

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2004 OCT 13 PM 5:17

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: October 26, 2004

RE: A Resolution Renaming "Broadway" Between 5th Street and 6th Street and Under I-580 to "Broadway Auto Row"

SUMMARY

Caltrans has advised staff that the City Council must adopt the name "Broadway Auto Row" by Resolution or we are in jeopardy of losing the name on the two highway exit signs. Adoption of this Resolution will allow the existing signs to be retained.

FISCAL IMPACT

There is no fiscal impact to the adoption of the Resolution as Broadway Auto Row is already included on the Caltrans highway signs and Caltrans does not require further City street sign installation.

KEY ISSUES AND IMPACTS

The I-880 exit has a "Broadway Auto Row" sign, but Auto Row does not really begin until West Grand Ave. It is not practical to install Auto Row signs along Broadway through downtown. Caltrans will accept the naming of a very small portion of Broadway in order to maintain the highway exit sign. Therefore, staff proposes to rename just the portion of Broadway under I-880 from 5th St. to 6th St., to Broadway Auto Row. For the Broadway and 580 area, staff proposes to just rename the area under the underpass at I-580 and Broadway. This is acceptable to Caltrans for their purposes.

PROJECT DESCRIPTION

In the latter part of the 1990s, staff embarked upon a capital improvement and marketing campaign to brand the City's cluster of auto dealerships along Broadway. Caltrans installed two highway exit signs (at I-880 and at I-580) that use the moniker, "Broadway Auto Row". More recently, a "Buy Oakland" marketing campaign has highlighted the area. However, past staff efforts never included a Resolution, required by Caltrans, for the name "Broadway Auto Row".

Item: _____
Public Works Committee
October 26, 2004

Re: Renaming of Portions of "Broadway" to "Broadway Auto Row"

Caltrans is now indicating to staff that the City Council must adopt the name by Resolution or we are in jeopardy of losing the name on the two highway exit signs.

SUSTAINABLE OPPORTUNITIES

Economic: Maintaining freeway exposure for Broadway Auto Row assists in maintaining business presence, jobs and the generation of sales tax revenues.

Environmental: No impact.

Social Equity: No impact.

DISABILITY AND SENIOR CITIZEN ACCESS

No impact.

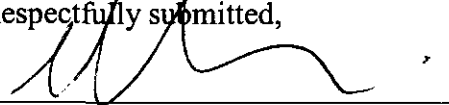
RECOMMENDATION(S) AND RATIONALE

Caltrans indicates that the City Council must adopt by Resolution the name Broadway Auto Row, as currently written on two freeway signs, or we are in jeopardy of losing the name on the freeway signage.

ACTION REQUESTED OF THE CITY COUNCIL

Adopt a Resolution renaming "Broadway" between 5th Street and 6th Street and under I-580 to "Broadway Auto Row".

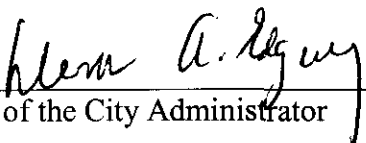
Respectfully submitted,




Dan Vanderpriem
Director of Redevelopment, Economic
Development, Housing and Community
Development

Prepared by:
Bill Lambert, Economic Development Manager
Community & Economic Development Agency

APPROVED AND FORWARDED TO THE
PUBLIC WORKS COMMITTEE:


Office of the City Administrator

Item: _____
Public Works Committee
October 26, 2004

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2004 OCT 13 PM 5:17
APPROVED AS TO FORM AND LEGALITY:

Deputy City Attorney

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

A RESOLUTION RENAMING “BROADWAY” BETWEEN 5TH STREET AND 6TH STREET AND UNDER I-580 TO “BROADWAY AUTO ROW”

WHEREAS, in the latter part of the 1990s staff embarked upon a capital improvement and marketing campaign to brand the City’s cluster of auto dealerships along Broadway; and

WHEREAS, more recently a “Buy Oakland’ marketing campaign has highlighted the auto sales area; and

WHEREAS, past efforts never included official codification of the name “Broadway Auto Row” as the street name for this area; and

WHEREAS, Caltrans is indicating that the City Council must adopt the name by Resolution or possibly lose the name on two freeway signs at Broadway and both I-880 and I-580 off ramps; now, therefore, be it

RESOLVED: That the portion of Broadway between 5th Street and 6th Street and under I-580 shall be named “Broadway Auto Row”; and be it further

RESOLVED: That the City Administrator or her designee is hereby authorized to take any appropriate action with respect to the name change consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2004

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST:

CEDA FLOYD

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