



## Legislation Details

**File #:** 09-1031      **Version:** 3      **Name:** Billboard Franchise Agreement

**Type:** City Resolution      **Status:** Passed

**File created:** 11/19/2009      **In control:** Concurrent Meeting of the Oakland Redevelopment Agency / City Council

**On agenda:** 3/16/2010      **Final action:** 4/1/2010

**Title:** Subject: Billboard Franchise Agreement  
 From: Office of The Mayor and City Administrator  
 Recommendation: An Ordinance Authorizing The City Administrator To Negotiate And Execute A Billboard Relocation/Franchise Agreement And Sublease Amendments, Without Returning To Council, With Clear Channel Outdoor, Inc. (Clear Channel) Allowing Clear Channel To: (1) Construct A New Non-Digital Billboard At 165 98th Ave.; (2) Convert One Face Of A Billboard At Interstate 580 & Ettie Street To Light-Emitting Diode (LED) Technology; And (3) Standardize The Size Of And Convert To LED Technology A Sign On Land The City Subleases To Clear Channel At Oakport & Hassler ("Oakport Sign"), In Exchange For Increased Revenue Under The Oakport Sign Sublease, Removal Of 37 Existing Billboards, And Payment Of One Million Dollars To The City [TITLE CHANGE]

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. View Report.pdf, 2. View Report.pdf, 3. View Report.pdf, 4. 13003 CMS.pdf

| Date       | Ver. | Action By  | Action             | Result |
|------------|------|--|--------------------|--------|
| 4/20/2010  | 3    | Concurrent Meeting of the Oakland Redevelopment Agency / City Council  | Adopted            | Pass   |
| 4/1/2010   | 3    | *Special Concurrent Meeting of the Oakland Redevelopment Agency/City Council                                   | Adopted as Amended | Pass   |
| 3/11/2010  | 2    | *Rules & Legislation Committee   | Scheduled          |        |
| 12/15/2009 | 1    | *Special Concurrent Meeting of the Redevelopment Agency and Council Community & Economic Development Committee |                    |        |