



BRINGING GELSON'S TO MANHATTAN BEACH
A Neighborhood Serving Use

Gelson's

Introduction

Gelson's

- **Gelson's:** Founded in 1951, Gelson's is known as one of the nations premier grocers.
- **Paragon:** South bay firm with a combined 60 year retail development track record.
- **Jim Dillavou:** Living in Manhattan Beach with wife and three children for 15 years.
- **Mark Harrigian:** 22 year Manhattan Beach resident now living in PV.



Unprecedented Community Engagement!

Gelson's

- ✓ *Two years of active community engagement and discussion*
- ✓ *Detailed project website where the community can learn about the project*
- ✓ *Active social media presence providing multiple updates to 2,100+ followers*
- ✓ *Presented project at multiple community meetings*
- ✓ *Hosted open houses and met with thousands of City stakeholders*
- ✓ *Mailed two information pieces to every MB resident encouraging feedback*
- ✓ *Placed a full page newspaper ad setting forth facts about the project*
- ✓ *As a resident -- available daily for meetings with any community member*



Overwhelming MB Resident Support!

Gelson's

"A well needed amenity on the west side."

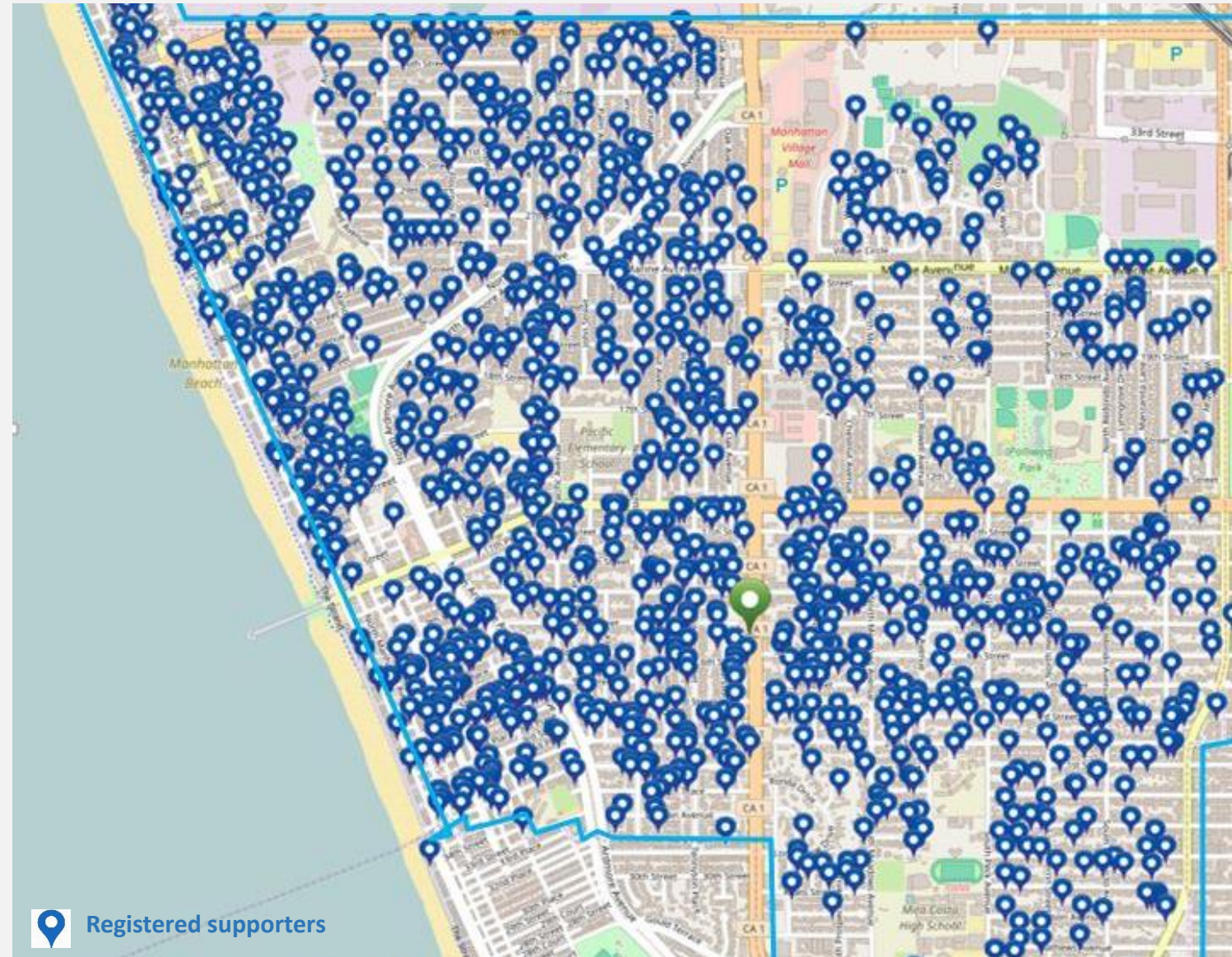
"A better use of the space compared to a hotel or fast food chain and will help revitalize part of Sepulveda."

"Gelson's is a class act and we always can have some competition."

"I want this beautiful building to go in!!!!"

"I predict that it will be successful and an asset to our city. Gelson's is a great market."

"It will likely increase the value of local homes since this great amenity will be walkable for so many in the Hill section."



Strong Neighborhood Support!

Gelson's

"Our family is looking forward to welcoming Gelson's to our neighborhood and enjoying the quality and convenience it will provide. What a great addition to Manhattan Beach!"

Lenora and Gary Lyter, longtime residents at 6th Street and Dianthus Street

"We were excited to hear that Gelson's will be our neighbor, especially with the beautiful store design, enhanced landscaping and outdoor patio area. Finally a small high quality grocer that is walkable and convenient to our area of the City so we don't need to drive to the store!"

Rudy Salo, lives on Larson Street directly behind the Gelson's site

"As a neighbor of the project, I cannot think of a better use for the abandoned site – or a more appropriate use for Manhattan Beach residents in this part of town who currently lack quality shopping options. I will walk there and I will shop there."

Jim Harger, fifty year resident living three blocks from the Gelson's site



Neighborhood Serving Use & Gathering Place

Gelson's

- *The Gelson's project will be a community gathering place and point of pride for MB*
- *Addresses the decades old issue of having to cross Sepulveda to grocery shop*
- *Addresses the significant (+/- \$29M) in grocery sales leakage (according to City and MB Chamber studies)*
- *Will increase nearby home values by approx. 10% (according to a Zillow study)*
- *Provides pedestrian friendly setting for local residents to gather and enjoy high quality amenities*



Social Media Community Outreach

Gelson's



Facebook activity

Followers

2,100+

Reach

80,000 individuals /month

Activity

90 likes /month

Engagement

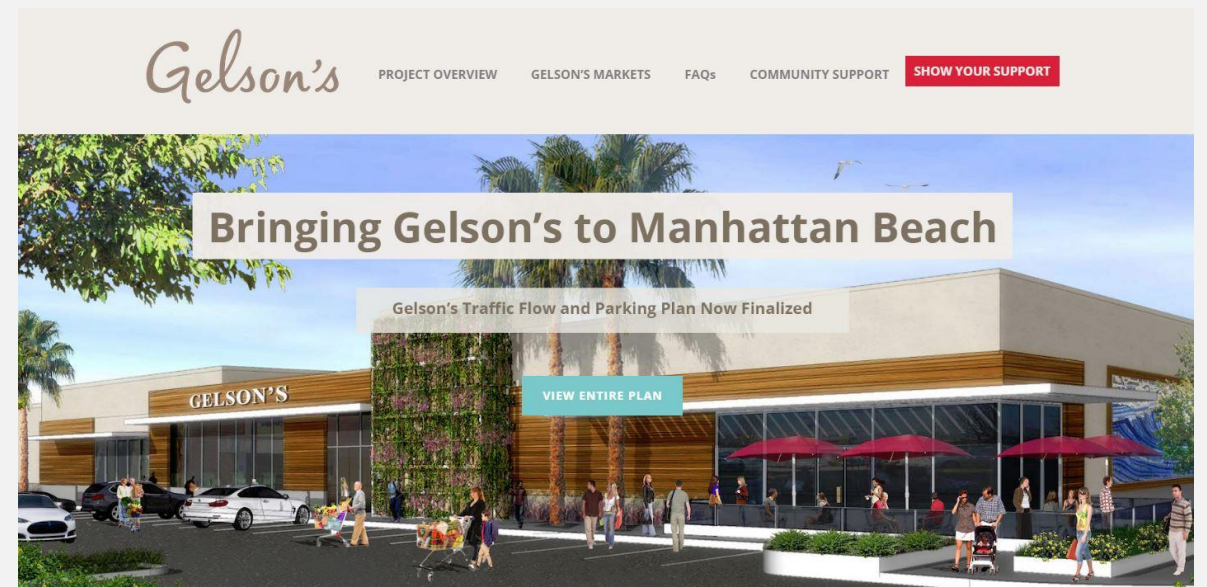
2,800 engagements /month



Website activity

Users

15,000+ since inception



Gelson's Is Ideal for Manhattan Beach

Gelson's

- *HQ is local with 25 markets in So. California in operation since 1951*
- *Upscale sustainable and health oriented neighborhood market*
- *Each store customized to the needs of the community, not "one size fits all"*
- *Reputation for unparalleled customer service for discerning shoppers*
- *A South Bay first: the nearest Gelson's is in Marina del Rey*



A HUGE Community Contributor

Gelson's

- *Active MB contributor over the past 2 years*
- *Decades long track record of charitable giving to their communities.*
- *Skechers Friendship Walk*
- *Grades of Green partnership*
- *Manhattan Beach Education Foundation*
- *Manhattan Beach Rotary*
- *South Bay Interfaith Church*
- *MB Temple Tikvah Jacob*
- *City of MB - Halloween Race Donations*
- *Golden Heart Ranch Donations*
- *Elementary school coloring contests*
- *Neptunian Women's Club of MB*



Project Snapshot

Gelson's

- 27,900 s.f. Gelson's (reuse of existing building)
- 6,684 s.f. First Republic Bank
- Use and design is 100% consistent with zoning
- Use and design if 100% consistent with the City's vision for Sepulveda Blvd.
- Existing structure on the corner of Sepulveda and 8th will be removed, improving intersection safety
- Patio seating on the northeast side of Gelson's will provide an inviting community gathering place
- Significantly less intrusive and more community serving than the previous auto body shop and car dealership



Project Facts

Gelson's

- A grocery store is an **allowed use** under the existing zoning
- The project is **75% smaller** than is allowed by the current City Code (City Code allows 142,000 s.f. to be built on this site and the project is less than 35,000 s.f.)
- The project is **15% smaller** than the prior dealership.
- The project has received massive citywide support, including thousands of letters, emails, phone calls and social media postings.
- Over 2,100 MB residents have personally documented their support for the project in writing.
- Numerous environmentally sustainable elements including drought tolerant landscaping, LED lighting throughout the store and site, A "cool roof" with skylights, and storm water run-off upgrades.

EXISTING VIEW

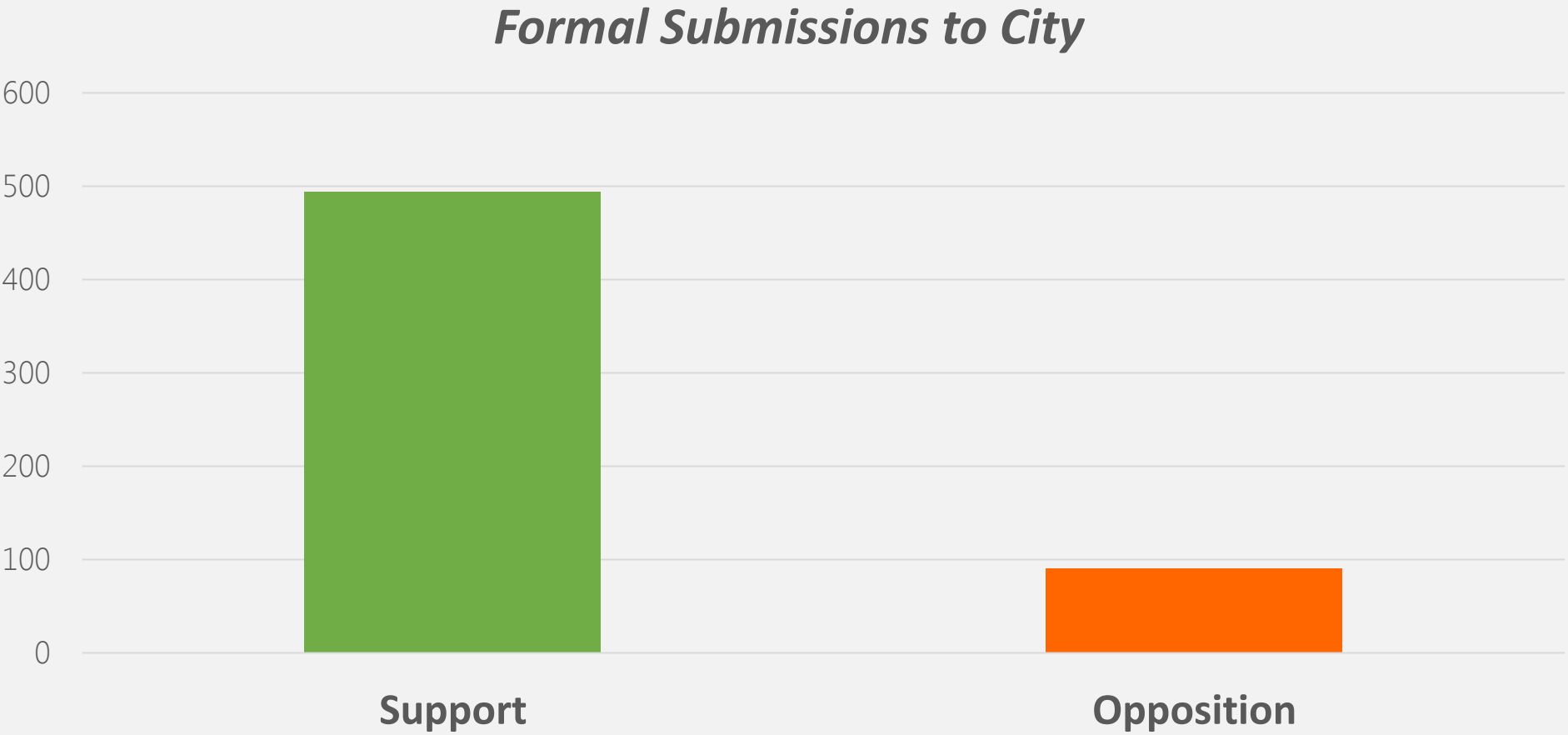


IMPROVED VIEW



Formal Public Comment Submissions

Gelson's



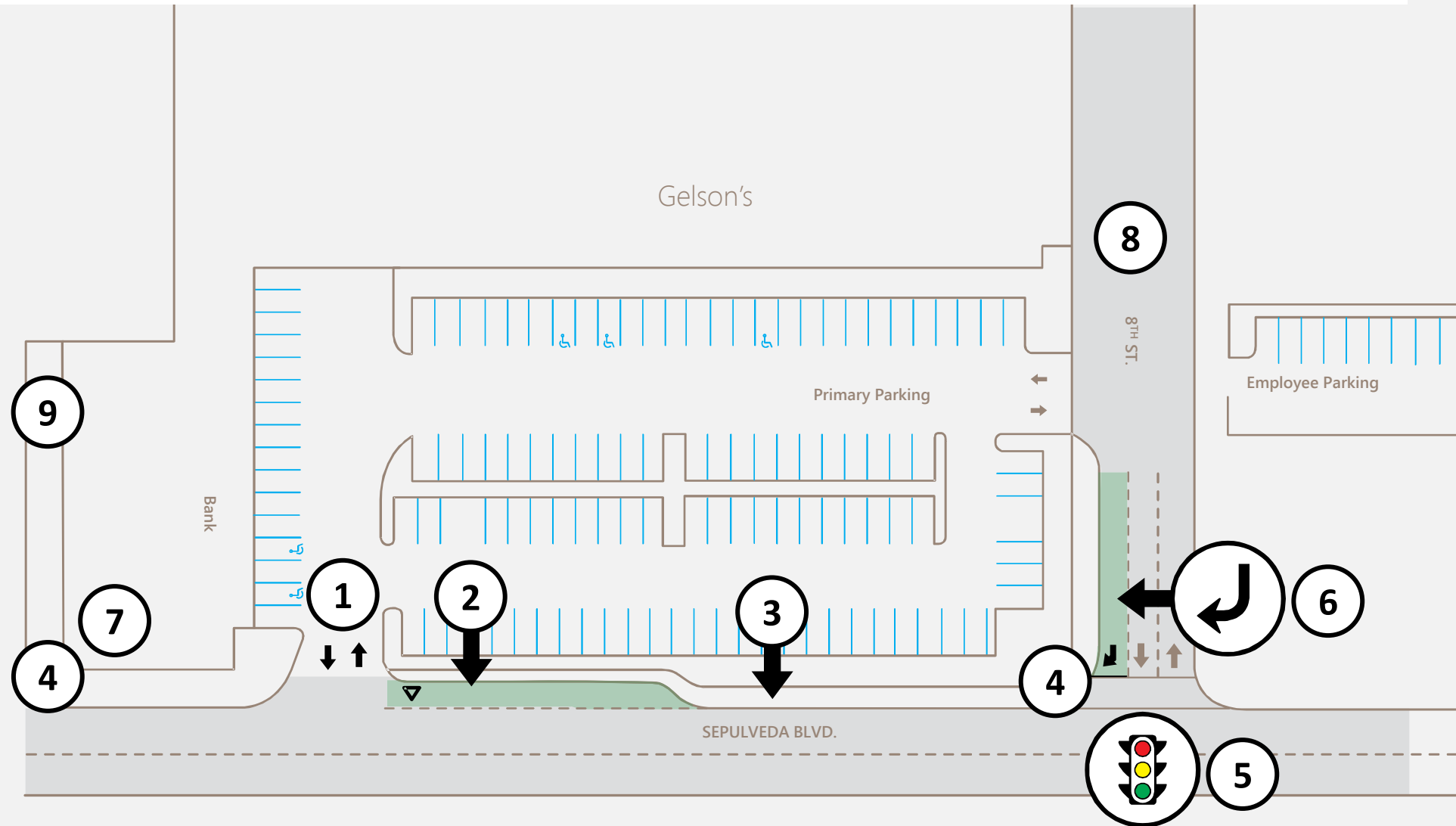
CEQA Environmental Compliance



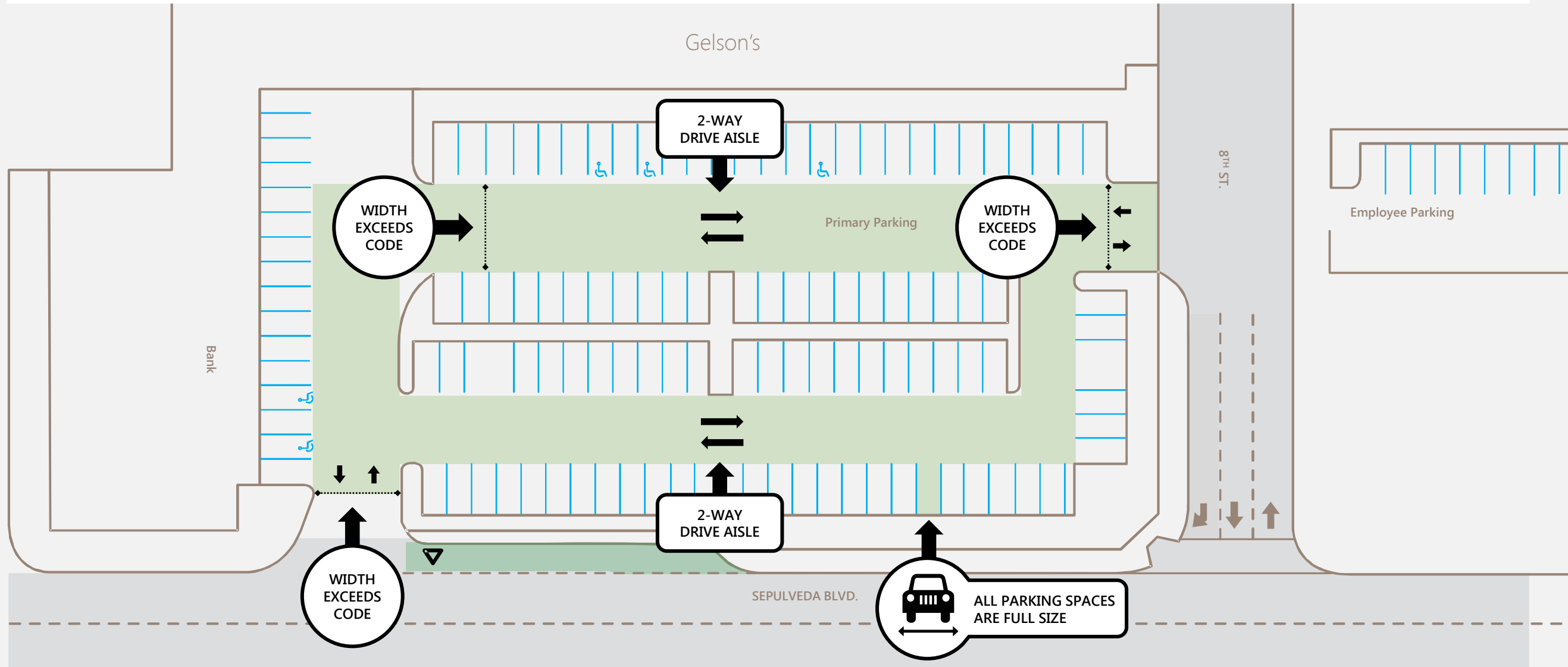
- *City staff and City attorney have reviewed the California Environmental Quality Act (CEQA) and concluded that the project requires a Mitigated Negative Declaration (MND).*
- *MND thoroughly analyzes impacts related to traffic, noise, hazardous materials, and all other technical aspects (i.e., aesthetics, cultural resources, geology, biology, etc.).*
- *The MND submitted for this project exceeded 2,500 pages and is one of the **most extensive MND's ever completed for a project anywhere in the City.***
- *The MND contains massive amounts of expert and scientific data concluding that the project **will not have a significant impact on the environment.***
- *An exhaustive traffic study was performed at the direction of the City and with comprehensive City oversight.*

Traffic Flow: External Improvements

1. Entrance to site has been relocated
2. Addition of wider shoulder for deceleration area
3. Previous site entrance
4. New disabled curb access
5. Traffic signal improvements (city)
6. Accommodation for new right-turn lane capacity
7. Closed existing ingress/egress on 6th St.
8. Project supports restricted street parking on 8th St. adjacent to the site
9. New sidewalk for improved pedestrian access



Traffic Flow: Internal Improvements

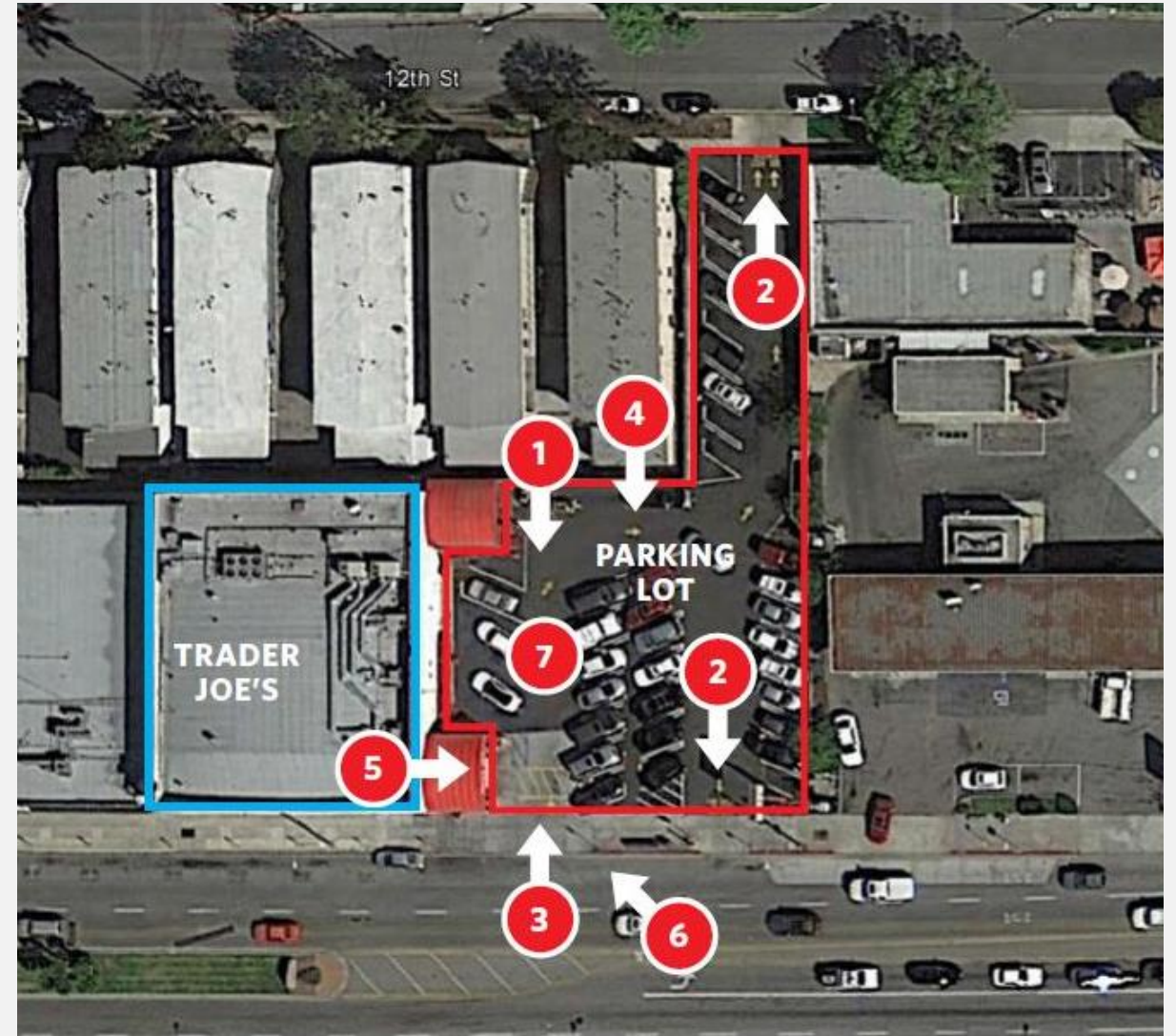


Parking Comparison: Trader Joe's MB Blvd.

Gelson's

SUBSTANDARD PARKING FEATURES

1. All one-way lanes
2. No interior circulation
(exits to street to circle back)
3. No queueing at entrances
4. No area for passing waiting cars
5. Direct conflict of vehicles and shoppers at entrance
6. No deceleration area
7. Only 36 spaces, at least 20% of which are compact



Entrance Issues: Trader Joe's MB Blvd.

Gelson's



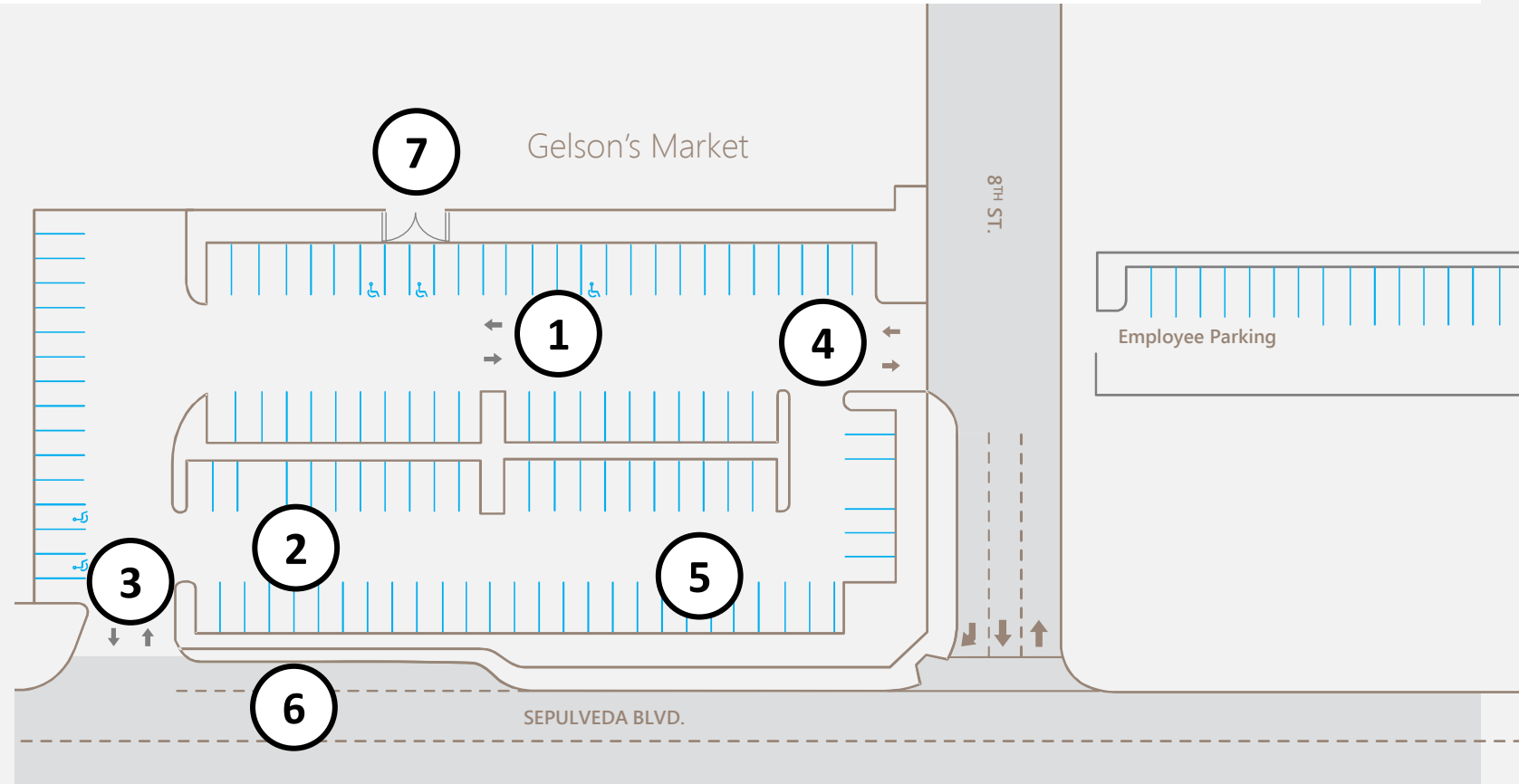
**DIRECT CONFLICT BETWEEN
VEHICLES AND SHOPPERS
AT ENTRANCE**

The Gelson's Plan is Dramatically Better!

Gelson's

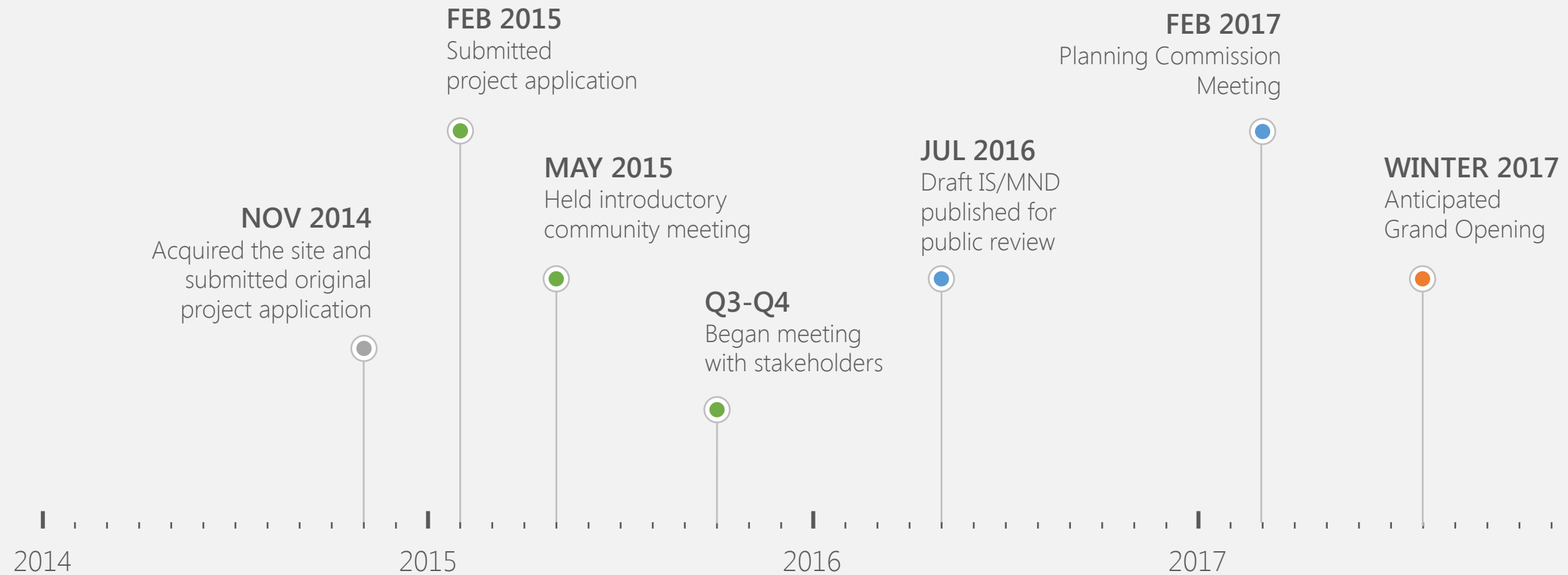
STANDARD PARKING FEATURES

1. All two-way lanes
2. Interior circulation
3. Room to queue at entrance
4. Travel lanes wider than required
5. All parking spaces are full size
6. Widen deceleration shoulder
7. Plenty of room between driveway entrance and Gelson's front door



Process and Next Steps

Gelson's



Thank you!

A sincere “thank you” to the Manhattan Beach community for the significant demonstration of support.



For more information, visit us at www.GelsonsMB.com or at www.facebook.com/GelsonsMB



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