



DATE: February 6, 2017

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT Gateway Marker Project

RECOMMENDATION

That the Committee reviews this report and provides feedback on proposed gateway markers.

BACKGROUND

At the request of Council Economic Development Committee (CEDC) members, Economic Development staff began exploring the development of gateway markers for key intersections throughout Hayward's Industrial Crescent. The markers would not only recognize and set-off the strength of the area but also create memorable points of entry and a sense of place. Based on traffic counts provided by Public Works – Transportation & Engineering staff, land ownership considerations, and area aesthetics, Economic Development staff identified a handful of potential high-impact locations. In July of 2016, Gates + Associates, a Bay-Area based Landscape Architecture, Urban Design and Land Planning firm, was brought under contract to analyze and develop a series of markers at a variety of price points. At the October 3, 2016 CEDC Regular Meeting, the gateway marker project was included in the recommended updates for the Industrial Sector of the Economic Development Strategic Plan.

DISCUSSION

Spanning nine square miles along the western edge of the City, Hayward's Industrial Crescent is home to a thriving variety of businesses and manufacturers that bring in over 45,000 workers every day. Ranging from food and beverage manufacturers like Pepsi and Columbus Foods, to biotech companies like Impax Labs and Baxter Healthcare, to advanced manufacturers like RayVio and Inland Metals, the true strength—and revenue generating power—of the Crescent was confirmed when Economic Development staff generated the 2015 Industrial Technology and Innovation Corridor Baseline Profile and discovered not only the variety of businesses, but the growing caliber and prestige of the companies headquartered here.

Staff began surveying high impact intersections and developing a list of potential gateway marker locations based on traffic counts and factors such as land ownership considerations, existence of medians and sidewalks, visibility and general aesthetics. Many intersections in the Industrial Crescent have very little extra land that is highly visible to passing traffic or

setbacks wide enough to avoid truck turning radii, sidewalks are non-existent, and roomy medians are rare.

All these findings were forwarded to consultants at Gates + Associates who identified potential corner, overcrossing, median and corridor locations for a variety of designs throughout the Industrial Crescent at a wide range of price points. The following designs are the top four potential concepts for the Committee's review and feedback:

Option 1: Paint On Existing Overcrossing:

Total Cost: \$15,000



Painted letters on overpass: Estimated cost \$15,000

The most economical of the choices, painted lettering on the side of the bicycle overpass ramp could convey a simple, impactful message that tens of thousands of commuters on Route 92 would see on their way into Hayward. Owned by CalTrans, the installation process would need to be explored; however once approved, installation could occur quickly and without any lane closures. Optional 4'-5' tall metal cutout panels placed in front of cyclone fencing for an additional \$15,000 for three, could be a repetitive shape representative of manufacturing in general, like gears, or an industry, like DNA strands.

Option 2: Metal Panel or Punched Metal Panel

Total Cost: \$30,000



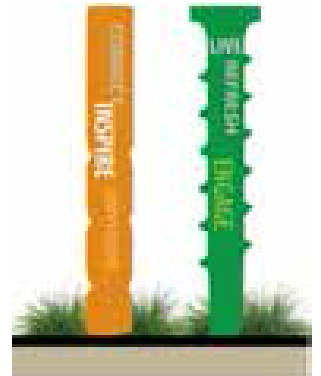
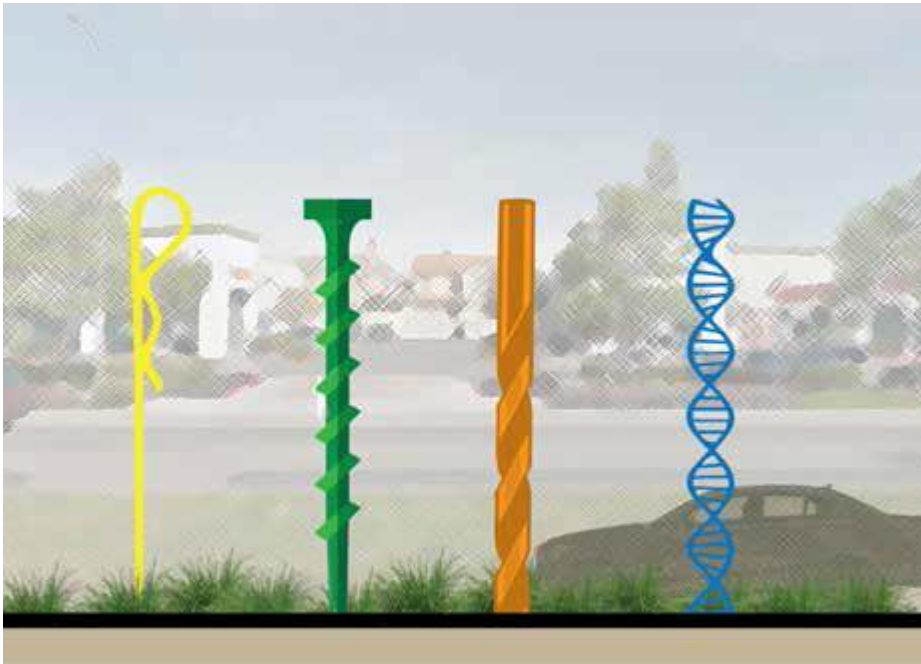
10' tall

Estimated cost \$30,000 each

An innovative design in itself, this medium-priced option could feature a rotating H that spins with the breeze (representing green energy), or a cutout H that echoes the Hayward Sighting Guide marketing piece. Gates + Associates recommended locating this marker on Industrial Parkway West at the intersection of Interstate 880, but other possible locations include the median on Industrial Boulevard either just west of Hesperian (the third most heavily trafficked intersection) or just north of Highway 92 near the Mt. Eden Business Park (the sixth most heavily trafficked intersection) where aesthetics are generally more favorable.

Option 3: Reinforced Fiberglass Sculptures

Total Cost: 120,000 (4 at average cost of \$30,000)



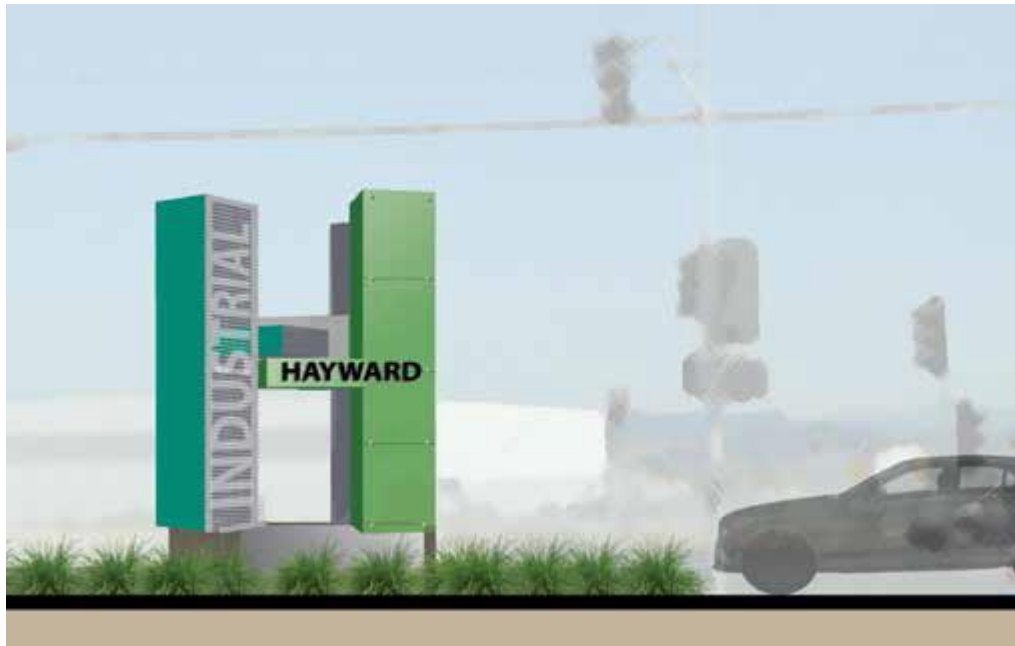
12' tall

Estimated cost \$25,000 to \$35,000 each

Varying in size and height, these reinforced fiberglass sculptures are colorful and eye-catching and could represent tools or objects reflective of the industries in the area. As shown in the smaller image, inspirational words like “Envision,” “Engage,” and “Connect” could be painted on the markers. Gates + Associates recommends locating these markers in the median on Industrial Parkway West in between Ruus and Stratford Roads (the fifth most heavily trafficked area). Another potential location for these markers is the newly constructed Whitesell Street reliever route which has landscaped medians, sidewalks, and excellent street lighting, all in the heart of the Industrial Corridor. Traffic counts for intersections along Whitesell Street aren’t available yet, but this new access route was highly anticipated by DuPont and recently-attracted chip and salsa manufacturer Casa Sanchez.

Option 4: Painted Metal, Punched Metal, 3 Form and Concrete Base

Total Cost: \$85,000



12' tall with at 2' tall base
Estimated cost \$85,000 each

The largest and most dramatic of the four choices, this 3-prong H could be ideally located at the triangle-shaped, City-owned island at the intersection of Industrial Parkway, Industrial Parkway South West and Ruus Road (the fifth most heavily trafficked intersection) and could become a landmark representing the size and strength of the Industrial Crescent. Already lavishly landscaped with native, drought-resistant plants, this particular marker would serve not only as a gateway to the Industrial Crescent, but as public art.

FISCAL IMPACT AND NEXT STEPS

Total cost for all options shown is approximately \$250,000. This project is not included in the adopted FY 2017 budget and if recommended by CEDC, would be included in the FY 2018 CIP budget process for consideration. If the CEDC desires exploration of other alternatives at different price points, staff would work with the consultant team and return with different options.

Prepared by: Suzanne Philis, Senior Secretary

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager