

# City-Wide Street Furniture Program Implementation Plan and Streamlined Permitting Process

City of Oakland and Clear Channel Adshel



## Table of Contents

City of Oakland and Clear Channel Adshel  
City-Wide Street Furniture Program  
Implementation Plan and Streamlined Permitting Process

Introduction and Signature Page

Street Furniture Designs 5

The Community Meeting and Input Process 15

Projected Key Dates and Tasks 18

Streamlined Permit Process 24

Street Furniture Location Lists and Maps 32

Dated: May 1, 2002

## Introduction

### City-Wide Street Furniture Program Implementation Plan and Streamlined Permitting Process

On March 26, 2002, the City executed a Street Furniture Franchise Agreement with Clear Channel Adshel (Adshel). Pursuant to this Agreement, Adshel agrees to provide 256 advertising bus shelters, 256 litter bins, and 22 advertising kiosks within eighteen (18) months of the approval of the Implementation Plan. Adshel also agrees to permanently remove twelve (12) billboards within thirty (30) days after the Effective Date. The Effective Date is defined as the date that the City and Adshel have satisfied certain conditions, including (i) City Council approval of amendments to the planning and sign codes to allow advertising on the shelters (the Advertising Legislation), (ii) City Council approval of this Implementation Plan, and the Streamlined Permit Process (a component of the Implementation Plan), and (iii) issuance by the Public Works Agency of the City of the first fifty (50) permits for construction of the bus shelters.

This Implementation Plan has been developed cooperatively and agreed on between the City and Adshel and sets forth the agreed-upon plan and procedures for installation of the street furniture under the terms of the Franchise Agreement. Upon approval of the City Council of the City of Oakland and Clear Channel Adshel, the Plan will become part of the Franchise Agreement. Unless mutually agreed to extend the time, the Implementation Plan and Advertising Legislation must be approved within ninety (90) days of the execution of the Franchise Agreement. Since the Franchise Agreement was executed on March 26, 2002, the Implementation Plan should be approved no later than June 25, 2002.

CONDITION PRECEDENT ACTIONS RELATED TO THE ADOPTION OF THE  
IMPLEMENTATION PLAN WHICH ARE CONTROLLED BY THE CITY OF  
OAKLAND

- ▶ April 17, 2002 - Approval of Planning Commission to Amend the Planning Code to Permit Advertising Signs Pursuant To A Franchise Agreement Awarded By The Oakland City Council.
- ▶ May 14, 2002 – Advertising Legislation Submitted to City Council Community and Economic Development Committee.
- ▶ May 21, 2002 - Implementation Plan Submitted to City Council Public Works Committee.
- ▶ May 28, 2002 – “ Ordinance Amending Title 17 (Planning Code) And Title 14 (Sign Code) Of The Oakland Municipal Code To Permit Advertising Signs Pursuant To Franchise Agreements Or Relocation Agreements Authorized By The Oakland City Council” Submitted for City Council Approval.
- ▶ May 28, 2002 – “ Ordinance Approving the Street Furniture Implementation Plan for Clear Channel Adshel, Inc., and Authorizing the Streamlined Permit Process for the Street Furniture Program” Submitted for City Council Approval.
- ▶ June 11, 2002 – Second Reading of Ordinance for Advertising Legislation Ordinance for City Council Approval.
- ▶ June 11, 2002 – Second Reading of Ordinance for Implementation Plan for City Council Approval.

PROGRAMMATIC GOALS AND ACTIVITIES CONTROLLED BY ADSHEL  
SUBJECT TO THE APPROVAL OF THE CITY OF OAKLAND

- ▶ Develop and install within eighteen (18) months of the approval by the Oakland City Council of this Implementation Plan, a street furniture advertising program consisting of 256 bus shelters with advertising, 22 static information kiosks with advertising and 256 non-advertising litter bins installed near all bus shelters.
- ▶ Select an appropriate distribution of advertising locations that will generate the maximum amount of revenue from program inception in order to create a financially viable program.
- ▶ Provide a street furniture advertising program that will improve the livability and integrity of the City's neighborhoods by establishing a program that will be a source of great pride for Oakland's communities and be a continuous good reflection on the Oakland government that is responsible for providing it.

PROGRAMMATIC ELEMENTS OF THE IMPLEMENTATION PLAN AS  
NEGOTIATED HEREIN PURSUANT TO THE FRANCHISE AGREEMENT

- ▶ Design and color of all street furniture;
- ▶ Timing of the installation of all street furniture ("Phases");
- ▶ Methodology and schedule for community input meetings;
- ▶ Prioritized location of all street furniture.

## Signature Page

It is hereby agreed pursuant to the Franchise Agreement for City-Wide Street Furniture Services between the City of Oakland and Clear Channel Adshel Inc., dated March 20, 2002 and executed on March 26, 2002, to adopt the following Implementation Plan consisting of fifty-seven (57) pages upon its approval by the City Council of the City of Oakland.

Approved by:

\_\_\_\_\_  
Claudette R. Ford                      Date  
Director  
Public Works Agency

\_\_\_\_\_  
Douglas E. Watts                      Date  
President  
Clear Channel Adshel Inc.

## Standard Designs, Sizes and Colors of Street Furniture

- ▶ The standard bus shelter design shall be the "Wayfarer" with an integrated totem as detailed in the bus shelter design section of the Implementation Plan. It is agreed that no less than 176 of 256 bus shelters supplied shall be the Wayfarer design.
- ▶ The "Pathfinder" design shall be provided at all 22 static information kiosk locations as detailed in the information kiosk design section of the Implementation Plan. The Pathfinder design is a three (3) sided unit which is approximately ten feet (10') in height and is designed to accommodate the same size advertising as bus shelters.
- ▶ A litter bin featuring side-opening waste removal capability, along with certain other attributes as detailed in the litter bin design section of the Implementation Plan, will be provided near all 256 program bus shelters.
- ▶ The standard color for all street furniture to be provided shall be black or midnight green. The specific color shall be selected by the City on or before July 1, 2002.
- ▶ The standard bus shelter depth will be approximately six feet (6');
- ▶ The standard bus shelter length will be approximately twelve feet (12');
- ▶ All Standard designs and colors will be installed during Phases 1 and 2 of the installation program.
- ▶ The City also has an option to choose the Metropolis design, which was installed by Adshel as a demonstration shelter in Oakland at 14th and Clay Streets in front of the Federal Building. Should the City desire the Metropolis design, then the City's Project Manager shall so notify Adshel in writing no later than August 30, 2002, provided that no less than seventy-five (75) units are requested. Please see page 11 for a comparison between the Metropolis and Wayfarer bus shelter designs.

## Non-Standard Bus Shelter Sizes

### SHORTER BUS SHELTERS

Shorter bus shelters of a minimum length of approximately eight feet (8') are available during all three (3) Phases of the installation program.

### NARROW BUS SHELTERS WITH BACK-PANEL ADVERTISING

Narrower bus shelters of approximately four feet (4') in depth, installed with one two-sided or two (2) one-sided back-wall mounted advertising panels, are also available upon the City's request for Phase 3 of the installation program provided that these units are requested by the City no later than December 2, 2002;

### LONGER BUS SHELTERS OR COMPANION BUS SHELTERS

► Eighteen feet (18') bus shelters are available upon the City's request for Phase 3 of the installation program. It is understood that Adshel will provide no more than forty (40) such units as part of the program if requested by the City no later than December 2, 2002.

► In lieu of the aforementioned eighteen feet (18') bus shelters for Phase 3 installation, the City may request that Adshel install two (2) six feet (6') by twelve feet (12') units and/or two (2) six feet (6') by eight feet (8') units side by side (referred to as "companion bus shelters") for Phases 1 and 2 of the installation program. Companion shelters shall not contain an advertising panel. If the City desires companion bus shelters in lieu of eighteen feet (18') bus shelters, than it shall so advise Adshel in writing no later than December 2, 2002.



## Requests for Other Designs, Colors and/or Requests for Modifications or Customization and Related Maintenance

### DESIGNS AND COLORS

► Should any other street furniture designs/colors and/or modifications or customization ("alterations") be requested (i.e., "specialty street furniture"), such requests must be submitted in writing by the City's Project Manager to Adshel and received on or before December 2, 2002 in order to be considered for Phase 3 of the installation program.

► Should any such street furniture design alterations be requested, Adshel will consider the economic feasibility of accommodating such requests and will make a good faith effort to comply. However, it is understood that should Adshel agree to the requested alterations, the City shall pay any mutually agreeable additional costs associated with accommodating such alterations as well as the related ongoing maintenance costs of those particular structures as it relates to the altered or customized components.

### MAINTENANCE

The procedure and program for maintaining "specialty street furniture" shall be mutually agreeable prior to the City's execution of a purchase order for additional structures, whether such maintenance is to be performed by the City, Adshel or a third party.

### CITY'S AUTHORITY TO REQUEST CHANGES

It is also agreed that the City's Project Manager will act as the agent for any requested changes by the various "streetscape project" representatives inasmuch as Adshel has no contractual relationship with these entities.

## Requests for Non-Program Street Furniture and Maintenance

- ▶ It is understood that the City may request to purchase from Adshel additional amenities beyond the required program structures in order for the City to achieve and maintain aesthetic streetscape consistency. Adshel will consider the economic feasibility of accommodating all such "outside of the program" requests and will make a good faith effort to accommodate the City. It is further understood however that should Adshel agree to supply such additional amenities, that the City shall pay the mutually agreeable additional costs associated with fabricating, shipping and installing all such additional structures.
- ▶ It is agreed that all such additional structures shall be installed following the three (3) phase, eighteen (18) month installation program.
- ▶ The procedure and program for maintaining additional non-program structures shall be mutually agreeable prior to the City's execution of a purchase order for additional structures, whether such maintenance is to be performed by the City, Adshel or a third party.
- ▶ It is also agreed that the City's Project Manager will act as the agent for any requested additional purchases by the various "streetscape project" representatives inasmuch as Adshel has no contractual relationship with these entities.

## The Illumination of All Street Furniture

It is agreed that the City will make its street lighting available to Adshel whenever possible in order to illuminate the bus shelters and information kiosks and that Adshel shall pay all costs associated therewith. Adshel agrees to manufacture all street furniture to limit amperage so as not to overload any City streetlight circuit at any location. It is also agreed that the City will assist Adshel to facilitate an agreement with Pacific Gas and Electric (PG&E) and will allow Adshel to connect to the City Street Light System provided that Adshel obtains an agreement with PG&E to permit a flat rate payment schedule for energy use.

## Bus Shelter Designs

### THE WAYFARER DESIGN WITH AND WITHOUT AN INTEGRATED TOTEM



The Wayfarer bus shelter with integrated totem.



The Wayfarer bus shelter with detached totem.

► The standard bus shelter design shall be the "Wayfarer" model with an integrated "totem".

► The City also has an option to choose the Wayfarer bus shelter design with a detached totem provided that the City notifies Adshel in writing by July 30, 2002 indicating the quantity desired for installations in Phases 1 and 2.

► Should the City desire additional Wayfarer shelters with a detached totem for Phase 3 of the build-out program, then the City's Project Manager shall notify Adshel in writing indicating the quantity desired no later than December 2, 2002.

## THE WAYFARER TOTEM

The Wayfarer totem is approximately seven feet (7') tall and contains eight (8) information totem signage panels, consisting of four (4) panels located on each side of the unit. These panels shall not contain commercial advertising and shall instead be reserved for City, Community and/or AC Transit displays. The city or AC Transit will provide the materials to be placed in these areas, which shall be installed by Adshel. The dimensions of the totem panels are as follows:

- ▶ The top signage panel is 17" by 17", typically consisting of one two-sided transparent glass square etched with the city or transit seal;
- ▶ Each two-sided bottom signage panel is 17" by 17";
- ▶ Each two-sided middle signage panel is 11" (h) by 17"(w).



## THE WAYFARER TOTEM INSTALLED AS A STAND-ALONE UNIT

Stand-alone Wayfarer totems rather than being a component of the shelter, will be installed between five feet (5') and eight feet (8') outside of the perimeter of the bus shelters and adjacent to the bus stops, bolted to the sidewalk.



## A COMPARISON BETWEEN THE METROPOLIS AND WAYFARER DESIGNS



The Metropolis bus shelter installed in Oakland, California.

### METROPOLIS DESIGN

DESIGN:	Modern
ROOF:	Flat/pitched
ENCLOSURE:	Two-sides
COMMUNITY PANELS:	None
BENCH:	Aluminum Backless
STREET SIGNAGE	
INFORMATION:	Opposite the advertising panel consisting of a one two-sided vertical sign
INSTALLATION METHOD:	Subsurface

### WAYFARER DESIGN

DESIGN:	Classic
ROOF:	Barrel/vaulted
ENCLOSURE:	Three-sides
COMMUNITY PANELS:	Integrated totem panel with up to six (6) spaces for community messages and/or signage
BENCH:	Steel Backed with slats
STREET SIGNAGE	
INFORMATION:	Two-double sided signs at the top of both sides of the shelter
INSTALLATION METHOD:	Bolt down with bronze colored foot caps



The Wayfarer bus shelter installed in Pittsburgh, Pennsylvania.

## Bus Shelter Bench Design and Sizes

► Each program bus shelter will contain one (1) powder coated steel bench manufactured by Victor Stanley Inc., Model # NRB-6 ("backed-bench") with intermittent armrests. Back-less benches of the same design are also available.



► Benches in bus shelters that are twelve feet (12') and longer will be approximately eight feet (8') long.

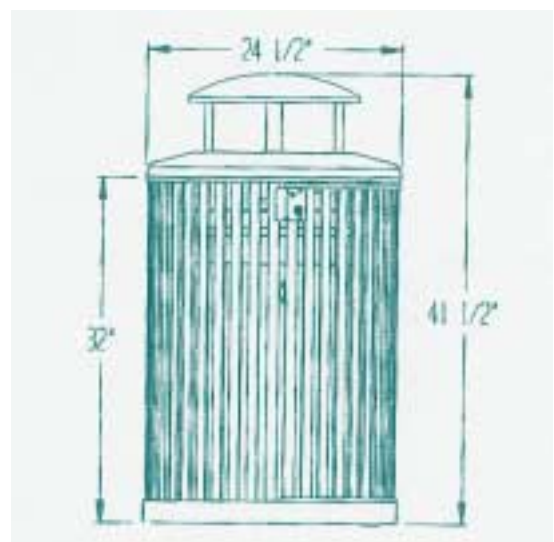
► Benches in eight feet (8') bus shelters will be approximately four feet (4') long.

► An additional bench will be installed in each "companion bus shelter" commensurate with the size of the companion shelter.

## Litter Bin Design

The litter bin design for all 256 litter bins to be provided will be the Victor Stanley Side-Opening Model # NSDC-36. This model will be equipped with an embossed city of Oakland tree motif decal, top cover and locking mechanism acceptable to the City. All litter bins will be installed at the same time as the bus shelters at each bus shelter location during all three (3) phases of the installation program.

All litter bins will be installed between five feet (5') and eight feet (8') outside of the perimeter of the bus shelters and adjacent to the bus stops.



## Bus Shelter/Bench & Litter Bin Installation Priority Order

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### INSTALLATION PHASES 1 AND 2:

- ▶ Standard Wayfarer design locations
  - ▶ Wayfarer design locations without an integrated totem
- 

### INSTALLATION PHASE 2:

- ▶ Standard Wayfarer design locations
  - ▶ Wayfarer design locations without an integrated totem
- 

### INSTALLATION PHASE 3:

- ▶ All narrow and long Wayfarer designs
  - ▶ All Metropolis design locations, if selected
- 

### THE INSTALLATION OF ANY ADDITIONAL STREET FURNITURE:

- ▶ All additional street furniture purchased by the City outside of the core program will be installed following the completed three (3) phase installation period of eighteen (18) months



## Information Kiosk Design

### THE PATHFINDER DESIGN

► The information kiosk design for all units provided shall be the 'Pathfinder' model.

► Two of the three sides of the kiosk unit will carry no more than six feet (6') by four feet (4') of advertising while the third panel of every unit will be for use of City designated material of the same size. Flexible orientation will enable the appropriate display of public information panels where most desired.

► The City shall be responsible for supplying material for the City-reserved kiosk panels, which shall be installed and maintained by Adshel. Adshel will ensure that no kiosk panels remain empty and will if necessary, fill any space in the absence of City material.



► Information kiosks will be approximately five feet (5') wide by ten feet (10') tall. The roof overhang will extend the width of the unit to approximately seven feet (7') and the display panels are constructed of the same tempered glass, highly resistant to vandalism, as the bus shelters.

► Information kiosks are subject to installation in Phase 1 of the installation program but may also be provided in Phases 2 and 3 as dictated by the progress of bus shelter installations.



## The Community Meeting and Input Process

- ▶ The community meetings process will begin following the Oakland City Council's approval of the final Implementation Plan. Accordingly, meetings should commence no later than thirty (30) days from the time that the City Council receives and approves of the final Implementation Plan.
- ▶ Prior to the City Council's approval of the implementation plan, the City will provide to Adshel lists containing the names, addresses, organizations, adjoining property owners within a one-hundred feet (100') radius of each bus shelter and information kiosk location, desired posting locations and any other information to facilitate community meeting notices. It is understood that in order for the City to accurately compile the lists, Adshel must provide the closest street address to each bus shelter and information kiosk location.
- ▶ In order to afford widest possible notification of the meeting schedule, a minimum two-week notice of the meetings will be given.
- ▶ Adshel will be responsible for reserving spaces for the community meetings and, if necessary, paying any fees associated with the reservations.
- ▶ Adshel will send the meeting notices via first class U.S. mail to all affected parties, including AC Transit, and also post them in conspicuous places as requested by the City following the City Council's approval of the final Implementation Plan.
- ▶ Adshel will also reserve and pay for space in one (1) newspaper of the City's choice in order to publish the full and complete schedule of community meetings.
- ▶ The purpose of the community meetings is to advise the community about the designs, locations and installation timing of all street furniture, solicit input and seek consensus in order to move the program forward expeditiously.
- ▶ The City's Project Manager or designee will attend all meetings with Adshel representatives and the Manager's contact information to which written objections to street furniture installations could be filed shall be provided.

## The Community Meeting and Input Process (Continued)

- ▶ The meetings will provide attendees with information about the street furniture program including proposed street furniture designs and locations and any questions related thereto will be discussed.
- ▶ Attendees will be advised that the City, in consultation with Adshel and streetscape project managers, has collectively established design preferences after careful analysis.
- ▶ Attendees will be advised that suggested changes to designs will be considered but that any changes may impede the progress of the program and will in any event result in installations at changed locations to be delayed until the end of the eighteen (18) month build-out period.
- ▶ Attendees at all community meetings will be advised that all objections to street furniture installations at any location, for any reason, must be sent in writing to the City's Project Manager within ten (10) days of the meeting stating the specific nature of the objection(s).
- ▶ Attendees will be advised that all written objections per location will be reviewed and considered prior to final issuance of a street furniture permit and that the actual installation of street furniture is dependent upon the issuance of street furniture permits by the City.
- ▶ It is understood that the City will not issue permits at locations where written objections have been filed until such time as a follow-up meeting has been held with Adshel, the objecting parties, the City's Project Manager, the City's Traffic Engineer and other concerned parties where applicable, in an attempt to reach a mutually acceptable resolution of the objection.
- ▶ If an agreement cannot be reached and Adshel nonetheless decides to submit its permit application for the objected-to location, then an administrative review and written decision concerning the objection will be made by the City's Traffic Engineer, whose decision may be appealed to the City's Director of Public Works (the "PWA Director"), whose decision shall be final.

## LOCATIONS OF COMMUNITY MEETINGS

- ▶ Meetings will be held by Council District with respect to all proposed street furniture locations within each District.
- ▶ There will be one (1) initial meeting per each of the seven (7) City Council Districts, which will take place at centrally located, transit accessible places located in each district of the City.
- ▶ The specific meeting locations will be determined in collaboration with the City prior to the printing and dissemination of meeting notices.

## THE PROJECTED SCHEDULE OF COMMUNITY MEETINGS

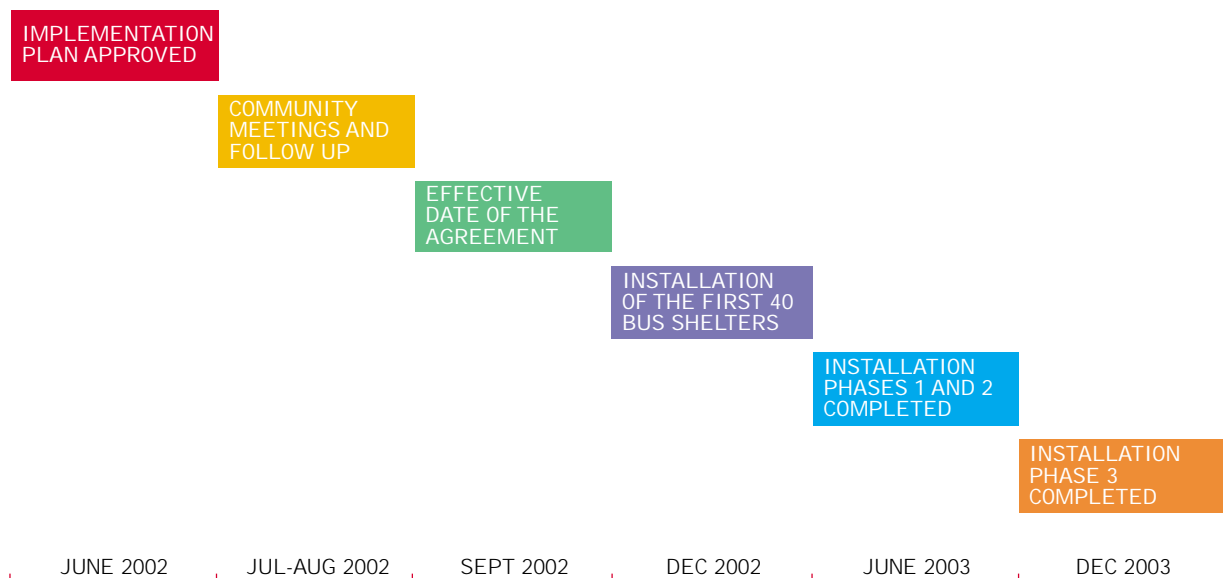
Based upon the assumed dates described in this Implementation Plan, the preliminary schedule of community meetings is as follows:

- ▶ Council District 1: Monday June 24th 2002, 7pm
- ▶ Council District 2: Wednesday June 26th 2002, 7pm
- ▶ Council District 3: Thursday June 27th 2002, 7pm
- ▶ Council District 4: Friday June 28th 2002, 7pm
- ▶ Council District 5: Monday July 8th 2002, 7pm
- ▶ Council District 6: Wednesday July 10th 2002, 7pm
- ▶ Council District 7: Thursday July 11th 2002, 7pm

A follow-up meeting with respect to any particular location(s) will also be held if requested in writing within ten (10) days of the foregoing meetings. The follow-up meetings will be held at the facilities of the City's Public Works Agency, or other designated City-operated meeting places at mutually agreeable times.

## Projected Key Dates and Tasks

### OAKLAND STREET FURNITURE INSTALLATION TIMELINE



## APRIL, 2002

### Design Review and Selection Process Finalize Implementation Plan

Finalize design selection with the City and the various streetscape project architects and project managers relative to all street furniture designs and associated locations for Phases 1 and 2 of the installation program.

Begin identifying the number/location of bus shelter locations that must contain more than twelve feet (12') of bus shelter space.

## MAY 2002

### Initiate Permit Preparation and Community Review Processes

Working with the Plan Checker in the City's Office of Public Works, Adshel will begin to perform all site surveys @ a rate of five (5) surveys per day for preliminary permit application packages for approximately 350 Sites (278 of which will be Included in the Program). (Surveys will be performed throughout the three-phase installation period). The first 176 bus shelter locations for Phases 1 and 2 of the program will be surveyed and submitted to the City first.

Work with the City to obtain lists of all community meeting mailings—names and addresses, including adjoining property owners, and posting locations.

Adshel will submit the structural plans for plan checking for the standard bus shelter design.

## JUNE 2002

### City Council Approval of the Implementation Plan & Legislation Begin Community Meetings & Place Orders for Street Furniture

- 6/1-6/30: Draft permit applications for the first 200 surveyed locations for Phases 1 and 2 of the installation program.
- 6/3-6/7: Logistical discussions about the specific community meeting places and dates: finalize community meeting notices and prepare mailings.
- 6/11: Implementation Plan/Streamlined Permit Process Ordinance approved by the City Council and executed by the City and Adshel. Changes to Sign Code and Planning Code adopted by Council.
- 6/12: Schedule Seven (7) community meetings by Council District.  
Community Meeting Notices Mailed/Posted.
- Placement of the order for street furniture aluminum extrusion, related material and design engineering for Phases 1 and 2 of the program.
- Place orders for the manufacture for Phases 1 and 2 of the installation process, consisting of approximately 176 bus shelters and 22 information kiosks.
- 6/24-7/11: Hold seven (7) community meetings.

JULY, 2002

Continue Community Meetings, Review and Follow-up

- 7/1: Deadline for the City to select the standard color for all program street furniture.
- 7/1-7/12: Continue completing permit applications at surveyed locations and submit permit applications for no less than fifty (50) bus shelter locations.
- 7/8-7/26: Period for community comments, objections and follow-up. Analyze and review public comments.
- 7/5-8/2: Place objected-to sites on hold status for further consensus efforts.
- 7/30: Deadline for the City to select a number of Wayfarer bus shelters without an integrated totem
- 7/23-8/23: Attempt to resolve issues at all sites where written objections were submitted through follow-up meetings and discussions with the community.

## AUGUST 2002

Community Meeting and Review Period Concludes  
Finalize Location List. Submit Permit Applications

- 8/1-8/31: Continue completing permit applications at surveyed locations for Phases 1 and 2.
- 8/5-8/23: Complete and submit all remaining permit application packages for all Phase 1 and 2 bus shelter/kiosk locations, except those sites where objections have been filed. Conclude the community review process.
- 8/30: Deadline for the City to select the Metropolis Bus Shelter Design for the program.

## SEPTEMBER 2002

Permit Applications Approved by the City.  
Effective Date of the Agreement and Begin Billboard Removals

- 9/1-9/12: Projected Effective Date of the Agreement and the issuance by the City of no less than fifty (50) building permits.

## OCTOBER 2002

Commence Installation Phase 1 and Complete Billboard Removals

- 10/1-10/30: The City will issue permits for the remaining non-disputed sites for all Phase 1 and 2 permit applications submitted.
- 10/1-10/12: Begin to install street furniture.

Complete the billboard removal process for the twelve (12) designated billboard locations per the Franchise Agreement.



#### DECEMBER 2002

##### Complete Permit Applications and Design Selections for Phase 3

- 12/2: Deadline for the city to select its final and/or special street furniture design, color and size requests for Phase 3 of the build-out program.
- 12/2-12/13: Complete and submit all permit application packages for the remaining 80 bus shelter locations for installation in Phase 3 of the program.
- 12/16-12/20: Place orders for the manufacture of the remaining 80 bus shelters for installation Phase 3 of the program.
- 12/23: No less than forty (40) bus shelters installed.

#### APRIL 2003

##### Complete Phase 1 of the build-out program

#### JUNE 2003

##### Complete Phase 2 of the build-out program

#### DECEMBER 2003

##### Complete Phase 3 of the build-out program

#### JANUARY 2004-JANUARY 2005

Begin the process of ordering, fabricating and installing additional street furniture for non-program installations, if applicable

## Streamlined Permit Process

### OVERVIEW

The permit process for street furniture (bus shelters and information kiosks) is a streamlined version of the existing encroachment permit and inspection processes normally used for similar activities. Benefits of the process will be:

- ▶ Single review for structural and electrical components of selected bus shelter and kiosk designs;
- ▶ Early public notification of proposed locations, to eliminate potential appeals;
- ▶ Streamlined review of each proposed site within the Public Works Agency;
- ▶ Clear guidelines to the contractor to assure consistent design standards, adequate setbacks, access for disabled persons, and other considerations.
- ▶ Reduction of permit fees.

### PERMIT COST ESTIMATE:

Costs for permits are based on the estimated time needed to review and approve structural and electrical plans, review and approve individual shelter and kiosk sites, review special specification sheets from Adshel, and provide spot inspection services, and records management. Due to the limited permit fee set for this streamlined process, only spot inspections can be made during construction.

Permit Fees will be set at \$375.00 per permit application. Adshel agrees that City will make no site inspection until each permit application is complete. Permits will be issued for each shelter or kiosk site.

A fee of \$100.00 will be incurred for appeals, to be paid by appellant.

## PROCESS OUTLINE:

The permit process will consist of several phases. The process is intended to expedite the normal encroachment permit and inspection process and decrease costs to both the contractor and the City. This streamlined permit process will combine and eliminate the need for separate excavation, encroachment, land use planning and other permits normally required by the City prior to construction in the public right of way. It is also intended to minimize potential appeals regarding shelter and kiosk locations. It is the responsibility of Adshel and its installation subcontractors to assure the site is safe at all times during construction, including providing traffic control, making sure that dust control measures and pedestrian safety measures are in place. All construction work must conform to the City Standard Specifications for Public Works Construction Year 2000 (Greenbook).

PWA Engineering will develop the detailed permit process (forms, design standards, approval criteria, placement criteria, review, etc.).

PWA Engineering and Electrical Divisions will plan check up to three standard bus shelter designs and one kiosk design for structural, civil and electrical design. Plans submitted will be stamped and signed by a registered Civil and Electrical Engineer, licensed in the State of California.

Contractor submits an application for each proposed bus shelter. Application will include a detailed site plan to standards determined by City, indicating all necessary street dimensions, surface and sub-surface structures and utilities, electrical service connections and foundation details. Evidence that the notice of application, in a form approved by the City, was sent via first class U.S. mail to AC Transit and property owners, residents and business owners or operators located within one hundred feet (100') radius shall also be included. Traffic Engineering Division will review the application for completeness, visit the site, review any other pertinent documents, hear any objections submitted, and make a decision to approve or deny the permit.

#### PROCESS OUTLINE (CONTINUED):

PWA Construction Division will review special specification sheets provided by contractor and perform random spot checks for construction inspection services. Electrical Division will do spot checks to inspect any electrical connections. Adshel and its licensed installation subcontractor will be responsible for samples and tests of foundation concrete, coordination with electrical and construction inspections, and sidewalk restoration.

Adshel and its licensed installation subcontractor will, upon completion, certify that the shelter/kiosk was constructed according to plan. In the event that the spot checks performed by the Construction Division reveal any non-conformance with City standards, Adshel and its licensed installation subcontractor will be required to redo the work to City standards at Adshel's cost, absorb all liability for any damages, and may be assessed appropriate liquidated damages per the Franchise Agreement.

Engineering Division will file the final permit package, enter the permit information into the tracking system, and map the shelter location on GIS.

#### TIMELINE

It is anticipated that the contractor will submit the basic, standard design shelters for Phase 1 review no later than May 31, 2002 and that the City will complete its review by June 21, 2002.

Adshel shall apply for no less than fifty (50) permits within thirty (30) days of approval of Implementation Plan by the City Council and diligently prosecute each permit through completion.

Generally, the City will issue all permits within sixty (60) days of a complete permit application package submission by Adshel.

## APPEALS

All property and business owners or operators and residents located within one hundred (100') feet of the proposed location of the street furniture (interested party or parties) shall have fifteen (15) days from the mailing of the notice to submit to PWA written objections to the proposed location of the street furniture. The notice shall be a written notice in a form acceptable to the City, sent by Adshel to all interested parties via first class U.S. mail.. The PWA Traffic Engineer shall review the application for permit and any objections submitted by the interested parties, and will issue or deny a permit. It is understood that the City will not issue permits at locations where written objections have been filed until such time as a follow-up meeting has been held with the contractor, the objecting parties, the City's Project Manager for the Street Furniture Program, PWA Facilities Planning & Development, the City's Traffic Engineer and other concerned parties where applicable, in an attempt to reach a mutually acceptable resolution of the objection. All interested parties wishing to contest the granting of a permit for a specific location of a proposed shelter or kiosk may appeal the City's Traffic Engineer's decision to the Director of Public Works Agency within ten (10) calendar days after the date of a decision by the City's Traffic Engineer.

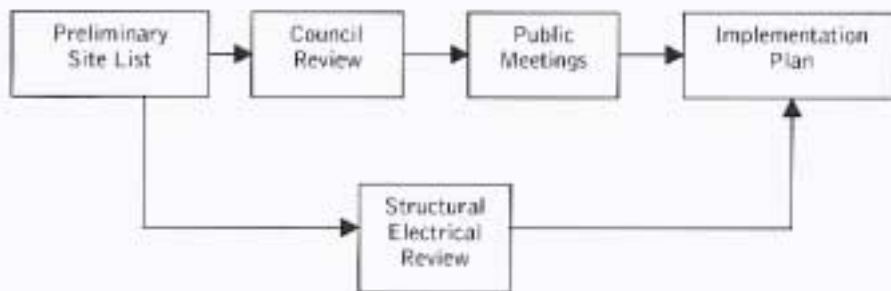
The proposed fee to appeal a specific location is \$100.00 paid by appellant. This fee shall not apply to appeals by AC Transit. Appeals filed by interested parties who did not submit prior written objections shall not be considered.

Appeals to be considered must state specifically wherein it is claimed there was an error or abuse of discretion by the City's Traffic Engineer or wherein the decision was not supported by the evidence in the record. Such appeal shall also state which of the following criteria was not supported by the evidence when the decision to issue a permit by the City's Traffic Engineer was made: The proposed location of the street furniture would (a) block access to emergency vehicles, (b) interfere with pedestrian or street traffic, and/or (c) block entrance to a business or residential establishment. The Director of Public Works shall set a hearing date, not less than ten (10) days prior thereto, and give written notice of the hearing date and place to the appellant and to all individuals or groups as the Director of Public Works deems appropriate. The written decision of the Director of Public Works or his or her designee shall be final.

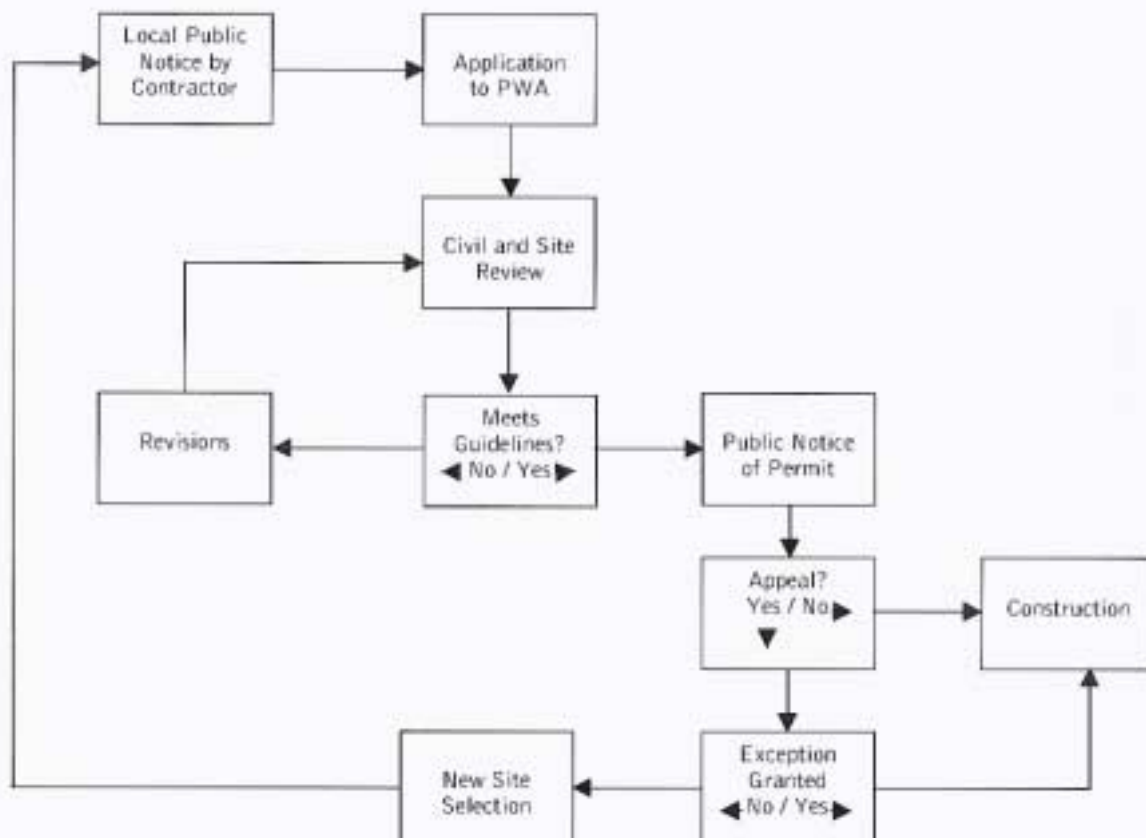
## City of Oakland Public Works Agency

### Process Flow Chart

#### Implementation Plan:



#### Application, Approval, Appeals, Construction:



## INSTALLATION STANDARDS

The Contractor will follow a methodical process and sequence in executing individual Street Furniture sitings. Contractor guarantees that fast, careful installation by its trained crews, occurring at appropriate times of the day, will minimize disruption of site adjacent neighborhood activities. Contractor will also advise adjacent property owners of the approximate date of all street furniture to be installed adjacent to their properties. The activities shall include:

- (a) Photographing of existing sites ("before");
- (b) prioritizing of installation sequence by structure type, in coordination with appropriate officials and organizations and subject to site approval by the Community;
- (c) site surveys for sidewalk conditions, utility locations, trees, light poles, traffic control and electrical boxes and other Street Furniture elements;
- (d) streetscape analysis for structural proportions, pedestrian and motorist sightlines, practicality of planter boxes or other integrated greenery;
- (e) thoroughfare and traffic analysis, for pedestrian flow, and accessibility;
- (f) advertising review for location suitability, determination of church, school, park and playground margins;
- (g) park usage monitoring to confirm existing gathering places and determine additionally-intended places;
- (h) site-by-site location approval by the City and other appropriate agencies;
- (i) community review;
- (j) confirmation of engineering and landscaping codes: installation per the requirements of the RFP, in adherence to all applicable Codes and Ordinances;
- (k) site and/or surface restoration as needed; and
- (l) photographing completed Street Furniture installations and sites ("after").

## STREET FURNITURE DESIGN STANDARDS

Each bus shelter and information kiosk shall meet the following minimum requirements:

- ▶ Compliance with the Federal American with Disabilities Act of 1990. Shelters and kiosks shall be installed or positioned so as to permit a wheel chair or mobility aid user to enter from the public way. Bus shelters will have a minimum clear floor area of 30" by 48" entirely within the perimeter of the shelter.
- ▶ Bus shelters will have visibility from 3 sides (at least 2 panels must be transparent).
- ▶ Placement of street furniture should provide a minimum clear walking zone of three feet (3') between any obstruction (poles, walls, columns etc.).
- ▶ Materials should be designed to withstand 15psf wind pressures and 30psf loading pressure and wind speeds up to 80 miles per hour.
- ▶ Use of perforated metal panel siding may be an acceptable component in some areas for one of the bus shelter sides, except in shelters located in in the Central Business District where panels must be transparent.
- ▶ Bus shelters will have a 40" x 40" area to place transit information. AC Transit/City will provide on a regular basis, the materials to be placed in these areas, which shall be installed by Adshel.
- ▶ Plaque with name of Contractor and a toll-free telephone number with letters which should be a minimum of 3" in height.
- ▶ Roof drainage shall ensure that there is no pooling of water on the roofs or floors. Drainage shall not be allowed to run off from overhang onto waiting transit patrons or the public.
- ▶ Roof overhangs shall be designed according to wind conditions at each site.
- ▶ Bus shelter roofs should be constructed with materials that minimize sun glare into shelter interiors

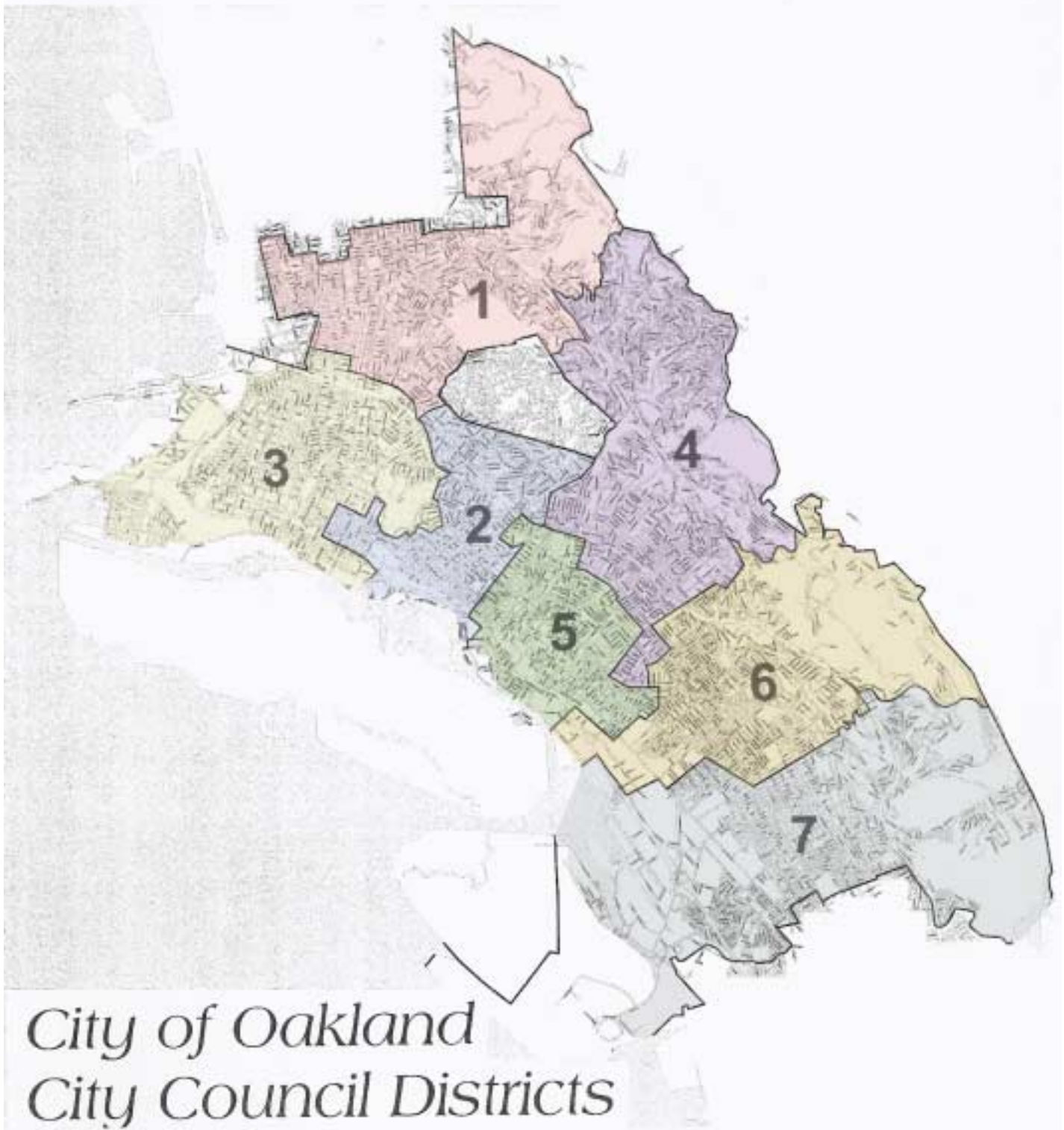


## STREET FURNITURE DESIGN STANDARDS (CONTINUED)

- ▶ The Contractor is responsible for all permitting and costs relative to obtaining an electrical connection as well as for any and all ongoing maintenance and electrical costs.
- ▶ Compliance with all local building and electrical codes.
- ▶ The location or installation of bus shelters should at no time interfere with the operation of a wheel chair lift coach or paratransit vehicle.
- ▶ The use of fiberglass for any structural portions of street furniture, including ad panel and roof assembly, is prohibited.
- ▶ Public/private land adjacent to the sidewalk shall not be utilized for street furniture placement or concrete pad without the appropriate permission (legal, written approvals) from the affected landowners.
- ▶ Braille signage of bus route and schedule information. This Braille signage design and location should reflect ADA safety standards. Braille information displayed on the shelters will relate to the location of the particular bus stop (i.e. the name of the street).
- ▶ Each kiosk design shall be a three-sided structure that is both durable and aesthetically pleasing while coordinating with other street furniture designs.
- ▶ All street furniture is installed bolted securely to all surfaces with stainless steel connections that are hidden under a smooth powder-coated steel floorplate.

## NEXTBUS ARRIVAL PREDICTION SYSTEM

Adshel will provide one (1) NextBus arrival prediction unit at each bus shelter location, which will be displayed by a vandal-resistant digital sign mounted in or near the bus shelters as mutually upon between the City and Adshel in consultation with AC Transit.



## Bus Shelter and Litter Bin Location List & Maps

The attached maps and spreadsheets depict lists of the preliminary proposed locations of all bus shelters and litter bins, including additional locations beyond the program-required 256, by Council District. The additional locations are listed as a component of Phase 3 of the build-out program and are included in anticipation that some of the first 256 locations will be unsuitable for technical or other reasons.

The spreadsheet lists several other categories of information including, respectively, the prioritized timing of installations, i.e., Phases 1, 2 or 3 (in the column entitled "Phase"), City land use classification, AC Transit's ranking based on ridership from 1-500 (where number one is the highest ridership (in the column entitled "No."), total passengers on/off per day, the bus line, location (street and cross-street), pole stop location (i.e., far or near-side of the street), existing amenity, and attractor. Information is omitted at recently added locations.

The installation schedule is organized into three (3) phases. The priority of each phase is set forth based upon Adshel's marketing analysis of the locations of the bus shelters. Adshel has placed first in priority, the most favorable locations using advertising sales criteria, in order to begin the program by generating optimum advertising revenue to support it.

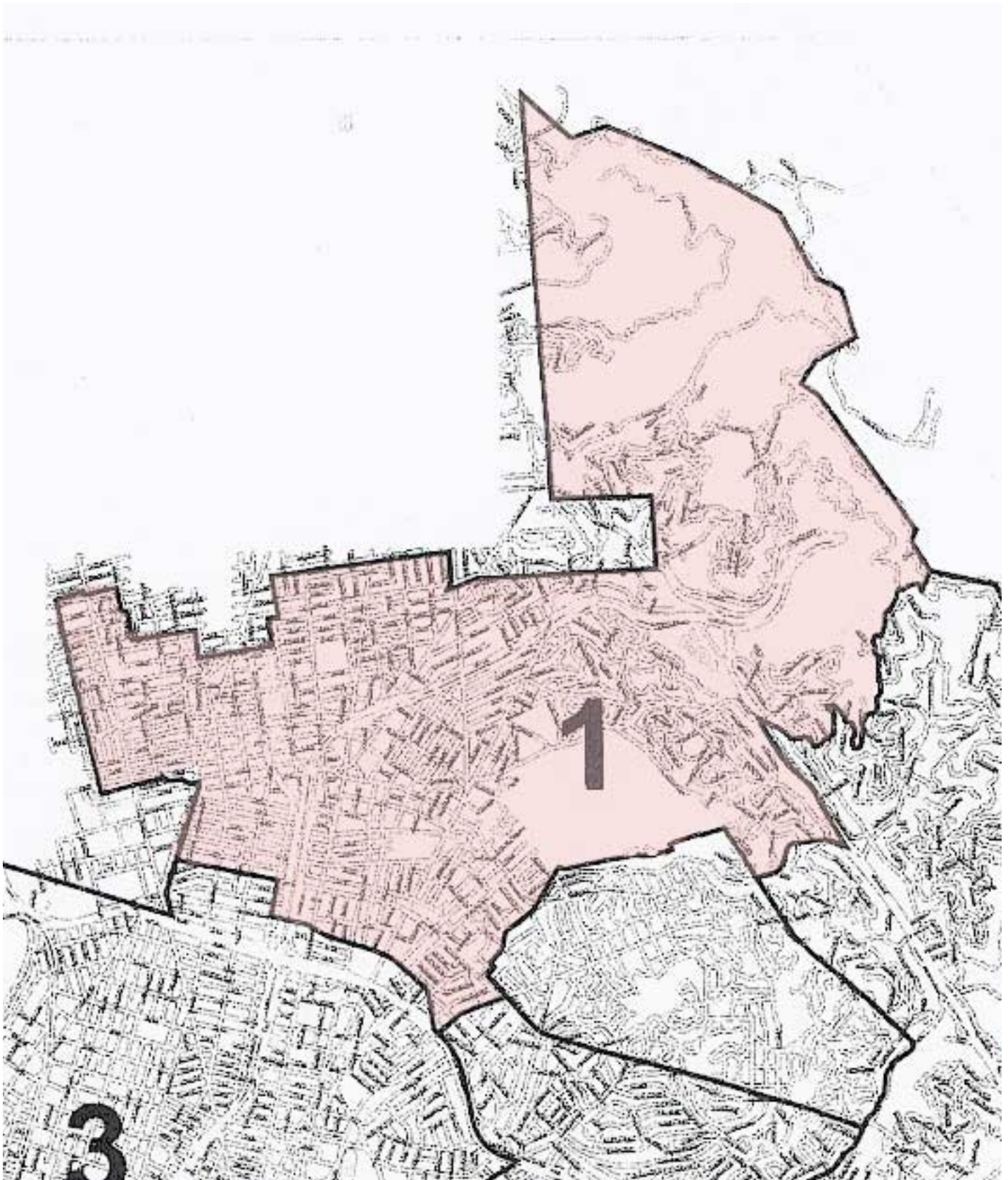
It is understood that all of the locations on the attached list may not result in an installation for a variety of reasons including insufficient sidewalk space, community objections or to accommodate other locations at the City's request. Accordingly, Phase 3 of the list has many more locations than will actually be constructed in the 256-unit bus shelter program. The key to the zoning designations for all street furniture locations are as follows:

CBD: Central Business District  
NCMU: Neighborhood Center Mixed Use  
UR: Urban Residential  
CC: Community Commercial  
RC: Regional Commercial

DUR: Detached Unit Residential  
GI/T: General Industrial/Transportation  
MUW/EPA: Mixed Use  
Waterfront/Estuary Plan Area  
MHTR: Mixed Housing Type Residential



## Oakland City Council District Number 1





## DISTRICT 1

## OAKLAND BUS SHELTERS

PHASE	NO.	BRA TOTAL PASS DROFF PER DAY	LINE	STREET	CROSS STREET	POLE STOP LOCATION	EXISTING AVENUE	ATRACTOR	COUNCIL DISTRICT	BORDERS ON C. DISTRICT	LAND USE CLASSIFICATION
1	64	318	67	W 13th/7th Bus	BRIDGE	181	Donon	Major Interchange	4	5	CG
2				San Pablo	50th				4		CG
3				San Pablo	50th				4		CG
4				San Pablo	50th				4		CG
5				San Pablo	50th				4		CG
6				San Pablo	50th				4		CG
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## Oakland City Council District Number 2









## Oakland City Council District Number 3

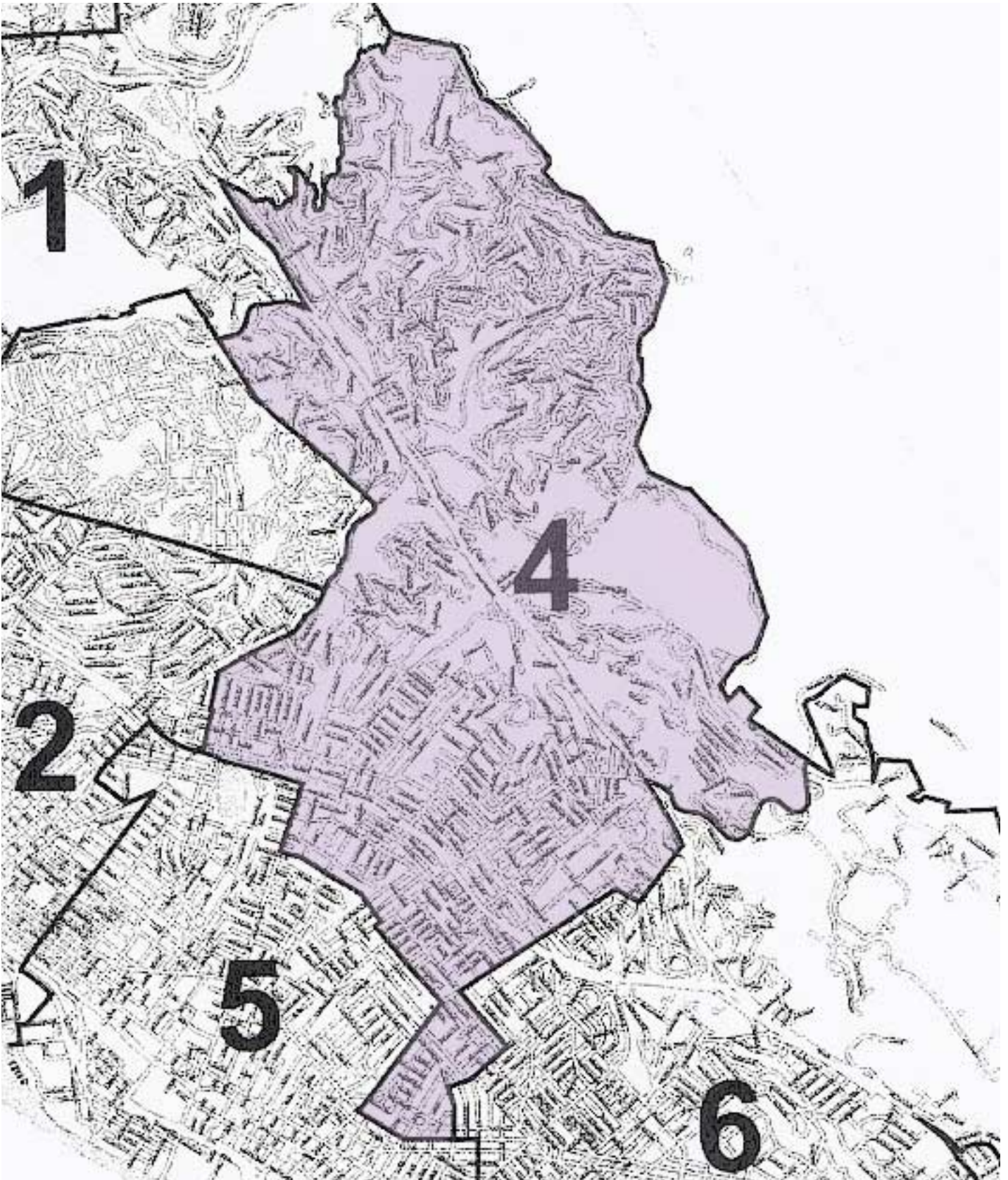








## Oakland City Council District Number 4





## Oakland City Council District Number 5

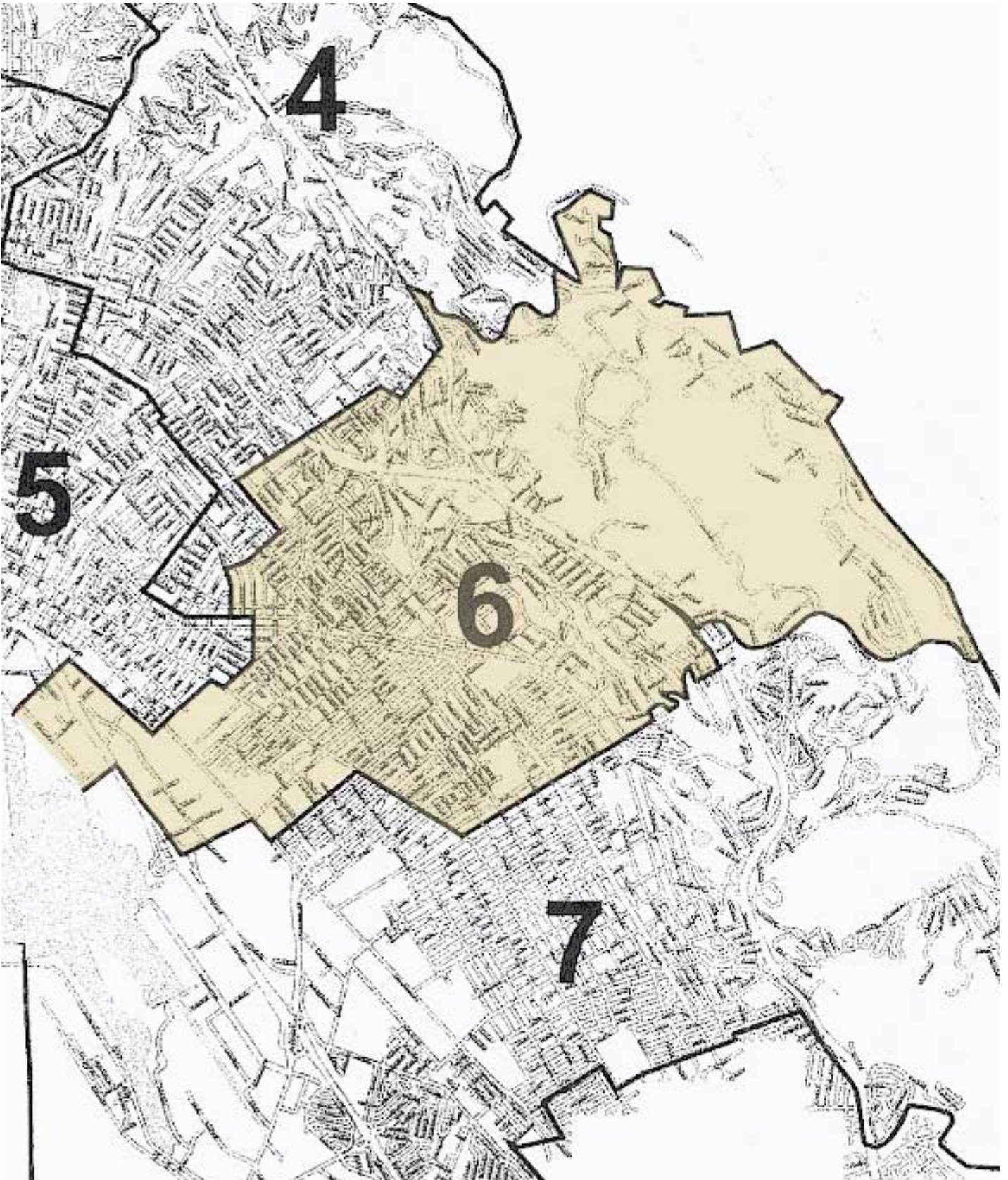








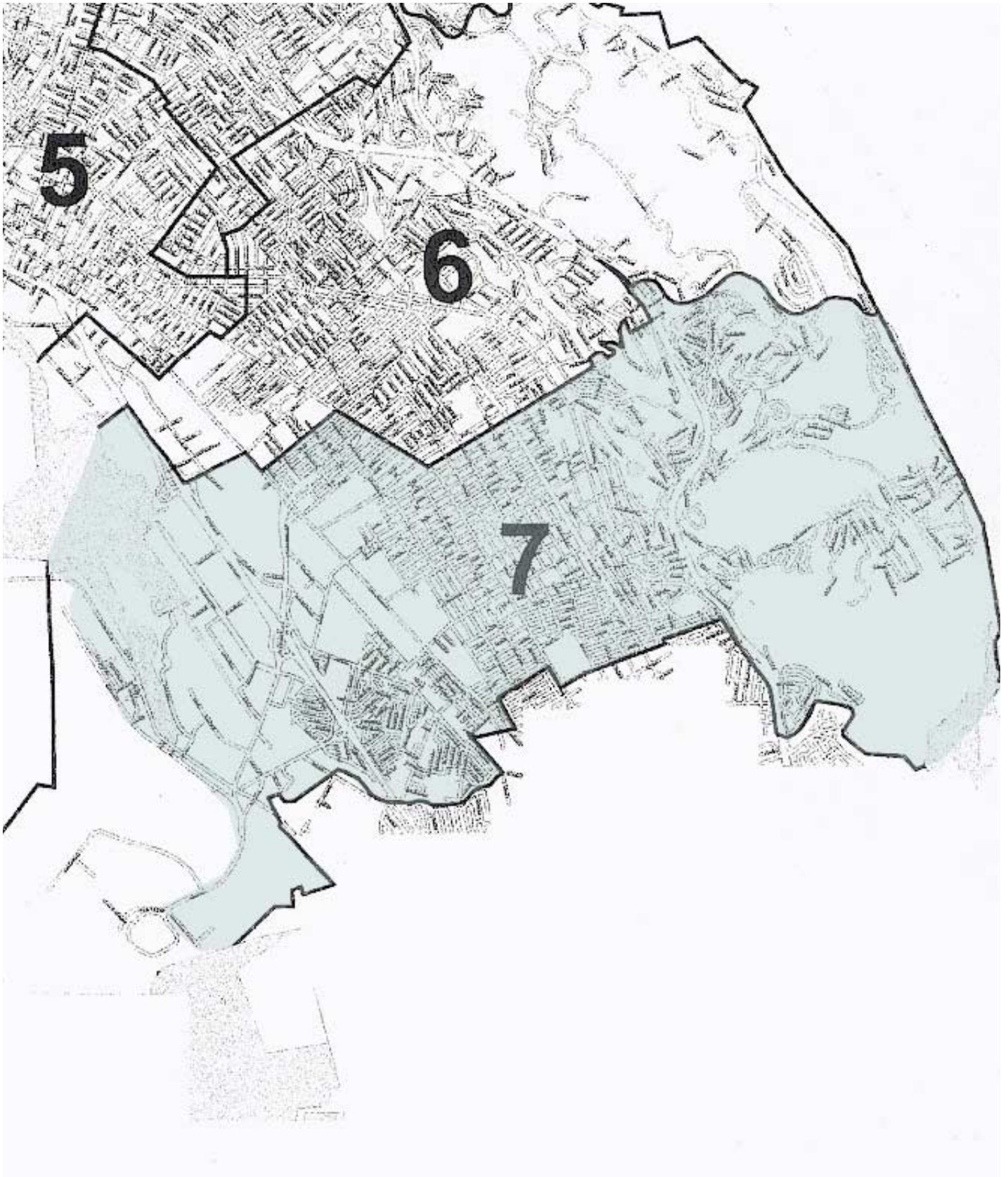
## Oakland City Council District Number 6







## Oakland City Council District Number 7





## Bus Shelter Location Maps City-Wide

The following two (2) maps depict a preliminary list of bus shelter locations based upon the current three phase priority. The first map depicts bus shelter locations city-wide: the second map depicts locations in the the downtown area only.





## Information Kiosk Location List & Map

The following spreadsheet and map lists a prioritized preliminary pool of information kiosk locations, plus additional back-up locations for information kiosks.

All 22 program information kiosks should be installed in installation Phase 1, as these location opportunities are deemed most favorable using advertising sales criteria and the desire for optimum revenue generation at the start of the program. It is, however, understood that if it is not feasible for any reason to install information kiosks in Phase 1 of the program, that installations in later periods over the eighteen (18) month build-out period are also acceptable.



## Oakland Information Kiosks

[illegible]

Oakland Information Kiosks

STREET	CROSS STREET	ADDRESS	ATTRACTION	COUNCIL DISTRICT Installation Priority (1-22)
4th		154 4th Street, formerly Bayview 2 in Plaza Area of the Blackstar Bank Station	Corcoran District Corcoran District	3 (14)
Montclair		251 Montclair (Montclair Over)	Corcoran District	4
Montclair	Adelphi	Adelphi (Montclair Over)	Corcoran District	4 (13)
Montclair	Adelphi	Adelphi (Montclair Over)	Corcoran District	4
Grand Ave	LA Street	LA Street	Corcoran District	3
Laurelhurst		2005 Grand Ave. (Grand to Grand Ave)	Corcoran District	3
Laurelhurst	Montclair		Corcoran District	2 (10)
Mill College	Princeton		Mill College	4
Airport			Airport	7 (21)
Oakland Airport	Passage Terminal		Airport	7 (22)

