



ZAFERIA Business Association

a nonprofit organization promoting Zaferia businesses since 1991

2020-2021 Board of Directors

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July 12, 2021

Cuentin Jackson
Development Services - Planning Bureau
City of Long Beach
411 West Ocean Boulevard
2nd Floor
Long Beach, CA 90802

Re: Support for Conditional Use Permit – 1147 Loma Ave.

Dear Planning Bureau,

On behalf of the Zaferia Business Association (ZBA), this letter represents the support of the ZBA of Application No. 2103-25 (AUP21-014, CUP21-003) (filed March 17, 2021) for the Administrative Use Permit and the Conditional Use Permit to allow a change in use from a former art decal manufacturing facility to a wine shop with accessory marketplace and wine tasting at 1147 Loma Ave., Long Beach, located within the Zaferia Parking and Business Improvement Area, commonly referred to as the Zaferia District. Please note that the ZBA has already submitted a letter of support for the sale of alcohol, tasting and drinking, at this commercial property. (See attached.)

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 Board of Directors of the ZBA believe that this change in the use of this commercial property would add to the vibrancy of the Zaferia District and be a great addition to the already established retail, restaurant, bar, and entertainment venues located here.

Thank you for your consideration.

Sincerely,

Kristine Hammond

Kristine Hammond
Executive Director