



## Business Association

a nonprofit organization promoting Zaferia businesses since 1991

**2019-2020**

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**Kristine Hammond**

July 26, 2019

Planning Department

City of Long Beach

333 West Ocean Boulevard

Long Beach, CA 90802

Re: Support for CUP – 1395 Coronado Ave.

Dear Planning Department,

On behalf of the Zaferia Business Association (ZBA), this letter represents the support of the ZBA of the application by Megan Tagliaferri and the FLO Foundation to establish Compound, a community-oriented creative hub, at 1395 Coronado Ave., Long Beach, located within the East Anaheim Street Parking and Business Improvement Area, commonly referred to as the Zaferia District. The ZBA is a not for profit organization first formed in 1991, whose mission is to promote, enhance, and represent the business members of the Zaferia District. Our members consist of business and commercial property owners representing the area from Junipero Ave. to the west, Pacific Coast Highway to the east, 11th St. to the south and 14th St. to the north.

The ZBA Board of Directors and our Urban Design Committee are in strong support of the Anaheim Corridor Zoning Implementation Plan (ACZIP) developed by your department and our Board provided a letter of support on May 1, 2019, for your SB2 grant request. The Compound team's plans to be a space for exhibitions, food and beverage, classes, talks, film screenings, and other programs, will be very positive addition to the community, will add to the uniqueness of the Zaferia District, and to the vitality of the surrounding neighborhoods. All of this is very much in line with the goals of the ACZIP.

We are thrilled that Ms. Tagliaferri chose to locate Compound in the Zaferia District!

Sincerely,

**Kristine Hammond**

Executive Director



# CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC DEVELOPMENT

333 West Ocean Boulevard 3<sup>RD</sup> Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

July 26, 2019

Planning Department  
City of Long Beach  
333 W Ocean Blvd.  
Long Beach, CA 90802

To the Planning Department:

I am writing to provide my support of Compound, the new creative hub that explores the intersection of art, wellness, and social engagement that is being planned for 1395 Coronado Avenue and is in pursuit of a Conditional Use Permit. From what I have already heard, this art space shows great promise as being not only an important community resource for education and cultural engagement, but also an informed business model that will have a positive economic impact on our city.

I have met Megan Tagliaferri, Founder of Compound, to hear of her vision for how to grow a cultural organization that has several impact points. She and her Executive Director, Michelle Dezember, are working hard to ensure that there are sustainable and high social impact programming and space use. In particular, there is an interesting concept to provide entrepreneurship opportunities in their creation of food and beverage service which will allow local businesses a chance to grow. There is also robust job creation coming out of Compound, with 8 full time jobs and another 10-15 part time jobs that are being established.

Having these reasons in mind, I highly recommend the award of a CUP to Compound. I am happy to answer any other questions that might arise as a part of the application review process.

Thank you,

JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT

July 29, 2019

Planning Department  
City of Long Beach  
333 West Ocean Boulevard, 4th Floor  
Long Beach, CA 90802


Re: Planning Approval for 'The Compound' at 1395 Coronado Avenue.

To Whom It May Concern,

I would like to request you grant 'The Compound' a Planning Approval on their proposal to open a new community space. As an Architect, Business Associate on Coronado Avenue and a resident of Long Beach, I wholeheartedly recommend adding this new facility to our neighborhood and community. It will bring added vitality and an important improvement to the Zaferia South Design and Arts District.

Please contact me directly if you have any questions regarding the new facility or its addition to our neighborhood.

Sincerely,



Graham Stanley  
CA Landscape Architect # 3469

cc: Megan Tagliaferri  
Michelle Dezember



**Rich Cherry**

Managing Partner  
4214 Lafayette Pl.  
Culver City, CA 90232  
310-404-7273  
rc@museumops.org

**Department of Planning**

City of Long Beach  
333 W. Ocean Blvd.  
Long Beach, CA 90802

**Tuesday, July 16, 2019**

Dear Department of Planning,

I am writing to share my enthusiastic support of the application by the FLO Foundation for a Conditional Use Permit for the properties on Coronado Avenue and Obispo Avenue in Long Beach, which are to be used to develop Compound, a public community and cultural center, and to serve as off-site parking for staff and visitors. I have been involved for several years now with the project planning as a paid consultant, and my close collaboration with the project's founder, Megan Tagliaferri, and its staff—including its newly-appointed Executive Director, Michelle Dezember—has provided me with a detailed understanding of the finances, strategies, goals, and values of the organization. Based on my insights into the organization's professionalism, funding, network of collaborators, and its plans for sustainability and growth, I believe that it will thrive, and that it will make an important contribution to the vitality and economy of Long Beach and the Zaferia neighborhood.

As a long-time museum leader who has held key executive roles in museums in Southern California (including the Academy Museum, the Broad, and the Skirball); served in municipal advisory roles in Los Angeles and Culver City; and produces the world's largest annual museum technology conference, I am generally up to date on the most interesting and impactful projects in the museum community. It's easy to be jaded about innovation in the space, but I believe that the Compound model brings something new and exciting to the table. Its mix of culture and wellness programming, the leaders' interest in social justice, and the unrelenting commitment to serving as a community resource for every member of the community will distinguish it from other museums and cultural organizations whose key audiences are found in city centers, tourist hubs, and the higher ed communities. The organization's leadership is conscientious and highly skilled, and their proposed budget and staffing are appropriate to their program. Most importantly, Compound has made a purposeful choice to situate itself in a neighborhood that is underserved by mainstream cultural organizations, and is settling in to make itself a good neighbor.

I urge you in the strongest possible way to approve Compound's plans, and to support their ambitions and activities. I am at your service should you have any additional questions for me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rich Cherry'.

**Rich Cherry**

# FARM LOT 59

Justin Hectus • Steve South • Martin Howard

July 24, 2019

Planning Department  
City of Long Beach  
333 W. Ocean Blvd.  
Long Beach, CA 90802

To whom it may concern,

I am writing to lend my enthusiastic support of Compound, the new arts and culture organization being established in the Zaferia neighborhood of Long Beach. For some time now I have been in conversation with its founder, Megan Tagliaferri, and am deeply moved by her commitment to wellness and care of our community through what she will create through Compound. The facility that she and her team are planning to open on Coronado Avenue is envisioned as a beautiful, thriving gathering space that I am glad will include opportunities for urban residents to find sanctuary amongst natural life.

As the founder of Farm Lot 59, a 501(c)(3) nonprofit organization, I am committed to providing opportunities for our Long Beach community to access agricultural education and enjoy the benefits of vegetables, fruit, and flowers grown in our city. Farm Lot 59 has a long track record of partnerships with community organizations. We are in conversations with Compound about collaborating on creating a garden area as part of the facilities, which I think will be an important educational component not only of this new space, but of the neighborhood as a whole. Over the past decade that I have been running Farm Lot 59, I have witnessed the countless ways that people of all ages benefit from hands-on learning experiences with planting and gardening. So few people, especially in the dense, urban areas of Long Beach like Zaferia, have the chance to be with nature in this way. Not only will Compound be an opportunity for me to expand our organization's reach, but also will provide access to healthy living and sustainable farming to the participants at Compound.

Thank you for considering Compound for the permit for their new space, and please let me know if I can offer any further support to their endeavor.

Best wishes,

Sasha Kanno

DocuSigned by:  
  
7637E9359E8A42C...  
Founder and Farmer

Farm Lot 59

2076 Eucalyptus Avenue • Long Beach, California 90806  
(562) 230-7207 • [www.longbeachlocal.org](http://www.longbeachlocal.org) • [sashakanno@mac.com](mailto:sashakanno@mac.com)



# Khmer Girls in Action

LIKE A LOTUS, WE RISE

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1355 Redondo Ave. Suite 9 • Long Beach, California 90804 • Phone (562) 986-9415 • Fax (562) 986-9416

August 1, 2019

Department of Planning  
City of Long Beach  
333 W. Ocean Blvd.  
Long Beach, CA 90802

**RE: CUP Application for 1395 Coronado Avenue**

Dear Department of Planning,

I am pleased to provide a letter of support to Compound as part of their permitting with the City of Long Beach for the use of a space on 1395 Coronado Avenue, in order to create a new creative hub with community programming. Compound's founder, Megan Tagliaferri is a long-time supporter of Khmer Girls in Action. We look forward to collaborating with Compound and to the many opportunities for collaboration with Compound. We are optimistic of the benefits that will come of our collaboration, for the Southeast Asian youth we serve and to the community at large.

Khmer Girls in Action is a community-based organization that develops the leadership skills and power of Southeast Asian youth, ages 14-21, to create a progressive and sustainable Long Beach community that works for gender, racial, and economic justice. The opportunity to bring Compound to our neighborhood gives us not only a physical space to gather, but also the creative space to support our youth leadership development programming. Megan and her team have demonstrated a commitment to our community and supported our platform for storytelling and culture. For that reason, we are moved to express our support for Compound's CUP application.

In closing, I hope that you will grant Compound the ability to become the thriving arts and cultural center that they are destined to be. It will be of great cultural and creative value to Khmer Girls In Action, and will have a positive ripple effect out on our community for creating positive change and growth.

Sincerely,

Lian Cheun

Executive Director, Khmer Girls in Action