MAP



PRELIMINARY SITE INFORMATION

-  Possible Development Area for Residential
-  Possible Development Area for Commercial
-  Low to Zero Possible Areas for Development



BUBBLE DIAGRAM

-  **Proposed Residential/Office developments around Main Court Yard**
-  **Low to Zero Possible Areas for Development**

Zone 1: Mostly Corporate Investment

Zone 2: Mostly Government & Nonprofit Investment

Zone 3: Mostly Small Private Investment

Zone 4: Mostly Small Private & Corporate Investment

Zone 5: Mostly Government & Nonprofit Investment

Arts & Culture Court

Science & Technology Court

Park & Recreation Court

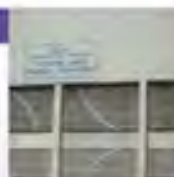
International Food Court

Retail & Entertainment Court



0 500

0 500 1000 1500 2000 2500 3000 3500 4000 4500



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SITE IMPRESSIONS



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RESEARCH IMAGES



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LOCAL RESEARCH



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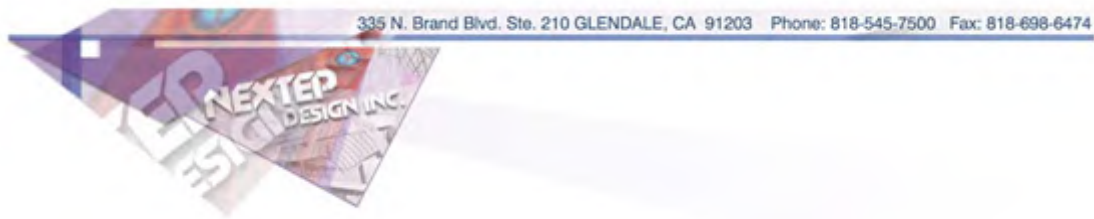
ARTS & CULTURE



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Korean
Culture Center

GENESIS KOREA

ARTS & CULTURE



Project Phases

1. Phase 0: Creating the Project Team
2. Phase 1: Project Planning and Development (Concept and Schematic Design)
 - a. Internal Planning Studies –Clarify market targets, market sizing, facility program, facility sizing, cost estimations, overall revenue potential, site and zoning restraints, and appropriate investment level. This step is utilized as the basis for master planning and conceptual design.
 - b. Planning and Approval Documents – based upon the material gathered in the internal planning study, this document demonstrates economic feasibility, job creation, economic impact, and community contributions. Role is for community hearings, public record documentation, and securing community incentives. This will couple with the master plan and concept design package for public presentations.
 - c. Financing Documents – built upon the data from the internal planning documents, this study provides detailed expense and revenue spreadsheets, construction estimations and cash flow analysis, along with a complimentary business plan. These documents are utilized by financing institutions and investors to determine financial interest.
3. Phase 2: Project Financing, Selection of consultants, Contracts.
4. Phase 3: Design Development, Construction drawing.
5. Phase 5: Project Construction
6. Phase 6: Operation

The City of Los Angeles

RENEWAL COMMUNITY

The Renewal Community creates business and community revitalization through Federal tax credits and incentives. Tax credit and incentive programs attract or retain growing businesses by freeing up capital for reinvestment in machinery and equipment and creating a larger, effective workforce.

The Renewal Community covers 9.45 sq. miles and has 197,000 residents within the communities of Pico Union, Chinatown, portions of Downtown's garment and jewelry districts, and South Central Los Angeles. Designation is effective January 1, 2002 through December 31, 2009.

Federal Tax Credits & Incentives

- **EMPLOYER WAGE TAX CREDIT**— 15% of the first \$10,000 in wages paid to a Renewal Community resident working for a Renewal Community business may be taken as a tax credit by the Renewal Community employer. This amounts to \$1500 yearly, from 2002 to 2009.
- **SECTION 179 INCREASED EXPENSING**— Renewal Community businesses can choose to deduct all or part of certain qualifying property in the year it is placed in service. The expensing in the Renewal Community is an additional \$35,000. With the increase in the 179 deduction up to \$100,000 effective for tax years beginning after 2002 and before 2006, Renewal Community businesses can take the additional \$35,000 of expensing for up to a \$135,000 deduction.
- **COMMERCIAL REVITALIZATION DEDUCTION (CRD)**—The CRD provides an accelerated deduction for the costs of a business constructing or significantly rehabilitating commercial property in the Renewal Community. IRS rules normally allow 39 years for this deduction. In the Renewal Community a business can elect to deduct: 1) 50% of qualifying expenditures up to \$10 million for any one project in the year the building is placed in service; 2) Amortize the expenditures over 10 years at 10% a year. If the project is mixed use, at least 20% of the gross rental income must be derived from the commercial component. For rehabilitated buildings, deduction of the acquisition costs of the property is allowable only up to 30% of the cost of rehabilitation.
- **CAPITAL GAIN EXCLUSION**— Investors holding a qualified Renewal Community "community asset" more than five-years will not have to include any capital gain from its sale or exchange. Qualified "community assets" are stock, partnership interest, and business property.
- **BROWNFIELDS DEDUCTION**—Soil remediation costs may be deducted from taxes within the first year for property purchased, starting January 1, 1998 through January 1, 2004. There are no geographical restrictions.
- **LOW INCOME HOUSING CREDIT**—Ten year credit for owners of newly constructed or renovated housing in the Renewal Community whose projects set aside a percentage of units for low-income persons.
- **NEW MARKETS CREDIT**—An organization that qualifies as a certified Community Development Entity (CDE) and receives allocation of tax credits can then market them to individual or institutional taxpayers, who in turn will receive favorable treatment for their investment. The credit can be claimed over a period of up to 7 years: 5% for each of the first 3 years; 6% for each of the next 4 years. The credit can total up to 39% of an investment over a 7-year period.

GENESIS KOREA
PRESENTED BY KOREAN CULTURE CENTER
AND NEXTEP DESIGN STUDIO

NAME

BUSINESS

PHONE/E-MAIL

ADDRESS

IN WHAT LEVEL OF PARTICIPATION
WOULD YOU BE INTERESTED IN

- ☐ SPONSOR
- ☐ INDIVIDUAL CORPORATE INVESTOR
- ☐ VOLUNTEER
- ☐ PROFESSIONAL SERVICES
- ☐ COMMUNITY RELATIONS
- ☐ OTHER.....

DO YOU FEEL THIS PROJECT WILL
HELP THE COMMUNITY

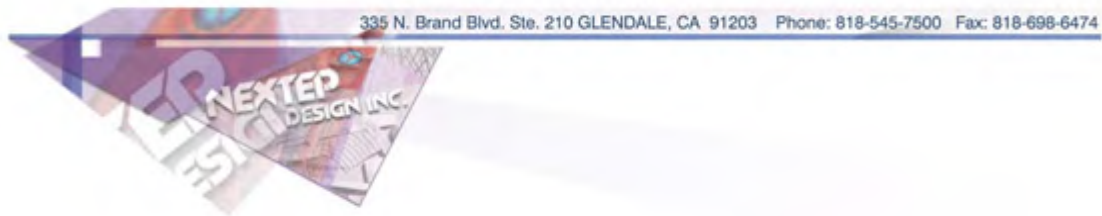
☐ YES ☐ NO

YOUR OPINION ON THE
FEASIBILITY OF THIS PROJECT

☐ HIGH ☐ GOOD ☐ MEDIUM ☐ LOW

COMMENTS.....

.....



Confidential

PROFILE:

Nextep Design Studio is an award winning, dynamic, fast growing **brand design** company, specializing in Environmental and Production Design. Nextep has an impeccable record of developing brand concepts through strong planning, organized production, art direction, and coordination of fabrication and construction, throughout the completion of large scale, multifaceted projects, set in an international business environment. Our Clients vary from corporate entities to individual investors, who are seeking **world-class designs** and **solutions** for their projects.

The key to our success is that we create, not only, **Icon**, but also **Guest Experience**. We work closely with the client, and or, corporate team, every step of the way, designing all aspects of the project from the **Logo to the Master Plan**. We are a one-stop design studio, working in the role of, client representative, to insure the integrity of the design production is in tune with the original vision.

The Nextep Team, composed of both, in house designers and artists, and those who act as consultants, provides the best talent, and newest information, from widely diverse fields of knowledge, and realizes the importance of continuously **changing to fit the times**. This combined awareness is dedicated to using all that is possible to constantly create the best **design solutions**, within the boundaries of our clients' **budget and schedule**.

Nextep Design Inc. was established in 2000. Set up as an **experimental design lab** in which learning is valued highly, Nextep continuously strives to be an example of living art in this rapidly changing world. Our team is dedicated to being a part of the solution needed to bring balance into this period of human transformation, by seeking methods of allowing harmony to be restored between humanity and nature. The experiences of working within this global scope broadened our view architecture could play in building a bridge between the world's social and economic needs.

Understanding every great design begins with a shared dream, Nextep honors the integrity of **all the steps necessary** to produce a final project in which the spirit of these dreams shines forth brightly. Nextep exists in the hope of finding those with which we can take the next steps together, creating unforgettable environments where guest experience is greatly valued and each project becomes a new impression.

NEXTEP DESIGN

OUR GOAL IS TO COMPLEMENT YOUR GOAL.

CLIENT LIST

- Acapulco Hotel & Resort
- Glendale City & Armenian Genocide Committee
- Cortina Production
- Landmark Entertainment Group
- Paramount Parks
- Casti Inc. Korea
- On Track Themes Inc.
- Think well Design
- World Disney Imagineering
- Gorbushka Inc. Moscow
- Meridian Enterprises, Moscow
- Rhino Records
- KTG

OUR MISSION

NEXTEP Design, Inc. is on the forefront of inter-relational, biogenic design. Inspiration and creativity are applied "in context", and context varies from seashore to mountain, China to Chicago, business model to business model. When you work with us, you end up with results that not only make exactly the right statement for your needs today, but are also active, participatory statements that last and ensure that you have the best possible results for your tomorrows.

NEXTEP Design is a new kind of company, emphasizing the generative harmony between parts of the whole as an approach to everything we do - so that in the end, your project has a synergistic strength that only biogenic design can provide.

Our goal is to support your goal. In harmony, within your unique context.

OUR SERVICE TO YOU

- Architectural Design
- Master Planing/Urban Design
- Environmental/Interior Design
- Web/Graphic Design
- Exhibit Design
- Ergonomic Solutions
- Biogenic Consulting
- Fine Arts/Art Direction



OUR GOAL IS TO COMPLEMENT YOUR GOAL.

BRAND EXPERIENCES AROUND THE
BRAND EXPERIENCES AROUND THE
CREATING BRAND EXPERIENCES AROUND THE



HOTEL RESORT COMPLEX



ACAPULCO MEXICO



**OLYMPIC SPIRIT
TORONTO CANADA**



**DIGITAL PAVILION
SEOUL KOREA**



STAR TREK THE EXPERIENCE



LAS VEGAS

Council unveils monument

Design for a structure commemorating the Armenian Genocide is chosen for a Glendale Civic Auditorium site.

By Robert Chacon
News-Press and Leader

CITY HALL—A local man's design for a Glendale monument commemorating the Armenian Genocide was chosen Tuesday by jurors from a group of 28 international submissions as the winner.

The power of Sevak Petrosian's design for a monument commemorating the Armenian Genocide stems from its simplicity, jurors said.

The monument, unveiled at Tuesday's City Council meeting, will be erected at the Glendale Civic Auditorium. The design includes an uneven, long strip of cracked concrete, from which rises 24 obelisk columns meant to represent April 24, the day on which the Armenian Genocide is remembered.

"Each one of us had a different feeling about the Armenian Genocide, and this design allowed us to feel what we each felt independently," said Elias Depoujan, a juror on the city's Armenian Genocide Monument Council. "It is not simple and



TAMAR POLADIAN, News-Press and Leader

Tamar Poladian presents Sevak P. Petrosian's design, which was chosen to be the Glendale monument commemorating the Armenian Genocide.

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AP Wednesday, April 27, 2006

MONUMENT

Continued from A1

Simple. From 1915 to 1923, through the Turkish government's design, that it ever happened. The genocide has not been recognized by the U.S. government.

Rising from the cracked landscape, the obelisks also symbolize hope sprouting said Tamar Poladian, an attorney representing the Armenian council.

Petrosian, the lead designer for Glendale-based Nostalgia Design Studio, will also receive \$10,000 for winning the competition, which prompted submissions from Japan, Israel, Canada, Sweden, England, Lebanon and the United States.

Petrosian was thankful when he heard that he won the competition, he said. "This is not just any other project," he said. "For me, it is one of the best things that has happened in my life."

In addition to other monuments, Petrosian has also designed museums and entertainment structures.

Juran did not know they chose a local designer as the winner of the competition. The designs were identified only by numbers. The monument is meant to recognize each community to own, Petrosian said.

"The judges recognized that the language and symbolism of the monument speaks to all humans, helping to eliminate all prejudices," he said.

The idea for a monument arose in 2002, when a congressional idea to lower the American flag was brought up to the City



DAVID AGOSTI, News-Press and Leader

Sevak P. Petrosian's design was chosen for the Glendale monument commemorating the Armenian Genocide.

Council, said Xavier Ayud, an administrative analyst with the city. The council appointed a group of community members to form the monument council.

If the City Council approves of the design, phase two of the project will include further details of the monument, such as construction materials, cost and what inscriptions will be written on the obelisks.

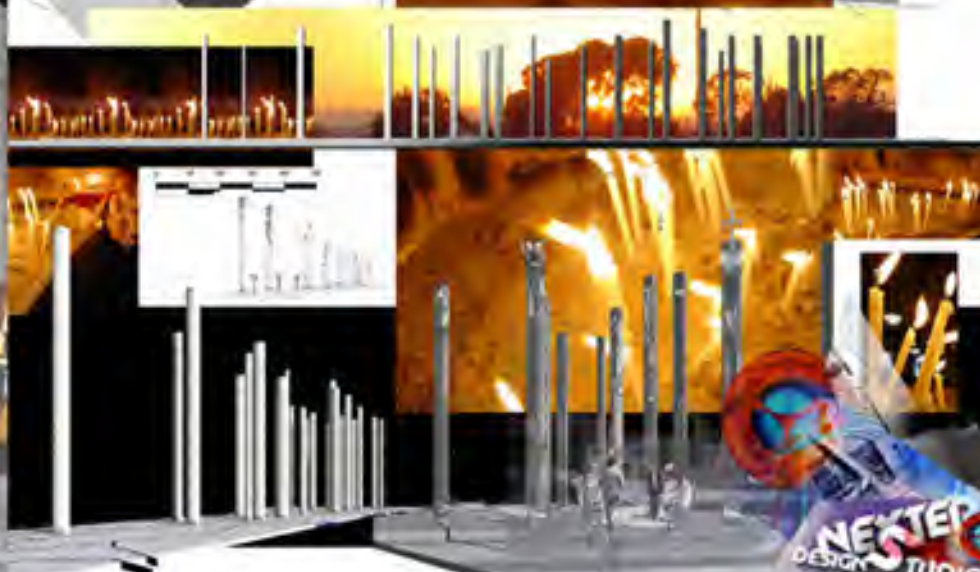
No construction date has been

ARMENIAN GENOCIDE MONUMENT COMPETITION FIRST PLACE WINNER

in a very peculiar environment, and tight budget, history and culture is used to express the happening, and create an experience, which is unforgettable, both in urban and individual settings. We need to remember, and only with remembering we can move forward and create a better world to live in. A fair one.



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• ROBERT CHACON covers the Glendale Philharmonic and the Glendale Civic Auditorium. He may be reached at (818) 920-3239 or by e-mail at robert.chacon@times.com.

NEXT STEP DESIGN STUDIO

PROJECT TEAM LEADS

KOREAN CULTURE CENTER

NEXTEP DESIGN STUDIO & PARTNERS

WARD ENGINEERING GROUP

MCM GROUP

KERR ARCHITECTS

STUDIO SLAB ARCHITECTS

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