

CITY MARKET SOUTH

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CITY MARKET SOUTH BEGINS MULTI-MILLION DOLLAR REDEVELOPMENT OF A TWO-ACRE PROJECT IN DOWNTOWN LOS ANGELES' FASHION DISTRICT IN JUNE 2014

By Summer 2015, the 75,000 square foot mixed-use improvement will feature artisan food and beverage, retail, and creative office spaces, sparking economic development, job creation, and the revitalization of the local community

(Los Angeles; June 2014)—[City Market South](#) officially announces the commencement of construction to **repurpose and revitalize two acres of Downtown Los Angeles' Fashion district** located on San Pedro and San Julian between 11th and 12th Streets. As the first phase of a long-term 10-acre [City Market of Los Angeles](#) development, City Market South will house **creative office, food and beverage, and retail mixed use spaces** slated to begin **operating by Summer 2015**. The re-imagining of the existing buildings as a **creative and culinary campus** will pay homage to the past use of the grounds as a pioneering wholesale marketplace by featuring artisan purveyors, retailers, and businesses who share a creative, hands-on vision for their craft.

"City Market South is a place conceptualized and designed for the way people seek to live and work in the city. The entire project is carefully curated, from the urban look and feel of the spaces to establishing unified connections between tenants in order to form a valued experience for consumers," developer **Kevin Napoli** of [LENA Group, Inc.](#) says. "The Downtown L.A. community as a whole is experiencing a renaissance and we want to bring life to a space that revolutionized the neighborhood while keeping its integrity—transforming it to fit with modern Los Angeles." Co-developer **Mark Levy** adds, "It is the antithesis of a typical suburban mall or office park, which by every indication is what people want going forward. We are blending current and future trends in economic development—the **revitalization of Downtown LA**, consumer demands for **high-quality and local food products, industrial architecture, shared outdoor space**, and walk-up **creative office space**—to design an unparalleled social destination for locals and visitors alike."

Formerly one of the largest wholesale produce markets in the country, owned and operated by a cooperative of farmers (many of whose descendants are still shareholders today), the space will come to life again as a neighborhood destination. "City Market has touched generations of Angelenos, our goal is to stay true to the spirit of the original marketplace when connections were built between family farmers who sold fresh produce on horse drawn wagons to individuals and wholesale purveyors," **President and CEO of the City Market of Los Angeles, Peter Fleming**. "This collaboration with the LENA Group is a catalyst to bring vibrancy back to Downtown's Fashion District by creating a modern gathering place for shoppers, food lovers, culture seekers, artists, and more."

Creating a utilitarian vision for the space, "We let the collection of buildings and loading docks take center stage," **Douglas Hanson**, AIA, of Hanson LA architecture and design says. "We stitched the warehouses together with lively outdoor spaces and facades that characterize the symbiotic relationship that existed when the area was a bustling marketplace."

With support from the Los Angeles City Council on the impending plan, District 14 **Councilmember Jose Huizar** notes, "City Market South will add new dimension and diversity to Fashion District, creating and developing additional open and walkable attractions in the heart of Downtown Los Angeles. In addition, the project will generate over **250 new job opportunities**, from entry level and executive positions, to support creative business and local artisans."

ABOUT CITY MARKET SOUTH

City Market South is spearheaded by **Kevin Napoli** and **Mark Levy** of [LENA Group, Inc.](#)—a real estate investment that specializes in urban redevelopment—as well as the City Market of Los Angeles management team led by President and CEO **Peter Fleming**. Additional innovative leaders associated with the development including [HansonLA](#) (architect and design) and the [Elizabeth Peterson Group, Inc.](#) (land-use consulting). Together they are bringing the Fashion District and the City Market of Los Angeles' past back to life by providing cultural and economic growth to the local community. City Market South is the first phase of a **long-term, 10-acre [City Market of Los Angeles](#)** project that will include new housing, an urban campus, hotel, and more.

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