



**DATE:** October 3, 2017

**TO:** Mayor and City Council

**FROM:** Director of Public Works

**SUBJECT** Adopt Resolution Changing Street Name from Tuskegee Drive to Tuskegee Airmen Drive

### **RECOMMENDATION**

That the City Council adopts a resolution changing the name of Tuskegee Drive to Tuskegee Airmen Drive.

### **BACKGROUND**

In 2014, representatives of the William “Bill” Campbell Chapter of Tuskegee Airmen, Inc. proposed renaming Skywest Drive to Tuskegee Airmen Drive in honor of the Tuskegee Airmen, a renowned group of African-American pilots that served with distinction in World War II. However, following an evaluation, staff determined that there would be significant financial and operational impact to existing businesses along Skywest Drive, and the name change was not supported at that time.

Alternatively, staff suggested naming a new airport entrance road at the intersection of West Winton Avenue and Clawiter Road in honor of the Tuskegee Airmen, and this proposal was acceptable to the local chapter. Originally, the road name would become Tuskegee Drive and, in subsequent conversation, no objections were noted. However, staff was later notified that the desired name was Tuskegee Airmen Drive due to the historical implications of leaving “Airmen” out of the street name. Unfortunately and regrettably, this concern was raised to the City after the City had confirmed and received approval from other local agencies and officially established the name Tuskegee Drive. It was also after Meridian Hayward constructed a new \$10 million facility at the airport and adopted the name Tuskegee Drive for use on corporate communications, including brochures, print advertisements, letterhead, and exterior signs.

## **DISCUSSION**

The William “Bill” Campbell Chapter of Tuskegee Airmen, Inc. submitted a petition requesting to change the street name of Tuskegee Drive to Tuskegee Airmen Drive (Attachment III). The request for the proposed name change was reviewed by the City and appropriate agencies and no objections were received.

Residents and businesses affected by the name change were also notified and the City received one objection from Meridian Hayward, which was subsequently withdrawn. Meridian Hayward opened a new Fixed Base Operation in October 2016 on Tuskegee Drive. In consideration of Meridian’s desire to better establish the location of their business with current and prospective customers and to allow them to deplete the current supply of marketing materials with the original name, Tuskegee Airmen, Inc. has agreed to postpone the street name change for a period of one year. The timing of the name change will now coincide with the annual Hayward Executive Airport Open House scheduled for September, 2018. City staff has met with representatives of the local Tuskegee Airmen chapter to discuss this plan and to apologize for the initial miscommunication on the street naming.

## **STRATEGIC PRIORITIES**

This agenda item is a routine operational item and does not relate to one of the Council’s Strategic Initiatives.

## **FISCAL IMPACT**

There are no significant cost impacts related to this request.

## **SUSTAINABILITY FEATURES**

The action taken for this agenda report will not result in a physical development, purchase or service, or a new policy or legislation. Any physical work will depend upon a future Council action.

## **PUBLIC CONTACT**

Notification letters were sent to residents and businesses within the vicinity of Tuskegee Drive for their input related to the name change.

## **NEXT STEPS**

If Council adopts the resolution, staff will install new street name signs at the next Hayward Executive Airport Open House event currently planned for September 2018. Staff will also notify Alameda County and the United States Post Office of the name change from Tuskegee Drive to Tuskegee Airmen Drive.

*Prepared by:* Dan S. Scott III, Survey Engineer

*Recommended by:* Morad Fakhrai, Director of Public Works

*Approved by:*

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

---

Kelly McAdoo, City Manager