



KEEP HAYWARD CLEAN & GREEN

DRAFT

DATE PENDING

Hayward Mayor and City Council
Hayward City Hall
777 B Street
Hayward, CA 94541

Dear Mayor Salinas and Hayward City Council Members,

On behalf of the Keep Hayward Clean and Green Task Force and the Beautification Subcommittee, we are writing in support for the replacement and relocation of an existing monument gateway sign located on Jackson Street and Silva Avenue illustrated in Figure 1.

The City of Hayward prides itself to the public for being safe, its growing community and expanding diversity in commerce and development. The City of Hayward and the Keep Hayward Clean and Green Task Force's mission support working collaboratively to improve Hayward's image as the "Heart of the Bay." Currently, the existing city gateway sign at the west entrance to the city located on Jackson Street and Silva Avenue is in very poor condition, displaying expired service clubs and a design created over half a century ago, it is in dire need of replacement. This aging gateway sign sits in the middle of the Jackson Triangle neighborhood, an injection of new art and design are certainly warranted.

Whereas, the city has desired to improve the city's image and safety with the complete renovation of the entire Jackson median landscaping, the project boundaries begin from west of Watkins Street, reaching to the west end of Santa Clara Street. The project is slated to be completed in June 2024. With the renovation and project objectives already underway, this would be an opportune time to consider the addition of a new city gateway sign with an estimated budgetary expenditure of approximately \$75,000.

Jackson Street is heavily utilized by Hayward community members and Bay Area commuters alike, as this street is one of the primary access routes to the city from 880, 580, and the San Mateo Bridge. This proposal is in support of the demolition and ultimate relocation of a new gateway sign from Jackson Street and Silva Ave to the intersection median on Jackson Street just east of Santa Clara Street. When you enter the city limits as illustrated in Figure 2, a new gateway sign would create a distinct, attractive and strategic wayfinding marker sign for motorists, pedestrians and bicyclists when entering the city. Additional considerations taken from other neighboring city gateway signs on median divides are referenced for city council consideration are represented in Figure 3.

This proposal and recommendation for the replacement and relocation of the existing city gateway sign seeks to install a new sign designed based on location that's large enough to be visible to fast moving vehicle traffic yet small enough to fit within the median landscape in a safe manner. The KHCG TF recommends that the design should incorporate similar aesthetic features to the existing gateway sign on the south end of Mission Boulevard as illustrated in Figure 4. It's worth noting, the new Mission Blvd. gateway sign was included as part of the Route 238 CIP project scope, it replaced the original gateway



sign which was designed to match to the current gateway sign now located on Jackson and Silva. The City has two main gateway signs, now that the Mission Blvd. one has been replaced, the KHCG TF and Hayward community would like the Jackson/Silva sign to be considered for replacement. We appreciate your time and careful consideration in the matter.

Sincerely,

The Keep Hayward Clean & Green Task Force



Figure 1. Existing Hayward Gateway sign on Jackson St. and Silva Ave.



Figure 2. City Entrance on Jackson St. and Santa Clara St.



Figure 3. San Lorenzo Gateway on Hesperian Blvd. and Fremont Gateway Sign on Ardenwood Blvd.



Figure 4. Replaced Hayward Gateway sign on Mission Blvd.