



# Vietnamese-American Cultural Center Feasibility Study

January 23, 2018

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# Introduction



Opening ceremony at Interim Vietnamese American Cultural Center



The City of San Jose continues to be one of the world's better examples of a multicultural community. The diversity and cultural differences makes it a special place to live and visit.

The Vietnamese American community in San Jose is the largest in the United States totaling over 100,000 residents and making up more than 10% of the city's population. Many persons are first generation residents of the Bay Area and have lived here for 20, 30 and 40 years. It is not uncommon that many residents have lived longer in the United States than they lived in Vietnam.

Efforts were made more than 10 years ago to establish the beginnings for a Vietnamese American Cultural Center. With the down turn in the economy and the discontinuation of the Redevelopment Agency the initial start was put on hold along with many other projects.

In March 2016 the City Council set aside a budget allocation to create this feasibility study for a Vietnamese American Cultural Center. Concurrently the Mayor, Sam Liccardo, in conjunction Council Members Tam Nguyen and Manh Nguyen and city staff investigated the possibility of opening an Interim Vietnamese American Cultural Center at the Shirakawa Center. In September 2016, two community meetings were held to investigate what was needed for the cultural center. The community members who attended were

very engaged and participated in a series of interactive questions and answers about operating a cultural center, identification of desired activities that would take place in the cultural center and other related questions such as transportation and hours of operation.

On October 2016, one month later, the Interim Vietnamese American Cultural Center was opened up at the Shirakawa Center on Lucretia Avenue in San Jose. Since then the facility has been heavily utilized. Larger events have typically seen in excess of 500 persons in attendance.

Simultaneously with the community meetings, the City set out to find community members that would be interested in serving on a Steering Committee to provide input and direction for this feasibility study. The Steering Committee, City staff and Design Consultants participated in multiple collaborative meetings and tours of existing San Jose community centers and Shirakawa facility which led to the programmatic direction and various options that you see in this feasibility report.

In August of 2017 the Steering Committee/ City Staff/ Design Team presented the options to an energetic public community. The community evaluated the options and made recommendations. The findings are summarized in this report.

# Purpose Statement

The purpose of this study was to identify the development potential location and corresponding budgetary requirements for a Vietnamese American Cultural Center, within the boundaries of the City of San Jose.

Two sites were selected to be evaluated. Both of the sites are owned by the City of San Jose. The first site, the Shirakawa Center is located on Lucretia Avenue, San Jose, California and the second site, Kelley Park, is located on Roberts Ave, San Jose, California. The Kelley Park site is more specifically located adjacent to and north of the Vietnamese Cultural Heritage Garden. The feasibility study also evaluated potential options to re-use all or part of the existing Shirakawa facility, remodel a portion of the facility or develop an entirely new facility.

The study takes steps to identify the space requirements necessary to support the ever growing society and create a new cultural center for the use of all the residents of San Jose.

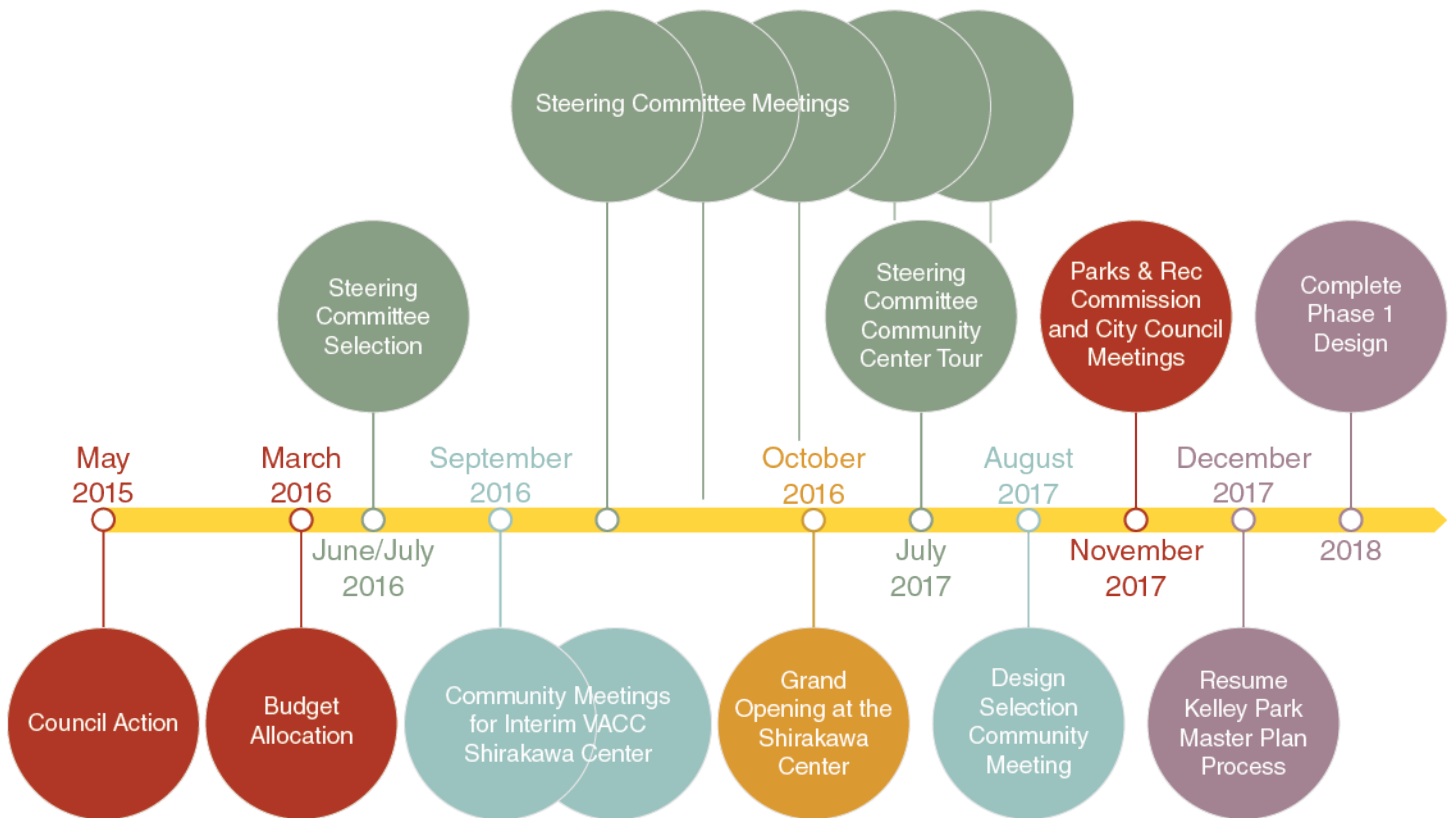
An important part of this study was soliciting public input, collect/expand on ideas and develop recommendations based primarily on the community’s advice for a Vietnamese American Cultural Center.



Map showing the two sites under study



# Process



- May 2015 – City Council Action to initiate Feasibility Study.
- March 2016 – City Council Appropriated Study Funding
- May 2016 – City Retained IBI Group Architects and Planners for Feasibility Study
- June/July 2016 – City initiated process to select Steering Committee Members. IBI Group Architects and Planners researched existing Vietnamese facilities and programs in other cities.
- August 2016 – First Study Session between City and IBI Group Architects and Planners. Determined sites to be analyzed, identified goals, reviewed constraints and attributes of sites.
- September 2016 – Two (2) Public Meetings were held to solicit community input for both an interim and future Cultural Center. The meetings were focused on identifying programs and needs for the Cultural Center.
- September 2016 – Initial Steering Committee Study Session. The first session included Steering Committee member’s roles and review of their goals. Discussed the intent of feasibility study, reviewed feasibility process as well as results of the previous public meetings and research on other cities programs and facilities was shared at the study session. Discussed programmatic needs and recommendations for a new or remodeled facility. Reviewed the potential for funding and fund raising. Plans for the Interim Vietnamese American Cultural Center Grand Opening were presented and conferred.



- October 2016 – Grand Opening for the Interim Vietnamese American Cultural Center.
- Mid - October 2016 – Tour of Existing San Jose Community Centers to visualize spaces and understand operational intricacies. Tours included Mayfair, Roosevelt, Seven Trees and Gardner Community Centers. Following the tour there was a review and deliberation on programmatic elements and requirements.
- Late - October 2016 – Programmatic requirements modified and adjusted. Conceptual site/building plans were presented and discussed. The Steering Committee made selections and recommendations for more detailed modifications.
- November/December 2016 – Further refinement of plans by IBI Group Architects & Planners.
- January 2017 – PRNS, DPW and IBI Group design review meeting. Development of challenges and opportunities for various conceptual options.
- Late - February 2017 – Site visit and evaluation of the existing Interim Vietnamese American Cultural Center uses and needs.
- March 2017 – Development of an additional modest budget option at the Shirakawa Center.
- April/May/June/July 2017 – Steering Committee, Staff, IBI Group and MIG meetings to refine the Design Concepts and prepare for Community Presentation.
- August 2017 – Tour of the Roosevelt Community Center and Community Presentation. Solicited feedback from the public on the various conceptual options.
- September/October 2017 – Final Report documentation
- November 2017 - Parks and Recreation Commission and City Council meetings.



# Background / History



*Vietnamese Museum*

With the fall of Saigon and the end of the Vietnam War many citizens began fleeing the country due to the communist regime. Many countries, including the United States, France, Australia and Canada identified the crisis and accepted millions of Vietnamese refugees beginning in the mid-1970s.

Following their arrival to San Jose, a few Vietnamese American citizens took steps to begin to help preserve the history and cultural attributes of the past. Using private funding they helped to establish the Vietnamese Museum and the beginnings of a Vietnamese Cultural Heritage Garden located near Capital Expressway. The Heritage Garden plans included a model which can be seen today in the Vietnamese Museum (see below). **The Heritage Garden was opened up in June of 1991 with a modest start three flagpoles, electrical system and fencing. In 1995 it was relocated to Kelley Park.** The Vietnamese Gardens at Kelley Park include an entry gateway and the beginnings of a garden. Plans are underway to make additional improvements.



*Vietnamese Heritage Garden model*



In 2006 the City Council approved a \$2.75M for the initial planning of a Vietnamese American Cultural Center. The funds included \$1.15M from the City of San Jose and \$1.6M San Jose Redevelopment.

In 2008 the Redevelopment Agency accepted applications from residents to participate on the Vietnamese American Cultural Center task force. The Redevelopment Agency selected twenty one task force members. The task force members facilitated community meetings, received input and built consensus regarding the Vietnamese American Cultural Center. The community identified several needs which should be provided in the center including youth services, support groups, homework assistance, afterschool programs, healthcare, senior services, health, fitness, dance, hot lunches, ESL classes, citizenship and computer lab classes, cultural activities, recreation, counseling for family, teens, truancy and lesbian gay bisexual transgender support.

The Task Force also investigated whether the Shirakawa Center was appropriate for a possible Vietnamese American Cultural Center location. The community expressed concerns that the center was too small, the parking was not adequate for the

larger events that would take place and the facility did not appear as safe due to the facilities age.

The San Jose Redevelopment Agency in 2009 proposed to scale back their Capital Improvement Program. The need for the reductions was driven primarily by the State raid of the redevelopment money and lagging economy. The Agency was faced with setting aside \$75 million over two years. The action led to the postponement of several significant projects including the Vietnamese American Cultural Center.

With the postponement of the future new Vietnamese American Cultural Center the Task Force looked to the Shirakawa Center as a possibility for a temporary facility. It was determined at that time the City did not have the funding to operate the Shirakawa Center. In addition, the City had made plans to use the Center for a youth transition center co-sponsored by the San Jose Police Department and Santa Clara County Probation starting in the Spring of 2010.

Due to the lack of Redevelopment funding the Task Force's work was concluded in February 2010.



Kelley Park Vietnamese Heritage Garden

# Research and Statistics



*Vietnamese Museum in San Jose*



*Memorial*



*Vietnamese Boat*

Research began with a visit to the Vietnamese Museum located in History Park inside Kelley Park. Tour of the facility was led by Mr. Vu Van Loc, the executive director, founder of the museum and former colonel of the ARVN (Army of the Republic of Vietnam) and Mr. Phi Ha. Also included in the tour was Council members Tam Nguyen, Manh Nguyen, and several city staff members. The tour revealed many significant facts and rich history in regards to the Vietnamese culture, taking visitors from early times, through the Vietnamese War, departure from Vietnam and recent events. Mr. Phi Ha also presented an excellent movie documentary illustrating the transition, struggles and new life as many persons left Vietnam to escape communist rule. Visitation to the museum and viewing the documentary is a must.



East Bay Vietnamese Community Center - Oakland



East Bay Vietnamese Community Center - Oakland



East Bay Vietnamese Community Center - Oakland

As part of the research for this report, the investigation included visiting and meeting staff from other Vietnamese Community Centers in the Bay Area. Which included identifying what they offered for programs and spaces. As it turned out there are very few permanent spaces in the bay area. Often spaces are leased for a short period of time. In a few cases the programs were no longer in existence.

The East Bay Community Center has one of the largest facilities in the bay area. The facility is located in downtown Oakland and due to this location operates from 8 a.m to 3 p.m. The center is close to 6,000 square feet. It incorporates three banquet rooms, kitchen and small classrooms, which are heavily used by the public. The facility offers quite a variety of services, free meals, health services, classes in English, citizenship, computers, multiple activities, social services and community garden. Refer to matrix for program and services (see Table 1). **It should be noted that Alameda County's Vietnamese population is 30,000 and Santa Clara County's Vietnamese population is 125,000 as of the 2010 census.**



Orange County Vietnamese Community Center



Orange County Vietnamese Community Center

Southern California has a couple of locations in Orange County, Santa Ana and Westminster. No one facility is very large. Buildings include a banquet room, a couple of classrooms and support facilities. Programs are very much similar to those in the East Bay. Refer to the Vietnamese Community Center comparison of program and services matrix (see Table 1).

Table 1

# Vietnamese Community Center Comparison

## Programming and Services Matrix

May 18, 2016

PROGRAM	EAST BAY	HUONG VIET	SAN FRANCISCO	ORANGE COUNTY	PROPOSED	DESCRIPTION
<b>Senior Program</b>						
Meal	•			•		Serving free meals
Transportation	•			•		Low fee for low income, bus pass
<b>Health</b>						
Health Screening/Workshop	•			•		
Vaccination	•			•		
Clinic				•		Provides health care services and Assists low income patients - Accepting MSI, MediCal, PPO Dental, and more
<b>Classes</b>						
ESL	•		•	•		English as second language
Citizenship	•		•	•		Learning and preparing to gain citizenship
Computer	•		•	•		Computer literacy
Vietnamese Language Class		•		•		Leasing classroom space for teaching
<b>Crime Prevention</b>						
Domestic Violence	•			•		Education, Prevention, Counselling and Referral
Anti Crime	•			•		Crime information in local community, Conduit between Police and citizen
<b>Food Bank</b>						
Free Food Pickup	•			•		
<b>Activities</b>						
Karaoke	•					
Bingo	•					
Field Trip	•					
Moon Festival Dance		•				Performed by Students
Physical	•			•		Yoga, Dancing, Tai Chi
Festival				•		Tet, Hung Vuong Festival..
<b>Social Services</b>						
Translation	•		•	•		Filling out forms and translating documents
Job Preparation	•		•	•		Mock Interview, Job Application
Public Policy	•					Informing community of public policy
Case Management	•		•	•		Applying for Social Services: food stamps, health insurance, housing, social security
Counselling				•		
<b>Others</b>						
Community Garden	•					Small planting area, outdoor activities
Childcare				•		Separate Center, Early childhood learning and training,
<b>NOTES</b>						
<b>VCC East Bay</b>						
Operates in an old Adult Education building.						
Center also opens and provide services to other immigrants.						
Safety and Security are of concern.						
<b>Contact:</b> Thanh Huynh 510-854-7010, Program Manager at Vietnamese American Community Center of the East Bay, Thuyhnh@VACCEB.org						
<b>Orange County VC</b>						
Multiple locations, Santa Ana, Westminster and Garden Grove						
No big space for large group activities. Rent spaces to hold activities closer to concentration of vietnamese resident.						
Main Office has spaces for 50 and up to 100 attendees						
<b>Contact:</b> Khanh Banh 714-660-8539, Outreach Representative for Vietnamese Community of Orange County, Inc., kbanh@theVNCOC.org						
<b>Huong Viet</b>						
No permanent office location. Rent spaces at local schools for VN Language Classes and Dance activities.						
<b>Contact:</b> Tai Huynh 510-835-9156, Huong Viet Community Center in the East Bay						
<b>Vietnamese Community Center in SF - CLOSED, 766 Geary Street - San Francisco</b>						

## Area Comparison

San Jose Community Centers were investigated for size, operation and services. The San Jose Community Centers range from 12,000 to 54,000 square feet. The larger centers include libraries and gymnasiums. All San Jose Community Centers have a similar program with the exception of the library and gymnasium/recreational components. If we look at primarily the **Community Center component excluding the libraries and gymnasiums we see they range from 12,000 to 30,000 square feet.** Refer to the Community Center Area Comparison table (see Table 2) which includes four community centers as well as the East Bay and Orange County facilities.



*Almaden Community Center*



*Mayfair Community Center*



*Gardner Community Center*



*Roosevelt Community Center*



*Seven Trees Community Center*

Table 2

# Community Center Area Comparison Comparison (Net SF.)

May 18, 2016

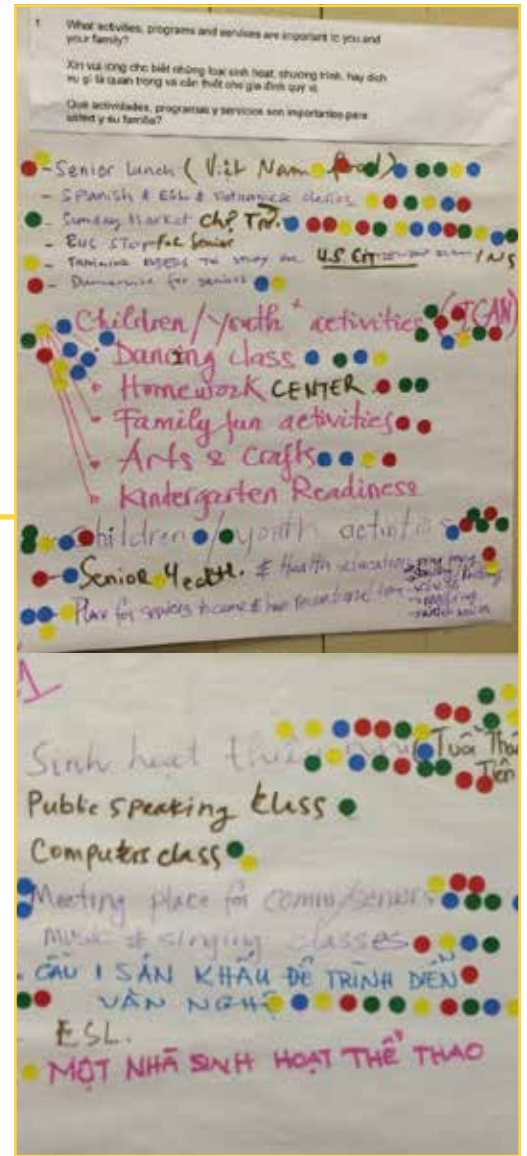
DESCRIPTION	MAYFAIR	ROOSEVELT	ALMADEN	SEVEN TREES	VCC-East Bay*	Orang Cnty*
<b>Lobby Reception</b>						
Main Lobby (Reception)	1,250	1,910	1,700	2,427	238	100
Lobby Men Toilet	210	300	324	358		
Lobby Women Toilet	245	500	353	528		
Lounge/Café/Vending/Storage	256	900	559	483		
Family Changing Room		50	61			
Secondary Lobby			400	730		
<b>Subtotal</b>	<b>1,961</b>	<b>3,660</b>	<b>3,397</b>	<b>4,526</b>	<b>238</b>	<b>100</b>
<b>Administration</b>						
Administration (Offices/Conference)	1,280	918	1,902	1,768	800	1,632
Staff Lounge	303	77	463	217		
Staff Toilet (Men/Women)	87	50	50	50	160	
Admin Storage	328	115	300	86	100	
Neighborhood Service Provider Offices			954			64
<b>Subtotal</b>	<b>1,998</b>	<b>1,160</b>	<b>3,669</b>	<b>2,121</b>	<b>1,060</b>	<b>1,696</b>
<b>Classrooms</b>						
Classroom/Activity Room 1	600	811	1,114	731	700	380
Classroom/Activity Room 2	603	845	855	728	456	180
Activity Room 3	753	760	643	688	198	
Activity Room 4	753	818	516			
Computer Room (Storage)	1,040	825	978		350	
Multipurpose Room (Storage)	1,136		1,199	1,103	1,196	
Craft Room (Storage)(Kiln)		954	1,404	952		
Children Room (ECR)(Toilet)	975	835		911		
ECR Classroom (Toilet)		821		889		
Cooking Classroom (Storage)			989			
Classroom			789			
Kitchenette	161		442			
Common Storage	295	70	390	452		
<b>Subtotal</b>	<b>6,316</b>	<b>6,739</b>	<b>9,319</b>	<b>6,454</b>	<b>2,900</b>	<b>560</b>
<b>Community</b>						
Banquet-1	1,525	2,250	1,317	1,712	425	1,070
Banquet-2	1,445	2,160	2,634	2,353	780	
Banquet Storage	265	526	731	275		
Kitchen/Office/Storage	944	1,041	859	621	150	200
Computer Lounge		146				
Sport Lounge			394			
Game Room			715	941		
Trash Yard		360		530		
<b>Subtotal</b>	<b>4,179</b>	<b>6,483</b>	<b>6,650</b>	<b>6,432</b>	<b>1,355</b>	<b>1,270</b>
<b>Physical</b>						
Gymnasium			6,939	9,315		
Gymnasium Storage			702	721		
Fitness Room	878	2,413	935	1,238		
Weight Room				857		
Aerobic/Dance Studio		1,862	1,965			
Fitness Storage		385	226			
Men's Locker/Toilet		254	336			
Women's Locker/Toilet		254	348			
<b>Subtotal</b>	<b>878</b>	<b>5,168</b>	<b>11,451</b>	<b>12,131</b>	<b>0</b>	<b>0</b>
<b>Acquatic</b>						
Pool (Including Support Spaces)	5,097					
<b>Subtotal</b>	<b>5,097</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Library</b>						
Library (Including Support Spaces)			17,758	15,657		
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>17,758</b>	<b>15,657</b>	<b>0</b>	<b>0</b>
<b>Support Spaces</b>						
Men Toilet	48	130	240	50	100	100
Women Toilet	48	150	249	50	100	100
Service Spaces (Mech/Elect/Data)	594	641	370	1,507	100	
Janitorial/Storage	43	77	600	326		200
<b>Subtotal</b>	<b>733</b>	<b>998</b>	<b>1,459</b>	<b>1,933</b>	<b>300</b>	<b>400</b>
<b>TOTAL NET AREA (not including circulation &amp; unassigned)</b>	<b>21,162</b>	<b>24,208</b>	<b>53,703</b>	<b>49,254</b>	<b>5,853</b>	<b>4,026</b>

# Initial Community Outreach

In September 2016, two community meetings were held to investigate what was needed for the cultural center. The community members who attended were very engaged and participated in a series of interactive questions and answers about operating a cultural center, identification of desired activities that would take place in the cultural center and other related questions such as transportation and hours of operation.



Community Input



Preference selection process (voting by dots)



## Findings

Community members were asked to list activities, programs and services that were important to them. Each attendee was given three dots that constituted a vote. They could place all votes in one category or distribute amongst multiple sections.

The following table represents the findings derived from the community’s input as they relate to their preference for activities/programs/services.

**Table 3**

### Community Activity/Services Preferences

PREFERENCE	ACTIVITIES/ PROGRAM/ SERVICES
70	Children/Youth Activities: homework, fun activities, arts and craft, kindergarten readiness
18	A place for Vietnamese community to gather for various activities on the weekend
15	Sunday farmers market
15	A stage for performance
15	Senior Organization
10	Senior lunch
6	ESL Class
6	Spanish language class
6	Vietnamese language class
5	Health service for low income and Senior
5	Social Club
4	Music and singing class
3	Sewing class
3	Senior activities: exercise, dancing, socializing, meeting
2	Computer class
2	Early childhood activities (0.5 yr)
1	Citizenship preparation class
1	Public speaking class
1	A gymnasium
	Festivities information
	Flower arrangement class
	Children/Education and services
	Translation services: legal documents, form filing
	Văn Thư Lạc Việt organization monthly activities
	Northern California Vietnamese Women Abroad Organization
	Table tennis club
	Arts exhibition
	Vietnamese Marines Association
	Vietnamese National Military Academy

# Program Development

## Steering Committee Meetings

Steering Committee members were given the opportunity to share their thoughts and goals related to the development of a Vietnamese American Cultural Center. Many of the Steering Committee’s comments focused on establishing a program which would be very sensitive to the Vietnamese Community’s wishes. Together the Steering Committee, city staff and consultants reviewed and analyzing findings from the previous community meetings and all the research developed for this project.

Based on the information the committee identified a preliminary list of spaces and activities which would be desirable to meet the community’s goals. There was significant deliberation regarding the size, function and appropriateness of certain spaces. **Tours of four of the City’s Community Centers were conducted.** The tours included discussions with the city staff about the operation and the use of each facility. The site visits to

the other Community Centers were extremely beneficial and aided in the Steering Committee’s understanding and visualization of similar spaces. Upon returning from the tours the committee revisited the preliminary list of spaces and activities. Together the group was able to identify the priorities they felt would be best for the Vietnamese American Cultural Center. A program matrix was developed and placed in order of importance. Refer to the Vietnamese American Cultural Center Program Space table (Table 4).

As the design progressed, the committee decided the spaces should be as flexible as possible, hence the name “Flexible program” has been assigned to the plans. The specific designation would not be important as the use would change over time.



## Existing Community Center Tours

### Mayfair



Lobby



Multipurpose



Courtyard

The Steering Committee felt that the Mayfair Community Center had many fine attributes, the large multipurpose/ banquet room with the adjacent commercial kitchen. They appreciated the large secure courtyard directly off of the banquet room and the several meeting rooms that offered all types of activities and classrooms. There were many interesting exterior sculptures which were of interest to the committee. The Mayfair facility has a swimming pool which the committee felt was not necessary for the Vietnamese American Cultural Center.

### Gardener



Community Center Exterior



Multipurpose



Multipurpose

The Gardener Community Center while having some of the same amenities as the other centers lacked the number and variety of room spaces. On-site parking is very limited, approximately 15 spaces, this was a serious concern. Unlike the other centers the operation is by a private company. The operation did not appear to run as smoothly as the other City run centers.

## Existing Community Center Tours

### Seven Trees



*Gym*



*Lobby*



*Gym*

Seven Trees Community Center’s multipurpose room size is very desirable, housing 583 for an assembly and 272 for dining. There were discussions as to the appropriate size for the largest multipurpose room. The center has a large number of athletic workout spaces including a gym, dance floor and fitness room. The Steering Committee felt the fitness and gymnasiums were not necessary at this time for the Vietnamese American Cultural Center. The square footage from the fitness areas could be better utilized as a larger multipurpose room. The remaining activity rooms were considered appropriate and similar spaces would be beneficial in the new center.

### Roosevelt



*Multipurpose*



*Lobby*



*Multipurpose*

Upon touring Roosevelt, almost all of the Steering Committee agreed that the Roosevelt Community Center offered spaces they would like to see in the Vietnamese American Cultural Center. The only spaces they would change would be to increase the size of the multipurpose room by reducing the exercise and dance floor spaces. The Roosevelt center incorporates spaces for the children, youth and even has a digital arts studio. In addition, the center offers cooking, art, computer classes as well as smaller adult activity rooms. The 175 parking spaces also was attractive.

The Roosevelt Center was chosen for the presentation to the community. Tours were provided to the community prior to the presentation. This way the community could gain a general understanding for the size and use of the spaces.

Table 4

## Vietnamese American Cultural Center Program Space

ROOM DESCRIPTION	ACTIVITIES	PARTICIPANTS	NET AREA	RANKING*
Multi-Purpose Room #1 & #2 with Kitchen (with room divider)	Multi-purpose, Large Meetings, Senior Lunch, Banquets	500 assembly **  250 dining	4,150	1
Multi-Purpose Room #4	ESL, Vietnamese & Spanish Classroom Public Speaking, General Classroom	25**	700	2
Stage	Performances, Music, Dance Studio, Aerobics, Exercise	80	1,200	3
Computer Room	Computer & Language Classes - Citizenship, Meeting Room	20	600	4
Childrens Room (Includes restroom)	Homework Fun Activities , Arts & Crafts, Kindergarten Rediness Early Childhood Activities	25	900	5
Digital Arts	Technology Classroom & Training	30	900	6
Youth Classroom	Homework Fun Activities , Arts & Crafts, Kindergarten Rediness	30	900	7
Craft Room/Cooking/Kitchenette	Crafts, Art, Cooking, Flower Arrangement	40	1,000	8
Multi-Purpose Room #3	Fitness, Games (Ping Pong) Classroom	25**	700	9
Flex Space/Offices	Community Non-Profit Organizations & Social Services	10	1,000	10
Administration and Support	Administration Offices, Utilities, Restrooms, Storage		8,250	Included
Circulation	Lobby, Interior Hallways		3,000	Included
TOTAL NET AREA (not including walls)			<b>23,300</b>	
* Steering Committee Ranking				
** When possible combine Multipurpose Rooms with dividers to create one larger meeting and dining room				

# Studies

The following three concepts represent a range of development options for both the Shirakawa and the Kelley Park sites. The options include reuse, partial remodel, full remodel, addition and entirely new facilities. While

preliminary in nature, they are intended to give a sense of possibilities and illustrate the related costs. Options you see here, could be phased over time to correspond to the available budget.

## 1 Shirakawa S1 - Option 1

Key points:

- Cost \$6M +/- (Year 2020)
- 14,000 SF
- 62 parking spaces
- Enlarge the existing larger Multipurpose (200 person dining and 420 person assembly).
- New commercial kitchen addition.

- Outdoor stage addition facing existing large lawn to the east.
- Small stage addition at existing interior courtyard.
- ADA upgrade to one set of restrooms.
- New electronic sign.
- New gateway at entry



- |                    |                  |                  |                  |           |
|--------------------|------------------|------------------|------------------|-----------|
| ① Flexible program | ③ Kitchen        | ⑤ Outdoor stage  | ⑦ Lobby          | ⑨ Utility |
| ② Restrooms        | ④ Multipurpose 1 | ⑥ Administration | ⑧ Multipurpose 2 |           |

## 2 Shirakawa S2 - Option 2

Key points:

- Cost \$26M +/- (Year 2022)
- 18,000 SF
- 62 parking spaces
- Remove North wing. Replace with larger Multipurpose (280 person dining and 600 person assembly) & Stage.
- New commercial kitchen addition.
- Outdoor stage addition facing existing large lawn to the east.
- Small stage addition at existing interior courtyard.
- Renovate entire facility. Including all ADA.
- New electronic sign.
- New gateway at entry.
- Change exterior character to Vietnamese.



- |                   |                  |                  |                  |            |            |
|-------------------|------------------|------------------|------------------|------------|------------|
| ① Flexible office | ③ Kitchen        | ⑤ Outdoor stage  | ⑦ Lobby          | ⑨ Utility  | ⑪ Computer |
| ② Restrooms       | ④ Multipurpose 1 | ⑥ Administration | ⑧ Multipurpose 2 | ⑩ Children |            |

### 3 Kelley Park KP1 - Option 3

Key points:

- Cost \$41M +/- (Year 2022)
- 24,000 SF
- 79 parking spaces. Overflow parking 118. Nearby Kelley Park parking lot over 500 spaces.
- Completely new facility similar to other San Jose Community Centers with larger Multipurpose.
- Huge Multipurpose, with convention center dividers (400 person dining and 875 person assembly) & Stage.
- Multipurpose space can expand into Lobby and outdoor patio with operable glass walls.
- Flexible Meeting/Activity Rooms for adults, youth and children.
- Direct connection the Vietnamese Heritage Garden.



- |                    |                  |                   |            |
|--------------------|------------------|-------------------|------------|
| ① Flexible Program | ④ Multipurpose   | ⑦ Lobby           | ⑩ Children |
| ② Restrooms        | ⑤ Stage          | ⑧ Crafts          | ⑪ Computer |
| ③ Kitchen          | ⑥ Administration | ⑨ Flexible Office | ⑫ Youth    |

- Legend
- Multi-purpose
  - Administration
  - Activity Room
  - Circulation
  - Support



**Table 5**  
**Cost Estimates**

CITY OF SAN JOSE  
VIETNAMESE AMERICAN CULTURAL CENTER  
COST ESTIMATE - ROM  
8/12/2017

Scheme	Description	Area	Cost/SF	Subtotal	Construction Cost Year 2017	Design Phase Soft Cost Increase	Construction Phase Soft Costs Increase	Total Including Soft Costs	Escalation Increase Midpoint of Construction 5 years 25% 3 years 15%	Total Including Soft Costs & Escalation	Construction Contingency 10% new work 15% remodel	Project Total Costs Year 2022 Excl. Furniture & Kitchen Equip	Project Total Costs Year 2022 Incl. Furniture & Kitchen Equipment Plus Road Improvements
<b>Shirakawa S1 Multi Purpose, Kitchen, Restroom (Phase 1)</b>					18.5%	16.5%			25.0%		10.0%		
					15.0%				15.0%		15.0%		
	Multipurpose	3,168	\$ 300	\$ 950,400		\$ 175,824	\$ 156,816	\$ 1,283,040	\$ 192,456	\$ 1,475,496	\$ 221,324	\$ 1,696,820	
	Kitchen	1,000	\$ 650	\$ 650,000		\$ 120,250	\$ 107,250	\$ 877,500	\$ 131,625	\$ 1,009,125	\$ 100,913	\$ 1,110,038	
	Relocate Trash Encl		\$ 75	\$ 75,000		\$ 13,875	\$ 12,375	\$ 101,250	\$ 15,188	\$ 116,438	\$ 11,644	\$ 128,081	
	ADA Restroom	750	\$ 400	\$ 300,000		\$ 55,500	\$ 49,500	\$ 405,000	\$ 60,750	\$ 465,750	\$ 69,863	\$ 535,613	
	Stage & Related Walkways	1,000	\$ 75	\$ 75,000		\$ 13,875	\$ 12,375	\$ 101,250	\$ 15,188	\$ 116,438	\$ 17,466	\$ 133,903	
	Entry Gateway	300	\$ 1,000	\$ 300,000		\$ 55,500	\$ 49,500	\$ 405,000	\$ 60,750	\$ 465,750	\$ 46,575	\$ 512,325	
	Sidewalk at Entry	3,000	\$ 26	\$ 78,000		\$ 14,430	\$ 12,870	\$ 105,300	\$ 15,795	\$ 121,095	\$ 12,110	\$ 133,205	
	Electronic Sign	1	\$ 65,000	\$ 65,000		\$ 12,025	\$ 10,725	\$ 87,750	\$ 13,163	\$ 100,913	\$ 10,091	\$ 111,004	
	Drain in Turf /Turf	5,000	\$ 18	\$ 90,000		\$ 16,650	\$ 14,850	\$ 121,500	\$ 18,225	\$ 139,725	\$ 13,973	\$ 153,698	
	Canopy at Stage	600	\$ 250	\$ 150,000		\$ 27,750	\$ 24,750	\$ 202,500	\$ 30,375	\$ 232,875	\$ 23,288	\$ 256,163	
	Courtyard/revise drain	2,400	\$ 32	\$ 76,800		\$ 14,208	\$ 12,672	\$ 103,680	\$ 15,552	\$ 119,232	\$ 11,923	\$ 131,155	
	Shade at Courtyard	2,400	\$ 50	\$ 120,000		\$ 22,200	\$ 19,800	\$ 162,000	\$ 24,300	\$ 186,300	\$ 18,630	\$ 204,930	
	<b>Total</b>	<b>15,451</b>		<b>\$ 1,329,800</b>		<b>\$ 246,013</b>	<b>\$ 219,417</b>	<b>\$ 1,795,230</b>	<b>\$ 269,285</b>	<b>\$ 2,064,515</b>	<b>\$ 206,451</b>	<b>\$ 5,106,933</b>	<b>\$ 5,889,652 *</b>
<b>Shirakawa S2</b>													
	S1 Improvements											\$ 5,106,933	
	Building Addition	8,700	\$ 700	\$ 6,090,000		\$ 1,126,650	\$ 1,004,850	\$ 8,221,500	\$ 1,233,225	\$ 9,454,725	\$ 1,418,209	\$ 10,872,934	
	Building Renovation	9,300	\$ 300	\$ 2,790,000		\$ 516,150	\$ 460,350	\$ 3,766,500	\$ 941,625	\$ 4,708,125	\$ 470,813	\$ 5,178,938	
	Vietnamese Character	1	\$ 750,000	\$ 750,000		\$ 138,750	\$ 123,750	\$ 1,012,500	\$ 253,125	\$ 1,265,625	\$ 126,563	\$ 1,392,188	
	Covered Walkway	1,000	\$ 300	\$ 300,000		\$ 55,500	\$ 49,500	\$ 405,000	\$ 101,250	\$ 506,250	\$ 50,625	\$ 556,875	
	Landscape	4,200	\$ 18	\$ 75,600		\$ 13,986	\$ 12,474	\$ 102,060	\$ 15,515	\$ 127,575	\$ 12,758	\$ 140,333	
	Hardscape	6,200	\$ 28	\$ 173,600		\$ 32,116	\$ 28,644	\$ 234,360	\$ 58,590	\$ 292,950	\$ 29,295	\$ 322,245	
	<b>Total</b>	<b>29,401</b>		<b>\$ 10,179,200</b>		<b>\$ 1,883,152</b>	<b>\$ 1,679,568</b>	<b>\$ 13,741,920</b>	<b>\$ 2,613,330</b>	<b>\$ 16,355,250</b>	<b>\$ 1,635,525</b>	<b>\$ 23,570,444</b>	<b>\$ 25,792,592 **</b>
<b>Roberts Ave KP1</b>													
	Building	24,000	\$ 650	\$ 15,600,000		\$ 2,886,000	\$ 2,574,000	\$ 21,060,000	\$ 5,265,000	\$ 26,325,000	\$ 2,632,500	\$ 28,957,500	
	Covered Walkway	2,900	\$ 300	\$ 870,000		\$ 160,950	\$ 143,550	\$ 1,174,500	\$ 293,625	\$ 1,468,125	\$ 146,813	\$ 1,614,938	
	Landscape	43,300	\$ 18	\$ 779,400		\$ 144,189	\$ 128,601	\$ 1,052,190	\$ 263,048	\$ 1,315,238	\$ 131,524	\$ 1,446,761	
	Hardscape	59,700	\$ 28	\$ 1,671,600		\$ 309,246	\$ 275,814	\$ 2,256,660	\$ 564,165	\$ 2,820,825	\$ 282,083	\$ 3,102,908	
	<b>Total</b>	<b>129,900</b>		<b>\$ 18,921,000</b>		<b>\$ 3,500,385</b>	<b>\$ 3,121,965</b>	<b>\$ 25,543,350</b>	<b>\$ 6,385,838</b>	<b>\$ 31,929,188</b>	<b>\$ 3,192,919</b>	<b>\$ 35,122,106</b>	<b>\$ 40,521,837 ***</b>
<b>Kitchen Soft Costs</b>					18.5%	8%							
	Kitchen Equipment 150 persons +			\$ 450,000	\$ 83,250	\$ 36,000	\$ 569,250	\$ 142,313	\$ 711,563	\$ 71,156	\$ 782,719		
	Kitchen Equipment 250 persons +			\$ 600,000	\$ 111,000	\$ 48,000	\$ 759,000	\$ 189,750	\$ 948,750	\$ 94,875	\$ 1,043,625		

\* Includes \$782,719 in kitchen equipment  
 \*\* Includes \$1,043,625 in kitchen equipment and \$1,178,522 in furniture  
 \*\*\* Includes \$1,043,625 in kitchen equipment, \$1,756,105 in furniture, and \$2,600,000 in road improvements

**Comparison to San Jose Community Centers**



**Mayfair Center**

- 2022 Cost: +/- \$32M
- 2009-Year Built: \$18.5M
- Operating Cost: \$1.3M/year
- Square Footage: 26,000 SF



**Gardner Center**

- 2022 Cost: +/- \$10M
- 2003-Year Built: \$3.1M
- Operating Cost: \$0.4M/year
- Square Footage: 12,400 SF



**Seven Trees Center**

- 2022 Cost: +/- \$57M
- 2010-Year Built: \$34.1M
- Operating Cost: \$1.4M/year
- Square Footage: 58,000 SF



**Roosevelt Center**

- 2022 Cost: +/- \$34M
- 2008-Year Built: \$19.2M
- Operating Cost: \$1.7M/year
- Square Footage: 30,000 SF

## Opportunities and Challenges

The Steering Committee, City Staff and Consultants developed the following matrix to illustrate the various challenges and opportunities associated with the options and site locations. The matrix was made available to the public during the Community Input Meeting.

**Table 6**

### Vietnamese American Cultural Center Site Comparison Opportunities vs. Challenges

August 12, 2017

Location	Shirakawa - Lucretia Avenue S1	Shirakawa - Lucretia Avenue S2	Kelley Park - Roberts Avenue KP1	
<b>Opportunities</b>	Setting	Closer to the future Santa Clara County Social Services building	Closer to the future Santa Clara County Social Services building	Adjacent to Vietnamese Heritage Garden Synergy with other Park Facilities Closer to Vietnam Town Center
	Parking	Possible additional parking at Church & School	Possible additional parking at Church & School	Nearby Shared Parking 58 Space Heritage Garden, 580 Kelley Park
	Assembly Room	420 Meeting - 200 Dining	600 Meeting - 280 Dining	875 Meeting - 400 Dining
	Building Size			Not Limited by Site - Limited by Cost
	Future Additions			Easier
	Cost	Least Cost	Least Cost	
<b>Challenges</b>	Setting	Isolated	Isolated	Potential Noise and Traffic Impacts
	Parking	Immediate Parking Limited	Immediate Parking Limited	
	Traffic	Traffic Impacts on Neighbors	Traffic Impacts on Neighbors	Traffic Impacts on Neighbors
	Transit Access	Long walk to Bus Transit	Long walk to Bus Transit	Long walk to Bus Transit
	Building Size	Limited by Site - Limited by Cost	Limited by Site - Limited by Cost	
	Future Additions	Limited to size of Site	Limited to size of Site	
	Temporary Location	During Construction - Relocation of Temporary Center	During Construction - Relocation of Temporary Center	
Cost			Highest Cost	

\* Additional Information can be found at "<http://sanjoseca.gov/Facilities/Facility/Details/Vietnamese-Community-Center-553>"



## Vietnamese Architectural Character

Throughout the process, there have been many suggestions about the future Architectural Character for the Vietnamese American Cultural Center. Many feel the facility should be representative of traditional Vietnamese design common for public meeting places for many years in Vietnam. The term “Long Hall” refers to the town’s main meeting facility. The building is often rectangular with one large main roof. The shapes and forms are very powerful and yet simple in nature. Several examples of these can be seen below.

There are a few persons who felt the Architectural Character should be a little more contemporary. This could be a design that reflects the Vietnamese style of design, yet is more updated, example of this would be the Danang InterContinental Hotel. The community at the most recent input meeting requested they be consulted as the design of the exterior Architectural Character is developed. Below are a few examples of various designs in Vietnam.



*Dinh Bang Village Temple. Image by cong tubotndp*



*Vietnamese Vernacular Style Example*



*Vietnamese Vernacular Style Example*



*Intercontinental Resort, Danang. Image from Intercontinental Resort.*



*French Provincial Style Example*



*French Provincial Style Example*

# Community Outreach



An outreach meeting was held on August 12, 2017 to solicit input from the community.

Prior to the meeting MIG Inc. worked with several volunteers, mostly Steering Committee members and City Staff. MIG counselled them to be able to facilitate small group discussions to take place after the formal presentation. The community meeting room was arranged with tables rather than rows of chairs. Each table would then be the focus of smaller group discussions consisting of 10 persons including the facilitator.



The meeting was delivered primarily in Vietnamese with translations made by way of head phones in English and Spanish. The presenters provided an overall background on the project and reviewed the progress made at the Shirakawa Center as the first Interim Vietnamese American Cultural Center. IBI Group presented three options. Option 1, at Shirakawa involving minor renovations and additions. Option 2, also at Shirakawa, included a full renovation of the facility, additions and conversion of the exterior elevations to a Vietnamese architectural character. Option 3, was an entirely new facility located at Kelly Park adjacent to the Vietnamese Heritage Garden. The presentation included potential project costs for the three options and a comparison of the costs to other San Jose Community Centers. IBI Group also provided examples of Vietnamese Architecture that could lead to the inspiration for the exterior character of the building.



Community Meeting



Directly after the formal presentation there was brief questions and answers period which was followed by small group discussions. During the small group discussions, Steering Committee members, staff and consultants circulated around to the small groups to answer any additional questions. At the end of the small group discussions, a member of the group provided a summary of their recommendations and findings to all those attending. The following is a summary of the group findings:

**1. Group One** – Would like to continue to utilize the Shirakawa Center. They suggested the City pursue Option 1 in the near future, spend \$6M to improve Shirakawa. They would like to see Option 3 be the final goal in the long run. Need bus stop in front of Shirakawa.

**2. Group Two** - Would like to continue to utilize the Shirakawa Center. They suggested the City pursue Option 1 in the near future, spend \$6M to improve Shirakawa. They too, would like to see Option 3 be the final goal in the long run.

**3. Group Three** - Would like to continue to utilize the Shirakawa Center. They suggested the City pursue Option 1 in the near future, spend \$6M to improve Shirakawa. They preferred to keep Option 3 for the future.

**4. Group Four** – Recommendations similar to previous groups. Would like the design of the architecture to reflect the Vietnamese Cultural style. Would like the community to have input. Important to portray the identity of the immigrated citizens.

**5. Group Five** - Recommendations similar to previous groups. Like to keep the existing Shirakawa facility for community use until the Kelley Park facility can be completed. Would like to see a bus stop be added at the Shirakawa Center. Would like the community to be involved with the design. Traffic improvements needed on Roberts Avenue.

**6. Group Six** – Would like to pursue Option 1 like all others, would like to check with the City if they could afford to do Option 3.

Individual input survey handouts were circulated to all those attending the meeting. Twenty eight persons returned their survey with the following feedback:



21 out of 28

Recommended:

1. Maintain Shirakawa as an interim short-term facility.
2. Develop Option 3, Kelley Park as a new facility in the long term as soon as the funds are available
3. Remodeling of the Shirakawa kitchen is needed.
4. Parking is too limited at Shirakawa.
5. Option 1 was recommended as interim as it is more practical for initial funding.
6. The Kelley Park location is the most desirable location.
7. Would like to have bus stops at both locations.




2 out of 28


Responded they liked all three options.



3 out of 28

Reported that they preferred Option 1 as it was the only affordable option.

 1 person liked Option 1 and 2 together. They noted they liked Option 3 the best, however, thought it was too expensive.

 1 person liked Option 2 for the interim and Option 3 for the future. Most concerned about parking. They felt 300 parking spaces would be necessary for the facility.



Community Meeting

# Conclusion



Shirakawa S1 - Option 1



Shirakawa S2 - Option 2



Kelley Park - Option 3

- Legend
- Multi-purpose
  - Administration
  - Activity Room
  - Circulation
  - Support

After several months of research, community center tours, steering committee meetings and community meetings we have a summary of the community’s recommendations based on their feedback.

- Continue to Utilize the Shirakawa facility for the Interim Vietnamese Cultural Center.
- Improve the Shirakawa location as described in Option 1. Estimated cost of \$6M.
- Once funding is available relocate to a new facility at Kelley Park as described by Option 3. Estimated cost \$41M.

Thanks to the Community, Steering Committee, Mayor, Council Members, City Staff for their valuable support, input and feedback in regards to the Vietnamese American Cultural Center. Due to this support the community has an Interim Vietnamese American Cultural Center facility located at the Shirakawa Center. While in operation for the last year it has served hundreds of community members and continues to do so.

Possible upgrades to the Shirakawa Facility and the potential for a new facility at Kelley Park as brought forth by this Vietnamese American Cultural Center Feasibility Study will be reviewed at the Parks and Recreation Commission and the City Council both in January 2018. The recommendations and findings of those meetings will be incorporated as part of this report.

## City Council Meeting

On January 9, 2018 City Council accepted the following recommendations from City Staff: 1) Accept the report of the feasibility study for the future Vietnamese American Cultural Center (VACC); 2) Authorize the Parks, Recreation and Neighborhood Services Department (PRNS) to utilize the entire Shirakawa Community Center for the Interim VACC after the Work2Future program moves out on or before June 30, 2018; and 3) Authorize PRNS to move forward with the design and improvements of the Interim VACC at the Shirakawa Community Center as described in Option Shirakawa S-1.

City Staff will explore opportunities for the more permanent VACC at Kelley Park (KP-1) in the Kelley Park Master Plan Update process.



# Vietnamese-American Cultural Center Feasibility Study