



Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

November 28, 2018, 8:58 AM

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Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Summary Of Responses

As of November 28, 2018, 8:58 AM, this forum had:

Attendees:	4
Responses:	66
Hours of Public Comment:	3.3

QUESTION 1

Property Owner or Business Name:

Answered	66
Skipped	0

QUESTION 2

Parcel Address and/or Business Address:

Answered	66
Skipped	0

QUESTION 3

Type of Business:

Answered	64
Skipped	2

QUESTION 4

Check All that Apply:




Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

		%	Count
Business owner		64.6%	42
Property owner		49.2%	32


QUESTION 5

Do you support renaming Sepulveda Boulevard to Pacific Coast Highway?

		%	Count
No, I strongly disagree with renaming the street		50.0%	33
I somewhat disagree with renaming the street		4.5%	3
I have no opinion, and could go either way		1.5%	1
I somewhat support renaming the street		9.1%	6
I strongly agree with renaming the street		34.8%	23

QUESTION 6

Please check all that apply:

		%	Count
I am a property owner on Sepulveda Boulevard		50.0%	33
I rent property on Sepulveda Boulevard		60.6%	40
I manage property on Sepulveda Boulevard		22.7%	15

QUESTION 7

Will your business experience a financial burden with the name change?

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?



QUESTION 8

What is the estimated cost your business would incur to make the address change to signage, stationary, etc.?

Answered	55
Skipped	11

QUESTION 9

Do you have any other thoughts or suggestions about changing the name of Sepulveda Boulevard to Pacific Coast Highway?

Answered	48
Skipped	18

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Survey Questions

QUESTION 1

Property Owner or Business Name:

What is the estimated cost your business would incur to make the address change to signage, stationary, etc.?

QUESTION 2

Parcel Address and/or Business Address:

QUESTION 9

Do you have any other thoughts or suggestions about changing the name of Sepulveda Boulevard to Pacific Coast Highway?

QUESTION 3

Type of Business:

QUESTION 4

Check All that Apply:

- Business owner
- Property owner

QUESTION 5

Do you support renaming Sepulveda Boulevard to Pacific Coast Highway?

- No, I strongly disagree with renaming the street
- I somewhat disagree with renaming the street
- I have no opinion, and could go either way
- I somewhat support renaming the street
- I strongly agree with renaming the street

QUESTION 6

Please check all that apply:

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

QUESTION 7

Will your business experience a financial burden with the name change?

- Yes
- No
- Not sure

QUESTION 8

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Individual Responses

Name not available

September 24, 2018, 4:47 PM

Question 1

Robert Stephenson

Question 2

515 N. Sepulveda Blvd.

Question 3

CPA Firm

Question 4

- Business owner
- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00

Question 9

Should not even be a topic of conversation or consideration. Historical name should remain.

Name not available

September 24, 2018, 4:49 PM

Question 1

Steve's Lock, Safe & Alarm

Question 2

3401 N. Sepulveda Blvd.

Question 3

Locksmith

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

TOO MUCH

Question 9

Don't do it

Name not available

September 24, 2018, 4:54 PM

Question 1

Law Office of Walter R. Urban

Question 2

2609 N. Sepulveda Blvd.

Question 3

Law Office/Attorney Criminal Defense

Question 4

- Business owner
- Property owner

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$50,000.00 (conservative)

Question 9

Stationary: pleadings, court documents, legal notifications to ALL clients per Cal State Bar. Memberships, insurance, notifying banks/title company's for liens on clients/insurance. This is a huge cost and inconvenience for my practice. My business survives on repeat clients spanning a period of 43 years.

Name not available

September 24, 2018, 4:55 PM

Question 1

Surgery Center of Manhattan Beach

Question 2

3500 N. Sepulveda Blvd. #134

Question 3

Surgery Center

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00

Question 9

NO

Name not available

September 24, 2018, 4:56 PM

Question 1

The UPS Store

Question 2

1601 N. Sepulveda Blvd.

Question 3

Shipping/Mail Receiving/Business Services

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

No response

Question 9

Over 500 mailbox customers would have to change their addresses. This would result in new stationary, etc.

Name not available

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

September 24, 2018, 4:58 PM

Question 1

Innovation Fertility Center

Question 2

3500 N. Sepulveda Blvd. #130

Question 3

Medical

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00

Question 9

No

Name not available

September 24, 2018, 4:59 PM

Question 1

Riddle Family Trust

Question 2

1416, 1415, 1417, 1419, 1501 and 1505 Sepulveda Blvd.

Question 3

Various

Question 4

- Business owner
- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

??

Question 9

Why? Leave it alone.

Name not available

September 24, 2018, 5:00 PM

Question 1

Wolf Glass & Metals

Question 2

110 N. Sepulveda Blvd.

Question 3

Glass

Question 4

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

- No

Question 8

No response

Question 9

No response

Name not available

September 24, 2018, 5:01 PM

Question 1

Palm Consulting

Question 2

350 N. Sepulveda Blvd. #9

Question 3

Accounting

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$15,000.00

Question 9

Leave it alone!! Let Manhattan Beach be UNIQUE!

Name not available

September 24, 2018, 5:03 PM

Question 1

Leonard Elbaum/Red Carpet Car Wash

Question 2

2414 N. Sepulveda Blvd.

Question 3

Car Wash

Question 4

- Business owner
- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$50,000.00

Question 9

PCH is known as a highway. A Route that travels through a city or beach. A Blvd. such as Sepulveda is recognized as a home to many businesses and services. A destination for residents and visitors to come to regularly. Please do not change our name. Thank you.

Name not available

September 24, 2018, 5:05 PM

Question 1

Harris & Associates

Question 2

505 N. Sepulveda Blvd. Suite 5

Question 3

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Registered Investment Advisors

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$2,200.00 minimal + Staff & Owner Hours \$15,000.00 - 20,000.00

Question 9

I get it: one named road through multiple cities. But what about #s? It's already a mess (N. Sepulveda/S. Sepulveda). Please fix address #s if you're doing the change!

Name not available

September 24, 2018, 5:07 PM

Question 1

John Dietz

Question 2

240 S. Sepulveda Blvd.

Question 3

Musical Instrument Sales & Instruction

Question 4

- Business owner
- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00 - 10,000.00

Question 9

Why would you bother. It has never once been a problem. It sets us apart.

Name not available

September 24, 2018, 5:08 PM

Question 1

Healthy Spot

Question 2

204 S. Sepulveda Blvd.

Question 3

Retail (Pet)

Question 4

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- No

Question 8

\$400.00 - 500.00

Question 9

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

PCH sounds nicer to us than Sepulveda Blvd. We would agree with the change.

Name not available

September 24, 2018, 5:09 PM

Question 1

Manhattan Professional

Question 2

1101 S. Sepulveda Blvd.

Question 3

Medical Offices

Question 4

- Property owner

Question 5

- I have no opinion, and could go either way

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- No

Question 8

\$10,000.00 + tenants making their own changes to records, etc.

Question 9

A lot of legal documents, etc. will need to be changed.

Name not available

September 24, 2018, 5:10 PM

Question 1

Jefferson/Acker, Inc.

Question 2

509 N. Sepulveda Blvd.

Question 3

Parent Corporation

Question 4

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard

Question 7

- No

Question 8

Minimal by comparison to marketing benefit

Question 9

No response

Name not available

September 24, 2018, 5:11 PM

Question 1

The 2000 Acker Family Trust. Richard Acker, Trustee

Question 2

509 N. Sepulveda Blvd.

Question 3

Owner

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 6

- I am a property owner on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

Minimal by comparison to \$\$ benefit

Question 9

Why did it take so long to recognize this golden opportunity?

Name not available

September 24, 2018, 5:12 PM

Question 1

Exa Ely Ltd. Ely-Smartt Conv. Ctr.

Question 2

901-925 N. Sepulveda Blvd.

Question 3

Shopping Center

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

We aren't sure

Question 9

No response

Name not available

September 24, 2018, 5:13 PM

Question 1

Shannon Sackley

Question 2

600 S. Sepulveda Blvd.

Question 3

El Torito Restaurant

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

Better to be PCH

Name not available

September 24, 2018, 5:14 PM

Question 1

Goat Hill Plaza

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 2

250 N. Sepulveda Blvd.

Question 3

Restaurant

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

Should have been changed a long time ago

Name not available

September 24, 2018, 5:15 PM

Question 1

Stuart Sackley/Manhattan Auto LLC (2nd St.)

Question 2

110-114 N. Sepulveda Blvd.

Question 3

Auto Repair

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

Better address w/PCH

Name not available

September 25, 2018, 10:08 AM

Question 1

Goat Hill Plaza

Question 2

350 N. Sepulveda Blvd.

Question 3

Retail & Restaurants

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

- No

Question 8

0

Question 9

Ridiculous that it would stay Sepulveda, in between El Segundo and Hermosa Beach

Name not available

September 25, 2018, 10:09 AM

Question 1

Stuart Sackley

Question 2

1100 N. Sepulveda Blvd.

Question 3

Rite Aid Site

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

Finally

Name not available

September 25, 2018, 10:10 AM

Question 1

Goat Hill

Question 2

400 N. Sepulveda Blvd.

Question 3

Restaurant & Chiropractor

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

About time

Name not available

September 25, 2018, 10:11 AM

Question 1

Sackley Family Trust

Question 2

916-928 N. Sepulveda Blvd.

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 3

Restaurant

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

No response

Name not available

September 25, 2018, 10:13 AM

Question 1

Wilson Flooring, Inc.

Question 2

1731 Sepulveda Blvd.

Question 3

Hardwood Floors

Question 4

- Business owner
- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$1,000.00

Question 9

Leave it alone. Don't need a highway going through the city.

Name not available

September 25, 2018, 10:14 AM

Question 1

Wilson Flooring, Inc.

Question 2

1731 Sepulveda Blvd.

Question 3

Hardwood Floors

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I manage property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$1,000.00

Question 9

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Leave it alone. Sepulveda is easier to say and write than Pacific Coast Highway.

Name not available
September 25, 2018, 10:15 AM

Question 1

UNITA

Question 2

516 N. Sepulveda Blvd.

Question 3

Office

Question 4

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I manage property on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

Renaming Sepulveda Blvd. to PCH would attract more customers for us. It is a more prestigious name and business value will grow.

Name not available
September 25, 2018, 10:17 AM

Question 1

Confidential Realty

Question 2

509 N. Sepulveda Blvd. #201

Question 3

Real Estate (Residential)

Question 4

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- No

Question 8

\$100.00 max

Question 9

It is welcome, will help add to city's image as a beach town

Name not available
September 25, 2018, 10:18 AM

Question 1

Vista Sotheby's Int. Realty

Question 2

2501 N. Sepulveda Blvd. #200

Question 3

Real Estate

Question 4

- Business owner

Question 5

- I somewhat support renaming the street

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00

Question 9

No response

Name not available

September 25, 2018, 10:20 AM

Question 1

DNA Industrial Hygiene

Question 2

111 N. Sepulveda Blvd. Ste. 355

Question 3

Health & Safety Consultant

Question 4

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$4,000.00

Question 9

Since it is changed both north & south we will need to change. If left as Sepulveda confusion will result. Clients will not be able to find address.

Name not available

September 25, 2018, 10:20 AM

Question 1

Rhind Family Trust

Question 2

1730 N. Sepulveda Blvd.

Question 3

Landlord

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- No

Question 8

No response

Question 9

No response

Name not available

September 25, 2018, 10:21 AM

Question 1

John J. Rhind, Certified Public Accountant

Question 2

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

1100 18th St.

Question 3

Accounting

Question 4

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- No

Question 8

No response

Question 9

No response

Name not available

September 25, 2018, 10:22 AM

Question 1

TADA Stages LLC/POPS

Question 2

2010 N. Sepulveda Blvd. Suite A

Question 3

Performing Arts

Question 4

- Business owner

Question 5

- I somewhat support renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00

Question 9

No response

Name not available

September 25, 2018, 10:23 AM

Question 1

The Belamar - Pacifica Hotels

Question 2

3501 Sepulveda Blvd.

Question 3

Hotel, Restaurant, Banquet Facility

Question 4

- Business owner
- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I manage property on Sepulveda Boulevard

Question 7

- Not sure

Question 8

\$8,000.00

Question 9

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

No response

Name not available

September 25, 2018, 10:29 AM

Question 1

Manhattan Law (Baden Mansfield)

Question 2

2609 N. Sepulveda Blvd.

Question 3

Law Office

Question 4

- Business owner
- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$20,000.00

Question 9

While PCH is a nicer beach friendly name, the costs of changing pleadings, letterhead, insurance & likely loss of past clients w/name change, it is too burdensome! I have been an attorney for almost 40 years and have recorded hundreds of Judgement liens for clients. The County Recorder's Office only has my Sepulveda Blvd address as the contact for the satisfaction of those Liens. The Liens include unpaid Child and Spousal Support, debts and Judgement awards which will go unsatisfied if Title Companies, Attorneys and the Courts cannot be assured that my Sepulveda address is the way to reach me, on behalf of my clients. A new address could be disastrous. These issues would easily exceed millions of dollars in losses. These legal liens are recorded to assure that I can be contacted at the address listed on the liens.

Name not available

September 25, 2018, 10:35 AM

Question 1

Jeff Schulein, Property Owner

Question 2

1601 & 1605 N. Sepulveda Blvd.

Question 3

Retail/Shipping

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- No

Question 8

No response

Question 9

I think it is a great idea, a thought -- in Newport Beach and Corona del Mar, the signage and possibly the name of what is PCH is officially (and for the post office) just "Coast Hgwy" the post office uses E Coast Hgwy or W Coast Hgwy. No street signage spells it all out as Pacific Coast Hgwy. I believe there may be some directional signs that say "Pacific Coast Hgwy", (as in "1/4 mi to PCH"), but no street signs.

I am not a tenant, but I don't foresee a significant cost to the change for the tenants (UPS Store at 1601 N. Sepulveda Blvd. and Just Food for Dogs at 1605 N. Sepulveda Blvd.). Would have to check with the tenants, but with a period of 18 months for the transition, it should not be material. Also an FYI, I spoke to a couple of homeowner/residents, and they were also in favor of Coast Hgwy or PCH designation.

Name not available

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

September 25, 2018, 3:01 PM

Question 1

Jeff Schulein, Property Owner

Question 2

1601 & 1605 N. Sepulveda Blvd.

Question 3

Retail/Shipping

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- No

Question 8

No response

Question 9

I think it is a great idea, a thought -- in Newport Beach and Corona del Mar, the signage and possibly the name of what is PCH is officially (and for the post office) just "Coast Hgwy" the post office uses E Coast Hgwy or W Coast Hgwy. No street signage spells it all out as Pacific Coast Hgwy. I believe there may be some directional signs that say "Pacific Coast Hgwy", (as in "1/4 mi to PCH"), but no street signs.

I am not a tenant, but I don't foresee a significant cost to the change for the tenants (UPS Store at 1601 N. Sepulveda Blvd. and Just Food for Dogs at 1605 N. Sepulveda Blvd.). Would have to check with the tenants, but with a period of 18 months for the transition, it should not be material. Also an FYI, I spoke to a couple of homeowner/residents, and they were also in favor of Coast Hgwy or PCH designation.

Name not available

September 25, 2018, 3:03 PM

Question 1

Seacomber Inc.

Question 2

600 N. Sepulveda Blvd.

Question 3

Strip Mall

Question 4

- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Not sure

Question 8

Unknown

Question 9

Don't change

Name not available

September 25, 2018, 3:04 PM

Question 1

Bearly Marketing

Question 2

509 N. Sepulveda Blvd. #102 & 202

Question 3

Marketing Company

Question 4

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

- Business owner

Question 5

- I strongly agree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$1,000.00

Question 9

No

Name not available

September 25, 2018, 3:05 PM

Question 1

Thai Dishes

Question 2

1015 N. Sepulveda Blvd.

Question 3

Restaurant

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$35,000.00

Question 9

No response

Name not available

September 25, 2018, 3:09 PM

Question 1

Peterson, Wilkins Sands

Question 2

1701 N. Sepulveda Blvd.

Question 3

Commercial Property (Firestone Tire is the tenant)

Question 4

- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I manage property on Sepulveda Boulevard

Question 7

- Not sure

Question 8

No response

Question 9

What is the purpose of the change - how will it benefit the city & property owners? The tenant needs to supply information regarding the estimated cost the business would incur to make the address change to signage, stationary, etc. Written next to question 3 about will the business experience a financial burden with the name change instead of checking off one of the options is "Perhaps--"

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Name not available

September 25, 2018, 3:10 PM

Question 1

Brown Clinic for Attention & Related Disorders

Question 2

500 S. Sepulveda Blvd. #218

Question 3

Outpatient psychology office

Question 4

- Business owner

Question 5

- I somewhat support renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- No

Question 8

\$300.00

Question 9

No response

Name not available

September 25, 2018, 3:11 PM

Question 1

JWM CPA & Company

Question 2

111 N. Sepulveda Blvd. Ste. 310

Question 3

Public Accounting Firm

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

No response

Question 9

No response

Name not available

September 25, 2018, 3:14 PM

Question 1

Seahorse Inn (Carol L. McIndoe)

Question 2

233 N. Sepulveda Blvd.

Question 3

Inn - Hospitality

Question 4

- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 7

- Yes

Question 8

Unknown - business leased

Question 9

Change will cause a financial burden on the lease. Why fix it if it isn't broken? Also, cost to city.

Name not available

September 25, 2018, 3:21 PM

Question 1

Debonair Cleaners (owner: McIntyre)

Question 2

200 N. Sepulveda Blvd.

Question 3

Dry Cleaners

Question 4

- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard

Question 7

- Not sure

Question 8

Unknown

Question 9

Not really - "he"
Leave it alone - "she"

Name not available

September 25, 2018, 3:23 PM

Question 1

Pari K. Afzali

Question 2

124 N. Sepulveda Blvd.

Question 3

Hair salon, office

Question 4

- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

No response

Question 8

No response

Question 9

The original name of Sepulveda is historic and authentic.

Name not available

September 25, 2018, 3:24 PM

Question 1

Smail Nayebedadash

Question 2

1100 Manhattan Beach Blvd.

Question 3

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

No response

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- No

Question 8

0

Question 9

No

Name not available

September 25, 2018, 3:26 PM

Question 1

Hoagland Business Service

Question 2

224 S. Sepulveda Blvd.

Question 3

Tax & Accounting

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$3,000.00

Question 9

Changing the name makes 0 sense. It becomes Sepulveda again in El Segundo and stays Sepulveda all the way to the Valley. You must have better ways to spend your time & the taxpayers money.

Name not available

September 25, 2018, 3:28 PM

Question 1

Daniel V. DuRoss

Question 2

505 N. Sepulveda Blvd. Suite 12

Question 3

No response

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Not sure

Question 8

Thousands of \$ from anything with my address on it. Stationary, address changes, notices.

Question 9

Sepulveda is a historic name and should be kept.

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Name not available

September 25, 2018, 3:29 PM

Question 1

Kristin Egan M.D.

Question 2

2809 Sepulveda Blvd.

Question 3

Medical

Question 4

- Business owner

Question 5

- I somewhat disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$2,000.00

Question 9

No

Name not available

September 25, 2018, 3:30 PM

Question 1

Elan Vital Hair Salon

Question 2

2905 N. Sepulveda Blvd. Ste. B

Question 3

Hair Salon

Question 4

- Business owner

Question 5

- I somewhat support renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Not sure

Question 8

No response

Question 9

No response

Name not available

September 25, 2018, 3:31 PM

Question 1

Manhattan Beach Dermatology/Scott C. Ruckett, MD INC

Question 2

2809 N. Sepulveda Blvd.

Question 3

Medical

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 7

- Yes

Question 8

\$10,000.00

Question 9

I just don't think it's necessary.

Name not available

September 25, 2018, 3:33 PM

Question 1

1509 Office LLC

Question 2

1509 N. Sepulveda Blvd.

Question 3

Promotional Products

Question 4

- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00 - \$10,000.00

Question 9

This is not worth the time and money. Reduce my business license fee!

Name not available

September 25, 2018, 3:34 PM

Question 1

Manhattan Plaza LLC

Question 2

3001 - 3005 Sepulveda Blvd.

Question 3

Commercial Center

Question 4

- Property owner

Question 5

- I somewhat disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Not sure

Question 8

0

Question 9

Probably a waste of taxpayer money!

Name not available

September 25, 2018, 3:35 PM

Question 1

Prestige Jewelers Inc.

Question 2

3001 N. Sepulveda Blvd. #E

Question 3

Jewelry Store

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 4

- Business owner

Question 5

- I somewhat disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$2,500.00 at least

Question 9

No response

Name not available

September 26, 2018, 11:40 AM

Question 1

Manhattan Transfer

Question 2

124 N. Sepulveda Blvd.

Question 3

Hair Salon

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Not sure

Question 8

No response

Question 9

With so many pressing issues, I question why this is so important? Pointless.

Name not available

September 26, 2018, 11:42 AM

Question 1

Manhattan Beach Dental Center

Question 2

1151 N. Sepulveda Blvd.

Question 3

Dentistry

Question 4

- Business owner
- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$4,000.00

Question 9

It would be impossible to remember every place we are listed on the internet and fix it.

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Name not available

September 26, 2018, 11:43 AM

Question 1

Big Wok Bar B Q Inc.

Question 2

250 N. Sepulveda Blvd.

Question 3

Restaurant

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

Not sure

Question 9

No response

Name not available

September 26, 2018, 11:44 AM

Question 1

Dunn, Michael J, and Dunn Michelle M.

Question 2

1213/1215/1217 N. Sepulveda Blvd.

Question 3

Commercial Tri-Plex

Question 4

- Property owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard

Question 7

- Yes

Question 8

unknown

Question 9

No response

Name not available

September 26, 2018, 11:46 AM

Question 1

The Light Center: A Psychological Corp.

Question 2

509 N. Sepulveda Blvd.

Question 3

Psychology Practice

Question 4

No response

Question 5

- I somewhat support renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 7

- Yes

Question 8

\$5-7,000.00

Question 9

It makes sense to do but it will cause some issues for our practice.

Name not available

September 26, 2018, 11:56 AM

Question 1

Turkmany & Assoc. Inc./Aldrich & Turkmany Insurance

Question 2

606 N. Sepulveda Blvd.

Question 3

Insurance Agency

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$1,000.00 hard costs - THOUSANDS in time, inconvenience & confusion with hundreds of entities, vendors, companies, & clients that will require notice of address change!!

Question 9

For "community" El Segundo should have never changed. Developers knew that if E.S. changed to PCH, it would put pressure on MB to change.

MB should NOT be pressured to do this - it's a scam and only for greed! The only ones who benefit are the developers, landlords, and hotels who will charge more for the "status" of it being called Pacific Coast Highway; it will be a rent increase for me no doubt! It is also very deceiving for anyone visiting or booking a hotel thinking they will be on the coast and near the ocean or an ocean view of any kind; IT'S SHAMEFUL THAT MANHATTAN BEACH WOULD BE OKAY WITH DECEIVING PEOPLE IN THIS WAY. Example: someone from another part of the country books the Residence Inn (next to MB Toyota) and will now pay over-inflated hotel fees expecting a view because they are on PCH and they will be staring at Firestone Auto Repair! Additionally: as a business tenant on Sepulveda this change will be a nightmare - IT IS NO DIFFERENT THAN MOVING TO A NEW LOCATION - the work in changing my address will take about two years to cycle through all of the address changes needed in my business - online, physical delivery, the hundreds of companies vendors and clients that have my address, client visits, etc. ONE BIG HEADACHE!! My lease was up 18 months ago - one of the very critical reasons I didn't move off of Sepulveda to a lower rent location is the MASSIVE inconvenience of an address change. **It's all about greed for developers and hotels! Some push the idea that we need to make it PCH for continuity and to "connect" the stretch between Artesia and Rosecrans because of what El Segundo did. El Segundo is the one that screwed it up - there was continuity on Sepulveda starting North of Artesia all the way up to the Valley - El Segundo didn't need to cause this confusion AND THE DEVELOPERS ARE HOPEFUL THAT THIS WILL PUT PRESSURE ON MANHATTAN BEACH TO MAKE THE CHANGE. **Since when does Manhattan Beach make decisions in the shadows of El Segundo??

Name not available

September 26, 2018, 11:57 AM

Question 1

John's Service Center

Question 2

210 S. Sepulveda Blvd.

Question 3

Automotive Repair

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Question 6

- I rent property on Sepulveda Boulevard
- I manage property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00

Question 9

Why change the historical name. DO NOT CHANGE!!!

Name not available

September 26, 2018, 12:00 PM

Question 1

Theodore Ernst Jr. - Mary K. Ernst (Formerly Ted Ernst Bicycles, now Wolf Glass)

Question 2

110 N. Sepulveda Blvd.

Question 3

Architectural Glass & Steel Design

Question 4

- Property owner

Question 5

- I strongly agree with renaming the street

Question 6

- I am a property owner on Sepulveda Boulevard
- I rent property on Sepulveda Boulevard

Question 7

- No

Question 8

Little or none

Question 9

From 1960 I have had to constantly tell people about the same street changing name & not get confused many people got lost or had to call & check the directions to turn. Electronic maps have solved it for some, but consistency would be much better.

Name not available

September 26, 2018, 12:01 PM

Question 1

Terri Castrup - 4 Pain Therapy

Question 2

500 S. Sepulveda Ste. 207

Question 3

Massage Therapy

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$5,000.00

Question 9

No response

Name not available

September 26, 2018, 12:02 PM

Question 1

Business Survey: Renaming Sepulveda Boulevard to Pacific Coast Highway

Should Sepulveda Boulevard be renamed Pacific Coast Highway?

Debonair Cleaners

Question 2

200 N. Sepulveda Blvd.

Question 3

Dry Cleaners

Question 4

- Business owner

Question 5

- No, I strongly disagree with renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

Unknown

Question 9

None

Name not available

September 26, 2018, 12:03 PM

Question 1

One Heart Counseling Center

Question 2

2100 N. Sepulveda Blvd. Ste. 27

Question 3

Consulting

Question 4

- Business owner

Question 5

- I somewhat support renaming the street

Question 6

- I rent property on Sepulveda Boulevard

Question 7

- Yes

Question 8

\$150.00

Question 9

No response