

Little Saigon

DESIGN GUIDELINES

CITY OF GARDEN GROVE | JOINT CITY COUNCIL AND PLANNING COMMISSION STUDY SESSION | 08/25/26



Project Team

Gensler

Integrated Design Team:

- Urban Planning & Design
- Architectural Design
- Brand Design
- Mobility Planning
- Community Engagement



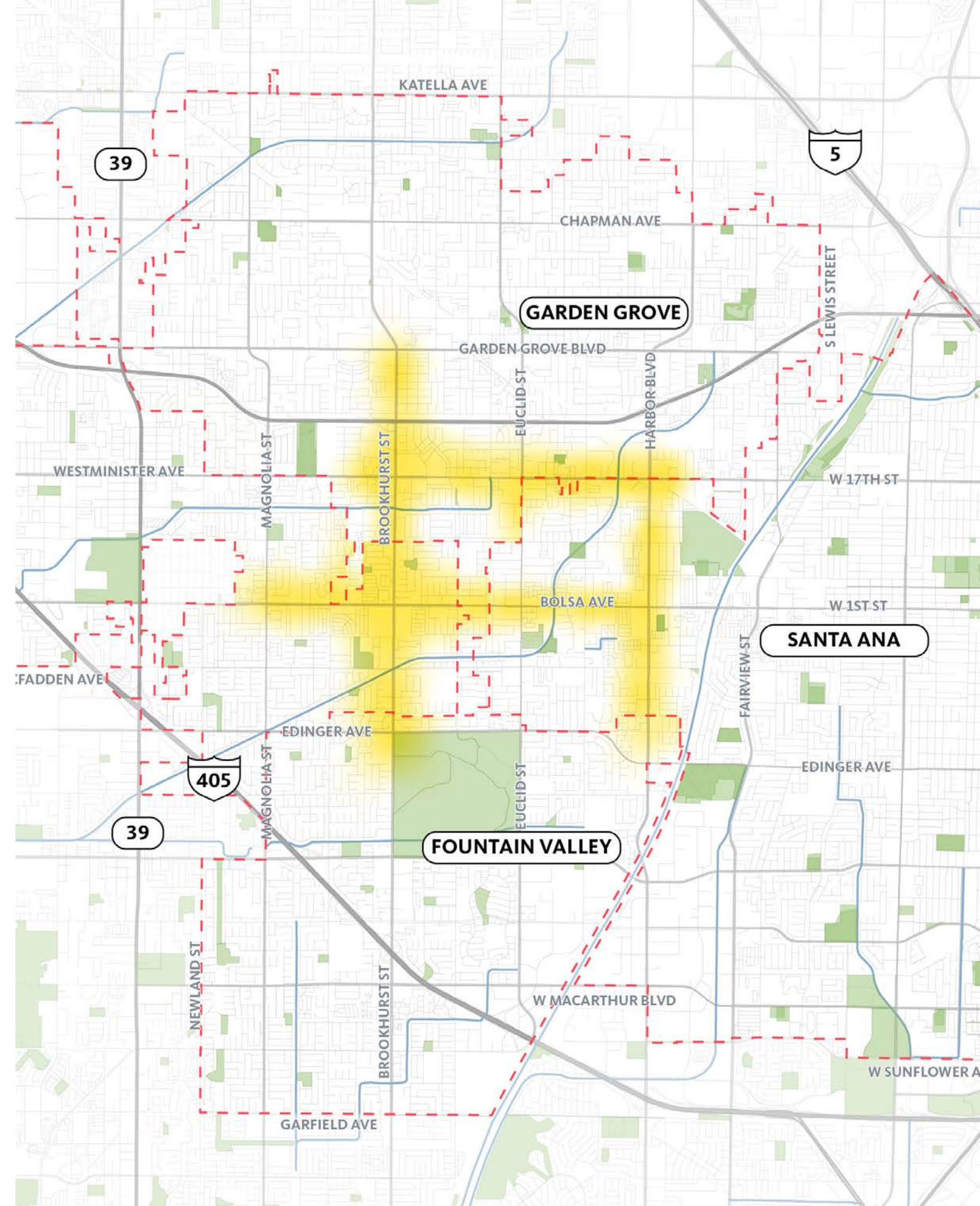
CONSULTANT

TRI-CITY CLIENT TEAM

Project Purpose

Project was developed as part of the Regional Investment Initiative Catalyst (RIIC) grant under California Jobs First, creating architectural and urban design guidelines that support future public and private investment.

- 1 Establish a **shared vision** for the future of Little Saigon.
- 2 Strengthen the district's **cultural identity** and physical character.
- 3 Improve the **public realm** and enhance the **visitor experience**.
- 4 Guide future public and private investment through **cohesive design** strategies.



The District Today

- **Auto-oriented** retail centers with expansive surface parking.
- Strong cultural identity but **inconsistent physical character**.
- Lack of shaded public gathering areas and **limited pedestrian amenities**.
- Diverse retail center sizes requiring different design strategies.
- **Lacks connectivity** between destinations.



A Community Led Process

Over **100 community members and stakeholders** were engaged across **six unique touch points**



Garden Grove Community Workshop

First public engagement on Saturday, April 25, 2026 at the Garden Grove Courtyard Center



What We Heard

Preserve Heritage

Preserve and Build on Little Saigon's Existing Nostalgic and Layered Character



Celebrate Identity

Celebrate the Unique Spectrum of Vietnamese and Vietnamese-American Design Aesthetics



Activate Community Life

Enabling Cultural and Social Activities is Just as Important as Physical Design Aesthetics



Design Values



Design for Hospitality First

Create a welcoming, accessible, and inclusive district for people of all ages and abilities.



Honor Memory and Storytelling

Honor Little Saigon's history while celebrating the evolving identity of the Vietnamese-American community.



Look to the Future

Create places where families, youth, and future generations can connect, gather, and thrive.



Stay Flexible and Tactical

Promote flexible, achievable solutions that support long-term implementation and investment.



Prioritize Coordination and Cooperation

Encourage collaboration across businesses, community organizations, and local creatives.



Embrace Nature and Leverage the Outdoors

Design vibrant public spaces that encourage year-round outdoor activity through shade, greenery, and places to gather.

Project Graphic Identity

Reflecting back what we heard from the community: A bright, vibrant brand identity nostalgic at heart, weaving together diverse perspectives into a unified mosaic.

Headling: Fontspring

Little Saigon

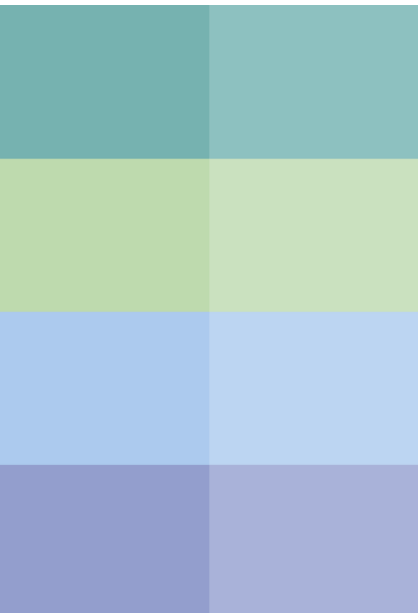
Sub-Headling: Gotham

DESIGN GUIDELINES

Primary Colors



Secondary Colors



Document Implementation



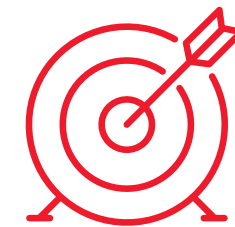
What is a Design Guideline Document?

- Flexible recommendations for future development and reinvestment.
- Guidance, not requirements.
- Complement existing zoning and land use regulations.
- Used by property owners, developers, designers, business owners, and City staff.



How will this Document be Used?

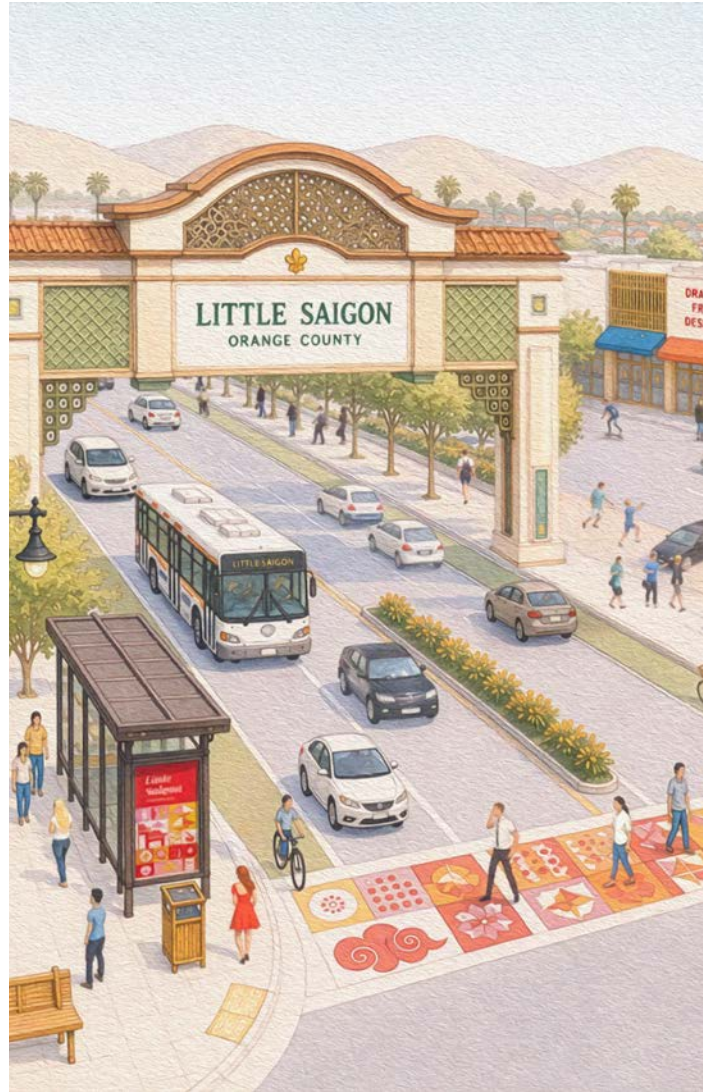
- Organized into four topics: Streetscape & Public Realm, Site Design, Architecture, and Signage & Wayfinding.
- Recommendations supported by images, diagrams, and example applications.
- Intended to be visually compelling and accessible for any audience to use.
- Implementation icons identify stakeholders best to carry out each recommendation.



What will this Document Achieve?

- Support capital improvement planning and project prioritization.
- Encourage coordinated implementation among cities, agencies, and property owners.

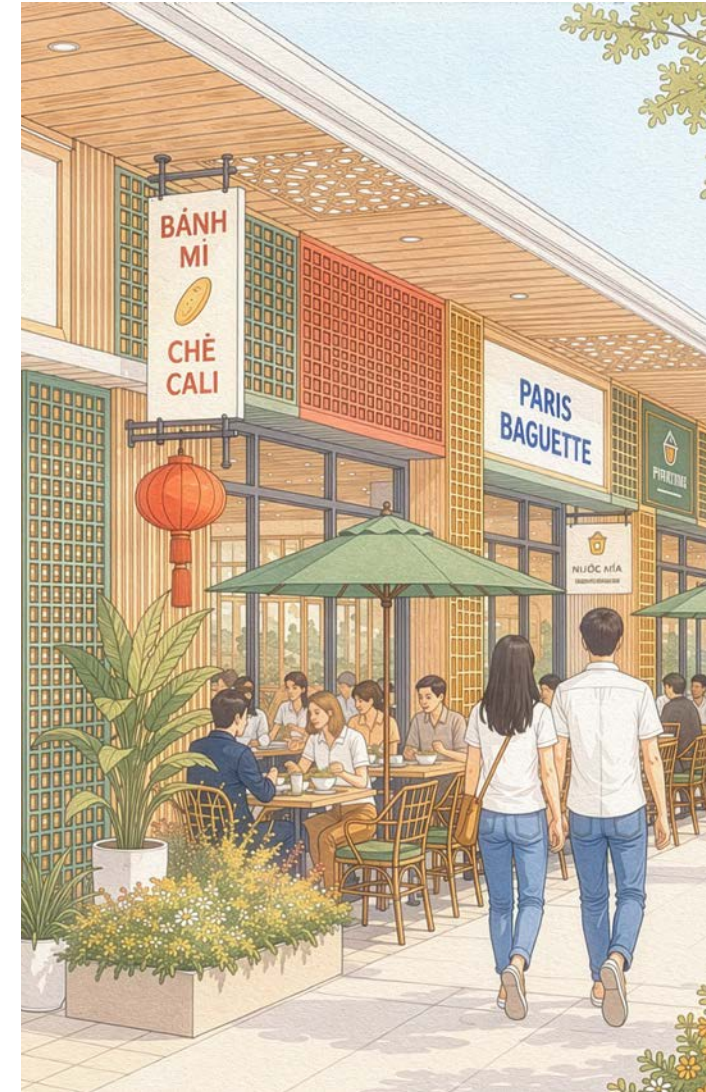
Document Organization



Streetscape & Public Realm



Site Design



Architecture

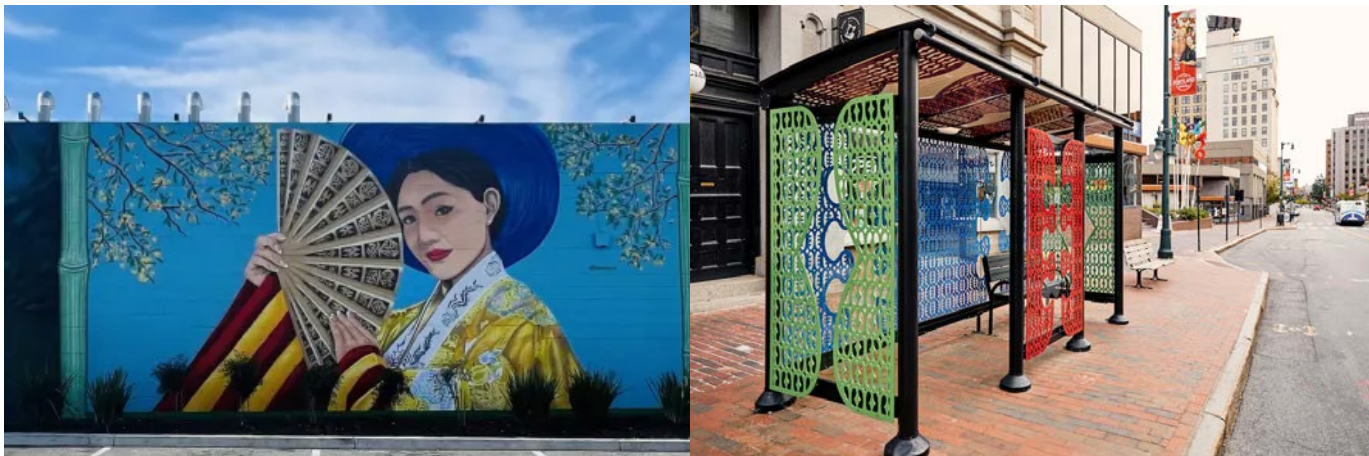


Signage & Wayfinding

[illegible]

Guidelines: Streetscape & Public Realm

SECTION GOALS



Strengthen District Placemaking

Celebrate the culture and character within public realm through culturally inspired streetscape elements and public art.



Expand Shade Trees & Landscaping

Create cooler and greener streets by increasing shade and landscaping.



Introduce Outdoor Gathering Spaces

Design public spaces that support gathering, community events, and celebrations.

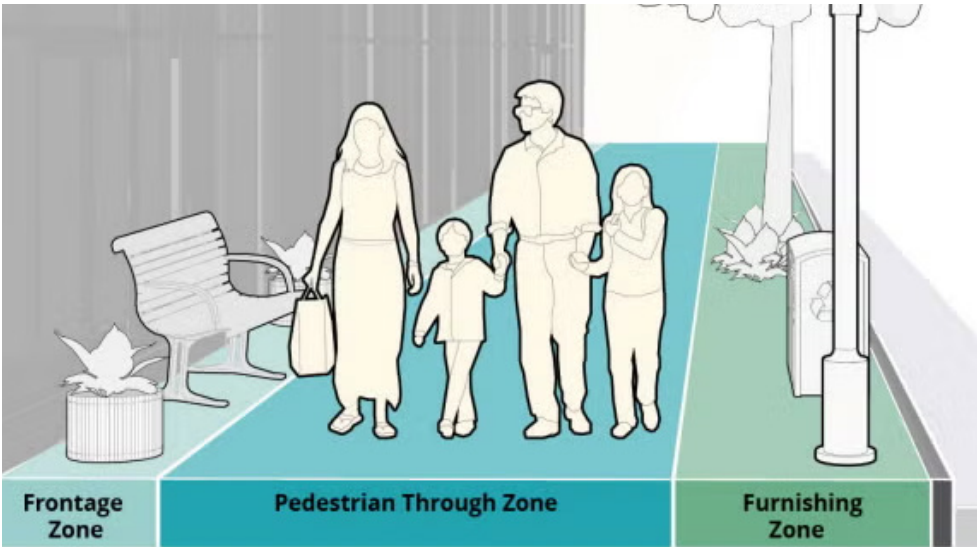


Improve Walking & Connectivity

Support safe and accessible streets with shared mobility and a park once experience.

Guidelines: Streetscape & Public Realm

4.1 Create Welcoming Streets that Encourage Walking and Exploration



4.2 Reinforce District Identity Through Culturally Inspired Streetscape Elements



4.3 Expand Urban Greenery in both Public and Private Spaces



4.4 Support Safe and Comfortable Movement Throughout the District



4.5 Design Public Spaces to Support Community Use



4.6 Celebrate Vietnamese Culture through Public Art and Placemaking



Gateway Sign

Little Saigon

Street Lighting & Banners

Pylon Sign

Shade Canopy

Roadway Medians

Bike Lane

Outdoor Seating

Street Furniture





LITTLE SAIGON ORANGE COUNTY

DRAGON
FRUIT
DESSERT

SAIGON
MOON CAFE

MEKONG
STREET EATS

LOTUS
FLOWER
FLORIST

Saigon St

16

Site Design

Guidelines: Site Design

SECTION GOALS



Improve Site Access & Circulation

Design retail centers with connected pedestrian routes, intuitive circulation, and efficient parking.



Strengthen Site Placemaking

Celebrate Vietnamese culture through site elements that create a cohesive and recognizable district identity.



Create Active Community Spaces

Activate retail centers with flexible public spaces for family play, dining, and everyday activities.

Guidelines: Site Design

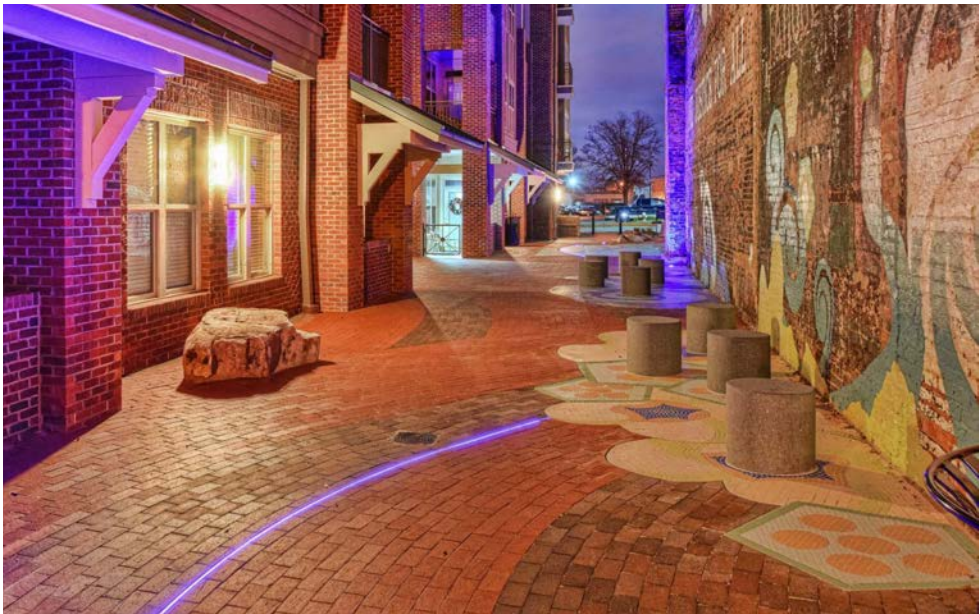
5.1 Improve Access and Connectivity Within Retail Centers

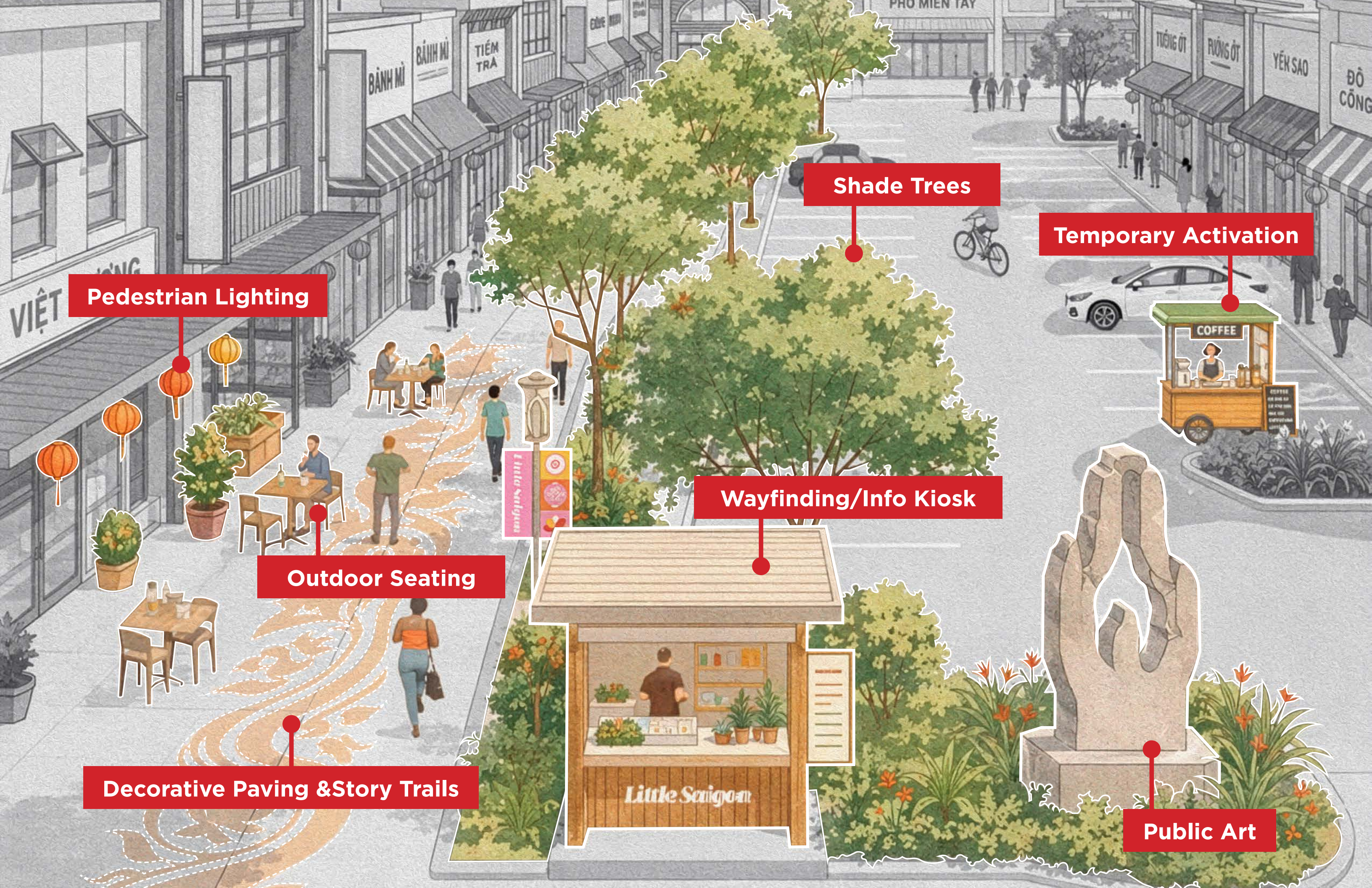


5.2 Activate Site to Support Community Life and Culture



5.3 Strengthen District Identity Through Culturally Inspired Site Elements





Pedestrian Lighting

Shade Trees

Temporary Activation

Outdoor Seating

Wayfinding/Info Kiosk

Decorative Paving & Story Trails

Public Art



ture

Guidelines: Architecture

SECTION GOALS



Enhance Storefront Character

Create engaging storefronts that reflect district identity through culturally inspired architecture, materials, and transparent building frontages.



Improve Comfort and Visibility

Elevate the pedestrian experience with shaded walkways, illuminated storefronts, and welcoming building entrances.



Design Distinct Roof Forms

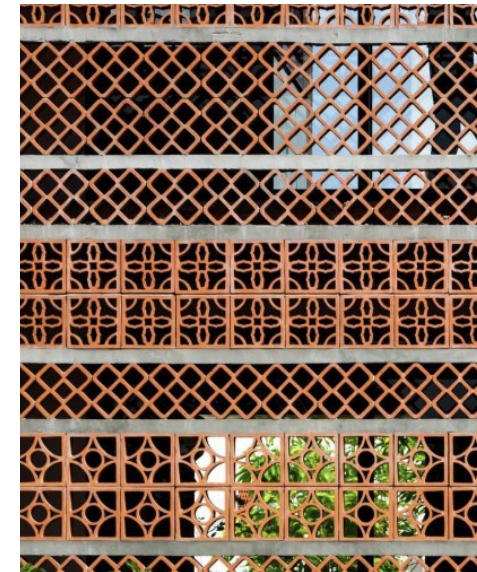
Incorporate expressive roof forms that strengthen architectural character.

Guidelines: Architecture

6.1 Encourage New Development that Supports Walkability and District Character



6.2 Integrate Diverse Materials and Details into Storefront Design



6.3 Design Engaging Facades Inspired by Vietnamese Culture



6.4 Use Building Entryways and Window Design to Create Connections



6.5 Integrate Facades with Awnings, Canopies, and Other Shade Structures



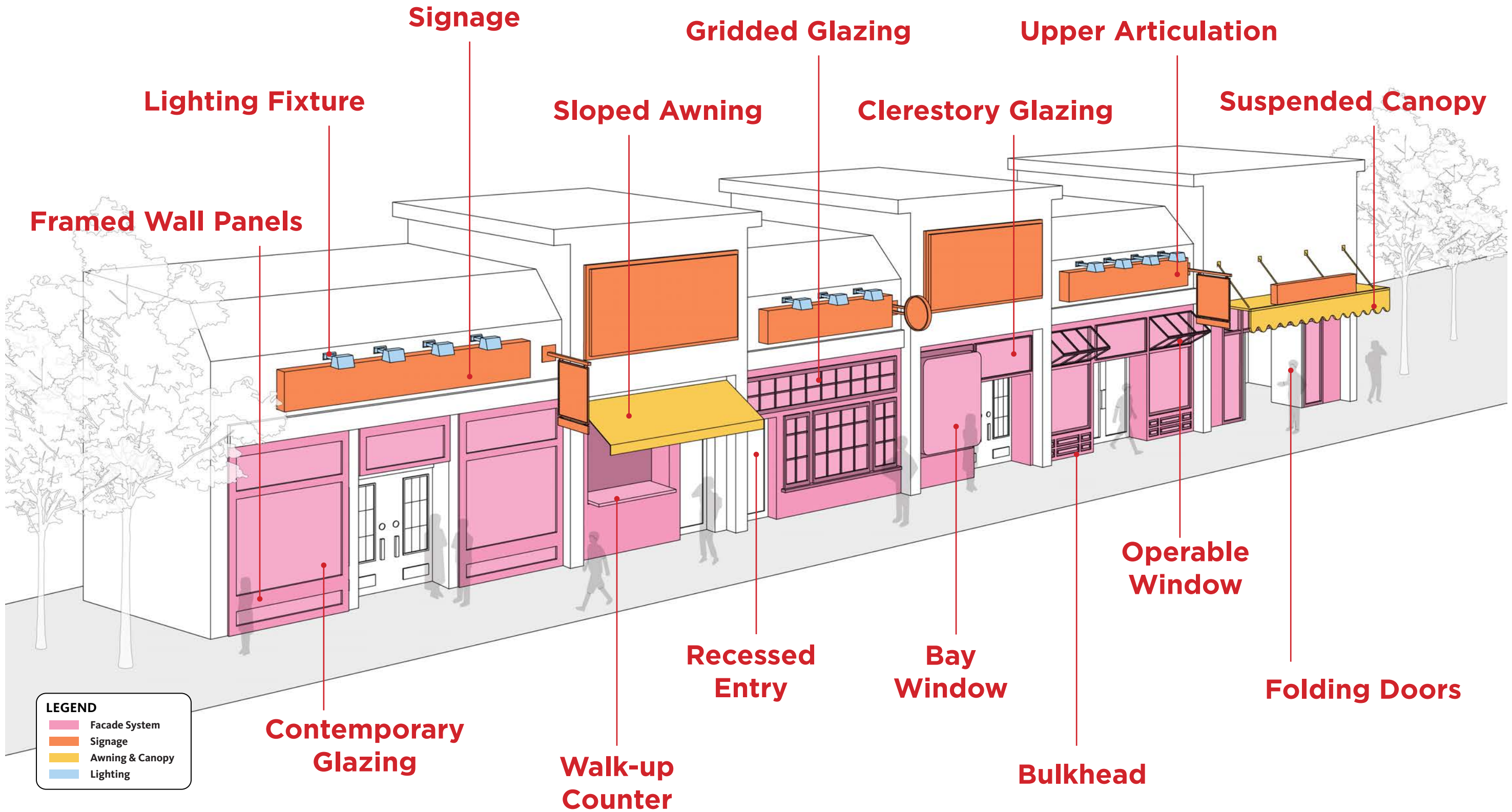
6.6 Design Roof Forms that Enhance Building Character



6.7 Integrate Lighting Within Storefront Facades



Storefront Architectural Elements



Storefront Applied Materials





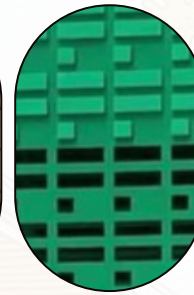
1 - Storefront Facade Materials



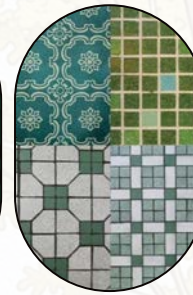
Wood Slats



Iron
Metalwork



Concrete/Clay
Screen Block



Ceramic
Patterned Tile



Smooth
Stucco



Natural
Stone

2 - Cultural Ornamentation



Nature/Botanical



Lantern
Craftsmanship



Bamboo/Rattan
Weaving



Traditional

3 - Storefront Fenestration



Foldable Doors



Indoor-Outdoor Pavilion
(Serving Windows)



Traditional
(Fixed Glazing & Display
Window)



4 - Shading Element



Continuous Building Overhang



Canopy



Awning

5 - Signage



Flat Wall Sign



Blade Sign



Neon Sign



Window Sign

6 - Landscaping & Ornamentation



Entry Planters



Planting Strips



Seasonal Display



PHỞ 40
Vietnamese Noodle House

BÁNH
MÌ
CHÈ
CALI

PARIS
BAGUETTE

NƯỚC MÍA

Little Saigon

Signage & Wayfinding

Guidelines: Signage & Wayfinding

SECTION GOALS



Create Welcoming Moments and Landmarks

Establish recognizable gateways and monument signs that create a welcoming sense of arrival into the district.



Enhance Navigation and District Legibility

Create coordinated pylon signage that helps visitors identify retail centers and individual businesses.



Celebrate Culture through Graphics and Art

Integrate pedestrian-scale branding and storytelling to enrich the visitor experience.

Guidelines: Signage & Wayfinding

7.1 Gateways



7.2 Monuments



7.3 Pylons



7.4 Tenant Signage & Branding



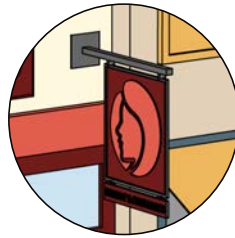
7.5 Branded Pedestrian Spaces



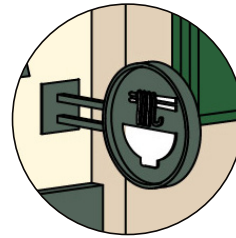
7.6 Street Banners



Tenant Signage Options



Projecting Sign



Projecting Sign



Projecting Sign

Window Sign

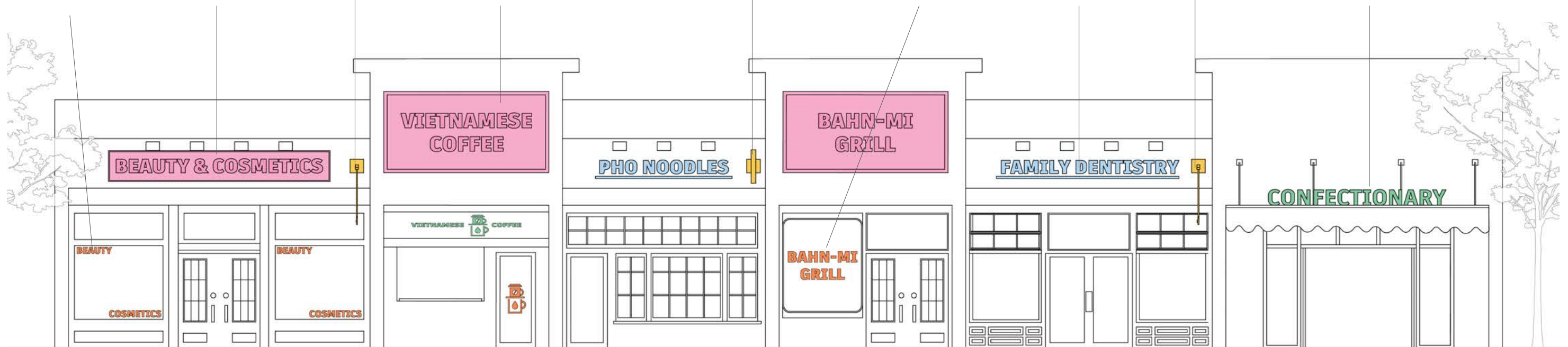
Wall Sign

Wall Sign

Window Sign

Channel Letter Sign

Awning Sign



LEGEND

- Wall Sign
- Window Sign
- Projecting Sign
- Channel Letter Sign
- Awning Sign

Public Realm Signage Options



Monument

Street Banner

Pylon



Little Saigon

VILLAGE MARKET MALL

PHỞ 23
VIETNAMESE KITCHEN

TRÀ VIỆT
COFFEE & TEA

SAIGON BAKERY & CAFE

SAIGON OPTICAL

KIM HOÀN JEWELRY

VIETNAMESE BOOKSTORE

PHỞ 23
VIETNAMESE KITCHEN

TRÀ VIỆT
COFFEE & TEA

VILLAGE MARKET MALL

SAIGON BAKERY & CAFE

SAIGON OPTICAL

KIM HOÀN JEWELRY

VIETNAMESE BOOKSTORE

Little Saigon

BIKE PARKING

PHỞ 23
SAIGON BAKERY
SAIGON OPTICAL
KIM HOÀN
VIETNAMESE BOOKSTORE

A Shared Vision

- 1** Provide lasting framework for preserving cultural identity while shaping its future for generations to come.
- 2** Create places where people feel welcomed to walk, gather, and experience the heart of Little Saigon.
- 3** Empower property owners, businesses, and cities to shape a more vibrant and cohesive district.



Thank You

