



DATE: October 17, 2023

TO: Mayor and City Council

FROM: City Clerk

SUBJECT: Adopt an Ordinance Amending the Hayward Municipal Code and Hayward Traffic Code to Establish Regulations for Sidewalk Vending

RECOMMENDATION

That the Council adopts the Ordinance introduced on October 10, 2023.

SUMMARY

This item entails adoption of an Ordinance amending Chapter 3-Article 5, Chapter 4-Article 10, Chapter 6-Article 2, Chapter 6-Article 16, Chapter 8-Article 1, and Chapter 10-Article 1 of the Hayward Municipal Code; and Section 24 of Article 6 of the Hayward Traffic Code, introduced on October 10, 2023, by Mayor Salinas.

Introduction of the Ordinance included a recommendation related to signage as noted in the new subsection (o) of Section 6-16.50 Operational Regulations.

Section 6-16.50 Operational Regulations

(o) Freestanding signs and any electrical, flashing, wind-powered, or animated signs are prohibited. Vending equipment may have signs attached to or painted on the vending equipment. The total sign area shall not exceed four square feet.

Attachment III is a revised ordinance reflecting further changes offered during the October 10, 2023, Council meeting and noted in blue text.

BACKGROUND

The Ordinance was introduced by Mayor Salinas at the October 10, 2023, meeting of the City Council with the following vote:

AYES:	COUNCIL MEMBERS: Andrews, Bonilla Jr., Goldstein, Roche, Syrop, Zermeño MAYOR Salinas
NOES:	NONE
ABSENT:	NONE
ABSTAIN:	NONE

STRATEGIC ROADMAP

This agenda item is a routine operational item and does not relate to one of the priorities outlined in the Council's Strategic Roadmap.

FISCAL IMPACT

There is no fiscal impact associated with this report.

PUBLIC CONTACT

The summary of the Ordinance was published in the Daily Review c/o Bay Area News Group-East Bay on Friday, October 14, 2023. Adoption, at this time, is therefore appropriate.

NEXT STEPS

The Hayward Municipal Code and other related documents will be updated accordingly.

Prepared and Recommended by:

Miriam Lens, City Clerk

Approved by:



Kelly McAdoo, City Manager