



DATE: April 18, 2024

TO: Keep Hayward Clean and Green Task Force

FROM: Maintenance Services Director

SUBJECT: Keep Hayward Clean and Green Task Force Letter of Support for a Public Art Ordinance

RECOMMENDATION

The Keep Hayward Clean and Green (KHCG) Task Force review the attached letter of support for a Public Art Fee Policy

SUMMARY

Members of the KHCG Policy Subcommittee have prepared a draft letter addressed to the Mayor and City Council in support of a public art fee policy for development projects in the City as proposed by Council Members Andrews and Roche.

BACKGROUND

The Keep Hayward Clean and Green Task Force has long been a proponent of and actively engaged in efforts to reduce blight, vandalism, and graffiti throughout the city. For example, the City's existing murals at overpasses and retaining walls, and utility box art, not only enhance the look, feel, and pride in City neighborhoods, but also reduces blight, vandalism, and graffiti, and staff time and effort associated with cleaning up blight, vandalism, and graffiti.

The Policy Subcommittee is in support of developing a fee policy requiring developers to either pay into a public art fund or to provide publicly accessible art as part of a development. Programs requiring public art in private development serve a variety of interests including creating a livable community and contributing to economic development. The Policy Subcommittee encourages prioritizing public art projects involving solar and /or wind elements. These elements can promote care of the environment and generate interest in environmental sciences.

DISCUSSION

Please review the attached draft letter and provide feedback.

FISCAL AND ECONOMIC IMPACT

There is no fiscal or economic impact to send a letter of support to Hayward City Council.

NEXT STEPS

Upon KHCG TF approval, the letter will be finalized and distributed to the hayward City Council and Hayward City Manager.

Prepared by: Colleen Kamai, Administrative Supervisor

Recommended by: John Sanders, Streets Maintenance Manager

Approved by:

A handwritten signature in blue ink, appearing to read "Todd Rullman".

Todd Rullman, Maintenance Services Director