



**DATE:** January 26, 2023  
**TO:** Keep Hayward Clean and Green Task Force  
**FROM:** Maintenance Services Director  
**SUBJECT:** Keep Hayward Clean and Green Task Force Letters of Support for Gateway Sign and Alternative Public Art.

**RECOMMENDATION**

The Keep Hayward Clean and Green Task Force reviews the attached letters of support for a Gateway Sign and Alternative Public Art.

**SUMMARY**

Members of the Beautification Subcommittee have drafted two letters addressed to the Mayor and City Council, one is in support for the replacement and relocation of an existing monument gateway sign located on Jackson Street and Silva Avenue, the other is in support of alternative public art in the City of Hayward.

**BACKGROUND**

The Beautification Subcommittee is in support of and recommending relocating and replacing the existing gateway sign on Jackson and Silva to Jackson and Santa Clara St. Alternative art will be to replace and or substitute the old gateway sign to improve beautification, deter graffiti, and improve safety in that location on Jackson and Silva.

**DISCUSSION**

Please review the attached draft letters and provide feedback.

**FISCAL AND ECONOMIC IMPACT**

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

**NEXT STEPS**

Upon final approval, the letters will be finalized and distributed to the Hayward City Council and Hayward City Manager.

*Prepared by:* Colleen Kamai, Administrative Supervisor

*Recommended by:* Rod Affonso, Streets Maintenance Manager

Approved by:

A handwritten signature in blue ink, appearing to read 'Todd Rullman', is written over a horizontal line. The signature is stylized and cursive.

Todd Rullman, Maintenance Services Director