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1 FRANK H. OGAWA PLAZA • 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Jerry Brown
Mayor

(510) 238-3141
FAX: (510) 238-4731
TDD: (510) 839-6451

To: Community and Economic Development Committee
From: Mayor Jerry Brown
Date: February 24, 2005

The Mayor respectfully objects to Councilwoman Brunner's proposal for staff time to research into ways that the City might restrict outdoor advertising on Port property.

The City presently does not have any zoning authority to regulate billboards on Port owned property, so such staff time would be misspent.

The Mayor also opposes amendments to the General Plan to prohibit billboards on Port property or any request for a moratorium on the Port's installation of such boards.

Rather than a study aimed at finding legal ways to take jurisdiction from the Port, the Mayor recommends the following:

1. This committee review in depth the potential economic benefits, aesthetic considerations and public uses--such as Amber Alert and time-sensitive public announcements—that tasteful billboards could provide.
2. This committee asks staff to identify all city owned parcels that could appropriately be designated for outdoor advertising and the approximate public revenues that such advertising could generate. Such study should include a ranking of sites based on community acceptance or opposition and revenue potential.

Given next year's deficit of \$30 million dollars, honest and robust debate is called for in this case. Enormous revenue could accrue to the city if it used its own property in a creative and thoughtful way.

Respectfully submitted,

Jerry Brown
Mayor

A handwritten signature in black ink that reads 'Jerry Brown'. The signature is written in a cursive style and is positioned to the right of the printed name and title.