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OFFICE OF THE CITY CLERK
OAKLAND

2004 MAY 20 PM 2: 59

City of Oakland
Agenda Report

To: Council President De La Fuente and
Members of the City Council

From: Lupe Valdez, City Council Legislative Analyst

Date: June 1, 2004

Re: **A RESOLUTION RENAMING 98TH AVENUE BETWEEN
SOUTHBOUND ROUTE 880 OFF- RAMP AND THE
NORTHBOUND ROUTE 880 ON-RAMP THE "RON COWAN
PARKWAY**

BACKGROUND

The City of Oakland and the Port of Oakland have recently completed major street improvements related to the Oakland International Airport expansion project. The new approach ways leading to the airport include a new access road to Harbor Bay Island and the City of Alameda named the "Ron Cowan Parkway".

As part of the signage program for the new street improvements Caltrans has been requested to install freeway signs on I880 directing traffic to the "Ron Cowan Parkway".

FISCAL IMPACT

There is no fiscal impact to the City. The renaming is a technical designation and does not require changing any street signs. The freeway signs will be fabricated and installed by Caltrans.

KEY ISSUES AND IMPACTS

To complete the signage program for the new street improvements and approach ways to the Oakland International Airport, Caltrans has been requested to install freeway signage on I880 and 98th Avenue directing traffic to Harbor Bay Isle and Alameda through the "Ron Cowan Parkway".

All access to the island city of Alameda must be made on Oakland's surface streets through five access points: the Webster Street Tube, 29th Avenue Bridge, Fruitvale Bridge, High Street Bridge, and Doolittle Drive. At peak commute times, or if the bridges are drawn for boat traffic, Webster Street, Fruitvale and High Streets experience congestion and back-ups. The addition of a new access road into Harbor Bay Isle and Alameda will give drivers an additional access point into the island and help alleviate traffic on Oakland streets leading to the bridges and on Hegenberger Road.

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ORA/COUNCIL
JUN 1 2004

Caltrans requires that street "begin points" fall within 0.5 miles of the freeway exit to qualify for freeway signage. The "Ron Cowan Parkway" exceeds the 0.5 mile limits. In order to qualify a sign on I880 directing traffic to the "Ron Cowan Parkway" and into Harbor Bay Isle, Caltrans has requested that the City rename the portion of 98th Avenue that is contained in the 98th Avenue overpass and contiguous with the freeway. The renaming would be technical in nature and would not require changing or installing additional City signs or impact surrounding businesses.

The City of Oakland has recently adopted new street renaming policies delineated in Resolution No. 77967 (attached) that allow the City Council to rename streets, by its own motion, if the name change is related to an economic development or redevelopment activity. As indicated earlier, this request is related to major street improvements constructed to serve the Oakland International Airport expansion.

SUSTAINABLE OPPORTUNITIES

Economic: There are no economic opportunities.

Social Equity Opportunities: There are no social equity opportunities.

Environmental: The "Ron Cowan Parkway" creates a new access road for the public into and out of the City of Alameda minimizing traffic back-ups on Oakland surface streets.

Freeway signage will direct traffic to the new access road.

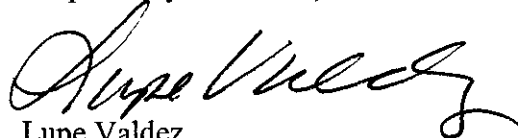
DISABILITY AND SENIOR ACCESS

There are no direct opportunities for enhancing disabled or senior access.

ACTION REQUESTED OF THE CITY COUNCIL

Adopt the resolution.

Respectfully submitted,



Lupe Valdez

City Council Legislative Analyst

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OAKLAND CITY COUNCIL
RESOLUTION NO. 77967 C.M.S.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2003 JUN 12 PM 2:30

Batman J. Parker

**A RESOLUTION ESTABLISHING CRITERIA FOR PUBLIC STREET
RENAMING**

WHEREAS, the City's street renaming policy was established in an Engineering Services Directive dated December 15, 1995 and officially adopted by motion of the City Council on January 16, 1996; and

WHEREAS, the Council wishes to establish new criteria for the renaming of public streets; now therefore be it

RESOLVED: that 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, if the following criteria is met:

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

JUL 15 2003

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 19____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, DE LA FUENTE, NADEL, QUAN, REID, WAN - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:

Ceda Floyd
CEDA FLOYD

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



PORT OF OAKLAND

September 10, 2003

SEP 11 2003

Councilmember Larry Reid
City Council Office
One Frank Ogawa Plaza, 2nd Floor
Oakland, CA 94612

RE: Resolution Authorizing City of Oakland to Obtain Signs for Ronald H. Cowan Parkway and Oakland Foreign Trade Zone

Dear Councilmember Reid:

I am writing to request a resolution from the City of Oakland to obtain signs indicating Ronald H. Cowan Parkway and Oakland Foreign Trade Zone from the California Department of Transportation (Caltrans).

In order for Caltrans to complete signage along Interstate 880, the City Council must pass a resolution authorizing the City of Oakland to obtain these new signs from Caltrans. The Ronald H. Cowan sign will help guide through traffic to Alameda towards the new 98th Avenue approach from the freeway, thereby easing congestion on Hegenberger Road, specifically, and in the area, generally. The Oakland Foreign Trade Zone sign will not only indicate its location, but also remind passers-by of the important role the City of Oakland plays in the nation's international trade infrastructure.

If you need additional information, please do not hesitate to contact our Acting Manager of Governmental Affairs, Mike Jacob at (510) 627-1542. We look forward to working with you on issues of mutual interest in the future.

Sincerely,

for
Tay Yoshitani
Executive Director

CC: Office of the Honorable Don Perata

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 MAY 20 PM 2:59

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

REVISED
5-20-04

INTRODUCED BY COUNCILMEMBER IGNACIO DE LA FUENTE

A RESOLUTION RENAMING 98TH AVENUE BETWEEN SOUTHBOUND ROUTE
880 OFF- RAMP AND THE NORTHBOUND ROUTE 880 ON-RAMP THE
"RON COWAN PARKWAY"

WHEREAS, the City of Oakland and the Port of Oakland have recently completed major street improvements related to the Oakland International Airport renovation and expansion project; and

WHEREAS, the new streets and approach ways will efficiently move traffic into and out of the airport terminal; and

WHEREAS, the new airport approach ways include the new Ron Cowan Parkway connecting 98th Avenue and the Oakland International Airport to Harbor Bay Isle and the City of Alameda; and

WHEREAS, ingress and egress to the City of Alameda through Oakland is limited to five access points through the Webster Street Tube, 29th Avenue Bridge, Fruitvale Bridge, High Street Bridge and Doolittle Drive creating congestion and back ups onto Oakland streets at certain times of the day; and.

WHEREAS, the Ron Cowan Parkway provides a new access road into Harbor Bay Island and Alameda from 98th Avenue alleviating traffic congestion particularly on Hegenberger Road and streets leading to the Fruitvale and High Street bridges; and

WHEREAS, Ron Cowan planned and developed the Harbor Bay Isle residential community and business park and was instrumental in developing the new access road; and

WHEREAS, the Harbor Bay Business Park development has contributed to the growth and expansion of the Bay Area economy and is an integral piece of the airport area business community; and

WHEREAS, the Port of Oakland wishes to complete its signage program for the new airport approach ways and requires the 98th Avenue overpass renaming designation to enable Caltrans to install the appropriate signage at 98th Avenue and Route 1880; and

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ORACOUNCIL
JUN 1 2004

WHEREAS, renaming the portion of 98th Avenue contained in the freeway overpass will not impact surrounding businesses or fiscally impact the City of Oakland; now therefore be it

RESOLVED, that the City Council does hereby designate the portion of 98th Avenue on the freeway overpass between the southbound Route 880 off- ramp and the northbound Route 880 on-ramp, the Ron Cowan Parkway.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, BRUNNER, CHANG, DE LA FUENTE, NADEL, QUAN, REID, WAN

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
CEDA FLOYD
City Clerk and Clerk of the Council
Of the City of Oakland, California

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2003 NOV 25 AM 9:07

A. Jordan

OAKLAND CITY COUNCIL
RESOLUTION NO. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY OF OAKLAND TO OBTAIN SIGNS FOR RONALD H. COWAN PARKWAY AND OAKLAND FOREIGN TRADE ZONE, TO BE INSTALLED ALONG THE INTERSTATE 880 FREEWAY.

IRREGULAR WHEN RECEIVED

WHEREAS, The Port Of Oakland has requested the City of Oakland obtain signs indicating Ronald H. Cowan Parkway and Oakland Foreign Trade Zone from the California Department of Transportation (Caltrans); and

WHEREAS, Sections 34091.1 and 34092 of the California Government Code authorize the City Council to change the name of any exiting City street; and

WHEREAS, The revitalizing efforts along the Hegenberger Road Corridor and 98th Avenue as part of the airport gateway expiations require additional signage along Interstate 880 (I880); and

WHEREAS, Caltrans is prepared to complete signage installation along I880, near the new 98th Avenue approach leading to the Oakland International Airport, with recommendations for signage including only the street portion of the over pass ramp to be renamed Ronald H. Cowan Parkway to adhere to the Caltrans ½ mile policy applicable to signage placement, along freeways; and

WHEREAS, The Ronald H. Cowan sign will help guide through traffic to Alameda towards the new 98th Avenue approach from the freeway, thereby easing congestion on Hegenberger Road specifically , and in the area generally;

WHEREAS, The Oakland Foreign Trade Zone sign will not only indicate its location, but also remind passers-by of the important role the City Of Oakland plays in the nation's international trade infrastructure.

RESOVLVED: That the City Council finds and determines that the foregoing recitals are true and correct and that they are intended to and shall be considered part of the findings supporting the City Council's adoption of this Resolution

PUBLIC WORKS CMTE.

DEC 9 2003

IN COUNCIL, OAKLAND, CALIFORNIA, _____,

PASSED BY THE FOLLOWING VOTE:

AYES -

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

CEDA FLOYD

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

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JUN 1 2004

X
PUBLIC WORKS CMTE.

DEC 9 2003