



October 17, 2019

Los Angeles City Council- PLUM 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,

On behalf of the LA Fashion District, we are writing to again express support for Planning Case # ENV-2016-3991-EIR, Southern California Flower Market located at 709-765 S. Wall Street, 306-326 E. 7th Street and 750-752 S. Maple Ave, Los Angeles, CA 90014. The LA Fashion District business improvement district (BID) is a non-profit organization that represents 4000+ businesses and 1000+ property owners. It provides cleaning and safety services for the 110 block district, including the Flower District.

The Southern California Flower Market project is a transformative project for the district. The project is located adjacent to a "residential hub". The redevelopment is innovative in scope by adding much needed housing to downtown Los Angeles while maintaining its roots to the flower markets. This project will also add more of a 24/7 vibe to a vibrant, mostly daytime neighborhood.

Please consider supporting this project. Southern California Flower Market's project will be a great addition to the district.

Sincerely,

Rena Leddy
Executive Director