

**CITY OF MANHATTAN BEACH  
DEPARTMENT OF COMMUNITY DEVELOPMENT  
SUPPLEMENTAL MEMORANDUM**

**TO:** Planning Commission

**FROM:** Anne McIntosh, Interim Director of Community Development

**THROUGH:** Laurie B. Jester, Planning Manager

**BY:** Eric Haaland, Associate Planner

**DATE:** March 22, 2017

**SUBJECT:** Consideration of a Master Use Permit for a Market with Off-Site Alcohol Sales and On-Site Alcohol Consumption and Tastings and a Bank at 707 North Sepulveda Boulevard; the Provision of Off-Site Parking at 801 North Sepulveda Boulevard; Reduced Parking; and Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program-CEQA (Paragon Commercial Group- Gelson's Market)

**RECOMMENDATION:**

Staff recommends that after **CONDUCTING** the continued Public Hearing and **CONSIDERING** all the evidence presented, the Planning Commission **ADOPT** the attached Draft Resolution adopting a Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program-CEQA and conditionally approving the project.

**APPLICANT/ OWNER:**

Paragon Commercial Group  
Mark Harrigian, Representative  
133 Penn Street  
El Segundo, CA 90245

**BACKGROUND:**

On February 8, 2017, the Planning Commission opened the public hearing, accepted public testimony, and asked for additional explanation regarding traffic, parking, noise, and light. This supplemental report addresses these topics, and staff will summarize the information below at the continued Public Hearing on March 22, 2017. Written comments received at, or after, that meeting, are also attached to this memorandum.

This memorandum supplements the memorandum dated February 8, 2017 (Attachment D). See that memorandum for the project description and a discussion of the planning and environmental issues.

## **DISCUSSION:**

At the public hearing, comments were made about traffic, parking, noise, light, and the CEQA analysis of the Project. The following information, derived from the Manhattan Beach Municipal Code and the project's environmental analysis, addresses those comments. There are several references below to the Response to Comments and the Master Response to Comments; both documents can be found at Attachment D.

Staff's recommendation for the format of the continued Public Hearing on this item is as follows:

1. Planning Commission Chairperson – Announce meeting format
2. Continued Public Testimony - (New speakers only; if any)
3. Applicant - Rebuttal to public testimony
4. Project Planner - Project summary presentation
5. Community Development Director and CEQA-Environmental Consultants – Planning and CEQA process review presentation
6. City Traffic Engineer – Traffic and parking presentation
7. Planning Commission – Questions & deliberation

The following information addresses the comments from the February 8, 2017 hearing.

### Traffic:

#### *1. Traffic Impact Study Methodology*

The City Traffic Engineer has confirmed that the Project's Traffic Impact and Parking Demand Study (Traffic Study) was prepared in accordance with the methodology and guidelines established by the Los Angeles County Congestion Management Plan (CMP) to determine significant traffic impacts. Manhattan Beach has not established its own traffic impact guidelines or criteria. The Traffic Engineer worked with the applicant's traffic consultant to ensure that the trip generation, trip distribution, existing conditions, project assumptions, and analysis were consistent with the CMP and past City's practices. Further, the assumptions in the Traffic Study were purposely conservative to study the worst possible case, including over estimating the floor areas for each of the uses, and number of seats for the dining areas.

While the project would incrementally increase traffic volumes on the existing and future roadway network, it would not result in a "significant impact" as defined by the thresholds within the LA County CMP. (Additional details are provided in the MND Response to Comments Master Response 3.0- Attachment D)

#### *2. Project impacts would be higher if existing use trip credit was not used.*

The Traffic Study conducted baseline traffic counts in March and December 2014, at which time the auto repair shop was in operation. Therefore, it is proper

to take a trip credit for the auto repair because those trips were included in the “existing conditions” traffic counts and should be subtracted from the new project conditions. (Additional details are provided in the MND Response to Comments 6-Attachment D.)

3. *Grocery stores are busier on weekends so the Traffic Study should have evaluated weekend impacts.*

While grocery stores do generate slightly higher peak hour traffic on weekends, the project also includes a bank that will be closed on weekends. In addition, weekend peak hour traffic volume is lower than weekday peak hours. A weekend peak hour analysis was conducted and is documented in the MND Response to Comments document, which shows that while project trips are somewhat higher during a weekend peak hour, the lower peak hour volumes result in a smaller change to the intersection Level-of Service. Therefore, the worst case scenario remains the weekday peak hours. (See also additional details provided in the MND Response to Comments Master Response 3.1-Attachment D.)

4. *Project trips should have been distributed differently.*

The Traffic study followed the LA County CMP guidelines which includes a sub-regional trip assignments based on trip origins and destination within the southern California region. This information, plus the City Traffic Engineer’s professional knowledge of the surrounding land uses and City’s Circulation Plan, determined the final trip assignment onto the roadway network. It should also be noted that a percentage of project trips would already be on the roadway network for other reasons, and are considered “pass-by” trips. A “pass-by” trip credit was incorporated into the project trip generation calculation where appropriate in accordance with ITE Trip Generation guidelines. (Additional details are provided in the MND Response to Comments #32 (Rifkin)-Attachment D.)

5. *Summertime traffic counts should have been taken.*

The City follows the LA County Congestion Management Plan Traffic Impact Analysis Guidelines, which requires that traffic counts be taken on school days to measure a typical weekday. Abnormal or overly high/low traffic volume days should not be used because they do not represent typical conditions. While overall daily traffic volumes in beach communities can be somewhat higher on sunny summer days than school days, the AM and PM peak hour volumes tend to be lower due to the absence of school traffic. Also, beach oriented traffic generally peaks in the midday, not during the commuting hours.

6. *The Hollywood Gelson’s is not representative of the Manhattan Beach Gelsons.*

The Traffic Study calculated the anticipated parking demand using five methods, including City parking codes, Institute of Transportation Engineers (ITE) Parking Generation Rates, Gelsons comparable store parking demand, and shared parking analyses with ITE and Gelsons comparable store parking demand. The

recommended parking supply is based on ITE parking rates with shared parking analysis, not the Hollywood Gelson's, which is lower. (See also additional details are provided in the MND Response to Comments Master Response 2-Attachment D.)

7. *Truck trips were not included in the Traffic Study. Delivery and vendor truck routes should be considered.*

The Traffic Study uses ITE Trip Generation rates to calculate the estimated trips for the Project, which are based on total project trips for similar land uses, including truck trips. The project has been designed to accommodate the largest trucks anticipated to service the site. Semi-truck delivery routes and access will be conditioned in the Resolution so that truck trips will not impede traffic circulation.

8. *The deceleration lane would require a 236-foot length and a Caltrans Encroachment Permit.*

The Project has included a widened shoulder in its site plan, not a deceleration lane. Neither the City nor Caltrans is requiring a deceleration lane because the Traffic Study found that vehicle queuing will not be a factor when entering the driveway on Sepulveda Boulevard. Nevertheless, the widened shoulder will provide sufficient width for motorists to slow down out of the traffic flow prior to entering the project site. It will meet the City's standard width for a right turn pocket as well as Caltrans criteria for a widened shoulder. It should be noted that most of the "deceleration lanes" along Sepulveda Boulevard are in fact widened shoulders, and do not meet Caltrans design standards for deceleration lanes, due to restricted right-of-way and short property frontages. It should also be noted that the proposed Skechers development south of the project site is also being designed with a widened shoulder at its driveway, which will not meet Caltrans design standards for a deceleration lane.

9. *Additional analysis should have been made regarding the northbound left turn pocket on Sepulveda Boulevard at 8<sup>th</sup> Street during summer and Saturdays. The signal timing on weekends is different.*

The traffic signals on Sepulveda Boulevard have adaptive timing, which increases the green time in response to higher volume directions. This timing compensates for periodic truck trips and seasonal fluctuations.

10. *The length of the northbound left turn pocket on Sepulveda Boulevard at 8<sup>th</sup> Street is too short.*

The existing and proposed adaptive traffic signal timing at the intersection adjusts based on traffic demand to provide additional green time to clear the northbound left turn pocket as needed. The Traffic Study found that the intersection will operate at Level-of-Service "D" in the future plus project conditions, which indicates that longer left turn green phases can be provided within the signal cycle



length even if vehicles are queued beyond the left turn pocket.

- 11. The project should have been analyzed without the City's left turn phasing project at Sepulveda Boulevard and 8<sup>th</sup> Street.*

The traffic signal project has been approved by both the City and Caltrans, and is fully funded. Construction is scheduled to be completed prior to the planned opening of the Gelson's development. Therefore, the public improvement and other related projects that are reasonably anticipated to be completed are typically included in the future baseline condition. (See also MND Response to Comments Master Response 3.2-Attachment D.)

- 12. The safe stopping distance and safety issues at Sepulveda Boulevard and 8<sup>th</sup> Street should have been considered.*

The safe stopping distance on Sepulveda Boulevard based on the speed limit of 35 MPH is 250 feet, pursuant to the Caltrans standards. The crest of the hill to the north of the intersection is at 9<sup>th</sup> Street, which is at least 280 feet to the north. Therefore, adequate stopping distance is provided for southbound traffic. The stopping distance for the proposed Gelson's driveway on Sepulveda Boulevard is at least 600 feet.

- 13. The site design should be submitted to Caltrans before the environmental documents are completed.*

The applicant held a meeting with Caltrans personnel on July 9, 2015 to discuss the site plans and preliminary traffic impact study findings. Caltrans explained they would review the project and environmental documents during the regular CEQA public notice period. Caltrans comments are included in the Response to Comments (See MND Response to Comments - Comment Letter A- Attachment D).

- 14. Truck turning radius and access should be considered for delivery trucks.*

The Traffic Study evaluated the turning radius and access for the largest truck expected to serve the project site, namely a semi-truck-trailer combination of approximately 61 feet. Turning radii for trucks is satisfactory for both on-site and street access. Additionally, semi truck-trailers will be restricted to certain routes to avoid the southbound Sepulveda Boulevard right turn at 8<sup>th</sup> Street as well as the peak PM periods pursuant to the proposed Conditions of Approval. (See also MND Response to Comments Master Response 3.4 and Appendix A- Attachment D).

- 15. What is the number of vehicle trips in/out of the project driveways?*

The Traffic Study calculated that the Project would generate approximately 5,317 driveway trips per day, of which 2,233 (42%) would use the Sepulveda Boulevard driveway and 3,084 (58%) would use the 8<sup>th</sup> Street driveway. During the AM

peak hour, the project would generate approximately 322 driveway trips, of which 122 would use the Sepulveda Boulevard driveway and 200 would use the 8<sup>th</sup> Street driveway. During the PM peak hour, the project would generate approximately 422 driveway trips, of which 120 would use the Sepulveda Boulevard driveway and 248 would use the 8<sup>th</sup> Street driveway. In addition, the net increase in trips on the roadway network would be approximately 26% less than a new project on vacant land, due to the replacement of the prior auto repair use on the site. (See also Traffic Study Table 4 – Project Trip Generation- Attachment D.)

- 16. The Traffic Study should have analyzed other potential neighborhood impact criteria, such as average daily traffic on residential streets, additional intersections, cut-thru traffic, bicycle and pedestrian trips.*

Intersections in the neighborhood were studied rather than average daily traffic because intersection level-of-service will be impacted well before street segment level-of-service is impacted. The City has not established a significant impact criteria for residential street volume or cut through traffic Intersections in the neighborhood w. The study intersections were chosen based on professional engineering standards of practice, as most likely to have a potential significant impact. Since the closest intersections to the project site are not expected to generate a significant traffic impact, it is reasonable to conclude that subsequent intersection with the same or fewer project trips would not be expected to have a significant impact. Conversely, if a significant impact was expected, then additional intersections beyond the impacted intersection would have been analyzed in the Traffic Study. (See also MND Response to Comments Master Response 3.9- Attachment D)

- 17. There should have been a pedestrian study made for the project, including an analysis of pedestrian safety.*

Pedestrian access will be provided on all project frontages, including an accessible path to the sidewalk and the buildings. Pedestrian access beyond the project site is not the responsibility of the applicant. Specific pedestrian improvements in the surrounding neighborhood have not been identified in the City's General Plan Circulation Element. (See also MND Response to Comments Master Response 3.10- Attachment D.)

- 18. The Traffic Study should have reviewed accident data to determine whether additional mitigation was required, such as a deceleration or acceleration lane should be constructed at the project driveway.*

Traffic collisions are not typically studied in conjunction with a traffic impact study. It is not the responsibility of a developer to correct an existing roadway deficiency unless a history of collisions is directly related to the project. An average of 47 reported collisions occur per year on Sepulveda Boulevard within the City limits. Of those collisions, an average of 3.2 collisions per year occurs

between 6<sup>th</sup> Street and 8<sup>th</sup> Street. The City Traffic Engineer reviewed the collisions on this street segment between 2012 and 2016, and found no collisions were associated with the prior land use at the site. In addition, this street segment is not the highest rate segment within the City.

It should be noted that the City's project to install left turn phasing at Sepulveda Boulevard and 8<sup>th</sup> Street is a proven traffic safety countermeasure that will reduce the potential for left turn broadside collisions at that intersection, with or without the Gelson's project.

While a deceleration lane is not justified based on the absence of driveway related collisions, the developer has proposed a widened shoulder and removal of the existing building on the northeast corner of the property that will further reduce the potential for collisions on this street segment.

*19. The bus stop should be moved to the deceleration lane.*

There are many factors that affect the placement of bus stops that are determined by the transit operator and are not within the City's jurisdiction. Therefore, any decision to relocate a bus stop would be made by Metro after completion of the project.

Parking:

*20. The Project should be required to provide 171 parking spaces per City Zoning Code.*

The City's code provides for the approval of parking requirements other than MBMC Section 10.64.030 Schedule A. Section 10.64.050 allows the Planning Commission to approve a parking reduction based on the submittal of a parking survey to determine the probable project parking demand. It must also meet the finding that the long-term occupancy of the building will not generate additional parking demand. The City Traffic Engineer has found that the parking demand study in the Traffic Study is sound and reasonable, and is based on professionally accepted parking demand methodologies and guidelines. (See also MND Response to Comments Master Response 2-Attachment D.)

*21. Customers and employees may start parking on neighborhood streets, especially if street parking is removed on the streets adjacent to the Project.*

The proposed Conditions of Approval require the applicant to prepare and follow an Employee Parking Management Plan to prohibit and discourage overflow parking onto surrounding streets. Failure to comply with the requirements would be considered a violation of the use permit and can result in penalties, corrective measures and/or revocation of the use permit. (See also MND Response to Comments Master Response 2-Attachment D.)

22. *Since the auxiliary parking lot only holds 18 employee cars, where would the other employees park?*

Once the auxiliary parking lot is filled by employee vehicles, employees will park in the main parking lot. The parking demand study includes employees in its calculation; therefore, sufficient parking availability is expected for both employees and customers within the main and auxiliary lots. (See also MND Response to Comments Master Response 2-Attachment D.)

23. *Street parking along the property frontages will be eliminated.*

The Sepulveda Boulevard frontage has PM parking restrictions. As part of the project, parking will be prohibited at all times. There is currently no parking demand, so no parking impact is expected. The City will prohibit parking on the south side of 8<sup>th</sup> Street along the property frontage to provide adequate sight distance when drivers exit the project driveway. Additionally, parking will be prohibited along the north side of 8<sup>th</sup> Street adjacent to the commercially-zoned properties. These modifications will eliminate approximately 24 street parking spaces. Pursuant to the Traffic Study, sufficient parking will be provided on-site, and existing parking demand on the street is light, so no parking impacts within the neighborhood are expected. No changes to the existing parking configuration are anticipated along the Larsson Street or 6<sup>th</sup> Street project frontages, however, the City has the authority to remove street parking for traffic safety reasons in the future.

Both 6<sup>th</sup> Street and 8<sup>th</sup> Street have street widths of 30 feet and right-of-way widths of 60 feet. This is typical of residential streets in the neighborhood. Curb parking is typically allowed on both sides, except in areas with a larger number of vehicle conflicts, such as near intersections. There is sufficient width for truck turning radius on 8<sup>th</sup> Street to enter the project site from Sepulveda Boulevard. Any changes to curb parking or street width would be evaluated independently as part of a comprehensive neighborhood circulation plan. (See also MND Response to Comments Master Response 3.11- Attachment D.)

24. *On site parking should be farther away from the entry driveway.*

The project site design includes at least 30 feet between the street curb and the first parking stall. This is sufficient to accommodate at least one queued vehicle in either the inbound or outbound direction. The Traffic Study found that neither driveway would generate a vehicle queue in the inbound direction of more than one vehicle. In addition, the widened shoulder on Sepulveda Boulevard would provide additional queuing area. Both driveways will have good visibility to anticipate vehicle movements in the parking lot before entering/exiting the project site. (See also MND Response to Comments Master Response 3.5- Attachment D.)

### Noise:

The project noise study was completed using mid-day measurements of existing noise levels at the site, and modeling of anticipated project noise around the site's perimeter. Project delivery-truck, outdoor dining, and roof equipment noise levels, were analyzed and determined to be less than the ambient noise levels at neighboring residences. Truck vibration was found to be less than applicable thresholds. General traffic noise from the abutting segment of Sepulveda Boulevard would be less than significant, and below the 3dBa CNEL standard considered to be barely perceptible. More detailed discussion of project operational noise is located on pages III-56, 57 (Items 15, 17 & 18) of the Response to Comments document-(Attachment D).

Temporary construction noise is exempted by the Municipal Code from noise level maximums during permitted construction hours, but is expected to be in low-to-moderate ranges, which is considered acceptable by the General Plan. Additionally, eight construction noise mitigation measures are required by the proposed Mitigated Negative Declaration that include physical noise barriers and management of construction equipment and activities in noise-sensitive manners. More detailed discussion of project construction noise is located on pages III-55, 58 (Items 14 & 20) of the Response to Comments document (Attachment D).

### Light:

The project Initial Study (pages 4.1-4 and 4.1-5) discusses effects of light and glare as less than significant, as the project does not include unusually reflective materials, and primarily orients windows and lighting toward Sepulveda Boulevard, away from adjacent residential areas. The Municipal Code restricts parking lot lighting to 12 feet in height within 25 feet of a residential property, and 20 feet in height otherwise. All exterior lighting is required to be diffused or shielded from residential property within 200 feet.

Project lighting, including a photometric study, would be reviewed for compliance with the City's glare prevention, and other lighting requirements prior to issuance of building permits, as indicated in Condition No. 21 of the Draft Resolution (Attachment A).

### Additional Conditions of Approval:

Staff has identified two additional potential conditions of approval that the Commission may wish to consider adding to the proposed Resolution (Attachment A), regarding control of off-site shopping carts, and provision of electric car chargers. Draft language for those conditions, which could be added to Condition No. 26, is as follows:

- The operator shall provide and maintain an “invisible barrier” system that prevents shopping carts from being removed from the site by customers. The system shall include electronic sensors that disable carts prior to leaving the site.
- The operator shall provide and maintain a minimum of two electric vehicle chargers within the primary project parking lot that are available to customers. The design and signage of the chargers shall not obstruct or prevent use of

required parking spaces for general parking purposes.

**CONCLUSION:**

Based upon the evidence presented at the hearing, staff recommends that the Planning Commission adopt the attached Resolution adopting the Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program, and conditionally approving the Project as submitted, or revised.

**ALTERNATIVES:**

1. Direct staff to prepare a Resolution denying the request.
2. Continue the matter.

**Attachments:**

- A. Draft Resolution of Approval (Revised) No. PC 17-01
- B. Draft Minutes, dated 2/8/17
- C. Written comments received after 2/8/17 Staff Report
- D. Plans and Staff Report/Attachments dated 2/8/17 and Environmental Documentation at website address:  
*<http://www.citymb.info/city-officials/community-development/planning-zoning/current-projects-programs>*

## **RESOLUTION NO. PC 17-01**

### **RESOLUTION OF THE MANHATTAN BEACH PLANNING COMMISSION ADOPTING A MITIGATED NEGATIVE DECLARATION AND APPROVING A MASTER USE PERMIT FOR ESTABLISHMENT OF A BANK AND GROCERY STORE WITH ON-SITE DINING, ALCOHOL SALES AND TASTING, REDUCED PARKING, AND A SIGN PROGRAM AT 707 NORTH SEPULVEDA BOULEVARD AND OFF-SITE PARKING AT 801 NORTH SEPULVEDA BOULEVARD (Paragon Commercial Group)**

#### **THE MANHATTAN BEACH PLANNING COMMISSION HEREBY RESOLVES, FINDS AND DETERMINES AS FOLLOWS:**

SECTION 1. Paragon Commercial Group (“Applicant”) has submitted an application for a Master Use Permit for the property located at 707 and 801 North Sepulveda Boulevard. The legal description of the site is Portions of Lots 1-28, Block 119, and Lot 22, Block 14, of Tract No. 142, of Maps in the office of the Los Angeles County Recorder. The Applicant seeks all the necessary entitlements for: (i) a 27,900 square foot specialty grocery store, including on-sale and off-sale alcohol sales and instructional tastings, with incidental hot and cold prepared food offerings and incidental seating areas (206 square-foot indoor incidental seating area and 503 square-foot incidental outdoor patio seating area), (ii) a 6,684 square foot bank building; (iii) associated business identification signage; (iv) a surface parking lot on the primary project site; and (v) a surface parking lot for employee use on the auxiliary employee parking site (collectively, the “Project”). The proposed tenants are Gelson’s Market and First Republic Bank.

SECTION 2. The proposed uses—grocery store and bank—are permitted uses in the CG zone. Manhattan Beach Municipal Code (MBMC) Section 10.84.105 requires a Master Use Permit for the establishment of any new multiple-tenant commercial use in the CG zone with floor area exceeding 5,000 square feet, or a site area exceeding 10,000 square feet. The proposal exceeds both thresholds. MBMC Section 10.16.020 requires a Use Permit for on-site eating and drinking and alcohol sales/service. MBMC Section 10.64.050(B) requires a Use Permit for reduced parking. Pursuant to MBMC Section 10.84.105, a separate use permit is not required for such uses identified within the scope of this Master Use Permit. In addition, MBMC Section 10.72.060 requires an approved sign program for any multiple tenant site.

SECTION 3. The Project has been environmentally reviewed pursuant to the provisions of the California Environmental Quality Act (Public Resources Code Sections 21000, et seq. (“CEQA”)), and the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000, et seq.). An initial study was prepared pursuant to State CEQA Guideline § 15025 (a). The initial study identified potentially significant effects in five environmental impact categories: Biological Resources, Cultural Resources, Hazards & Hazardous Materials, Geology/Soils, and Noise. In the first four categories, the potential environmental effects generally relate to the potential discovery of unanticipated resources and hazards, but also to known asbestos in an existing building to be

demolished. In the noise category, potential impacts relate to short-term construction noise that may increase ambient noise levels above applicable thresholds in the surrounding area. For each potential impact, the initial study and the City determined that revisions to the Project, which would be imposed as mitigation measures, reduce potential impacts to less than significant. For example, construction noise in the surrounding area is reduced through restrictions on construction activities and a requirement to erect a noise barrier. Based on the information contained in the initial study, the City concluded that the Project could have a significant effect on the environment, but that implementation of mitigation measures would reduce such impacts to a less than significant level.

SECTION 4. Based upon this determination, a Draft Initial Study and Mitigated Negative Declaration (“IS/MND”) was prepared in accordance with CEQA Section 21080 (c) and Section 15070 of the State CEQA Guidelines. The Draft IS/MND was circulated to public agencies, interested organizations, and individuals for review from July 21, 2016 through August 22, 2016. Comments were submitted on the Draft IS/MND during the public review period, via email and other written correspondence. Although there is no legal requirement to do so, responses to each of the comments were prepared. A Final Mitigated Negative Declaration (“Final MND”) has been prepared, which includes the Draft IS/MND documentation, the comments received in response to the Notice of Intent to Adopt a Mitigated Negative Declaration, responses to those comments, and an explanation of certain revisions to the Project and to the environmental documentation in response to the public comments. A Mitigation and Monitoring and Reporting Program has also been prepared.

SECTION 5. On February 8, 2017, the Planning Commission conducted a duly noticed public hearing to consider the Project. The hearing was continued until March 22, 2017. Evidence, both written and oral, was presented to the Commission. All persons wishing to address the Commission regarding the Project were given an opportunity to do so at the public hearing. Representatives of Paragon and other persons spoke in favor of the Project. Representatives of Manhattan Beach Residents for Responsible Development and other persons spoke in opposition to the Project. The record of the hearing indicates the following:

A. The Project is proposed for two parcels in the General Commercial Zone (CG) with a General Plan designation of “General Commercial.” The primary site occupies almost an entire block and contains a vacant auto dealership/repair shop comprised of two primary buildings totaling 38,107 square feet of floor area (707 North Sepulveda Boulevard). A single-lot parcel with a vacant 2,242 square-foot automotive building (801 North Sepulveda Boulevard) to the north of the primary site is proposed for employee parking. The Applicant proposes to: (1) retain and modify the main building for grocery store use on the primary site; (2) demolish the smaller building near the corner of Sepulveda Boulevard and 8th Street; and (3) construct a 6,684 square foot bank building near the corner of Sepulveda and 6th Street. A total of 34,584 square feet of floor area is proposed. In addition, the Applicant has applied for: off-site alcohol sales and on-site alcohol sales and service, including tastings, and reduced parking based upon a parking analysis for the Project.



B. Manhattan Beach Municipal Code (MBMC) Section 10.84.105 requires a Master Use Permit for the establishment of any new multiple-tenant commercial use in the CG zone with floor area exceeding 5,000 square feet, or a site area exceeding 10,000 square feet. The Project exceeds both of these thresholds. To approve the Master Use Permit, the Planning Commission must make the use permit findings listed in MBMC Section 10.84.060. The Project's Master Use Permit includes the following conditionally permitted uses: (i) on-site eating and drinking and alcohol sales/service under MBMC Section 10.16.020, and (ii) reduced parking under MBMC Section 10.64.050(B). In addition, MBMC Section 10.72.060 requires an approved sign program for any multiple tenant site.

C. MBMC Section 10.84.060 provides that to approve a use permit, the Commission must find as follows:

1. The proposed location of the use is in accord with the objectives of the Zoning Code and the purposes of the district in which the site is located.
2. The proposed location of the use and the proposed conditions under which it would be operated or maintained will be consistent with the General Plan; will not be detrimental to the public health, safety or welfare of persons residing or working on the proposed Project site in or adjacent to the neighborhood of such use; and will not be detrimental to properties or improvements in the vicinity or to the general welfare of the city.
3. The proposed use will comply with the provisions of the Zoning Code, including any specific condition required for the proposed use in the district in which it would be located.
4. The proposed use will not adversely impact or be adversely impacted by nearby properties. Potential impacts are related but not necessarily limited to: traffic, parking noise, vibration, odors, resident security and personal safety, and aesthetics, or create demands exceeding the capacity of public services and facilities which cannot be mitigated.

SECTION 6. Based upon the facts contained in the record, including those stated in Sections 1-6 of this Resolution and pursuant to MBMC Chapter 10.84 and state law, the Planning Commission hereby finds:

A. With respect to the Master Use Permit:

1. The property is located within Area District I and is zoned CG (Commercial General). The proposed commercial uses are permitted by the zoning code and are appropriate as conditioned for the general commercial area. The surrounding Manhattan Beach properties consist of CG (General Commercial) to the east,

south, and north and RS (Residential Single-Family to the west. The proposed location of the Project (Sepulveda Boulevard) is in accord with the objectives of the Zoning Code and the purposes of the district in which the site is located because Sepulveda is a main commercial thoroughfare and is within a commercial district where a grocery store and bank will complement a full range of retail and service businesses suitable for Manhattan Beach.

2. The General Plan designation for the property is GC (General Commercial). The General Plan encourages commercial development that serves City residents and the regional market. The Project is thus consistent with the General Plan designation for the property.

Further, the Project supports and achieves the following specific Goals and Policies in the General Plan: (i) Goal LU-1 and Policy LU-1.2 in that its scale and architectural features reduces bulk and maintains the City's small-town atmosphere; (ii) Goal LU-3 and Policy LU-3.1 in that its design and architectural features achieve a strong, positive community aesthetic; (iii) Policy LU-5.1 in that landscaping and setbacks provide a buffer and separation from nearby residences; (iv) Policy LU-6.2 in that it further diversifies the City's tax base; (v) Goal LU-6 and Policy LU-6.3 in that it is a commercial project in a commercial area and helps maintain the viability of the Sepulveda commercial corridor; and (vi) Policy LU-8-2 in that the Project would upgrade and remodel existing buildings to meet business needs.

The proposed location of the use and the proposed conditions under which it would be operated and maintained will not be detrimental to the public health, safety or welfare of persons residing or working on the Project site or in the surrounding area because Municipal Code requirements and conditions of approval below address lighting, security, safety, aesthetics, landscaping, hours of operation and parking. The Project will not be detrimental to properties or improvements in the vicinity or to the general welfare of the city, in that the site and area already support commercial use, and parking supplies are adequate.

3. The proposed uses will comply with the provisions of the Zoning Code, including any specific condition required for the proposed use in the district in which it would be located, since it will conform to Municipal Code requirements and Use Permit conditions.
4. The proposed uses are compatible with surrounding uses and will not adversely impact, or be adversely impacted by, nearby properties. The proposed commercial uses are compatible with the

area because Sepulveda Boulevard is, and is intended to be, a commercial thoroughfare. The building has substantial setbacks/landscaping, and buffer walls for compatibility with the surrounding commercial and residential uses.

As shown in the environmental documentation, Sepulveda Boulevard and other nearby streets can accommodate the anticipated traffic generated by the uses. Parking supplies are adequate for the proposed uses. The proposed uses will not generate vibration or odors, and will not adversely impact the security and personal safety of residents or aesthetics. The Project will not create demands exceeding the capacity of public services and facilities.

B. In addition to the Master Use Permit findings above, the Commission hereby makes additional findings with respect to the proposed alcohol sales and service. Three types of alcohol uses are proposed for the market: (i) traditional grocery store alcohol sales (off-sale beer, wine and liquor), (ii) alcohol beverage tasting in a limited designated area (promoting off-sale purchases), and (iii) on-site consumption (on-sale of beer and wine in the indoor and outdoor restaurant area only). The sale and service of alcohol is a conditionally permitted use that may be subject to conditions of approval to mitigate any potential adverse effects.

1. Traditional off-sale grocery store alcohol has typically not raised concerns in the City. The Police Department has not identified concerns resulting from its experience with stores in the City providing alcohol tasting. However, unregulated alcohol tasting could create adverse impacts. Accordingly, this Resolution contains specific conditions to regulate alcohol tasting.
2. On-site consumption in dining/bar areas typically generates the most concern for alcohol-licensed establishments in the City. The Project includes 12 dining seats inside, including an interior sushi/wine service counter, and 16 dining seats outside, all located near the northeast corner of the market building. This location is oriented toward the entry and parking area, and is also adjacent to 8th Street, with a landscape buffer separation. While the proposed outdoor dining area has some exposure to residential neighbors, grocery store eating and drinking areas such as this typically do not generate alcohol related problems. Nevertheless, unregulated alcohol tasting could create adverse impacts. Accordingly, this Resolution contains specific conditions to regulate alcohol tasting.

C. Under MBMC Section 10.64.050(B), the Commission may approve a reduction in the number of parking spaces to less than the number specified in the schedules in MBMC Section 10.64.030. The Commission hereby makes the following findings with respect to the proposed parking reduction for the Project:

1. Reducing parking requirements is appropriate because the parking demand generated by the Project will be less than the requirement in Schedule A of MBMC Section 10.64.030 and the probable long-term occupancy of the buildings, based on their designs, will not generate additional parking demand.
2. The probable long-term occupancy of the buildings, based on their design, will not generate additional parking demand beyond quantities anticipated by the parking study because the use permit will limit the uses on the site to those proposed and analyzed in the study.

D. Under MBMC Chapter 10.72.060, a sign program must be consistent with the regulations of Chapter 10.72 and meet the Code's purpose of establishing uniform sign design guidelines and sign area allocations for all uses on the site. The Commission here by makes the following findings with respect to the Project's proposed sign program:

1. As conditioned, the Applicant's sign program is consistent with the regulations of MBMC Chapter 10.72 and meets the Code's purpose of establishing uniform sign design guidelines and sign area allocations for all uses on the site. Project signs primarily include tenant identification wall signs, and one large pole sign. The pole sign would somewhat replicate the existing auto dealership pole sign, located slightly to the south within the landscape area abutting Sepulveda Boulevard. The below conditions of approval prohibit excessive lighting for sign purposes.

SECTION 7. The Planning Commission has considered the Final MND, along with all comments received and the responses to the comments that are contained in the Final MND. The Planning Commission finds, in its independent judgment after considering all relevant evidence in the record of proceedings for the Project, including without limitation the information set forth in the Final MND, that there is not substantial evidence supporting a fair argument that the Project may actually produce any significant environmental impacts that cannot be mitigated to a less than significant level through implementation of those mitigation measures identified in the Final MND. Therefore, the Planning Commission finds that the Project will not have a significant environmental effect. The Planning Commission further finds that the Final MND reflects the Commission's independent judgment and analysis.

SECTION 8. Based upon the foregoing, and after considering all of the evidence in the record, the Planning Commission hereby adopts the Final MND and the Mitigation Monitoring and Reporting Program for the Proposed Project, and approves (a) a Master Use Permit for a 27,900 square foot specialty grocery store, including on-sale and off-sale alcohol sales and instructional tastings, with incidental hot and cold prepared food offerings and incidental seating areas (206 square-foot indoor incidental seating area and 503 square-foot incidental outdoor patio seating area), a 6,684 square foot bank

building, a surface parking lot on the primary Project site; a surface parking lot for employee use on the auxiliary employee parking site and reduced parking; and (b) a Sign Program, subject to the following conditions:

1. The Project shall be in substantial conformance with the plans and Project description submitted to, and approved by, the Planning Commission on February 8, 2017. Applicant shall submit a final plan incorporating all of the refinements, modifications, and conditions approved in this resolution within 30 days of the date of approval of this Resolution. The Director of Community Development ("Director" hereinafter) shall determine whether any deviation from the approved project is substantial which requires an amendment to the Master Use Permit or any other discretionary entitlements. Any substantial deviation from the approved plans or Project description shall require approval from the Planning Commission.
2. The developer and operator(s) of the Project shall comply with the Mitigation Monitoring and Reporting Program attached to this Resolution as Exhibit A, and each mitigation measure set forth therein.
3. The Applicant shall pay all costs and fees incurred by the City in connection with the Project: (a) in ensuring that the conditions of approval are complied with, as well as monitoring of the mitigation measures in the adopted Mitigation Monitoring and Reporting Program attached to this Resolution as Exhibit A; (b) in the processing of Project-related permits and applications, including time spent by City staff and legal staff to process and review all necessary permits, applications, and land use entitlements, and the preparation of this Agreement and the Consultant Services Agreements; (c) the costs of staff review of Owner submittals and the costs of Consultants retained by City in connection with the Project.

#### **Site Preparation/Construction**

4. All electrical, telephone, cable television system, and similar service wires and cables shall be installed underground to the appropriate utility connections in compliance with all applicable Building and Electrical Codes, safety regulations, and orders, rules of the Public Utilities Commission, the serving utility company, and specifications of the Public Works Department. Final utility equipment locations and visual screening shall be subject to Community Development review and approval.

5. Modifications and improvements to the site shall be in compliance with applicable requirements of the Building Division, Fire Department, Health Department, and State Department of Alcohol Beverage Control.
6. During demolition and construction on the site, the soil shall be watered in order to minimize the impacts of dust on the surrounding area.
7. A site landscaping and irrigation plan utilizing drought tolerant plants, including large-box-sized trees, shall be submitted for review and approval by the Community Development and Public Works Departments concurrent with the building permit application. All plants shall be identified on the plan by the Latin and common names. Substantial tree buffers shall be provided along the property lines abutting/facing the neighboring residences. A low pressure or drip irrigation system shall be installed in the landscaped areas, which shall not cause any surface run-off. Landscaping and irrigation shall be installed per the approved plan prior to building final.
8. Backflow prevention valves shall be installed as required by the Department of Public Works, and the locations of any such valves or similar devices shall be subject to approval by the Community Development Department prior to issuance of building permits.
9. All defective, damaged, inadequate or substandard curb, gutter, street paving, sidewalk improvements, catch basins or similar public infrastructure shall be removed and replaced with standard improvements, subject to the review and approval of the Public Works Department. Adjacent sidewalks shall be installed or replaced with landscaping enhancements, and disabled access improvements as determined by the City's Traffic Engineer and Public Works Department.
10. No waste water shall be permitted to be discharged from the premises. Waste water shall be discharged into the sanitary sewer system.
11. Property line clean outs, mop sinks, erosion control, and other sewer and storm water items shall be installed and maintained as required by the Department of Public Works or Building Official. Oil clarifiers and other post-construction water quality items may be required.

### **Commercial Operational Restrictions**

12. The facility shall include bank, food and beverage sales, and eating and drinking establishment uses. Eating and drinking use shall only be permitted as a secondary component of a primary food and beverage sales use (grocery store) as shown on the approved plans and the project description.
13. Food and beverage sales and on-site eating and drinking shall be limited to operating hours of 7:00 a.m. to 10:00 p.m. daily.
14. The food and beverage sales tenant may conduct off-sale alcohol sales, on-sale beer and wine sales, and alcohol tasting provided no more than 15 percent of the area is devoted to alcohol display/drinking/tasting, and the tenant operates as a grocery store as determined by the Community Development Director. Entertainment, dancing, and alcohol licenses other than Type 21, Type 41, and Type 86, shall be prohibited. Alcohol consumption shall not be separated from the food and beverage operations beyond the extent required by Alcoholic Beverage Control. All activities associated with the alcohol tasting shall take place within the tasting area. Alcohol tastings shall be limited to the amounts specified in the ABC regulations for Type 86 license, and shall be subject to all other ABC regulations concerning Type 86 tastings. The design, location, and layout of the tasting area shall be subject to approval of the Community Development Director, shall be limited to 100 square feet, shall have no seating, furniture or fixtures, and shall be separated by a physical barrier from other store areas. The drink counter shall be the only level surface for placing glasses and other alcohol tasting items. Sampling shall be limited to patrons at least 21 years in age. Tastings shall be poured by store employees or the authorized licensee, or designated agents in accordance with ABC regulations. Only one tasting shall be provided to any person on any day. No special events, alcohol tastings parties or similar functions will be allowed in connection with the Type 86 license. No exterior signage for advertising alcohol tasting shall be permitted. Alcohol tasting shall be limited to 11 am to 9 pm daily.
15. Entertainment on the site shall be prohibited.
16. The management of the facility shall police the property and all areas immediately adjacent to the businesses on the site during the hours of operation to keep it free of litter.
17. The operators of the facility shall provide adequate management and supervisory techniques to prevent loitering and other security concerns outside the subject businesses. Security items or

procedures shall be implemented and maintained on-site as determined to be appropriate by the Police Department.

18. A covered trash and recycling enclosure(s), with adequate capacity shall be provided on the site subject to the specifications and approval of the Public Works Department, Community Development Department, and City's waste contractor. A trash and recycling plan shall be provided as required by the Public Works Department and shall be implemented prior to building permit final and occupancy of the site.
19. All signs shall be in compliance with the City's Sign Code and submitted Sign Program for the Project. A final sign program shall be submitted to the Community Development Department for review and approval prior to sign permit issuance. Internally illuminated awnings or other architectural elements shall be prohibited. Signs shall be installed per the approved Program prior to building permit final and occupancy.
20. Noise emanating from the site shall be in compliance with the Municipal Noise Ordinance. Any outside sound or amplification system or equipment is prohibited.
21. A lighting plan, including a photometric study, shall be submitted for the surface parking lots and entire project site for approval by the Community Development and Police Departments. The Plan shall include energy efficient security lighting for the site. All outside site lighting shall be directed away from the public right-of-way and shall minimize spill-over onto the sidewalks and street. Shields and directional lighting shall be used where necessary to prevent spillover onto adjacent properties. (MBMC 10.64.170)

### **Traffic and Parking**

22. The applicant shall maintain sufficient dedicated parking supply to provide a minimum of 135 parking spaces at all times, as shown on the approved plans and project description. The Director of Community Development shall determine whether any deviation from the Approved Plans and project description requires an amendment to the Master Use Permit or any other discretionary entitlements, and a written determination shall be made by the Community Development Director.
23. A Construction Management and Parking Plan (CMPP) shall be submitted by the applicant with the submittal of plans to plan check. The CMPP shall be reviewed and approved by the City, including but not limited to, the City Traffic Engineer, Planning, Fire, Police



and Public Works, prior to permit issuance. The Plan shall include, but not be limited to, provisions for the management of all construction related traffic, parking, staging, materials delivery, materials storage, and buffering of noise and other disruptions. The Plan shall minimize construction related impacts to the surrounding neighborhood, and shall be implemented in accordance with the requirements of the Plan.

24. Prior to the first building permit final and occupancy, an Employee Parking Management Plan shall be submitted to the Traffic Engineering and Planning Divisions for City review and approval to minimize the potential for overflow parking into the surrounding neighborhood. The Plan shall include the recommendations included in the Traffic Impact and Parking Demand Study, within the Initial Study. Penalties and corrective measures for non-compliance shall be identified in the Plan. The Plan shall be approved prior to building final and occupancy, and shall be implemented immediately.
25. Deliveries and loading shall be limited to the hours between 7:00 a.m. and 1:30 p.m. Monday-Saturday with the exception of 2-axle delivery vans, which may deliver during regular business hours of 7:00 AM to 10:00 PM. No delivery vehicles shall be allowed to remain in the loading dock or on the property outside of business hours. No deliveries are permitted on Sundays.
26. All on-site and off-site improvement plans, shall be submitted to plan check, at the same times as the building plans. The plans shall be reviewed and approved by the City Traffic Engineer, Planning, Public Works, Police, Fire and Caltrans, where applicable, prior to the issuance of permits. The project shall be fully constructed per the approved plans prior to issuance of a permit final and occupancy. The plans shall include, but not be limited to the following features:
  - a. All two-way driveways and approaches shall be as wide as the aisle they serve, not including approach wings or radii. The Sepulveda Boulevard driveway and deceleration lane shall be constructed per Caltrans standards.
  - b. All raised landscaping planters along the property frontages shall begin or end perpendicular to the lower portion of the driveway wings.
  - c. The driveway on Sepulveda Boulevard shall be restricted to Right Turn In/Right Turn Out and posted with signs and striping as directed by the City Traffic Engineer and Caltrans.

- d. Outbound traffic at the driveway on 8<sup>th</sup> Street shall be restricted to Right Turn Out only and posted with signs and other design criteria as directed by the City Traffic Engineer.
- e. All parking spaces in the main parking lot shall remain unrestricted for all users during business hours.
- f. Parking stall cross-slope shall not exceed 5%.
- g. Doors, gates, staircases, and similar improvements, shall not swing into a vehicle aisle or walkway.
- h. Provide unobstructed triangle of sight visibility (5' x 15') adjacent to each driveway and behind the ultimate property line, after dedications, when exiting the parking areas without walls, columns, landscaping, or similar obstructions over 36 inches high. (MBMC 10.64.150)
- i. All parking spaces adjacent to a vertical obstruction, except columns and obstructions adjacent to the front five feet (5') of a parking space, must be at least one foot wider than a standard space. (MBMC 10.64.100B)
- j. Wheel stops shall be provided for all parking spaces except parallel spaces or those spaces abutting a masonry wall or protected by a 6-inch high curb. (MBMC 10.64.100.D)
- k. At least two feet of additional aisle is required beyond the end of a dead end aisle to provide sufficient back-up space for vehicles in the last space of the aisle.
- l. Disabled parking must comply with current standards including but not limited to ADA and the CBC, and one or more van size spaces may be required.
- m. Construct new minimum 8-foot wide sidewalk along property frontages on the south side of 8<sup>th</sup> Street and north side of 6<sup>th</sup> Street.
- n. Construct new 4-foot minimum wide sidewalk along the rear property frontage on the east side of Larsson Street.
- o. All unused driveways and undeveloped property frontages shall be reconstructed with curb, gutter and sidewalk. Remove and replace existing driveway approaches to be reused in conformance with City and State standards.

- p. All compact spaces shall be labeled with signs and stencil markings at the back of each space.
  - q. Bicycle parking shall be provided at a rate of 5% of all parking spaces. (MBMC 10.64.80)
  - r. The folding architectural screen walls adjacent to the loading dock shall remain closed at all times except when delivery trucks are entering or exiting the loading area.
  - s. All parking lots shall be signed and marked to the satisfaction of the City Traffic Engineer.
27. The applicant shall provide dedications as detailed below for ADA access, other improvements and to upgrade the area to current standards for pedestrian and vehicular circulation. The applicant shall submit plans for the improvements to the Public Works, Fire, Police and Community Development Departments, the City Traffic Engineer, and Caltrans, as applicable, for review and approval, with the submittal of the building plan check. All dedications shall be recorded and required improvements completed per the approved plans prior to the issuance of a building final and occupancy of the site.
- a. A street dedication shall be granted to Caltrans that includes the entire width of existing and proposed sidewalks and widened shoulder along the Sepulveda Boulevard frontage.
  - b. A triangular 25-foot corner cut-off dedication shall be provided to the City at the southwest corner of Sepulveda Boulevard and 8<sup>th</sup> Street as formed by the future property lines. The applicant shall construct a public sidewalk and pedestrian ramp on this corner to City and Caltrans, if applicable, standards or reimburse the City for the project if it is constructed by the City prior to project Construction. The applicant shall show the proposed right of way dedication on all plans.
  - c. A triangular cut-off dedication shall be provided to the City at the northwest corner of Sepulveda Boulevard and 6<sup>th</sup> Street, as determined by the City Traffic Engineer. The applicant shall construct a public sidewalk and pedestrian ramp on this corner to City and Caltrans, if applicable, standards. The applicant shall show the proposed right of way dedication on all plans.
  - d. A triangular 10-foot corner cut-off dedication shall be provided to the City at the southeast corner of 8<sup>th</sup> and Larsson Street as formed by the future property lines. The applicant shall construct a public sidewalk and pedestrian ramp on this corner to City

standards. The applicant shall show the proposed right of way dedication on all plans.

28. The applicant shall submit to the City a cost estimate for completion of all of the required off-site improvements, including but not limited to the traffic and public improvements, with the submittal of plans to plan check. If the City accepts the final cost estimate, the applicant shall provide a bond or other financial security, equal to 1.25 times the estimated cost of the improvements, acceptable to the satisfaction of the Finance Director, Director of Public Works and the City Attorney, prior to the issuance of building permits.
29. The off-site parking lot portion of the project shall allow reciprocal vehicle access through the parking lot and driveway with adjacent properties for any future approved project upon which a similar reciprocal access condition is imposed. Parking lot configuration shown on the subject plans shall be modified (at the expense of the subject property owner) at the time of implementation of the reciprocal access. Reciprocal access agreements shall be provided to the Community Development Department for review, and approval at the time of any such future project, and recorded.
30. There shall be no change to the land use or square footage of land uses on the site as described in the Parking Analysis unless the change receives prior written approval by the Community Development Director, who may require a supplemental parking study to determine whether there is a change in parking demand and whether sufficient parking will be provided.

## Procedural

31. *Terms and Conditions are Perpetual; Recordation of Covenant.* The provisions, terms and conditions set forth herein are perpetual, and are binding on the Applicant, its successors-in-interest, and, where applicable, all tenants and lessees of the site. Further, the Applicant shall record a covenant indicating its consent to the conditions of approval of this Resolution with the Office of the County Clerk/Recorder of Los Angeles. The covenant is subject to review and approval by the City Attorney. APPLICANT shall deliver the executed covenant, and all required recording fees, to the Department of Community Development within 30 days of the adoption of this Resolution. If APPLICANT fails to deliver the executed covenant within 30 days, this Resolution shall be null and void and of no further effect. Notwithstanding the foregoing, the Director may, upon a request by APPLICANT, grant an extension to the 30-day time limit.

32. *Indemnity, Duty to Defend and Obligation to Pay Judgments and Defense Costs, Including Attorneys' Fees, Incurred by the City.* APPLICANT shall defend, indemnify, and hold harmless the City, its elected officials, officers, employees, volunteers, agents, and those City agents serving as independent contractors in the role of City officials (collectively "Indemnitees") from and against any claims, damages, actions, causes of actions, lawsuits, suits, proceedings, losses, judgments, costs, and expenses (including, without limitation, attorneys' fees or court costs) in any manner arising out of or incident to this approval, related entitlements, or the City's environmental review thereof. APPLICANT shall pay and satisfy any judgment, award or decree that may be rendered against City or the other Indemnitees in any such suit, action, or other legal proceeding. The City shall promptly notify APPLICANT of any claim, action, or proceeding and the City shall reasonably cooperate in the defense. If the City fails to promptly notify APPLICANT of any claim, action, or proceeding, or if the City fails to reasonably cooperate in the defense, APPLICANT shall not thereafter be responsible to defend, indemnify, or hold harmless the City or the Indemnitees. The City shall have the right to select counsel of its choice. APPLICANT shall reimburse the City, and the other Indemnitees, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Nothing in this Section shall be construed to require APPLICANT to indemnify Indemnitees for any Claim arising from the sole negligence or willful misconduct of the Indemnitees. In the event such a legal action is filed challenging the City's determinations herein or the issuance of the approval, the City shall estimate its expenses for the litigation. APPLICANT shall deposit that amount with the City or enter into an agreement with the City to pay such expenses as they become due.

SECTION 9. The entitlements conferred by this Resolution shall lapse two years after the date of this resolution, unless the subject improvements are installed or the Applicant seeks an extension pursuant to Municipal Code Section 10.84.090.

SECTION 10. Pursuant to Public Resources Code Section 21089(b) and Fish and Game Code Section 711.4(c), the Project is not operative, vested or final until the required filing fees are paid.

SECTION 11. The Planning Commission's decision is based upon each of the totally independent and separate grounds stated herein, each of which stands alone as a sufficient basis for its decision.

SECTION 12. The Secretary shall certify to the adoption of this Resolution and shall forward a copy of this Resolution to the applicant. The Secretary shall make this resolution readily available for public inspection.

SECTION 13. The Secretary to the Planning Commission shall certify to the adoption of this Resolution.

I hereby certify that the foregoing is a full, true, and correct copy of the Resolution as adopted by the Planning Commission at its regular meeting of March 22, 2017, and that the Resolution was adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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**ANNE MCINTOSH**

Secretary to the Planning Commission  
Interim Community Development Director

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**Rosemary Lackow**  
Recording Secretary

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
<b>Biological Resources</b>				
<b>BIO-1: The project site does contain trees, which could provide habitat for migratory birds.</b>	<b>Mitigation Measure BIO-1: Inhibition of Nesting</b>  All potential nesting substrate (e.g., bushes, trees, grasses, and other vegetation, as well as buildings) that are scheduled to be removed by the project should be removed prior to the start of the nesting season (e.g., prior to February 1). The purpose would be to preclude the initiation of nests on these substrates, and minimize the potential for delay of the project due to the presence of active nests.	Prior to February 1 <sup>st</sup> Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach
	<b>Mitigation Measure BIO-2: Nesting Bird Pre-Construction Surveys</b>  If any construction activities are to occur during the nesting bird season (February 1-August 31), then pre-construction surveys for nesting birds shall be conducted by a qualified biologist to ensure that	February 1 <sup>st</sup> -August 31 <sup>th</sup> Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	<p>no nests shall be disturbed by project construction activities. These surveys shall be conducted no more than seven days prior to the initiation of construction activities in any given area; because construction may be phased, surveys shall be conducted prior to the commencement of each phase of construction. During each survey, the biologist shall inspect all potential nesting habitats (e.g., trees, shrubs, grasslands, and buildings) within the work area and within 250 feet of the work area for raptor nests and within 100 feet of the work area for nests of non-raptors.</p> <p>If an active nest (i.e., a nest with eggs or young, or any completed raptor nest attended by adults) is found close to work areas to be disturbed by these activities, the qualified biologist shall determine the extent of a disturbance-free buffer zone to be established around the nest (typically 250 feet</p>			



**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	for raptors and 50 to 100 feet for non-raptors), to ensure that no active nests of species protected by the MBTA and California Fish and Game Code shall be disturbed during construction. In some circumstances, a qualified biologist, in consultation with the CDFW, can recommend that these buffers be modified based on topography, existing levels of disturbance, screening vegetation, and other factors.			
<b>Cultural Resources</b>				
<b>CR-1: Project excavation and construction could unearth unanticipated cultural resources.</b>	<b>CR-1: Unanticipated Archeological Resources</b>  Pursuant to CEQA Guidelines 15064.5 (f), "provisions for historical or unique archaeological resources accidentally discovered during construction" shall be instituted. Therefore, in the event that any prehistoric or historic subsurface cultural resources are discovered during ground	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	<p>disturbing activities, all work within 50 feet of the resources shall be halted and the City of Manhattan Beach shall consult with a qualified archaeologist to assess the significance of the find. If any find is determined to be significant, representatives of the City and the qualified archaeologist would meet to determine the appropriate course of action. All significant cultural materials recovered shall be subject to scientific analysis, professional museum curation, and a report prepared by the qualified archaeologist according to current professional standards.</p>			
<p><b>CR-2: Project excavation and construction could unearth unanticipated paleontological resources.</b></p>	<p><b>Mitigation Measure CR-2: Unanticipated Paleontological Resources</b></p> <p>The project proponent and the City shall notify a qualified paleontologist of unanticipated discoveries, made by construction personnel and subsequently</p>	<p>During excavation, grading, and construction activities. Applicant/Construction Contractor</p>	<p>Applicant/Construction Contractor</p>	<p>City of Manhattan Beach</p>

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	document the discovery as needed. In the event of an unanticipated discovery of a possible fossil during construction, excavations within 50 feet of the find shall be temporarily halted or diverted until the discovery is examined by a qualified paleontologist. The paleontologist shall notify the appropriate agencies to determine procedures that would be followed before construction is allowed to resume at the location of the find.			
<b>CR-3: Project excavation and construction could unearth undiscovered human remains.</b>	<b>Mitigation Measure CR-3: Discovery of Human Remains</b>  In the unlikely event of the discovery of human remains, CEQA Guidelines 15064.5 (e)(1) shall be followed, which is as follows:  1) There shall be no further excavation or disturbance of the site or any nearby area reasonably suspected to overlie adjacent human remains until:	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	<p>(A) The Coroner of the county in which the remains are discovered is contacted to determine that no investigation of the cause of death is required, and</p> <p>(B) If the coroner determines the remains to be Native American:</p> <ol style="list-style-type: none"> <li>1. The coroner shall contact the Native American Heritage Commission (NAHC) within 24 hours.</li> <li>2. The NAHC shall identify the person or persons it believes to be the most likely descended from the deceased Native American.</li> </ol> <p>The most likely descendent may make recommendations to the landowner or the person responsible for the excavation work, for means of treating or disposing of, with appropriate dignity, the human remains and any associated grave goods as provided in Public Resources Code</p>			

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

<b>Impact</b>	<b>Mitigation Measure</b>	<b>Implementation, Responsibility &amp; Timing</b>	<b>Monitoring Responsibility</b>	<b>Verified Implementation</b>
	Section 5097.98.			
<b>Geology and Soils</b>				
<b>BMP-GEO</b>	During construction, the construction contractor shall follow all site preparation recommendations included in the latest geotechnical report for the project including related to vegetation removal, removal of existing and subsurface improvements and structures, excavations, slope grades, compaction, and site fills.	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach
<b>GEO-1: The project site is located in an area that could be subject to minor seismic related ground failure.</b>	<b>GEO-1: Geotechnical Plan Review</b> Prior to the issuance of grading and building permits, the City Engineer shall review all geotechnical reports, grading plans, and building plans for site preparation and grading, site drainage improvements, and design parameters for foundations, retaining walls, landscaped rooftop area, and pavement areas, to ensure	Prior to approval of grading and building permits/City of Manhattan Beach	City of Manhattan Beach	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	that the recommendations in the Geotechnical Report have been properly incorporated into the project design. The City Engineer shall provide recommendations regarding the geotechnical design/feasibility that are to be incorporated as conditions of approval for the project, satisfied as part of the building permit/construction/grading permits for the project.			
	<p><b>GEO-2: Geotechnical Plan Review</b></p> <p>During construction, the City shall inspect, test (as needed), and approve all geotechnical aspects of project construction, including site preparation and grading, site surface and subsurface drainage improvements, and excavations for foundations and retaining walls prior to the placement of steel and concrete. A final inspection of site drainage improvements and excavations shall also be</p>	Prior to approval of grading and building permits/City of Manhattan Beach	City of Manhattan Beach	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	completed by the City to verify conformance with geotechnical recommendations.			
<b>Hazards and Hazardous Materials</b>				
<b>HH-1: Project excavation, grading, and construction activities could uncover previously unknown and undocumented contamination.</b>	<b>Mitigation Measure HH-1: Unknown and Undocumented Contamination</b>  If previously unknown and undocumented hazardous materials are encountered during construction or accidentally released as a result of construction activities the following procedures shall be implemented: <ul style="list-style-type: none"> <li>• A hazardous materials expert be on call in the event any unknown or undocumented hazardous materials are encountered during construction.</li> <li>• If hazardous materials are encountered work shall stop immediately and the hazardous materials expert shall be brought in to assess risk and determine</li> </ul>	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	<p>appropriate remediation. The hazardous materials expert shall identify the scope and immediacy of the problem.</p> <ul style="list-style-type: none"> <li>• Coordination with the responsible agencies shall take place (Department of Toxic Substances Control, the Regional Water Quality Control Board, or the U.S. Environmental Protection Agency).</li> <li>• The necessary investigation and remediation activities shall be conducted to resolve the situation before continuing construction work.</li> </ul>			
	<p><b>Mitigation Measure HH-2: Asbestos Containing Materials</b></p> <p>Asbestos was detected in flooring materials. In order to prevent impacts to construction workers and the public the following procedures shall be implemented:</p> <ul style="list-style-type: none"> <li>• Developer shall notify employees and occupants</li> </ul>	<p>During demolition construction activities. Applicant/Construction Contractor</p>	<p>Applicant/Construction Contractor</p>	<p>City of Manhattan Beach</p>



**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	<p>regarding the presence and location of asbestos materials as required under California Health and Safety Code.</p> <ul style="list-style-type: none"> <li>An abatement contractor shall remove asbestos materials prior to demolition, (refer to regulations regulated under California Title 8 1529, 29 CFR 1926.1101, South Coast Air Quality Management District (SCAQMD) Rule 1403 and other. Removal of lead shall be performed by lead-certified workers following 5-day California Dept. of Public Health (CDPH) notification, under Cal. Title 8 S1532.1. Contractor shall drum and profile all waste prior to transport and disposal. When profiling, Contractors shall not mix potential lead-containing waste with any other materials (e.g. paper suits).</li> </ul>			
<b>Hydrology</b>				

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
<b>BMP-HYDRO</b>	<p>During construction, the construction contractor shall implement erosion and sedimentation controls, dewatering (nuisance-water removal), runoff controls, and construction equipment maintenance in compliance with the 2012 MS4 Discharge Permit that requires the City to condition development approvals with incorporation of specified stormwater controls.</p> <p>During project operation, the project owner shall be responsible for maintaining and repairing landscaping, building, and parking areas to maintain proper drainage, operation of water quality treatment features, and efficient conveyance of project site run-off to site drainage features.</p>	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach
<b>Noise</b>				
<b>NOI-1: Project construction could result in exposure of persons to</b>	<b>Mitigation Measure NOI-1:</b> A temporary, continuous sound barrier shall be erected along the	During excavation, grading, and construction activities.	Applicant/Construction Contractor	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

<b>Impact</b>	<b>Mitigation Measure</b>	<b>Implementation, Responsibility &amp; Timing</b>	<b>Monitoring Responsibility</b>	<b>Verified Implementation</b>
<b>noise.</b>	perimeter of the project site. The barrier shall be at least 8 feet in height and constructed of materials achieving a Transmission Loss (TL) value of at least 20 dBA, such as ½ inch plywood.	Applicant/Construction Contractor		
	<b>Mitigation Measure NOI-2:</b> Exterior noise-generating construction activities shall be limited to Monday through Friday from 7:30 A.M. to 6:00 P.M., and from 9:00 A.M. to 6 P.M. on Saturdays. No noise-generating exterior construction activities shall occur on Sundays or City-observed holidays.	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach
	<b>Mitigation Measure NOI-3:</b> Construction activities shall be scheduled so as to avoid operating several pieces of heavy equipment simultaneously when close to nearby sensitive uses, which causes high noise levels.	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach
	<b>Mitigation Measure NOI-4:</b> Noise-generating construction	During excavation, grading, and	Applicant/Construction Contractor	City of Manhattan

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Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	equipment shall be equipped with effective noise control devices; i.e., mufflers, lagging, and/or motor enclosures. All equipment shall be properly maintained to assure that no additional noise due to worn or improperly maintained parts would be generated.	construction activities. Applicant/Construction Contractor		Beach
	<b>Mitigation Measure NOI-5:</b> Engine idling from construction equipment such as bulldozers and haul trucks shall be limited. Idling of haul trucks shall be limited to five (5) minutes at any given location as established by the South Coast Air Quality Management District.	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach
	<b>Mitigation Measure NOI-6:</b> Noise and groundborne vibration construction activities whose specific location on the site may be flexible (e.g., operation of compressors and generators, cement mixing, general truck idling, staging) shall be conducted as far as possible from the nearest	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach

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Impact	Mitigation Measure	Implementation, Responsibility & Timing	Monitoring Responsibility	Verified Implementation
	noise- and vibration-sensitive land uses, and natural and/or manmade barriers (e.g., intervening construction trailers) shall be used to screen propagation of noise from such activities towards these land uses to the maximum extent possible.			
	<b>Mitigation Measure NOI-7:</b> Barriers such as, but not limited to, plywood structures or flexible sound control curtains shall be erected around on-site stationary equipment (e.g., compressors and generators) to minimize the amount of noise during construction on the nearby noise-sensitive uses.	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach
	<b>Mitigation Measure NOI-8:</b> The construction contractor or project applicant shall provide a construction site notice that includes the following information: job site address, permit number, name and phone number of the contractor and owner or owner's	During excavation, grading, and construction activities. Applicant/Construction Contractor	Applicant/Construction Contractor	City of Manhattan Beach

**Manhattan Beach Gelson's Market Project Mitigation Monitoring and Reporting Program  
February 2017**

<b>Impact</b>	<b>Mitigation Measure</b>	<b>Implementation, Responsibility &amp; Timing</b>	<b>Monitoring Responsibility</b>	<b>Verified Implementation</b>
	agent, hours of construction allowed by code or any discretionary approval for the site, and City telephone numbers where violations can be reported. The notice shall be posted and maintained at the construction site prior to the start of construction and displayed in a location that is readily visible to the public.			

**CITY OF MANHATTAN BEACH  
[DRAFT] PLANNING COMMISSION  
MINUTES OF REGULAR MEETING  
FEBRUARY 8, 2017**

(REVISED)

A Regular Meeting of the Planning Commission of the City of Manhattan Beach, California, was held on the 8<sup>th</sup> day of February, 2017, at the hour of 6:30 p.m., in the City Council Chambers, at 1400 Highland Avenue, in said City.

**1. ROLL CALL**

Present: Apostol, Bordokas, Conaway, Ortmann, Chairperson Hersman  
Absent: None  
Staff Present: Anne McIntosh, Interim Community Development Director  
Eric Haaland, Associate Planner  
Laurie Jester, Planning Manager  
Michael Estrada, Assistant City Attorney  
Rosemary Lackow, Recording Secretary

Chair Hersman welcomed Interim Community Development Director Anne McIntosh who is replacing former Community Development Director Marisa Lundstedt on an interim basis. Director McIntosh stated that she is happy to be helping the City realize its goals and her door is open to anyone who wishes to meet with her.

**2. AUDIENCE PARTICIPATION (3-minute limit) –**

**Gerry O'Connor**, 36 year resident, stated his concern about the process the Planning Commission follows, in particular he believes that the Commission should exercise independent thought, and be aware of all information and where it comes from, with goal of promoting unity, not division. He cited his disagreement with the way the Commission processed a recent Variance that he thought should have been administratively approved.

**Mark Lipps**, new President/CEO of the Manhattan Beach Chamber of Commerce echoed the prior speaker's comments, noting that discord occurs when there is a lack or problem in communication. He also invited all interested persons to attend a "State of the City" event being hosted by the Chamber February 17th.

**3. APPROVAL OF THE MINUTES**

02/08/17-1 Regular meeting – December 14, 2016

A motion was MADE and SECONDED (Ortmann/Apostol) to **APPROVE** the minutes of December 14, 2016 as submitted.

Roll Call:

AYES: Apostol, Bordokas, Conaway, Ortmann, Chairperson Hersman

NOES: None  
ABSENT: None  
ABSTAIN: None

#### 4. PUBLIC HEARING

02/08/17-2. Consideration of a Master Use Permit for a Market with Off-Site Alcohol Sales and On-Site Alcohol Consumption and Tastings and a Bank at 707 North Sepulveda Boulevard; the Provision of Off-Site Parking at 801 North Sepulveda Blvd.; Reduced Parking; and Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program (Paragon Commercial Group- Gelson's Market)

Chair Hersman thanked all for providing input, noting that the Commission had received a high number of emails and each Commissioner reads and considers all input in deliberating this matter. The Chair asked that all be aware of and respect the following process and order of speakers which is intended to give everyone a chance to address the Commission. After the staff presentation, the applicant will have 15-20 minutes to present, followed by the Manhattan Beach Residents for Responsible Development (15 minutes), after which all other individuals wishing to speak will each have 3 minutes. After these speakers, the applicant will have an opportunity to rebut. After all public comments have been heard, the Chair will close the public comment portion of the public hearing and the Commission will discuss and deliberate, towards a decision on the project. Chair Hersman noted that in the event there is not enough time to complete this process, the meeting will be continued. The Chair asked that anyone wishing to speak fill out a speaker form and submit to the Recording Secretary in advance.

Associate Planner Eric Haaland presented the staff report with aid of power-point slides, introducing the project, covering topics including but not limited to: proposed uses, the entitlements requested including parking reduction, code analysis, issues and concerns of the community and the environmental documentation. He noted that upon conduct of an environmental analysis per CEQA, staff determination that no significant impacts would be created therefore staff proposes a "Mitigated Negative Declaration" (MND) with accompanying Mitigation Monitoring Program. Upon receiving public comments and if in its deliberations the Commission votes to approve the project, a draft Resolution of approval has been provided for consideration. A 1-page Errata for the Draft Resolution was also distributed by staff.

Staff responded to requests for clarification from the Commission. Mr. Haaland clarified that staff has no further planned presentations, but the City Traffic Engineer is available to respond to questions. Interim Director McIntosh suggested that questions for the Traffic Engineer be held by the Commission until after hearing public comments.

Planning Manager Jester clarified the terms "MND" (Mitigated Negative Declaration) and "EIR" (Environmental Impact Report) as referring to levels of environmental review in CEQA. Ms. Jester further explained that the level of review followed by staff is determined after first establishing if a "project" as defined in CEQA is exempt or if not, and requires further environmental review. If requiring a review, then an "Initial Study" (IS) is undertaken which looks at potential environmental impacts, using a comprehensive list of impact types (traffic, parking, archeology, air quality, etc). If, in the conduct of the IS it is determined that impacts in all categories will be at or reduced to a level of "less than significant" after applying all mitigation measures, then staff may prepare an MND. If conversely, impacts in all categories are not at a level of less than significant (or not reduced to that level with mitigations), or, if additional study is needed, then an EIR



must be performed. Regardless, as to whether an MND or EIR is prepared, the same entire comprehensive list of potential environmental effects is evaluated.

There being no further questions of staff, Chair Hersman invited the applicant to address the Commission.

**Jim Dillavou**, Principal, Paragon Commercial Group, the applicant, addressed the Commission with the aid of Power Point slides, noting that Paragon has worked diligently on the project with a very wide outreach and availability to the community. He feels that there is overwhelming support, believes that the environmental review, including a 2,000 page MND which has had City Attorney oversight, has been thorough and that there is no substantial evidence to support a fair argument that if an EIR were done, a conclusion different from the MND would be reached. Mr. Dillavou went over the project stating that all citizen comments have been taken into serious consideration, and he feels that the project has been designed to a higher standard than minimally meeting the code (e.g. all parking spaces to be full sized with wide aisles) and highlighted planned traffic circulation improvements such as widening the roadway shoulder on Sepulveda to provide an area for cars to decelerate and turn into the site, traffic signal upgrades and dedicated right turn lane on 8<sup>th</sup> Street. Regarding parking, the project can accommodate the absolute maximum parking needed during peak times and should not be compared to Trader Joes on Manhattan Beach Boulevard, as Gelson's does not have the same circulation and access challenges. He concluded by stating that he feels that the project will be an ideal addition to the Sepulveda corridor and community and will not result in detrimental impacts which cannot be mitigated.

**Eileen Neil**, President, Manhattan Beach Residents for Responsible Development (MBRRD), began a slide presentation, stated the group is not against the developer, but is focused on the project being a responsible development. She noted that the parking and traffic studies have been commissioned and paid for by the applicant and they believe that the project is deficient in parking and will have serious traffic impacts. She is concerned that the analysis of the project may be focused too much on economic benefits from generation of sales tax revenue, which is a case that she believes is over stated, as opposed to impacts to residents.

**Shawn Cowles**, attorney with the firm Buckhalter Nemer and representing the MBRRD stated that an EIR requires a higher level of scrutiny than an MND. He believes that the environmental review process should be restarted and an EIR prepared, as he believes that the City has not complied with its duty under CEQA and the MND is insufficient and defective. He believes the MND has the following deficiencies: 1) the IS must precede the MND, but believes that the IS and the MND Notice of Intent to Publish were combined in that they are both dated July 15, 2016, showing that the preparation of an MND was a pre-determined decision; 2) the traffic analysis should have used the current vacated condition (which has existed for 17 months) instead of the prior auto dealership use; 3) the time of year that traffic was studied (October, 2016) does not capture beach traffic and including such may result in greater traffic volumes; and comparison with the Hollywood Gelson's is not relevant since there is no beach traffic in Hollywood; 4) the conclusion of the noise analysis that the CNEL (Community Noise Equivalent Level) is below the 3 dB threshold is based inappropriately on the assumption of site use as an auto care facility, not a vacated use; 5) small truck traffic appears to not have been adequately considered; and lastly 6) the degree of public controversy evidenced by 83 letters of opposition should have triggered an EIR instead of the MND which did not involve evidence of consultation with responsible agencies.

The Chair invited the MBRRD traffic engineer to make a brief presentation.

**Allyn Rifkin**, retired Traffic Engineer from City of Los Angeles, was hired to do a peer review of the project traffic analysis. He believes that there will be a significant traffic impact because he feels some important data has been omitted and he is also concerned about conditions at the intersection of 8th Street and Sepulveda.

Additional data he would like to see included in the analyses are: operating speeds, accident data, summer and truck volumes on Sepulveda, Saturday traffic volumes for a supermarket, and daily traffic volumes on adjacent neighborhood streets. He believes that the proposed deceleration lane for the Sepulveda driveway is inadequate in that: Caltrans requested a longer (246 vs. 110 feet) and wider (12 feet vs. 10 feet) lane; no one reviewed the need for an acceleration lane, and there is missing data for traffic speeds and accident history. He is concerned that, if the left turn lane is too short there will be overflow impacts. Mr. Rifkin also pointed out that the analysis assumed that the City improvement of 8<sup>th</sup> Street (new north and southbound left turn arrows) would be constructed and therefore the project traffic was not analyzed without a left turn pocket. Regarding neighborhood impacts, peak hour counts in non-summer times, based on Level of Service A at intersections were used but in his experience daily traffic should have been considered. He does not believe the response in the MND by staff that a construction management program can assuredly address neighborhood impacts because such a program is typically established after the project is built.

Chair Hersman invited the audience to address the Commission, requesting that each observe a 3-minute limit.

### PUBLIC COMMENTS

**Louis Zakin**, 2112 Chelsea Rd, Palos Verdes Estates, supports Gelson's in that it is a quality gourmet store and a good fit for the city.

**Herb Harger** 1230 6<sup>th</sup> Street, and a 66 year resident, looks forward to this because he will be walking to the store, not driving.

**Jim Harger**, 1420 6<sup>th</sup> St., 58-year resident is a very strong proponent, believes the store is badly needed and will ride his bike to the store. Regarding sales tax revenues, like medical care facilities which generate zero sales tax, the city needs such uses. He doesn't believe that the impact analyses should be based on a vacant lot, because that is not the historic use of the property.

**Shail Versfelt**, resident, expressed concerns including parking supply, traffic congestion and safety on Sepulveda, noting that she believes that the busiest retail activity will occur between 3 and 7 pm, which coincides with the heaviest traffic times on the corridor. She cited 236 accidents on Sepulveda between 2<sup>nd</sup> Street and Manhattan Beach Boulevard with 47 occurring at the 6<sup>th</sup> and 8<sup>th</sup> Street intersections and in the last 2 years when the site was vacant, 16 accidents at these intersection and 3 fatalities on the corridor in the last 5 years.

**Greg Haylock, P.E.** resident at 1560 9<sup>th</sup> Street is a transportation engineer with Caltrans, believes that the Encroachment Permit will be difficult if not rejected by Caltrans. He showed slides of the roadway on Sepulveda, including other nearby commercial developments and believes that the developer should have gone through that Caltrans process first, as he believes all of the state requirements will have to be addressed.

**Mark Lipps**, MB Chamber of Commerce, notes it's a tough line to walk because while everyone wants to have a small town appeal, it is also necessary to have a strong economic engine. As a resident he supports Gelson's, a "legacy company" as a reasonable and responsible use.

**Bill Bloomfield**, resident for many years at 940 1<sup>st</sup> Street, currently on the Strand, supports the project as a good corridor use and preferable to the former use, believes that residents who choose to live near the corridor should expect development will come and go along the commercial corridor.

**Marilyn Scott**, resident at 1141 8<sup>th</sup>, believes that the on-site parking will be deficient, especially regarding employees; is concerned that employees will park in the residential area, and truck deliveries will be noisy at night. Please consider neighbor impacts.

**Jan Mills**, 30+ year resident lives now on Larsson. She believes the project will destroy their quiet and walkable residential street. She suggested that people going to shop at Gelson's will use residential streets west of the project to get to Gelson's especially at 5:00 pm. She asked that the Commission not approve such an impactful use.

**Steve Plenge**, 301 John Street, resident in South Bay for 35 years, is a national shopping center developer, commended the developer on planning with sensitivity, believes that there is sufficient information in the MND to make a decision and supports the project.

**Eric Bauer**, 1146 8<sup>th</sup> Street, doesn't believe there is an inherent opposition of the developer or such a use, but he isn't confident that the project has been properly analyzed, requests transparency and that an honest and fair assessment with unbiased facts be utilized.

**Dennis May**, 718 Dianthus for 40 years, and a real estate broker for 45 years. Is concerned that the project will diminish the quality of life due to increased neighborhood traffic and that the parking will be deficient. He believes the developer had other options but sold off lots on 8<sup>th</sup> Street to be developed as homes, and underground parking or no bank should be considered to address parking.

**Sue Vogl**, 1206 6<sup>th</sup> Street, supports Gelsons in that it being close to residents, will be close enough to walk to.

**Brad Sperber**, resident and business operator of Manhattan Toyota, supports Gelson's as a good commercial use and the applicant has addressed all major concerns and believes the city is lucky to this use.

**Sandy Savaiano**, 40 year resident, lives on 28<sup>th</sup> Street and supports Gelson's. She disagrees that unfamiliar beachgoers will come through the neighborhood to go to Gelson's and doesn't think there will be backup at the entrances to the project, when comparing to Target, thinks a lot of people will use Valley/Ardmore to get there.

**Richard Rizika**, supports Gelson's and thinks the project is an architectural and aesthetic upgrade and will be a benefit and good fit to the community.

**Jack Driscoll** retired and former Executive Director of LAX, believes that an MND is irresponsible and not the appropriate environmental review for this site; he is a great believer of community participation and open government and residents need to know all the positives and negatives, and he strongly believes that an EIR should be prepared.

**Tara Klein** lives on Dianthus, has small children and likes the idea of a wonderful store nearby, but urges that the City require an EIR; specifically thinks that pedestrian safety should be more closely looked at including the intersection of 6<sup>th</sup>/Dianthus which would be a common cut-through to the store. She questioned that photos shown by staff of 8<sup>th</sup> Street with little traffic do not accurately represent conditions where often there are 2 or 3 cars waiting at the intersection which would block the driveway into the store.

**Irl Cramer**, 115 N. Dianthus, strongly supports the project in that he believes that it will provide the most good for the greatest number of people, thanked the Commission for thinking long term and seeing facts clearly.

**Jim Withers**, 501 Larsson Street, long time resident and of a founding family, strongly opposes and urges that the City call for an EIR with full reporting and analysis; feels a Caltrans decal lane should be studied carefully and generally is very concerned about public safety, citing a recent court award to a plaintiff in a Redondo Beach traffic accident case. He opposes a reduction of parking and noted that 2<sup>nd</sup> and 8<sup>th</sup> Streets are the main arteries on the west side of the project.

**Patti Brown**, 511 Larsson Street used a Power Point, to illustrate that she feels the project has been irresponsibly planned. She does not believe that this Gelson's site is similar to other Gelson's in that it has no easy access in all directions and is immediately adjacent to single family, as opposed to commercial or multi-family. The other Gelson's she cited in her slides include: Dana Point, Calabasas, Del Mar, La Costa/Carlsbad, Irvine, Newport Beach, La Canada Flintridge, Pacific Palisades, Marina Del Rey, Century City, Hollywood and concluded that the Commission should require an EIR be done with complete traffic analysis.

**Blake Troop**, 20 year resident noted an accident at an unmarked crosswalk at 6<sup>th</sup> Street and Sepulveda, and he believes that pedestrian safety needs to be studied carefully.

**Jon Chaykowski**, lives at 3<sup>rd</sup> and John Street, has significant concerns especially for residents west of the project and is very interested in whether an acceleration lane as well as a longer deceleration lane is warranted and that if traffic is not able to be handled at the corridor, will cause increased congestion on streets west of the project. He noted that the Panda Express has a right turn restriction on the side street and urged more traffic impact study.

**Kathy Fisher**, 14 year City resident, has strong concern about auto safety and impacts especially on Sepulveda. She emphasized that people who drive often do not obey the law, and believes that the Caltrans standard for a decel lane should be looked at carefully and questions the amount of truck traffic from vendors coming to and from the store. She does not believe her questions submitted to Paragon have been answered.

**Barry Fisher**, local retailer owner of Grow on Sepulveda showed slides and questioned the parking reduction and survey data, which was based on the Gelson's Hollywood which has different demographics than Manhattan Beach. He believes that comparable densities between Manhattan Beach and Hollywood are especially important in showing that a parking reduction should not be granted. He also does not believe that people will walk but will drive to the site to shop because groceries are heavy.

**Derek Holman** 341 10<sup>th</sup> Street, strongly supports Gelson's. He doesn't believe that the site impacts should be based on a vacant site, but because some use will be developed, perhaps the comparison should be to other possible types of uses that could be developed. He does not believe that the store will create more frequent traffic trips, so perhaps having Gelson's at this location may even out the dispersal of grocery trips more evenly overall in the City.

**Don Whinfrey**, 1421 3<sup>rd</sup> Street, supports the project and because he is legally blind and walks a lot, and because Gelson's will be only 8 - 10 minutes away, he is looking forward to the project because his walk will be reduced appreciably.

**Zane Sax**, resident of Hermosa Beach, supports the project, and he believes the traffic will be mainly from within the City. He encourages a fair debate but noted that there can be bias on both sides, by the developer as well as professionals hired by the residents. It is routine for a developer to pay for technical reports and it is the responsibility of staff to review all reports. He recognizes that the project is not perfect, but it is pretty good.

**Tom Hastings**, 809 N. Dianthus referred to Power Point slides that showed public comments. He pointed out the number of form letters/comments as well as unique comment letters both for and against and does not believe that the applicants comment that the public is overwhelmingly in favor of the store is accurate.

**John Neill** lives on Larsson expressed concerns with noise including from the parking lot and various equipment, and delivery trucks, particularly late at night with loud back up beepers and believes that there are big differences between the store and the most recent auto dealership use. He questions how the noise ordinance will be enforced and fears it will fall to the residents to enforce noise problems.

**Julie Shaffner Brawn**, resident, does not support the project due to safety, parking, traffic and noise concerns. She feels the project needs an EIR. She questions why the city would grant exceptions (e.g. width and length of deceleration lane and on-site parking) and is concerned in doing so would expose the City to a lot of liability and urged that the Commission send the project back for more study and require that the developer work with the residents.

**Gary Troop**, 511 Larsson, used Power Point slides to illustrate points, doesn't support the project due to traffic, including cut through cars and trucks in the neighborhood especially on 2<sup>nd</sup>, 6<sup>th</sup> and 8<sup>th</sup> Streets and on Larsson, Dianthus, Anderson and Poinsettia. He believes impacts especially on 6<sup>th</sup> Street will not be mitigated. He noted that there are no sidewalks in the neighborhood and is concerned about pedestrian safety, noting that there will be alcohol consumption on the premises.

**Mary M. Padilla**, Highland Avenue, believes that it will provide a much needed community service, and will be a good project if parking and traffic impacts can be mitigated.

At 9:30 pm Chair Hersman called for a break and at 9:41 pm Chair Hersman reconvened the meeting and called the next speaker.

**Jim Zimmerman** 1013 8<sup>th</sup> St, turns from 8<sup>th</sup> to Sepulveda southbound daily, and cars tend to accelerate on 8<sup>th</sup> Street which he feels might contribute to accidents. He believes an EIR should be required to evaluate parking and traffic.

**John DiLeva**, 789 Larsson, directly behind Gelson's, believes that the developer should do everything "by the book" and questions the need to have a bank, and is concerned about traffic, the parking reduction and street and pedestrian safety, particularly with no sidewalks.

**Jerry Pancake**, 8<sup>th</sup> Street, is opposed to a project being done poorly and with the bank, on-premise alcohol and food consumption and takeout of prepared food, has concerns that the number of cars will exceed the parking supply. He is concerned about the substandard deceleration lane, delivery trucks merging into heavy traffic. He urged that the project be modified as it is too dense for the site and should be done right.

**Mark Shoemaker**, using Power Point slides, noted 8,000 daily entries and exits for the site, stated that deceleration lanes are encouraged in the Sepulveda Development Guidelines, and urged the project to comply with Caltrans in terms of width and length of a decel lane, including relocation of a storm drain and fire hydrant and also an acceleration or exit lane south of the Sepulveda apron. Noting that 205 persons signed a petition to require an EIR, he urged that the Commission deny the project and require an EIR.

**Don McPherson**, 1014 First Street, opposes the project including the parking reduction and he distributed a

handout regarding banks. He believes that only 2 parking reductions have been granted by the City and is skeptical that the bank use will be realized as he thinks the size proposed is much larger than other banks recently built. He urged the Commission to not adopt a finding that the long term use (including the bank building) will support a parking reduction.

**Scott Yanofsky**, Larsson Street resident, passed out material to the Commission, and he believes that the project should be downsized which could include removal of the bank building, so that the site no longer needs a parking reduction.

**Peter Joyce**, lives at 8<sup>th</sup> and Dianthus, spoke to the traffic study and believes that the number of round trips (4,000 per day) projected will produce a significant impact using common sense. The lack of sidewalks will be a safety factor. Parking and traffic safety need to be further studied, citing a recent van overturn accident and the applicant should consider downsizing and providing underground parking to alleviate impacts.

**Tom Troy**, lives near the site in the “hill section”, and would shop at Gelson’s but believes that there should be an EIR to look more into traffic impacts.

**Gary Steinhardt**, resident at 32<sup>nd</sup> and Vista supports Gelson’s, believes the design is well thought out and studied, and trusts the Planning Commission to make a good decision.

**Douglas Brawn**, 601 Larsson, hears common ground that there is support for the project, but believes that the project hasn’t had enough study, and believes that the Commission should send the project back to staff to get an EIR

**Robert Levine**, 1401 Manzanita Lane, supports Gelson’s, and he experienced a similar situation in Culver City and the City found ways to alleviate citizen concerns. In various areas of the City there are going to be impacts and as a community the citizens learn to share resources. He does not believe that as a standard, sites that have a business that stops operating should be judged as a vacant site for new development.

**Tim McGinity**, 1700 block of Magnolia, 2 year City resident, understands there are pros and cons and strong emotions on both sides. He favors the project because he has belief in the developer to be sensitive to concerns and trusts that the developer will be a responsible community partner and will address problems that will arise, based on his experience with Gelsons when he lived in Pacific Palisades.

**Marilyn Gillette Bennett**, 1206 8<sup>th</sup> Street, and in the nearby area for many years, believes that the southern end of Sepulveda is blighted, she supports the project, as well as new medical and Skechers instead of vacant sites, and is concerned that if the City turns away this developer due to a technicality, that something undesirable might take its place.

**Dr. Ramin Javahery**, resident on Anderson Street and pediatric neurosurgeon, works with children who have had head trauma and is very concerned regarding child safety in the neighborhoods near the project because with high speed traffic there is a lot of risk, given the natural impulsivity of children. He urged that the store be held to applicable safety standards.

**Mike Simpson**, 1121 W. 6<sup>th</sup> Street and 101 Dianthus, supports the project in that he believes that this use, as opposed to another office building is much needed in this area. He lives next to commercial and understands that every use has some impacts.

**Gerry O'Connor**, longtime resident, is very interested in process and believes that the proper process must be taken to have a good result. He believes that there have been three issues with the process: 1- the primary planning has been done by a consultant, 2- the MND was only posted on the city website and not presented in a public forum, and 3- the staff presentation tonight was brief, only providing an overview. He urged that the Commission send the project back to staff to do more work as there is no rush.

**Robert Schuman**, 40 year resident and real estate broker and developer, believes that Gelson's took a risk in selling off the residential lots instead of using them for parking, pointed out that residential neighborhoods adjacent to Sepulveda have long had to live with commercial impacts, and while Gelson's will be a big gain they also need to address neighbor concerns.

There being no additional persons wishing to speak, Chair Hersman stated that, due to the late hour, it is appropriate to stop for the night and continue the public hearing to a future date. The Chair thanked all who had participated, and advised that additional new input only from those members of the public that did not have an opportunity to speak at this meeting, will be received at the continued hearing. The applicant was offered an opportunity to provide a brief comment while postponing their rebuttal to the next meeting.

**Jim Dilavou**, applicant stated briefly that he felt that all of the comments made tonight have already been addressed by Staff in the CEQA document and at the next meeting will be happy to highlight all responses to the comments received.

#### COMMISSION DISCUSSION

Chair Hersman asked the Planning Commissioners for direction to staff.

Commissioner Conaway stated that he would like a full, detailed presentation on the traffic studies including signal improvements, the decel and accel lane issues and specifics including surrounding public right of way info such as crosswalks, sidewalks, bike lanes, bus stops and intersections, including how they are addressed, how public parking on the three streets surrounding the project block will be affected and accident histories for the surrounding streets, project parking (how the number of needed spaces was arrived at), more info on noise including anticipated operating equipment and screening, info on anticipated site lighting including whether existing will be used, the height and if there is expected to be any spillover, and more information on the difference between an MND and EIR and the process on what is actually required with input from the City Attorney on the necessary process and responses to points made by the MBRRD attorney.

Commissioner Ortmann stated he is not interested in litigating the issue of MND versus EIR at the next meeting but is more interested in understanding staff's logic as to why an MND and not an EIR was required, not so much from a technical perspective, but more from the viewpoint of public interest and perception, and in the interest of full transparency and disclosure since there has been so much public interest.

Commissioners Bordokas and Apostol thanked the public for all comments and agreed with the prior Commissioner comments.

Chair Hersman stated that, while the Commission understands clearly the residents' concerns, there were a number of issues brought up by the public (e.g. status of public parking on 8<sup>th</sup> Street) that she would like staff to clarify. She wants the project details to be very clear and any misinformation clarified.

#### ACTION

The Chair subsequently **CONTINUED THE PUBLIC HEARING** for the Gelson's project to the date of March 22, 2017.

5. **DIRECTOR'S ITEMS** - None

6. **PLANNING COMMISSION ITEMS** – None

7. **REORGANIZATION**

Planning Manager Jester explained the process for selecting a new Chair and accordingly Commissioner Apostol would be the next in line. A motion was made and seconded (Ortmann/Bordokas) to appoint George Apostol as the new Chair. The motion passed unanimously 5-0 with a voice vote and Commissioner Apostol assumed the Chair. It was subsequently moved and seconded (Hersman/Bordokas) to appoint Commissioner Ortmann as Vice Chair. The motion passed unanimously 5-0 with a voice vote.

8. **TENTATIVE AGENDA** – February 22, 2016- None at this time

9. **ADJOURNMENT**

The meeting was adjourned at 10:43 P.M. to Wednesday, February 22, 2017 in the City Council Chambers, City Hall, 1400 Highland Avenue.



**LATE COMMENTS  
SUBMITTED AFTER POSTING  
OF AGENDA PACKET  
FOR  
GELSON'S ITEM  
PLANNING COMMISSION  
MEETING  
OF  
FEBRUARY 8, 2017  
(BATCH 1 OF 2)**

**ATTACHMENT C  
PC MTG 03-22-17**

**LATE ATTACHMENTS  
(BATCH 1 OF 2)  
PC MTG 02-08-17  
Page 1 of 127**

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## Angela Soo

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**From:** Vikki McMahon <fvmcmahon@verizon.net>  
**Sent:** Tuesday, February 07, 2017 4:47 PM  
**To:** List - Planning Commission  
**Subject:** From the McMahons (819 9th MB) Gelson's Manhattan Beach

Good afternoon,

My husband, Frank, and I have lived in the Hill Section of Manhattan Beach for over 25 years. We have raised three great kids and plan on living in our home at 819 9th for a very long time. We are both looking forward to shopping at our new Gelson's market when the construction is completed. We can't think of a better option for the space on 8th and Sepulveda.

Vikki and Frank McMahon.

Sent from my iPhone

## Angela Soo

---

**From:** Beth Orozco <beth.boehm@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:06 AM  
**To:** List - Planning Commission  
**Subject:** Gelson's Manhattan Beach - we support!

Hello,

On behalf of my family who lives at Meadows and 2nd we would welcome Gelsons. The location is an eye sore and we would love somewhere we could walk to shop. Thank you for bringing high end retail to MB so we can keep our tax dollars here.

Beth Orozco

## Angela Soo

---

**From:** Diane Johnson <mathisdiane@gmail.com>  
**Sent:** Tuesday, February 07, 2017 5:31 PM  
**To:** List - Planning Commission  
**Subject:** Fwd: I Support Gelson's Manhattan Beach

----- Forwarded message -----

**From:** **Diane Johnson** <[mathisdiane@gmail.com](mailto:mathisdiane@gmail.com)>  
**Date:** Tue, Feb 7, 2017 at 5:24 PM  
**Subject:** I Support Gelson's Manhattan Beach  
**To:** [planningcommission@citymb.info](mailto:planningcommission@citymb.info)

nelsons has done everything possible to accommodate for so very LONG. Those that keep putting up "road blocks" to delay their progress need to stop and graciously accept Gelsons is wanted in Manhattan beach. If you don't want them here then go to Ralphs in the village and please stop complaining. Also if your in the "complaining neighborhood" area you have the option of moving if your so upset by the beautiful Nelsons that will be in this town. I fully support Nelsons and have from day one.

## Angela Soo

---

**From:** Lisa Galasso <lisabeth.gp@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:31 AM  
**To:** List - Planning Commission  
**Subject:** Gelson's in Manhattan Beach

Hello Planning Commission,

I wanted to express my support of having this business come into our community. I often travel down 8th street to drop off my son at MCHS, I feel the reason to have Gelson's in our community will only strengthen the property values due to the reputation Gelson's has. I love this corporations commitment to bringing quality foods and service. I have to travel to Marina Del Rey to shop there and it would be amazing to have a location here. It would ad to the beautification of that area of Sepulveda and hopefully bring in more business of that quality.

Thank you for listening to my opinion and taking it into consideration.

Respectfully,  
Lisa Galasso

209 40th Street  
Manhattan Beach, Ca

--

c. 310.592.8581

e. [lisabeth.gp@gmail.com](mailto:lisabeth.gp@gmail.com)

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## Angela Soo

---

**From:** kmnies <kmnies1@verizon.net>  
**Sent:** Tuesday, February 07, 2017 10:39 AM  
**To:** List - Planning Commission  
**Subject:** Genson's

We will be unable to attend the meeting tomorrow night but we want to register our support to Gelson's,. They will be a welcome addition to our community.

Kenneth Nies, MD  
Wanda Maureen Miller  
814 N Herrin St, MB

## Angela Soo

---

**From:** Frank Stepczyk Jr <frankstep17@verizon.net>  
**Sent:** Tuesday, February 07, 2017 3:52 PM  
**To:** List - Planning Commission  
**Subject:** Gelson's Store

In Favor Of

Frank Stepczyk Jr  
[frankstep17@verizon.net](mailto:frankstep17@verizon.net)



**Angela Soo**

---

**From:** Paul Brown <paulbrown.nw@gmail.com>  
**Sent:** Tuesday, February 07, 2017 12:11 PM  
**To:** List - Planning Commission  
**Subject:** GELSON'S MARKET: I SUPPORT IT

Hello Planning Commision,

I will not be able to attend your meeting tomorrow night due to recent surgery.

I was planning to attend to show my support for Gelson's to be part of our community.

The store will be convenient by not having to cross Sepulveda for those that live west of the Highway. I'm planning on riding my bike there.

The project will bring in tax dollars and will improve the look of the current property.

Most of the complaints seem to be attached to parking issues with the surrounding neighbors that chose to live close to a commercial zone and highway. I live on a walk street with no parking, it's an inconvenience but we make it work.

Thank you,

Paul Brown  
321 6th Street  
MB

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## Angela Soo

---

**From:** Steve Eddy <seddymb@aol.com>  
**Sent:** Tuesday, February 07, 2017 11:24 AM  
**To:** List - Planning Commission  
**Subject:** Gelson's Market

To Whom It May Concern,

My wife and I are quite excited about Gelson's coming to Manhattan Beach. We love the thought of having a market with the quality and reputation of Gelson's in our community because it will give us enhanced choices for our food shopping, and most certainly affect the value of our home in a positive way. We hope that the city will give final approval to begin construction of the market as soon as possible.

Thank you,

Stephen and Judy Eddy (Residents of Manhattan Beach since 1976)

1256 9th Street

Manhattan Beach, CA 90266

(310) 372-2911

Steve Eddy  
[seddymb@aol.com](mailto:seddymb@aol.com)

## Angela Soo

---

**From:** annepatten777@verizon.net  
**Sent:** Tuesday, February 07, 2017 5:24 PM  
**To:** List - Planning Commission  
**Subject:** Gelsons Market

Sent from AOL Mobile Mail. Manhattan Beach needs a superior quality market and Gelsons will be great.

## Angela Soo

---

**From:** Ned McIlroy <nedlmac@verizon.net>  
**Sent:** Tuesday, February 07, 2017 4:03 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I fully support Gelson's coming to Manhattan Beach. My name is Ned McIlroy and I live at 1467 2nd st in Manhattan Beach.

Pease vote in favor of Gelson's establishing a market in our city.

Sent from NED's iPhone

## Angela Soo

---

**From:** Wendie St Jean <stjeanfamily@earthlink.net>  
**Sent:** Tuesday, February 07, 2017 3:30 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am writing in support of Gelson's being built on Sepulveda in Manhattan Beach. In our opinion, this would be a huge addition to the Manhattan Beach community. Our current grocery store options are outdated and not well stocked. They have not kept up with changing nutrition option. I often shop at Gelsons when I am on the west side of LA or in the Palisades. The store in the Palisades is exceptional and has wonderful, fresh options. We could really use produce, meat, prepared foods sections like this in Manhattan Beach!!

Thank you.

Wendie and David St.Jean  
829 9th Street  
Manhattan Beach

## Angela Soo

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**From:** valerie padgett <vfpadgett@gmail.com>  
**Sent:** Tuesday, February 07, 2017 3:16 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's' Manhattan Beach

The Gelsons project, if allowed to proceed, will be a huge asset to our community. I strongly support it, and encourage you to approve the project so that Manhattan Beach residents can enjoy this welcome addition to our vital commercial corridor, Sepulveda Blvd.

Thank you,

Valerie Padgett  
613 25th street  
Manhattan Beach  
[Vfpadgett@gmail.com](mailto:vfpadgett@gmail.com)

Sent from my iPad

## Angela Soo

---

**From:** David Davis <david@mcd-adv.com>  
**Sent:** Tuesday, February 07, 2017 4:49 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Let's please not let a few people continue to create problems for a new grocery store trying to open on one of the Los Angeles area's busiest streets.

I've lived in Manhattan Beach for over 20 years and seen constant resistance to anything new in somebody's MB neighborhood.

Thank you

--

David Davis  
310.545.2233  
[david@mcd-adv.com](mailto:david@mcd-adv.com)

## Angela Soo

---

**From:** kim sussman <beachfun1122@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 4:31 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelson's!! It will be a great addition to our city!

As a Manhattan Beach resident I have to drive to El Segundo to go to Whole Foods, having Gelson's in Manhattan Beach will keep us shopping in Manhattan Beach. Sepulveda is an eye-sore with all the vacant lots!

Kim Sussman

(Manhattan Beach resident for 51 years)



## Angela Soo

---

**From:** Sue Dommeyer <badmintonlady@gmail.com>  
**Sent:** Tuesday, February 07, 2017 4:08 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I vote "yes" for Gelson's but cannot attend the meeting.

Susan Dommeyer  
Hermosa Beach Resident

## Angela Soo

---

**From:** kmnies <kmnies1@verizon.net>  
**Sent:** Tuesday, February 07, 2017 10:39 AM  
**To:** List - Planning Commission  
**Subject:** Genson's

We will be unable to attend the meeting tomorrow night but we want to register our support to Gelson's,. They will be a welcome addition to our community.

Kenneth Nies, MD  
Wanda Maureen Miller  
814 N Herrin St, MB

## Angela Soo

---

**From:** dennis chin <travelduck@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 1:10 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Dear Planning Commission,

I think a Gelson's would be a great addition to Manhattan Beach, no need to fight the traffic to Bristols or Wholes Foods.

A nice store like that to replace the empty eye sore that has been there for a while. As a resident i would like to see Gelsons approved for that spot.

Thank you,

## Angela Soo

---

**From:** Bea Collis <outlook\_198ED54502987E53@outlook.com> on behalf of Bea Collis <beacollis@verizon.net>  
**Sent:** Tuesday, February 07, 2017 1:17 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelsons

Sent from Windows Mail

## Angela Soo

---

**From:** Steve Morris <sbm1122@aol.com>  
**Sent:** Tuesday, February 07, 2017 12:47 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

We support Gelson's Market and can't wait for it to open.

Steven & Michael Morris  
95 Crest Drive  
Manhattan Beach, CA

Steve Morris Mobile  
+1.310.200.4466

## Angela Soo

---

**From:** Steve Auth <steve.auth@gmail.com>  
**Sent:** Tuesday, February 07, 2017 3:08 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I fully support the new Gelson's Market on Sepulveda Blvd. in Manhattan Beach

Steve Auth  
529 5th Street  
Manhattan Beach, California 90266

## Angela Soo

---

**From:** sonia1091@aol.com  
**Sent:** Tuesday, February 07, 2017 1:22 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

My family is all for having another fabulous store to shop regularly. We believe a lot of people will benefit from gelson's opening up in our town. More jobs, more choices while shopping, convenient location and gives our homes an increase in value.

Sent from my iPhone

**Angela Soo**

---

**From:** Andrew Caine <acaine@pszjlaw.com>  
**Sent:** Tuesday, February 07, 2017 1:23 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Dear Planning Commission. I am out of town and cannot attend the meeting regarding Gelson's. My family lives within two blocks of the proposed site, and we wholeheartedly support Gelson's. Please approve it's proposal.

Thanks.

Andy and Laurie Caine

Andy Caine  
PSZJ  
[acaine@pszjlaw.com](mailto:acaine@pszjlaw.com)  
Sent from my iPhone

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## Angela Soo

---

**From:** Laura Harris <laura.binkley@gmail.com>  
**Sent:** Tuesday, February 07, 2017 1:30 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Looking forward to a new neighborhood gelsons!!  
Laura

## Angela Soo

---

**From:** Sondra Olson <olson.sondra@gmail.com>  
**Sent:** Tuesday, February 07, 2017 3:01 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Sent from my iPhone

## Angela Soo

---

**From:** Tim Smith <timsmith1445@gmail.com>  
**Sent:** Tuesday, February 07, 2017 2:25 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I think it's unfair to keep them out.

Compared to traffic and noise from previous usage at the site, the impact would be minimal. Also an alternative for shopping.

Tim

## Angela Soo

---

**From:** Noel Bonn <noelbonn@me.com>  
**Sent:** Tuesday, February 07, 2017 2:23 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I wanted to send an email letting you know that I support Gelson's opening in Manhattan Beach. They have great stores with a local selection. Please note my support while making future decisions.

Thank you,

Noel Bonn  
City of Manhattan Beach - Resident  
1534 Voorhees Ave  
Manhattan Beach, CA 90266  
[noelbonn@me.com](mailto:noelbonn@me.com)

## Angela Soo

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**From:** Susan Lanfre <slanfre@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 2:21 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Sent from my iPhone

## Angela Soo

---

**From:** Steve McAdam <smcadam69@gmail.com>  
**Sent:** Tuesday, February 07, 2017 1:37 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I fully support the Gelson's market construction in Manhattan Beach.

Steve McAdam

## Angela Soo

---

**From:** Peggy Somers <fridaymktg@gmail.com>  
**Sent:** Tuesday, February 07, 2017 1:35 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Now that we have lost Albertson's in Redondo Beach, as well as the small Ralph' in Hermosa, there are very few options for basic groceries. I can schlep to Whole Foods, or go to Vons Hermosa with the extremely busy parking lot, or TJ's.....Gelson's has a broad merchandise combination of all five markets and I would like the opportunity to shop at the new Gelson's store.

Also, it isn't so much that I support Gelson's – which I do – it's more what is free enterprise and fair.

## Angela Soo

---

**From:** Cathy Campbell <cathycampbell3650@gmail.com>  
**Sent:** Tuesday, February 07, 2017 1:33 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Yes, we do(support, that is)!

Please hurry up and get this Gelson's open (we've been waiting for a Gelsons location close to us since moving to the South Bay over 30-years ago) -

Very truly,  
Paul & Cathy Campbell  
MB residents since 1981...



## Angela Soo

---

**From:** Len Mazzocco <len.mazzocco@gmail.com>  
**Sent:** Tuesday, February 07, 2017 12:02 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I live at 1030 1ST ST. in Manhattan Beach.

I strongly support Gelson's Market moving into the neighborhood.

I buy most of my meat and produce at Whole Foods and Bristol Farms as I think they are fresher and have less hormones, etc both of which are not MB.

I am a big Gelson's fan as it was my go to store before moving to the South Bay.

Feel free to call or email me if you'd like to discuss in greater detail.

Len Mazzocco  
818-259-2361  
[Len.mazzocco@gmail.com](mailto:Len.mazzocco@gmail.com)

## Angela Soo

---

**From:** Maggie Gillespie-Wright <maggie.gillespie@vistasir.com>  
**Sent:** Tuesday, February 07, 2017 11:46 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Planning Commission,

I am in favor and I strongly support Gelsons coming to Manhattan Beach.

Sincerely,

Maggie Gillespie-Wright

## Angela Soo

---

**From:** glen mcilvaine <glenmac11@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:59 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I know a small number of residents who live near the proposed Gelsons will be making a lot of noise against the store. I have been a MB resident for 60 years and am a product of MB schools as are my children. Maybe those residents would be happier if Champion Chevrolet was back and the mechanics were racing around the hill section in the Corvettes.

My wife and I shop a lot at Bristol Farms and feel that Gelsons will be a great addition to M B consumers.

## Angela Soo

---

**From:** Lisa Goodman <lsgdmn@verizon.net>  
**Sent:** Tuesday, February 07, 2017 12:08 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelsons in Manhattan Beach.

Sent from my iPhone

## Angela Soo

---

**From:** Kara Henschel <karahenschel@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:44 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Hello! I'm an MB resident at 1821 3rd St. and I support having Gelson's move to our beautiful city.

Thank you!

## Angela Soo

---

**From:** Mary Gonzales <mgonzales2@fedex.com>  
**Sent:** Tuesday, February 07, 2017 12:36 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelson's coming into the community...Thank you! Mary

•  
Mary Gonzales • Director-Customer Technologies, Western Region • **FedEx** Services • Office: 310.607.8787 •  
Thanks || Gracias || Tānan || 感謝 || Salamat || Danke || 감사 || Cảm ơn || 谢谢 || Grazie || **TM** || Merci || شكرا

## Angela Soo

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**From:** Mary Rymers <maryrymers@me.com>  
**Sent:** Tuesday, February 07, 2017 12:30 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

As a local resident of Manhattan Beach - this email confirms my support for the Gelson's in MB

Sent from my iPad

## Angela Soo

---

**From:** hal505mb@aol.com  
**Sent:** Tuesday, February 07, 2017 12:30 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelson's plan to open a store in Manhattan Beach

Bob Halcomb  
505 8th St



## Angela Soo

---

**From:** socalsk8rgurl@gmail.com  
**Sent:** Tuesday, February 07, 2017 12:24 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Hello:

As a person who grew up in the Valley and now a 27 year Manhattan Beach resident I firmly support Gelsons coming into town.

I feel we need this kind of market in Manhattan Beach. Vons in Manhattan Beach is very limited and parking at Trader Joe's is a nightmare.

Traffic is traffic- we have to put up with all the Skechers build outs and added corporation traffic I think our area can handle this.

100 percent in support of Gelsons!

Pam and Robert Powell

320 6th street

Sent from my 6+

## Angela Soo

---

**From:** Meryl Braudo <merylb@verizon.net>  
**Sent:** Tuesday, February 07, 2017 12:20 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am a resident of Manhattan Beach and I support Gelson's opening up here.

Regards,

Meryl Braudo  
1760 Nelson Drive.  
Manhattan Beach, CA 90266

## Angela Soo

---

**From:** Pat Lucy <pllucy@aol.com>  
**Sent:** Tuesday, February 07, 2017 12:13 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Gelson's will be a wonderful addition to the area. I will shop there for sure.

Pat Lucy

## Angela Soo

---

**From:** Elizabeth Ingraham-Ono <elizabeth.ingrahamono@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:26 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I would like to support Gelson's Market coming to Manhattan Beach. As a resident in a neighboring community I often shop in Manhattan Beach. Gelson's would provide a nice option/alternative to other markets currently in MB. Gelson's provides high quality and special items not available in a more traditional grocery stores such as Ralph's or Von's. It would be nice to have this market especially when planning a special meal.

Thank You

Sent from my iPad

## Angela Soo

---

**From:** Jacque Jones <jacquejonz@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:24 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am a huge support of Gelson's opening in Manhattan Beach. In fact, I drive all the way to Marina del Rey to shop there since that is the closest one.

We used to live in Pacific Palisades and they were a terrific addition. Fantastic staff, lots of great prepared and healthy foods available as well as an outstanding fish and meat purveyors.

Sepulveda is unimpressive as it is especially in that area. It has always backed up against a residential area. Always. They knew this when they bought their homes.

Gelson's Manhattan Beach will be a huge improvement over car lots and fast food chains which only decrease value.

Sincerely,

Jacque Jones and Dr. Bernard Ullman

## Angela Soo

---

**From:** Tom Mahr <tom.mahr@icloud.com>  
**Sent:** Tuesday, February 07, 2017 11:23 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Planning Commission,

I support approving the plan for the Gelson's store in Manhattan Beach. It appears to me that the developer has made many accommodations (many of which were not required) to address concerns of the local residents who live near the location. It is time to move this project, which will be very good for Manhattan Beach and its residents, forward.

Thank you.

Tom Mahr  
2008 N. Poinsettia Ave.  
Manhattan Beach, CA 90266

## Angela Soo

---

**From:** Mona <mstepczyk@verizon.net>  
**Sent:** Tuesday, February 07, 2017 11:20 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelson's plan to open a store in Manhattan Beach.

Sincerely,  
Mona Stepczyk  
112 South Poinsettia Avenue  
Manhattan Beach, CA 90266

Sent from my iPhone

## Angela Soo

---

**From:** Deborah Kalan <dgkalan@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 11:39 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am unable to attend the meeting in support of the Gelson's Manhattan Beach. But I am 100% in favor of it coming to our neighborhood. Please count me in!  
Deborah Kalan



## Angela Soo

---

**From:** Deanna Keefer <deannakeefer@verizon.net>  
**Sent:** Tuesday, February 07, 2017 11:32 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I approve of the Gelsons.

Deanna Keefer

Sent from my iPhone

**Angela Soo**

---

**From:** Paul <dskir@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 11:29 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Hello Planning Commission,

Sent from Paul's iPhone

## Angela Soo

---

**From:** Cindy Perelson <cindyperelson@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:27 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Dear Respected Leaders,

I am unable to attend tomorrow's Planning Commission meeting discussing the approval of Gelson's to come to our community. However, I wanted to go on record saying that I am in **FULL SUPPORT** of Gelson's coming to Manhattan Beach. We lived near a Gelson's in our old neighborhood in Hollywood and the market was such a part of the community. My kids were very young then and we went to the store every single day to say hi to the Manager and our friends that worked there, have our afternoon snack, pick up dinner, etc. Gelson's was such part of the fabric of the community there. They gave out free flowers on Mother's Day, they supported local neighborhood events and they even let my kids pet Larry the Lobster! I am so grateful to have had Gelson's nearby when my kids were young and we all miss it so much now that we are here in Manhattan Beach.

I understand one of the arguments against Gelson's is that it will detract from our smaller local businesses. I disagree. Grow, Manhattan Meats, etc. are part of the community and people will continue to shop there if they feel a connection with them. Gelson's provides the perfect combination. It offers a large selection of organic foods and a fantastic selection of prepared foods (like Whole Foods), specialty items (like Bristol Farms), and a large variety of staple options (like Ralph's). Right now, I go to at least three different stores twice a week. That would be fine if we lived in France and all the shops were next to one another, but when you are trying to provide for a family on a regular basis, it is incredibly challenging. We desperately need a store like Gelson's in Manhattan Beach.

Thank you for considering my opinion in this matter.

Respectfully,

Cindy Perelson

## Angela Soo

---

**From:** Victor Castillo <victor@bizpetrol.com>  
**Sent:** Tuesday, February 07, 2017 10:58 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Dear MB Planning Commission,

I support Gelson's coming to Manhattan Beach. We know that there are residents opposing it. The residents that purchased residences along our commercial corridor can't argue against commercial projects on a commercial corridor. We purchased our home on Manhattan Avenue, which has a lot of traffic. However, we made an informed purchase. We could see that there was a lot of traffic when we did our inspection. Opposing the Gelson's project would be equivalent to us saying that we now have a problem with the traffic on Manhattan Avenue. The traffic was there before we purchased the home. Gelson's is a bona fide commercial project on a commercial corridor. Gelson's will make Manhattan Beach an even better neighborhood! We are looking forward to when it opens!

Victor Castillo  
Chief Executive Officer  
310-210-4571



## Angela Soo

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**From:** Lorrie Arvin <lorriearvin@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:57 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I complete let support Gelson's coming to Manhattan Beach. It is a wonderful supermarket and would be a stellar addition to our community. I have been a Gelson's customer for 30 years and always shop at the Newport Beach, And Irvine locations when I'm in those areas. Sometimes I go a little out of my way to shop there if I'm just passing through on the freeway. They are a class act.

Thank you so much,

Lorrie Arvin  
1717 Pacific Avenue  
MB

310-923-1466

Sent from my iPhone

## Angela Soo

---

**From:** Janet Page <janetfpage@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:53 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support the approval of Gelson's MB on Sepulveda Blvd. Please vote in favor of the development and the improvement of our only major corridor running N/S.

Janet Page  
10 Grenada Court  
Manhattan Beach, CA

## Angela Soo

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**From:** Jeri Orzeck <jorzeck@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 11:18 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

To whom it may concern,

I am not able to attend the planning meeting tomorrow evening, but wanted to voice my support for Gelson's coming to Manhattan Beach. My husband and I feel it will be a great addition to our city and community. And are looking forward to shopping there.

We are immediate neighbors on 9th street and feel this business will fit in well with the community and will generate much needed revenue for our great city.

Thank you,

Jeri and Steve Orzeck  
1038 9th Street  
Manhattan Beach, CA 99266

Sent from my iPhone

## Angela Soo

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**From:** Elizabeth Kerlin <lizakerlin@icloud.com>  
**Sent:** Tuesday, February 07, 2017 11:14 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I fully support Gelson's opening in Manhattan Beach and can not wait to shop there. I moved to the South Bay from Pacific Palisades a year ago and desperately miss shopping at Gelson's. Although I love living in the south bay I have to say the selection / quality of grocery stores is very disappointing.

Please pass what ever you need to in order to make Gelson's open in Manhattan Beach as quickly as possible.

Thank you in advance for your support on this matter.

Elizabeth Kerlin



## Angela Soo

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**From:** KD6OBB <kd6obb@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:08 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

My husband and I enthusiastically welcome Gelson's to Manhattan Beach. I find it's great to have so many choices to shop and we will be shopping at Gelson's in Manhattan Beach rather than Whole Foods in El Segundo. Renske and Ed Somers

## Angela Soo

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**From:** Sue Glass <sue.glass@verizon.net>  
**Sent:** Tuesday, February 07, 2017 11:08 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

My husband and I are excited to have Gelson's in Manhattan Beach! We hope you approve their plans. We live in North Redondo so this store will be very handy for us.

Sue and Larry Glass

Sent from my iPad Mini

## Angela Soo

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**From:** Jane Franklin <janehomemail@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:06 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I would love to see something on Sepulveda that we can all use, like Gelson's. They are a high end grocery and dinning spot many residents will enjoy. A large office building would bring more cars and not provide a service we can use. We bought near a commercial strip and there will never be a perfect solution, however, I hope we can settle on a business that brings tax revenue to Manhattan Beach and provides a service to the residents. Gelson's sounds fine to me.

M. Jane Franklin  
1009 11th Street  
Manhattan Beach, CA 90266  
(310) 545-1940

## Angela Soo

---

**From:** Robert Benard <rbenard9@gmail.com>  
**Sent:** Tuesday, February 07, 2017 11:06 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

As a former Planning and Public Works Commissioner for Manhattan Beach, as well as a professional city planner for over 30 years in southern California (Long Beach, Rancho Palos Verdes and Malibu), I STRONGLY support the approval of Gelson's Manhattan Beach. Manhattan Beach needs more modern retail facilities, especially along the Sepulveda corridor, to modernize and improve underutilized retail property and help grow the city's tax base. Please see the big picture and approve Gelson's Manhattan Beach.

Thank you,  
Robert Benard

## Angela Soo

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**From:** Andy Wasmund <yogandyananda@hotmail.com>  
**Sent:** Tuesday, February 07, 2017 11:05 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Andy Wasmund  
1304 Park View Ave., Apt 219, Manhattan Beach, CA 90266.  
310-567-8739

From my Android phone on T-Mobile. The first nationwide 4G network.

## Angela Soo

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**From:** jelewisphd@aol.com  
**Sent:** Tuesday, February 07, 2017 10:41 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am appalled that Gelson's has not been put through after all this time. It would be a great option for all of us who live west of Sepulveda to have a nice place to shop without crossing over Sepulveda and going up Rosecrans. It seems that those who oppose Gelson's are the ones who live near the property and don't want people parking on their streets. In my opinion, they have been very SPOILED for a long time, having a prime business property unoccupied for years. But guess what, they bought their homes near Sepulveda so that is the risk you take, that there could be businesses that move in that command more traffic or parking issues. They did not have to buy near a business district.

We live near Robinson School, which was closed when we bought our house. But I knew when I bought the house that there was a chance that Robinson would open, which it did, and we have lots of traffic down our street that we did not have before, especially when school starts and lets out and many more cars parked on our street. Now Fridays once a month, assemblies are blasting throughout the neighborhood on a loud speaker (even though when the school re-opened they said that would not be the case). However, I don't feel I have a right to complain, as I bought my house, knowing the school could re-open. If you buy a house under a flight path of an airport, I don't feel you have a right to complain about airplane noise. These people who are complaining because they live near the proposed Gelson site should be thankful that the space has been empty for years, and also to be grateful that the business to occupy the space will be upscale and probably increase their property value. They are a whiny few and their position should be overturned for the rest of us living west of Sepulveda.

Jane Lewis and Bernard O'Connor  
440 1st St., Manhattan Beach

**Angela Soo**

---

**From:** Mary Maguire <marymaguire17@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:41 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

**Please add my name to the list of supporters for Gelson's. It is a wonderful market and our community needs a gourmet market like Gelson's in our southern corridor. I used to shop at Gelson's in my West Hollywood neighborhood and there was never a problem and they were good, supportive neighbors to the community.**

**Sincerely,  
Mary Maguire  
2304 Alma Ave  
MB  
310-989-0500**

## Angela Soo

---

**From:** Lori LaBrie <lori.labrie@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:37 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

To whom it may concern,

We are a big proponent of a grocery store taking the place of the empty lot that used to be busy with car dealerships and auto repairs. Eventually, someone who needs to make money is going to have to rent that space so why not make it an upscale grocery that fits into our community so well and that so many of us want here in the South Bay. Please work on finally passing this project and allowing them to move forward.

Thank you,  
Lori LaBrie



**Angela Soo**

---

**From:** Dommeyer, Curt J <cdommeyer@csun.edu>  
**Sent:** Tuesday, February 07, 2017 10:34 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

**I support Gelson's plan to install a market in Manhattan Beach.**

Curt Dommeyer  
1008 21st Street  
Hermosa Beach, CA 90254

## Angela Soo

---

**From:** Jason Cole <lakrzfan90266@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 10:48 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Please approve Gelson's. They would be an excellent addition to our community. The residents who live along the Sepulveda corridor bought their homes knowing they live adjacent to commercial property. Their objection to this and other projects is absurd.

Jason Cole  
Manhattan Beach

## Angela Soo

---

**From:** Brian Clark-Cole <bhcole1@icloud.com>  
**Sent:** Tuesday, February 07, 2017 10:47 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I would like to express my support for the proposed Gelson's supermarket.

We either move forward, or we fall behind. Any development is going to increase traffic, but this seems to me to be one of the best possible uses for the site on Sepulveda.

Thank you for considering my position.

Brian

---

Brian H. Cole  
128 - 12th Place  
Manhattan Beach, CA 90266  
310-939-7656  
310-980-8814 (cell)

## Angela Soo

---

**From:** Marlisegl <marlisegl@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 10:47 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Yes,yes yes ,we need this Gelsons

Marlise

**Angela Soo**

---

**From:** Brett Levin <brett@ercolano.it>  
**Sent:** Tuesday, February 07, 2017 10:46 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Approve this project I need a place to buy decent groceries enough of the complainers

Regards  
Brett Levin  
National Sales Director  
Ercolano USA  
310-749-6870  
[brett@ercolano.it](mailto:brett@ercolano.it)

## Angela Soo

---

**From:** Marcia Gresko <msg450@roadrunner.com>  
**Sent:** Tuesday, February 07, 2017 10:45 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

My husband and I live at 913 9th Street. We support Gelsons in our neighborhood. It will be great to have a quality grocery store in our neighborhood within walking distance. We are senior citizens and MB residents for over 35 years.

Marcia and Joe Gresko

Sent from my iPhone

## Angela Soo

---

**From:** Rosanna Libertucci - outlook email <househuntsobay@outlook.com>  
**Sent:** Tuesday, February 07, 2017 10:42 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am unable to attend the meeting. However I am super excited to bring such a great market to our community.

Best,  
Rosanna Libertucci  
Manhattan Beach Resident  
Sent from Mail for Windows 10

## Angela Soo

---

**From:** Susan Stromgren <susanhs@me.com>  
**Sent:** Tuesday, February 07, 2017 10:30 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Hi

I am a 30 year Manhattan Beach resident and fully support your approving the Gelson's Market plan.

I find it difficult to believe that a few vocal people are able to hold up commercial projects on PCH which is a commercial street. If we don't start generating revenue from all those empty sites, we are going to regret it!!

El Segundo does a marvelous job of understanding the difference between their downtown and a commercial thoroughfare.

Plus.....we tend to wear rose-covered glasses when thinking about the past. We weren't the small town family centric community when I moved here. We were apartments full of flight attendants and pilots and quite a party town!

Thank you for your consideration of this point of view.

Susan Stromgren

Sent from my iPad



## Angela Soo

---

**From:** sparkyy62 <sparkyy62@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:31 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

55 year resident of oak ave.

Sent from my Samsung Galaxy Tab®4

**Angela Soo**

---

**From:** John Lynch <jlynch2@msn.com>  
**Sent:** Tuesday, February 07, 2017 10:30 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I unequivocally support Gelsons opening in Manhattan Beach

John F Lynch  
1531 gates ave  
Manhattan Beach

**Angela Soo**

---

**From:** Josi Goldman <josigata@aol.com>  
**Sent:** Tuesday, February 07, 2017 10:29 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

We have had a number of grocery store close in the area, and I can't wait to have a Gelson's and stop going to Whole Foods and giving El Segundo the tax revenues.

Josi Goldman  
1204 Pine Avenue

Sent from my iPhone

## Angela Soo

---

**From:** Jennifer Ricker <jennricker@aol.com>  
**Sent:** Tuesday, February 07, 2017 10:26 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelsons. It would be positive for MB Jennifer Ricker

Sent from my iPhone

## Angela Soo

---

**From:** Loren McClanathan <lmccclanathan@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:26 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I believe that a Gelson's store in Manhattan Beach will be a very positive addition to our shopping choices. Building this store on Sepulveda Blvd which is already a busy commercial corridor will have only positive impact on our community.

Loren McClanathan  
2700 Manhattan Ave

**Angela Soo**

---

**From:** Colleen Stroyke <cmstroyke@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:26 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

PLEASE approve the Gelsons project on Sepulveda!!

This will be fantastic for our city, not only in tax revenue but in making residents HAPPY. The very small percentage of people who oppose the project can just back off. This is wayyy too important. Please do not let a small voice dictate what is right. Frankly I think it's ridiculous how long it has taken to get this approved. ENOUGH ALREADY!

Thank you.  
Colleen Stroyke  
217 7th St  
Manhattan Beach

--  
**Colleen Stroyke**  
h 310 318 9899  
c 310 871 4595

## Angela Soo

---

**From:** Jim Kelley <j23kelley@aol.com>  
**Sent:** Tuesday, February 07, 2017 10:25 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Good afternoon.

I support the opening of the Gelson's market in Manhattan Beach. My address is 1012 11th street.

Thank you

Mary and Jim Kelley

## Angela Soo

---

**From:** John Wisialowski <[johnwiz@gmail.com](mailto:johnwiz@gmail.com)>  
**Sent:** Tuesday, February 07, 2017 10:33 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Let's get started on construction for Gelson's. We need an upscale market such as Gelson's in our community. Don't let a few malcontents overrule the wishes of the majority of the residents. Let's get this project underway not.

--

John R. Wisialowski  
*The Real Estate Wiz*  
3 LEAF REALTY, INC.  
BRE #: 01396769  
Cell: (310) 897-6436  
Email: [JohnWiz@Gmail.com](mailto:JohnWiz@Gmail.com)  
Website: [johnwiz.com](http://johnwiz.com)

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## Angela Soo

---

**From:** Ted Cohen <cohen@sposilco.com>  
**Sent:** Tuesday, February 07, 2017 10:32 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I'm a Manhattan Beach resident and business owner. I'm writing to express my strong support for the Gelson's in MB. I'm familiar with Gelson's from its Marina del Rey location and it's a high quality operation. It will increase the local offerings of high quality food products.

I also note that there has not been a strong occupant of that property since Champion Chevrolet – was that 10 years ago? Sepulveda has an almost blighted feeling, especially towards the south end of MB. This obviously reduces the city's tax roll to the detriment of all of us.

A reputable, upscale super market like Gelson's fits right in with our community.

Of course we understand that the residents closest to the new Gelson's would prefer that it remain an empty lot so there will be no traffic, but that's just unrealistic and inconsistent with living near the main transportation corridor through the south bay.

Thanks for your consideration.

Theodore J. Cohen, Esq.  
SPOLIN COHEN MAINZER LLP  
Manhattan Towers  
1230 Rosecrans Avenue, Suite 600  
Manhattan Beach, CA 90266  
Phone: (310) 586-2433  
Cell: (310) 980-8421  
Fax: (310) 586-2455

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## Angela Soo

---

**From:** Tim's Gmail <tlappen@gmail.com>  
**Sent:** Tuesday, February 07, 2017 1:44 PM  
**To:** List - Planning Commission  
**Subject:** Please APPROVE the Gelson's project.

To the Manhattan Beach Planning Commission.

My wife and I live in the Tree Section (she has lived in the Tree Section since 1973). For many years, the Gelson's site has been the location of a series of very commercial uses, most recently as a car dealership.

I can understand the immediate neighbors' concerns but they knew that it was a commercial site on a highway when they moved in. For the rest of us -- who live in Manhattan Beach and also in adjoining cities -- ***please approve the Gelson's proposed project.***

Thank you.

Tim Lappen

---

Timothy Lappen, Esq.  
*Fine Autos Editor - **Haute Living, Haute Time, Haute Residence & Haute Auto***  
*Founder & Chairman, The Family Office Group & The Luxury Home Group and Member,*  
*Motor Vehicle Group -- **Jeffer Mangels Butler & Mitchell LLP***  
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Email: TLappen@gmail.com  
Email: TL@jmbm.com

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**Angela Soo**

---

**From:** jeridear@verizon.net  
**Sent:** Tuesday, February 07, 2017 4:19 PM  
**To:** List - Planning Commission  
**Subject:** WE NEED GELESONS

I am unable to attend the Planning Commission meeting on Wednesday. Please give my input the weight that it does deserve.

For over 30 years I worked at 505 North Sepulveda. (right next to Taco Bell). I worked in the Robinson Travel Office (the octagon shaped building directly along Sepulveda).

My office building looked north along the south bound Sepulveda corridor. I can tell you that when the S/W corner of 8th and Sepulveda was occupied by commercial business, the traffic flow south was at a much clammer pace. When the south bound motorists came up and over the hill, they knew that there was commercial activity at the 8th and Sepulveda and they **had** to slow down. After Champion Chevy left the site and the other business came and went, each time it was empty, the traffic south bound gathered speed and I was often afraid that the traffic would come through the windows of our office... When the site was empty the stretch from 8th to 2nd was a dead zone, and the motorists took advantage and began to increase speed and fly by!!

I believe that if the corner was occupied by Gelesons the motorists would drive at the slower pace that prevails from Rosecrans to Manhattan Beach Blvd. (south bound) a commercial zone.

I am looking forward to driving responsibility, to shop at Gelesons.

Jeri Dearden  
2500 Pine Ave.  
Manhattan Beach  
310-545-0921

## Angela Soo

---

**From:** Julie Talbert <rot10kd@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 2:39 PM  
**To:** List - Planning Commission  
**Subject:** We want Gelsons

Good Afternoon:

I am writing on behalf of our family. We are residents at 128 20th here in Manhattan Beach. We have been long customers of Gelson's, mostly when we lived in Hidden Hills for 15 years. We are so excited that we will soon have our own Gelson's here in Manhattan Beach. They will be a great asset to our community, bringing quality products and the most professional employees and management. Please approve them to come to Manhattan Beach. You will be so glad you did!

Julie Talbert  
Executive Director  
Talbert Family Foundation  
[www.TalbertFamilyFoundation.org](http://www.TalbertFamilyFoundation.org)

----- Forwarded Message -----

**From:** Gelson's Manhattan Beach  
**To:** [rot10kd@yahoo.com](mailto:rot10kd@yahoo.com)  
**Sent:** Tuesday, February 7, 2017 10:18 AM  
**Subject:** Even the kitchen sink

[View this email in your browser](#)



Dear Gelson's Supporter,

A small group of individuals opposed to the Gelson's project have made repeated unfounded accusations to delay Gelson's from coming to Manhattan Beach.

A strong showing of community support will help get Gelson's approved so we can start construction. **We need your support on**

LATE ATTACHMENTS  
(BATCH 1 OF 2)  
PC MTG 02-08-17  
Page 84 of 127

**Wednesday!**

There are two things you can do:

1.) RSVP and attend the Manhattan Beach Planning Commission tomorrow night (2/8/17) at 6:30 pm to make your support known. RSVP [here](#).

2.) If you are unable to attend, please send an email of support to the following email address by noon tomorrow (2/8).  
[planningcommission@citymb.info](mailto:planningcommission@citymb.info)

Thank you for all of your support!

Sincerely,  
Jim

**RSVP NOW**



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LATE ATTACHMENTS  
(BATCH 1 OF 2)  
PC MTG 02-08-17  
Page 85 of 127



## Angela Soo

---

**From:** Jane Munson <jsmuns@aol.com>  
**Sent:** Tuesday, February 07, 2017 10:25 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelson's market in MB. Sepulveda Blvd is a main highway and business corridor making it an appropriate place for a market. People knew that when they purchased property in the area.  
Jane Munson, 917 John St., MB

## Angela Soo

---

**From:** Mary Ann Gardner <maryann.p.gardner@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:25 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelsons Manhattan Beach.



## Angela Soo

---

**From:** Liz Stromath <lizstromath@verizon.net>  
**Sent:** Tuesday, February 07, 2017 10:25 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Dear Planning Commission,

My husband, Dave Stromath, and I support the Gelson's project. That property has been an eyesore for many years and if it doesn't turn into a Gelson's which is fine establishment, it will turn into something else and maybe not as nice. The people are complaining that live near the site; however, they should realize that buying a home close to Sepulveda is going to bring noise and traffic PERIOD! That's what happens in cities.

Please pass the Gelson's project. It will be a fine addition to our community!

Have a great week.

Sincerely,

Liz Stromath

**Angela Soo**

---

**From:** Caryn Katz <gurldog3@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:25 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Gelson's would be a wonderful addition to Manhattan Beach!

Caryn Katz

## Angela Soo

---

**From:** Diane Johnson <mathisdiane@gmail.com>  
**Sent:** Tuesday, February 07, 2017 5:23 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

## Angela Soo

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**From:** Justin <justinmank@hotmail.com>  
**Sent:** Tuesday, February 07, 2017 10:27 AM  
**To:** List - Planning Commission  
**Subject:** Letter of support for Gelson's

This is a letter in support of the proposed Gelson's market in the PCH in Manhattan Beach.

Justin Mank

**Angela Soo**

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**From:** john pulos <johnpulos@hotmail.com>  
**Sent:** Tuesday, February 07, 2017 11:24 AM  
**To:** List - Planning Commission  
**Subject:** I SUPPORT GELSON'S MARKET

**Dear Manhattan Beach Planning Commission;**

I fully support the new Gelsons 100%. We need another option for buying groceries/food in Manhhattan Beach. Vons is a complete rip off and provides terrible groceries and produce. It's basically a glorified Liquor Store. In addition, their prices completely gouge the consumer. Whole foods is good but the traffic one must endure to get there creates much, much more traffic and congestion driving to El Segundo.

Gelson's will be an excellent addition to Manhattan Beach and will greatly improve the ability to buy a quality product in close proximity. I live and Pacific and will walk or ride my bike as I don't have to cross Sepulveda. I walk to Von's as well.

**Please allow Gelson's to come to Manhattan Beach.**

Sincerely, John Pulos

John Pulos  
605 Pacific Avenue Manhattan Beach CA  
323 449 2180

## Angela Soo

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**From:** April Marano <amarano@medsolve.org>  
**Sent:** Tuesday, February 07, 2017 12:12 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Dear Planning Commission,

I lived in Northridge in 1994, and my family and I were victims of the Northridge Earthquake. During the very early days of this crisis, the Gelson market in Encino was the only grocery store open distributing bottled water, and disposable diapers. Gelsons was open when it made no sense economic sense for them to be open. Gelsons supported the community in a time of great need. It is something I will never forget. It demonstrates that this corporation takes its responsibility for the community seriously.

The Planning Commission needs to do what is good for the city of Manhattan Beach, AND not what is good for a few disgruntled citizens.

The vast majority of Manhattan Beach citizens want Gelsons here, and Gelsons will bring in much needed tax dollars for the city.

Don't let the minority limit the choices of the majority!

Sincerely,  
April Marano-Ford  
221 Rosecrans PLACE  
Manhattan Beach CA 90266

Angela Soo

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**From:** Patricia Rosenberg <pzrstrand@gmail.com>  
**Sent:** Tuesday, February 07, 2017 2:31 PM  
**To:** List - Planning Commission  
**Subject:** GELSON'S MARKET - HOPING THEY COME TO OUR CITY!!

*DEAR MEMBERS OF THE PLANNING COMMISSION,*

*I AM VERY DISAPPOINTED THAT I AM UNABLE TO ATTEND THE MEETING TOMORROW EVENING, BUT I HAVE A MEDICAL PROCEDURE TOMORROW, AND WILL BE UNABLE TO ATTEND. I AM URGING YOUR APPROVAL OF THE ADDITION OF GELSON'S MARKET TO OUR COMMUNITY AND HOPE YOU WILL ENTHUSIASTICALLY APPROVE THEIR MOVE HERE! THEY WILL BE A GREAT ADDITION TO OUR CITY AND IT WILL BE SUCH A JOY TO HAVE THEM HERE!!*

*IN MY EXPERIENCE AS A SHOPPER FOR SO MANY YEARS, I MUST SAY THAT I HAVE FOUND NO EQUAL TO THE QUALITY AND SERVICE AT GELSON'S, IN A SUPER MARKET!. THEY CARE FOR THEIR CLIENTELE, THERE MARKETS ARE GLORIOUS, AND THEY ACTUALLY LISTEN TO THEIR CUSTOMERS! (MUCH LIKE BRISTOL FARMS DID SO MANY YEARS AGO, WHEN THEY FIRST MOVED INTO MANHATTAN BEACH!)*

*I CAN SEE NO DOWN SIDE TO THEIR COMING HERE, EXCEPT FOR THOSE WHO ARE PERHAPS AFRAID OF THE COMPETITION! IF ANYTHING, THEY WILL FORCE OUR OTHER MARKETS TO TRULY HELP THE CUSTOMERS AND TO LISTEN TO WHAT IT IS THEY WOULD LIKE TO SEE AND HAVE.*

*WHENEVER I AM IN A COMMUNITY WITH A GELSON'S, I WILL ALWAYS FIND MY WAY THERE! THEY MAY EVEN ENTICE ME BACK INTO MANHATTAN BEACH FROM WHOLE FOODS IN EL SEGUNDO!*

*PLEASE, DEAR PLANNING COMMISSION, DO ALLOW THEM TO MAKE MANHATTAN BEACH THEIR NEW HOME! WE WILL ALL BE ENRICHED BY THEIR BEING HERE!*

*WITH MY GREAT CONCERN AND MY DESIRE FOR YOUR APPROVAL TO THIS ADDITION TO OUR COMMUNITY!*

*SINCERELY,*

*PATRICIA ROSENBERG  
312 THE STRAND  
MANHATTAN BEACH, CA 90266*





## Angela Soo

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**From:** Jan Curtis <jancurtis101@icloud.com>  
**Sent:** Tuesday, February 07, 2017 8:54 PM  
**To:** List - Planning Commission  
**Subject:** Gelson's / we are in support

We live at 937 8th Street, Manhattan Beach and support Gelson's coming to our neighborhood. I believe Gelson's will add much needed services to our upscale neighborhood. As we will ultimately have a commercial business in that location, a gourmet market will be a great addition.

Kind Regards, Jan & Kevin Curtis

937 8 th Street

Manhattan Beach

Sent from my iPhone

## Angela Soo

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**From:** Jennee <jen.j@verizon.net>  
**Sent:** Tuesday, February 07, 2017 7:53 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

As a resident of Manhattan Beach I fully support Gelson's and look forward to shopping and eating there. It would be wonderful to have an upscale grocery establishment in this part of Manhattan Beach.

Jennee Julius  
1st Street

## Angela Soo

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**From:** Donald Mcpherson <dmcphersonla@gmail.com>  
**Sent:** Tuesday, February 07, 2017 7:00 PM  
**To:** List - Planning Commission  
**Cc:** Mark Danaj; Anne McIntosh; Liza Tamura; Laurie B. Jester; Eric Haaland; Eileen Neill  
**Subject:** Gelson's  
**Attachments:** 170207-Gelsons-Visibility-Lights&Rooftop=ABY.pdf

Nancy Hersman, Chair  
Planning Commission  
City of Manhattan Beach  
Via Email

Subject: Parking & Environmental Deficiencies, Gelson's, Item 02/08/17-1

Chair Hersman and Commissioners,

I reside less than one-block west of Sepulveda Blvd. Since the 1970's, I have participated in permitting processes for many commercial developments on our neighboring busy commercial corridor, to ensure compliance with city policies and regulations.

The Gelson's project fails to comply, as follows;

- 1) Parking deficiency of 40 spaces, including 4 additional from using an incorrect standard for food service, namely, 1 space per 75 SF versus the correct 50 SF standard;
- 2) Residential impacts from parking-lot lighting; and
- 3) Residential impacts from rooftop machinery noise.

Gelson's bases their reduced parking waiver on a parking-ordinance exception rarely granted by the city, apparently only twice. If the city approves Gelson's parking waiver, then in the future, every multi-use commercial project will hire a certified analyst to prove that the parking demand equals less than the standards. Details on this issue below.

Regarding residential impacts from parking-lot illumination, the initial study incorrectly claims the buildings will shield Larsson St homes from parking lot lighting. [Pg. 49, ¶-3] Per the attached photo, these residences look over the market roof directly at light fixtures. Based on their invalid assumption, Gelson's will give short shrift to the complicated geometry of lighting design, as required by Condition 21 in the draft resolution.

As shown below, Gelson's initial study glosses over the impacts of rooftop machinery noise. The Initial Study addresses only noise levels relative to the ambient. Their environmental analysis ignores the critical issue of whether the many rooftop compressors and fans will irritate persons of normal sensitivity, as required by municipal code and the mandatory CEQA checklist item of causing "substantial adverse effects on human beings." The rooftop equipment will require acoustic shielding, which the initial study rejects.

The staff report further confuses the analyses of lighting and noise impacts, by claiming the market building rises eleven feet above the southern portion of Larsson St. [Pg. 13, ¶-2] The attached photo shows the market roof lies below the grade of Larsson at 6<sup>th</sup> St. Thereby, all two-story residences on Larsson and on 8<sup>th</sup> St will have line of sight to parking lighting and to rooftop equipment.

The Negative Mitigated Declaration states that Gelson's will have no operational environmental impacts. [Staff Report, Pg. 13, last line] Per the facts, that claim appears absurd.

**Parking Waiver Unjustified.**

LATE ATTACHMENTS  
(BATCH 1 OF 2)  
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Gelson's Parking Demand Study justifies the parking waiver by the unsubstantiated claim of "...as has been done for recent commercial projects in the City." [Pg. 45, ¶1-2]

### **Exactly what "recent commercial projects???"**

A search of city records discloses only two such waivers:

- 1) November 20, 2012, Item 12-340, 1829 Sepulveda Blvd. For an existing religious facility, an expanded prayer assembly area and an added day-care center; and
- 2) September 17, 2013, Item 13-471, 3601 Aviation Blvd. In an existing 73,080 office building in the PD zoning district, conversion of 12,568 SF from office to educational use, increasing parking required by eight spaces, compared to the existing 204 available.

Unlike Gelson's theoretical modeling, the above two projects had operational statistics to prove that the actual parking demand amounted to less than the spaces available. Furthermore, the Aviation office building lies in the PD zoning district, which requires much less stringent regulation than other commercial areas, such as Gelson's location.

**Put the bank in the market.** The current trend favors placement of small banking units in markets for customer convenience. Why a whole new 7,000 SF building?

**No finding for long-term bank occupancy, per MBMC 10.64.050(B)(2.)** The rise of electronic banking legislates against standalone banks, such as proposed by Gelson's. The next tenant in the bank building, such as an office use, may not have the same shared-parking parameters as in Gelson's theoretical model to justify the waiver. Consequently, the required finding cannot be made.

**Save the 10<sup>th</sup> St Post Office Parking Lot!** Gelson's admits they have insufficient parking for employees. To compensate, they have taken an option to lease 20 spaces on 10<sup>th</sup> street. That will displace post-office customers, who will park on nearby residential streets.

Furthermore, how many employees will walk two blocks for the reserved 10<sup>th</sup> St parking, if they can park on residential streets adjacent to Gelson's?

Please require compliance with parking standards, which will increase parking capacity to comply with reduced requirements and save the 10<sup>th</sup> St post-office parking lot for the public.

### **Require Designs to Mitigate Parking Light Impacts & Roof Machinery Noise.**

The attached photo shows that all nearby two-story residences will have direct line of sight to parking-lot lights and to noisy rooftop compressors and fans, of which Gelson's will install many for freezers and coolers. Erroneously, both Gelson's Initial Study and the staff report claim that the market building will shield residents from these impacts. [Gelson's Pg. 49, ¶1-3; Staff Pg. 13, ¶1-2]

As seen in the attached photo, Gelson's must design parking-lot lighting that complies with MBMC 10.64.170(c)(2), which requires sharp cutoff of light at property lines. The commissioners should demand proof, not words, how the applicant will shield residents from parking-lot lighting.

Gelson's environmental analysts do not address the only enforceable municipal code provision, which deals with noise disturbances. [MBMC 5.48.140] Nor do they acknowledge the concept of selective hearing, whereby humans unconsciously focus on periodic sounds quieter than ambient decibel levels, such as clattering compressors or whining fans.

Astonishingly, the Initial Study deliberately side-steps the obvious solution. **Enclose the rooftop machinery in sound-absorbing structures!**

The Initial Study acknowledges that the municipal code requires visual screening of rooftop machinery, but states that the screening will only "*slightly reduce noise levels at off site locations.*" [Pg. 119, P-1]

External acoustic structural panels with sound transmission coefficients of 30 to 50 decibels abound. Why in the world does Gelson's ignore the obvious and refuse to employ such mitigation measures?

LATE ATTACHMENTS  
(BATCH 1 OF 2)  
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The commissioners should insist on enclosure of rooftop equipment in acoustic structures, despite Gelson's pitifully inadequate noise modeling and no evidence to support their denial of noise disturbances.

**Conclusions.**

To date, per the record, the city has only approved two projects for parking reduction based on MBMC 10.64.050(B). Both projects had operational statistics that supported a lower parking demand compared with requirements, which Gelson's does not have. Its application bases the parking demand on an unproven theoretical model.

Both parking waivers involved special situations not shared by Gelson's, which comprises a general multiuse retail operation, undistinguishable from other such projects.

Therefore, the Planning Commission cannot make the two required findings to approve Gelson's parking waiver.

Both Gelson's Initial Study and the staff report erroneously claim that the market building will shield nearby residences from parking-lot lighting and rooftop machinery noise. Mitigation measures exist for these impacts, but Gelson's must provide the conceptual designs for Planning Commission approval.

Don McPherson  
1014 1<sup>st</sup> St, Manhattan Beach CA 90266  
Cell: 310 487 0383  
dmcphersonla@gmail.com

**Angela Soo**

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**From:** vgreen@netzero.net  
**Sent:** Tuesday, February 07, 2017 11:01 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson

We shouldn't be hijacked by a handful of people who think this is bad for our city. Please vote to approve the project.

Sincerely,

Vincent W Green  
1751 Nelson Ave

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How To Remove Eye Bags & Lip Lines Fast (Watch) Womans Weekly  
<http://thirdpartyoffers.netzero.net/TGL3231/589ac246e6d3f424658dast01duc>

## Angela Soo

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**From:** Chris Simms <chris@lazydogrestaurants.com>  
**Sent:** Tuesday, February 07, 2017 6:10 PM  
**To:** List - Planning Commission  
**Subject:** Gelson's Project

Dear Planning Commission Members,

I will not be able to attend the Planning Commission hearing tomorrow night relating to the Gelson's project, however, as a longtime resident and active member of the Manhattan Beach community I wanted to let you know that I believe that this project is well conceived and perfect for our Sepulveda corridor, which is where larger format store are ideally located in our city. I encourage the Planning Commission to follow the recommendation of staff – which has thoroughly vetted this project over the last 18 months, and approve this project so that we can bring Gelson's to our great city!

Thank you,

Chris

Chris Simms  
CEO & Founder



Home Office  
7777 Center Ave. Ste. 150  
Huntington Beach, CA 92647

P: (714) 596-9960  
F: (714) 596-9970

[www.lazydogrestaurants.com](http://www.lazydogrestaurants.com)

## Angela Soo

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**From:** Rosie Malmstedt <rosie.malmstedt@gmail.com>  
**Sent:** Tuesday, February 07, 2017 8:19 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Dear planning commission ,  
I REALLY want Gelsons to come to the East side, my daughter has one in Irvine and it's beautiful, on par with Bristol and Whole Foods . It fits our town and is much needed for less congestion at Rosecrans!!! PLEASE consider!!!

Thank You  
Rosie Malmstedt  
310-200-6744

Sent from my iPhone



## Angela Soo

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**From:** wac ucp <ucpws@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 8:01 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I fully support and want to see Gelson's here in Manhattan Beach.

Anne Rivera

## Angela Soo

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**From:** Diane Johnson <mathisdiane@gmail.com>  
**Sent:** Tuesday, February 07, 2017 5:25 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

nelsons has done everything possible to accommodate for so very LONG. Those that keep putting up "road blocks" to delay their progress need to stop and graciously accept Gelsons is wanted in Manhattan beach. If you don't want them here then go to Ralphs in the village and please stop complaining. Also if your in the "complaining neighborhood" area you have the option of moving if your so upset by the beautiful Nelsons that will be in this town. I fully support Nelsons and have from day one.

## Angela Soo

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**From:** Rosie DuBois <rddubois@roadrunner.com>  
**Sent:** Tuesday, February 07, 2017 6:31 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am excited to have Gelson's in manhattan beach. It would be a wonderful addition to our community please allow them to be part of Manhattan Beach

Rosie DuBois  
MB resident 40 years.

Sent from my iPhone

## Angela Soo

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**From:** Tommy Moreno <tommy.moreno@gmail.com>  
**Sent:** Tuesday, February 07, 2017 6:30 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Could we please expedite Gelsons coming to MB. It is taking too long already.

Sent from my iPhone

## Angela Soo

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**From:** Paul.thompson45 <paul.thompson45@verizon.net>  
**Sent:** Tuesday, February 07, 2017 6:40 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Without a doubt, having Gelson's in Manhattan Beach would not only give us another high quality competitive store to shop at but also enhance our reputation in Los Angeles.

Nearby, we shop at Whole Foods in El Segundo, which we love but is much more expensive than maybe it should be, Bristol Farms which we also shop at and love and Trader Joe's which we also shop at and love, but they have a limited selection. We also have Ralph's which we shop at as well, for basic items, but they don't have as good a selection of speciality items.

Gelson's would give us another choice - and they would be in MB and add to our tax base. They have gone above and beyond, as far as we can see, to satisfy the neighborhood issues, and provide excellent parking. Please don't limit our choices.

Thank you.

Paul & Venona Thompson  
1143 22nd Street  
Manhattan Beach, CA 90266  
Sent from my iPad

## Angela Soo

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**From:** Michael Holton <guardianbeyond@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 7:22 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I have lived in Manhattan Beach for 19 years, but before that I lived in the sleepy town of Pacific Palisades which has a wonderful Gelson's market. The Palisades is a similar upper income beach town to Manhattan Beach. People love Gelson's in the Palisades and it became sort of a safe community center for the kids due to its proximity to the schools. I have such fond memories of the food and service of Gelson's. The people who worked there treated you like family and became part of the community. The quality and variety of food is superior to most supermarkets. Plus, they help you explore new food areas. It is not budget store, but also tended to maintain only a slight premium over the other basic chain supermarket in town.

Gelson's was a big part of my childhood in a special way that I would like my three kids to enjoy here in Manhattan Beach.

Michael Holton  
1406 3rd Street,  
Manhattan Beach

## Angela Soo

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**From:** Jennifer Roginson <jenroginson@verizon.net>  
**Sent:** Tuesday, February 07, 2017 7:43 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

To whom it may concern,

My family and I strongly support the addition of Gelson's to our neighborhood!! We so badly need another local choice of supermarket in our neighborhood. Not only would Gelson's be a vast improvement over an empty used car lot, it would provide a valuable, quality well run business to our neighborhood. Please give Gelson's a chance to thrive in Manhattan Beach!!!!

Sincerely,

Jennifer Roginson  
1530 Mathews Ave.  
Manhattan Beach, CA 90266

310-318-2896

## Angela Soo

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**From:** Jan sultan <jhsultan@cybermesa.com>  
**Sent:** Wednesday, February 08, 2017 5:48 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

To: the planning commission. I live at 208 Larsson St. MB. I am 100% for getting the Gelson's store in our neighborhood. Please expedite the process.

Do whatever you have to do to make a northbound deceleration lane coming into the intersection of Sepulveda and 8th St. Jan Sultan



## Angela Soo

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**From:** derrick wood <derrickwood@hotmail.com>  
**Sent:** Wednesday, February 08, 2017 6:51 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Can't make the meeting today but I'm a big supporter of Gelsons coming to my neighborhood in Manhattan Beach

Sent from Outlook

## Angela Soo

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**From:** Karen Roseman <karen661@verizon.net>  
**Sent:** Wednesday, February 08, 2017 6:58 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I am in support of Gelsons opening in Manhattan Beach. It will be a welcome addition to our community. I believe they are doing all they can not to negatively affect those living close by who had the noise and traffic of a car dealership when they bought their properties.

Thank you

Alan and Karen Roseman  
Manhattan Beach

**Angela Soo**

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**From:** Teri Hampton <tjinmb@yahoo.com>  
**Sent:** Wednesday, February 08, 2017 8:06 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Our family is looking forward to the addition of gelsons to MB

Thank you  
Teri Hampton

Sent from my iPad

**Angela Soo**

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**From:** Dennis Michaud <dlmichaud1@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 8:59 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I wholeheartedly support and welcome a Gelson's in our town and hope that the nimbys and naysayers to this project get to see what an asset this store will be for all of us.

DI Michaud  
310-796-6881

## Angela Soo

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**From:** Margie Luong <mlluong@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 9:12 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Ive been a resident of Manhattan Beach for over 10years and wanted to email to show my support for a Gelsons supermarket within the city.

I am very excited to hear that Gelsons is planning on building a store in our city. I often travel outside of Manhattan Beach to get to a Gelsons because I like the quality products and produce they carry that I cant always find at nearby supermarkets.

Thank you,  
Margie Luong

## Angela Soo

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**From:** grik1@cs.com  
**Sent:** Tuesday, February 07, 2017 9:21 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

Please approve this project.

## Angela Soo

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**From:** Ellen Adams <ellen90266@gmail.com>  
**Sent:** Tuesday, February 07, 2017 9:31 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I would welcome a gelsons in manhattan beach. We need a high end grocery west of Sepulveda!!!!

Sent from my iPhone

## Angela Soo

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**From:** Nancy Raiche <nancy.raiche@gmail.com>  
**Sent:** Tuesday, February 07, 2017 10:58 PM  
**To:** List - Planning Commission  
**Cc:** Gelson's Manhattan Beach  
**Subject:** I Support Gelson's Manhattan Beach

I want to encourage the Planning Commission to approve the Gelson's Market project. I attended one of the early meetings where I heard the concerns of nearby residents. The developers have addressed those concerns. I live downtown, so when they talk about congestion, I have to laugh. I think the residents just have a NIMBY attitude and would be against any kind of development.

I love Gelson's and recently drove to Marina Del Rey to buy my favorite Lobster Quiche. That's a shame. I generally shop at Von's, downtown Manhattan Beach, and Trader Joe's, Manhattan Beach, and also Whole Foods, El Segundo. I imagine I would shop less at Whole Foods and more at Gelson's, given the opportunity.

I wholeheartedly support Gelson's coming to Manhattan Beach. That is a commercial piece of property and local residents should not be allowed to require it to continue to be vacant and a blight on the community. Let's honor property owner's rights and provide for a great utilization of this property.

Nancy Raiche  
1148 The Strand  
Manhattan Beach, CA 90266

310-545-7272



**Angela Soo**

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**From:** Edward Wang <edwang3@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 11:13 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelson's Manhattan Beach

It will be a wonderful addition to our city, bringing another grocery market option.

Thank you

Edward Wang  
Manhattan Beach Resident

## Angela Soo

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**From:** Michael Duckworth <mrduckworth@yahoo.com>  
**Sent:** Tuesday, February 07, 2017 12:57 PM  
**To:** List - Planning Commission  
**Cc:** Sherolyn Duckworth  
**Subject:** I Support Gelson's Manhattan Beach

As a 20+ year resident with two properties in the community, I want you to know that my wife and I support the Gelson's development.

Please do not let a small handful of vocal residence with extra time on there hands disrupt what will be a great addition to our community!

Thank you

Sent from my iPhone so don't sweat the typos!

## Angela Soo

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**From:** Gail Lappen <gogail@mac.com>  
**Sent:** Tuesday, February 07, 2017 6:02 PM  
**To:** List - Planning Commission  
**Subject:** Re: Please APPROVE the Gelson's project.

To the Manhattan Beach Planning Commission.

We live in the Tree Section and have lived here since the 70s. For many years, the Gelson's site has been the location of a series of very commercial uses, most recently as a car dealership.

I can understand the immediate neighbors' concerns but they knew that it was a commercial site on a highway when they moved in. For the rest of us -- who live in Manhattan Beach and also in adjoining cities -- ***please approve the Gelson's proposed project.***

Thank you.

Gail Lappen

## Angela Soo

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**From:** KJ <pmkj@verizon.net>  
**Sent:** Tuesday, February 07, 2017 7:25 PM  
**To:** List - City Council; List - Planning Commission; Eric Haaland; City Manager  
**Subject:** To Gelsons or not to Gelsons...

Hello,

We wanted to indicate our support for having a new Gelsons store in MB. But only if they protect our citizens and neighborhoods.

They need to **make changes to Sepulveda** to mitigate the traffic hazard, as well as **provide enough parking** — at least meeting current code — for all of their employees and shoppers. It's not fair to residents to push more business parking onto residential streets or take away parking at the post office. The time to do this is before Gelsons builds, not after we all suffer from the mistake it would be if those requirements are waived.

Having them here would make for convenient shopping and more taxes. But it shouldn't come at the cost of accidents and parking hassles. If Gelsons doesn't want to play by the rules, then the city should wait for a business to come along who will.

Karla, Pat and Ryder Mendelson  
Manhattan Beach

P.S. Why was lower-level Metlox parking taken away from downtown businesses? When the development was built, that parking was promised to businesses and their employees. Residents were assured that parking would be set aside for the businesses. It is NOT RIGHT that all those employees are pushed into the downtown-adjacent neighborhoods to park!

## Angela Soo

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**From:** Donna And Ed Imhoff <DonnaAndEd@roadrunner.com>  
**Sent:** Wednesday, February 08, 2017 9:14 AM  
**To:** List - Planning Commission  
**Subject:** We Support Gelson's Manhattan Beach

We support the Gelson's project here in Manhattan Beach. We are 45-year residents of Manhattan Beach and welcome them to the neighborhood!

Edward & Donna Imhoff  
917 Harkness Street  
Manhattan Beach, CA 90266  
310-372-7076 (home)  
[DonnaAndEd@roadrunner.com](mailto:DonnaAndEd@roadrunner.com)

## Angela Soo

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**From:** Jim Ryan <jimryan933@gmail.com>  
**Sent:** Wednesday, February 08, 2017 8:14 AM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

My wife, Judy and I definitely support the new Gelson's!

We live at 832 1st Street, MB

Unable to attend tonight.

Jim Ryan

## Angela Soo

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**From:** John Colville <johncolville10@gmail.com>  
**Sent:** Wednesday, February 08, 2017 12:45 PM  
**To:** List - Planning Commission  
**Subject:** I Support Gelson's Manhattan Beach

I support Gelsons coming into Manhattan Beach John P Colville resident Manhattan Beach for over 50 years

Sent from my iPad

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**LATE COMMENTS**  
**SUBMITTED AFTER POSTING**  
**OF AGENDA PACKET**  
**FOR**  
**GELSON'S ITEM**  
**PLANNING COMMISSION**  
**MEETING**  
**OF**  
**FEBRUARY 8, 2017**  
**(BATCH 2 OF 2)**

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**From:** Donald McPherson <dmcphersonla@gmail.com>  
**Sent:** Wednesday, February 08, 2017 3:10 PM  
**To:** List - Planning Commission  
**Cc:** Mark Danaj; Anne McIntosh; Liza Tamura; Laurie B. Jester; Eric Haaland; 'Eileen Neill'  
**Subject:** The Great Gelson's Bank Heist  
**Attachments:** 170208-Gelsons-BankComparisons.pdf

My testimony for your Gelson's hearing tonight, with attached handout of bank-area statistics from 1960's to present.

**GELSON'S VIOLATES PARKING REQUIREMENTS AND CEQA**  
PLANNING COMMISSION, 8 FEBRUARY 2017

Don McPherson, 1014 1<sup>st</sup> Street.

I provided the planning commission with a written input that summarizes parking deficiencies and environmental impacts in the Gelson's project. Tonight, I focus on the parking issues.

The developer has requested a parking waiver for 40 of the 175 spaces required, a 22% reduction. They argue that the proposed market and bank will only need 135 spaces. The parking ordinance does include an exception that permits parking waivers. Per my research, however, the city has approved only two special cases. In comparison, Gelson's does not qualify for a parking waiver.

The parking shortfall results from adding a purported bank at the south end of the property, amounting to roughly 7,000 SF. This so-called bank requires 23 additional spaces, while reducing available parking area by 13 spaces.

Nobody builds big new banks anymore. Presumably, the developer has another use in mind for this new building at the south end of the property. They do not provide a floor plan, so commissioners have no idea of its design.

My handout provides statistics of bank areas from the 1960's until now. The developer proposes a 1960's bank with 7,000 square-feet, compared to half that area in Wells Fargo's, at Sepulveda and Manhattan Beach Blvd. By location, location and copious dedicated parking, Wells Fargo overwhelms the business expected for the developer's 1960's bank building, which has twice the area.

The developer proposes a bank only to game the exception in the parking ordinance for parking reduction. Once getting the parking waiver as a property right, they will pursue another use for the purported bank, such as offices.

Based on these facts, I request commissioners to withhold making the required finding, that long-term use will not increase parking demand.

My written input shows that the developer has misrepresented impacts from parking-lot lighting and rooftop machinery noise, as well as having used the wrong standard for food-service parking. These lapses nullify their credibility.

I request that you deny this application in its entirety.

---

**From:** Donald Mcpherson [mailto:dmcphersonla@gmail.com]

**Sent:** Tuesday, 7 February, 2017 19:00

**To:** PlanningCommission@citymb.info

**Cc:** mdanaj@citymb.info; Anne McIntosh <amcintosh@citymb.info>; LTamura@citymb.info; ljester@citymb.info; ehaaland@citymb.info; Eileen Neill <jejneill@earthlink.net>

**Subject:** Gelson's

Nancy Hersman, Chair  
Planning Commission  
City of Manhattan Beach

Via Email

Subject: Parking & Environmental Deficiencies, Gelson's, Item 02/08/17-1

Chair Hersman and Commissioners,

I reside less than one-block west of Sepulveda Blvd. Since the 1970's, I have participated in permitting processes for many commercial developments on our neighboring busy commercial corridor, to ensure compliance with city policies and regulations.

The Gelson's project fails to comply, as follows;

- 1) Parking deficiency of 40 spaces, including 4 additional from using an incorrect standard for food service, namely, 1 space per 75 SF versus the correct 50 SF standard;
- 2) Residential impacts from parking-lot lighting; and
- 3) Residential impacts from rooftop machinery noise.

Gelson's bases their reduced parking waiver on a parking-ordinance exception rarely granted by the city, apparently only twice. If the city approves Gelson's parking waiver, then in the future, every multi-use commercial project will hire a certified analyst to prove that the parking demand equals less than the standards. Details on this issue below.

Regarding residential impacts from parking-lot illumination, the initial study incorrectly claims the buildings will shield Larsson St homes from parking lot lighting. [Pg. 49, ¶1-3] Per the attached photo, these residences look over the market roof directly at light fixtures. Based on their invalid assumption, Gelson's will give short shrift to the complicated geometry of lighting design, as required by Condition 21 in the draft resolution.

As shown below, Gelson's initial study glosses over the impacts of rooftop machinery noise. The Initial Study addresses only noise levels relative to the ambient. Their environmental analysis ignores the critical issue of whether the many rooftop compressors and fans will irritate persons of normal sensitivity, as required

by municipal code and the mandatory CEQA checklist item of causing “substantial adverse effects on human beings.” The rooftop equipment will require acoustic shielding, which the initial study rejects.

The staff report further confuses the analyses of lighting and noise impacts, by claiming the market building rises eleven feet above the southern portion of Larsson St. [Pg. 13, ¶1-2] The attached photo shows the market roof lies below the grade of Larsson at 6<sup>th</sup> St. Thereby, all two-story residences on Larsson and on 8<sup>th</sup> St will have line of sight to parking lighting and to rooftop equipment.

The Negative Mitigated Declaration states that Gelson’s will have no operational environmental impacts. [Staff Report, Pg. 13, last line] Per the facts, that claim appears absurd.

### **Parking Waiver Unjustified.**

Gelson’s Parking Demand Study justifies the parking waiver by the unsubstantiated claim of “...as has been done for recent commercial projects in the City.” [Pg. 45, ¶1-2]

#### **Exactly what “recent commercial projects???”**

A search of city records discloses only two such waivers:

- 1) November 20, 2012, Item 12-340, 1829 Sepulveda Blvd. For an existing religious facility, an expanded prayer assembly area and an added day-care center; and
- 2) September 17, 2013, Item 13-471, 3601 Aviation Blvd. In an existing 73,080 office building in the PD zoning district, conversion of 12,568 SF from office to educational use, increasing parking required by eight spaces, compared to the existing 204 available.

Unlike Gelson’s theoretical modeling, the above two projects had operational statistics to prove that the actual parking demand amounted to less than the spaces available. Furthermore, the Aviation office building lies in the PD zoning district, which requires much less stringent regulation than other commercial areas, such as Gelson’s location.

**Put the bank in the market.** The current trend favors placement of small banking units in markets for customer convenience. Why a whole new 7,000 SF building?

**No finding for long-term bank occupancy, per MBMC 10.64.050(B)(2.)** The rise of electronic banking legislates against standalone banks, such as proposed by Gelson’s. The next tenant in the bank building, such as an office use, may not have the same shared-parking parameters as in Gelson’s theoretical model to justify the waiver. Consequently, the required finding cannot be made.

**Save the 10<sup>th</sup> St Post Office Parking Lot!** Gelson’s admits they have insufficient parking for employees. To compensate, they have taken an option to lease 20 spaces on 10<sup>th</sup> street. That will displace post-office customers, who will park on nearby residential streets.

Furthermore, how many employees will walk two blocks for the reserved 10<sup>th</sup> St parking, if they can park on residential streets adjacent to Gelson’s?

Please require compliance with parking standards, which will increase parking capacity to comply with reduced requirements and save the 10<sup>th</sup> St post-office parking lot for the public.

### **Require Designs to Mitigate Parking Light Impacts & Roof Machinery Noise.**

The attached photo shows that all nearby two-story residences will have direct line of sight to parking-lot lights and to noisy rooftop compressors and fans, of which Gelson’s will install many for freezers and coolers.

Erroneously, both Gelson’s Initial Study and the staff report claim that the market building will shield residents from these impacts. [Gelson’s Pg. 49, ¶1-3; Staff Pg. 13, ¶1-2]

As seen in the attached photo, Gelson’s must design parking-lot lighting that complies with MBMC 10.64.170(c)(2), which requires sharp cutoff of light at property lines. The commissioners should demand proof, not words, how the applicant will shield residents from parking-lot lighting.

Gelson's environmental analysts do not address the only enforceable municipal code provision, which deals with noise disturbances. [MBMC 5.48.140] Nor do they acknowledge the concept of selective hearing, whereby humans unconsciously focus on periodic sounds quieter than ambient decibel levels, such as clattering compressors or whining fans.

Astonishingly, the Initial Study deliberately side-steps the obvious solution. **Enclose the rooftop machinery in sound-absorbing structures!**

The Initial Study acknowledges that the municipal code requires visual screening of rooftop machinery, but states that the screening will only "*slightly reduce noise levels at off site locations.*" [Pg. 119, P-1]

External acoustic structural panels with sound transmission coefficients of 30 to 50 decibels abound. Why in the world does Gelson's ignore the obvious and refuse to employ such mitigation measures?

The commissioners should insist on enclosure of rooftop equipment in acoustic structures, despite Gelson's pitifully inadequate noise modeling and no evidence to support their denial of noise disturbances.

### **Conclusions.**

To date, per the record, the city has only approved two projects for parking reduction based on MBMC 10.64.050(B). Both projects had operational statistics that supported a lower parking demand compared with requirements, which Gelson's does not have. its application bases the parking demand on an unproven theoretical model.

Both parking waivers involved special situations not shared by Gelson's, which comprises a general multiuse retail operation, undistinguishable from other such projects.

Therefore, the Planning Commission cannot make the two required findings to approve Gelson's parking waiver.

Both Gelson's Initial Study and the staff report erroneously claim that the market building will shield nearby residences from parking-lot lighting and rooftop machinery noise. Mitigation measures exist for these impacts, but Gelson's must provide the conceptual designs for Planning Commission approval.

Don McPherson  
1014 1<sup>st</sup> St, Manhattan Beach CA 90266  
Cell: 310 487 0383  
[dmcphersonla@gmail.com](mailto:dmcphersonla@gmail.com)

## BANK DESIGNED FOR 1960's BANKING MODEL

PROJECT BANK	7,000 SQ-FT
BANK OF AMERICA, HIGHLAND AVE.	6,100 SQ-FT [1960's]
WELLS FARGO, MANHATTAN MALL	9,100 SQ-FT [1970's]
WELLS FARGO, PCH & MB BLVD	3,750 SQ-FT [CURRENT STANDARD]

WELLS FARGO AT PCH & MB BLVD SETS THE CURRENT STANDARD  
**PROJECT BANK WILL HAVE TWICE THE SIZE WITH HALF THE BUSINESS,  
THEREBY CREATING PARKING DEFICIENCY**

WELLS FARGO AT SEPULVEDA & MB BLVD, NORTHWEST CORNER,  
SETS THE CURRENT STANDARD FOR SIZE AT 3,740 SQ-FT



**From:** Donald Mcpherson <dmcphersonla@gmail.com>  
**Sent:** Tuesday, February 07, 2017 7:00 PM  
**To:** List - Planning Commission  
**Cc:** Mark Danaj; Anne McIntosh; Liza Tamura; Laurie B. Jester; Eric Haaland; Eileen Neill  
**Subject:** Gelson's  
**Attachments:** 170207-Gelsons-Visibility-Lights&Rooftop=ABY.pdf

Nancy Hersman, Chair  
Planning Commission  
City of Manhattan Beach

Via Email

Subject: Parking & Environmental Deficiencies, Gelson's, Item 02/08/17-1

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Don McPherson  
1014 1<sup>st</sup> St, Manhattan Beach CA 90266  
Cell: 310 487 0383  
dmcphersonla@gmail.com

## ALL NEIGHBORS HAVE LINE OF SIGHT TO PARKING LIGHTS AND ROOFTOP MACHINERY



## Eric Haaland

---

**From:** KJ <pmkj@verizon.net>  
**Sent:** Tuesday, February 07, 2017 7:25 PM  
**To:** List - City Council; List - Planning Commission; Eric Haaland; City Manager  
**Subject:** To Gelsons or not to Gelsons...

Hello,

We wanted to indicate our support for having a new Gelsons store in MB. But only if they protect our citizens and neighborhoods.

They need to **make changes to Sepulveda** to mitigate the traffic hazard, as well as **provide enough parking** — at least meeting current code — for all of their employees and shoppers. It's not fair to residents to push more business parking onto residential streets or take away parking at the post office. The time to do this is before Gelsons builds, not after we all suffer from the mistake it would be if those requirements are waived.

Having them here would make for convenient shopping and more taxes. But it shouldn't come at the cost of accidents and parking hassles. If Gelsons doesn't want to play by the rules, then the city should wait for a business to come along who will.

Karla, Pat and Ryder Mendelson  
Manhattan Beach

P.S. Why was lower-level Metlox parking taken away from downtown businesses? When the development was built, that parking was promised to businesses and their employees. Residents were assured that parking would be set aside for the businesses. It is NOT RIGHT that all those employees are pushed into the downtown-adjacent neighborhoods to park!

## Eric Haaland

---

**From:** Laurie B. Jester  
**Sent:** Monday, February 06, 2017 6:13 PM  
**To:** Eric Haaland  
**Cc:** Erik Zandvliet; Angela Soo  
**Subject:** FW: Gelson's and my concerns new to the issues but have now decoded to fight against the project.

For PC packet

**Laurie B. Jester**  
**Planning Manager**  
P: (310) 802-5510  
E: [ljester@citymb.info](mailto:ljester@citymb.info)



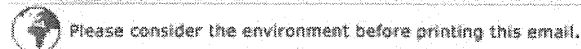
**Office Hours:** M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

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**From:** Martha Alvarez  
**Sent:** Monday, February 06, 2017 9:24 AM  
**To:** Anne McIntosh <[amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)>; Laurie B. Jester <[ljester@citymb.info](mailto:ljester@citymb.info)>; Angela Soo <[asoo@citymb.info](mailto:asoo@citymb.info)>  
**Cc:** Michael Estrada (External) <[mestrada@rwglaw.com](mailto:mestrada@rwglaw.com)>  
**Subject:** FW: Gelson's and my concerns new to the issues but have now decoded to fight against the project.

Gelson's comment for the Planning Commission Meeting on February 8, 2017.

**Martha Alvarez**  
**Senior Deputy City Clerk**  
P: (310) 802-5059  
E: [malvarez@citymb.info](mailto:malvarez@citymb.info)



**Office Hours:** M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

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**From:** Mary Kirchwehm On Behalf Of Mark Danaj  
**Sent:** Monday, February 06, 2017 8:22 AM  
**To:** Martha Alvarez <[malvarez@citymb.info](mailto:malvarez@citymb.info)>  
**Subject:** FW: Gelson's and my concerns new to the issues but have now decoded to fight against the project.

**From:** Carrie Cook [<mailto:boyoboys@verizon.net>]

**Sent:** Friday, February 03, 2017 1:09 PM

**To:** List - City Council

**Subject:** Gelson's and my concerns new to the issues but have now decoded to fight against the project.

Hello MB City Council, planning commission, police department, and other City employees,

I do not believe the people of MB "deserve" an upscale grocery store/bank/ wine tasting/ outdoor dining area if it greatly impacts one of its neighborhoods. I assume no one on City Council, planning commission, any city employee or anyone who is running for office has taken not a donation, gifts or \$ no matter what size from any individual affiliated in any way with the project. Forensic accountants can find out:) I am starting my research on the Gelson's project. I am very late to the game but plan on making up for lost time.

My questions are simple:

Why won't you apply CalTrans recommendations?

Why is there a bank on the site?

Why do we need wine tasting? MB has a wine tasting establishment for this a block over at Barsha?

Why is there an outdoor seating area? Thought this was a simple grocery store?

Why won't Paragon provide more parking, it is evident there is not enough employee parking?

Why doesn't Paragon understand how the streets work in the surrounding area? Their plans are not correct, looks like they have not done their traffic research correctly.

Sorry if all this has been answered, but I am new to this and can't find the answers I require to make an informed decision on where to go from here.

I am planning on filing a complaint (also to get formally on the record) with the State of California and Caltrans asking for an investigation into all aspects of this project, especially the issue of safety. Anyone at all involved with Paragon or Gelson's (investment company) should be a matter of public record but I can get all that info. Only then will I feel that everything regarding this project was followed with the utmost due diligence. I look forward to watching the process from here on and hope the great people of MB can come to a solution which works for all residents.

Carrie Sutton

[boyoboys@verizon.net](mailto:boyoboys@verizon.net)

**Mark Danaj**

**City Manager**

P: (310) 802-5053

E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



Please consider the environment before printing this email.

**Office Hours:** M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

## Eric Haaland

---

**From:** Mark Harrigian <MHarrigian@paragoncommercialgroup.com>  
**Sent:** Friday, February 03, 2017 12:57 PM  
**To:** Laurie B. Jester; Eric Haaland  
**Cc:** Quinn Barrow; Anne McIntosh; Jim Dillavou  
**Subject:** RE: Gelsons

I read the memo and resolution that was posted last night and wanted to just point out a few small things for consistency:

On page 4 of the memo, it indicated the corner building is 6,339 sf. It should be 7896 sf. The 7896 includes the mezzanine and ties into other numbers in the report and plans.

In a few places in the Resolution (I saw in section 1 and 9) it mentions an indoor seating area of 206 sf, I believe it should be 145 sf to then tie into the a prior number of 648 total sf for in and outdoor seating I saw in the document. Outdoor 503 sf and indoor 145 sf. 206 was the number in a prior version.

Thanks and have a nice weekend.



**Mark Harrigian**  
**Principal | Paragon Commercial Group**  
133 Penn Street  
El Segundo, California 90245  
Direct: 310.807.3371  
Mobile: 310.600.5992  
MHarrigian@ParagonCommercialGroup.Com



## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Thursday, February 02, 2017 9:53 AM  
**To:** Laurie B. Jester; Eric Haaland  
**Subject:** FW: Gelson's Project

**From:** Adam Wolfson [mailto:adamwolfson@gmail.com]  
**Sent:** Thursday, February 02, 2017 9:44 AM  
**To:** List - Planning Commission  
**Subject:** Gelson's Project

Hi there,

I understand the Gelson's project will be discussed at the upcoming planning meeting on February 8. Unfortunately, I will be out of town then on a business trip, but I wanted to write to voice my support for the project. I have followed the project closely for the past year and I think it will be an extremely positive development for our town and that stretch of Sepulveda. Please approve Gelson's!

Adam Wolfson  
532 6th Street, MB, CA 90266  
323-646-6264

**Anne McIntosh**  
**Interim Community Development Director**

P: 310-802-5503

E: [amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)



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## 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."*

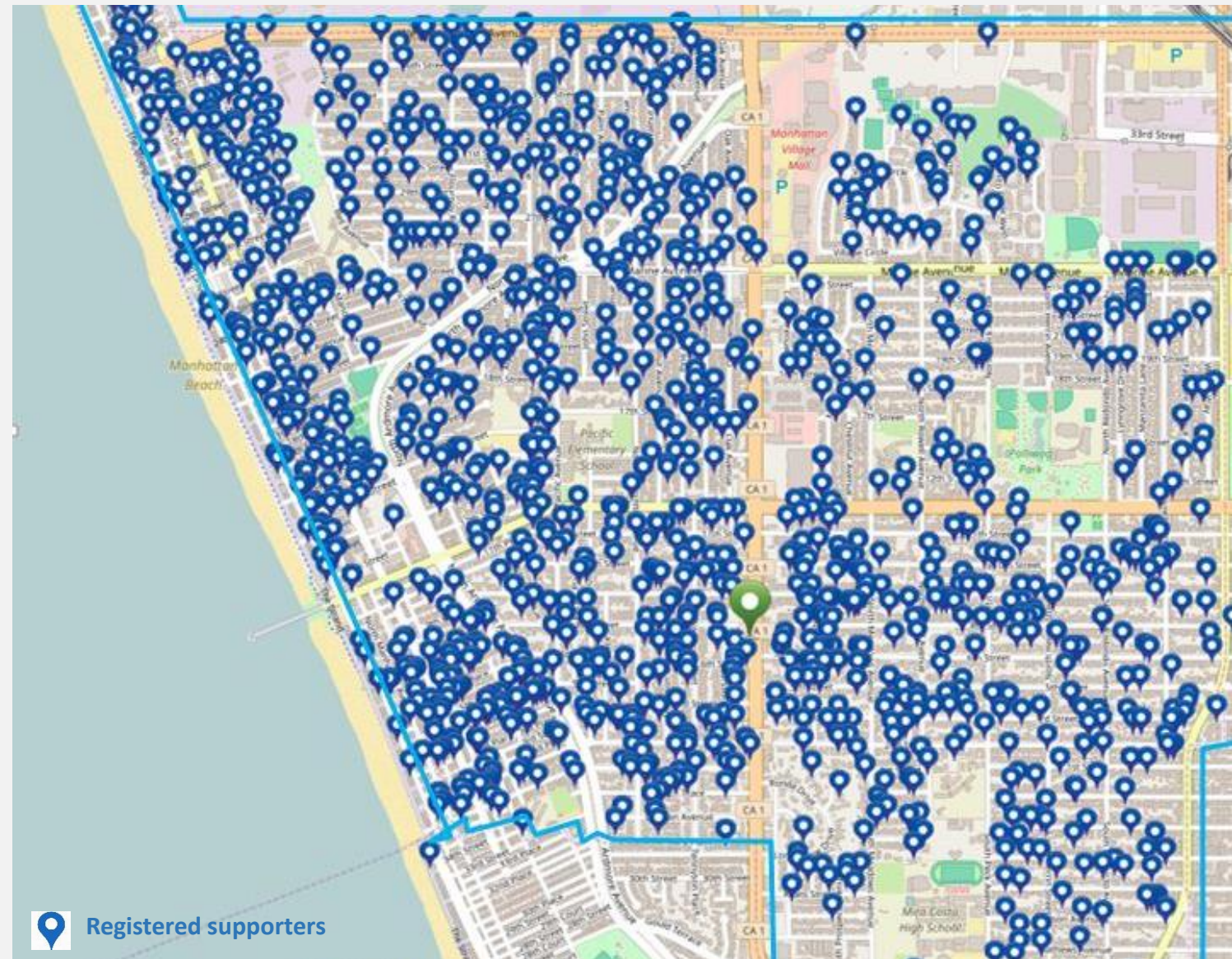
*"A better use of the space compared to a hotel or fast food chain and will help revitalize part of Sepulveda."*

*"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



Facebook activity

Followers

2,100+

Reach

80,000 individuals /month

Activity

90 likes /month

Engagement

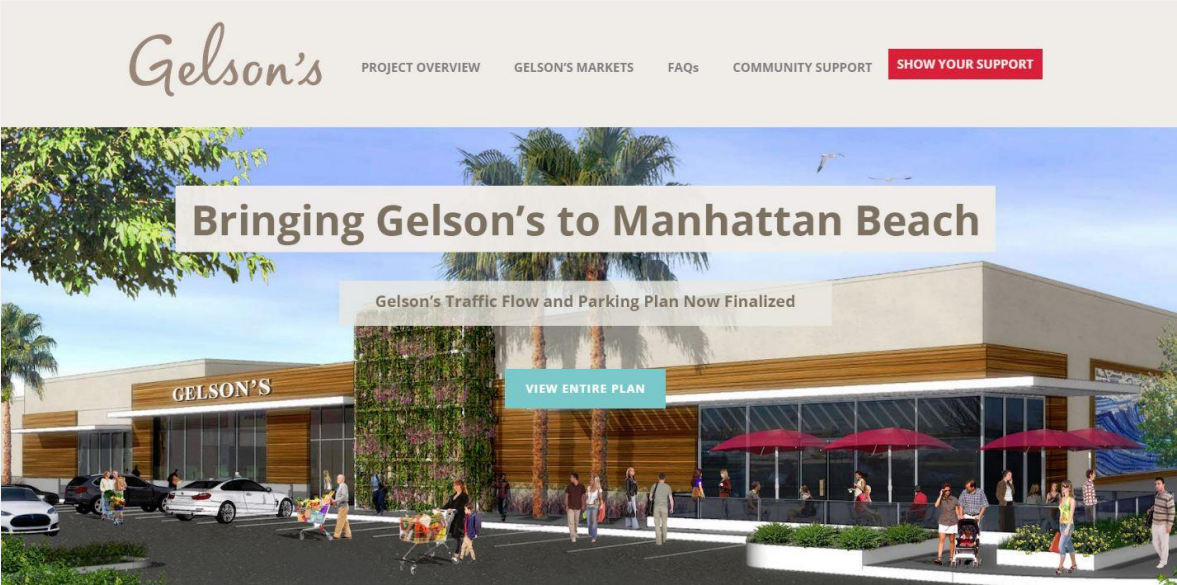
2,800 engagements /month



Website activity

Users

15,000+ since inception

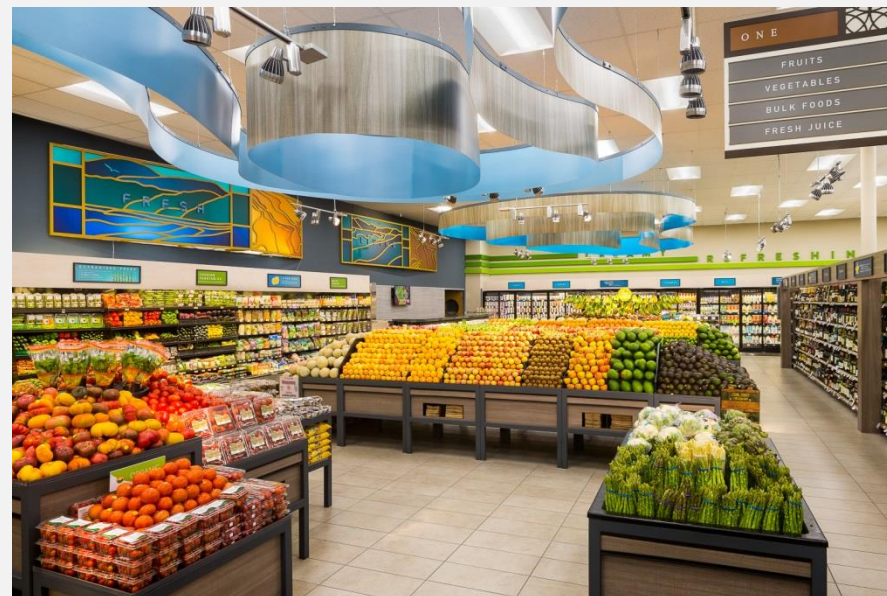




# Gelson's Is Ideal for Manhattan Beach

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.

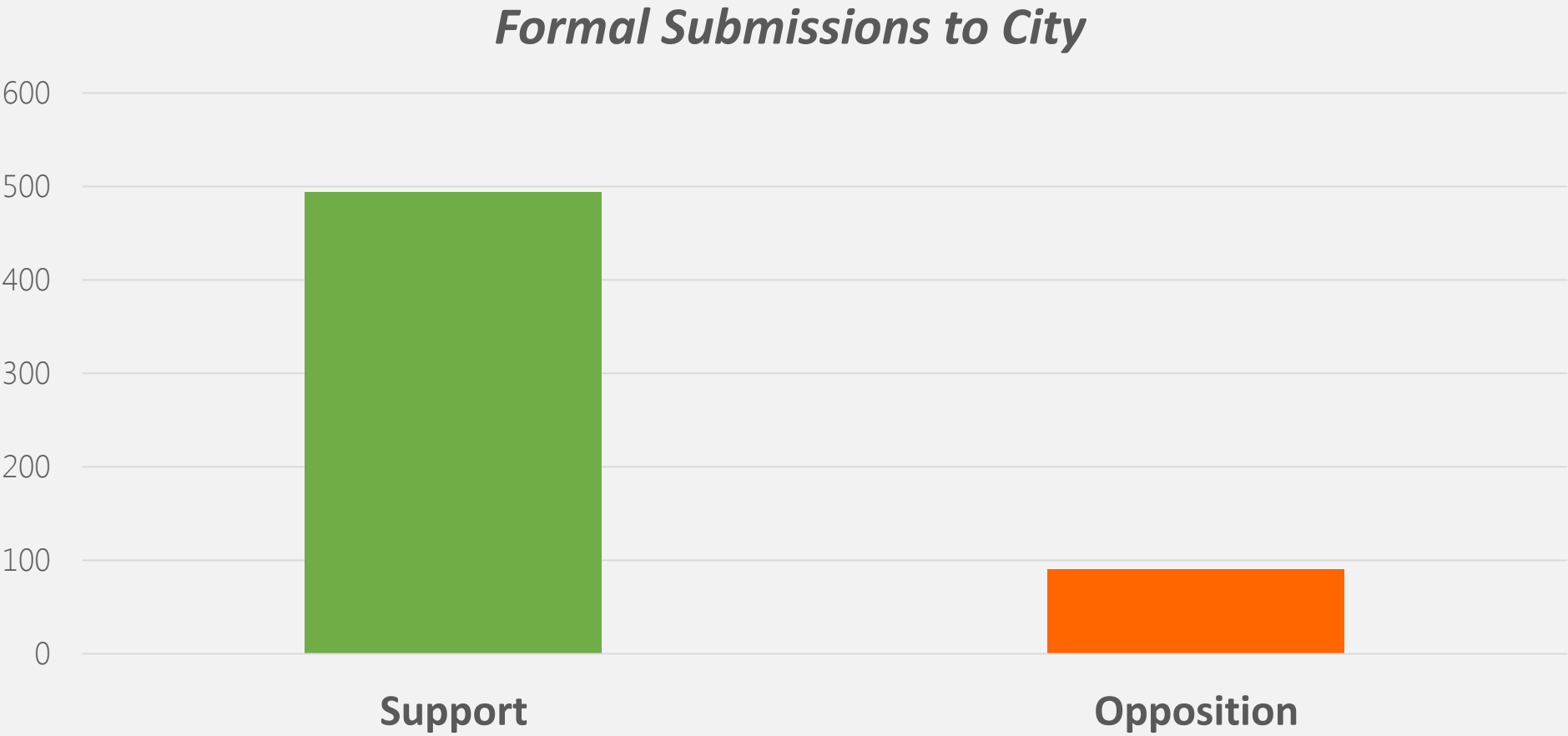
**EXISTING VIEW**



**IMPROVED VIEW**



# Formal Public Comment Submissions



# CEQA Environmental Compliance

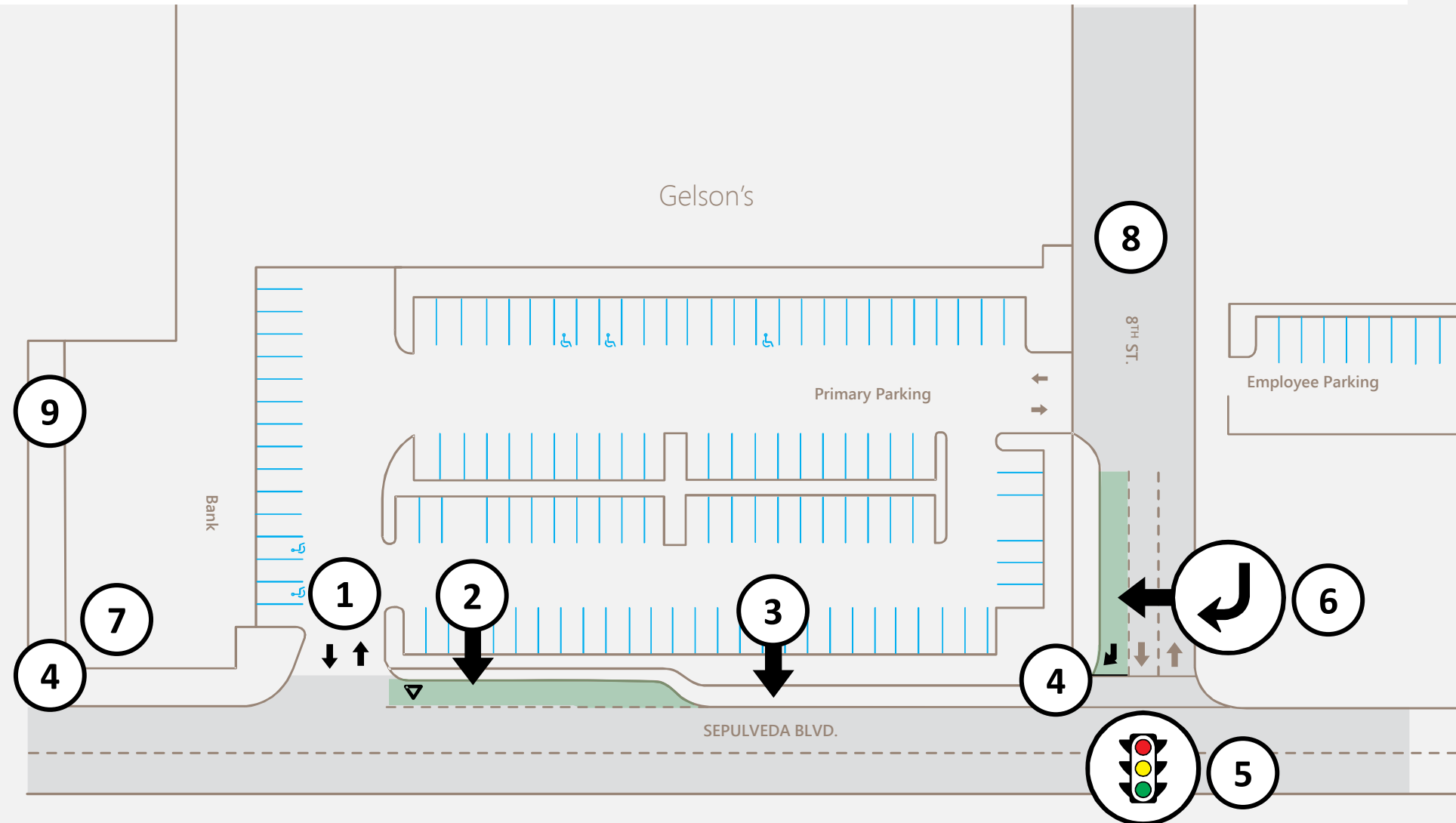


- *City staff and City attorney have reviewed the California Environmental Quality Act (CEQA) and concluded that the project requires a Mitigated Negative Declaration (MND).*
- *MND thoroughly analyzes impacts related to traffic, noise, hazardous materials, and all other technical aspects (i.e., aesthetics, 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.*

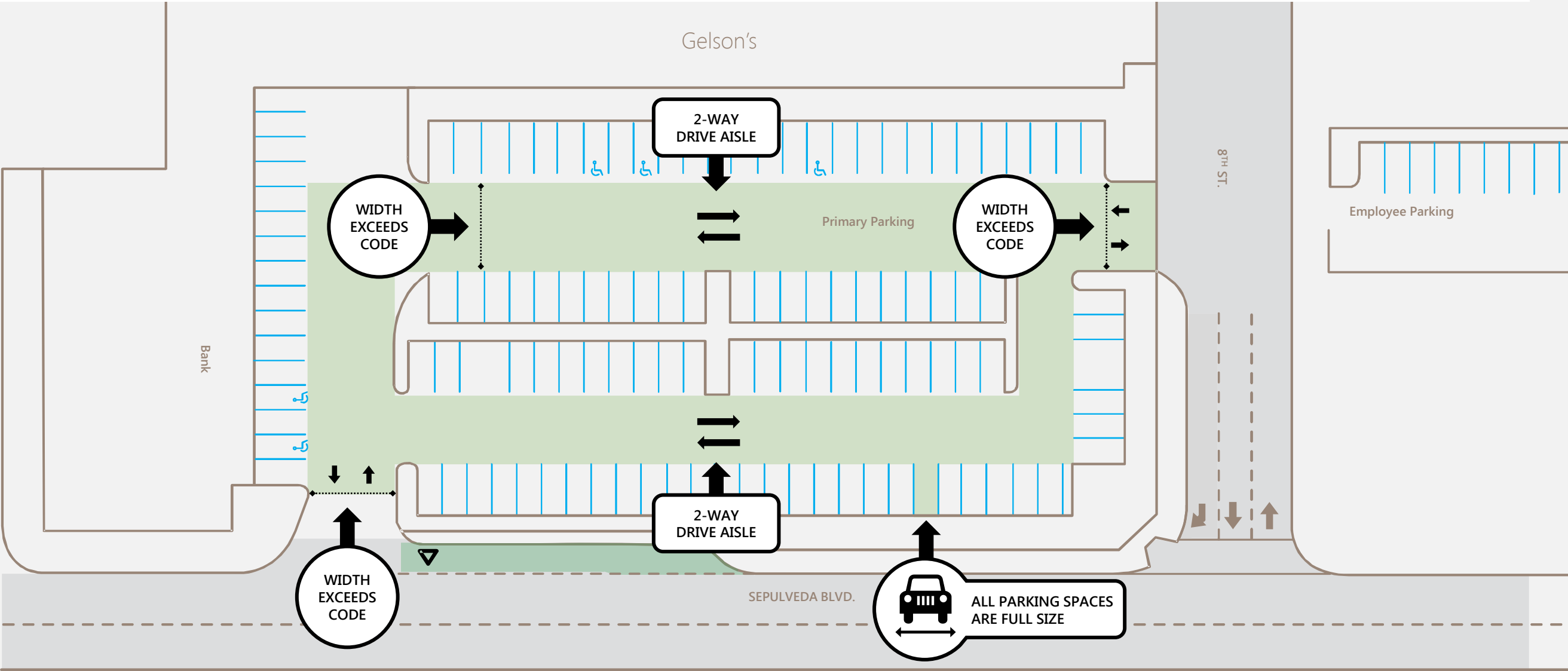
# Traffic Flow: External Improvements

Gelson's

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 6<sup>th</sup> St.
8. Project supports restricted street parking on 8<sup>th</sup> St. adjacent to the site
9. New sidewalk for improved pedestrian access



# Traffic Flow: Internal Improvements



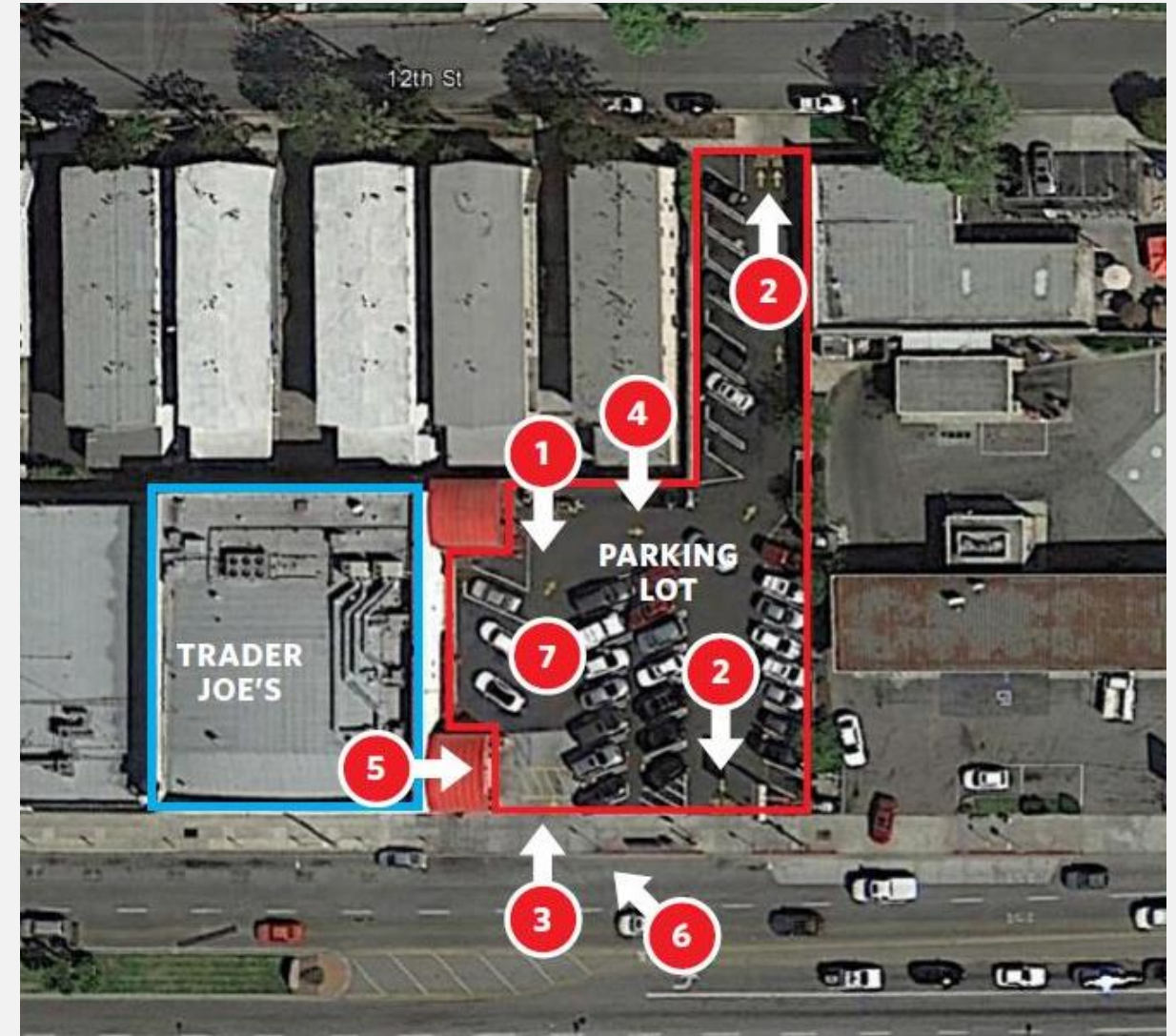


# Parking Comparison: Trader Joe's MB Blvd.

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



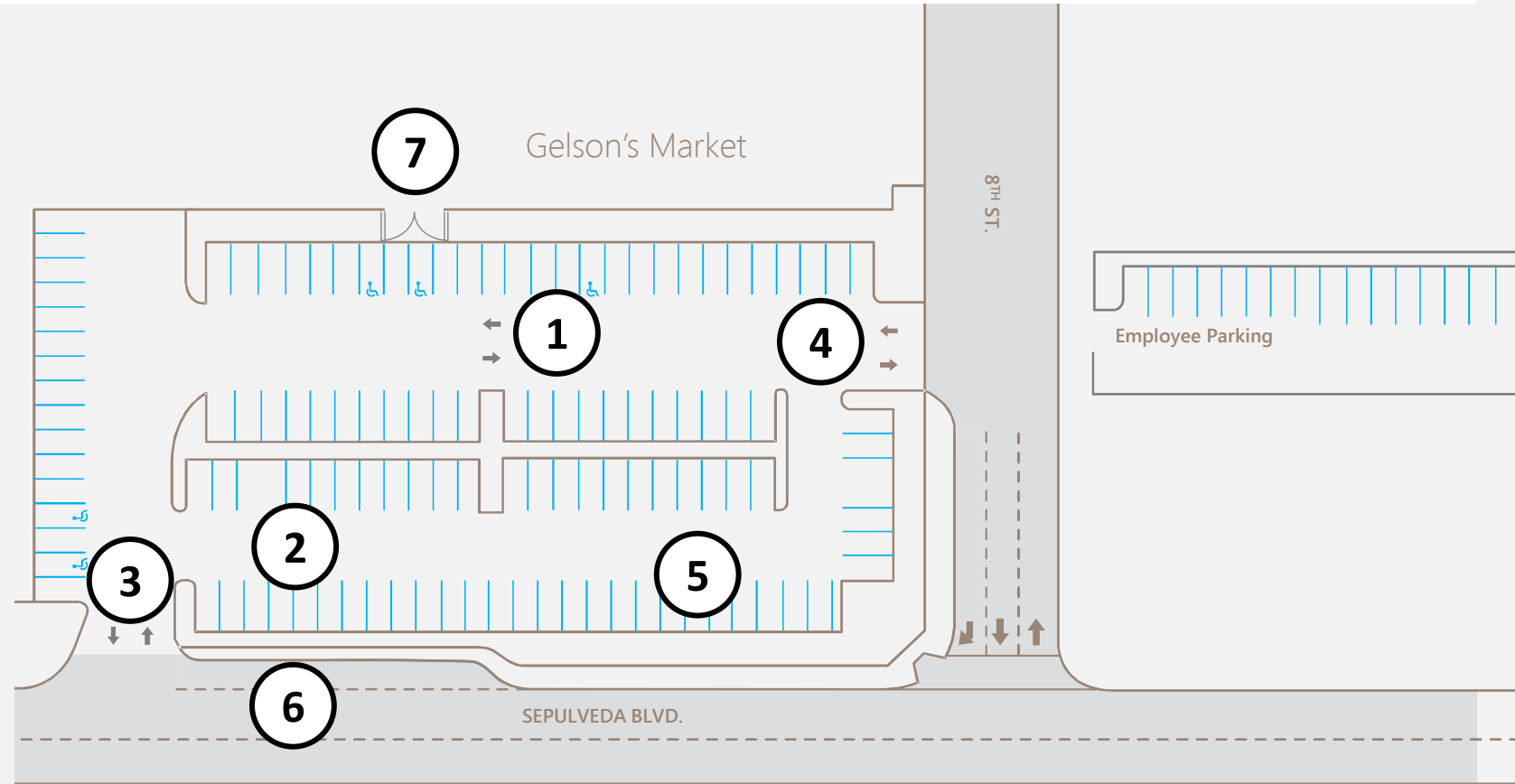
**DIRECT CONFLICT BETWEEN  
VEHICLES AND SHOPPERS  
AT ENTRANCE**

# 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



# *Thank you!*

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



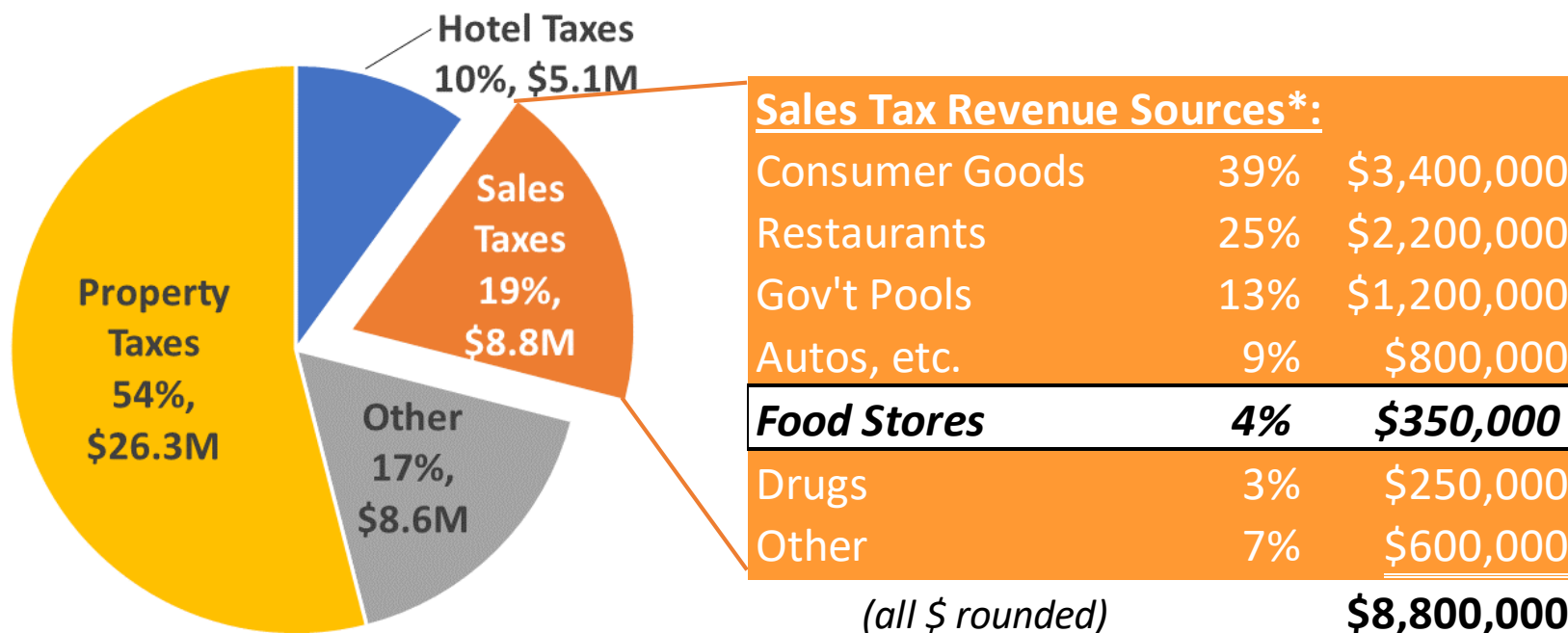
For more information, visit us at **[www.GelsonsMB.com](http://www.GelsonsMB.com)** or at **[www.facebook.com/GelsonsMB](https://www.facebook.com/GelsonsMB)**



*Gelson's*



# 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,

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# Errors and Omissions

GELSONS TRAFFIC STUDY

Presented by

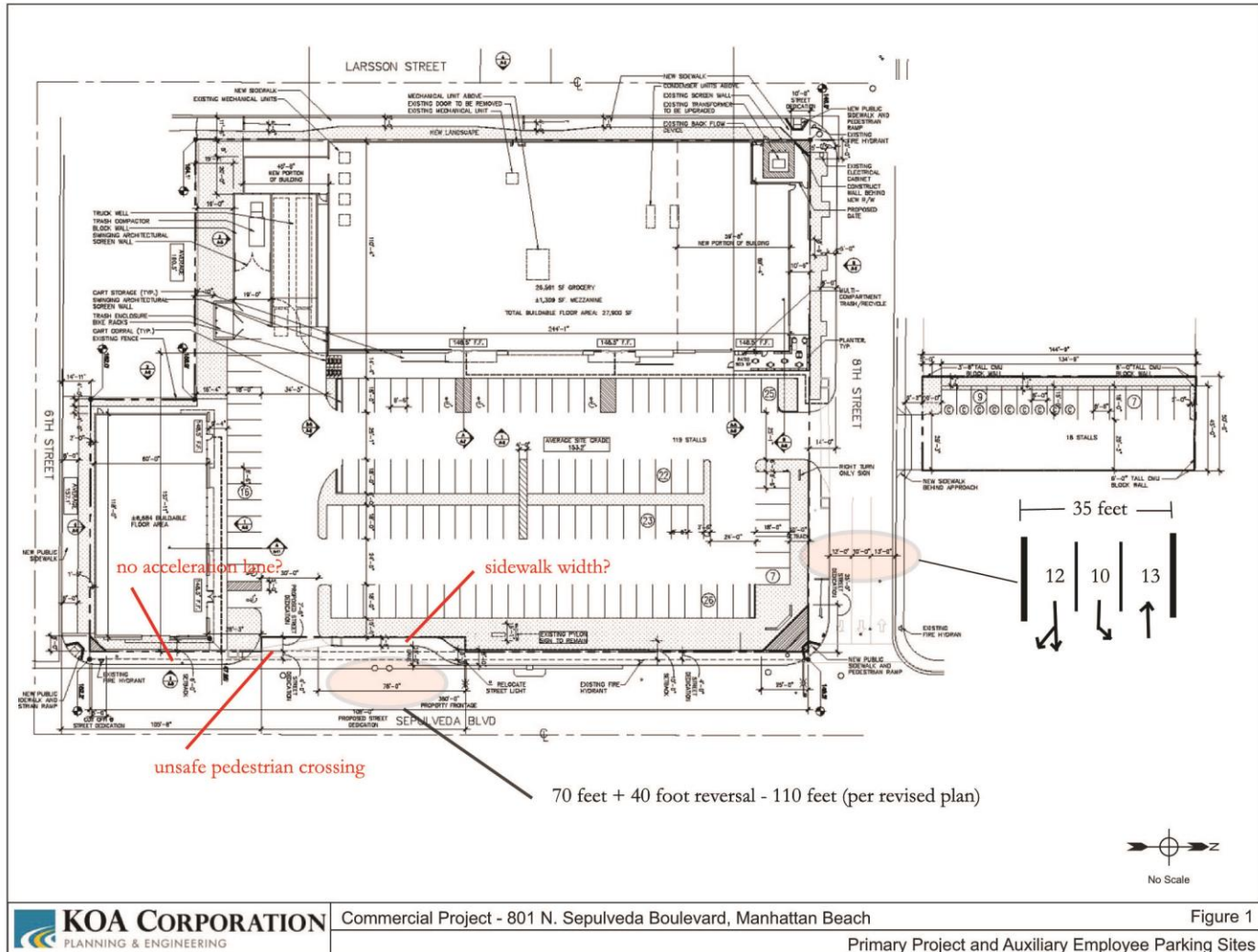
Allyn D. Rifkin PE

# 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



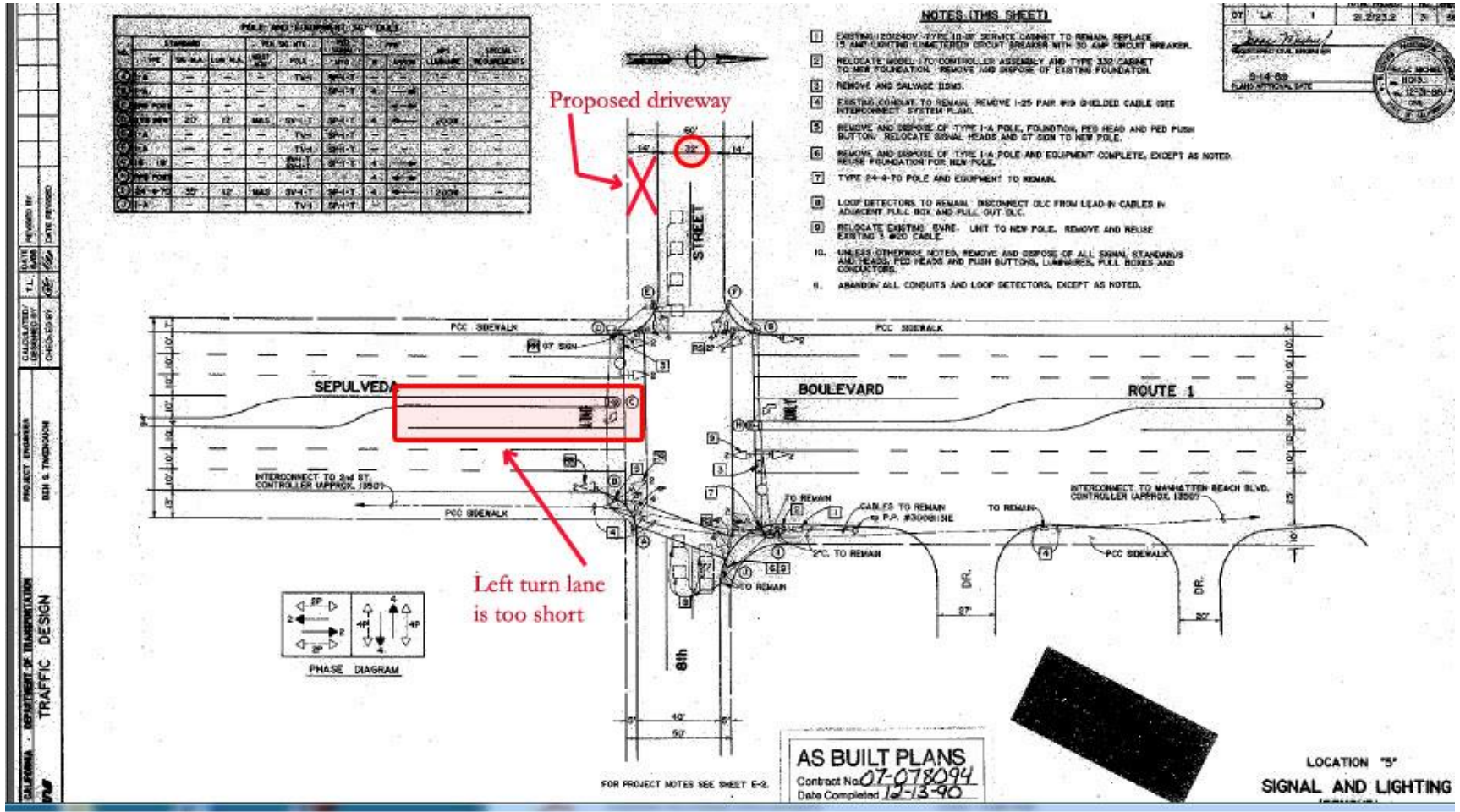
# Deceleration Lane for Sepulveda Driveway is Inadequate



# 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

# Left Turn Pocket at 8<sup>th</sup> and Sepulveda



# 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  
MON-FRI  
EXCEPT DELIVERIES

NO LEFT TURN

Seahon Inn

Bo  
DE  
20  
H

2017/02/05

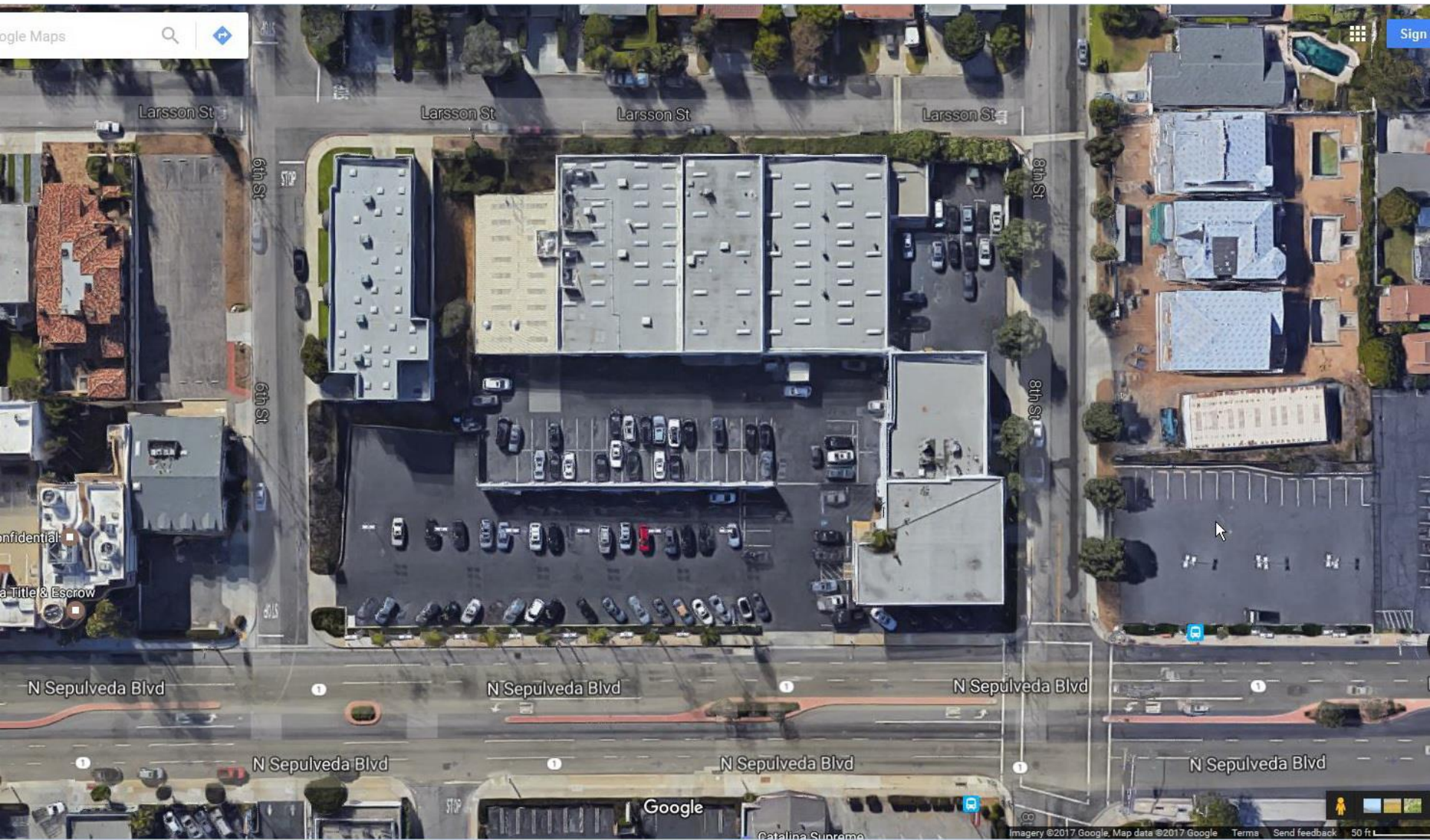


2017/02/05









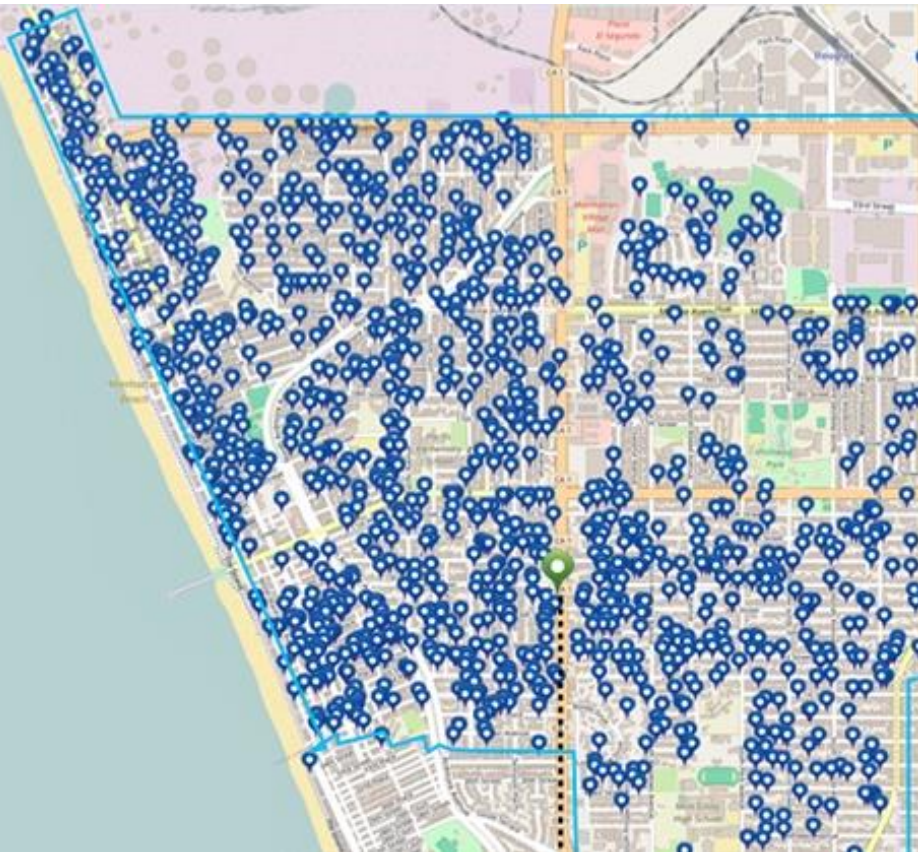


# Slides from Mark Shoemaker

# 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

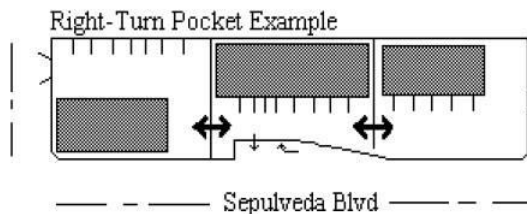


### Right-turn pockets

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](http://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

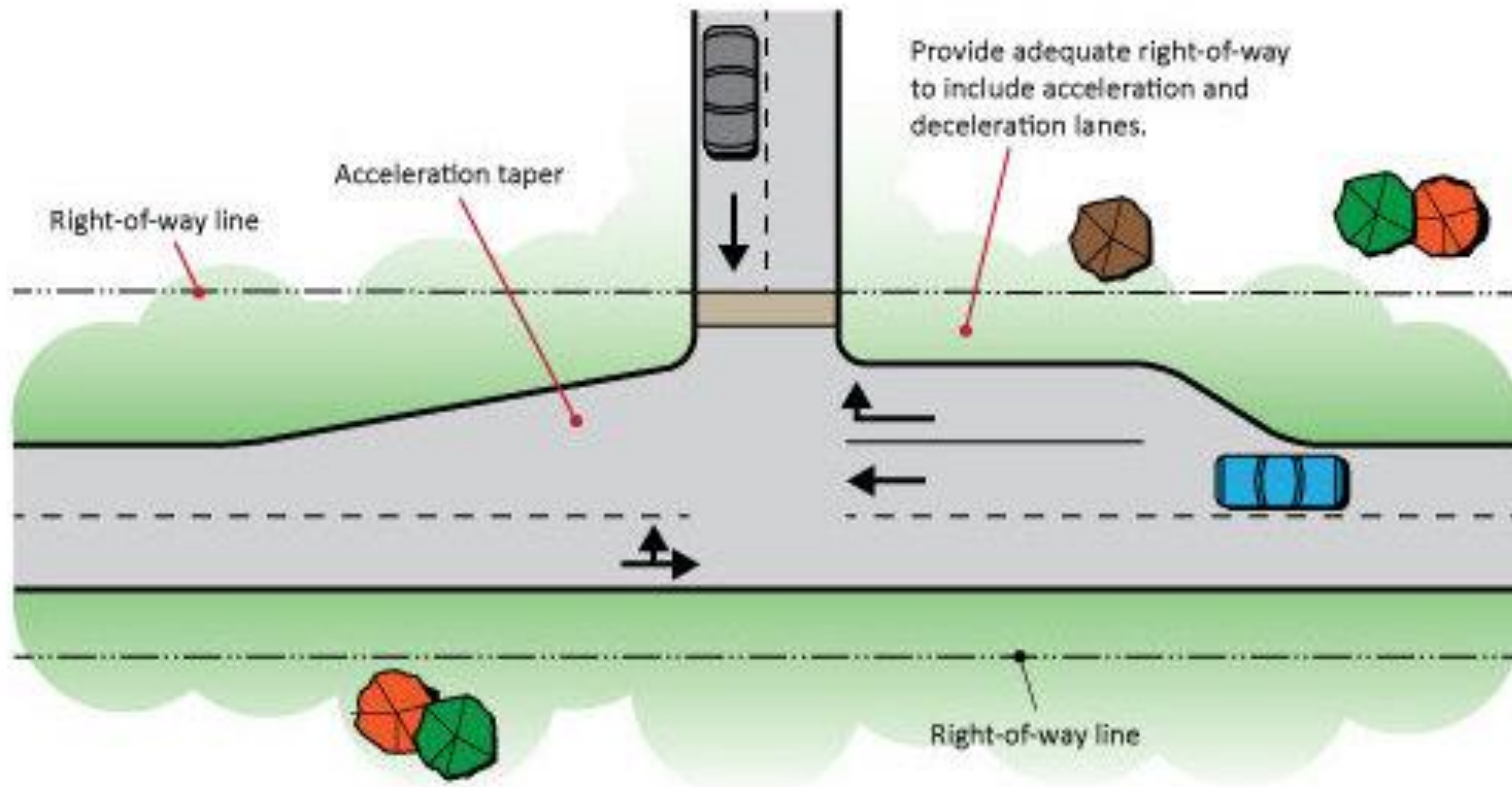
The **City of MB, CalTrans and Developers** have a history of working **together** to ensure Traffic Safety is addressed before projects are approved by the City of MB Planning Commission.

**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 GTS# LA-2016-00058ME

Sincerely,



DIANNA WATSON  
IGR/CEQA Branch Chief

**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](http://www.dot.ca.gov)



CARRIE L. BOWEN

District Director

December 2, 2016

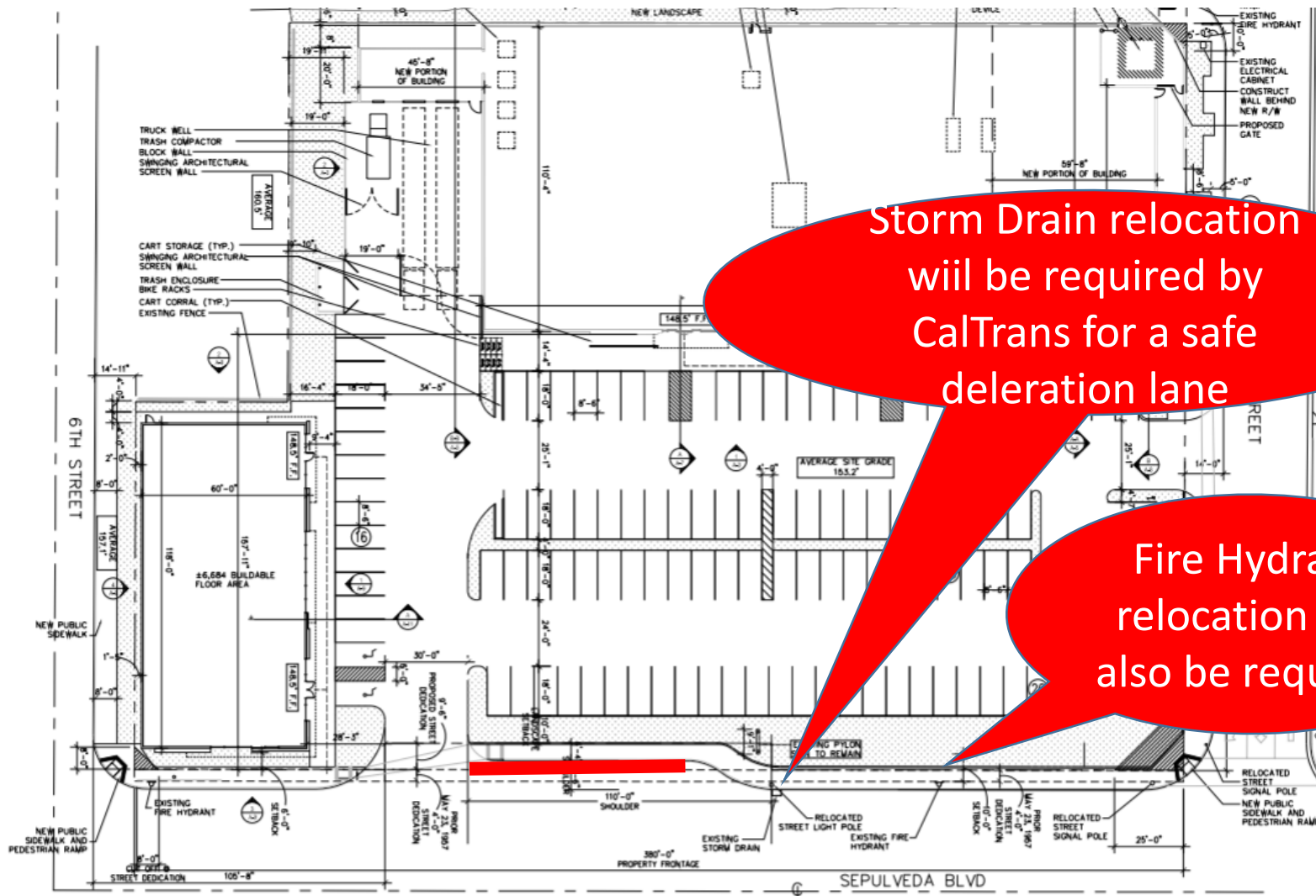
c: Congressmember Janice Hahn, District 44  
Congressmember Ted Lieu, District 33  
Senator Ben Allen, District 26  
Assemblymember David Hadley, District 66

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.





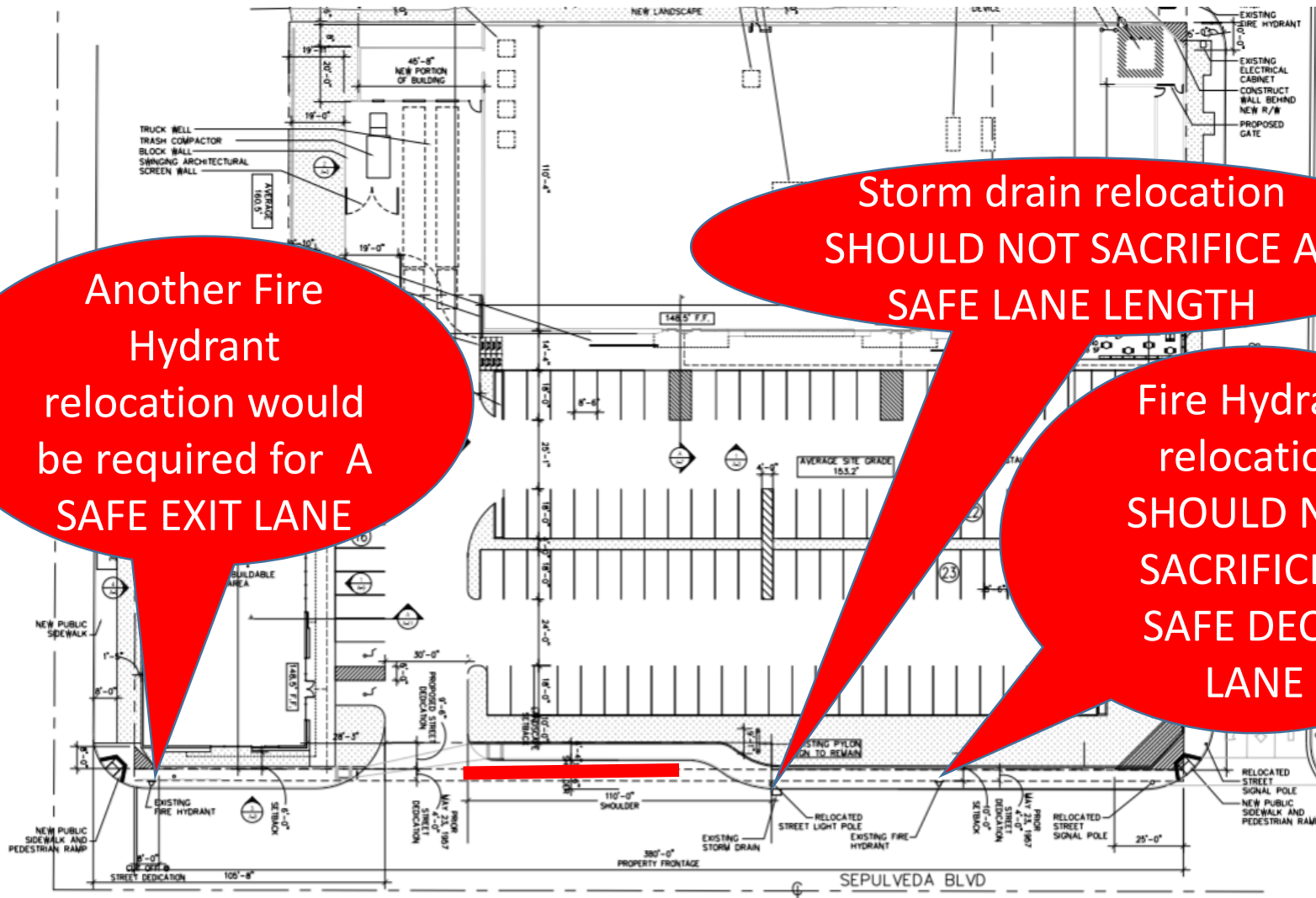




Another Fire Hydrant relocation would be required for A SAFE EXIT LANE

Storm drain relocation SHOULD NOT SACRIFICE A SAFE LANE LENGTH

Fire Hydrant relocation SHOULD NOT SACRIFICE A SAFE DECEL LANE





## 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.**

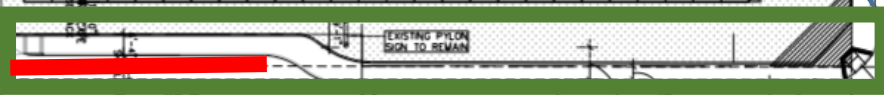
Policy I-1.9: **Require property owners**, at the time new construction is proposed, to either **improve abutting public right-of-way** to its full required width or to pay in-lieu fees for improvements, as appropriate.

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).



CalTrans recommended 246' Deceleration Lane should start at the corner for **SAFE ENTRY & TURNING**





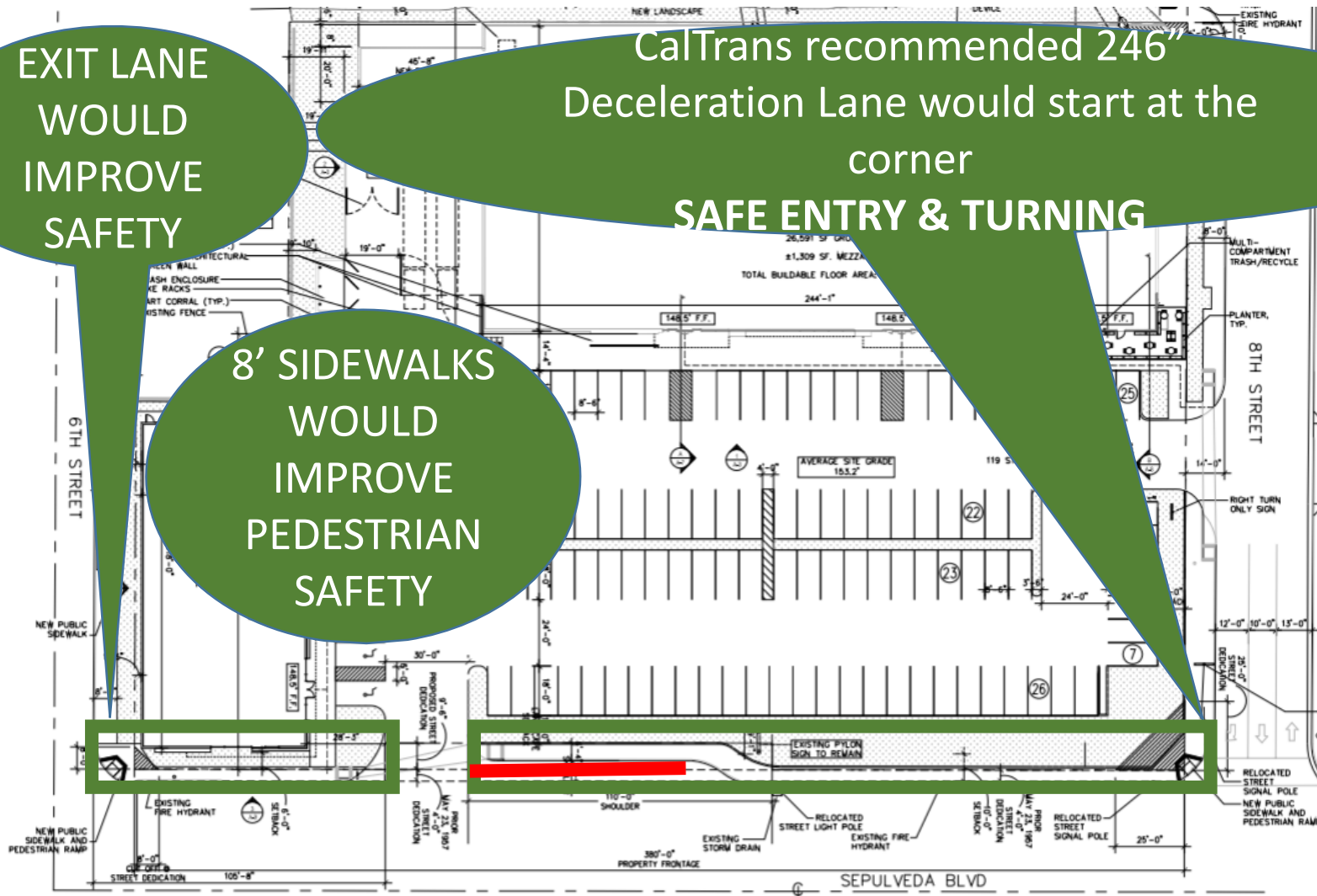


EXIT LANE  
WOULD  
IMPROVE  
SAFETY

CalTrans recommended 246"  
Deceleration Lane would start at the  
corner

SAFE ENTRY & TURNING

8' SIDEWALKS  
WOULD  
IMPROVE  
PEDESTRIAN  
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**
  - **UNECESSARY RISK**
    - **ACCIDENTS WILL HAPPEN**
      - **POTENTIAL FINANCIAL LIABILITY**

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ROAD SAFETY

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



## MOST POPULAR

DAY WEEK NEWS SPORTS BIZ A&E EMAIL LIFE

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

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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

DAY WEEK NEWS SPORTS BIZ A&E EMAIL 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



What's next for the Redo x County Found Liable for x DB Lawyer for severely injure x MB Residents for Respon x

nia/cerritos/county-found-liable-sidewalk-crash-norwalk-awarded-139m

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Cerritos Patch

65° | Q | POST ON PATCH

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t


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

Sepulveda Bouleva....pdf

Map-of-Communit....jpg

money.jpg

Show all

Page 258 of 340

12:13

New tab

New window

New incognito window

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## 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!!**





## 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."**

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## 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 <b>Support Letter.pdf</b> 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

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## Slides from Dennis May





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”.

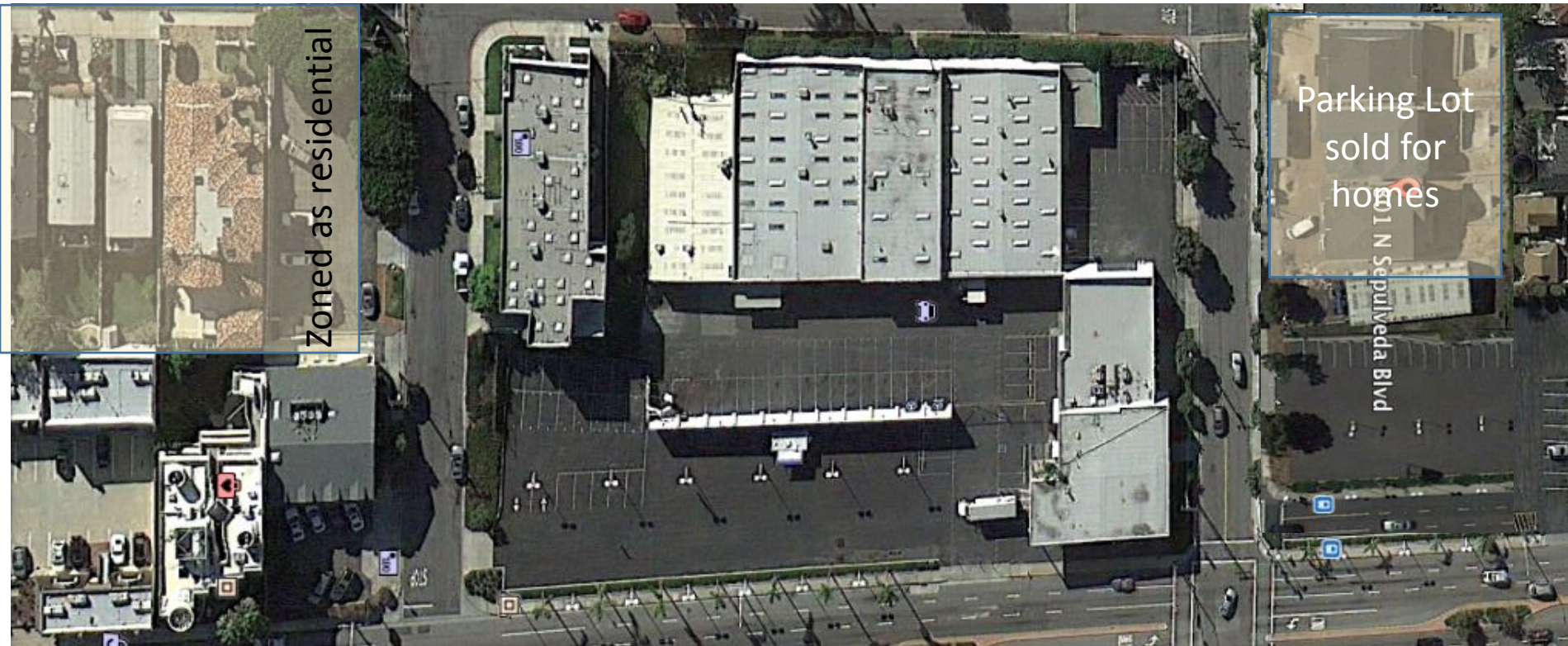
The Paragon quote is misleading.... at best.

*“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







“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

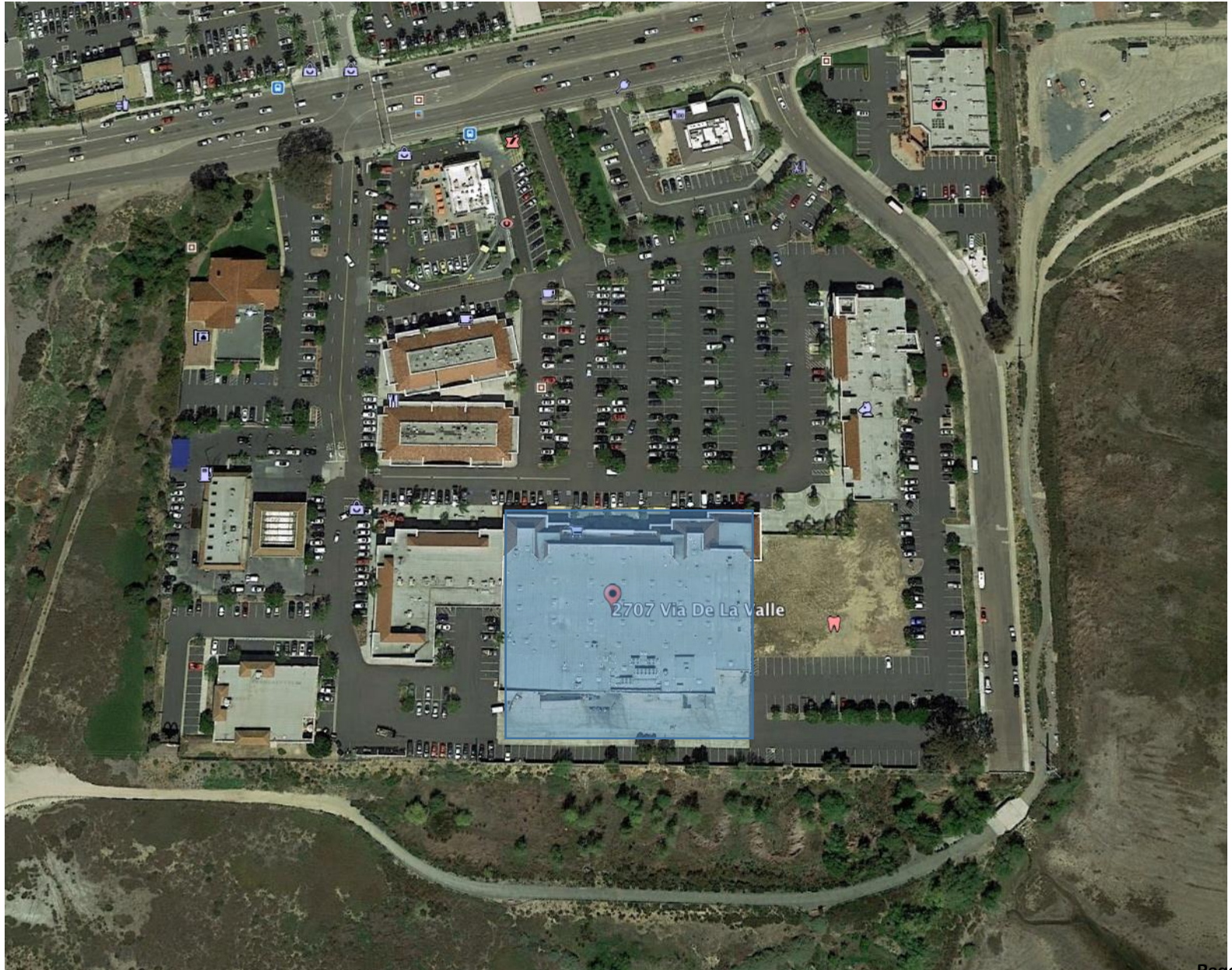
Gelson's Calabasas





Single family residential

Gelson's Del Mar







Single family residential

Gelson's La Costa/Carlsbad

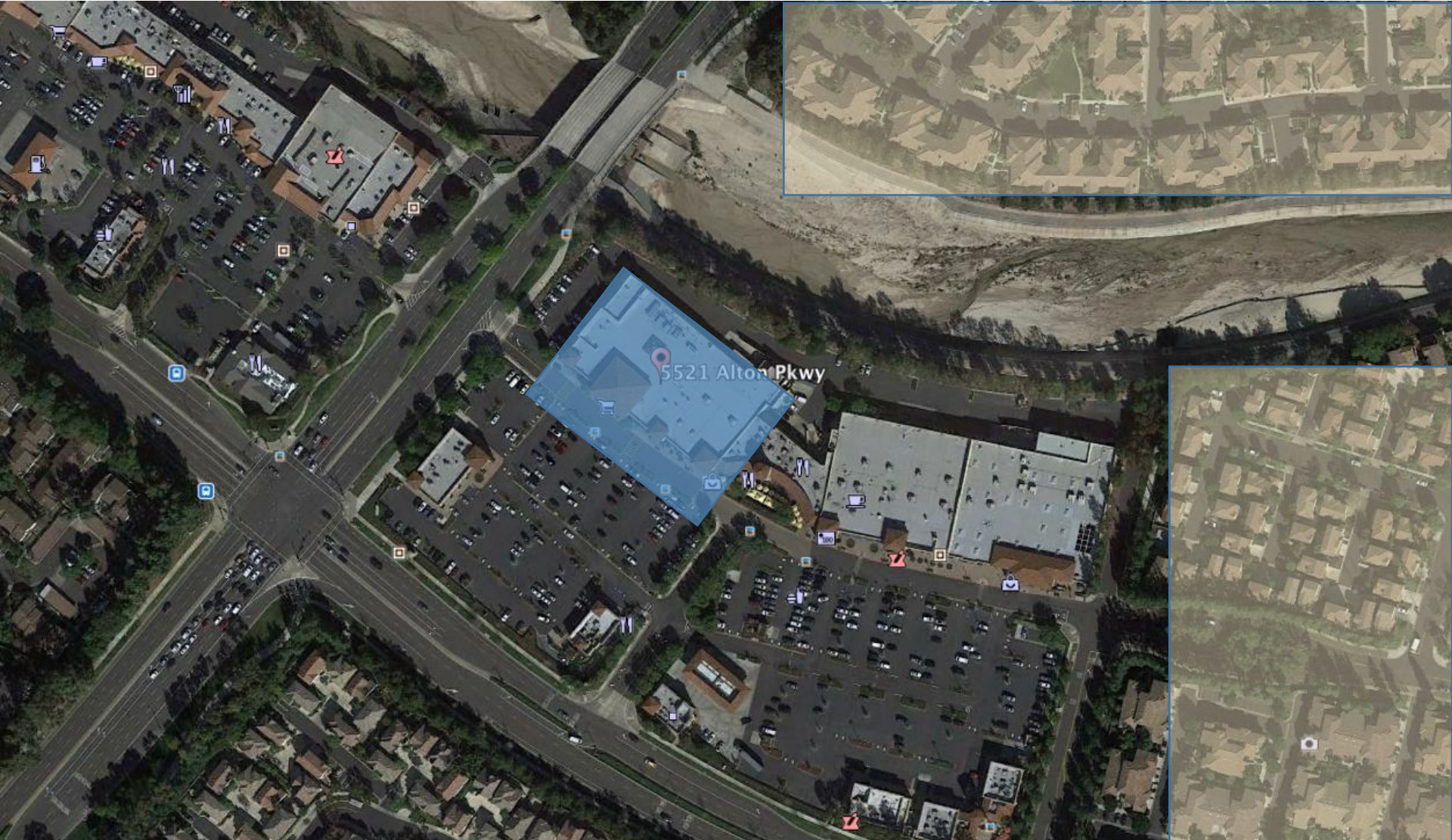






Single family residential

Gelson's Irvine

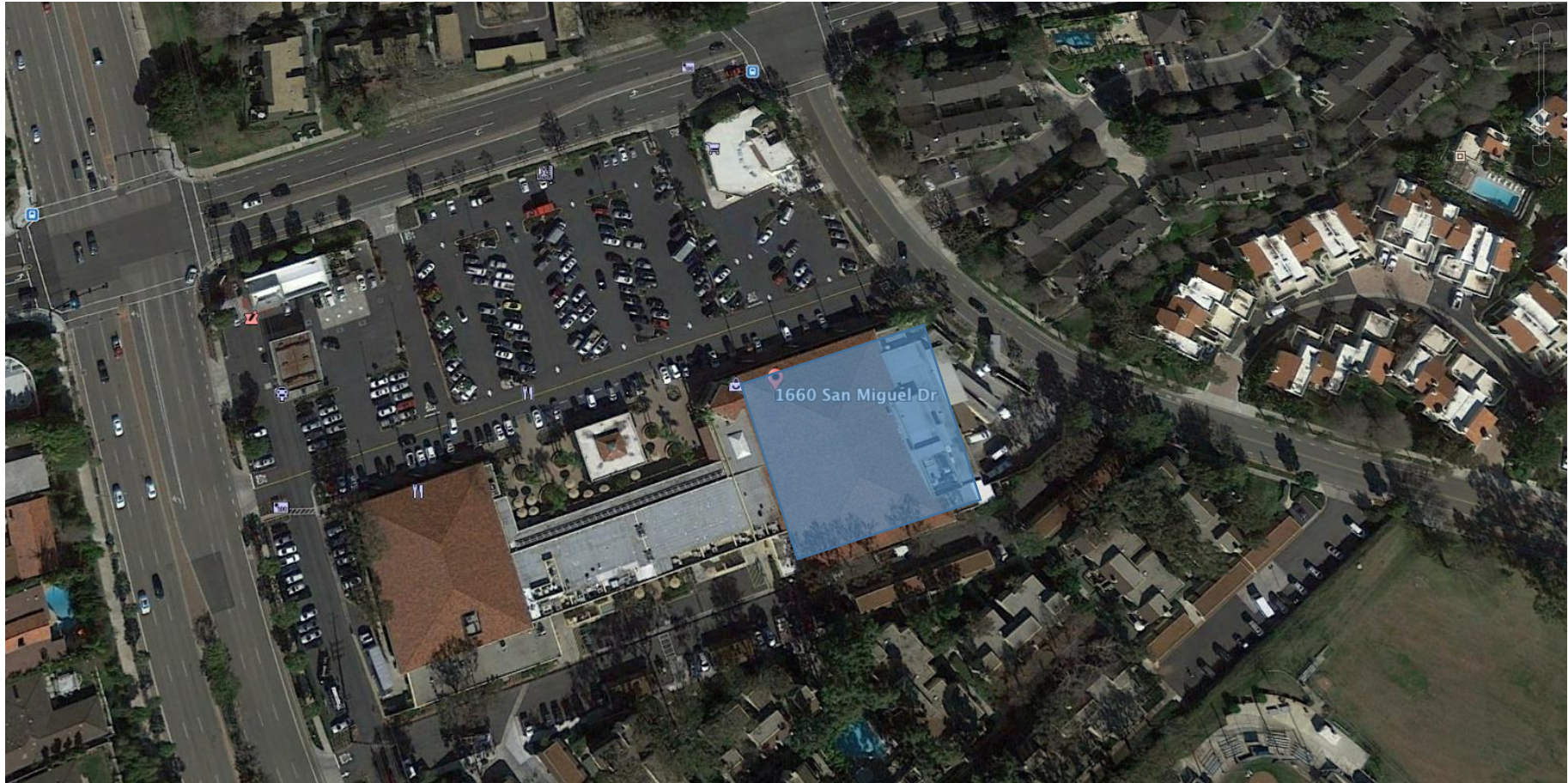






Single family residential

Gelson's Newport Beach

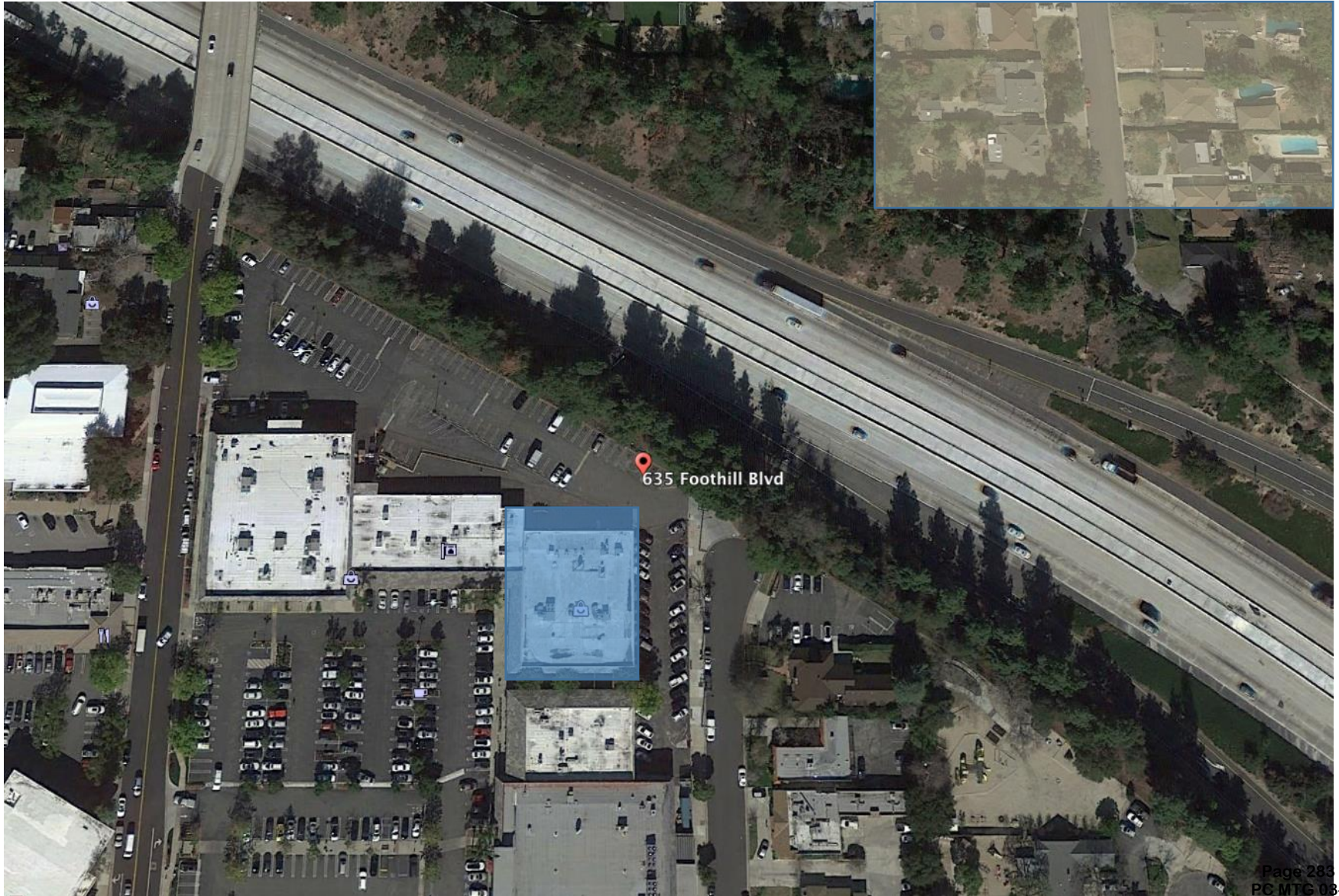






Single family residential

## Gelson's La Cañada Flintridge











Single family residential

Gelson's Marina Del Rey

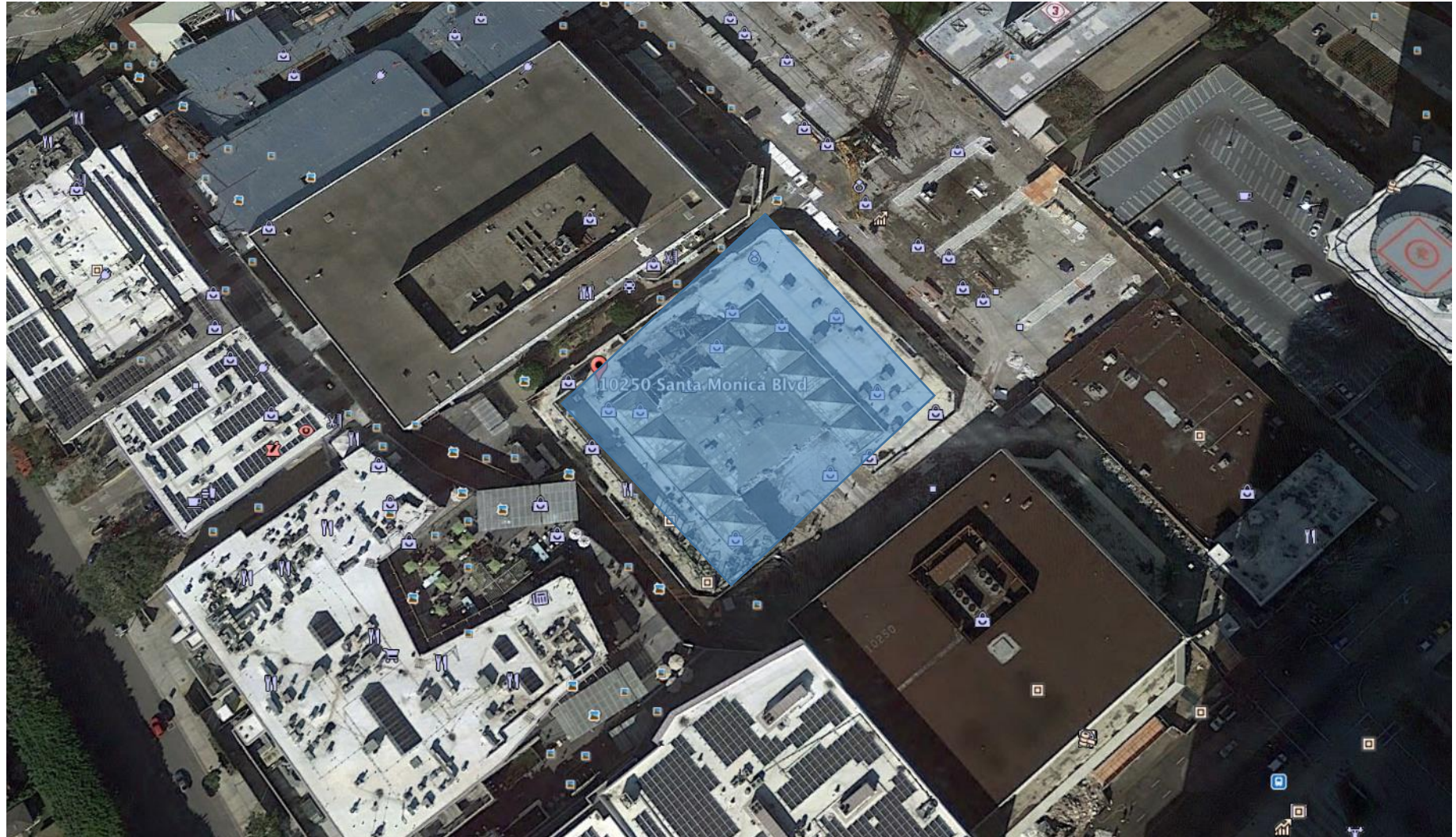






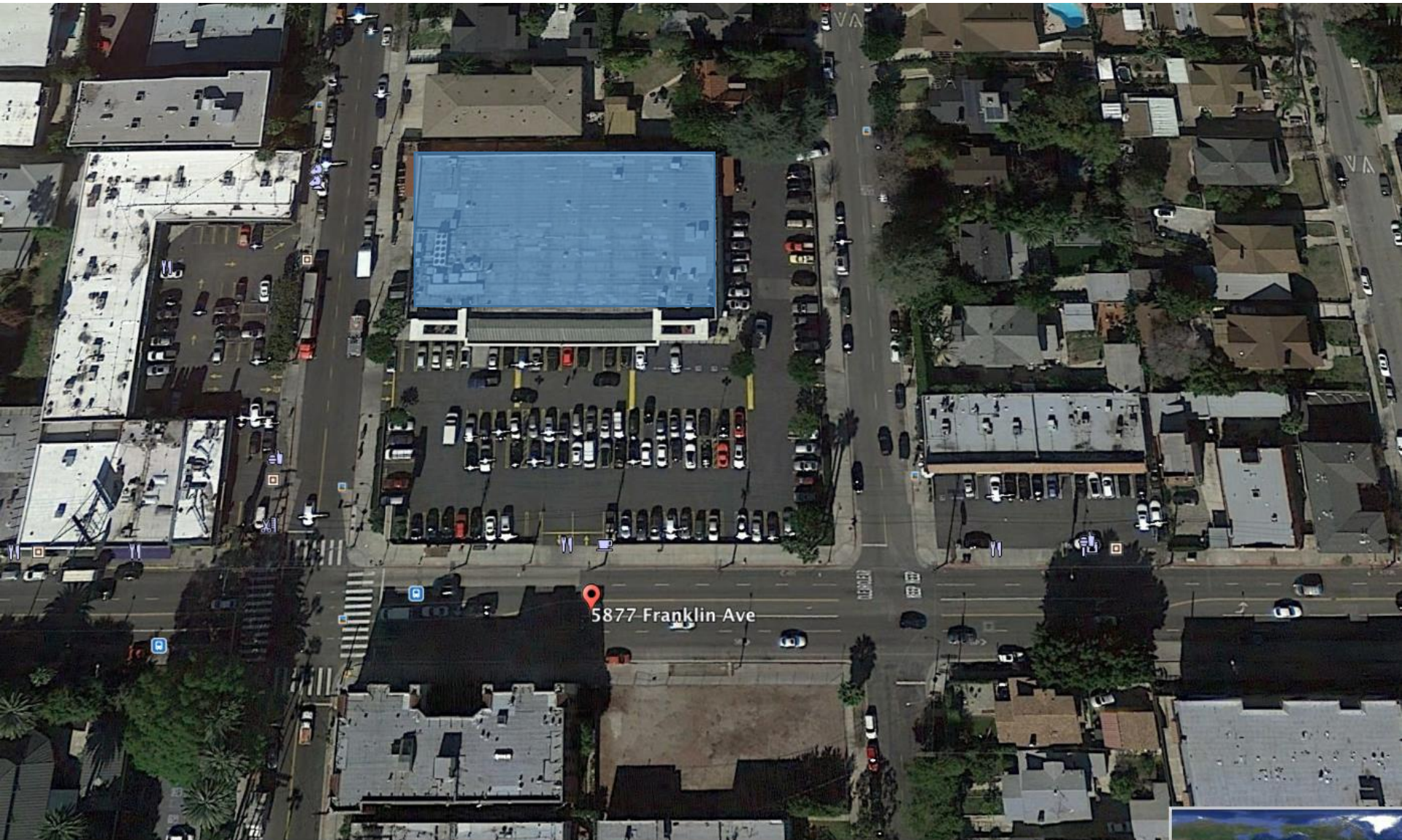
Single family residential

Gelson's Century City

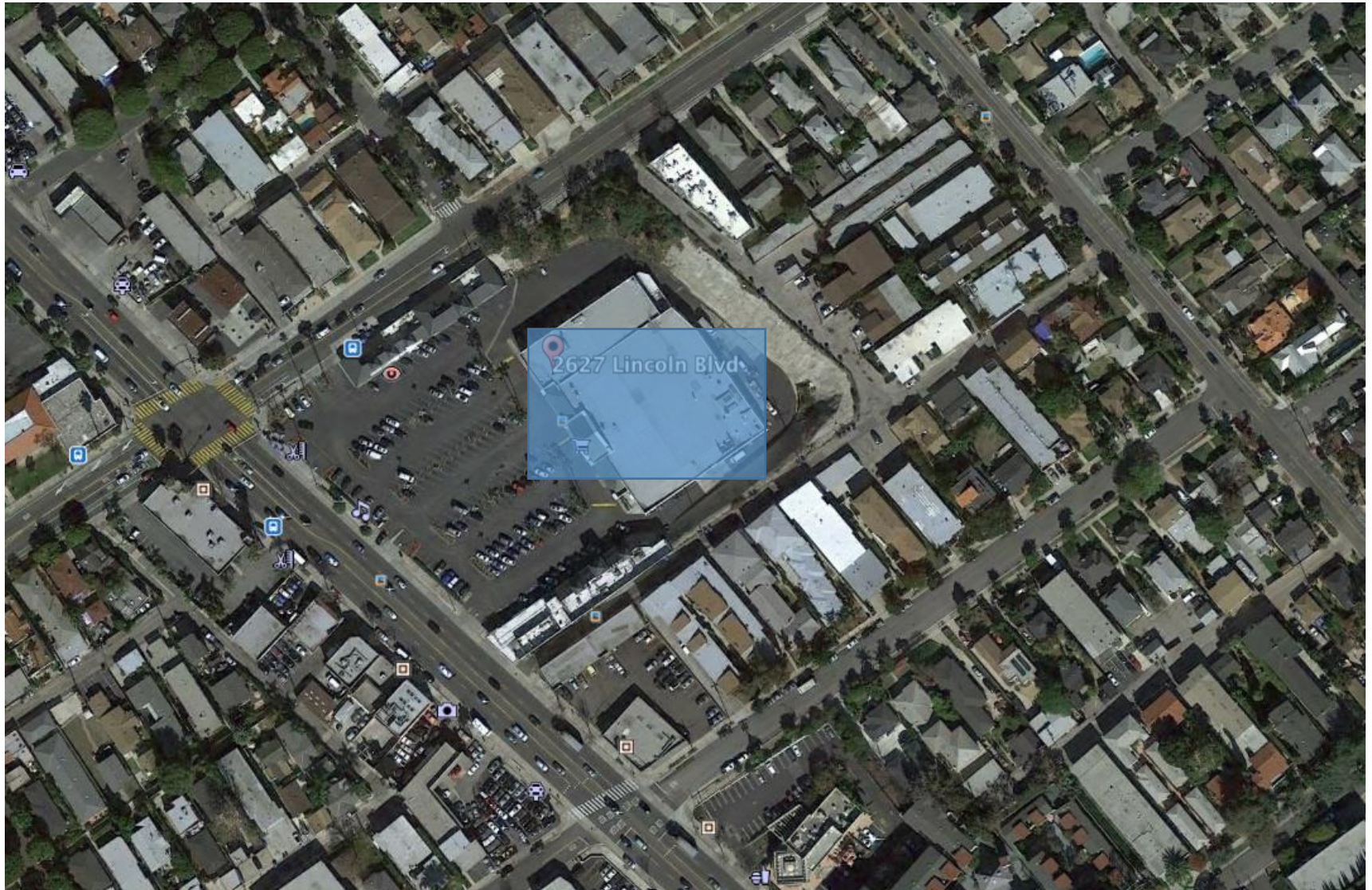




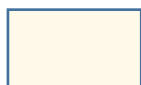
# Gelson's Hollywood





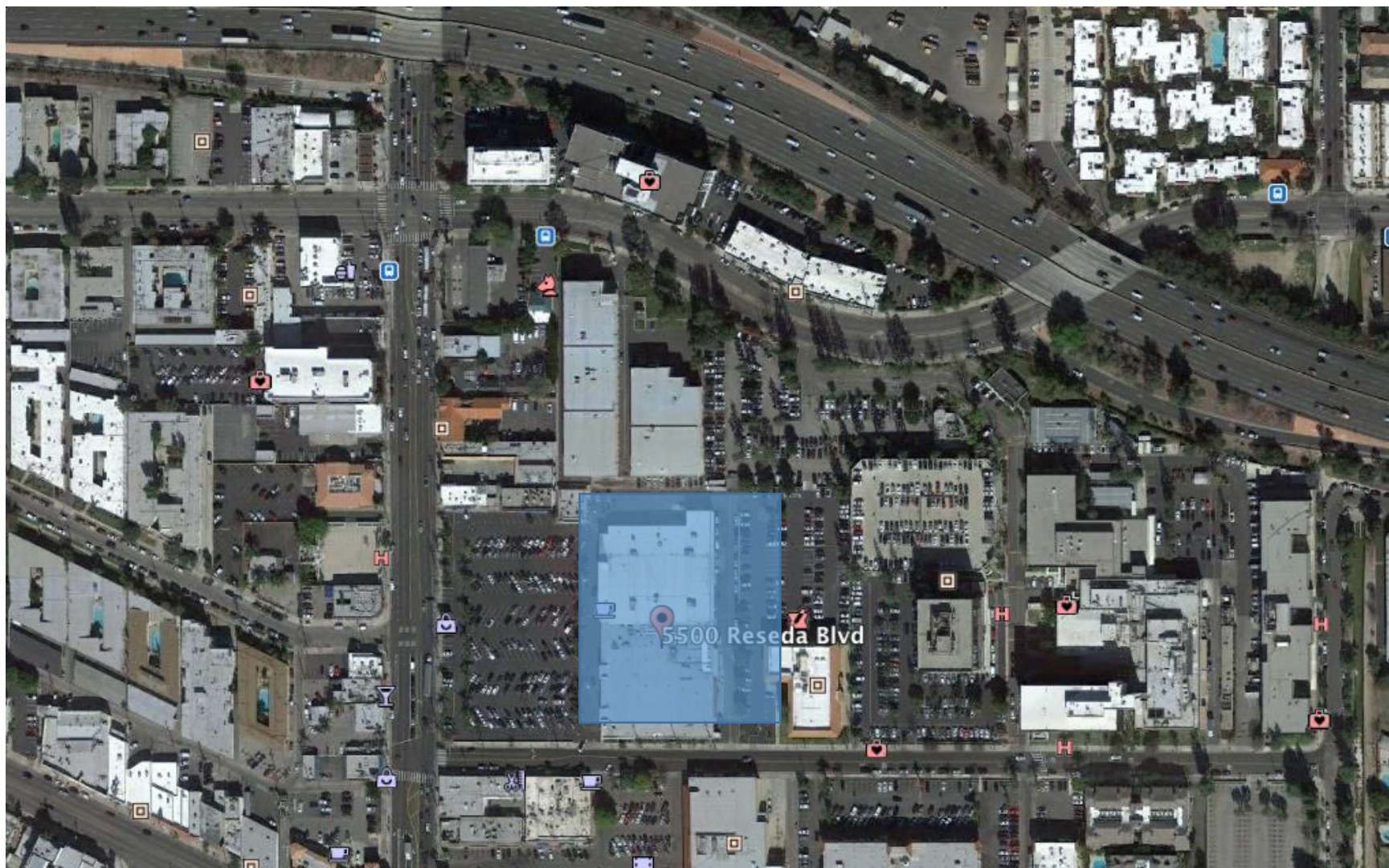




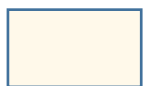


Single family residential

Gelson's Tarzana

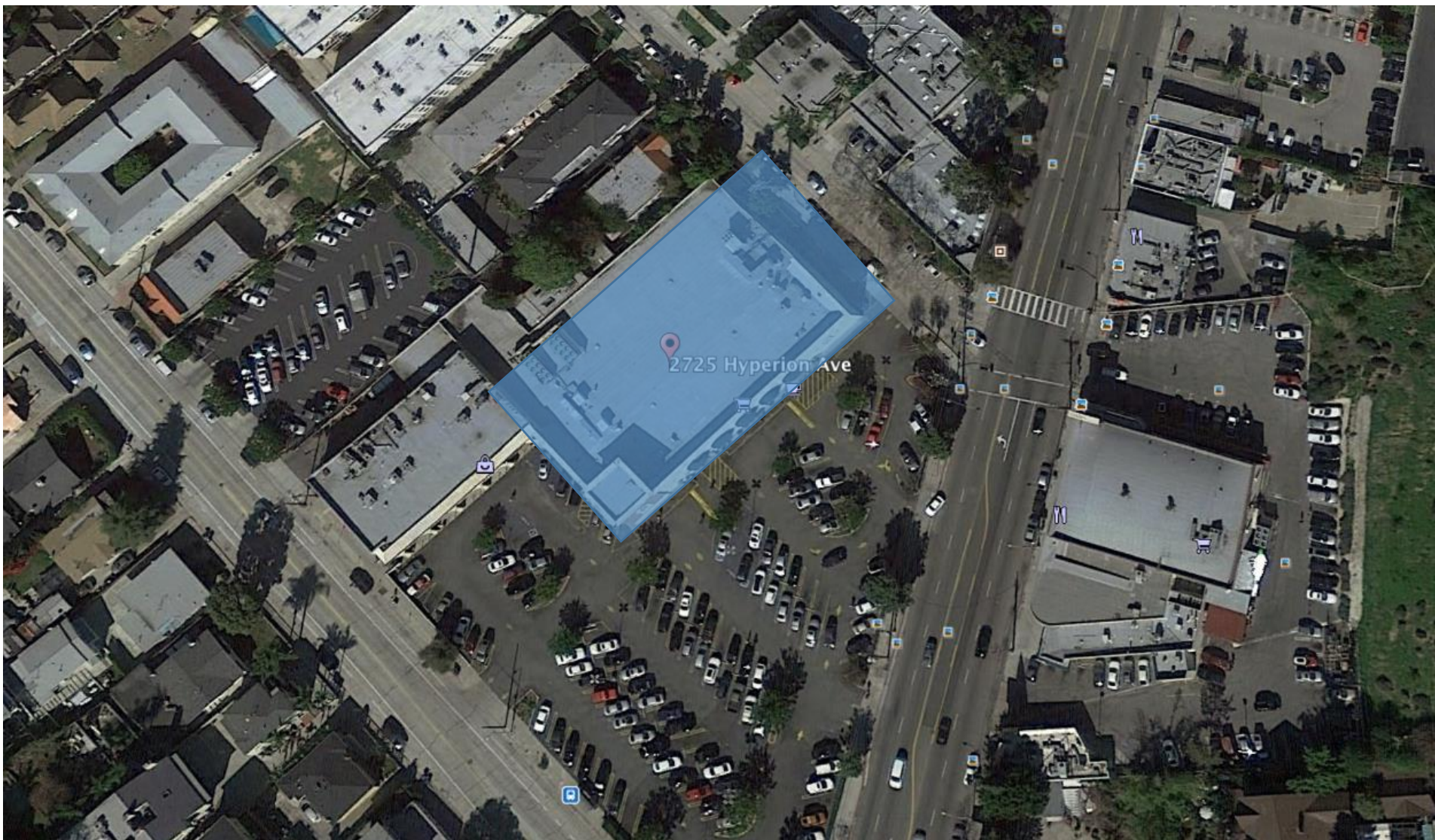






Single family residential

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 then 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 2<sup>nd</sup> and Manhattan Beach Blvd does not become a major choke point for traffic
  - Improve safety on an already dangerous section of Sepulveda

## CODE COMPLIANCE IN MANHATTAN BEACH



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.

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	<b>33,730</b>	<b>54,372</b>
People/household	<b>1.8</b>	<b>2.6</b>
AGI	<b>\$113,905</b>	<b>\$286,269</b>
Density/Sq. Mile	<b>2784</b>	<b>9042</b>
Final Result	<b>132</b>	<b>135 (?)</b>

THE LAST WORD  
ACCORDING TO PARAGON

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

**More customers. More parking.**

# 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/6<sup>th</sup> 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.”



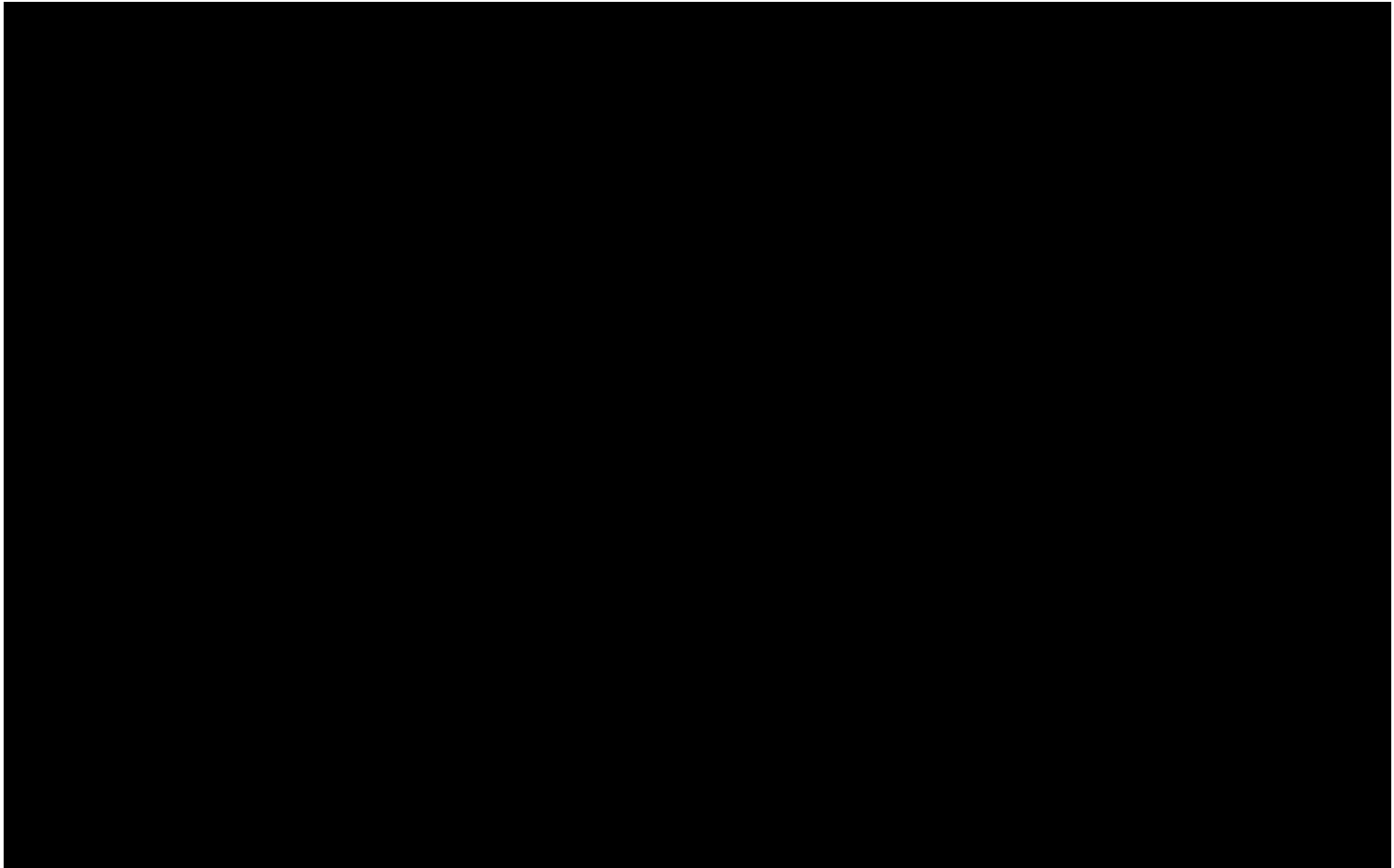
# Resident's Concerns

- Added traffic at the intersection of 8<sup>th</sup> and Sepulveda
  - Congestion
  - Safety (already a dangerous intersection/block)
  - Left turn pocket for Sepulveda northbound to 8<sup>th</sup> 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

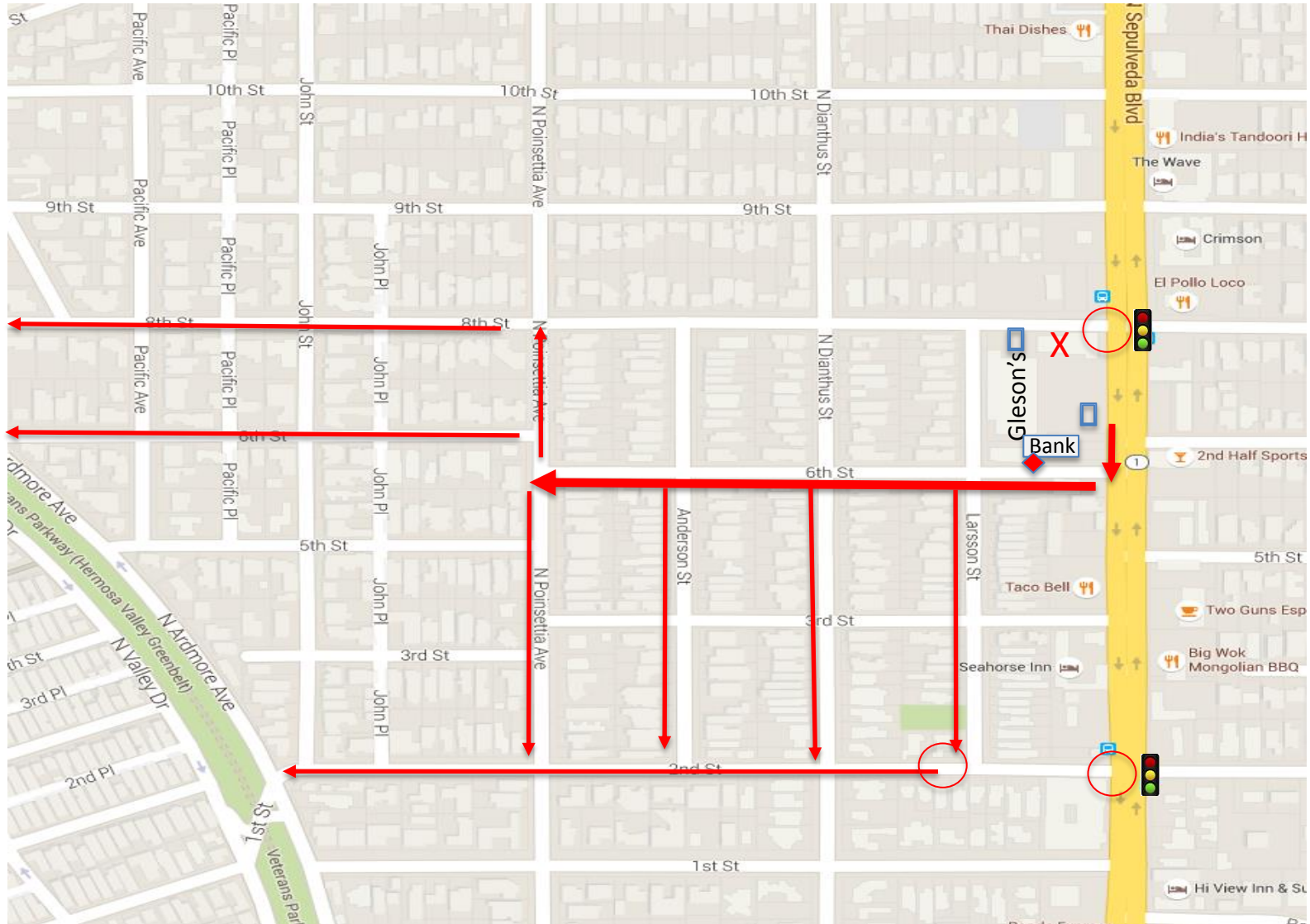




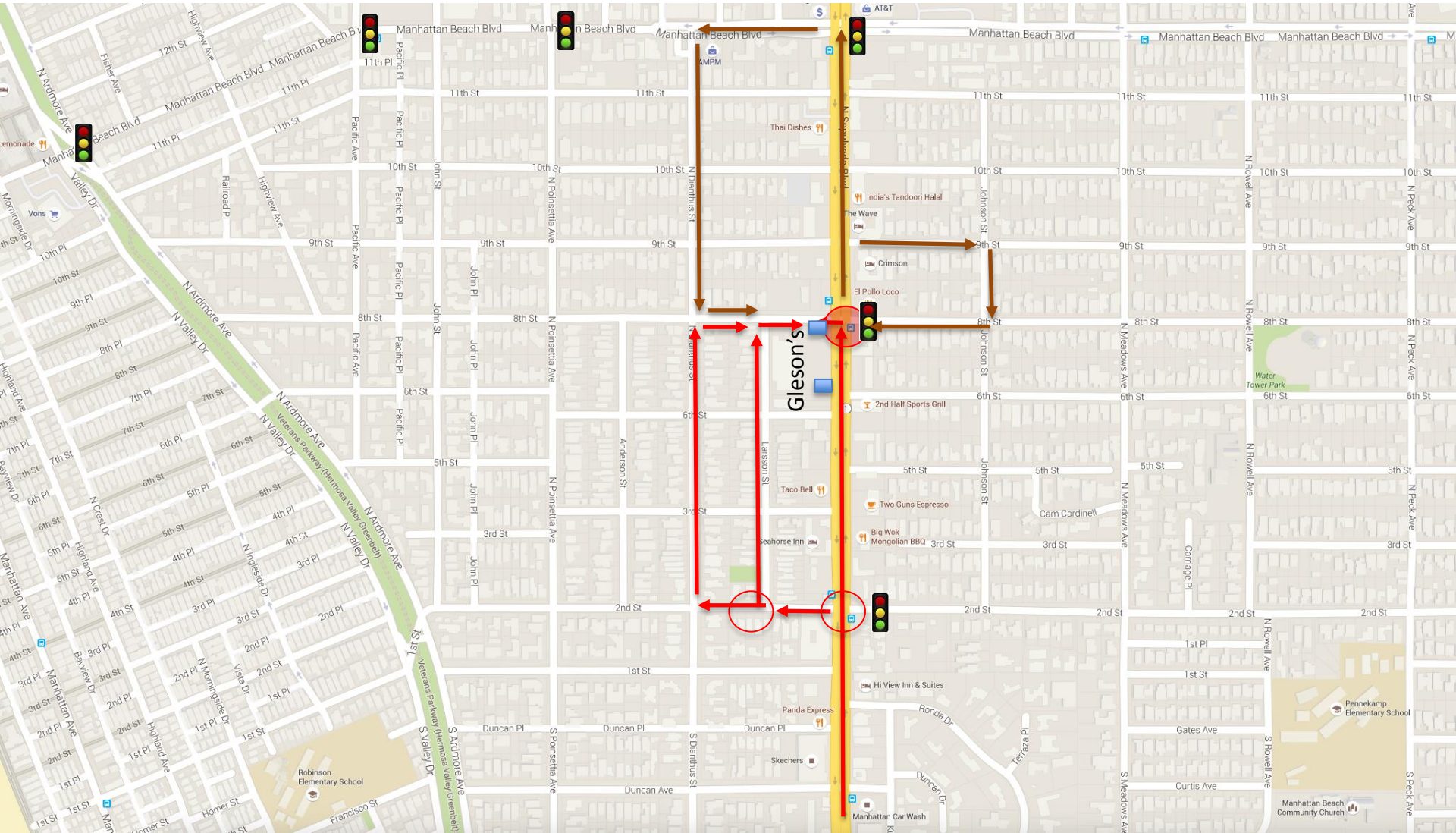
# MR-3.9: Residential Cut-Through Traffic

- “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 6<sup>th</sup> Street for customers exiting Beach Areas West, North West and South West of Project



# Likely Neighborhood Traffic Cut Through Routes to use Gelson's 8<sup>th</sup> Street Entrance Approaching Gelson's Northbound on Sepulveda

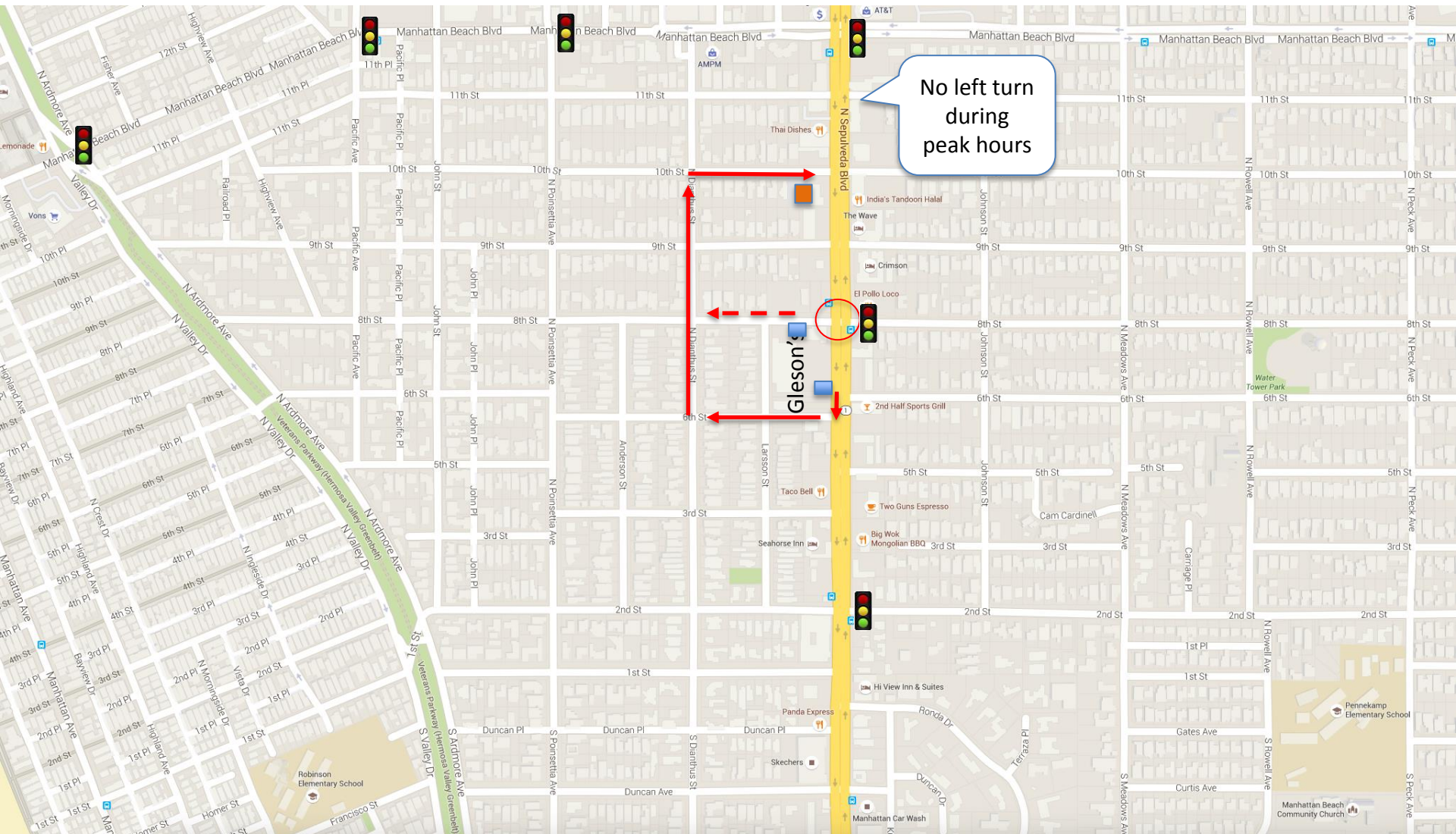


○ High traffic intersection drivers will try to avoid over time.

➔ Missed approach route if 8<sup>th</sup> is too backed-up and they don't take an early turn on 2<sup>nd</sup>.



# 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.



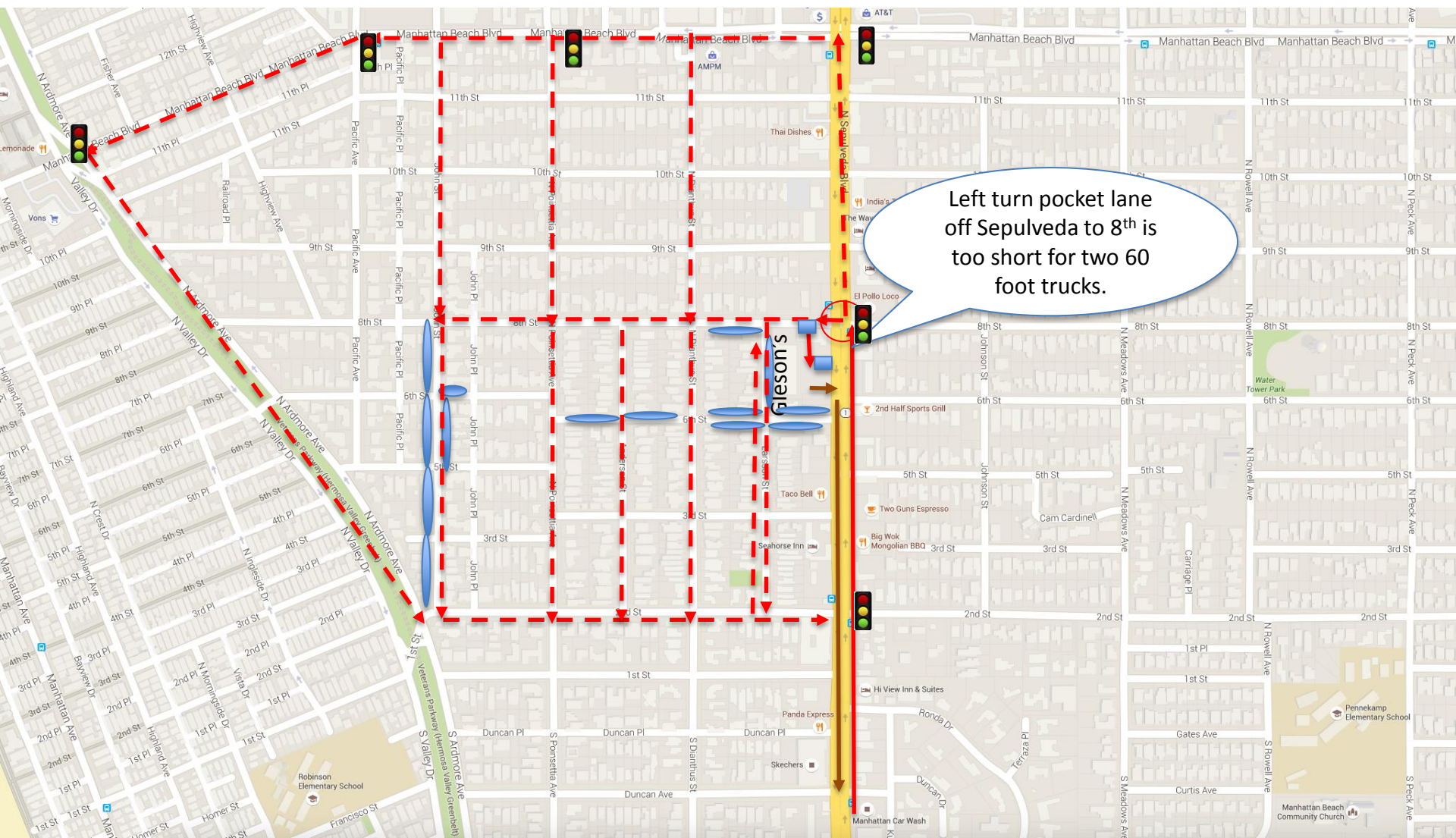
Gelson's leased Off-Site Parking





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 8<sup>th</sup> Street Entrance 7am -1:30pm. Exit is southbound on Sepulveda using Sepulveda exit.



-  High traffic intersection. Trucks waiting to turn left onto 8<sup>th</sup> will likely block northbound traffic on Sepulveda. Trucks waiting to clear Sepulveda on turning toward 8<sup>th</sup> 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.



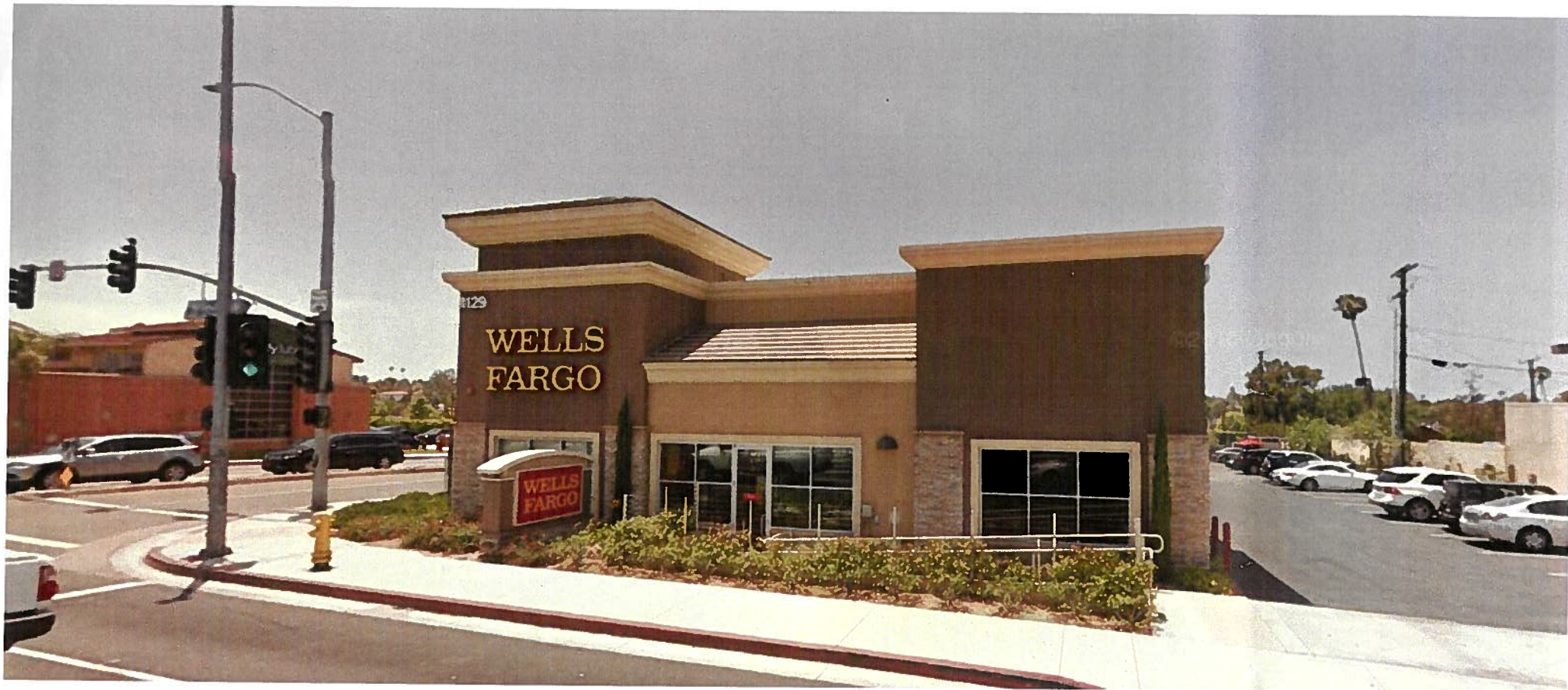
It appears the truck came from Aviation Blvd westbound on 2<sup>nd</sup> Street (No Through Traffic or Trucks > 3 Tons Allowed), proceeded to Ardmore and turned northbound, and then made a left on Blanche Street (No Trucks Allowed). Less convenient lawful routes were available.



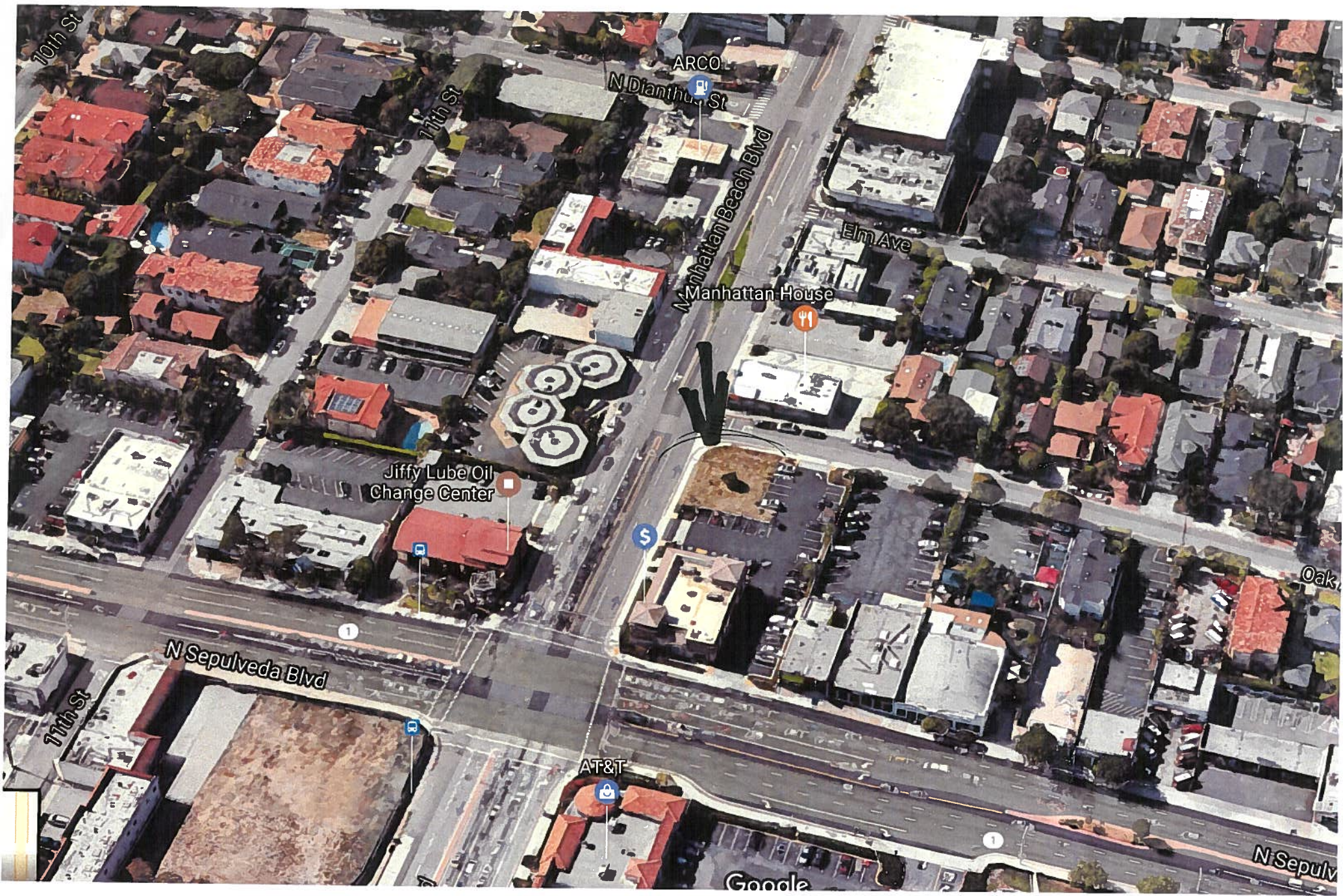
# Why Wait on Mitigating Neighborhood Cut Through Traffic?

- 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

1129 N. Sepulveda

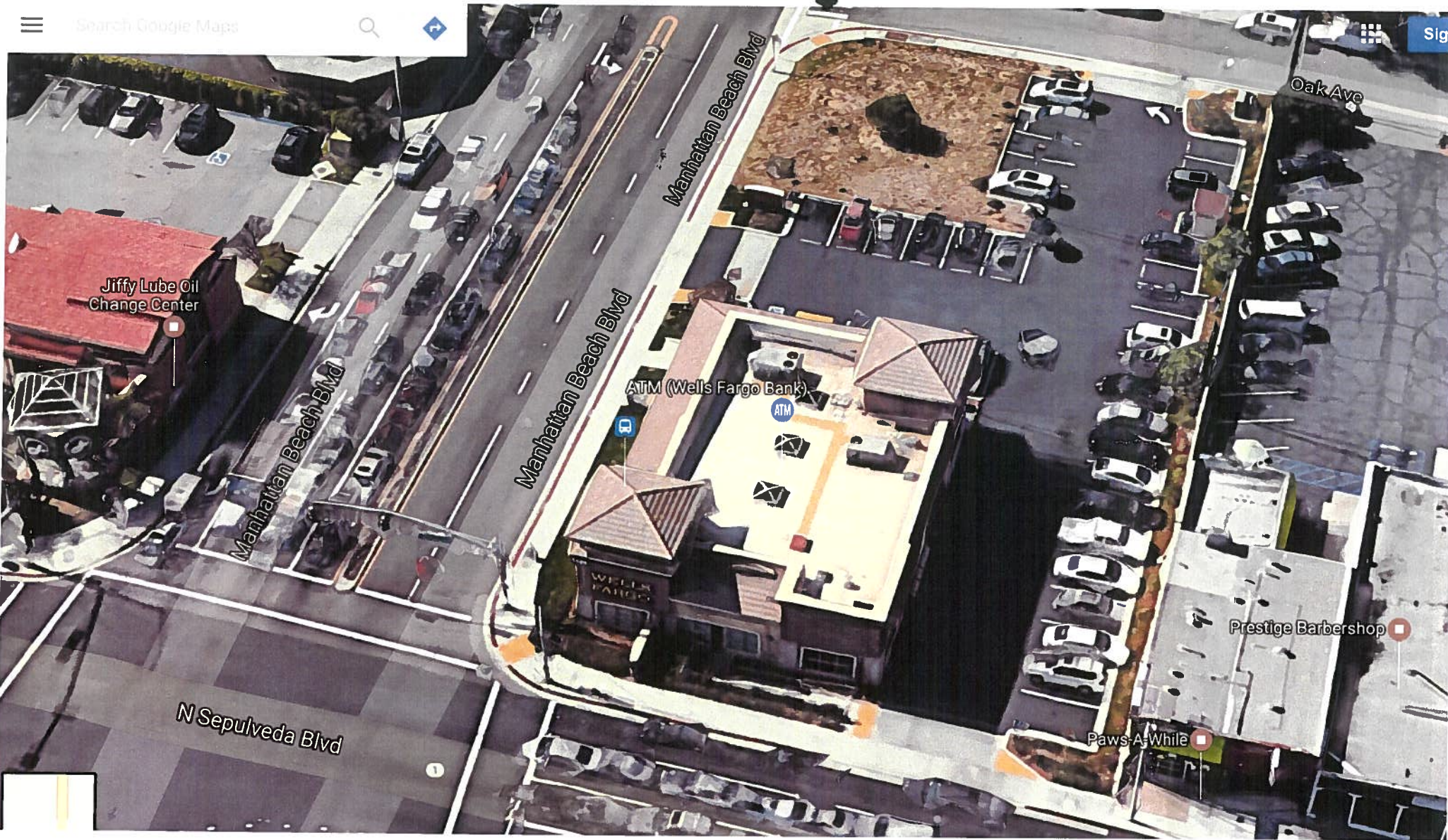








Lot Full







**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  
 EX-3

PAD FIXTURE PLAN- EXHIBIT 3

**GELSON'S MANHATTAN BEACH**

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



133 PENN STREET  
 EL SEGUNDO,  
 CALIFORNIA 90245  
 t: 310.414.1134

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**JUNE - 20 - 2016**

117 E. Colorado  
 Blvd, Suite 500  
 Pasadena, Ca 91105  
 t: 626 796 8230  
 f: 626 796 8735





## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Thursday, February 09, 2017 11:20 AM  
**To:** Eric Haaland  
**Subject:** FW: Please demand an EIR for Gelsons

**Anne McIntosh**  
**Interim Community Development Director**

P: 310-802-5503

E: [amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)



Office Hours: M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

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**From:** Pat Su [<mailto:patsu449@gmail.com>]  
**Sent:** Thursday, February 09, 2017 10:47 AM  
**To:** List - Planning Commission  
**Subject:** Please demand an EIR for Gelsons

Traffic on Sepulveda from 11:30 am to 7:30 PM is horrendous. Not having adequate parking and an adequate deceleration lane will make it unbearable. Look at what happens on Manhattan Beach Blvd. when the Trader Joe's parking lot fills up. Traffic backs up into Aviation. The same will happen here. If so many people "want" Gelson's that is all the more reason to be concerned about inadequate parking places and traffic increases. Not trying to keep a business out, just want it to be an asset to the community, and not a dangerous, disruptive disaster.

Pat Sullivan  
449 35<sup>th</sup> St. MB

## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Thursday, February 09, 2017 10:03 AM  
**To:** Eric Haaland  
**Subject:** FW: Need EIR

Anne McIntosh  
Interim Community Development Director  
310-802-5503  
[amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)  
City of Manhattan Beach, CA

Office Hours: M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

-----Original Message-----

**From:** Lou Bahar [<mailto:bahar.louise@gmail.com>]  
**Sent:** Thursday, February 09, 2017 9:20 AM  
**To:** List - Planning Commission  
**Subject:** Need EIR

Please have that eir done before this project proceeds. The traffic and parking issues are important to consider BEFORE it goes forward.

No one would mind a Gelsons, but they will mind it in that location with parking and traffic making it impossible.

Louise Bahar  
609 John st.

## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Thursday, February 09, 2017 8:47 AM  
**To:** Eric Haaland  
**Subject:** FW: In Favor of Gelson's

**Anne McIntosh**  
**Interim Community Development Director**

P: 310-802-5503

E: [amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)



**Office Hours:** M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

---

**From:** Dina Cramer [<mailto:dinacramer@gmail.com>]  
**Sent:** Thursday, February 09, 2017 8:13 AM  
**To:** List - Planning Commission  
**Subject:** In Favor of Gelson's

Dear Planning Commission Members,

Thank you for spending the time on this important topic. I would like to say that if the Gelson's is approved, there would be less traffic congestion on Sepulveda by at least one car - mine - and, from talking to them, those of many of my neighbors as well. This is because currently I drive 1-2 miles on Sepulveda 4-5 times a week to buy groceries, since I live at the southern end of town, and all the grocery stores are at the northern end. I cook every night, and this frequently means going out on Sepulveda for simple items, as I like to cook from fresh ingredients. I could and would walk to the Gelson's with a wheelie, and on the rare occasions such as rain when I might drive there, I would not need to go on Sepulveda at all. Gelson's seems to have fulfilled all of the city's requirements, and it is not fair to try to raise the bar after all they have done to make this project compatible with the community it would serve. Please approve this project.

I hope you can include this in the public record.

Dina Cramer  
115 N. Dianthus St.  
Manhattan Beach  
38-year Manhattan Beach resident

## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Thursday, February 09, 2017 9:58 AM  
**To:** Eric Haaland  
**Subject:** FW: Gelson's Project

**From:** Diana Driscoll [<mailto:didrisc@gmail.com>]  
**Sent:** Thursday, February 09, 2017 9:07 AM  
**To:** List - Planning Commission  
**Subject:** Gelson's Project

I feel the staff did not welcome and respond to input from the community who will be affected by the project. They did not have any transparency with the review and pretty much took all the developer provided as the last word. We welcome Gelson's only if there is a proper review of the true impacts of the project which will only be accomplished with an EIR.

Thank you for your concern and help in properly reviewing this project.

Sincerely, Diana Driscoll Manhattan Beach Resident for 21 years.

**Anne McIntosh**  
**Interim Community Development Director**  
P: 310-802-5503  
E: [amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)



**Office Hours:** M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Thursday, February 09, 2017 10:29 AM  
**To:** Eric Haaland  
**Subject:** FW: Gelson's

**Anne McIntosh**  
**Interim Community Development Director**

P: 310-802-5503

E: [amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)



**Office Hours:** M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

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**From:** randi elasowich [<mailto:randiwich@yahoo.com>]  
**Sent:** Thursday, February 09, 2017 10:17 AM  
**To:** List - Planning Commission  
**Subject:** Gelson's

I was unable to attend the meeting last night to hear all of the items brought up regarding the Gelson's project. I wanted to express my opinion in case it makes a difference. I feel that Gelson's would add to the community of Manhattan Beach. Yes PCH is already jam packed but that shouldn't input whether a building should be there as opposed to a vacant lot. Whether an office building or a restaurant or doctors offices or a grocery store goes in, there will be more traffic than an empty lot. I think the majority of Manhattan Beach would welcome Gelson's and a very loud select few oppose it. I really hope it doesn't sit vacant like the corner of MBB and Sepulveda and certainly hope it doesn't take as long as the Manhattan Village Mall has taken to get a plan through to beautify and update our community. There is a need for an upscale grocery store and it will be highly utilized in my opinion, even by the select few who oppose it going it. For what it is worth, I hope Gelson's is allowed to move forward, sooner rather than later...

**Randi Elasowich**  
**[www.RealEstateByTheBeaches.com](http://www.RealEstateByTheBeaches.com)**  
**310-415-6023**

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**You can search most California zip codes on above websites...**

**Randi Elasowich (External)**

P:

E: [randiwich@yahoo.com](mailto:randiwich@yahoo.com)



Office Hours: M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

## Eric Haaland

---

**From:** Kathy Fisher <kathy@mbproduce.net>  
**Sent:** Thursday, February 09, 2017 8:17 AM  
**To:** Nancy Hersman; Penny Bordokas; Christopher Conaway; George Apostol; Steve Ortmann  
**Cc:** Eric Haaland  
**Subject:** Thank You

Dear Commissioners and City,

Thank you for your time last night at the Planning Commission meeting.

Below are the questions I posed yesterday during my comment which should have been answered by Paragon and their consultant in their traffic study and MND:

1. Why hasn't the City acted upon CalTrans' recommendations to ensure resident's safety?
2. Why isn't historical accident information part of the traffic study?
3. Why does the traffic study omit private vendor truck daily trip counts?
4. Why isn't the traffic engineer utilizing Paragon's "support map" as evidence of residential traffic impact?

Thank you,

Kathy Fisher  
[kathy@GrowDelivers.com](mailto:kathy@GrowDelivers.com)  
Shop GROW, live longer!  
Offering Home Delivery [www.GrowDelivers.com](http://www.GrowDelivers.com)



## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Monday, February 13, 2017 7:10 AM  
**To:** Eric Haaland  
**Subject:** FW: Gelson's project

Anne McIntosh  
Interim Community Development Director  
310-802-5503  
[amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)  
City of Manhattan Beach, CA

Office Hours: M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

-----Original Message-----

From: Barbara Smith [<mailto:barbarasmith.mb@gmail.com>]  
Sent: Thursday, February 09, 2017 4:57 PM  
To: List - Planning Commission  
Subject: Gelson's project

I have been following the Gelson's project as it makes its way through the planning process. From what I have learned, the sponsor, Paragon, is requesting significant variances from Manhattan Beach existing parking requirements and has also not completed a full Environmental Impact Report.

Since this is a large project on Sepulveda with ramifications for all future developments on the Sepulveda corridor in Manhattan Beach, I urge you to ask this and any future development projects to complete the EIR and demand all appropriate traffic and parking mitigations. Our MB traffic is only going to get worse over time, as it has in the 30 years I have lived in this town, and the mitigation work done on this project will pay off for this and future projects.

Sincerely,  
Barbara  
657 33rd Street  
MB.

## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Monday, February 13, 2017 7:10 AM  
**To:** Eric Haaland  
**Subject:** FW: EIR vs Technical Error by Paragon

Anne McIntosh  
Interim Community Development Director  
310-802-5503  
[amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)  
City of Manhattan Beach, CA

Office Hours: M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

-----Original Message-----

**From:** William R Strickley [<mailto:rstrickl@me.com>]  
**Sent:** Thursday, February 09, 2017 4:51 PM  
**To:** List - Planning Commission  
**Subject:** EIR vs Technical Error by Paragon

I listened to the presentations last nite and if Paragon made a technical error in not submitting its Notice 30 days prior to the request for an approval without an EIR, then so be it. But meanwhile we local residents get to look at an empty lot, the myriad of signs saying "down with Gelsons" and lacking a new and well known shopping market on Sepulveda. How did Bristol Farms get their project on Rosecrans without an EIR? Was there an EIR for the new Trader Joe's in Hermosa Beach? What else could be constructed on the site that would be better than a Gelson's and a small bank?

You have to weigh the realities of Sepulveda as a busy corridor. How much noise is going to be incremental to the area because people would be going to the market or the restaurant location? How much more noise was there when Metlox Center was added and since? I submit not much! Do the right thing and approve the project with the submissions that have been "vetted" and get on with it.

Randy Strickley  
1241 8th Street, MB  
Sent from my iPad

## Eric Haaland

---

**From:** Anne McIntosh  
**Sent:** Monday, February 13, 2017 7:10 AM  
**To:** Eric Haaland  
**Subject:** FW: Gelson's

**Anne McIntosh**  
**Interim Community Development Director**

P: 310-802-5503

E: [amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)



**Office Hours:** M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

---

**From:** DiLeva, Tracey [<mailto:tracey.dileva@cbs.com>]  
**Sent:** Thursday, February 09, 2017 4:20 PM  
**To:** List - Planning Commission  
**Cc:** [popeyedileva@gmail.com](mailto:popeyedileva@gmail.com)  
**Subject:** Gelson's

To whom it may concern-

My name is Tracey DiLeva and I live at 709 Larsson Street. My husband, John DiLeva and I are extremely concerned with Paragon/Gelson's lack of interest for following city codes and are appalled that the City of Manhattan Beach is allowing them to slide on requirements that will ultimately endanger our children. My husband built our home approximately 2 ½ years ago on Larsson Street as owner/builder and we were required to follow every single code with no exceptions. Why should Paragon/Gelson's get away with non-compliance? They should be held to the same standards and be forced to have an EIR completed as well as give the residents and city a more detailed analysis on how this project will affect the community.

Since living on Larsson Street, we have seen multiple accidents at the corner of 8<sup>th</sup> and Sepulveda as heavy traffic is already an issue. Having a new grocery store that serves alcohol with nearly 70 less parking spaces than required will only create more traffic congestion and ultimately cause more accidents. Our children walk to school and cross Sepulveda at 8<sup>th</sup> street. As you can imagine, I am extremely concerned that they could be hit standing on the corner waiting for the light to change as a car has already ran into the now defunct dealership approximately one year ago. God help the City of MB, Paragon or Gelson's if one of our four children are hurt because of this.

We are also concerned that the accelerator lane is being shortened and narrowed. This too will cause a higher probability of accidents not to mention a semi-truck barely fitting into this limited configuration.

As a concerned citizen, I am implore you to do the right thing for our community force Paragon/Gelson's to have an EIR completed.

Best,

Tracey

**Tracey DiLeva**

**National Sales Manager, CBS Radio**

Palm Springs KEZN

Phoenix KMLE|KOOL|KZON

Los Angeles KAMP|KCBS|KNX|KROQ|KRTH|KTWV

Riverside KFRG|KXFG

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T: 323.930.5260 | M: 310.927.2815

[tracey.dileva@cbs.com](mailto:tracey.dileva@cbs.com)



## Eric Haaland

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**From:** Donald Mcpherson <dmcphersonla@gmail.com>  
**Sent:** Tuesday, February 14, 2017 5:03 PM  
**To:** List - Planning Commission  
**Cc:** Mark Danaj; Anne McIntosh; Liza Tamura; Laurie B. Jester; Eric Haaland; 'Eileen Neill'; Tom Hastings; Mark Shoemaker; gfoconnor@aol.com  
**Subject:** Required Information for Gelson's March 22 Hearing  
**Attachments:** 170209-McP-PC-MeetingRecap-ABY.pdf

Nancy Hersman, Chair  
Planning Commission  
City of Manhattan Beach  
Via Email

Subject: Gelson's Working Group to Identify Analyses for March 22 Meeting

Chair Hersman and Commissioners,

At the February 8 hearing, I appreciated your patience for listening several hours to our opinions regarding Gelson's. Your consideration provided us with a congenial town-meeting experience, a rare pleasure in our hyper-charged society.

As one or more testifiers stated, we learned a great deal from our neighbors' testimony, both pros and cons. For one, residents and planning commissioners alike highlighted the lack of information necessary to condition a use permit.

To fill in the gaps, please consider the following. As soon as possible, a working group should convene to identify the analyses needed for the public hearing on March 22. Per the attachment, sufficient time may not exist to prepare the analyses required for the meeting.

The working group should comprise the applicant, residents, staff and two planning commissioners, the latter permitted by the Brown Act.

The attachment summarizes some of the environmental impact areas that require more information, such as: 1) A Sepulveda deceleration lane rather than right-turn pocket; 2) Parking; 3) Light trespass from parking-lot illumination; and, 4) Noise from rooftop equipment. The attachment includes this email.

The deceleration lane issue illustrates the need for further information. It appears that Paragon cannot implement a 12-foot wide deceleration lane and 4-foot sidewalk, because those improvements would pass through the existing pole sign. Staff has approved retention of the sign, which the municipal code categorically prohibits. The sign has not identified land-use for over 90 days, which renders it 'abandoned' and thereby prohibited. [MBMC 10.72.030 & 10.72.070(F)]

Also, please note that Gelson's parking and traffic study has an apparent fatal flaw for the bank, by not including customer trips to use the ATM's, which will occur 24/7.

These examples serve to emphasize the need for a working group that will promptly identify the environmental impact analyses required for the March 22 public hearing.

Thanks,  
Don McPherson  
1014 1<sup>st</sup> St, Manhattan Beach CA  
Cell: 310 487 0383  
[dmcphersonla@gmail.com](mailto:dmcphersonla@gmail.com)



## Eric Haaland

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**From:** Mark Shoemaker <MarkShoemaker@msn.com>  
**Sent:** Wednesday, February 15, 2017 7:10 AM  
**To:** Donald Mcpherson; List - Planning Commission  
**Cc:** Mark Danaj; Anne McIntosh; Liza Tamura; Laurie B. Jester; Eric Haaland; 'Eileen Neill'; Tom Hastings; gfoconnor@aol.com  
**Subject:** Re: Required Information for Gelson's March 22 Hearing

Hello Don,

Thanks for preparing the informative subject letter. Removing the Bank, or rescoping the project in some way, has always seemed like a reasonable way for Paragon to possibly comply with MB Code for Gelson's Parking requirements, and other "Significant Impacts". Along with your revised Plan drawing highlights and suggestions, there are other things to consider:

- 1) The deceleration lane could start from the corner of 8th which would allow safer access for cars turning southbound from 8th onto Sepulveda - cars could use the decel lane first before entering into traffic. This is similar to cars turning northbound from MB Blvd. onto Sepulveda.
- 2) CalTrans recommended 246' as a "minimum" decel lane length for the posted 35 mph speed limit. Our Traffic Consultant, and a CalTrans Engineer, both indicated a "Speed Survey" will be required to determine if a longer decel lane should be required.
- 3) Depending on the decel lane length, the driveway onto Sepulveda may have to be relocated - likely further south. It appears Paragon chose the current driveway location based on convenience for the Gelson's truck loading dock entry and exit - not safety.
- 4) An "Acceleration" lane may be required for cars to safely Exit, and enter southbound Sepulveda traffic. This would push that areas sidewalk further west and impact available Parking.
- 5) The "Storm Drain" on Sepulveda will have to moved west to accomodate the decel lane. I beleive this is why Paragon chose an arbitrary 70' "Widened Shoulder" - they would avoid incurring the cost to remove the "Storm Drain".
- 6) A decel lane provides an opportunity to relocate the L.A. Metro bus stop from the north side of 8th, to inside the decel lane - this will improve southbound Sepulveda traffic flow.
- 7) Until all the above Sepulveda frontage safety/traffic requirements issues are addressed and redesigned, available Parking can not be counted.

A Plan should not be approved with all the unknowns and concerns. Per the CEQA process, MBRRD beleives the best way to address the "Significant Impacts" above, the "Significant Impacts" you raised, and the "Significant Impacts" that have been raised by hundreds of concerned MB residents, is an "Environmental Impact Report". Potential financial Liability to the City of MB will be minimized if an EIR is performed, and Safety is maximized in an approved Plan.

Best regards,

Mark Shoemaker  
Member MBRRD

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**From:** Donald Mcpherson

**Sent:** Tuesday, February 14, 2017 5:02 PM

**To:** PlanningCommission@citymb.info

**Cc:** mdanaj@citymb.info; 'Anne McIntosh'; LTamura@citymb.info; lvester@citymb.info; ehaaland@citymb.info; 'Eileen Neill'; Tom Hastings; Mark Shoemaker; gfoconnor@aol.com

**Subject:** Required Information for Gelson's March 22 Hearing

Nancy Hersman, Chair

Planning Commission

City of Manhattan Beach

Via Email

**Subject:** Gelson's Working Group to Identify Analyses for March 22 Meeting

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These examples serve to emphasize the need for a working group that will promptly identify the environmental impact analyses required for the March 22 public hearing.

Thanks,



Don McPherson  
1014 1<sup>st</sup> St, Manhattan Beach CA  
Cell: 310 487 0383  
[dmcphersonla@gmail.com](mailto:dmcphersonla@gmail.com)

Attachment: Required Environmental Impact Analyses for Gelson's

## Eric Haaland

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**From:** Mark Shoemaker <MarkShoemaker@msn.com>  
**Sent:** Thursday, February 16, 2017 7:19 AM  
**To:** List - Planning Commission  
**Cc:** Mark Danaj; Anne McIntosh; Laurie B. Jester; Eric Haaland; Rosemary Lackow; Eileen & John Neill; Gerry OConnor  
**Subject:** Gelson's Public Comment Meeting

Dear Planning Commission,

Thank you for recently hosting the first Public Comment meeting regarding the Paragon proposed Gelson's project, unfortunately it was two years late in coming. The City of MB website is posting Gelson's related documents, including EcoTierras comments in response to the several hundred Comments that concerned residents provided to the City of MB Staff during the Public comment period. EcoTierra was hired by Paragon, and in their report they virtually refuted/ignored all the concerned residents comments. The City of MB also hired a firm called MIG to review concerend residents comments, however, the City of MB is not posting MIG's comments. In the spirit of transparency, I am requesting the City of MB to release the MIG documents for Public review.

Your reply is requested and appreciated.

Best regards,

Mark Shoemaker - Memeber MBRRD

# **ATTACHMENT D**

## **GELSON'S ITEM**

### **PLANNING COMMISSION MEETING**

**OF**

**MARCH 22, 2017**

**Plans and Staff Report/Attachments dated  
2/8/17 and Environmental Documentation at  
website address:**

**[http://www.citymb.info/city-  
officials/community-development/planning-  
zoning/current-projects-programs](http://www.citymb.info/city-officials/community-development/planning-zoning/current-projects-programs)**

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