



# Placemaking Little Saigon

## Neighborhood Design & Community Economic Development

LA503 | Spring 2014 | Community Design Studio  
Department of Landscape Architecture, University of Washington, Seattle

Department of Landscape Architecture  
College of Built Environments  
University of Washington

Spring 2014

## **PREFACE**

Located south of Yesler Terrace and east of I-5, Little Saigon is a thriving commercial district with many immigrant businesses and services. With a wide selection of Asian groceries, restaurants, and shops, the neighborhood welcomes shoppers both local and afar from the greater Seattle area. But despite the thriving commercial ambience, the neighborhood is also characterized with an abundance of old industrial buildings, makeshift additions, and vacant sites. While there have been incremental improvements over time, the district continues to lack basic amenities that complement its distinct cultural characters and business activities. Currently, several ongoing developments in and near the district may begin to bring significant transformation in the neighborhood. These include the redevelopment of Yesler Terrace Public Housing site and the 2010 rezone of the area to accommodate future growth in South Downtown.

How can the community of Little Saigon prepare for such change? With limited resources, how can the community leverage small-scale projects to bring about networked and substantive improvements in the neighborhood? How can the improvements contribute to the identity and sense of place as well as economic development in the area to benefit local small businesses?

This studio worked with the Friends of Little Saigon, IDEA Space, Seattle Department of Planning and Development, and several community members to develop a series of exploratory proposals to address the questions above. Specifically, this studio explored processes and approaches with an emphasis on both focused interventions and strategic (re)programming of existing spaces in the neighborhood. In addition, we consider how the proposals can contribute to capacity and community building at the neighborhood level. The studio has been envisioned to lay the groundwork for a formal planning process for development a Little Saigon Business District Plan to be launched in June this year.

We are grateful to the support of the Friends of Little Saigon and IDEA Space, particularly Quang Nguyen, Quynh Pham, and Ching Chan. Robert Scully from the Seattle Department of Planning and Development also assisted us in developing the focus of this project. We are also indebted to the community members who provided invaluable inputs to the project. A number of professionals and UW faculty have provided critical and

constructive comments, and assisted the students in developing the proposals. They include Dan Abramson, Rachel Berney, Julie Johnson, Lynne Manzo, Ben Spencer, Shannon Glass, Iain Robertson, Nancy Rottle, Nin Truong, and Ken Yocom. We would also like to thank Helping Link and the Asian Resource Center for providing the space for community meetings and the open house.

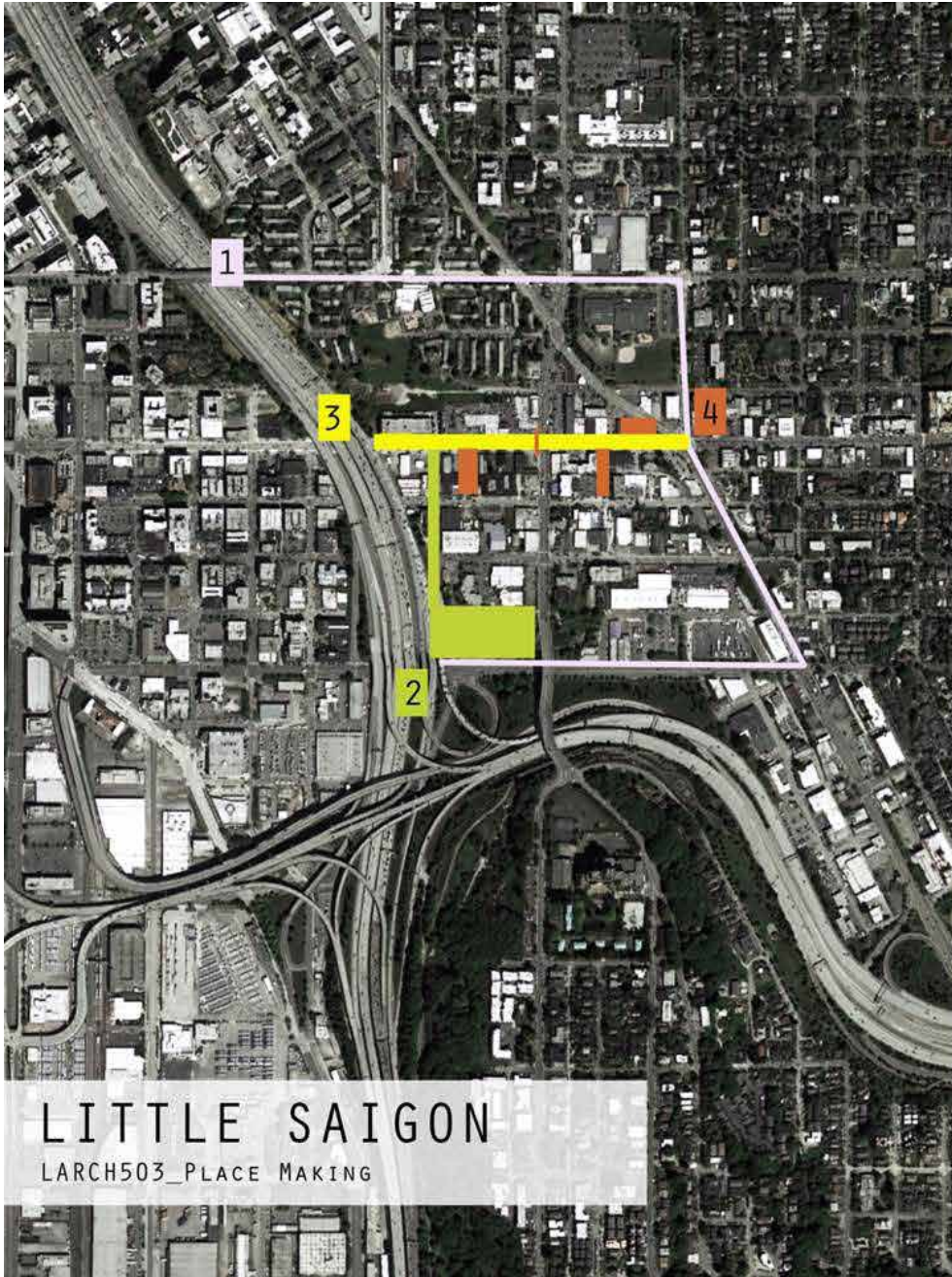
*Instructor: Jeffrey Hou*

*Students: Xinzhuo An, Scott Boetjer, Rao Fu, Guanyi Gao, Fangyuan Hong, Daniel Jost, Hao Liang, Patrick Pirtle, Thanakorn Wongphadungtham, Ying Zhou*

*Spring 2014*

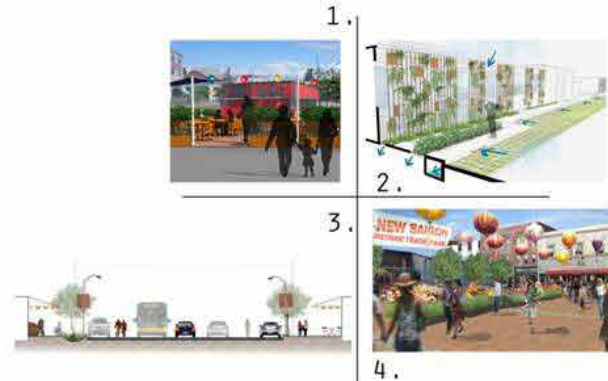
## **PROJECT TIMELINE**

- Site tour (April 2, 2014)
- Stakeholder discussion (April 7, 2014)
- Documenting history and culture of the neighborhood
- Reviewing existing planning and design guidelines
- Nearby developments (analysis): Yesler Terrace, East of Jackson Street
- Businesses and properties (analysis): ownership, types, appraisal values
- Accessibility, circulation, and street conditions (analysis)
- Commercial & pedestrian activities (analysis)
- Concept development
- Midterm presentation (April 30, 2014)
- Development of proposals
- Community open house (June 6, 2014)



LITTLE SAIGON  
LARCH503\_PLACE MAKING

- 1. URBAN DESIGN | PATRICK PIRTLE | RAO FU | XINZHUO AN | FANGYUAN HONG
- 2. URBAN FORESTRY | GUANYI GAO | HAO LIANG | THANAKORN WONGPHADUNGHAM
- 3. JACKSON CORRIDOR | TIANSHI GUO | YING ZHOU | DANIEL JOST
- 4. RESIDUAL SITES | SCOTT BOETJER | IAN GARNIER | JOEL MILLER



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# Site Visits

## Site Tour



### *Landing on Site*

To start the design process, IDEA Space, a local non-profit provided a tour showcasing all of the communities assets and points of critical interest for design consideration. The tour provided each student with the foundation knowledge for beginning to formulate design ideas. Each site visited presented different challenges and relationships that were critical to combating gentrification in Little Saigon and the International District.





# Video Project

After the initial visit, student groups were each tasked with developing a 2-3 minute video that conveyed their experience and understanding of the community. There was a broad range of videos that were produced looking at the overall quality of the neighborhood as well as specific temporal quality. This project gives students a resource that they could continually refer back to throughout the design process.





# History and Culture

## Little Saigon, Seattle

### *A brief history of the neighborhood*

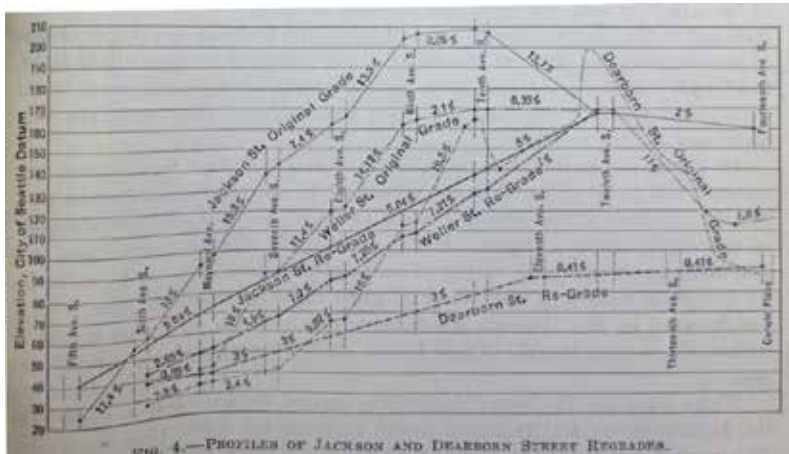
To ease drainage issues and spur development, the city regraded the S Jackson area in 1908, lowering parts of the ridge over 60 feet and raising the lowlands over 20 feet. Effectively, the city scraped off much of the land under today's little Saigon to fill much of today's Chinatown ID.



Looking uphill from King St Station Tower - 1907



Looking downhill at station - 1908



City engineering sections showing original and regraded slopes for Jackson, Weller, and Dearborn Streets.

### *Nihonmachi and WWII*



A half empty Bailey Gatzert classroom after the internment.

Before the outbreak of WWII, Seattle's Japantown stretched well east of today's boundary into what is now Little Saigon. However, after the forced removal of all persons of Japanese ancestry from the West Coast, many never returned to the area.

### *Jackson Street*

Between 1937 and 1951, Seattle and Jackson Street in particular hosted a vibrant jazz club scene. Ray Charles and Quincy Jones both began their careers playing the clubs up and down Jackson before the scene died out in the 1960's.



Local legend Floyd Standifer

### *Interstate 5 and Blight*



Construction of I-5, Seattle, 1967

By the 1960s, the Little Saigon area was a deserted light industrial area with little activity. The 1967 construction of I-5 split the area off from the Chinatown ID, further isolating it as an area of blight.

## Little Saigon Today



With the 1975 fall of Saigon, Seattle became home to a growing population of Vietnamese refugees. Originally settling in Chinatown, the community eventually began opening shops and restaurants on the other side of I-5, establishing the roots for today's Little Saigon. Although not many people live in Little Saigon, the area is now well-established as a center for the local Vietnamese community. In addition to the well-known shops, restaurants, and groceries, the area has also served religious needs, with a Buddhist Temple and Vietnamese Catholic Church located just outside the neighborhood. However, that may be changing, as the church recently relocated to a larger site in Tukwila.

### Census - Little Saigon and Chinatown ID

#### Little Saigon –

Census Tracts: 91

#### Residential Profile

|  | Little Saigon | Seattle  |
|--|---------------|----------|
| <b>Total population</b>                      | 1,952         | 563,374  |
| <b>Population 25 years+</b>                  | 79%           | 73%      |
| <b>Race</b>                                  |               |          |
| White alone                                  | 14%           | 70%      |
| African American alone                       | 21%           | 9%       |
| Asian alone                                  | 58%           | 14%      |
| Two or more Races                            | 5%            | 5%       |
| <b>Education for population 25 years + *</b> |               |          |
| High school graduate or higher               | 59%           | 89%      |
| Bachelor's degree or higher                  | 10%           | 47%      |
| <b>Total Number of Households</b>            | 885           | 270,524  |
| <b>Average Household size (people)</b>       | 1.7           | 2.08     |
| <b>Homes occupied by</b>                     |               |          |
| Renters                                      | 94%           | 52%      |
| Owners                                       | 6%            | 48%      |
| <b>Median Household income *</b>             | \$13,016      | \$45,736 |
| <b>Portion of population in Workforce</b>    | 43%           | 70%      |

#### Business Demographics

##### 2003 Tracked Employment Categories^

|                        | Little Saigon | Seattle |
|------------------------|---------------|---------|
| <b>Total Employees</b> | 3,414         | 467,571 |
| Construction/Resources | 0%            | 4%      |
| FIRES                  | 6%            | 9%      |
| Manufacturing          | 0%            | 6%      |
| Retail                 | 10%           | 8%      |
| Services               | 74%           | 46%     |
| WTU                    | 4%            | 8%      |
| Education              | 10%           | 8%      |
| Government             | 3%            | 11%     |

#### Neighborhood Contact Information

Please contact Vietnamese American Economic Development Association (VAEDA) by phone at 206-568-7771 or via email at [info@vaeda.org](mailto:info@vaeda.org).

\*Numbers only provided on the US Census Block Group Level

^Numbers are reported only on the US Census Tract Level

Source: Office of Economic Development, June 2006.

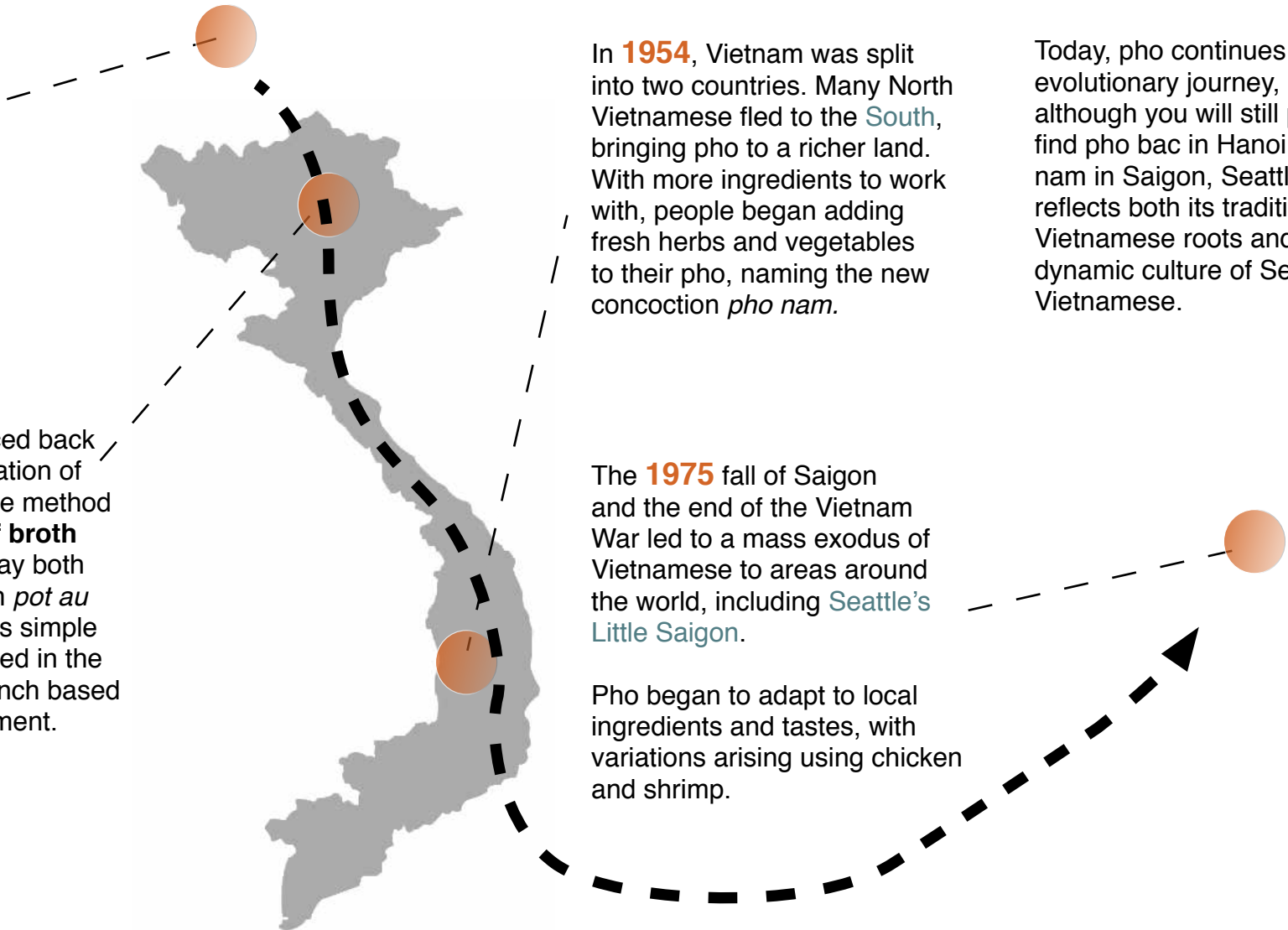
Information used in this profile was gathered through the US Census Bureau and the Puget Sound Regional Council.

# Pho: follow a food and its people

*Little Saigon's many pho houses attract diners from all over the city. The dish itself reflects the cultural richness of Seattle's Vietnamese community.*

**Rice noodles** were most likely borrowed from the **Chinese**, who occupied Vietnam until **938 C.E.** and remained heavy cultural influence as their most powerful

Pho itself can be traced back to the **French** occupation of Vietnam in **1887**. The method of preparing the **beef broth** and the name pho may both arise from the French *pot au feu*, or beef stew. This simple dish, *pho bac* remained in the **North**, where the French based their colonial government.



In **1954**, Vietnam was split into two countries. Many North Vietnamese fled to the **South**, bringing pho to a richer land. With more ingredients to work with, people began adding fresh herbs and vegetables to their pho, naming the new concoction *pho nam*.

Today, pho continues its evolutionary journey, and although you will still primarily find pho bac in Hanoi and pho nam in Saigon, Seattle's pho reflects both its traditional Vietnamese roots and the dynamic culture of Seattle's Vietnamese.

The **1975** fall of Saigon and the end of the Vietnam War led to a mass exodus of Vietnamese to areas around the world, including **Seattle's Little Saigon**.

Pho began to adapt to local ingredients and tastes, with variations arising using chicken and shrimp.

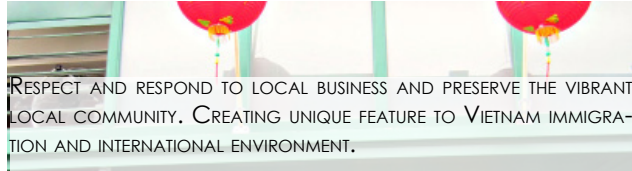
# Design Guidelines

## PUBLIC PLANNING & MASSING

# A

### RESPOND TO THE PHYSICAL ENVIRONMENT.

DEVELOP AN ARCHITECTURAL CONCEPT AND COMPOSE THE BUILDING'S MASSING IN RESPONSE TO GEOGRAPHIC CONDITIONS AND PATTERNS OF URBAN FORM FOUND NEARBY OR BEYOND THE IMMEDIATE CONTEXT OF THE BUILDING SITE.



### ENHANCE THE SKYLINE.

DESIGN THE UPPER PORTION OF THE BUILDING TO PROMOTE VISUAL INTEREST AND VARIETY IN THE DOWNTOWN SKYLINE. RESPECT EXISTING LANDMARKS WHILE RESPONDING TO THE SKYLINE'S PRESENT AND PLANNED PROFILE.

## PUBLIC AMENITIES

# B

### PROVIDE INVITING & USABLE OPEN SPACE



### PROVIDE ELEMENTS THAT DEFINE THE PLACE AND APPROPRIATE SIGNAGE



### PROVIDE ADEQUATE LIGHTING/ DESIGN FOR PERSONAL SAFETY & SECURITY

## ARCHITECTURAL EXPRESSION

# C

### RESPOND TO THE NEIGHBORHOOD CONTEXT

A SURROUNDING DISTRICT OF DISTINCT AND NOTEWORTHY CHARACTER  
----THE INTERNATIONAL DISTRICT

SEATTLE DOWNTOWN--OPPORTUNITY TO EXPAND BUSINESS.

DIVERSITY IN NEIGHBORHOOD--IMMIGRANTS FROM EAST ASIA, CHINA, JAPAN, PHILIPPINE, MANILA....

PRESERVE THE VIBRANT COMMUNITY AND BUSINESS.

ATTRACT MORE RESIDENTS AND KEEP THE DIVERSITY.

### REINFORCE THE POSITIVE URBAN FORM & ARCHITECTURAL ATTRIBUTES OF THE IMMEDIATE AREA.

IN GENERAL, ORIENT THE BUILDING ENTRIES AND OPEN SPACE TOWARD STREET INTERSECTIONS AND TOWARD STREET FRONTS WITH THE HIGHEST PEDESTRIAN ACTIVITY. LOCATE PARKING AND VEHICLE ACCESS AWAY FROM ENTRIES, OPEN SPACE, AND STREET INTERSECTIONS.

### DESIGN A WELL-PROPORTIONED & UNIFIED BUILDING.

BUILDINGS THAT EXHIBIT FORM AND FEATURES IDENTIFYING THE FUNCTION WITHIN THE BUILDING HELP TO ORIENT PEOPLE TO THEIR SURROUNDING ENVIRONMENT ENHANCING THEIR COMFORT AND SENSE OF SECURITY.

## THE STREETScape

# D

### PROMOTE PEDESTRIAN INTERACTION



SPACES FOR STREET LEVEL USES SHOULD BE DESIGNED TO ENGAGE PEDESTRIANS WITH THE ACTIVITIES OCCURRING WITHIN THEM. SIDEWALK-RELATED SPACES SHOULD APPEAR SAFE, WELCOMING, AND OPEN TO THE GENERAL PUBLIC.

### DESIGN FACADES OF MANY SCALES AND PROVIDE ACTIVE -NOT BLANK-FACADES.



DESIGN FOR USES THAT ARE ACCESSIBLE TO THE GENERAL PUBLIC, OPEN DURING ESTABLISHED SHOPPING HOURS, GENERATE WALK-IN PEDESTRIAN CLIENTELE, AND CONTRIBUTE TO A HIGH LEVEL OF PEDESTRIAN ACTIVITY.

### INTEGRATE PARKING FACILITIES

MINIMIZE THE VISUAL IMPACT OF PARKING BY INTEGRATING PARKING FACILITIES WITH SURROUNDING DEVELOPMENT. INCORPORATE ARCHITECTURAL TREATMENTS OR SUITABLE LANDSCAPING TO PROVIDE FOR THE SAFETY AND COMFORT OF PEOPLE USING THE FACILITY AS WELL AS THOSE WALKING BY.

INCORPORATE LANDSCAPING TO MAKE THE SCREEN MORE EFFECTIVE.

USE VEGETATION AS SOFT LANDSCAPE BUFFERING TO DESIGN PARKING FACILITIES.

PLAN MORE SUSTAINABLE INFRASTRUCTURE TO MAKE PARKING LOT MORE FUNCTIONAL AND WALKING FRIENDLY.

### DEVELOP THE ALLEY FACADE & REINFORCE BUILDING ENTRIES



CANTON ALLEY

## VEHICULAR ACCESS & PARKING

# E

### MINIMIZE THE PRESENCE OF SERVICE AREAS



LOCATE SERVICE AREAS FOR TRASH DUMPSTERS, LOADING DOCKS, MECHANICAL EQUIPMENT, AND THE LIKE AWAY FROM THE STREET FRONT WHERE POSSIBLE. SCREEN FROM VIEW THOSE ELEMENTS WHICH FOR PROGRAMMATIC REASONS CANNOT BE LOCATED AWAY FROM THE STREET FRONT.

### MINIMIZE CURB CUT IMPACTS

PEOPLE PRIORITY---WHERE STREET ACCESS IS DEEMED APPROPRIATE, ONE OR MORE OF THE FOLLOWING DESIGN APPROACHES SHOULD BE CONSIDERED FOR THE SAFETY AND COMFORT OF PEDESTRIANS.



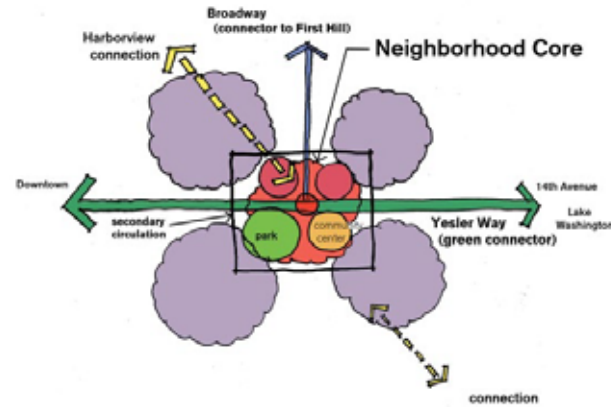
12TH AVE & JACKSON ST.

# Surrounding Context

## Yelser Terrace Development



NEIGHBORHOOD CONCEPT DIAGRAM



URBAN DESIGN CONCEPT DIAGRAM



STREET CHARACTER DIAGRAM



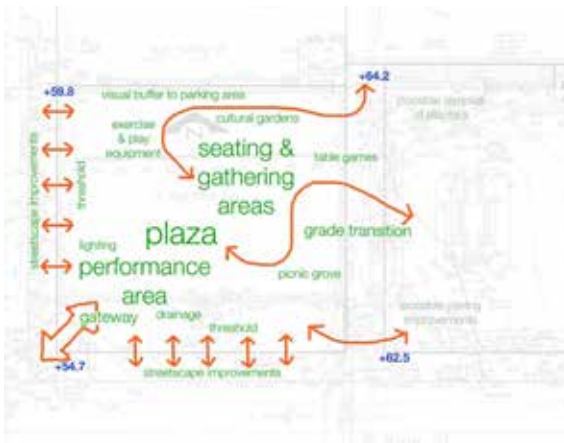
BROADWAY AND YESLER WAY INTERSECTION



ILLUSTRATIVE SITE PLAN



# Hing Hay Park expansion



VIEW 1



VIEW 2



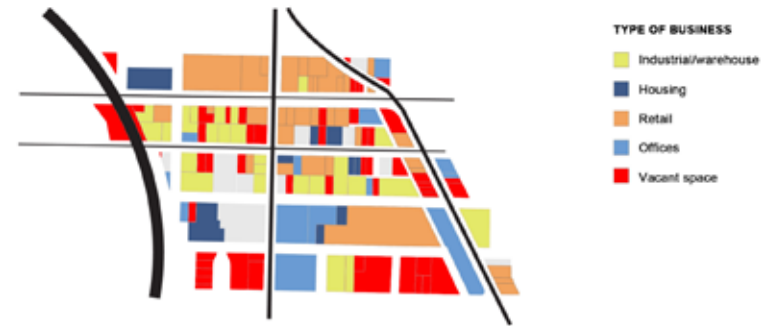
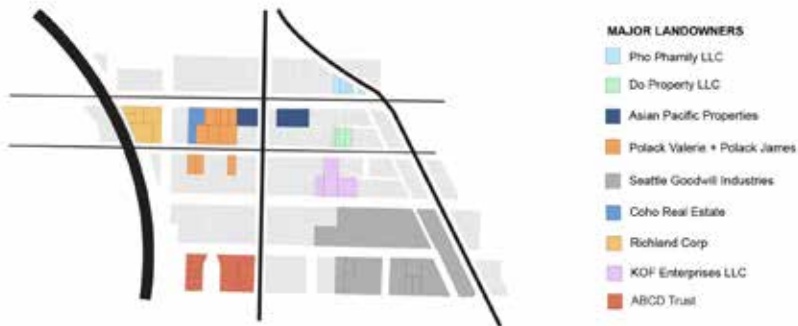
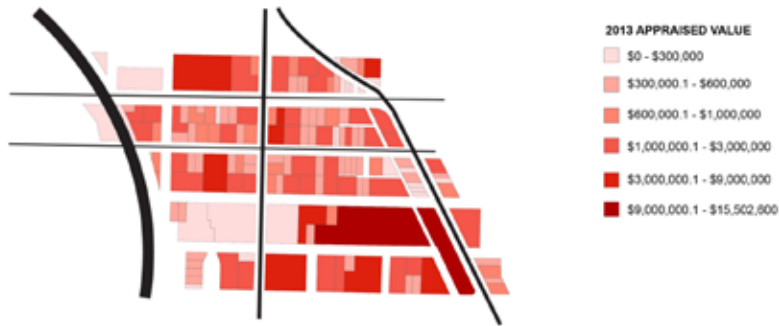
VIEW 3



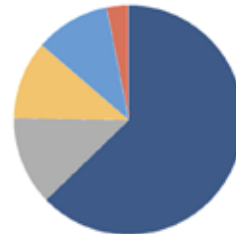
Source: Turenscape & SvR Design

# Business

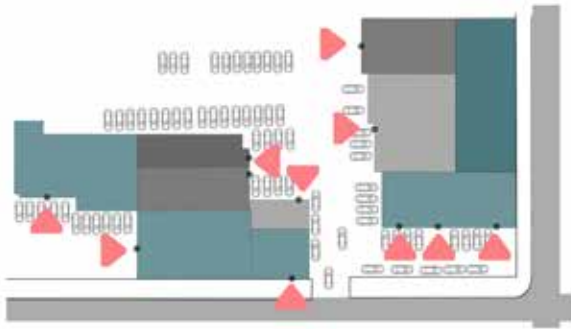
## Ownership & Challenges



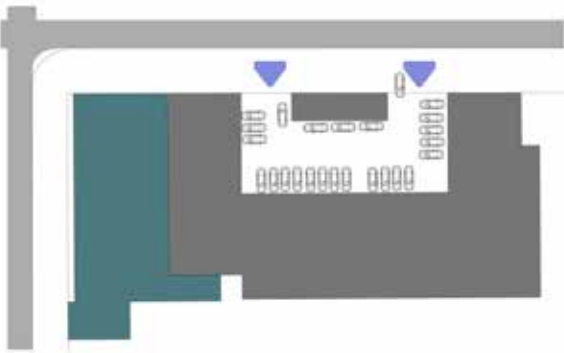
### JACKSON ST



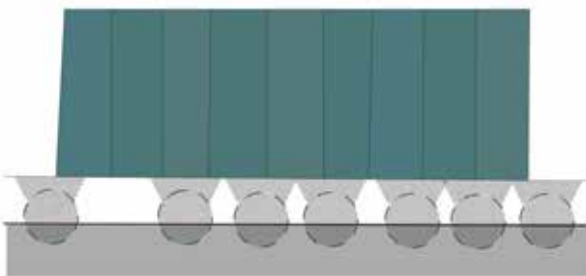




**INEFFECTIVE ACCESSIBILITY FOR BUSINESS**



**PARKING LOT BARRIER**



**VIEW BLOCK OF BUSINESS**

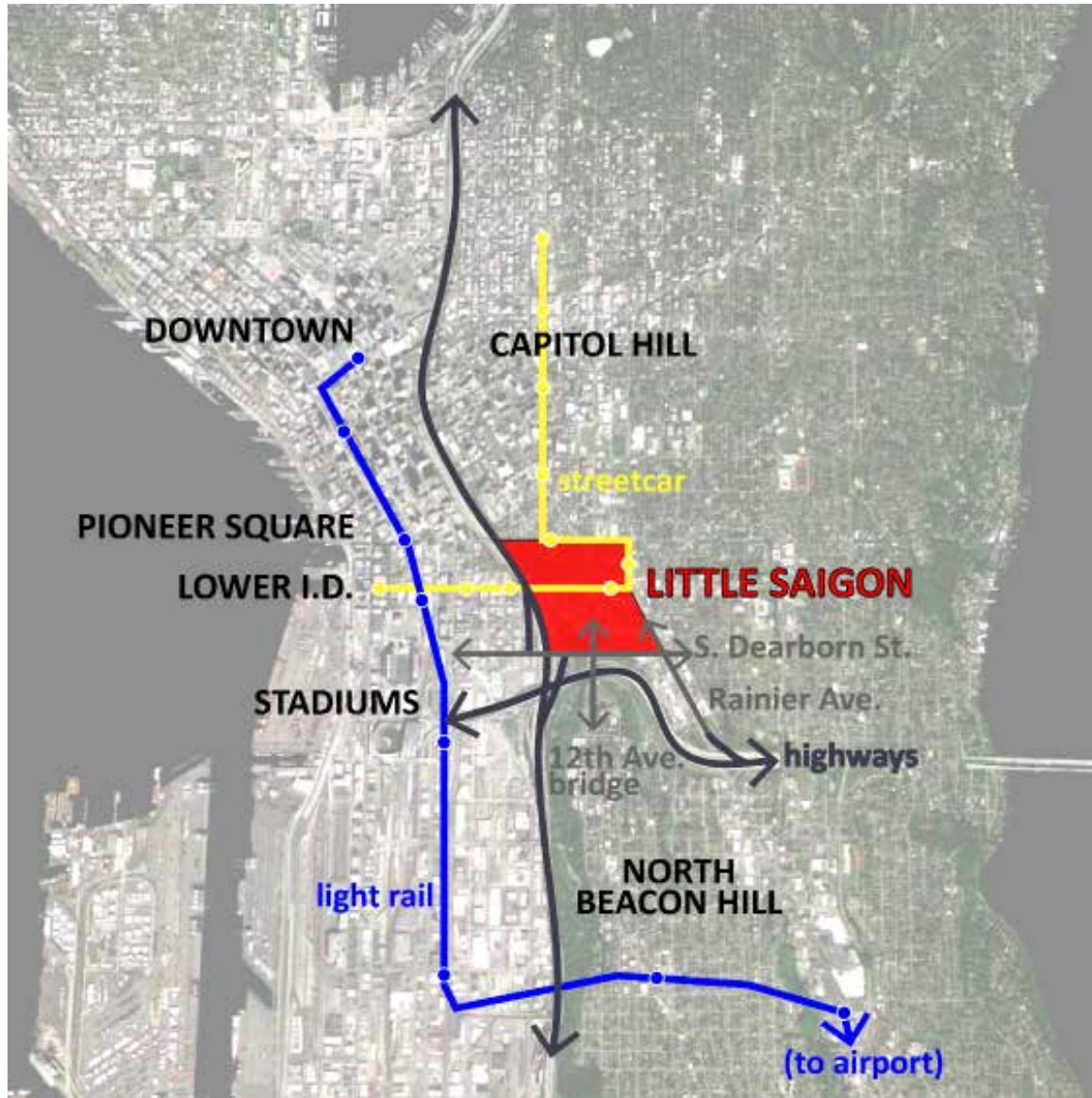


**POTENTIAL INFLUENCE OF BUSINESS IN THE FUTURE**



# Transportation

## Regional Networks



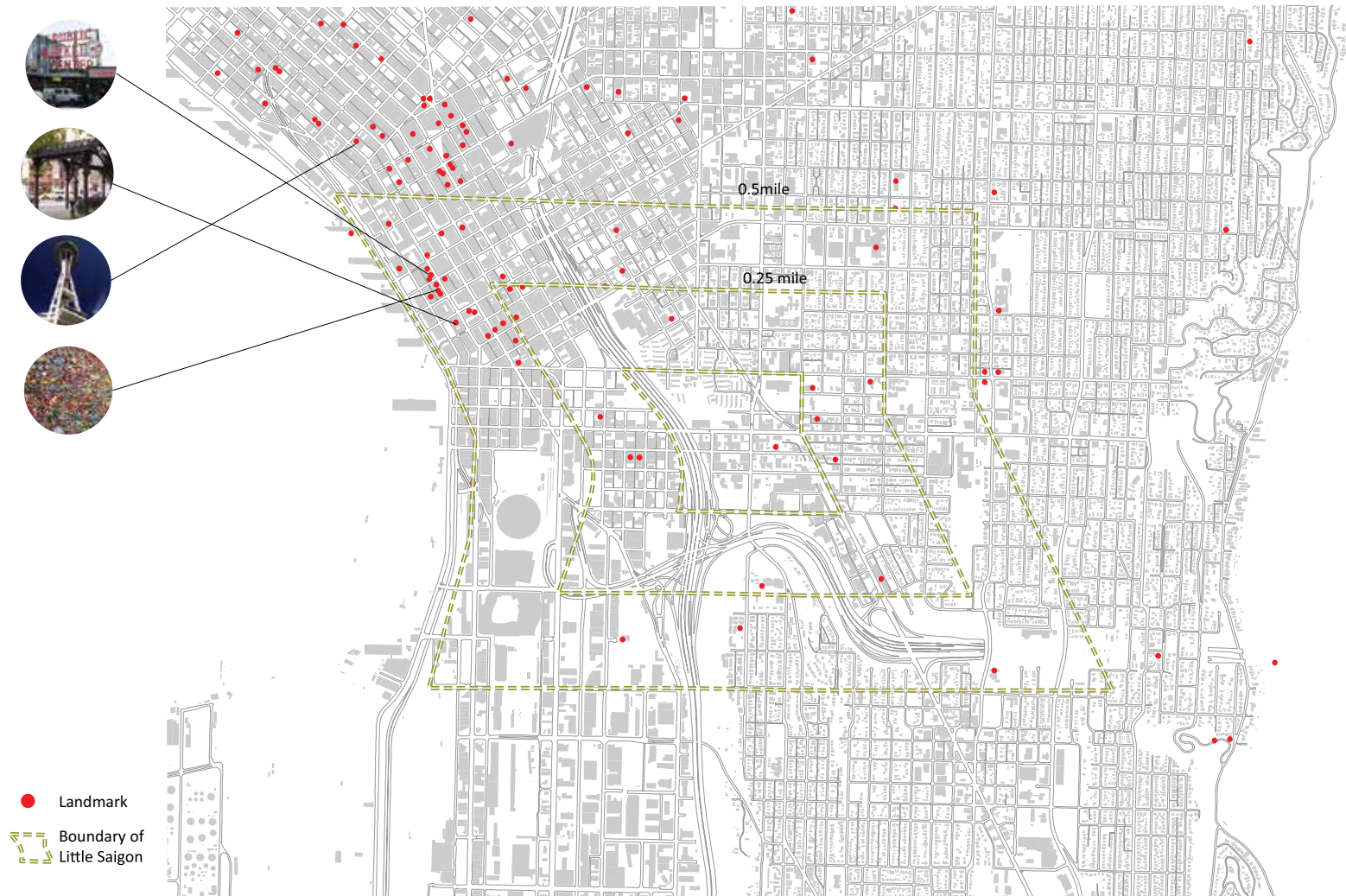
Little Saigon is ideally situated for access by both public and private transportation. The western edge lies along the Interstate 5 corridor and has offramps both north and south to S. Dearborn Street. In addition, I-90 westbound exits to Rainier Ave. Sound Transit's light rail runs through the lower international district (Chinatown) and the new First Hill Streetcar runs directly through Little Saigon on S. Jackson St. It is scheduled to open in late summer 2014 and will operate on 10-15 minute intervals. Learn more at:

- [http://www.seattlestreetcar.org/fh\\_faq.htm](http://www.seattlestreetcar.org/fh_faq.htm)

There are multiple changes proposed to the bus schedules through Little Saigon:

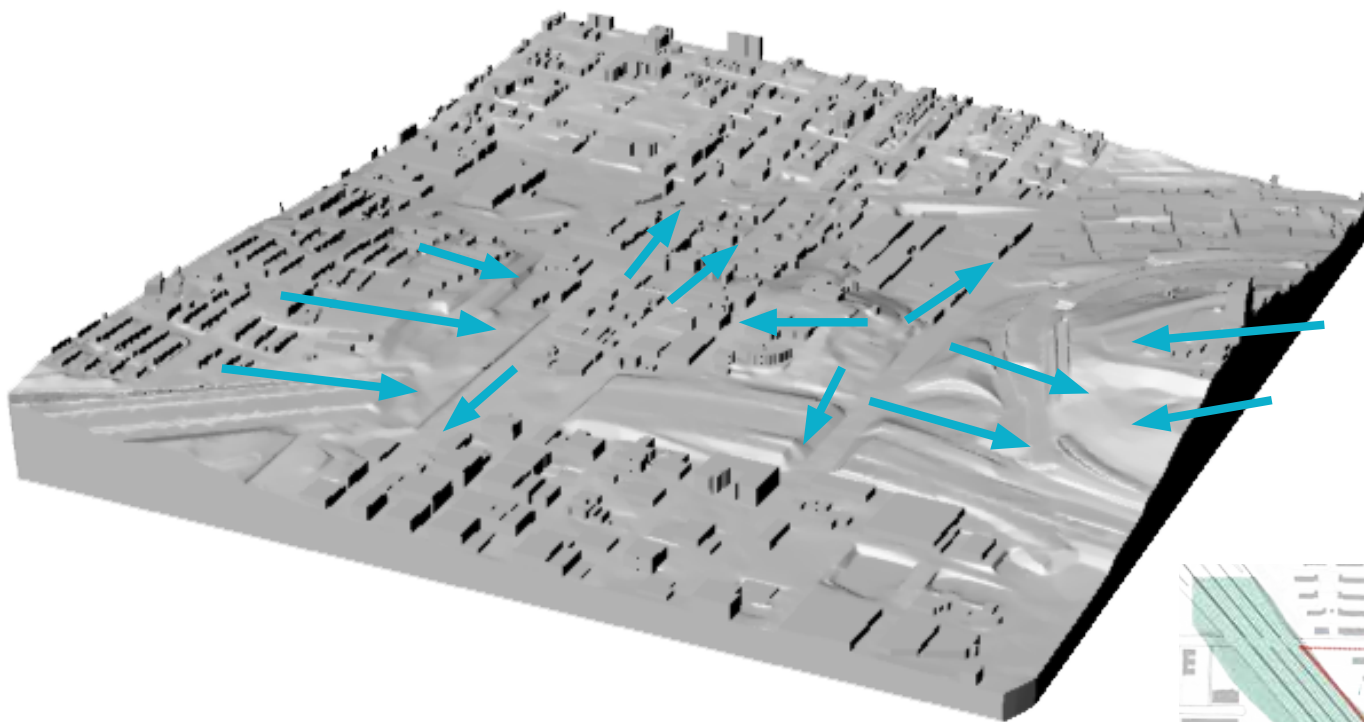
- Route 7, 9X, and 14 will see schedule changes.
- Route 7X will be cut.
- Refer to this link for details: <http://metro.kingcounty.gov/am/future/proposed-changes.html>

Through the regional transportation networks, the neighborhood is in close proximity to many regional landmarks. These include popular cultural, historic, and tourist destinations. In fact, the NVC (Nikkei Veteran Committee) Memorial is located in Little Saigon.



# Stormwater

## Direction of Flow



Direction of Water Flow →  
Manufactured Drainage Basin

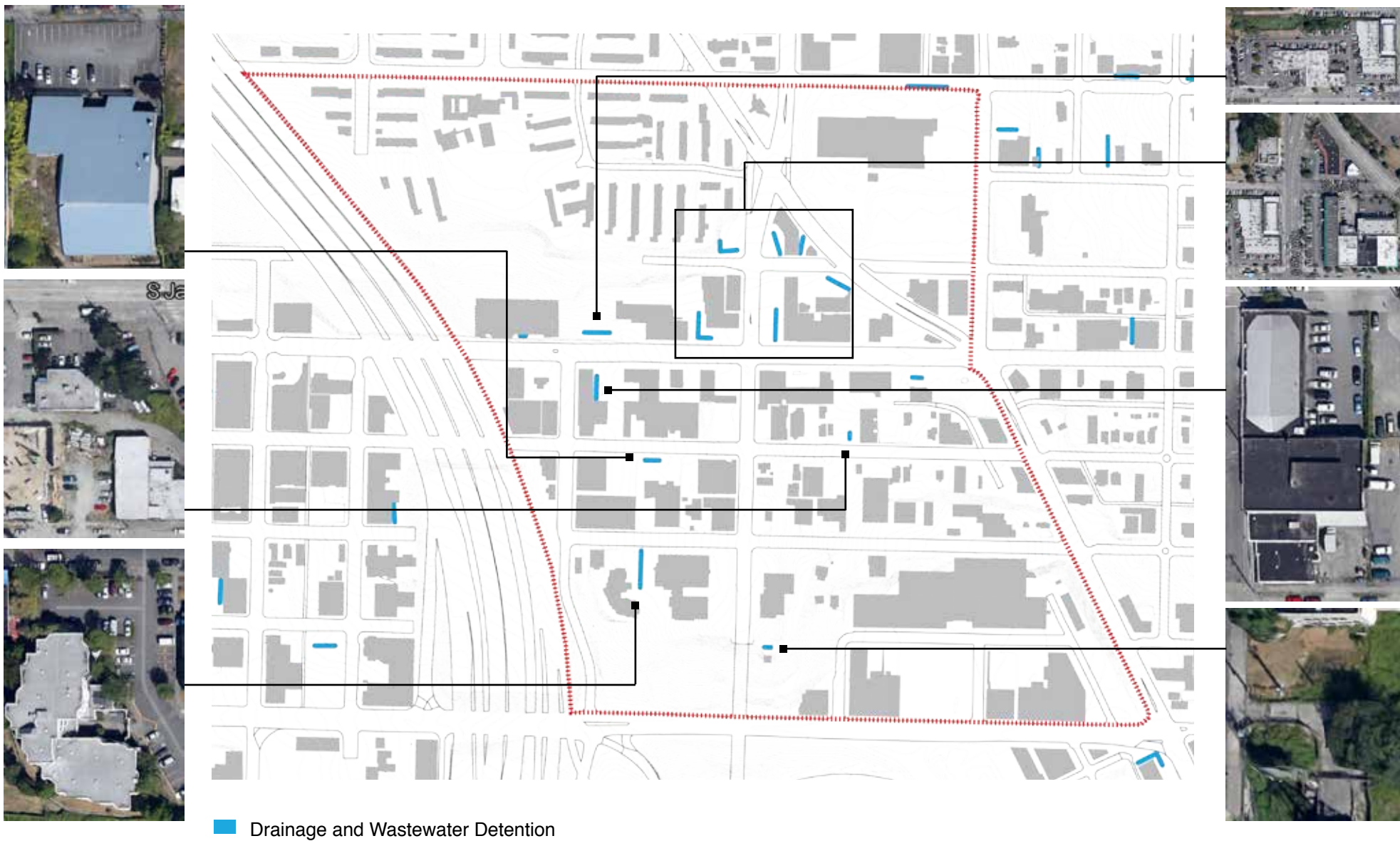
# Drainage and Wastewater Infrastructures



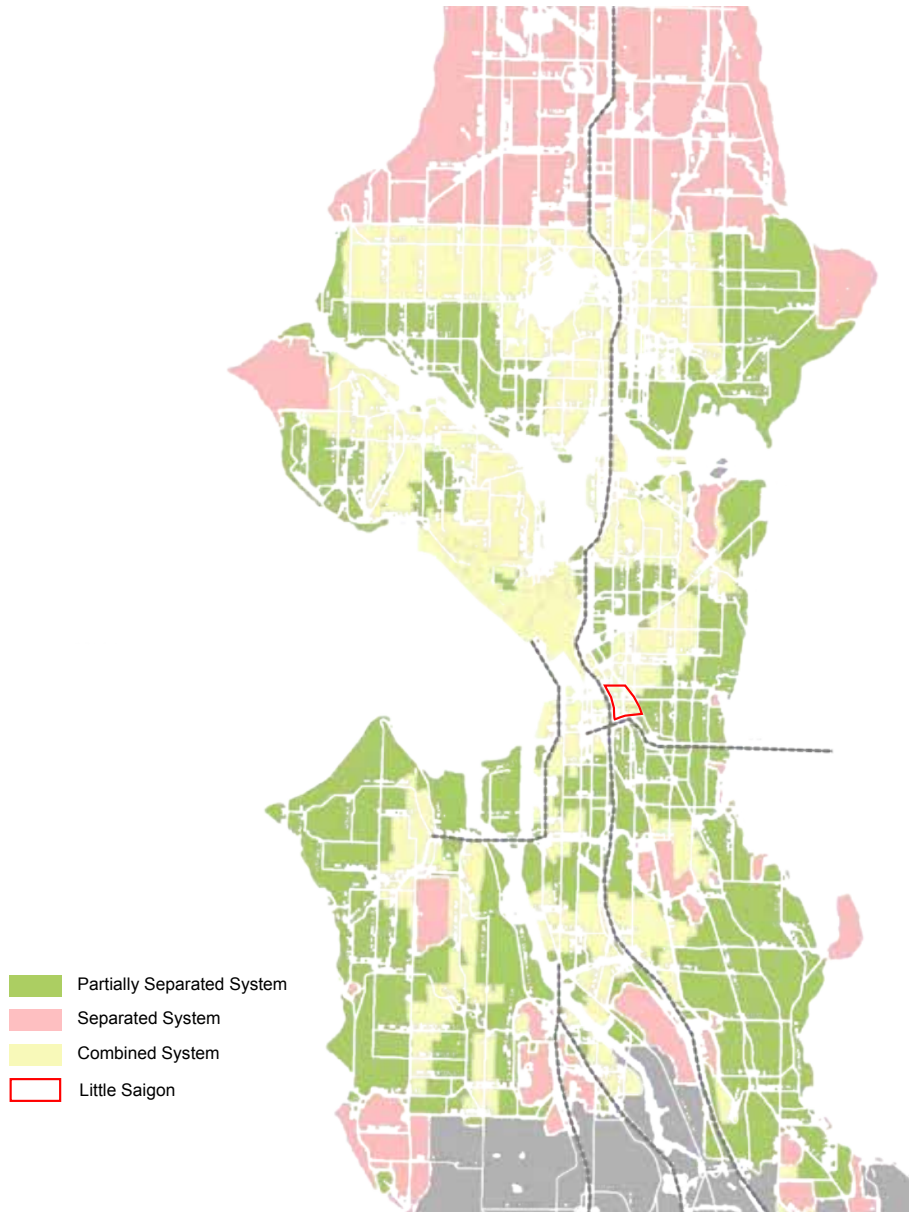
■ Drainage and wastewater structures



# Drainage and Wastewater Detention



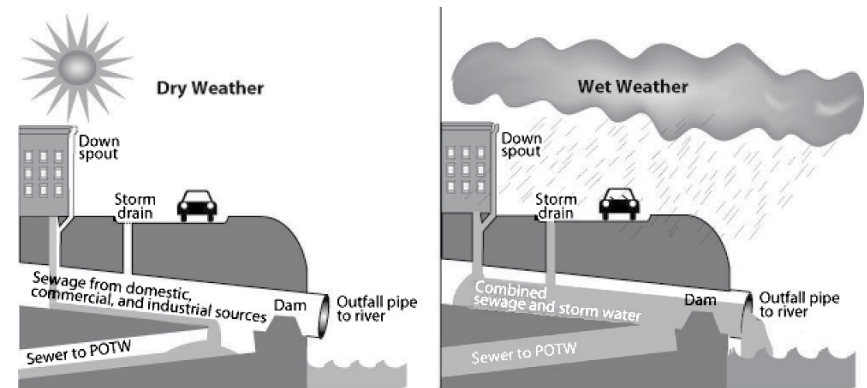
# Stormwater and Drainage



According to Seattle Drainage System Map, Little Saigon has combined system, which collects sanitary sewage and stormwater runoff in a single pipe system.



Sewer and Drainage Pipe



EPA Combined Sewer Overflow Diagram

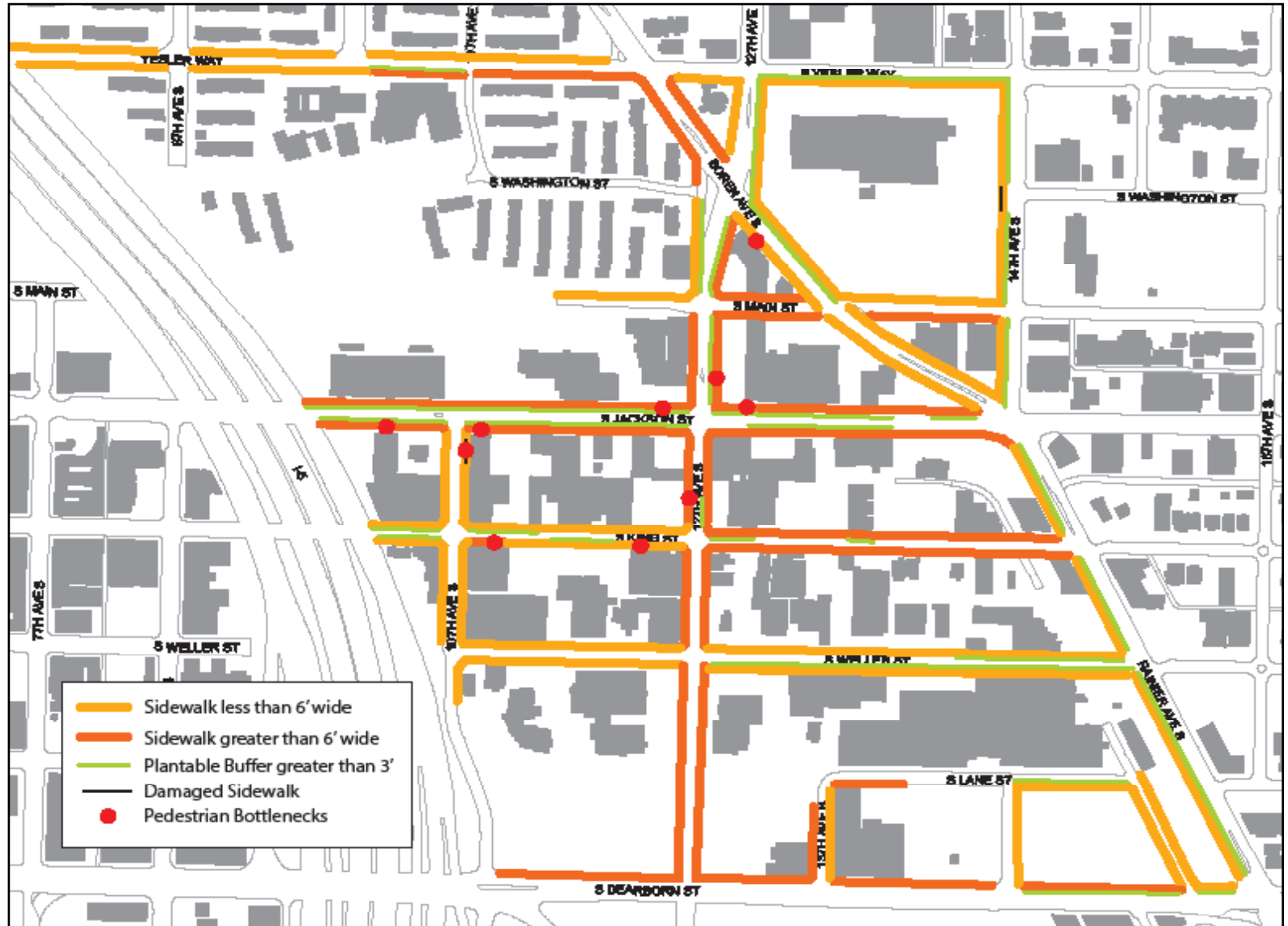
Disadvantages:

- (a) During ordinary heavy storms, the combined sewers may overflow and it may thus put public health in danger.
- (b) The load on treatment plant increases.
- (c) The storm water is unnecessary polluted

# Streetscape Amenities

## Sidewalks and Planting Buffers

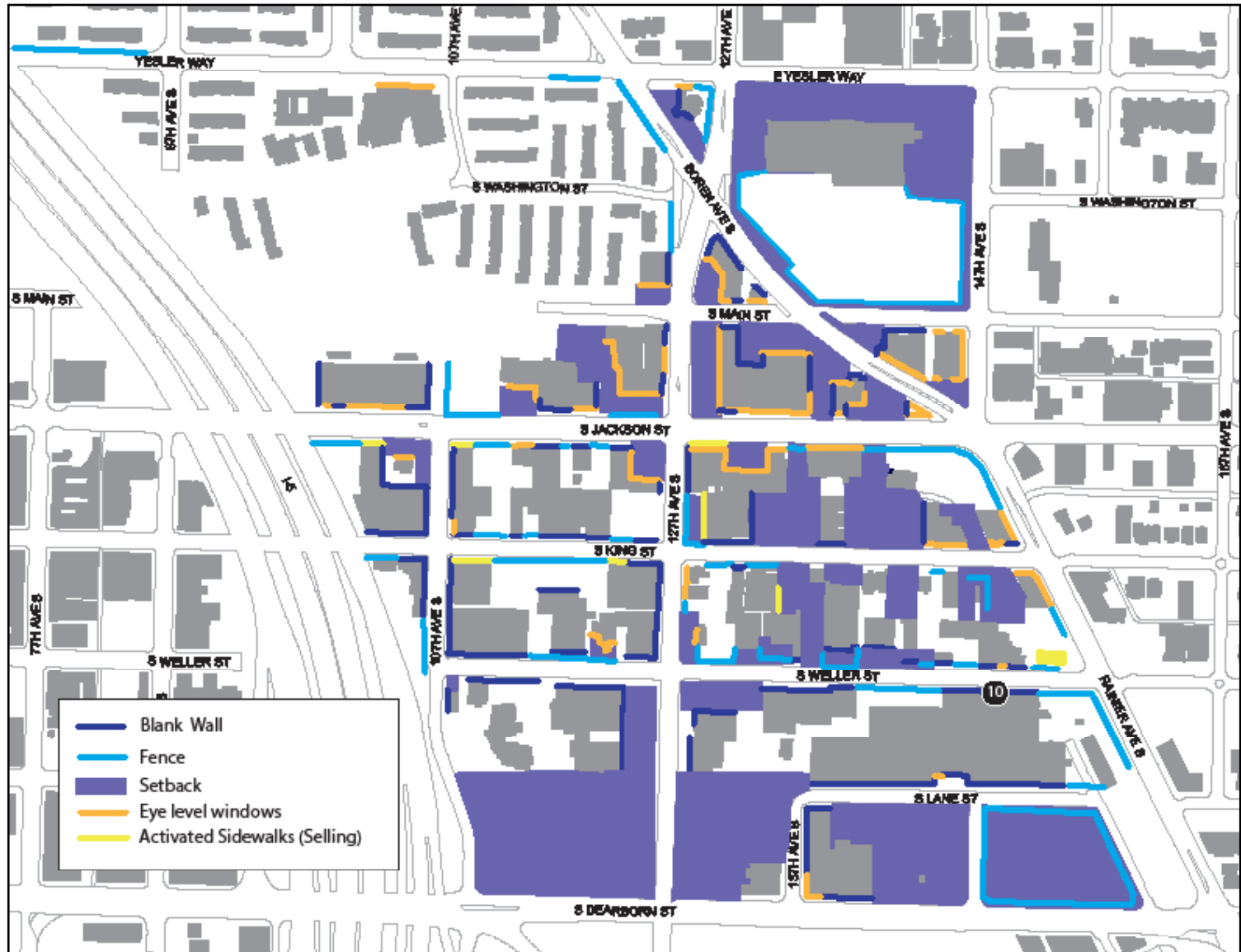
Little Saigon has many sidewalks without any sort of planted buffers providing a comfortable separation between pedestrians and the road.



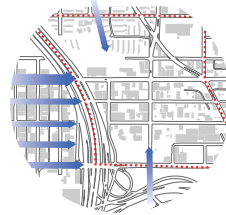


# Streetscape Energy Features

While on-street vending and eye-level windows help energize the streetscape in some places, the experience of walking through Little Saigon is negatively affected by fences, wide setbacks (typically parking lots), and the many blank walls (which become canvases for graffiti and are oppressive otherwise). These features reduce energy from the street.

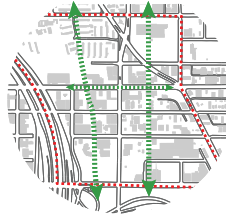


# 1. Urban Design



## FULFILL THE NEED OF VARIOUS VISITORS

- Shoppers from Downtown
- People from the Stadium during the sports season
- Residents from Capital Hill, Bellevue and any other neighborhoods
- Connect the characters of Little Saigon with landmarks in Downtown



## EMPHASIZE THE CORRIDOR FROM NORTH TO SOUTH

- To use the linear green spaces to improve the gateways
- Work better for community members to use any facilities in the neighborhood
- Break the overwhelming parcels
- Increase the strip streets from the north to south

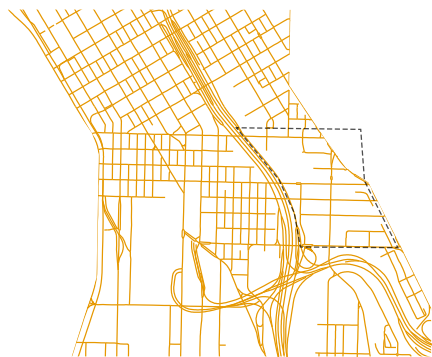


## CREATE CENTERED COMMERCIAL DISTRICT

- To start with the intersection of Jackson street and 12th ave
- Expand the business along with King street to Dearborn street
- Make the community more diversely and actively used

## CURRENT SITE CHALLENGES DIAGNOSE

### PROBLEM 1 BLOCK DISCONNECTION



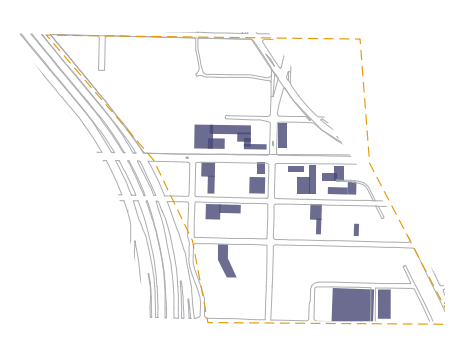
### PROBLEM 2 URBAN DESERT



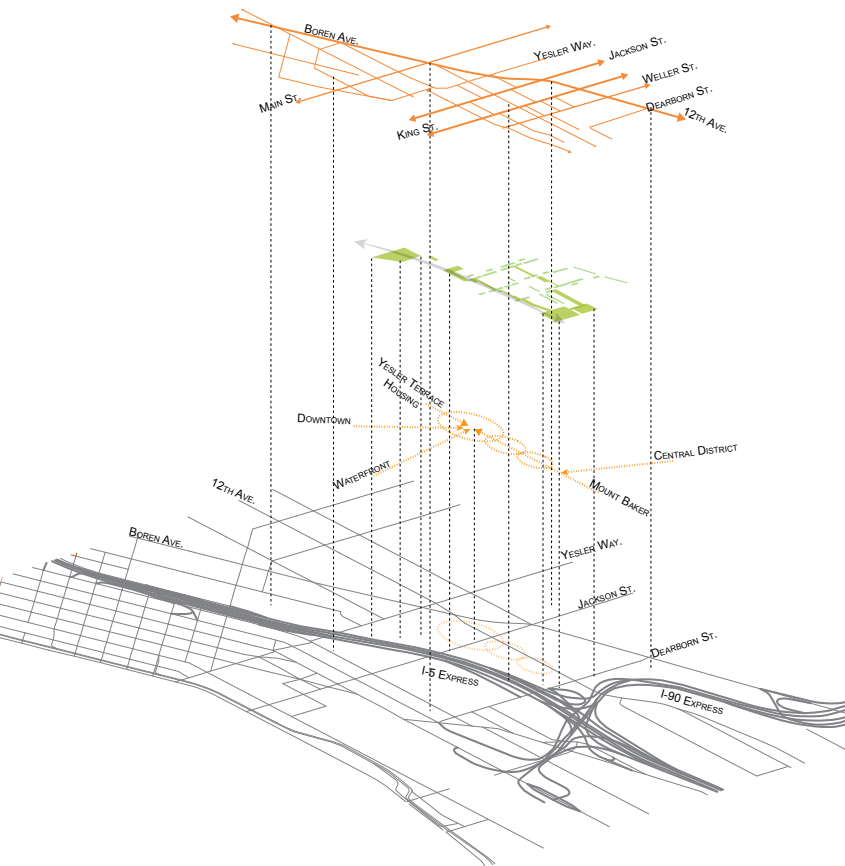
### PROBLEM 3 FRAGMENT SPACE



### PROBLEM 4 VACANT SPACE



## CONCEPT FRAMEWORK



## TRANSIT ORIENTED DEVELOPMENT (TOD) STRATEGY

### MOBILITY

- PEDESTRIAN PRIORITY
- MINOR CIRCULATION
- STREET CAR
- BIKE TRACK

*Provide convenient, direct, and public pedestrian access to transit through TOD strategies. Create continuity with local streets, and locate retail and other pedestrian-friendly uses to encourage pedestrian flow to nearby commercial districts and main street.*

### URBAN ECOLOGY

- GREEN CORRIDOR
- NORTH-SOUTH CONNECTION
- GREEN STREET PLAN
- STREET TREE NETWORK
- PUBLIC PARK & GREEN SPACE

*Create new public space, including lively streets, square, corridor, and parks, that enhance nearby commercial district. Take advantage of the increased pedestrian activity generated by both transit and TOD. Related the new space to public uses that may also cluster at TOD locations.*

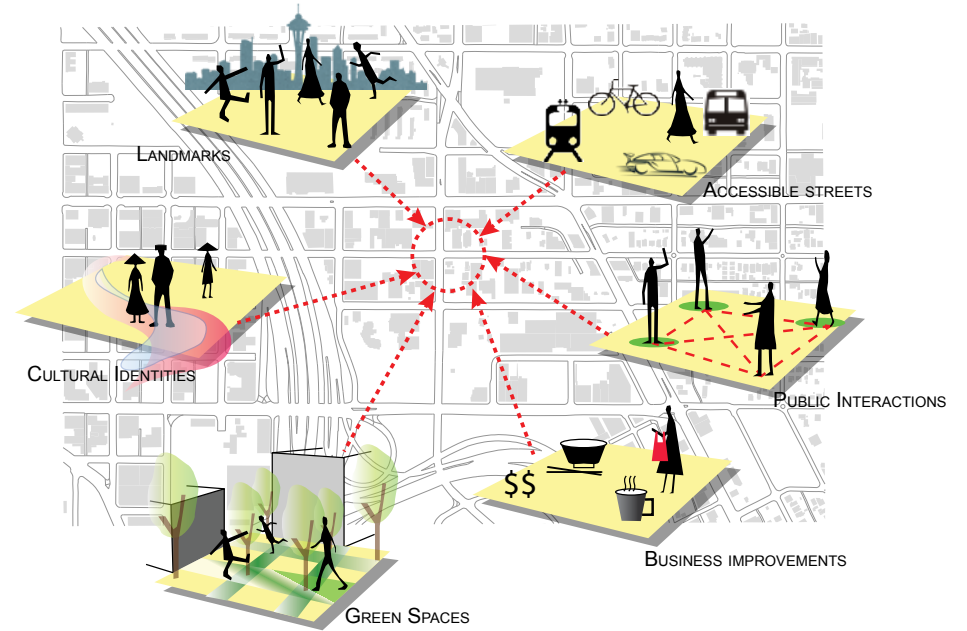
### COMMERCIAL OPPORTUNITY

- CONNECT WITH SURROUNDING COMMERCIAL CENTER
- LOCAL BUSINESS CENTER
- COMMERCIAL PEDESTRIAN STREET
- PUBLIC TRANSIT ACCESS

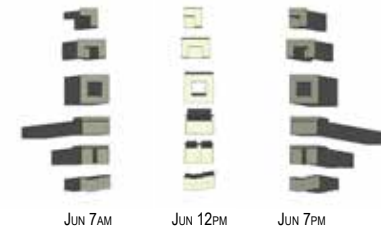
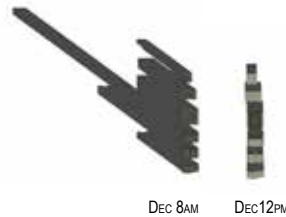
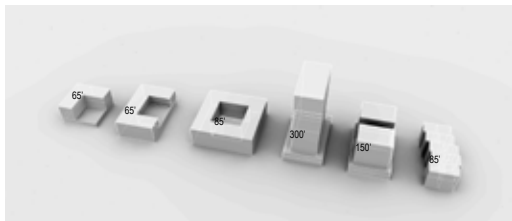
*Transit-oriented development provides affordable access to jobs for people without automobiles or with fewer automobiles per household, attract employers to locate around station area, and broader the overall tax base.*

# Site Potential & Programing

Transit oriented development often has complex programs to support the surrounding communities. Along with the complexity of programs, there is higher density and mixed-use environment. To create such dynamic, enlivened sidewalks and public spaces with as much retail as the market will support, the plan provides tax revenue-generating and job-producing commercial development, as well as opportunities for residential development to be located adjacent to or above such use. Such programing can reinforce the vitality of the Little Saigon community along the Jackson Street, where main public transportation is located. Pedestrian priority in Little Saigon district can be strengthened by optimizing circulation. According to the current municipal land use code, mix-use land use allows for increase in the density of housing and commercial development.



## Potential Building forms + shadow study



CURRENT BUILDING DENSITY

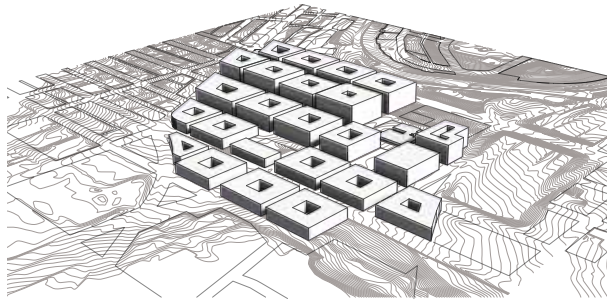
PROPOSED BUILDING DENSITY

PROPOSED BUILDING DENSITY

PROPOSED BUILDING DENSITY

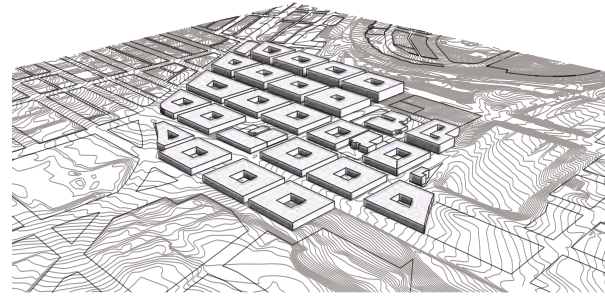
# Neighborhood Scale

Maximum Build-up model

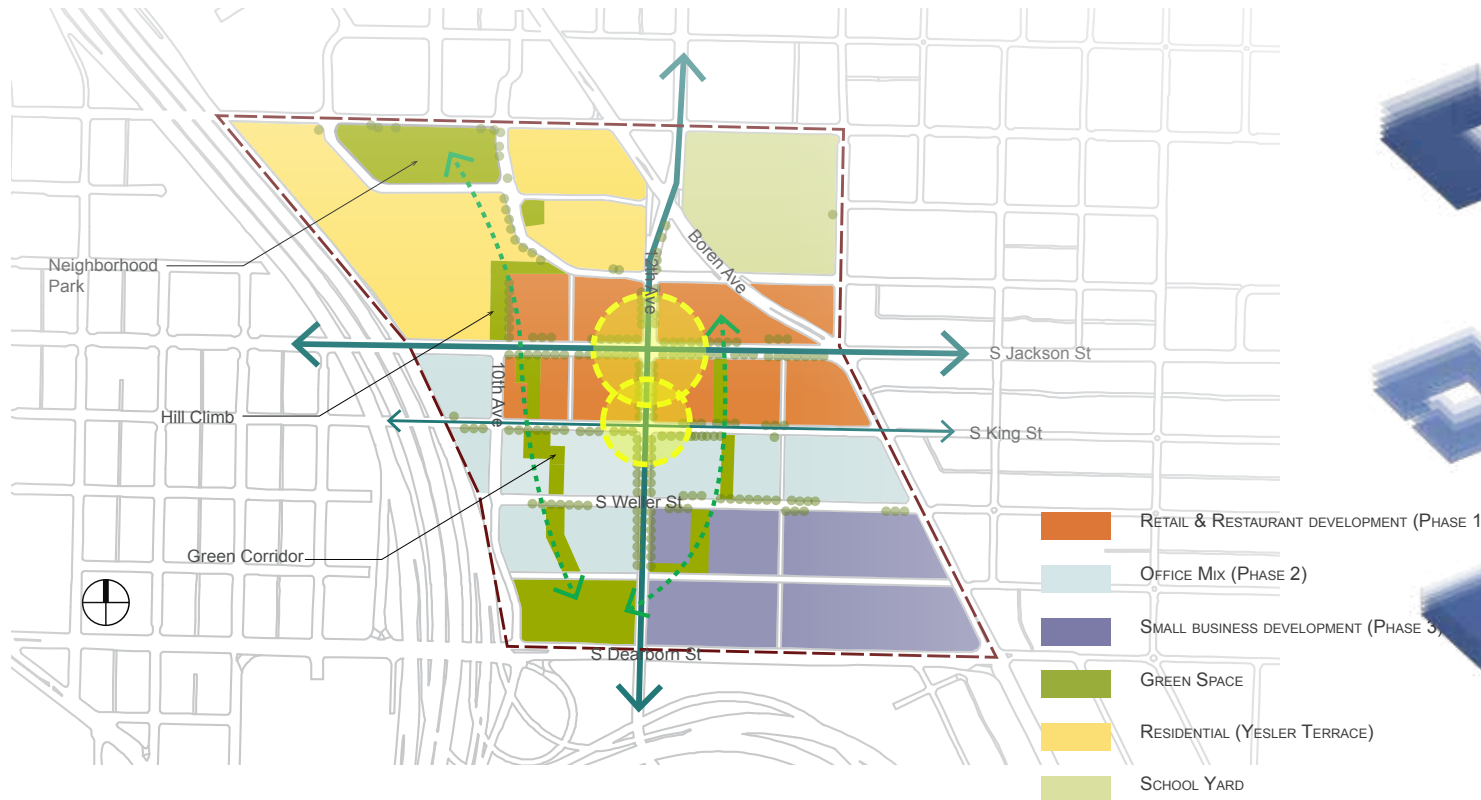


Downtown mix residential/commercial FAR=4  
 Downtown mix residential/residential FAR=2  
 Downtown mix commercial FAR=7

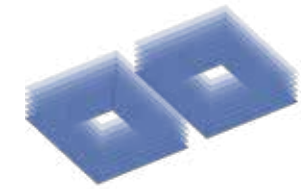
Minimum Build-up model



Downtown mix residential/commercial FAR=1  
 Downtown mix residential/residential FAR=1  
 Downtown mix commercial FAR=2



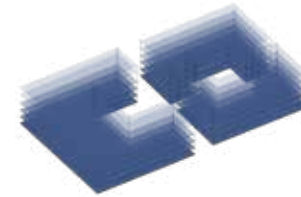
# Building typology



Commercial use on street level. Residential on upper floors. Retail corridor for outdoor sitting.



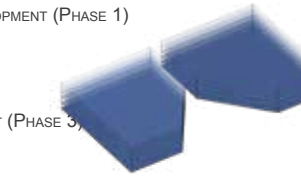
Commercial use mix with residential. Green corridor connects with streets.



High rise building for multi-family residential. Residential corridor expand inner courtyard.



Mid rise building for multi-family residential. Mix apartment units for different home owners.



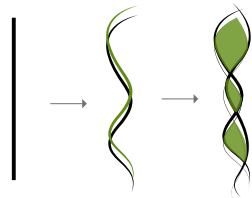
Serving mainly commercial center. Mix use with residential/commercial. Small retail/restaurant on street level, residential on upper floor.

# Scenario 1: Pedestrian Rhythm

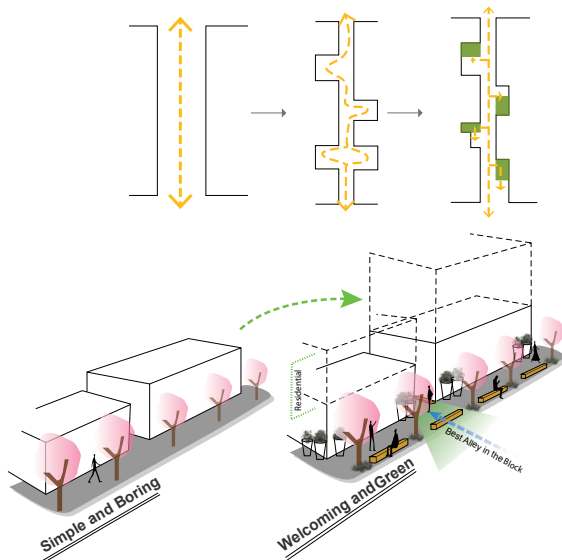
In this scenario, open space ratio and density is maximized. Green Corridor space is added between buildings, serving as pedestrian connection and public social space. Different size and orientation of open space provides change of rhythm along walking experience. In order to offset the public open space easement from the owner's parcel, the building height increase to make up for the loss of space. Another primary characteristic is the increased level of density as a compared to conventional development. Building to a higher density

lets the residential take advantage of reduced auto dependency, make efficient use of public transportation, support pedestrian-friendly shops. With this scenario, residential live in the balance between the concrete city and the green open space. Courtyard connected residential provides public and private social space for the community. Also, the open space could be reserved for community activities and Vietnam trade fair to stimulate the local business.

## Green space rhythm



## Diversify the corridor

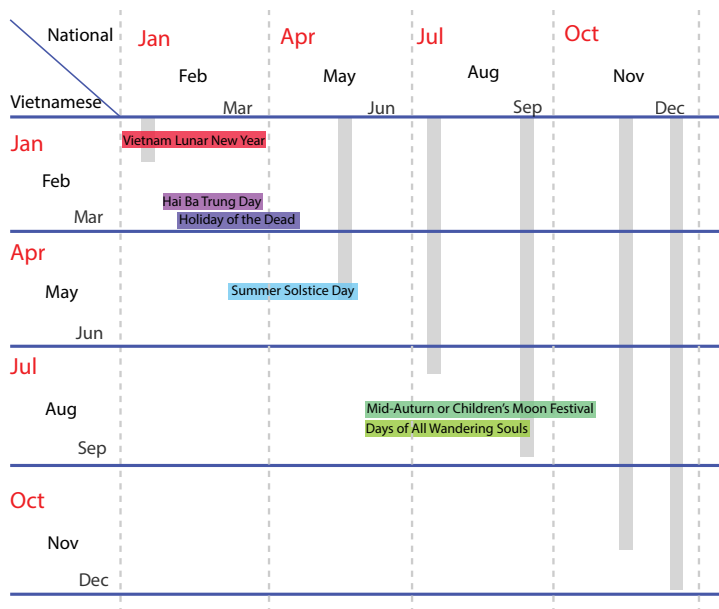


Adapting traditional Vietnamese festivals into local events may provide a chance for attracting more visitors and improving the local business.

Utilizing cultural icons into the street design and decoration within the community may strengthen the cultural identity of the Little Saigon.

Utilizing different colors and textures to make the alley and streets more welcoming and popular so that more visitors would visit the district during the festivals.

## Vietnam festival calendar for potential Vietnam cultural activities



### Cultural trade fair

Transform the current vacant space in front of Asian resource center to a community park. Hold festival celebration and trade fair according to their local traditional festival calendar.



### Memorial Wall park at King Street

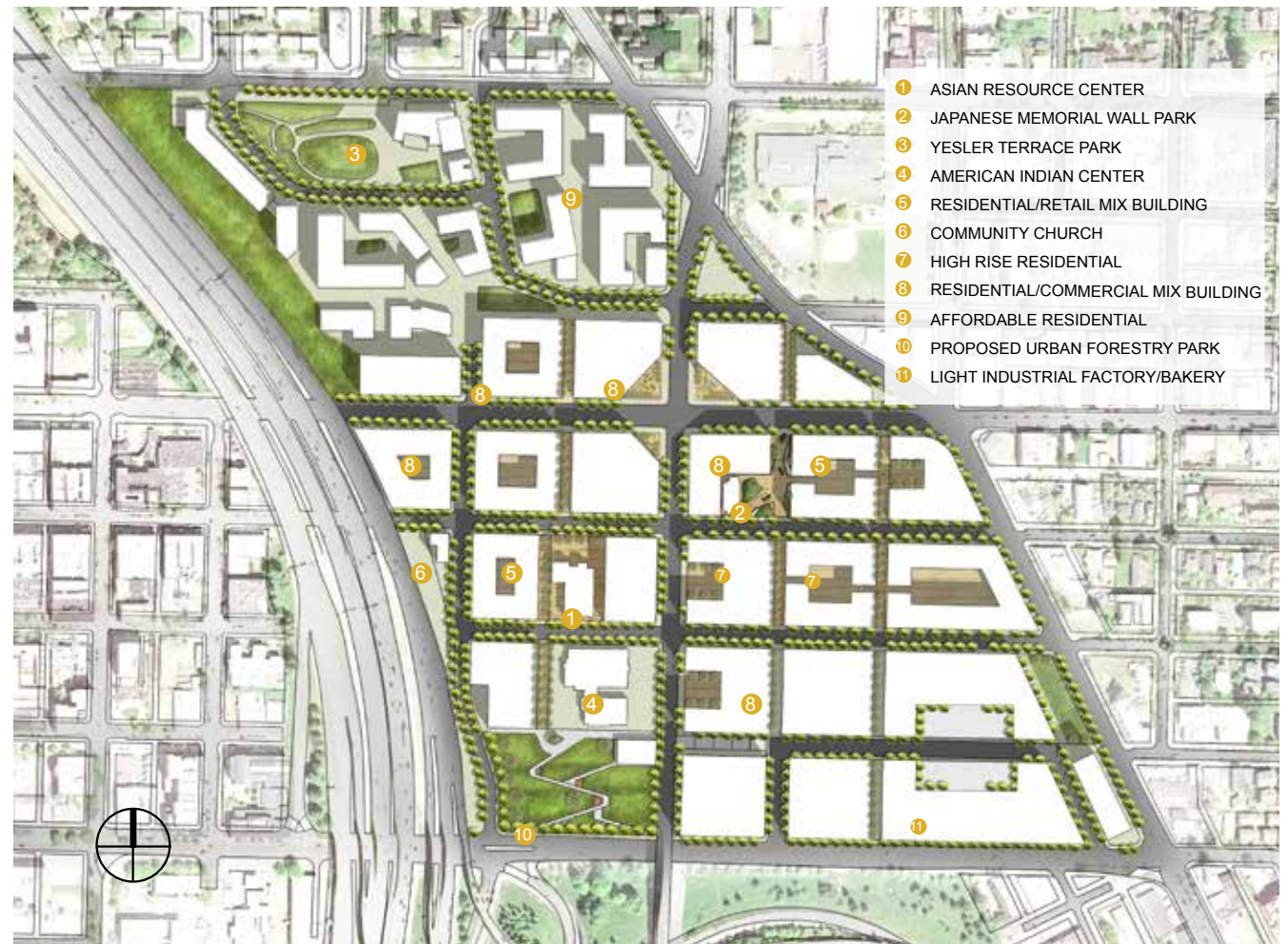
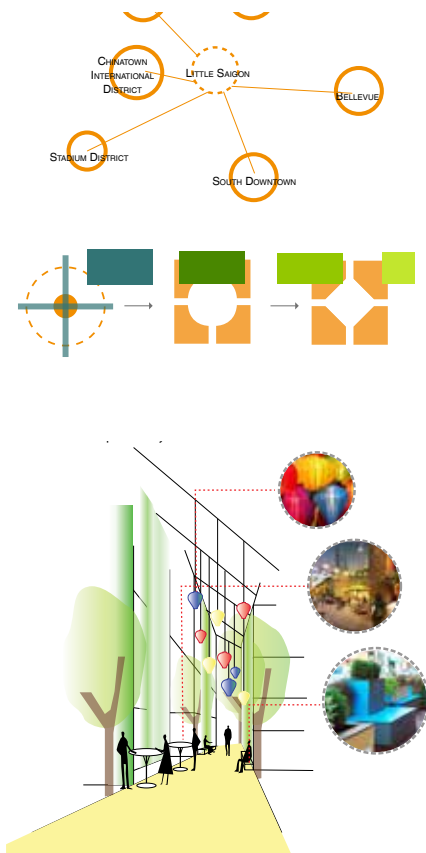
Preserve the current Japanese Memorial Wall and connect to the proposed park, which connect Jackson Street and King Street. To provide a small scale public social space for Little Saigon community.

## Scenario 2: Commercial Center

In this scenario, emphasize on the intersection of Jackson street and 12th Avenue to create the neighborhood commercial center, which aggregates local small business and attract new business service. Little Saigon local business could take the advantage to aggregate small business into a center market. Business owner and land owner could establish an effective community participation process during the transformation to transit oriented commercial, to

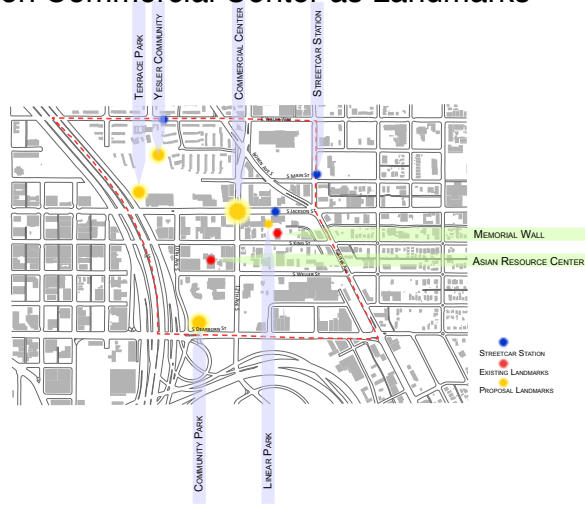
shape a community's future in a unique civic dimension. Transit proximity often increases real estate values, based on transit oriented development strategy, the estate values of Little Saigon area will increase to make up for the loss from transfer from automobile-based commercial type. The combination of transit use and intense development around transit stations is one strategy for long-term sustainability.

### Connect with existing Commercial center

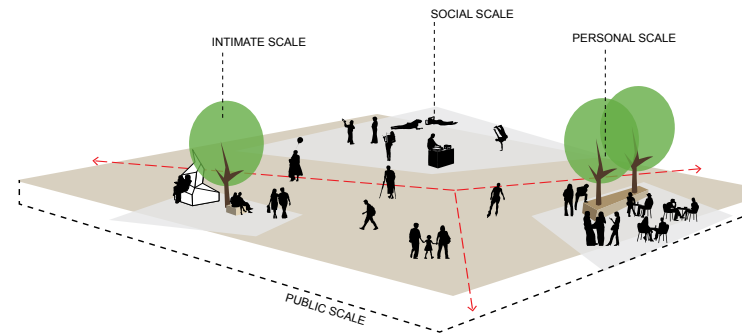




## Little Saigon Commercial Center as Landmarks



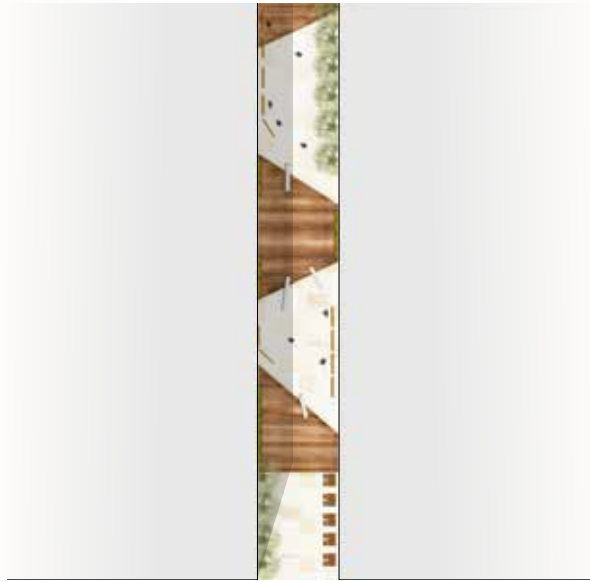
Central plaza, green corridor and urban forestry park together provide diverse social spaces.



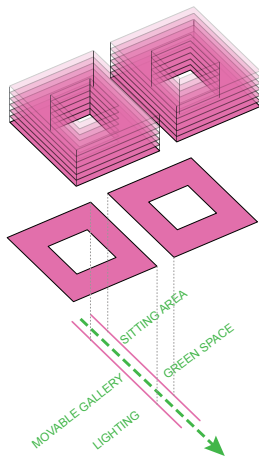
### Intersection of Jackson St. & 12th Ave.

In the long term, the intersection of Jackson St. And 12th Ave. Will become the center of the Little Saigon commercial circle. Street car and bus will be the main transit system. Complete street support bikers, pedestrian, bus rider, and street car rider. Mix use building with retail and service on the street level, and residential apartment on the upper level.

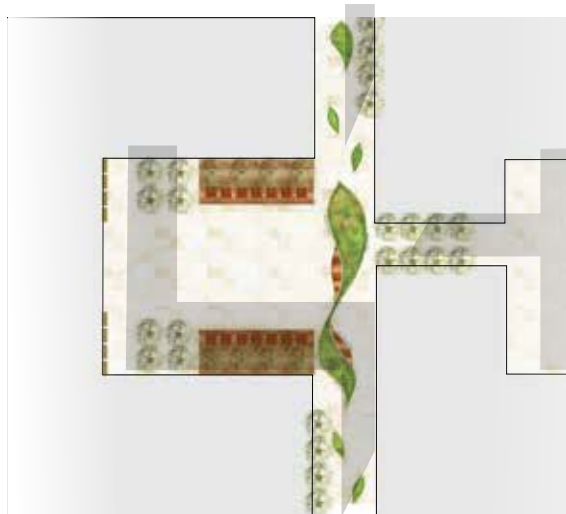
## Retail Corridor



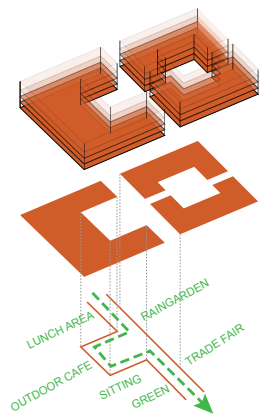
This linear corridor is about 32' wide and created with two buildings standing up on each side. It connects the north top to the south bottom to make the vacant space more vibrant and interesting to go through or stay for a while. With this type of space, to provide more sitting and more flexible activities would be appropriate and relaxing for visitors. The elements in this space should involve the seating benches, movable boards for temporary gallery or other activities. Using different materials as woody paving and ceramic to make the space more interactive and diverse. The design aims to help users to hold their activities during festivals.



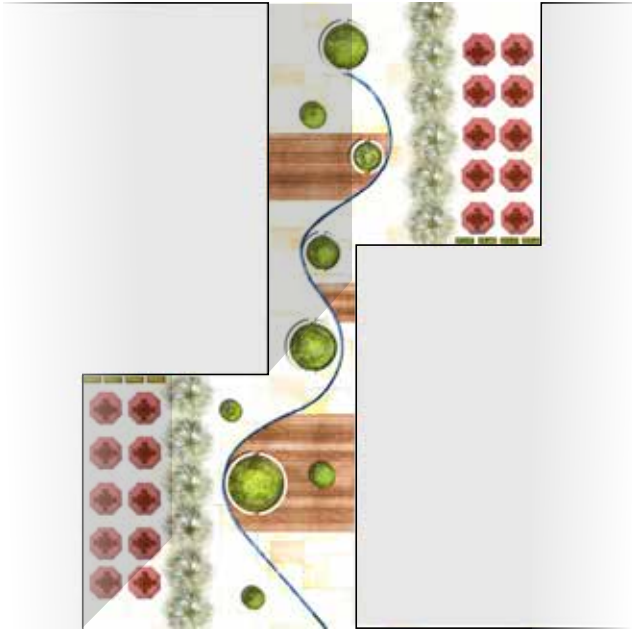
## Residential Corridor



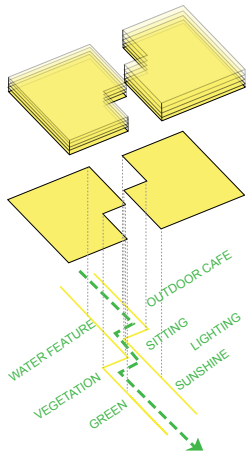
This space is created with the expanding space which is created by the building typology with a courtyard inside the building area. The on the west side of the linear space. With the expanding courtyard, there could hold big events in front of the building. Combining with our ideas of creating more trade fairs and cultural events in little Saigon, this space would be a choice for the desires. The design also involves the design of rain garden to collect the water flows from the roof and street to make this linear space more ecologically friendly and healthy. Besides, in this design it also involves the outdoor cafe to hold more little businesses. The design aims to make the vacant spaces more functional and attractive.



## Green Corridor



The design is created with the concept of bubbles on the street to make the linear space more interesting. With the expanding courtyards on north and south sides, these would provide more spaces for outdoor cafe and seating areas. The “bubbles” include green mounds surrounded by benches. This element would let people enjoy the daylight during lunch time. The space is divided into different sections with different functions. With various materials in the street, this space would be more flexible and interesting. With these space, people would enjoy more sunshine during the sunny days, and this space would be a great choice for lunch break.



## Precedents Picture for community reference

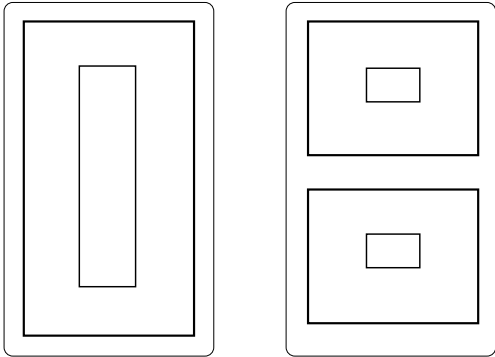
Decorations of identity: reference of International district, San Fransisco



## Proposed alley activities



## Establishing A Finer Grain



### Changing the Grid

A major portion of our design considers how to streetscape can be reappropriated to promote non-vehicular travel in Little Saigon. This process considered a phasing strategy in addition to design considerations that the community and city should take into consideration when outlining future plans and requirements. Sub-dividing the blocks into two and promoting mid-block crossing a important design tools for creating a more vibrant experience in the public realm that will promote economic development and a healthier lifestyle.

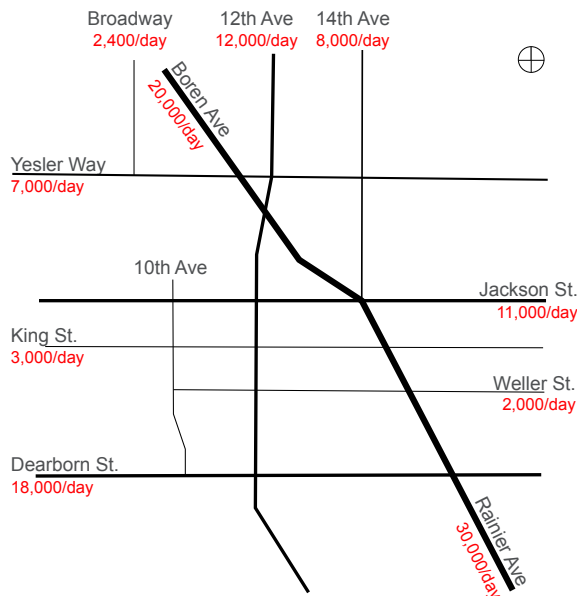
### Observations

1. Cramped Streets
2. Car Dominant
3. Signs of Degradation
4. Vegetation Blocks Signs
5. Lack of needed space
6. No rhythm to street



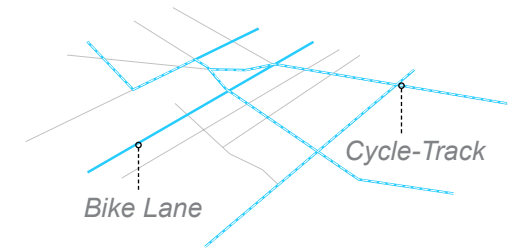
## Street Network

The current street network has potential based on the city's proposals. These focused proposals and recent upzoning will increase pedestrian and vehicular traffic. The greater emphasis on the pedestrian will increase the livability of the neighborhood and its economic vibrancy.



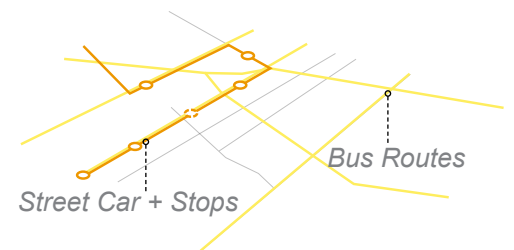
## Bike Infrastructure

This is what the city has proposed for future bike infrastructure in the neighborhood. There are currently bike lanes on Jackson Street and 12th Ave.



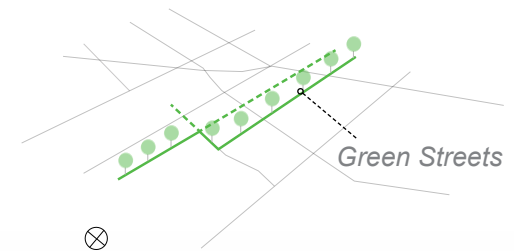
## Public Transportation

With the introduction of the new streetcar line, this neighborhood will change drastically. We propose adding a new stop just beyond the I-5 underpass for easy access from the new senior housing.



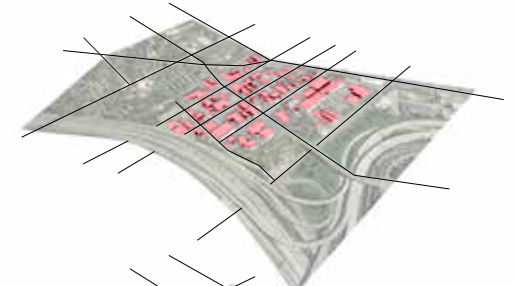
## Green Streets

The city has proposed green streets in the neighborhood. We recommend extending them on 10th Ave. and along King Street.



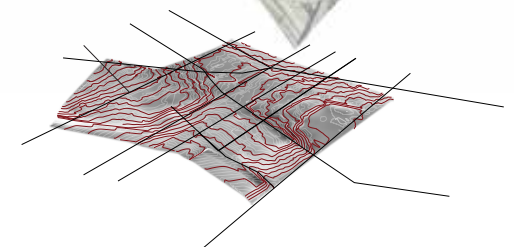
## Built Form

The current buildings under-built based on its current zoning. This with its proximity to the CBD will result in increased development in this area.



## Topography

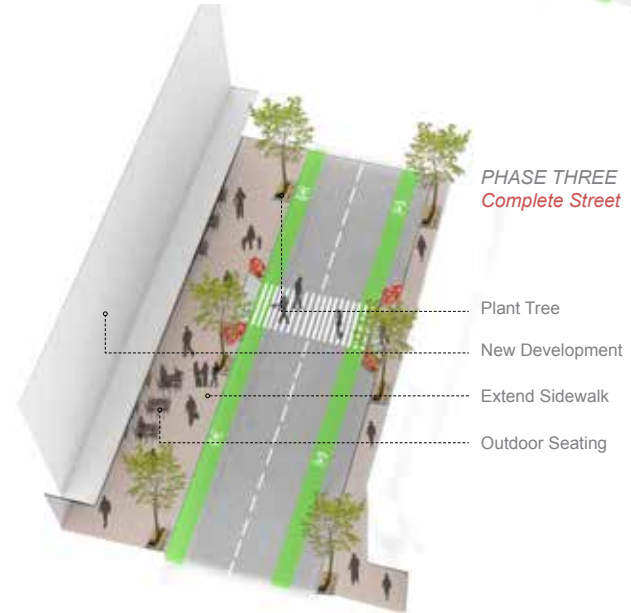
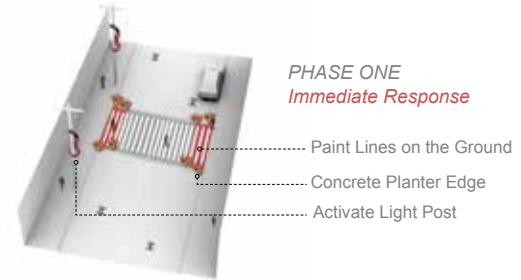
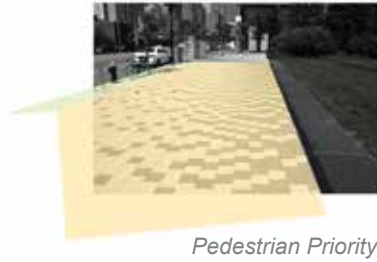
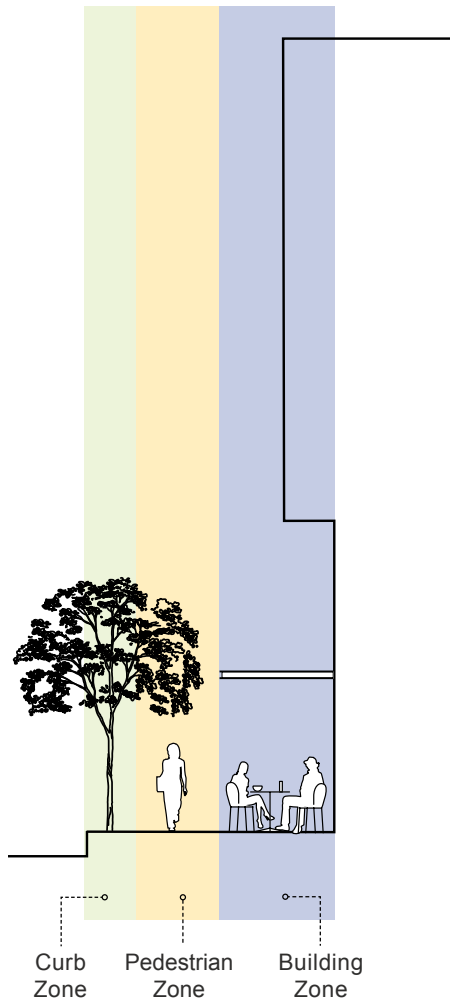
The existing topography offers relatively flat corridors North-South, yet has limited paths in that direction.



# Public Right-of-Way

## SIDEWALK ZONES

Consider the three zones of the sidewalk when proposing setbacks and street organization. These zones can be dynamic, expanding and contracting based on different events and time of day.





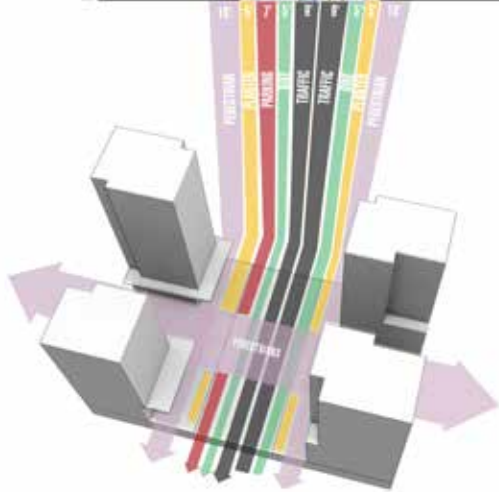
## S King Street

Existing Width: 64 ft.  
 Street Type: Green Street  
 Daily Traffic Volume: ~3,500 cars

Existing Conditions



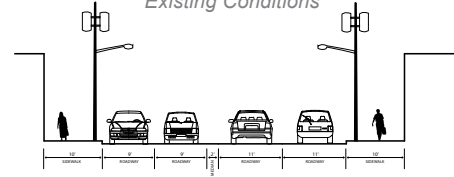
Proposal



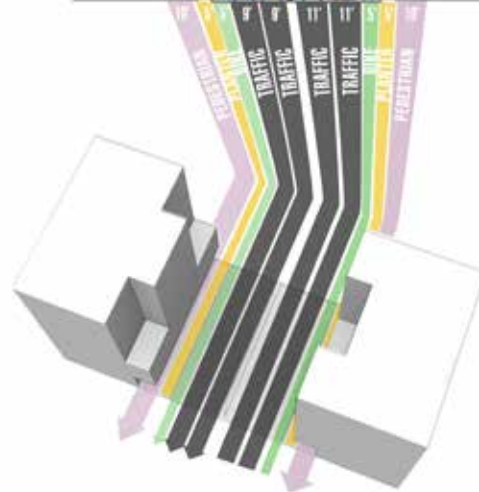
## 12th Ave S

Existing Width: 62 ft.  
 Street Type: Regional Connector  
 Daily Traffic Volume: ~14,000 cars

Existing Conditions



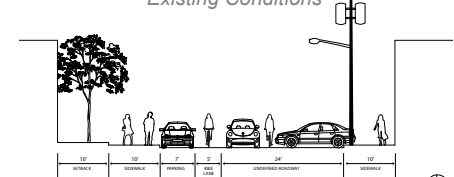
Proposal



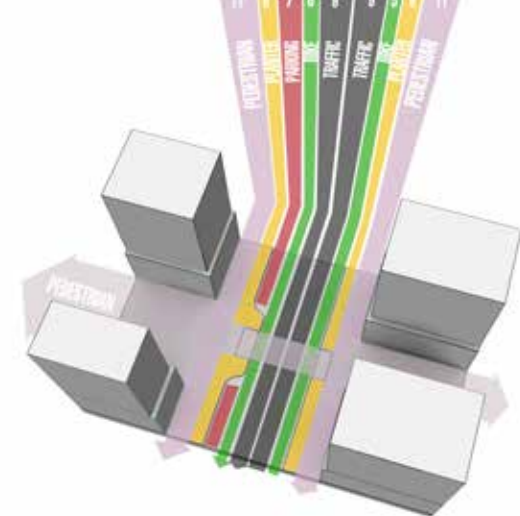
## S Weller Street

Existing Width: 63 ft.  
 Street Type: Green Street  
 Daily Traffic Volume: ~3,400 cars

Existing Conditions



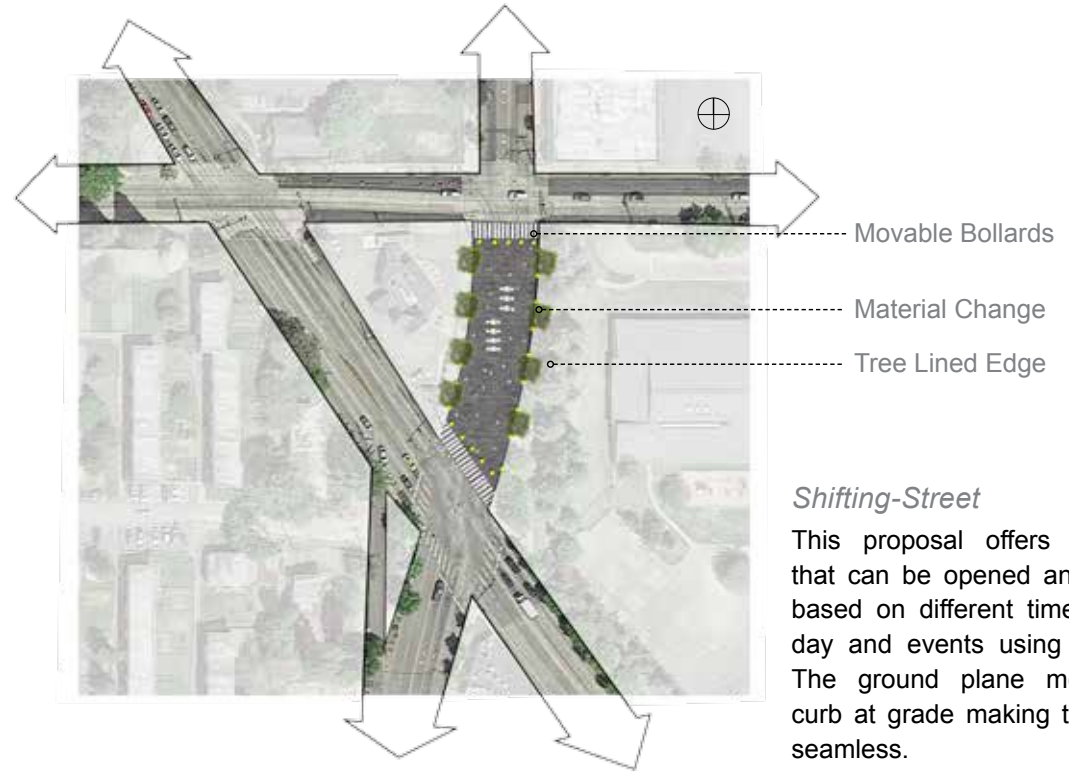
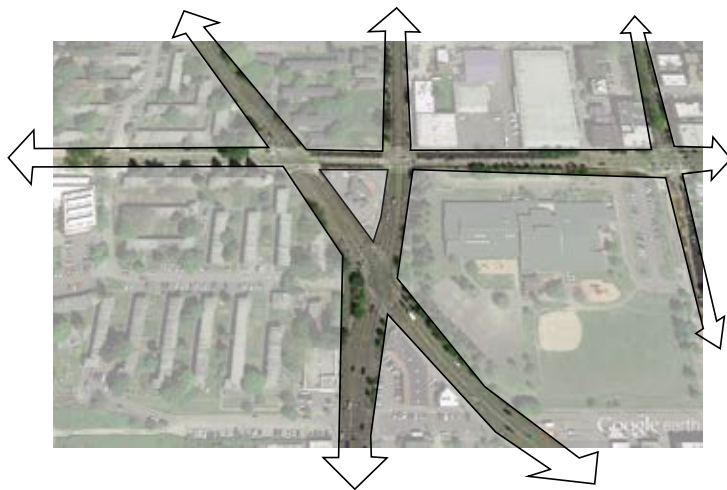
Proposal



## INTERSECTION REDESIGN

This intersection currently poses problems for all modes of travel especially non-vehicular. Changing road alignments and materials offer potential solutions to this area. Allowing the street to be controlled using ballards, depending on the day and time, the street is able to transform its flow, priority, and benefit with ease. This acts as a step towards democratizing the right-of-way in Little Saigon.

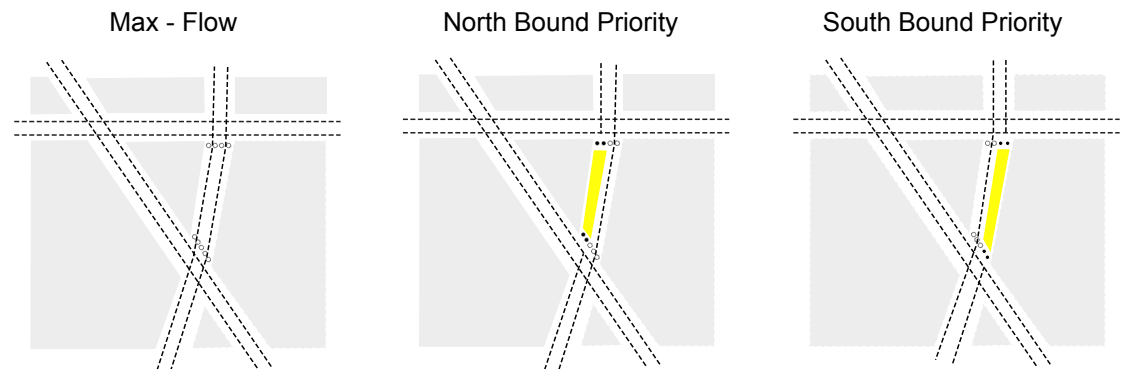
Current Conditions



### Shifting-Street

This proposal offers a street that can be opened and closed based on different times of the day and events using bollards. The ground plane meets the curb at grade making the street seamless.

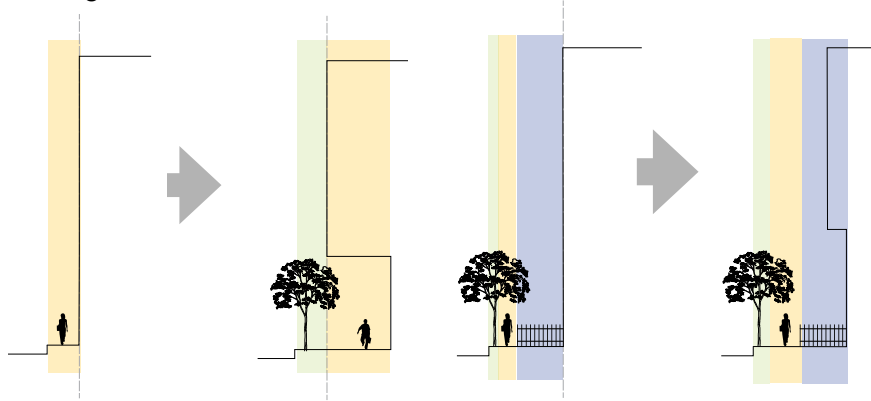
Traffic Flow Options



## DESIGN GUIDELINES

### SETBACKS

Setbacks are a good strategy for providing more space along a sidewalk and for providing room for cafe seating along the street edge. A setback of 10 ft. can help with extending the sidewalk and providing a cycle track with a 3 ft. setback being used for cafe seating.

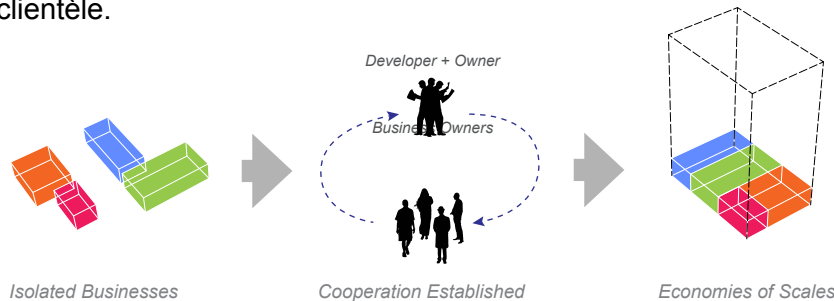


10 ft. Setback - Increase Sidewalk Width

3 ft. Setback - Outdoor Seating

### AGGLOMERATION ECONOMIES

A strategy for combating gentrification is to establish stronger relationships between business owners in an effort to establish economies of scale. This strategy can help reduce costs and can aid in acquiring retail space in new development at a cheaper rate due to economics of scale. Business can work together to establish agglomeration economies that have the potential to attract new clientele.



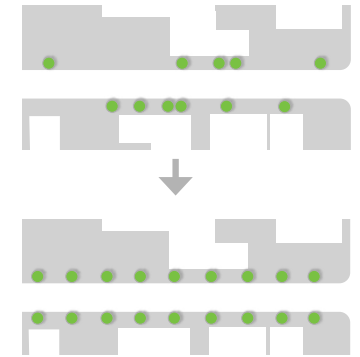
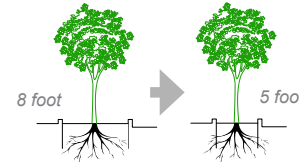
Isolated Businesses

Cooperation Established

Economies of Scales

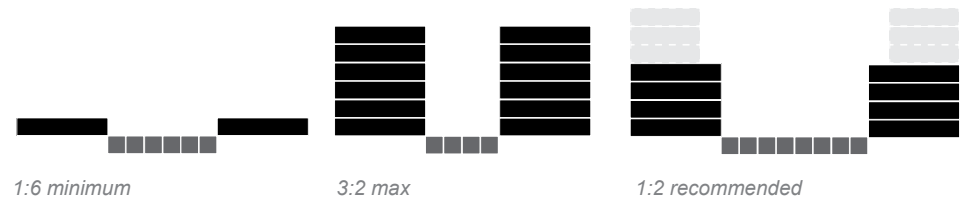
### STREET TREES

When organizing street trees, they should aid in establishing a rhythm to the street through even spacing with a smaller planter box. In addition, they should be sited to not block signage.



### BUILDING HEIGHT - STREET WIDTH RATIO

Human-scale development has height to width ratio ranging vary from 1:6 to 3:2. Each ratio provides a distinct pedestrian experience that should be prescribed through design review.



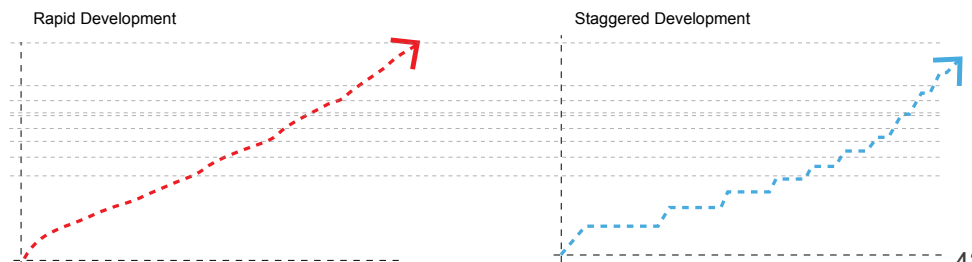
1:6 minimum

3:2 max

1:2 recommended

### PRESERVING IDENTITY

One major strategy for preserving the identity of the neighborhood is to slow the pace of new development for existing businesses to adjust to the evolving demands of new populations moving into the community. Pauses in-between development will allow businesses to adjust, rather than being gentrified out of the community.



# 2. Opportunity Sites

## Left-over Space as a Catalyst for Community



The Little Saigon neighborhood has a plethora of residual sites. These underused spaces: surface parking, vacant lots, overgrown hillsides, etc, all represent lost opportunities for the community. Our three-phased approach focuses on activating these spaces for the businesses, residents, and patrons of the neighborhood, helping better prepare them for future changes.

# Mapping Residual Spaces

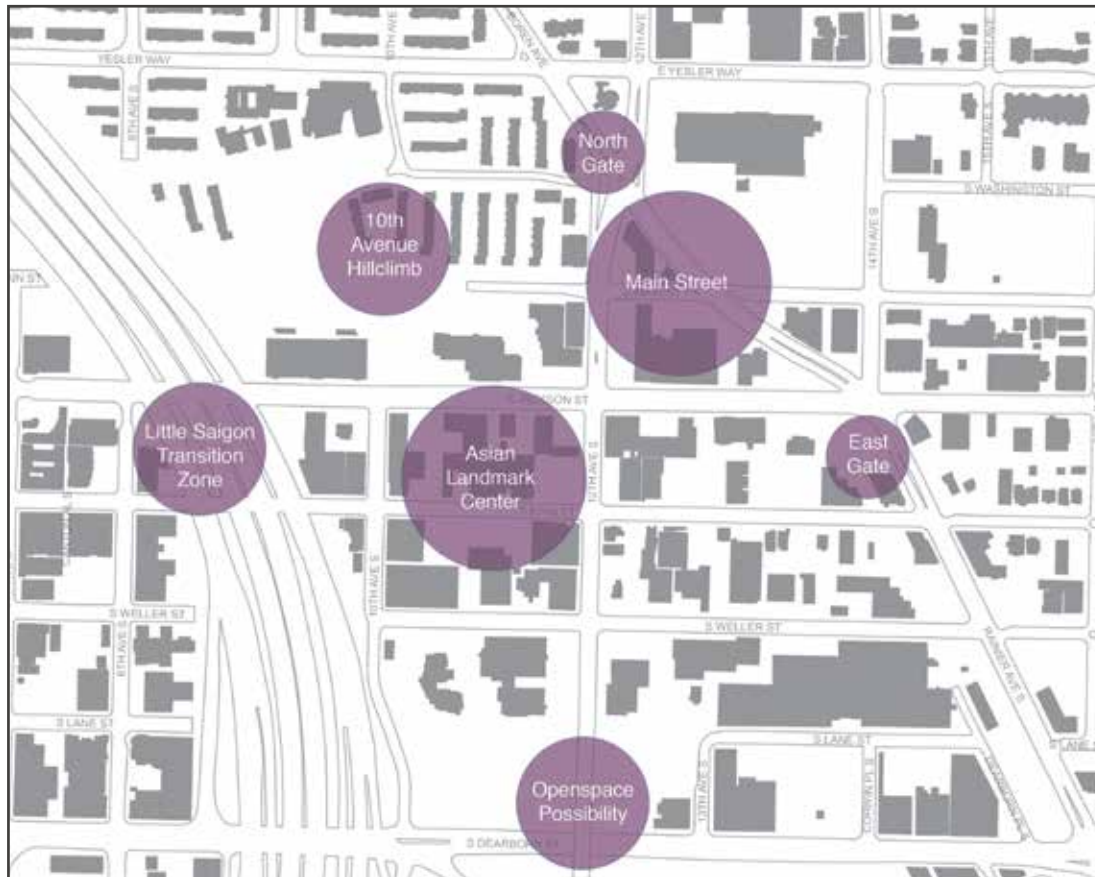
## Nodes and Connections



Little Saigon has many underused spaces within the district that can be used to create a stronger community. Our initial process was to map these spaces within the district so that we could form a plan on how to utilize these spaces. We mapped nodes, which are areas that could sustain small temporary or semipermanent events. We also mapped connectors, which were lots and other spaces that served as a route between these nodes.

# Identifying Cultural Landmark Opportunities

### *Building on Current Assets*



Identifying the community assets that we can build from is crucial in forming strategies that can be easily implemented. Other current development projects such as the 10th Avenue Hillclimb and redevelopment of Yesler Terrace have long lasting implications that we hope to mitigate by empowering the community in the immediate future.

Source: <http://www.tednguyenusa.com/little-saigon-enchants-with-big-flavors-of-culture-and-cuisine/>, <http://www.cityheightslife.org/wp-content/uploads/2011/08/lantern1.jpg>

# Building Neighborhood Connections

## *Utilizing Readily Available Strategies*



Our analysis lead us to several conclusions. First, there is a need for mid-block pedestrian access to aid North-South movement within the district. Building from that, there are several opportunities to place strategic interventions that add an identity to the district to encourage increased pedestrian traffic, as well as provide for the future street car along S Jackson Street.

## A Three Phased Approach

### *Phase One*

#### Instant Interventions

- Quick - start tomorrow
- Easy - the space is there
- High Impact - extremely visible



Pilot Projects:  
Flexible Cafe and Parking  
The Turtle Corner

### *Phase Two*

#### Building Community

- Medium Term - within a year
- Lasting Value - lasting identity
- High Impact - added resilience



Pilot Projects:  
Pho Bac Cafe  
Phostival  
NVC Sports Lot

### *Phase*

#### Neighborhood Longevity

- Long Term - enduring identity
- Lasting value - economic vitality
- High Impact - retain businesses



Pilot Project:  
Bamboo Avenue



# Phase 1 - Instant Interventions

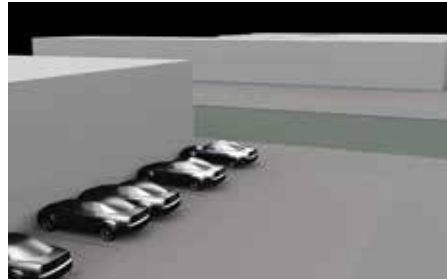
## *Jump-starting the Heart of Little Saigon*

For maximum visibility, phase one focuses on quick projects at the intersection of 12th and Jackson; the hub of commerce, community, and transportation in Little Saigon. These highly prominent projects can then be repeated throughout the district.



Little Saigon, San Francisco

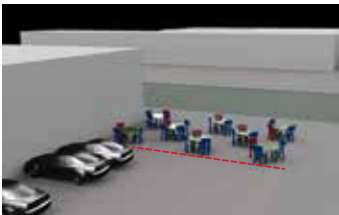
## Cafe / Parking Flexible Space



The surface parking lot fronting Asian Plaza dominates the NW corner of 12th and Jackson. Using a simple and stepped approach, cafe seating can generate additional revenue for the plaza's restaurants while enhancing the pedestrian experience.



Step 1



Step 2



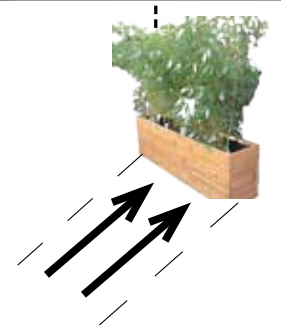
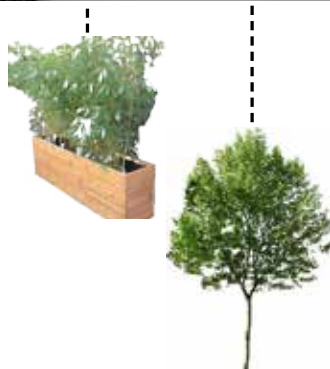
Step 3



Half and half



Parking



# Corner Pocket Park



A neighborhood or “place” is defined the people that live and work there. But our places often become mere “spaces,” dominated by the materials that surround us: cars, buses, buildings, lighting, streets, and so on. The following proposals aim to strengthen and support Little Saigon by giving people ownership, joy, and identity within their “place.”



Bamboo Grove



Pallet Lounge



Turtle Corner

# Phase 2 - Building Community

In phase two, we expand to the nodes and edges of Little Saigon. These pilot projects focus on enhancing public space and building community, sparking further district-wide community resilience.



## Festivals Connections

- Flowers
- Food Festivals & Markets
- Tet
- Cultural
- Tournaments



## Open Space Active Programming

- Pocket Parks
- Skate Park
- Ping Pong
- Cage Soccer
- Cinema
- Performance

# Sports and Youth in the NVC Lot



The NVC's open, flat lot



The Memorial Wall



The NVC Gym

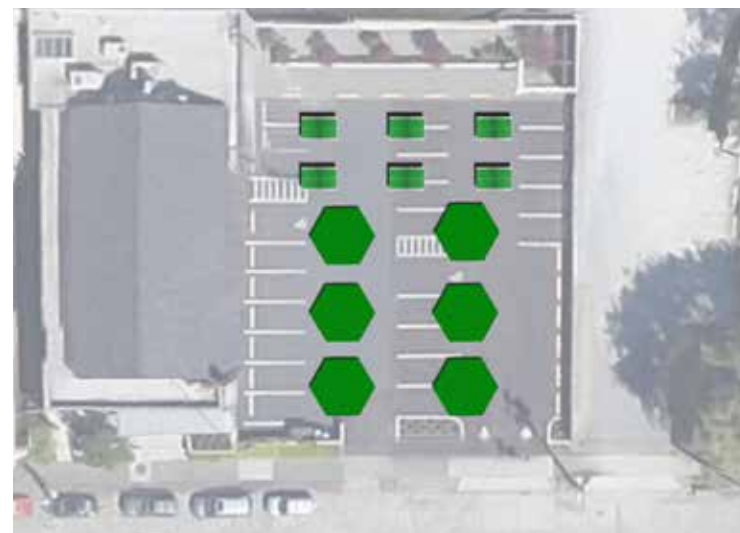


The Nisei Veterans Committee (NVC) building is ideally sited in central Little Saigon with a large open parking lot and Memorial Wall at the back of the lot. It houses restrooms, community space, and a gym, and lies next to a future city park site.

These unique features make the NVC parking lot an ideal space to attract community youth through sports. **Cage soccer** is a newer sport that can be built with cheap, modular materials for fast, one-on-one soccer match-ups, while ping pong is a fun, well-established game.

In the immediate future, the community could set-up and host tournaments large and small. Once the neighboring park is built, there is an opportunity for an integrated design benefiting the park, the Memorial Wall, and the community youth.

## Step 1: NVC Tournament



## Step 2: Future Sports Lot



# Pho Bac Outdoor Cafe

*Commercial Resilience and the Public Realm*



A Little Saigon institution



The entrance to Little Saigon



The large parking lot



Cafe from the east: a more welcoming streetscape

Pho Bac has been a Little Saigon institution since the 1980s. Sited on the extremely prominent corner of Jackson, Boren, 14th, and Rainier, the pho shop shares a parking lot with its sister property, Pho Viet. Because of the odd triangular shaped property, a large portion of that lot remains unorganized.

Adding cafe seating in that unorganized section would not only add resilience to the small business, but enhance the pedestrian experience on Jackson, and act as a visual marker for cars and transit entering Little Saigon from the east.

Because of Pho Bac's prominent location, it could also act as a catalyst for other Little Saigon businesses to enhance their outdoor areas, making the district a more friendly and walkable place.

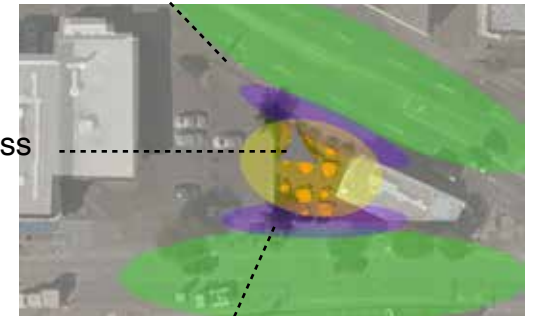


Evening activation



unused space

Entrance landmark for cars



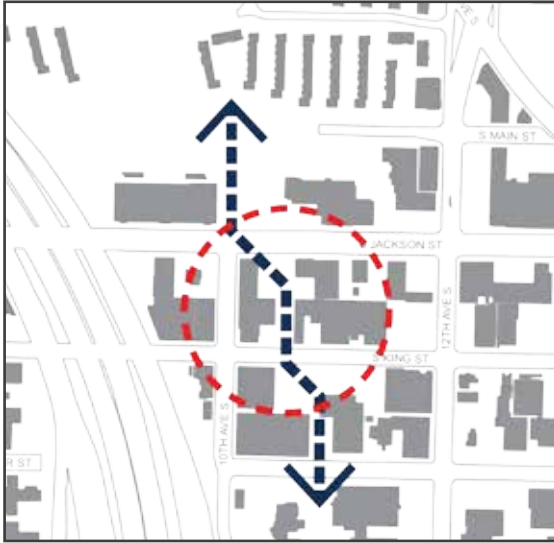
Increased business

Friendlier pedestrian experience



plan

# Creating a Cultural Shopping Experience



## *Establishing a Connection*

Mapping residual spaces in the district made evident the lack of North-South connectivity. Future development planned in the district such as the 10th Avenue S. Hillclimb and reconstruction of Yesler Terrace allow for increased permeability within Little Saigon. Additionally, with the recent rezoning of the district that permits a massive increase in density there is an apparent need to focus on pedestrian connectivity and safety. Establishing this can create opportunities to strengthen the local

businesses and aid in retaining ethnic businesses within Little Saigon.

Existing business owners can utilize current residual spaces and start establishing pedestrian connections immediately. The site selected for a conceptual study is located east of 10th Avenue S between S Jackson and Weller Streets. The study area is comprised of several lots currently used as surface parking and private lots. By removing the existing fencing between these parcels (and retaining fencing adjacent to the street) and constructing temporary strictures to accommodate grade changes, a large space is created able to hold temporary events, such as bi-monthly Sunday markets oriented to weekend shoppers. Events such as these would not constitute a complete loss of parking stalls, but a temporary displacement in order to accommodate increased foot traffic. Additionally, nominal fees could be assessed as a way for the affected businesses to create additional revenue streams.

Establishing these corridors as a commercial resource will reflect the character of the neighborhood, and guide the inevitable redevelopment of these parcels in a way that reflects these events. In doing so, the small businesses that have become established in the neighborhood through this practice can withstand the market forces of gentrification brought on by the increased investment in Little Saigon. The future presence of the Asian Landmark Center can further assist in maintaining Little Saigon businesses through community development banks, subsidized commercial space rent, or other programs that invest in the Little Saigon business community while promoting workforce training and lifelong learning.



# Where has this Succeeded Before?

## *22@Barcelona, Barcelona, Spain<sup>1</sup>*



22@Barcelona comprises public investment and private sector innovation. Spanning over several blocks, this technology and science hub also provides workforce education, entrepreneur spaces as well as several universities that promote lifelong learning.

## *Old Town Pasadena, California, U.S.A.<sup>2</sup>*



Connected to Downtown Los Angeles via light rail, Old Town Pasadena was revamped in the early 1990's to include commercial and mixed-use spaces, and includes stages for free events as well as night-time events that attract residents year-round.

## *Third Street Promenade, California, U.S.A.<sup>3</sup>*



Reflecting the business oriented nature of Santa Monica's past, the Third Street Promenade underwent redevelopment into a pedestrian mall in 1989 has become both a destination and a shopping district catering to pedestrians.

## *Kings Cross, London, England<sup>4</sup>*



Kings Cross has invested in a neglected granary-turned-art school and adjacent plaza by providing gourmet food trucks and seating. Simple actions like these invite possibilities and support for a better future.

1: <http://siteselection.com/issues/2013/jul/images/22Barcelona.jpg>, 2: <http://www.oldpasadena.org/homeflash/1.jpg>, 3: [http://upload.wikimedia.org/wikipedia/commons/8/87/Santa\\_Monica\\_Third\\_Street\\_Promenade%2C\\_Jane\\_Lidz.jpg](http://upload.wikimedia.org/wikipedia/commons/8/87/Santa_Monica_Third_Street_Promenade%2C_Jane_Lidz.jpg), 4: <http://gehlarchitects.files.wordpress.com/2014/04/p1110842.jpg>

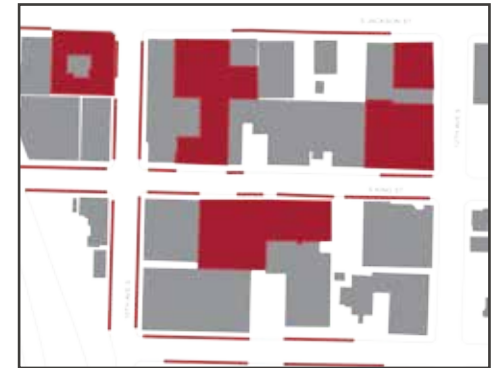
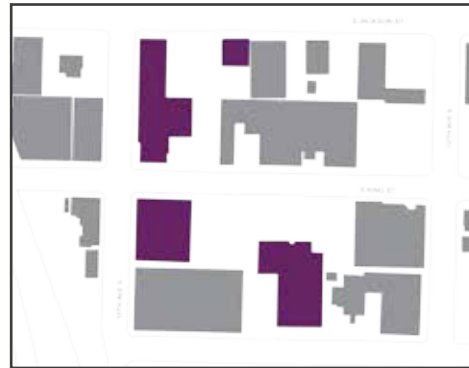
## Phase 2: Establishing a Lasting Connection

### Perimeter Fencing

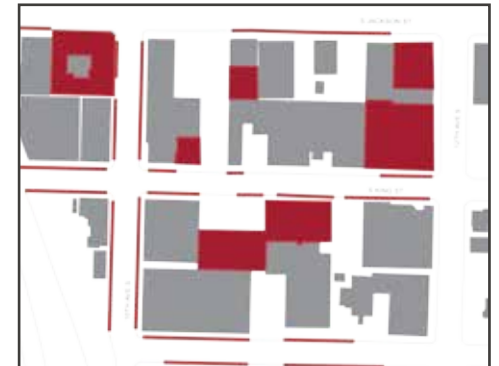
### Available Retail Space

### Parking Availability

*Current Conditions*



*Revised Conditions*



The fencing located between adjacent parcels is a barrier for pedestrian connectivity within Little Saigon. Removal of these barriers (while maintaining the perimeter fencing) allows for access during the day and security at night.

By removing fencing between existing lots, a corridor is created suitable for temporary spaces. Additional revenue streams for existing businesses can be gained by charging vendors nominal fees for use of the space.

The private lots that comprise this area serve the adjacent businesses. By temporarily displacing a small portion of parking onto the street and surrounding lots, additional retail space and therefore revenue can be created.

# Possible Market Configurations

*Proposed Configuration*



*Alternate Configuration*



- Parking
- Market Stalls
- Temporary Stairs to Access Changes in Grade
- Owner Parking
- Vendor Parking
- Market Stalls
- Additional Parking
- Temporary Stairs to Access Changes in Grade

# Holding a Weekend Market



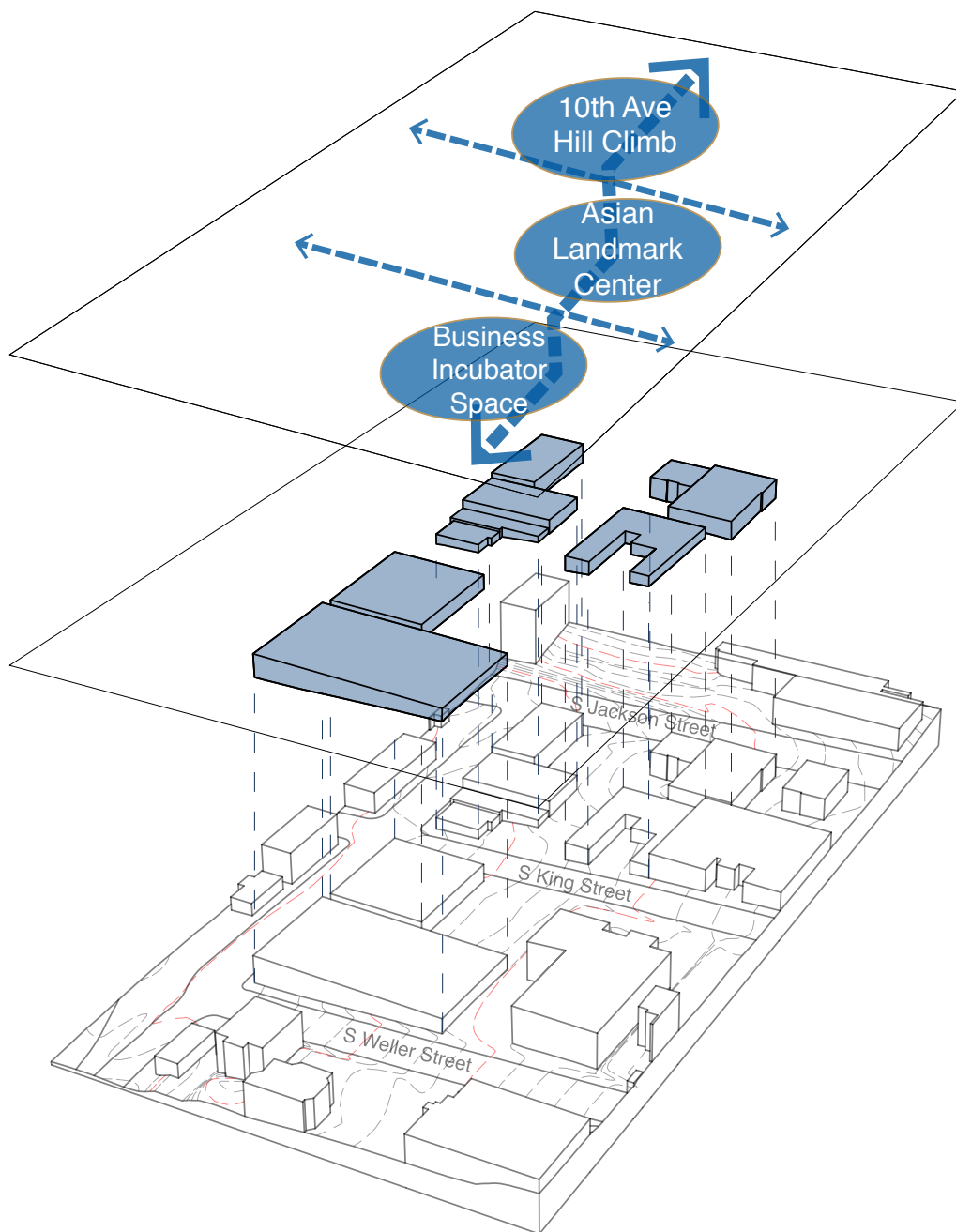
### *Beginning Bamboo Avenue*

Temporary markets located in these strategic locations give economic activity a sense of novelty, attracting Vietnamese consumers from around the Puget Sound region. Adjacent business are able to supplement these market stalls by providing their own wares, provide food service, or sponsoring

the event. With regularly scheduled markets such as this, residents and visitors to Little Saigon will begin to recognize these corridors as places to procure unique items or goods in addition spending time within the district. Once these markets have become well established, redevelopment in the area has the onus of reflecting the Vietnamese people and culture of Little Saigon by

reflecting these pedestrian shopping corridors into redevelopment. Partnering with community groups and resources, these places can encourage a strong Vietnamese entrepreneur culture and provide workforce training and lifelong learning.

# Phase 3: Preparing for Redevelopment



Programming & Circulation

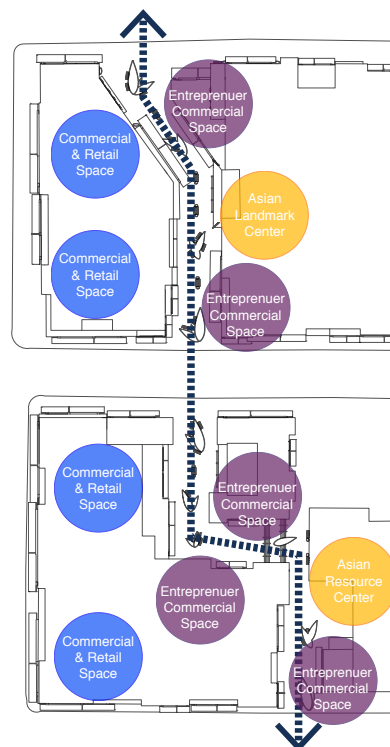
Sites for Future Development

Current Development

# Bamboo Avenue Reflected in Future Development



# Bamboo Avenue



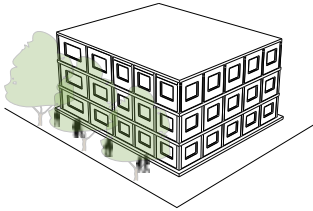
## Diverse Programming

Public Private Partnerships can provide affordable spaces for the Vietnamese community. Situating the Asian Landmark Center as a vanguard against displacement, Vietnamese entrepreneurs and small business owners will continue to thrive in the community. In turn, development will continue to honor the existing community while shaping community spaces that are attractive and attract to regional shoppers.



## Policies & Incentives to Encourage Public Space

### Standard Zoning Codes



Constricted Buildings Heights  
Restrictive Land Use Regulations  
Minimum Parking Requirements  
Lengthy Permitting Process

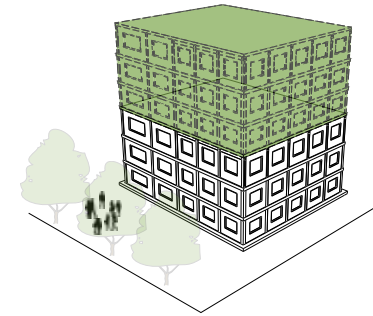
### Providing Public Space



#### Examples of Tools to Encourage Public Space:

Transfer of Development Rights  
Zoning Variances  
Tax Benefits  
Expedited Permitting

### Profitable & Lively Businesses



Increased Building Height  
Increased Business Exposure  
Government Subsidies  
Reduced Parking Requirements

Advocating for public policies will make positive strides in welcoming development that will not displace merchants in the area while ensuring the longevity of the Vietnamese within Little Saigon. Current codes for Little Saigon are subject to zoning designations as well as other restrictions such as parking minimums. In order to ensure the continuance of Bamboo Avenue, the City can enact policies that provide easements for a

pedestrian shopping alley as well as encouraging spaces for current and future Vietnamese businesses.

Transfer of Development Rights (TDR) allow for portions of a property to be developed for the public realm. Under a Transfer of Development Rights program, development space can be transferred in exchange for benefits such as additional building heights or a reduction

in parking requirements. Under this program, an easement can be established that will allow a pedestrian concourse that begins from the 10th Avenue Hillclimb through the Asian Resource Center.

Additionally, granting zoning variances in exchange for entrepreneurial space will add vibrancy to Little Saigon. Under a zoning variance, certain land usages that would otherwise be

excluded for a certain zoning designation would be available to developers. In Little Saigon, variances can be advantageous to those entrepreneurs interested in light manufacturing or storage. Allowing for diverse commercial spaces will assist in keeping Little Saigon a vibrant community that cater to start-ups as well as established commercial practices.





# 3. Jackson Corridor

## Traffic Analysis

Tianshi Guo & Ying Zhou & Daniel Jost

### 2012 Seattle Traffic Flow Map

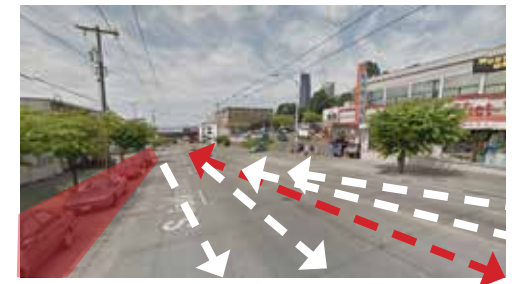
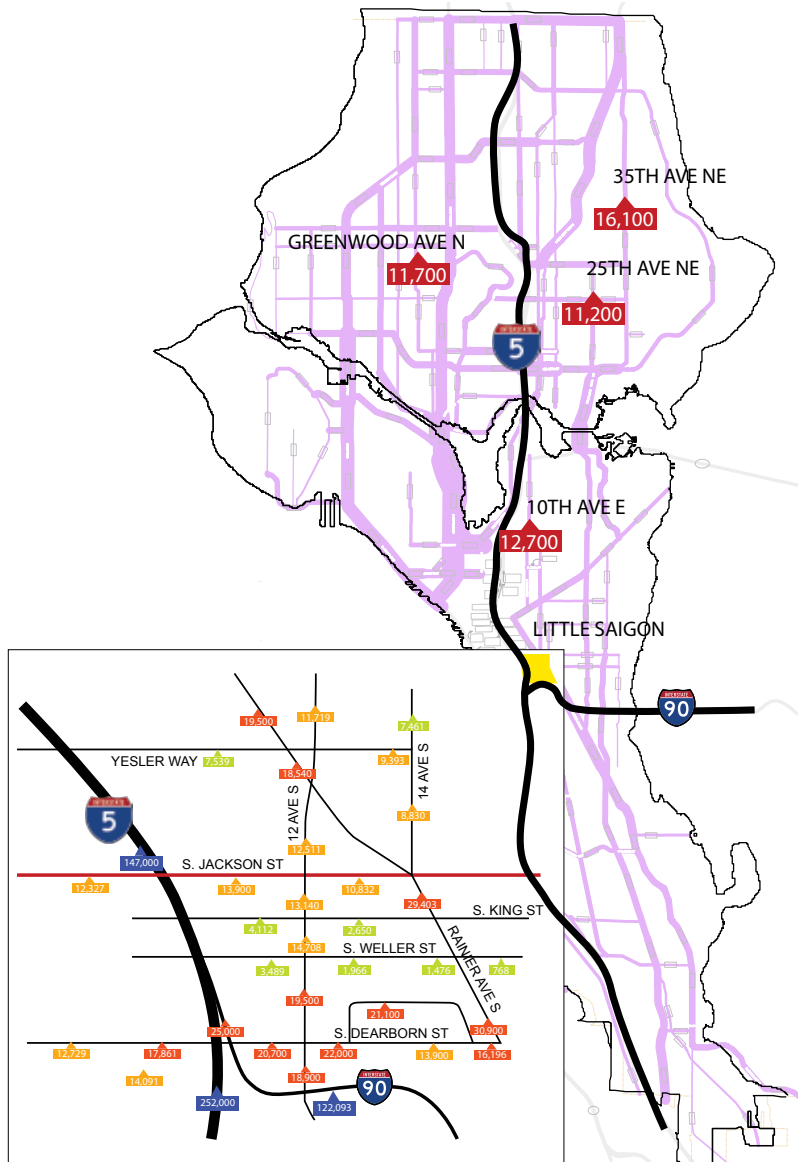
Based on the annual average weekly traffic data from SDOT, Jackson Street has the similar amount of traffic with many avenues such as Greenwood Ave N, 25th Ave NE, 35th Ave NE, and 10th Ave E.

### Street Image

The 35th ave NE has even more traffic flow than the S Jackson street. But the 35th ave NE has one traffic lane on each direction and one turning lane in the middle, and on-street parking is allowed on both side of the street. It shows Jackson street has the possibility to have the same traffic category.

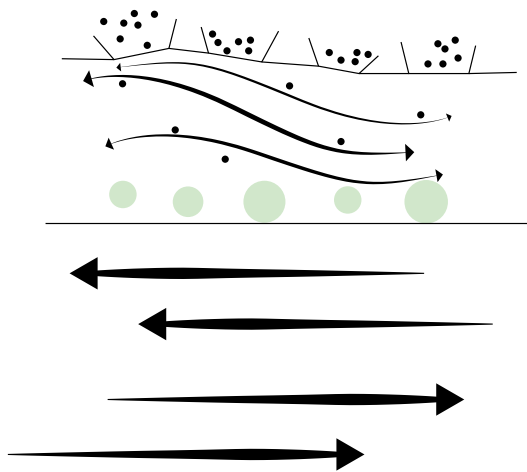
### Context Map

Jackson street is a very important boulevard in the little Saigon area. It connects the community with Chinatown and Downtown.

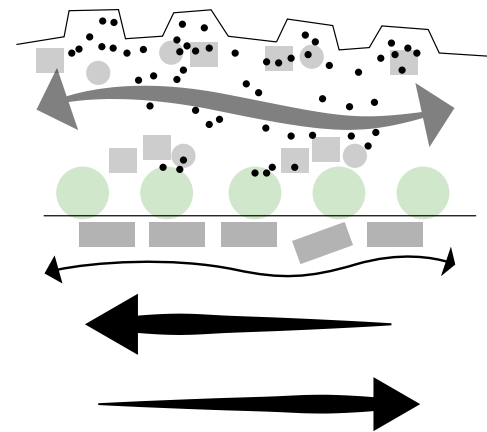


# Design Strategies

## Concept Diagram



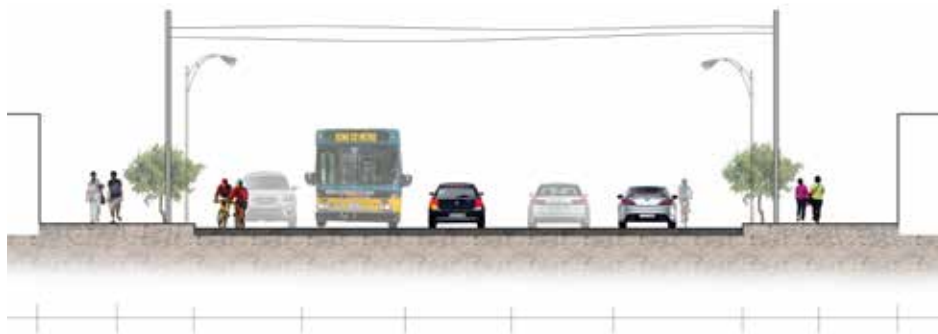
**BEFORE**  
 Closed facades |  
 Disperse people |  
 Segregate pedestrian  
 | Big gaps | Fast traffic  
 flow



**AFTER**  
 Gathering people |  
 Integrate with  
 pedestrian | Invite  
 people | Opened up  
 facades | Slow down  
 the traffic

## Sections

**BEFORE**  
 Two traffic lanes on each side | Limited on-street parking |  
 Unclear bike routes | Too wide tree pit



**AFTER**  
 One traffic lanes on each side | Allowed on-street parking | Clear  
 bike route | Active sidewalk



## Streetscape Proposal

### *New Streetscape With Culture Identity*

**IDENTITY** - Visual appeal for self-expression

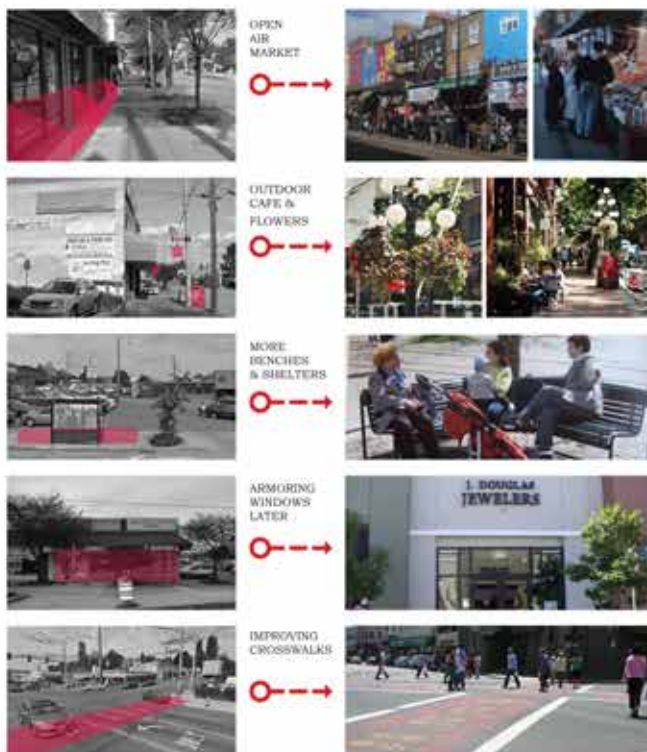
The visual decorations of the street offer a feeling of organization, comfort, and even security.

**TALKSCAPES** - Lively space

Street furniture showcase can be designed and set up to offer a wealth of interactive and conversational opportunities.

**FLEXIBLE & FLEETING** - Active space

Temporary installations can provide short-term but important activities such as morning gymnastics, parades, festivals, performances, and weekend farmers' market.



# Streetscape Plan

10th Avenue to 12th Avenue



### Cultural icons

Little Saigon is a predominantly Vietnamese community and the design proposal celebrates the Vietnamese cultural Identity.



### New fence & bus shelter

The new design of the street edges comes from the traditional water puppet show in Vietnam and incorporates lighting.

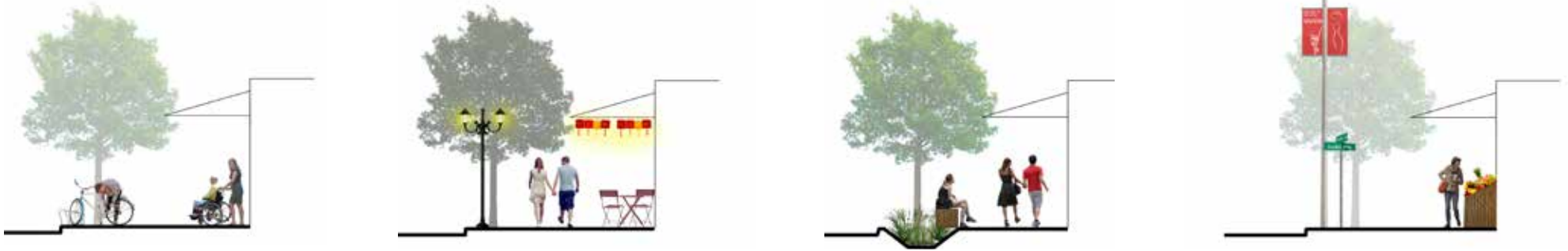


## Sections

### *Sidewalk and Driveway Improvement*

#### Sidewalk categories

The sections show different sidewalk categories. Many activities can happen on the sidewalk, and the new designs make Jackson Street more pedestrian friendly.



#### Jackson Street Section

This section shows the basic design strategies of the roadway. It also provides a simple perspective diagram of the outdoor cafe and new parking lot on the northwest corner of intersection of the 12th Avenue and Jackson Street.



# Perspective

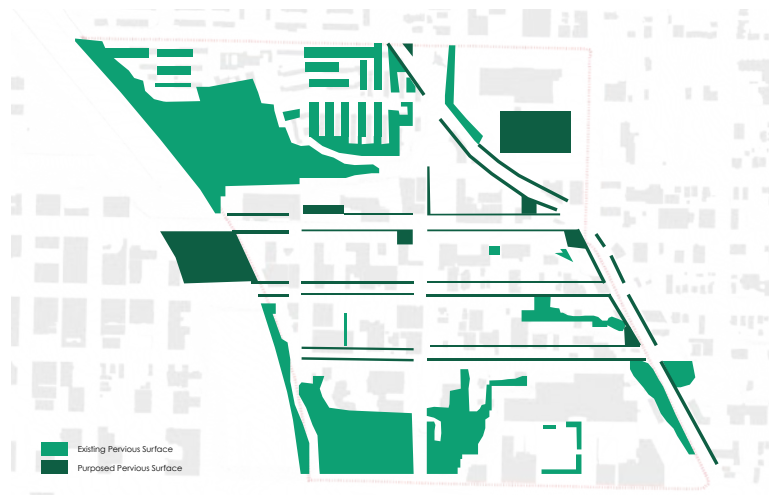
## *Lighting System Improvement*



## Stormwater Analysis and Design Strategy

### Little Saigon Stormwater Facility Enhancement

Previous Surface Map



Stormwater Facility

Stormwater facilities work as corridor to connect Little Saigon and the previous surface of Little Saigon will be increased.

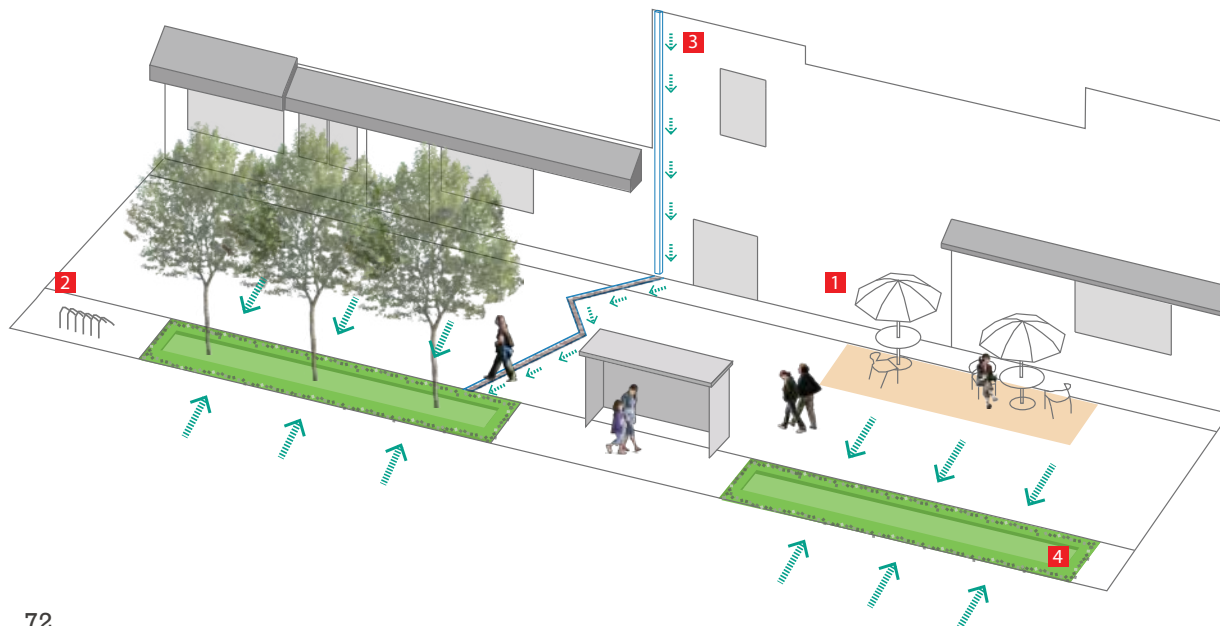


Vegetated Swale



- Filter and slow stormwater runoff
- Cost-effective
- Provide wildlife habitat
- Visual enhancements
- Reduce the number and cost of storm drains and piping required when developing a site

Streetscape View





# Plan I5 - 10th Ave.



## Streetscape Elements

Outdoor Market



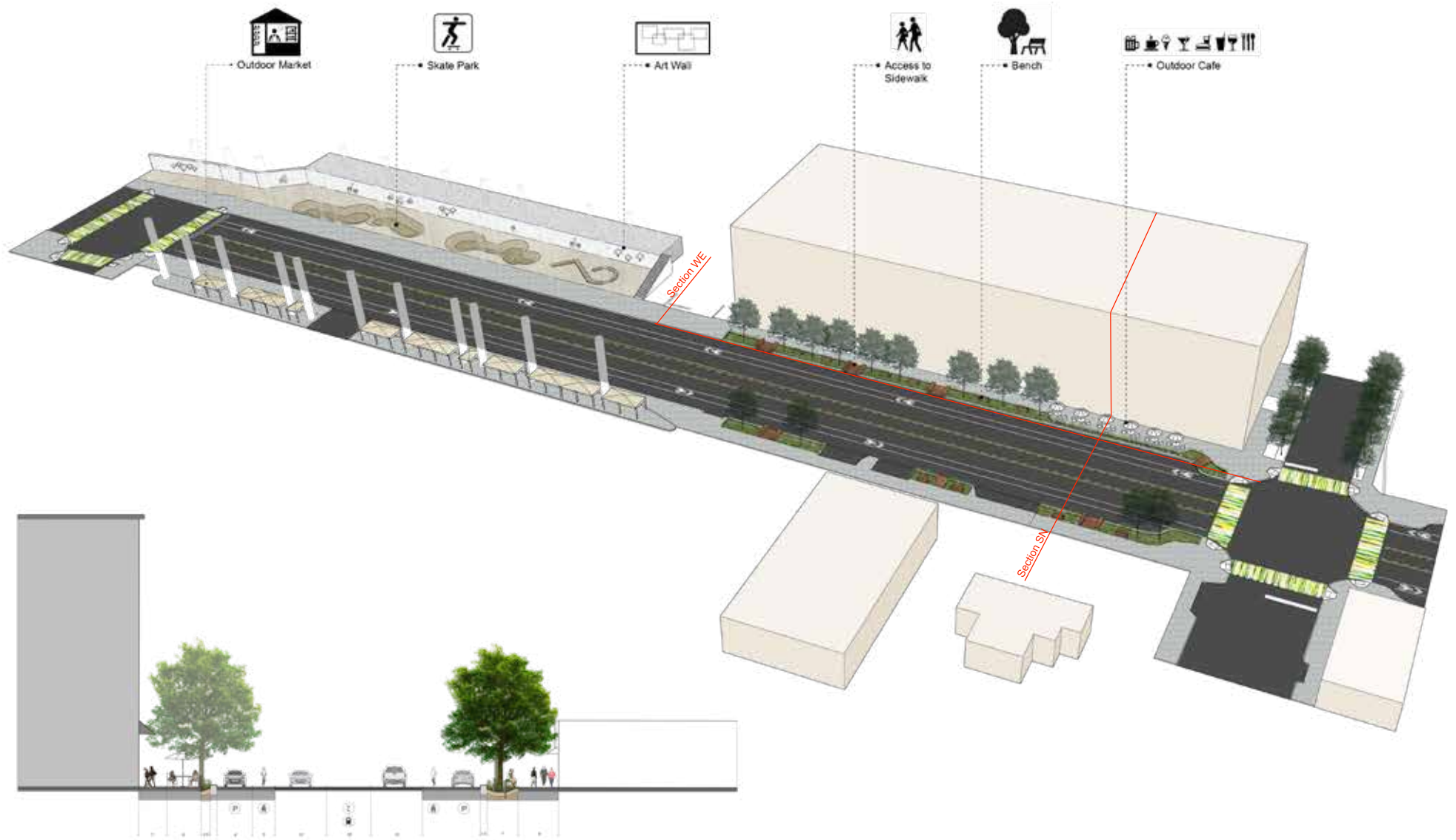
Skate Park



Vegetated Swale



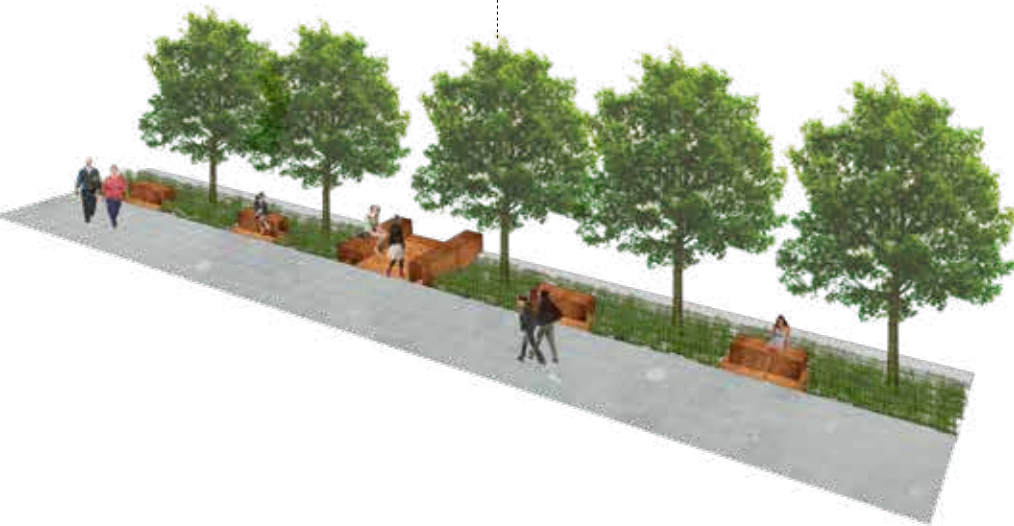
## Street Programs



Section SN



Section WE



Street Furniture: Vegetated Swale with Seating and On-street Parking Access



Outdoor Market

## Energizing South Jackson Street

Tianshi Guo, Ying Zhou, & Daniel Jost

South Jackson is Little Saigon's most lively street. It is filled with interesting shops and restaurants. But its physical features make it an unpleasant place to walk, and that likely deters many potential customers. The new streetcar could bring many new people to the district, but only if riders see it as a safe and fun place to explore.

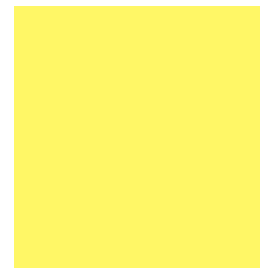
We identify some of the physical features that are creating energy gaps along the street, like setbacks, blank walls, highway overpasses, and armored windows. And we propose interventions that would fill these gaps.

We also seek to calm traffic along the street and make it a more pleasant place to walk and bike. The section of South Jackson Street between Interstate 5 and Rainier Avenue is currently five lanes wide and the lanes themselves are 12-13 feet apiece. This encourages cars to speed through the area with no regard for pedestrians.

But five lanes isn't necessary to accommodate the traffic flows here. The Federal Highway Administration's website says that four lane roads with average daily traffic of 20,000 vehicles or less may be good candidates for a road diet. South Jackson Street has average daily traffic of just 13,900 vehicles on the block west of 12th Avenue and just 10,832 on the block east of 12th Avenue. So we advocate replacing one lane in each direction with bike lanes and on-street parking.

In addition to calming traffic and energizing the neighborhood, our plans strive to celebrate Little Saigon's Vietnamese-American culture without disneyfying the space. We build on Vietnamese references in an effort to create a more cohesive district.

To replace tree pits that are awkwardly sized, we propose creating green stormwater infrastructure that will beautify the neighborhood and cut flows to combined sewers.



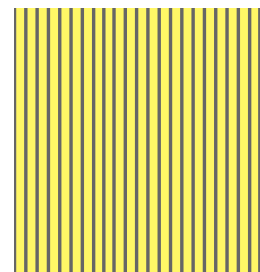
### *More Energized Areas*

- Eye Level Windows
- Shopping Along Street
- Window Displays Perpendicular to Sidewalk



### *Energy Gaps*

- Blank Walls
- Areas Under Interstate
- Buildings Set Back From Street
- Boarded Up Buildings
- Chain Link Fences



### *Energy Gaps in Evening*

Many buildings in Little Saigon armor up with retractable fences and garage doors between 5 and 7 pm. This makes the neighborhood feel dangerous and unwelcoming during dinner hours.



### *Areas with Potential for Energizing*

# Energizing South Jackson Street



South Jackson Street (north side)



Interstate 5 has four overpasses over Jackson Street, separating Little Saigon from Chinatown.

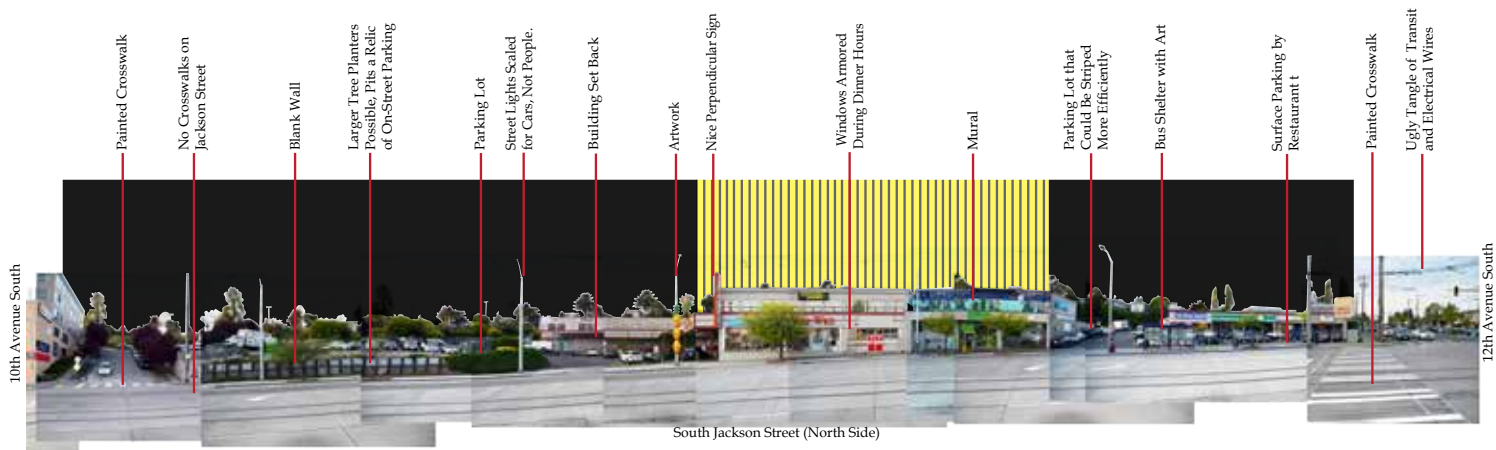


Setbacks in the facade obscure eye level windows at the Pacific Rim Center.



Much of the retail space at the Pacific Rim Center is high above the sidewalk.

# Jackson Corridor



A long, blank, retaining wall attracts graffiti and trash, discourages visitors from continuing on.

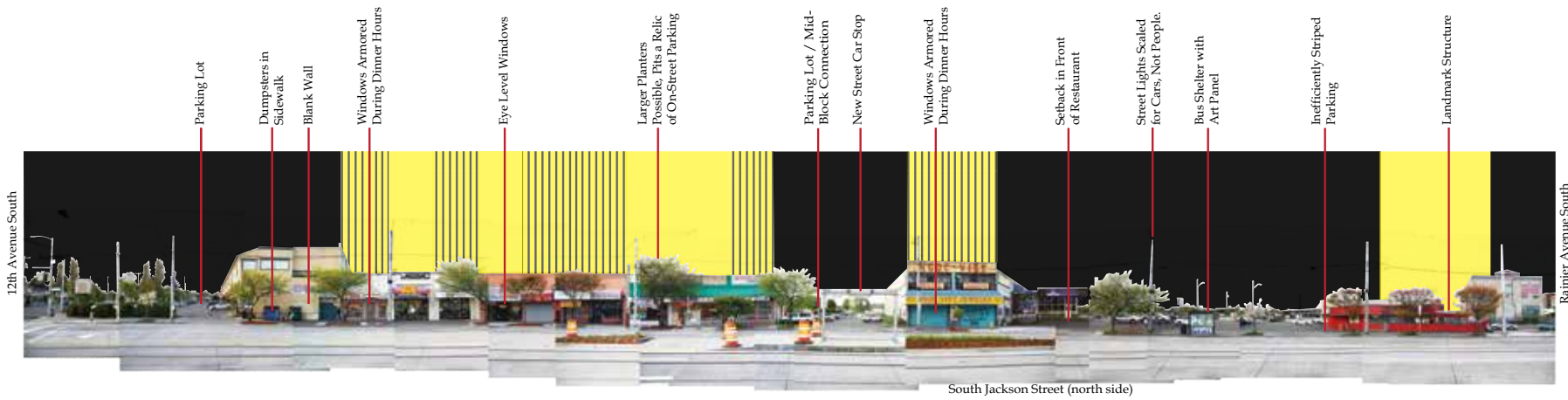


Viet-Wah's eye level windows encourage pedestrians to browse during the day, are barred at night.



Setback with surface parking discourages street life, west side could be striped more efficiently.

# Energizing South Jackson Street



A blank wall attracts graffiti. Dumpsters create a pedestrian bottle neck.



Storefronts armored during the dinner hours make walking to restaurants feel unsafe.



Extensive tagging right in front of the new street car stop could discourage tourists from stopping.



Pho Bac is a neighborhood landmark. Its eye level windows make the sidewalk feel safer.

# Jackson Corridor



A fence with barbed wire surrounds a used car



Sandwich boards are used by many businesses to



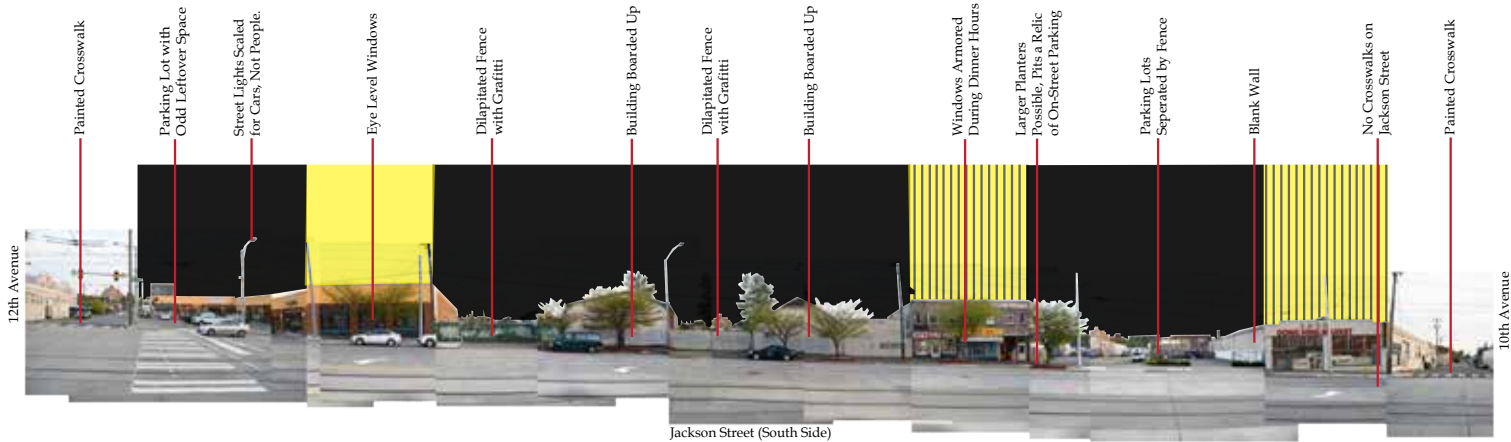
A lot owned by the Seattle Parks Department is



Ding How Center may not need all its surface



# Energizing South Jackson Street



A cluster of dilapidated buildings covered in graffiti makes the neighborhood appear unsafe



Two parking lots, a blank wall, and no planting strip make this section of sidewalk feel unfriendly.



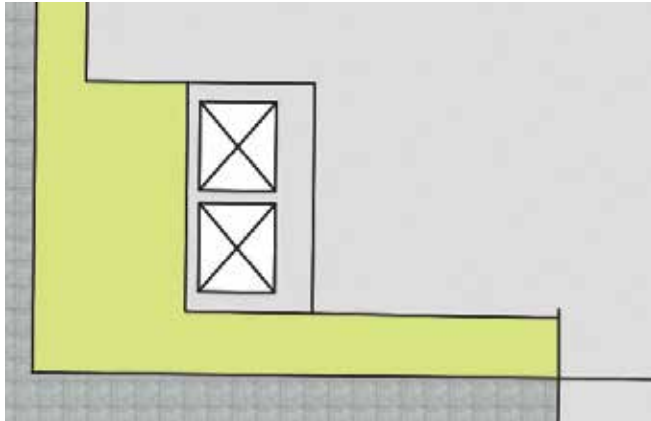
During the daytime, Dong Hing Market puts carts full of merchandise on the sidewalk.

# Jackson Corridor

## *Plan for Narrowing Jackson Street: 12th Avenue to Rainier Avenue*

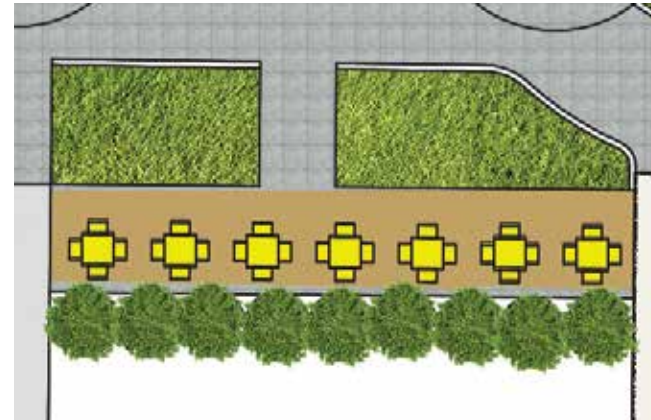






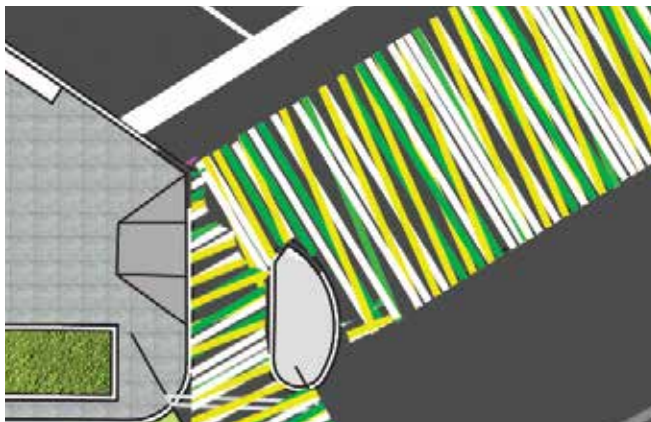
## *Dumpsters Relocated*

Dumpsters could be relocated from pedestrian pathway and screened.



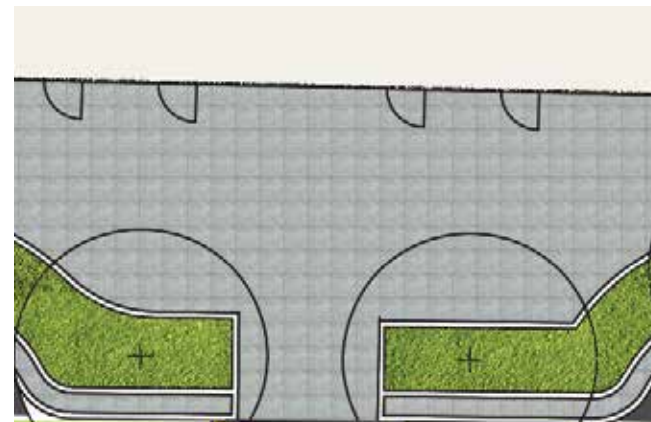
## *Game Area*

Land owned by parks department could get temporary deck with game tables while more permanent design ideas are explored.



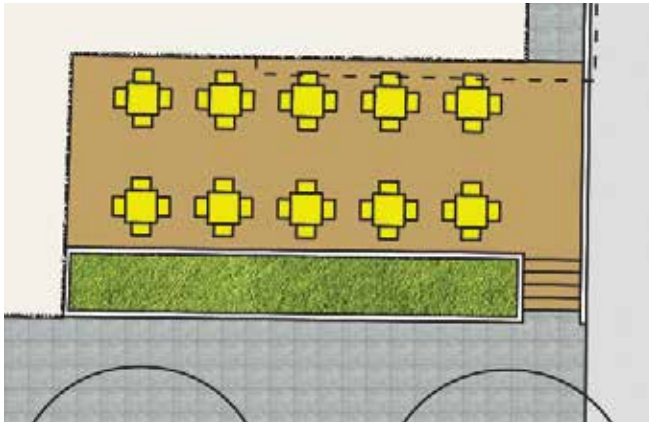
## *Distinctive Crosswalk and Lighting*

A distinctive crosswalk, paired with strings of lighting that criss-cross overhead, mixing with the various wires, could act as a welcome mat for Little Saigon.



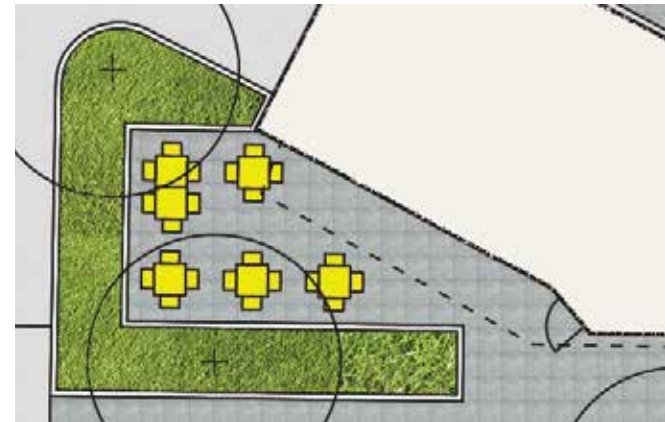
## *Adaptable Bulb-out*

Bulb out in front of currently vacant store-front could become cafe space or could be used for outdoor displays of merchandise



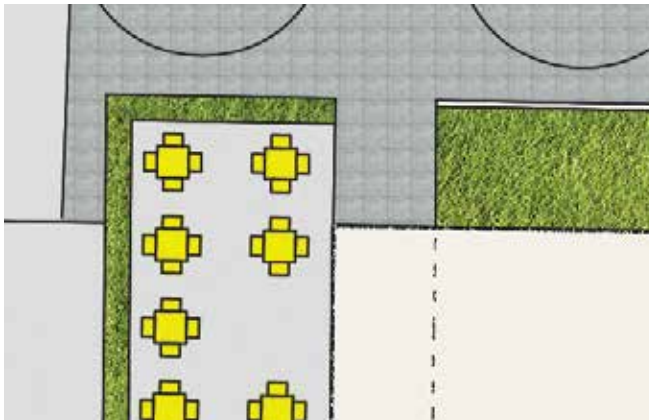
*Pho Viet Deck*

Pavement sometimes used for parking could become cafe seating for the adjacent restaurant. The site is uneven so a deck would be required.



*Pho Bac Cafe Space*

The flowing expanse of unstriped pavement west of Pho Bac could be reconfigured to provide outdoor cafe space.



*Ding How Center Cafe*

Some parking spaces near restaurant where there is a deep setback could become cafe space

# Jackson Corridor

## *Improved Crosswalks Inspired by Local Food Culture*

A new streetcar station in the middle of South Jackson Street will become a main entry point for visitors. Yet it does not feel very welcoming for pedestrians (here). The thermoplastic lines are barely noticable to drivers and they terminate at a tree pit. In addition to the restriping work to make the street more friendly for pedestrians and bicyclists, we propose bumping out the curb at this mid-block crossing and improving the crosswalk. It would be hard to add a paver crosswalk at this point, since the rails are surrounded by concrete. However using colorful thermoplastic strips, one could create a very nice modern looking crosswalk inspired by pho.

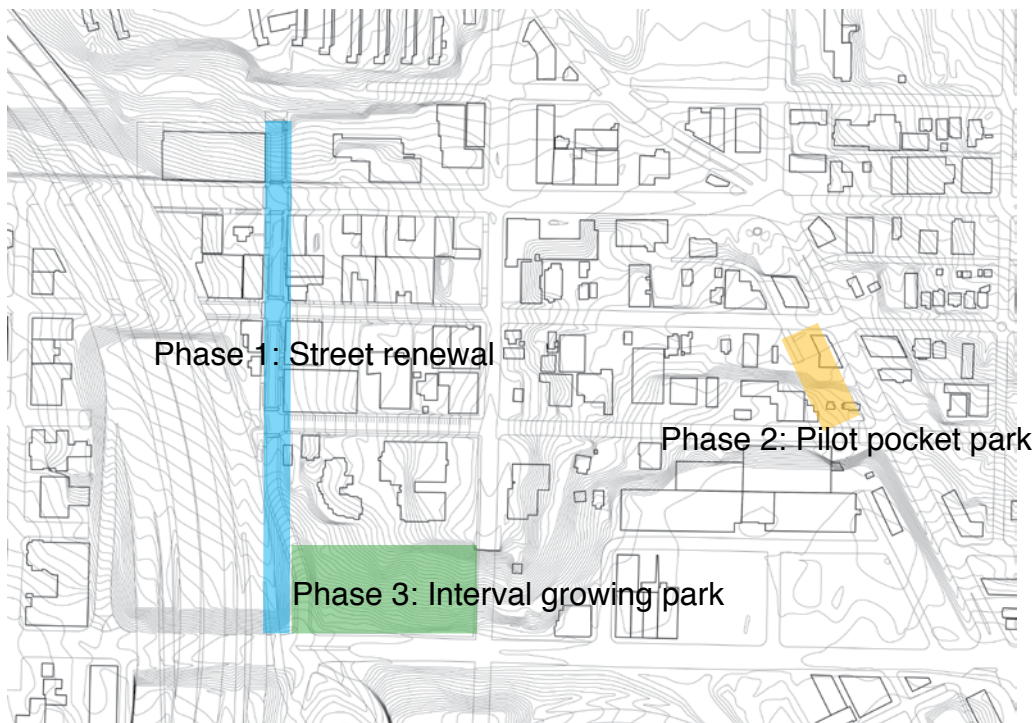




# 4. Urban Forest

## Green Little Saigon in Phases

In order to promote the Vietnamese cultural and identity, one of the ways is to look at the Vietnamese cultural plants through applications of the native plants with resembling characteristics. Urban forestry includes the idea of improving the existing landscapes at different scales ranging from street renewal, pocket spaces and larger green open spaces. The approach is to implement the improvements of the landscapes in phases in both short term and long term. Stormwater is also part of the design intervention. Overall, the urban forestry would benefit Little Saigon socially and commercially.



*Urban forestry*



*Applications of native plants and existing plants in the neighborhood resembling the cultural ones in characteristics*

*+*



*Designs of streetscape, pocket spaces and large green areas*



*Multifunctional green spaces*



*Spatial activation and energization*



*Long-term social and commercial benefits*



*Stronger community, distinctive identity and sustainability*



**Phase 1: Streetscape\_10th Street Renewal**

“Greening” the streets is one of the effective ways to improve an urban infrastructure such as street corridors while meeting the functional traffic demands. Based on the existing context of Little Saigon, The following precedents show a few possibilities of immediate implemetations.



Existing conditions of the streets in Little Saigon



Warsaw, Poland



Kayseri, Turkey



Mall revitalization, Portland, USA

**Phase 2: Community Pocket Park\_Pilot Pocket Park**

The existing underprogrammed pocket spaces or spaces between buildings could be turned into public recreational parks. John F. Collins Park (Chestnut Park) in Philadelphia is one example of successful urban parks located between buildings.

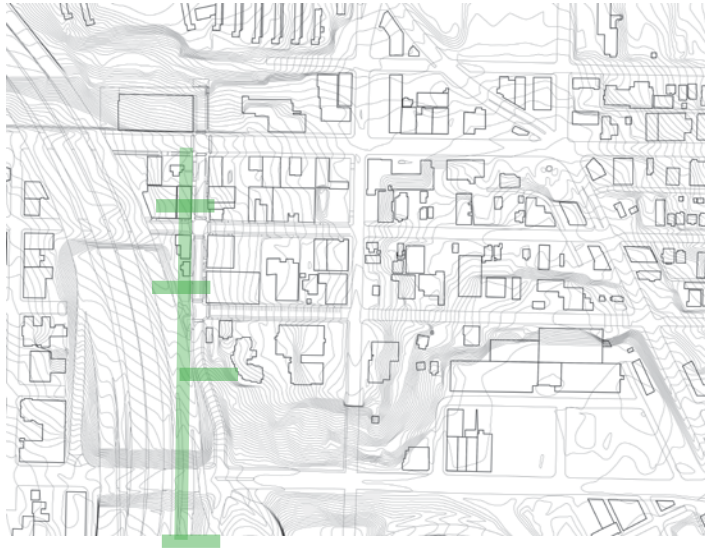


While neighborhood streets serve as a corridor connecting different green spaces, the large turfed open spaces on Dearborn Street could be transformed into a terraced public park in the future such as Awaji Yumebutai International Conference Center in Awajishima, Japan.



## 10th Street Renewal

Little Saigon context



### Street Design | Plants | Activities

10th Street is considered a gateway or an entrance to Little Saigon. 10th Street Renewal is aimed to energize the space in terms of social and commercial activities. The idea of Urban Forest is explored and applied in the street design through the use of existing and native plants that are also associated with Vietnamese culture. The street design also deals with stormwater management by, wherever appropriate, turning the existing impervious surfaces into more pervious ones. The pervious surfaces slow down runoff whereas bioswales help filter and infiltrate water before reaching the retention pond which is located in a small garden adjacent to the highway.

Vietnamese cultural plants



Street Festival in Vietnam



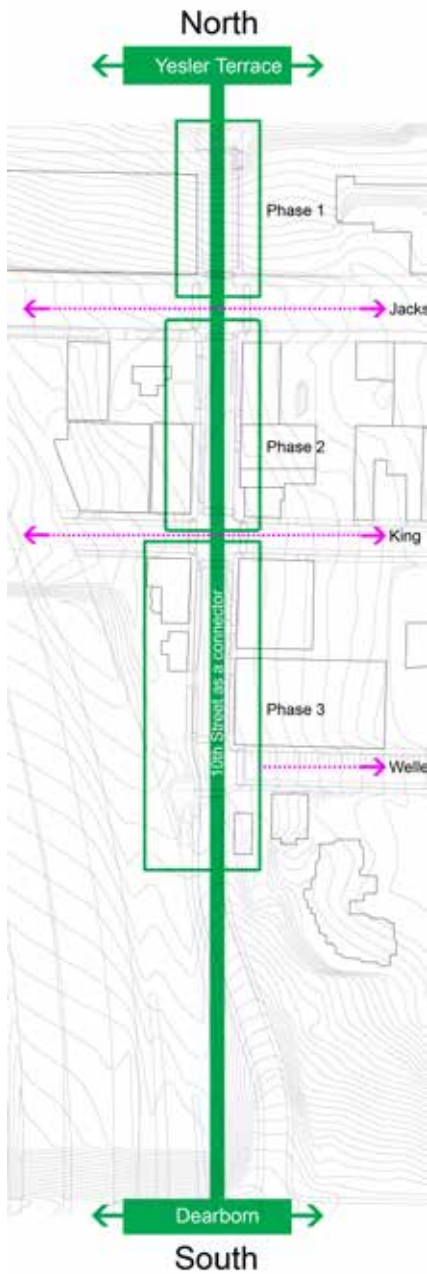
Existing plants in Little Saigon



Native plants to PNW/Seattle



North-South connector



Space utilization



Image sources:  
<http://www.vietnam-culture.com/articles-160-32/The-New-Year-Tree.aspx>  
<http://www.baohuathienhue.vn/?gd=4&cn=1&id=317&newsid=28-0-31520>  
<http://www.baohuathienhue.vn/?gd=4&cn=1&id=317&newsid=28-0-31520>  
<http://vietnamtravelguide01.blogspot.com/2013/12/peach-flower-special-flower-of.html>  
<http://www.vietnam-beauty.com/vietnamese-culture/vietnam-culture-value/13-vietnam-culture-value/268-ornamental-plants-heart-and-soul-in-tet.html>  
<http://cutemintiran.wordpress.com/2013/05/11/lotus-vietnams-national-flower-a-symbol-of-divine-beauty/>  
<https://www.facebook.com/pages/LAN-Poland/621930914566920>  
<http://www.trainsoturkey.com/w/prwiki.php/Urban/Kayseri>  
<http://www.asia.org/2011/awards/091.html>  
<http://www.zgf.com/portfolio/>

Runoff directions

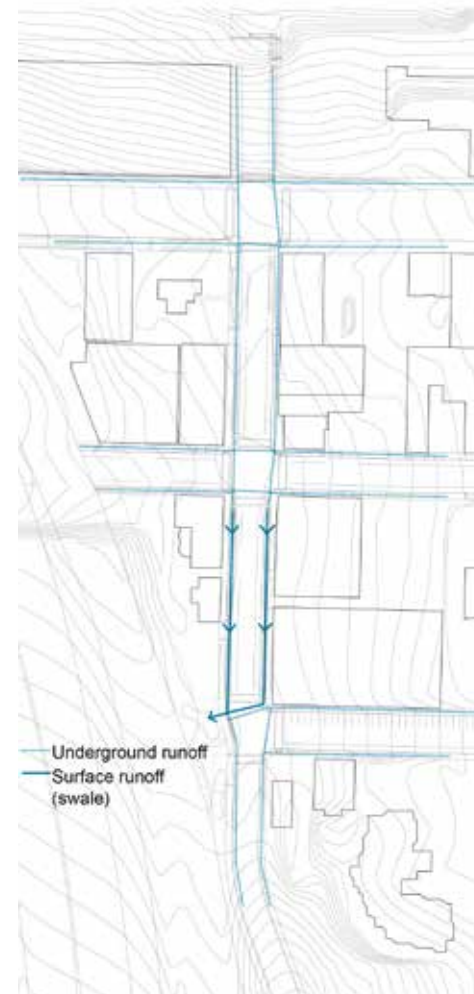


Image sources:  
<http://www.geocities.ws/arquique/ando/andoaw.html>  
<http://lorafocus.wordpress.com/2013/02/08/platform-landscape-for-awaji-yumebutai-center/>  
<http://whenonearth.net/100-terraced-garden-squares-awaji-yumebutai-japan/>  
<http://www.designrulz.com/architecture/2012/09/awaji-yumebutai-international-conference-center-by-tad-a0-ando/>  
<http://www.vietnamtourism.org.vn/travel-guide/travel-with-us/139-s-worth-making-a-trip-to-vietnam-in-days-of-vietnamese-tet-2013.html>  
<https://www.facebook.com/pages/NGUYEN-HUE-Flower-Street/429844250445036?ref=photo>  
<http://tuoitrenews.vn/lifestyle/17200/hcmc-flower-fests-ready-for-tet>  
<http://www.saigon-gpdaily.com.vn/hochiminhcity/2013/2/104160/>

Sidewalk improvement as a social catalyst

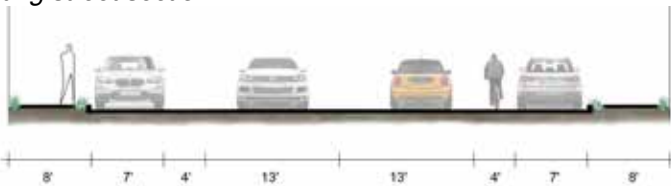


# Urban Forest

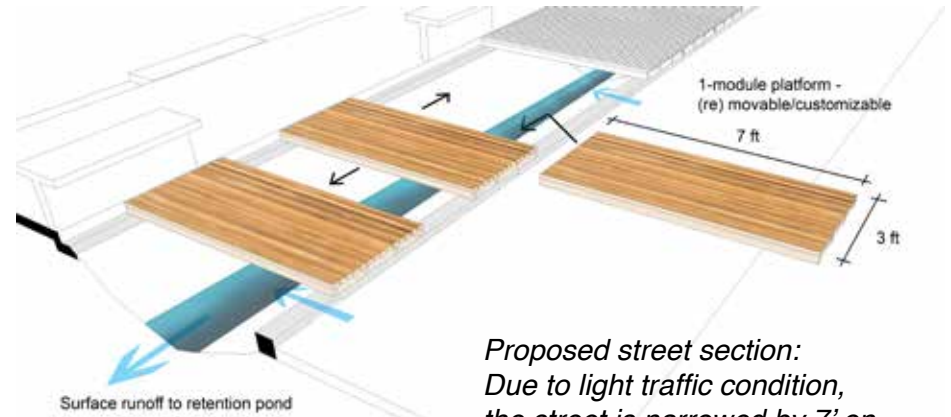
*Green walls and pervious surfaces: The idea is to make use of the existing blank facades to create a more welcoming atmosphere. Stormwater is handled through a combination of the existing underground pipe system and natural, pervious surfaces.*



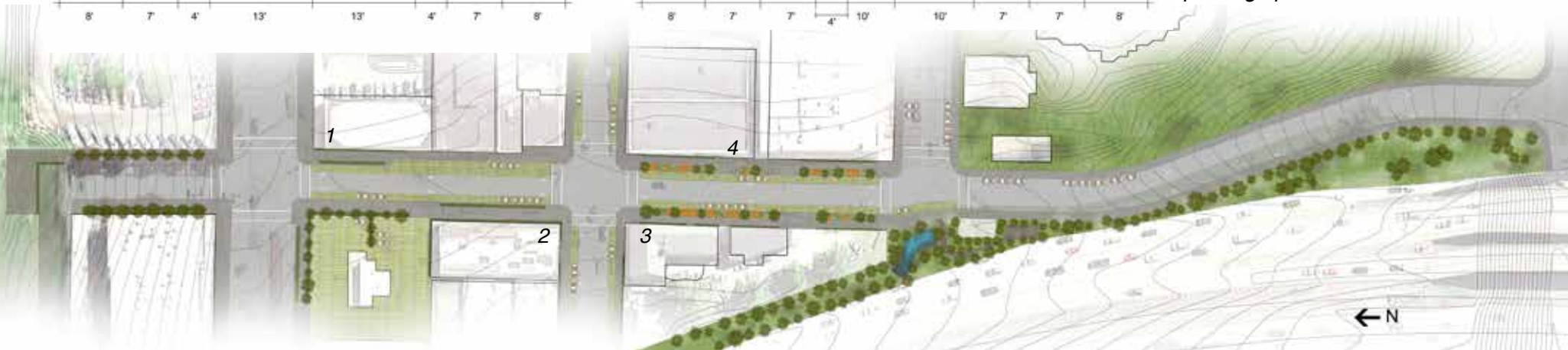
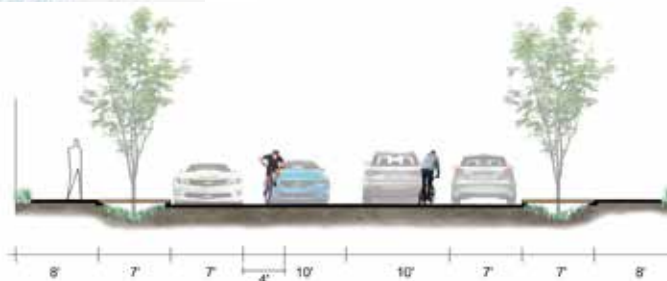
Existing street section



*Platform terraces: movable platforms come in modules. They can be placed on top of structurally-reinforced curbs and vegetated swales, and moved to create customizable terraces as an additional gathering place.*



*Proposed street section: Due to light traffic condition, the street is narrowed by 7' on each side, making additional room for vegetated swales as surface drainage where runoffs are directed to a retention pond in the proposed park. The traffic lanes are shared by motorized vehicles and bikes while maintaining the same amount of parking spaces.*





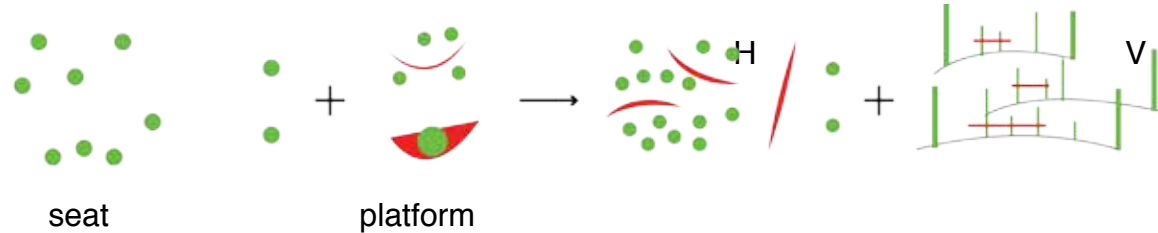
# Interval Growing Park

Guanyi Gao

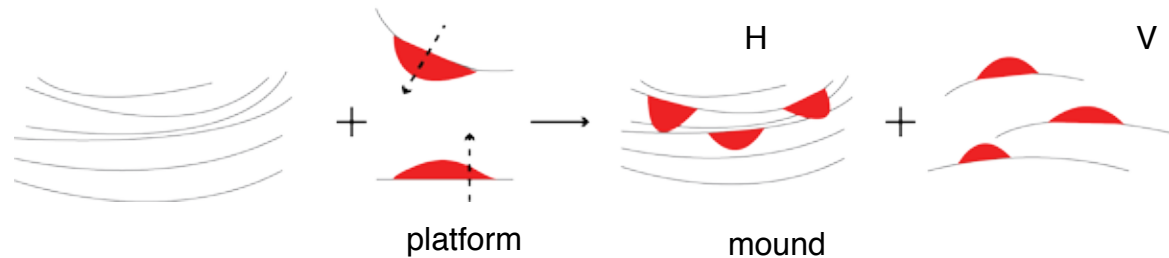


## Concept: Interval Growing

Find intervals in trees



Find intervals in contours



## Issues

### Temporary land use possibility

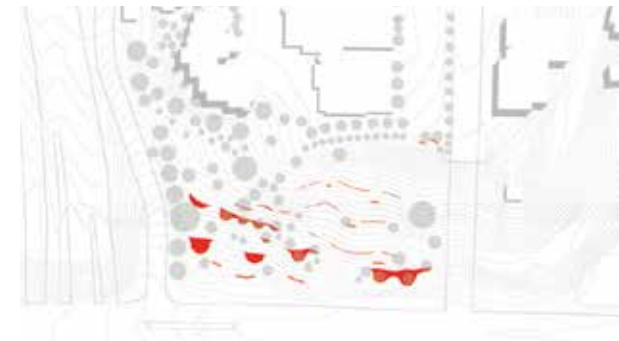
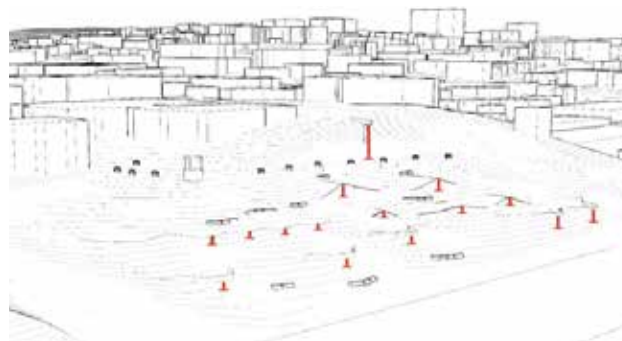
Interim and possible long-term use of the site as a green urban space

### Development cost

Park + community garden would cost much less than real estate development in such a large site with steep slope; community garden can engage users with maintenance of the space and bring social and economic benefits.

### Ecological restoration

Large-scale green space for the Little Saigon area



## Plan



### Green Space

*before*



*after*



### Water Feature



### Furniture



### Circulation

*before*



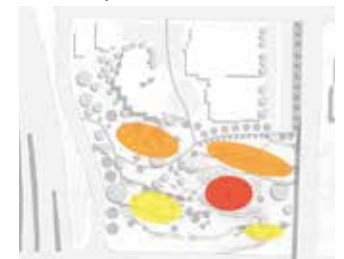
*after*



### Visual Connection



### Develop Phases



# Urban Forest





Furniture in trees



Water features in public space



Community garden



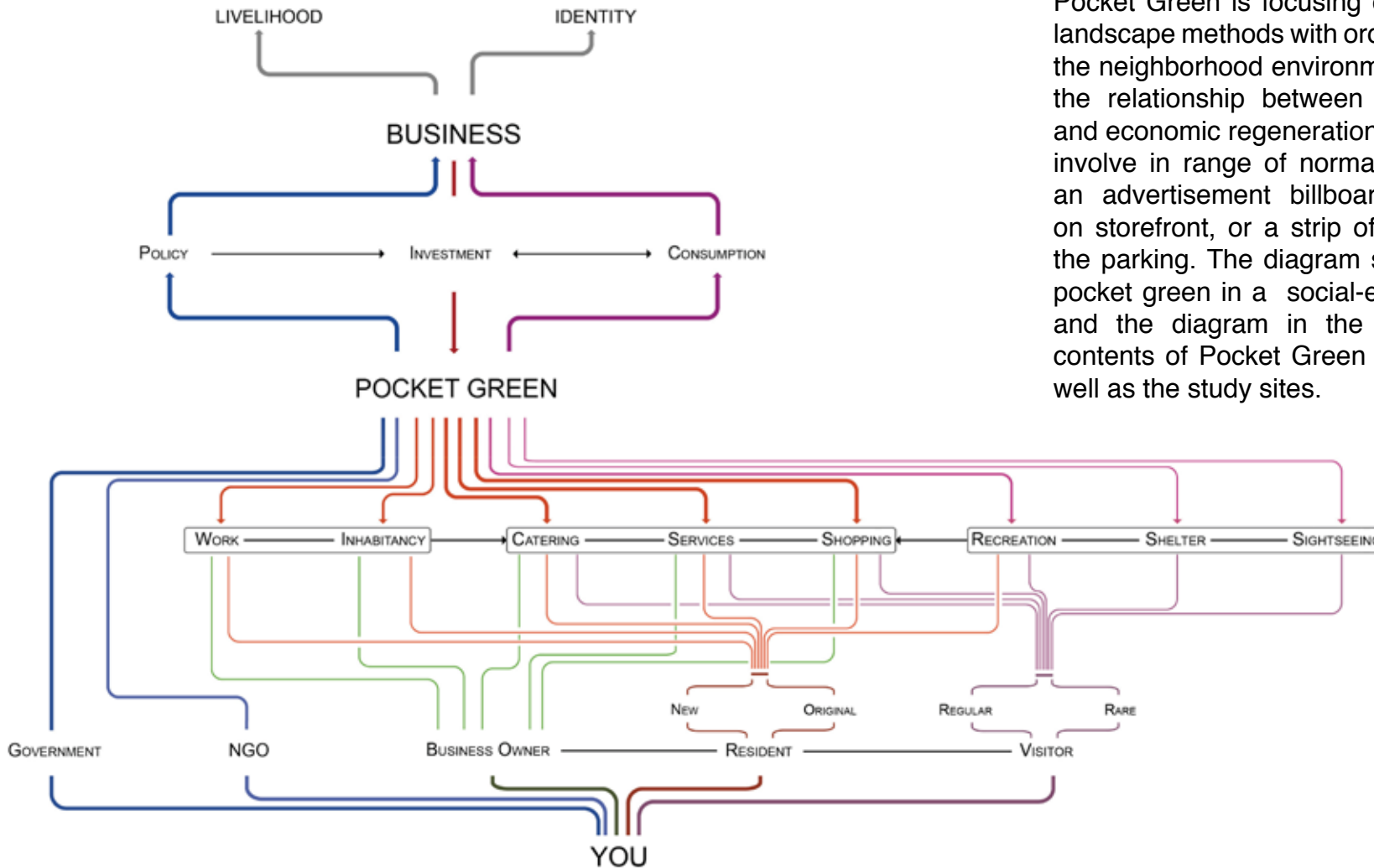
SUMMER (VIEW FROM WestSouth TO EastNorth)



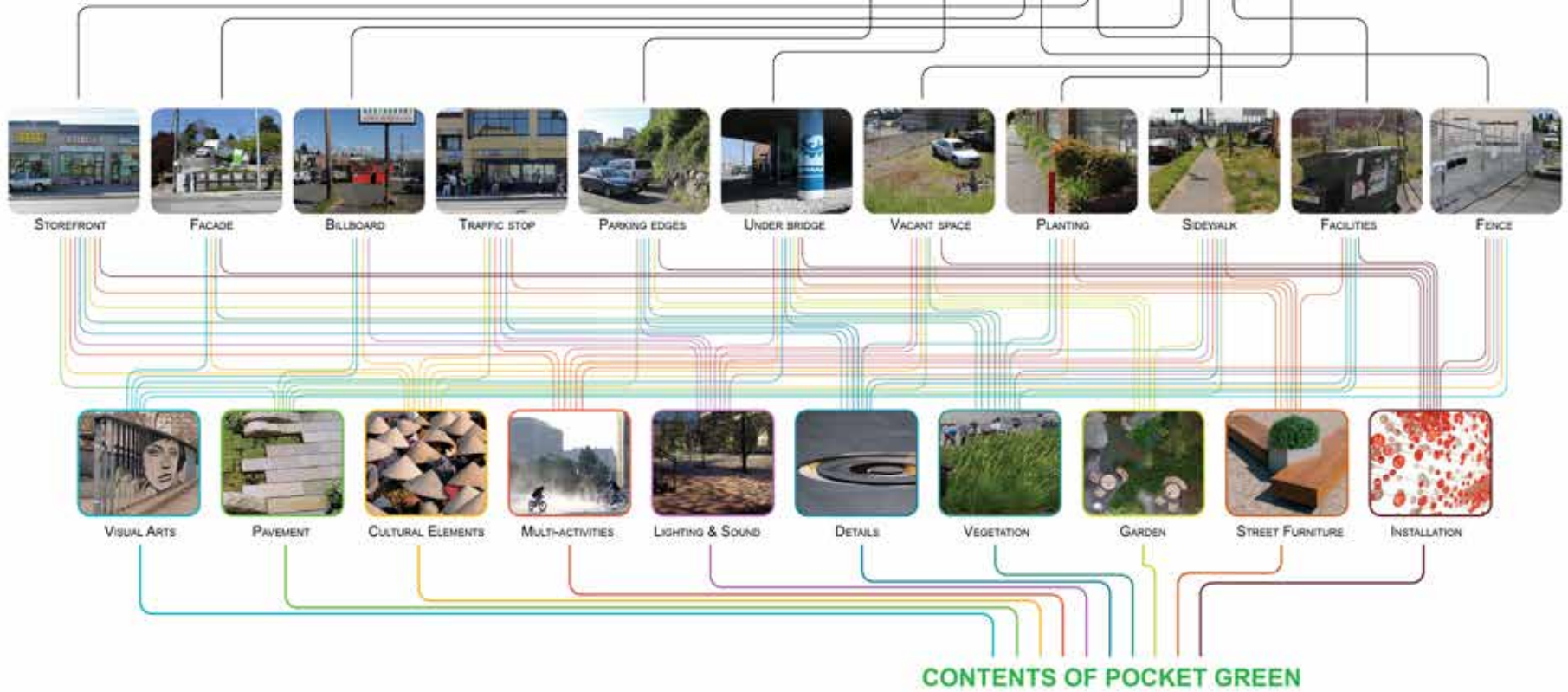
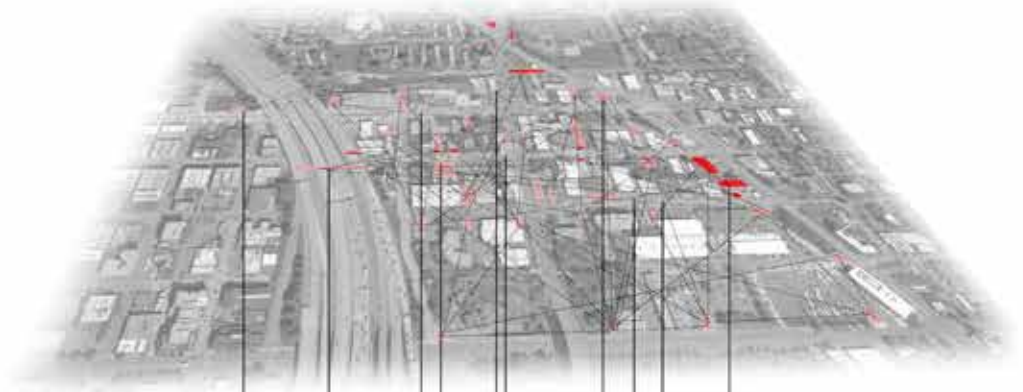
# Pocket Green

## Description

With the expectation of economic development in Little Saigon, the project of Pocket Green is focusing on combining the landscape methods with ordinary elements of the neighborhood environment to coordinate the relationship between ecology, culture, and economic regeneration. The ideas could involve in range of normal things, such as an advertisement billboard, potted plants on storefront, or a strip of pavement along the parking. The diagram shows the role of pocket green in a social-economic context, and the diagram in the right shows the contents of Pocket Green in the project, as well as the study sites.



EXISTING & ENTRY POINTS



CONTENTS OF POCKET GREEN

# Urban Forest

## CONTENTS OF POCKET GREEN

### STUDY CASES



Tiny Plaza on Main St.



Leisure Place on Weller St. & Rainier Ave



Facade-scape on King St.



SITE

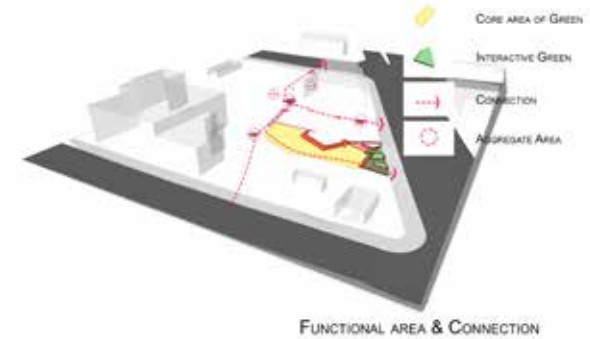
**LOCATION:** Main St, Between Boren Ave & 12th Avenue

**PARTICIPANTS:** Business owners, residents, visitors, government, NGO

**TOOLS OF POCKET GREEN:** Space, pavement, urban furniture, **cultural icon**, **aggregates**, **vegetation**, rain garden, visual art, lighting

**CURRENT BUSINESSES:** Restaurants, dentistry, jewelry, barber shop, pharmacy, and other services.

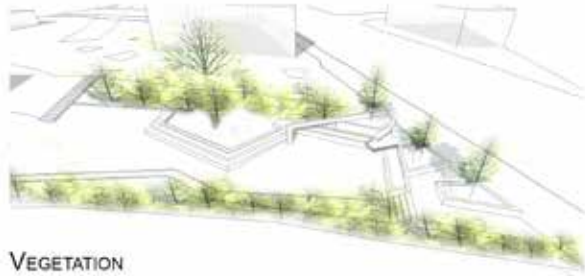
**PROGRAMS:** Business center, pedestrian flow distribution, **leisure space**, multi-services area, night activities, and ecological corridor.



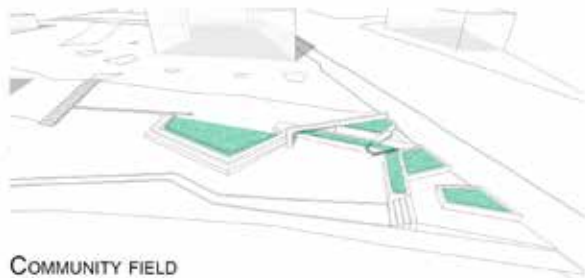
IDEAS FORMING



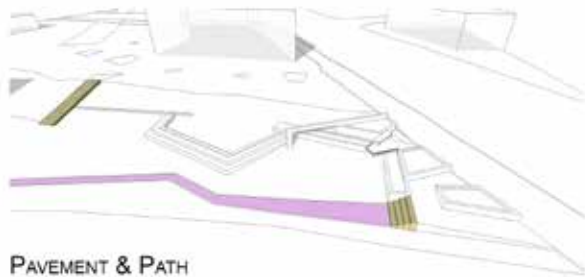
MASTER PLAN



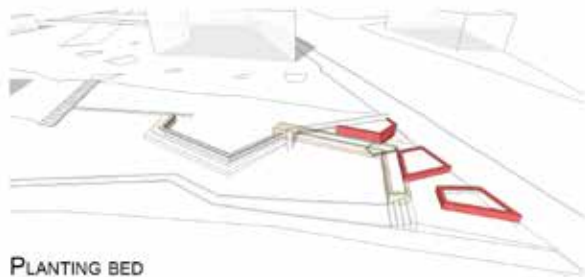
VEGETATION



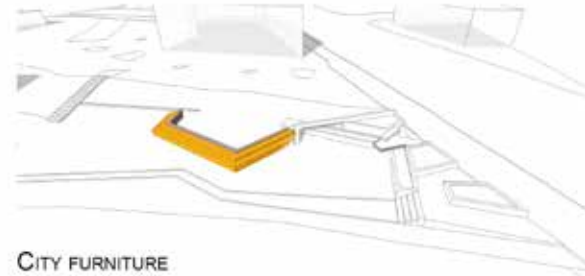
COMMUNITY FIELD



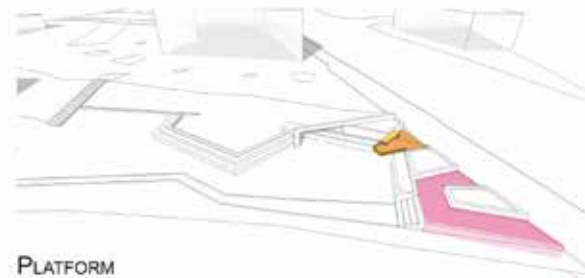
PAVEMENT & PATH



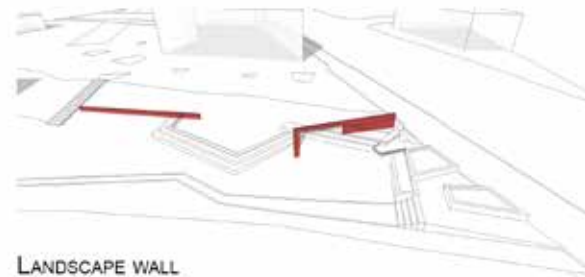
PLANTING BED



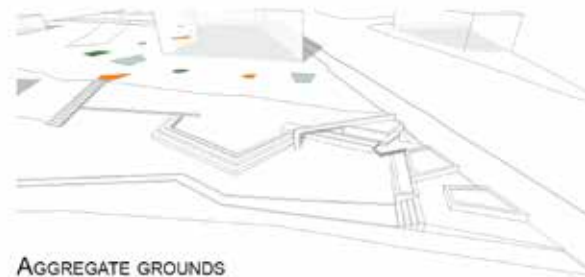
CITY FURNITURE



PLATFORM

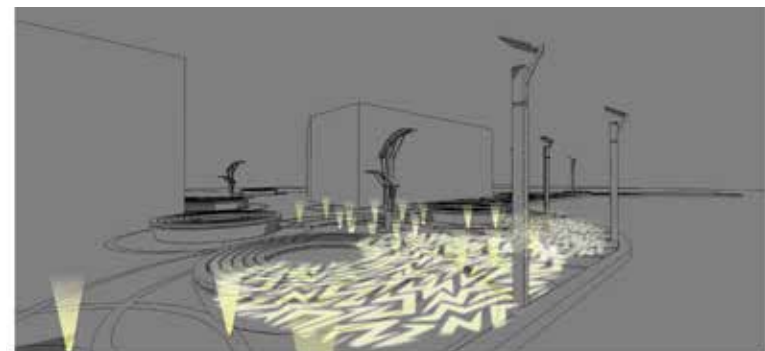
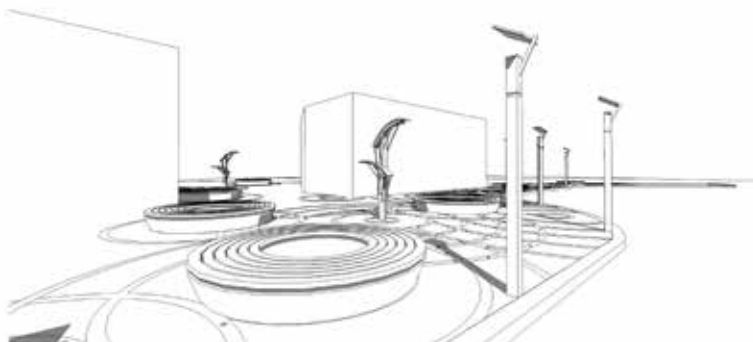


LANDSCAPE WALL



AGGREGATE GROUNDS

# Urban Forest



CONTENTS OF POCKET GREEN

STUDY CASES



Tiny Plaza on Main St.



Leisure Place on Weller St. & Rainier Ave



Facade-scape on King St.



UNDER BRIDGE



LONG FENCE



FACILITIES



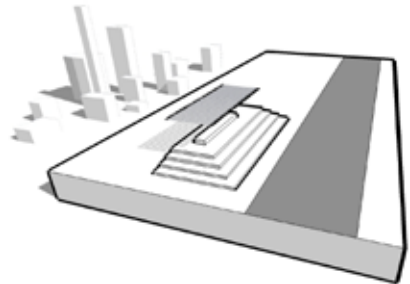
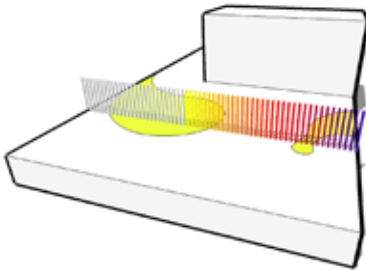
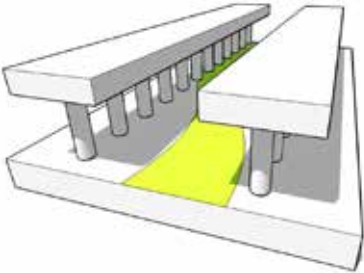
LARGE UNIQUE SPACE & GAP OF POSSIBILITIES



STREET ART HOTBED & PERMEABLE GREEN



SKYLINE VIEW & MULTI-FUNCTIONAL SHELTER



# Urban Forest



BOUNDARIES



STOREFRONT



PARKING EDGE



URBAN WILD



PLANTING



LOW USED SPACE



BOUNDARIES FOR SMALL INTERVENTIONS



COLORFUL CURB & TRIMMED HEDGE



GREEN CURB & HEALTH TREE REPLACEMENT



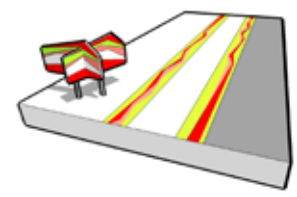
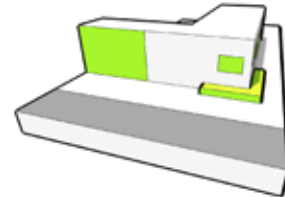
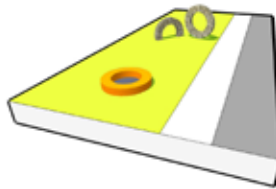
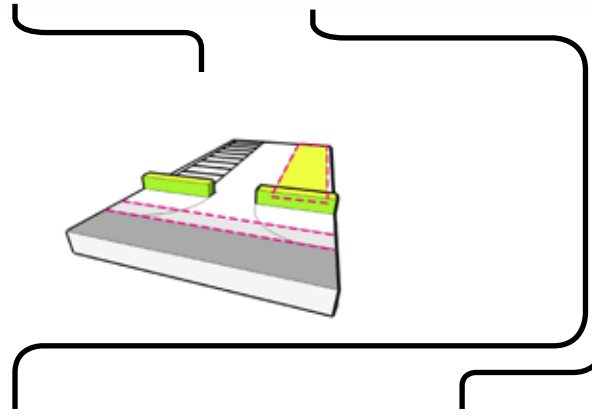
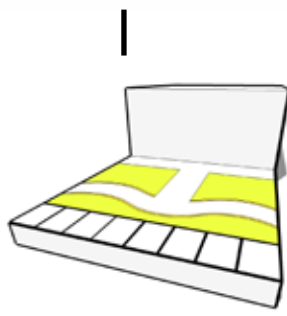
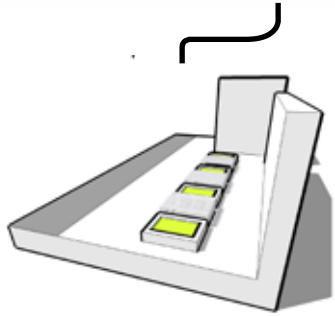
OPEN SPACE & NATIVE INSTALLATION



GREEN CORNER & GREEN WALL



CREATIVE BILLBOARD & GREEN CONNECTION





# Recommendations

## **SUMMARY OF RECOMMENDED STRATEGIES**

### **1. Identify and Build on Existing Assets**

Compared to most other business districts in Seattle, the conditions of Little Saigon presents a number of challenges. These include long urban blocks that impacts walkability, fragmented street frontage as a result of building setback and surface parking lots, lack of tree canopies and vegetation on the street, and a large number of inactive spaces. While these challenges do need to be address to create an even more vibrant and welcoming neighborhood, the District also has strong and distinctive assets already. These include proximity to downtown, a distinctive variety of businesses that attract customers far beyond the neighborhood, and a unique cultural vibe and ambience based on the area's diverse, ethnic businesses.

The opportunities also include the redevelopment of Yesler Terrace and the introduction of a new streetcar line. Both are likely to bring more visitors and customers and in turn make the area more attractive for residents and businesses. Building on these existing assets will ensure that future development of the district does not undermine the current strengths of the neighborhood in terms of its cultural heritage, characters, and diversity of businesses.

### **2. Focus on Local Businesses**

As a commercial district, the main concern of the community is local economic development, particularly for the District's current ethnic businesses. These businesses are vital to the cultural communities of the neighborhood, particularly as the symbolic center for the Vietnamese community. The main strategies for placemaking and community development therefore need

to leverage and connect closely with ongoing and future economic development assets and opportunities in the neighborhood. Immediate strategies could include design of signage and branding, as well as activation of vacant spaces for local businesses. For example, the current parking lot next to Pho Bac on Jackson Street can be re-striped and reorganize to create an outdoor seating space for the restaurant. The outdoor seating would activate the streetscape on Jackson around the restaurant, attract more customers, and increase revenue for business, all without loss of parking spaces (see "Pho Bac Outdoor Café," pp. 54-55). By focusing on and strengthening the local businesses, the district will have a better chance of protecting its existing cultural character and community networks against processes of gentrification and displacement as a result of future redevelopment. The proposed actions will also have better buy-in from the

business community that see their primary interest becoming a main focus of actions.

### **3. Immediate and Short-term Solutions that Can Influence Long-term Outcomes**

Rather than a Master Plan approach, immediate and short-term actions are a good way to engage and building capacity for the community, as well as to test ideas. These could include improvement of the existing building façade, café seating, display of merchandise in the street right-of-way, signage, and temporary activation of vacation spaces. For example, the currently vacant space between Jackson Street and King Street near 10th AVE could be used for a temporary weekend market. The market could support small startup businesses and add more commercial variety to the District. As businesses become more established, the nearby buildings could

# Recommendations

be remodeled and used as a more permanent market space that can accommodate more diverse programming. As the business and spatial model develops, it can be incorporated into future development of the neighborhood, thus allowing the businesses to stay (see “Bamboo Market,” pp. 59-63). The immediate and short-term actions would also be less costly to implement. They could result in immediate improvements of visitor experiences and contribute to more activities in the neighborhood that benefit local businesses. They can also be adjusted or modified according to changing circumstances and opportunities. Successful short-term improvements can be made more permanent as their impacts and benefits justify and attract more investments, and as the local community has greater capacity to take on the design and development of longer-term improvements.

## 4. Leverage City Support

For the local community to build greater capacity through immediate and short-term actions, one source of support is from the City, including the Neighborhood Matching Fund grants. Sources of city funds would address the limited financial resources in the community. It would also allow the community to gain more experience in applying for and acquiring city funding for community-initiated projects. Specifically, through these projects, the community could gain more experience in partnering and working with different entities and agencies in the city, including Department of Planning and Development, Department of Parks and Recreation, Office of Economic Development, Department of Transportation, 4Culture, etc., on projects ranging from street improvements to strategies for economic development. Success of these projects could result in greater capacity to compete for larger and more significant

support from the city and in dealing with future planning and development of the neighborhood.

## 5. Engage in Long-term Planning

With its proximity to Downtown, the redevelopment of Yesler Terrace, upzoning, and the opening of a new streetcar line, it's a matter of time that significant transformation will arrive in the District. The future redevelopment of the District is expected to have a major impact on the commercial activities and cultural character and identity of the neighborhood, particularly its strong ethnic identities. As such, it's important for the Little Saigon business community to plan ahead to address these coming challenges and opportunities. Specifically, the community needs to work with the City and other community-based organizations to develop a plan and explore an ensemble of mechanisms to support and protect the local businesses, particularly

the ethnic businesses that depend on the current availability of the affordable rental properties. As the area undergoes redevelopment, it is likely that these properties will no longer be affordable for the ethnic businesses.



