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8/4 Council Meeting - Please Support California Wine Exchange!

Michelle Morehead <michelleamorehead@gmail.com>

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To: councilmember.jurado@lacity.org, clerk.pcn@lacity.org

Cc: adan.acosta@lacity.org, "ambar.quintanilla@lacity.org" <ambar.quintanilla@lacity.org>

Dear Councilmember Jurado,

I'm writing to ask that you support the "Public Convenience or Necessity" finding for sale and consumption of alcoholic beverages by California Wine Exchange at Tuesday's City Council meeting.

I am a resident of South Park and live in the building where California Wine Exchange is preparing to open at [1050 S. Flower Street](#).

This space was specifically designed as a food and beverage storefront and has operated as restaurants and wine bars for many years. The surrounding neighborhood is one of the most densely populated residential areas in Downtown Los Angeles, and residents have been consistently asking for more neighborhood-serving retail, restaurants, and gathering places on our ground floors. California Wine Exchange is exactly the kind of locally owned business that helps create a more walkable, vibrant community.

Beyond serving neighborhood residents, this location is just two blocks from L.A. LIVE and the Los Angeles Convention Center, where the City continues to invest heavily in attracting visitors and supporting local businesses. Having more destinations like this strengthens the entire district.

While I hope the Council approves this request, I also hope you'll consider the broader process. Small businesses already face significant costs and delays to open in Los Angeles. My understanding is that the owner spent more than six months obtaining the Conditional Use Permit, and now must also seek a Public Convenience or Necessity finding for a location that has a long history of operating as a restaurant and wine bar.

These additional approvals can become expensive and time-consuming hurdles that discourage the very small businesses our neighborhoods want and our City says it wants to support. As someone who cares deeply about the future of Downtown, I'd encourage you to look for opportunities to streamline these processes while still protecting the public interest.

Thank you for your consideration, and I hope you'll support California Wine Exchange on Tuesday.

Sincerely,
Michelle Morehead
DTLA/South Park Resident
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