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FILED
OFFICE OF THE CITY CLERK
OAKLAND

APPROVED AS TO FORM AND LEGALITY

[Signature]
CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. 90500 C.M.S.

INTRODUCED BY COUNCILMEMBER TREVA REID

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 77967 C.M.S.

WHEREAS, an application has been submitted by the Office of Councilmember Treva Reid requesting the commemorative street renaming of Hegenberger Road from International Boulevard to Doolittle Drive as 'Larry E. Reid 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 Dr. Huey P. Newton Way, Dorothy King Way, Gladys Green Way and Teddie Radford 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 recognizes that former Councilmember and Vice Mayor Larry E. Reid has made a profound and lasting impact on the lives of countless Oakland residents through his decades of dedicated service, steadfast leadership, and unwavering commitment to improving the quality of life in Oakland, meriting commemoration; and

WHEREAS, Former Councilmember Reid began service to the City of Oakland first as Chief of Staff to former Oakland City Councilmember Aleta Cannon, and then to former Mayor and California State Assemblymember Elihu Harris, laying a foundation for his lifelong dedication to Oakland and public service; and

WHEREAS, Former Councilmember Reid served on the Oakland City Council for 24 years, making him the second longest-serving councilmember after former Councilmember Frank Ogawa's 28-year tenure; both councilmembers proudly representing District Seven. During his tenure, Reid held several distinguished leadership roles, including President of the Oakland City Council, Vice Mayor of the City of Oakland, Chairman of the Rules and Legislation Committee, and Chairman of the Alameda County Transportation Commission; and

WHEREAS, Former Councilmember Reid tirelessly championed housing development in District Seven, securing \$95 million dollars for the development of market-rate units at Durant Square and initiating numerous housing projects on MacArthur Boulevard. These include Palm Villas, which provides 78 affordable housing units, Covington Manor with 19 market-rate units, a 36-unit workforce housing apartment complex, and a senior housing facility offering 33 units; and

WHEREAS, Former Councilmember Reid significantly strengthened District Seven's economy through strategic retail initiatives, including the establishment of a 48,000 sq. ft. FoodMaxx supermarket at 10950 International Boulevard. His economic vision led to the revitalization of the Foothill Square Shopping Center, which now features an 80,000 sq. ft. Foods Co. supermarket, along with other major retail and commercial institutions including Wells Fargo Bank, Rainbow Apparel, and Ross Department Store; and

WHEREAS, Hegenberger Road, one of the longest roads in Oakland and a critical commercial corridor adjacent to Interstate 880, serves as a main access route to the Airport and is essential to Oakland's economy, generating the highest self-tax revenue of any business corridor in the city; and

WHEREAS, Former Councilmember Reid's leadership fostered economic growth along the Hegenberger Corridor, establishing it as a premier economic hub due to its connection to the San Francisco Bay Oakland International Airport (formerly known as the Oakland International Airport). His efforts attracted substantial public and private investment, bringing major retailers to the area such as Walmart, Starbucks Coffee, T-Mobile Cellular, Chipotle, and In-N-Out Burger, reinforcing Oakland's economic vitality; and

WHEREAS, Former Councilmember Reid also prioritized the development of I-880's Auto Row, which includes major automotive brands such as Toyota, Lexus, and Acura. For seven consecutive years, Reid's office sponsored a Small Business Symposium, holding over 30 workshops, luncheons, and mixers, and benefiting around 700 aspiring and established small business owners.

WHEREAS, Over a nine-year period, Former Councilmember Reid collaborated with the City of San Leandro to host an annual job fair, connecting more than 2,000 job seekers with employment opportunities, boosting entrepreneurship and employment rates in District Seven and making it Oakland's highest tax-generating district; and

WHEREAS, the Oakland City Council intends to honor Former Councilmember Larry E. Reid's extraordinary contribution to the city of Oakland and the District Seven community by retaining the existing street name, adding an additional honorary street name, and installing commemorative street signs or plaques; and

WHEREAS, the Oakland City Council intends that the costs associated with such commemorative acts will be borne by Councilmember Treva Reid's office; now, therefore, be it

RESOLVED: that the Oakland City Council hereby approve the commemorative renaming of Hegenberger Road from International Boulevard to Doolittle Drive as 'Larry E. Reid Way'; and

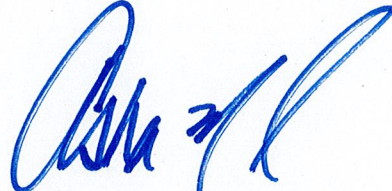
FURTHER BE RESOLVED: that the Oakland City Council directs the City Administrator to proceed with the commemorative designation of 'Larry E. Reid Way' and placement of street sign(s) or plaque(s) to that effect on Hegenberger Road from Doolittle Drive to International Street, upon payment of costs.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE: **NOV. 12 2024**

AYES-FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND
PRESIDENT FORTUNATO BAS 8

NOES - 0
ABSENT - 0
ABSTENTION - 0

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