

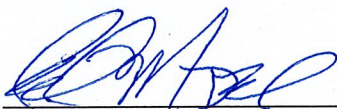
City Council Request to the Planning Commission to Consider Amendments to the Oakland Advertising Sign Ordinance

On December 15, 2020, the Oakland City Council passed a resolution requesting:

1. The Planning Commission to (a) initiate a process to consider amendments to the Oakland Advertising Signs Ordinance (Oakland Municipal Code Section 17.104.060) and Oakland Sign Code Section 14.04.270 to amend the mechanisms by which the city may approve the installation and operation of new advertising signs via Development Agreements in very limited geographic areas in the city, to the extent legally permissible, and (b) upon the conclusion of such process, recommend specific text amendments to the Oakland Advertising Sign Ordinance for the City Administrator to incorporate into a future ordinance; and
2. The City Administrator, upon the recommendations of the Planning Commission, present to the City Council for review and consideration an ordinance amending the Oakland Advertising Signs Ordinance, the Oakland Sign Code, and such other sections of the Oakland Municipal Code necessary to effectuate the amendment of the mechanisms by which the city may approve the installation and operation of new advertising signs via Development Agreements in limited geographic areas in the city.

The resolution was introduced by Councilmember Noel Gallo and is included as **Attachment A** to this Director's Report. The Planning Bureau would like feedback from the Commission on how they would prefer to move forward on this request. Planning staff have not yet undertaken specific analysis on the merits of this proposal.

Approved for forwarding to the
Planning Commission:



Ed Manasse
Deputy Director, Bureau of Planning
Department of Planning and Building

Attachments:

- A) Oakland City Council Resolution No. 88463
- B) Council Memo dated November 30, 2020 - Subject: Resolution to Consider Amendments to the Oakland Advertising Sign Ordinance