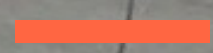




LITTLE SAIGON LANDMARK



FINAL DESIGN BRIEFING #1

LITTLE SAIGON NEIGHBORHOOD & VIETNAMESE CULTURE



**COMMUNITY SPIRIT
HARMONY IN LIFE
SOCIAL COHESION
RESPECT FOR THE ELDER**



LITTLE SAIGON NEIGHBORHOOD & VIETNAMESE CULTURE



HOLIDAYS & CELEBRATION

CUISINE

ARTS & CRAFTS



INSPIRATION - BRICK & TEXTURE

BRICK

A VIETNAMESE MATERIAL

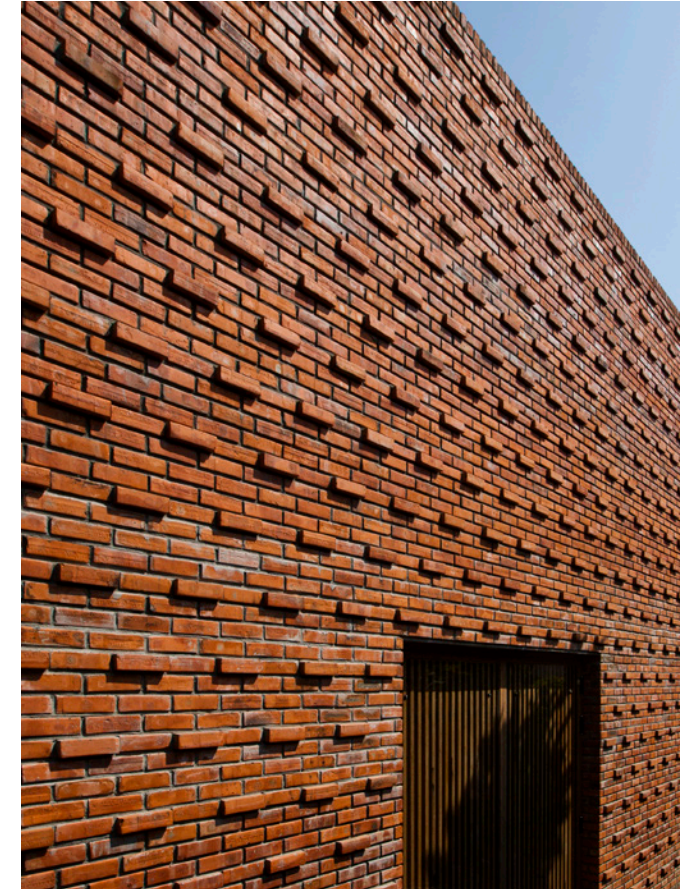
TROPICAL CLIMATE

CULTURAL SIGNIFICANCE

LOCALLY PRODUCED

LOCAL CRAFTSMANSHIP

AFFORDABLE



TEXTURE

BRICK SKIN FORMS

LATTICE

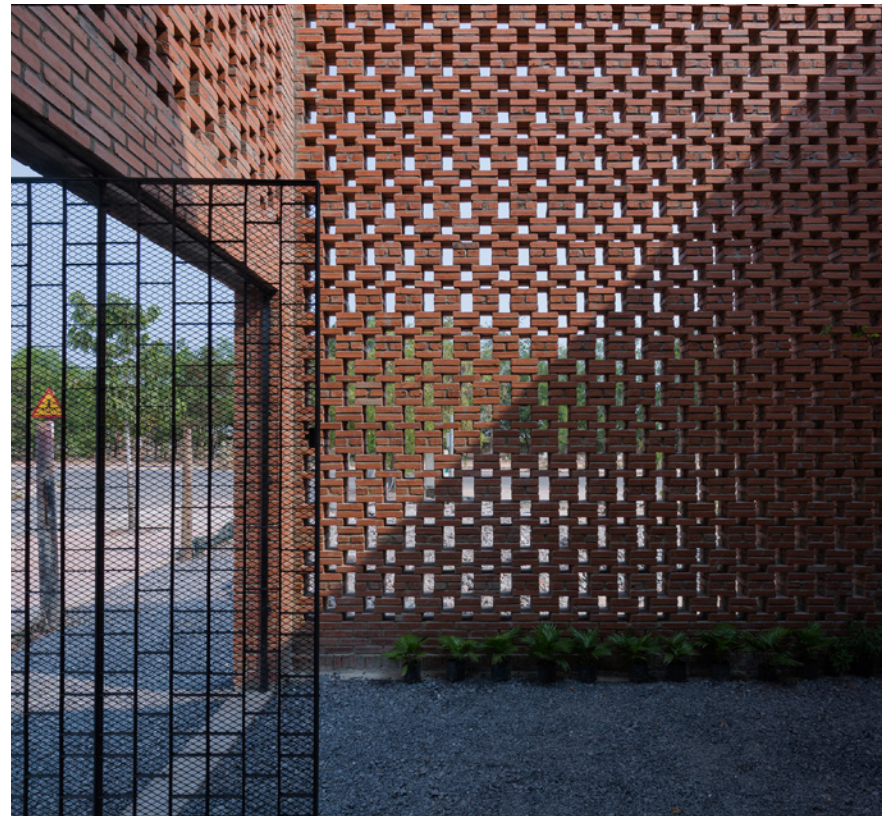
BRICK SCREEN

PROMOTES NATURAL

VENTILATION AND

DAYLIGHTING

4



SUPPORTED BUILDING MASSING



MASSING APPROACH

Clear expression of building program

6-story upper mass - residential units
over 1-story base - cultural center
& residential amenity space

Upper mass is setback by 11' from lot line
along 10th Avenue S due to the existing
overhead power line (14' clearance
from the closest wire to face of building
required by Seattle City Light)

Distinctive building base to highlight
cultural center at street level

Building base is setback by 5'
along S Jackson Street to enhance
pedestrian experience

Simple form with vertical recesses to bring
natural light at the end of corridors

C-shape configuration with podium-
level courtyard facing east

5

VIEW LOOKING FROM NORTHWEST



KEY FACADE DESIGN STRATEGIES

Incorporating community input

Stands out being a cultural center

Simplicity & timeless

Natural & authentic

Vertical stacking window pattern

Texture

Clear expression of building program

6-story upper mass - residential units over 1-story base - cultural center & residential amenity space

Building base:

Distinctive building base to highlight cultural center at street level

Use of brick & wood to express connection to nature

Brick details to add texture

Dark bronze storefront & canopy

Upper level:

Vertical stacking window pattern

Simplicity & timeless - window pattern, material, color

Window shroud - add shadows and reinforce vertical stacking

Incorporate 6-story tall wall mural

6

VIEW LOOKING FROM NORTHWEST



VIEW LOOKING FROM NORTH



VIEW LOOKING FROM NORTHEAST



VIEW LOOKING FROM NORTHWEST



VIEW LOOKING FROM SOUTHWEST



VIEW LOOKING FROM NORTHWEST



VIEW LOOKING FROM WEST



VIEW LOOKING FROM NORTHEAST



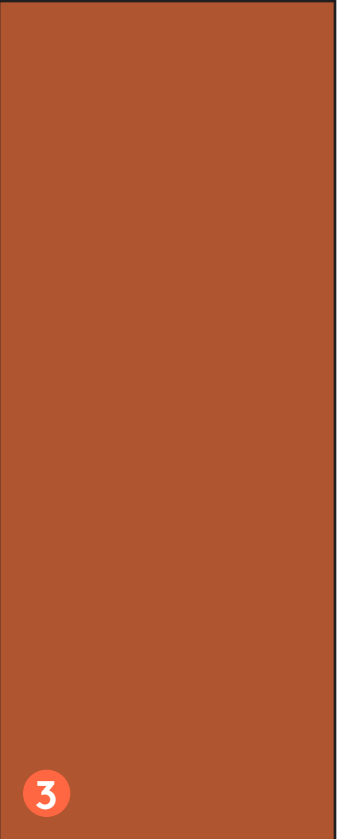
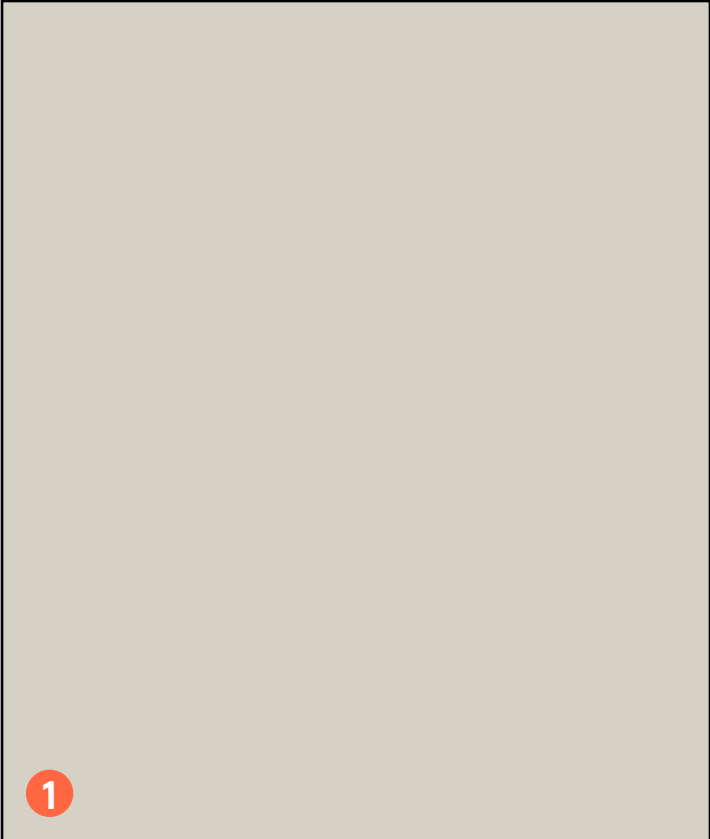
VIEW LOOKING FROM WEST



VIEW LOOKING FROM SOUTHWEST



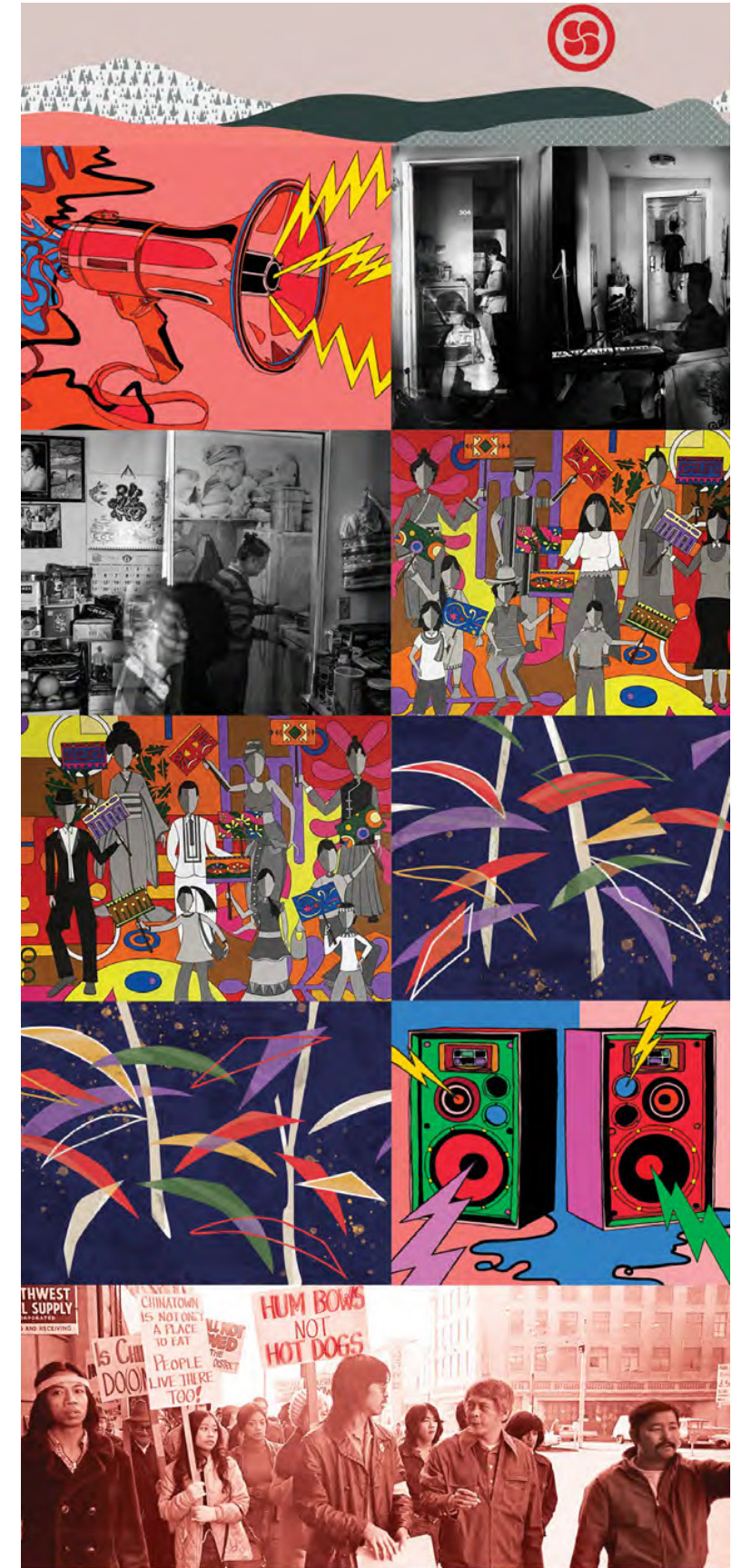
BUILDING MATERIALS



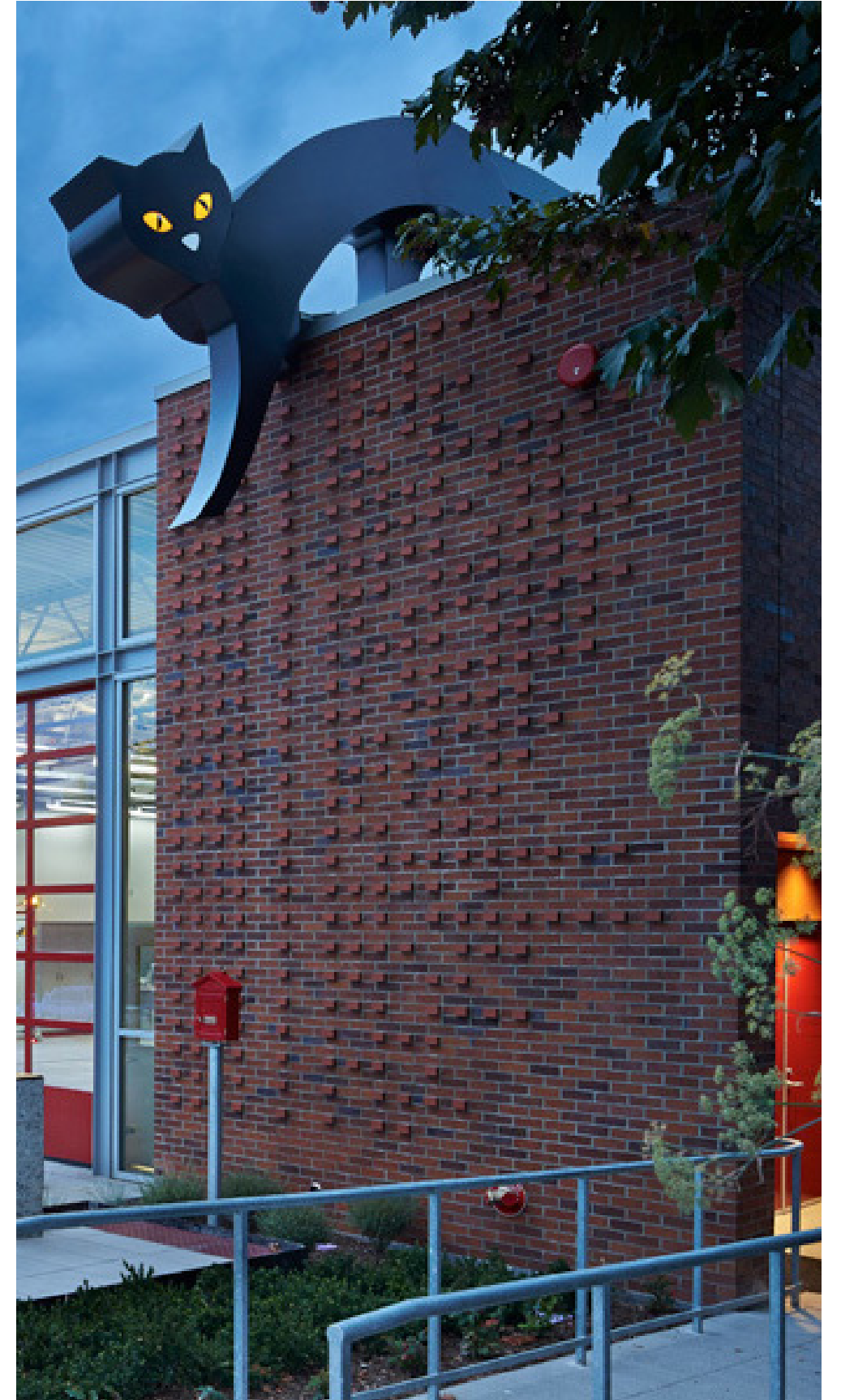
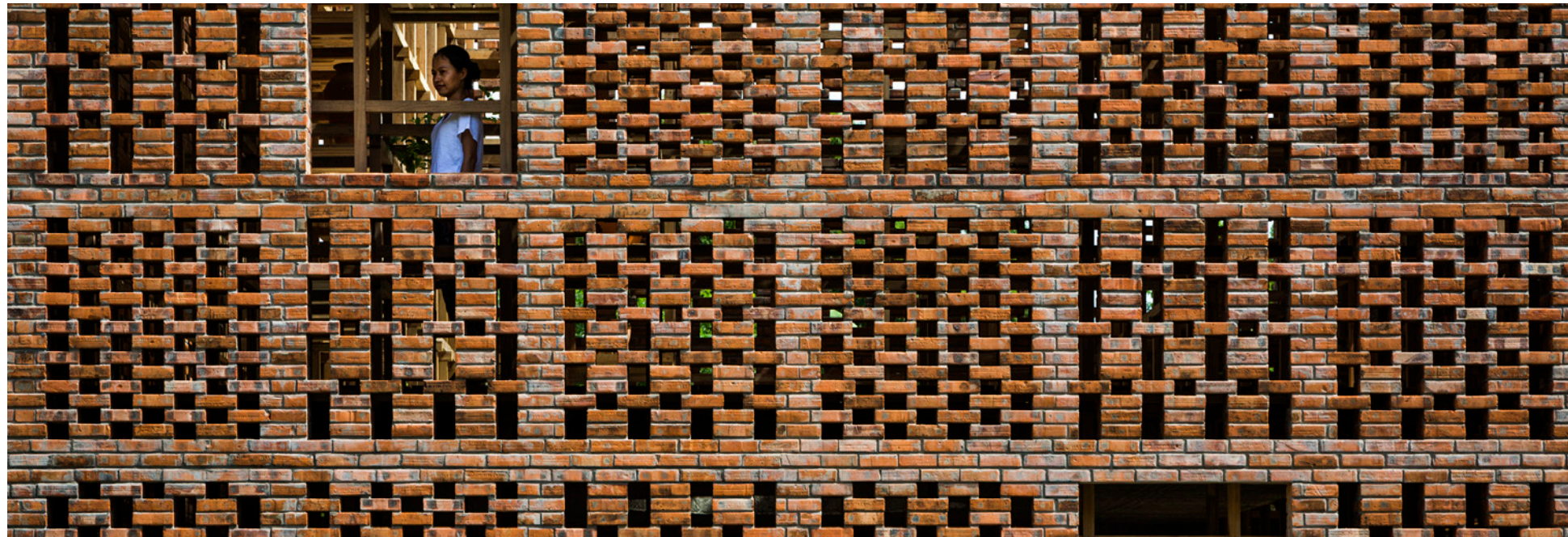
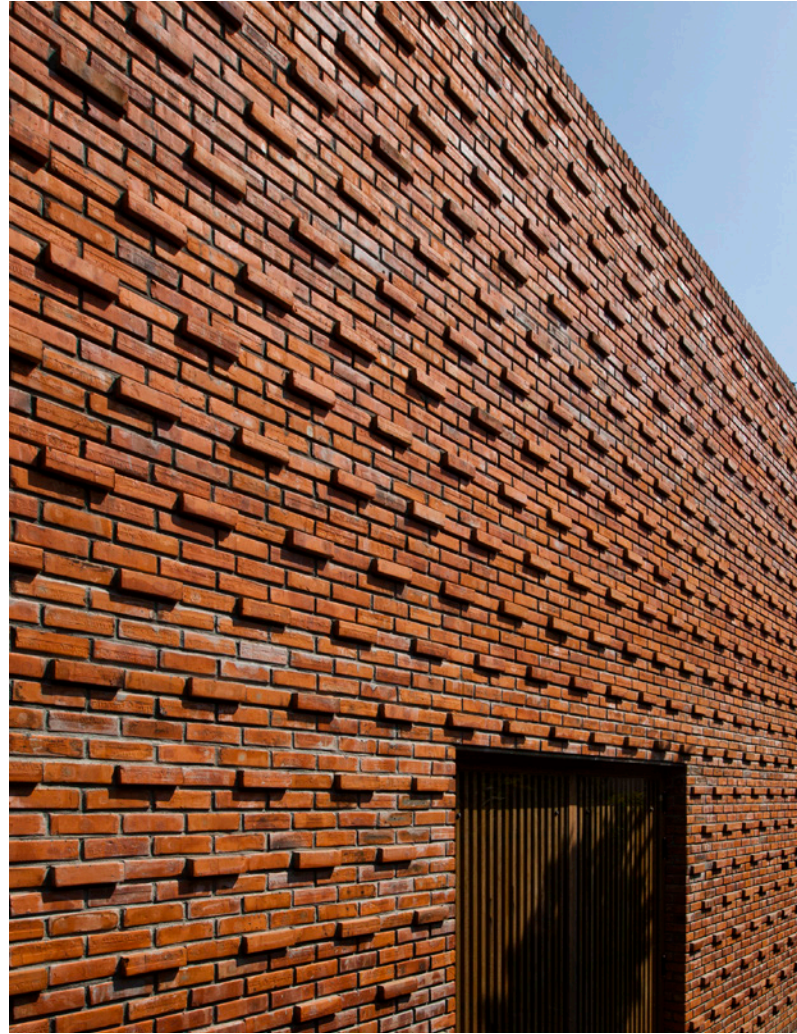
LEGEND

- 1 FIBER CEMENT PANEL, PAINTED, P1
- 2 BRICK, "MUTUAL MATERIALS" AUTUMN BLEND RUNNING BOND, MISSION TEXTURE
- 3 FIBER CEMENT PANEL, PAINTED, P2
- 4 METAL WINDOW SHROUD, PAINTED, P3
- 5 WOOD SOFFIT, STAINED
- 6 ALUM STOREFRONT MULLION COLOR, DARK BRONZE
- 7 VINYL WINDOW, WHITE
- 8 CONCRETE

ART OPPORTUNITIES - 1. WALL MURAL



ART OPPORTUNITIES - 2. BRICK DETAILS



ART OPPORTUNITIES - 3. CANOPY ART



ART OPPORTUNITIES - 4. BANNER ART



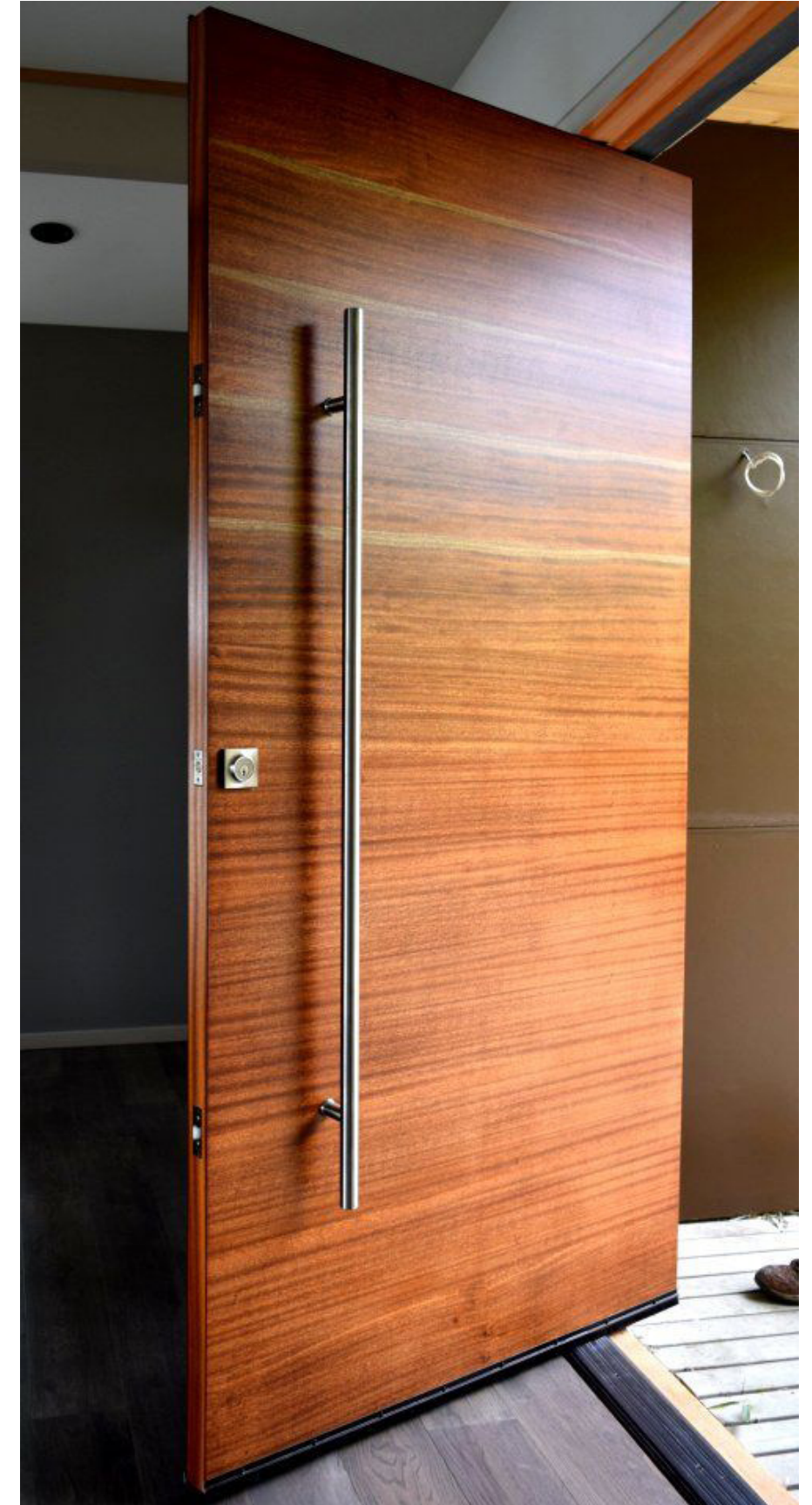
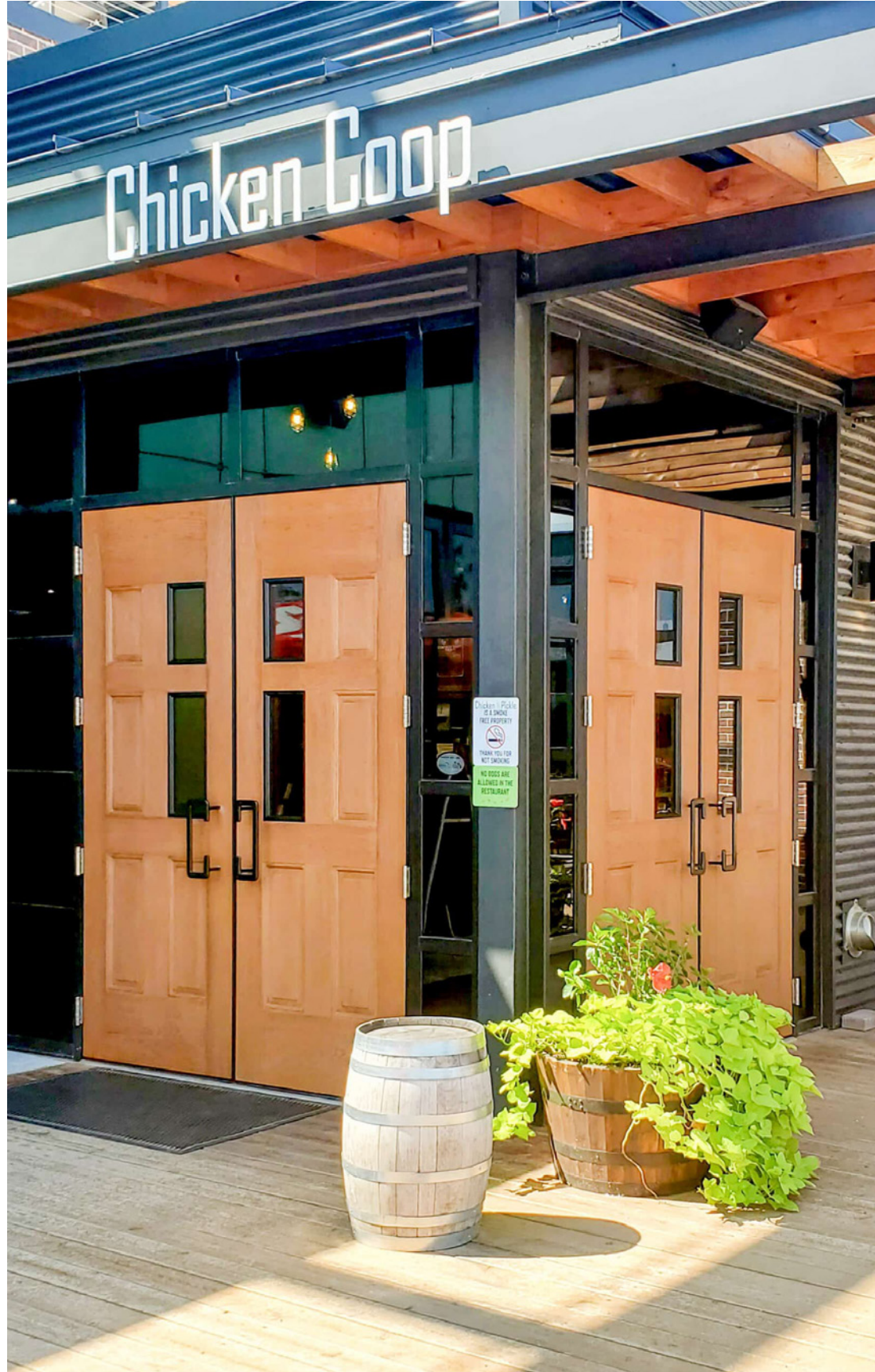
ART OPPORTUNITIES - 5. SIDEWALK ART



ART OPPORTUNITIES - 6. BENCH ART



ART OPPORTUNITIES - 7. WOOD ENTRY DOOR



ART OPPORTUNITIES - NORTH ELEVATION



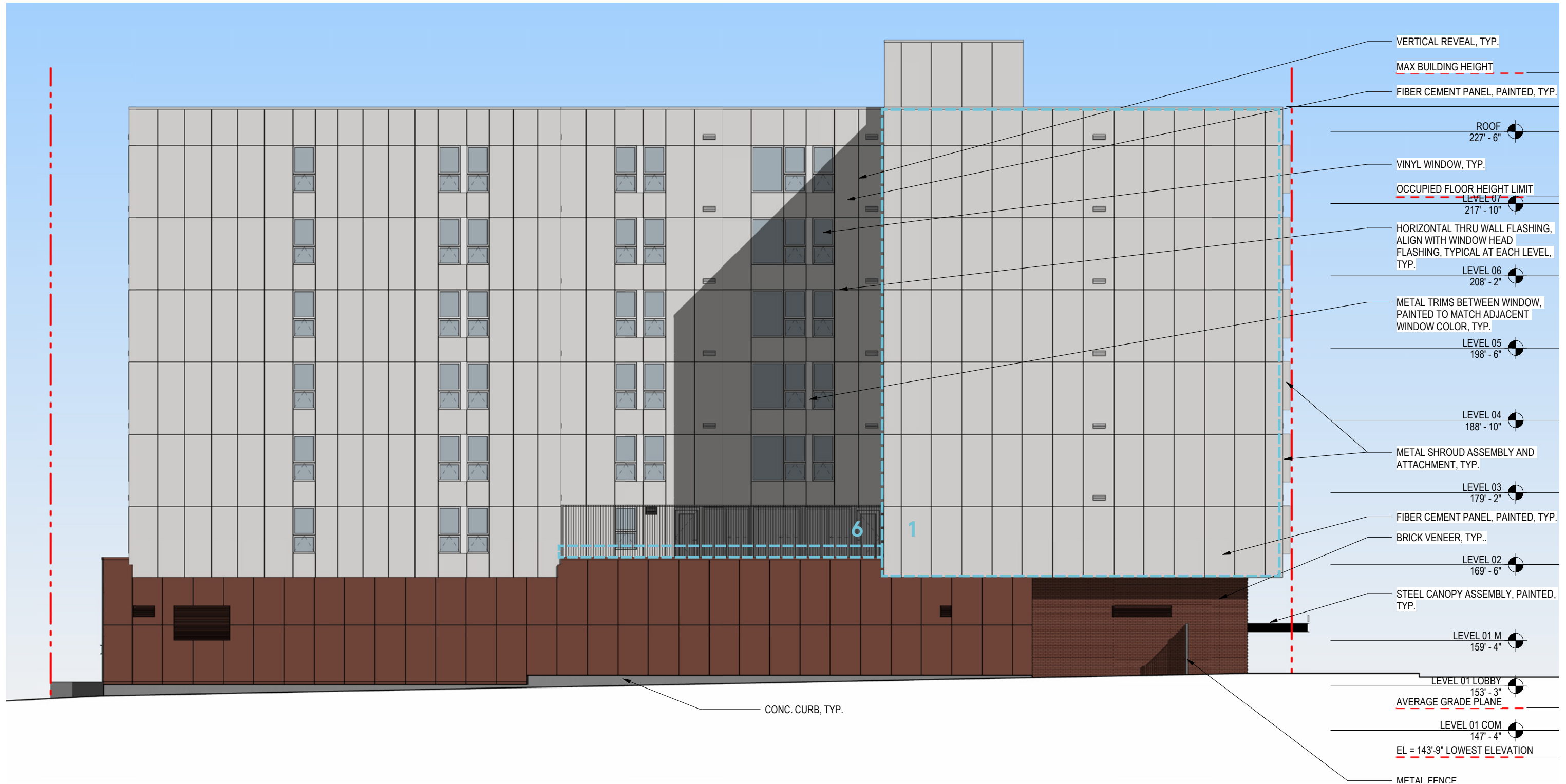
2 - BRICK DETAILS 3 - CANOPY ART 4 - BANNER ART 7 - WOOD ENTRY DOOR

ART OPPORTUNITIES - WEST ELEVATION



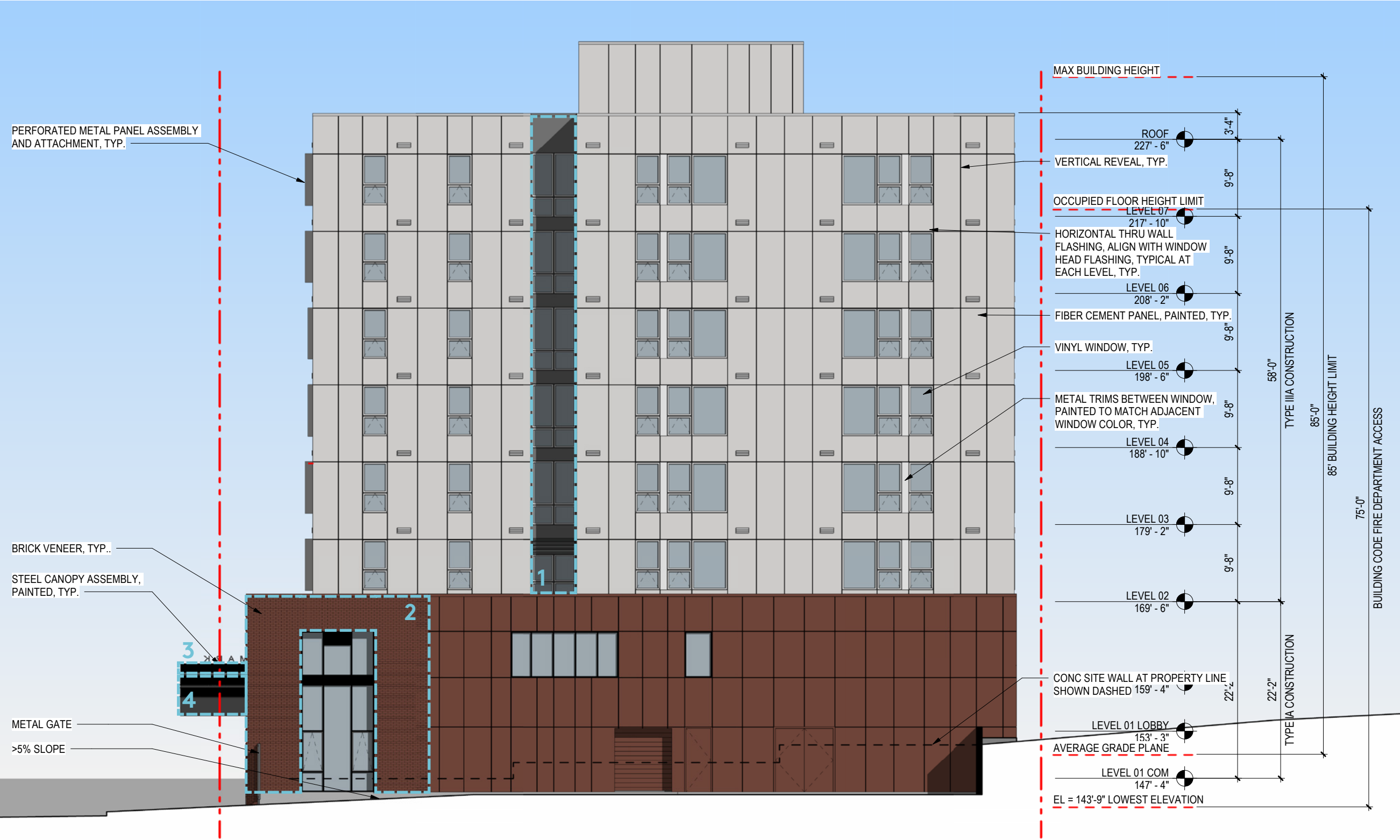
1 - WALL MURAL 2 - BRICK DETAILS 3 - CANOPY ART 5 - SIDEWALK ART

ART OPPORTUNITIES - EAST ELEVATION



1 - WALL MURAL 6 - BENCH ART

ART OPPORTUNITIES - SOUTH ELEVATION

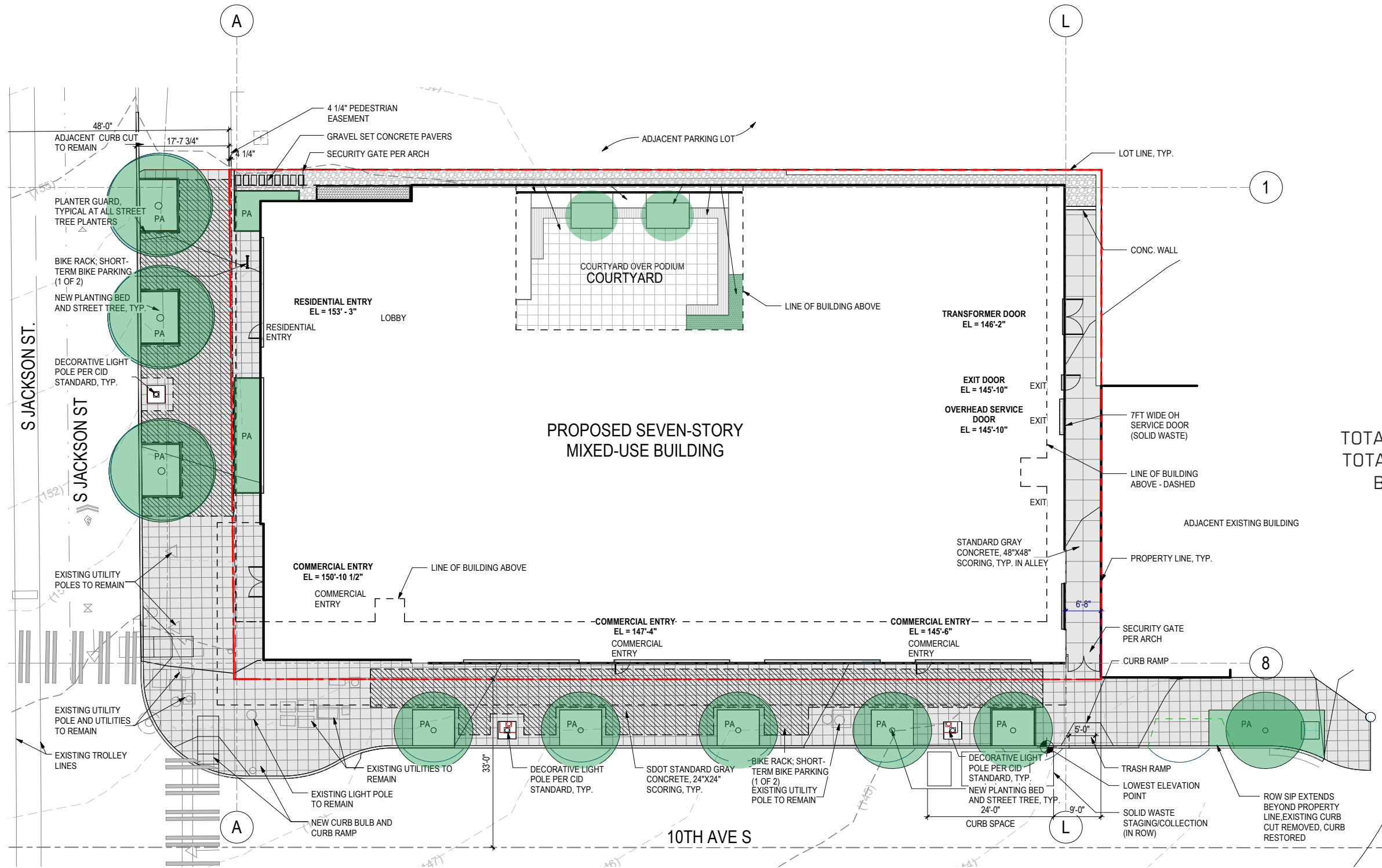


1 - WALL MURAL 2 - BRICK DETAILS 3 - CANOPY ART 4 - BANNER ART

ART OPPORTUNITIES - 3D VIEWS - WALL MURAL



PROPOSED SITE PLAN



SUMMARY

LEVEL 1	
COMMERCIAL	APPROX. 7,750 GSF
RESIDENTIAL	APPROX. 6,680 GSF
TOTAL	APPROX. 14,250 GSF

LEVEL 1M	
COMMERCIAL	APPROX. 3,750

LEVEL 2	
RESIDENTIAL	APPROX. 11,935 GSF

LEVEL 3	
RESIDENTIAL	APPROX. 11,935 GSF

LEVEL 4	
RESIDENTIAL	APPROX. 11,935 GSF

LEVEL 5	
RESIDENTIAL	APPROX. 11,935 GSF

LEVEL 6	
RESIDENTIAL	APPROX. 11,935 GSF

LEVEL 7	
RESIDENTIAL	APPROX. 11,935 GSF

TOTAL COMMERCIAL	APPROX. 11,500 GSF
TOTAL RESIDENTIAL	APPROX. 78,290 GSF
BUILDING TOTAL	APPROX. 89,790 GSF

UNIT COUNT

3B/1.5B	12 UNITS (16.9%)
2B/1B	35 UNITS (49.3%)
1B/1B	12 UNITS (33.8%)

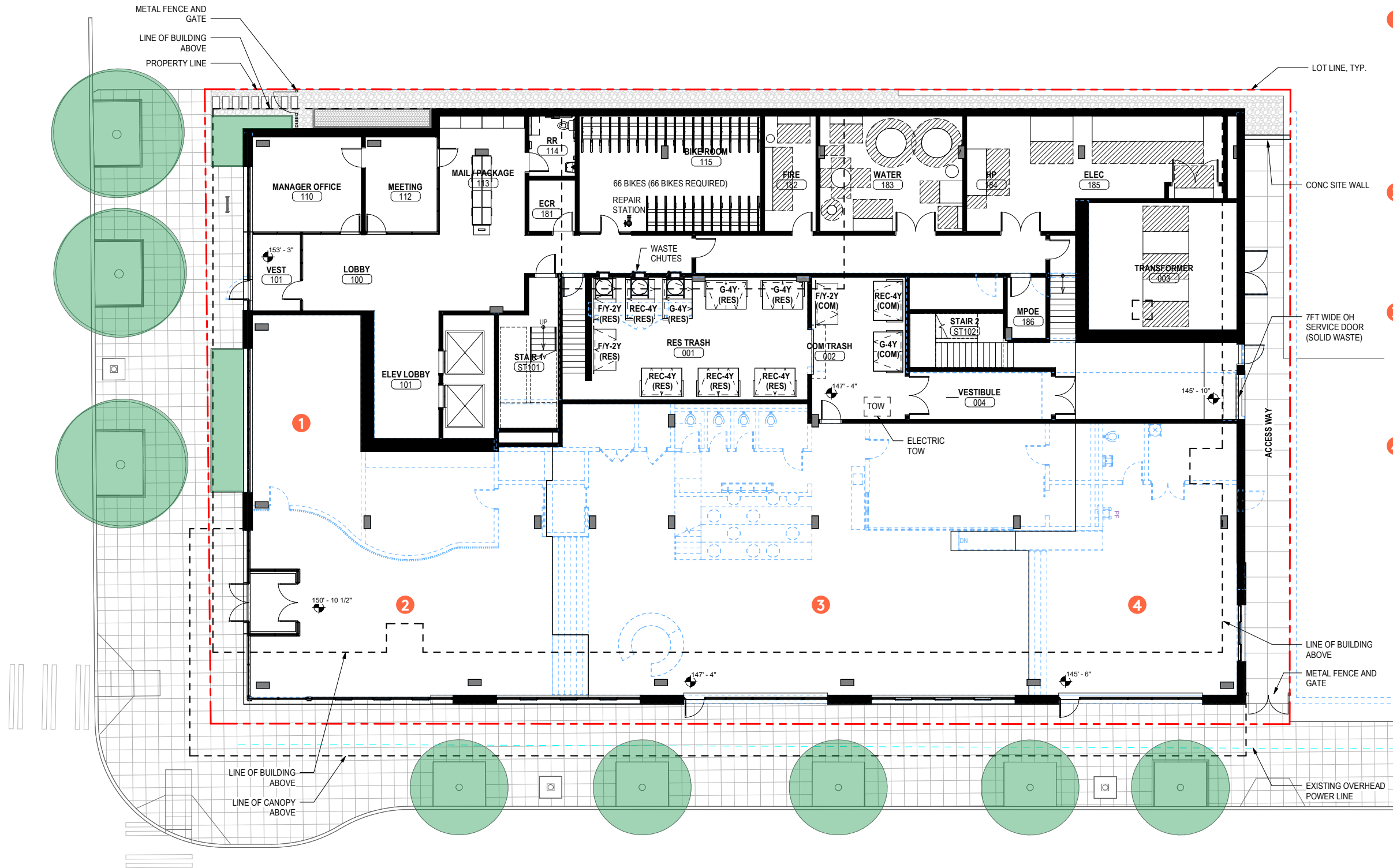
TOTAL 71 UNITS

TYPE A UNITS

3B/1.5B	1 UNIT
2B/1B	2 UNIT
1B/1B	1 UNITS
TOTAL	4 UNITS, 5% OF TOTAL UNITS



PROPOSED LEVEL 1 FLOOR PLAN



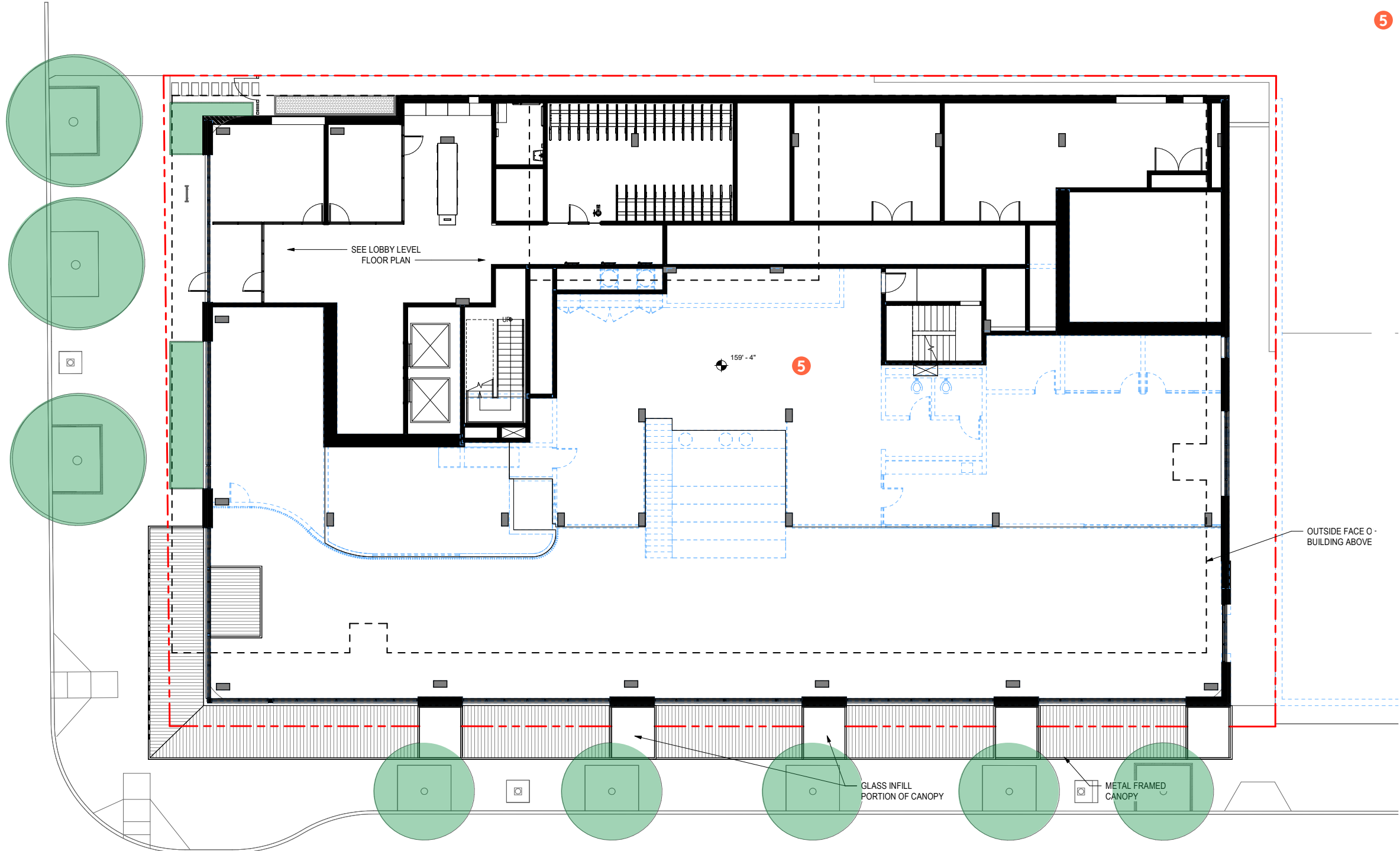
PROPOSED STREET LEVEL USES

OVERALL USE: INSTITUTION/
VIETNAMESE COMMUNITY CENTER

- 1 **VIETNAMESE COMMUNITY KITCHEN**, 600 SF, ACCESSORY TO AN INSTITUTION/ COMMUNITY CENTER, CLASSIFIED AS "GENERAL SALES AND SERVICE", PER DEFINITIONS 23.84A.014 "SERVICES ARE PROVIDED PRIMARILY FOR PERSONAL USE" AND "A GENERAL SALES AND SERVICE USE THAT IS NOT A MULTI-PURPOSE RETAIL SALES USE". PER 23.66.308, IT IS A PREFERRED USE EAST OF I-5, "WITH AN ASIAN PRODUCT, SERVICE OR TRADE".
- 2 **VIETNAMESE EATING AND DRINKING ESTABLISHMENT**, 1,200 SF ACCESSORY TO AN INSTITUTION/COMMUNITY CENTER. RESTAURANT IS A PREFERRED USE PER 23.66.308, WITH AN ASIAN PRODUCT, SERVICE, OR TRADE. 23.49.009 STREET LEVEL USES DOES NOT APPLY.
- 3 **VIETNAMESE COMMUNITY CENTER**, 3,000 SF OF INSTITUTION/COMMUNITY CENTER AT GRADE WITH ACCESSORY MICRO-RETAIL SHOPS. PER 23.66.308 IT IS A PREFERRED USE EAST OF I-5, "WITH AN ASIAN PRODUCT, SERVICE OR TRADE". 23.49.009 STREET LEVEL USES DOES NOT APPLY.
- 4 **VIETNAMESE EATING AND DRINKING ESTABLISHMENT**, 1,200 SF ACCESSORY TO AN INSTITUTION/COMMUNITY CENTER. RESTAURANT IS A PREFERRED USE PER 23.66.308, WITH AN ASIAN PRODUCT, SERVICE, OR TRADE. 23.49.009 STREET LEVEL USES DOES NOT APPLY.



PROPOSED MEZZANINE PLAN



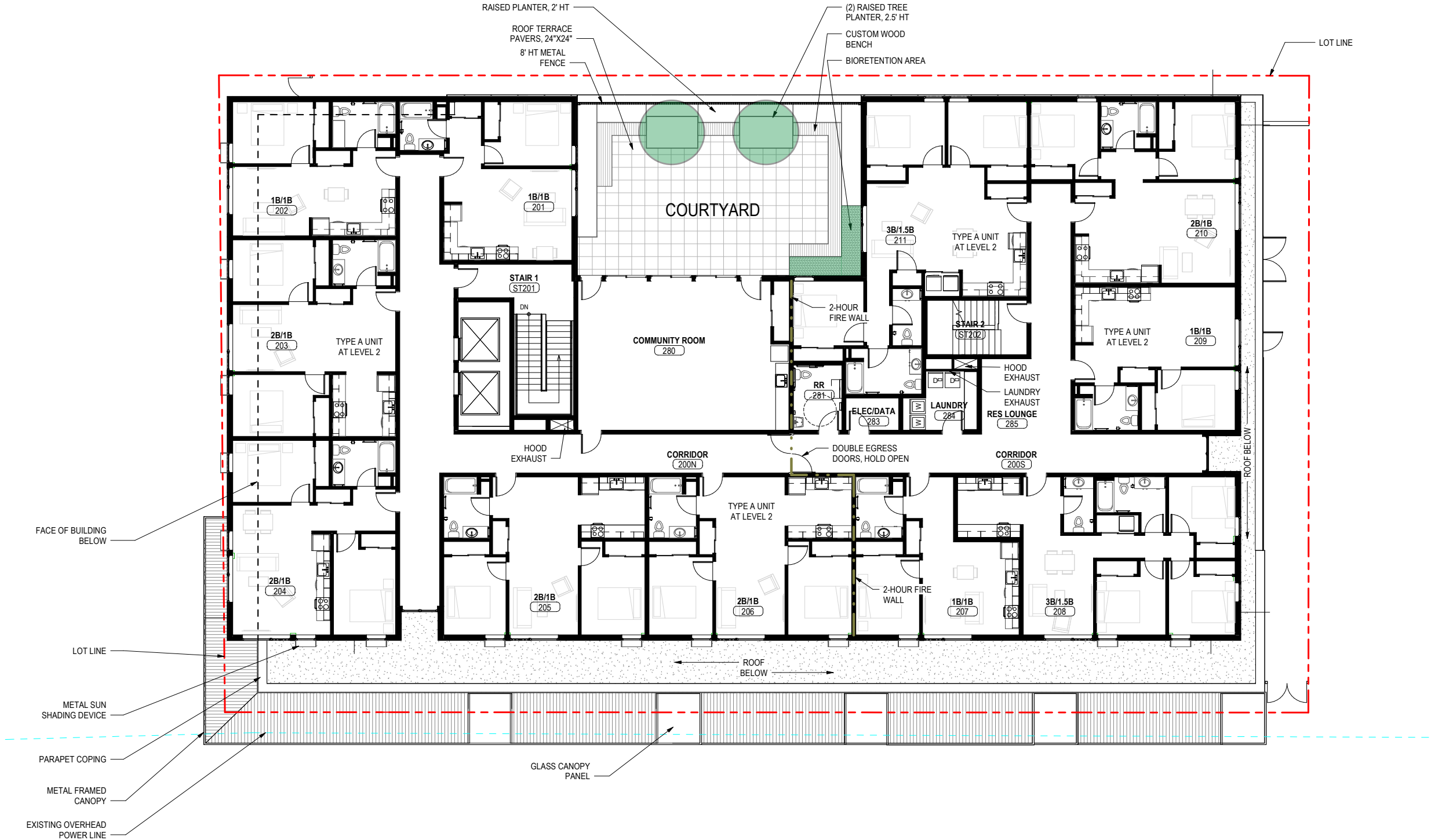
PROPOSED STREET LEVEL USES

OVERALL USE: INSTITUTION/
VIETNAMESE COMMUNITY CENTER

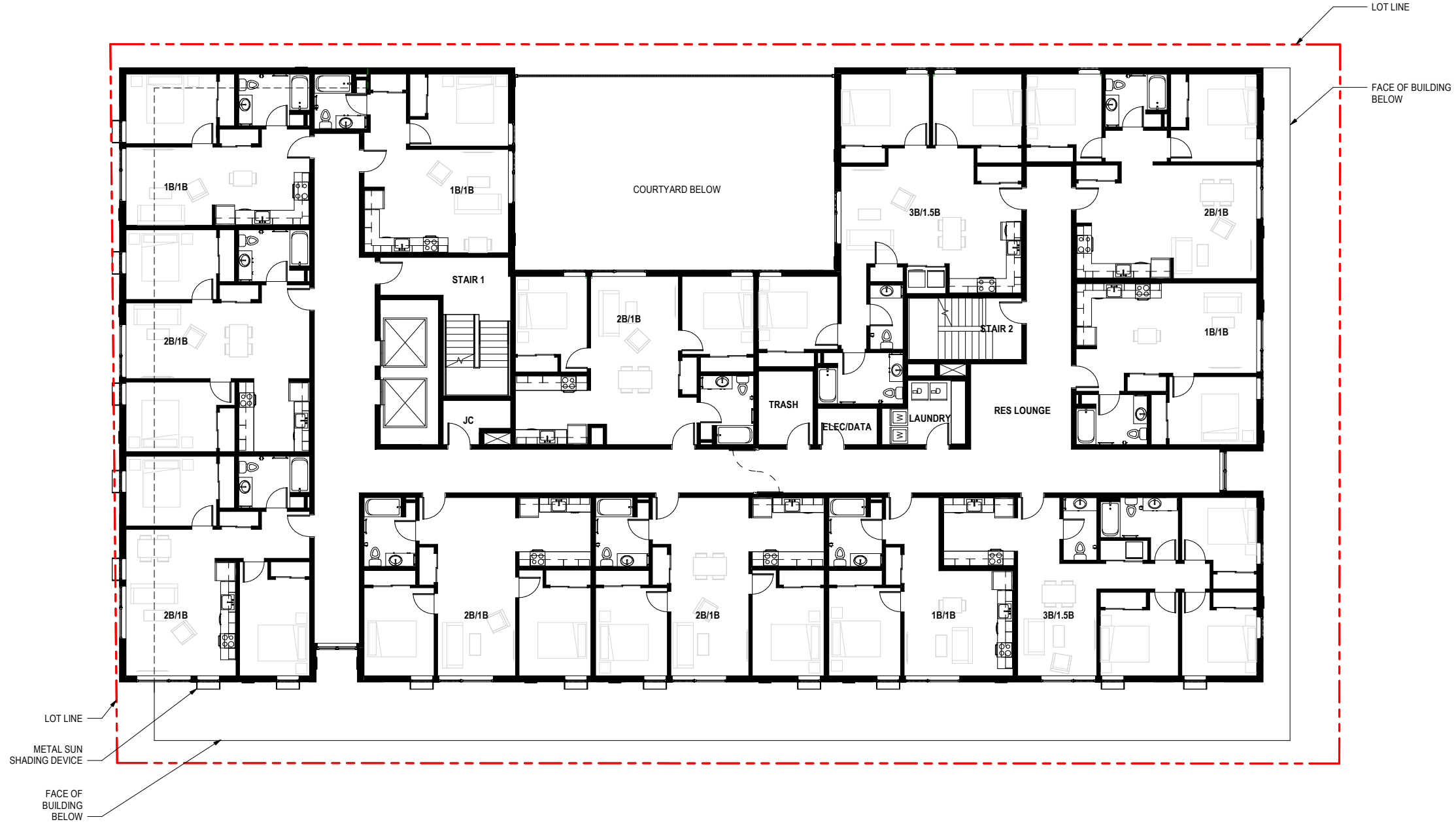
- 5 VIETNAMESE COMMUNITY CENTER:
GALLERY AND OFFICES, 3,500 SF**
INSTITUTION/ COMMUNITY CENTER. USE IS CONSISTENT WITH 23.66.308 PREFERRED USES, CONTRIBUTING TO THE FUNCTION AND PURPOSES OF THE ID EAST OF I-5. 23.49.009 STREET LEVEL USES DOES NOT APPLY.



PROPOSED LEVEL 2 FLOOR PLAN



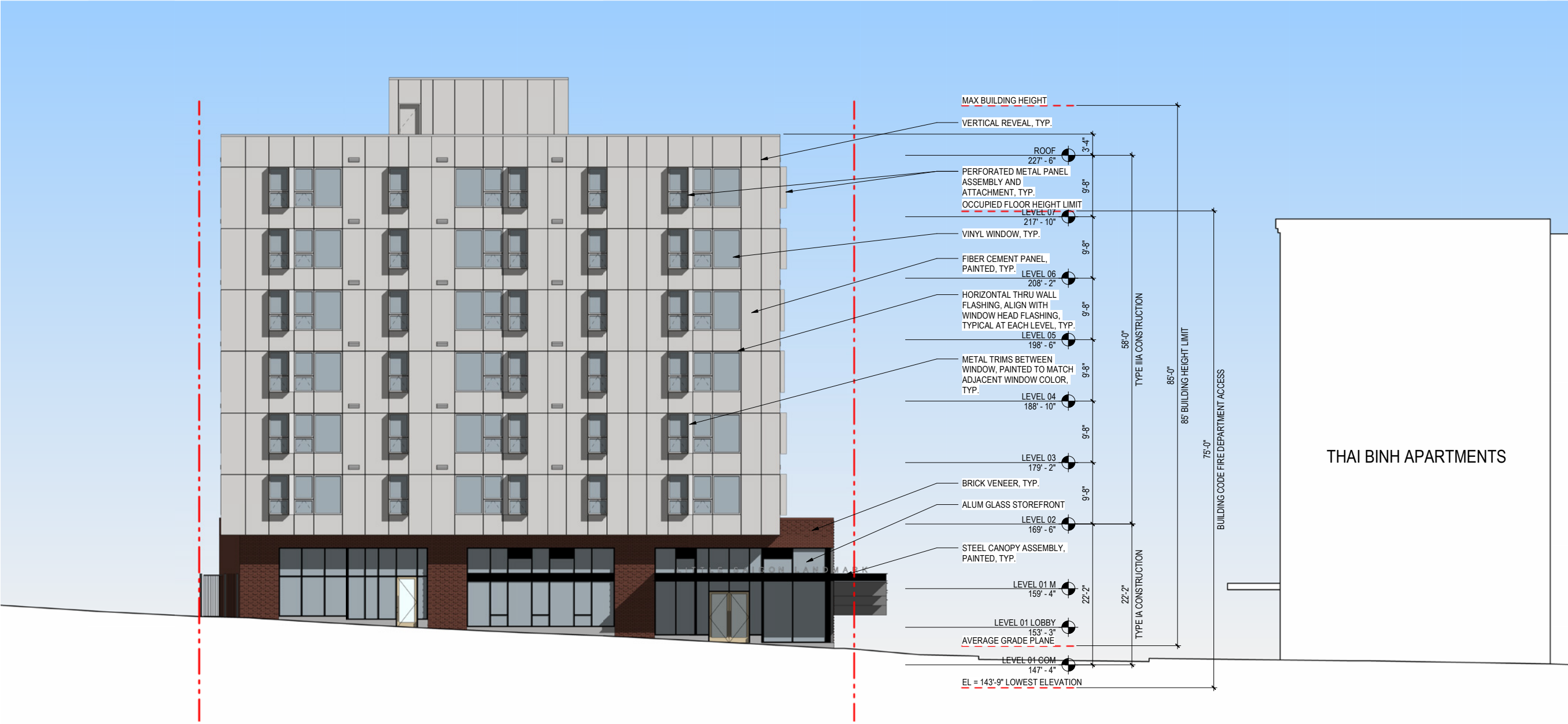
PROPOSED LEVEL 3 TO LEVEL 7 FLOOR PLAN



PROPOSED ROOF PLAN



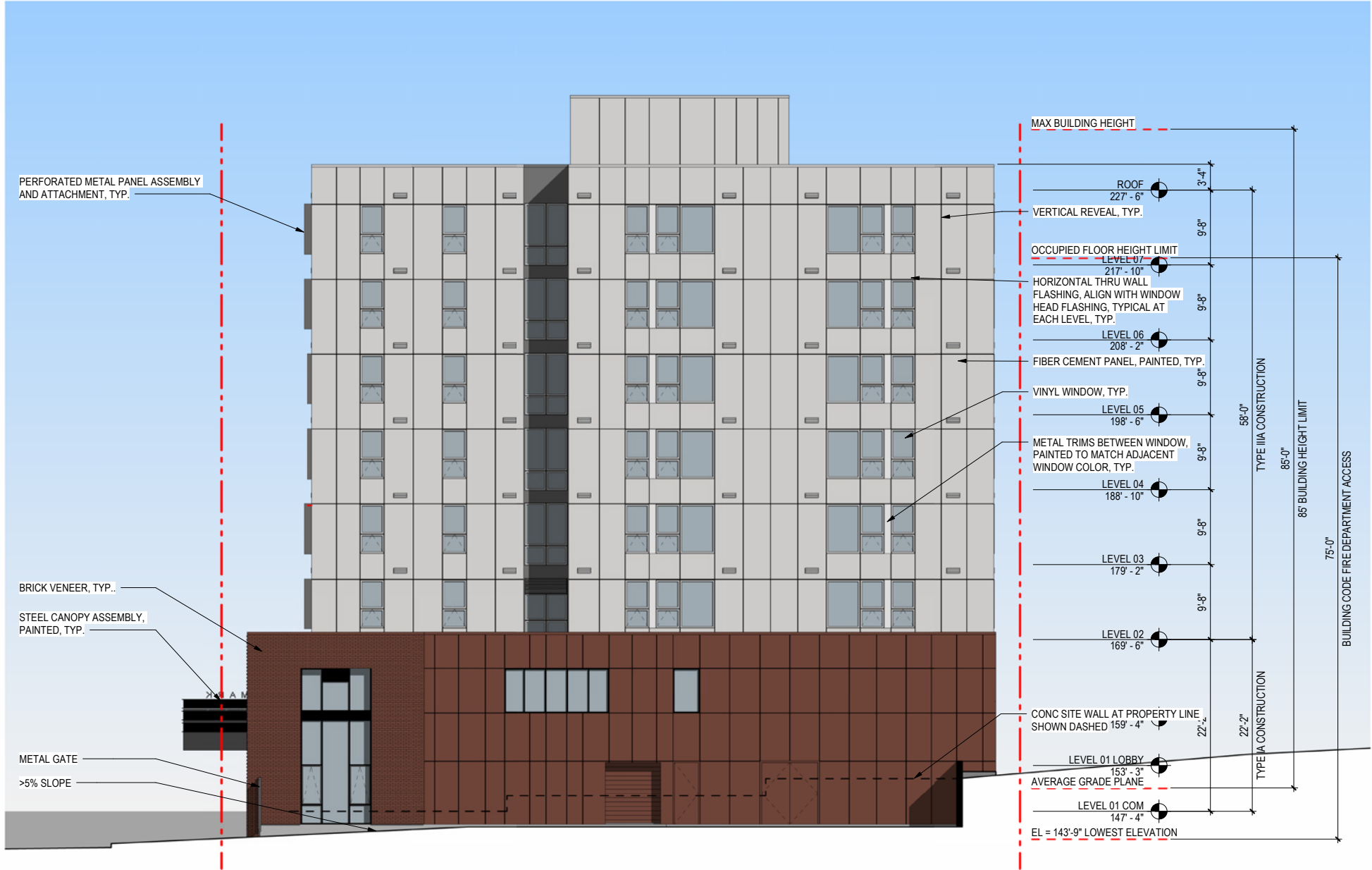
PROPOSED BUILDING ELEVATIONS - NORTH



PROPOSED BUILDING ELEVATIONS - WEST



PROPOSED BUILDING ELEVATIONS - SOUTH



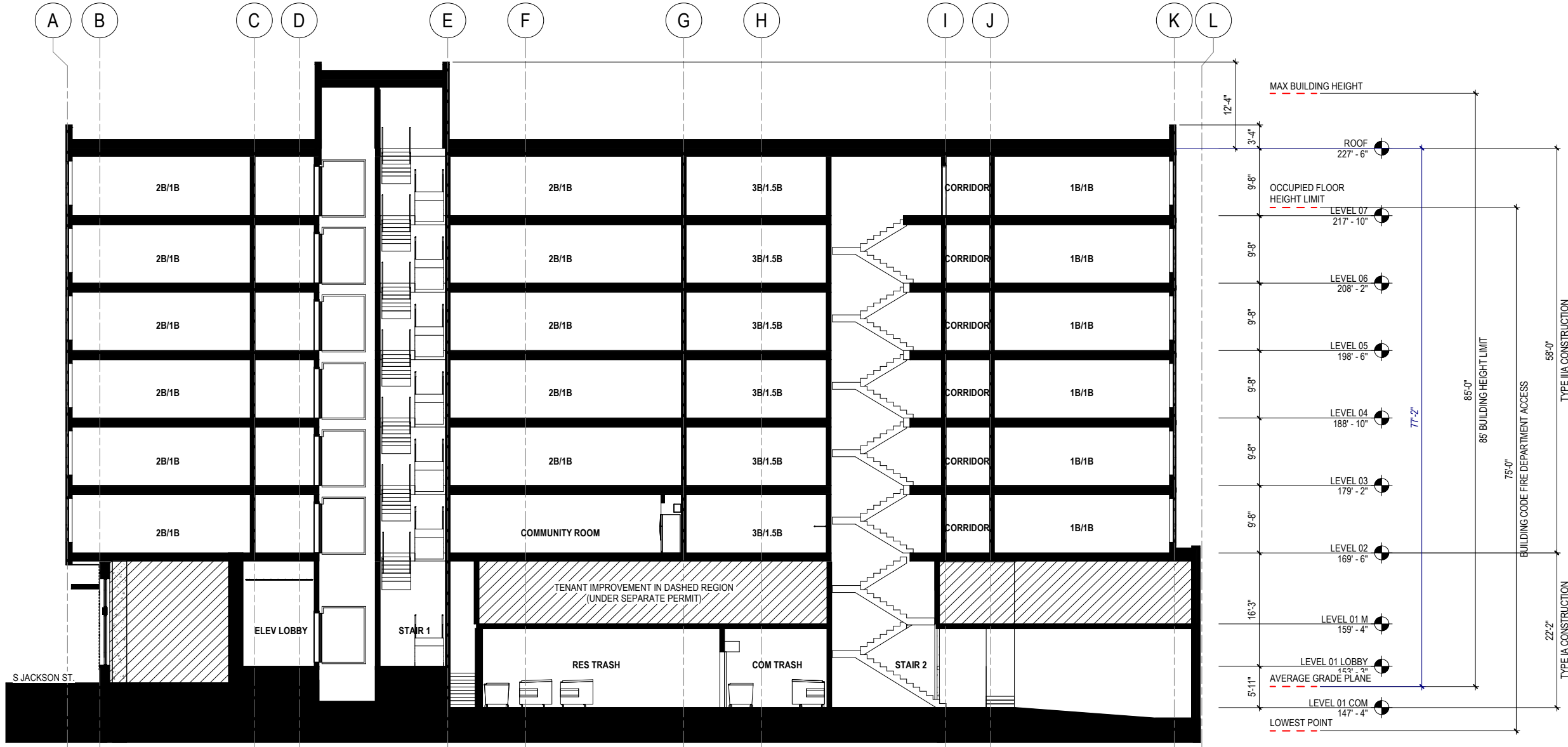
PROPOSED BUILDING ELEVATIONS - EAST (COURTYARD)



PROPOSED E-W BUILDING SECTION



PROPOSED N-S BUILDING SECTION





APPENDIX —

LITTLE SAIGON 2030 ACTION PLAN DESIGN RECOMMENDATIONS

CHARACTER RECOMMENDATIONS

- INTEGRATE ART

STREET GRID AND BLOCK PATTERN RECOMMENDATIONS

- REQUIRE ACTIVE EDGES ON THE GROUND FLOOR
- DESIGN STREETS TO REFLECT COMMUNITY VISION

PEDESTRIAN COMFORT RECOMMENDATIONS

- PROVIDE WEATHER PROTECTION
- ADD MORE STREET TREES
- ENCOURAGE LIGHTING THAT IMPROVES THE CHARACTER AND THE PERCEPTION OF SECURITY IN THE NEIGHBORHOOD
- CREATE DIVERSE, COMFORTABLE, WELCOMING OUTDOOR SPACES

ARCHITECTURAL RECOMMENDATIONS

- ENCOURAGE HIGH QUALITY MATERIALS
- CREATE DISTINCT ARTICULATION IN MASSING TO AVOID LONG, TALL BUILDINGS ABOVE THE STREET LEVEL
- DESIGN COMPATIBLE GROUND FLOOR RETAIL AND COMMERCIAL SPACES
- DESIGN INVITING RETAIL AND COMMERCIAL ENTRIES
- ENCOURAGE HOUSING TYPES THAT CAN ACCOMMODATE LARGE, MULTIGENERATIONAL FAMILIES

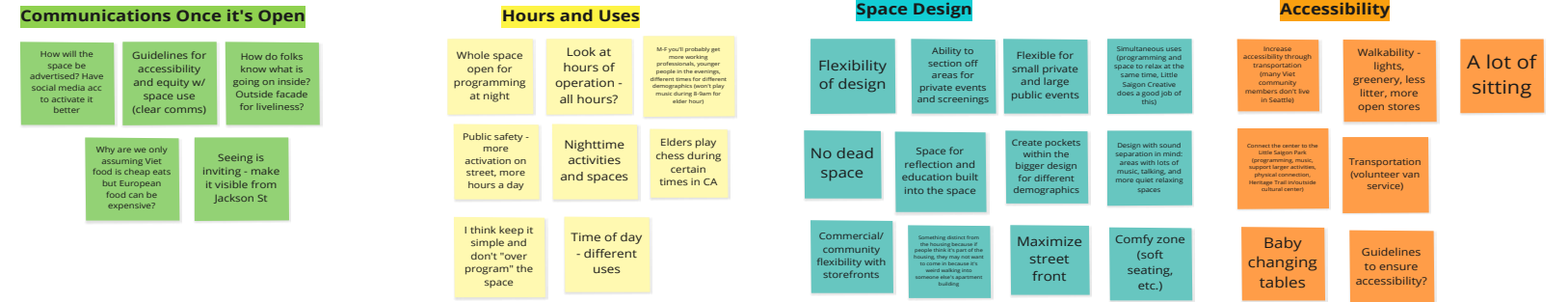


COMMUNITY ENGAGEMENT - PUBLIC MEETING 04/06/2024

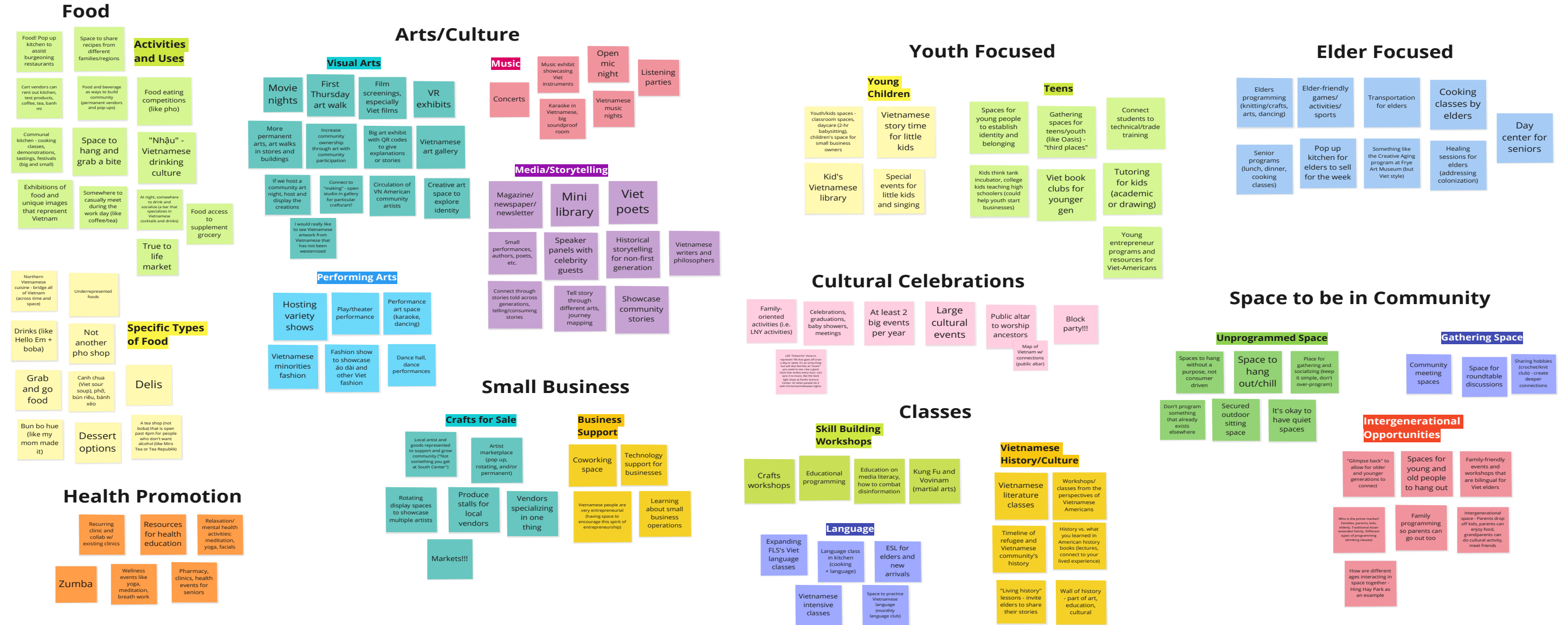
BIG PICTURE VISIONS FOR THE SPACE



CONSIDERATIONS FOR DEVELOPMENT AND OPERATIONS



WHAT PROGRAMMING WOULD MAKE YOU WANT TO VISIT THE VIETNAMESE CULTURAL AND ECONOMIC CENTER?



COMMUNITY ENGAGEMENT - PUBLIC MEETING 04/06/2024

HOW CAN THE VCEC REFLECT VIETNAMESE CULTURE IN SEATTLE?

Celebrating Diverse Experiences/Identities

- Representing the diversity of Viet American identities
- Timeline historical of migration waves
- What is pre 1970s-80s Viets in Seattle? Or in general? Labor, those who studied from Europe
- Pho Bac and other examples in Seattle show how people do a good job carrying the baton of traditional Viet culture into contemporary
- Culture outside of Saigon that people don't get the experience/history of Vietnam get left out of Viet American identity
- Vietnam v. Vietnamese American in Seattle
- Ups and downs of neighborhood
- Buddhist temple - strong community to talk and share meal
- Multi-faith space
- The diversity of Vietnam could be better represented (migration/refugee waves, different dress/patterns, Vietnamese other than southern)
- 1970s Little Saigon in Seattle - one of the oldest Little Saigons
- Arrived in 80s - immigrants /refugees
- Also include post-1975 modern Vietnam
- Viet spaces sometimes feel very homogenous when we're actually very diverse
- Welcoming to diaspora
- Intersectionality and diversity (North, Central, South)

Elements from Vietnam

- Colors and textures that remind visitors of Vietnam
- Lotus flowers, old town architecture from Vietnam like Hội An
- Walking down the street in Vietnam, there's outdoor seating, places to pause and hang out
- Vietnam as a beautiful country, music, folklore, art
- Outdoor markets, outdoor street stalls
- Boat/water/ocean themes
- xuồng 3 lá (canoe), refugee boats
- Images of conical hats, áo dài (traditional Viet garment), fashion
- Street food culture - stools
- Walking down the street in Vietnam, there's tables on the sidewalk, places to grab food, informal areas to hang, crowded, noisy minus the rats
- You grab a snack or drink with friends and casually hang out
- tranh mực đồng (traditional Viet illustrations and block prints)
- Low classic stools to eat outside
- Photos from Vietnam to inform design
- Viet cafe culture (giant plants, stops, xe moto, wood carvings)
- What are patterns that are more memorable that can be incorporated into the outside of the building
- Hội An
- Paper, ceramic, ancient and modern forms (traditional x contemporary)
- Think of humidity, colors, fresh fruits, vibrance of Vietnam
- Landscapes, natural environment, landmarks of Vietnam (Turtle Lake, for example)
- Trống đồng (heritage drum), archeological artifacts

What Should the Space Feel Like?

- Feels less "white"
- Develop culture, not just reminisce
- Make the space less "muddled" - more clear representation
- Very diasporic, comforting, warm
- The cultural space should feel distinct and inviting
- Notable Viet modern aesthetic: pre-1970s Saigon, distinctly Viet American identity, people creating their own Little Saigons
- Steeping the space in nostalgia could hit older demographic
- Second generation nostalgia
- What makes Little Saigon distinctive compared to Chinatown? Tropical colors, gives the neighborhood a sense of place, bring back life and colorfulness of pre-pandemic LS
- Informal street scene, casual
- When people come into the space should they feel transported?
- Viet people and culture here and now - not so much nostalgia
- Freedom/looseness/controlled chaos energy
- Safe space and welcoming to everyone
- Parents can walk around with no worry
- We do not want it to feel like mid-century Vietnam
- The Vietnamese community has evolved, we do not want to look like how Vietnam looked prior to 1970
- For the Viet culture and people here, it's not so much of the nostalgia. We don't want to recreate a specific period of time, recognizing we are Viet in America

Inviting Other Communities to Share Space

- Other partnerships w/ SE Asian communities
- Invite other Viet folk from around the world to share stories
- SE Asian collaboration - how to engage broader community (Cambodian/Lao/Laotian/in diaspora) - pop ups for other communities?
- Reach out to other Viet communities (like in rural areas)
- Celebrate diversity of Viet culture (other collars w/ different groups + Native community here)
- What kind of diversity is possible to represent? Cham community, other partnerships with SE Asian community

Sights

- Maximalist design - a lot of things! Art, plants, seating
- Maximalist space - sensory overload
- Vietnamese names for the rooms and signage in Vietnamese
- Banner art
- Distinct patterns or clothing that represents Vietnamese culture
- Wood in building material/design
- Lacquered wood panels
- Does not want to see images that homogenize the Vietnamese people (art and images should be more historical and thoughtful, not geometric images)
- Bilingual signage
- Traditional displays (i.e. plates, tools, etc.)
- Decorations, lanterns, night market themed, furniture, art
- Vietnamese phrases
- Yellow, red, green colors
- Community inspired art/mosaic work
- Lots of glass
- Real bamboo (bamboo planters)
- Panel wood art (horses)
- Colors give the neighborhood a sense of space and place (tropical colors, decorations, furniture, art)
- FLS has been making Viet culture visible in the neighborhood (turtles, street signs, etc.)
- Want to see more landscape that reflects the Vietnamese culture (referencing fritted glass image). This adds safety element to Jackson
- Fancy columns
- Food onto the street - smells and visuals and physical
- Landscaping and trees that signify the neighborhood
- Colors that represent Vietnamese culture: red and yellow
- Modular furniture

Sounds

- 1980s-90s Viet music - Viet Am creatives
- V-pop scene moving away from sad music (Paris by Night)
- Vietnamese music playing in the space
- Traditional music
- Play music casually
- Traditional musical instruments like đàn bầu, đàn tranh
- Old (bolero) and new (upbeat) Viet music
- Less Viet pop, more a balanced of genres
- Hear more languages spoken
- Diversity in types of sounds and levels
- Cultural drum
- Vietnamese music, especially pre-1975
- Traditional Viet instruments
- A balance of types of music
- More relaxed and chill music (i.e. Vietnamese background music)
- Include central, northern, southern Vietnamese music
- More folk

Smells

- Nước mắm (fish sauce), cooking
- Lemongrass
- Green oil/dau
- Smell that is specific to Vietnamese culture, smell that reminds you of home
- Food smells from cooking class and vendors
- Incense from temples
- Herbal medicines
- Durian, fish sauce, shrimp paste (pungent, strong)
- Pho
- Salonpas
- Coffee
- Natural smells as opposed to artificial

Folklore/Symbols/Icons

- Tấm Cám (Vietnamese Cinderella)
- Three Sisters
- Fairies and dragon stories
- Farming, nón lá (conical hat)
- Historical heroes: Hai Bà Trưng (Trưng sisters), Trần Hưng Đạo (Viet commander who defeated the Mongolian invasion in the 1280s)
- The Trưng Sisters
- Lotus
- Kim Quy (turtle legend)
- Dragon and fairy origin story
- Avoid pan Asian symbols (bamboo, dragons, lanterns)
- An Lạc apartment building - big signage
- Dragon and Fairy
- Lots of icons and pictures
- Rice paddy hats
- Dragons with red background and yellow fin
- Story of Lạc Long Quân và Âu Cơ là ai (have dragons as part of the country's origin)
- Stories or images to represent the origins of the Vietnamese people