

CITY OF OAKLAND
Agenda Report

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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			new & existing facility	
public street	Gov Code 34091.1	16.16.120 new street	n.a.	
	new & existing street	n.a.	77966 C.M.S. existing street	<ol style="list-style-type: none"> 1. nominated by 10 citizens and 3 groups 2. approved by the Landmarks Board 3. adopted by the City Council
			77967 C.M.S. existing street	<ol style="list-style-type: none"> 1. nominated by a Councilmember 2. adopted by the City Council

Item No. _____
Public Works Committee
March 11, 2008

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

DRAFT

Introduced By

OFFICE OF THE CITY CLERK (Approved For Form And Legality)
OAKLAND

Councilmember

2008 FEB 28 PM 4: 44

City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION RENAMING SOUTH COLISEUM WAY BETWEEN 66th AVENUE AND HEGENBERGER ROAD AS JOE MORGAN WAY

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, pursuant to Resolution No. 77967 C.M.S., the honorable Larry Reid, current member of the Council of the City of Oakland representing District 7, and the honorable Ignacio De La Fuente, current member of the Council of the City of Oakland representing District 5, did request that the City Council rename South Coliseum Way, between its intersections with 66th Avenue and Hegenberger Road, in honor of Joe Morgan, a member of the Major League Baseball Hall of Fame and the founder of the Joe Morgan Youth Foundation; and

WHEREAS, pursuant to Resolution No. 80902 C.M.S., the Council of the City of Oakland did proclaim November 12, 2007, as "Joe Morgan Day" in honor of Joe Morgan's four (4) decades of personal service and financial generosity to the youth of the City of Oakland; and

WHEREAS, pursuant to said request by the honorable Councilmembers, the City Engineer of the City of Oakland did notify, through United States mail with regular postage, the two (2) owners of the three (3) privately owned and commercially zoned parcels along South Coliseum Way, as further identified in Exhibit A attached hereto, of said request for a street commemoration to honor Joe Morgan; and

WHEREAS, said property owners were advised in said notice from the City Engineer that the City Council could, at its option, approve the renaming of South Coliseum Way or, as an alternative, retain the South Coliseum Way name and approve the installation of a commemorative plaque or signs to honor Joe Morgan; and

WHEREAS, said property owners were provided a ballot in said notice on which they could indicate their preference for either option or both options; and

WHEREAS, said property owners were also advised in said notice that said ballot should be returned to the City Engineer within one month of its mailing; and

WHEREAS, said property owners were also advised in said notice that the City Engineer would consider the failure of property owners to return their ballots within the allotted time to be a vote in favor of renaming South Coliseum Way to honor Joe Morgan; and

WHEREAS, said property owners were provided a return envelope, with pre-paid postage affixed

thereto, addressed to the City Engineer to mail their marked ballot; and

WHEREAS, the City Engineer received no ballots from said property owners; and

WHEREAS, the City Engineer subsequently notified said property owners, through United States mail with regular postage, of the location and date and time that the City Council would publicly meet to receive testimony from the public and vote either to reject the street commemoration or to rename South Coliseum Way to honor Joe Morgan, or to retain the South Coliseum Way name and authorize the installation of a commemorative plaque or signs; and

WHEREAS, on said date and at said time and location for a public meeting, 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 naming of a new public street or the renaming of an existing public street is exempt from the California Environmental Quality Act of 1970; now, therefore, be it

RESOLVED: That the Council of the City of Oakland hereby approves the renaming of South Coliseum Way, between its intersections with 66th Avenue and Hegenberger Road, in honor of Joe Morgan; and be it

FURTHER RESOLVED: That expenditure appropriation of \$3,382 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); and be it

FURTHER RESOLVED: That the Public Works Agency is directed to manufacture and install new street signs displaying the name Joe Morgan Way; and be it

FURTHER RESOLVED: That pursuant to California Government Code Section 34092, the City Clerk is directed to forward a copy of this Resolution to the Alameda County Board of Supervisors.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2008

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND
PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

Street Commemoration
South Coliseum Way between
66th Avenue and Hegenberger Road
honoring Joe Morgan
member of the Major League Baseball Hall of Fame and
distinguished supporter of Oakland youth and activities

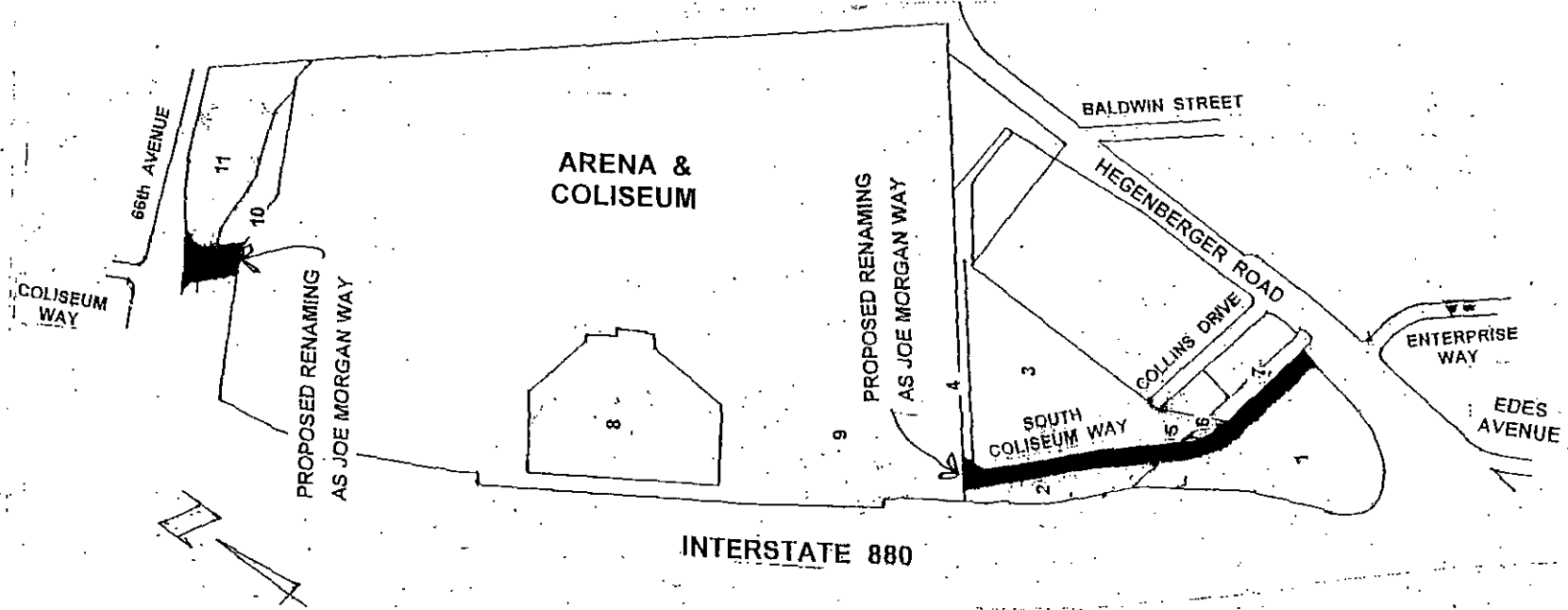


EXHIBIT A

EXHIBIT A

Street Commemoration

South Coliseum Way between 66th Avenue and Hegenberger Road

Joe Morgan

member of the Major League Baseball Hall of Fame
and founder of the Joe Morgan Youth Foundation

LOT	ADDRESS	PARCEL NO.	OWNER
1	8099 South Coliseum Way GMC Truck Center	042- 4328- 008- 01	General Motors Corporation
2	8001 South Coliseum Way vacant lot	042- 4328- 004- 08	City of Oakland
3	8000 South Coliseum Way vacant lot	042- 4328- 001- 24	County of Alameda & City of Oakland
4	flood control channel	042- 4328- 005- 10	Alameda County Flood Control District
5	8050 South Coliseum Way vacant lot	042- 4328- 004- 02	City of Oakland
6	vacant lot	042- 4328- 007- 00	General Motors Corporation
7	8098 South Coliseum Way vacant lot	042- 4328- 002- 02	City of Oakland
8	7000 Coliseum Way * arena & coliseum	041- 3901- 009- 00	County of Alameda & City of Oakland
9	7000 Coliseum Way * arena & coliseum	041- 3901- 008- 00	County of Alameda & City of Oakland
10	vacant lot	041- 3901- 003- 02	City of Oakland
11	796 66th Avenue	041- 3901- 004- 00	Cruise America, Inc.

* private road