



Firenza Pizza

April 17th, 2018

Planning and Land Use Committee

Firenza Pizza



- One Cal Plaza DTLA / Lower Level
- 300 S. Grand Ave. Ste. LP160, Los Angeles CA 90071
- Existing 2,350 SF Restaurant
- 26 indoor seats
- No Live entertainment
- Total of 10 employees / 3 security guards on-site (9 to 4 pm & 4 to 10Pm shifts)
- Hours of operation: 10:30 am to 9:30 pm DAILY
- Applying for a type 41 on-site consumption of beer and wine
- Hearing date: May 15th, 2018 @ City Hall / time: TBD

Firenza Pizza – Customizable Pizzas!



- <http://firenzapizza.com/>
- Opened August 2017, on their opening week they offered free 10 inch pizzas with up to 2 toppings for a \$2 donation to benefit the Colburn School and LA Food Bank.
- Pizzas are cooked in a high temperature oven – rotates and cooks in 90 seconds
- Firenza also offers 8 signature pies ranging from the Pizza Vegetariana loaded with healthy vegetables to the Big Kahuna featuring smoked ham, bacon and tropical pineapple. In addition to pizza the restaurant offers diners customizable salads, oven baked wings or meatballs.
- Firenza Pizza allows you to experience “Pizza Like Never Before!” Firenza specializes in truly hand crafted and made-to-order, stone hearth-baked pizzas that can be customized with nearly 40 fresh toppings including house roasted garlic, creamy mozzarella ovalini and lean grilled steak.

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Thank you!

- Liliger Damaso
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