



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Councilmember Raul Peralez  
Councilmember Sylvia Arenas  
Councilmember Don Rocha

**SUBJECT:** ELECTRONIC BILLBOARDS  
UPDATE

**DATE:** December 15, 2017

Approved by:

Date: 12/15/17

**RECOMMENDATION**

Don Rocha PH

Sylvia Arenas pm

Accept the staff report with the following additional direction:

1. Allow replacement of existing traditional billboards with a new electronic programmable billboard at a ratio of 4:1.
2. That staff continue to proactively consult with industry experts on the overall changes to the ordinance and the implementation of the program including
  - a. The list of feasible sites for project development, and,
  - b. Consider a take-down requirement for all new billboards on City and non-city owned property.
3. Report back no later than the first quarter of 2018 to the Community & Economic Development (CED) Committee with an update including current expenditures of the funding that has been allocated for this policy development.

## **DISCUSSION**

It was evident during the November 27th CED Committee meeting that there is a shared interest to expedite an update of our signage policy that would reduce the number of billboards in our city and generate revenue. After all, this policy proposal was prioritized in December 2015 and has ranked in the top 10 since March of this year.

Billboard reduction is a critical component of the proposed changes that we have been considering and should exist for new electronic billboard approvals as well, whether on City or non-City property. This would provide an avenue to safeguard our communities in the future from an increase of billboards.

We are also cognizant of the industry ratios on billboard takedowns and while we appreciate staff's ambitious proposed ratio of 10:1, it would be more realistic to be in closer alignment with City and non-City projects in Oakland, Santa Clara and other cities throughout the State. For example, an industry size billboard panel is generally 300 square feet while an industry size electronic billboard is 672 sq. ft. With the removal of 4 panels, that is essentially equivalent to a 2:1 square footage ratio, similar to many of our neighboring Bay Area cities (Fig. 1).

Bay Area Relocation/Development/Franchise Agreements

City – Project	Sq Ft built	Sq Ft reduction ratio
Belmont	1,344	2.06:1
Benicia	1,344	1.07:1
Berkeley	1,344	1.62:1
Hayward	1,344	1.79:1
Martinez	1,344	1.00:1
Millbrae	1,344	No reduction
Milpitas – McCarthy Ranch	2,688	No reduction
Milpitas – Piercey Toyota	1,344	No reduction
Newark	2,688	No reduction
Oakland - Ettie, 198 <sup>th</sup> , Oakport	8,064	2.15:1
Oakland - Louise	1,344	1.69:1
Oakland - 5 <sup>th</sup> St	1,344	1:71:1
Oakland - Wattling @ 38 <sup>th</sup>	1,344	1.12:1
Oakland - EBMUD	4,032	2.03:1
Oakland - Port of Oakland	6,720	No reduction
San Carlos	1,344	0.22:1
Santa Clara - Laurelwood	1,344	1.89:1
Santa Clara - Duane	1,344	1.39:1
South San Francisco	1,344	2.06:1

*Figure 1- Chart Provided by 11/27 Letter to CEDC from AllVision LLC & OutFront Media*

We strongly urge that staff finalize the regulatory changes needed to allow the City to move forward with these projects while ensuring that the City achieves its two stated goals of billboard reduction and revenue generation.