

Dear Neighbors,

Having lived in Manhattan Beach with my wife for over ten years, I often reflect on how fortunate we are to have purchased our first house and started our family in this wonderful city. This appreciation has been reaffirmed in recent months as hundreds upon hundreds of Manhattan Beach residents whom I have never met, have taken the time to send notes, letters, emails, texts and to call expressing their support for our plans to bring a Gelson's Markets to Sepulveda Boulevard at 8th Street.

The response has been overwhelmingly positive, with almost every comment received to-date strongly in support of redeveloping the currently blighted site with a Gelson's. More importantly, the support is citywide, as you can see from the map on our "Community Support" page that shows a sampling of supporters throughout Manhattan Beach.

In this update, I want to correct some of the misinformation I am hearing in town.

- To date, we have submitted only the preliminary project application to the City. The studies required by the City are now being conducted to confirm compliance with City requirements. When completed, various City departments will review these studies before the project application is finalized and presented to the City's Planning Commission. We will make the studies available to the public when they have been completed.
- The site is located in one of the City's main retail corridors and is zoned for the retail uses we have proposed. Everyone agrees that there is already enough fast food and strip retail along Sepulveda, so our goal is to improve the local retail offerings. A specialty market is a high-end neighborhood amenity and Gelson's has an unparalleled history of being an excellent neighbor in the communities they serve.
- One of Paragon's core philosophies is to listen to everyone, as we believe it results in better projects. Our goal is for the Gelson's project to be a win-win for our city. While it is clear to us that the vast majority of Manhattan Beach residents believe this is an appropriate location for a Gelson's, we will continue to be responsive to the concerns of those with homes around the site.
- We appreciate that our plans to bring a Gelson's to this location in our city has received the endorsement of the Manhattan Beach Chamber of Commerce. The Chamber includes local business owners, many of whom are also residents, and we are encouraged by this local support. Please click the link above to read about the Chamber's endorsement.

Please utilize the "Get Involved Now" page to let us know you too support Gelson's or let us know if you have any questions.

Thank you,

A large, elegant, handwritten signature in black ink that reads "Jim". The script is fluid and cursive, with a prominent capital 'J'.

Jim Dillavou, Principal

Paragon Commercial Group