



BRINGING GELSON'S TO MANHATTAN BEACH
A Neighborhood Serving Use





City Staff Report: Traffic & Parking Studied Properly

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

March 22, 2017

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.

The City's Traffic Engineer has reviewed the project, including a comprehensive traffic and parking study, and found that the traffic circulation, parking design and proposed parking are complete and meet or exceed industry standards.

City Staff Report: Adjacent Street Parking Restrictions

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March 22, 2017

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.

City Staff Report: Deceleration Area Voluntarily Added by Applicant

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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

City Staff Report: No Caltrans Concerns

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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.

City Staff Report: Truck Traffic Complies with All Requirements

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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 8th Street as well as the peak PM periods pursuant to the proposed Conditions of Approval.

City Staff Report: No Increased Noise

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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.

City Staff Report: Conditions of Approval

The Applicant has agreed to comply with the 31 Conditions of Approval which have been recommended by City Staff following City Staff's review of each and every public comment that was received by the City relating to this project.

City Staff Report: Recommendation

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March 22, 2017

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.

Conclusion

- ✓ Broad Community Approval
- ✓ City of Manhattan Beach Staff Approval
- ✓ City of Manhattan Beach Chamber of Commerce Approval
- ✓ Surrounding Business Approval



MANHATTAN BEACH

The Manhattan Beach Chamber of Commerce (MBCC) would like to clarify that after a thorough vetting process and careful consideration the Board of Directors for the MBCC has taken the position of support for the Gelson's project. We believe the legacy of Gelson's will complement the quality and variety of growth along our Sepulveda business corridor.

The business category and superior product represented by Gelson's is a service needed south of Manhattan Beach Blvd. When we consider our options for a business footprint of this size Gelson's is an excellent investment. We also believe that Gelson's has and will continue to work hard to handle all concerns of the surrounding neighbors.

As the process moves forward you can be assured the MBCC will be supportive of your efforts. We are committed to a strong economy along Sepulveda. The halo effect of a Gelson's with surrounding business will also be a benefit.

We expect that Gelson's will be an active participant in the community as well as an active member of the Manhattan Beach Chamber of Commerce.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Lipps'.

Mark Lipps
President/CEO
Manhattan Beach Chamber of Commerce



The logo for Gelson's, featuring the word 'Gelson's' in a stylized, cursive script font.



Let's Bring Gelson's to Manhattan Beach!