



# City of Oakland

Office of the City Clerk  
Oakland City Hall,  
1 Frank H. Ogawa Plaza,  
Room 201  
Oakland, California 94612

## Legislation Text

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**File #:** 003669, **Version:** 2

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**Subject:** Street Renaming-Yerba Buena Avenue  
**From:** Public Works Agency  
**Recommendation:** Conduct a Public Hearing and upon conclusion Adopt a Resolution to rename a portion of Yerba Buena Avenue to Mandela Parkway  
CITY OF OAKLAND  
COUNCIL A GENDA REPORT 7  
OFFICE OF THE CITY MANAGER  
CLERK  
**TO:** Office of the City Manager  
**ATTN:** Robert C. Bobb  
**FROM:** Public Works Agency 200 JUN 12 PM 2: 30  
**DATE:** June 24, 2003

**RE: A RESOLUTION TO RENAME A PORTION OF YERBA BUENA AVENUE TO MANDELA PARKWAY**

### SUMMARY

Approval of this resolution will rename a two-block section of Yerba Buena Avenue (from Horton to Hollis) to "Mandela Parkway". (See "Exhibit A" attached.) The cost is approximately \$1,000 to install two new street name signs at Horton and at Hollis. Renaming this segment provides continuity in the street name now that Mandela Parkway has been extended from Horton Street in Oakland to Hollis Street in Emeryville. Without this name change, the final leg of the new Mandela Parkway would still be called Yerba Buena. Businesses along this roadway section already use "Mandela Parkway" as their official business address and support the formal name change.

### FISCAL IMPACTS

The proposed street name change will result in fabrication and installation of two new street name signs by the Public Works Agency at a cost of approximately \$1,000. Funds are available in the FY 02-03) PWA budget; Traffic Maintenance Organization (30247); Multipurpose Fund (1750); Construction Supplies Account (52512).

### BACKGROUND

Caltrans recently completed construction of the Mandela Parkway extension from Horton Street in Oakland to Yerba Buena Avenue in Oakland at the Emeryville border. Businesses along this segment of Yerba Buena began using Mandela Parkway as their new street address shortly thereafter and support a formal street name change.

City procedures for processing a street name change require solicitation of comments from all property owners, real property managers, tenants, and lessees of those properties that could be affected by the name change. In February 2003, staff polled the seven property owners and businesses along Yerba Buena Avenue that would be affected by the renaming proposal. Staff clearly stated in the letter that a non-response would be construed as support for the street name change. No one responded to City staff opposing the proposed name change.

Although the City will be considering a new policy in July for responding to street renaming requests to honor local residents, the proposal to rename Yerba Buena Avenue represents an unusual situation that will not be covered by the new policy. Since the Yerba Buena request stems from construction of a new street segment where none existed, and it is not intended to honor a local resident, it makes sense to rename this short two-block segment to provide name continuity.

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Reso. Renaming Portion of Yerba Buena St. to Mandela Pkwy.

#### SUSTAINABLE OPPORTUNITIES

**Economic:** The businesses along Yerba Buena Avenue support this name change as it facilitates access to their property.

**Environmental:** There are no environmental opportunities associated with the proposed name change.

**Social Equity:** There are no social equity issues associated with the proposed name change.

#### DISABILITY AND SENIOR CITIZEN ACCESS

The new street signs will conform to signage requirements of the Americans with Disabilities Act.

#### RECOMMENDATION AND RATIONALE

Staff recommends approval of the resolution for the following reasons: 1) The proposed street name change will not interfere with the public's use of Yerba Buena Avenue; 2) It will provide continuity for travelers accessing or traveling through this area from the new Mandela Parkway extension; and 3) It will be consistent with the street name address currently used by businesses along this 10-block area.

#### ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council approve the resolution.

Respectfully,

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CLAUDETTE R. FORD  
Director, Public Works Agency

Reviewed by:  
Raul Godinez II, P.E.  
Assistant Director, Public Works Agency

Prepared by:  
Shanna O'Hare  
Senior Transportation Planner

APPROVED AND FORWARDED  
TO THE PUBLIC WORKS COMMITTEE Item  
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EXHIBIT A

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RESOLUTION No. C. M. S.)-F F I C

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D;TRODUCED BY COUNCILMEMBER -M-141,1N, 12 P.'112:30

A RESOLUTION TO RENANIE A PORTION OF YERBA BUENA AVENUE TO  
INLANDELA PARKWAY

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

WHEREAS, the businesses along the two-block segment of Yerba. Buena Avenue between Horton and Hollis Street support changing the name of this segment to "Mandela Parkway"; and

WHEREAS. in February 2003, staff mailed notices to affected residents, property owners and business owners to solicit responses in support or opposition of the street name change; and

WHEREAS, staff clearly stated in the notification letter that non-response would be construed as support for the street name change; and

'WHEREAS, no one responded to staff in opposition to the proposed name change; and

WHEREAS, the \$1,000 cost for fabricating and installing two new street name signs will be bome by the Public Works Agency maintenance budget; and

WHEREAS, it is the intention of the City of Oakland to rename to "Mandela Parkway" that portion of Yerba Buena Avenue between Horton and Hollis Street; and

WHEREAS, the affected street area is delineated in "Exhibit A" attached hereto and made a part hereof, and

WHEREAS, the affected property owners, residents and businesses bad the opportunity to express their concerns about the street name change-, now, therefore, be it

RESOLVED: That the City Council approves the resolution renaming to "Mandela Parkway" that portion of Yerba Buena Avenue between Horton to Hollis Street; and be it

FURTHER RESOLVED: That the City Clerk is hereby directed to have a copy of this resolution recorded with Alameda Coumv Records Office upon payment of any fees due; and be it

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FURTHER RESOLVED: That from the date of approval of this resolution the portions of Yerba Buena Avenue between Horton and Hollis Street thereafter shall be Mandela Parkway.

IN COUNCIL, OAKLAND, CALIFORNIA, 2001

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN. REID, W,%-N, AND

PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION -

Attest:

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

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EXHIBIT A

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