



SUPPLEMENTAL REPORT

TO: The entire City Council

FROM: Councilmember Noel Gallo,
Councilmember Kevin Jenkins, and
Councilmember Rebecca Kaplan

SUBJECT: Supplemental
Information Report On Becker/OFI
Proposal, And Analysis Of Viability
Of Clear Channel Proposed Sites

DATE: May 31, 2023

RECOMMENDATION

To Adopt, As Amended By The May 23, 2023 Community And Economic Development (CED) Committee, A Resolution:

(1) Authorizing The City Administrator To Negotiate And Enter Into Two Relocation Agreements: One With Becker Boards LLC (“Becker”) And One With Outfront Foster Interstate LLC (“OFI”), With Each Agreement Including, Without Limitation, The Following: (A) Allowing Becker And OFI To Remove And Waive Its Respective Rights To Just Compensation To Certain Existing Advertising Sign Faces At Various Locations In The City Of Oakland In Exchange For Becker’s And OFI’s Construction Of Up To Five New Double-Sided Digital Advertising Signs Each On Private Property, (B) Requiring Becker And OFI To Each Make Annual Payments To Designated Nonprofits And The City, And (C) Other Substantive Terms; And

(2) Adopting Appropriate California Environmental Quality Act Findings

SUMMARY

The primary goals of this Resolution are:

1. To allow new market entrants to the otherwise monopolistic Oakland billboard market, and
2. To fund the Billboard Economic Development Community Coalition through partnerships with civic-minded Billboard Companies.

To materialize these goals, the City brought forth a Resolution to enter into Relocation Agreements with Becker/OFI to remove 50 Advertising Sign Faces in exchange for

allowing Becker/OFI to build a total of 10 new double-sided digital signs on private property near freeways, and to allow Becker/OFI to provide community benefits to the various Oakland-based and serving nonprofit organizations that are part of the Coalition. Shortly after the Becker/OFI Resolution was submitted, the City received a separate offer from Clear Channel Outdoor to build/convert 18 digital faces on a mixture of City-owned and private property.

Becker/OFI provided comments at the CED Committee meeting on 5/23 where the veracity of the Clear Channel offer was challenged. Becker/OFI assert that the Clear Channel offer is not viable, and was only submitted by Clear Channel as a last-minute effort to subvert the Becker/OFI offer, and that Clear Channel does not have the intention nor the ability to materialize its offer or any community benefits for the City. Clear Channel provided public comment where they claimed that the statements made by Becker/OFI were not completely accurate.

The CED Committee approved to forward the Becker/OFI resolution as amended to the June 6, 2023 City Council Agenda on Consent, with direction to provide a supplemental report with information provided from Caltrans to the City as to which of the sites in the Clear Channel offer, which Becker/OFI assert have Caltrans issues, are developable as revenue generators from a Caltrans perspective. This Supplemental Report satisfies that direction.

BACKGROUND

The Clear Channel nonbinding offer included 18 faces, of which 4 faces were proposed on City Property at \$210,000/face/year, and 14 of the faces were proposed on private property at \$105,000/face/year.

Becker/OFI asserted that 7 of the 18 Clear Channel faces have Caltrans issues that would make difficult or prevent those faces from being built and generating revenue. They also assert that 8 more of the proposed Clear Channel faces have other issues that would make difficult or prevent those faces from being built and generating revenue, for a total of 15/18 faces with various issues. Becker/OFI submitted an evidence packet, as well as a summary of the evidence packet which includes charts and graphs, to the record (attached).

This Supplemental Report investigates the Becker/OFI claim that a large portion of the sites in the Clear Channel offer have material issues that would make difficult or prevent those faces from being built and generating revenue for the City or the Coalition, and provides information about the findings of that investigation.

ANALYSIS - CALTRANS ISSUES

The Office of Councilmember Gallo reached out to George Anzo, Outdoor Advertising Permits Manager of the Caltrans Office of Outdoor Advertising Permits, to clarify the developability of the 7 proposed Clear Channel faces that Becker/OFI assert to have Caltrans issues.

Landscaped Freeway

Becker/OFI assert that 6 of the Clear Channel faces are adjacent to a Classified Landscaped Freeway, and are currently not developable from a Caltrans perspective. Mr. Anzo from **Caltrans confirmed Becker/OFI's claim**¹ that the following Clear Channel faces are indeed adjacent to a Classified Landscaped Freeways:

1. I-880 20' south of 98th Avenue (98th/Empire – Columbia Gardens), APN 45-5322-8-1, Face 1
This location was confirmed by Caltrans to be adjacent to a Classified Landscaped Freeway
2. I-880 20' south of 98th Avenue (98th/Empire – Columbia Gardens), APN 45-5322-8-1, Face 2
This location was confirmed by Caltrans to be adjacent to a Classified Landscaped Freeway
3. I-980 WS 15ft. north of 27th Street, West Side [APN 9-689-24-1]
This location was confirmed by Caltrans to be adjacent to a Classified Landscaped Freeway
4. Bay Bridge (I-80) SS .7 Mi east of Toll Plaza [APN 18-305-2-3], Face 1
This location was confirmed by Caltrans to be adjacent to a Classified Landscaped Freeway
5. Bay Bridge (I-80) SS .7 Mi east of Toll Plaza [APN 18-305-2-3], Face 2
This location was confirmed by Caltrans to be adjacent to a Classified Landscaped Freeway
6. I-880 Frwy ES .25mi north of High Street [APN 33-2169-16-2]
This location was confirmed by Caltrans to be adjacent to a Classified Landscaped Freeway

Caltrans Regulations do not allow Advertising Displays (or conversions of existing signs to digital) to be placed near Classified Landscaped Freeways.

Clear Channel claims to be able to circumvent this requirement by relocating a condemned billboard from another Classified Landscaped Freeway to one of the locations above. Clear Channel has provided no evidence of this. This seems to not be a readily available solution for Clear Channel, and especially not for remedying all 6 of

¹ Verified in Email from George Anzo (Caltrans) directly to City - Attached

their Landscaped Freeway issues (which would need 6 condemnations). Notwithstanding the unavailability of this remedy for Clear Channel, it is not in the best interests of the City to allow a trade-in program for using condemned signs to build in areas deemed as a Classified Landscape Freeway for the following reasons:

- 1. Allowing companies to trade in condemned signs for building in Classified Landscaped Areas provides an unfair advantage to large companies, such as Clear Channel, that may have more access to such condemned signs that are otherwise unavailable to new market entrants. Allowing such a practice in Oakland goes against one of the primary goals of this Resolution: to allow new market entrants to the otherwise monopolistic Oakland billboard market.
- 2. If an area is classified by Caltrans to be Landscaped, then that portion of the freeway is inappropriate for a Digital Billboard Face, as it has landscape planting that is designed to enhance the aesthetics of that segment of the freeway. New Digital Billboard faces are more appropriate in areas that are not classified as Landscaped.

Based on confirmation from Caltrans, and other factors above, these 6 Clear Channel sites are not developable as proposed.

Residential Zoning Districts

Of the 6 faces above, Becker/OFI assert that 3 of the faces are also in Residential Zoning Districts and are further undevelopable from a Caltrans perspective.

Mr. Anzo from **Caltrans confirmed Becker/OFI's assertion²** that the following Clear Channel faces are in Residential Zoning Districts:

- 1. I-880 20' south of 98th Avenue (98th/Empire – Columbia Gardens) (City Zoning: RD1) [APN 45-5322-8-1] Face 1
This location is in a Residential Zoning District
- 2. I-880 20' south of 98th Avenue (98th/Empire – Columbia Gardens) (City Zoning: RD1) [APN 45-5322-8-1] Face 2
This location is in a Residential Zoning District
- 3. 980 WS 15ft. north of 27th Street, West Side (City Zoning: RU4)[APN 9-689-24-1]
This location is in a Residential Zoning District

Caltrans Regulations do not allow Advertising Displays (or conversions of existing signs to digital) to be placed on Residential Zoning Districts.

Based on confirmation from Caltrans, and other factors above, these 3 Clear Channel sites are not developable as proposed.

² Verified in Email from George Anzo (Caltrans) directly to City - Attached

Spacing From Other Digital Displays

Becker/OFI assert that 1 of the proposed Clear Channel faces are within 1000 feet of another proposed digital face, rendering it undevelopable from Caltrans perspective:

1. **Location 1) I-880 NS 20ft West of High Street, East Face [APN 33-2203-8-3]**
Location 2) I-880 NS 590ft East of High Street, East Face [APN 34-2291-6-1]
The distance between these 2 existing static signs seems to be less than 1000 feet, and both of the faces that Clear Channel offered to convert to Digital are facing the same direction (East). In the Clear Channel presented offer (two East Face Digitals),

Mr. Anzo from did not opine on whether 1000' rule would apply here or not, but did provide detail that 1 of the signs in question (Location 1) is adjacent to Classified Landscaped Freeway:

1. Location 1) I-880 NS 20ft West of High Street, East Face [APN 33-2203-8-3]
This location was confirmed by Caltrans to be adjacent to a Classified Landscaped Freeway

Based on Clear Channel's offer and Mr. Anzo's response, Location 1 is not developable as proposed.

Summary on Caltrans Developability

Becker/OFI assert that 7 of the Clear Channel sites offered are not developable due to Caltrans issues. **Caltrans confirmed that all 7 of such Clear Channel sites are indeed not permittable³.**

This means that as Clear Channel has presented their sites, **\$945,000 of their proposed annual revenue (or 41% of their total offer) is indeed not-viable due to Caltrans issues.**

The revenue proposed by Clear Channel from 7 of these 7 sites will be discounted, and will be placed into a category labeled as "Not Viable".

ANALYSIS – OTHER ISSUES WITH CLEAR CHANNEL SITES

In addition to the 7 sites above with Caltrans issues, Becker/OFI also assert that 8 additional sites in the Clear Channel offer have issues that would make difficult or prevent those faces from being built and generating revenue.

Becker/OFI raised no Caltrans Issues with these 8 sites. Mr. Anzo also confirmed that these 8 sites appear to be conforming locations from a purely Caltrans perspective. However, Becker/OFI assert that these sites are not developable due to other (non-Caltrans) issues:

³ Verified in Email from George Anzo (Caltrans) directly to City - Attached

Deed Restrictions

Becker/OFI assert that 2 of the faces in the Clear Channel offer have a prohibitive Deed Restriction. This deed restriction was confirmed in the deed (attached). The restriction reads:

"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."

This deed restriction sufficiently demonstrates that a billboard would be inappropriate at this location. In addition, the parcel is currently being used as a community garden park⁴, and a billboard placed anywhere upon the property would be highly inappropriate and inconsistent with its current use.

The 2 faces proposed at this prohibited location are not viable, and therefore **\$420,000 of their proposed annual revenue (or 18% of the total offer) is indeed not-viable due to deed restriction issues.**

The revenue proposed by Clear Channel from these sites will be discounted, and will be placed into a category labeled as "Not Viable".

Distance From Freeway

Becker/OFI assert that 3 of the faces in the Clear Channel offer are too far from the freeway to be viable locations. This assertion was confirmed for the following sites as proposed by Clear Channel:

1. 98th Ave, North Lane, 2000' west of I-880 - Face 1
> 1850 feet to closest lane of travel, > 1990 feet to furthest lane of travel
2. 98th Ave, North Lane, 2000' west of I-880 - Face 2
> 1850 feet to closest lane of travel, > 1990 feet to furthest lane of travel
3. Alameda Ave and High Street
> 350 feet to closest lane of travel, > 500 feet to furthest lane of travel

As proposed by Clear Chanel, these sites are not adjacent to the freeway, and therefore are not appropriate for billboards. These sites are more than 250 feet from the freeway, which exceed the 250 feet figure that the City has been contemplating as the maximum appropriate distance from the freeway for billboards. In addition, it seems unlikely that Clear Channel would be able to generate freeway-sign revenues from the sites that are nearly 2000 feet from the freeway (98th Ave), and the feasibility of the revenue offered for such sites by Clear Channel is questionable. The Alameda Ave site could possibly

⁴ See attached photographs of the Community Garden Park

be relocated on the parcel to be closer to the freeway. As it is currently proposed, however, it is not viable.

Of the 3 proposed Clear Channel faces above, with distance-to-freeway issues, 2 are not viable (98th Ave Faces 1 & 2), and therefore **\$210,000 of their proposed annual revenue (or 9% of the total offer) is indeed not-viable due to distance-to-freeway issues (~2000feet)**. The revenue proposed by Clear Channel from these 2 sites will be discounted, and will be placed into a category labeled as “Not Viable”.

The Alameda Ave site is not viable as proposed, however, the site could possibly be relocated on the parcel to be closer to the freeway. The revenue proposed by Clear Channel from this site will be neither counted nor discounted, and will be placed into a category labeled as “Possible Remedy”.

16th and Embarcadero

Becker/OFI assertion that the face in the Clear Channel offer located at 16th and Embarcadero is not viable due to a multitude of reasons:

1. The sign is not a conversion, and rather a small, single-faced sign facing Embarcadero. This sign would need to be rebuilt as a new sign, made much bigger, and rotated to be oriented toward the freeway.
2. The proposed face is hidden from the freeway due to a series of tall trees between the proposed face and the lanes of travel, obstructing the view of the face, and rendering it unviable from an advertising sales perspective.
3. The proposed face is located on a parcel that is not adjacent to the freeway, and has another parcel between it and the Caltrans right of way, and therefore not in compliance with Oakland Municipal Code section 14.04.270.

At this time, the City is unable to either verify or refute the Becker/OFI assertion about the non-viability of this site for the following reasons:

1. The City sees no practical issues preventing the demolition of a smaller sign oriented toward a surface street, and the construction of a larger sign oriented toward the freeway. The City, however, does agree with the Becker/OFI assessment that this sign should not be treated as a “conversion” and should rather be treated as a “new sign” subject to a Relocation Agreement.
2. The City is not an expert in tree line visibility as it relates to billboards. This being said, however, it seems reasonable that the sign can be moved upon the parcel in such a way to better accommodate a more visible line of site to the billboard from the freeway.
3. A more precise definition for “Adjacent” would need be established prior to the City’s determination of this site’s conformance with Oakland Municipal Code section 14.04.270.

The revenue proposed by Clear Channel from this site will be neither counted, nor discounted, and will rather be placed into a category labeled as “inconclusive”.

I-880 and Fruitvale Ave (Fruitvale Station)

Becker/OFI assert that the 2 faces in Clear Channel’s proposal located at the Fruitvale Station Shopping Center (Fruitvale Station) have issues related to how those faces are currently permitted by the City. Becker/OFI assert that these faces are only permitted as “on-premise” signs, which means they can only advertise for businesses located “on the premise”, meaning in this case, that the signs can only place ads for businesses located at the Fruitvale Station, and such ads must be paid for by businesses located within the Fruitvale Station. Becker/OFI further assert that Clear Channel has been illegally using these faces for “off-premise” advertising for 20 + years, meaning that they are using the faces as a traditional “off-premise” billboard which advertises for businesses that are not physically located at the Fruitvale Station, and such ads are paid for by businesses located outside of the Fruitvale Station. Becker/OFI further assert that Clear Channel has been collecting advertising revenue from such “off-premise” ads, and has not paid the City any portion of such revenue.

At this time, the City is unable to either verify or refute the Becker/OFI assertion about the non-viability of this site for the following reasons:

1. The City must first establish whether the sign in question is indeed permitted as an “on-premise” sign, and
2. If the sign is indeed only permitted as an “on-premise” sign, the City needs to establish whether or not Clear Channel has been using the sign as an “off-premise” sign without a proper permit to do so⁵, and
3. If the sign has indeed been used as an “off-premise” sign, what revenues from such ad sales have been collected by Clear Channel, and which portions of such collected revenue have been paid to the City, if any, and
4. Are there previous code-enforcement violations in the public record that provide a history of Clear Channel’s illegal use of the sign, and any notices thereof, and
5. What remedies are available to the City.

Should the City determine that Clear Channel has been illegally using an “on-premise” sign for “off-premise” advertising without a proper permit, it would be highly inappropriate to allow Clear Channel to benefit financially from the conversion of an illegal-non-conforming sign to a legal-conforming digital sign.

The revenue proposed by Clear Channel from these sites will be neither counted, nor discounted, and will rather be placed into a category labeled as “inconclusive”.

⁵ A cursory Google Street View History search shows that the both faces of the Fruitvale Station sign have been ongoingly used for “off-premise” advertising from at least 2008 to present.

Viabile Clear Channel proposes Sites

The following 3 proposed Clear Channel sites were not disputed by Becker/OFI. Upon preliminary research, these 3 sites seem viable:

1. I-880, 590feet east of High Street (east face) [APN 34-2291-6-1]
This site is not adjacent to a Classified Landscaped Freeway, Is Zoned Commercial, and is adjacent to the freeway. **This site seems viable from both a City and Caltrans perspective**

2. I-880 0.3 miles south of 980 (Webster Street East Face) [APN 1-145-3]
This site is not adjacent to a Classified Landscaped Freeway, Is Zoned Commercial, and is adjacent to the freeway. **This site seems viable from both a City and Caltrans perspective**

3. I-580 31 feet east of San Pablo (Hollis Street East Face) [APN 7-619-1]
This site is not adjacent to a Classified Landscaped Freeway, Is Zoned Commercial, and is adjacent to the freeway. **This site seems viable from both a City and Caltrans perspective**

The revenue proposed by Clear Channel from these sites will be counted, and will be placed into a category labeled as “Viable”.

FISCAL IMPACT

The Becker/OFI proposal is thoroughly vetted, and Becker/OFI have provided Caltrans Preliminary approval letters on all of their sites (attached) but one, which has been filed with Caltrans. In addition to these Caltrans approvals, the City is not aware of any issues that would prevent Becker/OFI from building a total of 10 double-sided digital signs, once the City grants them the authority to do so through this Resolution. These 10 signs would generate the Coalition and the City \$1,500,000/year, and over \$73,000,000 over the lifetimes of the agreements.

In contrast, however, the Clear Channel proposal seems to be mostly not developable due to confirmed Caltrans restrictions, deed restrictions, and adjacency to freeway issues. Clear Channel has not provided any Caltrans preliminary approval letters, and they have stated that their offer is non-binding. Based on the offer they have submitted, there is no avenue for Clear Channel to provide nearly as much Community Benefits as the Becker/OFI proposal. Furthermore, it has been alleged by Becker/OFI that Clear Channel has no intention of building any signs at all, and has only submitted an illusory offer in order to subvert or delay the Becker/OFI offer.

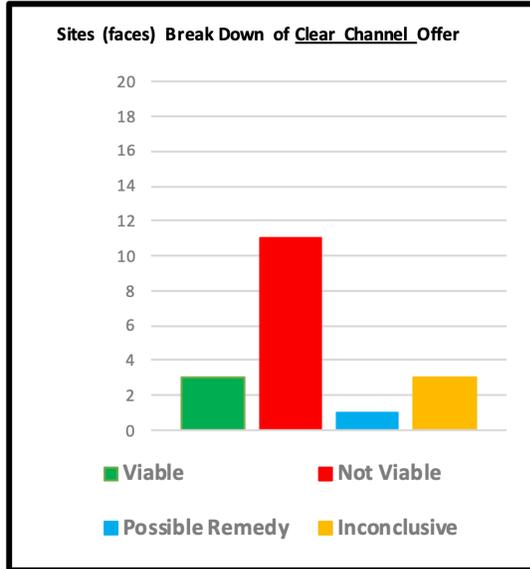
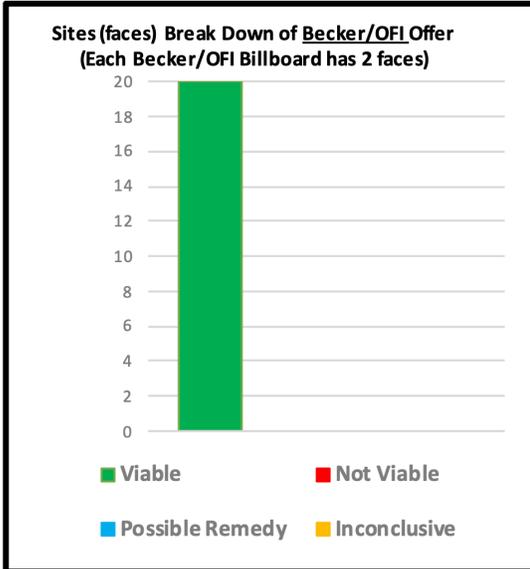
Below is a **SITE COMPARISON** between the Becker/OFI proposal and the Clear Channel offer, and the number of sites that are developable versus not-developable:

Becker/OFI Offer Site (Faces) Breakdown

Viab	20
Not Viab	0
Possible Remedy	N/A
Inconclusive	N/A

Clear Channel Offer Sites (Faces) Breakdown

Viab	3
Not Viab	11
Possible Remedy	1
Inconclusive	3



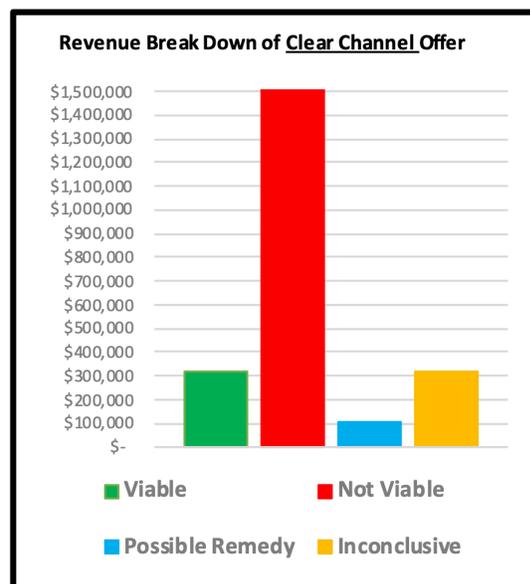
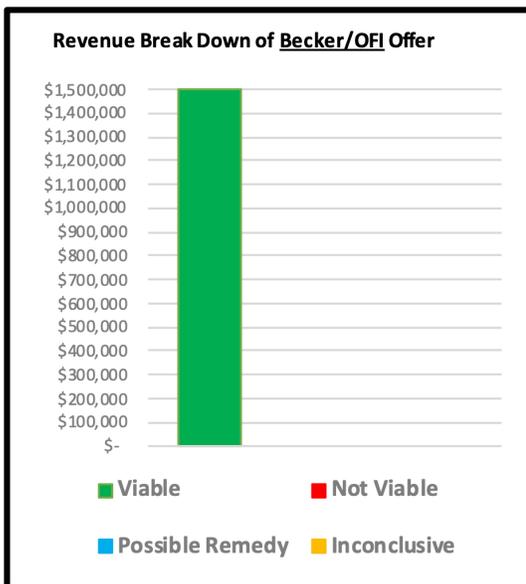
Below is a **REVENUE COMPARISON** between the Becker/OFI proposal and the Clear Channel offer, and which portions of revenues are developable versus not-developable:

Becker/OFI Offer Revenue Breakdown

Viab	\$ 1,500,000
Not Viab	\$ -
Possible Remedy	N/A
Inconclusive	N/A

Clear Channel Offer Revenue Breakdown

Viab	\$ 315,000
Not Viab	\$ 1,575,000
Possible Remedy	\$ 105,000
Inconclusive	\$ 315,000



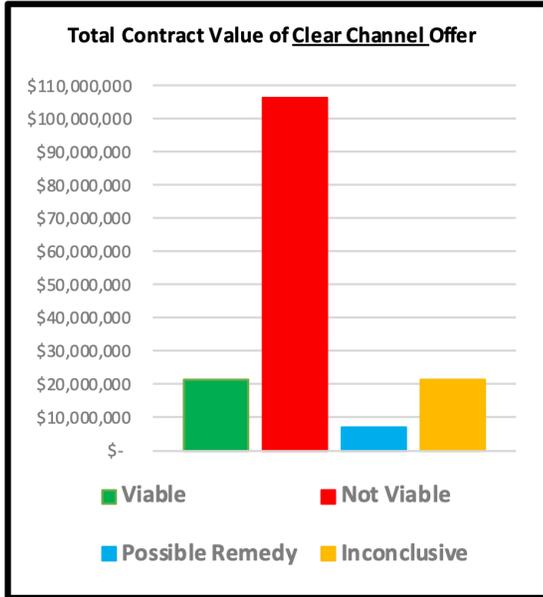
Below is a **TOTAL CONTRACT VALUE COMPARISON** between the Becker/OFI proposal and the Clear Channel offer, showing how much of the contract values are developable versus not-developable:

Becker/OFI Offer Total Contract Value

Viable	\$ 73,118,317
Not Viable	\$ -
Possible Remedy	N/A
Inconclusive	N/A

Clear Channel Offer Total Contract Value

Viable	\$ 21,231,804
Not Viable	\$ 106,159,022
Possible Remedy	\$ 7,077,268
Inconclusive	\$ 21,231,804

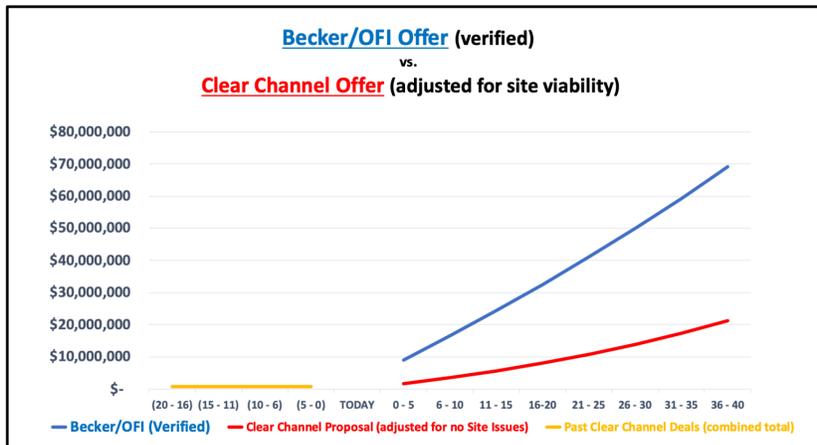


The following is comparison of the Becker/OFI Proposal, compared to the adjusted Clear Channel Proposal:

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



Based on the viability of the Becker/OFI proposal compared to the non-viability of the Clear Channel offer, it is in the City’s financial best interest to move forward the Becker/OFI proposal, as amended by the 5/23 CED Committee.

The Becker/OFI proposal will result in over seventy-three million dollars (\$73,000,000) of direct funding for the City and various Oakland-based non-profit organizations, projected from the operation of each of the proposed Advertising Signs for the proposed term. This is an average of over one hundred seventy-nine thousand dollars (\$179,000) per Advertising Sign per year over the life of the Relocation Agreements.

While some minimal expenditure of City funds could be expected in administrative costs to enter into the Relocation Agreement and to issue the building permits for the Advertising Signs, those costs would be mitigated by the required payment of a combined fifty thousand dollars (\$50,000) to the City upon entering into the Relocation Agreements.

There will be no fiscal impact to the City for removing the existing fifty (50) Advertising Sign Faces, as Becker and OFI would each waive their rights to just compensation related to the removal of existing Advertising Signs, including with respect to all real property and personal property interests related thereto. Furthermore, Becker and OFI will cover 100% of the costs of removing such existing Advertising Sign faces.

SUSTAINABLE OPPORTUNITIES

Economic Development:

The potentially more than seventy-three million dollars (\$73,000,000) that will be provided to the City and in direct community benefit payments will have a positive economic impact for some of Oakland’s most vital non-profit organizations and the impacted communities they serve. The Native American Health Center and the Movement Strategy Center’s Career Technical Education Transitional Age Youth Hub will each receive an average of over two hundred thousand dollars (\$200,000) per year averaged over the life of the Relocation Agreements. In addition, each of the following organizations will receive an average of over one hundred thousand dollars (\$100,000) per year averaged over the life of the Agreements:

1. Asian Health Services
2. The West Oakland Health Council
3. La Clínica de la Raza
4. Roots Community Health Center
5. Oakland LGBTQ Center’s Glenn Burke Wellness Center
6. Oakland School for the Arts

These funds will catalyze affordable housing projects, free dental and health clinics, and vital educational initiatives that are essential for continued economic development in Oakland. In addition, the City of Oakland General Purpose Fund will receive an average of over five hundred ninety-six thousand dollars (\$596,000) per year averaged over the life of the Agreements:

Moreover, free advertising will be provided across the entire ten (10) new Advertising Sign network proposed in this Resolution for:

- 1) The Unity Council
 - For businesses in their small business development program, and for Unity Council events
- 2) Oakland African American Chamber of Commerce
 - for Chamber members registered as an Oakland-based small-business, an Oakland-based micro enterprise, or an Oakland-based nonprofit organization, and for Chamber events
- 3) Oakland Chinatown Chamber of Commerce
 - for Chamber members registered as an Oakland-based small-business, an Oakland-based micro enterprise, or an Oakland-based nonprofit organization, and for Chamber events
- 4) Oakland Latino Chamber of Commerce
 - for Chamber members registered as an Oakland-based small-business, an Oakland-based micro enterprise, or an Oakland-based nonprofit organization, and for Chamber events
- 5) Oakland Vietnamese Chamber of Commerce
 - for Chamber members registered as an Oakland-based small-business, an Oakland-based micro enterprise, or an Oakland-based nonprofit organization, and for Chamber events
- 6) Oakland Metropolitan Chamber of Commerce
 - for Chamber members registered as an Oakland-based small-business, an Oakland-based micro enterprise, or an Oakland-based nonprofit organization, and for Chamber events
- 7) Black Cultural Zone Community Development Corporation
 - for organizations and businesses that are members of the Collective, and for events for the Collective
- 8) Visit Oakland
 - for Oakland branding and messaging, Oakland events, Oakland marketing, and collaborative messaging in partnership with the Oakland Business Improvement Districts (BID) alliance, community messaging including but not limited to messaging for the Oakland Community Messaging Collective, and workforce education and development organizations such Cypress Mandela, Rising Sun Center for Opportunity and others, and public service messaging
- 9) City of Oakland
 - for City branding and emergency and public service messaging.

This unprecedented extent of codified free advertising is worth a minimum of \$500,000/year and tens of millions of dollars over the life of the agreements. In addition, this free advertising will increase sales for local businesses, and will support local non-profit organizations. Visit Oakland, and the City as a whole, will benefit from more visitors and supporters for Oakland-based events, businesses, and organizations.

Environmental Impact

100% of the carbon impact for the life of each of the proposed new Advertising Signs will be offset by a 100% upfront payment in the amount equal to the cost of offsetting the carbon from the electricity consumed by each of the proposed Advertising Signs over the life of each Sign.

Social Equity

The more than seventy-three million dollars (\$73,000,000) that will be directed to the City and local non-profit organizations and projects will be concentrated in areas of the City and with projects serving Oakland's most impacted residents. The organizations themselves are based in districts 2, 3, 5, 6, and 7, and serve impacted Oakland residents from across the City. This funding will benefit Oakland-based community health clinics that have been on the frontlines of the pandemic, as well as additional nonprofit organizations and youth development programs, increasing public health resources, education, housing, and additional opportunities for youth, and various support services for some of Oakland's most impacted areas and residents.

In addition, removal of fifty (50) existing Advertising Sign faces will result in a substantial reduction in the number of Advertising Faces in the City's neighborhoods, increasing enhancement of the City's beauty and physical attributes.

DISABILITY AND SENIOR CITIZEN ACCESS

Approval of this resolution and Agreement will have no direct impact on disabled and senior citizens.

ENVIRONMENTAL DETERMINATION:

The proposed Relocation Agreements rely on the previous set of applicable California Environmental Quality Act (CEQA) documents including: the Coliseum Area Specific Plan EIR (2015); Broadway Valdez Specific Plan EIR (2014); West Oakland Specific Plan EIR (2014); Central Estuary Area Plan EIR (2013); Land Use and Transportation Element of the General Plan EIR (1998); the Oakland Estuary Policy Plan EIRs (1999, 2006) and Supplemental EIR (2013); the Redevelopment Area EIRs- West Oakland (2003), Central City East (2003), Coliseum (1995), and Oakland Army Base (2002); and various Redevelopment Plan Final EIRs (collectively, "Previous CEQA Documents". No further environmental review is required under CEQA Guidelines Sections 15162 and 15163. Moreover, each as a separate and independent basis, these Relocation Agreements are also exempt from CEQA pursuant to Public Resources Code Section 21080.17 and CEQA Guidelines Sections 15183 (projects consistent with General Plan and Zoning) and 15061(b)(3) (general rule, no significant effect on the environment). In addition, these Relocation Agreements are exempt pursuant CEQA Guidelines Sections 15301 (Existing Facilities); 15302 (Small Structures); 15303 (Minor Alterations to Land) and 15332 (Infill Development Projects). No exceptions to these exemptions apply. The proposed Advertising Signs are in areas within the City on existing highway corridors

not deemed to be a Landscaped Freeway by the California Department of Transportation (Caltrans), and are in areas already highly urbanized. Furthermore, these Advertising Signs to be allowed under the Relocation Agreements will only be allowed in conformance with state law, and subject to outdoor advertising application approval from the California Department of Transportation (Caltrans) Office of Outdoor Advertising as to design, sightline, and driver safety considerations. Each of the foregoing provides a separate and independent basis for a CEQA exemption and when viewed collectively provides an overall basis to support the finding that this project is exempt from CEQA.

ACTION REQUESTED OF THE CITY COUNCIL

To Adopt, As Amended By The Community And Economic Development Committee On May 23, 2023, A Resolution:

(1) Authorizing The City Administrator To Negotiate And Enter Into Two Relocation Agreements: One With Becker Boards LLC (“Becker”) And One With Outfront Foster Interstate LLC (“OFI”), With Each Agreement Including, Without Limitation, The Following: (A) Allowing Becker And OFI To Remove And Waive Its Respective Rights To Just Compensation To Certain Existing Advertising Sign Faces At Various Locations In The City Of Oakland In Exchange For Becker’s And OFI’s Construction Of Up To Five New Double-Sided Digital Advertising Signs Each On Private Property, (B) Requiring Becker And OFI To Each Make Annual Payments To Designated Nonprofits And The City, And (C) Other Substantive Terms; And

(2) Adopting Appropriate California Environmental Quality Act Findings

Approval

Respectfully submitted,

Councilmember Gallo Councilmember Jenkins Councilmember Kaplan

Hello City of Oakland,

In response to the attached e-mails regarding the current status of 12 proposed outdoor advertising display sites, please see my notes for each location below.

Please be advised that these notes are not official determinations of the Caltrans Outdoor Advertising Program. The notes provided are approximations made using on-line tools available to public in the following websites: [Workbook: ODA Permits - Public Facing \(ca.gov\)](#); [Bonus Segments | Caltrans](#); [Classified Landscaped Freeways | Caltrans](#); [Postmile Services \(ca.gov\)](#); [Planning and Zoning Map \(arcgis.com\)](#). Any questions regarding existing Classified Landscaped Freeway segments or Declassified Landscaped segments can be directed to the Caltrans Landscape Architecture at the following e-mail: @HQ_LAP@DOT.

These locations were verified for landscaped segments and bonus act segments as they are today only. Complete submittal with all documents would be needed for each display, for the Caltrans ODA program to provide accurate assessment of viability. Alternatively, an applicant may request a preliminary determination pursuant to Business and Professions Code (BPC) Section 5486 as to whether a proposed advertising structure and location would be legally eligible for a state permit, provided the applicant submits an ODA Display Permit Application along with a \$200 fee. These applications for preliminary determinations are then inspected and verified with a response provided in writing, this process takes at least 60-days to complete. Hence, final determination for permitting a display proposal will be contingent on highway classifications and demonstration of compliance with applicable state and federal requirements, for the proposed display at the time of official application to Caltrans.

Face #	Panel #	Location	Becker Claim	Staff Analysis	Latitude	Longitude	
							Column added by Caltrans ODA **Postmile Locations were determined by the Lat/Long provided by City of Oakland**
1	new	7th / Market (community garden)	Non-viable		37.802412	-122.283329	ALA-880-R32.135 / location provided appears to be in a landscaped segment, recent declassification was approved on 4/27/23 for ALA-880-R32.04/R32.134. Cancelled prelim P04-3608 was submitted for this location with a postmile of R32.134, but no determination was issued.
2	new	7th / Market (community garden)	Non-viable		37.802412	-122.283329	ALA-880-R32.135 / location provided appears to be in a landscaped segment, recent declassification was approved on 4/27/23 for ALA-880-R32.04/R32.134. Cancelled prelim P04-3608 was submitted for this location with a postmile of R32.134, but no determination was issued.
3	new	98th / Empire (Columbia Gardens)	Non-viable	Non-viable	37.729962	-122.190967	ALA-880-24.711 / location provided appears to be in a residential zoned location, which is prohibited under the Act. Assuming this location will be visible from I-880, this section of I-880 appears to be landscaped.
4	new	98th / Empire (Columbia Gardens)	Non-viable	Non-viable	37.729962	-122.190967	ALA-880-24.711 / location provided appears to be in a residential zoned location, which is prohibited under the Act. Assuming this location will be visible from I-880, this section of I-880 appears to be landscaped.
5	1347	I-880 & High Street (Southeast)	Non-viable	Viable	37.768741	-122.219808	ALA-880-27.822 / location provided appears to be just outside of a landscaped segment, however the existing display is located at ALA-880-27.831 which is within the landscaped segment ALA-880-27.83/28.21.
6	1941	I-880 & High Street (Southeast)	Viable	Viable	37.766659	-122.218298	ALA-880-27.655 / location provided appears to be in a conforming location.
7	1883	980 & 27th St	Non-viable	Non-viable	37.817199	-122.27117	ALA-980-1.522 / location provided appears to be in a landscaped segment.
8	1381	I-80 near Bay Bridge toll plaza (EBMUD)	Non-viable	Viable	37.825651	-122.299705	ALA-80-2.765 / location provided appears to be in a landscaped segment.
9	1382	I-80 near Bay Bridge toll plaza (EBMUD)	Non-viable	Viable	37.825645	-122.299672	ALA-80-2.766 / location provided appears to be in a landscaped segment.
10	1372	I-880 & High Street (Northeast)	Non-viable	Viable	37.771743	-122.222308	ALA-880-28.059 / location provided appears to be in a landscaped segment.
11	2208	I-880 & 16th (Embarcadero)	Non-viable	Viable	37.784328	-122.242780	ALA-880-29.551 / location provided appears to be in a conforming location.
12	1901	I-880 & Alameda Ave	Non-viable	Viable	37.767551	-122.221474	ALA-880-27.797 / location provided appears to be in a conforming location.
13	1335	I-880 & Fruitvale Ave	Non-viable	Viable	37.773742	-122.228348	ALA-880-28.405 / location provided appears to be in a conforming location.
14	1336	I-880 & Fruitvale Ave	Non-viable	Viable	37.773764	-122.228396	ALA-880-28.408 / location provided appears to be in a conforming location.
15	1361	I-580 & San Pablo	Viable	Viable	37.826294	-122.285117	ALA-580-46.142 / location provided appears to be in a conforming location.
16	1935	I-880 & Webster	Viable	Viable	37.797361	-122.273532	ALA-880-31.495 / location provided appears to be in a conforming location.
17	1386	98th Ave & Bigge	Non-viable	Viable	37.729488	-122.194643	Location provided appears to be beyond 660 feet from SR-61 and I-880 and would be outside the jurisdiction of the Caltrans ODA Program.
18	1387	98th Ave & BiggeC8C3:C20	Non-viable	Viable	37.729488	-122.194643	Location provided appears to be beyond 660 feet from SR-61 and I-880 and would be outside the jurisdiction of the Caltrans ODA Program.

Sincerely,

George Anzo Jr. – ODA Permits Manager
 Office of Encroachment & Outdoor Advertising Permits
 Division of Traffic Operations
 Telework Line: (213) 435-1951
 E: george.anzo@dot.ca.gov
 W: <https://dot.ca.gov/programs/traffic-operations/oda>



1969

OR

2416

464

13158

RECORDING REQUESTED BY
CITY OF OAKLAND

RE:2416 IM:464

69-63110

AND WHEN RECORDED MAIL TO

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 property 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 PAY 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.M.

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 purpose inconsistent with or inappropriate to its use as a park. THE REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND or its successor reserve the right, upon the breach of any condition herein to revest in itself the title to said real property and all other rights and privileges hereby granted.

DATED: ~~OCTOBER~~ 1, 1968.


JOHN B. WILLIAMS
Executive Director

1969

OR

2416

465

RE:2416 IM:465

THIS IS TO CERTIFY, That the interest in real property conveyed by deed
 or grant dated October 1, 1968 from Redevelopment Agency of the City of Oakland
 to the City of Oakland, a municipal corporation, is hereby accepted by order of
 the City Council by Resolution No. 36359 C.M.S. adopted September 12, 1957, and
 recorded in Book 8468, at page 215, in the Official Records of the Recorder of
 Alameda County, State of California, and the grantee consents to recordation
 thereof by its duly authorized officer.

69-63110

Dated: May 23, 1969

By Albino E. Fellett
 Asst. Superintendent of Streets

STATE OF CALIFORNIA
 COUNTY OF Alameda

CORPORATE ACKNOWLEDGEMENT

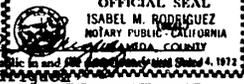
69-63110

On this 1st day of October in the year 1968 before me, Isabel M. Rodriguez
 a Notary Public in and for the County of Alameda, State of California, personally appeared
John B. Williams

known to me to be the Executive Director
 of the corporation that executed the within deed, and known to me to be the persons who executed the within deed
 on behalf of the corporation therein named, and acknowledged to me that such corporation executed the same, and
 acknowledged to me that such corporation executed the within deed pursuant to its by-laws or a resolution of its
 board of directors.

IN WITNESS WHEREOF I have hereunto set my hand and affixed my official seal in the County of
Alameda, the day and year in this certificate first above written.

My Commission Expires July 14, 1972



Isabel M. Rodriguez

1969

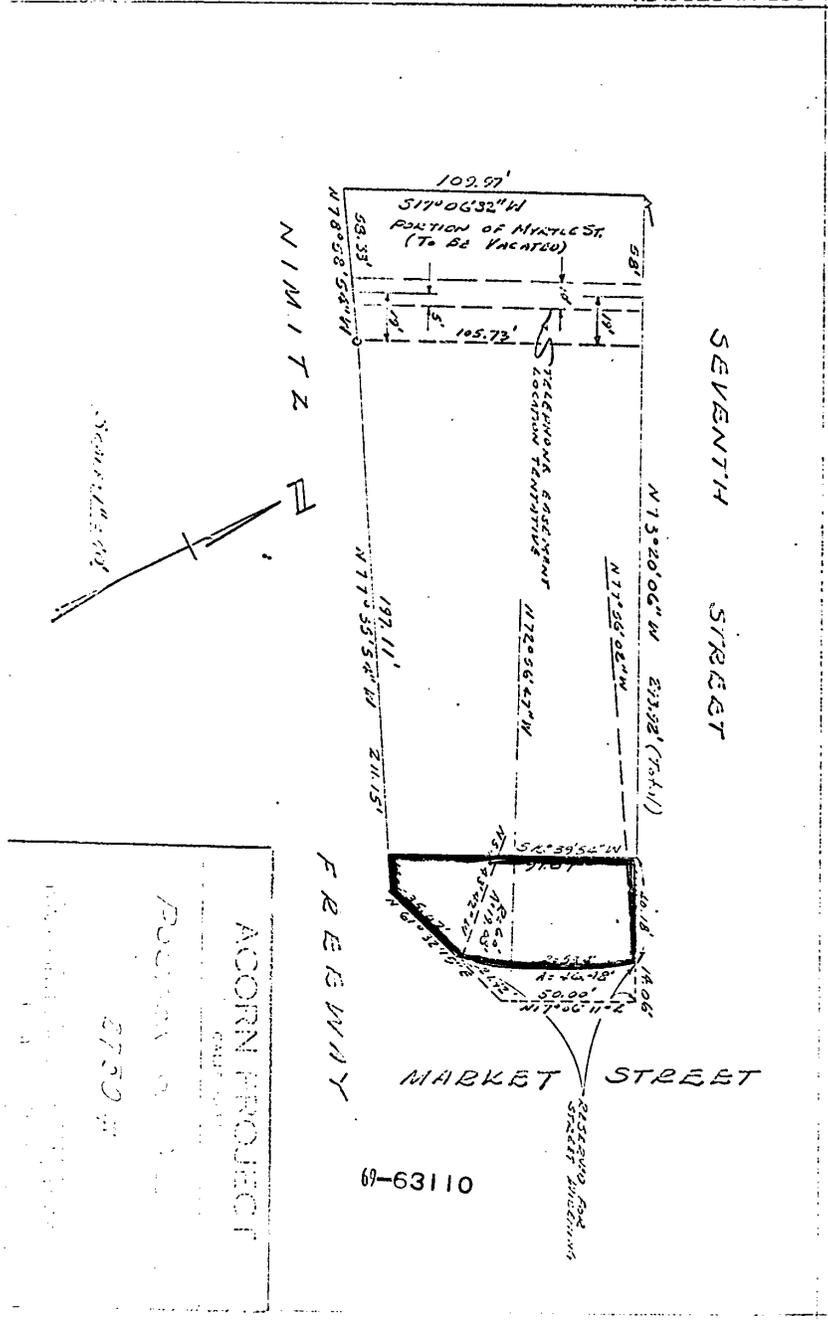
OR

2416

466

13158

RE:2416 IM:466



RECORDERS MEMO
 LIABILITY FOR MICROFILMING AND COPYING
 UNSATISFACTORY IN A PORTION OF THIS
 DOCUMENT WHEN RECEIVED.

Community Garden Park at 623 Market Street



California Department of Transportation

DIVISION OF TRAFFIC OPERATIONS
P.O. BOX 942873, MS-36 | SACRAMENTO, CA 94273-0001
(916) 654-6473 | TTY 711
www.dot.ca.gov/programs/traffic-operations/oda



February 28, 2023

CERTIFIED NUMBER: 7022 0410 0002 3607 5296

John B. Foster
Foster Interstate Media Inc.
1111 Broadway Suite 1515
Oakland, CA 94607

Re: Outdoor Advertising Preliminary Application Number P04-3607

Dear John B. Foster:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a back to back display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 29.553L, and 575 feet south of 16th Avenue Overpass. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

California Department of Transportation

DIVISION OF TRAFFIC OPERATIONS
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February 28, 2023

CERTIFIED NUMBER: 7022 0410 0002 3607 5494

John B. Foster
Foster Interstate Media Inc.
1111 Broadway Suite 1515
Oakland, CA 94607

Re: Outdoor Advertising Preliminary Application Number P04-3604

Dear John B. Foster:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a back to back display to be placed in the County of Alameda, adjacent to eastbound Interstate 580, at Post Mile marker 46.256R, and 895 feet west of Hollis St. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

California Department of Transportation

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February 28, 2023

CERTIFIED NUMBER: 7022 0410 0002 3607 5289

John B. Foster
Foster Interstate Media Inc.
1111 Broadway Suite 1515
Oakland, CA 94607

Re: Outdoor Advertising Preliminary Application Number P04-3605

Dear John B. Foster:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a back to back display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 27.344L, and 2,330 feet south of High Street. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

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February 28, 2023

CERTIFIED NUMBER: 7022 0410 0002 3607 5517

John B. Foster
Foster Interstate Media Inc.
1111 Broadway Suite 1515
Oakland, CA 94607

Re: Outdoor Advertising Preliminary Application Number P04-3606

Dear John B. Foster:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a back to back display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 31.347L, and 95 feet south of Harrison St. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

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GEORGE ANZO
ODA Permits Manager
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February 28, 2023

CERTIFIED NUMBER: 7018 0360 0000 8453 1558

Nema Link
Becker Boards, a California LLC
490 43rd Street
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3610

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to northbound Interstate 880, at Post Mile marker R32.039R, and 135 feet north of Brush Street Overpass. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

California Department of Transportation

DIVISION OF TRAFFIC OPERATIONS
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www.dot.ca.gov/programs/traffic-operations/oda



February 28, 2023

CERTIFIED NUMBER: 7018 0360 0000 8453 1558

Nema Link
Becker Boards, a California LLC
490 43rd Street
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3611

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to northbound Interstate 880, at Post Mile marker R32.039R, and 135 feet north of Brush Street Overpass. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

**DEPARTMENT OF TRANSPORTATION
OFFICE OF OUTDOOR ADVERTISING**

P.O. BOX 942873, MS-36
SACRAMENTO, CA 94273-0001
PHONE (916) 654-6473
FAX (916) 651-9359
TTY 711

www.dot.ca.gov/trafficops



*Making Conservation
a California Way of Life.*

July 11, 2020

CERTIFIED NUMBER:7016 3010 0000 5882 0733

Nema Link
Becker Boards, LLC

Re: Outdoor Advertising Preliminary Application Number P04-3537

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 28.51L, and 750 feet north of Fruitvale Avenue. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Anzo".

GEORGE ANZO
Area Manager
Enclosures

**DEPARTMENT OF TRANSPORTATION
OFFICE OF OUTDOOR ADVERTISING**

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TTY 711

www.dot.ca.gov/trafficops



*Making Conservation
a California Way of Life.*

July 11, 2020

CERTIFIED NUMBER:7016 3010 0000 5882 0733

Nema Link
Becker Boards, LLC

Re: Outdoor Advertising Preliminary Application Number P04-3537

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 28.51L, and 750 feet north of Fruitvale Avenue. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Anzo".

GEORGE ANZO
Area Manager
Enclosures

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April 13, 2022

CERTIFIED NUMBER: 7018-0360-0000-8453-0056

Nema Link
Becker Boards
490 43rd Street, Suite 211
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3562

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 28.26L, and 505 feet south of FRUITVALE AVENUE. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'George Anzo'.

George Anzo
ODA Permits Manager
Enclosures

California Department of Transportation

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April 13, 2022

CERTIFIED NUMBER: 7018-0360-0000-8453-0056

Nema Link
Becker Boards Small LLC
490 43rd Street, Suite 211
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3563

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 28.26L, and 500 feet south of FRUITVALE AVENUE. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'George Anzo'.

George Anzo
ODA Permits Manager
Enclosures

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April 13, 2022

CERTIFIED NUMBER: 7022 0410 0002 3607 5067

Joseph White
Becker Boards

Re: Outdoor Advertising Preliminary Application Number P04-3564

Dear Joseph White:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to northbound Interstate 880, at Post Mile marker R32.72R, and 107 feet south of MANDELA PARKWAY. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

California Department of Transportation

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www.dot.ca.gov/programs/traffic-operations/oda



April 13, 2022

CERTIFIED NUMBER: 7022 0410 0002 3607 5067

Joseph White
Becker Boards

Re: Outdoor Advertising Preliminary Application Number P04-3565

Dear Joseph White:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to northbound Interstate 880, at Post Mile marker R32.72R, and 107 feet south of MANDELA PARKWAY. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

California Department of Transportation

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www.dot.ca.gov/programs/traffic-operations/oda



December 29, 2022

CERTIFIED NUMBER: 7022 0410 0002 3607 5234

Nema Link
Becker Boards, a California LLC
490 43rd Street
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3596

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 27.68L, and 550 feet south of High Street. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Anzo'.

GEORGE ANZO
ODA Permits Manager
Enclosures

California Department of Transportation

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www.dot.ca.gov/programs/traffic-operations/oda



December 29, 2022

CERTIFIED NUMBER: 7022 0410 0002 3607 5234

Nema Link
Becker Boards, a California LLC
490 43rd Street
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3597

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to southbound Interstate 880, at Post Mile marker 27.68L, and 575 feet south of High Street. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Anzo'.

GEORGE ANZO
ODA Permtis Manager
Enclosures

California Department of Transportation

DIVISION OF TRAFFIC OPERATIONS
P.O. BOX 942873, MS-36 | SACRAMENTO, CA 94273-0001
(916) 654-6473 | TTY 711
www.dot.ca.gov/programs/traffic-operations/oda



December 28, 2022

CERTIFIED NUMBER: 7022 0410 0002 3607 5265

Nema Link
Becker Boards, a California LLC
490 43rd Street
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3602

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to SR 880, at Post Mile marker 25.774R, and 640 feet west of Hegenberger Road. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

Area Manager
Enclosures

California Department of Transportation

DIVISION OF TRAFFIC OPERATIONS
P.O. BOX 942873, MS-36 | SACRAMENTO, CA 94273-0001
(916) 654-6473 | TTY 711
www.dot.ca.gov/programs/traffic-operations/oda



December 28, 2022

CERTIFIED NUMBER: 7022 0410 0002 3607 5265

Nema Link
Becker Boards, a California LLC
490 43rd Street
Oakland, CA 94609

Re: Outdoor Advertising Preliminary Application Number P04-3603

Dear Nema Link:

Thank you for your outdoor advertising preliminary application for an outdoor advertising display comprised of a 1/2 V shaped display to be placed in the County of Alameda, adjacent to SR 880, at Post Mile marker 25.774R, and 640 feet west of Hegenberger Road. A true and correct copy of your preliminary application is enclosed for your reference. The proposed display location is identified as conforming to the requirements of the Outdoor Advertising Act at this time.

Within one year of the above date, if you submit an outdoor advertising application for a state permit, one hundred dollars of the preliminary review fees paid from the Preliminary Review Request shall be credited towards your outdoor advertising application.

If you have any questions, please contact our office at (916) 654-6473.

Sincerely,

Area Manager
Enclosures

Summary

Face #	Location	Status	"Offered" Revenue	<u>Possible</u> 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

CLEAR CHANNEL "OFFER" SUMMARY:

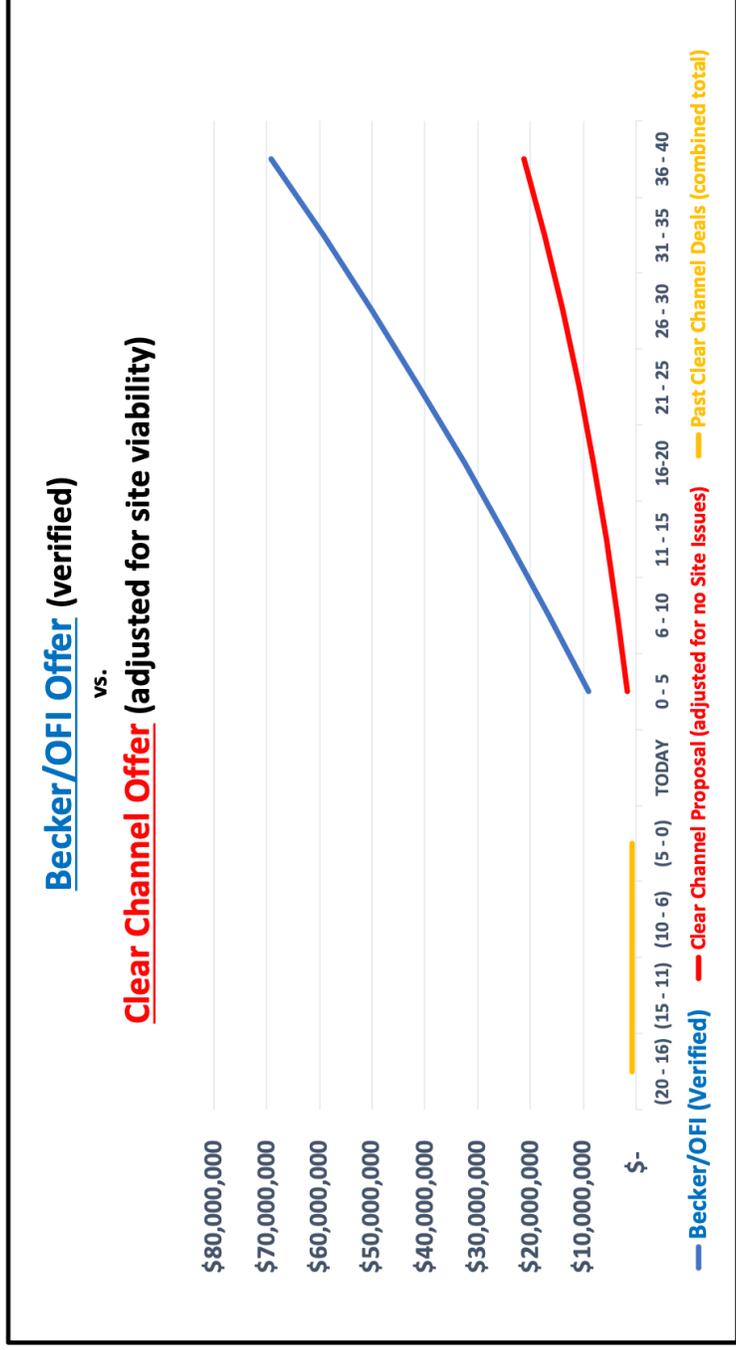
FINANCIAL SUMMARY	SITE COUNT	ANNUAL	LIFETIME
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Total Revenue VIABLE w/NO ISSUES:	3	\$ 315,000	\$ 21,231,804

← Proposed
← Un-Buildable
← Actual

Comparison Between Becker Offer and Clear Channel Adjusted Offer:

	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"	
		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	Proposed Revenue	Possible Revenue				
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	✓	X	X	?	X	✓	\$ 210,000	\$ -	
4	98th/Empire - Columbia Gardens (CITY-OWNED)	X	X	✓	?	X	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	✓	X	✓	?	✓	✓	\$ 105,000	\$ -	
8	Bay Bridge (I.80) SS .7mi E/O Toll Plaza (%) - F/E	✓	X	✓	n/a	✓	X	✓	✓	✓	X	✓	✓	\$ 105,000	\$ -	
9	Bay Bridge (I.80) SS .7mi E/O Toll Plaza (%) - F/W	✓	X	✓	n/a	✓	X	✓	✓	✓	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	✓	?	✓	✓	\$ 105,000	\$ -	
13	Nimitz Frwy (I-880) NS 200ft W/O Fruitvale F/E - 1	✓	✓	✓	n/a	✓	✓	✓	✓	✓	?	X	X	\$ 105,000	\$ 105,000	
14	Nimitz Frwy (I-880) NS 200ft W/O Fruitvale F/W - 2	✓	✓	✓	n/a	✓	✓	✓	✓	✓	?	X	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	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	X	X	?	X	✓	\$ 105,000	\$ -	
										\$ 2,310,000	\$ 525,000					

Total Revenue 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 VIABLE 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 Non-Viability of Clear Channel Proposed Sites

Evidence Packet

Table of Contents

Face #	Location	Page #
1	7 th / Market (Community Garden)	1-3
2	7 th / Market (Community Garden)	1-3
3	98 th / Empire (Columbia Gardens)	4-7
4	98 th / Empire (Columbia Gardens)	4-7
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

63110

AND WHEN RECORDED MAIL TO

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

DEED OF DEDICATION

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 DUES

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

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.

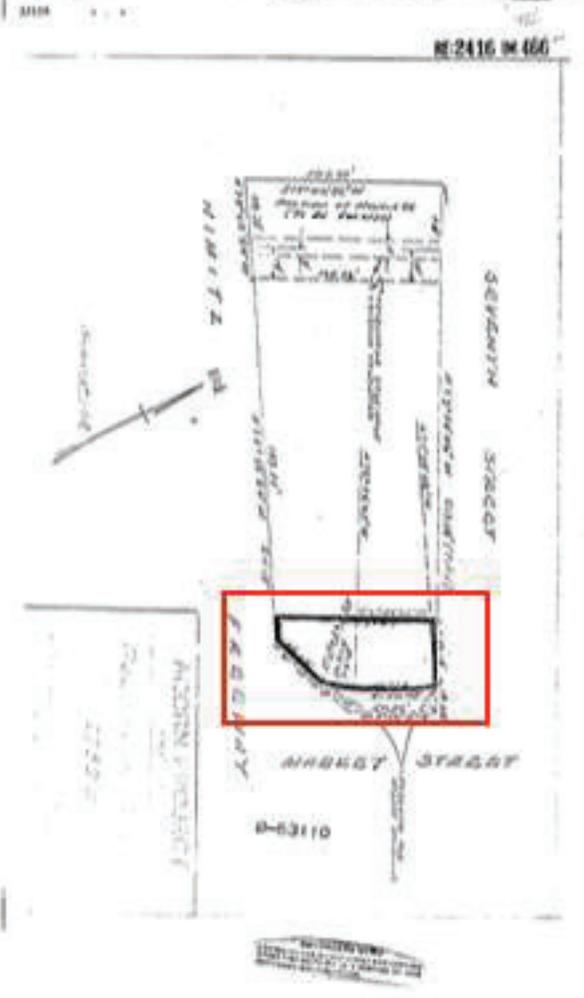
It is the purpose of this dedication that said real
property shall be used solely as a public park, and it is
a condition of the dedication that the CITY OF OAKLAND
shall develop and maintain said real property as a park
and shall not use it or permit it to be used for any pur-
pose inconsistent with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

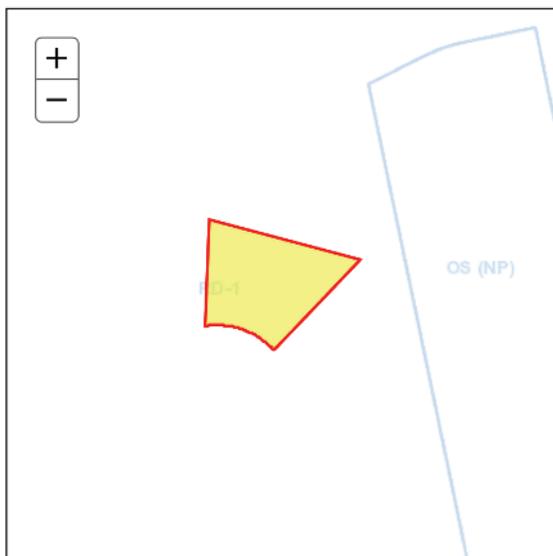
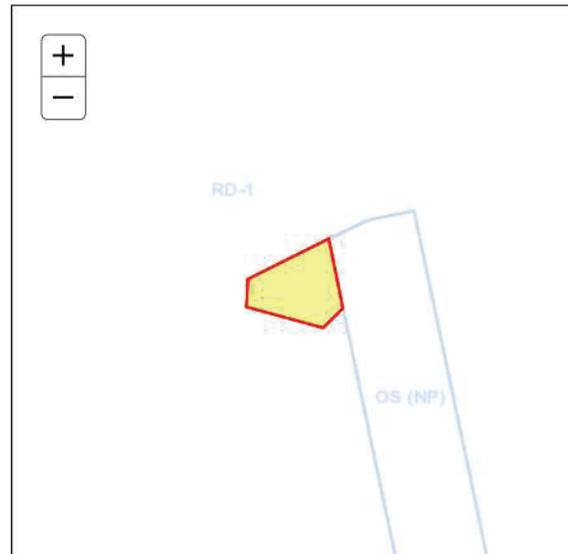
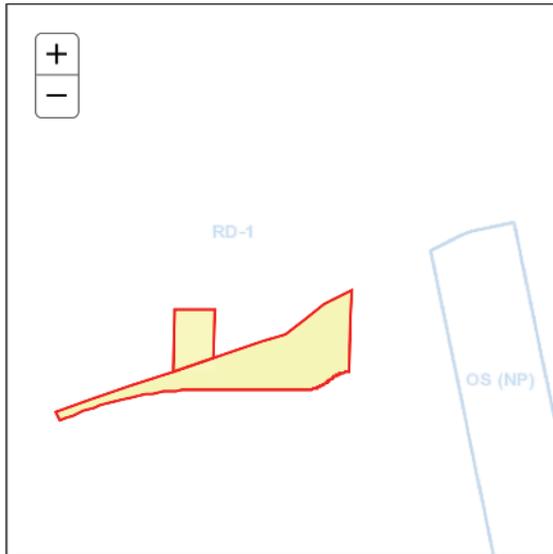
DATED: OCTOBER 1, 1968.


JOHN B. WILLIAMS
Executive Director

1969 OR
2416 466



PARCEL ZONED RESIDENTIAL (RD-1)



Zoning and General Plan Information	
Zoning	<div style="border: 2px solid red; padding: 2px;">RD-1</div> (additional zoning districts may apply if illustrated in map below)

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.

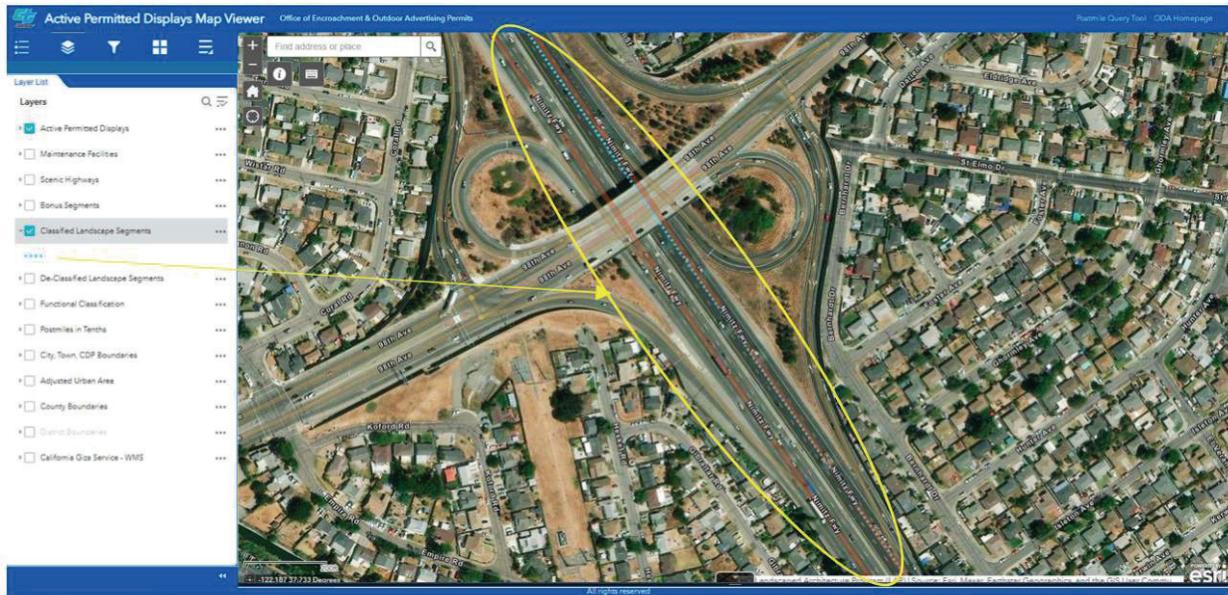
CFR Title 23 / Chapter 1 / Subchapter H / Part 750 / Subpart G

§ 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)

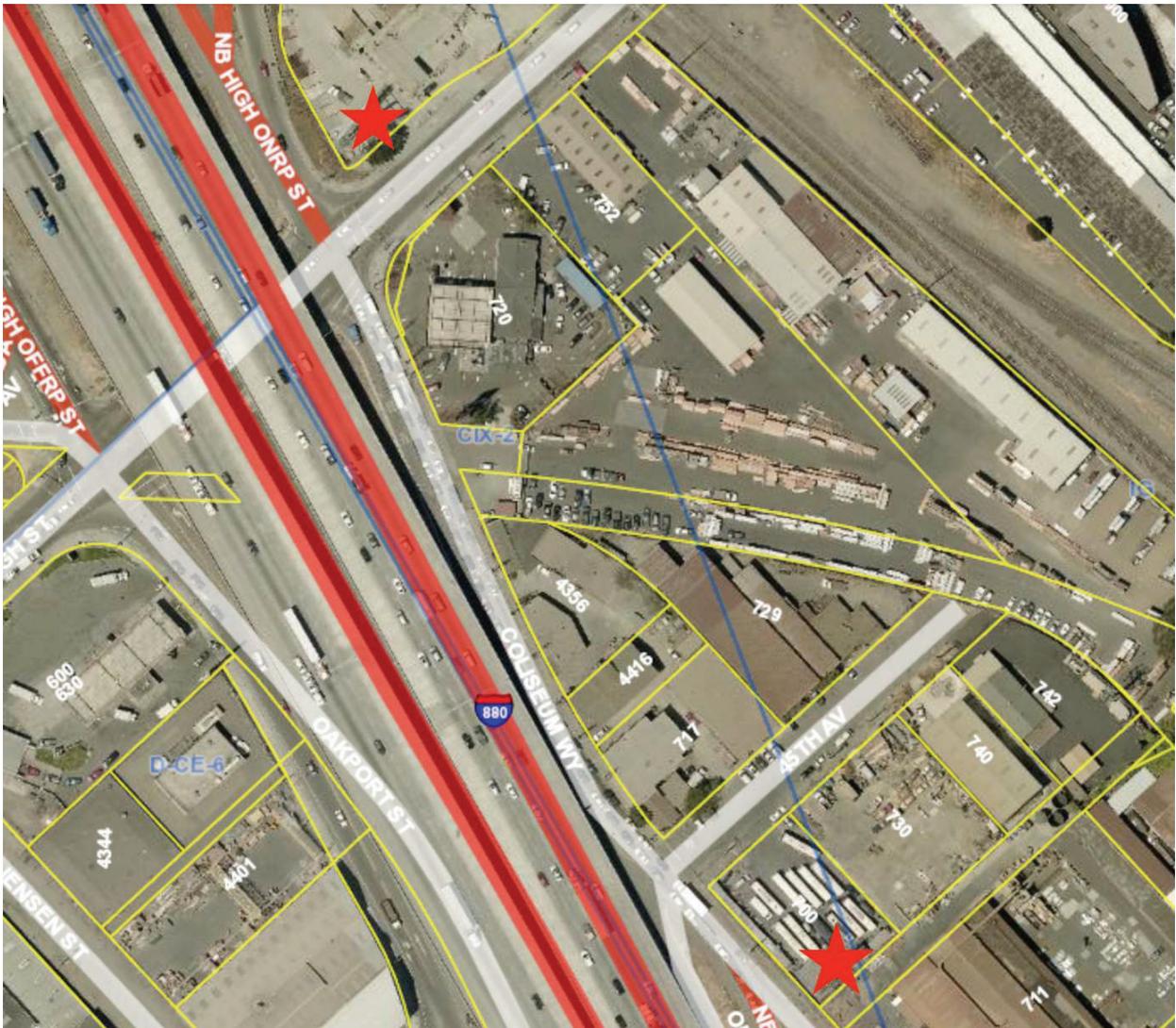
+

> 250' from Freeway



Faces 5 & 6

I-880 and High Street

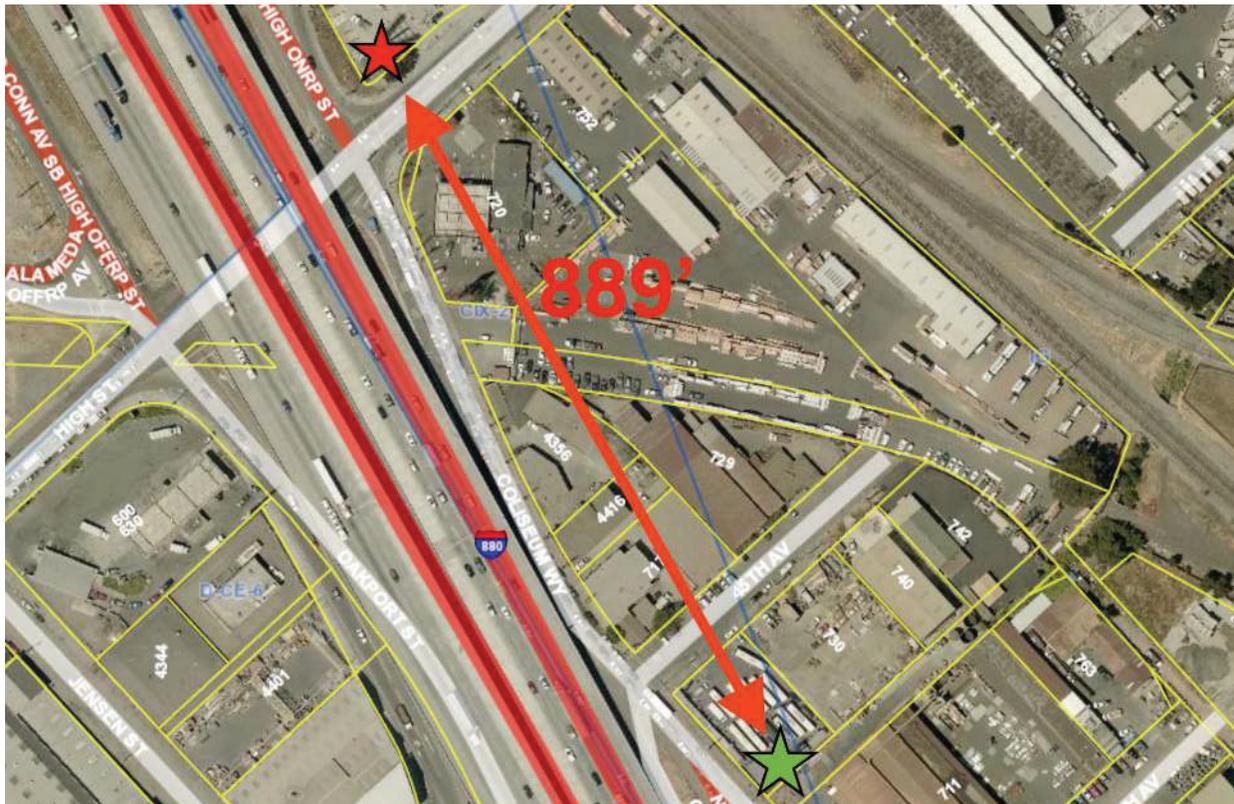


1 FACE NON-VIABLE

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.

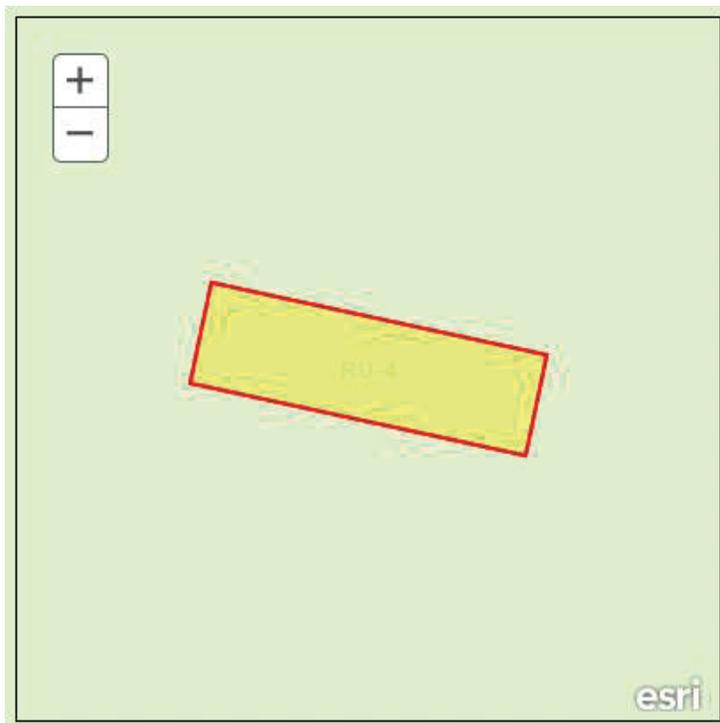
Face 7

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)



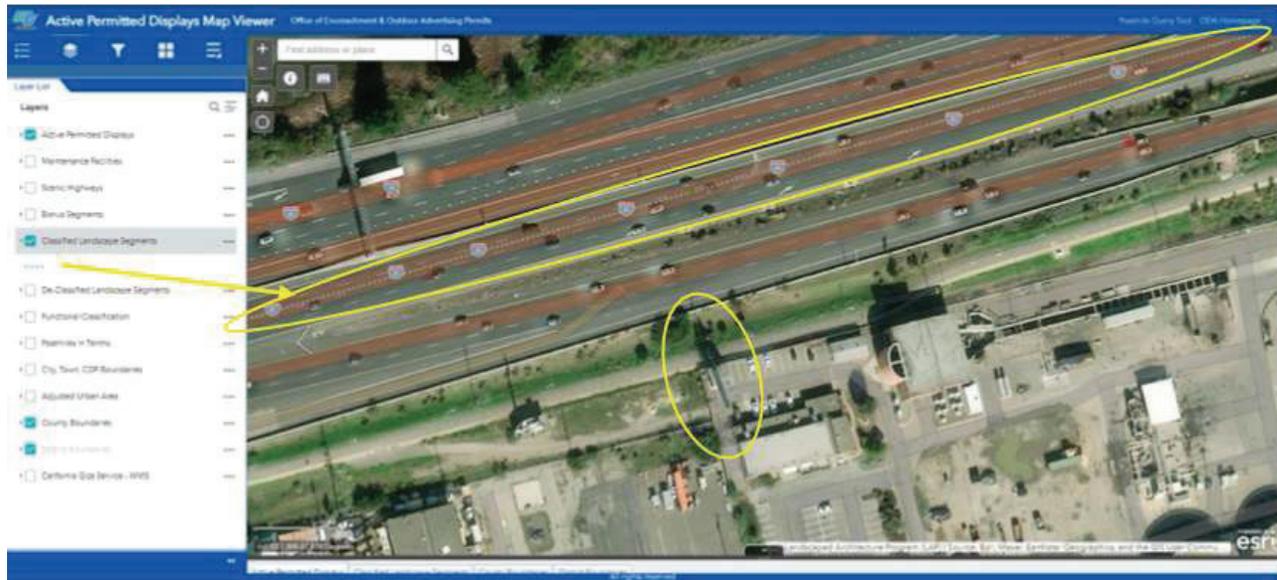
Face 8 & 9

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]

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(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).

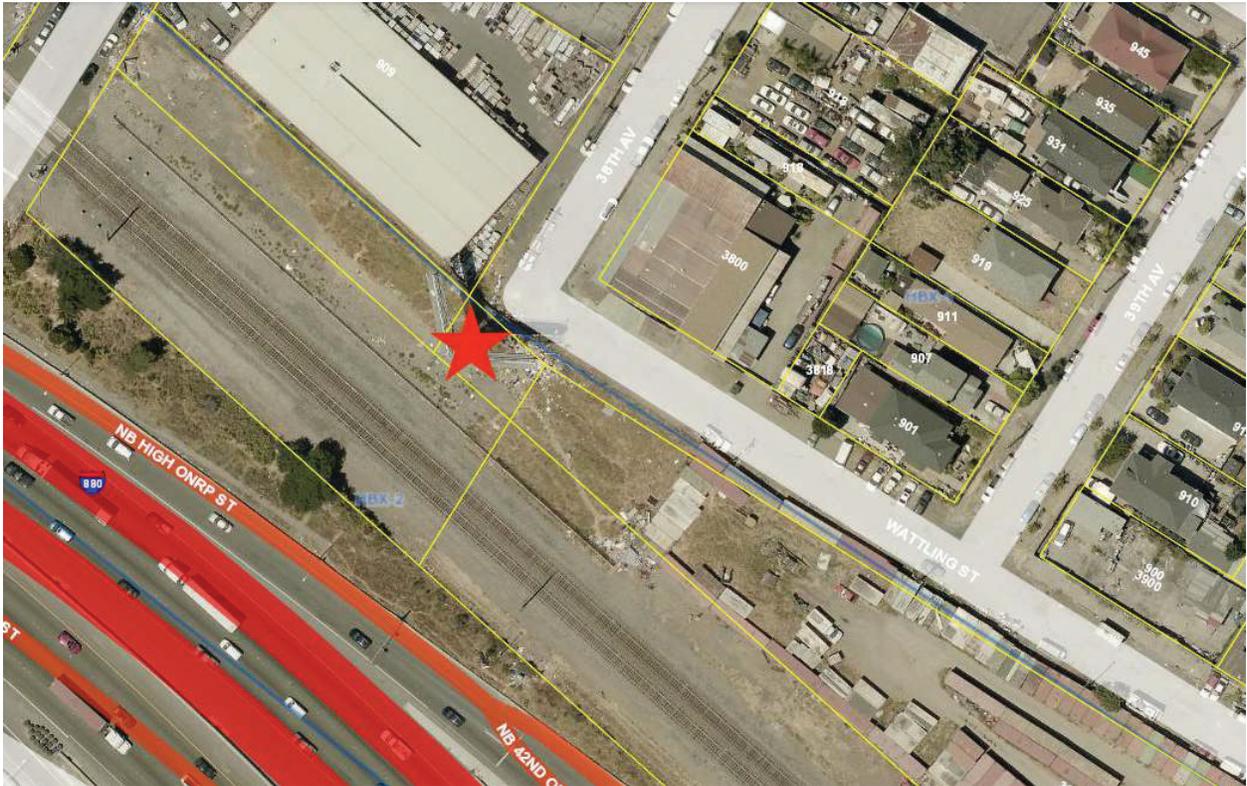
(d) For purposes of this section, "average width of 20 feet" means that over any 1,000-foot section freeway there averages at least 20 feet of total property contiguous to all sides of the main traveled way between the outer edge of the shoulders and the freeway right-of-way boundaries, including median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

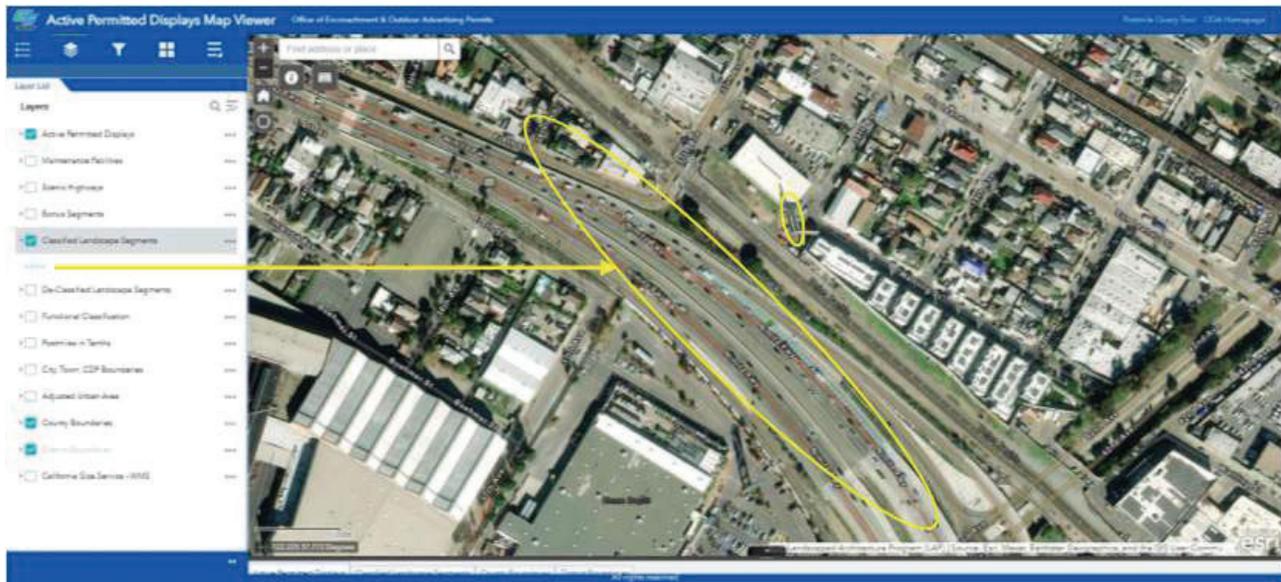
Face 10

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.)
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.)

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- (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

-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.

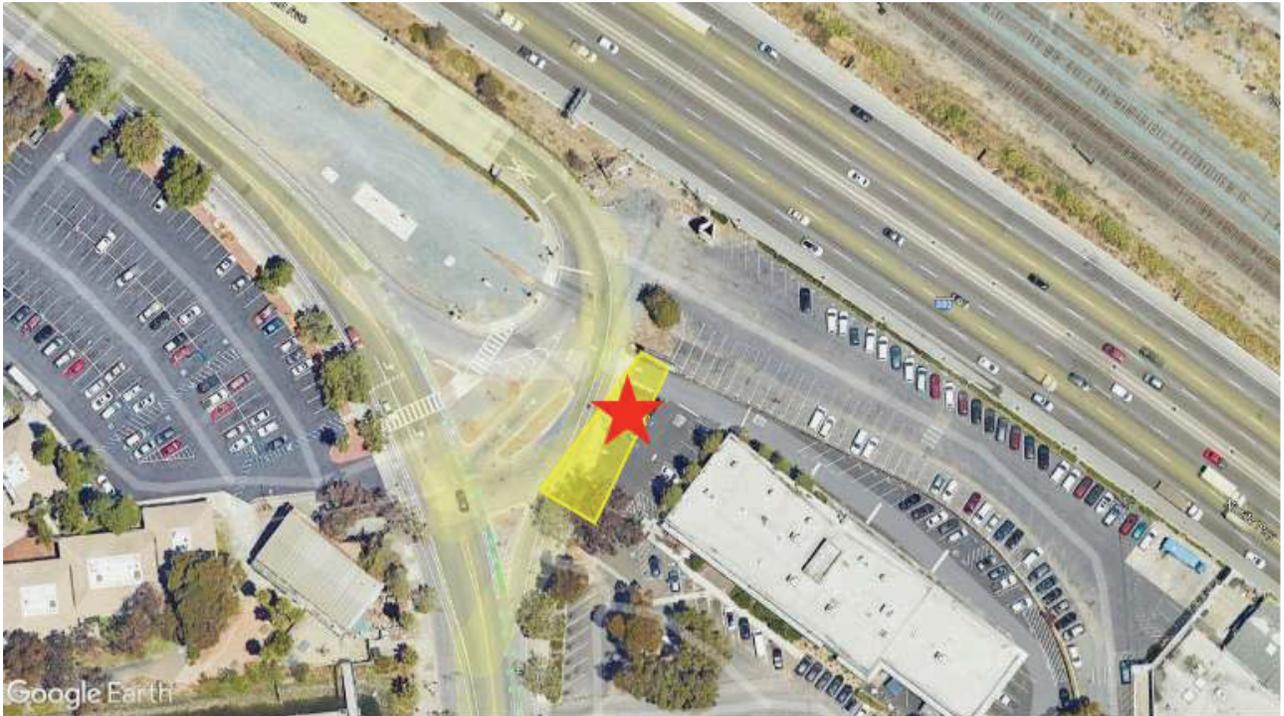
-Owner will be drafting a letter to the City Council.

(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)

+

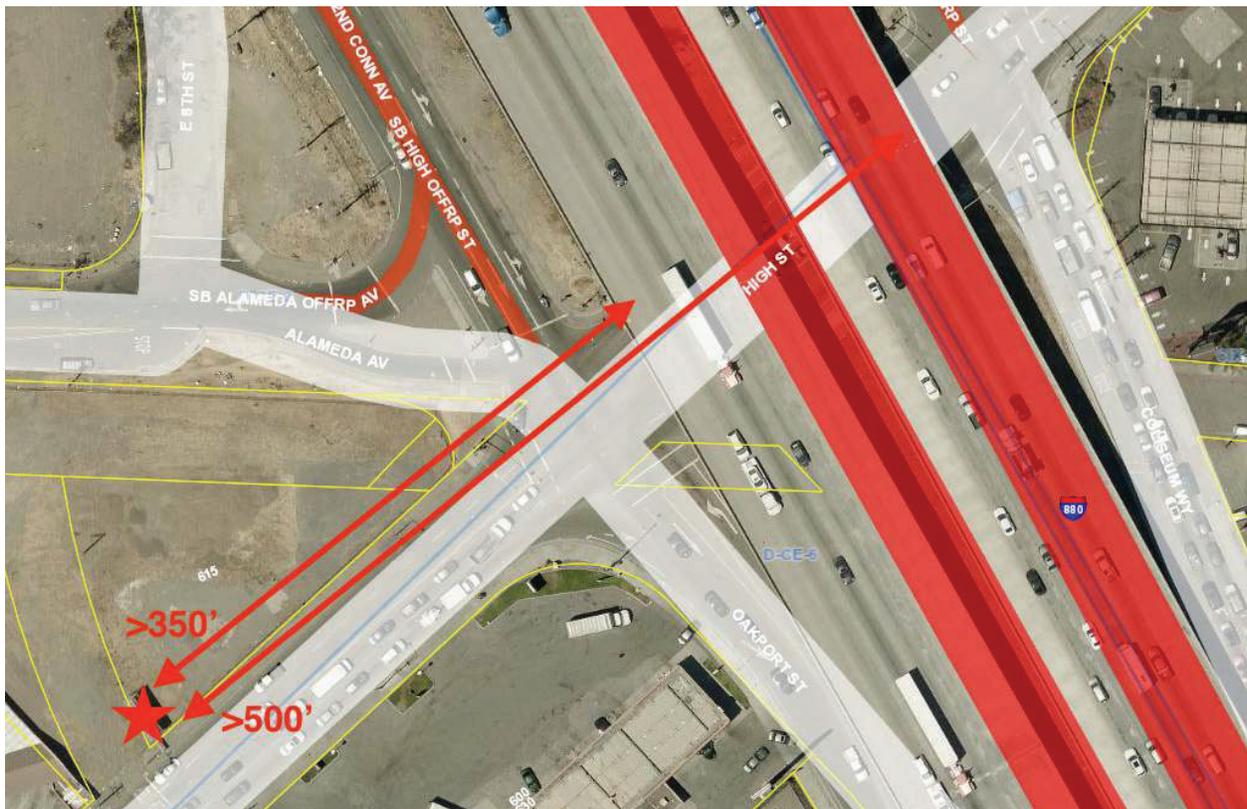
City – Owned

+

Non-Sellable Faces (visibility & distance)

+

> 250' from Freeway



Faces 13 & 14

I - 880 and Fruitvale Ave

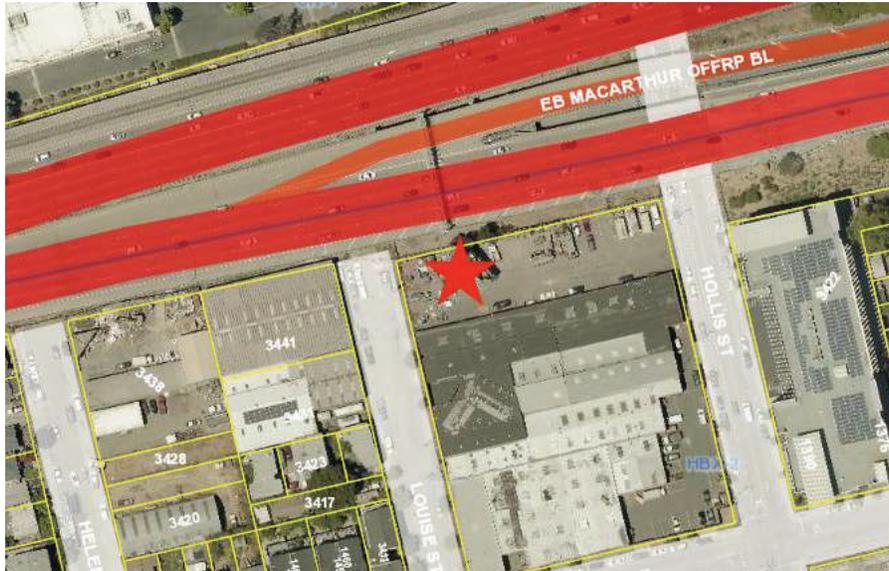


SITES HAVE MAJOR ISSUE

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*

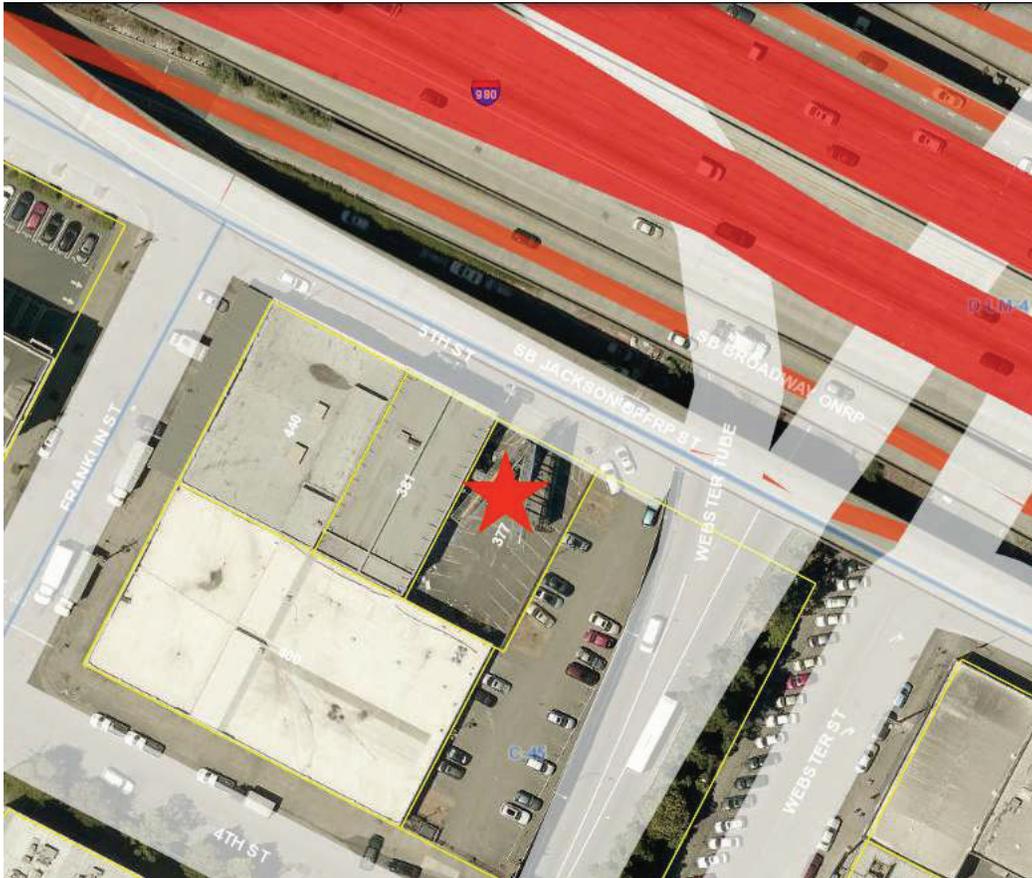


SITE IS VIABLE

***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

