


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF AND
COUNCILMEMBER NOEL GALLO

**RESOLUTION COMMEMORATIVELY RENAMING FOOTHILL BLVD
BETWEEN HIGH STREET AND 47TH AVENUE AS 'TOO \$HORT WAY'
PURSUANT TO THE POLICY AND PROCEDURES ESTABLISHED BY
OAKLAND CITY COUNCIL RESOLUTION NO. 77967 C.M.S.**

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 with Dr. Huey P. Newton 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 finds that Todd "Too \$hort" Shaw, an acclaimed hip-hop artist, songwriter and entrepreneur that hails from Oakland, has positively impacting the lives of millions and eminently merits commemoration; and

Over the course of his nearly 40-year career as an artist, \$hort has cemented his legacy as a hip-hop heavyweight and pioneer of West Coast rap, having amassed six platinum albums and four gold certifications.

With the release of his 22nd solo studio album (Ain't Gone Do It) in December 2020, \$hort earned the unique distinction of becoming the only active hip-hop artist to have released an album in five different decades, punctuating an already vast catalog that included platinum albums such as Life Is... Too Short, Short Dog's in the House, Shorty the Pimp, Get In Where You Fit In, Cocktails, Gettin' It (Album Number Ten), etc. He is also the only artist to have collaborated with Tupac, The Notorious B.I.G. and JAY-Z. \$hort's unprecedented run and legendary discography was celebrated as part of Verzuz, the renowned series conceptualized by Swizz Beatz and Timbaland. \$hort went head-to-head against fellow collaborator E-40 in the highly-anticipated battle that drew nearly 3 million viewers – combined between Apple Music and Instagram Live – and their Verzuz battle and the array of music hits earned the distinction of the third-highest tweeted Verzuz battle ever.

Now, \$hort's influence permeates through every corner of modern music, with Drake paying homage to his smash single "Blow the Whistle" in DJ Khaled's "For Free," and Yo Gotti and Nicki Minaj's sample of "Freaky Tales" in their No.1 smash, "Rake It Up." Most recently, Saweetie, Post Malone, DaBaby and Jack Harlow sampled \$hort for their dynamic collaboration on "Tap In (Remix)" in 2020.

Todd Anthony Shaw aka Too \$hort is not only the first rapper from Oakland but also the most successful having put out relevant music across 5 decades. He is a true testament to the attributes of hard work and humility, character traits he credits to his upbringing in Oakland. The world of hip hop and beyond got to know Oakland through \$hort's music. His career blazed a path that opened the door for bay area artists to pursue their dreams and it's important that Oakland give him his flowers now, while he is here and can appreciate the "thank you" from his hometown, a hometown that he thanks day in and day out in conversations with artists and media alike. This street renaming will also coincide with the release of his album with fellow music icons, Snoop Dogg, E-40, and Ice Cube via their super group, Mount Westmore; and

WHEREAS, the City Council intends to honor Todd "Too \$hort" Shaw's contribution to the Oakland community and the world by retaining the existing street name, adding an additional honorary street name, and installing commemorative street signs or plaques; and

WHEREAS, the City Council intends that the costs associated with such a commemorative act will be borne by Mayor Schaaf's office; now, therefore, be it

RESOLVED: That the Oakland City Council hereby approves the commemorative renaming of Foothill Blvd. between High Street and 47th Avenue as 'Too \$hort Way' while retaining the primary street name Foothill Boulevard; and be it

FURTHER RESOLVED: That the Oakland City Council directs the City Administrator to proceed with the commemorative designation of ‘Too \$hort Way’ and placement of street sign(s) or plaque(s) to that effect on Foothill Blvd. between 47th Avenue and High Street.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, KALB, KAPLAN, REID, TAYLOR, THAO AND
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

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