



KEEP HAYWARD CLEAN & GREEN

DRAFT

DATE PENDING

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

Dear Mayor 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 of alternative public art in the city of Hayward. Graffiti vandalism has been an ongoing issue in the city, not only creating expensive manpower to remove, but also impacting the environment and surrounding neighborhoods. Appendix A illustrates the city trend of graffiti data reported from Access Hayward in the past 5 years.

Public art has been shown to deter graffiti and crime, but there are other known benefits as well. Public art can also support economic growth, by increasing foot traffic, which positively impacts local businesses. Public art also demonstrates public pride and community identity, thereby also deterring graffiti and defacement of public and private property. Public art is also known to draw visitors to the city and can promote the idea of Hayward as a clean and green place to live. As the leaders of Hayward continue to make improvements for the city, we want to champion the idea of alternative public art displays, such as solar and wind displays to existing projects to the city. Appendix B showcases some potential ideas and examples of solar art sculptures incorporated in other cities and states.

One such location for consideration could be along Jackson Street as the city's Maintenance Services Landscape Division works on median renovations in the next few years. With this opportunity, we propose installing alternative art to replace the old and deteriorating gateway sign on the southeast corner of Silva and Jackson. Jackson Street is traveled by thousands of vehicles as you drive through Hayward and head into the city from 880, 580, and the San Mateo Bridge. This is often the first impression of the city for thousands of people utilizing this route, we think Hayward deserves better.

The benefits of public art that encompasses wind or solar elements can generate interest and promote environmental science. Utilizing wind and the sun can create more strategic lighting on Jackson in the evenings and at night, which can assist in crime deterrence of vandalism and graffiti, making it a safer place for the surrounding neighborhoods.

We believe incorporating public art supports the City's goals of keeping the image of Hayward as the "Heart of the Bay" and incorporating creative and innovative art to deter crime and vandalism within our community.

Sincerely,

City of Hayward -Maintenance Services Dept
Keep Hayward Clean & Green Task Force
24505 Soto Road • Hayward • CA • 94544

T: 510.881.7745
F: 510.581.5764

TDD: 510.247.3340
www.hayward-ca.gov/khcg

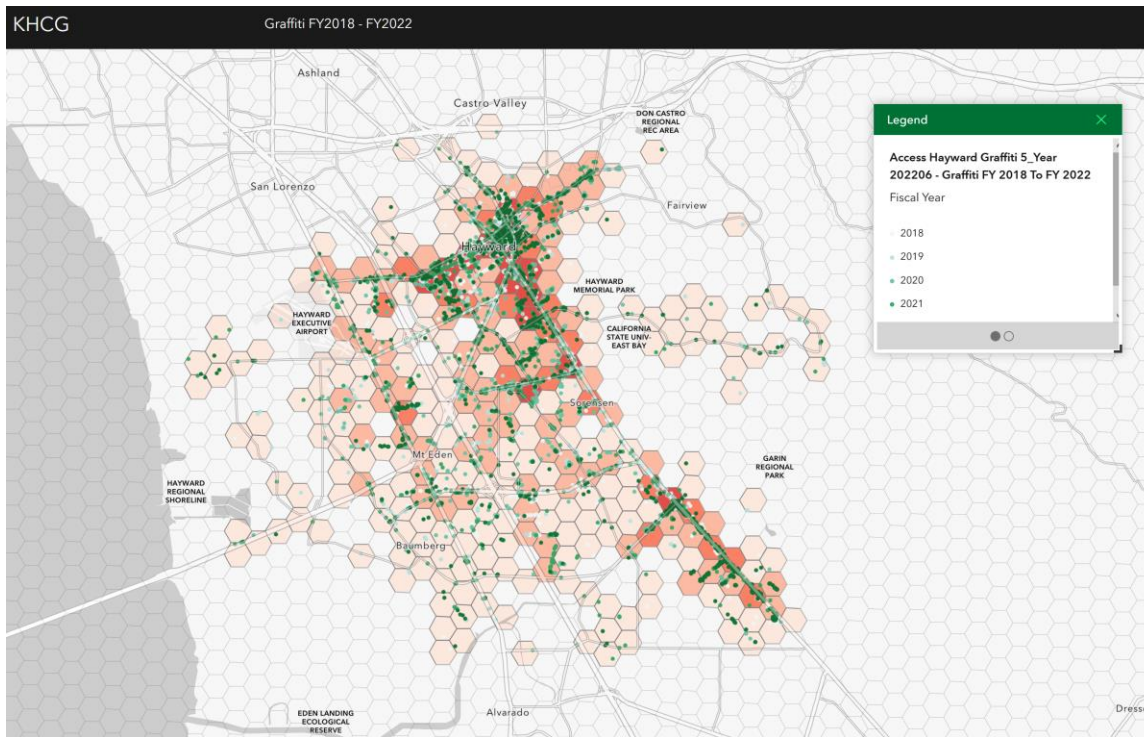


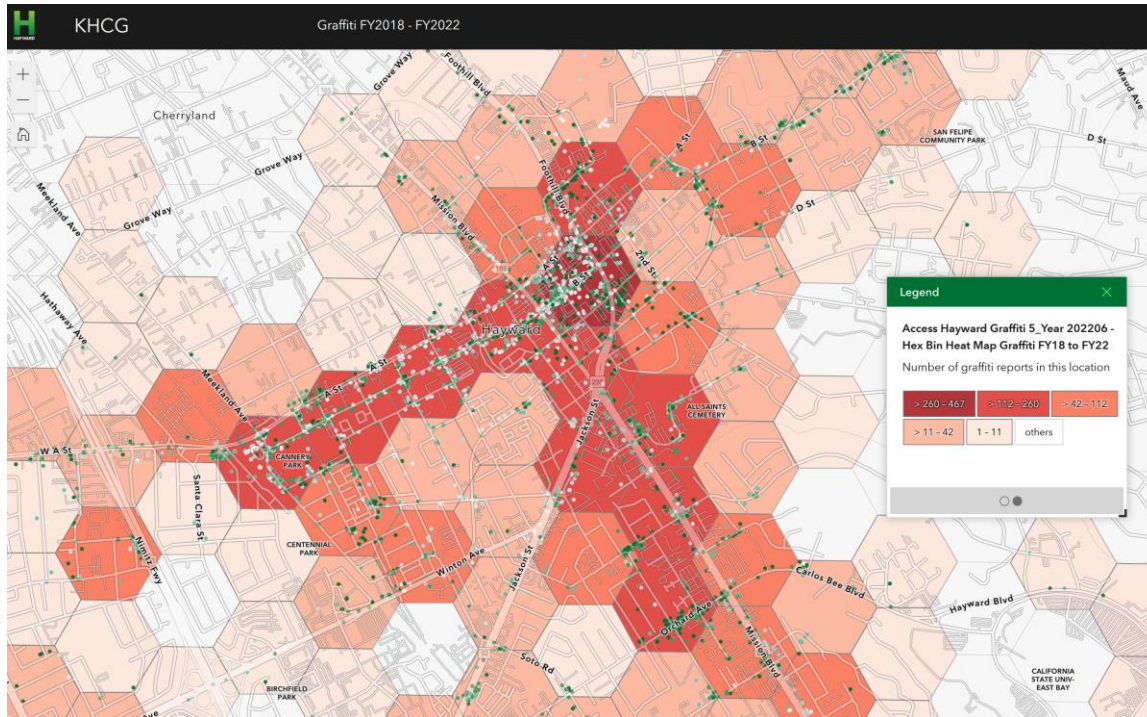
The Keep Hayward Clean & Green Task Force



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

Appendix A





Appendix B



Figure 1. Located at Xavier University in New Orleans, LA, this beautiful and intricate solar powered sculpture lies at the middle of campus. Its combination of industrial materials with delicate nature-inspired laser carvings shows a unique perspective on a link between technology and the natural world. The intention of the design was to replicate a seedpod coming out of a dormant state to form new life.



Figure 2. This 15-foot-tall solar powered piece resides in Clearwater, Florida and is a part of the city's Sculpture360 program.



Figure 3. This installation can be found just outside El Paso airport in Texas. It consists of an array of 16 15ft vertical wind turbines. Each is lit from below with LED lights. The lights can even be programmed to celebrate the seasons or other events in the area.



Figure 4. Solar sculpture in downtown Webster City in Iowa. The public art piece incorporates dynamic elements powered by solar energy. The sculpture was designed to reflect Webster's City's history and identity.