



ONE FRANK OGAWA PLAZA • 2ND FLOOR • OAKLAND, CALIFORNIA 94612

Noel Gallo
City Council Member, District 5

(510) 238-7005
FAX:(510) 238-6129
TTY/TDD:(510) 839-6451

DATE: November 30, 2020

TO: City Councilmembers and Members of the Rules and Legislation Committee

FROM: Councilmember Noel Gallo, Council District 5

SUBJECT: Resolution To Consider Amendments To The Oakland Advertising Sign Ordinance

RECOMMENDATION

Councilmember Noel Gallo recommends that the City Council adopt:

RESOLUTION REQUESTING THE (1) PLANNING COMMISSION (A) TO INITIATE A PROCESS TO CONSIDER AMENDMENTS TO THE OAKLAND ADVERTISING SIGNS ORDINANCE (OAKLAND MUNICIPAL CODE SECTION 17.104.060) AND OAKLAND SIGN CODE SECTION 14.04.270 TO AMEND THE MECHANISMS BY WHICH THE CITY MAY APPROVE THE INSTALLATION AND OPERATION OF NEW ADVERTISING SIGNS VIA DEVELOPMENT AGREEMENTS IN VERY LIMITED GEOGRAPHIC AREAS IN THE CITY, TO THE EXTENT LEGALLY PERMISSIBLE, AND (B) UPON THE CONCLUSION OF SUCH PROCESS, RECOMMEND SPECIFIC TEXT AMENDMENTS TO THE OAKLAND ADVERTISING SIGN ORDINANCE FOR THE CITY ADMINISTRATOR TO INCORPORATE INTO A FUTURE ORDINANCE; AND (2) CITY ADMINISTRATOR, UPON THE RECOMMENDATIONS OF THE PLANNING COMMISSION, PRESENT TO THE CITY COUNCIL FOR REVIEW AND CONSIDERATION AN ORDINANCE AMENDING THE OAKLAND ADVERTISING SIGNS ORDINANCE, THE OAKLAND SIGN CODE, AND SUCH OTHER SECTIONS OF THE OAKLAND MUNICIPAL CODE NECESSARY TO EFFECTUATE THE AMENDMENT OF THE MECHANISMS BY WHICH THE CITY MAY APPROVE THE INSTALLATION AND OPERATION OF NEW ADVERTISING SIGNS VIA DEVELOPMENT AGREEMENTS IN LIMITED GEOGRAPHIC AREAS IN THE CITY.

SUMMARY

The existing regulations in the Planning Code and Sign Code prevent the Oakland City Council from entering into development agreements to allow for the construction of advertising signs on private property. The proposed resolution requests that planning commission considers initiating amendments to the Oakland advertising

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sign ordinance to amend the mechanisms by which the city may approve the installation and operation of new advertising signs via development agreements.

For questions regarding this report, please contact Office of Councilmember Noel Gallo at (510) 238-7051

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Noel Gallo", written over a horizontal line.

Councilmember Noel Gallo, District 5

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