

GELSON'S PUBLIC COMMENTS FOR CITY COUNCIL MEETING 5/2/17  
(RECEIVED THROUGH 4/20/17)

**Martha Alvarez**

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 11:57 AM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's Proposal  
**Attachments:** Gelson's Proposal.docx

**From:** Peter Joyce [mailto:peterwjoyce@gmail.com]  
**Sent:** Sunday, April 02, 2017 6:35 PM  
**To:** List - City Council  
**Subject:** Gelson's Proposal

Dear City Council Members,

Please see attached letter

Thanks,

Peter W. Joyce

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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**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

April 2, 2017

Dear Members of the Manhattan Beach City Council,

I write concerning the **Gelson's proposal** for 8<sup>th</sup> and Sepulveda Blvd.

Although this proposal has been in the works for 2 years, the only public hearings on the proposal have been in the last two Planning Commission meetings on Feb. 8, 2017 and March 22, 2017. I attended both hearings in their entirety, some 9 hours total.

I would urge each of you to watch at least some of the public comments made during these meetings. The full videos are on the city website at:

<http://www.cityymb.info/city-officials/boards-and-commissions/planning-commission>

The vast majority of citizens speaking had major concerns about the Gelson's proposal concerning resident safety, traffic and parking.

The city's staff MND did not do a neighborhood impact report. An EIR would require a neighborhood impact study.

The MND reported that the Gelson's proposal would have "***no significant impact***" on any of the studied intersections. The city traffic engineer, Eric Zandvliet explained that in order to have a "***significant impact***" the intersection would have to fail, be graded an "F". Any change in intersection grade would only

be **“significant”** if the new grade was an F, meaning the intersection failed. Mr. Zandvliet said that the thresholds for these grades, as adopted by the city, are **“very high thresholds”**.

I live at one of the studied intersections, 8<sup>th</sup> and Dianthus St. The MND projected some 5-6,000 one way trips to a new Gelson's. Since the only way into or out of Gelson's is via 8<sup>th</sup> St. or Sepulveda, the conclusion that there would be **“no significant impact”** at 8<sup>th</sup> and Dianthus St. is just totally inaccurate by any common parlance. The thresholds are extremely biased against local residents.

The safety concerns are real. There have been some 5-6 people killed in accidents on Sepulveda Blvd. between 6<sup>th</sup> and 8<sup>th</sup> Streets in the last many years. Just last week there was another accident on Sepulveda at 8<sup>th</sup> which closed all southbound lanes.

The safety of the public on Sepulveda and on 8<sup>th</sup>, as well other nearby streets, is a big problem. A local citizen who is an attorney who deals in liability issues for developments spoke and said:

good evening, my name is glen tucker.

I have lived in manhattan beach since 1948 on diane and ninth street.

I just want to make it clear.

I am employed as a litigation

supervisor in a firm that provides contract work. I'm

speaking on behalf as a

resident and not on behalf of

my firm. Someone is going to google and figure out who we are.

I want to talk about the risk management issue on this situation and I don't think it's been adequately addressed.

Given what you have before you

in the intersection of 8th and sepulveda, I defend these constructs all the time.

My business of defending defenses and intersections with property cases. I believe you have a prima facie defect of

public property on notice here and it's facing a dangerous situation on Sepulveda. You need to understand that you folks and you folks are creating a record along with this intersection. The first thing that any smart planning attorney is going to do when someone gets hurt out there, they are going to do a public record act request for this record and they are going to get the history of that intersection and the report on all the accidents.

The staff is not going to be able to blow off the request from some planning attorney warning that is -- attorney who is going to sue the city.

What you are doing now is you are not ameliorating the situation. You are exacerbating it. I will tell you from

experience, it is extremely difficult to defend a public accommodations from an infrastructure which has drawn attention from the public.

There is a case called Metcalf from San Joaquin. That the question of reasonableness of a design is the question of fact for the jury with the probability of jury against the cause of action to do the right thing.

This staff should be providing coverage to the city government and taxpayers. They should be insisting on the EIR. Why aren't they doing that? For the same reason they are not honoring the per records request because they don't want to see an EIR because it cannot withstand that kind of scrutiny.

I'm asking you to do the right thing to ameliorate these risks now.

If you can't see your way to do that, then have them give you an insurance policy so when

some kid gets hit up there, they are going to be on the hook. That will be back before this city council before it's approved. I think the clear confident thing to do here for the staff to cover itself is to recommend

the EIR, give coverage to the city and the taxpayers. The shame is that we have to hire lawyers in this city to represent us.

**The question of declaration and acceleration lanes for the Sepulveda entry/exit has not been dealt with in a responsible manner by the developer. Citizen safety should trump all other issues.**

The deliberation and subsequent vote by the Planning Commission on the project on March 22, 2017 was not a good example of city government in action.

Over the two Planning Commission meetings, while hopefully listening to some 50-60 Manhattan Beach tax paying residents voice serious concerns about safety and traffic by the proposed project, Penny Bordokas, one of the three voting Planning Commission members in just 30 seconds totally dismissed the opposition saying all it was just fear on our part and that we used scare tactics.

Excuse me Ms. Bordokas, your very quick complete dismissal of the serious concerns of many residents is most distasteful.

Speaker after speaker have asked for an EIR. The city planning staff could not give a good explanation on why they were not recommending one.

During the extremely short public Planning Commission final deliberations on March 22, 2017 an EIR was not mentioned by one of the voting members.

I ask each of you City Council Members to look carefully at the proposal including serious resident concerns about safety, traffic, city liability and the questionable performance of our Planning Commission. An appeal of the Planning Commission certainly seems in order as does an EIR.

Thanks,

Peter W. Joyce

800 N. Dianthus St.  
Manhattan Beach, CA 90266

[peterwjoyce@gmail.com](mailto:peterwjoyce@gmail.com)

310 995-9281

## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 11:56 AM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's Market on the Bloody Corridor

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@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:** robertbush dslextre.me.com [mailto:[robertbush@dslextre.me.com](mailto:robertbush@dslextre.me.com)]  
**Sent:** Sunday, April 02, 2017 6:45 PM  
**To:** Mark Danaj  
**Cc:** robertbush @dslextre.me.com  
**Subject:** Gelson's Market on the Bloody Corridor

## Gelson's Market on the Bloody Corridor by Robert Bush

**Gelson's Market should never be built at Sepulveda and 8<sup>th</sup> 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 2<sup>nd</sup> St. and 8<sup>th</sup> 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 (6<sup>th</sup> St. and 8<sup>th</sup> St.) into the neighborhood.**

**Planning Commissioner Penny Bordokas stated "once she put aside the "scare tactics", she felt comfortable with the project. Parents are**

**“Scared to Death” for the safety of their children because of the “Tactics” of Gelson’s Market.**

**The following is my version of Environmental Impact Report (EIR) for Gelson’s Market:**

**Gelson’ 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, public safety, safe neighborhood playground for families and property values.**

**Attorney Glen Tucker (Municipal Litigation) states that “California Environmental Quality Act (CEQA) shields residents when there is “substantial evidence” of “significant impact” on the environment. Use Environmental Impact Report (EIR) rather than a Mitigated Negative Declaration (MND). Without a Environmental Impact Report (EIR) any future accidents could expose the City to litigation.”**

**Developer Mark Harrigian 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. Harrigian ‘ s Data is wrong.**

**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 10<sup>th</sup> St. increases the danger to Post Office customers. Parking problems and deceleration lane are still a problem.**

**Manhattan Beach deems Gelson’s Market plan complete.**



**(Aug 3, 2016) I smell conspiracy - Paragon, Gelson's, Developer, Manhattan Beach Planning Department and now the Manhattan Beach Planning Commission want to force Gelson's Market on the neighborhood. On April 4, 2017, the newly organized City Council will consider Gelson's Market and we'll see if they live up to their glossy campaign mailers and actually put Residents First or déjà vu.**

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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:03 PM  
**To:** Martha Alvarez; Laurie B. Jester; Anne McIntosh  
**Subject:** FW: Gelson's Market on the Bloody Corridor

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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**From:** robertbush@dslextre.me.com [mailto:[robertbush@dslextre.me.com](mailto:robertbush@dslextre.me.com)]  
**Sent:** Sunday, April 02, 2017 5:10 PM  
**To:** shirin@dslextre.me.com  
**Cc:** robertbush@dslextre.me.com; td'errico@citymb.info; dlessor@citymb.info; Amy Thomas Howorth; Wayne Powell; Mark Burton; Mark Danaj; gburrow@citymb.info; Nancy Hersman; Steve Napolitano; Richard Montgomery; Steve Ortmann; George Apostol; Christopher Conaway; Penny Bordokas; mmatthews@mbusd.org; erosenberg@mbusd.org; jcocran@mbusd.org; kkomatinsky@mbusd.org; ccronin@mbusd.org; bfournell@mbusd.org  
**Subject:** Gelson's Market on the Bloody Corridor

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**Sent:** Monday, April 03, 2017 12:03 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's Market on the Bloody Corridor

**Mark Danaj**  
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**Sent:** Sunday, April 02, 2017 6:05 PM  
**To:** [td'errico@citymb.info](mailto:td'errico@citymb.info); [dlessor@citymb.info](mailto:dlessor@citymb.info); Amy Thomas Howorth; Mark Burton; Mark Danaj; [gburrow@citymb.info](mailto:gburrow@citymb.info); Steve Napolitano; Richard Montgomery; Nancy Hersman  
**Cc:** [robertbush@dslextreme.com](mailto:robertbush@dslextreme.com)  
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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:11 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson Project

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@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:** Jill Zavidow [<mailto:jzavidow@gmail.com>]  
**Sent:** Friday, March 31, 2017 12:37 PM  
**To:** List - City Council  
**Subject:** Gelson Project

We request:

- 1) that an EIR be prepared to address the "Significant Environmental Impact" to the the surrounding neighborhood
- 2) A Safe Entry/Exit on the Sepulveda frontage be approved by CalTrans before the Paragon Plans final approval,
- 3) Parking reductions as is are a bad precedent - more parking reductions should not be allowed after the "Conditional Approval" site redesign.

Do it safe, or don't do it all.

How can you approve such a large project without determining its impact on the neighborhood?

Please do not fail your neighbors by refusing to require an EIR.

Sincerely,

Jill and Robert Zavidow



## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:11 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@citymb.info  
City of Manhattan Beach, CA

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

**From:** Susan Kneisley [mailto:sueknei@aol.com]  
**Sent:** Friday, March 31, 2017 10:57 AM  
**To:** List - City Council  
**Subject:** Gelson's

Dear City Council ,

I just learned that Lazy Acres is an upscale grocery store which will be going in on the Hope Chapel property. So why does Manhattan Beach need Gelson's? We have an excellent range of grocery stores within a mile to choose from. Ditto to another bank. The proposed Gelson's is in the most unsafe stretch on Sepulveda. This week I observed another bad crash (with paramedics/fire trucks called to help) on 8th and Sepulveda. If the project isn't rejected, at the minimum please require that an impartial EIR ,which takes resident neighbors into consideration, be conducted.

Sincerely,

Susan Kneisley  
Concerned Resident

Sent from my iPhone

## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:19 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's Supermarket

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@citymb.info  
City of Manhattan Beach, CA

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

**From:** Rosalind M Hewsenian [mailto:rozhewsenian@aol.com]  
**Sent:** Thursday, March 30, 2017 4:45 PM  
**To:** List - City Council  
**Cc:** jejneill@earthlink.net  
**Subject:** Gelson's Supermarket

To The Members of the City Council,

I moved to Manhattan Beach in 1993 and have owned a home here for 24 years. I love the City and have enjoyed my time here. It is as a committed and long-tenured resident that I am writing you.

First, the vote of the PLANING COMMISSION MUST BE VOIDED because the Gelson's supermarket development passed by only one vote, and that vote was cast by someone who is thumbing her nose at each of you as City Council members and all other residents of Manhattan Beach as she leaves town for Palos Verdes, Penny Bordokas. Really, her opinion counts?

I have borne witness to several accidents at the intersection of Sepulveda and 8th Street, so adding a Gelson's at that intersection will only make it worse. What if its your child killed at that intersection when it is within your power to prevent it? If that isn't a strong enough reason for you to kill this development, here are a few other reasons:

-- no neighborhood impact study was undertaken for the Staff's MND recommendation. An EIR would require a neighborhood impact study and we request an EIR.

-- the developer requested a 22% parking reduction which is more than the 15% allowed for shared parking (i.e., multiple businesses on one site; in this case, its just 2 businesses) and more than has been allowed for any other businesses along Sepulveda Blvd.

--CalTrans guidelines for deceleration lane not being adhered to, which presents traffic safety issues. No mention of acceleration lane in current City study.

--Baseline for MND (staff study) is wrong and should be for a vacant lot, not 'auto repair shop'.

Case law supports residents providing evidence of negative impacts from a commercial development in their neighborhood. Therefore, as a committed resident to the City of Manhattan Beach, I entreat each of you to consider the issues of this matter on their merits and vote down this development. We should support the existing supermarkets that have all been supportive of the City.

Thank you for your attention.

Rosalind M Hewsenian  
3 Evergreen Lane  
Manhattan Beach

## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:22 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's Market - CONCERNS

**Mark Danaj**  
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**From:** Marc [[mailto:Marc\\_itect1@msn.com](mailto:Marc_itect1@msn.com)]  
**Sent:** Wednesday, March 29, 2017 8:33 PM  
**To:** List - City Council  
**Cc:** [jejneill@earthlink.net](mailto:jejneill@earthlink.net); [jamiiebauer@sbcglobal.net](mailto:jamiiebauer@sbcglobal.net); Lisa Welch  
**Subject:** Gelson's Market - CONCERNS

To: Manhattan Beach City Councilmembers:  
Re: Proposed development of new Gelson's market, and other businesses at Sepulveda and 8<sup>th</sup> St.  
Date: March – 29<sup>th</sup> 2017

I'm writing as a very concerned resident living on the 1100 block of 8<sup>th</sup> St. Not only am I a resident in very close proximity to the proposed development, I'm also a practicing, licensed architect. As an architect I bring unique knowledge and perspective to these issues. I've worked on large scale projects including a Whole Foods development; so, I have experience in this building type. I am typically in favor of developments that enhance the character, safety, and functionality of an area. Perhaps if certain things change, I could even be in favor of this new Gelson's project. However, at this time, I'm very much opposed to the project. Below I've outlined my primary concerns that need to be addressed.

The biggest concerns are safety, neighborhood character, and property values. Why would a project in the City of Manhattan Beach be approved if safety in any way is hindered? Why would a project be approved in the City of Manhattan Beach where property values could go down or be jeopardized? Why would a project be approved in the City of Manhattan Beach if the character of a neighborhood is diminished?

- If it hasn't happened already, this project needs to be pulled for City Council review. The Council Member pulling the item for review must hold their position through the appeal period. Additionally a formal appeal should be filed within the appropriate time guidelines.

- EIR: Yes, this project demands an Environmental Impact Report. But as you know not all EIR's are created equal. Those of us living on 8<sup>th</sup> St. know too well that the mandates associated with the El Pollo Loco development are not enforced. The 'No Left Turn' sign at the restaurant's parking lot exit to 8<sup>th</sup> St. is basically invisible and not enforced by any stretch. The smells coming from the restaurant are not pleasant and should be mitigated. Given the city's track record with El Pollo Loco's development, I can only imagine what will happen, with a full-fledged supermarket on the adjacent corner, if not seriously reconsidered.
  - In addition to typical EIR requirements, this Gelson's EIR needs to address:
  - Neighborhood traffic, 6<sup>th</sup>, 8<sup>th</sup>, 10<sup>th</sup> St, and beyond, on both sides of Sepulveda with an emphases on 8<sup>th</sup> St. as it has a traffic signal.
  - Sounds and smells for the surrounding areas. Delivery truck sounds, cooking smells, etc.
  - The EIR should mandate that all service related traffic enter and exit onto Sepulveda and not be allowed to travel on nearby neighborhood streets. This applies to all service related vehicles accessing and exiting the Gelson's property through the construction process and into perpetuity.
  - Supermarkets receive their shipments at all hours of the day and night, typically in the very early morning hours. This can be very disruptive to a residential neighborhood.
  - The loading docks, depending on where they are located, could cause a massive disruption to nearby neighbors.
- Traffic: Within the topic of safety and neighborhood character, community standards and the like, it is my opinion that 8<sup>th</sup> St. is not designed or intended to have delivery or service vehicles on it – with the exception of fire and life safety of course. It is my demand that, in the Gelson's ownership agreements, bylaws, use permits, and any similar documents, enforceable by law, that they specifically state, under no circumstances shall delivery vehicles or vehicles related to service, of any kind, access or exit the Gelson's property via 8<sup>th</sup> St or any other neighborhood street. I use the words 'of any kind' because who knows what vehicles the future will bring. Delivery/Service drones, robots, hovercraft, etc. should not be allowed either, now or any time in the future. Sepulveda is the only road that is designed for such traffic and Sepulveda needs some serious improvements for this development to be an enhancement to our community. **Until this is fully addressed and resolved, I will remain an ardent opposition to this development.** As residence of 8<sup>th</sup> St. I don't think we have any say over how employees and customers of Gelson's will access or exit the new development, but we can surely demand how the vehicles related to Gelson's services access and exit the property. If I look out of my window and see a service vehicle of some sort headed to the Gelson's property, I will know that the City of Manhattan Beach has failed its community.
- Along the same topic: The traffic along Sepulveda is not only very congested, it is deathly unsafe. As I'm sure you know, there have been numerous serious accidents and at least 2, that I know of, were fatal **at this very location**, (August 2013 & Dec 23, 2011). Until the intersection is improved, and made more safe, why would this project be allowed to progress? **Until this is fully addressed and resolved, I will remain an ardent opposition to this development.** The City knows the issues and has failed in the past, Trader Joe's is a disaster by all accounts. Learn from past mistakes and do not let your community down.
- Parking: As an architect, I know that parking can be a driving factor in the design of a project. I've read opposing material on this topic. I read something saying that the new development will be providing more parking than the code allows and each parking space will be full size. As well as providing plenty of parking for all employees. I've also read that the development is requesting a variance for a reduced number of spaces. The City Council needs to think long term on all these issues. Think 10-20 years down the road. Why would the City of Manhattan Beach approve a project that doesn't have at least the code required parking? In years to come, things will only get more congested. We as local residence do not want any staff parking on our streets. The project owners can provide the parking, the City cannot back down on this. If the variance request is accurate, the reasons for requesting fewer parking spaces is usually due to a project getting too big for a lot or an owner not wanting to spend additional money for an appropriate parking solution. No one, except maybe the project owner, wants a parking issue. Provide the required parking, for customers and all employees, or this development is simply not a suitable long term project for our community.

- I think the people in favor of this project envision being able to take a stroll to the local super market, pick up dinner for the family, buy some fresh produce, come home and prepare a nice meal for the family. That sounds great. An urban living lifestyle can be great. But East Manhattan Beach, along Sepulveda, is not designed for this lifestyle. These people are not considering the residences directly impacted by this project. This area is not the pedestrian community some may think it is. It needs a serious revitalization for this idyllic scenario to happen. To many local residents are impacted negatively. Sepulveda Blvd, is a major traffic artery with several accidents and some fatal accidents. Gelson's or any similar project requires a huge amount of customers each day in order to be successful. These customers are not going to be using the property as a pedestrian. They will almost all be driving their cars to this project. If Gelson's relied on the local pedestrian traffic they would not last long at all. It might be nice to have an upscale super market in our back yard, but at the expense of personal safety, and neighborhood character, and declining property values, it just doesn't make sense. Compare a new Gelson's to let's say a new car dealership. The MB Toyota dealership is not great and there is back up on Sepulveda at times, but the traffic at a car dealership is not comparable to the traffic at a grocery store. The grocery store traffic is many times more severe than that of a car dealership. A project like this belongs in an area like where Bristol Farms is located. Or, it needs a large parking structure and dedicated turn in lanes and be designed for the future. The Bristol Farms area is well suited to handle the traffic, there are no impacted residential neighborhoods, no unusual safety concerns. This site is simply not suited for the proposed use. Why is this project, in its current state a good idea for Manhattan Beach?

I expect the City Council to read this letter carefully and understand the concerns listed and take these matters very seriously.

Sincerely,

Marc Welch,  
1140 8<sup>th</sup> St.

## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:32 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelsons

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@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:** Laura Santos [<mailto:laura.santos@earthlink.net>]  
**Sent:** Wednesday, March 29, 2017 2:29 PM  
**To:** List - City Council  
**Subject:** Gelsons

It would be nice to have another market in town **BUT not** one that has so many problems. There are rules for construction and I think this developer should conform to the same rules everyone else has to follow....adequate deceleration lanes, traffic flow, parking, impacting the neighborhood, etc.

All it will take is one delivery truck trying to make a u-turn at that corner to give us more tragedy. Combine that risk with hardly any fiscal return for the city and it simply is not worth it.

I believe that much of the problem stems from the developer using statistics that are different than the data other interested parties rely upon. I think that the city staff takes the numbers they are given and moves on from there never checking to make sure the data given is accurate.

With multiple deaths and injuries at this site it is just too risky to not challenge the data provided by the developer.

I have heard the developer's position that an EIR is not necessary and I think they are trying to force their position on us rather than just doing the EIR as so many have requested.

An EIR study would be a great way to resolve the issue as it sets the gold standard. Why is the developer afraid of doing an EIR??

Please use your wisdom and **protect those you have sworn to serve.**

Respectfully,

Laura Santos  
[laura.santos@earthlink.net](mailto:laura.santos@earthlink.net)  
Phone: 310 505-1385



## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:40 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelsons proposed plan

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Virginia Brewer [mailto:pisecolover1@icloud.com]  
**Sent:** Tuesday, March 28, 2017 9:21 PM  
**To:** List - City Council  
**Subject:** Re: Gelsons proposed plan

Dear Members,

I am deeply concerned about the proposed Gelson project, not Gelsons. I would welcome them if they were realistic about their proposed parking and traffic plans. Not mentioning the increased probability of unsafe, illegal traffic - trucks, employees parking and sleeping in cars, etc - the idea of any reduction in parking is unconscionable. That portion of Seulveda is terribly dangerous. Speeding is rampant even with the blinker indicating constant speeding. Eighth Street would be a nightmare for working residents to exit. Now there are problems.

Gelsons provides little financial incentives to our city. It's a grocery store at best. Revenue from alcohol would be minimal.

Ask for an EIS. Hardly a hardship for Gelsons if they are sincere in wanting to enhance our neighborhood.

Thank you for your consideration in the issues I have mentioned.

Virginia Brewer

Sent from my iPhone

## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:47 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Jamie Bauer [mailto:jamiEBauer@sbcglobal.net]  
**Sent:** Monday, March 27, 2017 1:31 PM  
**To:** List - City Council  
**Subject:** Gelson's

To City Council,

I do not understand how the City of MB can give conditional approval for the Gelson's project, without having done an EIR!

I live at 1146 8th Street, and will absolutely be impacted by this decision. I see the traffic on 8th Street back up daily (more people use it because of the light). When the repaving project was done, all of the city tractors and other big vehicles used 8th street to cross over. The intersection of Sepulveda and 8th is already a dangerous intersection, with multiple serious vehicular accidents.

I find it difficult to believe that anyone could think that going from zero traffic to a location, to hundreds, if not a thousand, vehicles daily to that same location won't create an impact. The way that this is getting jammed through makes me think that someone is receiving something from Paragon to make it happen without taking the appropriate safety studies.

If it isn't done safely and sanely, then it shouldn't be done at all.

Sincerely,

Jamie Bauer  
1146 8th Street.

## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Monday, April 03, 2017 12:53 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson project

**From:** Diana Driscoll [mailto:didrisc@gmail.com]  
**Sent:** Saturday, March 25, 2017 11:26 AM  
**To:** List - City Council  
**Subject:** Gelson project

I am very concerned about the under-reported impacts of this project. Here are some requests I would like to see addressed.

- 1) A Safe Entry/Exit on the Sepulveda frontage be approved by CalTrans before the Paragon Plan gets final approval,
- 2) that an EIR be prepared to address the "Significant Environmental Impact" to the surrounding neighborhood - we learned at the PC meeting that the City CEQA process admittedly omitted "Neighborhood Impact" from increased traffic flow, an EIR will address this,
- 3) Parking reductions as is are a bad precedent - more parking reductions should not be allowed after the "Conditional Approval" site redesign. Do it safe, or don't do it all.

Thank you for your attention and efforts to address these important matters.

Kind regards, Diana Driscoll 21 year Manhattan Beach resident.

**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

**Mary Kirchwehm**

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**From:** Dennis Michaud <dlmichaud1@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 9:55 PM  
**To:** List - City Council  
**Subject:** Please support Gelson's project

This would be a wonderful addition to our neighborhood and I hope you will support it.

What parent would let their child play on a street adjacent to a busy thoroughfare like Sepulveda Blvd. with cars rapidly turning onto the side street with or without a Gelson's there??

The opponents to this project have the narrowest view of this project based on their immediate self interests and shouldn't be allowed to dominate the discourse and final decision. Sincerely ,

D L Michaud  
310-796-6881

## Mary Kirchwehm

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**From:** Samantha Tobey <samanthatobey@icloud.com>  
**Sent:** Tuesday, April 04, 2017 10:35 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelsons

Please bring gelsons to manhattan beach. It is such a quality market that I currently drive to mdr for. My family has been waiting so long. I don't understand why some residents are complaining

Just bring it please  
Samantha Tobey

Sent from my iPhone

## Mary Kirchwehm

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**From:** Margie Luong <mlluong@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 11:38 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelsons Manhattan Beach project

I'm very excited to see the Gelson's project getting further along in the process with positive recommendations from the Planning Commission and the City of Manhattan Beach.

I have to drive up to Marina Del Rey to be able to shop at Gelson's. I find that they have a selection of brands and products that I can't find at most supermarkets ... and their produce is high quality. It will be nice (and more convenient) to spend those dollars in Manhattan Beach!

Thank you,  
Margie Luong

## Mary Kirchwehm

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**From:** Marlene Downie <mcdownie@gmail.com>  
**Sent:** Wednesday, April 05, 2017 3:18 AM  
**To:** List - City Council  
**Subject:** Gelsons project

Dear City Council Members,

I have been watching these goings on for the past 2 years and I'm completely dumbfounded why the Gelsons project has been held up. We have lost 4 markets in the south end including redondo beach in the last 8-10 years. I know we have gained a couple but Gelsons is in a different league.

That corner was a car lot with repair bays and a loudspeaker announcing cars that were ready for pick-up, I could hear that from almost 2 blocks away...this is why I'm so disappointed in my elected officials that you cannot see the benefit of this addition to the community.

Please, let's get this project approved.

Marlene Downie  
1221 5th Street

Sent from my iPad

## Mary Kirchwehm

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**From:** Jefferson Graham <jeffersongraham@gmail.com>  
**Sent:** Wednesday, April 05, 2017 4:00 AM  
**To:** List - City Council  
**Subject:** I support Gelsons

I love the store and welcome them to the neighborhood.

Jefferson Graham  
2209 Laurel

Sent from my iPhone



## Mary Kirchwehm

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**From:** Clayton Brown <cwb123@roadrunner.com>  
**Sent:** Wednesday, April 05, 2017 6:52 AM  
**To:** List - City Council  
**Subject:** I SUPPORT GELSON's PROJECT

My Wife and I support the Gelson's Project.

We are Long-Time Homeowners and live at : 1160 3rd Street and have since 1976.

Clayton and Angelal Brown

1160 3<sup>rd</sup> Street

Manhattan Beach, Ca. 90266

## Mary Kirchwehm

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**From:** jstepanek <jstepanek@me.com>  
**Sent:** Wednesday, April 05, 2017 7:03 AM  
**To:** List - City Council  
**Subject:** Gelsons

My husband, Steve and I support Gelsons and are excited about bringing another grocery store into our community. I have shopped at Gelson's Grocery Stores for many years and think they would fit into the lifestyle of Manhattan Beach and local community. Gelsons proposed development will improve the Sepulveda Blvd. area and will bring upscale products and an enhanced grocery shopping experience to our community. Please move forward with this proposed project.

Sincerely,  
Joyce and Steve Stepanek  
Manhattan Beach

## Mary Kirchwehm

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**From:** klak144@cox.net  
**Sent:** Wednesday, April 05, 2017 8:20 AM  
**To:** List - City Council  
**Subject:** Gelson's Market

I strongly support this market. The quality Gelson's brings to our community will be well received. Gene Klakovich 943 10th St. M.B.

## Mary Kirchwehm

---

**From:** AMY GOLDBERG <ajgoldberg@verizon.net>  
**Sent:** Wednesday, April 05, 2017 9:41 AM  
**To:** List - City Council  
**Subject:** GELSON'S

Dear City Council:

After TWO years it's time to do your job and pass the Gelson's project through. As 20-year residents, we're more than fed up with development issues in our city. For example, what are you doing about the lot that has been vacant for years on the corner of Sepulveda and Manhattan Beach Blvd? We heard talk some time ago of taking back the property from Rite Aid but nothing since. It's an eyesore! How do you justify letting a valuable piece of property to the city stand vacant surrounded by an ugly fence for years?

Gelson's is welcomed by a MAJORITY of residents. You already know that. As with any project, a small opposition group is blocking the way. They bought their homes too close to a major commercial corridor and they want the property to remain vacant. Believe me, I know some of them and that's their true intention. Some simply worry their kids won't be able to play ball in the STREET on 8<sup>th</sup> because of increased traffic.

We've been to the city council hearings and have no doubt you have all the information you need to approve the project and move forward. Enough is enough already!

Ever Onward,

Amy & Mark Goldberg  
1320 2<sup>nd</sup> St.  
Manhattan Beach, CA 90266

## Mary Kirchwehm

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**From:** Brad Fox <mbmiles3@aol.com>  
**Sent:** Wednesday, April 05, 2017 9:50 AM  
**To:** List - City Council  
**Subject:** Gelsons.

Hello honorable City Counsel members

My name is Brad Fox , a longtime MB resident in the Mira Costa area . I urge you to pass the resolution bringing Gelsons to our community. I urge you to examine the self interests of those who oppose it and focus on the overall benefits to our city. The current vacant location is an eye sore and what we don't need are more dry cleaners or auto shops etc. We have lost the Albersons that was on PCH and Artesia as well as the RB location on Artesia and Rindge. We desperately need a market and adding a Gelsons goes far to make MB even more special . What's interesting is the fact that the new homes built directly across the street from the site have all sold . Those who oppose who live nearby most likely bought knowing the commercial nature of the property and the traffic conditions . We have Target a far busier location in a similar type area . Bottom line is we are lucky to have Gelsons and please remove the remaining obstacles and get it in ASAP. Thank You

Sent from my iPad

## Mary Kirchwehm

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**From:** mikejaneince@aol.com  
**Sent:** Wednesday, April 05, 2017 10:20 AM  
**To:** List - City Council  
**Subject:** We want Gelsons!!

We are tired of the few protesting what most of us in Manhattan beach day day yes to! Let's get Gelsons going. I want a new place to shop and are excited to get a new market alternative to Ralph's. Please vote yes on approval.

We live on 8th street for 31 years now- we embrace a new market!!

Mike & Jane Ince

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Linda Merritt-Goldstein <manhattanbeachgirl@verizon.net>  
**Sent:** Wednesday, April 05, 2017 10:38 AM  
**To:** List - City Council  
**Subject:** Gelsons

Dear City Council,

I live on the 800 block of 5th St. and fully support the building of a Gelsons on Sepulveda. I would love to have a store of its quality within walking distance of my home.

Thank you for your consideration.

Linda Merritt-Goldstein  
[manhattanbeachgirl@verizon.net](mailto:manhattanbeachgirl@verizon.net)

## Mary Kirchwehm

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**From:** Linda Aldworth <laldworth8289@yahoo.com>  
**Sent:** Wednesday, April 05, 2017 10:55 AM  
**To:** List - City Council  
**Subject:** Gelson's Manhattan Beach

MB City Council,

My wife and I have lived in Manhattan Beach since 1971; and have raised our two daughters here. People of Manhattan Beach need choices when shopping. That's why we support Gelson's in Manhattan Beach. This is a GOOD thing for the people of MB.

Jay and Linda Aldworth  
1515 Curtis Ave.  
MB



## Mary Kirchwehm

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**From:** Nancy Hersman  
**Sent:** Wednesday, April 05, 2017 11:07 AM  
**To:** Susan Jordan  
**Cc:** List - City Council  
**Subject:** Re: We want Gelson's

Sent from my iPad

Nancy Hersman  
Council Member  
(424) 350-8090  
[nhersman@citymb.info](mailto:nhersman@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

> On Apr 4, 2017, at 7:01 PM, Susan Jordan <[susanujordan@gmail.com](mailto:susanujordan@gmail.com)> wrote:

>

> I just want to let the City Council to know how much we would love to  
> have a Gelson's here.I have lived in Manhattan Beach for almost 40  
> years.Its a positive perfect fit for our great city.Dont Let the small  
> group of selfish resident block this great addition to our city.There  
> are 35,000 residents living here.The majority want to see it  
> here.Thank you Susan Jordan  
> 2104 Pine Ave

>

> Sent from my iPhone

## Mary Kirchwehm

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**From:** homeirag <homeirag@gmail.com>  
**Sent:** Wednesday, April 05, 2017 11:08 AM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelson's Manhattan Beach

Dear MB City Council,

We,  
**Homeira and Arnold Goldstein** residents at 811 John Street, Manhattan Beach as well as  
**Carmen and Michael Mentges**, at 1721 First street, Manhattan Beach

would like very much for Gelson's to be our Neighborhood market.

It would be nice to have a quality market close so we don't have to drive 20 minutes to get to one.

We truly appreciate you vote and consideration to this matter.

Thank you again,

*My Best  
Homeira*



CELL 1: 310.720.8720

CELL 2: 310.200.8888

[hg@homeirag.com](mailto:hg@homeirag.com)

## Mary Kirchwehm

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**From:** Jane Franklin <janehomemail@gmail.com>  
**Sent:** Wednesday, April 05, 2017 12:05 PM  
**To:** List - City Council  
**Subject:** Gelson's

My husband and I own and live at 1009 11th Street, well within the Gelson impact zone. We are also back to back with the Arco mini market so we are well aware of the impact of commercial meets residential. However, the areas were commercial when we bought this property so we were aware and prepared. I look forward to the Gelson's Market, it will not many draw a outsiders. It will be useful to the surrounding residents and will not draw a late night revelers. I can see us having lunch on the patio, shopping for last minute or high end items. The Sepulveda strip in Manhattan Beach is in real need of revitalization and I think Gelson's is a good first step.

## Mary Kirchwehm

---

**From:** Bea Collis <BeaCollis@Verizon.net>  
**Sent:** Wednesday, April 05, 2017 12:52 PM  
**To:** List - City Council; Gelsons MB (info@gelsonsmb.com)  
**Subject:** Support for Gelson's MB project

To whom it may concern,

I am writing in support of the Gelson's MB project. It was my understanding that the city council had previously approved this project based upon the points raised below.

It is very disturbing that a small group of self-serving individuals can continue to hinder this project; regardless of the support of the community. Shouldn't the city council be acting on the will of the majority?

The current structure has been an eye-sore for the community for months/years. Gelson's promises to bring jobs and choice to our community.

Why would the city council continue to delay this project?

### **Additional points about the project and process**

- The project is 75% smaller than what is allowed by City Code and 15% smaller than the prior dealership.
- The site's use and design is consistent with the City's vision for Sepulveda Blvd.
- The review includes more than 2,500 pages of environmental study that clearly concluded no significant impact to the community.
- Over the past two years the city staff has undertaken and completed an intensive and independent review which resulted in the city staff's recommendation to approve the project.
- The Planning Commission undertook two long meetings - and an interim six-week study period - to review the project, take public input and ultimately approve the project.

## Mary Kirchwehm

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**From:** Belly <gypsybellydance@gmail.com>  
**Sent:** Wednesday, April 05, 2017 12:55 PM  
**To:** info@gelsonsmb.com; List - City Council  
**Subject:** Gelsons!!

Please bring gelsons to our city!! We would love to have it!!  
Samia Garcia

Sent from my iPhone

## Mary Kirchwehm

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**From:** Belly <gypsybellydance@gmail.com>  
**Sent:** Wednesday, April 05, 2017 12:55 PM  
**To:** info@gelsonsmb.com; List - City Council  
**Subject:** Gelsons!!

Please bring gelsons to our city!! We would love to have it!!  
Samia Garcia

Sent from my iPhone

## Mary Kirchwehm

---

**From:** lauterbur@aol.com  
**Sent:** Wednesday, April 05, 2017 1:42 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** Gelson's Project

Council Members:

Jeff and I are 30 year residents of Manhattan Beach. We are writing in whole-hearted support of the Gelson's project. We have been long-time shoppers at Gelson's in the Marina, and they are a premier company with local roots in So CA. Gelson's will offer an important and needed top-level, full service grocery store for MB. It's also on the west side of Sepulveda which will be very convenient for commuters heading south at the end of the work day. I am stunned at the level of opposition. The lot in question will not lie unused forever and was once a car dealership. I can't imagine a better and more beneficial use of that commercial space than a great grocery store. We would think those living nearby would be delighted about being able to walk to the store. It should raise property values in the surrounding area.

Please register our full support.

Frank Lauterbur  
Jeff Bower  
220 20th Street  
Manhattan Beach

## Mary Kirchwehm

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**From:** Veronica Masenga <veronica.masenga@gmail.com>  
**Sent:** Wednesday, April 05, 2017 1:59 PM  
**To:** List - City Council  
**Subject:** Gelsons

Please keep The Gelson Market on the green light list. We need them!  
Thanks, Veronica Masenga

veronica Masenga from my iPhone



## Mary Kirchwehm

---

**From:** Nancy Santiago <nancysantiago1212@gmail.com>  
**Sent:** Wednesday, April 05, 2017 3:12 PM  
**To:** List - City Council  
**Subject:** I support Gelson's

I am so in support of Gelson's. A great destination and market that I can actually walk to. I have watched the last two of the planning commissions meetings online and believe Gelson's is making every effort to make this safe and pedestrian friendly. I live on 9th Street 1 block west of Sepulveda and think it would be a great addition to the neighborhood. As someone who walks around the neighborhood regularly I am not concerned about the small amount of additional traffic that the market will bring. It seems that the majority of the few who object live very close to this location and won't be happy with anything that goes in there. Please lets get this project going!

Further as someone whose car was recently totaled at the corner of eighth street as I traveled at a reasonable pace south on Sepulveda by a careless person turning left off of Supulveda I am very happy to hear that the signals at eighth street will soon have left hand turn signals.

ThankYou,

Nancy Santiago

## Mary Kirchwehm

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**From:** Nancy Hickman <nancyhickman@gmail.com>  
**Sent:** Wednesday, April 05, 2017 3:18 PM  
**To:** List - City Council  
**Subject:** Gelson's

I don't understand how a few people in the community can over rule the entire community. I was at the planning commission meetings and it was quite clear that the overwhelming majority of the people were for the project. I just hope our newly elected city council reviews the project carefully.

Thank you.

Nancy Hickman  
Manhattan Beach resident  
Sent from my iPhone

## Mary Kirchwehm

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**From:** Jeffrey Eisen <jeffandrea@verizon.net>  
**Sent:** Wednesday, April 05, 2017 4:16 PM  
**To:** List - City Council  
**Subject:** Support Gelsons

I currently drive to Marina Del Rey or Santa Monica just to shop there. It would be a wonderful addition to the community, and I am sure that it would do very well and bring in plenty of tax revenue. I spend \$200 every time I go there! Sorry, but if you live on a street adjacent to Sepulveda, you can expect traffic. Let the store come already.

Andrea Eisen

## Mary Kirchwehm

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**From:** Luis M <luishavanamania@msn.com>  
**Sent:** Tuesday, April 04, 2017 5:54 PM  
**To:** List - City Council  
**Subject:** Gelson

Please allow Gelson to open up in manhattan beach,

Thanks, Luis

## Mary Kirchwehm

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**From:** Nina Polvanich <ninacolada@gmail.com>  
**Sent:** Tuesday, April 04, 2017 6:05 PM  
**To:** List - City Council  
**Subject:** Gelsons!

Please bring Gelsons to Manhattan Beach. We are in desperate need of another grocery store that offers high end foods in MB. Everyone is going to Whole Foods in El Segundo and Manhattan Beach is losing that revenue!

Thank you,  
Nina Louie  
228 2nd Street

## Mary Kirchwehm

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**From:** Larelle Rutherford <larellek@verizon.net>  
**Sent:** Tuesday, April 04, 2017 6:13 PM  
**To:** List - City Council  
**Subject:** Gelson's

As a homeowner In Manhattan Beach I wholeheartedly support the Gelson's project and hope the city council will approve the construction of this much needed grocery store.

Larelle Rutherford

Sent from my iPad

## Mary Kirchwehm

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**From:** wjcopeland@verizon.net  
**Sent:** Tuesday, April 04, 2017 6:14 PM  
**To:** List - City Council  
**Subject:** I Support Gelsons!

I support Gelsons coming to Manhattan Beach and hope you approve their application without delay.

Wilfred Copeland  
Rowell Avenue  
MB

## Mary Kirchwehm

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**From:** Connie Maloney <drjo1967@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 6:37 PM  
**To:** List - City Council  
**Subject:** Gelson's

I am supporting the Gelson's market project in Manhattan Beach for many reasons.



## Mary Kirchwehm

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**From:** Arlene Fichman <fichman@mindspring.com>  
**Sent:** Tuesday, April 04, 2017 6:38 PM  
**To:** List - City Council  
**Subject:** Gelsons Market

I am 100% for opening a Gelson's market in Manhattan Beach. It will bring gourmet and sophistication to the city and offer products that residents have to drive far away to other cities to buy at other Gelson's markets. Please do not be swayed by a few loud obnoxious neighbors mostly near the Gelson's site that oppose this much needed market.

Thank you, Arlene Fichman

Sent from my iPhone

## Mary Kirchwehm

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**From:** Marina Del Rey Sportfishing <rick@mdrsf.net>  
**Sent:** Tuesday, April 04, 2017 6:39 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** GelsonsYES

Rick Oefinger here, Lifelong MB resident and I and my family truly look forward to the new Gelson's and hope that the City Council will too!



Virus-free. [www.avast.com](http://www.avast.com)

## Mary Kirchwehm

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**From:** Pat Lucy <pllucy@aol.com>  
**Sent:** Tuesday, April 04, 2017 6:47 PM  
**To:** List - City Council  
**Subject:** Gelsons

I am in favor of the Gelsons project.

Pat Lucy

## Mary Kirchwehm

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**From:** Anne Sandera <annesporty@aol.com>  
**Sent:** Tuesday, April 04, 2017 6:58 PM  
**To:** List - City Council  
**Subject:** Gelsons,

Hello city council

We have lived in MB for over 35 years. We live East Manhattan on 10th street.

We are very excited for Gelson's to move into their location. Please do not let a few people delay this project any longer.

Thanks

Anne Sandera

Sent from my iPhone

## Mary Kirchwehm

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**From:** Susan Jordan <susanujordan@gmail.com>  
**Sent:** Tuesday, April 04, 2017 7:01 PM  
**To:** List - City Council  
**Subject:** We want Gelson's

I just want to let the City Council to know how much we would love to have a Gelson's here. I have lived in Manhattan Beach for almost 40 years. Its a positive perfect fit for our great city. Dont Let the small group of selfish resident block this great addition to our city. There are 35,000 residents living here. The majority want to see it here. Thank you Susan Jordan  
2104 Pine Ave

Sent from my iPhone

## Mary Kirchwehm

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**From:** Steve Booth <steve.d.booth@gmail.com>  
**Sent:** Tuesday, April 04, 2017 7:13 PM  
**To:** List - City Council  
**Subject:** Gelsons

I am writing to express my strong desire to see Gelson's Market established in our community. In my opinion Gelson's would bring a highly desirable business enterprise to Manhattan Beach.

The property on Sepulveda is perfectly suited for a business like Gelson's and, as the planning commission has stated, meets all of the requirements for a smart, intelligent use of that property.

While I understand the NIMBY position of the few folks who oppose the project, it seems perfect for the community as a whole.

Please consider the benefits to the entire community and vote FOR the Gelson's Project to go forward.

Respectfully yours,

Steve & Midge Booth (born and raised in MB, 1961 graduate of Costa)

## Mary Kirchwehm

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**From:** Tim Lappen <tlappen@gmail.com>  
**Sent:** Tuesday, April 04, 2017 7:31 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Support for the Gelsons project

We live in Manhattan Beach. We strongly support the plans for the new Gelsons market on Sepulveda. It would be a huge improvement over the automotive businesses which have been there in the past (for many, many years) and it is completely compatible with the commercial site on what really is Pacific Coast Highway.

Thank you.

Gail & Tim Lappen

## Mary Kirchwehm

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**From:** Kelly <kellymrose2014@gmail.com>  
**Sent:** Tuesday, April 04, 2017 7:37 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelsons Support

I would like to express my overwhelming support for Gelsons.

I live on Duncan Ave and I'm not concerned about the traffic or parking because very good measure has been taken by the Gelsons team to ensure that the homeowners in close proximity have been heard and considered.

Instead I'm interested in seeing this high end premium market thrive and provide a service that I either travel to El Segundo or Redondo Beach for currently.

Id be happy to make myself available to talk further about all the reasons Gelsons should be welcomed with open arms by the City of Manhattan Beach.

Kelly Rosenberg



## Mary Kirchwehm

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**From:** Mike Simpson <mike.simpson@macromicro.us>  
**Sent:** Tuesday, April 04, 2017 7:43 PM  
**To:** List - City Council  
**Cc:** Nancy Simpson; Tommy Simpson; Dasha Simpson  
**Subject:** Vote for Gelsons

Dear Council Member,

We're writing to express our support for the Gelsons' project, and to ask for your support as well.

Our families own two houses in Manhattan Beach, both near the site. When we first became aware of the project, we were thrilled by the prospect that a boutique upscale grocer like Gelsons could replace the former car lot – a new energy that would bring positive value to the daily life in our neighborhood by creating a place to shop for high quality food items, a meet-up site to have a breakfast or lunch or glass of wine with a friend on the weekend – a location where we would encounter our neighbors on an unscheduled regular basis. This is the kind of business that helps create community – unlike, for example, another monolithic office building that adds nothing to the neighborhood.

We're 30 year residents of MB and are acutely aware of the traffic conditions presented by the Sepulveda corridor, particularly given the locations of our homes. Early on in the process we and other neighbors availed ourselves of one of the many opportunities Paragon extended to meet with the builders to go over their plans in detail. We expressed to them that we liked the idea of a Gelsons in this spot near our homes, and our primary concerns were that there be (a) adequate parking, (b) safe ingress and egress to/from the site at all times the store would be open, and (c) no unattractive noise, odors or lighting at night.

Unlike apparently most of the Gelsons opponents, we actually trust the Planning Commission, City Council, and County/State entities charged with construction oversight, environmental impact and traffic safety to do their jobs, i.e. review plans, require any necessary changes, and confirm that the project is built per the signed permit. It appears to us that this process is being followed to date, and the approval vote by the Planning Commission indicates this as well.

Paragon and Gelsons have shown outstanding citizenship, interest and care in addressing concerns of those living closest to the site. They have gone above and beyond requirements to make the project a good fit for all. We feel strongly that landowners and developers have the right to build residences and businesses that conform to the building codes in Manhattan Beach – especially those that would bring a special value to our community. It's not right for a small group to be able to obstruct this process by causing elected representatives of all city residents to fall sway to the pressures of a pocket of intimidators who bombard City meetings, residents and newspapers with hysterical distortions and inaccurate "alternate facts" that negatively influence the better interests of our town as a whole in order to assuage the personal and NIMBY interests of a few.

Our house on 6th Street is less than a hundred feet from a pool hall and bar, whose alcohol infused patrons regularly park in front of our house, drop trash along their way when trundling back to their cars, and can be loud and boisterous at all hours of the night. Out-of-town workers park all day in front of our house on Dianthus who then walk back to their bunker-like office building on the SW corner of 1st & Sepulveda (too bad it's not a Gelsons since nobody would park a block off-site to carry back bags of groceries!). We knew of these situations when we bought the houses, and so long as the rules are followed we don't feel we're privileged to mandate changes to these properties or whatever might replace them for our own agendas.

We ask that you be helpful to realizing this project while continuing to insure that the builders conform to code. We believe this should result in breaking ground reasonably soon on a Gelsons that can be profitable to the operator, and will be a safe, positive addition to our community.

Best,

Mike & Nancy Simpson • 101 N Dianthus St • MB 90266 • (310) 376-6848

## Mary Kirchwehm

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**From:** David Doupe <daviddoupe@gmail.com>  
**Sent:** Tuesday, April 04, 2017 7:50 PM  
**To:** List - City Council  
**Subject:** Gelson's project SUPPORT

We own our home at 1609 6th ST. Please end the blight of our city front door, namely Sepulveda Blvd and get this project going. Then build incentives to revitalize the balance of the street. PLEASE.

--

David Doupe  
Personal Email  
Mobile: 805-208-2098

## Mary Kirchwehm

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**From:** Karen Roseman <karen661@verizon.net>  
**Sent:** Tuesday, April 04, 2017 8:06 PM  
**To:** List - City Council  
**Subject:** Geldings

I am writing in support of Gelsons coming to Manhattan Beach. This store would be an asset to the community and stop tax dollars going to El Segundo. I feel that the people who live near the project bought houses near a car dealership and Gelsons is a great improvement.

Thank you.

Karen Roseman  
661 17th St  
Manhattan Beach

## Mary Kirchwehm

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**From:** James Gillespie <jamesgillespiejr@earthlink.net>  
**Sent:** Tuesday, April 04, 2017 9:16 PM  
**To:** List - City Council  
**Subject:** Gelsons

Dear Council members,

As a long time resident of Manhattan Beach and property owner, I look forward to Gelson's coming to our community.

James Gillespie  
310-699-6855

Sent from James' iPhone

## Mary Kirchwehm

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**From:** Lu Hearlson <lhboxter@gmail.com>  
**Sent:** Tuesday, April 04, 2017 9:27 PM  
**To:** List - City Council  
**Subject:** Gelson's

Dear City Council,

I am writing to you as we desperately need a nice high end market in Southwest Manhattan. Today I stopped at Ralphs on Sepulveda after work and was shocked at 3:30pm that the produce was empty!! There are so many people shopping there that they run out of food!!! I asked the produce man where were all the lettuce, avocados, tomatoes and cucumbers? He said the truck was late. Really? Now I get to plan another visit to pick up the items "you're out of" and I mean COMPLETELY out of. He could care less. The fact that ALL OF MANHATTAN BEACH residences shop at this Ralphs makes it even more evident that we really do need another "quality complete" grocery store.

I used to get my Mercedes service done in the buildings where Gelson's is considering and I can't help wonder why the neighbors wouldn't welcome a new modern grocery store instead of a smelly, stink of gasoline, cariogenic, noisy tools, car engine revving atmosphere you get with a car dealer service center next to them, after all Sepulveda over the years has always had numerous auto service stations and businesses in close proximity to the residential areas.

It's just the way it is in our beach neighborhoods.

A Manhattan residential OWNER,  
Luanne Hearlson

## Mary Kirchwehm

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**From:** Charles Coate <cmcoate@aol.com>  
**Sent:** Tuesday, April 04, 2017 9:34 PM  
**To:** List - City Council  
**Subject:** Gelson's

To whom it may concern:

We support Gelson's and think that the City of Manhattan Beach's tax base will be well served by such a business to replace the eye-sore that is currently there. Let's get on with it.

Regards,

Charles Coate  
[cmcoate@aol.com](mailto:cmcoate@aol.com)

P.S. I have been a resident since 1993 -

## Mary Kirchwehm

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**From:** Frances Chape <Franceschape@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 9:35 PM  
**To:** List - City Council  
**Subject:** Support for Gelsons

Yes, my husband and I support Gelsons in MB.

Please don 't let a few disappointed residents speak for all of us.

Thank you.

Sent from my iPad

## Mary Kirchwehm

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**From:** Jen <jen.j@verizon.net>  
**Sent:** Tuesday, April 04, 2017 9:44 PM  
**To:** List - City Council  
**Subject:** Gelson's

As an interested Manhattan Beach resident, I want to express my support for the new Gelson's. In response to public concern, they have reduced the size of the project. Quite frankly, the prior occupant was a commercial entity and I believe this would be a much more appropriate and beneficial entity for the city. An Environmental study clearly concluded no significant impact to the community. In fact, over the past two years the city staff has undertaken and completed an intensive and independent review which resulted in the city staff's recommendation to approve the project. And the Planning Commission approved program the project. There is a financial benefit for the city and its citizens from this project.

I urge you to put the opposition behind us and let this vital project move forward.

Jennee Julius  
1st Street  
Manhattan Beach



## Mary Kirchwehm

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**From:** ANTOINETTE CRICHTON <toni\_crichton@msn.com>  
**Sent:** Thursday, April 06, 2017 5:46 AM  
**To:** List - City Council  
**Subject:** Fw: Gelsons - Support for this business

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**From:** ANTOINETTE CRICHTON <[toni\\_crichton@msn.com](mailto:toni_crichton@msn.com)>  
**Sent:** Thursday, April 6, 2017 12:45 PM  
**To:** [citycouncil@citymb.info](mailto:citycouncil@citymb.info); [info@gelsonsmb.com](mailto:info@gelsonsmb.com)  
**Subject:** Gelsons - Support for this business

City Council-

I am a great supporter of the Gelson's business coming to MB at the 8th street and Sepulveda location. The market will be a great addition to our neighborhood and they have selected a completely appropriate location.

The Gelson group has completed all that has been asked of them and it's time to move forward so we can have this beautiful and useful facility completed.

I know there are detractors, but it's hard to imagine a better business option for the space.

Toni Crichton  
505 Pacific Avenue  
Manhattan Beach

310 962 4182

## Mary Kirchwehm

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**From:** Craig Sussman <craig.sussman@gmail.com>  
**Sent:** Wednesday, April 05, 2017 3:16 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** New Gelson's Project

Dear Council,

We are 29 year residents of Manhattan Beach and appreciate the many changes to our community over these years. We also understand that our community is evolving and that we should be receptive and mindful to the interests of our residential and commercial needs.

Having had the chance to enjoy the stellar service and quality of Gelson's in Encino in the past, I'm a fan. I believe that they will bring a value-added proposition to Manhattan Beach and the sand /hill section. Downtown VONS has for years failed to evolve and meet the needs of our local community.

Time for a quality and proven upgrade!

Best.

**Craig**

Craig Sussman  
317 6th Street  
Manhattan Beac, CA 90266

eMail: [craig.sussman@gmail.com](mailto:craig.sussman@gmail.com)  
(t) [310 372-5454](tel:3103725454) / (c) [310 200-4544](tel:3102004544)

## Mary Kirchwehm

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**From:** Debra Kessler <djk62@aol.com>  
**Sent:** Wednesday, April 05, 2017 10:33 PM  
**To:** List - City Council  
**Subject:** Gelsons

Hi,

I wanted to add my voice to having a Gelsons market in South Bay Area. Gelsons is the best market. I love shopping at their stores. The produce and deli bar are tremendous! The people who work there are very nice and helpful. I think a Gelsons would be a huge asset for this community!

Thank You,

Debbi Kessler

Sent from my iPhone

## Mary Kirchwehm

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**From:** Andrea Miller <ampinkquark@gmail.com>  
**Sent:** Wednesday, April 05, 2017 5:02 PM  
**To:** List - City Council; Gelson's Manhattan Beach  
**Subject:** In Support of Approval for Gelson's

Dear City Council Members:

Please approve this project. Gelson's has done everything requested of them to become a fine part of our city, and they would be an amazing addition to the food shopping opportunities in our town. As a resident of the sand section, I would find it amazing to have a store like Gelson's within walking distance, and my husband and I have supported their project from the beginning.

While some residents who live nearer to Sepulveda want to block Gelson's citing concerns over the number of traffic accidents in that vicinity, one needs only stand at the corner of 8th and Sepulveda to realize how fast some drivers travel in that corridor. I have stood there more than once waiting for a walk signal and have observed vehicles traveling in excess of 50 mph (according to the machines set up to monitor driving speeds of vehicles traveling in both directions) on several occasions. What we need is enforcement of current rules; the frantic cries of some that the arrival of Gelson's will increase the number of accidents in the area do not ring true considering the driving I have observed in this area. Those accidents will continue to occur regardless of whether or not Gelson's is allowed to complete this project unless and until safe driving practices and speed limits are enforced.

So please consider that the number of residents who want Gelson's in Manhattan Beach is greater than the number opposed, and that Gelson's has done everything required to meet reasonable demands made for this project.

Thank you for your time.

Andrea Miller  
Seventh Street

## Martha Alvarez

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**From:** Liza Tamura  
**Sent:** Tuesday, April 04, 2017 1:14 PM  
**To:** Martha Alvarez; Patricia K. Matson; George Gabriel  
**Subject:** FW: Request for Councilmembers to Initiate Review, Paragon Project, Item M-4  
**Attachments:** 170404-Neighbors-CC-ReviewRequest-ABY.pdf

**Liza Tamura**  
**City Clerk**

P: (310) 802-5055  
E: [ltamura@citymb.info](mailto:ltamura@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

**From:** Donald Mcpherson [mailto:[dmcphersonla@gmail.com](mailto:dmcphersonla@gmail.com)]  
**Sent:** Tuesday, April 04, 2017 12:57 PM  
**To:** List - City Council <[CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)>; City Manager <[cm@citymb.info](mailto:cm@citymb.info)>  
**Cc:** Mark Danaj <[mdanaj@citymb.info](mailto:mdanaj@citymb.info)>; Anne McIntosh <[amcintosh@citymb.info](mailto:amcintosh@citymb.info)>; Liza Tamura <[ltamura@citymb.info](mailto:ltamura@citymb.info)>; 'Barry Fisher' <[barry@mbproduce.net](mailto:barry@mbproduce.net)>; 'Dennis May' <[dennis.may1@outlook.com](mailto:dennis.may1@outlook.com)>; 'Eileen & John Neill' <[jejneill@earthlink.net](mailto:jejneill@earthlink.net)>; 'Gary Troop' <[garytroop@hotmail.com](mailto:garytroop@hotmail.com)>; 'Glen Tucker' <[glenetucker@yahoo.com](mailto:glenetucker@yahoo.com)>; 'Jan Mills' <[janmillsmb@hotmail.com](mailto:janmillsmb@hotmail.com)>; 'Mark Shoemaker' <[markshoemaker@msn.com](mailto:markshoemaker@msn.com)>; 'Patti Brown' <[patti.brown@hotmail.com](mailto:patti.brown@hotmail.com)>; 'Scott L. Yanofsky' <[slytfg@me.com](mailto:slytfg@me.com)>; 'Tom Hastings' <[tom.hastings@alum.mit.edu](mailto:tom.hastings@alum.mit.edu)>  
**Subject:** Request for Councilmembers to Initiate Review, Paragon Project, Item M-4

Mayor David Lesser  
City Council  
City of Manhattan Beach

**Subject:** Request for Each Councilmember to Initiate Review, Reso. No. PC 17-01, Item M-4

Mayor Lesser and Councilmembers,

The attachment provides the neighbors' evidence, documented in the administrative record, which should convince each councilmember to initiate a review of the subject project, rather than routinely accepting the staff recommendation to receive and file Resolution No. PC 17-01.

We realize our attachment includes a great deal of information and apologize for the late submission. It took the effort of the entire neighborhood to prepare this submission, since receiving last Thursday, the staff report for the subject Agenda Item M-4.

Presumably, on the face of this evidence and testimony by the neighbors at the April 4 meeting, each councilmember will agree that they should request the city clerk to schedule a review of the project.

On behalf of the resident signatories to the attached letter,

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

**From:** Donald Mcpherson [<mailto:dmcphersonla@gmail.com>]  
**Sent:** Tuesday, 4 April, 2017 08:39  
**To:** [CityCouncil@citymb.info](mailto:CityCouncil@citymb.info); [cm@citymb.info](mailto:cm@citymb.info)  
**Cc:** Mark Danaj <[mdanaj@citymb.info](mailto:mdanaj@citymb.info)>; Anne McIntosh <[amcintosh@citymb.info](mailto:amcintosh@citymb.info)>; Liza Tamura <[LTamura@citymb.info](mailto:LTamura@citymb.info)>; Barry Fisher <[barry@mbproduce.net](mailto:barry@mbproduce.net)>; Dennis May <[dennis.may1@outlook.com](mailto:dennis.may1@outlook.com)>; Eileen & John Neill <[jejneill@earthlink.net](mailto:jejneill@earthlink.net)>; Gary Troop <[garytroop@hotmail.com](mailto:garytroop@hotmail.com)>; Glen Tucker <[glenetucker@yahoo.com](mailto:glenetucker@yahoo.com)>; Jan Mills <[janmillsmb@hotmail.com](mailto:janmillsmb@hotmail.com)>; Mark Shoemaker <[markshoemaker@msn.com](mailto:markshoemaker@msn.com)>; Patti Brown <[patti.brown@hotmail.com](mailto:patti.brown@hotmail.com)>; Scott L. Yanofsky <[slytfg@me.com](mailto:slytfg@me.com)>; Tom Hastings <[tom.hastings@alum.mit.edu](mailto:tom.hastings@alum.mit.edu)>  
**Subject:** Request for Paragon Neighbors to Speak Sequentially

Mayor David Lesser  
City Council  
City of Manhattan Beach

**Subject:** Request for Paragon Neighbors to Speak Sequentially During Public Comments, Item L  
Mayor Lesser and Councilmembers,

During the Public Comments Agenda Item L tonight, approximately a half dozen neighbors will testify on Item M-4, the Paragon Resolution No. PC 17-1.

We respectfully request that the Chair permits us to speak sequentially and makes an announcement to that effect.

The neighbors will stay within the three-minute limit, use no slides and present their evidence in an orderly manner, minimizing time between each speaker.

Thanks for considering our request,

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

Mayor David Lesser  
City Council  
City of Manhattan Beach  
Via Email

Subject: Public Safety and Code Violations, Paragon Resolution No. PC 17-1, Agenda Item M-4  
Mayor Lesser and Councilmembers,

We request that councilmembers individually ask the city clerk to schedule a review of the subject project. By merely receiving and filing the resolution, such action will constitute de facto approval of Resolution No. PC 17-01. Evidence in the administrative record proves that the project will endanger public safety and violate numerous city regulations.

The most egregious violation? Per the record, staff surreptitiously altered the noticed resolution without planning commission approval, by unilaterally deleting the deceleration lane and bus turnout. This improvement required by the Sepulveda Development Guide has become a ubiquitous feature in all use permits for the Boulevard.

At both the February 8 and March 22 planning commission hearings, many residents criticized the noncompliant deceleration lane as a public-safety deficiency.

The attachment provides evidence of staff's unauthorized alteration cited above, as well as municipal code violations, such as Paragon's invalid parking analysis. This evidence proves that the council cannot make the required findings regarding public safety and welfare, compliance with Title 10 Planning and Zoning, and mitigation of residential impacts.

#### **Required Deceleration Lane [Exhibits 1 & 2]**

Exhibit 1 provides the **noticed** resolution language in Condition 26(a), that requires a deceleration lane compliant with CalTrans standards. As shown in Exhibit 2, a day or so before the March 22 hearing, staff posted on the website a version that replaced "deceleration lane" with "widened shoulder." Per the record, the planning commission [PC] never considered such a profound change. This shell-game word-change by staff totally eviscerates the legal intent of Condition 26(a), namely, to comply with the Sepulveda Blvd. Development Guide.

Fortunately, at the March 22 hearing, City Traffic Engineer Zandvliet reiterated the deceleration lane condition in the resolution, by testifying, "We have a condition in the resolution that the **deceleration area** and the driveway will meet Caltrans standards."

Subsequently, Commissioner Conaway and Mr. Zandvliet conducted a five-minute exchange regarding the pros and cons of the deceleration lane. They made no mention of replacing "deceleration lane" with "widened shoulder." Nor did staff mention their surreptitious online switch from "deceleration lane" to "widened shoulder."

Unfortunately, however, Resolution No. PC 17-01 attached to Agenda Item M-4 contains staff's unapproved language, "widened shoulder." Staff altered Condition 26(a) without approval of the planning commission. That fact invalidates the entire resolution.

#### **Deceleration Lane Violates Sepulveda Development Guide Requirements [Exhibits 3, 4 & 5]**

Exhibit 3 shows the deceleration-lane detail, provided in the approved plans. Notice that Paragon ended the deceleration lane just short of the prohibited existing pole sign. The sign would otherwise encroach into the deceleration lane.

Exhibit 3 at the bottom quotes the Sepulveda Blvd. Development Guide, as requiring a deceleration lane in compliance with Caltrans standards, with a bus turnout if possible. The Paragon lane has 10-foot width compared to the Caltrans 11-foot minimum requirement, as well as 110-foot length compared to the 246-foot requirement.

Staff supports these violations to preserve the prohibited existing pole sign. Exhibit 4 provides evidence that the municipal code categorically prohibits retention of an abandoned pole sign not used over 90 days for its intended purpose. By retaining the pole sign at all costs, staff turns a blind eye to public safety and compliance with regulations.

Exhibit 5 shows a deceleration lane design that complies with the Sepulveda Blvd. Development Guide and Caltrans standards. The design does not impact Paragon's parking lot, but it does require demolition of the prohibited pole sign and provides the required bus turnout. At the March 22 hearing, Mr. Zandvliet testified the site can accommodate such a 12-foot wide deceleration lane, extending almost to the 246 feet stipulated by Caltrans.

### **Parking Design Violations [Exhibits 6, 7, 8 & 9]**

The Paragon project includes a 21% reduction in required parking, from 171 spaces to 135. Per a search of the Record to date, the city has approved only two such reduced-parking projects, and for much smaller decrease of spaces. These cases comprise the *Tikvat Jacob* temple on Sepulveda Blvd. and an office building at Rosecrans and Aviation. Being a typical multi-use retail development, the Paragon project has no similarity to the above properties.

Paragon bases their reduced-parking design on an estimated demand. As Exhibit 6 shows, they improperly calculated parking for the eating & drinking [E&D] use. Per the Exhibit 6 table, the city has two E&D uses: 1) Seated Dining; and, 2) Takeout. Paragon cherry-picked the standards from these two uses to reduce their parking requirement from 17 to 10.

They use the one space per 75 sq-ft for takeout E&D and the smaller net seating area for seated service, to improperly calculate the fake 10-space requirement. This misrepresentation of fact along with others were submitted to the planning commission on February 14. Staff ignored these facts, however, just as they have regarding violations by the deceleration lane.

**Gaming the Parking Analysis [Exhibits 7 & 8].** The city parking ordinance establishes requirements based on use area. For Eating & Drinking, Paragon chose a model based instead on seating. To drive down the number of spaces required, they decreased the number of seats.

Exhibit 7 shows the seating density in Gelson's Hollywood store. It comes out 15 sq-ft per chair, presumably the state fire-code standard. Per Exhibit 8, in the approved plan for the Manhattan Gelson's, Paragon cut the number of chairs in half, by using 31 sq-ft per chair compared to 15 sq-ft in the Hollywood store.

City use permits specify dining area, not number of chairs. The Manhattan Fire Department will properly establish an occupancy twice of what Paragon shows on their plans. Thus, the actual parking demand will double from what Paragon predicts in their model.

**Exhibit 9. Why Grant Paragon a Competitive Advantage???** Staff has never answered the question of why the Paragon project qualifies for reduced-parking, when in past decades, only two have qualified, out of the many applications for commercial developments.



The Rosecrans-Aviation office building, which has reduced-parking, illustrates the special situations that warrant such largess. To add an additional use, that existing property applied for a reduction of 8 spaces in 200-spaces required, 4% decrease, compared to Paragon's 21%.

The Rosecrans-Aviation applicant conducted an extensive study of availability in their existing parking lot. The results proved that the new use would not impact parking adequacy.

In contrast, Paragon estimates their parking demand with an analysis completely discredited by the improper calculation of Eating and Drinking use, as well as gaming the model by taking out chairs, until they reached the desired questionable requirement of 135 spaces. By stuffing the bank into their property, they can only squeeze in 135 spaces, not the 171 required.

### **Rooftop Machinery Noise Will Drive Residents Crazy [Exhibits 10 & 11]**

The Mitigated Negative Declaration [MND] addresses the wrong requirement in the city noise ordinance. Consequently, the MND does not comply with the noise statute, and by association, does not comply with MBMC Title 10. Therefore, councilmembers cannot make the required finding of no impact on nearby residential properties.

During five years of nearly 30 public hearings on Shade Hotel, the notorious Downtown 900 Club and Strand House, staff has lectured to the city council that only one section in the noise ordinance counts, namely MBMC 5.48.140 Noise Disturbances.

Notwithstanding their above dictums, staff supports the Paragon MND, which states that rooftop machinery noise amounts to only a numerical 60% of Sepulveda traffic noise. As result, they claim neighbors having line of sight to the rooftop machinery, some less than 100 feet away, will not hear and cannot hear, chugging compressors and whining fans. [Exhibit 10]

Paragon made their measurements one day around noon. At night and other quiet times, with the rooftop machinery operating 24/7, the 55 dBA noise level predicted by Paragon will exceed the ambient noise from Sepulveda traffic.

Mitigating the noise with sound-absorbing materials in the visual shields around the machinery constitutes an easy slam dunk. Paragon claims such expense unnecessary.

Per Exhibit 11, the operable code provision, MBMC §5.48.140 Noise Disturbances, prohibits creating noise that causes "discomfort or annoyance to reasonable persons."

The unmitigated Paragon project guarantees that rooftop machinery will make residents irrational, if not crazy, just as Shade Hotel did to its neighbors. Will Larsson St residents have to harangue the city council many times for the next five years to get relief? Why not solve the problem now and send Paragon back to prepare a valid Mitigated Negative Declaration?

Please!!!!

### **Conclusion.**

Each councilmember should initiate with the city clerk a 'review' of the Paragon project [read 'appeal']. Please get the facts, before granting tacit approval, of a resolution that endangers public safety, violates city regulations and impacts nearby residents.

Thanks,

Paragon Project Neighbors [Signatories next pages]

**SIGNATORIES**  
**PARAGON PROJECT NEIGHBORS LETTER TO CITY COUNCIL**  
**April 4, 2017**

Eileen L. Neill  
Signature  
Eileen L. Neill  
Name [Print Legibly]  
611 Larsson Street, MB  
Street Address

John W. Neill  
Signature  
John W. Neill  
Name [Print Legibly]  
611 Larsson Street, MB  
Street Address

[Signature]  
Signature  
Don McPherson  
Name [Print Legibly]  
1014 1<sup>st</sup> St  
Street Address

[Signature]  
Signature  
Jan J. Mills  
Name [Print Legibly]  
307 Larsson St.  
Street Address  
MB 90266

[Signature]  
Signature  
Susan Kneisley  
Name [Print Legibly]  
403 Larsson St.  
Street Address

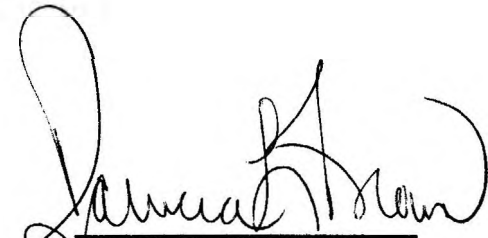
[Signature]  
Signature  
Lawrence Kneisley  
Name [Print Legibly]  
403 Larsson  
Street Address

[Signature]  
Signature  
Chelsea Zelin  
Name [Print Legibly]  
402 Larsson St.  
Street Address

[Signature]  
Signature  
Julie Shaffner Brawn  
Name [Print Legibly]  
1 Larsson Street MB 04  
Street Address

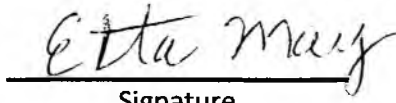
[Signature]  
Signature  
Bill Wells  
Name [Print Legibly]  
013 Diamond St  
Street Address

**SIGNATORIES**  
**PARAGON PROJECT NEIGHBORS LETTER TO CITY COUNCIL**  
**April 4, 2017**

  
Signature

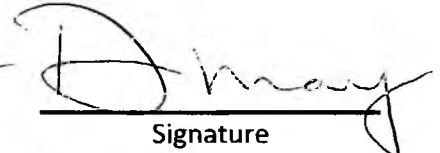
Patricia L. Brown  
Name [Print Legibly]

511 LARSSON Street  
Street Address

  
Signature

ETTA May  
Name [Print Legibly]

718 N Dianthus  
Street Address

  
Signature

Dennis May  
Name [Print Legibly]

718 N. Dianthus St  
Street Address

  
Signature

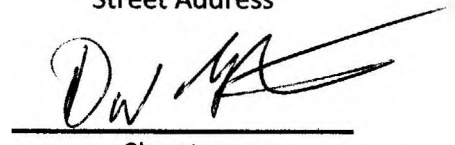
GARY Trap  
Name [Print Legibly]

511 LARSSON St.  
Street Address

  
Signature

Charlene Lee  
Name [Print Legibly]

907 8th ST  
Street Address

  
Signature

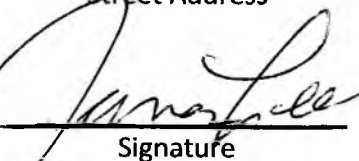
J. Schmitt  
Name [Print Legibly]

881 8th St.  
Street Address

  
Signature

John J. Driscoll  
Name [Print Legibly]

608 N Dianthus St  
Street Address

  
Signature

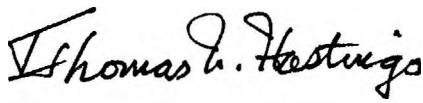
JAMES Lee  
Name [Print Legibly]

907 8th  
Street Address

  
Signature

Mary E. Lively  
Name [Print Legibly]

613 Dianthus St.  
Street Address

  
Signature

THOMAS N. HASTINGS  
Name [Print Legibly]

809 N DIANTHUS ST  
Street Address

## EXHIBIT 1.

Resolution No. PC 17-01

### CUP REQUIRED DECELERATION LANE PER CALTRANS STANDARDS

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: **Deceleration lane required in both Feb 8 and Mar 22 CUP's.**

**Staff deleted the deceleration lane after approval of the CUP by the PC on March 22.**

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.** [emphasis added]

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.

## EXHIBIT 2.

RESOLUTION NO. PC 17-01

# STAFF ALTERED APPROVED CUP TO DELETE DECELERATION LANE

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:

After CUP approval March 22, staff altered Condition 26 (a), replacing the "DECELERATION LANE" with a "WIDENED SHOULDER", a huge downgrade that substantially impacts public safety, per the *Sepulveda Blvd Development Guide*

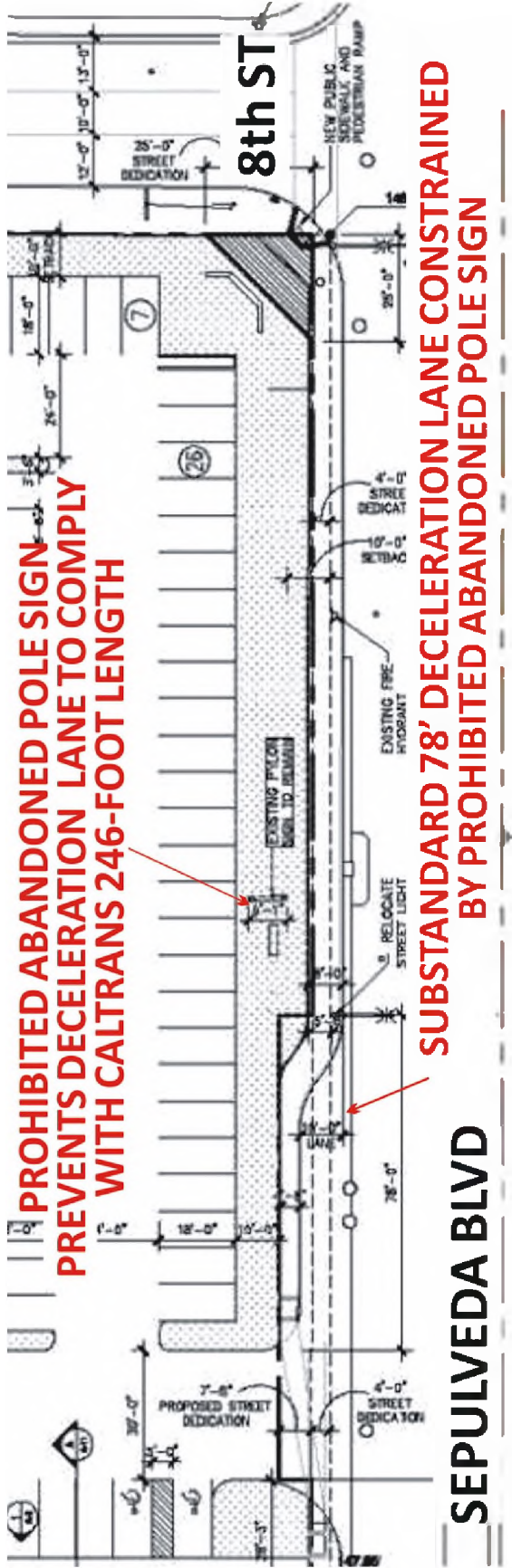
- a. All two-way driveways and approaches shall be as wide as the aisle they serve, not including approach wings or radii. The Sepulveda Boulevard driveway and widened shoulder shall be constructed per Caltrans standards. [emphasis added]
- b. All raised landscaping planters along the property frontages 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)

### CITY TRAFFIC ENGINEER, MARCH 22 TESTIMONY "We have a condition in the resolution that the DECELERATION AREA and the driveway will meet Caltrans standards"

[Hearing video time: 03:24:10, Commissioners did not replace the "deceleration lane" with a "widened shoulder."]

EXHIBIT 3.

DECELERATION LANE NONCOMPLIANT WITH SEPULVEDA DEVELOPMENT GUIDE & CALTRANS



PARAGON DECELERATION LANE VIOLATES SEPULVEDA DEVELOPMENT GUIDE & CALTRANS STANDARDS

Caltrans requires deceleration lane 246-FOOT LONG [Caltrans letter to E. Haaland, 24 Jan 2016]

SEPULVEDA BLVD DEVELOPMENT GUIDE

[Pp. 11, ¶ 1]

“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.” [Emphasis added]

[At March 22 hearing, the Planning Division testified that bus turnouts not their responsibility]

# EXHIBIT 4

## PARAGON'S POLE SIGN ABANDONED AND NOT PERMITTED



### Municipal Code Prohibits Use of Abandoned Signs

MBMC 10.72.030 - Definitions.

"Abandoned sign" means any sign or structure which: identifies a use which has not occupied the site on which it is located for a period of ninety (90) days, **does not clearly identify any land use for a period of ninety (90) days**, or has been in a state of disrepair or poor condition for a period of thirty (30) days.

[Emphasis added]

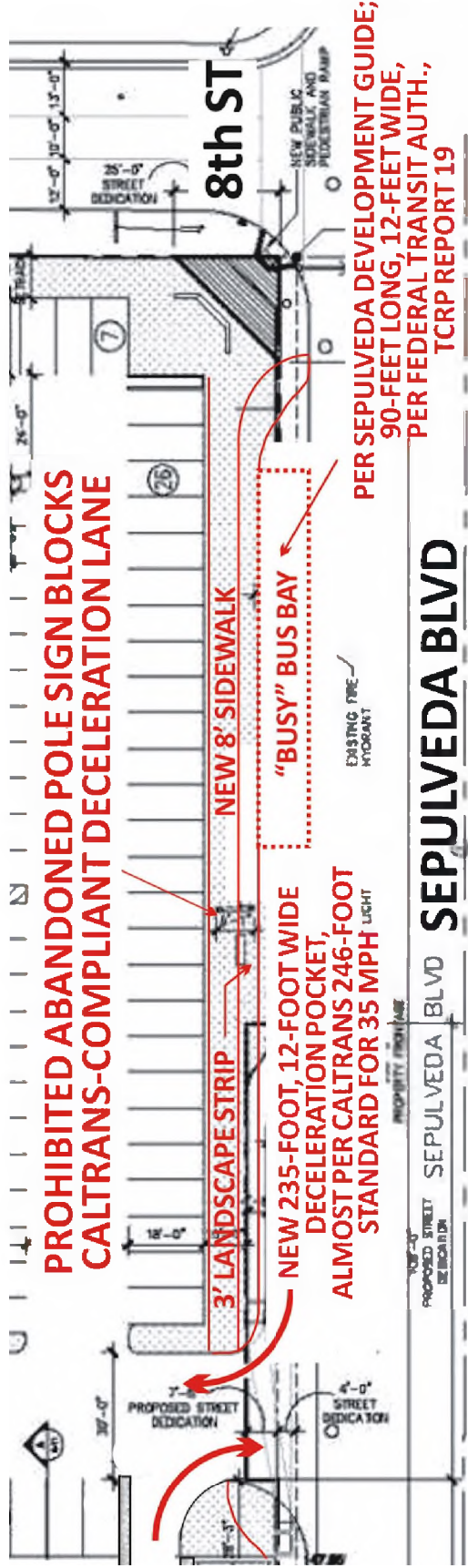
MBMC 10.72.070 - Prohibited signs.

F. Abandoned signs;

**PARAGON'S POLE SIGN  
ABANDONED AND  
NOT PERMITTED**

EXHIBIT 5.

**OUR DECELERATION LANE COMPLIES WITH SEPULVEDA DEVELOPMENT GUIDE & CALTRANS STAFF APPROVED THE PARAGON NONCOMPLIANT LANE TO RETAIN THE PROHIBITED ABANDONED POLE SIGN**



**BUS STOP IN OUR DECELERATION LANE COMPLIES WITH SEPULVEDA DEVELOPMENT GUIDE  
PARAGON DECELERATION LANE VIOLATES SEPULVEDA GUIDE & CALTRANS STANDARDS**

[At March 22 hearing, the Planning Division testified that bus stops not their responsibility]

**SEPULVEDA BLVD DEVELOPMENT GUIDE**

[Pp. 11, ¶ 1]

"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."



**EXHIBIT 6.**

**PARAGON CHERRY-PICKED STANDARDS FROM TWO USES  
TO FALSELY REDUCE PARKING BY 7 SPACES**

Municipal Code Use	Parking Space/Area Ratio	Use Area	Area, Sq-Ft	Parking Spaces
Seated Eating & Drinking	One Space per 50 Sq-Ft	Seating Area	838 <sup>3</sup>	17
Takeout Food Service	One Space per 75 <sup>1</sup> Sq-Ft.	Total Area	1,446 <sup>4</sup>	19
<b>Paragon False Concoction</b>	One Space per 75 <sup>1</sup>	Seating Area <sup>2</sup>	709 <sup>5, 6</sup>	<b>10 [Falsified]<sup>6</sup></b>

**NOTES:**

- 1) For parking space per area, Paragon used the Takeout Eating and Drinking standard of one space per 75 sq-ft total area;
- 2) For use area, Paragon used the smaller seating area, not the total area
- 3) Net seating area calculated from Paragon Gelson’s Eating & Drinking plan view, pp 223 in 8 Feb 2017 staff report;
- 4) Total Eating & Drinking area calculated from Paragon Gelson’s plan view, pp 222 in 8 Feb 2017 staff report;
- 5) Paragon excluded 104 sq-ft [2 spaces] of inside dining in Gelson’s NE corner, pp.223 in 8 Feb 2017 staff report;
- 6) Paragon combined smaller net Seated E&D area with larger 75 sq-ft Takeout parking standard, to reduce spaces required by 7; and,
- 7) All area calculations and Paragon falsifications will be verified by licensed architect.

EXHIBIT 7.

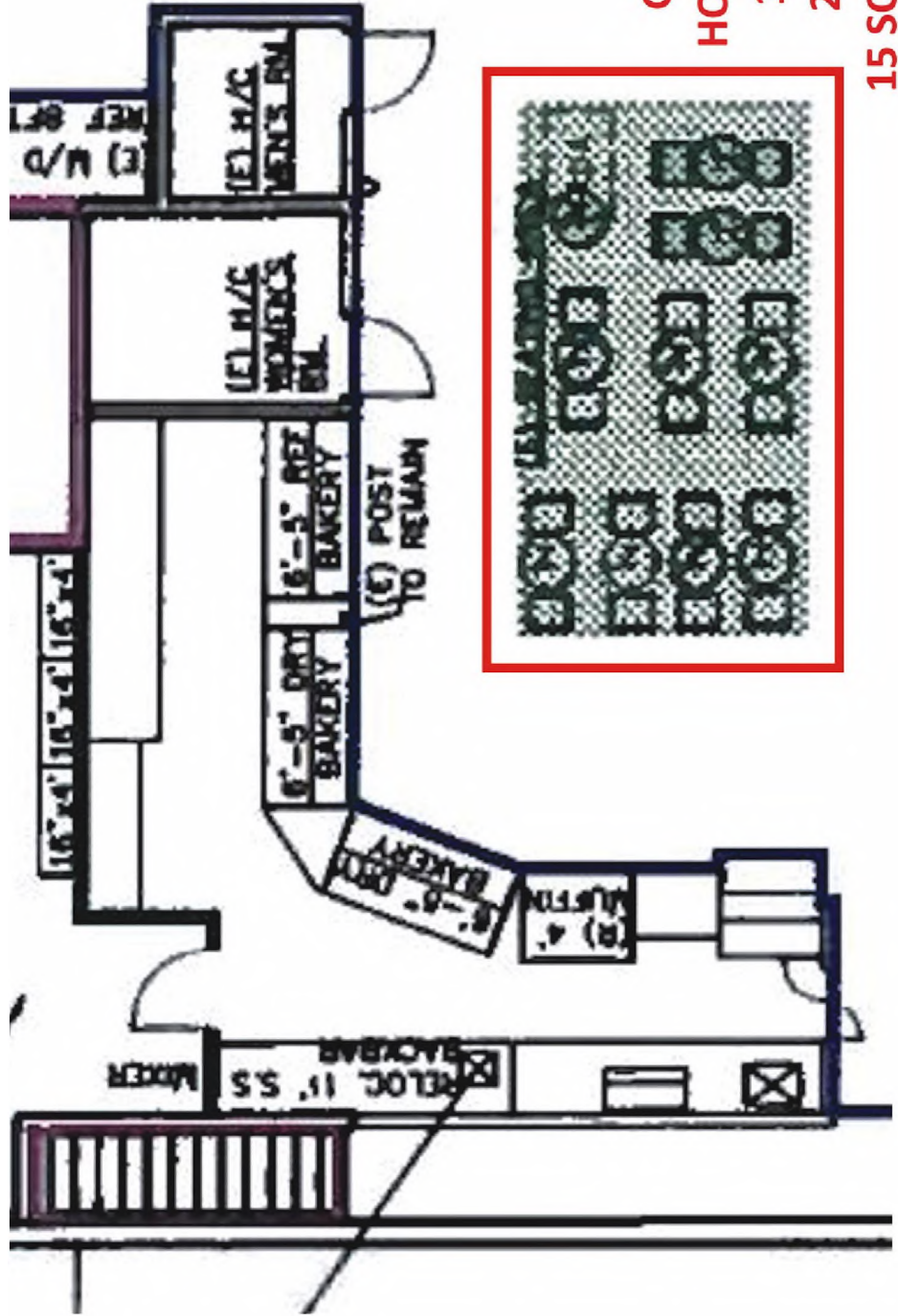
PARAGON GAMED DINING PARKING BY REDUCING NUMBER OF SEATS

GELSON'S HOLLYWOOD STORE SEATING DENSITY: 15 SQ-FT PER SEAT. [See below]

GELSON'S MANHATTAN STORE SEATING DENSITY: **31 SQ-FT PER SEAT**. [See next slide]

NOTE: PARAGON CALCULATES PARKING **PER SEAT**. THE CITY USE PERMIT SPECIFIES PARKING BY AREA.

GELSON'S WILL DOUBLE MANHATTAN SEATING DENSITY AND THEREFORE DOUBLE PARKING DEMAND.



**GELSON'S  
HOLLYWOOD:  
19 SEATS,  
285 SQ-FT**

**15 SQ-FT PER SEAT**

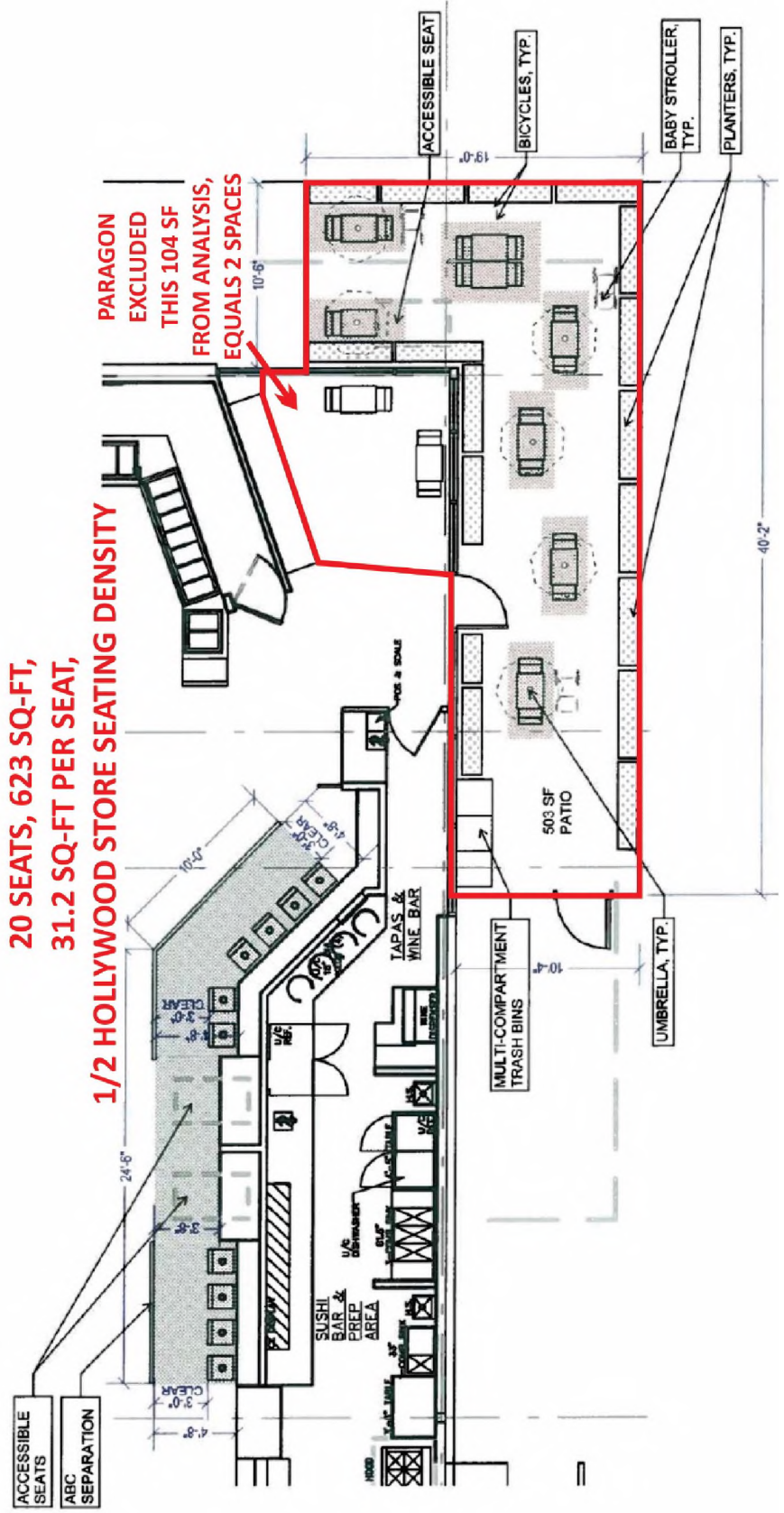
**EXHIBIT 8.**

**PARAGON GAMED PARKING BY REDUCING SEATING  
ONE-HALF OF HOLLYWOOD STORE DENSITY**

**PARAGON FURTHER GAMED PARKING BY ANALYZING 28 SEATS VS 32 SEATS ON PLAN BELOW**

**NOTE: USE PERMIT SPECIFIES EATING AREA, NOT SEATS.**

**GELSON'S WILL DOUBLE SEATING AND THEREFORE DOUBLE REAL PARKING DEMAND.**



## REDUCED-PARKING CODE PROVISION NOT APPLICABLE TO PARAGON PROJECT

### The Facts.

- 1) The project requires 171 spaces; actually 178 spaces, with correct eating & drinking analysis;
- 2) Paragon proposes only 135 spaces, including 16 in the lot across 8<sup>th</sup> St;
- 3) Without the bank, Paragon's two properties can provide parking for Gelson's; &
- 4) Per previous two slides, Paragon has misrepresented material facts in their parking analysis

### Analysis.

- Only two projects have qualified for reduced parking in city history:
  - ◇ *Tikvat Jacob* on Sepulveda Blvd. for day care center and enlarged religious assembly area; &
  - ◇ Aviation offices: 8-space reduction of 200 spaces; exchanged for 2,663 SF free dedication to city
- Municipal Code implies reduced-parking restrictions for projects adjoining residential areas:
  - ◇ The D Design Overlay District restricts North End projects as follows [MBMC 10.44.040]; &
  - ◇ "j. *The Planning Commission may allow reduced parking with a use permit for neighborhood-oriented uses such as small retail stores, personal services, and eating and drinking establishments open for breakfast and lunch*"

### Conclusions.

- Paragon has misrepresented material facts that invalidate their parking-demand model;
- Only two city councils have approved reduced-parking projects, in 2012 & 2013 respectively;
- The North End restriction on reduced-parking applies directly to the Larsson St neighborhood; &
- Required findings for the use permit cannot be made:
  - ◇ Paragon has violated Title 10 provisions, by misrepresenting facts in the parking analysis; &
  - ◇ As result, parking overflow will impact the residential neighborhood.

**EXHIBIT 10.  
ALL NEIGHBORS HAVE LINE OF SIGHT TO NOISY ROOFTOP MACHINERY**



## PARAGON HAS PROVED THAT RESIDENTS WILL HEAR LOUD ROOFTOP MACHINERY

### The Facts.

- 1) Paragon predicts rooftop machinery noise 67% of daytime Sepulveda background;
- 2) Paragon did not measure night background, so machinery noise can exceed the ambient;
- 3) Staff and Paragon ignored the noise ordinance provision regarding disturbing rational people;
- 4) All adjoining residences have line of sight to the machinery, some less than 100 feet away.

### Analysis.

- At Shade, 900 Club and Strand House hearings, staff has emphasized the noise ordinance enforceable only if causing discomfort or annoyance to reasonable persons. [MBMC 5.48.140];
- Paragon considered only numerical noise levels, not what neighbors will hear and experience;
- Paragon ignores the capability for ‘selective hearing’, by which people focus on periodic sound, even if less than the background noise

### Conclusions.

- The rooftop machinery noise will cause discomfort and annoyance to the neighbors;
- Required findings for the use permit cannot be made:
- ◇ Paragon did not evaluate the subjective noise provision MBMC 5.48.140;
- ◇ Rooftop noise will impact nearby residential properties; &
- ◇ Mitigation measure do exist, namely using noise suppressing materials in the visual barriers enclosing the rooftop equipment.

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:18 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@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:** kande hall [<mailto:kande@frenchkande.com>]  
**Sent:** Tuesday, April 04, 2017 3:03 PM  
**To:** List - City Council  
**Subject:** Gelson's

IT IS ALSO TIME to quit spending our tax money on this project.

We need our new city council to focus on important things going on... like how did we take personal loans to new employees of the city that look like corruption.

**Kande Hall**  
312 E Imperial Ave.  
El Segundo, Ca 90245  
310-414-3400 ext. 104  
[FrenchKande.com](http://FrenchKande.com)

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:17 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@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:** kande hall [<mailto:kande@frenchkande.com>]  
**Sent:** Tuesday, April 04, 2017 3:03 PM  
**To:** List - City Council  
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312 E Imperial Ave.  
El Segundo, Ca 90245  
310-414-3400 ext. 104  
[FrenchKande.com](http://FrenchKande.com)



## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:17 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's - your neighbor in Redondo Beach

**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

---

**From:** Laura Wise [<mailto:LWise@ipecoinc.com>]  
**Sent:** Tuesday, April 04, 2017 3:04 PM  
**To:** List - City Council  
**Subject:** Gelson's - your neighbor in Redondo Beach

Hi City Council Members:  
I can't wait to shop at our new Gelson's!

I heard that there are still those within the community That are opposing this proposition and I'm deeply troubled by their actions especially considering Gelson's and the city have addressed the issues in various meetings. There were several people at one of the meetings that I attended that were from a property building company that were being very nasty and rude to some of the guests and I found this quite appalling that they would do this so openly. If these are the same people then I would suspect they have their own interests in mind and not the citizens of MB.

I would encourage the city council to work through any outstanding issues but to keep in mind that the community of Manhattan Beach and the surrounding area are especially excited to have a wonderful store like Gelson's in the community.

Please do your best to put to rest any outstanding issues that would prevent Gelson's from coming to Manhattan Beach as this is an amazing opportunity. I go all the way up to Pacific Palisades on Sunset to shop at Gelson's when I hike.

Kind regards,



Laura Wise  
BOOKKEEPER  
[lwise@ipecoinc.com](mailto:lwise@ipecoinc.com)

## Ipeco

Ipeco Inc, 2275 Jefferson Street, Torrance, California 90501, USA  
T: +1 310 783 4700 F: +1 310 783 4707 24/7 AOG: +44 845 266 9355  
Enquiries: [sales@ipecoinc.com](mailto:sales@ipecoinc.com)  
[www.ipeco.com](http://www.ipeco.com)

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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:17 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Please support of Gelsons MB

**From:** Ryan McGrath [mailto:mcgrath7@gmail.com]  
**Sent:** Tuesday, April 04, 2017 3:04 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Please support of Gelsons MB

As a resident of MB, I wanted to reach out in support of Paragon's Gelson project. We are looking forward to having that vacant car dealership actually add some value to the community and give us more shopping options in MB, instead of having to go to El Segundo and spend our money! The Paragon folks have been great with community outreach and we look forward to having Gelsons in MB

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:16 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Support for Gelson

**From:** bdodge5175@verizon.net [mailto:bdodge5175@verizon.net]  
**Sent:** Tuesday, April 04, 2017 3:05 PM  
**To:** List - City Council  
**Subject:** Support for Gelson

Hey most of Manhattan beach wants the store built, don't let a few stop the project. Brad Dodge a 55 year resident.

Sent from AOL Mobile Mail  
Get the new AOL app: [mail.mobile.aol.com](mailto:mail.mobile.aol.com)

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



CITY OF  
**MANHATTAN BEACH**  
1400 HIGHLAND AVENUE, MANHATTAN BEACH, CA 90266  
[WWW.CITYMB.INFO](http://WWW.CITYMB.INFO)



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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:16 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** Marian Folger Folger [<mailto:pbfmwf@hotmail.com>]  
**Sent:** Tuesday, April 04, 2017 3:06 PM  
**To:** List - City Council  
**Subject:** Gelson's

I want to add my support for the Gelson's project.  
Marian Folger  
653 19th Street

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:16 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Please allow this development

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** Val Reece [<mailto:val.reece@yahoo.com>]  
**Sent:** Tuesday, April 04, 2017 3:04 PM  
**To:** List - City Council  
**Cc:** Gelsonsmb Info  
**Subject:** Please allow this development

To members of the Manhattan Beach City Council,

When the Gelson's project cleared the Planning Commission, I thought the project would become a reality.

Imagine my surprise when I learned that the small group of individuals who oppose this project has delayed it again.

I was present at one of the lengthy Planning Commission meetings. I listened to both sides. I was pro-Gelsons when I went into that meeting, and nothing I heard from the other side has changed my position. I am still in favor of the Gelsons project. Please consider all the hard, smart work that has gone into this project by the Manhattan Beach Planning Commission and the Manhattan Beach Planning Department. They followed the correct process and reached a decision based on the facts. Please be as smart as they have been and vote for this project.

Sincerely,  
Val Reece  
1813 Eighth Street

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:13 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: I support Gelson's

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@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:** James Wellbaum [<mailto:jim@triwellproperties.com>]  
**Sent:** Tuesday, April 04, 2017 3:07 PM  
**To:** List - City Council  
**Cc:** [info@gelsonsmb.com](mailto:info@gelsonsmb.com)  
**Subject:** I support Gelson's

Honorable City Council Members-

As a long time resident of Manhattan Beach and former resident of 226 Larsson Street (I now live in Manhattan Village), I want to express my strong support for approval of the Gelson's development.

Thank you!

James G. Wellbaum / President / CA BRE Lic. 00620219 & AZ RE Lic. SE630764000  
**TRIWELL PROPERTIES INC.** / CA BRE Lic. 01109616  
4857 West 147<sup>th</sup> Street / Suite A / Hawthorne, CA 90250  
T 310.644.6404 ext 101 / F 310.644.6414  
[jim@triwellproperties.com](mailto:jim@triwellproperties.com) / [www.triwellproperties.com](http://www.triwellproperties.com)

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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:13 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's Support

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** Brandon Bachner [<mailto:bbachner@mesawestcapital.com>]  
**Sent:** Tuesday, April 04, 2017 3:10 PM  
**To:** List - City Council  
**Cc:** [info@gelsonsmb.com](mailto:info@gelsonsmb.com)  
**Subject:** Gelson's Support

City Council Members,

My wife and I are residents of Manhattan Beach, within Manhattan Village to be precise. While we have a very short walk to Ralph's, we often find ourselves making the drive to Whole Foods which can be quite a process crossing Rosecrans. We are eagerly awaiting the completion of the Gelson's project as it will be a great addition to the neighborhood and clear up a real dead spot along Sepulveda.

I was present at the first planning commission meeting and was very impressed by the amount of time and effort that has been invested into this project. I would urge the City Council to stand behind the Planning Commission's decision and proceed with this project.

Regards,  
Brandon S. Bachner  
28 Santa Cruz Ct.  
Manhattan Beach, CA  
847-571-4040



## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:13 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@citymb.info  
City of Manhattan Beach, CA

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

**From:** Matthew Frankel [mailto:mfrankel@llcp.com]  
**Sent:** Tuesday, April 04, 2017 3:12 PM  
**To:** List - City Council  
**Subject:** Gelson's

Dear City Counsel -

I am writing to express my strong support for the Gelson's project. I think it will be a great addition to the MB community. I attended the planning commission meetings and heard all of the arguments for and against the project. I think all of the appropriate considerations (environmental study, size of the project, impact to the surrounding residents, etc.) have been considered and I think it would be unfair to the overwhelming majority of MB residents to block the project. I understand that there is a small group of residents looking to block the project, but almost everyone I speak with is supportive and excited for this project to improve the look and feel of the Sepulveda corridor (not to mention great shopping).

Thanks You,

Matthew Frankel  
Senior Managing Director  
Levine Leichtman Capital Partners  
(310) 237-7551  
mfrankel@llcp.com

-----  
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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:12 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

**Mark Danaj**  
**City Manager**

P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** Joe Cattivera [<mailto:joeC@TheWalkingCompany.com>]  
**Sent:** Tuesday, April 04, 2017 3:12 PM  
**To:** List - City Council  
**Cc:** [info@gelsonsmb.com](mailto:info@gelsonsmb.com)  
**Subject:** Gelson's

Hello there.

Hey, I voted for you because I believe you will do a better job managing the affairs of this city that I love and where I have been a resident for over 70 years.

Please, please let's give Gelson's final approval to build their beautiful store and bring their top of the line market to our great city while appropriately using what can only be commercial property and that has been vacant for what seems like forever.

It is very clear to me that Gelson's will provide a far better use than the car dealership had done while bringing a much needed, high quality grocery to all of the residents of our city and significantly reducing unused, vacant property along the Sepulveda corridor.

Thank you.

Joe Cattivera  
1818 Flourney Rd  
Cell (805) 886 3743  
Email [joec@thewalkingcompany.com](mailto:joec@thewalkingcompany.com)

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:12 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: In support of Gelson's coming to Manhattan Beach

**From:** Janet Ray [mailto:janet.ray7@gmail.com]  
**Sent:** Tuesday, April 04, 2017 3:12 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com; Geoff Wells  
**Subject:** In support of Gelson's coming to Manhattan Beach

Dear council members - Please move on the Gelson's project. I live within a few blocks of this project and think it will only enhance our neighborhood and our community. The concerns that I initially had, have all been addressed, deceleration lane, entrance further from intersection of 8th street, etc.

We cannot continue to be a City where any development takes an excruciating amount of time to come to fruition.

In the late 80's I lived in Pacific Palisades and was able to see first hand what a good neighbor the Gelson's store was for that community. I would really like to see you move expeditiously on this matter. The 2 year waiting period Gelson's (and our community) has already endured in too much. Thank you.

Janet Ray  
407 N. Dianthus St  
Manhattan Beach, CA.

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:18 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelsons

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@citymb.info  
City of Manhattan Beach, CA

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

From: chuckyee1@gmail.com [mailto:chuckyee1@gmail.com]  
Sent: Tuesday, April 04, 2017 3:03 PM  
To: List - City Council  
Subject: Gelsons

MB Council Members

We want to see Gelson's Market here in Manhattan Beach.

Charles and Cheryl Yee  
310-606-0775

Sent from my iPhone

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:19 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: I support Gelsons

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** Ken Myszkowski [[mailto:ken\\_myszkowski@yahoo.com](mailto:ken_myszkowski@yahoo.com)]  
**Sent:** Tuesday, April 04, 2017 3:00 PM  
**To:** List - City Council  
**Subject:** I support Gelsons

While i appreciate the city's thoroughness in assessing the impact in the Gelson's project, the ample attention given to it is adequate, and the project should be allowed to move forward immediately.

Do not let a small group of nearby residents stifle the needs of the entire community.

Please keep this project moving forward.

I support Gelsons.

Ken Myszkowski  
811 Boundary Place  
Manhattan Beach, CA 90266

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:19 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelsons for Manhattan beach

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@citymb.info  
City of Manhattan Beach, CA

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

**From:** sharon bales [mailto:sharonabales@yahoo.com]  
**Sent:** Tuesday, April 04, 2017 3:02 PM  
**To:** List - City Council  
**Subject:** Gelsons for Manhattan beach

Please allow this project to proceed. It will be a great asset to our community Sharon bales

Sent from my iPhone

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:20 PM  
**To:** Martha Alvarez; Laurie B. Jester; Anne McIntosh  
**Subject:** FW: I approve GELSONS

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** kande hall [<mailto:kande@frenchkande.com>]  
**Sent:** Tuesday, April 04, 2017 3:01 PM  
**To:** List - City Council  
**Subject:** I approve GELSONS

I live in MB, and it's time to reno that empty property, and make our community look like the quality that it is.

**Kande Hall**  
312 E Imperial Ave.  
El Segundo, Ca 90245  
310-414-3400 ext. 104  
[FrenchKande.com](http://FrenchKande.com)



## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:20 PM  
**To:** Martha Alvarez; Laurie B. Jester; Anne McIntosh  
**Subject:** FW: Support for Gelson's Project

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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**From:** Ted Cohen [<mailto:cohen@sposilco.com>]  
**Sent:** Tuesday, April 04, 2017 2:59 PM  
**To:** List - City Council  
**Subject:** Support for Gelson's Project

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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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:21 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelson's

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** Carey Sokol [<mailto:careysokol@me.com>]  
**Sent:** Tuesday, April 04, 2017 2:59 PM  
**To:** List - City Council  
**Subject:** Gelson's

I think Gelson's would be a wonderful addition to Manhattan Beach. I enthusiastically support the Gelson's project. Please don't be influenced by a small vocal minority trying to stop this.

Thank you,  
Carey Sokol

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:22 PM  
**To:** Laurie B. Jester; Martha Alvarez; Anne McIntosh  
**Subject:** FW: Gelsons

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@citymb.info  
City of Manhattan Beach, CA

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

**From:** Susan Stromgren [mailto:susanhs@me.com]  
**Sent:** Tuesday, April 04, 2017 2:58 PM  
**To:** List - City Council  
**Subject:** Gelsons

Hi

I have been a resident for 30 years and am very supportive of the Gelson's project. I hope the newly-constructed City Council will approve this project.

Sepulveda is a commercial boulevard and it's ridiculous that we can't approve commercial projects there. We need the tax income. Why can't we be as business friendly as El Segundo is outside their downtown???

Thank you for your consideration  
Susan Stromgren

Sent from my iPad

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:22 PM  
**To:** Anne McIntosh; Martha Alvarez; Laurie B. Jester  
**Subject:** FW: Gelsons

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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**From:** Bill Bloomfield [<mailto:bill@baroneq.com>]  
**Sent:** Tuesday, April 04, 2017 2:57 PM  
**To:** List - City Council  
**Subject:** Gelsons

I doubt this is necessary, but on the very slight chance it is, I wanted the council to know that Susan and I strongly support Gelsons. We believe they will be a welcome addition to our city.  
Bill Bloomfield

Bill Bloomfield  
310-292-2484  
[BillBloomfield@gmail.com](mailto:BillBloomfield@gmail.com)

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:24 PM  
**To:** Martha Alvarez; Laurie B. Jester; Anne McIntosh  
**Subject:** FW: Gelson's

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Gail Cohen [mailto:gecco476@yahoo.com]  
**Sent:** Tuesday, April 04, 2017 3:22 PM  
**To:** List - City Council  
**Cc:** Gary A. Hamblet  
**Subject:** Gelson's

To the City Council:

I just wanted to notify you that my husband Gary Hamblet and I strongly support Gelson's plan to build a store at the proposed Sepulveda Boulevard location. It is a first class operation, and I know many local people who will welcome a Gelson's in Manhattan Beach. And, based upon my review of Gelson's efforts to alter its plans in response to various complaints, both real and contrived, Gelson's has gone above and beyond to satisfy the issues raised by the immediate neighbors

Further, Sepulveda Boulevard is and always has been a commercial corridor -- the complaining neighbors knew that when they purchased their properties so close to Sepulveda Boulevard.

Finally, based upon the demographics, it is highly likely that Gelson's proposed store/location will be very successful and will, consequently, generate significant income for the City of Manhattan Beach.

For all of these reasons we are strongly in favor of the Gelson's project.

Gail Cohen  
Gary Hamblet  
476 31st Street  
Manhattan Beach

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:24 PM  
**To:** Martha Alvarez; Laurie B. Jester; Anne McIntosh  
**Subject:** FW: Gelsons

**From:** John Wisialowski [mailto:johnwiz@gmail.com]  
**Sent:** Tuesday, April 04, 2017 3:14 PM  
**To:** List - City Council  
**Subject:** Gelsons

Let's not start the whole Gelson's drama with a new City Council. Let's move forward with this important project for our community. It will be nice to have an upscale market in our community. Let's get this moving forward as soon as possible.

John Wisialowski

--

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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**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:25 PM  
**To:** Anne McIntosh; Laurie B. Jester; Martha Alvarez  
**Subject:** FW: Gelsons

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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**From:** John Lynch [<mailto:jlynch2@msn.com>]  
**Sent:** Tuesday, April 04, 2017 3:15 PM  
**To:** List - City Council  
**Subject:** Gelsons

I am John Lynch .I live at 1531 gates ave Manhattan Beach and have since 1982. I write to express my unqualified support for the opening of a Gelsons market in my city, I hope you will not let a few NIMBYs influence what should be a simple decision.



## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:25 PM  
**To:** Anne McIntosh; Martha Alvarez; Laurie B. Jester  
**Subject:** FW: Gelson's Project

**Importance:** High

**Mark Danaj**  
**City Manager**

P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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---

**From:** Steve Labrie [<mailto:steve@thedrybar.com>]  
**Sent:** Tuesday, April 04, 2017 3:15 PM  
**To:** List - City Council; [info@gelsonsmb.com](mailto:info@gelsonsmb.com)  
**Cc:** Lori LaBrie  
**Subject:** Gelson's Project  
**Importance:** High

Manhattan Beach City Council,

I'm sending this note in support of the Gelson's project. My family are long time Manhattan Beach residents we are 100% in support of the Gelson's project and respectively urge you to approve this as soon as you've had time to review the plan. This business will be amazing for Manhattan Beach residents, our area is underserved in terms of having a grocery store, and we have to shop in Hermosa Beach, we believe in keeping our money in Manhattan Beach.

LaBrie Family  
1351 1<sup>st</sup> Street  
Manhattan Beach CA

Thank for your time and consideration,

Steve

**Steve LaBrie**  
CIO

**drybar**

125 Technology, #150  
Irvine, CA 92618  
o: (310) 751-7564

c: (323) 810-3500  
[www.thedrybar.com](http://www.thedrybar.com)  
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[facebook.com/thedrybar](https://facebook.com/thedrybar)  
[instagram.com/thedrybar](https://instagram.com/thedrybar)

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:26 PM  
**To:** Martha Alvarez; Laurie B. Jester; Anne McIntosh  
**Subject:** FW: I support Gelsons

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Kevin Barry [mailto:kpbarry@me.com]  
**Sent:** Tuesday, April 04, 2017 3:15 PM  
**To:** List - City Council  
**Subject:** I support Gelsons

Just sending this email to pledge my support for a quality development and Tenant. I personally think that it's the best use for the former dealership and can't picture another development that would be more beneficial to our City or to the Sepulveda corridor.

Glad it was approved, let's hope the momentum continues!

Kind regards,

Kevin Barry  
2603 Maple Ave.  
Manhattan Beach

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:26 PM  
**To:** Martha Alvarez; Laurie B. Jester; Anne McIntosh  
**Subject:** FW: Please Approve the Gelson's Development

**From:** Irl Cramer [mailto:icramer@gmail.com]  
**Sent:** Tuesday, April 04, 2017 3:15 PM  
**To:** List - City Council  
**Subject:** Please Approve the Gelson's Development

Dear Council,

I wanted to let you know sooner rather than later that my family favors the Gelson's development and has confidence in the orderly process of the city to have made the project safe and appropriate for the city. Please approve it.

Irl Cramer

**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

## Martha Alvarez

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:26 PM  
**To:** Anne McIntosh; Laurie B. Jester; Martha Alvarez  
**Subject:** FW: Gelsons

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Bill Mahoney [mailto:brettdad@gmail.com]  
**Sent:** Tuesday, April 04, 2017 3:18 PM  
**To:** List - City Council  
**Subject:** Gelsons

I want to see Gelsons in MB I live on oak Ave and would be walking there as I currently to to Ralph's Bill Mahoney 25 yrs in MB

Sent from my iPhone

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:27 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelsons

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Gail Winthrop [mailto:gailmindy913@aol.com]  
**Sent:** Tuesday, April 04, 2017 3:20 PM  
**To:** List - City Council  
**Subject:** Gelsons

We WANT Gelson's in Manhattan Beach! An amazing market for an amazing city!  
Thank you,  
Gail Winthrop  
120 1st Pl  
Manhattan Beach

Sent from my iPhone

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:28 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: Gelsons

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Cindy Perelson [mailto:cindyperelson@gmail.com]  
**Sent:** Tuesday, April 04, 2017 3:21 PM  
**To:** List - City Council  
**Subject:** Gelsons

Please approve the proposed Gelsons. It is exactly what this community needs. I lived near a Gelsons in our old neighborhood and it was wonderful! The staff were so friendly to my little kids, the selections were perfect for my everyday shopping needs and they did so many nice things for the neighborhood. We were two blocks from Gelsons, the lot and store size were similar to what's being proposed in MB and we never, ever had issues with parking, accidents, etc. This new Gelsons will vastly improve our community. I vote YES!

## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:28 PM  
**To:** Anne McIntosh; Laurie B. Jester; Martha Alvarez  
**Subject:** FW: Gelson's

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@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:** Gail Cohen [mailto:gecco476@yahoo.com]  
**Sent:** Tuesday, April 04, 2017 3:22 PM  
**To:** List - City Council  
**Cc:** Gary A. Hamblet  
**Subject:** Gelson's

To the City Council:

I just wanted to notify you that my husband Gary Hamblet and I strongly support Gelson's plan to build a store at the proposed Sepulveda Boulevard location. It is a first class operation, and I know many local people who will welcome a Gelson's in Manhattan Beach. And, based upon my review of Gelson's efforts to alter its plans in response to various complaints, both real and contrived, Gelson's has gone above and beyond to satisfy the issues raised by the immediate neighbors

Further, Sepulveda Boulevard is and always has been a commercial corridor -- the complaining neighbors knew that when they purchased their properties so close to Sepulveda Boulevard.

Finally, based upon the demographics, it is highly likely that Gelson's proposed store/location will be very successful and will, consequently, generate significant income for the City of Manhattan Beach.

For all of these reasons we are strongly in favor of the Gelson's project.

Gail Cohen  
Gary Hamblet  
476 31st Street  
Manhattan Beach



## Martha Alvarez

---

**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, April 04, 2017 3:28 PM  
**To:** Martha Alvarez; Anne McIntosh; Laurie B. Jester  
**Subject:** FW: I Want Gelsons in Manhattan Beach - Now !!!!!

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@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:** john pulos [<mailto:johnpulos@hotmail.com>]  
**Sent:** Tuesday, April 04, 2017 3:23 PM  
**To:** List - City Council  
**Cc:** [info@gelsonsmb.com](mailto:info@gelsonsmb.com)  
**Subject:** I Want Gelsons in Manhattan Beach - Now !!!!!

I am a tax paying resident (\$50,000 per year) of Manhattan Beach CA.

I support the new/proposed Gelson's Location on Sepulveda Blvd. and want it to proceed as quickly as possible.

This will be a fantastic addition to Manhattan Beach and well needed.

**Sincerely John Pulos**

605 Pacific Ave  
Manhattan Beach ca  
90266

## Mary Kirchwehm

---

**From:** Gail Cohen <gecco476@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 3:22 PM  
**To:** List - City Council  
**Cc:** Gary A. Hamblet  
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For all of these reasons we are strongly in favor of the Gelson's project.

Gail Cohen  
Gary Hamblet  
476 31st Street  
Manhattan Beach

**Mary Kirchwehm**

---

**From:** john pulos <johnpulos@hotmail.com>  
**Sent:** Tuesday, April 04, 2017 3:23 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** I Want Gelsons in Manhattan Beach - Now !!!!!

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I support the new/proposed Gelson's Location on Sepulveda Blvd. and want it to proceed as quickly as possible.

This will be a fantastic addition to Manhattan Beach and well needed.

**Sincerely John Pulos**

605 Pacific Ave  
Manhattan Beach ca  
90266

## Mary Kirchwehm

---

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**Sent:** Tuesday, April 04, 2017 3:21 PM  
**To:** List - City Council  
**Subject:** Gelsons

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## Mary Kirchwehm

---

**From:** Gail Winthrop <gailmindy913@aol.com>  
**Sent:** Tuesday, April 04, 2017 3:20 PM  
**To:** List - City Council  
**Subject:** Gelsons

We WANT Gelson's in Manhattan Beach! An amazing market for an amazing city!

Thank you,  
Gail Winthrop  
120 1st Pl  
Manhattan Beach

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Bill Mahoney <bretzdad@gmail.com>  
**Sent:** Tuesday, April 04, 2017 3:18 PM  
**To:** List - City Council  
**Subject:** Gelsons

I want to see Gelsons in MB I live on oak Ave and would be walking there as I currently to to Ralph's Bill Mahoney 25 yrs in MB

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Kemper Shaw <kempershaw@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 3:24 PM  
**To:** List - City Council  
**Subject:** Gelsons

This is my vote to approve the Gelsons project. Its about time we do the right thing here.

## Mary Kirchwehm

---

**From:** Brian Clark-Cole <bhcole1@icloud.com>  
**Sent:** Tuesday, April 04, 2017 3:24 PM  
**To:** List - City Council  
**Subject:** Proposed Gelson's

I am writing to express my support for the proposed Gelson's unit on Sepulveda.

I understand that there has been opposition expressed, but I believe the development should be approved.

Unfortunately, not only is Manhattan Beach not immune to NIMBYism, it seems to be very prevalent here. Many residents seem to have the attitude that once they are on board the lifeboat, the ladders should be pulled up. But we cannot freeze development just because someone moves to Manhattan Beach and thinks that everything should stay just as it was on the date they moved here.

In order for Manhattan Beach to remain an appealing place to live, it must continually grow and reinvigorate itself. This project has been thoroughly reviewed by the Planning Commission and City staff. It is in full compliance with all applicable requirements, and should be approved.

Thank you for your consideration. If I can answer any questions about my position, please let me know.

Brian

---

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



## Mary Kirchwehm

---

**From:** Tony Barberi <tony@barberirealestate.com>  
**Sent:** Tuesday, April 04, 2017 3:25 PM  
**To:** List - City Council  
**Subject:** Gelson's

Dear City Council Members,

I am very much in favor of the Gelson's project moving forward immediately. This project has been debated way too long and really comes down to the Nimby's not wanting anything near their homes despite the fact that they purchased near a commercial sector.

At this point, there has been enough press about the delays and difficulty to develop a simple boutique grocery store with a developer that wants to be a good partner with the city and the residents that other developers will begin to shy away from investing in Manhattan Beach due to the inability of the City Council and the Planning Department to move forward. There is never going to be 100% consensus on this project, or on any project, and thus the City Council now needs to show leadership and represent the majority by admitting that no amount of appeasement will make the nimby's happy with the exception of rezoning the parcel as a park. All of this while the vacant eyesore of an abandoned car dealership stands empty, much like the corner of Sepulveda and Manhattan Beach Boulevard.

Please green light this project.

Best Regards,

Tony Barberi

--

***TONY BARBERI***  
**Barberi Real Estate Group**



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[tony@barberirealestate.com](mailto:tony@barberirealestate.com)

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[barberirealestate.com](http://barberirealestate.com)

## Mary Kirchwehm

---

**From:** Miller, Kyle <krmiller@savills-studley.com>  
**Sent:** Tuesday, April 04, 2017 3:25 PM  
**To:** List - City Council  
**Subject:** Gelson's MB

City of MB,

As a resident of Manhattan Beach, I understand the changes that are constantly going on within the city – some good and some questionable. Bottom line is the city is growing and there are certain areas of the city that are in dire need of updating and additional amenities to service the community. The Gelsons project is a welcome change to what has been at the site for many years and what still remains along that Sepulveda corridor. Gelson's is a tremendous operator in the grocery space and will bring a positive element to the former dealership and auto body property.

Please don't force the current owners/developers to bring back a use that will only be a black-eye to the community and what the people represent. Stand proud and alongside the majority of the residents in Manhattan Beach who approve this project. For the select few that oppose the project, I understand their frustrations and commend them on a hard fought battle. The majority are pro Gelson's and I think the representatives voted in by the people should stand with the majority in favor of it.

Take care,

Kyle

**Kyle Miller**  
Senior Managing Director



License 01716644  
Corporate License 00388260

## Mary Kirchwehm

---

**From:** Steve Plenge <splenge@pacificretail.com>  
**Sent:** Tuesday, April 04, 2017 3:28 PM  
**To:** List - City Council  
**Cc:** 'Annmarie Brintnall (Annmarie\_Brintnall@gensler.com)'  
**Subject:** Gelsons

Dear Sir or Madam,

I am writing to strongly support the Gelsons project on Sepulveda Blvd and 8<sup>th</sup> Street.

My wife and children reside at 301 John Street, very near the project.

I am in the shopping center business and my wife is a partner at Gensler architects running one of their retail studios. We are both extremely pleased w the care and detail that has gone into the planning and review of this project. The developers have been incredibly conscientious for the safety, traffic mitigation, design and uses for this proposed development.

We see retail projects nationwide and we can both assure you this project is in the .1% of quality retail developments we have seen in the US.

I attended one of the planning commission meetings and spoke in favor of this project. I listened to the opposition and respect their concerns. However, I feel strongly their concerns on traffic and safety are misguided and over blown. This is a small development under any standard. It is incredibly unusual to see a developer go to the thoughtful review upfront, to attempt to mitigate traffic, safety and aesthetic concerns, as they have. Additionally, they have done a tremendous job working w the community to listen to their concerns and take those concerns, as best they can, into account for this development.

As my company looks to redevelop retail malls throughout the country (my previous company was Madison Marquette, which acquired and remodeled Manhattan Village some years ago, so I am very familiar w the concerns of the local community and the rigorous process that is required of developers in Manhattan Beach), we often encounter residents that simply want no development, no matter what. They think their city has become too large w too much traffic as is. Opposition groups often look to add roadblocks and costs unnecessarily to the development process. The current opposition has been insisting on an EIR review, which seems silly for a project of this size. The mitigation concerns have been addressed and an EIR would simply delay the project further and gain no further value for the City in its review of the project.

Developers and cities need to work together to create an appropriate balance to growth and development that fits the community. After listening to some of the arguments against the project at the planning commission hearing, I will admit I was baffled as to their logic and reality on some of the arguments that were made.

We very strongly believe that the Gelson's development provides a thoughtful, well designed, safe and practical use for this site. We are very much looking forward to shopping at Gelson's and hope the City provides final sign off for the project in short order.

Thank you for your consideration.

Sincerely,

Steve Plenge and Annmarie Brintnall

Steven M. Plenge, Managing Principal  
**Pacific Retail Capital Partners**  
100 N. Sepulveda Blvd., Suite 1925  
El Segundo, CA 90245

310-321-5980 Direct  
310-641-8805 Fax  
[splenge@pacificretail.com](mailto:splenge@pacificretail.com)

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## Mary Kirchwehm

---

**From:** Dorothy Morski <morski@verizon.net>  
**Sent:** Tuesday, April 04, 2017 3:28 PM  
**To:** List - City Council  
**Subject:** Gelsons

Dear city Council

Please consider my thoughts I would really appreciate having Gelson's near us in our neighborhood. It would be in walking distance and I think it is a very very good idea so please approve this. I thought it was already taken care of and I think they've done a good job on their study and protocol to be sure that it is up to standards for Manhattan Beach so thank you for your consideration

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Mona <mstepczyk@verizon.net>  
**Sent:** Tuesday, April 04, 2017 3:29 PM  
**To:** List - City Council  
**Subject:** Eagerly Awaiting Gelson's in MB

I have kept informed of the steps Gelson's has gone through in order to cooperate with concerned MB citizens opposed to its location, the Planning Commission, access onto Sepulveda. I know that this planned improvement has been reduced in size in order to accommodate safety requirement. There continues to be citizens concerned over safety along the Sepulveda corridor. Whether this project is allowed to be completed or not, due to the excessive speeds along the stretch of PCH and inattentive drivers, there will be accidents occasionally along

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Gailbeuder <gailbeuder@gmail.com>  
**Sent:** Tuesday, April 04, 2017 3:31 PM  
**To:** List - City Council  
**Subject:** Gelsons

Would you please just get on with the project . It's gone on long enough. It seems the majority of residents would love to have this first class business on Supulveda instead of the blight we've been looking at for years.

Sent from my iPhone

## Mary Kirchwehm

---

**From:** john & gay crowell <gaycrowell@gmail.com>  
**Sent:** Tuesday, April 04, 2017 3:33 PM  
**To:** List - City Council  
**Subject:** Gelson's

I applaud the planning commission for approving the plans for a Gelson's. Unfortunately there is a small minority of very vocal residents who want nothing to be built on that property. Please disregard them, and listen to the majority of residents who are eagerly awaiting the opportunity to shop at Gelson's.

Thank you,  
Gay Crowell  
JohnCrowell  
1126-18th St  
Manhattan Beach.

Sent from my iPad



## Mary Kirchwehm

---

**From:** randi elasowich <randiwich@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 3:33 PM  
**To:** List - City Council  
**Subject:** Gelson's

Dear City Council

I wanted to welcome the new members of City Council and look forward to your terms ahead.

I have written once before prior to the change in council members. I just wanted to express that I was happy to see that the Planning Commission approved the Gelson's project. It has been brought to my attention that the few(though vocal) opposing residents are still trying to ambush the project. I wanted to say that myself and almost all members of our community I speak to and come in contact with are happy that Gelson's will be joining our community. I think it will fit in well with our residents and it will be enjoyed by everyone even if the nay sayers choose not to shop there just to prove a point?? But I have to believe that it will be a convenient and pleasant addition to our community. I hope we are able to move forward and not allow the select loud few that are opposed to this project delay it any further.

**Randi Elasowich Fournier**

**[www.RealEstateByTheBeaches.com](http://www.RealEstateByTheBeaches.com)**

**310-415-6023**

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**[www.clickmanhattanbeachhomes.com](http://www.clickmanhattanbeachhomes.com)**

**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

## Mary Kirchwehm

---

**From:** Rene Sandera <renes58@aol.com>  
**Sent:** Tuesday, April 04, 2017 3:34 PM  
**To:** List - City Council  
**Subject:** info@gelsonsmb.com

Dear City Council. I have been following the Gelson's progress and issues with the City of Manhattan Beach and the residences surrounding the proposed site. As a business owner in Manhattan Beach for over 37 years, a home owner here in the city and born and raised here I understand the specifics and emotions involved by both sides. Having a Gelson's which is an upscale grocery chain can only benefit the city's ambiance and attract the type of shoppers that benefit both the city and the residence with higher sales receipts and an upscale type of shopper. This in turn leads to a more productive tax benefit that will enhance city coffers and benefit all that live and work in the city. Having upscale type of businesses attracts upscale shoppers that spend. In turn these shoppers tend to support surrounding businesses such as myself. And this in turn benefits all.

In closing the site in zoned for a Gelson's type of business. They have bent over backwards with every concern and regulation the city has thrown at them. We must favor and support businesses that have this type of high quality reputation that want to make Manhattan Beach their home not chases them away.

Sincerely,

Rene Sandera  
Super Sports Inc.  
2930 Sepulveda Bl  
Manhattan Beach CA 90266  
310 545-5272  
"Super Star Supporter of our local schools"

## Mary Kirchwehm

---

**From:** Dennis Lanfre <dennis@lanfre.com>  
**Sent:** Tuesday, April 04, 2017 3:35 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelson's Market

Dear City Council,

I am writing this note in support of opening Gelson's Market.

I am a long time (45 Years) resident of Manhattan Beach.

I have watched the many years of design, debate, redesign, redebate, etc, etc, etc, on this project and the mall project. The mall project was debated and redesigned for years while a lot of great stores moved into The Point. Lots of lost taxes on that. Some of our local leaders were against the mall plans - but were fine with The Point and moved their stores into the The Point - great leaders indeed - thank goodness they are gone.

Now we are doing the same thing with the Gelson's project.

While I understand some of the locals are against this project - It seems to me that Sepulveda is the retail street of Manhattan Beach.

I think that these folks that are against the project should have thought about the location of their homes when they purchased them.

Nobody wants a Gelson's behind their house - I get it - but don't buy a house behind a street like Sepulveda.

I could go on - but I won't - Please quit wasting everyone's time and money - Approve the Gelson's project and go on to something more important to the city.

Dennis Lanfré

## Mary Kirchwehm

---

**From:** Mona <mstepczyk@verizon.net>  
**Sent:** Tuesday, April 04, 2017 3:35 PM  
**To:** List - City Council  
**Subject:** Fwd: Eagerly Awaiting Gelson's in MB

Sorry, I inadvertently sent my message before completing.

I think there will be accidents along the Sepulveda corridor regardless of what is built in the future.

I think Gelson's will provide a welcome addition to our city.

Mona Stepczyk  
112 South Poinsettia Avenue  
Manhattan Beach, CA 90266

Sent from my iPhone

Begin forwarded message:

**From:** Mona <[mstepczyk@verizon.net](mailto:mstepczyk@verizon.net)>  
**Date:** April 4, 2017 at 3:29:15 PM PDT  
**To:** [CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)  
**Subject:** Eagerly Awaiting Gelson's in MB

I have kept informed of the steps Gelson's has gone through in order to cooperate with concerned MB citizens opposed to its location, the Planning Commission, access onto Sepulveda. I know that this planned improvement has been reduced in size in order to accommodate safety requirement. There continues to be citizens concerned over safety along the Sepulveda corridor. Whether this project is allowed to be completed or not, due to the excessive speeds along the stretch of PCH and inattentive drivers, there will be accidents occasionally along

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Andrew Caine <acaine@pszjlaw.com>  
**Sent:** Tuesday, April 04, 2017 3:36 PM  
**To:** List - City Council  
**Cc:** 'info@gelsonsmb.com'  
**Subject:** We support Gelson's

Dear City Council –

Our family fully supports the Gelson's project and looks forward to having such a wonderful market as a neighbor. We live at 1211 5<sup>th</sup> Street – two blocks away. Gelson's will be a great addition.

The delay in approval of the project has left an eyesore at 8<sup>th</sup> and Sepulveda. Please approve the project.

Thanks.

Andy and Laurie Caine

### Andrew Caine

Pachulski Stang Ziehl & Jones LLP

Direct Dial: 310.772.2357

Tel: 310.277.6910 | Fax: 310.201.0760

[acaine@pszjlaw.com](mailto:acaine@pszjlaw.com)

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## Mary Kirchwehm

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**From:** Kimberly LanfreBrubaker <kalb73804@gmail.com>  
**Sent:** Tuesday, April 04, 2017 3:37 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelson's

To whom it concerns

--  
Kimberly Lanfre Brubaker

## Mary Kirchwehm

---

**From:** Meryl Braudo <merylb@verizon.net>  
**Sent:** Tuesday, April 04, 2017 3:40 PM  
**To:** List - City Council  
**Subject:** Gelson's

I support Gelson's coming into Manhattan Beach.

Regards,  
Meryl Braudo  
Manhattan Beach resident

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Enrico.Parodi@ricoh-usa.com  
**Sent:** Tuesday, April 04, 2017 3:43 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** Gelson project

Dear City Council,

I believe it is time to execute on what the majority has already voted by the MB Planning Commissions and to go ahead with the Gelson Project.

Here are some facts who supported that vote:

- The project is 75% smaller than what is allowed by City Code and 15% smaller than the prior dealership. ([Link to more about the project here](#))
- The site's use and design is consistent with the City's vision for Sepulveda Blvd. (Link to more info [here](#) and [here](#))
- The review includes more than 2,500 pages of environmental study that clearly concluded no significant impact to the community. ([Link to more info here](#) and responses to hundreds of comments/questions [here](#), [here](#), [here](#), [here](#) and [here](#))
- Over the past two years the city staff has undertaken and completed an intensive and independent review which resulted in the city staff's recommendation to approve the project. ([Link to more info here](#))
- The Planning Commission undertook two long meetings - and an interim six-week study period - to review the project, take public input and ultimately approve the project. ([Link to more info here](#))

Thank you for your attention and consideration.

Regards,



**Enrico Parodi**  
Manhattan Beach resident



## Mary Kirchwehm

---

**From:** Leonard Elinson <lelinson@mariak.com>  
**Sent:** Tuesday, April 04, 2017 3:44 PM  
**To:** List - City Council  
**Subject:** Support for Gelson's

Please move forward with the project, it will be a good thing and source of revenue for our city. Thank you.

Leo Elinson  
President  
Mariak Industries, Inc.  
Patrician Window Coverings  
575 West Manville Street  
Rancho Dominguez, CA 90220 U.S.A.  
Phone: 310-661-4400, Ext. 801  
Cell: 310-486-1321  
Fax: 310-763-1022  
[lelinson@mariak.com](mailto:lelinson@mariak.com)  
[www.mariak.com](http://www.mariak.com)

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## Mary Kirchwehm

---

**From:** Jackie Luca <jackie.lucaehs@verizon.net>  
**Sent:** Tuesday, April 04, 2017 3:44 PM  
**To:** List - City Council  
**Subject:** I Support Gelsons

I live within a block of the proposed Gelson's site and I want to go on record as fully supporting the Gelson's project. The push by opponents for the requirement of an EIR is not needed and is clearly a move to delay the project in hopes that Gelson's will give up. Further, the claim that the project's projected activity should be compared to the activity of a vacant lot is ludicrous. Gelson's and Paragon have gone to extreme lengths to plan for safety and adequate parking so as to minimize impact to the neighborhood. Gelson's will be a significant improvement to the neighborhood and the city. Please don't allow a small number of vocal opponents ruin this for the vast majority of supporters and future customers.

Jackie Luca  
1039 9th St.  
Manhattan Beach, CA

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Horace Rupp <hwrjr@verizon.net>  
**Sent:** Tuesday, April 04, 2017 3:46 PM  
**To:** List - City Council  
**Subject:** Gelson's

I just want to add my support to the building of a Gelson's Market in Manhattan Beach. I live on 6th Street 1.5 blocks east of the proposed location. I believe the market will provide many benefits to the city. It will increase the tax base, it will add another upscale market to compete with Bristol Farms and Whole Foods, it will provide market within walking distance to the immediate area, and it will provide a nice facility at a location that is currently an eyesore. I lived near a Gelson's in Century City for nearly 20 years. The market provided excellent service to the area and in no way caused any inconvenience to the nearby residents. I am strongly in favor of the project moving forward.

## Mary Kirchwehm

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**From:** Julie Pitkanen <jpitkanen@aol.com>  
**Sent:** Tuesday, April 04, 2017 3:47 PM  
**To:** List - City Council  
**Subject:** Gelsens

I am definitely on board with the new store - looking forward to it Julie Pitkanen Sent from my iPhone

## **Mary Kirchwehm**

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**From:** john pulos <johnpulos@hotmail.com>  
**Sent:** Tuesday, April 04, 2017 3:23 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** I Want Gelsons in Manhattan Beach - Now !!!!!

I am a tax paying resident (\$50,000 per year) of Manhattan Beach CA.

I support the new/proposed Gelson's Location on Sepulveda Blvd. and want it to proceed as quickly as possible.

This will be a fantastic addition to Manhattan Beach and well needed.

**Sincerely John Pulos**

605 Pacific Ave  
Manhattan Beach ca  
90266

## Mary Kirchwehm

---

**From:** Becky Kendall <rkendall6@gmail.com>  
**Sent:** Tuesday, April 04, 2017 3:47 PM  
**To:** List - City Council  
**Subject:** Gelson project

I am writing in support of allowing Gelson to build a store in Manhattan Beach. This is the type of store I would like to see in our community. I want to shop there. There has already been enough study of the impact of the project. Please just get on with the project.

Becky Kendall  
2311 Manhattan Ave

## Mary Kirchwehm

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**From:** Lori Fazio <viajatova@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 3:50 PM  
**To:** List - City Council  
**Subject:** Gelson's MB

This letter is to request your support of Gelson's on Sepulveda blvd in Manhattan Beach. I moved here 5 years ago from Encino where I lived 1 block south of Ventura Blvd just 3 blocks from Gelson's. Similar to Manhattan Beach, South of Ventura blvd is an upscale residential area bordering on a busy Blvd. The parking lot was not large however traffic was not an issue. Customers spend little time in the grocery store per visit thus we did not have the street parking issues that were caused by businesses that attracted customers for many hours at a time. Gelson's will be an asset to our community and I wholeheartedly request your support.

Kindly,  
Dr. Lori Rubenstein Fazio

Sent from my iPad

## Mary Kirchwehm

---

**From:** David Stadler <reloman2@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 3:53 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** Gelson's approval

Council member's:

I'm one of many that feel this debate has gone on long enough. Gelson's is a high quality company, and would be an asset to all of us here in Manhattan Beach and surrounding areas. I am confident the concerns expressed by adjacent property owners will not come to fruition. I know, easy for me to say. I would like very much to see Gelson's establish this highly anticipated high quality market.

Thank you.

**David Stadler**  
**M. B. resident**

Sent from my iPad



## Mary Kirchwehm

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**From:** Debbie and Paul Brown <dskir@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 3:52 PM  
**To:** List - City Council  
**Subject:** Gelson's Please SUPPORT

Dear MBCC,

Please approve the Gelson's project! I have read all of the pros and cons and without rehashing them all I'm asking for your approval of the project as it stands. Unfortunately I am unable to attend tonight's meeting.

Thank you,  
Paul Brown  
321 6th Street  
Manhattan Beach

The Browns 

## Mary Kirchwehm

---

**From:** Chris <paskachch@hotmail.com>  
**Sent:** Tuesday, April 04, 2017 3:53 PM  
**To:** List - City Council  
**Subject:** New Gelson' Market

Dear City Council:

I'm a 25-year resident of Manhattan Beach who heartily supports the new Gelson's Market at 8th and PCH. I live at 1643 2nd Street, and think the new market will be a very positive addition to our neighborhood. Please vote yes to support this project.

Thanks.

Best regards,

Chris

Sent from my iPhone

## Mary Kirchwehm

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**From:** Zelman, Steven <SZelman@irell.com>  
**Sent:** Tuesday, April 04, 2017 3:54 PM  
**To:** List - City Council  
**Subject:** Gelson's project

I am writing to express, in the strongest terms, my full support for the Gelson's project.

I've talked to many people in the area (I live in the tree section) and I don't know a single person against the project. As you might suspect, the only ones against it seem to be the residents within a two block radius of the location. This is understandable; however, if you have a residence right next to Sepulveda Blvd. you're probably going to be annoyed by any type of business in the area. Those against this project are a tiny fraction of the MB population. I guess they would rather have an empty unused eye-sore car lot sitting on that property forever. But for everyone else, we look forward to a beautiful upscale supermarket like Gelson's. And as an added benefit, I'm sure this new enterprise will raise significant taxes for the City.

Seems like a no brainer.... At some point, you need to stop with the endless debate and pull the trigger.

Steven Zelman  
1820 Laurel Ave.  
Manhattan Beach CA 90266

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## Mary Kirchwehm

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**From:** Victor Castillo <victor@bizpetrol.com>  
**Sent:** Tuesday, April 04, 2017 3:55 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** Gelson's Market Manhattan Beach

Dear MB City Council:

My family supports the Gelson's MB project. The project is good for the city and good for the residents. It is the kind of project that brings a lot of value to the entire community. It is the kind of project that draws people to live here. It is a bona fide commercial project on a bona fide commercial location. We know that there are residents that concerned about the project. As prudent buyers, they should have known that buying a home within a commercial corridor comes with some headaches. They can't reject a bona fide commercial project just because their home is near the project. It is tantamount to my family complaining about the traffic on Manhattan Avenue after we closed escrow. Why complain about something we could see was there before we made the purchase decision? Any real estate agent in town would ask us why we would buy on Manhattan Avenue knowing that we would have a problem with the traffic.

Our community is dense! We live in a can of sardines called Manhattan Beach. There is a traffic and there is noise. This will not deter other families from buying the homes of the residents who are complaining about the Gelson's project. Families will continue to buy into Manhattan Beach because projects like Gelson's make it the living experience better for all the residents.

Victor Castillo  
Chief Executive Officer  
310-210-4571



## Mary Kirchwehm

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**From:** MaryLou <mmccammack@aol.com>  
**Sent:** Tuesday, April 04, 2017 3:56 PM  
**To:** List - City Council

Dear Council,

Thought the Gelson Market a done deal!

There will always be dissenters where the public is concerned. Obviously you can't accommodate all. So majority rules..

Yes for Gelsons.

Mary Lou McCammack

Sent from AOL Mobile Mail

## Mary Kirchwehm

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**From:** hal505mb@aol.com  
**Sent:** Tuesday, April 04, 2017 3:56 PM  
**To:** List - City Council  
**Subject:** Gelsons

We strongly support Gelsons market at the corner of 8th and Sepulveda

Bob and Sheila Halcomb  
505 8th St Manhattan Beach

## Mary Kirchwehm

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**From:** Jane Munson <jsmuns@aol.com>  
**Sent:** Tuesday, April 04, 2017 3:57 PM  
**To:** List - City Council  
**Subject:** Gelson's

Just wanted to express my support for the Gelson's store coming to Manhattan Beach.

Thanks,  
Jane Munson  
917 John St., MB

## Mary Kirchwehm

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**From:** Aaron Tofani <aarontofani@gmail.com>  
**Sent:** Tuesday, April 04, 2017 4:06 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Approve Gelson's in Manhattan Beach

Dear MB City Council - I am writing to express my support for the proposed Gelson's in Manhattan Beach. In my opinion, having a high quality grocery store such as Gelson's is the best possible use for this commercial property in our city. It would be a huge loss if this project is not approved. The opportunity to secure a high-quality project is right before us so I ask you to please approve the project. Thank you.

Aaron Tofani



## Mary Kirchwehm

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**From:** Debbie <djbrown310@gmail.com>  
**Sent:** Tuesday, April 04, 2017 4:07 PM  
**To:** info@gelsonsmb.com  
**Cc:** List - City Council  
**Subject:** Support Gelsons

This is in support of the Gelson's Market at 8th street and Sepulveda. We have read all the pros and cons and remain in total support of this project in Manhattan Beach. Please do not miss this opportunity to improve our City.

Sincerely,  
Debbie Brown  
321 6th St.  
Manhattan Beach

Sent from Deb's iPhone ~ Siri-ously

## Mary Kirchwehm

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**From:** Carly Schwartz <carlyschwartz@hotmail.com>  
**Sent:** Tuesday, April 04, 2017 4:08 PM  
**To:** List - City Council  
**Subject:** Gelsons

Sent from my iPhone

## Mary Kirchwehm

---

**From:** Sally A. Bickel <momunit@verizon.net>  
**Sent:** Tuesday, April 04, 2017 4:12 PM  
**To:** List - City Council  
**Cc:** Gelson's Manhattan Beach  
**Subject:** Gelson's Market Project

### LETTER IN SUPPORT OF PARAGON COMMERCIAL GROUP AND GELSON'S MARKET

TO: City Council Members

Manhattan Beach CA 90266

FROM: Sally Bickel

311 N Rowell Ave

Manhattan Beach CA 90266

I have lived in my home in Manhattan Beach since 1984. My husband and I raised our two children here and one of them still lives in town. I have seen a lot of growth and development in the City during these 33 years. Schools have closed, schools have opened; what were vacant lots now have multiple homes and/or businesses; small homes have been replaced by large homes; new businesses have opened providing residents the ability to shop in town, see doctors in town, and dine out in town. Manhattan Beach is a City that changes and grows and meets the needs of its current residents.

There is a lot of talk in town about "maintaining our small beach community atmosphere" when folks are opposed to change. I believe that ship sailed a long time ago....but it is okay with me. Change is inevitable and Manhattan Beach has done a fine job of managing that change and insuring that the growth is consistent with the needs and wants of the community AS A WHOLE, not just a small group of very loud, vocal residents.

I attended both Planning Commission Meetings regarding the Gelson's project and fully support the project as proposed by Paragon Commercial Group. I do accept that the neighbors in the first few blocks adjacent to the property will be affected by some increased traffic but feel that the developers have done everything required and necessary to mitigate these concerns. The project meets or exceeds the City Codes and its use and design are consistent with Sepulveda Blvd. In fact, the Gelson's project will be a huge improvement to the eyesore of the current vacant lot. Not to mention that a specialty grocery market such as Gelson's is a perfect fit for the demographics of Manhattan Beach and will provide an alternative to huge supermarkets such as Ralph's which is failing to meet the needs of the community.

I listened to many residents' concerns and complaints at the two Planning Commission meetings. I heard one after another resident repeat the same complaint, mischaracterize the project and Gelson's Market, and many times repeat the same inaccurate or exaggerated information. It is not reasonable to expect a vacant commercial property to remain vacant, which is what it seems is the only thing that would satisfy the opposition. To not approve this project is in effect saying that the City will allow no development to take place as this project has met all City requirements.

I urge the City Council to listen only to the truth, listen to the entire community, and do what is right and allow this project to go forward without any additional obstacles.

Thank you,

Sally Bickel

## Mary Kirchwehm

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**From:** April Marano <amarano@medsolve.org>  
**Sent:** Tuesday, April 04, 2017 4:13 PM  
**To:** List - City Council  
**Subject:** We Support Gelson's!!!!

I was living in the SF Valley in Northridge during the great earthquake. We had no drinking water for days. The only market open was Gelson's. During this tragic time, Gelson's distributed water at their cost, and also distributed disposable diapers. Gelson's opened their store even though they lost money doing so. When the community needed to pull together, Gelson's was there with us. I will never forget this. If Gelson's wanted to move into my neighborhood, my family, along with many of my neighbors would welcome Gelson's to the community with open arms. Please do not let a few outspoken people prevent Gelson's from coming to Manhattan Beach.

Kind Regards,

April Marano-Ford  
John S. Ford MD MPH  
220 28th Street

**Mary Kirchwehm**

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**From:** Sharon Ledesma <ssledesma@verizon.net>  
**Sent:** Tuesday, April 04, 2017 4:15 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** supportive of Gelson's

To Whom It May Concern:

My husband, Mark, and I are both hoping the Gelson's market will be built. We live within walking distance of the site and would love to be able to walk to get our groceries.

Thank you for your support.

Sincerely,

Sharon Ledesma

1406 9<sup>th</sup> Street

MB, CA 90266

310-372-0069

## Mary Kirchwehm

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**From:** Mickie Kingston <mickie.kingston@gmail.com>  
**Sent:** Tuesday, April 04, 2017 4:16 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** I support Gelson's

Dear Manhattan Beach City Council Members:

I am in full support of Gelson's occupying the Property on 8<sup>th</sup> and Sepulveda. I trust you to ensure they have followed all the steps they need to. To be honest I have no idea how sales tax revenue benefits the city, but it couldn't hurt. Also, there are so many vacant business's along that corridor it would be fantastic to see something there. As for the neighbors who oppose it siting traffic concerns, no offense but I am pretty sure this property was zoned for business when they purchased their homes. I have lived here 25 years and as far as I know it has not ever been zoned residential.

With trust,

Mickie Kingston  
1148 Pine avenue

## Mary Kirchwehm

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**From:** Theodore Frickel <tfrickel@hotmail.com>  
**Sent:** Tuesday, April 04, 2017 4:16 PM  
**To:** List - City Council  
**Subject:** Gelsons

Both my wife & I are in favor of the new Gelsons.

With the expected growth of Southern California During the next thirteenth years the additional traffic and problem will not effect the area as much as the pressure to increase residential density, as this area ( Socal). Area growth at least 50%. This growth wil I increase property values.

These buyer will expect and want market of this caliber. This will increase sales taxes as Well As property Taxes. We are,therefore in favor of Gelsons.

Thanks,  
T. frickel

## Mary Kirchwehm

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**From:** Nancy Raiche <nancy.raiche@gmail.com>  
**Sent:** Tuesday, April 04, 2017 4:22 PM  
**To:** List - City Council  
**Cc:** Gelson's Manhattan Beach  
**Subject:** Gelson's Market=urge approval

I urge the city county to **Approve** the Gelson's Market project on Sepulveda. I have written to you before to express my feelings, but feel I want to do it again, since the item is coming before you.

I attended one of the early information meetings at the library a few years ago and was shocked at the residents NIMBY attitude. I live downtown, in the heart of the city, so when they are "concerned about traffic" on their streets, I can only reflect on my ability to get out of my garage on Ocean Drive during the summer, and give a quiet chuckle. Of course we want their children to be safe, but I have on occasion had the opportunity to drive on the streets in that neighborhood - when I took my Mercedes in for service, and I can tell you that there is very little traffic.

Last summer when my daughter visited, I drove to Marina De Rey to the Gelson's Market there to buy one of my favorites, a Lobster Quiche. You can't find that at Whole Foods in El Segundo, or Bristol Farms, or Trader Joe's. It was worth the drive, but I have to say that I REALLY would prefer to have Gelson's in my home town. I believe in buying local.

The developer has gone through a very extensive process of community input. Since that initial meeting I attended, the developer has altered their plans to accommodate the community. The Planning Commission and various city departments have thoroughly studied the project proposal. After two long meetings with extensive community input, the project has now received their recommendation for approval.

Again, **I urge you to approve this project.** Gelson's would be an asset for our community.

**Whoever owns that property has a right to use it productively, within the guidelines set by the city. I don't know that any kind of development would be welcomed by some of the neighbors. That's not fair to the property owner!**

Sincerely

Nancy Raiche  
1148 The Strand  
Manhattan Beach, CA 90266

310-545-7272



## Mary Kirchwehm

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**From:** Jeff Bower <jeff@bowerhome.net>  
**Sent:** Tuesday, April 04, 2017 4:21 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com  
**Subject:** I support Gelson's in our community

Members of the City Council:

As a 29 year resident of Manhattan Beach, I strongly support Gelson's proposed new store in our community. I have shopped at their Marina del Rey store for many years, and believe they will bring a tremendous product to Manhattan Beach, while also dramatically improving a long blighted former auto dealership location. This store will be good for consumer choice, good for our property values, and good for the City's general fund!

Jeff Bower

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Jeffrey Bower  
220 20th Street

## Mary Kirchwehm

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**From:** Mike Duckworth <mrduckworth@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 4:22 PM  
**To:** List - City Council  
**Subject:** Gelson's

Let's not move backwards!

A small group of anti-progress members of our community has wasted significant council time fighting what a majority of us support!

Gelson was approved and I would hate to move backwards and reopen a project that the majority of our community wants to happen.

Please allow the Gelson's project to move forward expeditiously.

Thank you

Mike Duckworth  
30 year resident

Sent from my iPad

## Mary Kirchwehm

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**From:** Marcia Gresko <msg450@roadrunner.com>  
**Sent:** Tuesday, April 04, 2017 4:24 PM  
**To:** List - City Council  
**Subject:** Gelson's support

Dear City Council Members,

My husband and I have lived in the Hill Section of Manhattan Beach for 37 years. The car dealership parking lot has been an eyesore for many of the last few years. The opportunity to have a high-end grocery store within walking distance of our home is very attractive to the many senior citizens like us who don't want to get into our cars every time we need a few items. We feel Gelson's and Manhattan Beach city government has each done their due diligence and have come to an agreement that should proceed for the benefit of the community. A few residents who can't support progress should not control the positive growth of our city.

Thanks.

Joe and Marcia Gresko

## Mary Kirchwehm

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**From:** Darrin F <frankel7000@gmail.com>  
**Sent:** Tuesday, April 04, 2017 4:27 PM  
**To:** List - City Council  
**Subject:** Gelsons

I'm at Southbay resident and I would urge you to vote yes on Gelson's market.

Sent from my iPhone

Darrin Frankel

310-339-6350

[frankel7000@gmail.com](mailto:frankel7000@gmail.com)

[darrin.frankel@morganstanley.com](mailto:darrin.frankel@morganstanley.com)

## Mary Kirchwehm

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**From:** Carolyn Gould <cegould@hotmail.com>  
**Sent:** Tuesday, April 04, 2017 4:32 PM  
**To:** List - City Council  
**Subject:** Gelsons

This is a wonderful store. I often drive to Marina Del Rey to get cakes from their bakery and of course take full advantage of their other products. It seems as if a few people are trying to force their beliefs on the rest of us. Enough let the market be built.

Sent from my iPhone

## Mary Kirchwehm

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**From:** Susan Kowalski <susan@spectatordeluxe.com>  
**Sent:** Tuesday, April 04, 2017 4:36 PM  
**To:** List - City Council  
**Subject:** Gelsons

Really looking forward to having *Gelson's* in our neighborhood. It is going to be a **GREAT** addition!!!

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## Mary Kirchwehm

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**From:** Sherri <sherri8000@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 4:38 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelson's Support

As a Manhattan Beach resident, I urge you to support Gelson's!

- The project is 75% smaller than what is allowed by City Code and 15% smaller than the prior dealership.
- The site's use and design is consistent with the City's vision for Sepulveda Blvd.
- The review includes more than 2,500 pages of environmental study that clearly concluded no significant impact to the community
- Over the past two years the city staff has undertaken and completed an intensive and independent review which resulted in the city staff's recommendation to approve the project.
- The Planning Commission undertook two long meetings - and an interim six-week study period - to review the project, take public input and ultimately approve the project.

Sherri Roman  
3608 Crest Dr.  
Manhattan Beach, CA 90266

## Mary Kirchwehm

---

**From:** Herbert Harger <herbertharger@verizon.net>  
**Sent:** Tuesday, April 04, 2017 4:47 PM  
**To:** List - City Council  
**Subject:** Gelson's

Members of the Manhattan Beach City Council,

This E-mail is to advise you that I am in favor of the Gelson's project at Sepulveda and 8th Street. I live at 1230 6th Street which is just 1-1/2 blocks from the proposed site.

I have been a resident of Manhattan Beach for 66 years and look forward to being able to walk to the store to do my shopping.

I'm requesting that you vote in favor of the project.

Sincerely,

Herbert L. Harger



## Mary Kirchwehm

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**From:** Susan Vogl <svogl@usc.edu>  
**Sent:** Tuesday, April 04, 2017 4:48 PM  
**To:** List - City Council  
**Subject:** Proposed Gelson's Market

Dear City Council Members,

I live just two blocks from the site of the proposed Gelson's Market, and I'm very excited about the prospect of having such an excellent market within walking distance.

Yes, I said walk. Because I live so close to Sepulveda, I walk to restaurants, services, etc. In fact, I've identified 15 businesses I walk to on a regular basis. I'd love to add Gelson's to that list. With my family, I be able to buy locally-grown food, organic fruits and vegetables, get a coffee, attend a wine tasting and not contribute to traffic. I've talked to a number of my neighbors, who frequently walk to the wine store, yoga classes, etc., and they are equally enthusiastic.

I would love my city to be more walkable and having a Gelson's on Sepulveda would be an excellent way to accomplish that.

All the best,  
Sue Vogl

1206 6th St.  
Manhattan Beach

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Sue Vogl  
[svogl@usc.edu](mailto:svogl@usc.edu)  
310/379-0987  
310/503-8884 (mobile)

## Mary Kirchwehm

---

**From:** Dexter Ford <dexter.ford@verizon.net>  
**Sent:** Tuesday, April 04, 2017 4:48 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Yes To Gelson's!

I look forward to Gelson's opening on the west side of Sepulveda. This will reduce traffic (and traffic and pedestrian accidents) on Sepulveda, reduce noise and pollution (people traveling less, walking, etc.) and just make things nicer.

Everybody eats. Everybody needs groceries. It seems to me that the selfish people (who also shop and eat) who oppose Gelsons want all the benefits, but none of the responsibilities, of living in our town.

Thanks,

Cheers,

Dexter

Dexter Ford  
Contributing Writer  
**The New York Times**

p: 310 546 1781  
c: 310 387 0803  
e: [dexter@dexterford.com](mailto:dexter@dexterford.com)

2607 Maple Ave.  
Manhattan Beach, CA 90266

## Mary Kirchwehm

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**From:** Gary Rosenfeld <rosenfeldgary@gmail.com>  
**Sent:** Tuesday, April 04, 2017 4:54 PM  
**To:** List - City Council  
**Cc:** info@gelsonsmb.com; Ariel Rosenfeld  
**Subject:** Gelson's Market Project

Dear City Council Members, I am writing to you to express my support for the Gelson's Market project. I was very pleased to see that the Manhattan Beach Planning Commission voted to approve the project. Our city will greatly benefit from adding such a well known, respected, and successful business. I know this first hand as I worked as a boxperson at the Gelson's market in Encino while I was in high school and during my first year as an undergraduate at UCLA. Granted, this was a number of years ago (I graduated from UCLA in 1985 so you can do the math). Though, I have continued to shop at Gelson's Markets in Encino, Century City and Marina del Rey throughout my adult life. I always leave their stores impressed by the standard of quality in products and especially service that Gelson's Market has maintained over the years.

Based on my personal experiences with the Gelson's Market business as an employee and dedicated customer, I am very confident that the new Gelson's Market in Manhattan Beach will be a great asset to our community and Gelson's will operate their store with the utmost respect for all of our neighbors in Manhattan Beach. I encourage all of you support the Gelson's Market project.

Best regards, Gary Rosenfeld

## Mary Kirchwehm

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**From:** Susan Matt <thesmatts2@verizon.net>  
**Sent:** Tuesday, April 04, 2017 4:57 PM  
**To:** List - City Council  
**Subject:** I Support Gelson's

Dear Members of MB City Council:

I live on 6<sup>th</sup> St. across Sepulveda from the proposed Gelson's site. I walked past the lot on my way down to the coast and envisioned what the store will look like. It would be so nice to have a grocery store there. We could pick up food items and meet our friends there for coffee and snacks. I believe the quality of life on this side of Manhattan Beach will be greatly enhanced with a convenient store we don't have to drive to visit.

Currently, the lot is surrounded with chain link fence and a tarp, just like the lot diagonally across the street from my house and the one across from Target. "Blight" comes to mind when I look at these sites - daily. Please do what you can to enable the owners to utilize their property.

Sincerely,  
Susan Matt (1531 6<sup>th</sup> St.)

## Mary Kirchwehm

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**From:** dennis chin <travelduck@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 4:57 PM  
**To:** List - City Council  
**Subject:** Gelsons

To all city council members please vote yes on that project it will enhance the site an bring a nice grocery store to Manhattan beach.

## Mary Kirchwehm

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**From:** Allyson Gabriel <allysongabriel@gmail.com>  
**Sent:** Tuesday, April 04, 2017 5:02 PM  
**To:** List - City Council  
**Subject:** Support for Gelsons

I am writing to show my extreme support and desire for Gelson's to come to Manhattan Beach. It seems ludicrous and nonsensical for people to oppose this. The addition of Gelson's to the neighborhood is consistent with the vision of what Sepulveda Blvd should look like. It's an upscale market and this is something greatly lacking in the area. We will be greatly disappointed if this project falls through due to some greedy and selfish residents.

Sent from my iPhone

## Mary Kirchwehm

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**From:** Steve De Baets <steve.debaets@gmail.com>  
**Sent:** Tuesday, April 04, 2017 5:10 PM  
**To:** List - City Council  
**Subject:** Gelsons

I am in favor of the Gelsons market.  
Steve De Baets

Sent from my iPhone

## Mary Kirchwehm

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**From:** Hale Boggs <hale\_boggs@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 5:11 PM  
**To:** List - City Council  
**Cc:** Hale Boggs  
**Subject:** Gelson's

Dear City Council:

I am a 16 year resident of Manhattan Beach, having owned my home at 804 Manhattan Ave since 2003, and renting in the north Sand Section prior to that.

Frankly, I am appalled that this project has not yet been approved. It is truly startling to me that a tiny minority of disaffected homeowners has been able to disrupt and delay what promises to be a huge benefit to the vast majority of our city's population.

This is the epitome of the "not in my backyard" protest. The scare tactics about traffic congestion, "dangerous" conditions on Sepulveda Blvd and whatever else these people have thrown out there are, candidly, ridiculous. It's an upscale grocery store bring built on Sepulveda Blvd. It will be great for the city.

I find it interesting that we heard nothing from these people as we watched two massive commercial projects get built just a mile or so north at Rosecrans. The stores and restaurants at the Point and the other project next door receive millions of dollars in revenues from Manhattan Beach residents, with all the local tax revenues going to El Segundo.

PLEASE do the right thing and approve this project. It is abundantly clear that a huge majority of your constituents are supportive, and for good reason.

I am happy to discuss this further at any time.

Sincerely,

Hale Boggs  
310-415-5031



## Mary Kirchwehm

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**From:** Drummond <IVDUCKS@aol.com>  
**Sent:** Tuesday, April 04, 2017 5:11 PM  
**To:** List - City Council  
**Subject:** Gelson's market

Please do not be swayed by a small yet vocal group of disgruntled residents. The overwhelming majority want and need a quality upscale food store that will fit so tastefully and legally in our community, with less density and site coverage allowed by the city zoning and use codes!

This project deserves your approval! We are not a zero growth, intolerant community as some small group would like you to think. We only ask for quality improvements that adhere to current codes and regulations, and that are a benefit and enhancement to our great town. Please make a positive statement by approving this much needed and wanted addition. There will never be 100% approval on any development anymore. There are only approvals of those that make sense, are compatible with our laws and regulations and enhance our quality of life. This project complies with all of these mandates. Please vote "yes" for the Gelson's project. Thank you

David Drummond  
2908 Palm Ave  
Manhattan Beach, CA

MB resident since 1976.

Sent from my iPhone

## Mary Kirchwehm

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**From:** Bambuka@aol.com  
**Sent:** Tuesday, April 04, 2017 5:18 PM  
**To:** List - City Council  
**Subject:** Gelsons

Please approve the Gelson's project on sepulveda.

I live in the immediate area and fully support the project.

Jason siedlecki  
1211 2nd St.  
Manhattan beach

## Mary Kirchwehm

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**From:** Stephen Kiddoo <kiddoo.stephen@gmail.com>  
**Sent:** Tuesday, April 04, 2017 5:21 PM  
**To:** List - City Council  
**Subject:** Gelsons

I strongly support having Gelsons in Manhattan Beach. I'm tired of hearing false claims of negative impacts on the city. I hope to see this approved soon.

Stephen Kiddoo  
405 Bayview Drive

Sent from my iPhone

## Mary Kirchwehm

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**From:** gina ruben <ginahruben@yahoo.com>  
**Sent:** Tuesday, April 04, 2017 5:18 PM  
**To:** List - City Council  
**Subject:** Gelsons

I am writing this email in support of Gelson's coming to Manhattan Beach. They are a welcome addition to this community and everyone I know supports the project. Gelsons has patiently and thoroughly responded to each and every concern raised by local homeowners and the project should go through. It will only enhance the community.

Gina Ruben

## Mary Kirchwehm

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**From:** Jerry Tain <jtmanbch@verizon.net>  
**Sent:** Tuesday, April 04, 2017 5:21 PM  
**To:** List - City Council; info@gelsonsmb.com  
**Subject:** Gelson`s

Dear City Council,

I am in support of Gelson`s in Manhattan Beach.

The project is 75% smaller than what is allowed by City Code and 15% smaller than the prior dealership.

The site's use and design is consistent with the City's vision for Sepulveda Blvd.

The review includes more than 2,500 pages of environmental study that clearly concluded no significant impact to the community.

Thank you,  
Jerry Tain

## Mary Kirchwehm

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**From:** Laurel Ulrich <laurelulrich@gmail.com>  
**Sent:** Tuesday, April 04, 2017 5:26 PM  
**To:** List - City Council  
**Subject:** Approve Gelsons

Please do not waste any more time listening to a few loud complainers! We need Gelsons and they comply with all of the codes and requirements! We need the tax dollars and need Sepulveda to look better and have something to offer other than more Skechers buildings! Stop making Gelsons jump through all these hoops because these people are never going to be happy!!

Sent from my iPhone

## Eric Haaland

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, March 28, 2017 8:15 AM  
**To:** Anne McIntosh; Eric Haaland  
**Cc:** Martha Alvarez  
**Subject:** FW: Gelson's

Mark Danaj  
City Manager  
(310) 802-5053  
[mdanaj@citymb.info](mailto:mdanaj@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: Jamie Bauer [<mailto:jamibauer@sbcglobal.net>]  
Sent: Monday, March 27, 2017 1:31 PM  
To: List - City Council  
Subject: Gelson's

To City Council,

I do not understand how the City of MB can give conditional approval for the Gelson's project, without having done an EIR!

I live at 1146 8th Street, and will absolutely be impacted by this decision. I see the traffic on 8th Street back up daily (more people use it because of the light). When the repaving project was done, all of the city tractors and other big vehicles used 8th street to cross over. The intersection of Sepulveda and 8th is already a dangerous intersection, with multiple serious vehicular accidents.

I find it difficult to believe that anyone could think that going from zero traffic to a location, to hundreds, if not a thousand, vehicles daily to that same location won't create an impact. The way that this is getting jammed through makes me think that someone is receiving something from Paragon to make it happen without taking the appropriate safety studies.

If it isn't done safely and sanely, then it shouldn't be done at all.

Sincerely,

Jamie Bauer  
1146 8th Street.





## Eric Haaland

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**From:** Mary Kirchwehm on behalf of Mark Danaj  
**Sent:** Tuesday, March 28, 2017 8:14 AM  
**To:** Anne McIntosh; Eric Haaland  
**Subject:** FW: Gelson's

FYI

**Mark Danaj**  
**City Manager**

P: (310) 802-5053

E: [mdanaj@citymb.info](mailto:mdanaj@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:** Jamie Bauer [<mailto:jamibauer@sbcglobal.net>]  
**Sent:** Monday, March 27, 2017 3:33 PM  
**To:** List - City Council  
**Subject:** Gelson's

Here are photos of 8th Street (headed west to cross Sepulveda) at about 3:15 (without a Gelson's).

Please ensure that an EIR is done.





Sincerely,

Jamie Bauer  
1146 8th Street

## Eric Haaland

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**From:** Laurie B. Jester  
**Sent:** Monday, April 03, 2017 12:05 PM  
**To:** Erik Zandvliet; Eric Haaland  
**Subject:** FW: Gelson's Proposal  
**Attachments:** Gelson's Proposal.docx

FYI and for public file

**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:** Mary Kirchwehm **On Behalf Of** Mark Danaj  
**Sent:** Monday, April 03, 2017 11:57 AM  
**To:** Martha Alvarez <[malvarez@citymb.info](mailto:malvarez@citymb.info)>; Anne McIntosh <[amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)>; Laurie B. Jester <[ljester@citymb.info](mailto:ljester@citymb.info)>  
**Subject:** FW: Gelson's Proposal

**From:** Peter Joyce [<mailto:peterwjoyce@gmail.com>]

**Sent:** Sunday, April 02, 2017 6:35 PM

**To:** List - City Council

**Subject:** Gelson's Proposal

Dear City Council Members,

Please see attached letter

Thanks,

Peter W. Joyce

**Mark Danaj**  
**City Manager**

P: (310) 802-5053

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

April 2, 2017

Dear Members of the Manhattan Beach City Council,

I write concerning the **Gelson's proposal** for 8<sup>th</sup> and Sepulveda Blvd.

Although this proposal has been in the works for 2 years, the only public hearings on the proposal have been in the last two Planning Commission meetings on Feb. 8, 2017 and March 22, 2017. I attended both hearings in their entirety, some 9 hours total.

I would urge each of you to watch at least some of the public comments made during these meetings. The full videos are on the city website at:

<http://www.citymb.info/city-officials/boards-and-commissions/planning-commission>

The vast majority of citizens speaking had major concerns about the Gelson's proposal concerning resident safety, traffic and parking.

The city's staff MND did not do a neighborhood impact report. An EIR would require a neighborhood impact study.

The MND reported that the Gelson's proposal would have "***no significant impact***" on any of the studied intersections. The city traffic engineer, Eric Zandvliet explained that in order to have a "***significant impact***" the intersection would have to fail, be graded an "F". Any change in intersection grade would only

be “*significant*” if the new grade was an F, meaning the intersection failed. Mr. Zandvliet said that the thresholds for these grades, as adopted by the city, are “very high thresholds”.

I live at one of the studied intersections, 8<sup>th</sup> and Dianthus St. The MND projected some 5-6,000 one way trips to a new Gelson’s. Since the only way into or out of Gelson’s is via 8<sup>th</sup> St. or Sepulveda, the conclusion that there would be “no significant impact” at 8<sup>th</sup> and Dianthus St. is just totally inaccurate by any common parlance. The thresholds are extremely biased against local residents.

The safety concerns are real. There have been some 5-6 people killed in accidents on Sepulveda Blvd. between 6<sup>th</sup> and 8<sup>th</sup> Streets in the last many years. Just last week there was another accident on Sepulveda at 8<sup>th</sup> which closed all southbound lanes.

The safety of the public on Sepulveda and on 8<sup>th</sup>, as well other nearby streets, is a big problem. A local citizen who is an attorney who deals in liability issues for developments spoke and said:

good evening, my name is glen tucker.

I have lived in manhattan beach since 1948 on diane and ninth street.

I just want to make it clear.

I am employed as a litigation

supervisor in a firm that provides contract work. I'm

speaking on behalf as a

resident and not on behalf of

my firm. Someone is going to google and figure out who we are.

I want to talk about the risk management issue on this

situation and I don't think it's been adequately addressed.

Given what you have before you

in the intersection of 8th and sepulveda, I defend these

constructs all the time.

My business of defending defenses and intersections with property cases. I believe you have a prima facie defect of

public property on notice here and it's facing a dangerous situation on Sepulveda. You need to understand that you folks and you folks are creating a record along with this intersection. The first thing that any smart planning attorney is going to do when someone gets hurt out there, they are going to do a public record act request for this record and they are going to get the history of that intersection and the report on all the accidents. The staff is not going to be able to blow off the request from some planning tornado warning that is -- attorney who is going to sue the city. What you are doing now is you are not ameliorating the situation. You are exacerbating it. I will tell you from experience, it is extremely difficult to defend a public accommodations from an infrastructure which has drawn attention from the public. There is a case called Metcalf from San Joaquin. That the question of reasonableness of a design is the question of fact for the jury with the probability of jury against the cause of action to do the right thing. This staff should be providing coverage to the city government and taxpayers. They should be insisting on the EIR. Why aren't they doing that? For the same reason they are not honoring the per records request because they don't want to see an EIR because it cannot withstand that kind of scrutiny. I'm asking you to do the right thing to ameliorate these risks now. If you can't see your way to do that, then have them give you an insurance policy so when some kid gets hit up there, they are going to be on the hook. That will be back before this city council before it's approved. I think the clear confident thing to do here for the staff to cover itself is to recommend the EIR, give coverage to the city and the taxpayers. The shame is that we have to hire lawyers in this city to represent us.

**The question of deceleration and acceleration lanes for the Sepulveda entry/exit has not been dealt with in a responsible manner by the developer. Citizen safety should trump all other issues.**



The deliberation and subsequent vote by the Planning Commission on the project on March 22, 2017 was not a good example of city government in action.

Over the two Planning Commission meetings, while hopefully listening to some 50-60 Manhattan Beach tax paying residents voice serious concerns about safety and traffic by the proposed project, Penny Bordokas, one of the three voting Planning Commission members in just 30 seconds totally dismissed the opposition saying all it was just fear on our part and that we used scare tactics.

Excuse me Ms. Bordokas, your very quick complete dismissal of the serious concerns of many residents is most distasteful.

Speaker after speaker have asked for an EIR. The city planning staff could not give a good explanation on why they were not recommending one.

During the extremely short public Planning Commission final deliberations on March 22, 2017 an EIR was not mentioned by one of the voting members.

I ask each of you City Council Members to look carefully at the proposal including serious resident concerns about safety, traffic, city liability and the questionable performance of our Planning Commission. An appeal of the Planning Commission certainly seems in order as does an EIR.

Thanks,

Peter W. Joyce

800 N. Dianthus St.  
Manhattan Beach, CA 90266

[peterwjoyce@gmail.com](mailto:peterwjoyce@gmail.com)

310 995-9281

## Eric Haaland

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**From:** Laurie B. Jester  
**Sent:** Saturday, April 15, 2017 3:11 PM  
**To:** Eric Haaland  
**Subject:** FW: Gelson's project

**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:** Mary Kirchwehm **On Behalf Of** Mark Danaj  
**Sent:** Thursday, April 13, 2017 9:06 AM  
**To:** Laurie B. Jester <[ljester@citymb.info](mailto:ljester@citymb.info)>; Anne McIntosh <[amcIntosh@citymb.info](mailto:amcIntosh@citymb.info)>  
**Subject:** FW: Gelson's project

**From:** Cynthia Wallace [<mailto:cinwallace@gmail.com>]  
**Sent:** Wednesday, April 12, 2017 10:50 AM  
**To:** List - City Council  
**Subject:** Gelson's project

To the City Council,  
I would like to indicate my support of the Gelson's store. I think it is a good choice for that location, providing quality services we need and could use in this convenient place. Also, keeping business in Manhattan Beach is a positive.

Cynthia Wallace

**Mark Danaj**  
**City Manager**

P: (310) 802-5053

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



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