

# NO New Billboards in Oakland!

## 5 more super-bright billboards

were quietly approved by Oakland's City Council on June 19, 2012. A very small portion of the revenue serves as the "COMMUNITY BENEFIT" that developers of the Oakland Army Base negotiated with the City and got **a 66-year lease!**



Super-sized LED digital billboards are especially a blight on the landscape, distract drivers (LEDs are illegal in some states), and commercialize airspace. What a short-sighted way to raise funds. What a depraved way of welcoming residents and visitors as they arrive over the new Bay Bridge into Oakland and the East Bay. San Francisco passed Proposition G to end new billboards.

Who benefits from this sale and commercialization of the public realm?

The developer, California Capital Group and Foster International still get a majority of the revenue.

## Lack of transparency with the public.

The billboards should have been an explicit part of the negotiation that the City made with the army base developer and the community.

## False trade-off between community benefits and billboards.

Linking proposed "community benefits" with the billboards is a red herring. These two issues are completely distinct and the line of reasoning that suggests these billboards are required to fund community benefits associated with the Army Base project is hollow.

## Lack of clarity about revenue from billboards.

City negotiators say the revenue will be used for a "job center" in West Oakland. What is the price tag that is being placed on this job center and where and how will the money be used? They also said that West Oakland and the Port are not aesthetically relevant!

## Visit:

- <http://facebook.com/oaktownbeautiful> to sign the petition and more info
- <http://makeoaklandbeautiful.org> for press articles and more



***Tell the city council and Caltrans manager:  
Stop the 66-year billboard lease at Gateway  
Park: it's a terrible idea and it's a terrible deal***

Bijan.Sartipi@dot.ca.gov  
jqun@oaklandnet.com  
nnadel@oaklandnet.com,  
rkaplan@oaklandnet.com,  
jbrunner@oaklandnet.com,  
lschaaf@oaklandnet.com,  
idela Fuente@oaklandnet.com,  
leid@oaklandnet.com,  
dbrooks@oaklandnet.com,  
pkernighan@oaklandnet.com