

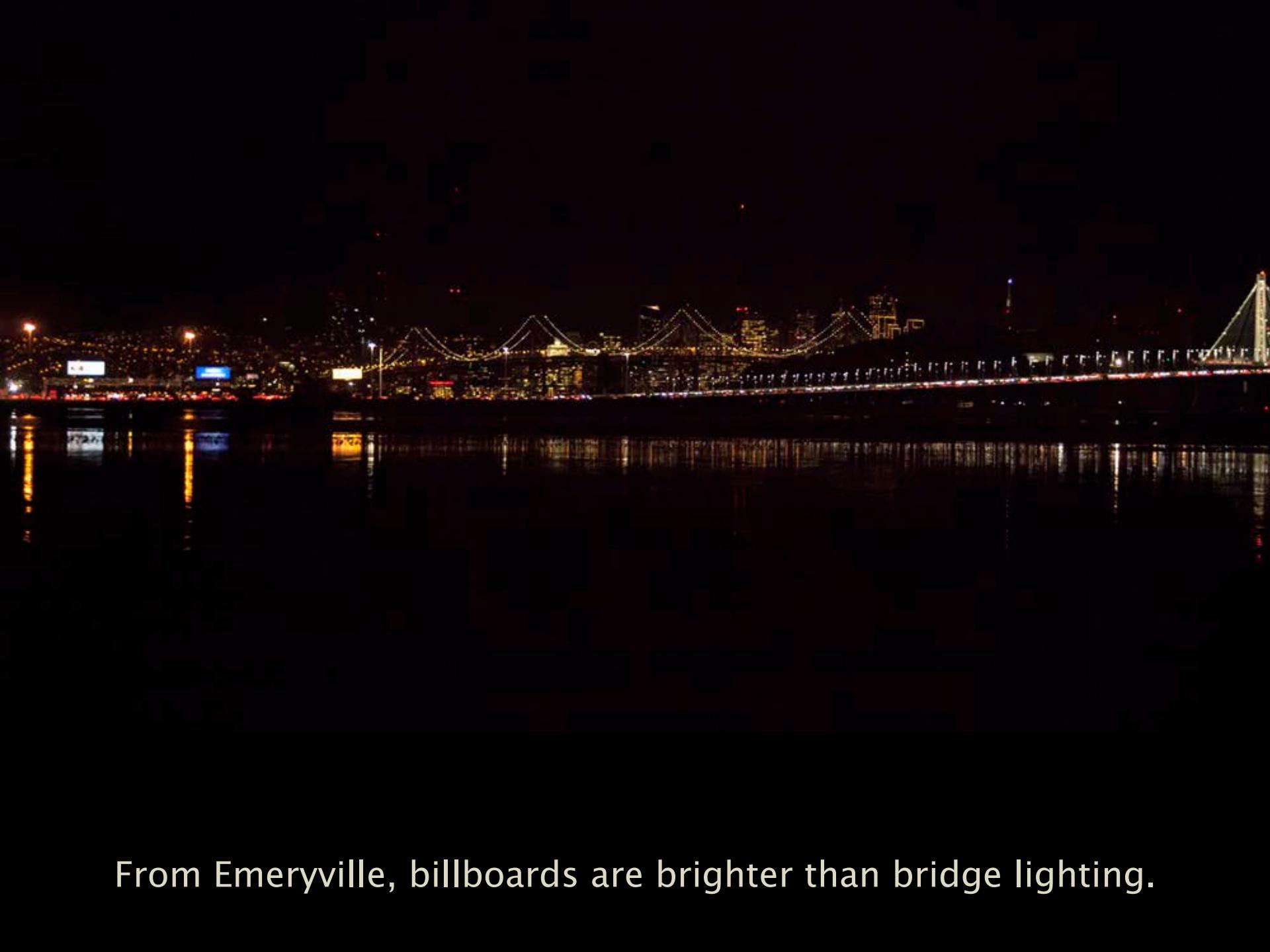
DON'T BLIGHT THE BAY!



ScenicEastBay.org



Photo of existing signs from Treasure Island, four miles away



From Emeryville, billboards are brighter than bridge lighting.



Vitamin C never
tasted so good.



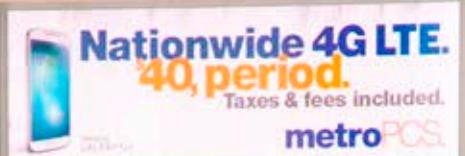
CLEAR CHANNEL DIGITAL



Directional signs are dwarfed by huge digital signs.



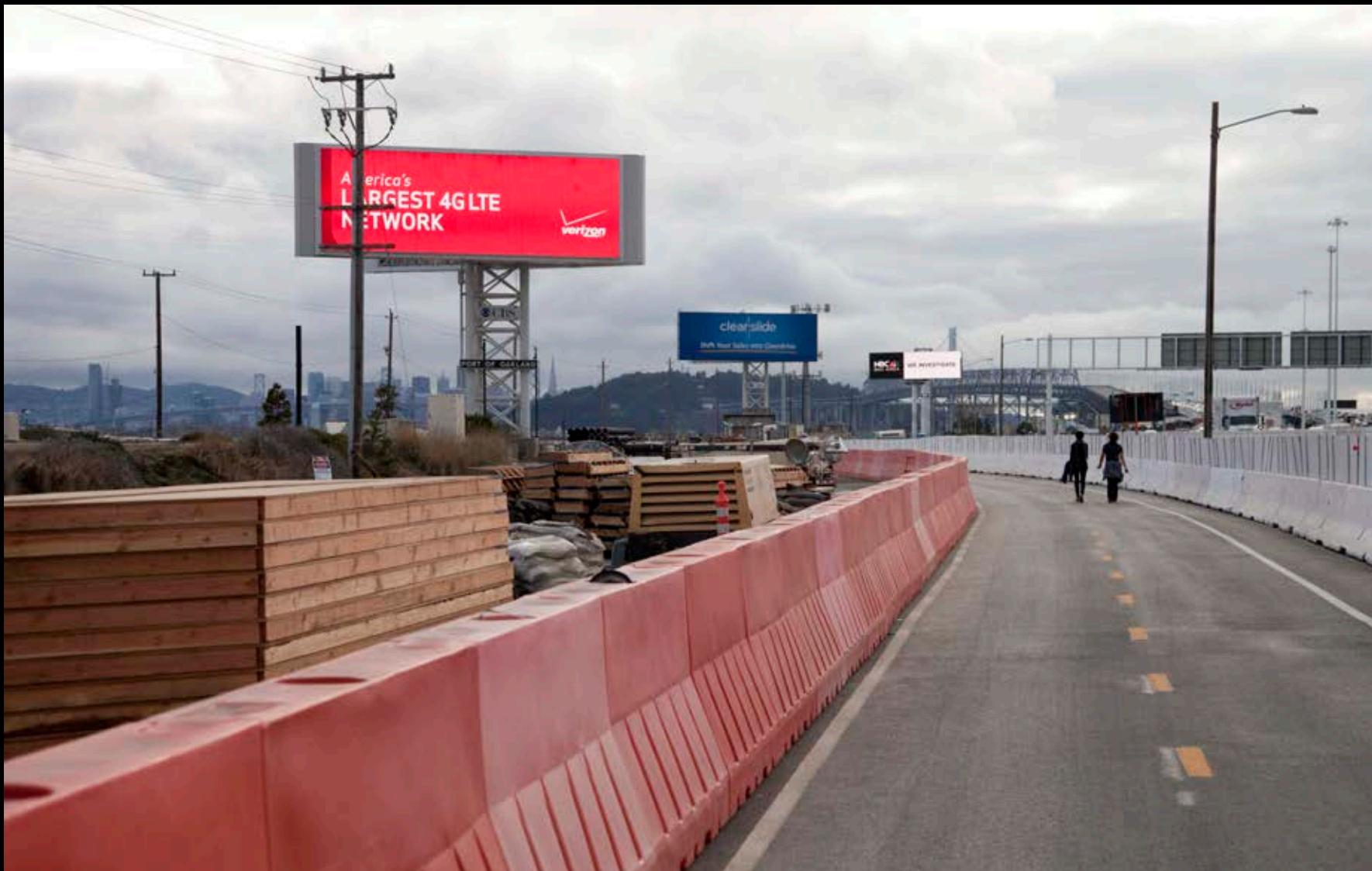
Travelling eastward, billboards mar panorama of east bay hills.



CBS
PORT OF OAKLAND



SF Chronicle photo of existing billboards. Photo: Brant Ward



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



CBS

PORT OF OAKLAND

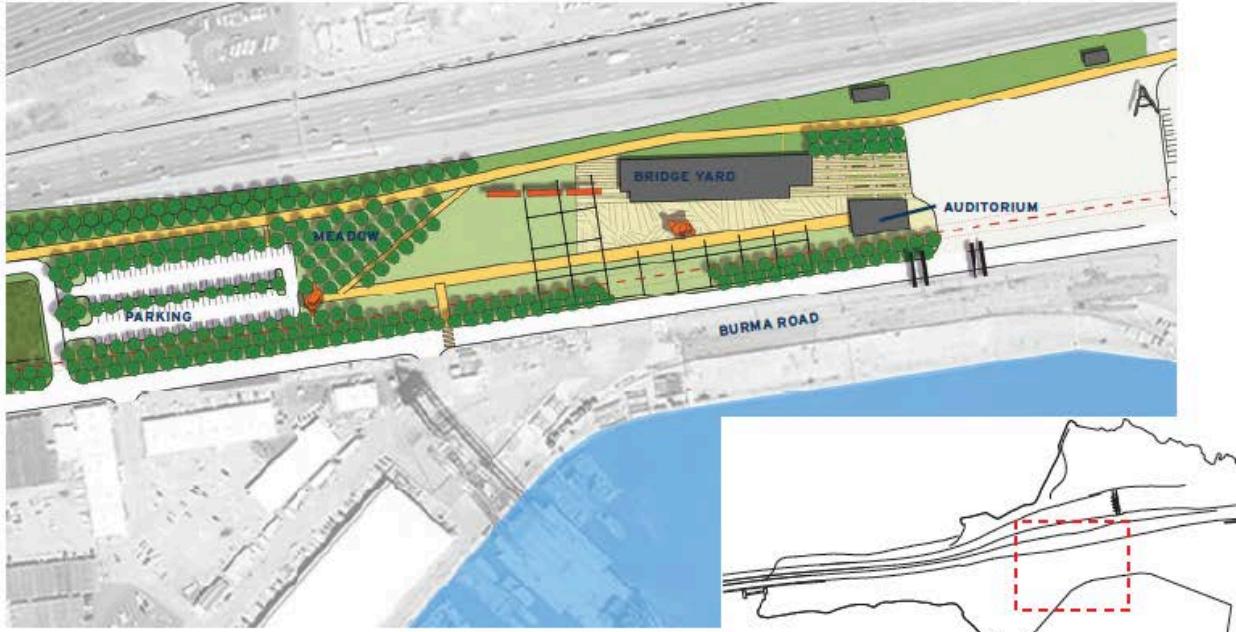
clearslide

Shift Your Sales into Overdrive

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

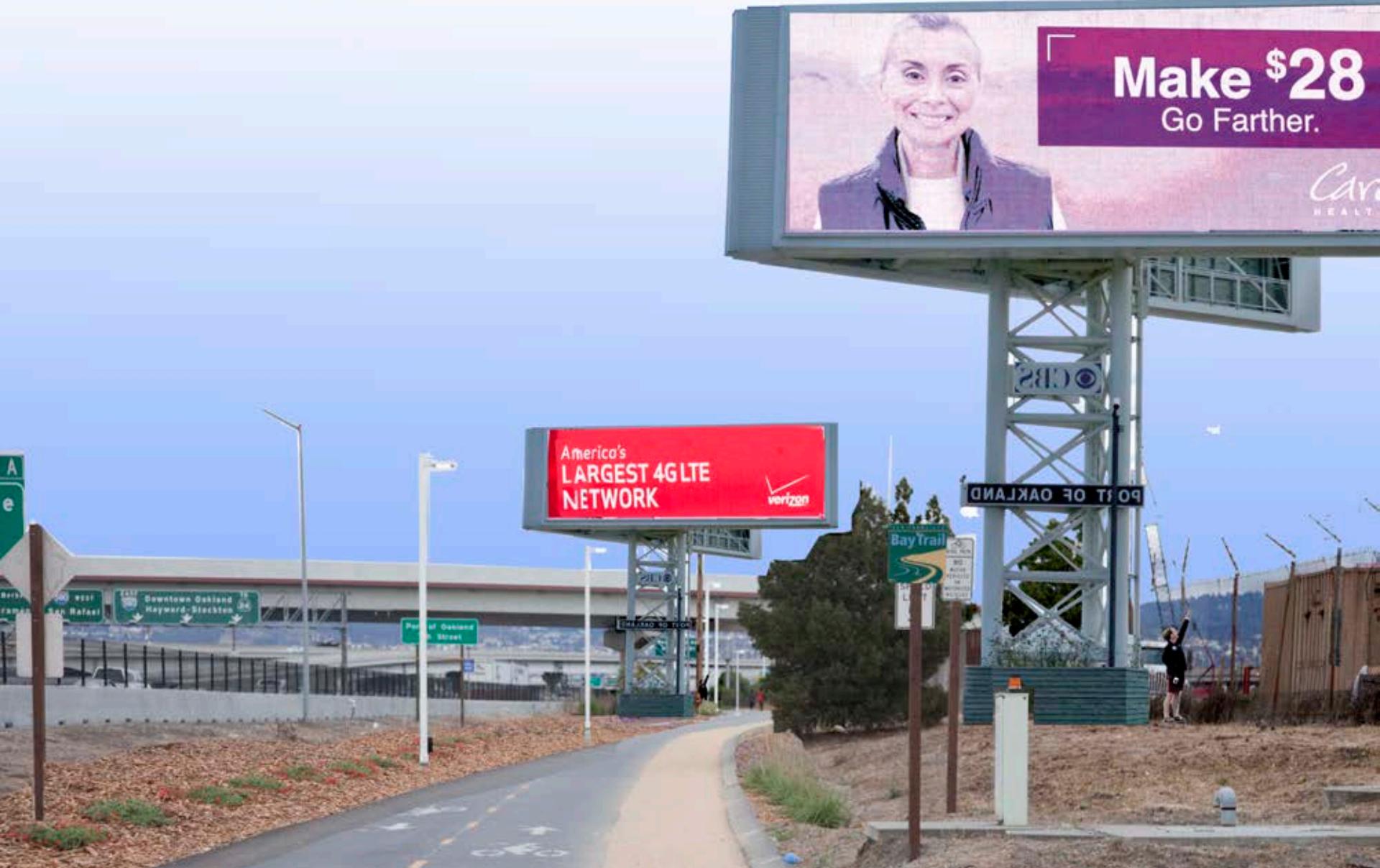


- Visitor Center
- Children's Play Area
- Extreme Play
- Climbing Wall
- Boardwalk
- Kayak Launch and Storage
- Ride/
Repurposed Crane
- Parking
- Drop Off
- Sandy Beach
- Zip Line
- Shuttle Stop
- Picnicking
- Repurposed Industrial Elements
- Stormwater Treatment

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

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 Mono/Alp	10	Dew Drop Ranger Station/Alpine CL	38.2-71.6

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

SFChronicle.com and SFgate.com | Wednesday, March 19, 2014 | PRINT-IN RECYCLED PAPER | \$1.00

OAKLAND



Battle over boards

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

By Michael Carlson

The San Francisco side of the Bay Bridge is decked out with a jazzy display of eye-blinking lights that beam shifting shapes and the now eastern-spiraling names supports a developer who glorified colosses of blinding white cables, but now it's clear he's got a motherload of bright digital billboards that created a different kind of drama.

Two years ago, the Oak land City Council approved downtown Army Bean's plan to unshroud Oakland's Army Beans. Those plans included new LED screens

"We just spent how many billions of dollars to make the bridge look nice, to create a gateway to Oakland! Do we really want the first thing you see ... to be a glaring ad for [in]marriage and Christian marriage?"

Source: Jeff Stump, East Bay Times

billboards. Use the three thousand illuminated fixtures mounted on the east side and along the neighborhood connections to enhance the site.

With those services scheduled to go well ahead of there were with California officials along the bridge without members, a group of local Bay billboard opponents have put up their own signs along the edges, which it considers eyesores and traffic hazards.

"We just spent how many billions of dollars to make the bridge look nice, to

billboards continue on. At the

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 Coming to Richmond and Beyond), March 10, 2014. Eighty-seven persons are opposed, and nine persons support... more

Phil Matier: Bay Bridge Billboards Stir Debate In Oakland
March 18, 2014 11:04 AM

Early on, the Bay Bridge was a symbol of hope and opportunity. Now, it's a symbol of blight and waste.

Three digital billboards loom over walkers at the Oakland end of the Bay Bridge. The group Breathe East Bay is urging Caltrans to block a plan to install three more ad screens alongside the ramp to Interstate 80.

By Michael Carlson

Just spent how many billions of dollars to make the bridge look nice, to create a gateway to Oakland! Do we really want the first thing you see ... to be a glaring ad for [in]marriage and Christian marriage?

PHIL MATIER: WHETHER IT'S POLITICS, PARAPENTING OR ANALYSIS, PHIL MATIER IS THE...

GET BREAKING NEWS FIRST

Racecar News, Politics, and

POLITICAL VIDEOS

Phil Matier: Whether it's politics, parapenting or analysis, Phil Matier is the...

JUSTICE FOR ANDY

Phil Matier: Whether it's politics, parapenting or analysis, Phil Matier is the...

Phil Matier: Whether it's politics, parapenting or analysis, Phil Matier is the...

Phil Matier: Whether it's politics, parapenting or analysis, Phil Matier is the...

Mission Statement

We are a unique group of neighbors that live in an unincorporated area of Alameda County. We oppose the City of Albany's 2014 plan to install four digital billboards on Hwy 24 between the east end of the future BART Station facility and Hwy 80. These billboards will be located under Interstate 280. These changes are incompatible with our city's character as a quiet residential area, and other locations on Hwy 24 will suffice to meet our needs. These changes must be resisted. This website will explain why digital billboards are bad for our City, and what can be done to stop them.

CITY OF ALBANY CALIFORNIA BILLBOARDS BY THE BAY

• H.W. Chesser, L. Johnson, and R.J. Pa. & Clark need to STOP.

• Governor Jerry Brown's proposed new billboards. Recurring city officials convened the expanded city revenue from the digital billboards to represent nearly \$100,000 annually.

• BART/BUS BILLBOARDS REPELLED. The billboards are planned to be 65 feet tall (as of current) to grade and about 45 feet wide.

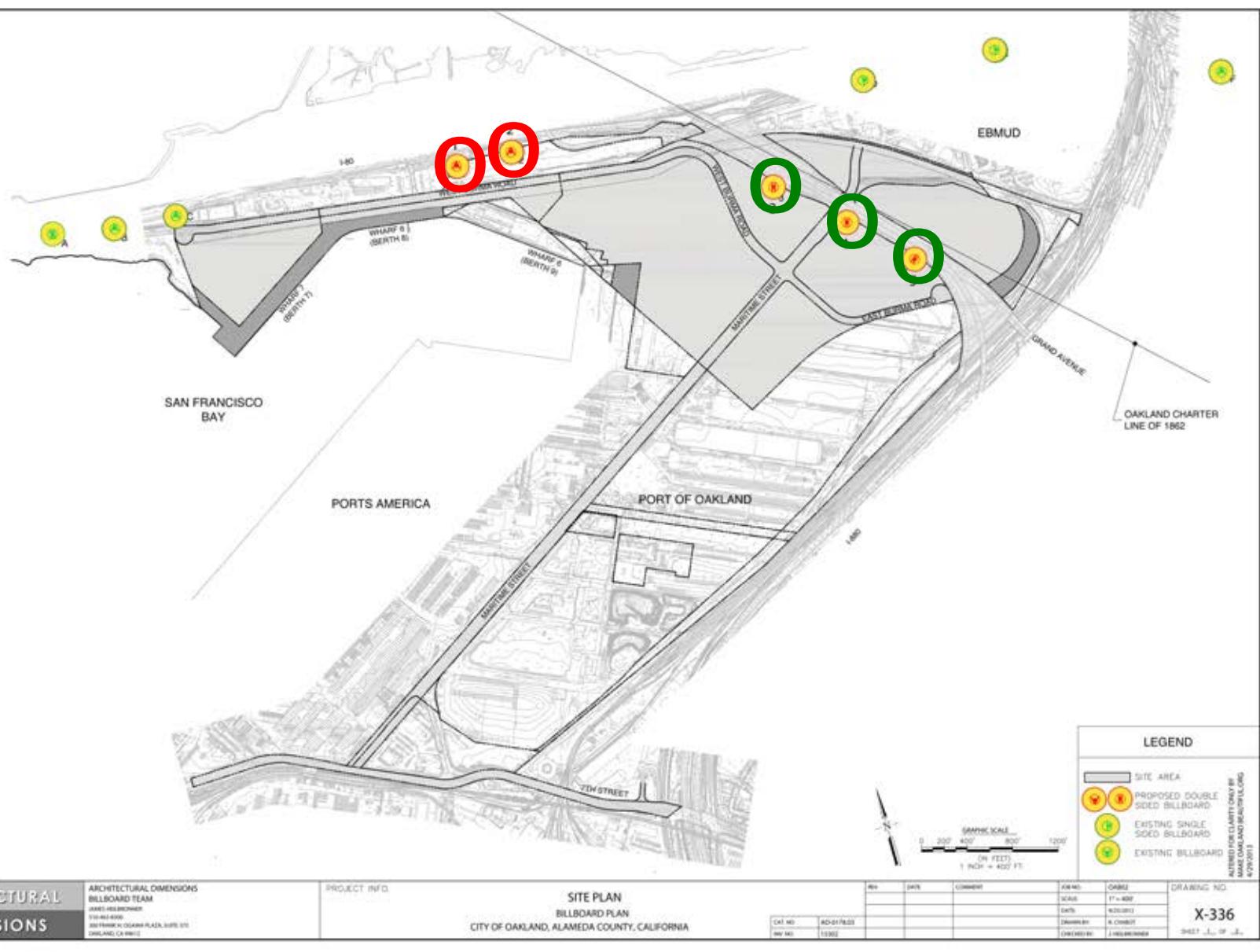
• BART/BUS, CAMPBELL, and GLENDALE may be permanently afforded to the benefit of digital billboards, please see the attached BART/BUS, CAMPBELL, and GLENDALE Face.

• Albany Ordinance adopted in April 2014 that withdrew the Albany Municipal Code to allow digital billboards.

Ordinance No. 2014-02



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.



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

DON'T BLIGHT THE BAY!



ScenicEastBay.org