

Attachment A

Southern California Flower Market – Project Description

The Project Applicant proposes to expand and redevelop the existing Flower Market facility between Maple Avenue and Wall Street, south of 7th Street, while maintaining the existing wholesale market. The existing property consists of two buildings, the north building (206,517 square feet) and the south building (185,111 square feet). Both buildings include open roof-top parking. The Applicant proposes to maintain and renovate the north building and its roof-top parking and demolish the south building in preparation of a new building with one level of subterranean parking.

The Project would be a new mixed-use development consisting of wholesale trade, retail, restaurant, office, and residential uses. The new Flower Market building (in place of the existing south building) would be 15 stories (12-story residential tower, over three stories of office, retail, restaurant, wholesale flower market and parking) and 205 feet in height. The development program would consist of: 323 residential units (the Applicant voluntarily providing 10% of the units [or approximately 32 units] for moderate income families), 64,363 square feet of office space, 4,385 square feet of retail space, 63,785 square feet of wholesale space and storage, 13,420 square feet of food and beverage space, and 10,226 square feet of event space. The ground floor of the new south building would include restaurants for general public use, a public paseo, retail uses, wholesale flower space, and bike storage. The existing north building would continue operating as the Flower Market with offices on the second floor and an event space with terrace on the fourth floor. The Flower Market would continue to operate in the existing north building during and after the redevelopment, with construction carefully phased, to avoid disruption of existing business operations. Parking would be provided in accordance with an approved parking demand study.