TOWARD AN INTEGRATED DESIGN FOR AN ASIAN-AMERICAN WEDDING & EVENT CENTER
Market 1: Wedding
- 0.5hr Drive Area
- Asian Population
- Wedding & Event Center

Market 2: Tourism
- New York → Philadelphia
- Asian Tourist Group
- Layover Place
DIFFERENT DEMANDS FOR STAKEHOLDERS

Developer
- Profit
- Good Investment Return
- Good Public Image

Local Community
- Accessible Services
- Avoid of Potential Nuisance

Wedding Customers
- Leisure & Entertainment
- Potential Nuisance

Pennsauken Township
- Economic Growth
- Job Creation
- Environmental Protection
- A Tax Revenue Increase

Operator
- Benefit
- Impact

Business Partners

Users

Tourists

Clean Water Action

Regulatory Agencies

Primary Stakeholders

Other Stakeholders
INTEGRATED DEVELOPMENT STRATEGY

Existing Condition

Market-driven Development
Benefit
- Maximum the commercial area
Impact
- Lost existing trees
- Increase paved area

Environment-driven Development
Benefit
- Preserve more existing trees
- LID: green roof
Impact
- Limited commercial area

Integrated Development
Benefit
- Target on multiple market
- Minimum parking area
- LID: green roof, rain garden, permeable pavement
Impact
- Lost existing trees
INTEGRATED DEVELOPMENT ELEMENTS

Market
Wedding
Wedding Center + Outdoor Wedding

Environment
Green Roof

Culture
Asian Cultural Elements

Local
Retail + Garden

Rain Garden & Permeable Pavement

Theme Color
Red + Yellow

Tourism
Dining Hall + Garden

Detention Pond

Native Plants with Cultural Meaning
Willow + Lotus + Bamboo
NEW RETAIL & PARKING LOT

Location

Integrated Elements

Local Retail + Garden + Green Roof + Rain Garden & Permeable Pavement
OUTDOOR WEDDING

Location

Integrated Elements

Wedding Center + Outdoor Wedding

Asian Style

Typical Plants
Willow + Lotus + Bamboo
Toward an Integrated Design for an Asian-American Wedding & Event Center

Project Statement
How to integrate cultural, environmental and market demands into landscape design for an urban commercial property development? In the real world, the demands of different stakeholders often distinct from one another, sometimes even conflict with each other. Developers expecting a profitable project, the local community looking for a good living environment, and the government wants to promote the economic growth and sustainable development. Those demands oftentimes are addressed separately by different stakeholders and design professionals, lacking a holistic approach.

Project Narrative
Introduction
The project site is located in the south of Pennsauken Township of Camden County, New Jersey, approximately 5 minute drive to the city of Philadelphia. With an increasing Asian population in South Philadelphia and Tri-townships area (Pennsauken, Cherry Hill, Camden), there is a growth of need for place holding Asian event such as wedding ceremony. To make the project differentiate from existing local competitors, the Wedding and Event Center will be culture related and providing multiple choices for different scales and types of event. The purpose of this project is to develop a comprehensive master plan and landscape design for a wedding and event center that is culturally sensitive, ecologically sounds and financially feasible.

Design Challenges
There are three major stakeholders for this project, the developer, the local community and the Pennsauken township government. Here is a summary of stakeholders’ agenda:

- **Developer**: make profit, good investment return, good public image
- **Local Community**: accessible services, avoid of potential nuisance
- **Pennsauken Township**: economic growth, job creation, environmental protection, a tax revenue increase
On the site, there is a patch of deciduous evergreen-mixed trees and a wetland beneath, which is a major green space around the area. It provides a habitat for native plants and wildlife, also block the noise from the Highway 38 on the south side. On the other hand, there is lacking access to the green space for the local community. How to protect the existing wetland, mature trees as many as possible, and at the same time, make the project profitable and distinct from the local competitors is the major challenge.

**Design Strategies**

1) **Take advantage of the location and existing facilities, target on multiple markets to maximum the business opportunity.** Based on the census data, within 45 minutes driving distance from the site, the Asian population is about 6% of the entire population. And the single Asian population is about 20% of all Asian. Within 30 min driving distance study area there are 4 existing Asian restaurants popular for Asian wedding, majority wedding event centers are targeted on the western culture wedding. Currently, Asian wedding events most take place in Asian restaurants, the most popular place is the Saigon Maxim Restaurant. There is a need of a special wedding center for Asian population in the area.

2) **Create multi-use spaces for various events and different users.** The wedding ceremony usually take place on weekend. On weekday, the place can be used for corporate events, private parties and exhibition. It can also be a layover place for tourist from New York to Philadelphia.

3) **Take advantage of local regulation to minimum the parking space, incorporate rain garden green island and permeable pavement in the parking area to provide shade and collect runoff.**

   Based on the regulation of Pennsauken Township, five or more establishments in any commercial district may combine their off-street parking areas, the total of such combined spaces may be reduced in number by 10%. So, the additional parking spaces required can reduce from 93 to 53.

4) **Attract users by offer unique space with cultural icon.** Making unique facility both indoor and outdoor with cultural atmosphere. Use color, materials, sculptures, and vegetation to reflect the
Asian culture

5) **Integrate stormwater management features with attractions.** Use the existing wetland as a detention area.

**Design Benefit**

The project has the benefit in four aspects: economy, culture, outreach, and ecology.

- **Economy:** attract more visitors, create jobs, increase tax revenue, improve the local business, reduce maintenance cost.
- **Culture:** Design with cultural elements not only from Asian culture, but also from other cultures, such as Hispanic. Combined the traditional cultural elements with contemporary material and style.
- **Outreach:** Provide a meeting and event place for local communities, Reach out local senior residents.
- **Ecology:** Reduce urban heat island and noise, improve water management, increase biodiversity.