

**DON'T BLIGHT THE BAY!**



**ScenicEastBay.org**



Photo of existing signs from Treasure Island, four miles away



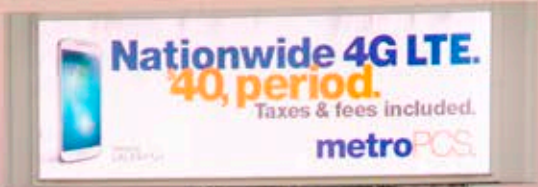
From Emeryville, billboards are brighter than bridge lighting.



Directional signs are dwarfed by huge digital signs.



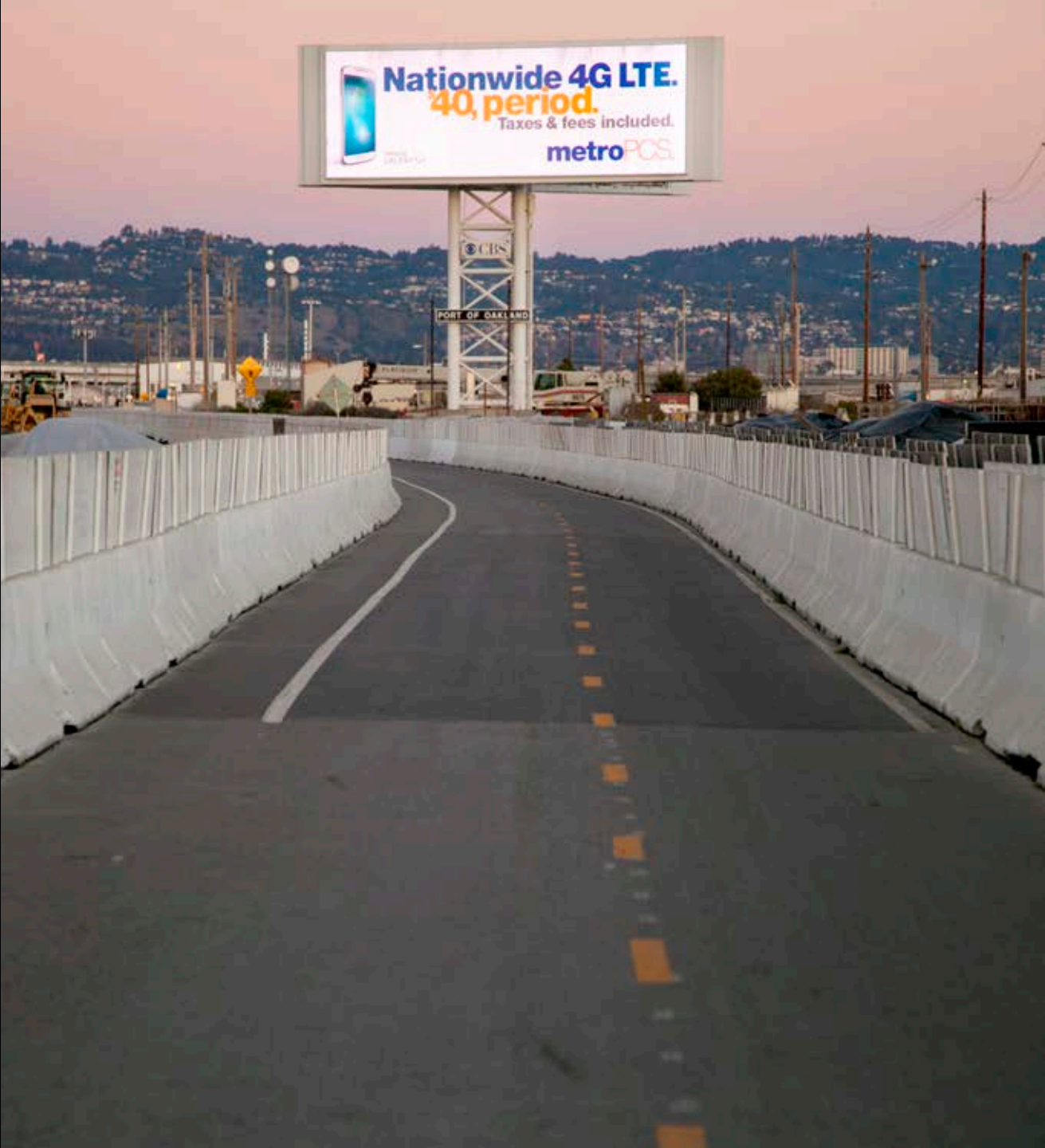
Travelling eastward, billboards mar panorama of east bay hills.



**Nationwide 4G LTE.**  
**40, period.**  
Taxes & fees included.  
metroPCS

Small text on the left side of the billboard: "metroPCS" and "4G LTE".

CBS  
PORT OF OAKLAND





*SF Chronicle* photo of existing billboards. Photo: Brant Ward



Existing billboards mar view of San Francisco from the new path.



This Christmas,  
Find God's Match for You!  
**ChristianMingle.com**  
Amy & Justin  
Engaged May 2013

CBS  
PORT OF OAKLAND

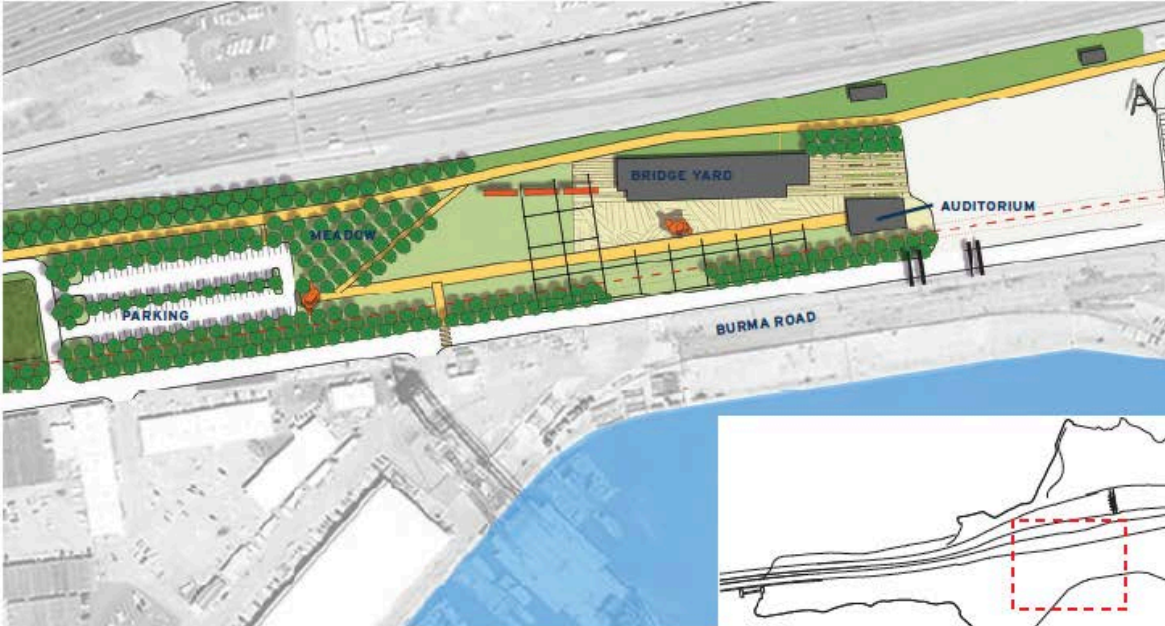
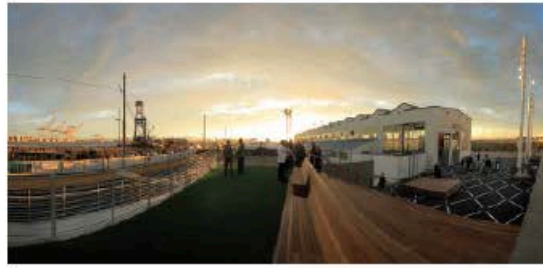
clearslide  
Shift Your Sales Into Overdrive

Small billboard for a business, partially obscured.

Three existing billboards loom over accessway.



Visualization of planned Gateway Park  
 (from <http://baybridgegatewaypark.org>)



- Historic IERBYS, Destination Recreation and Event Center
- Monumental Industrial Public Art
- Artist Studios
- Parking
- Passenger Loading, Drop-Off, and Tour Bus Layover
- Outdoor Event Space
- Meadow Area
- Shuttle Stop
- Sculpture Display
- Auditorium, Phase 2
- Connection to West Gateway

gatewaypark

Park plan for area where billboards 1 and 2 were proposed.

# PORT PLAYGROUND

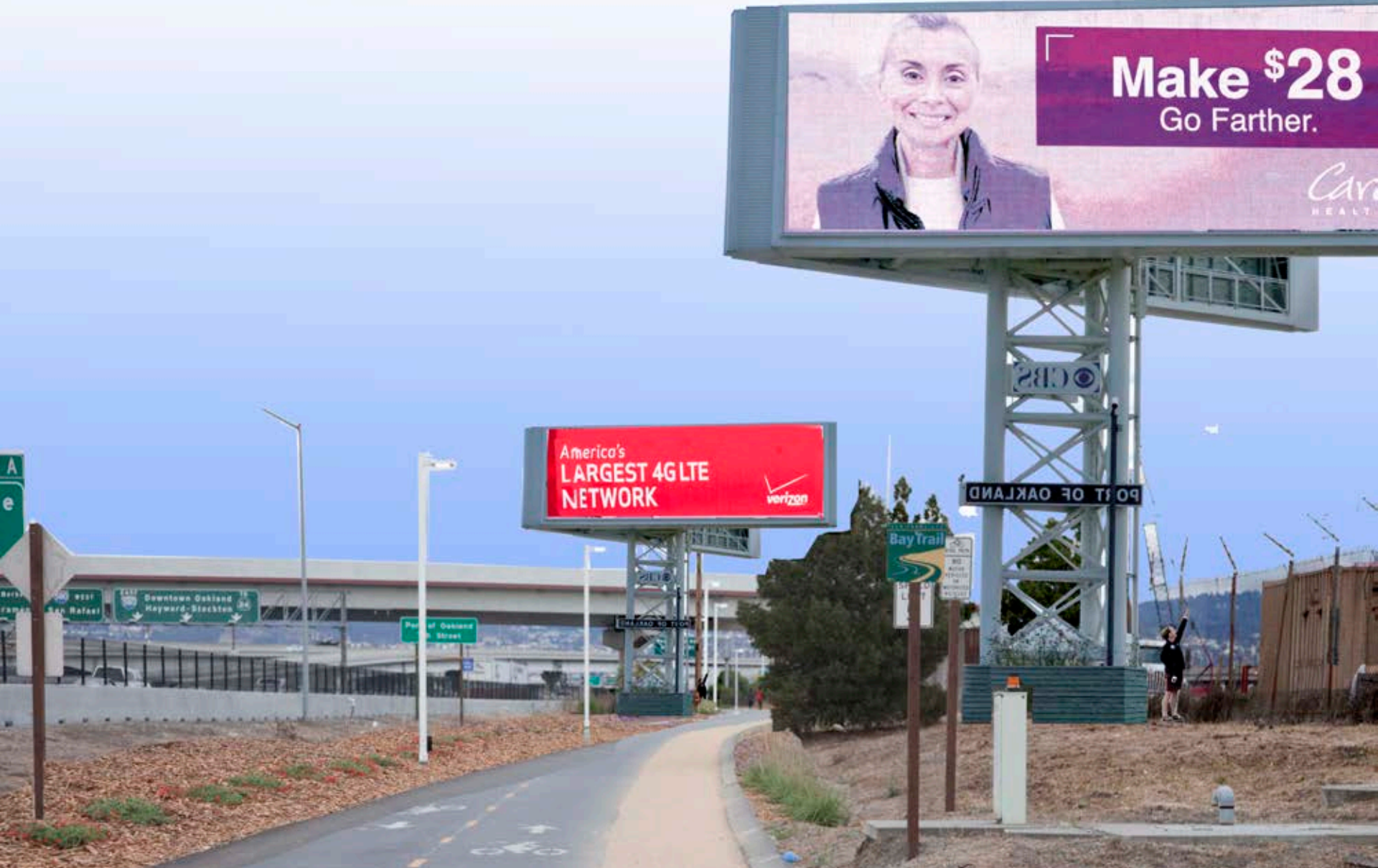


- Visitor Center
- Children's Play Area
- Extreme Play
- Climbing Wall
- Boardwalk
- Kayak Launch and Storage
- Ride/ Repurposed Crane
- Parking
- Drop Off
- Sandy Beach
- Zip Line
- Shuttle Stop
- Picnicking
- Repurposed Industrial Elements
- Stormwater Treatment

Some people hope that at the end of leases, the existing three digital billboards could be removed from the park.



Scenic East Bay: first demonstration held on the new Bay Bridge!



Visualization of proposed billboards 1 & 2 along path.

- Oakland Municipal Code section 14.04.270, governing signs adjacent to freeways, contains an **absolute ban on advertising signs** visible from a freeway.

*Desert Outdoor Adver., Inc. v. City of Oakland*, 2004 WL 3128029 (N.D. Cal. Apr. 21, 2004), *aff'd.* (9th Cir., 2010)

# CalTrans regulations for allowing billboards:

- There must be an existing business activity within 1000 feet of proposed display location on either side of the highway.



- Location of property where display is to be placed must be zoned industrial or commercial.

- Caltrans regulation:  
The display may not be located adjacent to a landscaped freeway or scenic highway

“Landscaped freeway” means a section . . . of a freeway that is now, or hereafter may be, improved by the planting at least on one side or on the median of the freeway right-of-way of lawns, trees, shrubs, flowers, or other ornamental vegetation requiring reasonable maintenance.)



We thought this looked like landscaping.



CalTrans sought out mature palms and transplanted them.





# From SF to Alameda eligible for Scenic Highway Designation

Scenic Highway Routes: Caltrans Landscape Architecture Program

www.dot.ca.gov/hq/LandArch/scenic/cahisys.htm

Des	Rte	County	District	Location (From/To)	Postmiles
E	79	SD	11	SR 8 Nr Descanso/SR 78 Nr Julian	0.0-20.2
E	79	SD/Riv	11/8	SR 78 Nr Santa Ysabel/SR 371 Nr Aguanga	20.2-2.3
E	80	SF/Ala	4	I-280 Nr First Street in SF/SR 61 in Oakland	3.2-2.8
E	80	Pla/Nev/Sie	3	SR 20 Nr Emigrant Gap/Nevada State Line	R59.5-1.6
E	84	Ala	4	SR 238/I-680 Nr Sunol	10.8-18.0
OD	84	Ala	4	SR 238 (Mission Blvd) to I-680	10.8-17.9
E	88	Ama/Alp	10	SR 49 in Jackson/Nevada State Line	14.3-25.3
OD	88	Alpine	10	Amador CL/Nevada State Line	0.0-25.3
OD	88	Ama	10	Dew Drop Ranger Station/Alpine CL	38.2-71.6
		Mono/Alp			

If public pushed on local government, freeway could possibly be designated as a scenic highway, as it is already determined eligible.

A recent study published in the journal *Traffic Injury Prevention* found that digital billboards attract and hold the gazes of drivers for far longer than a threshold that previous studies have shown to be dangerous.





# San Francisco Chronicle

Wednesday, March 19, 2014 | 10:00 AM



## Battle over boards

Group calls planned roadside ads a glaring distraction, but developer plays up benefits to city in jobs and fund

By Michael Cabanatuan  
The San Francisco side of the Bay Bridge is dotted not with a mighty display of steel and concrete, but with a row of brightly lit digital billboards. The city's plan to install three more ad screens alongside the ramp to Interstate 880, which will be the last part of the bridge with a traditional billboard, has created a different kind of drama. Three years ago, the Oakland City Council approved development plans for the abandoned Oakland Army Base. Those plans included one LED screen.

**CBS SF Bay Area**  
Home News Sports Health Eye on the Bay Events Video Audio Traffic  
Local News Local Community LGBT Politics Environment Health

### Phil Matier: Bay Bridge Billboards Stir Debate In Oakland



**Phil Matier**  
Whether it's politics, perspectives or opinions Phil Matier is one of... Read More

### Richmond Residents Overwhelmingly Reject LED Billboards

March 11, 2014  
So far, I have received 98 responses to my invitation to weigh in on LED billboards in Richmond (LED Billboards Controversy in Richmond, California, March 10, 2014). Eighty-seven persons are opposed, and nine persons support...

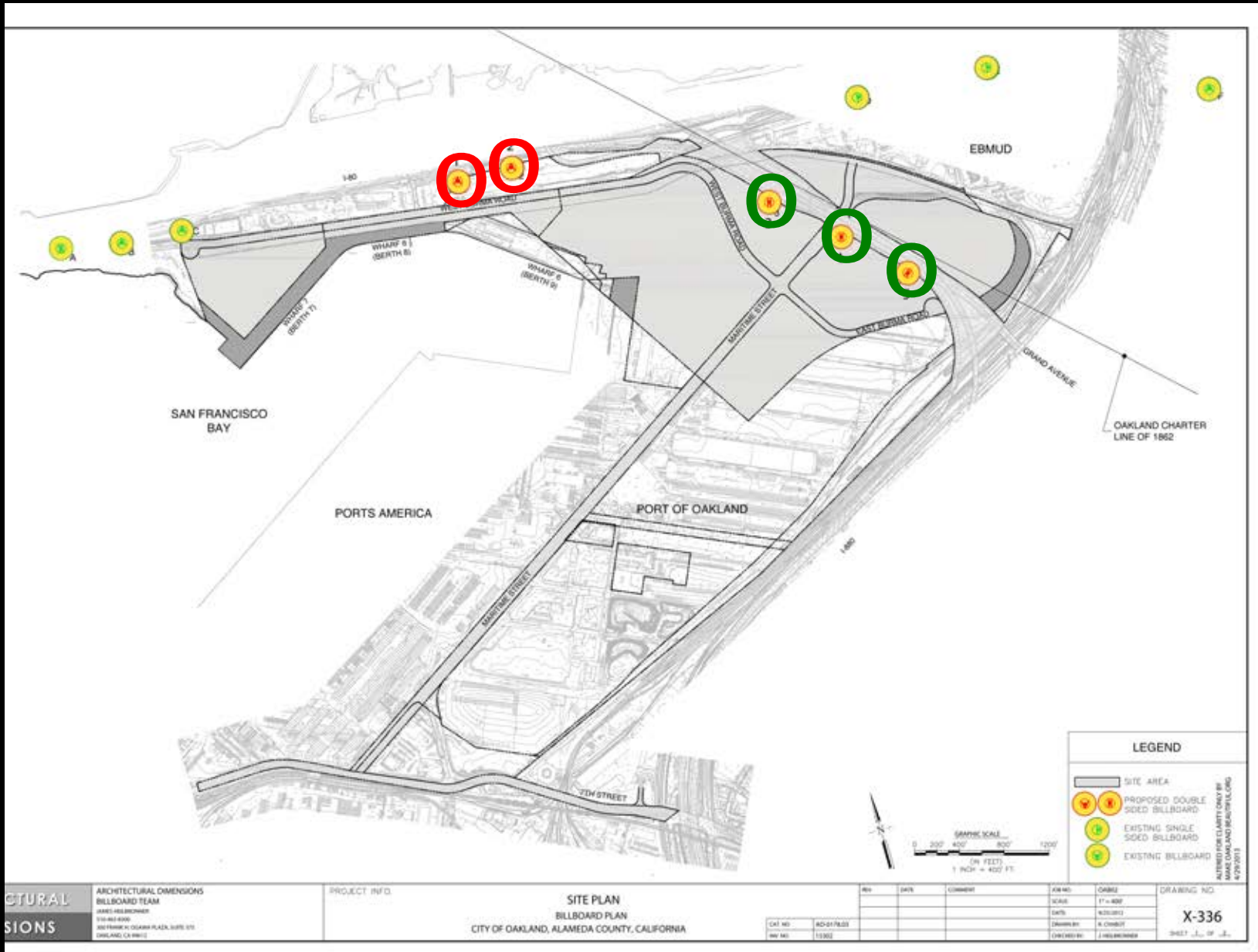
**Mission Statement**

City of Albany California  
BILLBOARD BLIGHT BY THE BAY

- **City of Albany, California** has adopted the **Billboard Blight by the Bay** ordinance to address the impact of billboards on the city's scenic views and historic landmarks.
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Preserve our bay, hill, and city views by speaking up!  
Digital billboards are blight, are a traffic danger,  
and detract from the enjoyment of our surroundings.



ARCHITECTURAL DIMENSIONS  
BILLBOARD TEAM  
100 PARK AVENUE, SUITE 100  
OAKLAND, CA 94612

PROJECT INFO

**SITE PLAN**  
BILLBOARD PLAN  
CITY OF OAKLAND, ALAMEDA COUNTY, CALIFORNIA

CHK NO.	DATE	COMMENT
01	02/17/2023	
02	03/02/2023	

APP NO.	DATE	COMMENT
01	02/17/2023	
02	03/02/2023	

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**X-336**

SHEET 1 OF 1

Billboards circled red not moving forward; circled in green are approved.

City of Oakland has put out an RFP for another 11 billboards.

City of Richmond received a request for a billboard at Hilltop Mall, and has been discussing whether an existing digital billboard at Pacific East Mall is being operated in an illegal manner.

Citizens of Albany recently rejected planning board approval of a city public works facility designed to be financed by a digital billboard visible from the freeway.



# ScenicEastBay.org

Local groups signed on to the **Don't Blight the Bay** (No New Billboards) campaign include:

- Sierra Club, Northern Alameda County Group, SF Bay Chapter
- Golden Gate Audubon Chapter
- Citizens for East Shore Parks
- Oakland Heritage Alliance
- East Bay Bicycle Coalition
- West Oakland Neighborhood Advisory Group (WOCAG)
- West Oakland Neighbors
- Oak Center Neighborhood Association

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