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# DAILY BREEZE

## El Segundo to explore changing name of Sepulveda Boulevard to PCH



Sepulveda Blvd. signage at the El Segundo Blvd. intersection in El Segundo. The city is considering a name change from Sepulveda to Pacific Coast Highway. Feb. 8, 2017.

(Photo by Brad Graverson/The DAily Breeze/SCNG)

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[1 COMMENT](#)

El Segundo is revisiting a proposal to change the name of Sepulveda Boulevard to Pacific Coast Highway — a move proponents say will give businesses along the corridor a beachy rebranding.

The idea to rename the 2-mile stretch of Highway 1 that runs through the city from Imperial Highway to Rosecrans Avenue came from the El Segundo Economic Development Advisory Council in 2013, when it launched an ambitious marketing campaign to attract new businesses.

The efforts have paid off, winning [El Segundo the title](#) of most business-friendly city in Los Angeles County in 2015 and surpassing a goal of attracting 100 new businesses by the city's [centennial](#).

Now, the EDAC wants to make a destination marketing push for El Segundo and its booming hotel market, and believes the street renaming will be key.

## A BEACH IDENTITY

“No one knew where El Segundo was, so we’ve done a better job getting the brokers from West Los Angeles and up north to understand that this town of El Segundo is kind of a best-kept secret,” said EDAC Chairman Al Keahi.

But the name Sepulveda Boulevard does not communicate the fact that, like Redondo Beach and Hermosa Beach, El Segundo is a beach city, Keahi said.

At Tuesday’s City Council meeting, Drew Boyles, who chaired the EDAC before he was elected to the council last year, suggested moving forward with the renaming as quickly as possible.

He noted that several EDAC members who are real estate brokers “think it significantly improves the cache of those businesses being on Pacific Coast Highway versus Sepulveda and it indicates you are closer to the water.”

But the council decided to hold off on initiating the name change process with Caltrans — which oversees the roadway because it is a state highway — in order to hear from the business community first.

“To me, it’s a little bit rude on our part if we don’t touch that base,” Councilman Don Brann said.

## MIXED FEEDBACK

The last time outreach was conducted in 2014, the results were mixed: 41 percent of the 86 mostly business owners who responded to surveys liked the idea, 45 percent didn’t, and 14 percent were indifferent.

According to city staff, Caltrans would prefer having neighboring Manhattan Beach — where the street also is named Sepulveda Boulevard — sign off as well, but the city has not taken a formal stance and did not respond to a letter from Mayor Suzanne Fuentes in 2015.

Sepulveda Boulevard becomes Pacific Coast Highway in Hermosa Beach to the south and Lincoln Boulevard north of Los Angeles International Airport. It becomes Pacific Coast Highway again in Santa Monica.

On Wednesday, newly named Manhattan Beach Mayor David Lesser said the idea hasn’t been discussed formally in his city.

“The issue has been raised, there are pros and cons to doing it, but it’s not a priority for the council at this time,” Lesser said.

Sepulveda Boulevard has a strong identity in Manhattan Beach, according to historian and former mayor Jan Dennis, who is writing a book just on its history in the city.

Manhattan Beach was unwilling to change the name of Artesia Boulevard to Redondo Beach Boulevard when business owners in north Redondo Beach lobbied for that idea in recent years, also with the aim of enhancing the area’s beach identity.

Among the city’s objections was the fact that Mira Costa High School would have an address on Redondo Beach Boulevard.

## AVOIDING HEADACHES

A proposal to change the street name only within Redondo Beach boundaries ended up [hitting a dead end](#) at the Redondo Beach City Council in November — there were just too many potential headaches and hassles for business owners to persuade the council.

El Segundo officials expressed similar concerns Tuesday, with Fuentes wondering if it would be possible to have dual addresses, and how GPS navigation systems would adjust.

Public Works Director Ken Berkman said the U.S. Postal Service has an 18-month grace period to receive mail after street name changes.

Councilman Mike Dugan said he does not have a preference, personally.

“I know EDAC said it’s going to bring more value to the businesses on PCH or near PCH by changing the name, so I want to support that,” he said, “but I don’t want to put a burden on the businesses there, either.”

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