

The more flower shops, the better?

A living example of gentrification in Highland Park, Los Angeles

Odalys Benitez
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Disclaimer: Views are my own.



While walking down Figueroa St in Highland Park, you pass by a flower shop. It reminds you that your mom's birthday is coming up

soon, and maybe she would like some flowers along with her gift.
Who doesn't love flowers?



You take a peek inside and find many beautiful bouquets.



After looking around, you find the perfect one and decide you'll buy
it closer to the birthday to ensure the flowers are fresh when your
mom receives them.



As you continue walking along Figueroa St, no less than a few minutes later, you come across another flower shop. This is surprising, given how close the other flower shop is. You take a look inside, and find a similar arrangement, but with a more small business vibe. The owner offers to show you their bouquets, which are equally beautiful, and a little bit cheaper.



You're torn by the decision to choose between the two, but most of all perplexed as to why they are situated so closely to each other on this main street. If you were to open a flower shop, you would ensure it would be a good distance away from an existing one, so you can actually have business. Most of all, you would open it in a place

that you've decided doesn't have access to flower gifts, so you know that you are contributing to the resource desires of the population.

"I would only open one here if I was confident my flower shop could compete with the existing one", you think to yourself, and it leaves a weird taste in your mouth.



Walking distance between shops

within the city.

When does the "strategic positioning" of a business mean it addresses the larger consumer needs of a population, and when is it just a tool of economic displacement and gentrification?

This is the constant challenge Highland Park local businesses face, in the face of rapid demographic and economic change

So how did we get here?

- Highland Park was annexed to LA in 1895
- Experienced white flight in 1940s as neighborhood became diverse and by 1960s was predominantly Latino district
- Wave of gang violence in 70s and 80s led to big real estate shifts



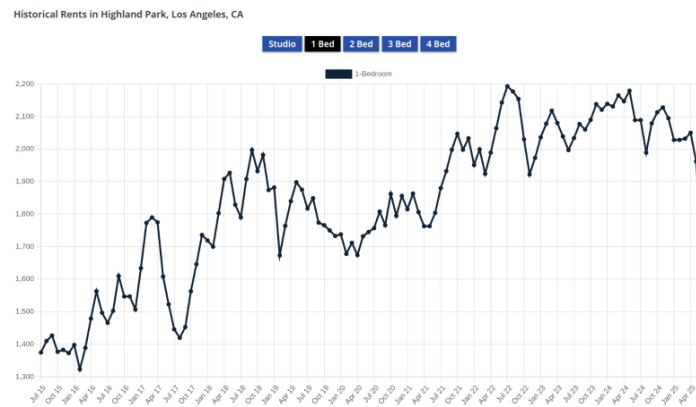
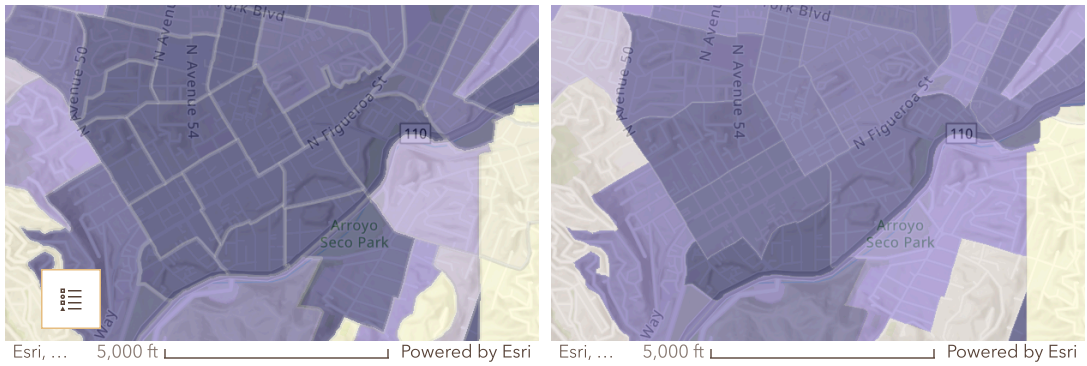
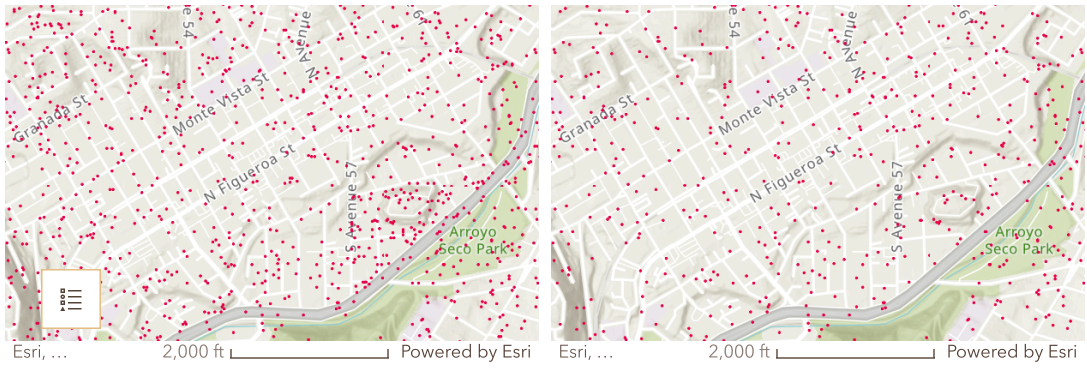
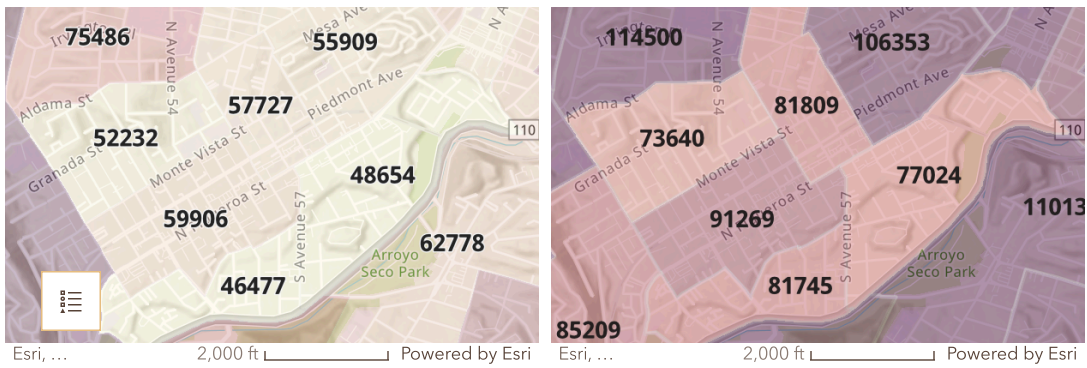
Greyhound Grill, Discover Los Angeles



Tierra de la Culebra Park, LAist

- Major Chicano art scene in the 90s
- Metro line opened in early 2000, prompting revitalization plan that would bring in commercial development on main streets
- Low rents/home prices, proximity to DTLA has led to steady gentrification

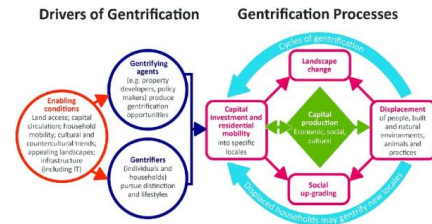
Statistics



From <https://www.renthop.com/average-rent-in/highland-park-los-angeles-ca>, Rents Doubling Within a Decade

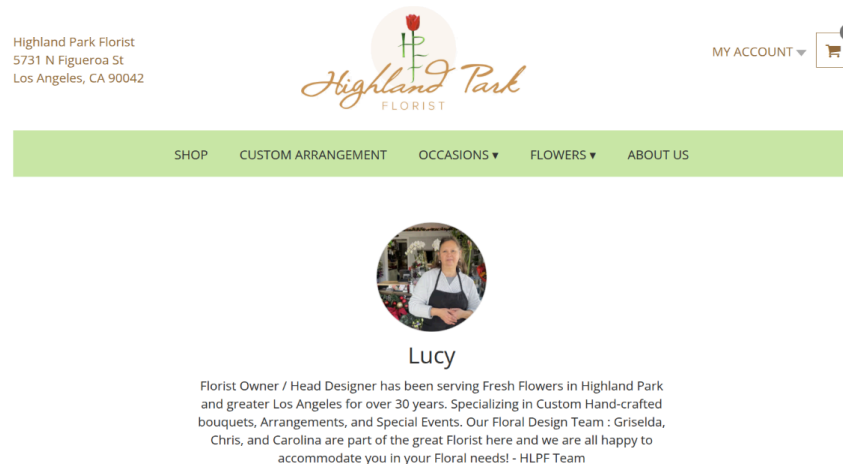
What does this have to do with flower shops?

- People start moving to the neighborhood due to low rents and feeling of culture (vs generic suburb)
- Neighborhood Becomes "trendier" / "up and coming", higher demand on housing leads to higher rents
- Original residents start to be displaced, higher income people moving in
- New businesses open to cater to the desire for a "trendy" feeling -- usually more upscale/modern, more expensive
- New residents start to frequent the new businesses instead of the historic footholds of the community

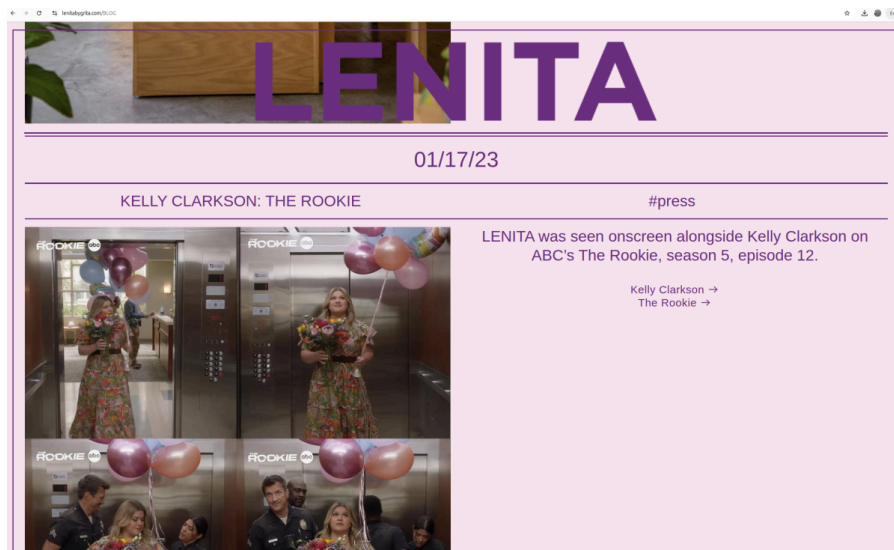


A conceptual model of gentrification

https://www.researchgate.net/figure/A-conceptual-model-of-gentrification_fig1_328102035



Screenshot of Highland Park Florist website



Screenshot of Lenita Website