



# City of Oakland

Office of the City Clerk  
Oakland City Hall,  
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Room 201  
Oakland, California 94612

## Legislation Text

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**File #:** 20-0808, **Version:** 3

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**Subject:** **Limit The Placement Of Advertising Signs Within The City**

**From:** Councilmember Gallo

**Recommendation:** **Adopt A** 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  
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