



# City of Oakland

Office of the City Clerk  
Oakland City Hall,  
1 Frank H. Ogawa Plaza,  
Room 201  
Oakland, California 94612

## Legislation Text

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

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**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