

# I. Introduction

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On November 12, 2019, the City of Los Angeles (City) certified an EIR for the Southern California Flower Market Project (Project), which comprises the Draft EIR and Appendices (September 2018), the Final EIR and Appendices (April 2019), Erratum No. 1 (July 26, 2019), Erratum No. 2 (August 7, 2019), and Erratum No. 3 (October 2019), collectively referred to as the “2019 EIR.” Due to two deficiencies in the EIR related to (1) a construction-noise mitigation measure, and (2) the analysis of the Project’s consistency with greenhouse gas (GHG) emissions reduction goals and policies set forth in Senate Bill 32 (SB 32), as determined by the Los Angeles Superior Court (Trial Court) in a lawsuit titled *AIDS Healthcare Foundation v. City of Los Angeles, et al.*, (Los Angeles Superior Court, Case No. 19STCP05445) (Lawsuit), those portions of the 2019 EIR associated with the deficiencies were recirculated for 45-day public review and comment period (Partially Recirculated Draft EIR [PR-DEIR]) from September 16, 2021 to November 1, 2021.

The subject of this document is the Partially Revised Final EIR (PR-FEIR) to the PR-DEIR, prepared in accordance with California Environmental Quality Act (CEQA) Guidelines Section 15089. The purpose of this PR-FEIR is to provide an opportunity for the lead agency to respond to comments made by the public regarding the content and legal adequacy of the PR-DEIR. Pursuant to CEQA Guidelines Section 15132, this PR-FEIR includes a list of persons and entities that provided comments on the PR-DEIR; responses to comments; non-substantive corrections and additions made to the PR-DEIR; and a revised Mitigation Monitoring Program (MMP) for the Project.

## 1. Organization

As stated previously, this PR-FEIR combined with the Draft EIR and Appendices (September 2018), the Final EIR and Appendices (April 2019), Erratum No. 1 (July 26, 2019), Erratum No. 2 (August 7, 2019), Erratum No. 3 (October 2019), and the PR-DEIR (September 2021) constitutes the entire EIR for the Project. This PR-FEIR includes the following sections:

**Section I. Introduction:** This section provides an introduction to the PR-FEIR and includes a list of the persons and agencies that submitted comments on the PR-DEIR.

**Section II. Responses to Comments:** This section includes responses to each of the comments submitted by persons and agencies listed in Section I.

**Section III. Corrections and Additions to the Partially Recirculated Draft EIR:** This section provides revisions, clarifications, and corrections to the PR-DEIR, based on comments received during and after the public review period. This section also includes an analysis of the proposed revisions in consideration of CEQA Guidelines Section 15088.5.

**Section IV. Revised Mitigation Monitoring Plan:** This section includes all of the mitigation measures to reduce or avoid environmental impacts of the Project and notes the monitoring phase, the enforcement phase, and the applicable department or agency responsible for ensuring that each mitigation measure is implemented. The Revised Mitigation Monitoring Plan (MMP) includes all of the mitigation measures identified in the 2019 EIR, revised to reflect changes to the construction-noise mitigation measure (Mitigation Measure I-2) presented in the PR-DEIR.

**Appendices:** The appendices include all comment letters received during the public review and comment period for the PR-DEIR and information referenced in **Section II (Responses to Comments)**.

**Appendix A:** Comment Letters Received on the Partially Recirculated Draft EIR

**Appendix B:** City CEQA Thresholds Memo

**Appendix C:** CalEEMod Energy Data

## 2. Overview of the Project

### a) Location and Existing Conditions

The Project Site is located at 709-765 S. Wall Street (with additional addresses at 306-326 E. 7<sup>th</sup> Street and 750-752 S. Maple Avenue) within the Central City Community Plan (CCCP) area in the City. The Project Site's main address is 755 Wall Street, and the address of the Project Site's current parking structure is 742 Maple Avenue. The Project Site is located in the Los Angeles Flower District, which generally is focused along 8th Street. Major highways serving the Project area include the Santa Monica Freeway (I-10) (one mile to the south) and the Interstate Highway 110 (one mile to the west).

### b) Proposed Project

The Project Site is approximately 168,577 square feet (or approximately 3.87 acres). The Project Site consists of one city block, with the exception of three interior parcels and three parcels to the south. The Project Site was zoned M2-2D (light Industrial, Height District 2 with Development Limitation) and designated Light Manufacturing in the Central City Community Plan. The Project Site is also located within the Los Angeles State

Enterprise Zone and the Greater Downtown Housing Incentive Area. The Project Site is also located within a Transit Priority Area, as defined by Public Resources Code Section 21099 and City of Los Angeles ZI No. 2452.

The Project Site is currently improved with two buildings (the north and south building). The Project will maintain and renovate the Project Site's north building, but will demolish the south building and construct a new building in its place. The Project would include a new mixed-use development consisting of wholesale trade, retail, restaurant, office, and residential uses. The Project would specifically include 323 residential units (including 10 percent of units set aside as affordable units for moderate income families), approximately 4,385 square feet of retail space, 4,363 square feet of office space, 63,785 square feet of wholesale space and storage, 13,420 square feet of restaurant space, and 21,295 square feet of event space. The existing north building would continue to operate as the Flower Market with offices on the second floor and an event space and terrace on the fourth floor. The new south building would include the new residential uses, as well as restaurants, a public paseo, retail uses, and additional wholesale flower space.

Clarifying information on the description of the Project was also provided at pages 2-3 of Erratum No. 3 (dated October 2019).

The Trial Court in the Lawsuit found no deficiencies in the description of the Project in the EIR. In connection with the PR-DEIR, the Project applicant did not propose any changes to the Project.

### **c) List of Discretionary Actions**

In connection with its certification of the EIR on November 12, 2019, the City Council approved the following entitlements and approvals for the Project:

1. General Plan Amendment from "Light Manufacturing" to "Community Commercial" to allow for the mixed-uses on the Project Site;
2. Vesting Zone Change from M2-2D (manufacturing) to C2-2 Zone (commercial);
3. Site Plan Review;
4. Conditional Use Permit for on-site sales and consumption of alcoholic beverages;
5. Vesting Tentative Tract Map; and
6. Zone Variance related to the provision of on-site trees.

The Trial Court in the Lawsuit found no deficiencies in the Project Entitlements but only found two deficiencies in the EIR supporting the Project Entitlements. In connection with its consideration of the PR-DEIR, the City Council, through its Planning, Land Use and Management (PLUM) Committee, will hold a public hearing to set aside the Project Entitlements and consider reinstating the Project Entitlements in light of the PR-FEIR.

### 3. List of Commenters

The Department of City Planning received 12 comment letters on the PR-DEIR during the public review and comment period, all from private individuals/groups. One additional comment letter from a private individual was submitted to the City after close of the public review and comment period for the PR-DEIR. No comment letters from public agencies were received. As stated previously, copies of the comment letters are included in **Appendix A** of this document. All individual comments are delineated and assigned a number.

The following is a list of commenters on the PR-DEIR:

- 1 Alexandra Hack
- 2 Anthony Rodriguez, Executive Director  
Fashion District Business Improvement District  
818 S Broadway, Suite 801  
Los Angeles, CA 90014
- 3 Will Sanchez  
Wholesale Flowers
- 4 Mark Chatoff, President  
California Flower Mall  
825 South San Pedro Street, Suite 200  
Los Angeles, CA 90014
- 5 Estela Lopez, Executive Director  
L.A. Downtown Industrial District
- 6 Michael and Kwini Reed, Owners  
Poppy & Rose
- 7 Keep the Southern California Flower Market in Los Angeles  
*407 Signatories*
- 8 Preserve Our Jobs  
*110 Signatories*

- 9 Approve the Project and Keep the Flower Market in DTLA!  
*49 Signatories*
- 10 Letter of Support  
*21 Signatories*
- 11 Support and Keep the SoCal Flower Market in DTLA!  
*26 Signatories*
- 12 Dean Wallraff, Executive Director  
Advocates for the Environment  
10211 Sunland Boulevard  
Shadow Hills, CA 91040
- 13 Lance Williams<sup>1</sup>  
Certified Florist Supplies, Inc.  
307 Culver Boulevard  
Playa Del Rey, CA 90293

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<sup>1</sup> *This commenter submitted a comment letter to the City after close of the public review and comment period.*