

Alameda County Billboard Reduction Program & Outfront Media Billboard Proposal

EDEN MUNICIPAL ADVISORY COUNCIL

MARCH 8, 2022



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 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

- ❑ 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 and is before you today
- ❑ The agreement that was previously approved by the Board of Supervisors for billboard removals and financial participation has not changed

Billboard Program History

- ❑ Clear Channel received Board approval and has constructed two billboards under this program located at Hesperian and Grant Avenue and at the 580 Marketplace in Castro Valley.

Billboard Program Approval Process

- ❑ Review and recommendation by MAC.
- ❑ The County Planning Commission will conduct a hearing and make a recommendation to the Board of Supervisors on the billboard permit application.
- ❑ The Board of Supervisors will consider the billboard permit and the related Billboard Relocation Agreement for review and approval. The Billboard Relocation Agreement will include the number and location of the existing billboards to be removed and also include the negotiated revenue sharing with the County.

Relocation Agreement Terms & Community Benefits from Langton Billboard

- ❑ Estimated \$1,600,000 in revenue to County
- ❑ Free public service messaging
- ❑ Removal of 10 billboards