



Billboard Relocation Program Update: History, Status, Public Art, Funds Generated and Funding Plan Discussion

EDEN AREA MUNICIPAL ADVISORY COUNCIL

MARCH 14, 2023

Billboard Program History

- ❑ The Community Development Agency (CDA) has been working on a program to reduce and consolidate billboards since 2006.
- ❑ The effort arose from the community's concern regarding the number of billboards located in the urban unincorporated communities
- ❑ The Board of Supervisors adopted a new Billboard Ordinance in 2008, and amended in 2010, prohibiting billboards unless they were part of a relocation program. The goal is to remove at least 50% of existing billboards in exchange for a new digital billboard.

Billboard Program History

- ❑ 2011 – Allvision billboard consultant report catalogued every billboard in the urban unincorporated areas of the County; estimated their value; prioritized billboards for removal or relocation; identified sites for possible consolidation, renovation, expansion or new construction; and estimated the advertising revenues available from these sites.
- ❑ 2013 – Contract approved with TR Advisors (TRA) to assist with the billboard program. TRA paid a commission fee of 35% of billboard revenue with a maximum payment of \$900,000. Utilizing Allvision report, TRA has conducted a competitive solicitation process with the two billboard companies (Outfront Media and Clear Channel) that own and operate billboards in the urban unincorporated County, negotiated a lease, and assisted with the negotiation of the proposed Relocation Agreements with Outfront Media and Clear Channel. Each company was awarded two sites in the urban unincorporated County along commercial corridors where they may pursue approvals for the placement of new digital billboards.

Billboard Program History: Clear Channel

- ❑ Clear Channel received Board approval and has constructed two billboards under this program
 - ❖ Hesperian and Grant Avenue and oriented to 880
 - ❖ 580 Marketplace in Castro Valley oriented to 580

Billboard Program History: Outfront Media

- ❑ Outfront Media received approval for two billboards (Arbor and A Street and **Langton Way**) from the Planning Commission on March 18, 2019, and the Board of Supervisors on May 21, 2019
- ❑ The Arbor and A Street / 880 Billboard is installed and operational
- ❑ The **Langton Way** billboard was proposed to be located on leased County property
- ❑ The **Langton Way** billboard was not constructed, and now is proposed on an adjacent private property
- ❑ The **NEW Langton** billboard was considered by the Eden MAC on DATE and DATE. The Eden MAC did not recommend approval.
- ❑ The Planning Commission approved the **NEW Langton** billboard on DATE
- ❑ The Board of Supervisors will consider the **NEW Langton** billboard at a Board Planning meeting date in July 2023 (due to staff availability)
- ❑ The agreement that was previously approved by the Board of Supervisors for billboard removals and financial participation has not changed

Billboard Program Status

- ❑ Three new digital billboards erected and operational; one pending approval
 - ❖ San Lorenzo – Grant / Hesperian / 880
 - ❖ Hayward Acres/San Lorenzo/Cherryland – Arbor and A Street / 880
 - ❖ Castro Valley – 580 Marketplace / 580
 - ❖ (PENDING) Ashland – Cherryland - NEW Langton Billboard – Langton Way/Mission Blvd / 238

- ❑ 38 billboards have been removed; 48 if NEW Langton billboard is approved

- ❑ Revenue received to-date from three active billboards = \$340,8873

- ❑ Free County messaging on all billboards

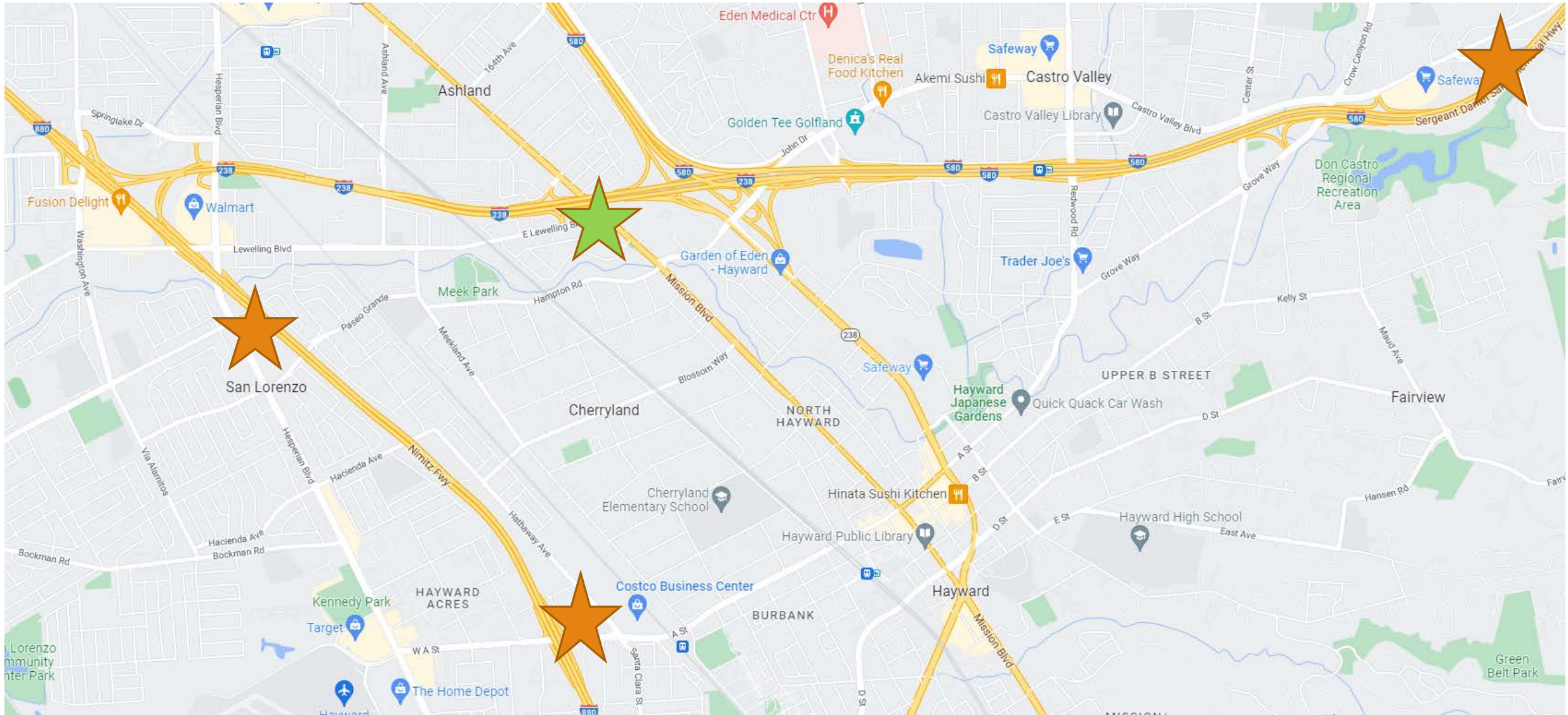
Billboard Program Funding

- Board of Supervisors created a Community Development Agency trust fund for the new billboard revenue for community and economic development related projects and programs within the community where the new billboard is located.

Community	Revenue (As of Dec. 2022)
San Lorenzo	\$208,000
Castro Valley	\$65,000
Hayward Acres	\$67,873
Total	\$340,873

Billboard	Est. Annual Revenue	Next Payment
San Lorenzo	\$52,000	December 2023
Castro Valley	\$32,500	May 2023
Hayward Acres	\$48,000	April 2023
<i>PENDING Ashland-Cherryland</i>	<i>\$40,000</i>	<i>April 2024 – If approved</i>
TOTAL per year	\$132,500 - \$172,500	

Billboard Location Map



Billboard Public Art

In partnership with the Alameda County Arts Commission, public art images have been created by the community identifier (freeway overpass) artists. These images will be placed in rotation on the approved digital billboards.

**ALAMEDA COUNTY
ARTS COMMISSION**



San Lorenzo Public Art



San Lorenzo Billboard Public Art



Ashland & Cherryland Public Art



Ashland & Cherryland Billboard Public Art (PENDING)

Proposed draft mockups for digital billboard display and signs on pole

April 22, 2022

Designs by Nico Berry



Physical Size: 14'x48' Display Resolution: 208px x 720px



Physical Size: ~10'x7' Display Resolution: ~208px x 283px



Physical Size: 14'x48' Display Resolution: 208px x 720px



Physical Size: ~10'x7' Display Resolution: ~208px x 283px

Castro Valley Public Art



Question

What images should be used on
Hayward Acres (Arbor & A Street)
Billboard?

Funding Opportunity Background



Billboard Relocation & Reduction Program

- Revenue to be allocated via ECD to communities where billboards are located
- How the money is spent will be determined by the Economic & Civic Development Department with the guidance and feedback from the community through the Eden MAC and Castro Valley MAC.

Key Project – Wayfinding Signage Implementation

One-time cost of **\$80,000** for full implementation with some ongoing maintenance (San Lorenzo and Castro Valley only at this time)

Eden Area Wayfinding Signage



Increase Banner Program Capacity

Current budget supports 2 banner displays per commercial district per year.

Increase program to 3 banner displays per year.

Overall Budget Impact - \$100,000 year one, \$50,000 per year following



Placemaking Programs

\$50,000 per business district (San Lorenzo and Castro Valley only at this time)

Overall Budget Impact – up to \$200,000

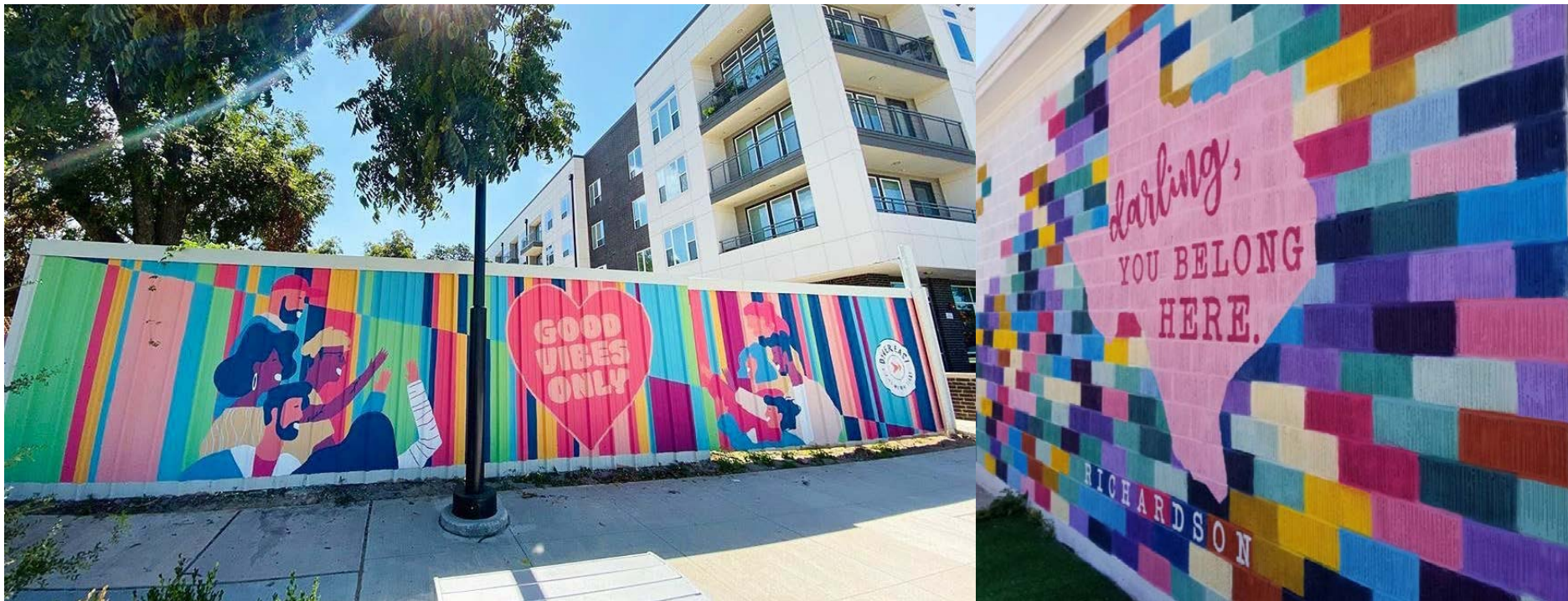
- Decorative planters
- Pop-up's
- Gateways
- Seasonal Displays
- Outdoor dining
- Parklets
- Strategic Façade Improvements



Commercial Building Mural Program

5-6 commercial building murals per year for 3 years.

Overall Budget Impact: \$120,000



Community Event Sponsorship Program

Up to \$5,000 per sponsorship

Overall Budget Impact - \$50,000



Billboard Revenue

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Revenue Projections	Revenue
Current Revenue	\$340,873
2023 Projection	\$132,500
TOTAL	\$473,373

Program Funding Snapshot

Project	Funding Required
Wayfinding	\$80,000
Enhanced Banner Program	\$100,000 / year
Placemaking Program	\$200,000
Mural Program	\$120,000
Community Event Sponsorship	\$50,000
TOTAL	\$550,000

Next Steps

- ☐ Receive input and suggestions.
- ☐ Return to the MAC's with an implementation plan for billboard funding in May or June.



Suggestions?