



Legislation Details (With Text)

**File #:** 25-0781      **Version:** 1

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

**File created:** 5/28/2025      **In control:** \* Concurrent Meeting of the Oakland Redevelopment Successor Agency and the City Council

**On agenda:** 6/17/2025      **Final action:** 6/17/2025

**Title:** Subject: Advertising Signs Relocation Agreement With Becker Boards  
From: Councilmembers Ramachandran And Gallo  
Recommendation: Adopt A Resolution: (1) Authorizing The City Administrator To Negotiate Terms And Enter Into An Advertising Signs Relocation Agreement With Becker Boards, A California L.L.C. (“Becker”) , With Such Agreement Including The Following: (A) Allowing Becker To Erect Up To Five New Advertising Signs At Certain Locations On Private Property In Exchange For Becker Causing The Removal Of Eleven Existing Advertising Faces At Various Locations In The City By Dates Certain, With Becker Waiving Its Rights To Just Compensation For The Removed Signs; (B) Requiring Becker To Make Payments In Advance Of Up To \$2,357,500 For Fiscal Year 2025/2026, And Annual Payments Of Up To \$750,000 For A Thirty-One Year Term With Escalations, In Addition To Providing Other Financial Incentives To The City Including Negotiated Carbon Offset And Beautification Fees; And (2) Adopting Appropriate California Environmental Quality Act Findings

**Sponsors:** Janani Ramachandran, Noel Gallo

**Indexes:**

**Code sections:**

**Attachments:** 1. View Report, 2. View Legislation And Exhibit A-E, 3. View Supplemental Report - 6/5/2025, 4. View Supplemental Legislation And Exhibit A-E - 6/5/2025, 5. 90769 C.M.S

Date	Ver.	Action By	Action	Result
6/17/2025	1	* Concurrent Meeting of the Oakland Redevelopment Successor Agency and the City Council	Adopted	Pass
6/12/2025	1	*Rules & Legislation Committee	Scheduled	
6/10/2025	1	*Community & Economic Development Committee	Approved as Amended the Recommendation of Staff, and Forward	Pass
5/29/2025	1	*Rules & Legislation Committee	Scheduled	

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