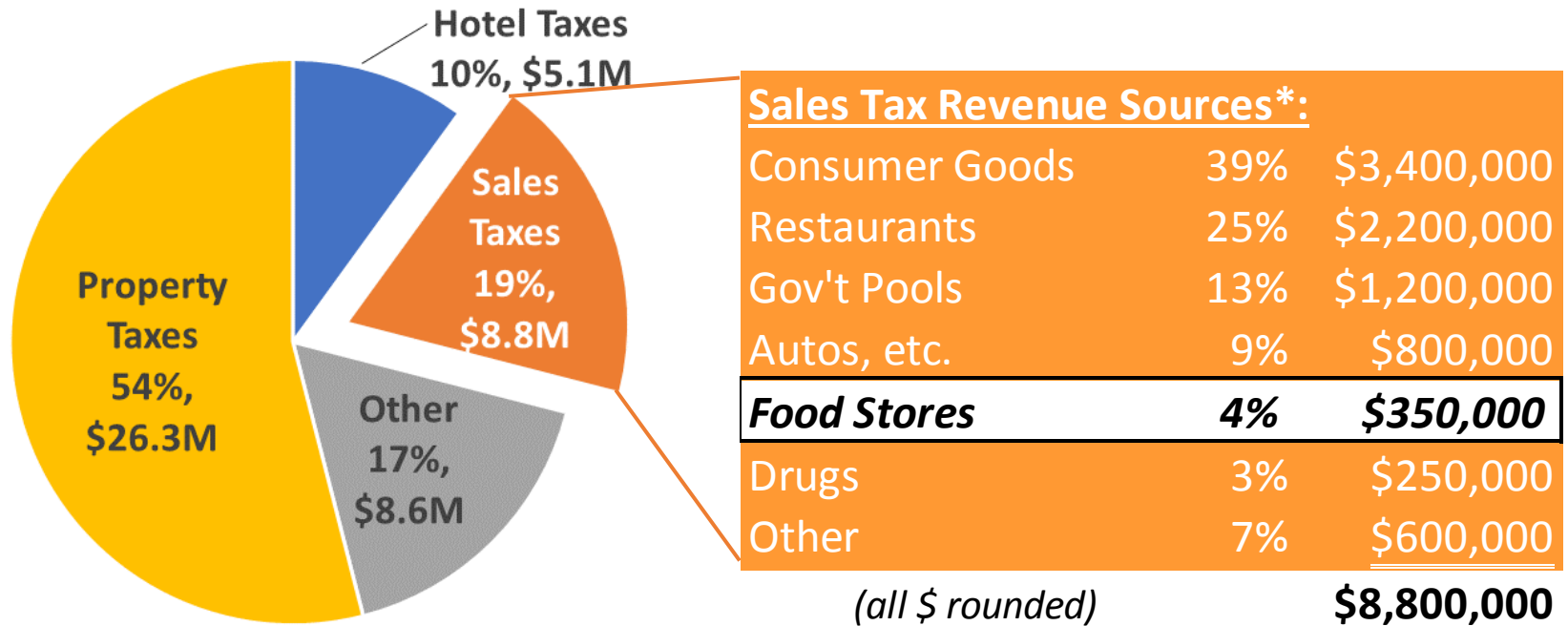


All MB Grocery Stores Combined Contribute <1% to MB Tax Revenue Bottomline....



MB Total Tax Revenues: \$48.9M*

....Why would we allow parking code reductions and insufficient traffic calming for imperceptible economic benefit?!



*Sources: Manhattan Beach Comprehensive Annual Financial Report, June 2016, Manhattan Beach Sales Tax Newsletter, 2Q16,

Errors and Omissions

GELSONS TRAFFIC STUDY

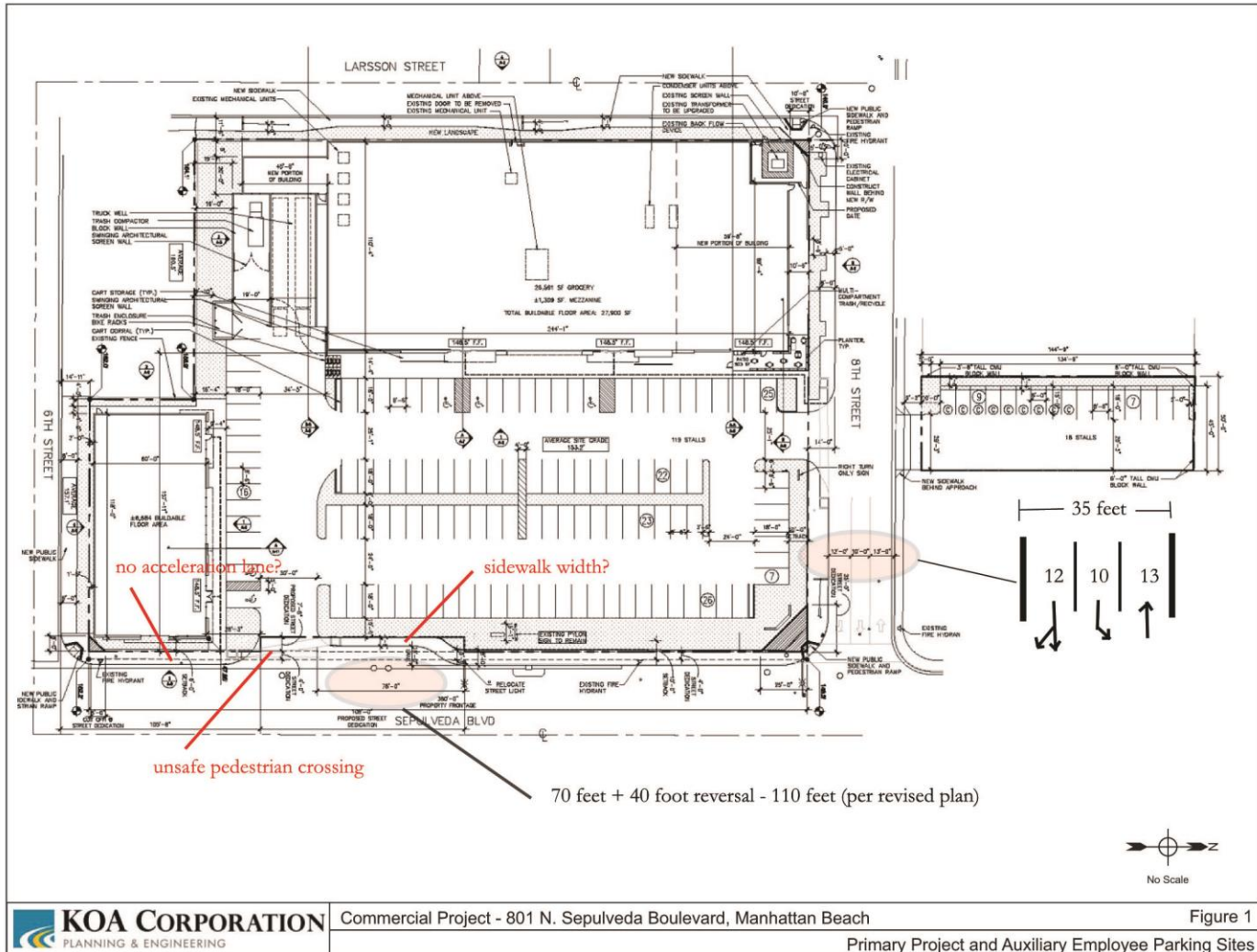
Presented by

Allyn D. Rifkin PE

ERRORS AND OMISSIONS

- Operating speeds on Sepulveda Blvd
- Accident data on Sepulveda Blvd
- Summer traffic on Sepulveda Blvd
- Saturday supermarket traffic count
- Truck traffic on Sepulveda Blvd
- Daily traffic volumes on adjacent neighborhood streets

Deceleration Lane for Sepulveda Driveway is Inadequate



Deceleration Lane for Sepulveda Driveway is Inadequate

- Caltrans requested a longer deceleration lane (246 feet vs 110 feet)
- Caltrans requested a wider lane (12-feet vs 10 feet)
- No one reviewed the need for an acceleration lane
- Missing data – traffic speed and accident history needed for Caltrans to review a design waiver

Significant Impact

- Finding of no significant impact dependent on:
 - Weekday impact vs Saturday impact
 - Saturday shopping center traffic is higher than weekday
 - Non-summer time traffic counts vs summertime traffic
 - Summertime traffic counts will show that Saturday traffic is higher than weekday traffic
 - Assumption that the left turn lane is long enough to handle the shopping center traffic

Length of Left Turn Pocket is NOT ADEQUATE

- Staff concludes that 100 foot left turn pocket is adequate
- KEY Assumptions by staff presentation
 - 90 second signal cycle
 - Traffic study did not document the existing signal cycle
 - Actually signal cycle is observed to be 120 seconds
 - No adjustments for trucks
 - Traffic counts did not detail the existing or projected truck movements

Length of Left Turn Pocket is NOT ADEQUATE

- Calculation as presented by staff (see staff comment MR3.3 p III-12,13)
 - 87 vehicles per hour – peak demand
 - 90 second signal cycle
 - 1 hour = 3,600 seconds
 - @ 90 seconds signals cycle – 3,600 divided by 90 yields 40 cycles per hour
 - 87 vehicles per hour divided by 40 cycles per hour yields 2.18 vehicles per cycle
 - Randomness factor of 1.75 times 2.18 vehicles per cycle yields 3.18 vehicles need to be stored
 - No adjustments for trucks
 - Length needed for cars = 25 feet times 3.18 cars = 95.5 feet
 - Length for trucks = 62.5 feet times 0 trucks = 0 feet
 - TOTAL: 95.5 feet for cars plus 0 feet for trucks = **95.5 feet**

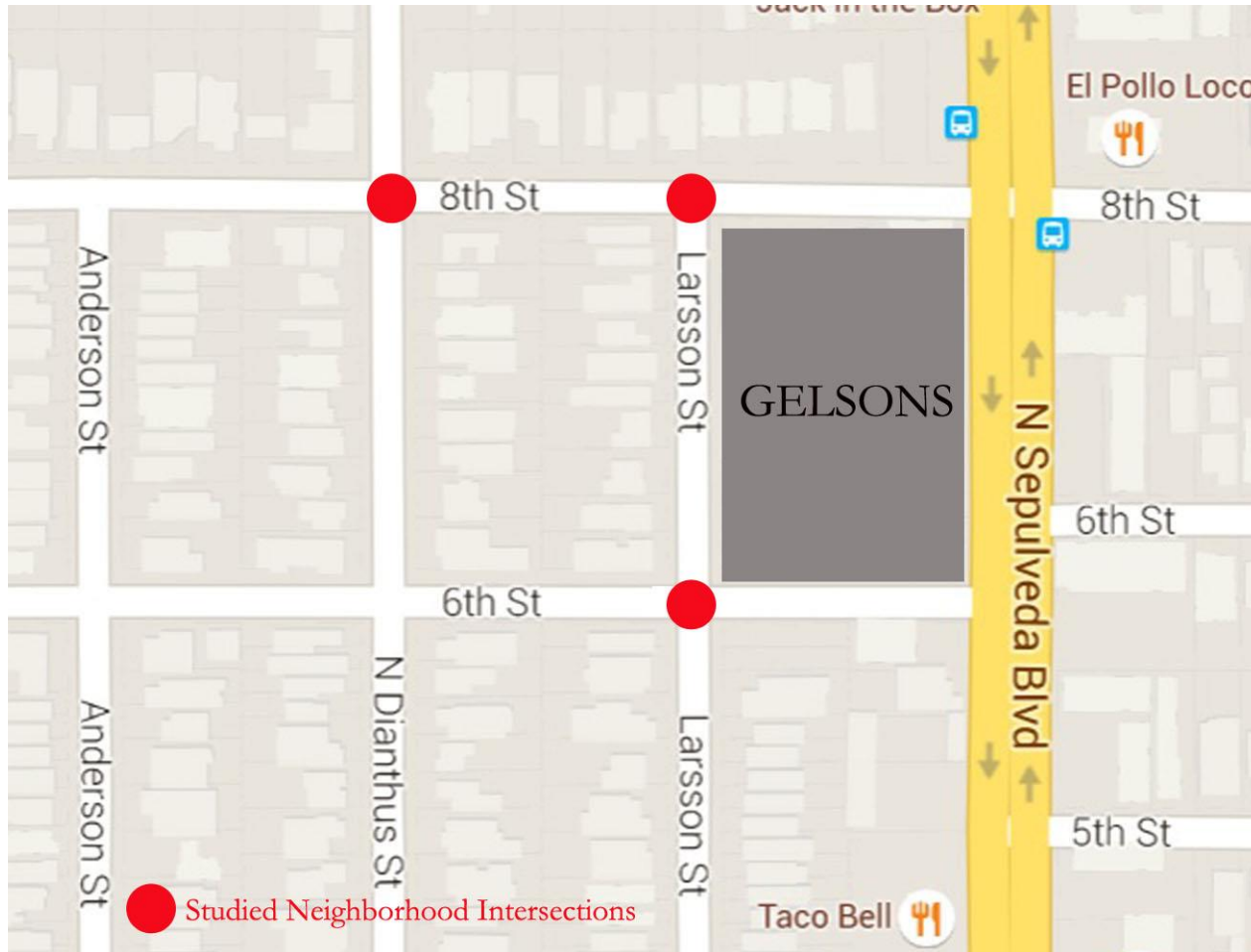
Length of Left Turn Pocket is NOT ADEQUATE

- Calculation with correction for cycle length
 - 87 vehicles per hour – peak demand
 - 120 second signal cycle (actual observations_)
 - 1 hour = 3,600 seconds
 - @ 120 seconds signals cycle – 3,600 divided by 120 yields 30 cycles per hour
 - 87 vehicles per hour divided by 30 cycles per hour yields 2.90 vehicles per cycle
 - Randomness factor of 1.75 times 2.90 vehicles per cycle yields 5.08 vehicles need to be stored
 - No adjustments for trucks
 - Length needed for cars = 25 feet times 5.08 cars = 127.0 feet
 - Length for trucks = 62.5 feet times 0 trucks = 0 feet
 - TOTAL : 127.0 feet for cars plus 0 feet for trucks = **127.0 feet**

Length of Left Turn Pocket is NOT ADEQUATE

- Calculation with correction for cycle length and reasonable assumption for trucks
 - 87 vehicles per hour – peak demand
 - 120 second signal cycle (actual observations_)
 - 1 hour = 3,600 seconds
 - @ 120 seconds signals cycle – 3,600 divided by 120 yields 30 cycles per hour
 - 87 vehicles per hour divided by 30 cycles per hour yields 2.90 vehicles per cycle
 - Randomness factor of 1.75 times 2.90 vehicles per cycle yields 5.08 vehicles need to be stored
 - Adjustments for trucks at assumed value of 10% trucks
 - 5.08 times 10% = 0.51 trucks; 5.08 less 0.51 = 4.57 cars per cycle
 - Length needed for cars = 25 feet times 4.57 cars = 114.3 feet
 - Length for trucks = 62.5 feet times 0.51 trucks = 31.9 feet
 - TOTAL 114.3 feet for cars plus 31.9 feet for trucks = **146.2 feet**

Analysis of Neighborhood Traffic Impacts is Inadequate



Analysis of Neighborhood Traffic Impacts is Inadequate

- Industry standard for measuring residential impacts is based on daily traffic
- Traffic study only measured supermarket peak hour traffic on a weekday, not Saturday
- During the summer daily and peak hour traffic is much worse in this community

Slides from Greg Haylock



Looking south on
Sepulveda from 10th St

2017/02/05





NO STOPPING
3PM-7PM
NON-EMERGENCY

Seahor
Inn

Bo
DE
20
H

2017/02/05



eny
Moire
INA
Douglas
WINDOW COVERING

CATALINA PAINTS
PAINTS

600
FRANKS
PAINT SPECIALIST
376 FOOH
SERVISE
17TH BLVD 555

2 All Day

AUTO REPAIR
GLOBE TIRE
SERVICE
TIRE
ROTTEN

8th Street

8th Street

2017/02/05

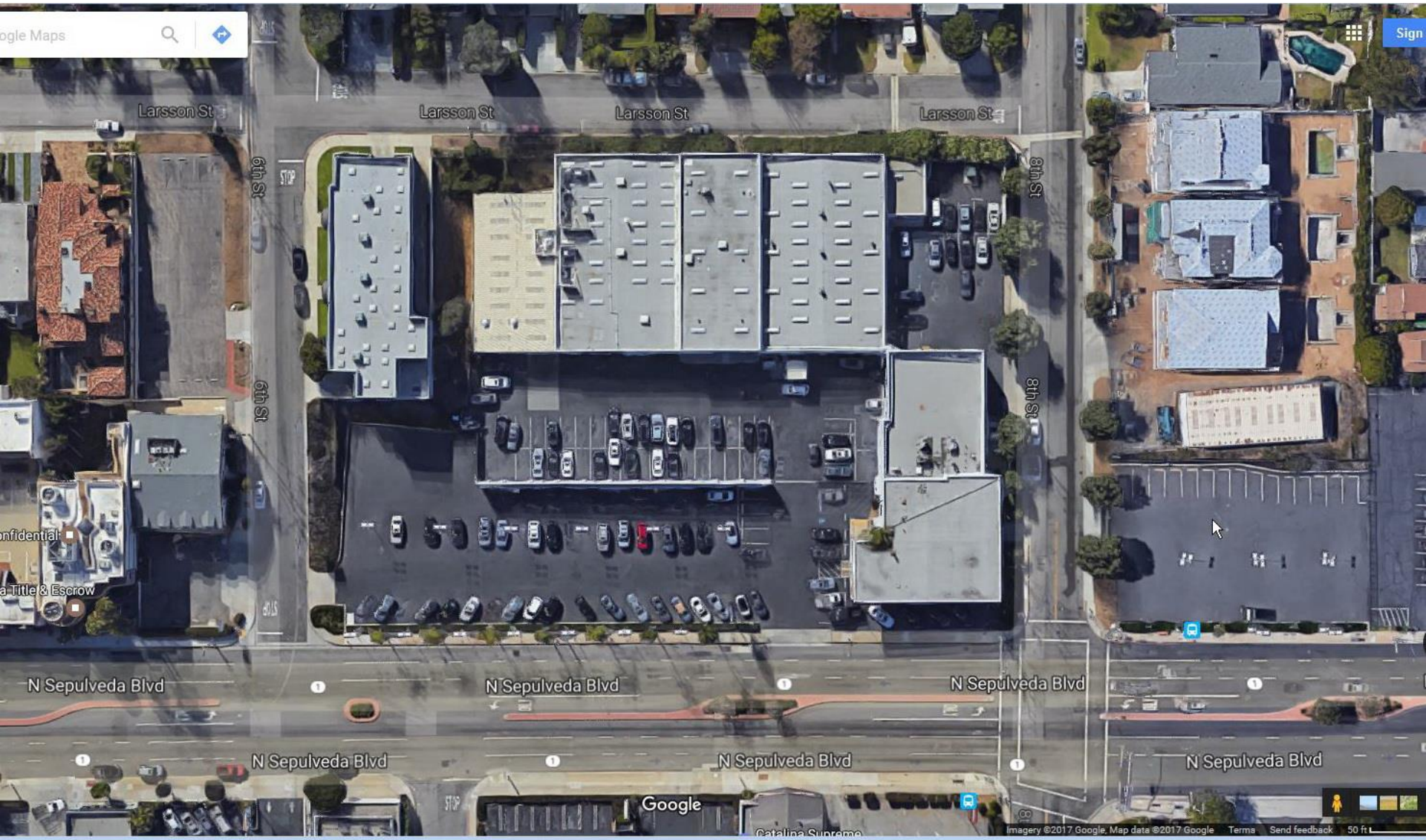


**Sketcher's
225 S. Sepulveda**

**Sketcher's
330 S. Sepulveda**

© 2016 Google

Google earth



Confidential

Title & Escrow

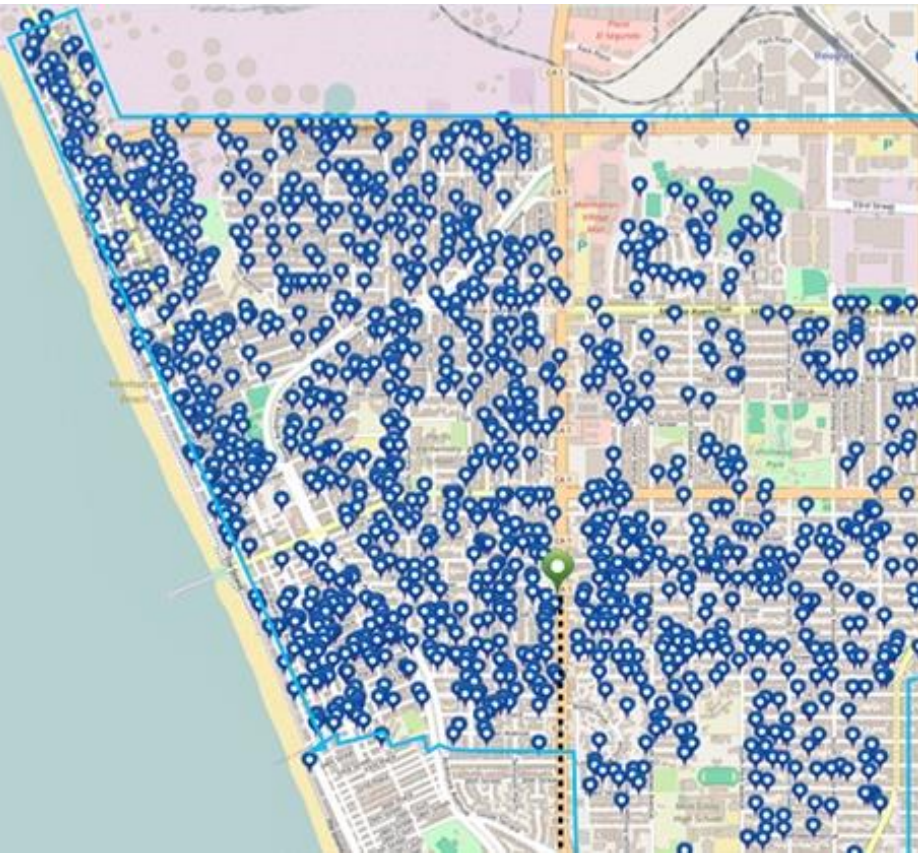
Slides from Mark Shoemaker



Deceleration Lane

Reducing Risk & Liability





- **8000+ daily entries and exits**
- **Virtually none for several years**
- **“Drive Home Happy” bar**
- **City of MB & CalTrans need to ensure maximum SAFETY**

Deceleration Lanes are Traffic Safety improvements on increasingly busy Sepulveda.

SEPULVEDA BOULEVARD DEVELOPMENT GUIDE

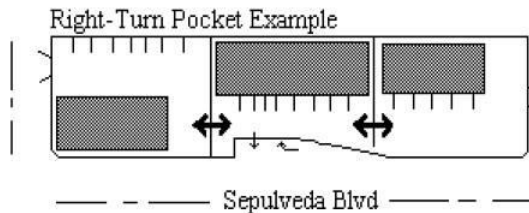


Right-turn pockets

A right-turn deceleration pocket (and bus turnout when applicable) should be provided at the primary vehicle access point for each block from Sepulveda Boulevard to improve safety and circulation. Unusually long block faces should have multiple right-turn pockets. The appropriateness of requiring right-turn pockets will be reviewed individually for each project. The photograph below shows an existing right-turn pocket/bus turn-out.

City of Manhattan Beach
Community Development Department
1400 Highland Avenue
310-802-5500
www.ci.manhattan-beach.ca.us

Updated: August 11, 1999



Providing right-turn pocket for Sepulveda driveway allows cars to slow down safely before turning into site without slowing down traffic on street

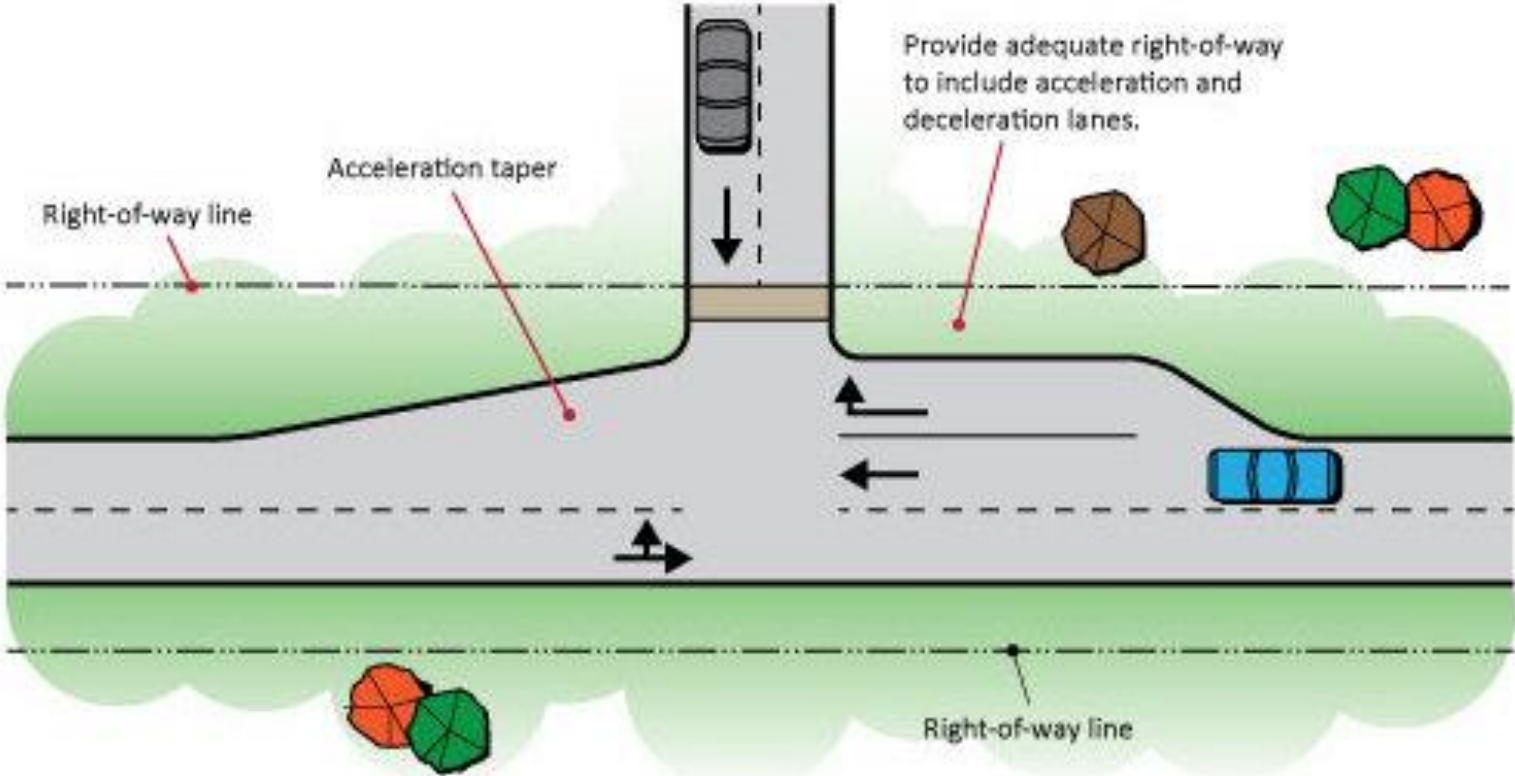
The **City of MB, CalTrans and Developers** have a history of working **together** to ensure Traffic Safety is addressed before projects are approved by the City of MB Planning Commission.

Required Deceleration Lanes significantly improved Traffic Safety at:

- 1) Pollo Loco & Hotel - 310' (Northbound @ 8th)
- 2) Manhattan Mall - 305' (Northbound dedicated lane)
- 3) UCLA Medical - 264' (Southbound @ Marine)
- 4) Skechers - **160' entry, 80' exit** (Northbound @ Longfellow)
- 5) Target - 160' (Northbound @ Manhattan Beach Blvd.)
- 6) Valley turnoff - 125' (Northbound @ Valley)

No one wants unsafe traffic congestion – like Trader Joes on MB Blvd.

Keep Sepulveda Safe!! 205 Signed Supporters!!!



Based on a review of the Mitigated Negative Declaration, Caltrans has the following comments:

- Figure 2-9 of the July 2016 IS-MND shows a right turn deceleration lane length of approximately 78 feet and a lane width of 10 feet. For a posted speed limit of 35 MPH on southbound Sepulveda Boulevard, section 405.3 (2) (c) of the Highway Design Manual (HDM) states that the length of the right turn deceleration lane should be at least 246 feet.
- HDM section 405.3 (2) (a) states that the basic lane width for a right turn lane shall be 12 feet. Consideration may be given to reducing the lane width to 10 or 11 feet with the approval of a design exception.

Mr. Haaland
August 17, 2016
Page 2 of 2

In the Spirit of mutual cooperation, Caltrans staff is available to work with your planners and traffic engineers for this project, if needed. If you have any questions regarding these comments, please contact project coordinator Ms. Miya Edmonson, at (213) 897-6536 and refer to GIS# LA-2016-00058ME

Sincerely,



DIANNA WATSON
IGR/CEQA Branch Chief

STATE OF CALIFORNIA—CALIFORNIA STATE TRANSPORTATION AGENCY

DEPARTMENT OF TRANSPORTATION

DISTRICT 7

100 S. MAIN STREET, SUITE 100

LOS ANGELES, CA 90012

PHONE (213) 897-0362

FAX (213) 897-0360

TTY 711

www.dot.ca.gov



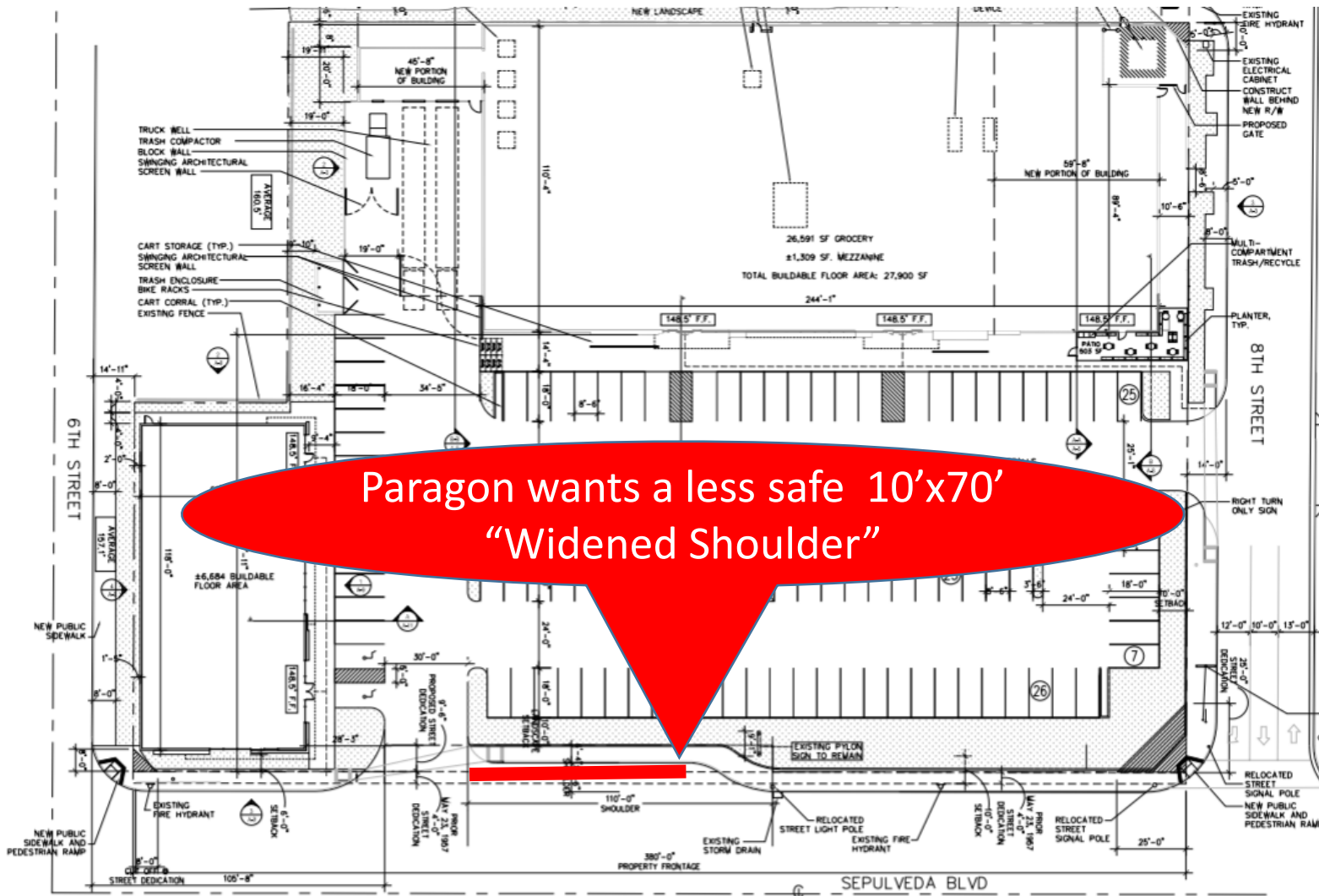
CARRIE L. BOWEN

District Director

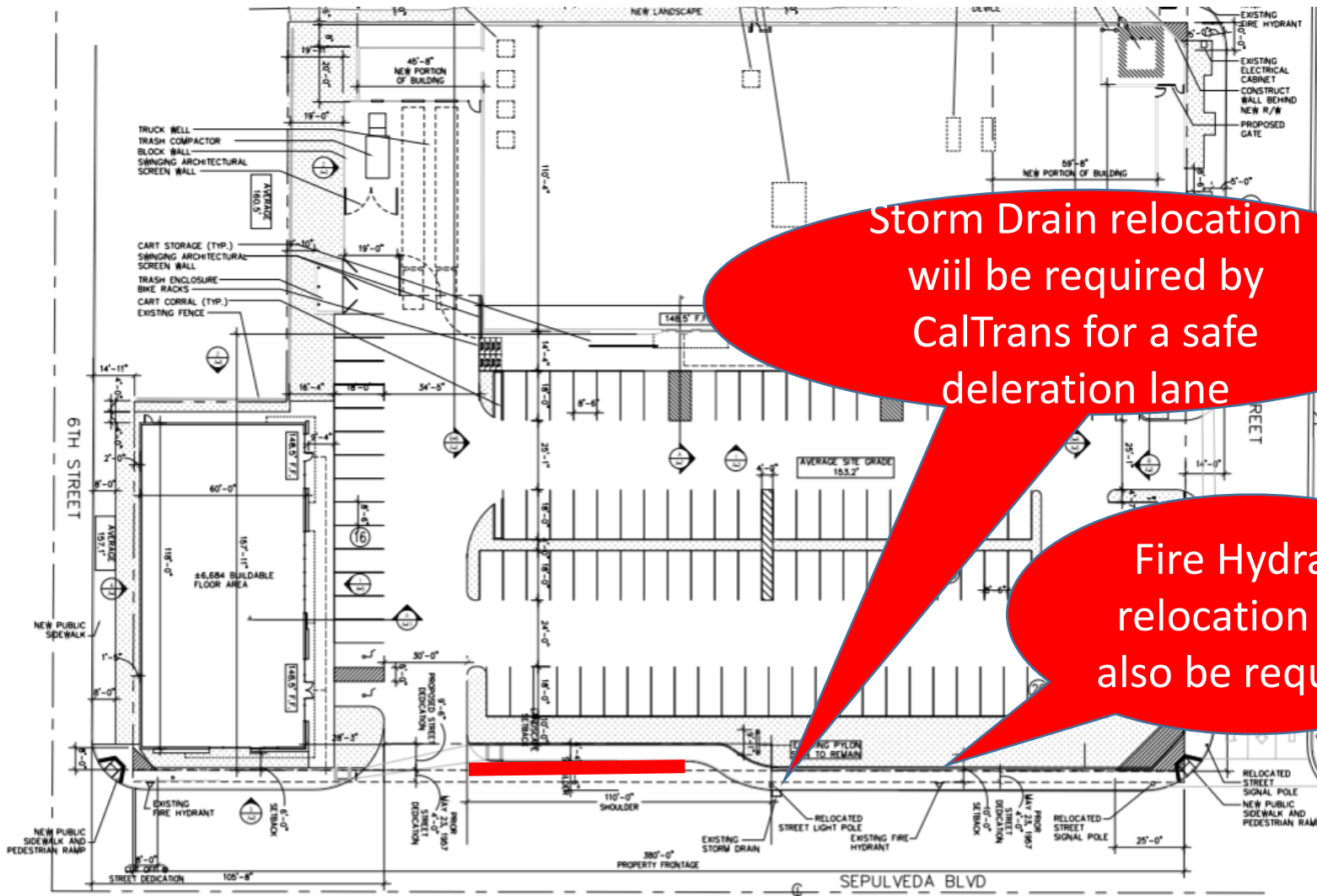
c: Congressmember Janice Hahn, District 44
Congressmember Ted Lieu, District 33
Senator Ben Allen, District 26
Assemblymember David Hadley, District 66

December 2, 2016

Currently, there are three southbound through lanes on Sepulveda Boulevard. After careful review of the traffic report, Caltrans requested a right turn deceleration lane from southbound Sepulveda Boulevard into the proposed parking lot, which will improve traffic circulation and minimize disruption to the southbound traffic flow. Caltrans will follow our design requirements for lane width unless there is justification and an approved design exception.



Paragon wants a less safe 10'x70' "Widened Shoulder"



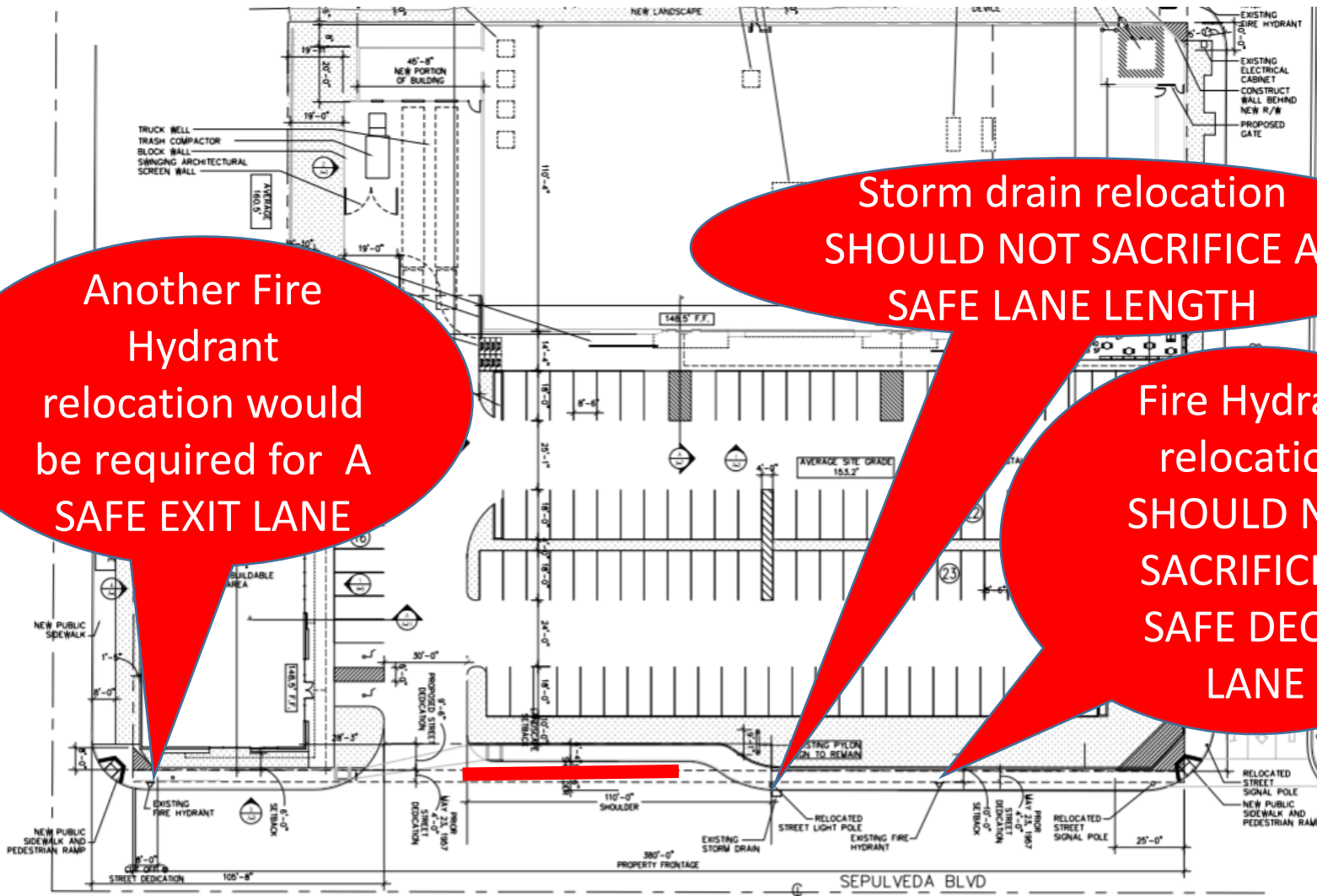
Storm Drain relocation will be required by CalTrans for a safe deeleration lane

Fire Hydrant relocation will also be required

Another Fire Hydrant relocation would be required for A SAFE EXIT LANE

Storm drain relocation SHOULD NOT SACRIFICE A SAFE LANE LENGTH

Fire Hydrant relocation SHOULD NOT SACRIFICE A SAFE DECEL LANE



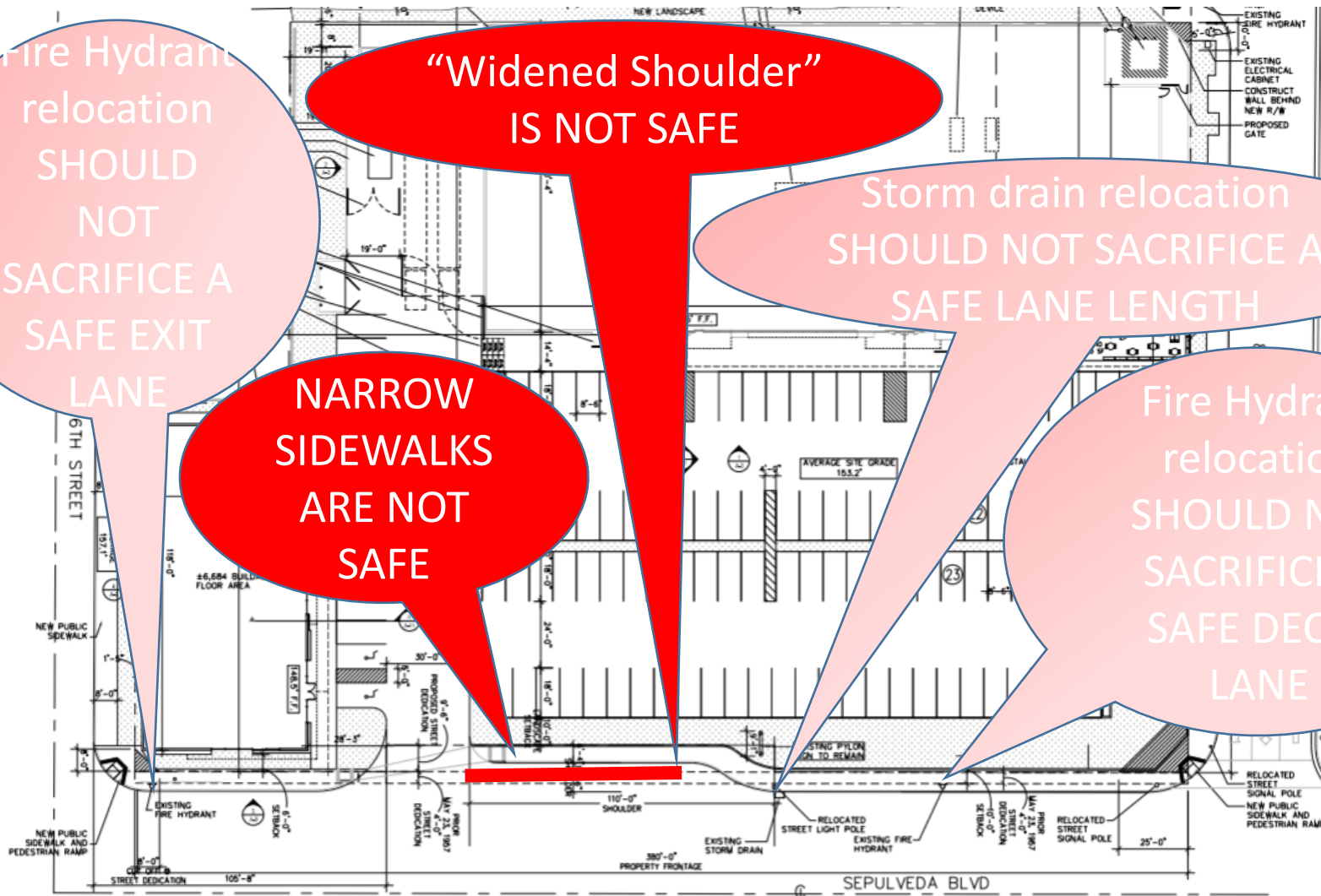
Fire Hydrant relocation SHOULD NOT SACRIFICE A SAFE EXIT LANE

NARROW SIDEWALKS ARE NOT SAFE

“Widened Shoulder” IS NOT SAFE

Storm drain relocation SHOULD NOT SACRIFICE A SAFE LANE LENGTH

Fire Hydrant relocation SHOULD NOT SACRIFICE A SAFE DECEL LANE



MB General Plan Goals & Policies: Ensuring a Balanced Transportation System

Goal I-1: Provide a balanced transportation system that allows the **safe and efficient movement of people, goods and services throughout the City.**

Policy I-1.9: **Require property owners**, at the time new construction is proposed, to either **improve abutting public right-of-way** to its full required width or to pay in-lieu fees for improvements, as appropriate.

Policy I-1.10: **Require property owners**, at the time of new construction or substantial remodeling, **dedicate land for roadway** or other public improvements, as appropriate and warranted by the project.

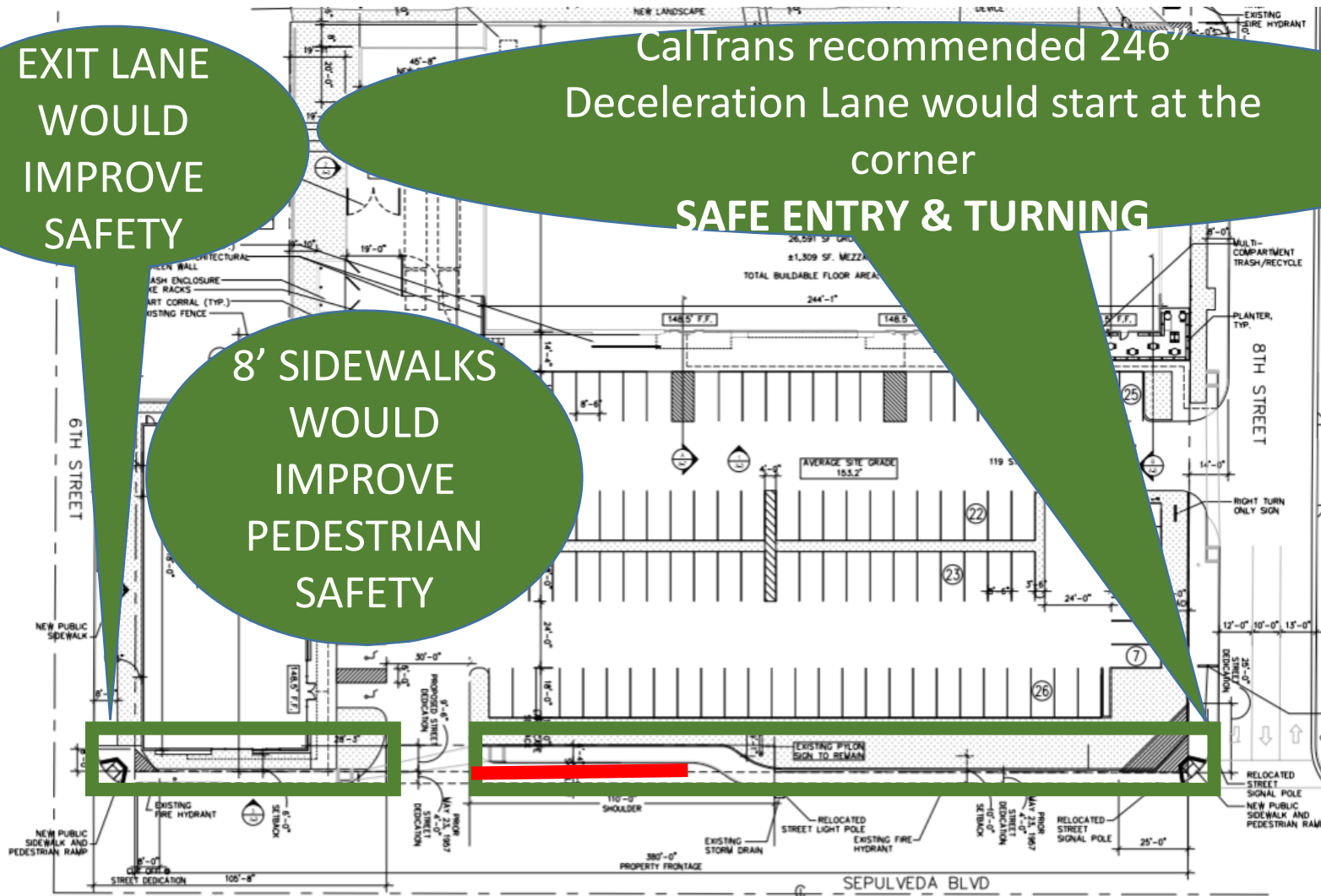
City of MB storm drains direct runoff into major County-owned channels and other facilities maintained by the Los Angeles County Department of Public Works (LACDPW).

EXIT LANE
WOULD
IMPROVE
SAFETY

CalTrans recommended 246"
Deceleration Lane would start at the
corner

SAFE ENTRY & TURNING

8' SIDEWALKS
WOULD
IMPROVE
PEDESTRIAN
SAFETY



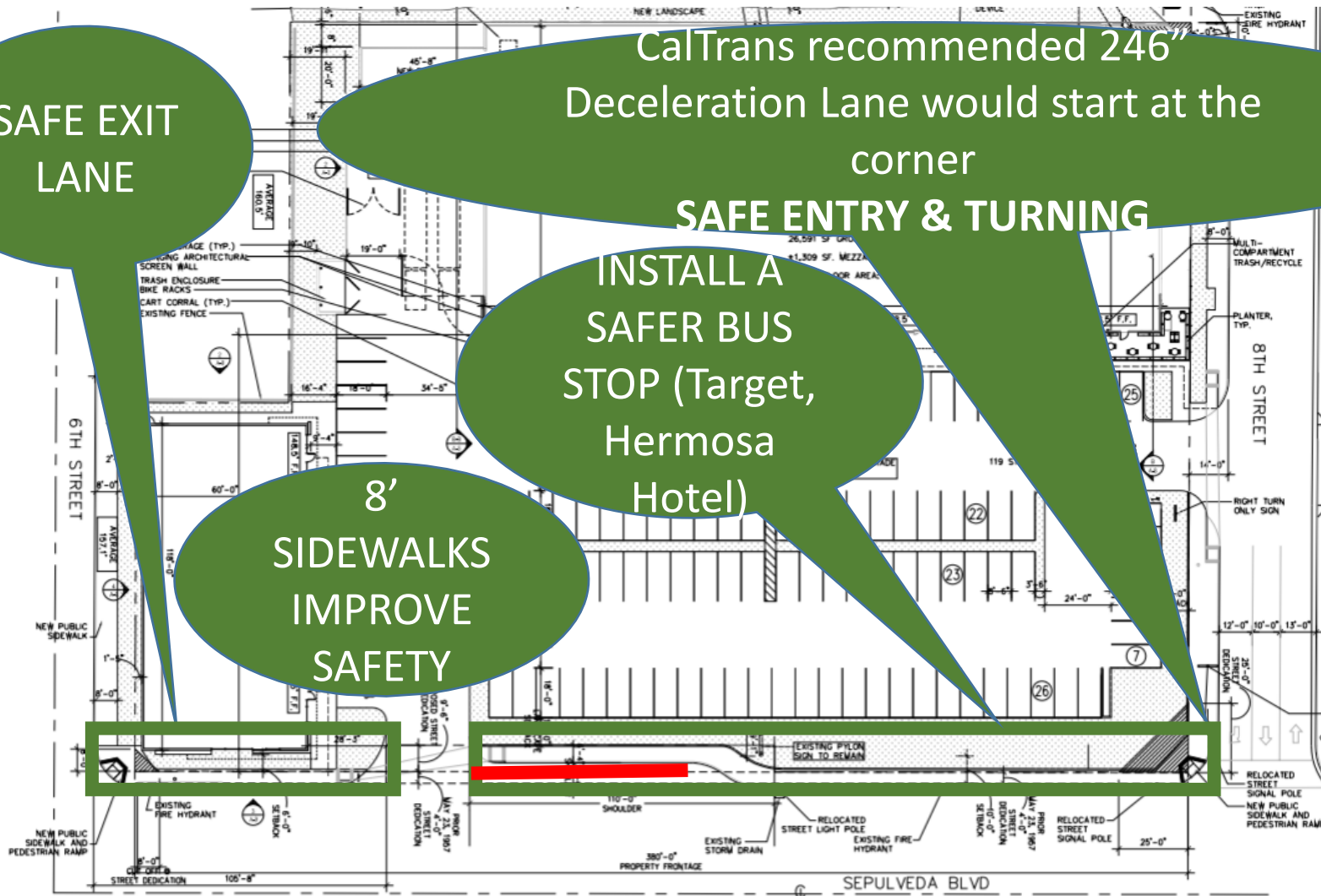
SAFE EXIT
LANE

CalTrans recommended 246"
Deceleration Lane would start at the
corner

SAFE ENTRY & TURNING

INSTALL A
SAFER BUS
STOP (Target,
Hermosa
Hotel)

8'
SIDEWALKS
IMPROVE
SAFETY



CITY OF MB – THINK SAFETY FIRST!!

- **The Paragon MND omitted discussion of**
 - **Storm Drain relocation**
 - **Fire Hydrant(s) relocation**
 - **Southbound Exit Lane**
- **APPROVING UNSAFE PLANS IS A BAD PRECEDENT**
 - **UNNECESSARY RISK**
 - **ACCIDENTS WILL HAPPEN**
 - **POTENTIAL FINANCIAL LIABILITY**

ROAD SAFETY

Search Go

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What's next for the Redondo Beach intersection blamed in \$27.5 million crash verdict?



MOST POPULAR

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Dave & Buster's coming to Torrance's Del Amo mall as part of makeover

What's next for the vacant Haggen store in north Redondo Beach?

SpaceX wants to double its footprint at the Port of Los Angeles

New Hampton by Hilton hotel planned for Maple Avenue in Torrance

As opposition outcry grows, Trump defends immigration order

Elon Musk's tunnel goals may be too lofty -- even for the eccentric billionaire

DAILY BREEZE

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San Pedro family awarded \$23.7 million for motorcycle death at poorly designed crossing

POSTED: 05/02/16, 9:10 PM PDT | UPDATED: ON 05/02/2016 0 COMMENTS

The city of Los Angeles was ordered by a jury Monday to pay millions of dollars to the family of a Northrop Grumman scientist who died in a crash at a San Pedro intersection that attorneys said was improperly designed.

The jury awarded \$23.7 million to the widow and young son of Thomas Guilmette, 59, who was killed in 2013 when his motorcycle struck a car at the corner of Summerland and Cabrillo avenues, according to the Los Angeles Times.

Jurors found that the city was 95 percent liable for Guilmette's death, the Times said.

The family's attorney, Don Liddy, said residents in the San Pedro neighborhood had repeatedly

MOST POPULAR

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- LIFE

Hyperloop competition brings new mass-transit technology to life in Hawthorne

The future is now: Teams ready to test pods in Hawthorne for futuristic Hyperloop transit system

Dave & Buster's coming to Torrance's Del Amo mall as part of makeover

Body recovered below cliffs in San Pedro

What Hermosa Beach is planning now to curb the late-night party scene

Dead newborn gray whale washes ashore in Redondo Beach

Politics & Government

County Found Liable for Sidewalk Crash; Norwalk Man Awarded \$13.9M

The jury found a public defender and the county were 100 percent responsible for the collision that injured the then-19-year-old man.

By PATCH SOCAL (Patch Staff) - May 27, 2016 12:38 am ET

Like 3 Share



NORWALK, CA - A jury ordered Los Angeles County to pay \$13.9 million to a man who was seriously injured when he was struck by a car while walking on a sidewalk in Norwalk three years ago.

Popular Video



The Famous Punxsutawney Phil Makes His Prediction

Trending Now Across Patch

1. President Trump Vows To 'Destroy' Law Forbidding Political Statements From Churches
2. Kobe Buffalomeat Signs With ISU, Takes Internet By Storm
3. Nashville Police Officer Drowns After River Rescue Of Suicidal Woman
4. Trump Administration Rolls Back Russia Sanctions

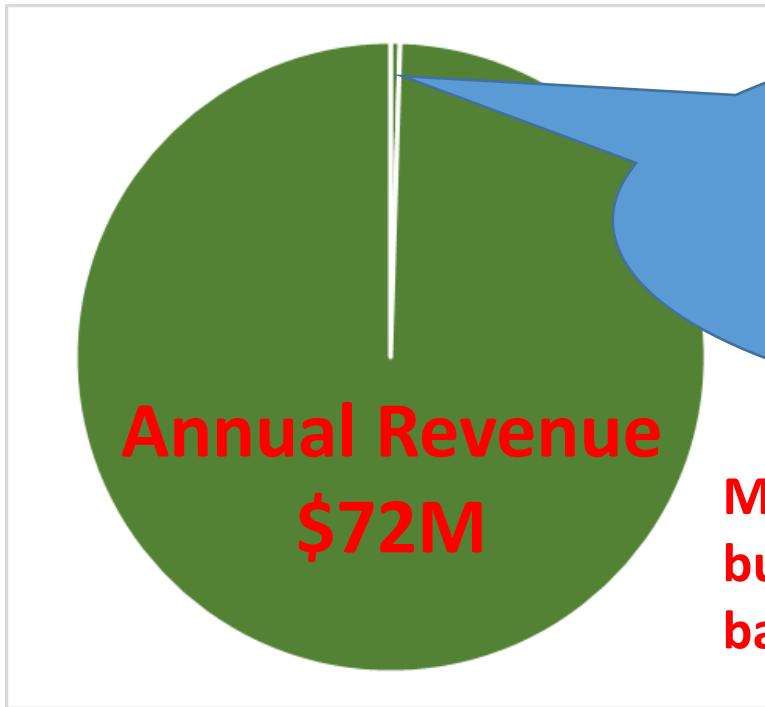
Browser menu:

- New tab
- New window
- New incognito window
- History
- Downloads
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- Zoom: 67%
- Print...
- Cast...
- Find...
- More tools
- Edit, Cut, Copy, Pa...
- Settings
- Help
- Exit

Assumptions & Omissions create City of MB Risk & Liability

- **City of MB/CalTrans will be liable** for any design shortcomings resulting in injuries – **not Paragon**
- **City of MB refused onsite visit requests** from MBRRD to see & hear concerns
- **City of MB hired MIG to review MND comments**
 - **Will not allow MB residents to review MIG MND comments.**
- **Serving alcohol onsite increases Risk & Liability** of unsafe Plans
- **Potential financial contribution from Gelson's to the City of MB Annual Revenue does not justify the current Plan's Risk & Liability!!**

- **Total City of MB Annual Revenue** is **\$72,000,000 million!!**
- **Food Stores Sales Tax Revenue** contribution is only **\$350,000 thousand!!**
 - Ralphs, Vons, Bristol Farms, Trader Joes, GROW, Manhattan Meat/Grocery, El Porto Market
- Plan Risk & potential Liability is **not justified financially for the City of MB!!**



Food Stores don't contribute significantly to the City of MB Annual Revenue – only .5%!!

MB General Plan - Policy LU-6.2: Encourage business diversity supporting local tax base, residents, and community needs

Master Use Permit (MUP) & Resolution are Contradictory

- In regards to a deceleration lane, MUP prepared by MB Staff, states:
 - “A right-turn pocket is considered **desirable by the City if feasible.** “
 - “A full-length right turn pocket that conforms to Caltrans guidelines **is not attainable** at this site, due to **insufficient project frontage.** “

WHY IS MB STAFF STATING A DECELERATION LANE MAY NOT BE FEASIBLE OR ATTAINABLE?

- Within Resolution No. PC 17-01, which MB PC is being asked to approve tonight, states:
 - “The Sepulveda Boulevard **driveway and deceleration lane shall be constructed per CalTrans standards.**”

DECELERATION LANE IS FEASIBLE, ATTAINABLE AND REQUIRED!!

AN EIR WOULD ENSURE MORE SCRUTINY, CLARITY & PUBLIC INVOLVEMENT

Gelson's will have "Significant Impacts" - Please Sign & Demand an EIR!! 263 Signed Supporters!!!

GELSON'S NEEDS AN EIR!!

8-10,000 VEHICLE ENTRIES & EXITS PER DAY

WILL AFFECT SOUTH BAY COMMUTERS

WORSE THAN MB BLVD. TRADER JOES

UNDERSIZED DECELERATION LANE

SHOULD BE LONGER

REMOVES 30+ PUBLIC PARKING SPACES

20% UNDER CODE PARKING VARIANCE

SHOULD PROVIDE UNDERGROUND PARKING

BAD PRECEDENT FOR MB DEVELOPERS

PLEASE SIGN THIS PETITION FOR AN EIR

Paragon's Plan is not ready for MB Planning Commission approval!!

Too many **unknowns!!**

Too many **safety risks!!**

Too many **contradictions!!**

Too much **potential liability!!**

Take care of the storm drain!!

Reward **does not merit the risk!!**

Scale the project to MB City Code for the site

Engage CalTrans before MB Planning Commission approval!!

Perform an EIR!!

Please "Direct staff to prepare a Resolution denying the request."

Slides from Tom Hastings



We analyzed the Public Comments

There were around **1,071** total comments from Aug 4-24, 2016.

We mostly did not attempt to eliminate duplicates.

We counted 2 or 3 when 2 or 3 people signed a comment.

Number	Description
78	unique PRO comments
423	form letter* (and Support Letter.pdf attached)
102	unique CON comments (so more CON than PRO)
205	People signed a “Keep Sepulveda Safe” petition, each with a unique comment.
263	People signed a “Demand and EIR” petition, each with a unique comment
1,071	Total

* see next slide



Tom Hastings

Details about the Form Letter

- The form letter came in between August 4 and August 24, roughly 5 to 20 per day, except:
 - Thursday August 4, 162 came in (The first day)
 - Tuesday, August 16, 125 came in
- These two bursts were mainly from 9:00 AM to 6 PM, suggesting that someone was supplying them from a list of supporters.
- Perhaps a list that was gathered over a number of months...



Tom Hastings

Slides from Dennis May







CODE COMPLIANCE IN MANHATTAN BEACH

The logo for VONS, featuring the word "VONS" in a bold, red, sans-serif font with a registered trademark symbol.

Meets MB Code

The logo for Ralphs, featuring the word "Ralphs" in a white, cursive script font inside a red oval with a registered trademark symbol.

Meets MB Code



6% reduction from code
(center contains 28 businesses)



Meets MB Code (Rosecrans)
10% reduction from code (MB Blvd)

GELSON'S

21% Reduction from code
(proposed variances request)

DECISION FACTORS

The Planning Commission makes its decision after consideration of survey data, and limits the overall reduction that may be granted based on the **project parking demand** determined by the survey data.

PARAGON TRAFFIC REPORT

Hollywood Gelson's Parking Demand
is a reliable representation of Manhattan Beach
parking demand because:

1. It's a specialty grocery store
2. Approximately the same size
3. Located in an urbanized area
with similar demographics

PARAGON CONSULTANT'S RESPONSES
TO COMMENTS ON THE IS/MND

Some commenters have suggested that Hollywood Gelson's is **not comparable** because it's in a **higher density** neighborhood where more people may walk to the site.

PARAGON CONSULTANT'S COMMENTS ON IS/MND REPORT

Higher population density
can result in **more customers overall**
for commercial use.

DAILY TRAFFIC COUNTS

Gelson's Hollywood
Franklin Ave. at Bronson Ave.
City of Los Angeles DOT

33,730

Gelson's Manhattan Beach
Sepulveda Blvd at 8th St.
Paragon Consultant

54,372

61% higher traffic in Manhattan Beach

People per household

HOLLYWOOD

MANHATTAN

1.8

2.6

Difference: 45%

AGI

HOLLYWOOD

\$113,905

MANHATTAN

\$286,269

Difference: 151%

Density/Sq. Mile

HOLLYWOOD

MANHATTAN

2784

9045

Difference: 325%

DOING THE MATH

Hollywood

Manhattan

Traffic/cars per day

33,730

54,372

People/household

1.8

2.6

AGI

\$113,905

\$286,269

Density/Sq. Mile

2784

9042

Final Result

132

135 (?)

THE LAST WORD
ACCORDING TO PARAGON

“**Higher population density**
can result in **more customers overall**
for commercial use.”

More customers. More parking.

THIS PAGE

INTENTIONALLY

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Is the Proposed Manhattan
Beach Gelson's Market Like
other Gelson's Markets?

Quote from the Paragon July 2016, *Everything you need to know about... The Gelson's Traffic Flow and Parking Plan*

“There are currently 25 Gelson’s locations in Southern California and they have had a sterling reputation in the communities they serve since 1951.”

This statement implies that the Manhattan Beach Gelson’s project will be similar to other Gelson’s locations or in other words “trust us, we know what we are doing ...and have been doing it for a very long time”.

The Paragon quote is misleading.... at best.

“25 Gelson’s locations in Southern California and they have had a sterling reputation in the communities they serve since 1951”

- Gelson’s was acquired in mid-2014, by TPG, the global private investment firm. It is a very different company today than even five years ago.
- Six of the 25 Gelson’s locations were acquired in 2015 as defunct Haggan Grocery Stores (Santa Monica, Ladera Ranch, Rancho Mirage, Del Mar, San Diego and Thousand Oaks)
- According to the Gelson’s website **“we have lowered our pricing position on our regular Grocery, wall Deli, Wine, Liquor and Beer Departments.** We have changed our Marketing position in our newsletter to a more price oriented format with extremely hot pricing on featured items.
- I encourage you to visit the Santa Monica Gelson’s to experience the new “lower cost” Gelson’s
- The Manhattan Beach site is nothing like any Gelson’s site constructed in the last fifty years.
 - None of the modern Gelson’s Stores are adjacent to single family homes
 - Other Gelson’s Stores have easy access to major roads in all directions

Original Site



Zoned as residential

Parking Lot
sold for
homes

1 N Sepulveda Blvd

Single family residential

Proposed Gelson's Manhattan Beach



“The project site is located in a predominantly commercial area along Sepulveda Boulevard adjacent to a fast food restaurant and an office building.”

Gelson's Dana Point



Single family residential

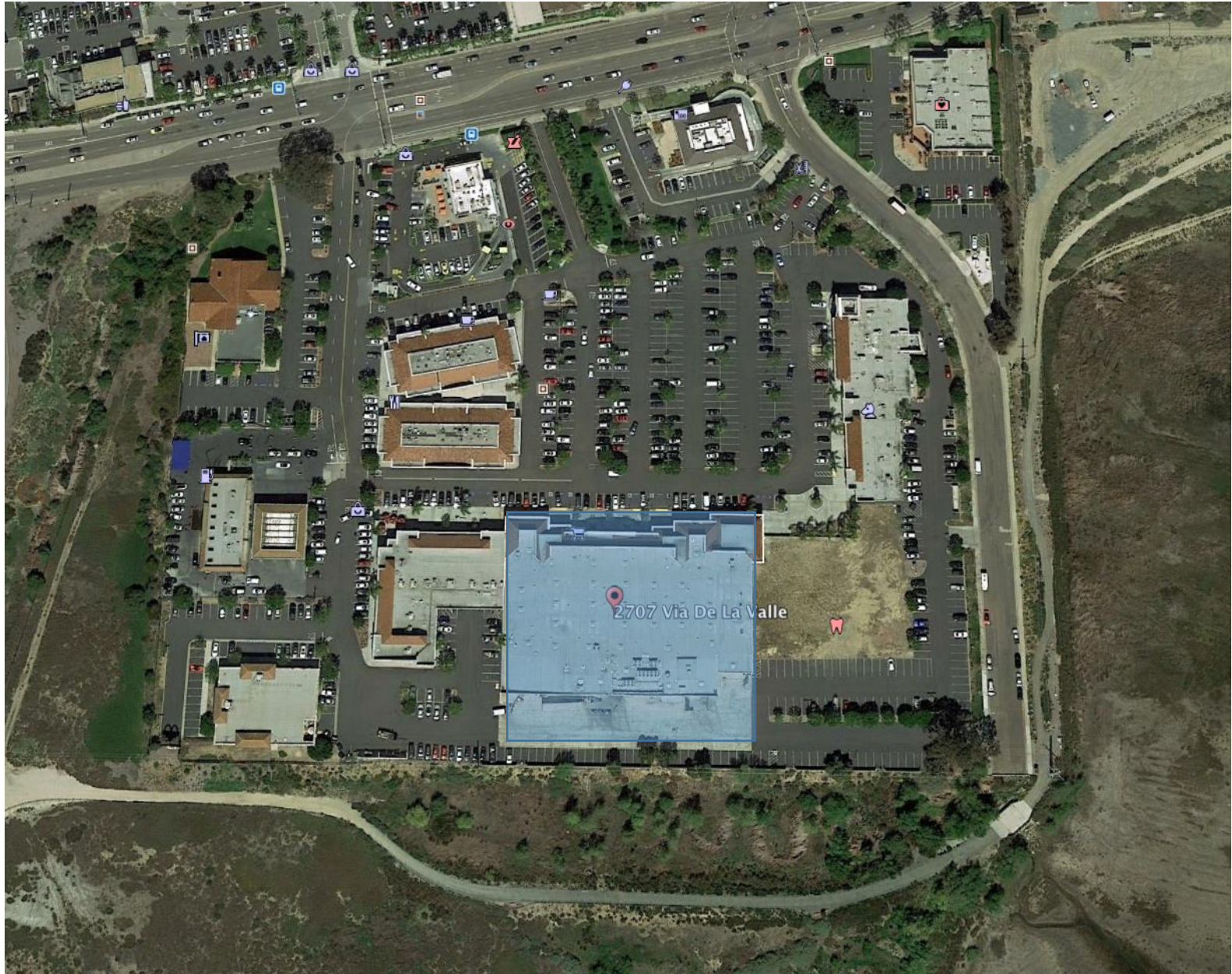
Gelson's Calabasas





Single family residential

Gelson's Del Mar





Single family residential

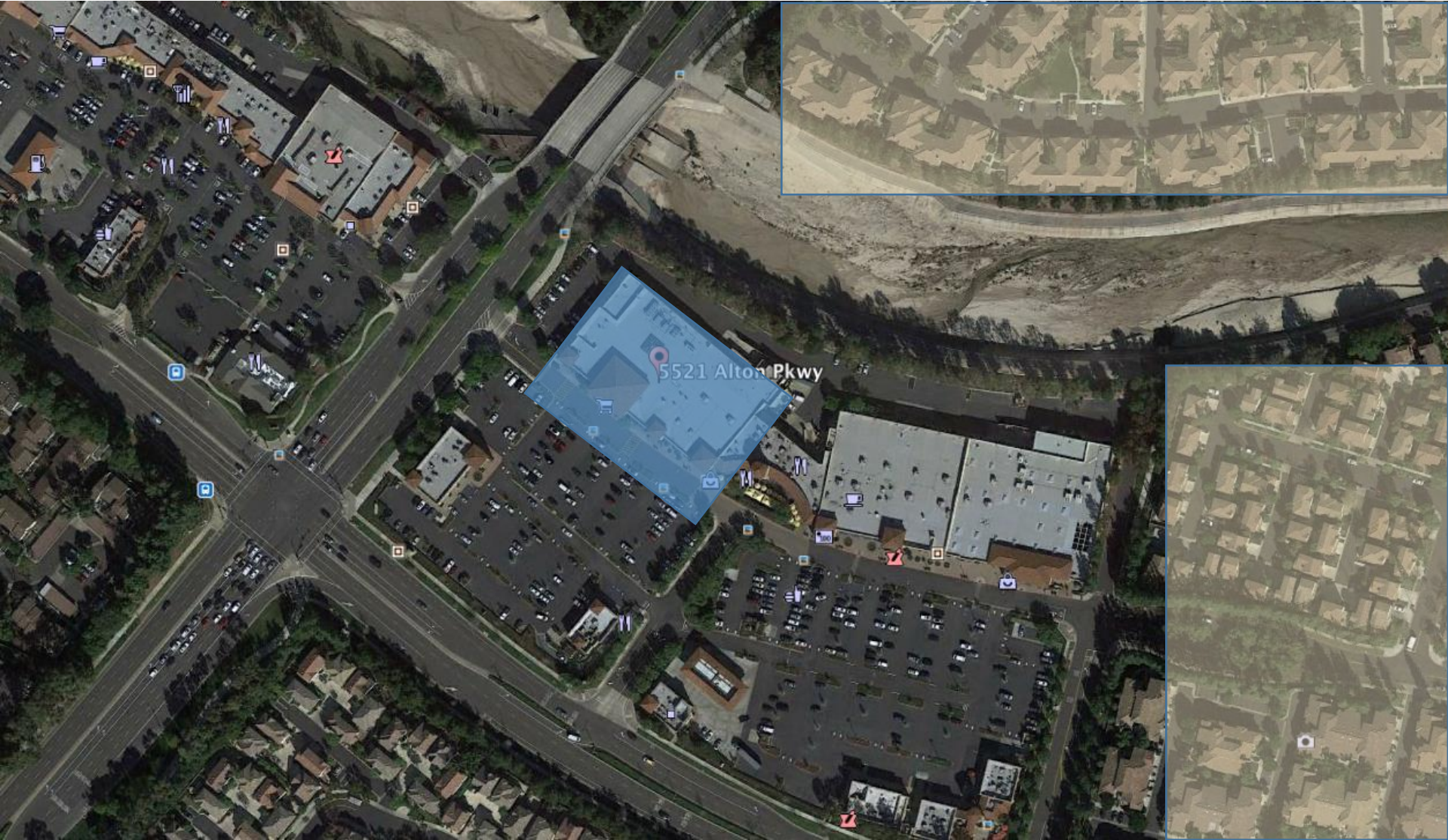
Gelson's La Costa/Carlsbad

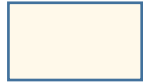




Single family residential

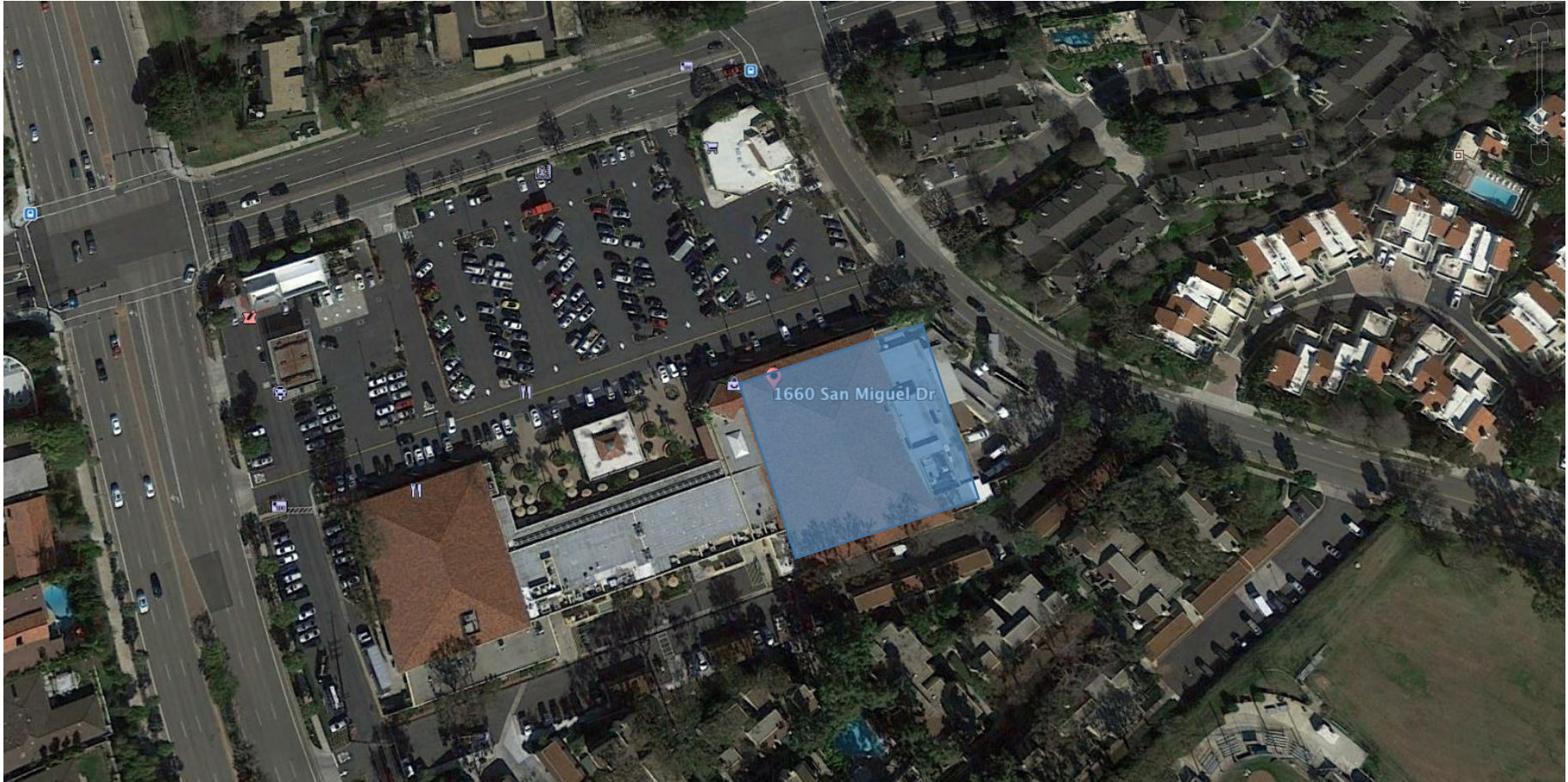
Gelson's Irvine





Single family residential

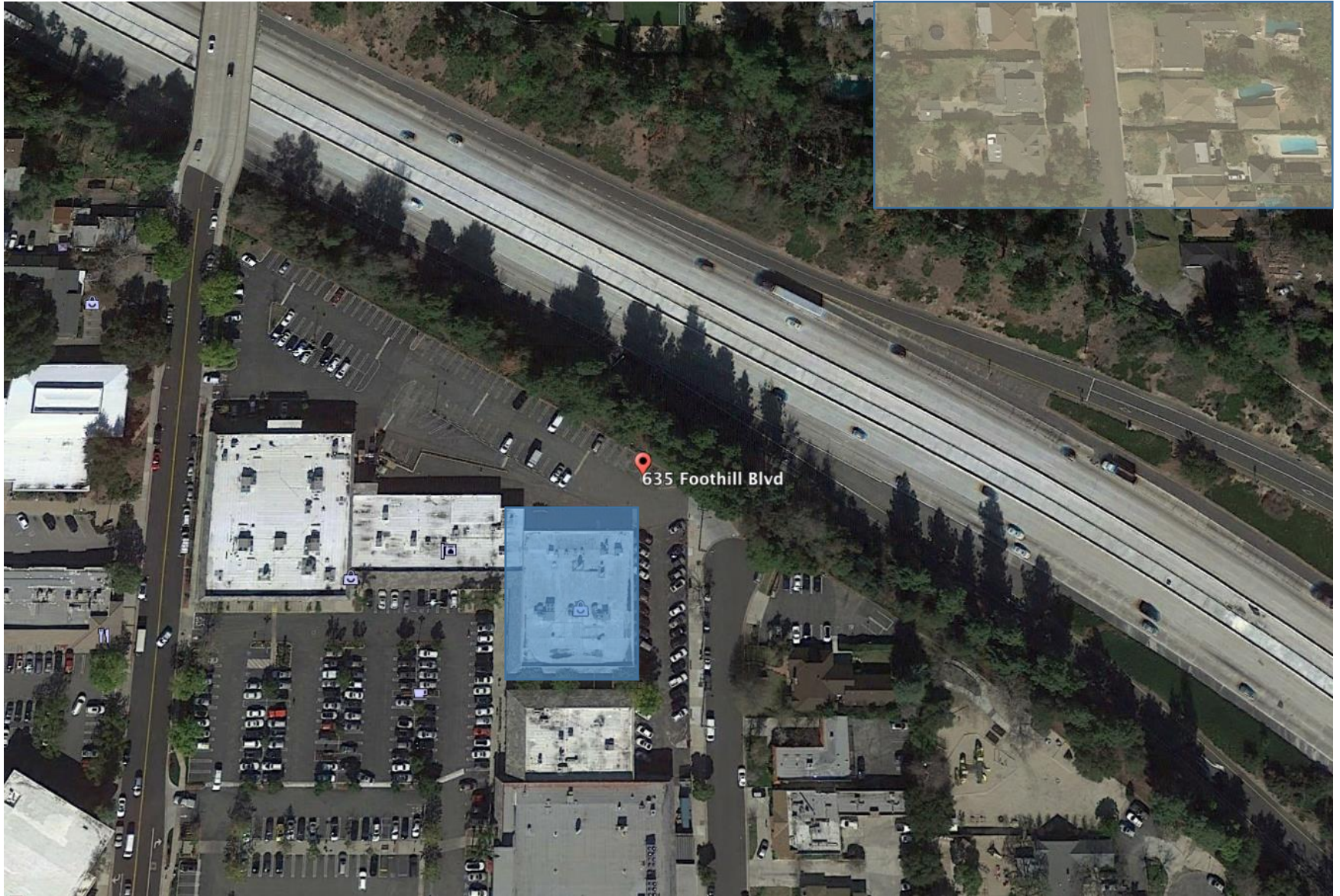
Gelson's Newport Beach





Single family residential

Gelson's La Cañada Flintridge



Single family residential Gelson's Pacific Palisades





Single family residential

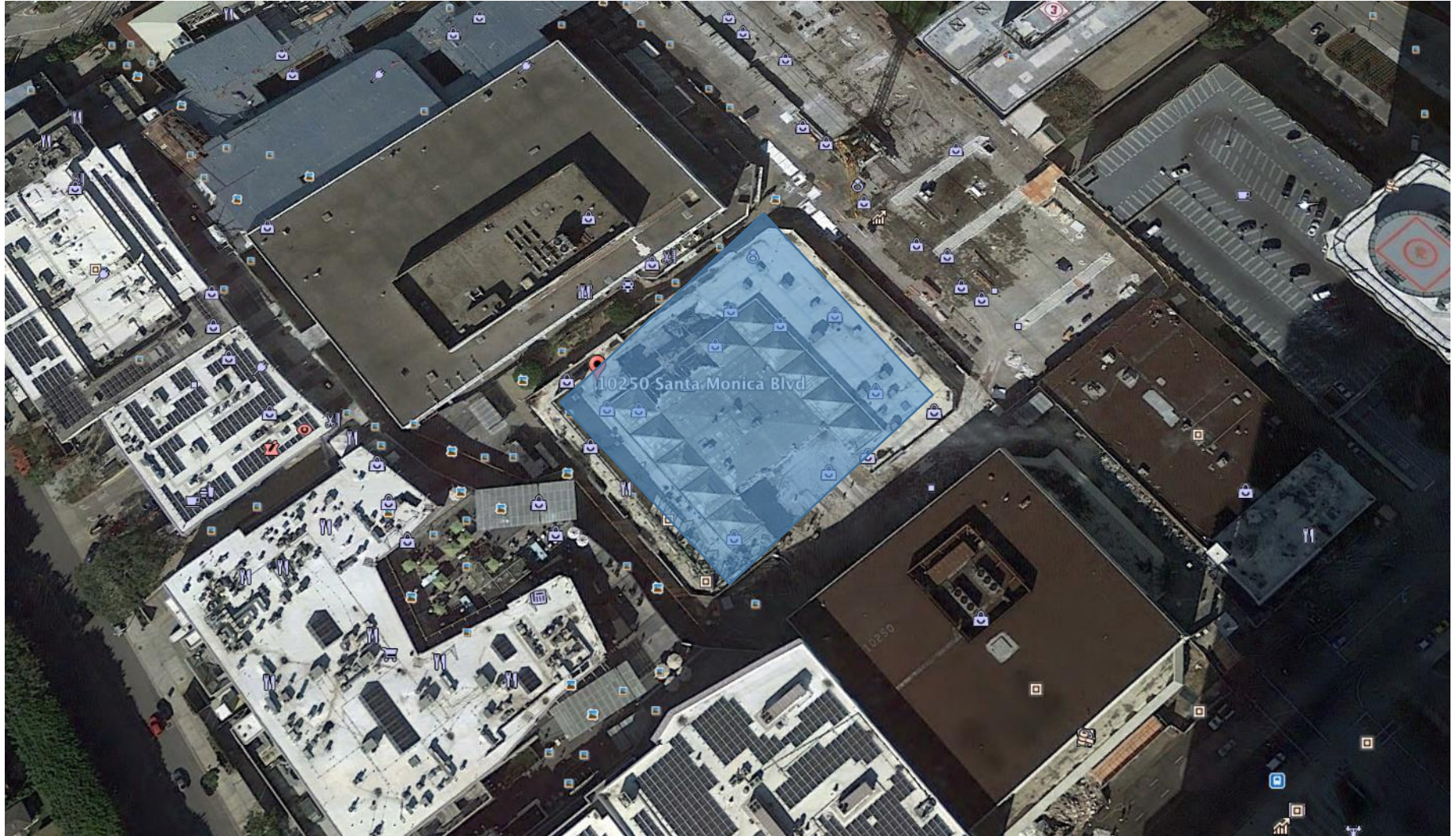
Gelson's Marina Del Rey



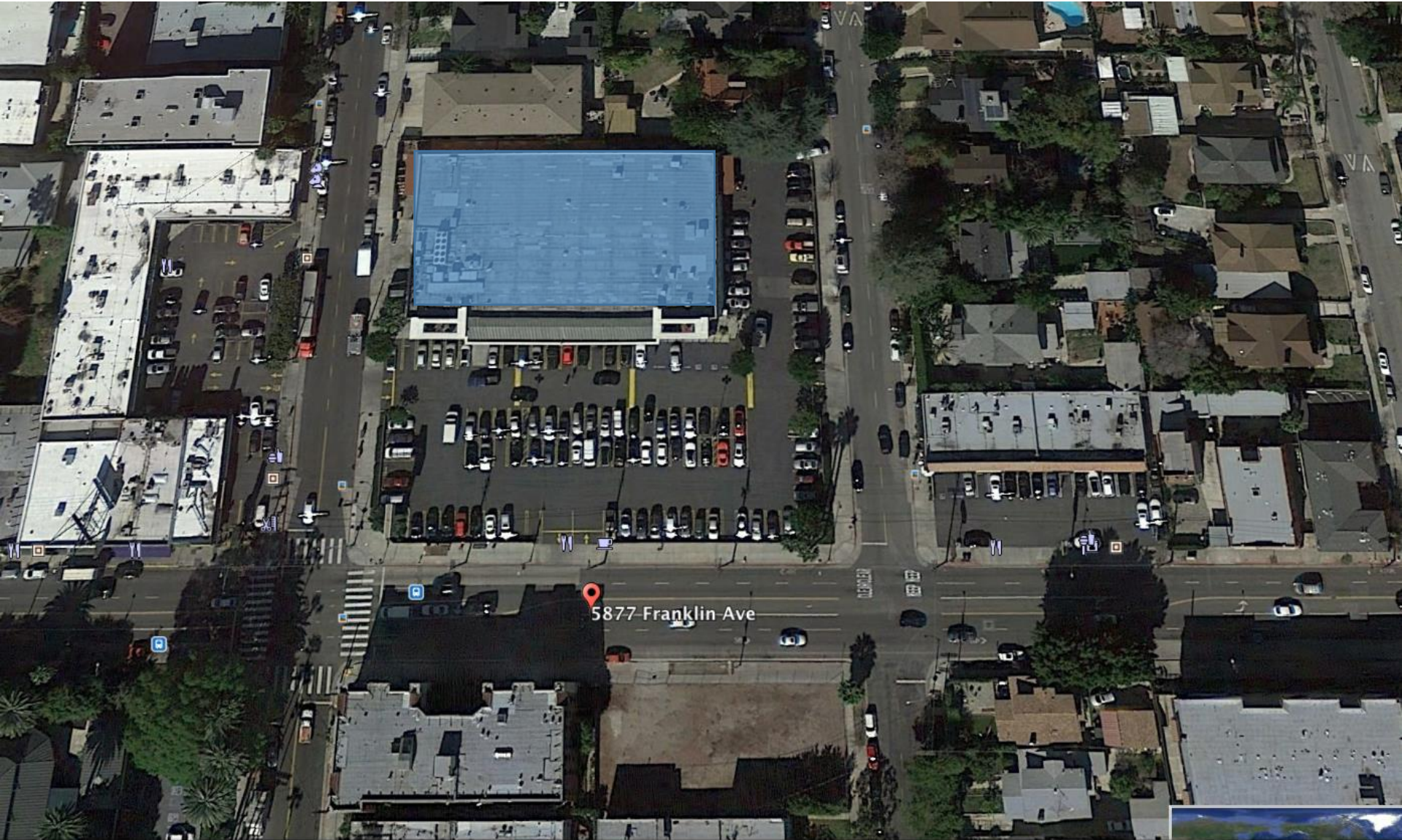


Single family residential

Gelson's Century City



Gelson's Hollywood





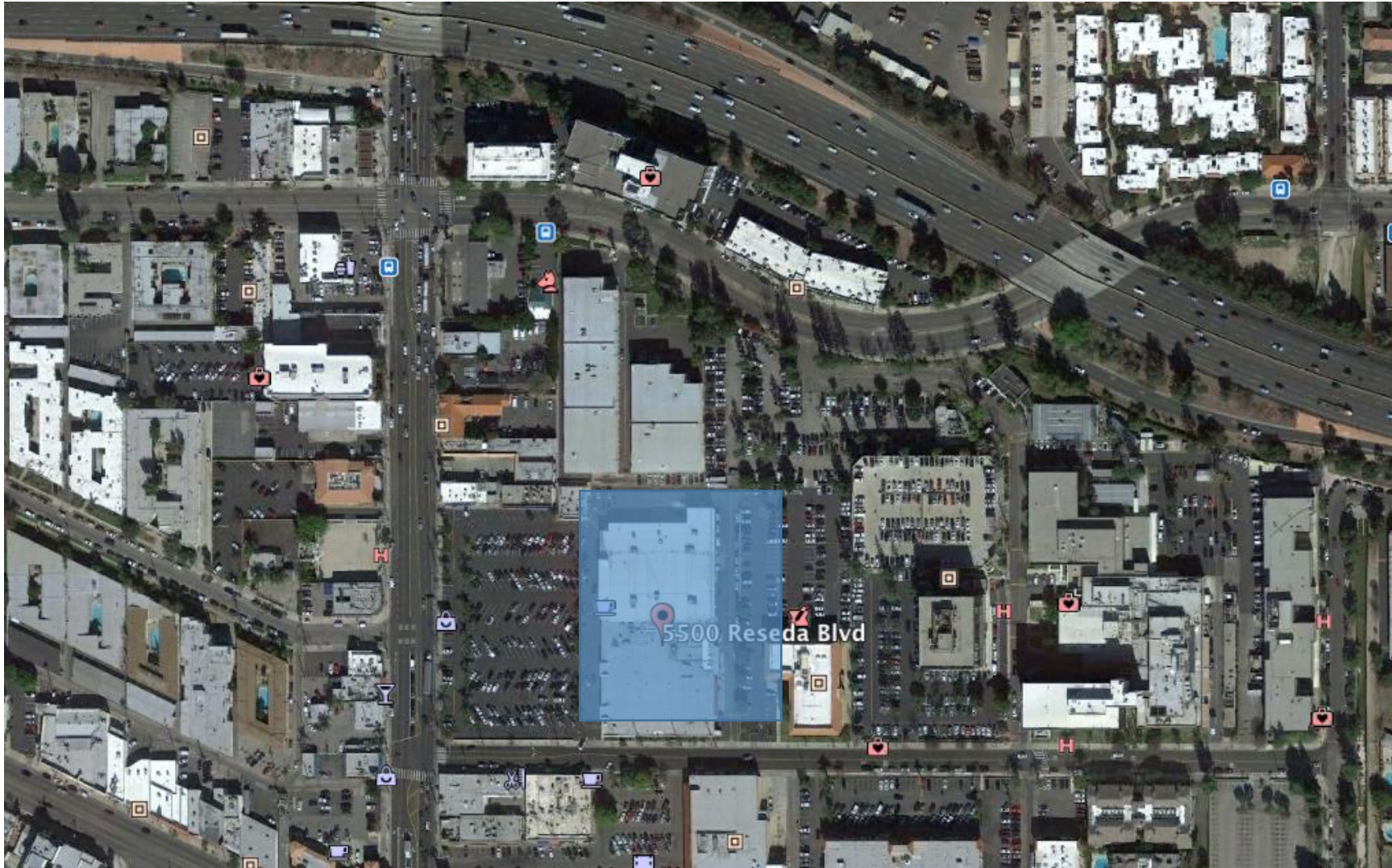
Single family residential Gelson's Santa Monica

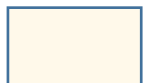




Single family residential

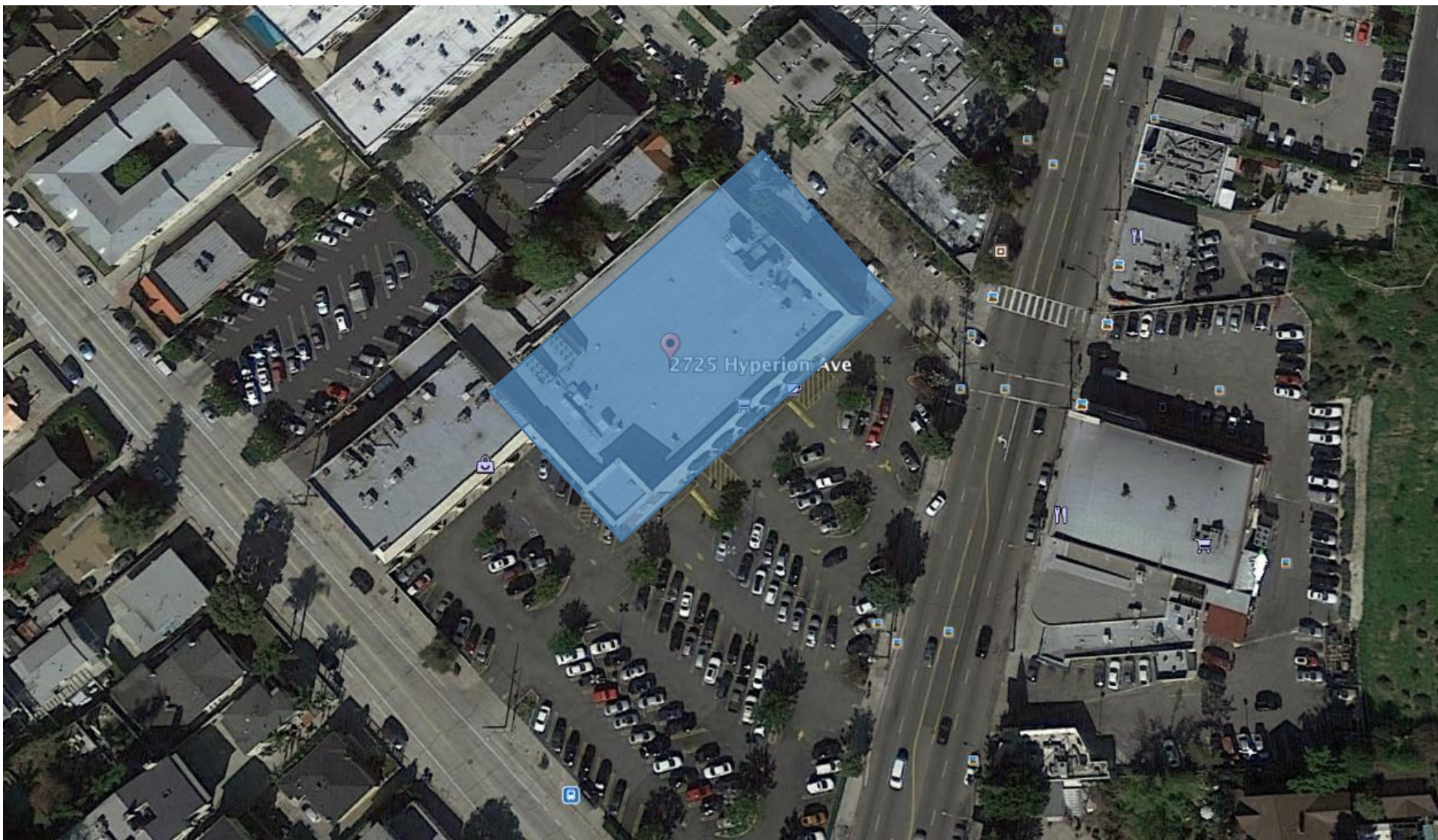
Gelson's Tarzana





Single family residential

Gelson's Los Angeles





Single family residential

Gelson's Encino



The Facts

- Gelson's Market has changed dramatically over the past several years and has moved to a "lower price model"
- Gelson's has no modern experience with a site similar to the proposed Manhattan Beach location
 - Adjacent to single family homes
 - Limited roadway is two directions
 - Already congested main artery
- The developer (Paragon) has proposed nothing to mitigate the neighborhood cut thru traffic associated with Gelson's development
- The traffic study conducted concluded that there will be no significant impact to Sepulveda Blvd even though
 - They admit the store will add 3,072 new trips and more than 3,896 unique visits to the store each day
 - Peak hours during the week for a grocery store are 4pm - 6pm

What to do?

- Develop an Environmental Impact Report (EIR) that recognizes this project is not in a “predominately commercial area”
- Conduct a proper traffic study that accurately
 - Considers the impact to local neighborhood streets
 - Considers the impact to major intersections on Sepulveda
- Design proper mitigation efforts to
 - Protect neighborhoods east and west of the development
 - Ensure that Sepulveda between 2nd and Manhattan Beach Blvd does not become a major choke point for traffic
 - Improve safety on an already dangerous section of Sepulveda

Concerns of Inadequate Traffic Study
and Resultant Impact to
Neighborhood Cut Through Traffic

It is inconceivable that a 28,000 square foot supermarket and 7,000 square foot bank will have less than 2% impact on any roadway/intersection surrounding the project.

“Specifically, per the City's threshold, a significant impact would occur when traffic generated by a project would increase the calculated volume to capacity (v/c) ratio by 2% when an intersection is operating at LOS F. Taking into account existing and future projected traffic conditions without the project, the IS/MND Traffic and Parking Study demonstrates that the project would only incrementally increase traffic in the area, including with respect to the study intersections along the Sepulveda Boulevard commercial corridor, as well as within the residential neighborhood at Larsson Street and 8th Street, Dianthus Street and 8th Street, and Larsson and 6th Street. The traffic added by the project would not cause existing or future projected a.m. or p.m. peak levels of service that are acceptable without the project to worsen to unacceptable levels or cause intersections experiencing LOS F operations without the project to be further delayed by a ratio of 2% v/c or greater such that a significant traffic impact would occur.”

“Notably, the greatest increase in the calculated v/c attributed to project generated traffic would be 1.1% at the intersection of Sepulveda Boulevard/6th Street, which is substantially less than the 2% significance threshold as shown in the IS/MND on Page 4.16-16 and on Pages 35-36 of the IS/MND Traffic and Parking Study.”

“These were selected for analysis because they represent the intersections that are most likely to receive the highest volumes of project traffic based on proximity to the project site, project traffic distribution and related anticipated major routes to and from the project, and/or because they are known to have existing poor level of service/operations.”

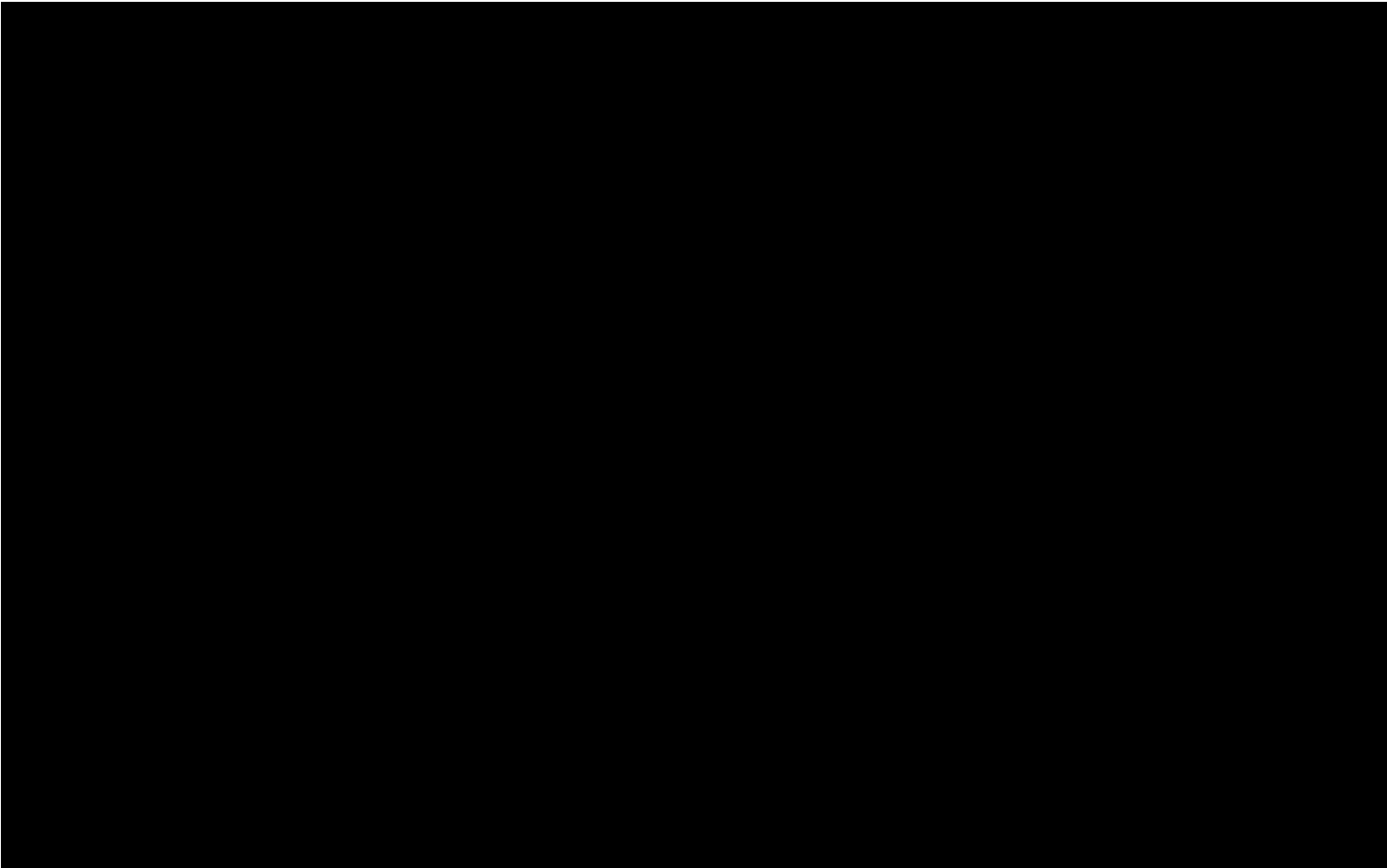
Resident's Concerns

- Added traffic at the intersection of 8th and Sepulveda
 - Congestion
 - Safety (already a dangerous intersection/block)
 - Left turn pocket for Sepulveda northbound to 8th Street is inadequate (too short)
 - Shoulder versus deceleration lane is not adequate
- Inadequate traffic study
 - Left turn pocket study only included automobiles when consider length of vehicle in queuing analysis
 - The number of smaller trucks to service the store is understated. * “The Puget Sound grocery stores in the study (all of which were conventional supermarkets generated an average of 18 truck trips per day on typical weekdays. These daily counts were probably low, as some of the stores accepted a few late deliveries outside of the receiving windows.”
 - The impact to intersections surrounding the project are understated
- Retail traffic cutting through the Hill Section neighborhood
 - Congestion
 - Safety (no sidewalks – kids play on streets, people walking dogs, alcohol being served at Gelson’s and cut through traffic is concerning, etc.)





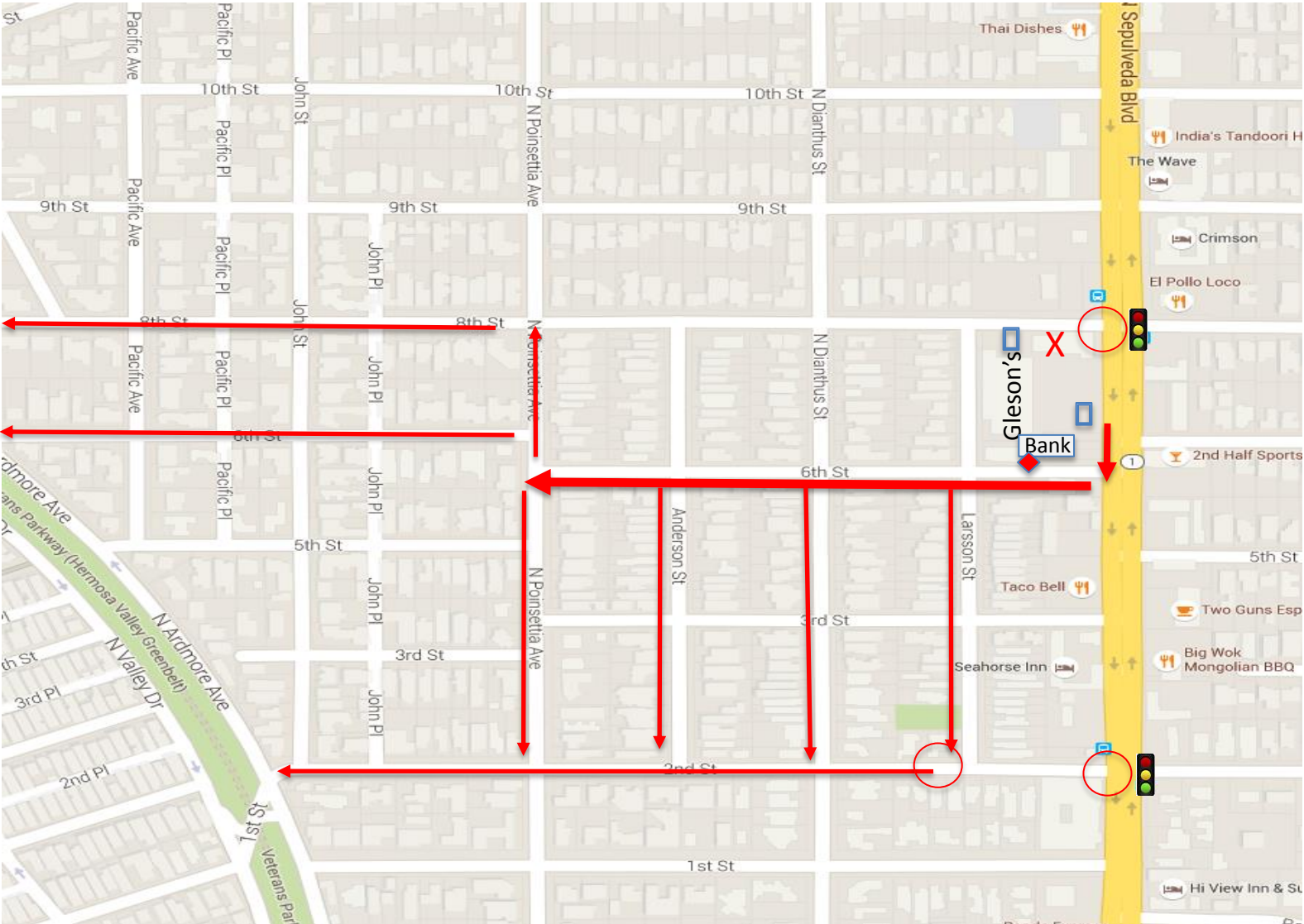
Paragon Commitment to Residents




MR-3.9: Residential Cut-Through Traffic

- “As **no significant impacts were identified** at the neighborhood roadway intersections surrounding the project site, there is **no evidence that the project would cause or exacerbate any traffic safety issues within the local residential neighborhoods**. Also, the project would close the existing site driveway on 6th Street and prohibit left turns onto 8th Street to further discourage traffic in the residential neighborhood. **Therefore, no mitigation is required.**”
- “Finally, although **not required because this project does not result in any impacts**, the City does have in place a Neighborhood Traffic Management Program to address other concerns of its residents.”


Current plan directs unfair amount of traffic to 6th Street for customers exiting Beach Areas West, North West and South West of Project



 Proposed entrance/exit points 8th and Sepulveda

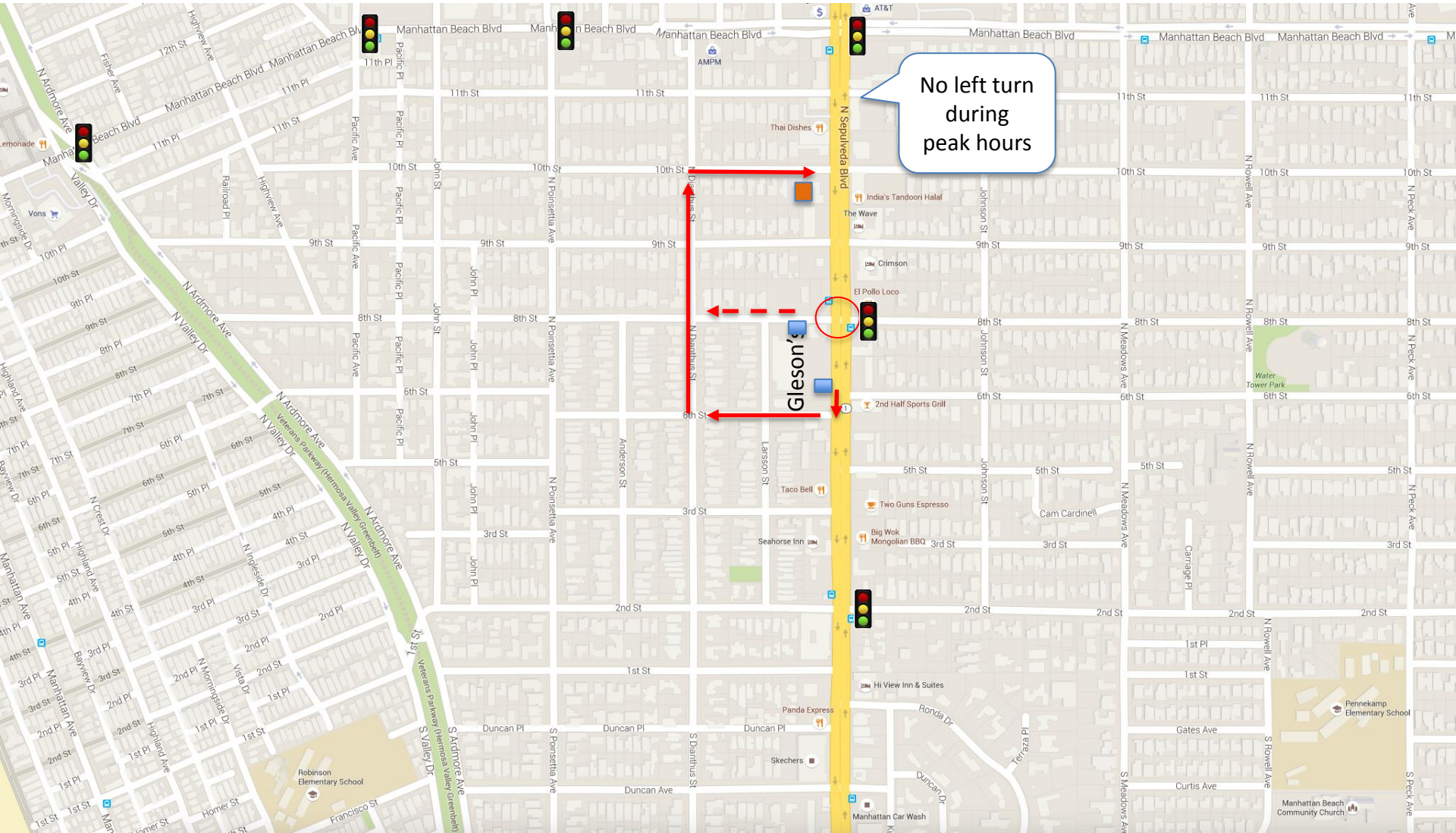
 Existing 6th entrance/exit to be closed to reduce neighborhood “cut through” traffic

 High traffic intersection drivers will try to avoid over time

 Proposed new Bank

 8th Street Exit

Likely Neighborhood Traffic Cut Through Route to use Gelson's Off-Site Parking Once the Employee/Customer Determines the Main Lot is Full.



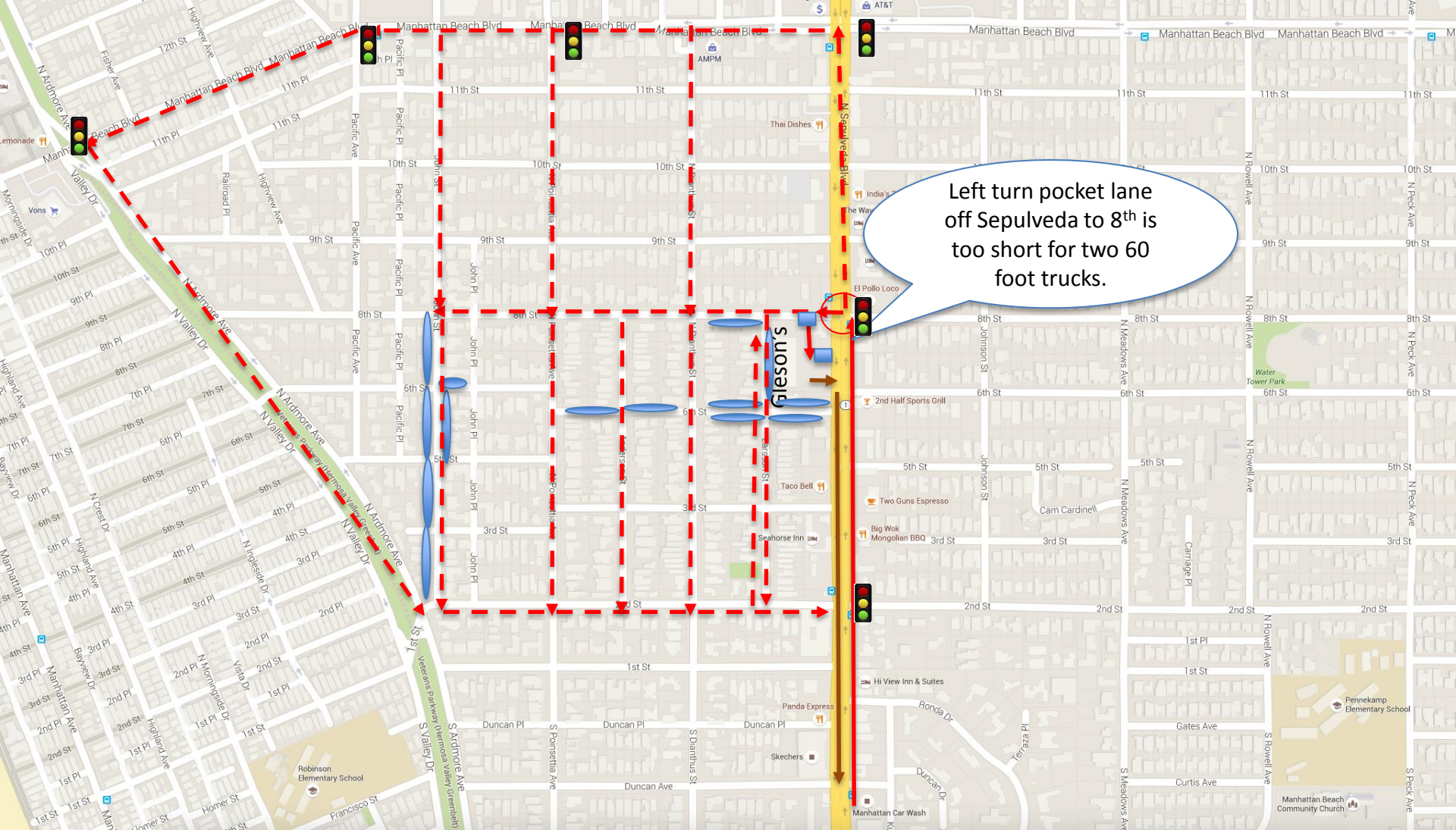
High traffic intersection drivers will try to avoid over time.

Gelson's leased Off-Site Parking



Mostly paths to off-site parking once a customer determines the primary lot is full.

Gelson's Only Allowed Large Semi-Truck Access is Northbound on Sepulveda for the 8th Street Entrance 7am -1:30pm. Exit is southbound on Sepulveda using Sepulveda exit.



High traffic intersection. Trucks waiting to turn left onto 8th will likely block northbound traffic on Sepulveda. Trucks waiting to clear Sepulveda on turning toward 8th will likely block southbound traffic on Sepulveda.



Curb space without driveways long enough to support an idling truck. John Street will provide the best view for waiting drivers.

Do people actually pay attention to signs restricting traffic through neighborhoods?



The truck ignored multiple traffic signs which restrict the use of neighborhood streets to protect resident *safety* and *tranquility*. Ignoring signs is the norm, not the exception.



It appears the truck came from Aviation Blvd westbound on 2nd Street (No Through Traffic or Trucks > 3 Tons Allowed), proceeded to Ardmore and turned northbound, and then made a left on Blanche Street (No Trucks Allowed). Less convenient lawful routes were available.

Why Wait on Mitigating Neighborhood Cut Through Traffic?

- Leverage is lost after approval of the project
- The developer should meet their commitment to residents by:
 - Meeting with residents
 - Studying the issue
 - Proposing mitigation solutions
 - Paying for the mitigation of neighborhood cut through traffic related to the Gelson's development

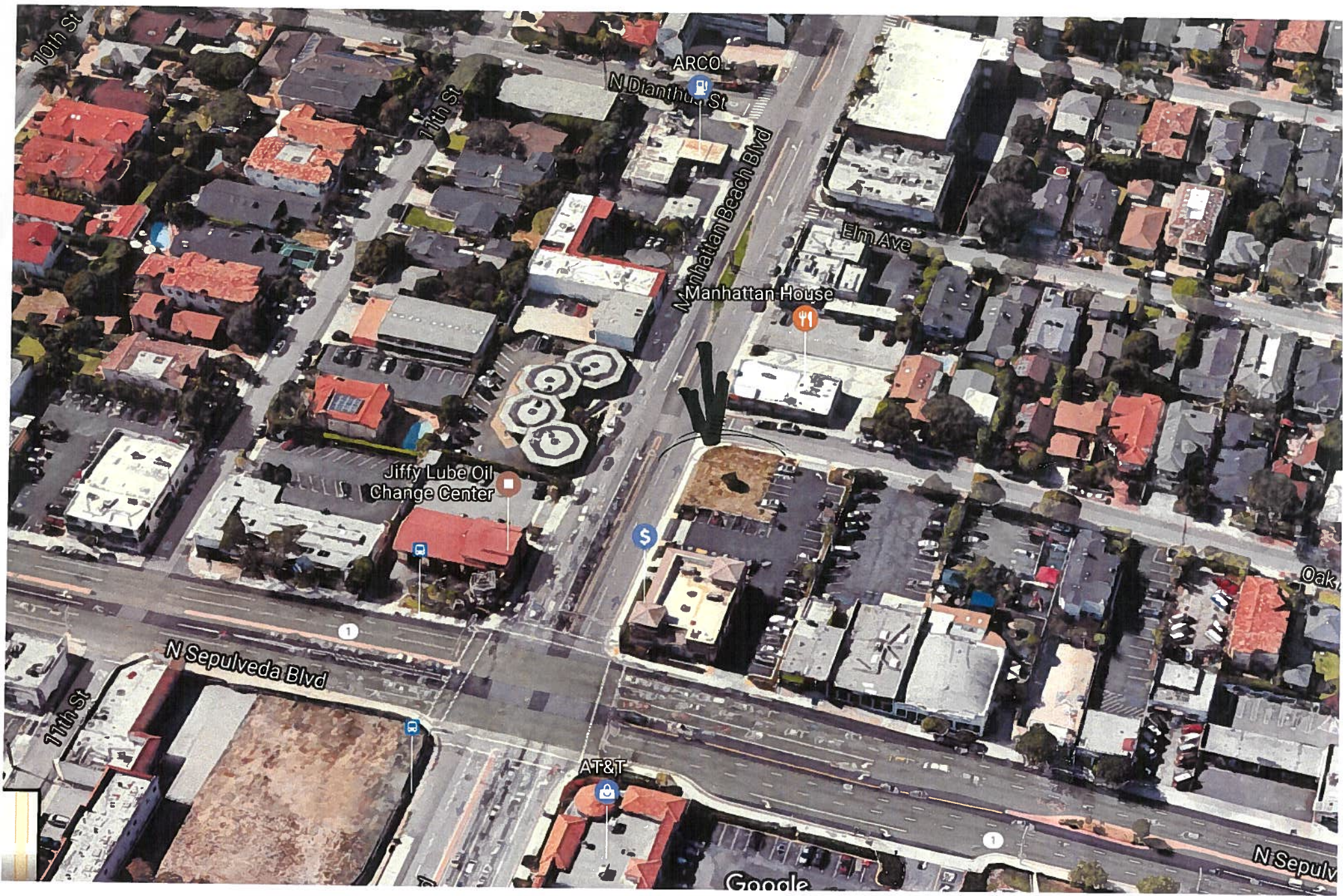
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INTENTIONALLY

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1129 N. Sepulveda





10th St

17th St

ARCO
N Dianthus St

Manhattan Beach Blvd

Elm Ave

Manhattan House

Jiffy Lube Oil
Change Center

S

N Sepulveda Blvd

11th St

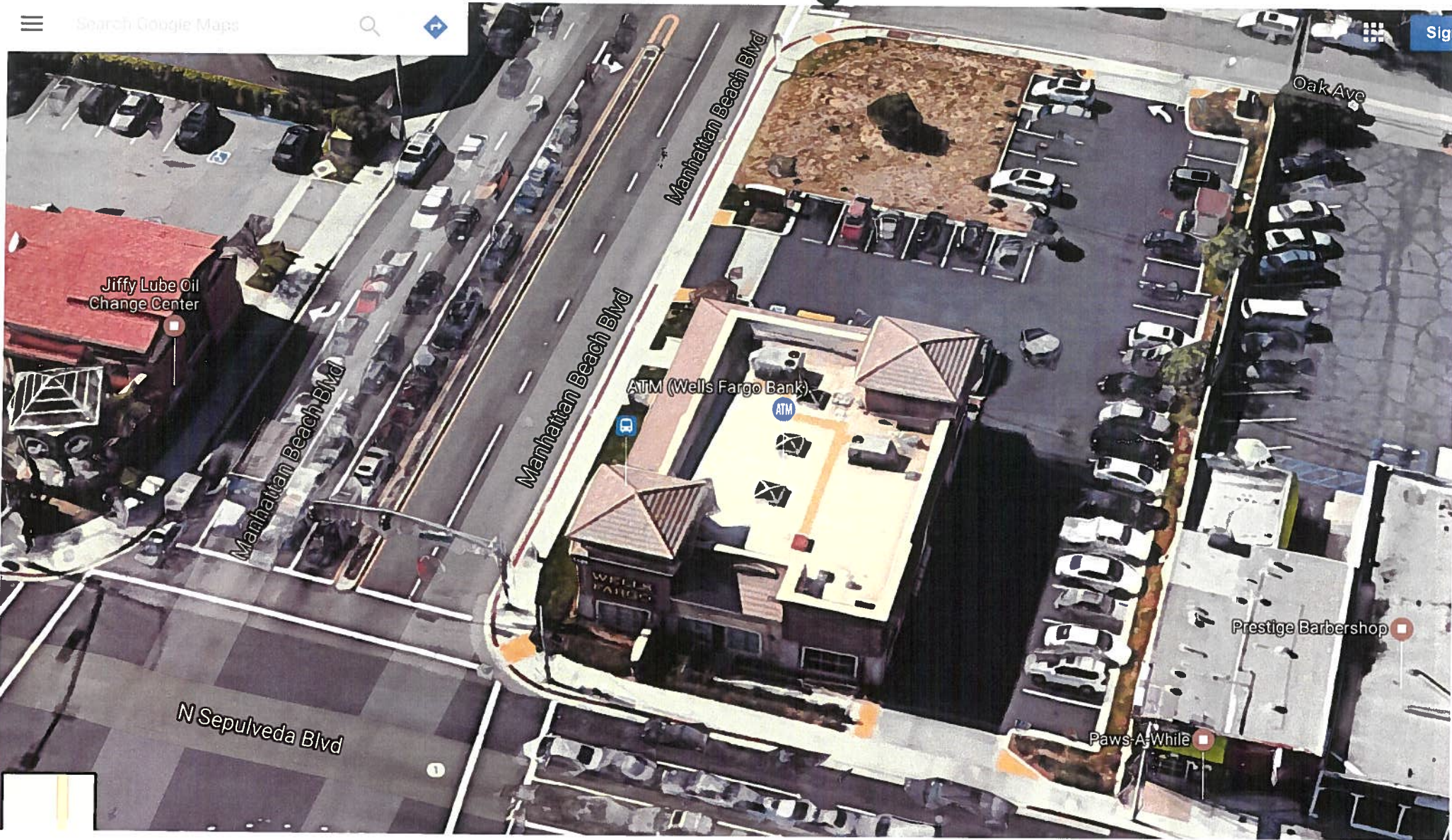
AT&T

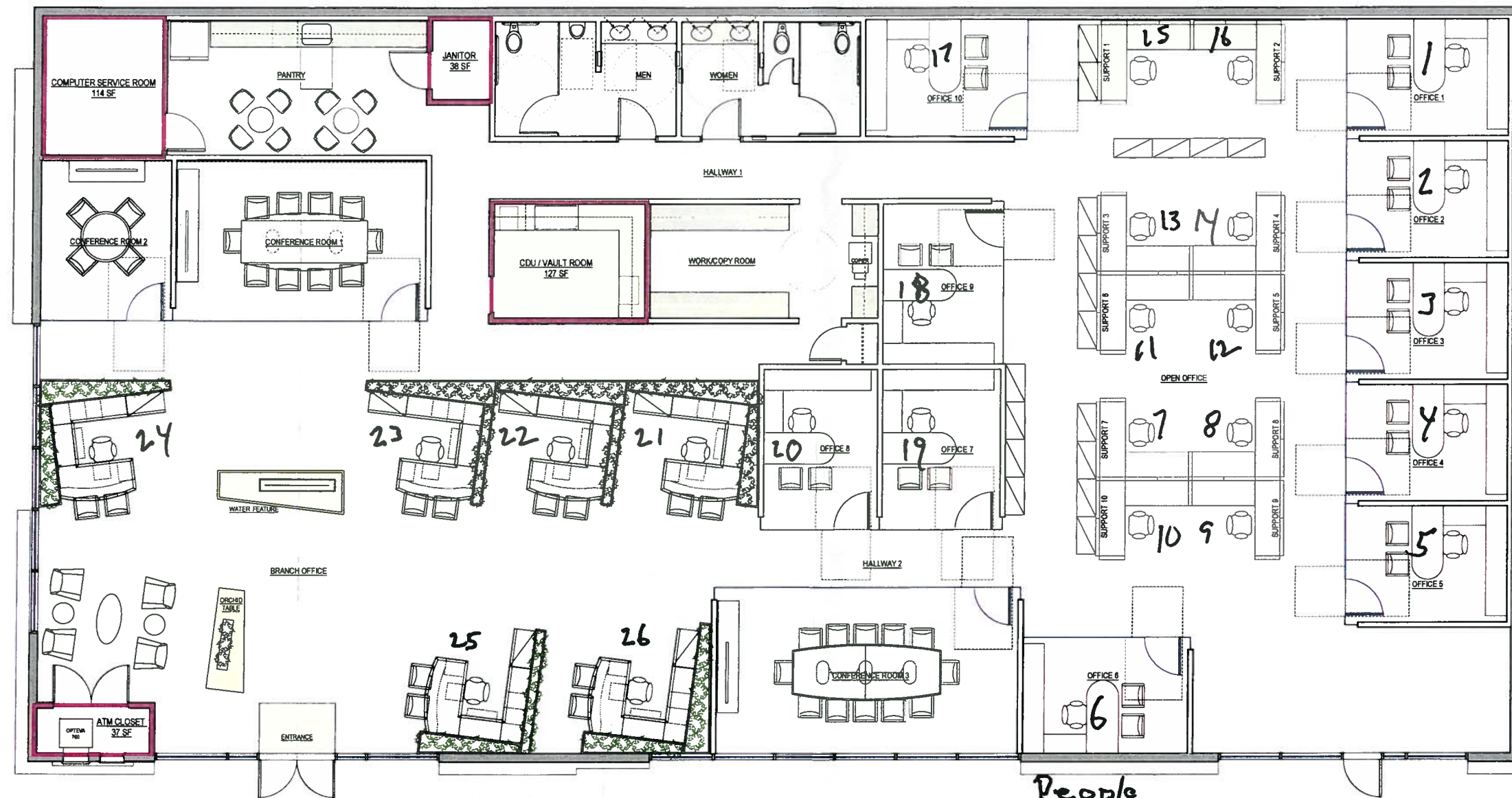
Google

Oak

N Sepulv

Lot Full





NOTE:

— AREAS NOT INCLUDED IN BUILDABLE FLOOR AREA: 316 SF
 BUILDABLE FLOOR AREA: 6,684 SF

People
 26 - Desks - 26 - Employees
 Customer Chairs 26, Customers
42

Cars
 Employee Parking 26 Cars
 Customer Parking 13 Cars
39 Cars
 Gelson's Employees 50 Cars
89 Cars

PAD FIXTURE PLAN- EXHIBIT 3 EX-3

GELSON'S MANHATTAN BEACH
 SWC 8TH ST. & SEPULVEDA BLVD.
 MANHATTAN BEACH, CALIFORNIA



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