



# 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 #:** 09-1031, **Version:** 3

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**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 98<sup>th</sup> 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]**