



## AGENDA REPORT



**TO:** Honorable Mayor & City Council

**FROM:** Councilmember Treva Reid  
District 7

**SUBJECT:** Commemorative Street Renaming  
For Larry E. Reid

**DATE:** November 7, 2024

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### **RECOMMENDATION**

**Councilmember Treva Reid Recommends That The City Council:**

**ADOPT A RESOLUTION COMMEMORATIVELY RENAMING HEGENBERGER ROAD FROM INTERNATIONAL BOULEVARD TO DOOLITTLE DRIVE AS LARRY E. REID WAY PURSUANT TO THE POLICY AND CRITERIA ESTABLISHED BY OAKLAND CITY COUNCIL RESOLUTION No 779667 C.M.S**

### **BACKGROUND**

This agenda report, along with the accompanying resolution, requests that the Oakland City Council honor former Councilmember Larry Reid's legacy by commemoratively renaming Hegenberger Road, from International Boulevard to Doolittle Drive, as "Larry E. Reid Way."

Councilmember Reid served Oakland with distinction for 24 years, making him the city's second-longest-serving Councilmember, after Councilmember Frank Ogawa. His leadership roles included President of the City Council, Vice Mayor of Oakland, Chairman of the Rules and Legislation Committee, and Chairman of the Alameda County Transportation Commission. Before joining the Council, Reid served as Chief of Staff to former Councilmember Aleta Cannon and Mayor Elihu Harris, further solidifying his dedication to public service in Oakland.

Councilmember Reid was instrumental in transforming the Hegenberger Corridor into a major economic hub, leveraging its proximity to Oakland International Airport to attract substantial public and private investment. His leadership spurred growth in Deep East Oakland and the Hegenberger Corridor. Notably, Reid advocated for the Oakland Airport BART Connector, enhancing airport access and regional connectivity. His efforts brought in major retailers such as Walmart, Starbucks, T-Mobile, Chipotle, and In-N-Out, making Hegenberger Road Oakland's highest self-tax revenue-generating business corridor.

In addition to his economic initiatives, Reid championed housing development, securing significant funding for market-rate and affordable housing projects across District 7. He also developed Auto Row along I-880 and supported local entrepreneurship through annual small business symposiums and job fairs, which connected thousands of residents with business and employment opportunities, further boosting District 7's economic vitality.

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Therefore, I ask you to join me in supporting this resolution to commemoratively rename Hegenberger Road from International Boulevard to Doolittle Drive as “Larry E. Reid Way.”

For questions regarding this report, please contact Haley Hester, Chief of Staff, at [HHester@oaklandca.gov](mailto:HHester@oaklandca.gov).

Respectfully submitted,



Treva Reid  
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Councilmember, District 7

Prepared by:  
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