



CITY OF MANHATTAN BEACH

1400 Highland Avenue Manhattan Beach, CA 90266
www.manhattanbeach.gov • (310) 802-5000

STAFF REPORT

Agenda Date: 12/4/2018

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

George Gabriel, Senior Management Analyst

SUBJECT:

Discussion of the Survey Results Regarding Changing the Name of Sepulveda Blvd. to Pacific Coast Highway (City Manager Moe).

DISCUSS AND PROVIDE DIRECTION

RECOMMENDATION:

Staff recommends that the City Council discuss and provide direction regarding changing the name of Sepulveda Blvd. to Pacific Coast Highway.

FISCAL IMPLICATIONS:

There are no current fiscal implications associated with the recommended action.

BACKGROUND:

Sepulveda Blvd. is officially designated as Highway 1 (i.e., Pacific Coast Highway) by the California State Legislature, the governing body that oversees naming of the State's highway systems. In the South Bay, both Pacific Coast Highway and Sepulveda Blvd. are used between LAX and the City of Torrance.

In June, 2018, the City of El Segundo our neighbor to the north, formally changed the name of Sepulveda Blvd. to Pacific Coast Highway within its jurisdiction. This is also the name formally used by Hermosa Beach, Redondo Beach and Torrance, our neighbors to the south. Along the roadway segment where Sepulveda Blvd. and Pacific Coast Highway are synonymous, only Manhattan Beach and a small segment within the City of Los Angeles refer to the roadway as Sepulveda Blvd. rather than Pacific Coast Highway.

Caltrans indicated that Manhattan Beach would need to take several preliminary steps, including: conducting outreach to a majority of affected property/business owners; formal City

Council approval (e.g., resolution of support) for a name change; and submitting a formal request to Caltrans.

At the August 7, 2018, meeting, City Council directed staff to proceed with a survey to assess opinions of potentially changing the name of Sepulveda Blvd. to Pacific Coast Highway. Staff developed two separate surveys: one for property owners and/or business owners along Sepulveda Blvd., and one for the general community. For the purposes of this report, staff has broken down the survey results as the “Business Survey” and the “Community Survey.”

DISCUSSION:

Business Survey

In accordance with CalTrans requirements, surveys were mailed on August 16, 2018, to affected property owners and business owners along Sepulveda Boulevard. Of the 511 total surveys mailed out, 137 surveys were sent to property/land owners touching Sepulveda and 374 surveys were mailed to addresses representing existing businesses touching Sepulveda. Respondents had until September 4, 2018, to send their responses via mail back to the Department of Public Works.

The Department of Public Works received 66 total responses to the survey. Staff has attached the results and responses to the survey questions. Below are summarized highlights of the survey for City Council consideration.

- Of the 66 survey respondents, 43 marked themselves as a business owner and 32 marked themselves as a property owner. Nine marked themselves as both a property owner and business owner.
- 54.5% of respondents strongly disagreed or somewhat disagreed with renaming the street, and 43.9% of respondents strongly agreed or somewhat agreed with renaming the street.
- 53.8% of respondents believed that their business will experience a financial burden with the name change.

Business Owner Responses

- 65.1% of business owners strongly disagreed or somewhat disagreed with renaming the street and 34.9% of business owners strongly agreed or somewhat agreed with renaming the street.
- On average, business owners approximated that it would cost \$7,828 to make the address change to signage, stationary, and additional costs.

Property Owner Responses

- 50.0% of property owners strongly disagreed or somewhat disagreed with renaming the street and 46.9% of property owners strongly agreed or somewhat agreed with renaming the street.
- On average, property owners approximated that it would cost \$12,556 to make the address change to signage, stationary, and additional costs.

Community Survey

Consistent with prior surveys conducted, staff created a topic on the City's online public engagement platform, Open City Hall. The topic was created on August 20, 2018, and concluded on September 14, 2018.

The Open City Hall topic garnered 689 visitors to the webpage and received 533 responses, representing 26.9 hours of public comment (at 3 minutes per response).

Staff has attached the results and responses to the survey questions. Below are summarized highlights of the survey for City Council consideration.

- Of the 533 survey respondents, 467 (87.1%) marked themselves as a resident, 54 (10.1%) marked themselves as a resident of another city, 42 (7.8%) marked themselves as a business owner, and 16 (3.0%) marked themselves as other (multiple responses possible for respondent).
- When respondents asked how they utilized the Sepulveda Blvd. thoroughfare (multiple responses possible):
 - 71.1 % indicated they use it as a commuting route;
 - 39.8% indicated they use it as an access to the beach and other coastal amenities; and
 - 35.5% indicated they use it mainly on weekends for pleasure.
- 32.3% of respondents strongly disagreed or somewhat disagreed with renaming the street.
 - Respondents disagreed with renaming the street for various reasons (multiple responses possible):
 - 75.3% indicated the historical value attached to Sepulveda Blvd.
 - 71.0% indicated it is not a current priority of the City;
 - 55.4 % indicated the uniqueness of the Sepulveda Blvd. name in the South Bay;
 - 50.5% indicated it is too disruptive of a change; and
 - 19.5% indicated other reasons.
- 65.3% of respondents strongly agreed or somewhat agreed with renaming the street.
 - Respondents agreed with renaming the street for various reasons (multiple responses possible):
 - 87.9% indicated their desire for consistency with neighboring cities;
 - 73.3% indicated it would result in less confusion from different street names the South Bay;
 - 65.0% indicated it was more fitting of a beach city;
 - 46.8% indicated there was more prestige associated with "PCH;" and
 - 6.9% indicated other reasons.

Conclusion

Staff recommends that the City Council discuss and provide direction on changing the name of Sepulveda Blvd. to Pacific Coast Highway. Should City Council proceed with changing the name, staff will return at a future City Council meeting with the appropriate resolution(s) and the cost of the signs and installation for approximately 30 intersections.

ENVIRONMENTAL REVIEW

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

LEGAL REVIEW

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

Attachments:

1. Business Survey Results
2. Community Survey Results