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October 3<sup>rd</sup>, 2019

Via email: [clerk.plumcommittee@lacity.org](mailto:clerk.plumcommittee@lacity.org)  
[Andrew.choi@lacity.org](mailto:Andrew.choi@lacity.org)

**Honorable Members of the  
Planning and Land Use Committee**

Honorable Councilmember Marqueece Harris-Dawson, Chairman  
Honorable Councilmember Curren D. Price, Jr.  
Honorable Councilmember Gilbert A. Cedillo  
Honorable Councilmember John S. Lee  
Honorable Councilmember Bob Blumenfeld

Subject: Flower Market/CPC 2016-3990/VTTM 74568

Our office represents the Southern California Flower Growers, Inc. This entity owns the property commonly known as the Southern California Flower Market ("Flower Market"), which is located at 755 S. Wall Street in downtown Los Angeles. The property is about 3.9 acres in size and has frontage along Wall Street, 7<sup>th</sup> Street and Maple Avenue.

The Flower Market has a long and rich history in Los Angeles. In 1912, 54 Japanese flower growers started what became the Southern California Flower Market, a trade organization for Japanese flower growers and sellers in the greater Los Angeles area. The first Southern California Flower Market opened in 1913 near the current site. In 1922, the Flower Market moved to its current location. The original buildings, however, have been replaced over time.

Currently, there are two buildings on the site. The "south" building was constructed in 1962 and, at 185,000 square feet, it was one of the largest wholesale flower facilities in the world. The second, or "north" building was built in 1981, and has 207,000 square feet. These buildings are quickly becoming functionally obsolete. The north building will undergo renovation and will be part of the proposed development; the south building will be replaced.

In order for the Flower Market to remain in downtown Los Angeles, the owners have decided to refresh the operation and look to the future that will enable them to sustain the Flower Market's economic viability through additional, compatible development.

The plan is for the owners to secure the land use approvals to develop a mixed-use project that will consist of the Flower Market, 64,000 square feet of creative office space, 323 apartment



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October 3<sup>rd</sup>, 2019  
Page 2

units – including 32 units for moderate income households – about 4,400 square feet of general retail space, event space for 125 people, and two new restaurants.

On June 3, 2019, the City's Advisory Agency approved the airspace subdivision for the planned development. On August 26, 2019, the City Planning Commission denied the appeals filed against the Advisory Agency action and approved the subdivision, as well as all other land use approvals (i.e., the general plan amendment, zone/height district change, conditional use permit and site plan review).

We respectfully request that the Planning and Land Use Committee continue to support the 21<sup>st</sup> century Flower Market by recommending to the City Council the approvals of all required subdivision and land use entitlements.

Sincerely,

A handwritten signature in black ink that reads "Joel B. Miller". The signature is written in a cursive, flowing style.

Joel B. Miller  
Land Use Consultant

cc: Scott Yamabe, Southern California Flower Market