

  
CITY ATTORNEY'S OFFICE

## OAKLAND CITY COUNCIL

**RESOLUTION NO. \_\_\_\_\_ C.M.S.**

**INTRODUCED BY COUNCILMEMBER NOEL GALLO**

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**RESOLUTION COMMEMORATIVELY RENAMING E 21<sup>ST</sup>  
STREET AND 9<sup>TH</sup> AVENUE AS 'ESCOVEDO WAY'  
PURSUANT TO THE POLICY AND CRITERIA  
ESTABLISHED BY OAKLAND CITY COUNCIL  
RESOLUTION NO. 77967 C.M.S.**

**WHEREAS**, an application has been submitted by the Office of Councilmember Noel Gallo requesting the commemorative street naming of E. 21<sup>st</sup> street and 9<sup>th</sup> Avenue as "Escovedo 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; and

**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, Herbert Guice Way, Peter Van Kleef Way, Dr. Huey P. Newton Way, Deontae Bush Way, Dorothy King Way, and Too Short Way; and

**WHEREAS**, pursuant to Oakland City Council Resolution No. 77967 C.M.S. (passed July 15, 2003), the City Council may, on 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 if one of the following criteria is met:

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; and

**WHEREAS**, 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 City Council finds that the Escovedo Family, acclaimed community members, humanitarians, and entrepreneurs, have positively impacted many lives in the City of Oakland and across the world and merit commemoration both individually and as a whole:

The Escovedo Family grew up in Oakland, attended our schools, and has been an ongoing supporter to our communities. Pete Escovedo discovered and cultivated a love and passion for music, with his father and brothers, which soon led him to embrace Latin jazz and pass it on to his children, Sheila E., Juan and Peter Michael. Not only were Pete and his brother Coke the founders of the history-making band Azteca, but Pete was also one of the early members of Santana. Contributing his signature sound on timbales and releasing 15 albums, Pete has performed for millions around the world.

Pete and his daughter Sheila E., a graduate of Oakland High School, made history by becoming the first father-daughter duo to ever receive The Lifetime Achievement award from the Latin Grammy's. Adding to her prolific career as a recording artist, producer, and musician extraordinaire, Emmy and Grammy® nominee Sheila E., known as "The Queen of Percussion," earned a Star on the Hollywood Walk of Fame in July 2023. Her philanthropic work away from the spotlight, is giving back to the city of Oakland, as co-founder of Elevate Oakland. Elevate Oakland is a non-profit organization that works to bring culturally vibrant art and music programs to Oakland's youth. Its mission to provide students with opportunities to engage in art and music programming has led Elevate Oakland to partner with public schools to meet a wide variety of needs, ranging from the provision of musical instruments for classroom programs to facilitating opportunities for students to perform alongside local professional musicians. To date, Elevate Oakland has successfully served over 3,000 youth at over 30 Oakland public schools.

Juan Escovedo brings his flavor of Latin R&B to the table with his amazing music and performances that captivate audiences with his rhythmic percussion and congas. Juan is also an educator and gives back to the youth when not touring.

As a Producer, songwriter, Peter Michael, won an Emmy for Best Sound on Television for The Wayne Brady Show. His energy and stage presence on bongos, drums and vocals always electrifies the crowd. Peter Michael's gospel music always heals the soul. The E Family's contribution to the philanthropic community is exemplary as they give back by assisting families and children in need through introducing the power of healing through music.

The Escovedo Family was recognized as 2023 Oakland Latino Leaders, as part of the Oakland celebration National Hispanic Heritage Month due to their commitment and pride in Oakland, numerous musical accomplishments, and

many contributions to the Oakland community.; and

**WHEREAS**, the City Council intends to honor The Escovedo family’s contribution to the Oakland community and the world by retaining the existing street name, adding an additional honorary street name, and installing commemorative street signs or plaques; and

**WHEREAS**, the City Council intends that the costs associated with such a commemorative act will be borne by Councilmember Noel Gallo’s office; now, therefore, be it

**RESOLVED:** That the Oakland City Council hereby approves the commemorative renaming of E. 21<sup>st</sup> street and 9<sup>th</sup> Avenue as “Escovedo Way” and be it

**FURTHER RESOLVED:** That the Oakland City Council directs the City Administrator to proceed with the commemorative designation of ‘Escovedo Way’ and placement of street sign(s) or plaque(s) to that effect on E. 21<sup>st</sup> street and 9<sup>th</sup> Avenue upon payment of costs.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND  
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

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