

Little Saigon Landmark

A cultural and community anchor serving small businesses, the Vietnamese community, and the Greater Seattle area.

BACKGROUND

2011 - Engagement and advocacy around Yesler Terrace Redevelopment

2012 - Little Saigon Action Plan 2020

2014 - Landmark Feasibility Study

2016 - Community Engagement and Feedback Study

2017 - Equitable Development Implementation Plan & Financial Investment Strategy

VISION

- 1. Cultural center** - showcase culture and history, bring people together, offer resources and connections.
 - Vietnamese language classes
 - Social service resources
 - Coworking space
 - Community festivals & events
 - Exhibition, arts, and history
- 2. Small business** - advance economic opportunities and resources.
 - Year-round indoor night market
 - Incubator space
 - Small business technical assistance/support
- 3. Housing** - live and grow in place surrounded by community.

CHALLENGES

- Market competition (i.e. public and private developers)
- Neighborhood's economic development goals v. developer bottom-line
- Property ownership
- Commercial affordability: rental rates, lease agreements, tenant improvements
- Displaced businesses
- Vacancies
- Synergy of specific elements

FLS'S ROLE & PARTNERSHIPS

- Elevate Little Saigon's voice and visibility
- Conceptualize a Little Saigon neighborhood vision
- Influence planning and development of affordable commercial space
- Bring the Landmark Project to life
- Own and operate the Cultural Center

Partners: SCIDpda, Yesler Community Collaborative, Wing Luke Museum, and City of Seattle (OED, OPCD, EDI).