

# Outdoor Advertising | Alameda County, CA

Client: County of Alameda Community Development Department

Billboard Consolidation and Relocation Program.

**Project Description:** In an effort to reduce visual blight in unincorporated neighborhoods of Alameda County, the billboard consolidation and relocation program is designed to work with outdoor advertising media companies to remove a goal of 50% of existing billboards located on secondary arterials. In exchange the County will work with the media companies to approve permits for the development of a limited number of new digital billboards on interstate highway locations. A secondary goal of the program is to develop a source of revenue from either rent or linkage fees to be paid to the County as additional consideration.



## TRA's Role:

TRA was awarded a 3-year contract to implement a billboard consolidation and relocation program. The scope of work involves the tasks below plus development and implementation of public solicitation process and on-going project management.

- **Development of a Billboard Implementation Plan:** Develop a recommended plan to reduce the number of billboards and optimize Alameda County real property assets for outdoor advertising to increase revenue to the County without the County incurring any costs.
- **Identify Potential New Billboard Sites:** and Deal Negotiations: Determine which sites are most appropriate to realize the County's goals and objectives, prioritize the sites for gaining consent for the new sites and potential removal of others as a condition, then negotiate deal terms and other general conditions.
- **Achieving New Sign Entitlements:** Phase 1: identify state, federal, and local regulations which will apply in the County unincorporated area. Identify a critical path for gaining approval for each sign. Phase 2: identify state, federal and local regulations which will apply to County incorporated areas.
- **Undertaking Cost/Benefit Analysis:** Evaluate revenue and expense projections for each candidate site, looking at the County constructing and owning the site or the County enabling the outdoor firms to build, own, and operate the signs.
- **Solicit Proposals and Negotiate Deal Terms:** Once a financial approach has been established, facilitate a competitive request for proposals process from the billboard companies, then negotiate deal terms, award new sites and assist with the implementation schedule for the billboard relocations agreements and county approvals for the entitled sites.

## Status:

A successful public offering resulted in proposals from both of the primary billboard owners in the County agreeing to significantly reduce existing inventories and cash payments to the County. Final approvals are expected in mid-2014 with demolition and construction to commence in the fall of 2014.

