



BOARD OF SUPERVISORS

WILMA CHAN
Supervisor, Third District

November 25, 2014

The Honorable Board of Supervisors
County Administration Building
1221 Oak Street
Oakland, California 94612

Dear Board Members:

SUBJECT: APPROVE THE REQUEST OF BAYFAIR CENTER TO INSTALL THREE MALL DIRECTIONAL SIGNS TO BE LOCATED ON EXISTING COUNTY SIGN POSTS IN THE COUNTY RIGHT OF WAY AND DELEGATE AUTHORITY TO THE DIRECTOR OF PUBLIC WORKS TO EXECUTE A THREE-YEAR LICENSE AGREEMENT FOR THE SIGN INSTALLATIONS

RECOMMENDATION:

It is recommended that your Board:

1. Approve the request of BayFair Center to install three directional signs atop existing County signposts in the County right of way; and
2. Delegate authority and authorize the Director of Public Works to execute a three-year License Agreement with BayFair Center; and
3. Direct Director of Public Works to study amendment to the Road Encroachment Ordinance (Chapter 12.08) and prepare proposed ordinance amendment to allow directional signs for business districts including large shopping centers for consideration by the Board of Supervisors within 6 months.

SUMMARY/DISCUSSION:

Existing County encroachment permit ordinance provides that a permit is required for any work or construction in the County right of way. At present, no private directional advertising signs may be permanently installed in the County right of way except in Agricultural Districts pursuant to Chapter 12.08 of the ordinance code. During the process of applying for an encroachment permit to install directional signs prior to the November 28, 2014 Black Friday shopping day,

1221 OAK STREET · SUITE 536 · OAKLAND, CALIFORNIA 94612 · 510 272-6693 · FAX 510 268-8004

15903 HESPERIAN BOULEVARD · SAN LORENZO, CALIFORNIA 94580 · 510 278-0367 · FAX 510 278-0467

BayFair Center discovered that they would be unable to install directional signs on County sign posts adjacent to BayFair Mall. The requested locations are: SW corner of Freedom Avenue/150th Avenue, NW corner of Freedom Avenue/Fairmont Drive and the SE corner of Foothill Boulevard/Fairmont Drive.

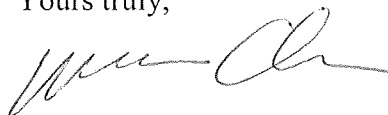
Bayfair Center's request highlights the need for a potential revision to the County's Roadway Encroachment Ordinance (Chapter 12.08) to allow for directional signs in urban areas to direct the public to business districts including downtowns and large shopping centers to enhance commerce in Alameda County. In order to allow the Board sufficient time to study and possibly revise the encroachment permit ordinance to allow such signs in the future, it is recommended to grant a non-renewable license agreement to Bayfair Center for the installation of the three signs subject to termination upon adoption of an ordinance amendment at a cost to BayFair Center of \$900.00 under Section 12.080.040, which allows the Board to approve, by agreement, encroachments that do not conform to the limits of the ordinance.

The Director of Public Works should be given 6 months to study the recommended ordinance amendment, and to return to the Board of Supervisors with a proposed amendment for this Board's consideration.

FINANCING:

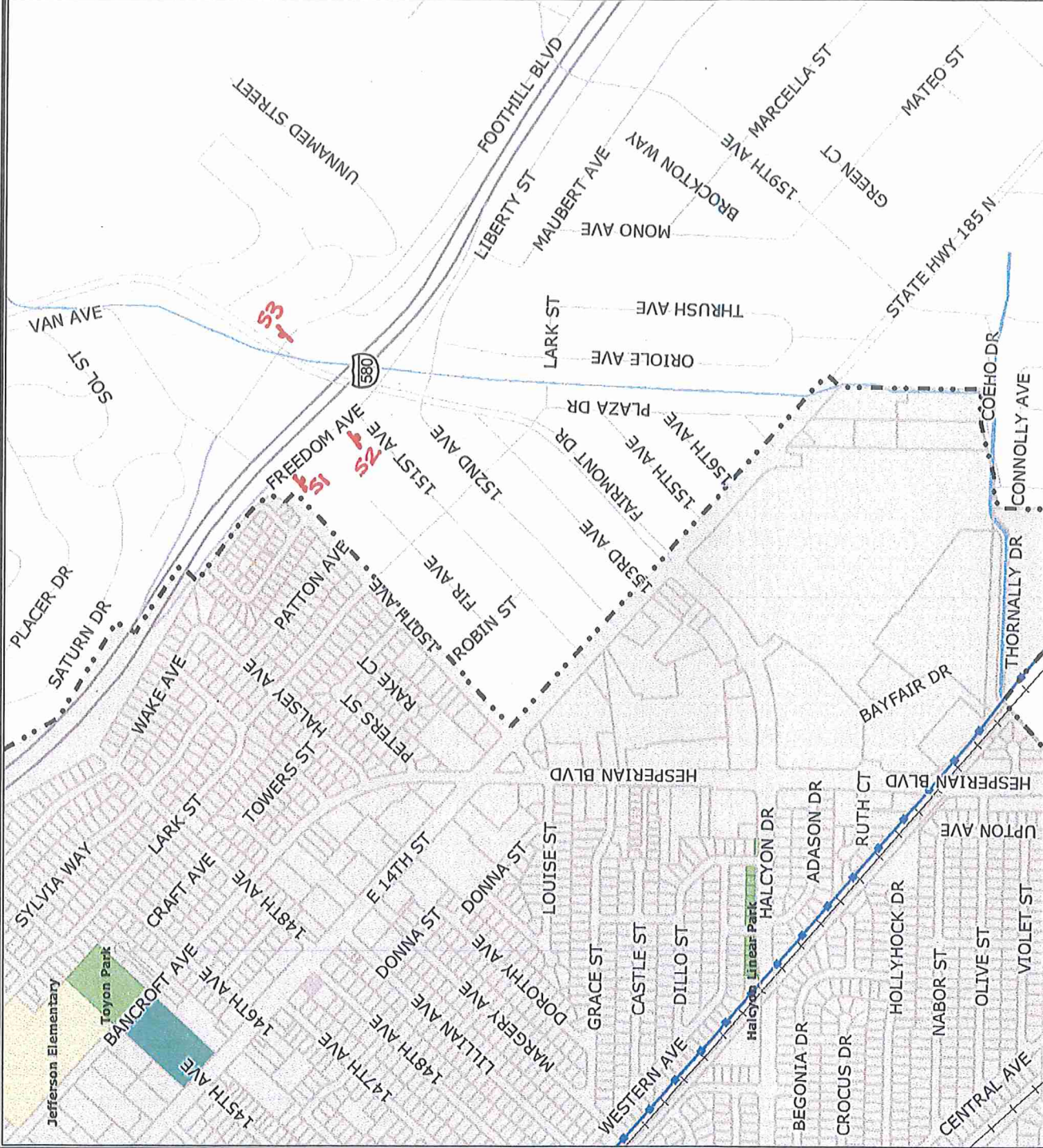
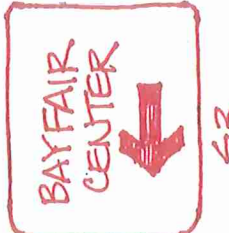
The proposed action does not impact the General Fund.

Yours truly,

A handwritten signature in black ink, appearing to be "John A. ..." followed by a stylized flourish.



- Public Land
- CITY FACILITY
 - FIRE STATION
 - HOSPITAL
 - LIBRARY
 - OPEN SPACE
 - PARKING
 - POST OFFICE
 - RESOLUTION
 - SCHOOL

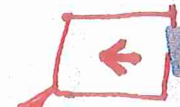


SLAM Map
 BAYFAIR DIRECTIONAL SIGNAGE
 MAKE SIMILAR TO BART DIRECTIONAL SIGNAGE



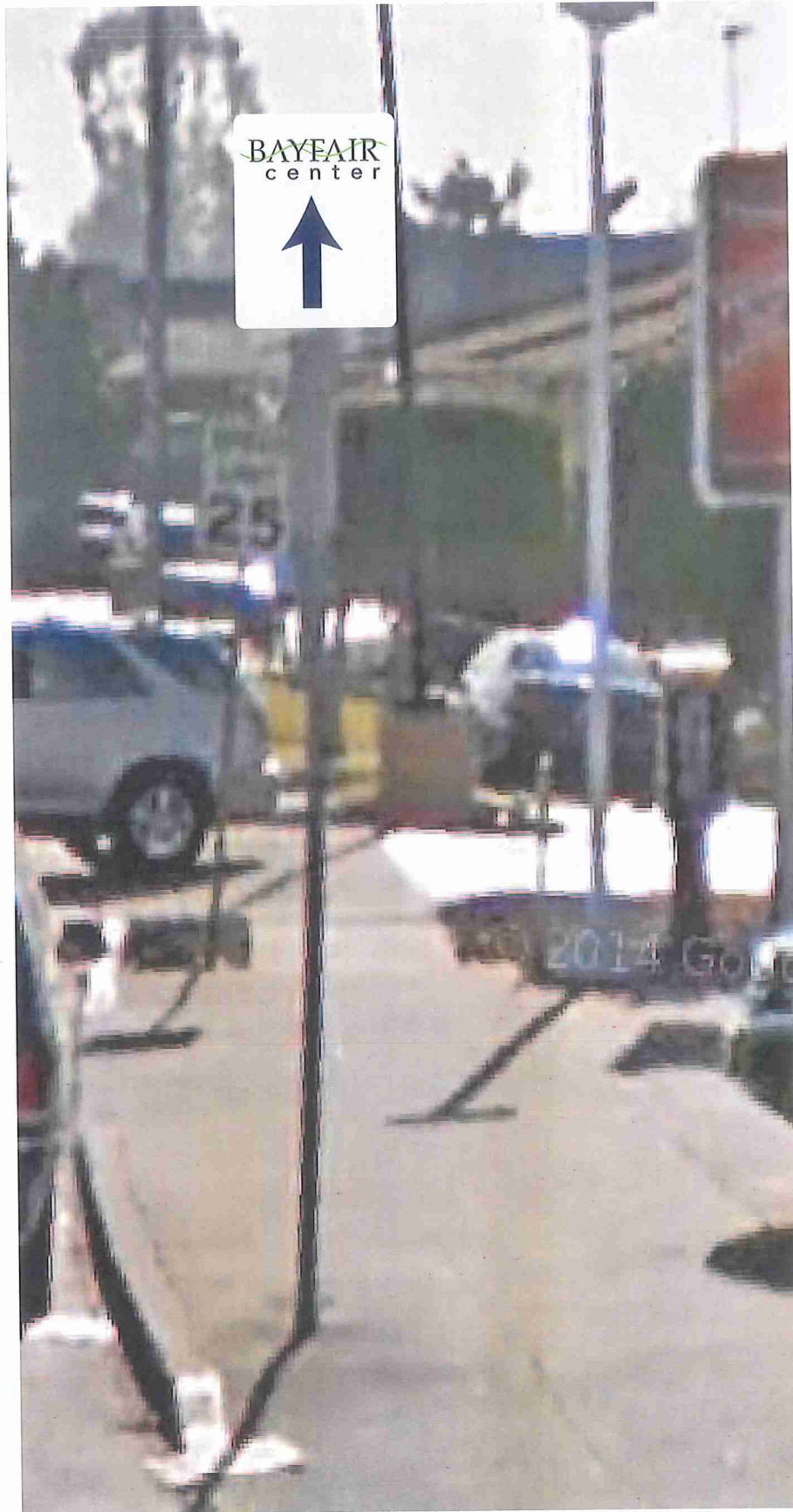
SW CORNER OF FREEDOM AVE. & 150th AVE.

SI SIGN



SHELL GAS STATION
1784 150th AVE.





Bayfair Directional
Freedom Ave. and 150th
18"x24" .063 aluminum w/rounded corners.
Graphics printed on 3M ij680CR Reflective Vinyl
Laminated with Oraguard 290G 8yr+4UV Gloss Laminate

NW CORNER OF FREEDOM AVE. & FAIRMONT DR.

15101 FREEDOM AVE.

S2 SIGN



15101
 GAS & FOOD
 319
 399
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 279
 249
 219
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 159
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 99
 69
 39
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 0

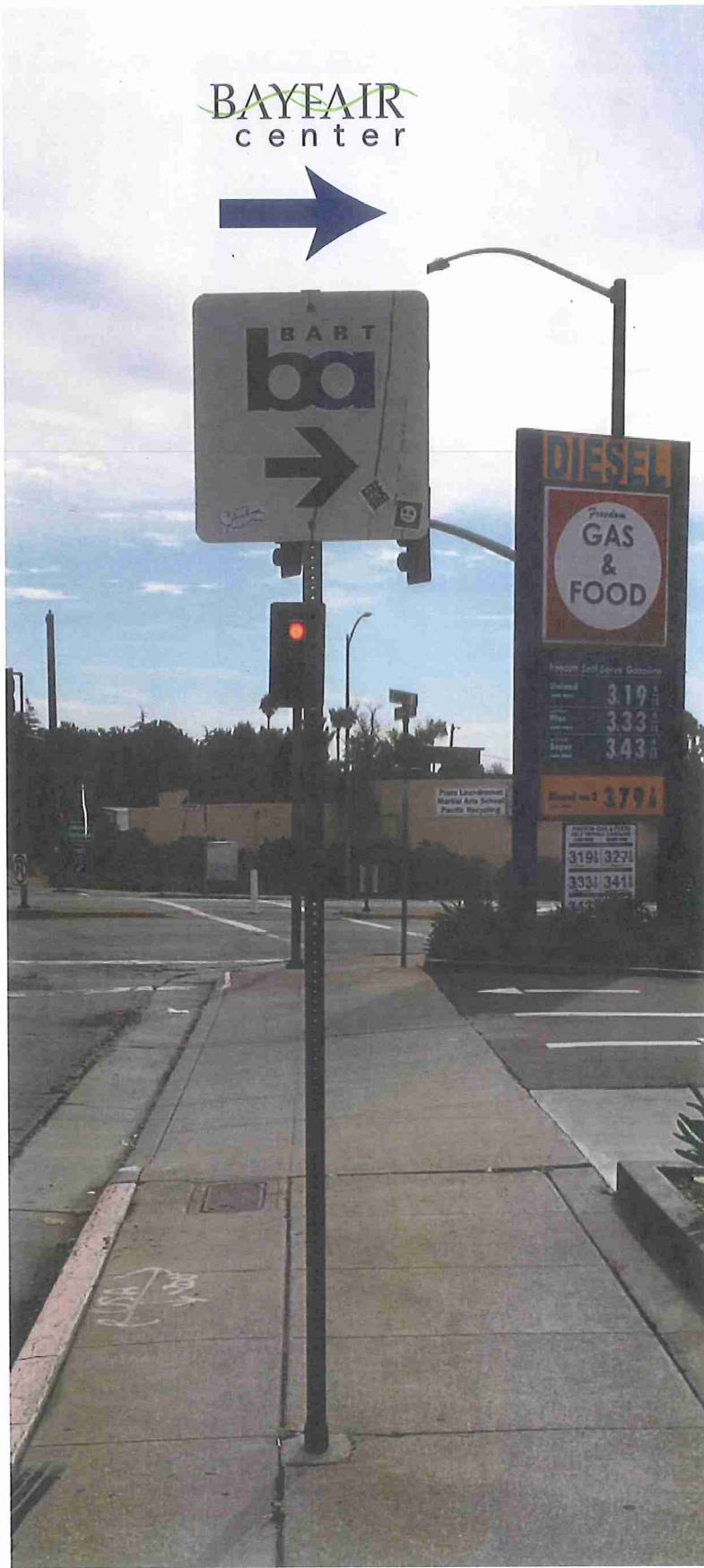
b2
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15101
 GAS & FOOD
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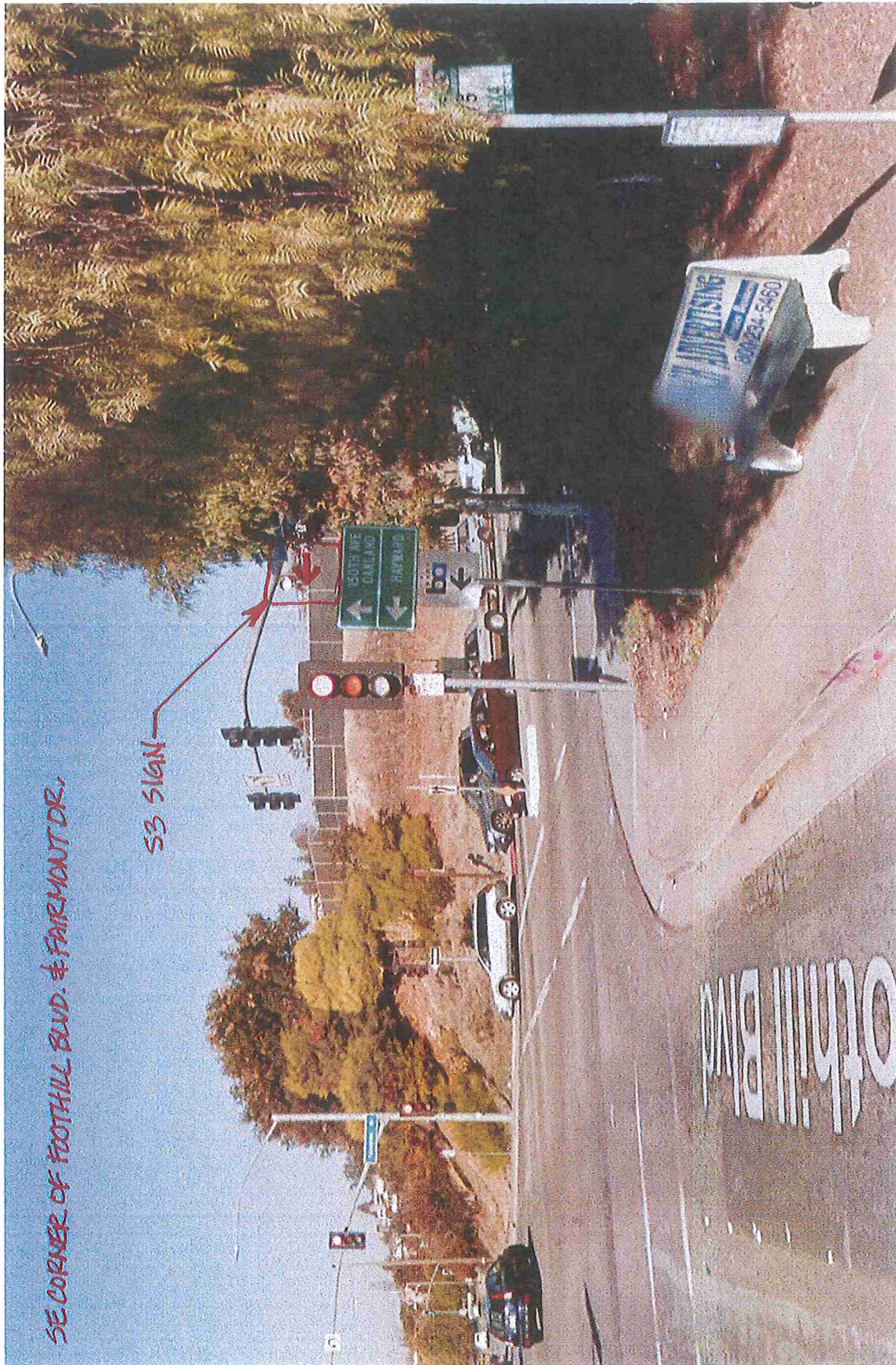
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Bayfair Directional
Freedom Ave. and 151ST
24"x24" .063 aluminum w/rounded corners.
Graphics printed on 3M ij680CR Reflective Vinyl
Laminated with Oraguard 290G 8yr+4UV Gloss Laminate

SE CORNER OF FOOTHILL BLVD. & FAIRMOUNT DR.

S3 SIGN





Bayfair Directional
Foothill Blvd. and Fairmont
24"x24" .063 aluminum w/rounded corners.
Graphics printed on 3M ij680CR Reflective Vinyl
Laminated with Oraguard 290G 8yr+4UV Gloss Laminate