


FILED
OFFICE OF THE CITY CLERK
OAKLAND
2004 OCT 13 PM 5:17
APPROVED AS TO FORM AND LEGALITY:

Deputy City Attorney

OAKLAND CITY COUNCIL
RESOLUTION No. 78889 C.M.S.

**A RESOLUTION RENAMING "BROADWAY" BETWEEN 5TH
STREET AND 6TH STREET AND UNDER I-580 TO "BROADWAY
AUTO ROW"**

WHEREAS, in the latter part of the 1990s staff embarked upon a capital improvement and marketing campaign to brand the City's cluster of auto dealerships along Broadway; and

WHEREAS, more recently a "Buy Oakland" marketing campaign has highlighted the auto sales area; and

WHEREAS, past efforts never included official codification of the name "Broadway Auto Row" as the street name for this area; and

WHEREAS, Caltrans is indicating that the City Council must adopt the name by Resolution or possibly lose the name on two freeway signs at Broadway and both I-880 and I-580 off ramps; now, therefore, be it

RESOLVED: That the portion of Broadway between 5th Street and 6th Street and under I-580 shall be named "Broadway Auto Row"; and be it further

RESOLVED: That the City Administrator or her designee is hereby authorized to take any appropriate action with respect to the name change consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, NOV 16 2004, 2004

PASSED BY THE FOLLOWING VOTE:

AYES- ~~BROOKS~~, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND
PRESIDENT DE LA FUENTE - 7

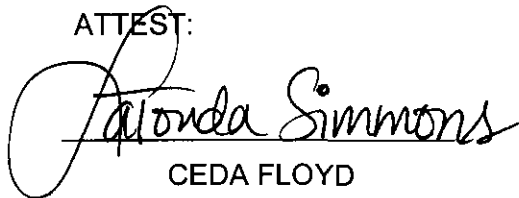
NOES- 0

ABSENT- 0

ABSTENTION- 0

Excused - Brooks - 1

ATTEST:


CEDA FLOYD

City Clerk and Clerk of the
Council of the City of Oakland,
California