

The Contracted Study is not
a Valid Substitute for a
Proper EIR if the Data is Not
Accurate

CALTRANS

- ✘ Transportation Concept Report: Route 1 District 7, June 2014
- ✘ Mission – Provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability
- ✘ Highway 1, Segment 6: Artesia to El Segundo
- ✘ AADT 2008 – 60,500 (Annual Average Daily traffic)

CALTRANS PUBLISHES TRAFFIC COUNTS

2015 Traffic Volumes on California State Highways



2015 TRAFFIC VOLUMES ON THE CALIFORNIA STATE HIGHWAY SYSTEM

**STATE OF CALIFORNIA
THE TRANSPORTATION AGENCY
DEPARTMENT OF TRANSPORTATION**

DIVISION OF TRAFFIC OPERATIONS

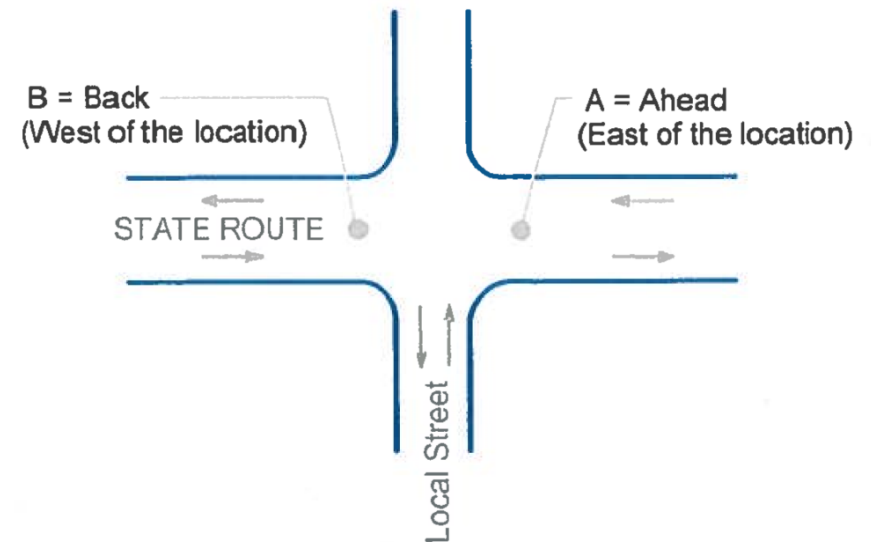
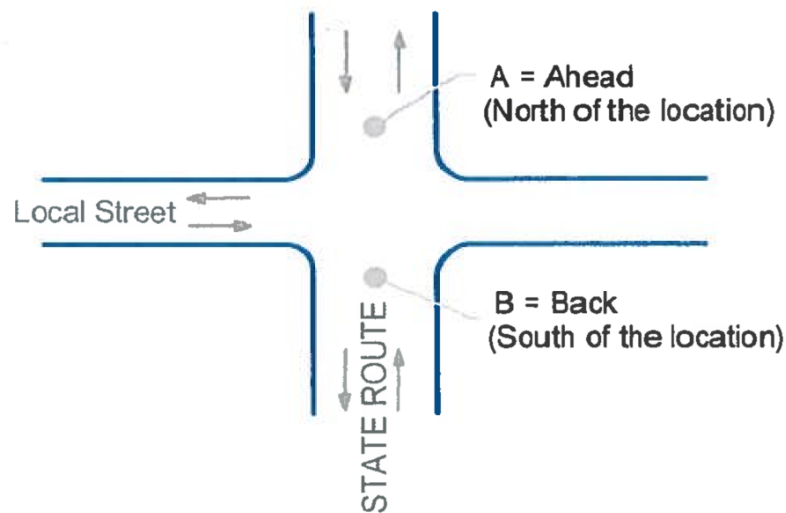
Sacramento, CA 95814

916-654-4578

CALTRANS ROUTE 1: BACK = SOUTH

Explanation of Traffic Counts

Explanatory Diagram of Traffic Counts



CALTRANS PEAK HOUR MB BLVD: 4050 / 4850

2015 Traffic Volumes on California State Highways

Dist	Route	County	Postmile	Description	Back Peak Hour	Back Peak Month	Back AADT	Ahead Peak Hour	Ahead Peak Month	Ahead AADT
07	001	LA	21.919	MANHATTAN BEACH, ARTESIA BOULEVARD	3900	49500	47000	3800	48500	46000
07	001	LA	22.9	MANHATTAN BEACH, MANHATTAN BEACH BOULEVARD	4050	51000	48500	4850	60000	57000
07	001	LA	23.924	EL SEGUNDO, ROSECRANS AVENUE	5400	67000	64000	5600	68000	65000
07	001	LA	24.911	EL SEGUNDO, EL SEGUNDO BOULEVARD	4750	64000	61000	4350	58000	56000

2015 Traffic Volumes on California State Highways

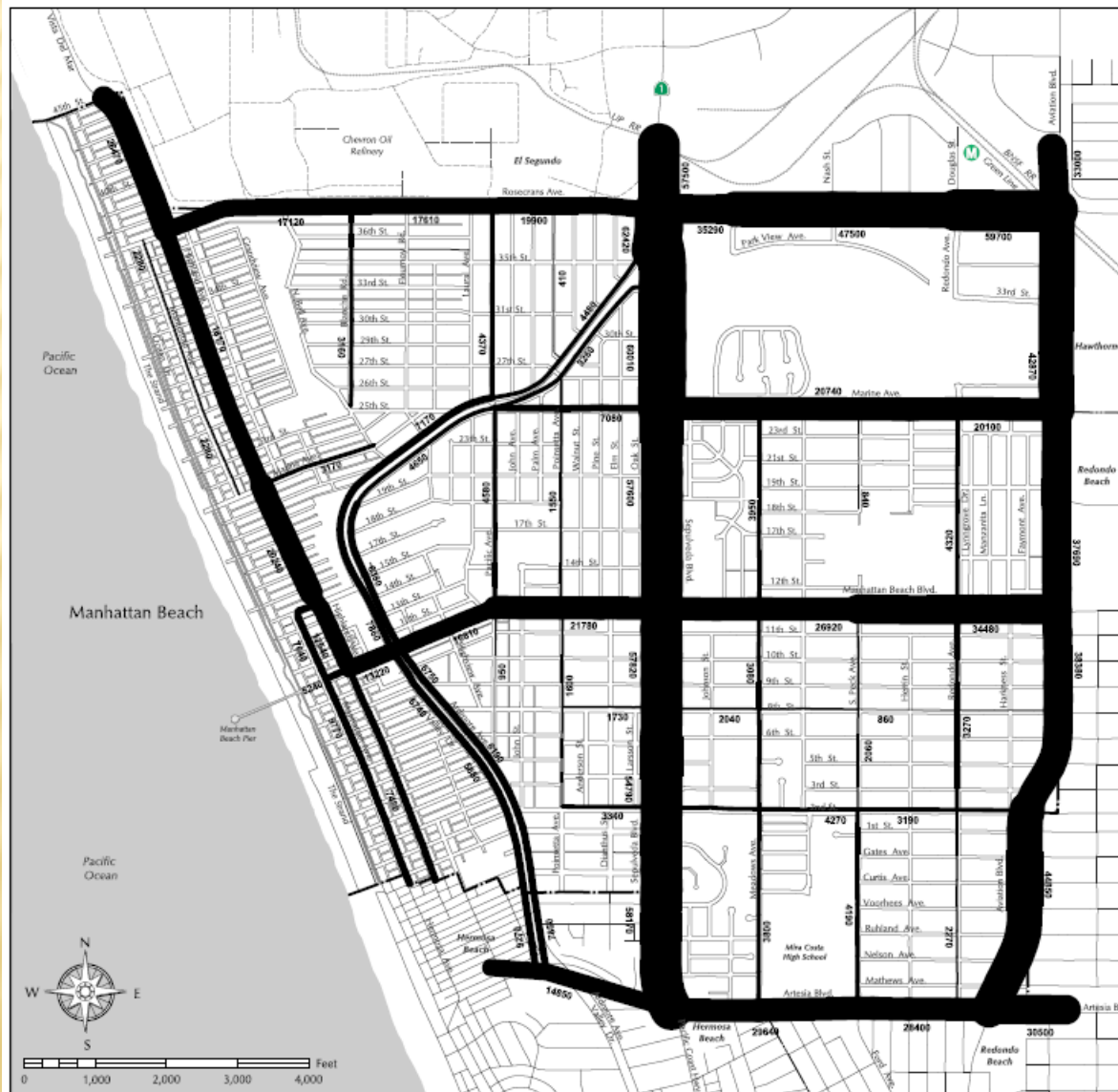
Description	Back Peak Hour	Back Peak Month	Back AADT
MANHATTAN BEACH, ARTESIA BOULEVARD	3900	49500	47000
MANHATTAN BEACH, MANHATTAN BEACH BOULEVARD	4050	51000	48500

MB GENERAL PLAN: PCH 62,000 TRIPS

Traffic Volumes and Intersection Level of Service

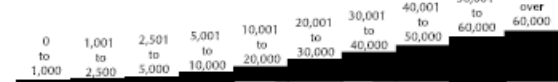
Traffic flow is measured and analyzed both on a daily basis and during peak hours (commute peak hours). On a daily basis, traffic flow is measured on roadways at mid-block locations to determine the overall level of travel demand and level of service. Traffic volume values have been developed that represent the typical daily traffic flow, within a 24-hour period, on key roadways in the City, as shown on Figure I-2. This figure shows streets carrying significant traffic volumes, particularly Sepulveda Boulevard, with traffic volumes ranging from 54,000 to 62,000 vehicles trips. Signalized intersections were analyzed using the Intersection Capacity Utilization (ICU) method. This methodology produces an intersection volume-to-capacity (V/C) ratio that is then related to a “Level of Service” (LOS) estimate. LOS describes the ability of an intersection or road segment to meet its intended design capacity. Each LOS rating describes how people perceive the amount of congestion or difficulty in getting where they want to go. LOS is ranked from A, representing no limitation on movement (best), to F, representing very high levels of congestion (worst).

MB GENERAL PLAN - INFRASTRUCTURE



Source: Weyer, Mohndt, Inc. and City of Manhattan Beach GIS; 2002.

24-Hour Traffic Volume



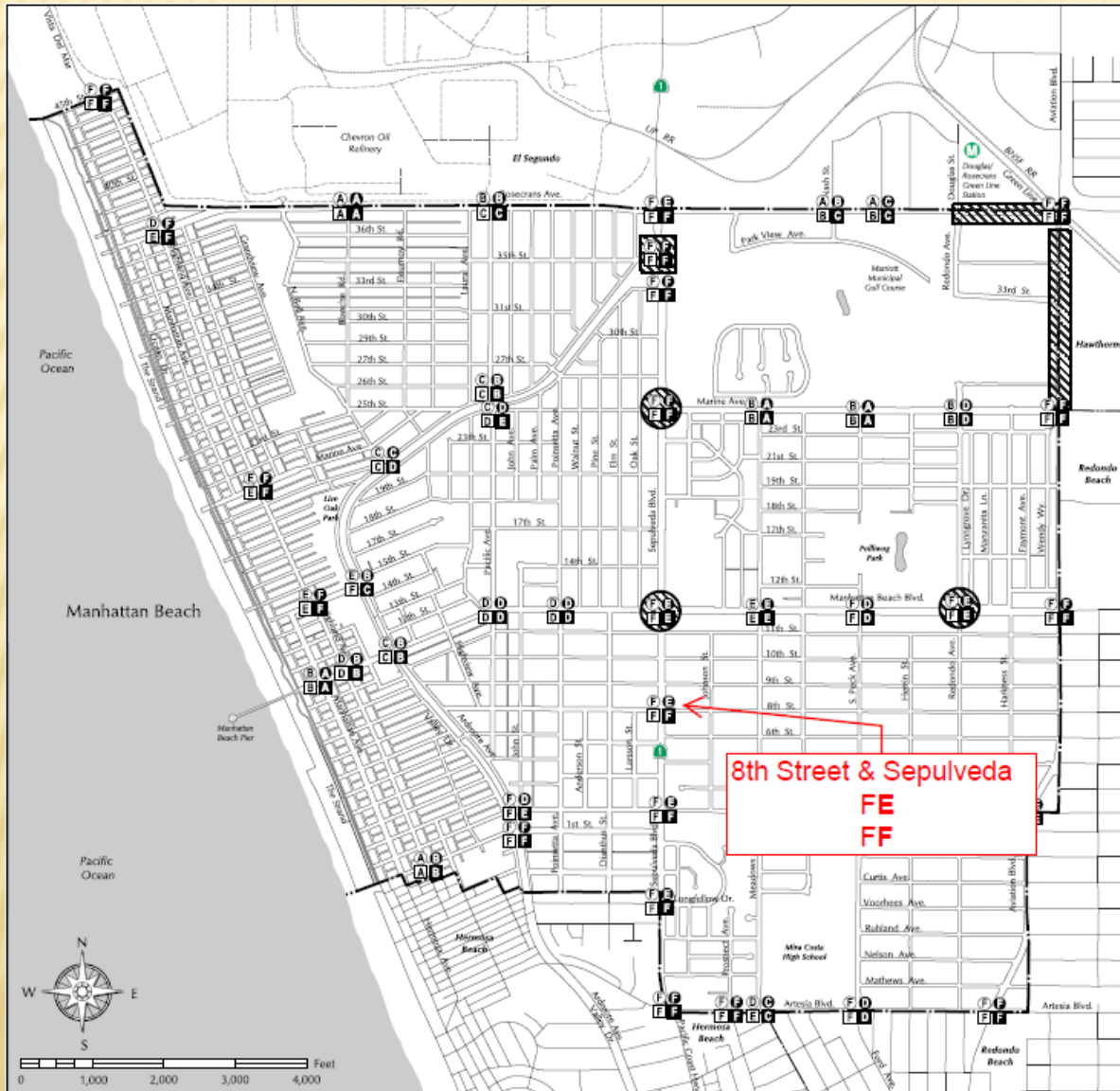
Note: Volumes represent average of traffic counts which were taken on two weekdays.



Figure I-2

24-Hour Traffic Volumes (2001)
MANHATTAN BEACH GENERAL PLAN

GENERAL PLAN: METLOX EIR



Intersection Level of Service (LOS)

Baseline

- Ⓐ AM Peak Hour LOS
- Ⓐ PM Peak Hour LOS

Projected with regional growth and General Plan growth

- Ⓐ AM Peak Hour LOS
- Ⓐ PM Peak Hour LOS

Proposed Circulation Improvements

- Roadway Widening Improvements
- Intersection Improvements
- City Boundary

Level of Service Definitions

LOS	Interpretation
A	Excellent operation • free-flow
B	Very good operation • stable flow, little or no delays
C	Good operation • slight delays
D	Fair operation • noticeable delays, queuing observed
E	Poor operation • long delays, near or at capacity
F	Forced flow • congestion

Source: Highway Capacity Manual, Special Report 200, Transportation Research Board, Washington D.C., 1985 and Interim Materials on Highway Capacity, NCHRP Circular 212, 1982



Figure I-3

Intersection Level of Service (LOS)
MANHATTAN • BEACH • GENERAL • PLAN

Source: Metlox, Metlox, Inc. Includes estimated regional growth on Sepulveda, Rossmore, Aviation, Arroyo and Valley/Parkway based on model results from the Southern California Association of Governments (SCAG) Regional model. City of Manhattan Beach Civic Center/Metlox Development Environmental Impact Report.

GENERAL PLAN: METLOX EIR



THE “STUDY” OR A PROPER EIR

- ✘ Traffic Impact and Parking Demand **Study** for Proposed Commercial Project 707 and 801 North Sepulveda Boulevard
- ✘ “KOA compiled **manual intersection counts** for the eight study intersections, which were conducted in March and December 2014 during the 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. peak periods.”
- ✘ **Prepared for PCG MB, LLC** Traffic Impact and Parking Demand Study

THE STUDY V. CALTRANS DATA (A.M.)

3972 V. 4850



$$2739 + 946 + 163 + 124 = 3972$$

4850

2015 Traffic Volumes on California State Highways

Dist	Route	County	Postmile	Description	Back Peak Hour	Back Peak Month	Back AADT	Ahead Peak Hour	Ahead Peak Month	Ahead AADT
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07	001	LA	24.911	EL SEGUNDO, EL SEGUNDO BOULEVARD	4750	64000	61000	4350	58000	56000

THE STUDY V. CALTRANS DATA (P.M.)

3729 V. 4050



$$2222 + 1241 + 177 + 189 = 3729$$

4050

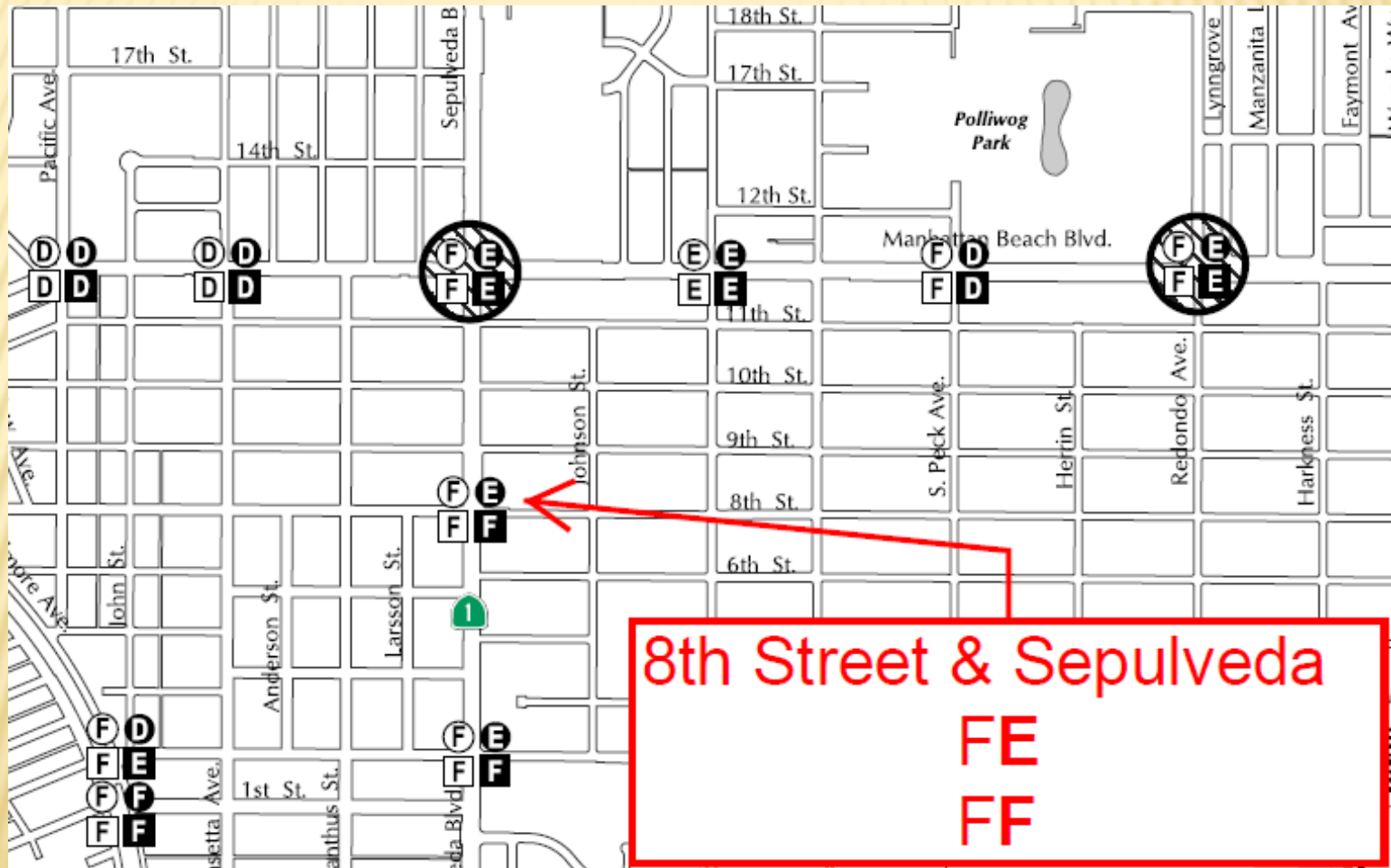
Description	Back Peak Hour	Back Peak Month	Back AADT
MANHATTAN BEACH, ARTESIA BOULEVARD	3900	49500	47000
MANHATTAN BEACH, MANHATTAN BEACH BOULEVARD	4050	51000	48500

KOA'S MANUAL COUNT = BAD DATA IN

Table 8 - Determination of Project Impacts – Existing with-Project Conditions

Study Intersections		Peak Hour	Existing Conditions		Existing with Project		Change in V/C	Sig Impact?
			V/C or Delay (sec.)	LOS	V/C or Delay (sec.)	LOS		
1	Sepulveda Boulevard & Manhattan Beach Boulevard	AM	1.017	F	1.021	F	0.004	No
		PM	1.038	F	1.047	F	0.009	No
2	Sepulveda Boulevard & 8th Street	AM	0.784	C	0.807	D	0.023	No
		PM	0.705	C	0.780	C	0.075	No
3	Sepulveda Boulevard & 6th Street *	AM	>50	F	>50	F	0.011	No
		AM	0.767	n/a	0.778	n/a	n/a	n/a
		PM	>50	F	>50	F	0.008	No
		PM	0.643	n/a	0.651	n/a	n/a	n/a

GENERAL PLAN: METLOX EIR



Questionable Rationale for not requiring a Deceleration Lane

Tiffany Friedman

“a deceleration lane is
not justified based on
the absence of
driveway related
collisions”*

* CITY OF MANHATTAN DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM,
Dated 22 March 2017, page 7, Item 18.

Exiting Sepulveda Driveway Entrance Chained Shut

Driveway chained shut virtually
all the time for last ten years.



CITY OF MANHATTAN BEACH DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM 22 March 2017 – Response to Resident's Concerns

“While a deceleration lane is not justified based on the absence of driveway related collisions..”*

- Of course not, there was very little land use at the site during that time and the existing Sepulveda exit was chained shut, virtually eliminating the possibility of having a “driveway related collision”.

“ 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.”*

- Again, there was virtually no land use at the site during that time and the existing Sepulveda exit was chained shut.

“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 6th Street and 8th Street.”*

- Okay, so that’s 7% of all reported collisions on Sepulveda Boulevard within the City limits occurred in front of the proposed site in a timeframe when it had virtually no activity and the exit on to Sepulveda was chained shut.
- Those 7% of reported collisions have yielded multiple fatalities.
- Hard to imagine that adding 5,317 driveway trips per day** to that stretch of Sepulveda will have “no significant impact”.

* CITY OF MANHATTAN DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM, Dated 22 March 2017, page 7, Item 18.

** CITY OF MANHATTAN DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM, Dated 22 March 2017, page 5, Item 15.

Summary

- Developing driveway related collision statistics from a driveway that has been almost exclusively chained shut indicates either incompetence or a willful deceit in addressing safety concerns.
- Developing conclusions on collisions being associated with the prior land use between 2012 – 2016 at the site is misleading at best since
 - The exit to Sepulveda was chained shut
 - There was very little activity at the site
- This type of flawed analysis erodes the resident's confidence in the exiting traffic study

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Gelson's Project

Safety, Traffic and Liabilities Review

March 22, 2017

Jim Lee

907 8th Street

Issues

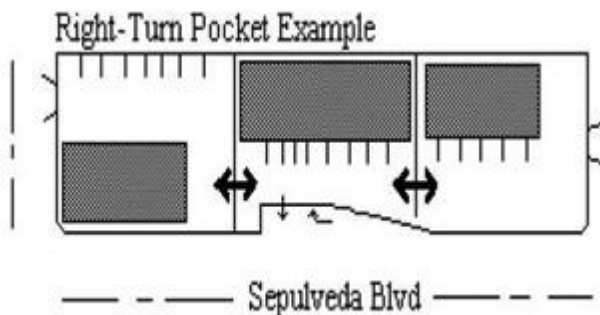
- Deceleration lane – conformance to CalTrans Highway Design Manual
- Traffic To/From Site - Impact on Area
- Pedestrian Safety
- Parking Variance
- City of MB – Risk, Rewards and Liability

Entry/Exit Lanes on Sepulveda: Traffic

Safety Requirements

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.



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

SEPULVEDA BOULEVARD DEVELOPMENT GUIDE



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

Updated: August 11, 1999

A Deficient Entry Lane Planned - Creates Safety Hazard

Location	Entry/Exit Lane Length	Lane Width	Sidewalk Width
Manhattan Mall	1,371'	12'	10'
El Pollo Loco & Hotel	310'	14'	10.5'
UCLA Medical	270'	12'	7'
Skechers	240'	14'	6.5"
Target	162'	14.5'	8"
CalTrans – Gelson's Minimum	246"	12"	
<u>Gelson's Proposed</u>	<u>110"</u>	<u>10.5'</u>	<u>6.3"</u>

Another 136 Feet are required – Shortest and Narrowest – WHY

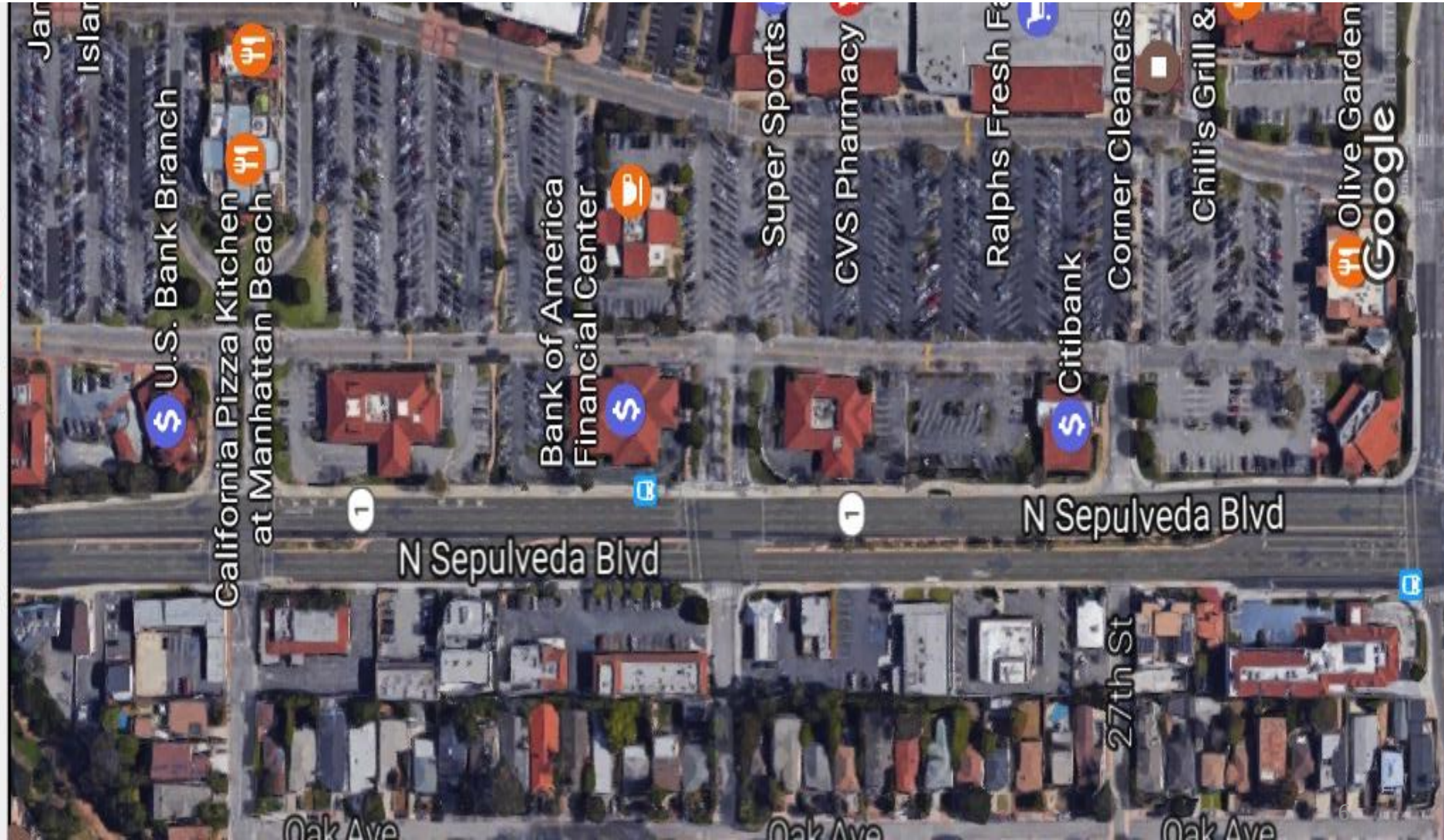
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Examples from nearby developments

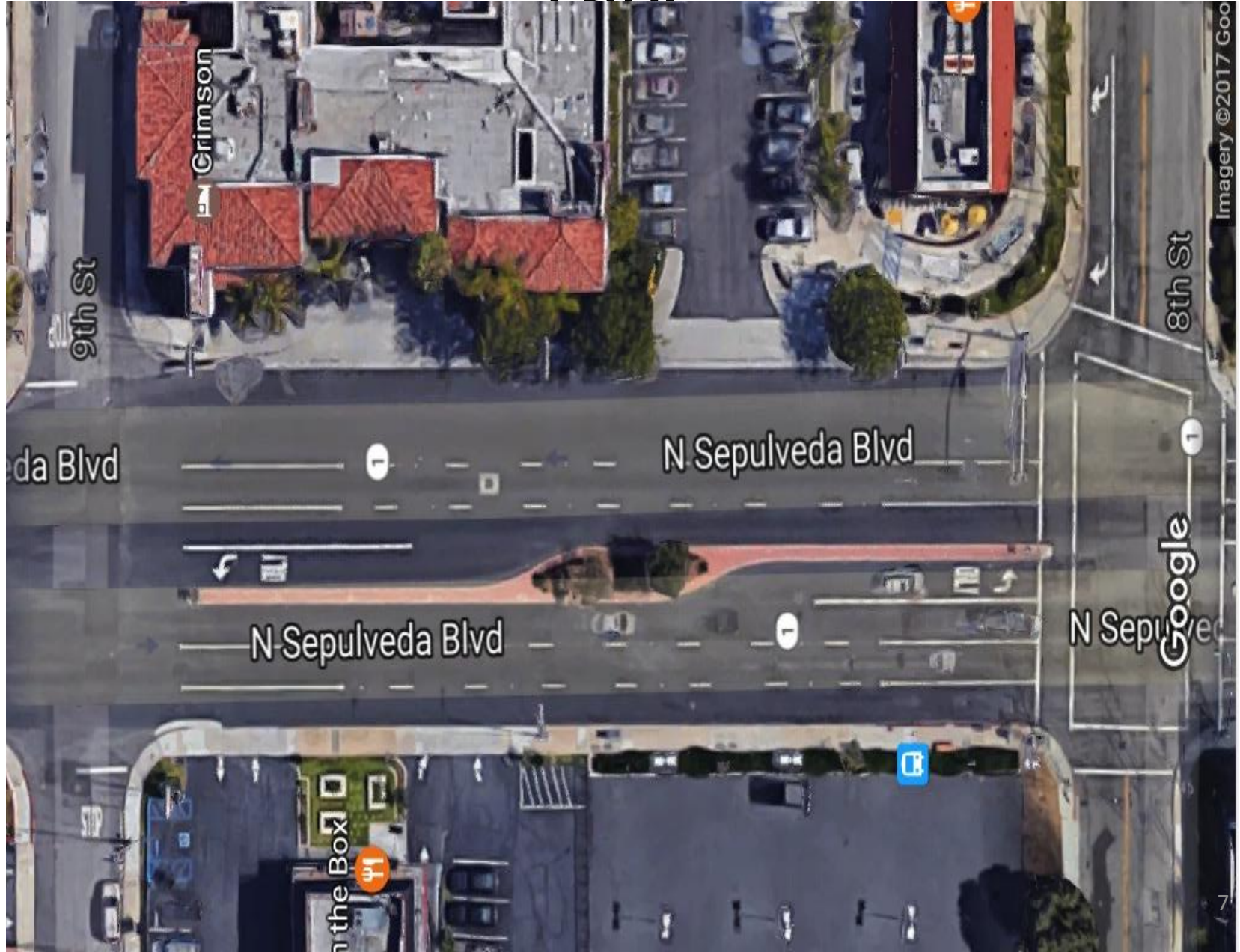
- Manhattan Mall
- El Pollo Loco and Hotel
- UCLA Medical
- Skechers
- Target

WHAT PROJECT WILL BE NEXT TO DEMAND AN EXCEPTION??

Manhattan Mall - 1,371' Dedicated Lane



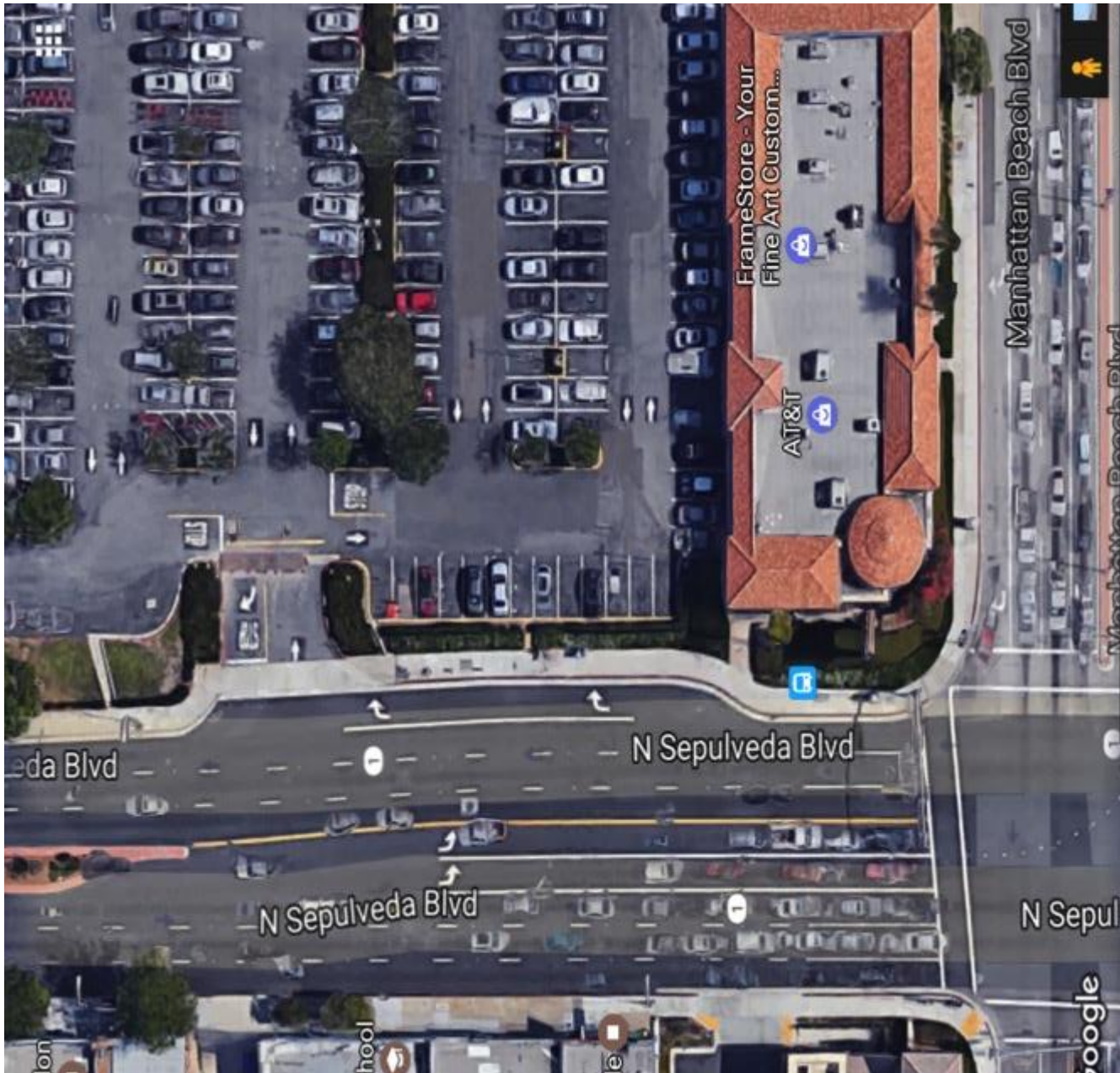
El Pollo Loco & Hotel - 310' Dedicated Lane



Skechers – 160' Entry + 80' Exit = 240'



Target – 162'



CalTrans Letters on the Lane Design

- August 2016 Letter from CT Branch Chief - Lane Should Be at Least 246'
- December 2016 Letter from CT District Director – CT Will Follow the Design Requirements

No reason to believe that CT will grant an Exception

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

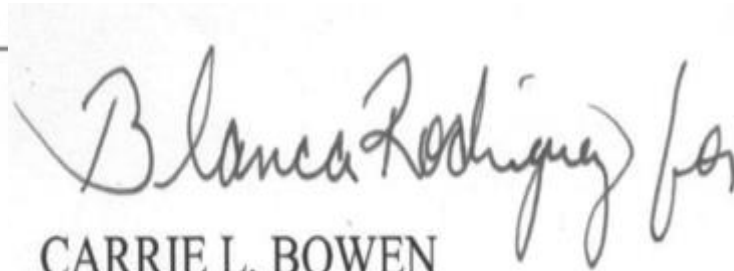
LOS ANGELES, CA 90012

PHONE (213) 897-0362

FAX (213) 897-0360

TTY 711

www.dot.ca.gov



CARRIE L. BOWEN

District Director

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

December 2, 2016

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

Actual Speeds - higher than posted

- Southbound Sepulveda drivers accelerate downhill as they approach, and pass, 8th street
- Gain speed as they approach uphill at 6th
- The posted 35 mph speed limit is frequently exceeded
- A truly Safe Entry/Exit lane takes into consideration actual speeds, not posted
- An EIR would include a “Spot Speed Survey”



Entry/Exit Lane Lengths Determined by “Spot Speed Survey”

Facts:

- California Highway Design Manual Table 405.2B defines a 246' Decel Lane for a 35 mph roadway
- Drivers adjust their vehicle speed to the roadway conditions
- A “Spot Speed Survey” measures actual roadway speeds
- An EIR will require a “Spot Speed Survey”
- A “Spot Speed Survey” was not performed by Paragon
- Not performing a “Spot Speed Survey” is a City of MB liability

Net: Let's get this right – With and EIR

Hydrant relocation
SHOULD NOT
SACRIFICE A SAFE
EXIT LANE

"Widened
Shoulder"
IS NOT SAFE

Storm drain
relocation SHOULD
NOT SACRIFICE A
SAFE LANE LENGTH

NARROW
SIDEWALKS ARE
NOT SAFE

Fire Hydrant
relocation
SHOULD NOT
SACRIFICE A
SAFE DECEL
LANE

The Wrong Design = hazards and

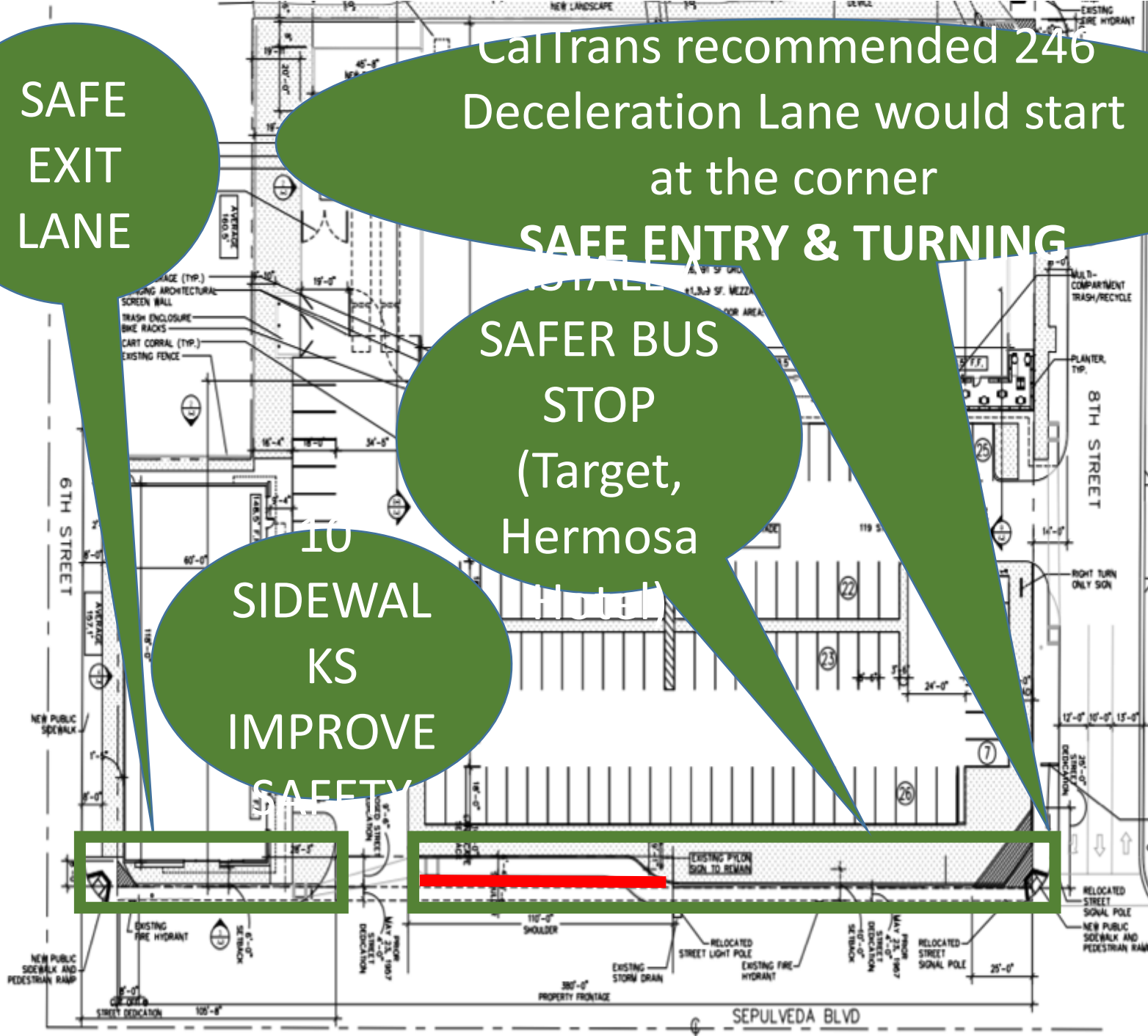
SAFE
EXIT
LANE

CalTrans recommended 246
Deceleration Lane would start
at the corner

SAFE ENTRY & TURNING

SAFER BUS
STOP
(Target,
Hermosa
Hotel)

10
SIDEWALKS
IMPROVE
SAFETY



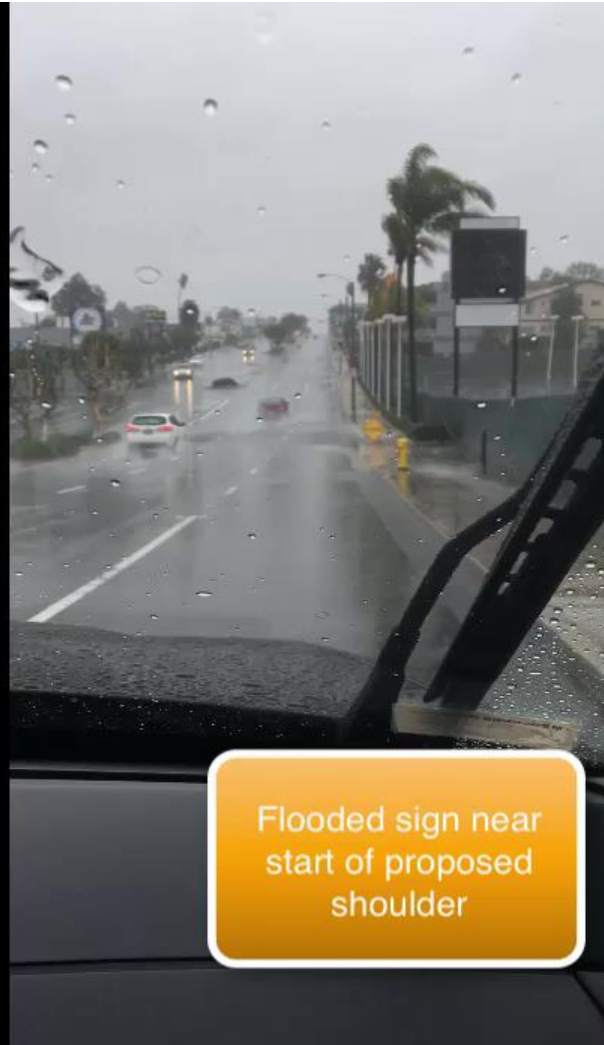
A Safe Entry/Exit Lane Requires Storm Drain Improvements

- Southbound Sepulveda between 8th & 3rd Street is not safe during and after rain
- City of MB places “Flooded” signs at the Paragon proposed Gelson’s entrance/exit
- Intersection of 8th & Sepulveda floods the worst
- Drivers will be merging/accelerating when leaving the proposed Sepulveda exit
- Paragon Proposed “Widened Shoulder” starts at the Storm Drain
- CalTrans recommended Deceleration Lane offers opportunity to improve the Storm Drain
- Neglecting Storm Drain improvements creates liability for the City of MB
- Paragon has neglected any Storm Drain improvements – an EIR should address this liability
- Video from typical 2017 storm

Flooded Frontage – 8th looking South



Video showing impact of rain



Flooded sign near
start of proposed
shoulder

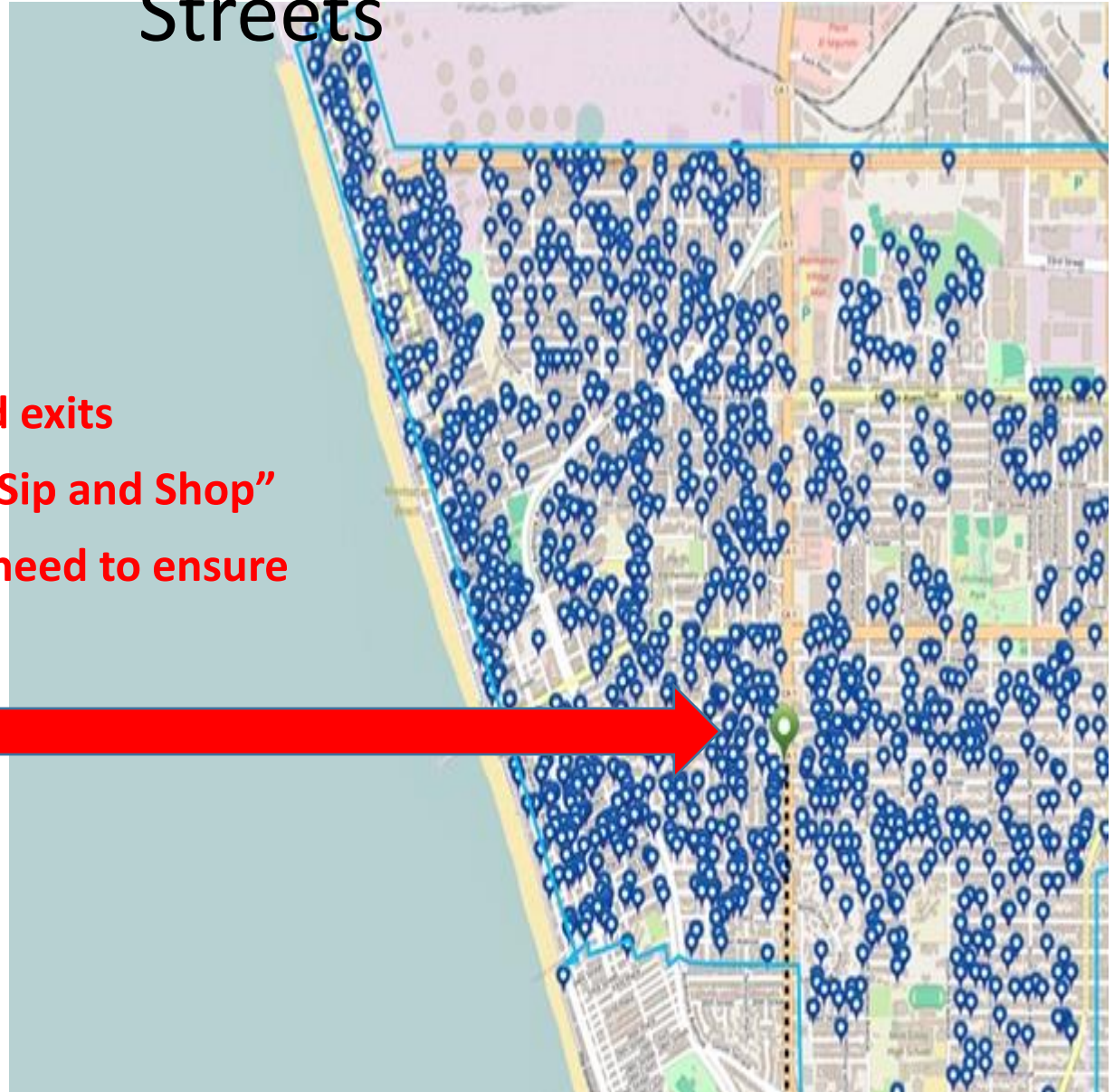
Traffic and Pedestrian Flow

- 8,000 daily entry/exits - ON AVERAGE, need data on maximum, i.e. summertime and holidays
- Drivers who have been " Sipping and Shopping" turning onto busy PCH
- Actual speeds on PCH are high – both sides have radar signs
- Congested streets from employee, vendor and customer parking
- Pedestrian Safety – West 8th and 6th Streets do not have continuous sidewalks, forcing walkers, strollers, kids unto busier street
- 8' sidewalk needed to improve PCH safety

Consider recent jury awards in Redondo, San Pedro, Norwalk - \$65.1 Million

Cut Through Traffic Loads up Residential Streets

- 8000+ daily entries and exits
- “Drive Home Happy” “Sip and Shop”
- City of MB & CalTrans need to ensure maximum SAFETY



Summary

- Plan does not address safe PCH deceleration lane – 246 ' per CalTrans
- Significant negative impact on residential streets- congestion, safety
- Minor economic benefit to City
- Flawed planning process will set precedent for ALL commercial properties
- Strategic exposure to City for liabilities
- An EIR will complete the planning process with details on safety, Spot Speed counts, pedestrian safety - Get Clarity
- EIR will not cost the City and may reduce exposure from liabilities

Will Paragon Indemnify the City of Manhattan Beach?

Conclusion – Project must have an EIR to address concerns

Thank You

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Neighborhood Cut Through Traffic Concerns

Not Adequately Addressed in MND

Blair Troop

Matlox EIR Included Neighborhood Cut Through Traffic Analysis/Impacts

City of Manhattan Beach

October 2000

Neighborhood Traffic Impacts

No significant traffic impacts are expected on the neighborhood streets surrounding the project site. Alternative "cut-through" routes in the immediate project vicinity east of the project site are confusing and do not provide an attractive or easier alternative to main travel routes. The neighborhood streets surrounding the project site to the east are located on terrain with multiple elevation changes and narrow roadways which do not facilitate a clear "cut through" path towards the project site. In addition, Ardmore Avenue is a one way northbound street in the vicinity of the project site, with a grade difference separating it from Valley Drive. Because of this, access to the project area from areas east of Ardmore Avenue is only provided at Manhattan Beach Boulevard and 15th Street. Therefore, cut through traffic would not benefit from cutting through the residential neighborhood east of Ardmore Avenue. In addition, the project is designed to provide more of a community-oriented destination, as

Paragon's and City Staff's avoidance of an EIR pushes the evaluation of neighborhood cut through traffic issues off until after the project is completed, even though everyone who lives in the area knows "the most attractive or easiest route" to the west, south west and north west of site is via neighborhood streets.

The Paragon traffic study failed to note that 6th and 8th Street do not easily support two way traffic when cars are parked on both sides. This is the norm in late afternoon and evenings. Summer days these streets are packed on both sides with beach goes parked up to and beyond Dianthus Street

The Paragon traffic study focused on neighborhood intersection close to the project rather than the almost certain neighborhood street traffic on narrow streets that connect the project to Ardmore

Traffic Study Treats 8th and 2nd Street as “similar” when they are not.

- Traffic Impact and Parking Demand Study
 - “8th Street is an east-west roadway that borders the Project site on the north. This roadway is designated as a **Major Local** in the City of Manhattan Beach General Plan. 8th Street provides one travel lane in each direction, with on-street parking permitted on both sides.”*
 - “2nd Street is an east-west roadway located south of the Project site. This roadway is designated as a **Major Local** in the City of Manhattan Beach General Plan. 2nd Street provides one travel lane in each direction, with on-street parking permitted on both sides.”*
- “Both 6th Street and 8th Street have street widths of 30 feet and right-of-way widths of 60 feet.”**
- 2nd Street is at least 40 feet wide

*Traffic Impact and Parking Demand Study for Proposed Commercial Project 707 and 801 North Sepulveda Boulevard, Manhattan Beach June 28, 2016, Page 10

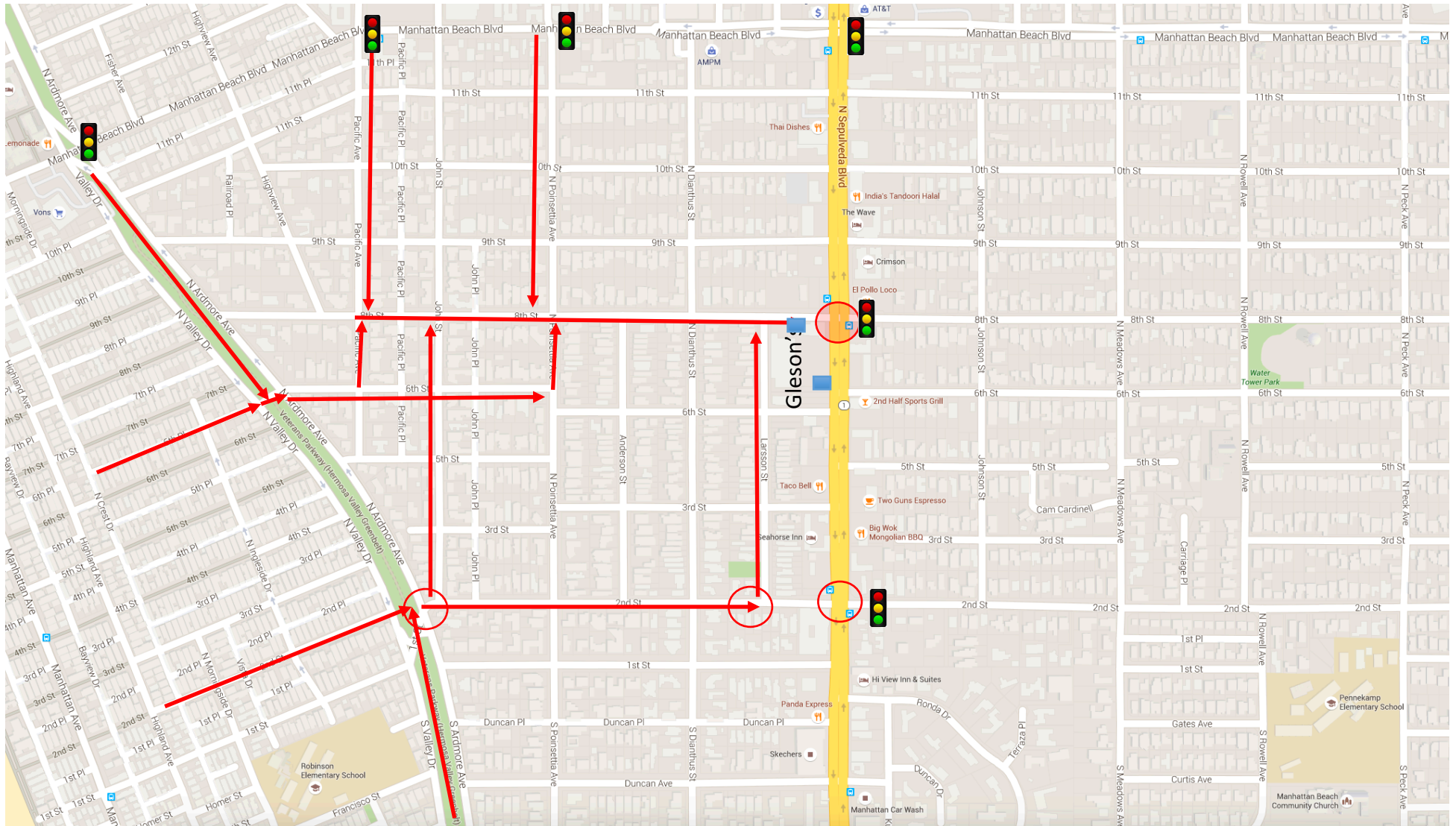
** CITY OF MANHATTAN DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM, Dated 22 March 2017, page 8, Item 23.

Can City use the additional 30ft of right-of-way to widen 8th like 2nd? Doesn't look possible. Safety will likely dictate loss of parking on one side of 8th all the way to Ardmore.



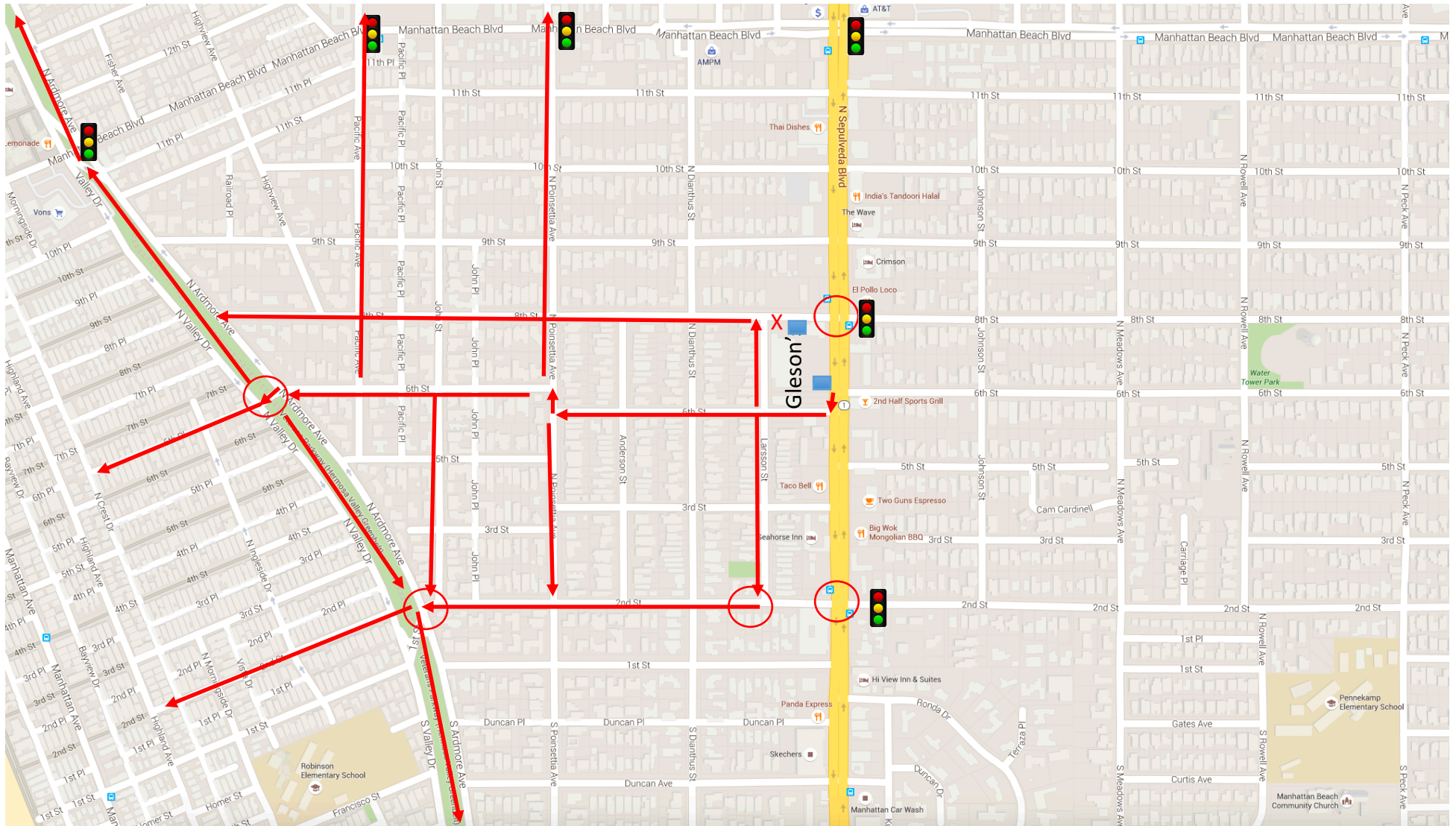
Residents on 6th and 8th Street believe the traffic study underestimates the percentage of traffic that will use those streets to access/egress from Ardmore, Pacific and Poinsettia when west, south west, and north west of the site negatively impacting the neighborhood.

Likely Neighborhood Traffic Cut Through Routes to Gelson's 8th Street Entrance



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

Likely Neighborhood Cut Through Traffic – Exiting Gelson's 8th Street Exit



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

← Prohibited by No Left Sign

Impacts to neighborhood streets north of Ardmore need to be understood upfront. That is the point of an EIR. The MND failed to address this issues.

Gelson's is not just a
“Grocery Store” and should
not be treated as such
when determining parking
and safety requirements

Brent Troop

Gelson's is not just a "Grocery Store" and should not be treated as such when determining parking and safety requirements

- **Non-grocery store type events lead to longer stays, which invalidate the Paragon traffic and parking studies:**
 - "Sip and Shop" designed to make shoppers **linger longer than normal grocery shopping**
 - Patron's visiting the prepared food services area **linger longer than normal grocery shopping**. Prepared food services area should be treated as a restaurant for parking requirements
 - Patron's visiting the bar area **linger longer than normal grocery shopping**. Bar area should be treated as a bar for parking requirements
 - All wine tasting areas should be treated as a bar for parking requirements
 - Table space **as well as an allocated kitchen square footage** should be treated as a restaurant for parking requirements
 - Events – such as Live Music, Floral Classes, Healthy Living Events, Cooking Classes, Tot Squad, etc. **linger longer** than standard visits to a grocery store. **This needs to be quantified and factored into a revised parking study**
 - **Neighborhood cut through traffic and "sip and shop"/bar don't mix**, neighborhood cut through traffic must be mitigated prior to the project's approval

HELPING CALIFORNIA DOERS DO SOME **EPIC DOING** [SEE HOW >>](#) 

The Best New Bar in L.A. is at the Gelson's in Silver Lake

BY BESHA RODELL

MONDAY, OCTOBER 10, 2016 AT 9:34 A.M.



View from the bar at Gelson's in Silver Lake

B. Rodell

f 766 t 54 + 1 0 A A

I've never seen such pure delight as the look on the faces of women entering the Silver Lake Gelson's and seeing friends drinking at the new bar just to the left of the store's entrance. It's 4 p.m. on a Friday afternoon, and my friend Madeleine and I have perched ourselves at the very corner of the bar, right next to the sliding doors, so that it's impossible for entering customers not to see us. The bar, called *Nochkin & Tishkin* (spelled out in block letters overhead the same

Wall Street Journal Features Gelson's Wine Bars

July 15, 2016



This week, Gelson's wine bars were featured in [The Wall Street Journal](#)!

In their article, [Supermarkets Invite Shoppers to Drink While They Shop](#), our President Rob McDougall talks about what Gelson's initially imagined with the wine bars and our future plans.

When Jo Murray strolls the aisles of her local Gelson's supermarket, she is already one cocktail in. Before tackling her often-extensive grocery list, she orders a Tiffany Breeze, a Prosecco-and-strawberry-lemonade concoction that Gelson's sells for \$9 at the wine bar it operates just inside the front door.

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Supermarkets Invite Shoppers to Drink While They Shop

High-end grocery stores set up wine bars and beer gardens, and install cup holders in shopping carts, to lure customers to linger longer




Forget the wine bar. WSJ contributor Alina Dizik joins Tanya Rivero to discuss why your next happy hour drink might be at the supermarket. Photo: Giant Eagle

By ALINA DIZIK

Updated July 12, 2016 2:38 p.m. ET

When Jo Murray strolls the aisles of her local Gelson's supermarket, she is already one cocktail in. Before tackling her often-extensive grocery list, she orders a Tiffany Breeze, a Prosecco-and-strawberry-lemonade concoction that Gelson's sells for \$9 at the wine bar it

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Quotes from Wall Street Journal Article “Supermarkets Invite Shoppers to Drink While They Shop” Video

- WSJ contributor Alina Dizik , “sipping and shopping, entices shoppers *to linger longer* and spend more.”
- Restaurant revenue is dropping, while food service at supermarkets is increasing.



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	1	2	3 Live Music with Roger Espinoza - Silver Lake Tot Squad - Baby Gear Services - Sherman Oaks	4 Tot Squad - Baby Gear Services - Long Beach	5	6 Educational Tasting Event: William ... - Multiple Locations Live Music with Asher Nicolson - Silver Lake Tot Squad - Baby Gear Services - La Cañada Flintridge	7 Educational Tasting Event: Ermete ... - Multiple Locations Jessica's Visit - Healthful Salad ... - Rancho Mirage
	8	<div> <div> Live Music with The Kenwood Trio Silver Lake : 5:30pm-8:30pm Fee: Free </div> <div> The Kenwood Trio ... - Silver Lake Tot Squad - Baby Gear Services - Hollywood </div> </div>			12	13 Educational Tasting Event: Alamos ... - Multiple Locations Jessica's Visit - Healthful Salad ... - Pacific Palisades Live Music with Roger Espinoza - Silver Lake	14 Educational Tasting Event: Antinori ... - Multiple Locations eWaste Recycling Drive - CA Recycles ... - Hollywood Floral Class - Winter Wreath - Multiple Locations Healthy Living Kids Event - La Costa/Carlsbad Healthy Living Kids Event - Ladera Ranch Jessica's Visit - Healthful Salad ... - Del Mar Pet Adoption - Long Beach Spay ... - Long Beach Pet Adoption - Loving All Animals ... - Rancho Mirage

Gelson's Event Schedule



Live Music @ Gelson's Silver Lake 5:30-8:30 pm

Tuesdays

1/3 — Roger Espinoza
1/10 — The Kenwood Trio
1/17 — Ruben Ramos
1/24 — The Kenwood Trio
1/31 — Ruben Ramos

Fridays

1/6 — Asher Nicholson
1/13 — Roger Espinoza
1/20 — Asher Nicholson
1/27 — Café Fuego

2725 Hyperion Ave. | 323-660-0387

Gelson's Parking and Traffic Requirements should not be determined by using metrics for a Grocery Store. Everything about Gelson's is designed to entice customers to Linger Longer than a normal grocery store. The current studies are not valid for the type of store being proposed.

- Sip and Shop
- Live Music
- Restaurant
- Wine Tasting Bar
- Special Events
 - Floral classes, cooking classes, wine tasting events, healthy living events, Tot Squad etc.

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Is the Proposed Gelson's Like other South Bay Grocery Stores?

Brett Troop

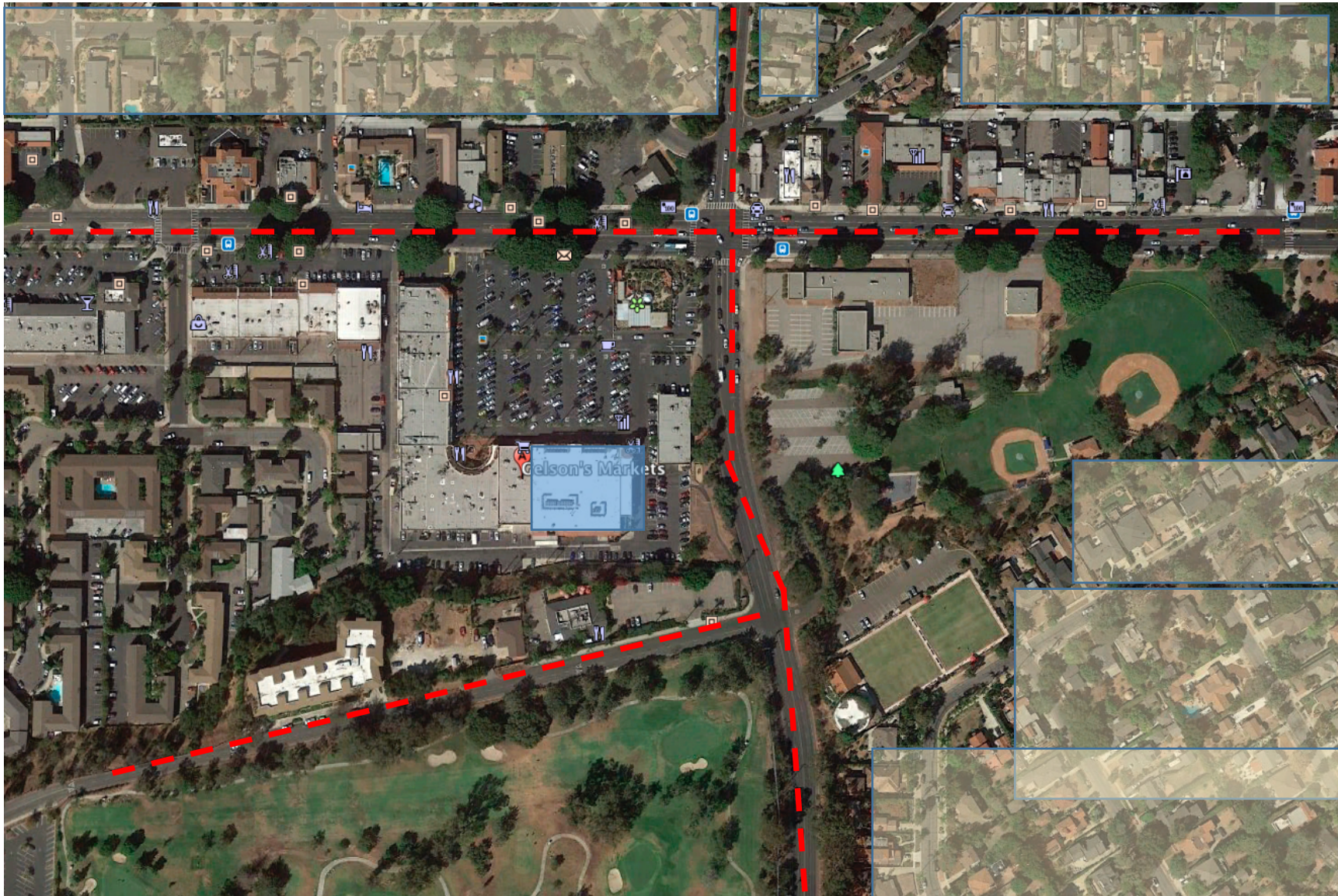
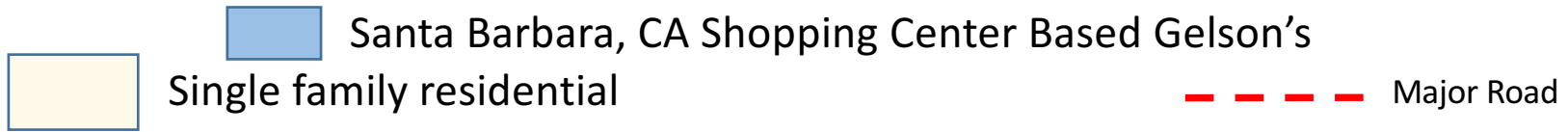
Is the Proposed Gelson's Like other South Bay Grocery Stores?

- At Feb 8th Planning Commission meeting we demonstrated that the Proposed Manhattan Beach Gelson's is the only Gelson's store embedded in single family homes
- At that meeting, Jim from Paragon boasted about neighbors of the Santa Barbara Gelson's store, "loving having Gelson's in their neighborhood."
- Paragon treats the development as if it is in a shopping center and requires virtually no mitigations for neighbors
- Eight Grocery stores in two mile radius of the proposed Gelson's

Single family residential Proposed Gelson's Manhattan Beach

Major Road





Nothing like proposed Manhattan Beach Gelson's project

- Not adjacent to single family homes, shopping center setting
- No potential for neighborhood cut through traffic



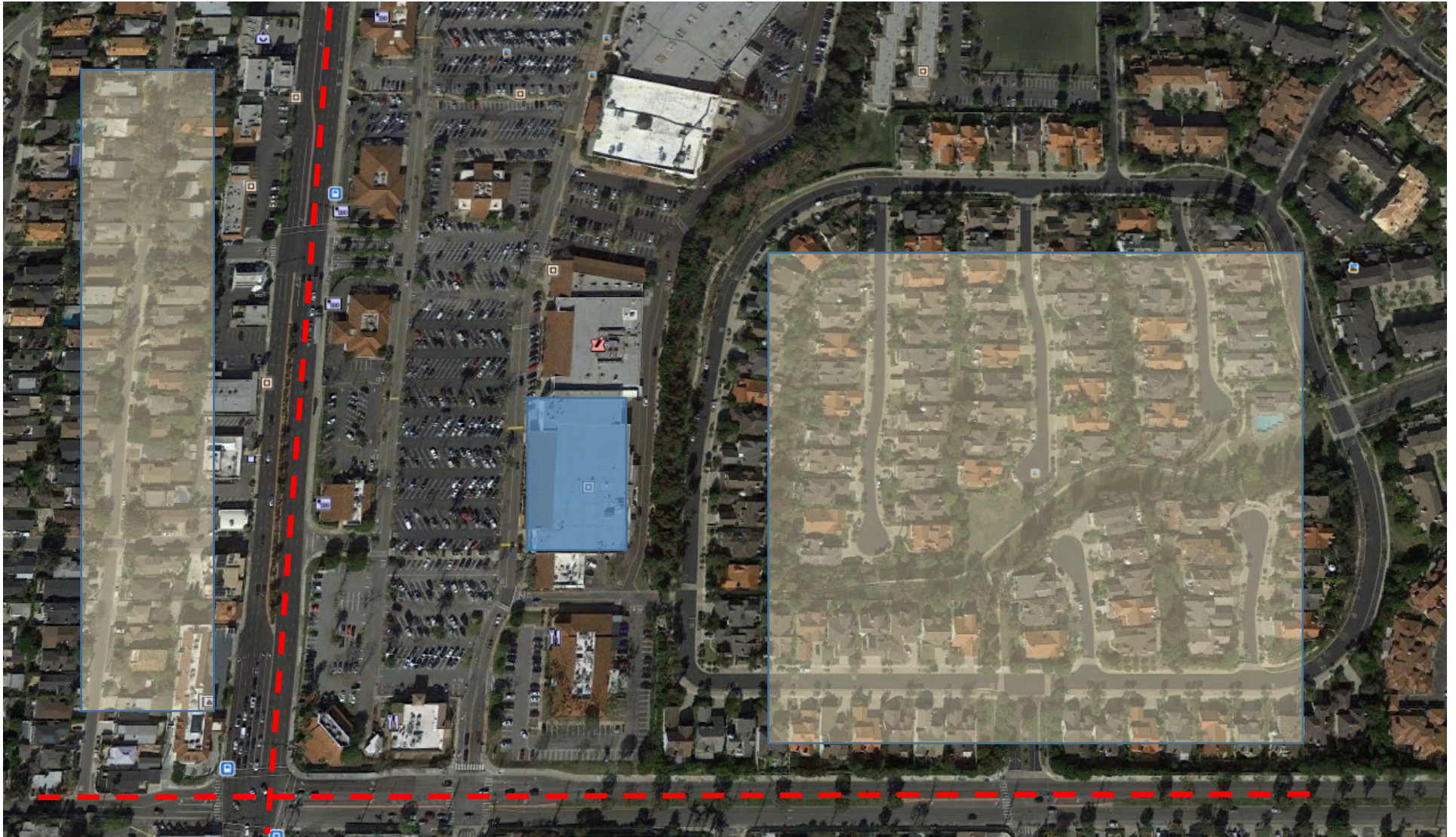
Single family residential



Ralph's Manhattan Beach Mall

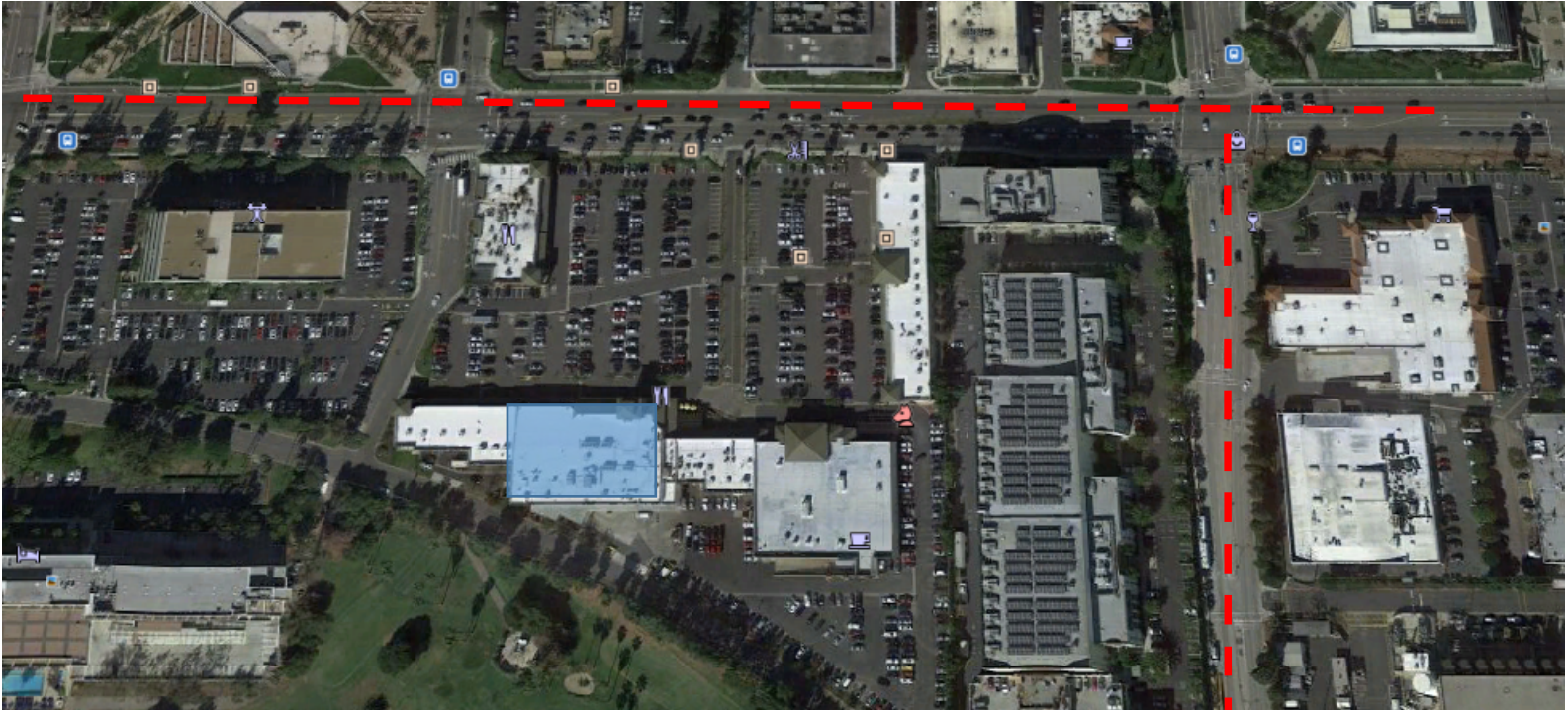


Major Road



Only access to residential street is via gated community. No cut through traffic.

 Single family residential  Bristol Farms MB  Major Road



Not adjacent to single family homes, no cut through access to residential streets



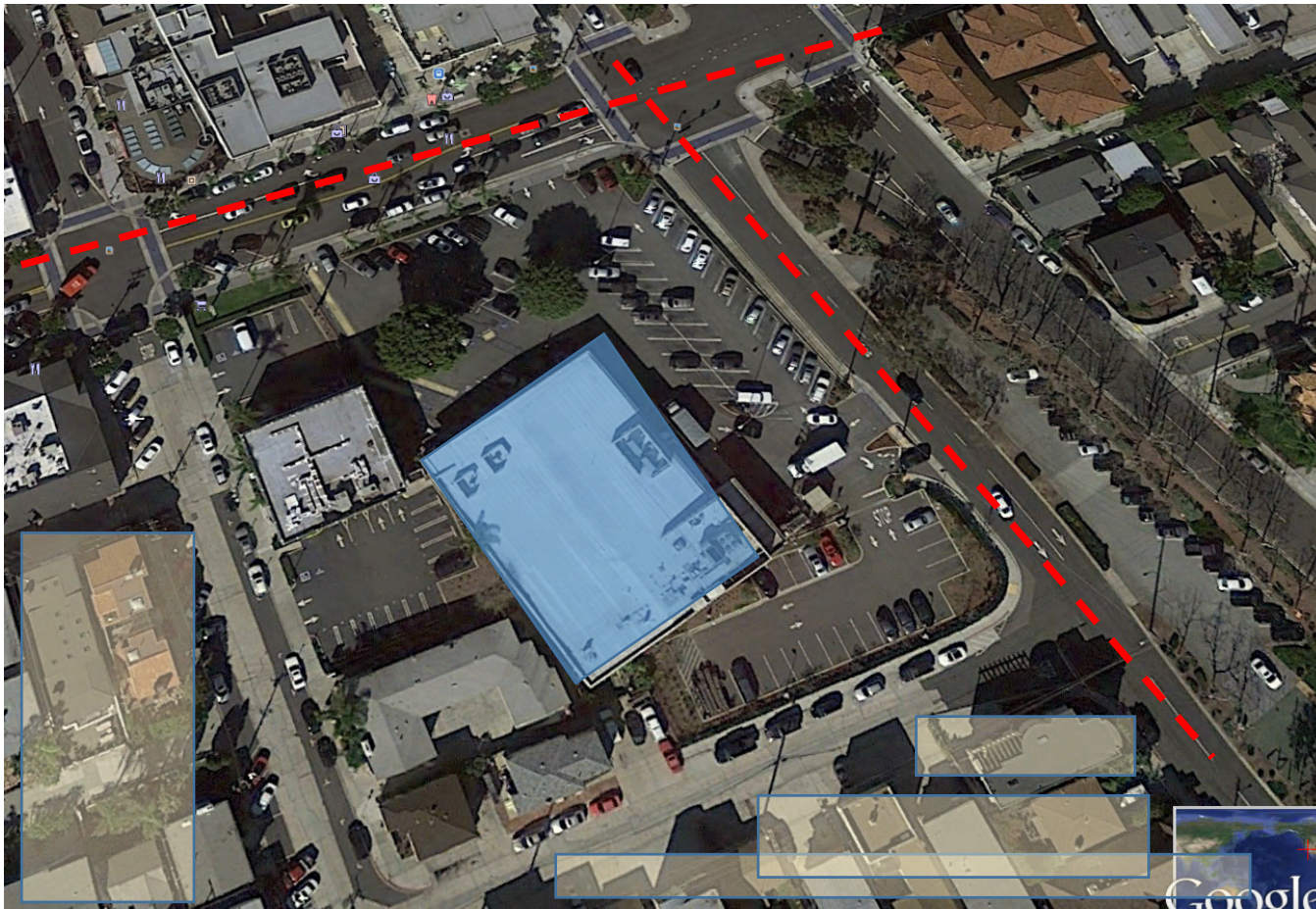
Single family residential



Von's Downtown MB



Major Road

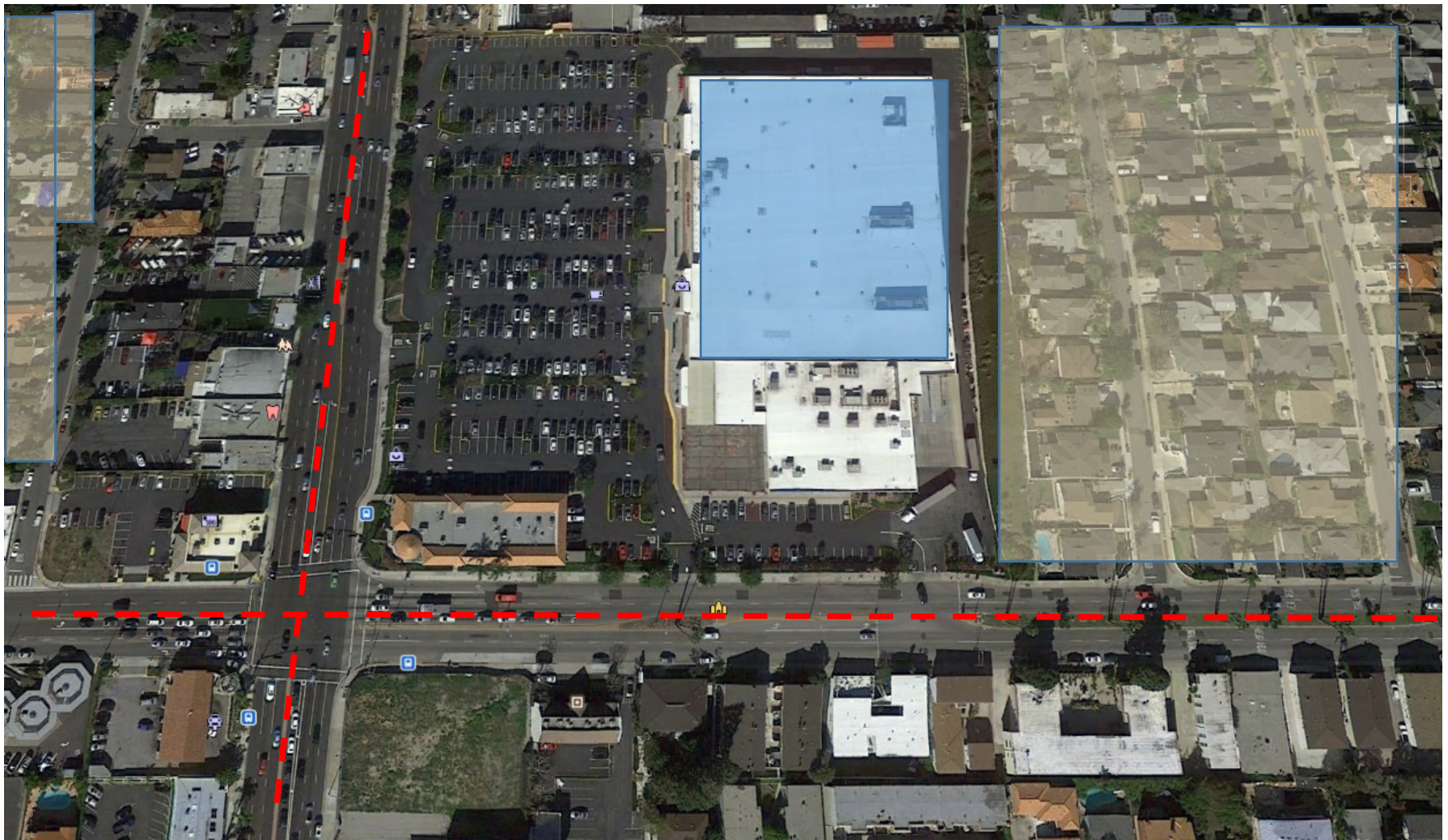


No cut through access to residential streets

Target MB

Single family residential

Major Road



Greenbelt between single family homes and store, no cut through access to residential streets

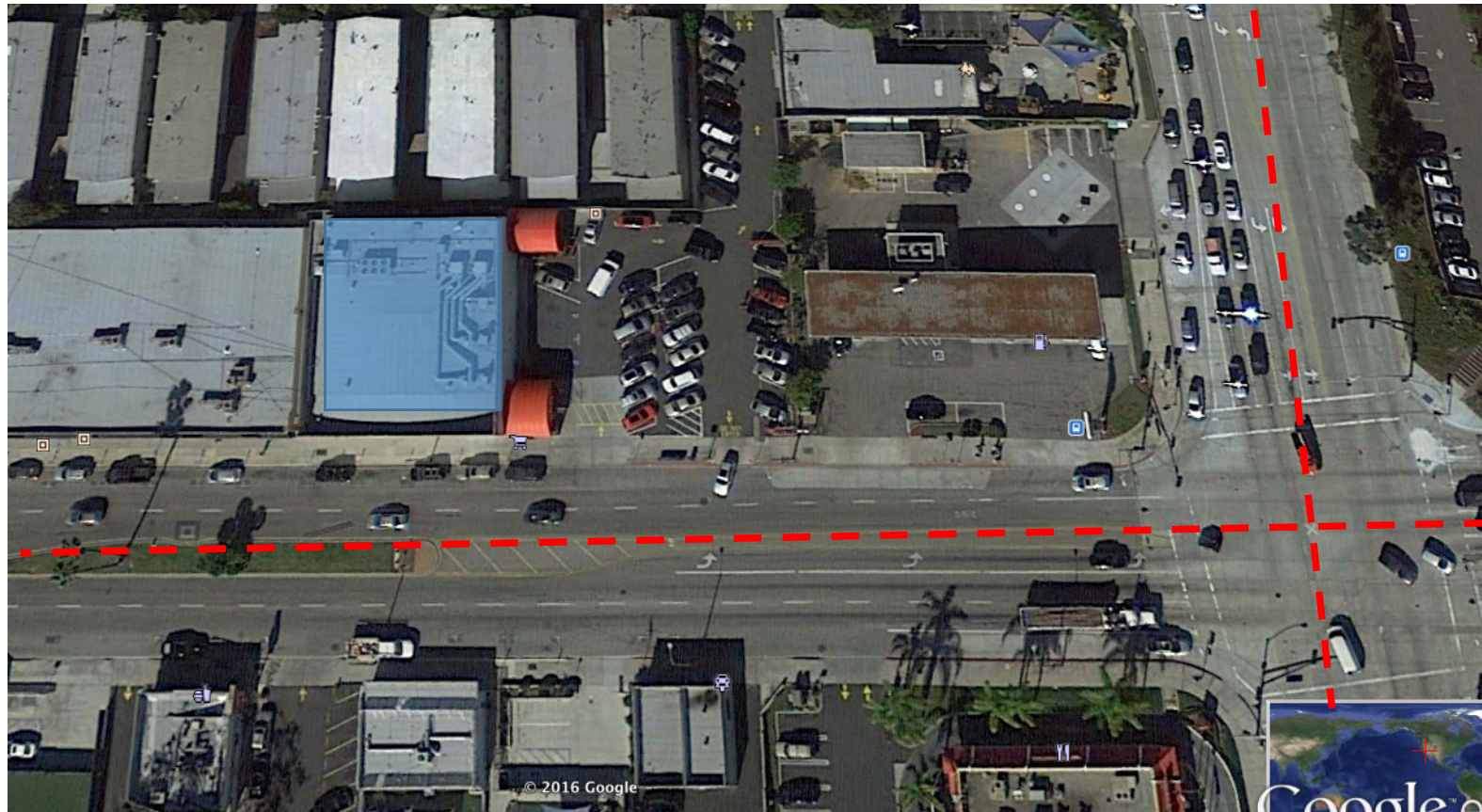


Single family residential

Trader Joe's MB

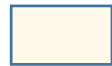


Major Road



Not adjacent to single family homes, limited cut through traffic to residential/commercial streets

Whole Foods



Single family residential



Major Road



Not adjacent to single family homes, no cut through access to residential streets

Trader Joe's Hermosa Beach



Single family residential

Major Road



No cut through access to residential streets

Von's Hermosa Beach



Single family residential



Major Road



Not adjacent to single family homes. no cut through access to residential streets

Artesia and PCH (Potential Fresh Acres)



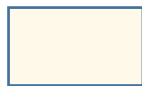
Single family residential



Major Road



Not adjacent to single family homes, no cut through access to residential streets



Single family residential

Proposed Gelson's Manhattan Beach

--- Major Road

- - - Neighborhood Cut through Traffic



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

We keep hearing that the traffic study was done by an independent third party.

February 8th, 2016



The study was not truly independent, Jim Dillavou from Paragon refers to the study as **“OUR traffic study”** and he knew the results almost five months before the study was completed in June of 2016.

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Paragon's Proposed Parking Reductions on on Local Streets is Just the Beginning

Derek Zielin

Paragon's Proposed Parking Reductions on on Local Streets

- These modifications will eliminate approximately 24 street parking spaces.”*
- “The City will prohibit parking on the south side of 8th 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 8th Street adjacent to the commercially-zoned properties.”
- “The Sepulveda Boulevard frontage has PM parking restrictions [3pm to 7pm]. As part of the project, parking will be prohibited at all times.”

* CITY OF MANHATTAN BEACH DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM, Dated 22 March 2017, page 8, Item 15. Street parking along the property frontages will be eliminated.

Current State

- High demand for commercial parking, regardless of Staff's assertion there is "no demand for parking"*
- 6th Street between Sepulveda and Larsson with existing commercial parking is too narrow to support cars coming in opposite directions
- Already dangerous with a limited amount of traffic

* CITY OF MANHATTAN BEACH DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM, Dated 22 March 2017, page 8, Item 15. Street parking along the property frontages will be eliminated.

Non-residential
Commercial
parking

Non-residential
Commercial
parking



Safety concerns will require the City to deal the 6th Street Problem

- Project will significantly impact 6th Street traffic with:
 - Sepulveda driveway trips estimated 2,233 per day**
 - No Left Turn when exiting 8th Street will force shoppers heading west, north west and south west to use Sepulveda exit and then likely turn immediately on 6th Street during heavy peak afternoon traffic
- “No changes to the existing parking configuration are anticipated along the Larsson Street or 6th Street project frontages, **however, the City has the authority to remove street parking for traffic safety reasons in the future.**”*
- 6th Street will eventually lose approximately 10 parking spaces

* CITY OF MANHATTAN BEACH DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM, Dated 22 March 2017, page 8, Item 15. Street parking along the property frontages will be eliminated.

** CITY OF MANHATTAN DEPARTMENT OF COMMUNITY DEVELOPMENT SUPPLEMENTAL MEMORANDUM, Dated 22 March 2017, page 5, Item 15. What is the number of vehicle trips in/out of the project driveways?

- Parking on many sections of 6th and 8th Street all the way to Ardmore will create safety concerns.
- The City should reevaluate traffic impacts to adjacent streets, 6th and 8th Street all the way to Ardmore. Current studies make no sense.
- Perform a realistic count of public parking space loss based on known safety issues on 6th and 8th Street
- Require the developer to replace any existing public parking spaces lost within their parking lot requirements.

* 24 lost in current proposal and an additional 15 when the 6th Street safety issue is addressed.

Residents will be forced to suck-up the loss of up to 34 public parking spaces adjacent to the site which will result in pushing existing commercial parking deeper into neighborhood streets.

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Gelson's Market on the Bloody Corridor by Robert Bush

Gelson's Market should never be built at Sepulveda and 8th St., because it encroaches on the residential neighborhood. Short-Term Rentals and \$80 million Parkview Hotel were rejected for the same reason.

Sepulveda Blvd. between 2nd St. and 8th St. is called the "bloody corridor" because of all the accidents (injuries and deaths). Gelson's Market will cause the blood to flow through the feeder streets (6th St. and 8th St.) into the neighborhood.

Developer Mark Harrigan said "neighbors opinion is not qualified, but our data will be." Gelson's traffic study concluded that gridlock would increase no more than 1.1 percent. Harrigan's Data is wrong as shown below.

Gelson's Market (open 7:00 am to 10:00 pm) will cause increased traffic (delivery trucks and cars) 10,000 vehicle entries and exits per day, noise (Shade Hotel), increased crime and air pollution (Porter Ranch) - vehicle exhaust doubles likelihood of developing dementia in women. (Journal of Translational Psychiatry) If the women don't get killed by car driven by Gelson's wine tasting customer, they may still suffer brain trauma. Gelson's reduces quality of life, property values, public safety and safe neighborhood playground for families.

Manhattan Beach deems Gelson's Market plan complete. This action forces Eileen Neill and Manhattan Beach Residents for Responsible Development (MBRRD) to spend money for lawyers and consultants to defend our neighborhood. Since MBRRD performed the work that Gelson's consultant should have done, they should be reimbursed for their expenditures.

Gerry O'Connor stated that it took two years to bring Gelson's to the Planning Commission and the project oversight was equal to remodel of Single Family Home. Realtor Dennis May questioned the sale of three parcels that were sold to a builder that could have been used for Gelson's parking. The twenty parking spaces in the former U.S. Post Office parking lot on 10th St. increases the danger to Post Office customers. Parking problems and deceleration lane are still a problem.

Under the California Environmental Quality Act (CEQA), the Gelson's Market with "Significant Impacts" ,should be covered by Environmental Impact Report (EIR) rather than a Mitigated Negative Declaration (MND).

People who want Gelson's Market are subject to same traffic dangers and crime as the neighborhood residents. No Gelson's Market – shop in Hermosa Beach – new Lazy Acres (Bristol Farms), new Trader Joes and Von's.

Mother walks out of Gelson's Market with a croissant and her daughter Mary when she is approached by early released criminal who say "lady, the croissant or your daughter". A friend see the mother and says "where is Mary?" – "those Gelson's croissants are fabulous, don't worry we'll find Mary."

We like Gelson's and croissants, but care more about the safety of our Mary, other children and their mothers that live in our neighborhood.

**sortmann@citymb.info, gapostol@citymb.info,
cconaway@citymb.info, nhersman@citymb.info and
pbordokas@citymb.info**

Gelson's Market is second time the greed City of Manhattan Beach has forced a project on our neighborhood to receive more revenue. The first was the controversial, unethical and immoral Utility Undergrounding. (District 9 – 2nd St. to 8th St. and Sepulveda to Poinsettia) They lied, used scare tactics, gerrymandered a district, accepted a bribe of \$80,000 and manipulated the voting procedure (survey to determine who wanted Undergrounding) I convinced the residents to vote against the Utility Undergrounding project. They voted 75% against Undergrounding, therefore opting out and saving the themselves \$75,000 or more in assessment costs.

Bonnie Selway
809 N. Dianthus St.

The killer corner

When I stepped out of my house on Dec. 23, 2011, I said to my daughters, "I guess we're not going Christmas shopping today." There was a steady stream of traffic down Dianthus Street. I said "There must be an accident on Eighth and Sepulveda," or as we say the killer corner. Unfortunately, I was right.

There have been three fatalities over six or seven years at "Killer Corner."

The Manhattan Beach police department shows there were over 50 accidents (not fatalities) in the last 10 years between Eighth and Sixth streets. So that is five per year. Fifty divided by 10. The city of Manhattan Beach staff reports states that there are 3.2 accidents per year between Eighth and Sixth streets in the last 10 years. So you can choose five or 3.2. The Staff report also says, "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."

Eighth and Sepulveda is the third most dangerous corner in Manhattan Beach, according to the city, behind Manhattan Beach Boulevard at Sepulveda and Rosecrans at Sepulveda. The hill is precarious. It is blind. You can't see as you descend southbound. People speed. Case in point: a single mom who was riding a motorcycle because she couldn't afford to repair her car went up and over a car that was turning left in front of her.

Not only did she not get to go Christmas shopping, but she left a mentally challenged 22-year-old son and a 20-year-old son.

Gelson's is too big for that corner. It would have 4,000 round trips every day. People turning in and out of the two entrances. People speeding down the undulating hills. People having a Christmas drink at the Gelson's café and adding a little fuel to the corner of Eighth and Sepulveda.

The Police were wonderful in this accident. They sent an e-mail blast to all the Sandpipers and maybe other groups, asking people to give \$5 to bury the mother of the two boys. They put a note on her apartment door saying "Your mother is at Little Company of Mary." They didn't add: "And she is dead."

A good point to the story is that the owner of Morgan Jewelers stood up to take care of the boys. He set up a trust fund or endowment for the boys. Someone at the fund-raiser at the Shade hotel said the older son clung to the man so fiercely; it was "heart-breaking."

It will be on your conscience if you put Gelson's there.

From: Sally O'Mara 1033 9th St.
81 years old

GELSON'S 3-22-17

Good Evening members of the Planning Commission, and Neighbors.
Thank you for this opportunity to address my concerns about the proposed market and bank at Sepulveda Blvd. between 6th and 8th Streets.

I have lived on 9th Street, just a few doors west of Sepulveda for 31 years. A walk to the Post Office or restaurant around the corner is easy. A walk to a market for groceries or a glass of wine or cup of coffee with a friend would be delightful. However, I want to balance that pleasure with traffic and parking safety, as both will become ongoing issues.

One morning in 2013, I walked to the corner of Sepulveda and 9th to look for my cousin who was late walking over from a hotel on the other side of Sepulveda. I was shocked and saddened to see a sheet over a human form at 8th Street. I learned this was a motorcyclist who had apparently hit a woman at 6th Street, then lost control of his bike, resulting in the death of both. Another more recent accident involved the death of a motorcyclist, a mother of two young children, traveling south, running into a driver turning west at 8th Street. Both incidents remind me of the huge volume of traffic we live with daily, often traveling at a high clip on a hilly state highway that is our neighborhood.

Paragon, the owners/developers of the property under question this evening, has chosen to lease their property to both a market and a bank. They sold three parcels for homes, reducing space that was available for adequate parking and a proper deceleration lane. – And thus, property which originally met the city code for their developmental plans no

longer meets that code. Now the Planning Commission is being asked to scale back that code.

I say If you are going to have Gelsons, at least give up the bank. Increase on-sight parking. Increase the length of the deceleration lane. First and foremost, let's keep our city safe. And let's keep our neighborhoods liveable.

Thank you.

LATE ATTACHMENT (Gelson's)
PC MTG. 3/22/17

Angela Soo

Subject: FW: Planning Commissions

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

From: James Gill [<mailto:jamesrgill@aol.com>]

Sent: Wednesday, March 22, 2017 5:25 PM

To: List - Planning Commission

Subject: Planning Commissions

Regarding Gelsons:

The landowners sold off land to maximize profits and are asking for parking variances to make up for the sold property. This unacceptable trade puts money in their pocket and causes automobile congestion problems for our community for the foreseeable future.

Say NO to any variances!

Do not let them maximize profits at the detriment of our residents. They had an opportunity to have the required parking and felt they could work the system. Just imagine the cars trying to get in and out of that lot when it fills up!

Vote NO to any variances. Vote NO to overbuilding in our small town.

James R Gill

Sent from my iPhone

James Gill (External)

jamesrgill@aol.com

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