



October 29, 2019

LA City Council- Planning and Land Use Management Committee

John Ferraro Council Chamber, Room 340 City Hall

Los Angeles, California 90012

Re: Southern California Flower Market, ENV-2016-3991-EIR

Dear Honorable City Councilmembers,

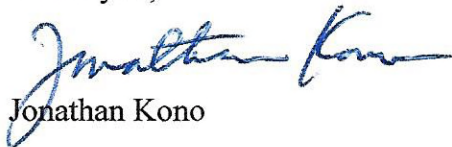
My name is Jonathan Kono and I am a shareholder and a recently retired tenant in the Flower Market. I also currently serve on the Flower Market's Board of Directors. Our farm is in the Santa Barbara area where we grew chrysanthemums and pompoms. My father started Kono & Sons in the 1960's and we were tenants in the Market for over 60 years. We come from a long line of flower growers as my great uncle was one of the original founders of the Flower Market in the early 1900's. Flower growing is literally in our blood and this type of legacy is reflective of who the Southern California Flower Market embodies.

Flower farms in California are undergoing a substantial change – many are converting to cannabis operations. It is predicted local flower farms will be extinct in 10 years.

We know from our own operations that everything changes. That is why the Flower Market must also change and remain competitive in this new market place era. The Market needs to modernize and become more efficient in both energy and labor. We also need to supplement our operations with other commercial uses that will enable us to keep the Flower Market in Downtown Los Angeles and stay competitive in this ever-changing landscape.

Your approval of this project would mean a great deal to the hundreds of our shareholders and the thousands of jobs that depend on our Market.

Thank you,



Jonathan Kono