

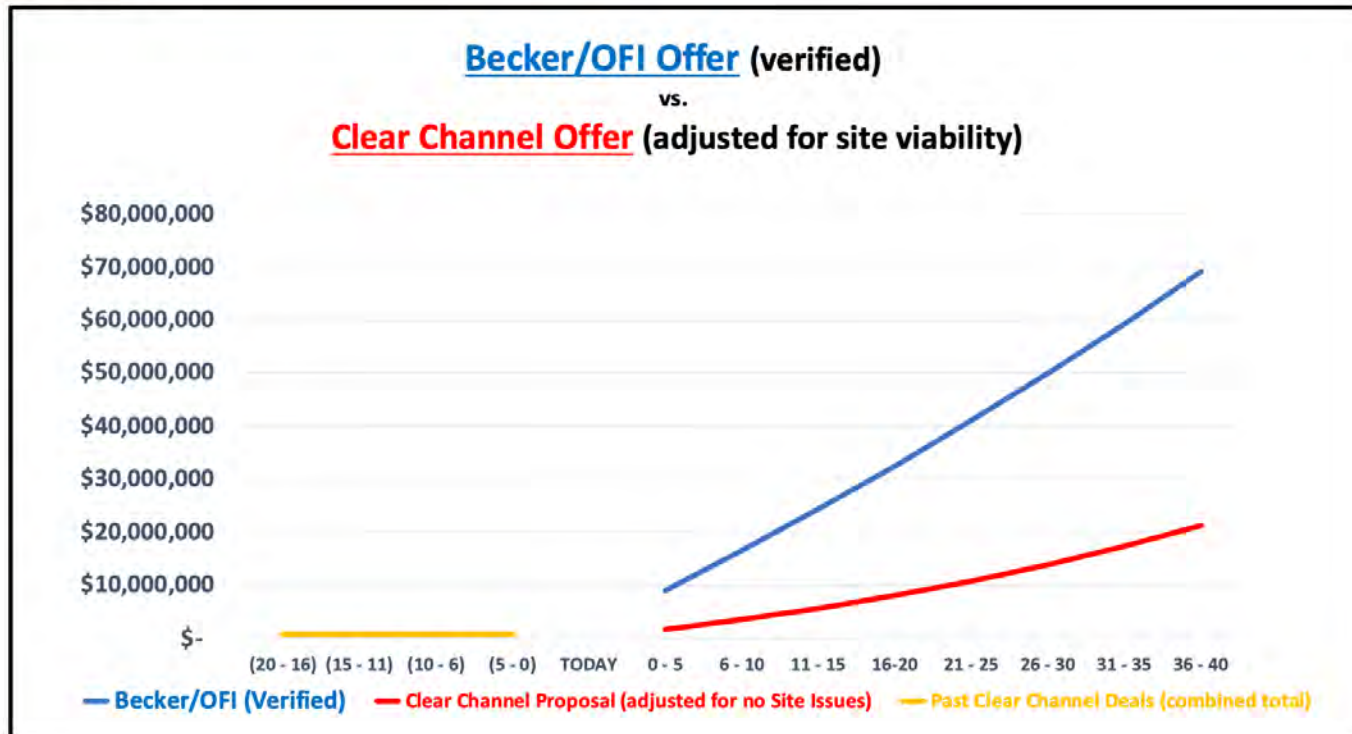
CLEAR CHANNEL "OFFER" SUMMARY:

FINANCIAL SUMMARY	SITE COUNT	ANNUAL	LIFETIME	
Total Revenue PROPOSED :	18	\$ 2,310,000	\$ 155,699,739	← Proposed
Total revenue NON VIABLE :	15	\$ 1,995,000	\$ 134,467,935	← Un-Buildable
Total Revenue VIABLE w/NO ISSUES :	3	\$ 315,000	\$ 21,231,804	← Actual

Comparison Between Becker Offer and Clear Channel Adjusted Offer:

Years - in blocks of 5 years each:	The Past 20 Years					The Next 40 Years							
	(20 - 16)	(15 - 11)	(10 - 6)	(5 - 0)	TODAY	0 - 5	6 - 10	11 - 15	16-20	21 - 25	26 - 30	31 - 35	36 - 40
Becker/OFI (Verified)						\$ 9,000,000	\$ 16,500,000	\$ 24,337,500	\$ 32,527,687	\$ 41,086,432	\$ 50,030,321	\$ 59,376,685	\$ 69,143,635
Clear Channel Proposal (adjusted for no Site Issues)						\$ 1,655,743	\$ 3,529,065	\$ 5,657,557	\$ 8,055,567	\$ 10,768,695	\$ 13,838,351	\$ 17,311,385	\$ 21,241,804
Past Clear Channel Deals (combined total)	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000									

All on private property



Summary

Non-viability of Clear Channel Sites

Face #	Location	Status	"Offered" Revenue	Possible Revenue
1	7 th / Market (Community Garden)	<u>SITE NON-VIABLE</u>	\$ 210,000.00	\$ -
2	7 th / Market (Community Garden)	<u>SITE NON-VIABLE</u>	\$ 210,000.00	\$ -
3	98 th / Empire (Columbia Gardens)	<u>SITE NON-VIABLE</u>	\$ 210,000.00	\$ -
4	98 th / Empire (Columbia Gardens)	<u>SITE NON-VIABLE</u>	\$ 210,000.00	\$ -
5	I-880 & High Street (Southeast)	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
6	I-880 & High Street (Southeast)	<u>SITE IS VIABLE</u>	\$ 105,000.00	\$ 105,000
7	P I-980 & 27 th Ave	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
8	I-80 (Bay Bridge) & Toll Plaza	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
9	I-80 (Bay Bridge) & Toll Plaza	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
10	I-880 & High Street (Northeast)	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
11	I-880 & 16 th Ave (Embarcadero)	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
12	I-880 & Alameda Ave	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
13	I-880 & Fruitvale Ave	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
14	I-880 & Fruitvale Ave	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
15	I-580 & San Pablo	<u>SITE IS VIABLE</u>	\$ 105,000.00	\$ 105,000
16	I-880 & Webster	<u>SITE IS VIABLE</u>	\$ 105,000.00	\$ 105,000
17	98 th Ave & Bigge	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -
18	98 th Ave & Bigge	<u>SITE NON-VIABLE</u>	\$ 105,000.00	\$ -

<u>FINANCIAL SUMMARY</u>	SITE COUNT	ANNUAL	LIFETIME
Total Revenue PROPOSED :	18	\$ 2,310,000	\$ 155,699,739
Total revenue NON VIABLE :	15	\$ 1,995,000	\$ 134,467,935
Total Revenue VIABLE w/NO ISSUES :	3	\$ 315,000	\$ 21,231,804

Analysis of Non-Viability of Clear Channel Proposed Sites

Clear Channel Proposed Sites		Caltrans Requirements			Title Requirements	Industry Requirements (to be able to generate ad revenue)		City Parameters			"Offered" Proposed Revenue	Possible Proposed Revenue
		Industrial or Commercial Zone	Not Classified Landscape Area	More than 1000ft from other digital?	NO DEED RESTRICTIONS	Oriented to Freeway	Clear (Sellable) Visibility	Adjacent to Freeway (14.04.270)	Off Premise Sign	Property Owner Authorization		
1	7th/Market - Community Garden (CITY-OWNED)	✓	✓	✓	X	✓	✓	✓	✓	?	\$ 210,000	\$ -
2	7th/Market - Community Garden (CITY-OWNED)	✓	✓	✓	X	✓	✓	✓	✓	?	\$ 210,000	\$ -
3	98th/Empire - Columbia Gardens (CITY-OWNED)	X	X	✓	?	✓	X	X	✓	?	\$ 210,000	\$ -
4	98th/Empire - Columbia Gardens (CITY-OWNED)	X	X	✓	?	✓	X	X	✓	?	\$ 210,000	\$ -
5	Nimitz Frwy (I-880) NS 20ft W/O High St F/E - 1	✓	✓	X	n/a	✓	✓	✓	✓	?	\$ 105,000	\$ -
6	Nimitz Frwy (I-880) NS 590ft E/O High St F/E - 1	✓	✓	✓	n/a	✓	✓	✓	✓	?	\$ 105,000	\$ 105,000
7	P I-980 Frwy WS 15ft N/O 27th St F/N - 1	X	X	✓	n/a	✓	X	✓	✓	?	\$ 105,000	\$ -
8	Bay Bridge (I.80) SS .7mi E/O Toll Plaza (%) - F/E	✓	X	✓	n/a	✓	✓	✓	✓	X	\$ 105,000	\$ -
9	Bay Bridge (I.80) SS .7mi E/O Toll Plaza (%) - F/W	✓	X	✓	n/a	✓	✓	✓	✓	X	\$ 105,000	\$ -
10	Nimitz Frwy I-880 Frwy ES 0.25mi N/O High St F/N	✓	X	✓	n/a	✓	✓	✓	✓	X	\$ 105,000	\$ -
11	16th Ave & Embarcadero	✓	✓	✓	n/a	X	X	✓	✓	?	\$ 105,000	\$ -
12	Alameda Ave & High St	✓	✓	✓	n/a	X	X	X	✓	?	\$ 105,000	\$ -
13	Nimitz Frwy (I-880) NS 200ft W/O Fruitvale F/E - 1	✓	✓	✓	n/a	✓	✓	✓	X	?	\$ 105,000	\$ 105,000
14	Nimitz Frwy (I-880) NS 200ft W/O Fruitvale F/W - 2	✓	✓	✓	n/a	✓	✓	✓	X	?	\$ 105,000	\$ 105,000
15	MacArthur Frwy I-580 SS 31ft E/O San Pablo Ave F/E	✓	✓	✓	n/a	✓	✓	✓	✓	?	\$ 105,000	\$ 105,000
16	Nimitz Frwy (I-880) WS 0.3mi S/O I-980 F/N - 1	✓	✓	✓	n/a	✓	✓	✓	✓	?	\$ 105,000	\$ 105,000
17	98th Ave NL 2000' W/O I-880 - F/E	n/a	n/a	n/a	n/a	X	X	X	✓	?	\$ 105,000	\$ -
18	98th Ave NL 2000' W/O I-880 - F/W	n/a	n/a	n/a	n/a	X	X	X	✓	?	\$ 105,000	\$ -
											\$ 2,310,000	\$ 525,000

Total Faces PROPOSED :	18	Total Revenue PROPOSED :	\$ 2,310,000 / year
Total Faces NON-VIABLE :	13	Total Proposed Revenue ACTUAL :	\$ 525,000 / year
Total Faces with other ISSUES :	2	Revenue with other ISSUES :	\$ 210,000 / year
Total Faces VIALE w/NO ISSUES :	3	Total Proposed Revenue w/NO ISSUES :	\$ 315,000 / year

Summary

Viability of Becker/OFI Sites

Face #	Location	Status	Offered Revenue	Possible Revenue
1	1357 5th Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
2	1357 5th Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
3	8099 Coliseum Way	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
4	8099 Coliseum Way	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
5	4701 Oakport	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
6	4701 Oakport	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
7	1001 22nd Avenue	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
8	1001 22nd Avenue	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
9	601 Brush Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
10	601 Brush Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
11	3650 Mandela Parkway	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
12	3650 Mandela Parkway	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
13	277 5th Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
14	277 5th Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
15	3700 Mandela Parkway	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
16	3700 Mandela Parkway	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
17	2982 E 7th St	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
18	2982 E 7th St	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
19	3401 E 8th Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00
20	3401 E 8th Street	<u>SITE IS VIABLE</u>	\$ 75,000.00	\$ 75,000.00

*Alternate Sites Also Available

<u>FINANCIAL SUMMARY</u>	SITE COUNT	ANNUAL	LIFETIME
Total Revenue PROPOSED :	20	\$ 1,500,000	\$ 69,143,635
Total revenue NON VIABLE :	0	\$ -	\$ -
Total Revenue VIABLE w/NO ISSUES :	20	\$ 1,500,000	\$ 69,143,635

Analysis of Viability of Becker/OFI Proposed Sites

Becker/OFI Proposed Sites (18/20 faces below have an <u>Issued</u> Caltrans Preliminary Permit)		Caltrans Requirements			Title Requirements	Industry Requirements (to be able to generate ad revenue)		City Parameters			Offered Proposed Revenue	Possible Proposed Revenue
		Industrial or Commercial Zone	Not Classified Landscape Area	More than 1000ft from other digital?	NO DEED RESTRICTIONS	Oriented to Freeway	Clear (Sellable) Visibility	Adjacent to Freeway (14.04.270)	Off Premise Sign	Property Owner Authorization		
1	1357 5th Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
2	1357 5th Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
3	8099 Coliseum Way	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
4	8099 Coliseum Way	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
5	4701 Oakport	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
6	4701 Oakport	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
7	1001 22nd Avenue	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
8	1001 22nd Avenue	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
9	601 Brush Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
10	601 Brush Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
11	3650 Mandela Parkway	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
12	3650 Mandela Parkway	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
13	277 5th Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
14	277 5th Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
15	3700 Mandela Parkway*	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
16	3700 Mandela Parkway*	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
17	2982 E 7th St	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
18	2982 E 7th St	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
19	3401 E 8th Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
20	3401 E 8th Street	✓	✓	✓	n/a	✓	✓	✓	✓	✓	\$ 75,000	\$ 75,000
Alternates Sites (with Caltrans Prelim approval) also available *Caltrans Prelim Permit Pending											\$ 1,500,000	\$ 1,500,000

Total Faces PROPOSED: 20	Total Revenue PROPOSED: \$ 1,500,000 / year
Total Faces NON-VIABLE: 0	Total Proposed Revenue ACTUAL: \$ 1,500,000 / year
Total Faces with other ISSUES: 0	Revenue with other ISSUES: \$ -
Total Faces VIABLE w/NO ISSUES: 20	Total Proposed Revenue w/NO ISSUES: \$ 1,500,000 / year

Analysis of Non-Viability of Clear Channel Proposed Sites

Evidence Packet

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5	I-880 & High Street (Southeast)	8-9
6	I-880 & High Street (Southeast)	8-9
7	P I-980 & 27 th Ave	10-13
8	I-80 (Bay Bridge) & Toll Plaza	14-16
9	I-80 (Bay Bridge) & Toll Plaza	14-16
10	I-880 & High Street (Northeast)	17-19
11	I-880 & 16 th Ave (Embarcadero)	20-21
12	I-880 & Alameda Ave	22-23
13	I-880 & Fruitvale Ave	24
14	I-880 & Fruitvale Ave	24
15	I-580 & San Pablo	25
16	I-880 & Webster	26
17	98 th Ave & Bigge	27-28
18	98 th Ave & Bigge	27-28

Faces 1 & 2

7th/Market (Community Garden)



SITE NON-VIABLE

DEED RESTRICTION

1969

OR

2416

464

13158

RECORDING REQUESTED BY
CITY OF OAKLAND

RE: 2416 IM: 464

6-63110

AND WHEN RECORDED SHALL BE

DEED OF DEDICATION

CITY CLERK, CITY HALL,
1401 WASHINGTON STREET
OAKLAND, CALIF. 94612

THE REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND hereby

dedicates to the CITY OF OAKLAND that parcel of real prop-
erty in the City of Oakland, County of Alameda, State of
California, more particularly described below, for the
purpose and subject to the limitations stated hereinafter:

NO TAX DUE

RECORDED AT REQUEST OF
CITY OF OAKLAND
At 2:40 P.M.
JUN 5 - 1969
OFFICIAL RECORDS OF
ALAMEDA COUNTY, CALIFORNIA
JACK G. BLUE
COUNTY RECORDER
D.J.L.

BEGINNING at a point on the southern line
of 7th Street, formerly Railroad Avenue,
distant thereon north 73° 20' 06" west
14.06 feet from the western line of Market
Street, as said streets existed on January
1, 1960; running thence along said southern
line of 7th Street north 73° 20' 06" west
40.18 feet; thence south 16° 39' 54" west
91.07 feet; thence south 77° 35' 54" east
14.04 feet; thence north 61° 32' 15" east
35.07 feet; thence on the arc of a curve
to the left with a radius of 60.00 feet,
from a tangent which bears north 35° 16' 18"
east, a distance of 19.08 feet; thence on
the arc of a compound curve to the left with
a radius of 534 feet a distance of 46.48
feet to the point of beginning.

It is the purpose of this dedication that said real
property shall be used solely as a public park, and it is
a condition of the dedication that the CITY OF OAKLAND
shall develop and maintain said real property as a park
and shall not use it or permit it to be used for any pur-
pose inconsistent with or inappropriate to its use as a
park. THE REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND
or its successor reserves the right, upon the breach of
any condition herein to revert in itself the title to said
real property and all other rights and privileges hereby
granted.

"It is the purpose of this dedication that said real property shall be used solely as a public park, and it is a condition of the dedication that the CITY OF OAKLAND shall develop and maintain said real property as a park and shall not use it or permit it to be used for any purpose inconsistent with or inappropriate to its use as a park."

DATED: OCTOBE 1, 1968


JOHN B. WILLIAMS
Executive Director

Faces 3 & 4

98th / Empire (Columbia Gardens)



SITE NON-VIABLE

PARCEL ZONED RESIDENTIAL (RD-1)



Zoning and General Plan Information

Zoning	RD-1 (additional zoning districts may apply if illustrated in map below)
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CALTRANS RULES:

CCR Title 4 / Division 6 / Chapter 3

§ 2401. Measurement of Distances from a Commercial or Industrial Activity.

(a) A Display is placed in a business area when the Display is on property zoned as commercial or industrial by the local zoning authority and is within 1,000 feet of a commercial or industrial activity.

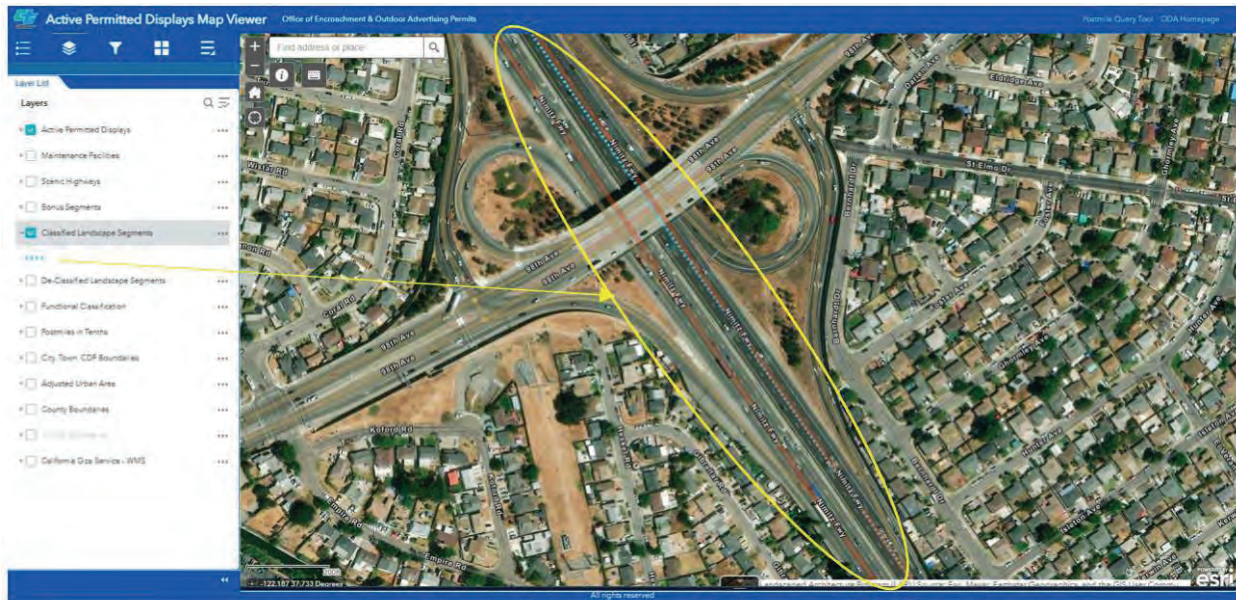
CFR Title 23 / Chapter I / Subchapter H / Part 750 / Subpart G

§ 750.704 Statutory requirements.

(a) 23 U.S.C. 131 provides that signs adjacent to the Interstate and Federal-aid Primary Systems which are visible from the main-traveled way and within 660 feet of the nearest edge of the right-of-way, and those additional signs beyond 660 feet outside of urban areas which are visible from the main-traveled way and erected with the purpose of their message being read from such main-traveled way, shall be limited to the following:

(4) Signs within 660 feet of the nearest edge of the right-of-way within areas adjacent to the Interstate and Federal-aid Primary Systems which are zoned industrial or commercial under the authority of State law;

ADJACENT TO CLASSIFIED LANDSCAPE FREEWAY:



CALTRANS RULES:

BUSINESS AND PROFESSIONS CODE - BPC

DIVISION 3. PROFESSIONS AND VOCATIONS GENERALLY [5000 - 9998.11]

(Heading of Division 3 added by Stats. 1939, Ch. 30.)

CHAPTER 2. Advertisers [5200 - 5486]

(Chapter 2 repealed and added by Stats. 1970, Ch. 991.)

ARTICLE 8. Landscaped Freeways [5440 - 5443.5]

(Article 8 added by Stats. 1970, Ch. 991.)

5440.

(a) Except as otherwise provided in this, no advertising display may be placed or maintained on property adjacent to a 1,000-foot or greater section of a freeway that has been landscaped with at least an average width of 20 feet of landscaping or that includes trees, on department-owned property at the same or elevated grade of the main-traveled way if the advertising display is designed to be viewed primarily by persons traveling on the main-traveled way of the landscaped freeway. article

(b) The department shall determine the average width by dividing the square footage of a landscaped area by its length.

(c) (1) All existing classifications shall remain in effect until the department receives a request for a new classification review in accordance with applicable regulations.

(2) The department may charge a fee in an amount not to exceed the reasonable costs incurred by the department in conducting a classification review and not to exceed five hundred dollars (\$500).

(d) For purposes of this section, "average width of 20 feet" means that over any 1,000-foot section freeway there averages at least 20 feet of total property contiguous to all sides of the main traveled way between the outer edge of the shoulders and the freeway right-of-way boundaries, including median plantings, that otherwise meets the definition of a landscaped freeway in Section 5216.

Non-Sellable Faces (visibility & distance)

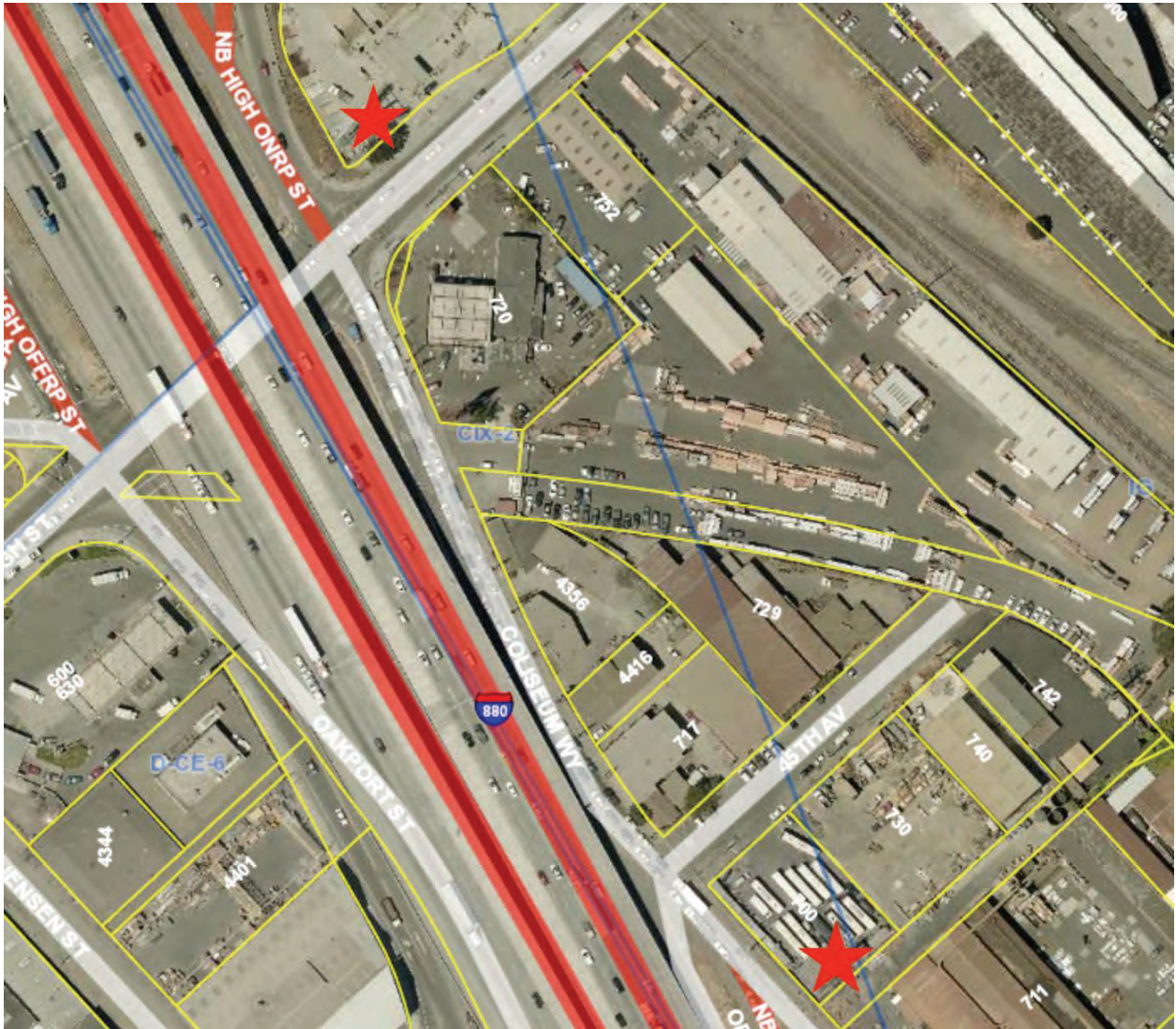
+

> 250' from Freeway



Faces 5 & 6

I-880 and High Street

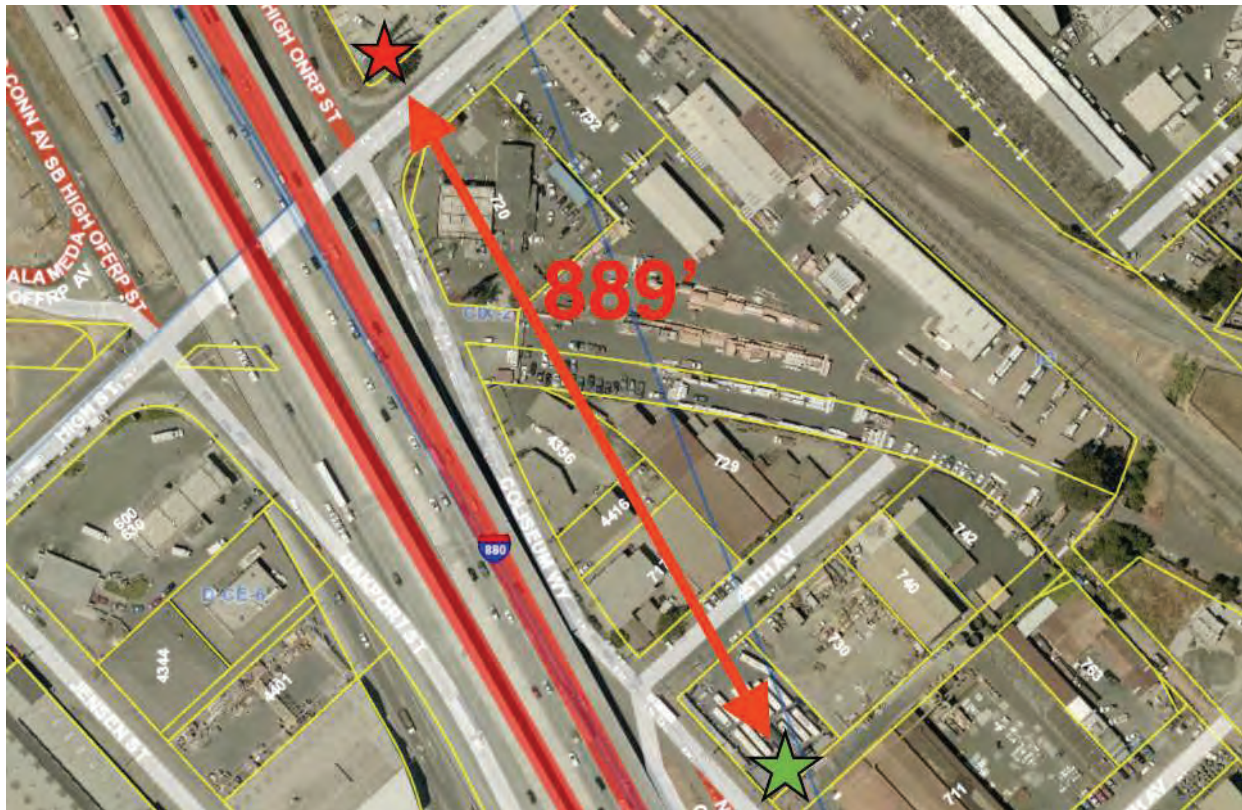


1 FACE NON-VIABLE

1 FACE VIABLE

FACES WITHIN 1000' FEET OF ONE ANOTHER

∴ ONLY 1 FACE VIABLE



Caltrans requires 1,000 foot minimum spacing between digital billboards on the same side of the highway.

BUSINESS AND PROFESSIONS CODE - BPC
DIVISION 3. PROFESSIONS AND VOCATIONS GENERALLY [5000 - 9998.11]
(Heading of Division 3 added by Stats. 1939, Ch. 30.)
CHAPTER 2. Advertisers [5200 - 5486]
(Chapter 2 repealed and added by Stats. 1970, Ch. 991.)

ARTICLE 7. Regulations [5400 - 5419]
(Article 7 added by Stats. 1970, Ch. 991.)

5405.

Notwithstanding any other provision of this chapter, no advertising display shall be placed or maintained within 660 feet from the edge of the right-of-way of, and the copy of which is visible from, any interstate or primary highway, other than any of the following:

(d) (1) Message center displays that comply with all requirements of this chapter. The illumination or the appearance of illumination resulting in a message change of a message center display is not the use of flashing, intermittent, or moving light for purposes of subdivision (b) of Section 5408, except that no message center display may include any illumination or message change that is in motion or appears to be in motion or that changes in intensity or exposes its message for less than four seconds. **No message center display may be placed within 1,000 feet of another message center display on the same side of the highway.** No message center display may be placed in violation of Section 131 of Title 23 of the United States Code.

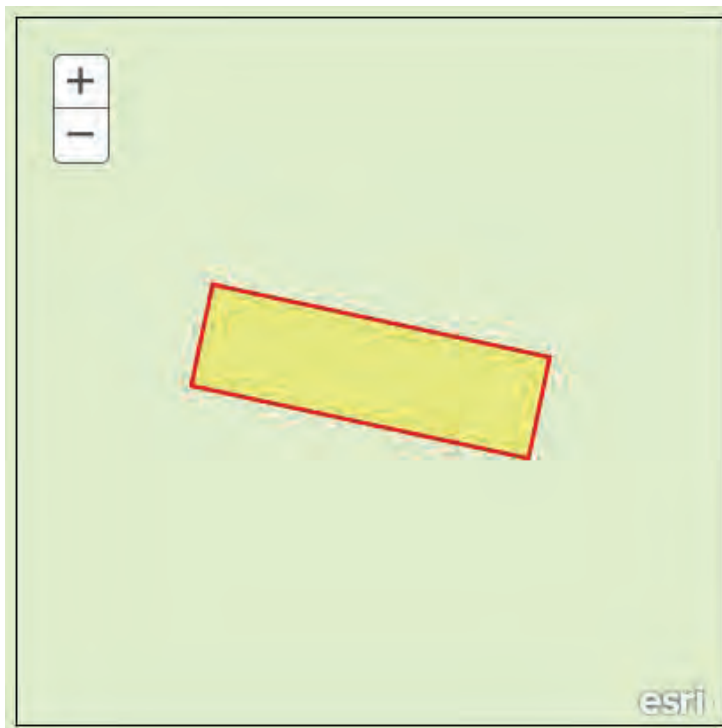
Face 7

P I-980 & 27th Ave



SITE NON-VIABLE

PARCEL ZONED RESIDENTIAL (RU-4)



CALTRANS RULES:

CCR Title 4 / Division 6 / Chapter 3

§ 2401. Measurement of Distances from a Commercial or Industrial Activity.

(a) A Display is placed in a business area when the Display is on property zoned as commercial or industrial by the local zoning authority and is within 1,000 feet of a commercial or industrial activity.

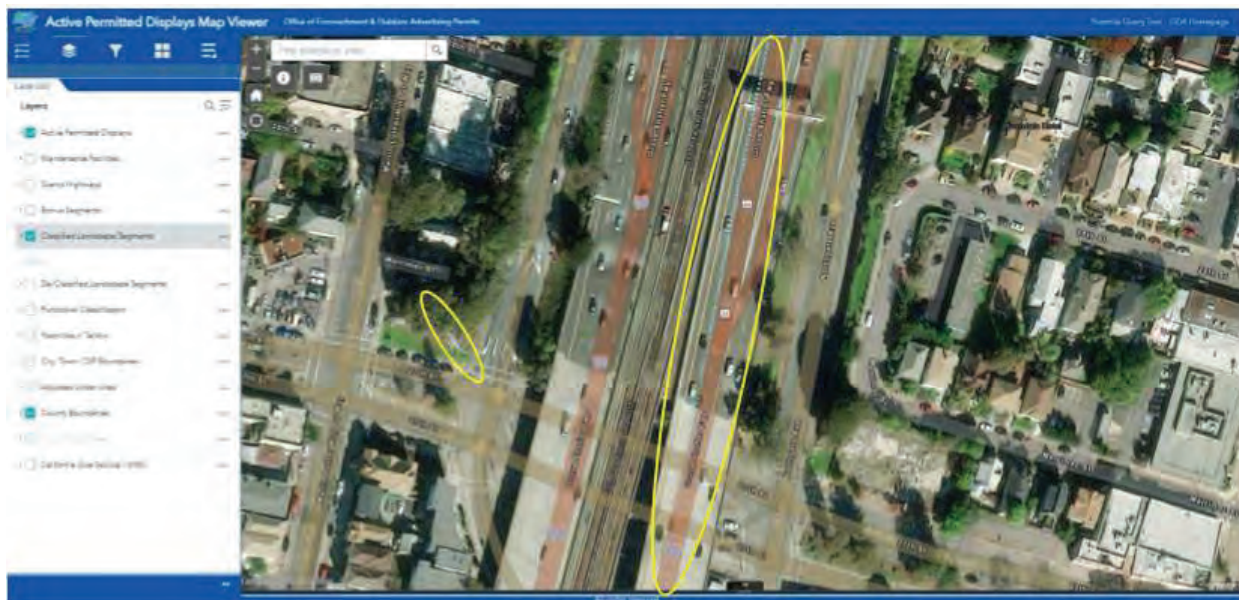
CFR Title 23 / Chapter I / Subchapter H / Part 750 / Subpart G

§ 750.704 Statutory requirements.

(a) 23 U.S.C. 131 provides that signs adjacent to the Interstate and Federal-aid Primary Systems which are visible from the main-traveled way and within 660 feet of the nearest edge of the right-of-way, and those additional signs beyond 660 feet outside of urban areas which are visible from the main-traveled way and erected with the purpose of their message being read from such main-traveled way, shall be limited to the following:

(4) Signs within 660 feet of the nearest edge of the right-of-way within areas adjacent to the Interstate and Federal-aid Primary Systems which are zoned industrial or commercial under the authority of State law;

ADJACENT TO CLASSIFIED LANDSCAPE FREEWAY:



CALTRANS RULES:

BUSINESS AND PROFESSIONS CODE - BPC

DIVISION 3. PROFESSIONS AND VOCATIONS GENERALLY [5000 - 9998.11]

(Heading of Division 3 added by Stats. 1939, Ch. 30.)

CHAPTER 2. Advertisers [5200 - 5486]

(Chapter 2 repealed and added by Stats. 1970, Ch. 991.)

ARTICLE 8. Landscaped Freeways [5440 - 5443.5]

(Article 8 added by Stats. 1970, Ch. 991.)

5440.

- (a) Except as otherwise provided in this, no advertising display may be placed or maintained on property adjacent to a 1,000-foot or greater section of a freeway that has been landscaped with at least an average width of 20 feet of landscaping or that includes trees, on department-owned property at the same or elevated grade of the main-traveled way if the advertising display is designed to be viewed primarily by persons traveling on the main-traveled way of the landscaped freeway. article
- (b) The department shall determine the average width by dividing the square footage of a landscaped area by its length.
- (c) (1) All existing classifications shall remain in effect until the department receives a request for a new classification review in accordance with applicable regulations.
 (2) The department may charge a fee in an amount not to exceed the reasonable costs incurred by the department in conducting a classification review and not to exceed five hundred dollars (\$500).
- (d) For purposes of this section, "average width of 20 feet" means that over any 1,000-foot section freeway there averages at least 20 feet of total property contiguous to all sides of the main traveled way between the outer edge of the shoulders and the freeway right-of-way boundaries, including median plantings, that otherwise meets the definition of a landscaped freeway in Section 5216.

Non-Sellable Faces (visibility - trees)



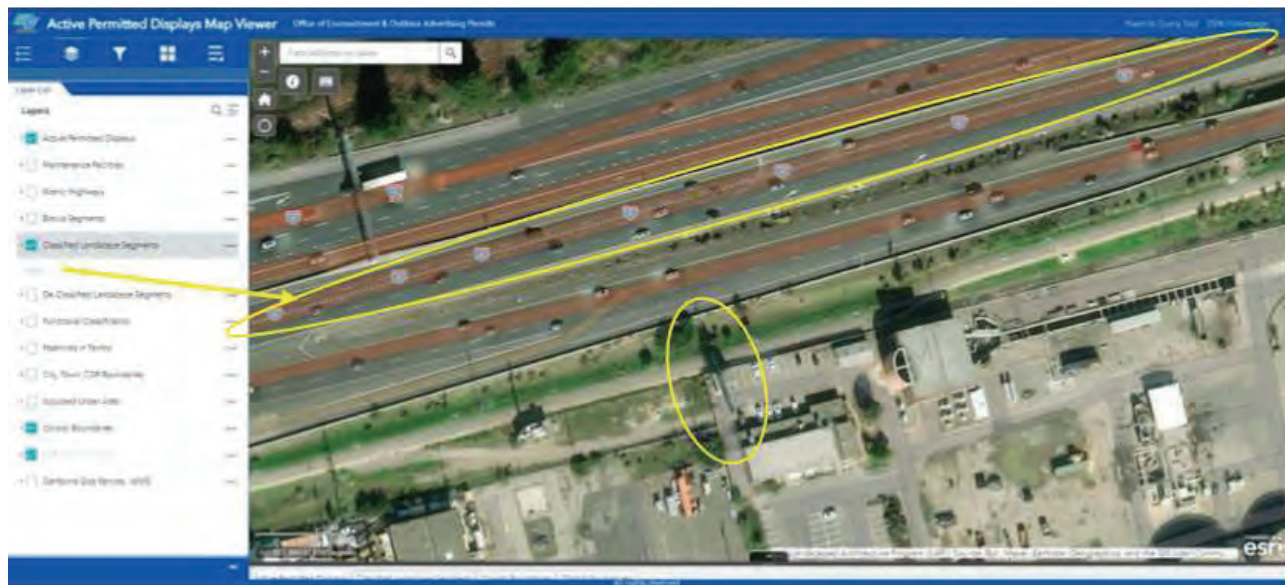
Face 8 & 9

I-80 (Bay Bridge) & Toll Plaza



SITE NON-VIABLE

ADJACENT TO CLASSIFIED LANDSCAPE FREEWAY:



CALTRANS RULES:

BUSINESS AND PROFESSIONS CODE - BPC

DIVISION 3. PROFESSIONS AND VOCATIONS GENERALLY [5000 - 9998.11]

(Heading of Division 3 added by Stats. 1939, Ch. 30.)

CHAPTER 2. Advertisers [5200 - 5486]

(Chapter 2 repealed and added by Stats. 1970, Ch. 991.)

ARTICLE 8. Landscaped Freeways [5440 - 5443.5]

(Article 8 added by Stats. 1970, Ch. 991.)

5440.

(a) Except as otherwise provided in this, no advertising display may be placed or maintained on property adjacent to a 1,000-foot or greater section of a freeway that has been landscaped with at least an average width of 20 feet of landscaping or that includes trees, on department-owned property at the same or elevated grade of the main-traveled way if the advertising display is designed to be viewed primarily by persons traveling on the main-traveled way of the landscaped freeway. article

(b) The department shall determine the average width by dividing the square footage of a landscaped area by its length.

(c) (1) All existing classifications shall remain in effect until the department receives a request for a new classification review in accordance with applicable regulations.

(2) The department may charge a fee in an amount not to exceed the reasonable costs incurred by the department in conducting a classification review and not to exceed five hundred dollars (\$500).

(d) For purposes of this section, "average width of 20 feet" means that over any 1,000-foot section freeway there averages at least 20 feet of total property contiguous to all sides of the main traveled way between the outer edge of the shoulders and the freeway right-of-way boundaries, including median plantings, that otherwise meets the definition of a landscaped freeway in Section 5216.

No Property Owner Authorization

Clear Channel waived its right to digital conversions on East Bay MUD properties. Would need re-authorization from EBMUD Board, and cannot apply until January 2025 because of a competing ENA with another company.

Face 10

I-880 & High Street



SITE NON-VIABLE

ADJACENT TO CLASSIFIED LANDSCAPE FREEWAY:



CALTRANS RULES:

BUSINESS AND PROFESSIONS CODE - BPC
DIVISION 3. PROFESSIONS AND VOCATIONS GENERALLY [5000 - 9998.11]
(Heading of Division 3 added by Stats. 1939, Ch. 30.)
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- (c) (1) All existing classifications shall remain in effect until the department receives a request for a new classification review in accordance with applicable regulations.
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- (d) For purposes of this section, "average width of 20 feet" means that over any 1,000-foot section freeway there averages at least 20 feet of total property contiguous to all sides of the main traveled way between the outer edge of the shoulders and the freeway right-of-way boundaries, including median plantings, that otherwise meets the definition of a landscaped freeway in Section 5216.

No Property Owner Authorization

-Spoke with property owner. Is not interested in renewing lease with Clear Channel because Clear Channel is paying much less than market rent.

-The lease also does not authorize Clear Channel to convert to digital or make alterations without property owner consent, which Clear Channel does not have.

-Owner will be drafting a letter to the City Council.

(As of today, this was the only property owner in Clear Channel's list that we were able to make contact with in the short amount of time since learning of the details of the Clear Channel offer.

Given Clear Channel's monopolistic history of exploiting property owners, we anticipate more instances of a similar narrative. We will update as more information comes in)

Face 11

I-880 & 16th Ave (Embarcadero)



SITE NON-VIABLE

Not a Conversion

+

(small sign facing Embarcadero)

+

(Would need to be rebuilt as a new sign, and rotated)

+

Visibility Issues (trees)



Face 12

I - 880 & Alameda Ave



SITE NON-VIABLE

Not a Conversion

+

(small sign facing High Street) +

(Would need to be rebuilt as a new sign, rotated, and brought closer)

+

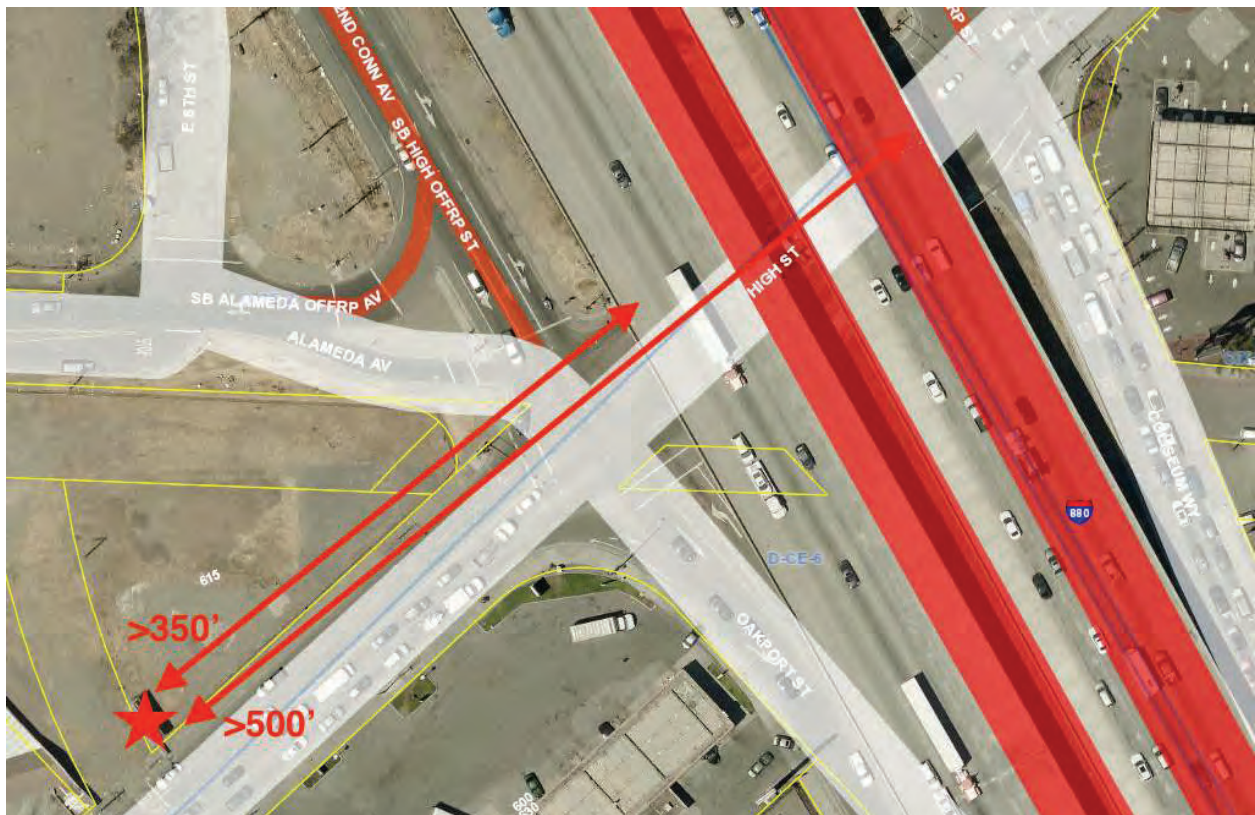
City – Owned

+

Non-Sellable Faces (visibility & distance)

+

> 250' from Freeway



Faces 13 & 14

I - 880 and Fruitvale Ave

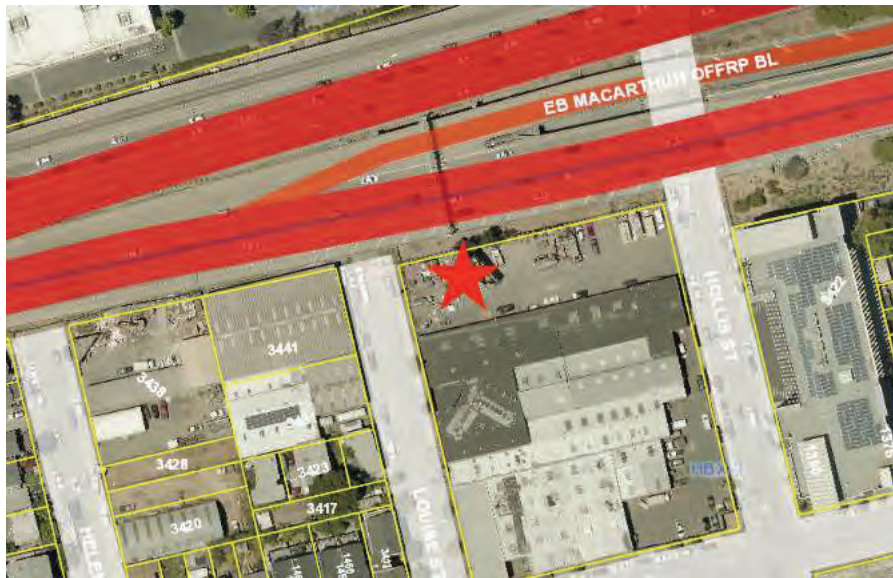


SITES HAVE MAJOR ISSUE

These 2 faces do not have a City Permit for Off-premise Advertising. This sign is currently illegally being used as billboard. It is only allowed to advertising for goods and services on-premise.

Face 15

I-580 and San Pablo*



SITE IS VIABLE

***This site has been mislabeled by Clear Channel as 31 feet East of San Pablo. Based on the site ID they provided, the face is actually at I-580 just west of Hollis St**

Face 16

I-880 and Webster



SITE IS VIABLE

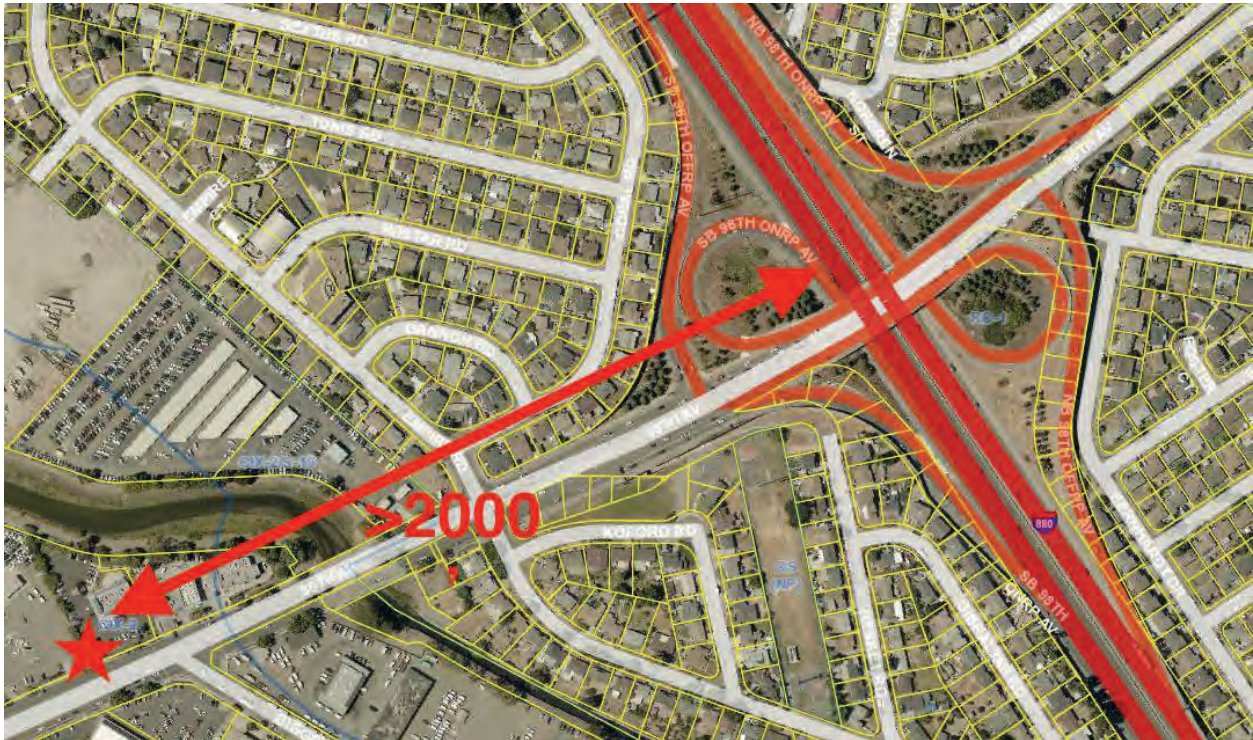
Faces 17 & 18

98th Ave and Bigge



SITES NON-VIABLE

Parcel more than 2000 from freeway (only visible from 880)



-This sign illustrates Clear Channel’s intentions quite clearly.
 -Not only is the sign un-buildable from a City perspective **O.M.C. (14.04.270.6)**, it also is not a freeway sign. It advertises to a city street with volume at a small fraction of the 880 traffic count. How exactly do they plan on paying the City \$210,000/year?

