LITTLE SAIGON PROJECT TIMELINE

1

January 2025

Parternship Formed
MOU executed with the cities of Garden Grove, Fountain Valley, and Santa Ana.

2

March 2025

RIIC Rd. 1 Grant Awarded
Funding secured to support Little Saigon planning efforts.

3

May 2025

RIIC Rd. 2 Grant Awarded
Funding secured to support Architectural & Design Guidelines for Little Saigon.

4

July 2025

Request for Proposals
City released RFPs for district formation and market assessment.

5

September 2025

Consultant Selection
New City America and Clarity of Place awarded.

Kick off of Little Saigon Tour.

6

October 2025

Data and Research Kickoff
Market data analysis and baseline research intitated. Cultural visitor profile and tourism trends evaluated.

Architectural and Design Guidelines RFP released.

7

November 2025

Infrastructure Inventory
Assessment of exisiting assets and visitor-serving infrastrucuture

8

December 2025

Comparative Analysis
Benchmarking aganist similar cultural destinations.

Architectural and Design Guidelines RFP closed.

9

January 2026

Architectural and Design Guidelines RFP
City Council Approval of Gensler.

COP Focus Groups
5 In-Person Sessions

10

February 2026

Stakeholder Engagement
Business and community outeach, focus groups, and input.

Gensler site tour of Little Saigon.

11

March 2026

Visioning and Desgin Development
Gensler held 3 Virtual Focus Groups to gauge the community regarding design elements.

12

April 2026

Draft Guidelines & Report
Preparation of draft stratgies, guidelines and recommendations

Community Engagement
In-person community engagement event with Marathon.

13

May 2026

14

June 2026

15

July 2026

16

August 2026

17

September 2026

18