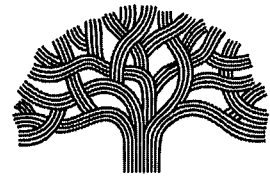


17 JUN 29 PM 2:55



CITY OF OAKLAND

CITY HALL ■ 1 FRANK H. OGAWA PLAZA, 2nd Floor ■ OAKLAND, CALIFORNIA 94612

Office of the Honorable Lynette Gibson McElhaney
COUNCILMEMBER ~ DISTRICT 3

(510) 238 - 7003
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Date: June, 29, 2017

To: Members of the City Council

Cc: LaTonda Simmons, City Clerk
Barbara Parker, City Attorney

From: Councilmember Lynette Gibson McElhaney

Re: Commemorative Renaming of Telegraph Avenue Between 16th and 17th Streets as 'Peter Van Kleeff Way'

Dear Members of the City Council:

It is with great pleasure that I introduce this legislation on behalf of the Downtown Oakland Association to commemoratively rename Telegraph Avenue between 16th and 17th streets as 'Peter Van Kleeff Way'. Peter Van Kleeff passed away in September of 2015 after leaving an indelible mark on the Uptown community. Each year since, the community holds a celebration of his life to remember contribution to bringing incredible passion, arts, and business activity to the previously economically depressed Uptown area.

Peter was an amazing source of joy and inspiration. I'm delighted to champion the community's request to install commemorative street signs on the block where Peter built Café Van Kleeff into a neighborhood institution.

Please find attached the enabling resolution for the commemorative renaming which follows the process outlined by Resolution No. 77967 C.M.S. Also attached is a staff report from the City Administrator in 2008 that fully outlines the various procedures and supporting legislation undergirding this proposal.

Signed,


Councilmember Lynette Gibson McElhaney



17 JUN 29 PM 2:55

Approved as to Form and Legality

DRAFT

City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER LYNETTE GIBSON MCELHANEY

Resolution Commemoratively Renaming Telegraph Avenue Between 16th And 17th Street As Peter Van Kleeef Way Per The Process Established By Res. No. 77967 C.M.S.

WHEREAS, an application has been submitted to the Office of City Councilmember Lynette Gibson McElhaney by the Downtown Oakland Association, requesting the commemorative street naming of Telegraph Avenue between 17th Street and 16th Streets as Peter Van Kleeef Way; and

WHEREAS, California Government Code Section 34091.1 allows a jurisdiction by resolution to name a new public street or to rename an existing public street; and

WHEREAS, the naming of a new public street or the renaming of an existing public street is exempt from the California Environmental Quality Act of 1970

WHEREAS, the City Council will occasionally honor the contributions of an outstanding individual with commemorative street names or by the renaming of a public street such as with Joe Morgan Way and Herbert Guice Way; and

WHEREAS, the City Council in 2003 established procedures for commemorative street naming through Resolution No. 77967 C.M.S under which the City Council may, by its own motion, consider the renaming of a public street as a tribute to an individual, or as a result of a significant event or activity and one of the following conditions is met:

- the individual has positively impacted the lives of a nation or the world; or
- the name change is related to an economic development or redevelopment activity; or
- the renaming commemorates a significant historical event; and

WHEREAS, under the procedures outlined by the companion Resolutions No. 77966 and 77967 the City Council may commemorate a nominee either by:

- a) retaining the existing street name and installing commemorative plaques or signs; or
- b) renaming the existing street for the individual and installing new street signs; and

WHEREAS, the Council of the City of Oakland did meet and did receive public testimony and did deliberate on the provisions set forth in Resolution No 77967 C.M.S. for evaluation of street commemorations and

WHEREAS, the City Council finds that Peter Van Kleeef's contributions to the Oakland community eminently merit commemoration in that Peter Van Kleeef (1950-2015)

came from Rotterdam, Holland, in 1950 and immigrated to the City of Oakland at the age of six, settling first in a house one block off of Telegraph Avenue in the Temescal District;

left the East Bay in 1969 to wander around the world – hitchhiking, crossing borders and sleeping in caves, as well as collecting the experiences, stories and artifacts he would later share with thousands of people in his beloved Oakland;

served the Oakland Community as founder and owner of the bar and art gallery, Café Van Kleeef, beginning in 2000 when it instantly became one of the City's most treasured establishments;

was known as the "Godfather of Uptown" for almost singlehandedly bringing economic revitalization to the Uptown Neighborhood as an artist and a bon vivant who painted pictures, told stories and created a true masterpiece at 1621 Telegraph Avenue called Café Van Kleeef; and

WHEREAS, the City Council intends to honor Peter Van Kleeef's contribution to Oakland by retaining the existing street name and installing commemorative plaques or signs and intends that the costs associated with such a commemorative act will be borne by the Downtown Oakland Association; now, therefore, be it

RESOLVED That the Council of the City of Oakland hereby approves the commemorative renaming of Telegraph Avenue between 16th And 17th Street as 'Peter Van Kleeef Way'; and be it

FURTHER RESOLVED, that the City Council determines that the proposal for "Peter Van Kleeef Way" fulfills the criteria and intent of the commemorative street naming program to honor citizens who have made exemplary contributions to the residents of Oakland as set forth in City Council Resolution No. 77967 C.M.S.; and be it

FURTHER RESOLVED, that the City Council congratulates the Downtown Oakland Association and Director Steve Snider for this educational effort, sharing with a citywide public the life of Peter Van Kleeef and of his enduring cultural and economic life of Oakland; and be it

FURTHER RESOLVED, that the Oakland City Council directs the City Administrator to proceed with the commemorative designation of Peter Van Kleeef Way and placement of sign(s) or plaque(s) to that effect on Telegraph Avenue between 16th and 17th streets.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB,
KAPLAN, AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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

17 JUN 29 PM 2:55

CITY OF OAKLAND
Agenda Report

2008 FEB 28 PM 4:44

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: March 11, 2008

RE: **A Report And Resolution Commemorating Joe Morgan And Renaming South Coliseum Way Between 66th Avenue and Hegenberger Road In His Honor**

SUMMARY

A resolution has been prepared renaming South Coliseum Way, between the intersections of 66th Avenue and Hegenberger Road, as Joe Morgan Way. The City Council recently honored him with a proclamation of "Joe Morgan Day" for his service to the Oakland community. Three (3) of the eleven (11) parcels abutting South Coliseum Way are privately owned, and neither of the two (2) owners of the commercially zoned lots responded to a recent notification letter.

FISCAL IMPACT

The staff costs for processing the street commemoration are identified in the Master Fee Schedule and will be paid for from the PayGo account of Council District 5 and District 7. Expenditure appropriation of \$3,382.00 will be transferred from the General Purpose Fund (1010), CIP City Manager Org (94020), PayGo District 5 and District 7 project (B01140), to the General Purpose Fund (1010), Engineering Services Org (88432).

BACKGROUND

The processes for adopting commemorative names for new and existing City facilities and streets are specified by state law, the Oakland Municipal Code (OMC), and City Council resolutions:

NAMING OR RENAMING OF CITY FACILITIES AND PUBLIC RIGHTS-OF-WAY				
CITY PROPERTY	STATE STATUTE	MUNICIPAL CODE	RESOLUTION	PROCESS
public park or recreation center	n.a.	n.a.	56600 C.M.S.	<ol style="list-style-type: none"> 1. nominated by a citizen or entity 2. approved by PRAC 3. adopted by the City Council
public building or other facility			65024 C.M.S.	
			new & existing facility	
public street	Gov Code 34091.1	16.16.120	n.a.	<ol style="list-style-type: none"> 1. nominated by the developer 2. approved by the Planning Commission 3. subdivision map filed with Recorder
		new street		
		new & existing street	n.a.	77966 C.M.S.
			77967 C.M.S.	<ol style="list-style-type: none"> 1. nominated by a Councilmember 2. adopted by the City Council
			existing street	

The options for commemorating an existing City street are specified by City Council resolutions:

COMMEMORATION OF EXISTING PUBLIC RIGHT-OF-WAY		
RESOLUTION	OPTION 1	OPTION 2
77966 C.M.S. 77967 C.M.S.	change street name and install new street signs	retain street name and install plaques or supplemental signs

City Facility (new and existing)

▪ **Legislation**

California statutes and the Oakland Municipal Code do not control the naming of City facilities (parks, plazas, buildings, etc.). City Council Resolution No. 56600 C.M.S., adopted in 1977, and Resolution No. 65024 C.M.S., adopted in 1997, established the process and criteria for adopting a name for a new facility or changing the name of an existing facility.

▪ **Nomination**

Names of people, events, locations, etc. may be nominated by individuals, public officials, clubs, civic groups, neighborhood organizations, public agencies, and governmental entities.

▪ **Evaluation**

Names for parks and recreation centers are submitted to the Parks and Recreation Advisory Committee (PRAC) for approval and subsequent submittal to the Rules and Legislation Committee (RLC). Names for all other City facilities are submitted directly to the RLC. The RLC recommends appropriate names submitted by the PRAC and other requestors to the City Council for adoption. Special consideration shall be made for names that are associated with a

- A. geographical area of the City or a significant historical event; or with an
- B. individual philanthropist, family or estate name, or with a
- C. unique or civic circumstance.

Names of living persons shall be considered only under the following circumstances:

- D. the honoree contributed half or more of the cost of a major facility; or
- E. the honoree initiated or contributed major time to the establishment of the project; or
- F. the overwhelming belief (public opinion) that the designee would probably be honored of that facility posthumously; or
- G. no other individual now living has, or is likely to have, greater public support for being honored at this specific site; or
- H. the honoree has given extraordinary service to the City of the community; or

- I. the honoree has attained national or international prominence and achievement.

City Street (new and existing)

▪ **Legislation**

A. State Statute (new and existing street)

California Government Code Section 34091.1 allows a jurisdiction to adopt a name for a new public street or change the name of an existing public street with a resolution. No other statutory provisions are stipulated.

B. Oakland Municipal Code (new street)

New streets are typically constructed as part of a new subdivision (residential or non-residential property). During the review process, the Planning Commission approves the preliminary subdivision map (Tentative) which establishes the metes and bounds of the lots and identifies the street names proposed by the developer. The street names are adopted by the City when the final map (Parcel or Tract) is filed with the Alameda County Clerk-Recorder. Oakland Municipal Code Section 16.16.120 (Subdivision Ordinance) only requires that the street name not duplicate the name of an existing Oakland street or too closely approximate phonetically the name of an existing Oakland street or street in other East Bay cities or adjacent portions of Alameda County.

C. Council Resolution (existing street)

In 2003, the City Council adopted Resolution No. 77966 C.M.S. and Resolution No. 77967 C.M.S. which established companion processes for nominating individuals and companion options for commemorating honorees.

▪ **Nomination (existing street)**

Each of the 2003 resolutions provide for nominating an individual either indirectly to the City Council following approval by the Landmarks Board, or directly to the City Council from a Councilmember. Both resolutions require that the City Council both confirm the nomination of individual and select the method for commemorating the individual.

▪ **Evaluation (existing street)**

Both of the 2003 resolutions also provide criteria for evaluating a nominee for a street commemoration.

A. Resolution No. 77966 C.M.S. - Landmarks Board evaluation criteria

The Landmarks Board's evaluation of the nominee shall be based on the following criteria:

1. The individual who is to be honored shall be deceased.

2. The applicant requesting the honorary designation shall be able to provide clear evidence that the individual has made a significant contribution to the economic vitality or quality of life in the Oakland community.
3. The applicant shall pay the fees associated with administrative and hard costs for the sign or plaque placement.
4. The Landmarks Board will notice a hearing to review the request and receive sufficient evidence and testimony from not less than three (3) community based organizations and ten (10) unrelated individuals in support of the designation.
5. The Public Works Agency shall be responsible for the installation of the sign or plaque.
6. The applicant shall be responsible for administrative fees and the purchase, cost of installation, and replacement of the signs or plaques.

B. Resolution No. 77967 C.M.S. - Council evaluation criteria

The City Council's evaluation of the nominee may be based on the following criteria:

1. the individual has positively impacted the lives of a nation or the world; or
2. the name change is related to an economic development or redevelopment activity; or
3. the renaming commemorates a significant historical event.

▪ **Commemoration**

Both of the 2003 resolutions provide two (2) options for the Council to commemorate a nominee either by:

- A. retaining the existing street name and installing commemorative plaques or signs; or
- B. renaming the existing street for the individual and installing new street signs.

KEY ISSUES AND IMPACTS

In December 2007, staff mailed letters with ballots and postage-paid return envelopes to the two (2) private property owners who own commercial lots along South Coliseum Way. The letter advised the owners of the City's intention to honor Mr. Morgan with a street commemoration, and the ballot identified two (2) options that the Council has for a street commemoration:

- change South Coliseum Way to Joe Morgan Way, which would change one (1) address; or
- not change South Coliseum Way and install a commemorative plaque or signs.

The property owners were advised that they could select both options if they did not have a preference and that no response would be considered support for changing South Coliseum Way to Joe Morgan Way. No ballots were returned.

SUSTAINABLE OPPORTUNITIES

Economic

The street signs will be installed by the Public Works Agency.

Environmental

No permits are required for installing street signs or commemorative plaques.

Social Equity

Joe Morgan is a distinguished supporter of local youth and organizer of youth activities in Oakland.

DISABILITY AND SENIOR CITIZEN ACCESS

No permits are required for installing street signs or commemorative plaques.

RECOMMENDATIONS

Staff recommends that the Committee accept this report and forward it to the City Council for adoption of the proposed resolution renaming South Coliseum Way.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council accept this report and adopt the proposed resolution:

- renaming South Coliseum Way, between the intersections of 66th Avenue and Hegenberger Road, as Joe Morgan Way, and
- directing the City Clerk to notify the Alameda County Board of Supervisors, and
- approving the installation by the Public Works Agency of new street signs.

Respectfully submitted,



DAN LINDHEIM

Interim Director

Community and Economic Development Agency

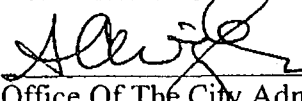
Prepared by:

Raymond M. Derania

Interim City Engineer

Building Services Division

Approved For Forwarding To
The Public Works Committee



Office Of The City Administrator