ZAFERIA

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Zaferia Business Association

ZAFERIA
Parking & Business Improvement Area

managed by the Zaferia Business Association

(formerly known as East Anaheim Street Business Alliance)

approx. 450 Merchants

approx. 150 Commercial Property Owners

ZAFERIA

ZAFERIA History

Late 1800's

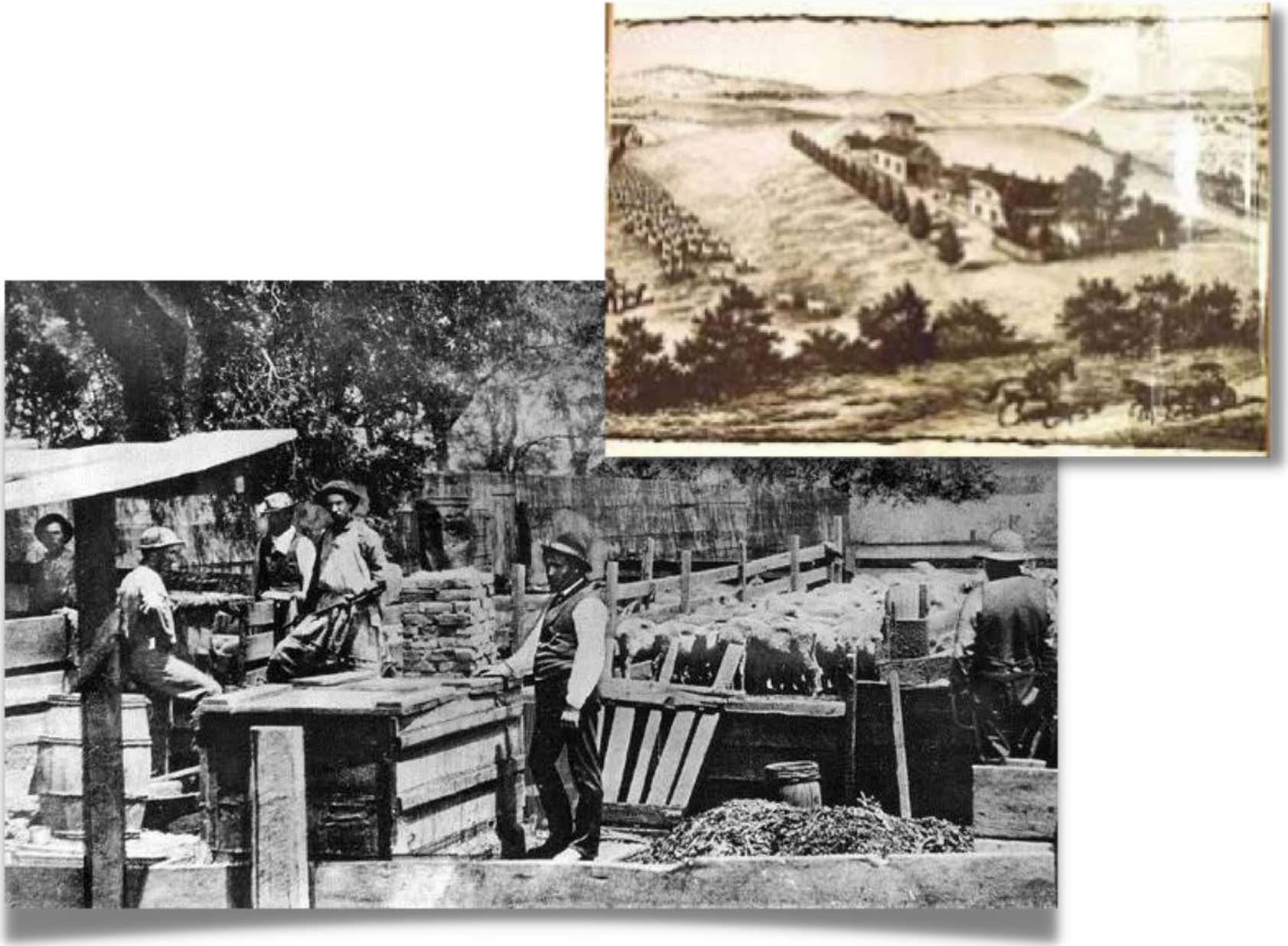
Ranchos nearby to Long Beach

ZAFERIA

ZAFERIA History

Bixby Ranch

Laborers & their families leased land



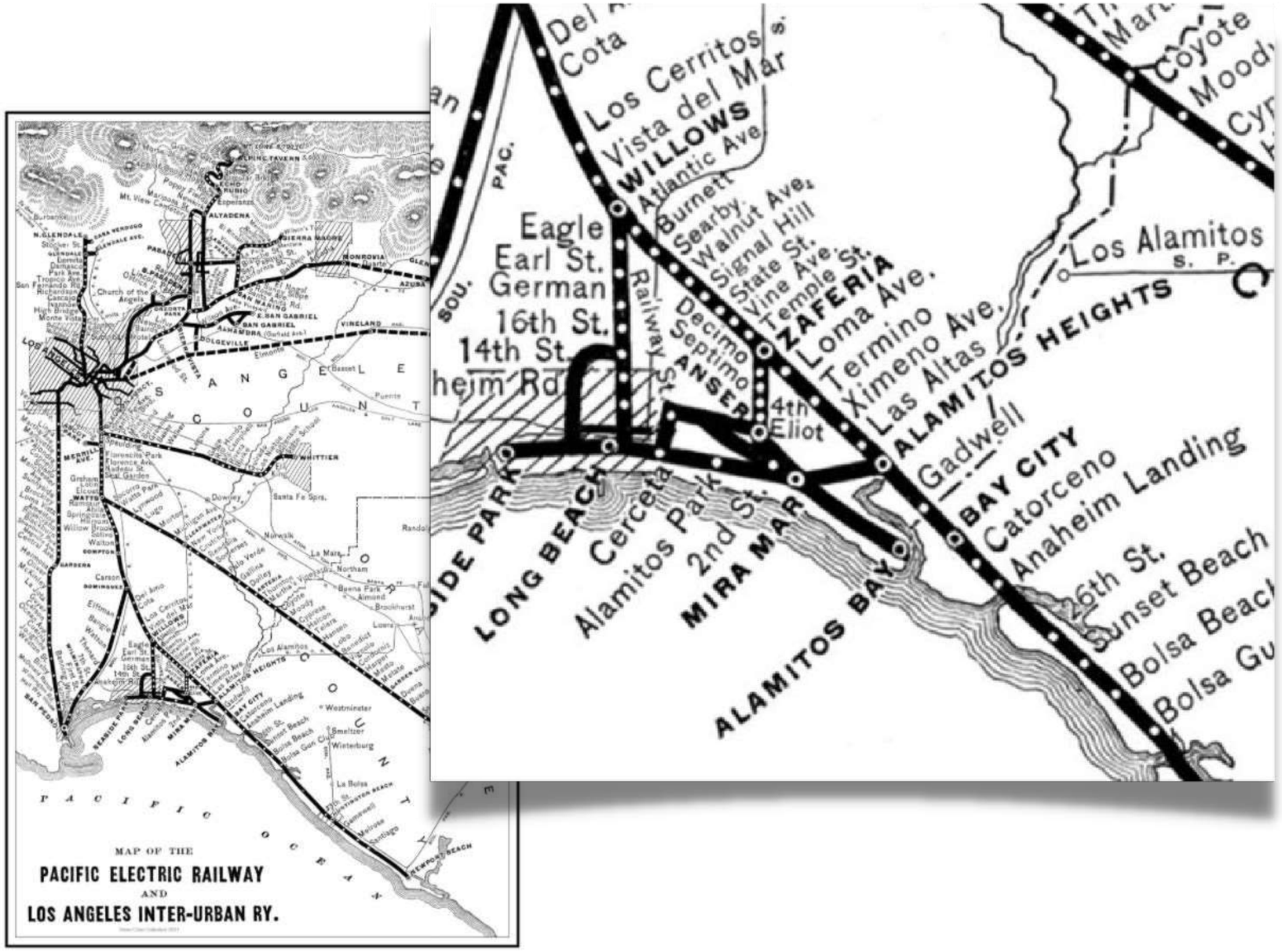
ZAFERIA History

ZA-FA-REE-A

Unknown Origin

1904: Henry Huntington and the Pacific Electric Railway

ZAFERIA DEPOT



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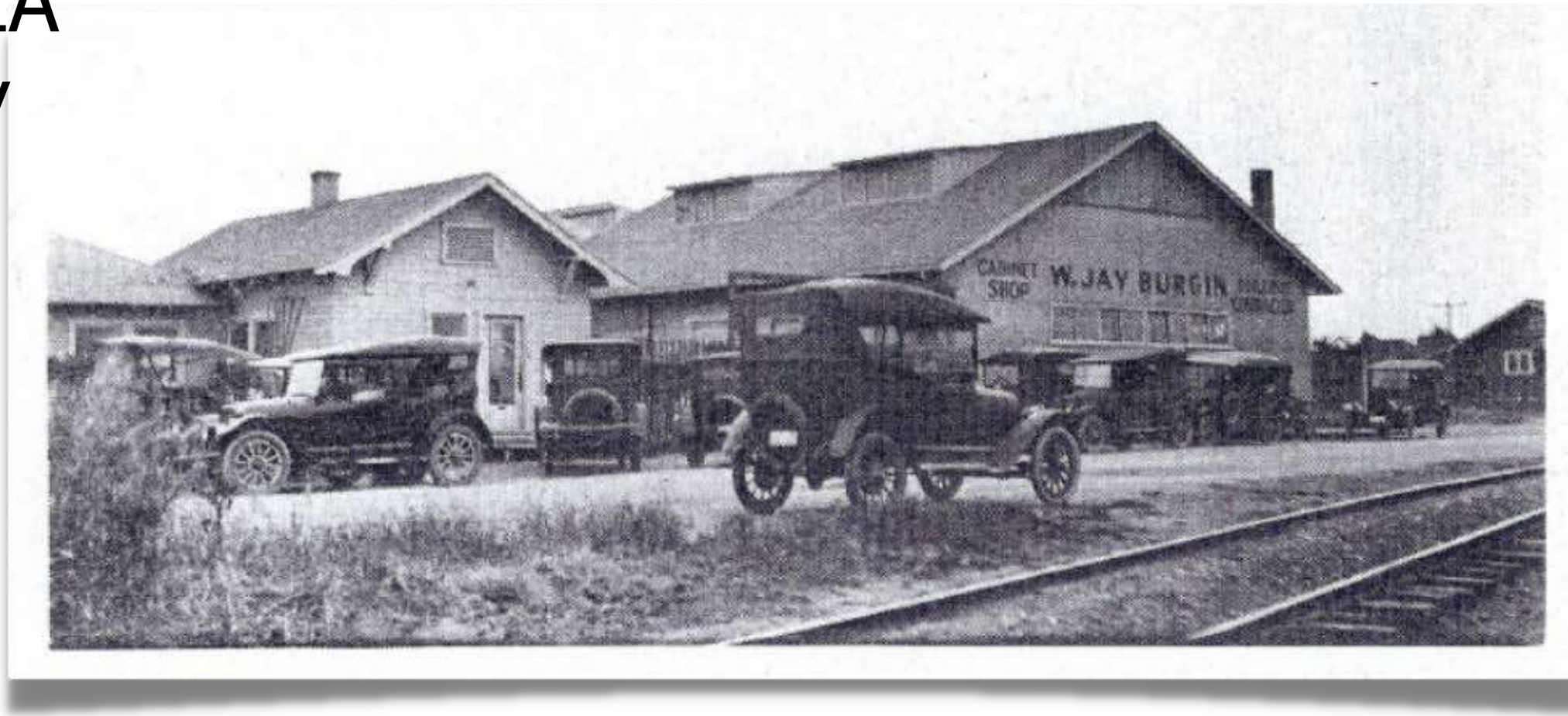
ZAFERIA History

Early 1900's



1907: W. Jay Burgin opened his construction company at 1100 Redondo. Goodwill, 7-11 and Deno's Pizza restaurant occupy this site today.

ZAFERIA

ZAFERIA History

An early Clay's Market
3143 Anaheim

1909: The new city council of Belmont Heights (which included Zaferia) at J.W. Ray's real estate office on Redondo

ZAFERIA History

Zaferia Grocery Company, SW corner Anaheim & Redondo

ZAFERIA GROCERY COMPANY

ZAFERIA

ZAFERIA History

Clean Up! Paint Up! Plant a Tree!

AND ATTEND THE

Grand Reunion and Picnic

And the Christening of

Zaferia "East Long Beach"

at the EUCALYPTUS GROVE, Eleventh St. and Obispo Ave.

LABOR DAY, SEPTEMBER 6, 1920

MUNICIPAL BAND—PLENTY OF ICE CREAM, WATERMELONS AND COLD LEMONADE

Labor Day Address by HON. W. BRUCE MASON, Assistant City Attorney

at the EUCALYPTUS GROVE, Eleventh St. and Obispo Ave.

LABOR DAY, SEPTEMBER 6, 1920

MUNICIPAL BAND—PLENTY OF ICE CREAM, WATERMELONS AND COLD LEMONADE

Labor Day Address by HON. W. BRUCE MASON, Assistant City Attorney

BASEBALL AND OTHER SPORTS—FREE
LUNCH AT 12 O'CLOCK

Bring Your Baskets Bring Your Family Bring Your Neighbors

In the meanwhile, put your place in ship-shape condition. Pile up the odds and ends, burn all the trash; paint houses and fences; cut down the weeds; level all rough places. Let's make this the prettiest part of Long Beach. IT WILL PAY. Trees will be on hand at Darnell's Mill and Clay's Grocery by September 1st at a nominal price. Plant date palms on north and south streets, and camphor trees on east and west streets, 30 feet apart.

Show Your Pride and Public Spirit
Paint! Paint! Paint!
Clean Up! Clean Up! Clean Up! Plant! Plant! Pant!
and Come to the Reunion and Picnic

Long Beach Industrial & Improvement Association

Poster from files of Pacific Electric

With this handbill, East Long Beach sought to stimulate civic pride when it discarded name, Zaferia.

ZAFERIA

ZAFERIA History

1923

Zaferia name disappearing

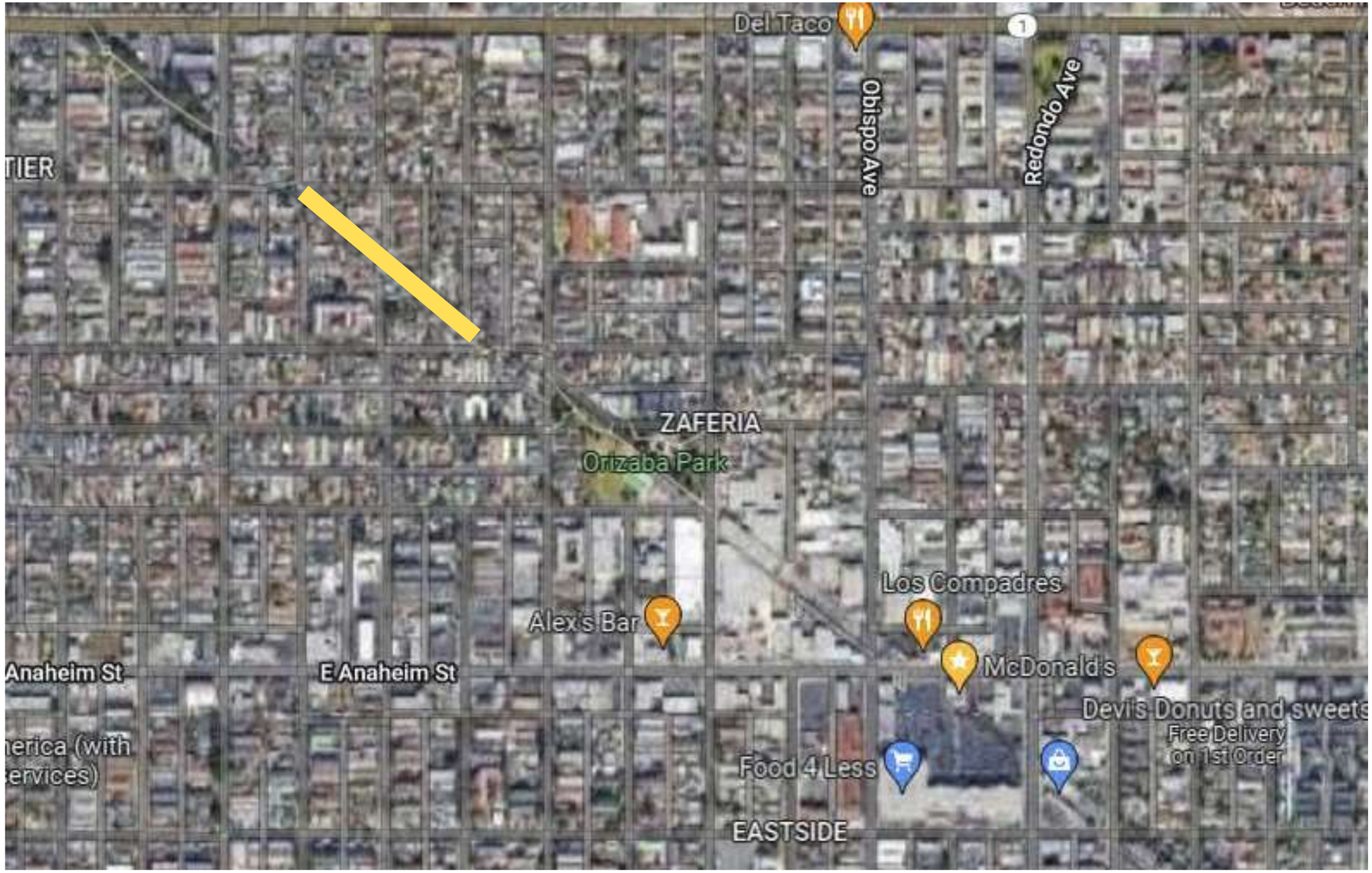
EAST LONG BEACH DEPOT

ZAFERIA

ZAFERIA History

Former Pacific Electric Rail Line

Old Zaferia Way from Temple Ave. to Junipero Ave.



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ZAFERIA History

Century Lumber at 2541 Anaheim, 1929

Long Beach Baking Co., 1923
(a.k.a. Holsum Baking)

ZAFERIA

ZAFERIA History

Western Auto Supply Co., 1929
(corner of Anaheim and Temple, next to Joe Jost's)

Gold Medal Creamery, 2701 Anaheim, 1926

ZAFERIA

ZAFERIA History

March 10, 1933

The "new" Clay's Market at 3143 Anaheim, 1932 (left) and in 1933 (right)

ZAFERIA

ZAFERIA History

March 10, 1933

2501 Anaheim, 1920 (right) and 1940's - 1970's (left)

ZAFERIA

ZAFERIA Post-War

New
Buildings
Joined
Survived
Structures

New Deal money that flowed in by way of Works Progress Administration (WPA) and Public Works Administration (PWA) projects

ZAFERIA

ZAFERIA Recent Past

Urban Renewal 1968

Foremost Foods Company replaced the Gold Medal Creamery
2701 / 2707 E. Anahiem St., at corner of Ohio - now a self-service car wash

ZAFERIA

ZAFERIA Now

Original Buildings Still Remain

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ZAFERIA Now

Changes Over Time

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ZAFERIA
Now

Coronado Ave.

ZAFERIA

ZAFERIA Now

Coronado Ave.

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Active
Food,
Cocktails
&
Entertainment
District

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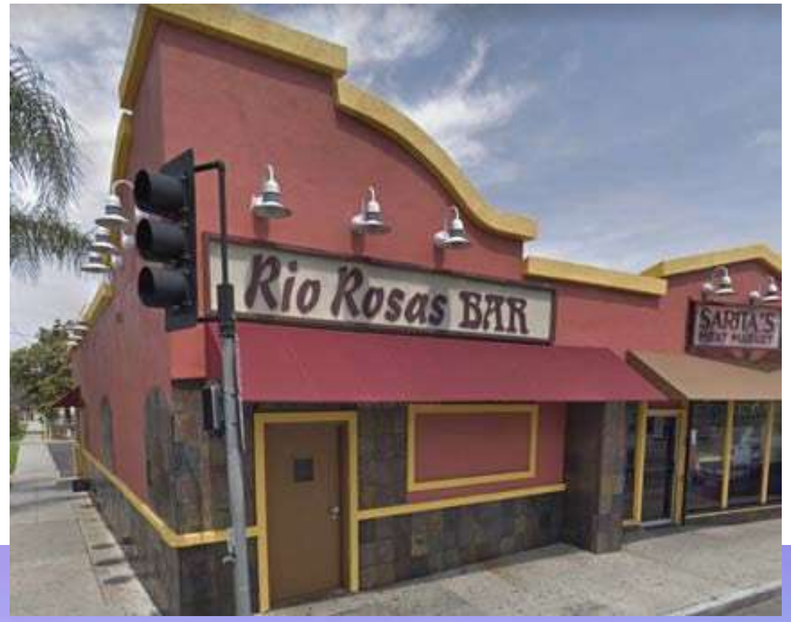
District



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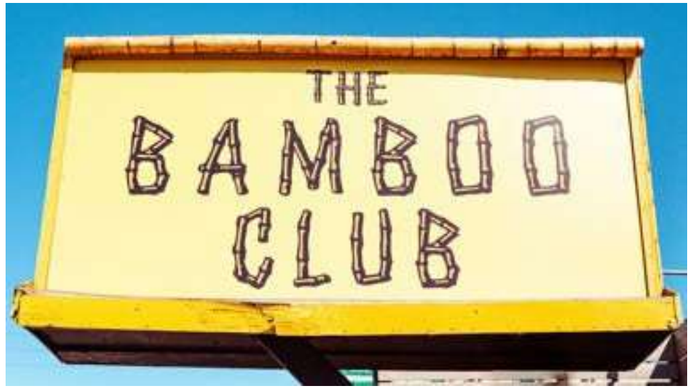


ZAFERIA

ZAFERIA Now

Professional Service Providers

PCH
&
E. Anaheim St.

ZAFERIA

BIDS in the City of Long Beach

+ CVB & Airport

4th Street Retro Row PBIA

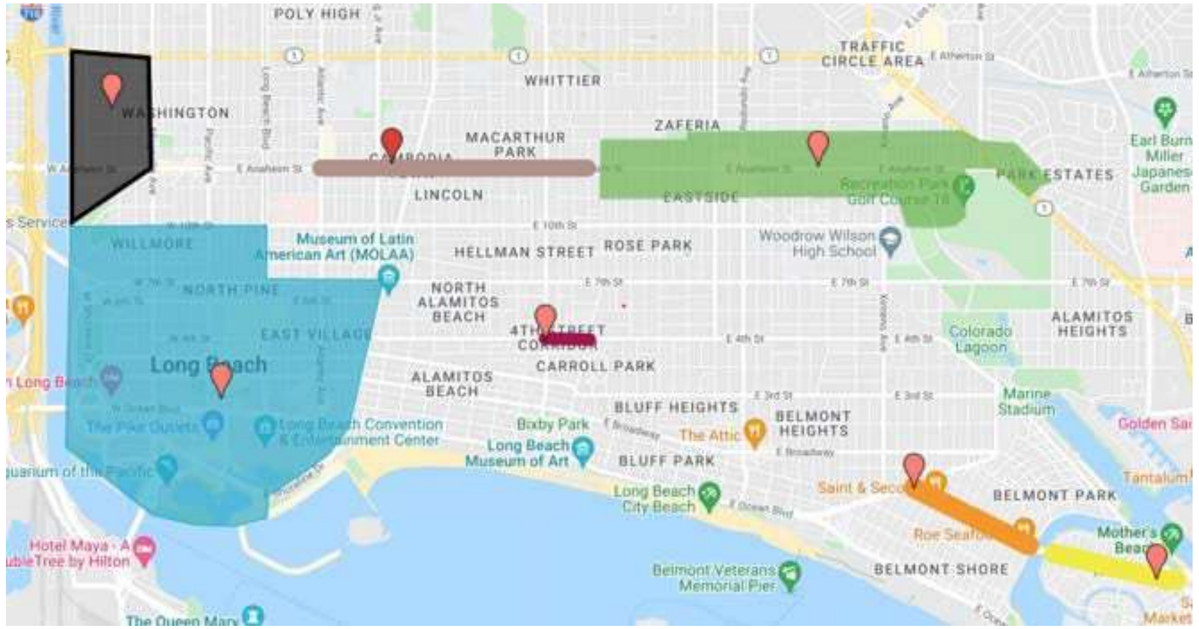
Midtown PBID

Downtown Long Beach Alliance PBIA & PBID

Magnolia Industrial Group PBID

Uptown PBID

Bixby Knolls PBIA



Zaferia PBIA

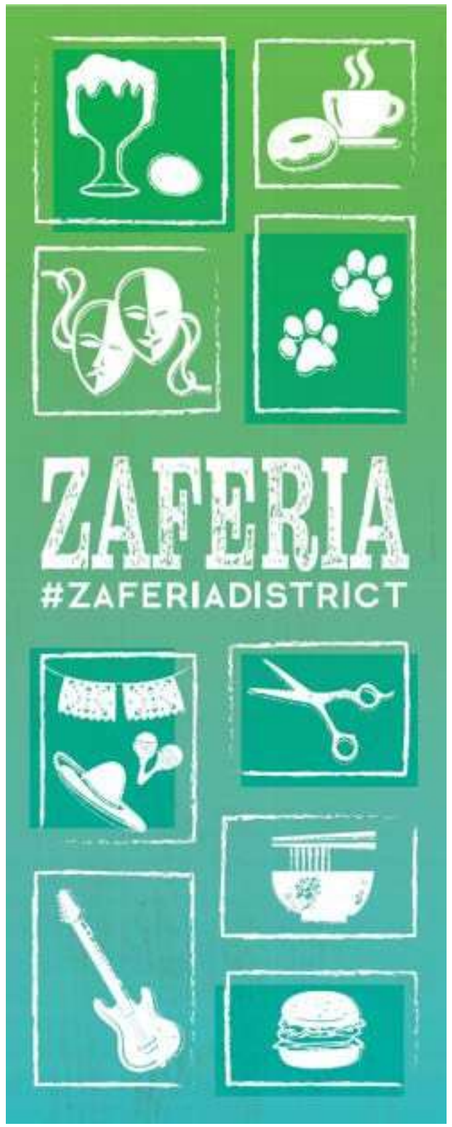
Belmont Shore PBIA

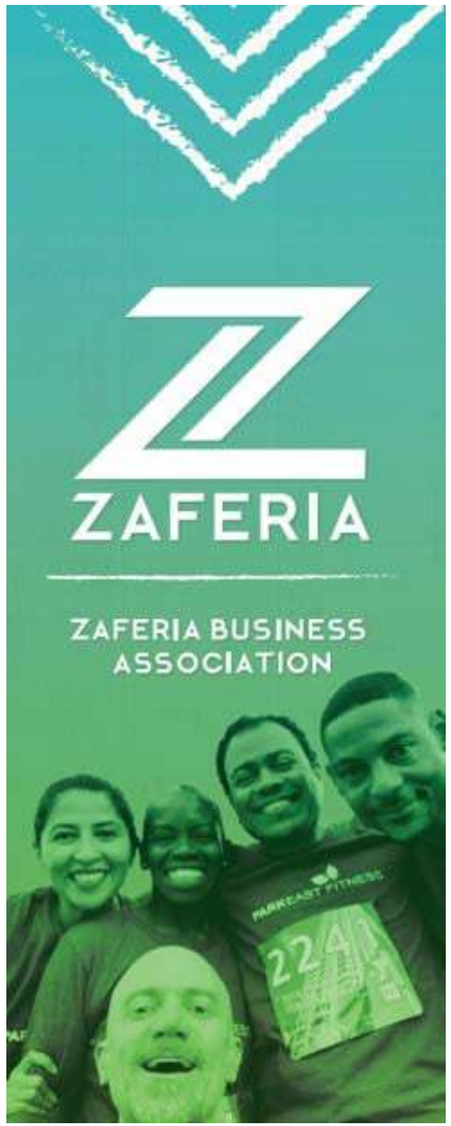
Naples Island Business Association (not formalized)

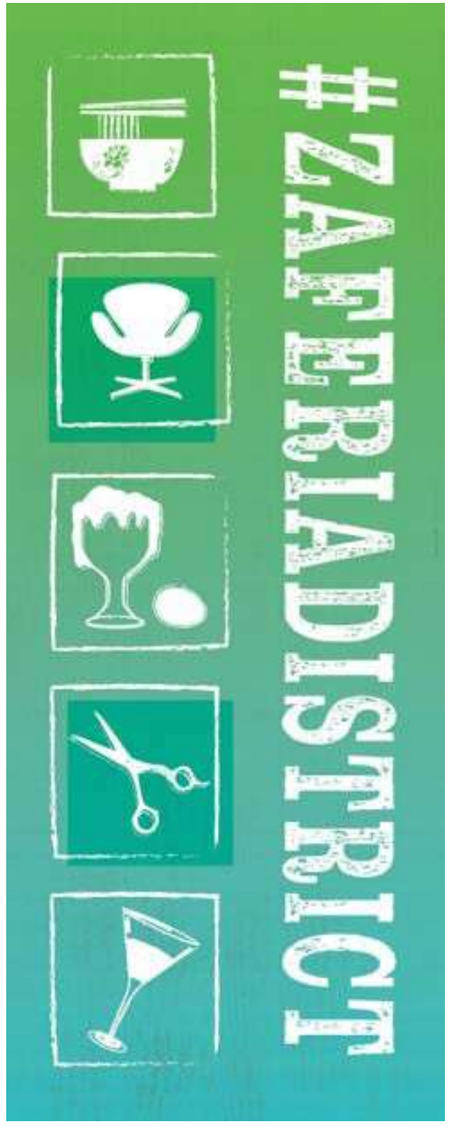
https://www.longbeach.gov/economicdevelopment/business-development/business-improvement-districts/

ZAFERIA

District Branding







ZAFERIA

Questions ?

Research provided by

Maureen Neeley, M.L.I.S.

HouStories

Discover the history of your home

https://www.houstories.net/

For a detailed report of Zaferia History:

https://zaferia.org/wp-content/uploads/2022/07/The-History-of-Zaferia.pdf