



CITY OF  
**HAYWARD**  
HEART OF THE BAY

# Hayward Downtown Marketing Efforts & Pathfinder Sign Program

January 29, 2013

**Kelly McAdoo, Assistant City Manager**

**Morad Fakhrai, Director of Public Works - Engineering & Transportation**



# Downtown Marketing Efforts

- Daily Review ads
- CSU Hayward's Pioneer ad
- Tri-City Voice ad
- City's Twitter Feed
- Creation of DowntownHayward.org
- Repeat of Twitter feed messages on KHRT slides, Southland reader board, and Clear Channel electronic reader boards on I-880 and SR92
- Water bill inserts



# Daily Review Ad

## BUY IT HERE... ...SHOP LOCAL



### HISTORIC DOWNTOWN Central Location, Free Parking



### DOWNTOWN HAYWARD & THE HOLIDAY SEASON

#### From the Foothill Shops to Saturday's Farmers Market...

...from Tu Tienda Azteca's cosas interesantes...  
...to The Cobbler's and Kreski's Nutrition...

#### Great restaurants offering delicious food & savory drinks of all kinds...

...Snappy's Café on A St to Bijou on B St...  
...Julian's BBQ, Skun Palace on Foothill...

#### From brows to yogurt: Something for the entire family to enjoy...

...Buffalo Bill's and Yogurt Hill...  
...Akihana and Sapporo for sushi & more...

#### Off The Grid every Monday: Mobile gourmet food...

#### Lots of shopping and services: Books, bikes, styling salons & more...

...bikes at Cyclepath, books at The Book Shop...  
...Vintage Alley on B Street, too

#### Century Theaters at Cinema Place...

...make the trip any day of the week!

@cityofhayward



Learn more about Hayward's Downtown  
merchants and what they have to offer!  
[www.DowntownHayward.org](http://www.DowntownHayward.org)



# SHOP HAYWARD



# Cal State Hayward and Tri City Voice Ads

## BUY IT HERE... ...SHOP LOCAL

DOWNTOWN HAYWARD &  
THE HOLIDAY SEASON

 From the Foothill Shops to  
Saturday's Farmers Market...

Great restaurants offering delicious  
food & savory drinks of all kinds...

 Off The Grid every Monday:  
Mobile gourmet food...

Lots of shopping and services:  
Books, bikes, styling salons & more...

 Century Theaters

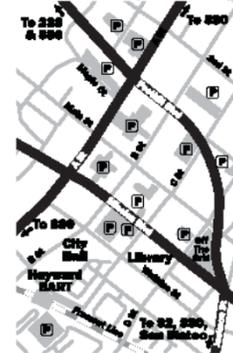
Free parking Downtown...  
...Everyday!

  
**SHOP  
HAYWARD**

## GET OFF THE HILL... ...AND SHOP LOCAL



HISTORIC DOWNTOWN  
Central Location, Free Parking



DOWNTOWN HAYWARD &  
THE HOLIDAY SEASON

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Saturday's Farmers Market...

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Mobile gourmet food...

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Century Theaters at Cinema Place...  
...make the trip any day of the week!



**SHOP  HAYWARD**

Public Works Department



# Sample Twitter Feeds

**City of Hayward** @cityofhayward 29 Dec  
Downtown has lots of Asian restos: Sapporo, Akaihana, Kokyo Sushi Buffet, Hayward Japan Grill, Wakamatsu, Le Paradis. #EatHayward  
Expand

**City of Hayward** @cityofhayward 29 Dec  
Everyday Downtown has free, two-hour parking. Come on down for some food or a quick shopping stop. #Hayward #HistoricDowntown  
Expand Reply Retweet Favorite

**City of Hayward** @cityofhayward 28 Dec  
Food Downtown: Independent, local pizza? Sure! Taqueria Americana and Pizza House. Shop Downtown via delivery, too!  
Expand

**City of Hayward** @cityofhayward 28 Dec  
From brews to yogurt: Downtown Hayward has something for the entire family to enjoy any day of the week. #ShopHayward #EatHayward  
Expand

**City of Hayward** @cityofhayward 27 Dec  
Vintage Downtown: 2525 Vintage & Downtown Consignments on Foothill; Vintage Alley, Valley Antiques, Antique Connection on B St. #ShopLocal  
Expand

**City of Hayward** @cityofhayward 27 Dec  
The façade work on Foothill? It's restoring the historic look to those buildings! YES: Merchants still OPEN! #ShopHayward #HistoricDowntown  
Expand



# Sign Program Objective & Overview

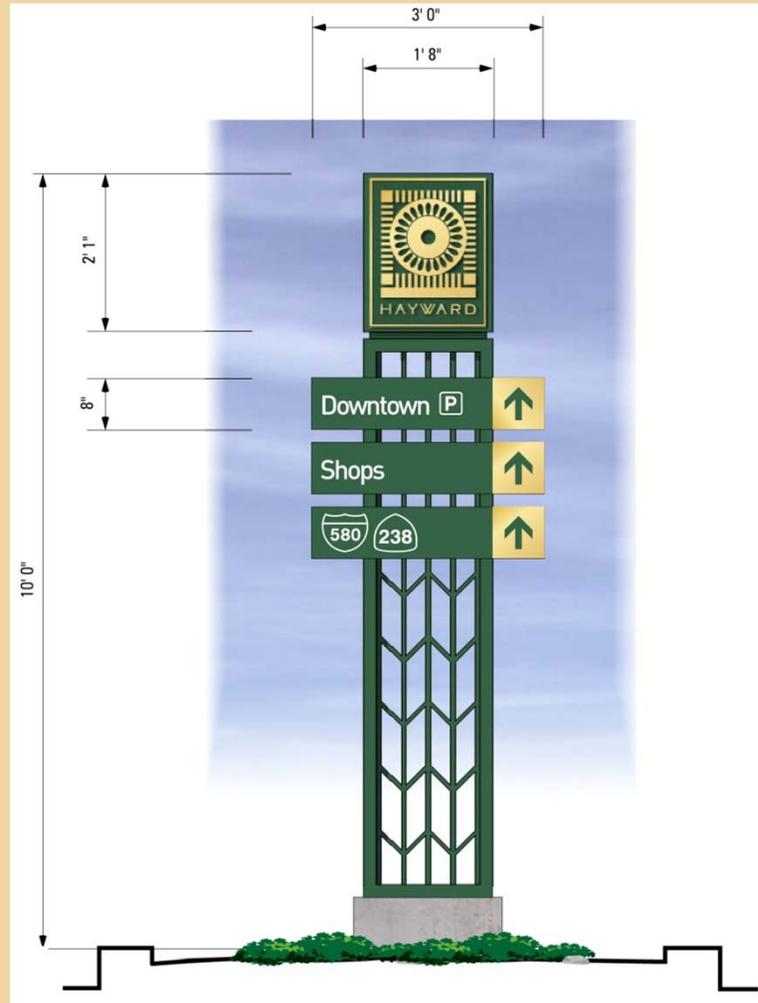
- Provide directional signs to key Hayward destinations
- Pedestrian & vehicular directional enhancements
- Program complements Route 238 Improvements to streets and sidewalks – making access to downtown easier



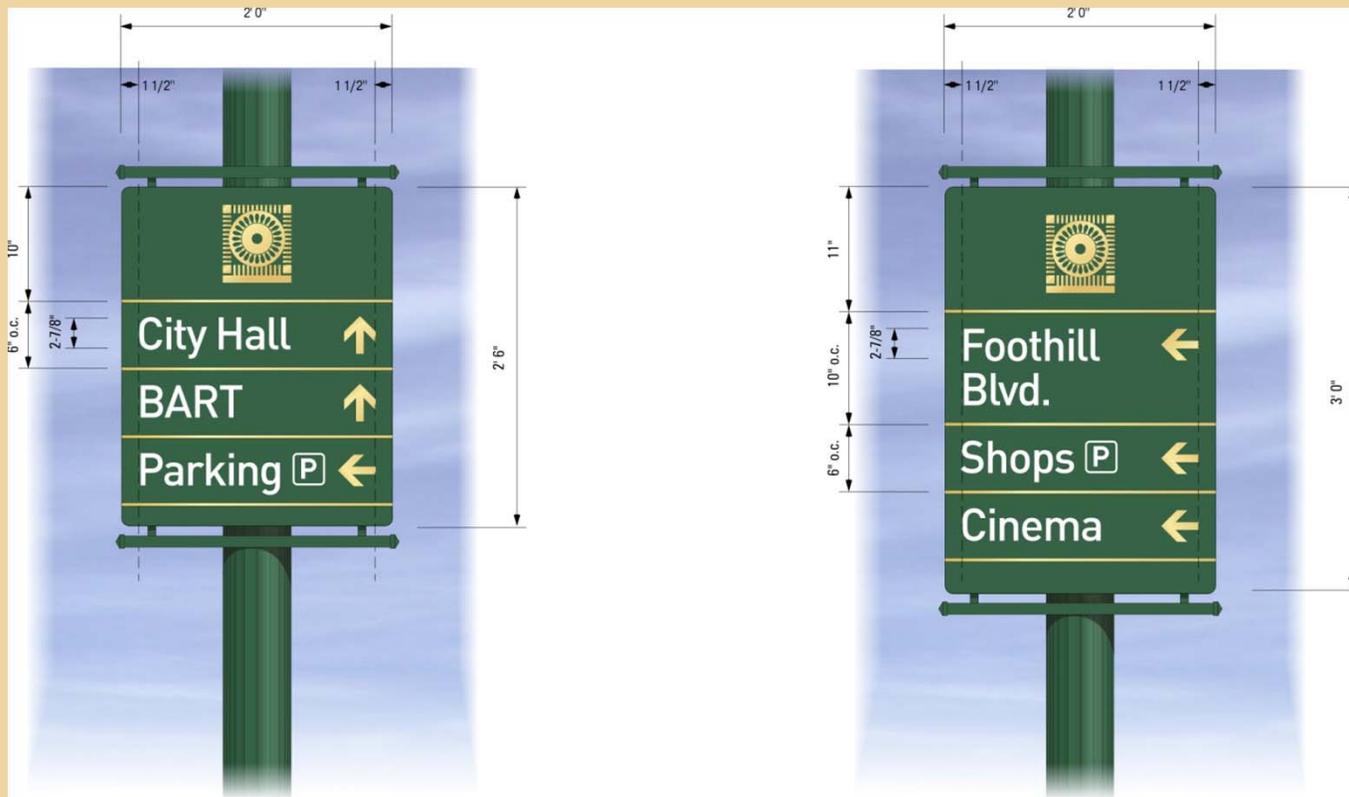
# Typical Median & Pole Mounted Sign



# Signs on Median Monument Sign



# Signs on Pedestrian Light Poles



# Signs on Streetlight Poles



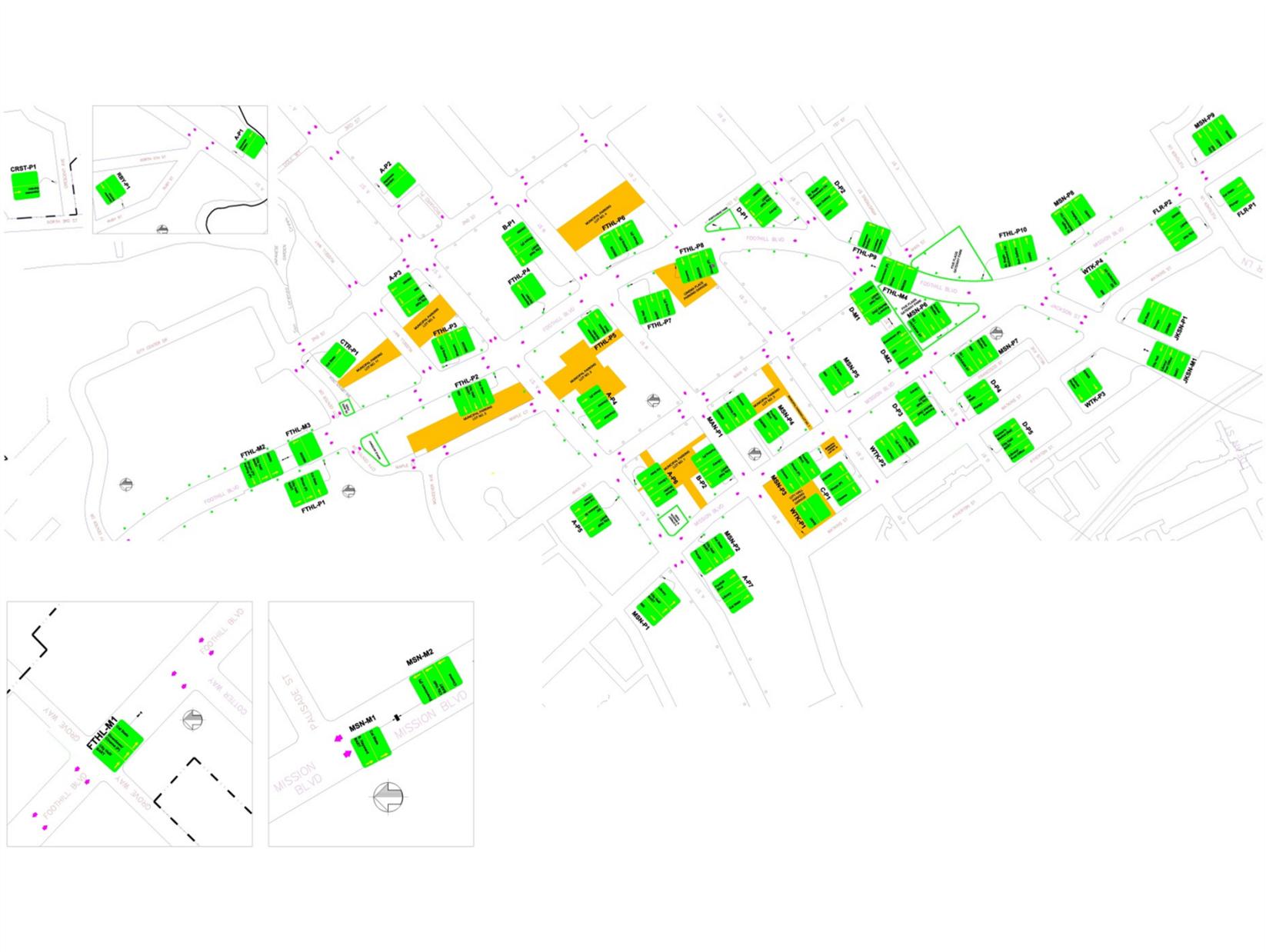
D St, WB at Watkins St



Foothill Blvd, SB at City Center Dr



# Sign Locations in Downtown



# Key Hayward Destinations

Key Destinations	
Main Library	Lone Tree Cemetery
Post Office	Animal Shelter
Cal State University	Shops
St. Regis Senior Center	Cinema
Sun Gallery	BART
Japanese Gardens	Downtown
Hayward Plunge	Parking
Farmers Market	Museum
City Hall	



# Signs on Median Monument Sign



Foothill Blvd, SB at Grove Way



# Signs on Median Monument Sign



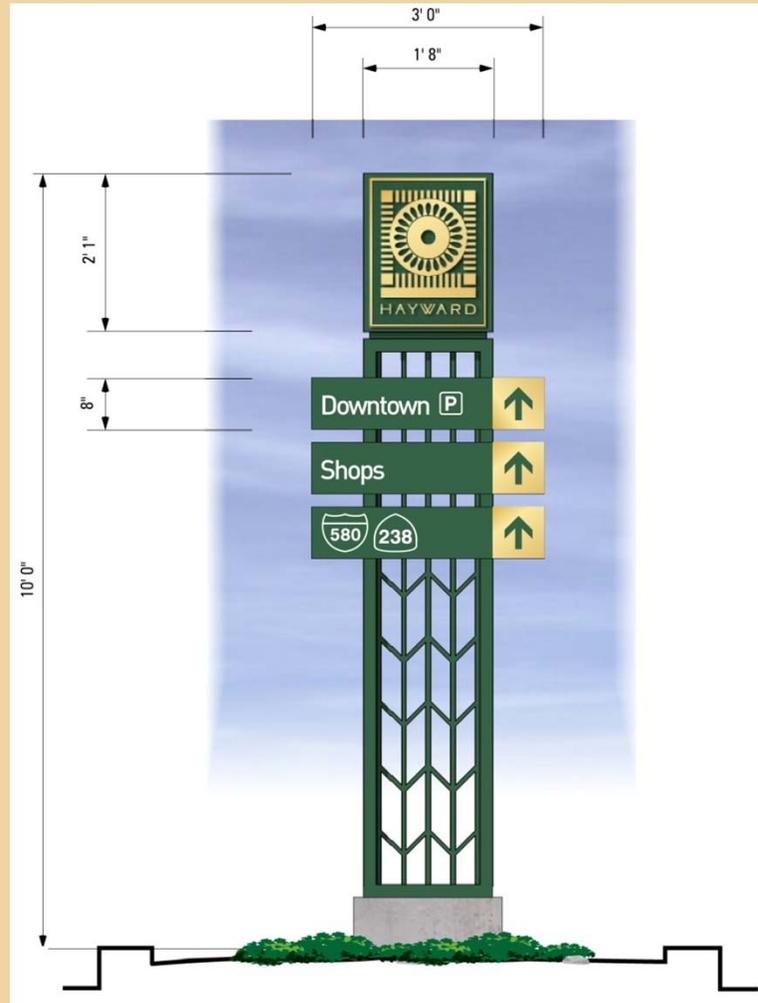
Foothill Blvd, SB at City Center Dr



Foothill Blvd, NB at City Center Dr



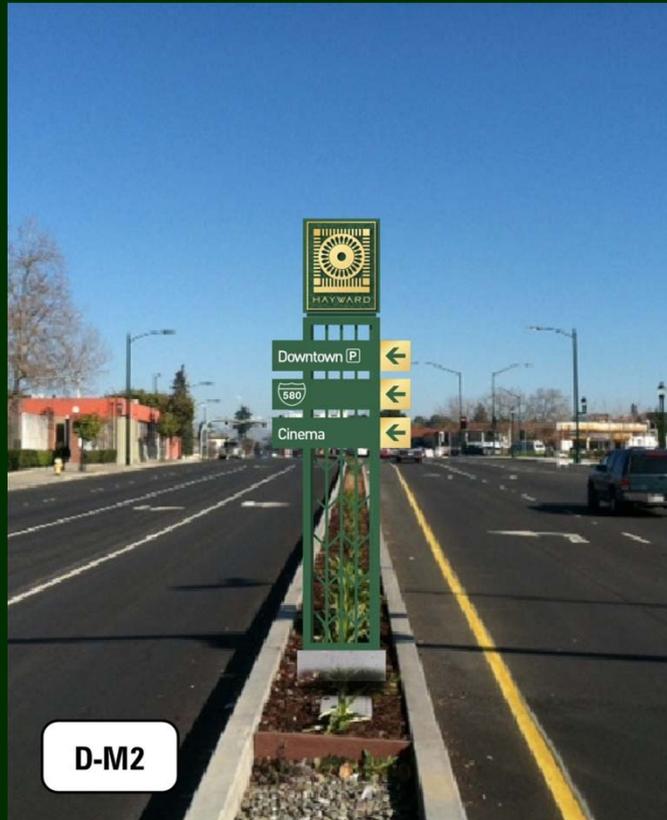
# Signs on Median Monument Sign



Foothill Blvd, NB at D Street



# Signs on Median Monument Sign



D St, EB at Main St



D St, WB at Mission St



# Signs on Median Monument Sign



Jackson St, EB at Watkins St



# Signs on Median Monument Sign



Mission Blvd, SB at Palisade



Mission Blvd, NB at Palisade



# Public Contact

Presented at the following public meetings:

January 23 - Downtown Business Improvement Association (DBIA)

January 24 - Route 238 Construction Update meeting



# Project Cost

Sign program funded by the Route 238  
Corridor Improvement project

- Design cost : \$25,000
- Estimated fabrication & installation:  
\$75,000





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## **Hayward Pathfinder Sign Program**

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**Morad Fakhrai - Director of Public Works  
Engineering & Transportation**

