

CITY OF
HAYWARD
HEART OF THE BAY

Sign Regulations Update
March 24, 2015
City Council Work Session

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City Council Work Session

Background:

- Last comprehensive update 1998
- Update process began 2011
- Community/Public Outreach
- Planning Commission Work Session



City Council Work Session

Proposed changes identified to date are:

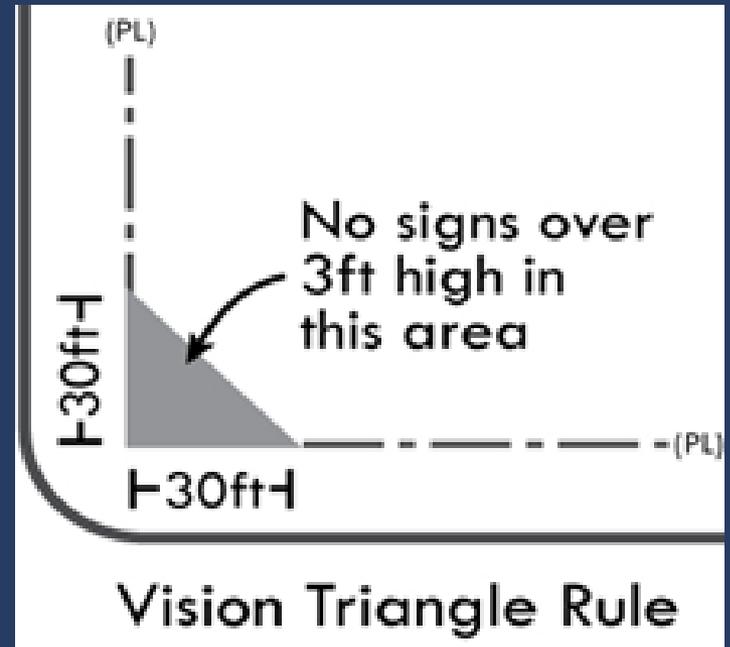
1. Easier-to-read format;
2. Sign corridor overlay districts;
3. Expanded A-Frame sign allowance area;
4. Temporary sign extensions;
5. Original Art Murals; and
6. Amortization section.



Existing Code:

Corner lots – Freestanding or monument signs higher than three (3) feet shall be subject to the “Vision Triangle Rule,” Article 9, Hayward Traffic Code, for visibility requirements.

Clarification:



Existing Code:

Blade Sign – a small sign which is suspended from an overhang, canopy, marquee or awning, or is suspended from a mounting attached directly to the building wall and hangs perpendicular to the building wall.

Clarification:

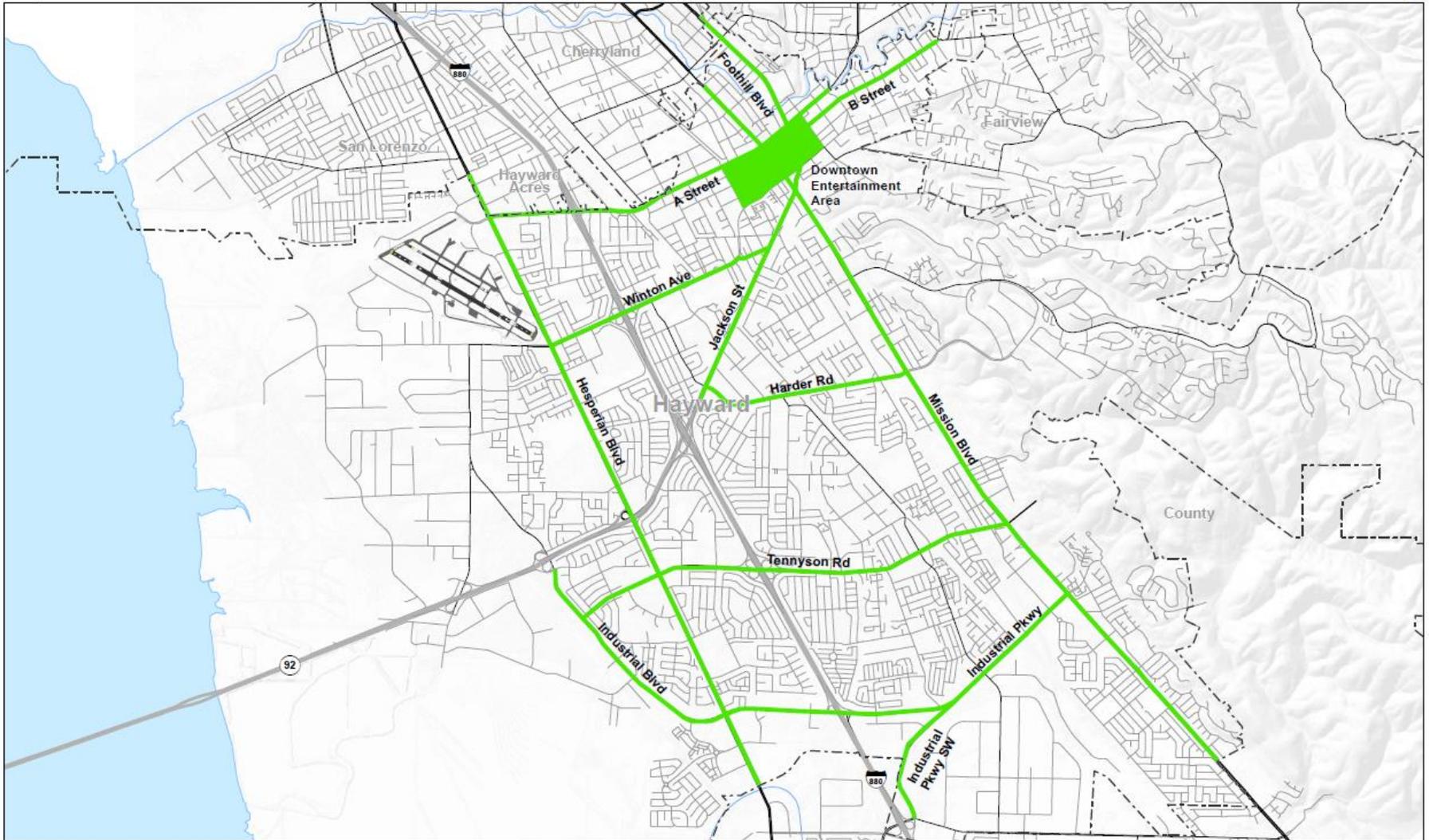


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Sign Corridor Overlay Districts



Hayward Sign Corridors



January, 2015



City Council Work Session

Sign Corridor Overlay Districts

Purpose:

- Reduce sign clutter and illegal signage along corridors
- Allow additional sign area to improve visibility



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A-Frame Signs

- Max. 1 per establishment.
- 6 sq. ft. per side (requires a permit but its square footage is not included in the total permitted sign area).
- 4 ft. passageway around sign required.
- Must be located on private property or within the first 18" of public property and 24" from curb.



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Expand A-Frame Sign Area

Existing:

Only permitted in the CC-P zone on B Street between Foothill Boulevard and Watkins Street and on Main Street between A and C Streets.

Proposed:

Expansion into the Downtown Entertainment Area (between A and D St. and between Second and Grand Streets).



City Council Work Session

Allowed Temporary Signs



(1 at 50 sq. ft. max.)



HAYWARD



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Prohibited Temporary Signs



Existing:

- Two 14-day periods/calendar year.
- Weekends or 3-day weekends.
- Grand Opening signs.



Proposed change:

- Extend days/year for Temporary Promotional Signs to 60 calendar days/year.
- Allow inflatables, wind feathers and air-dancers as Temporary Promotional Signs
- Decrease Temporary Sign Permit Fee:
 - \$100 fee / \$200 deposit***



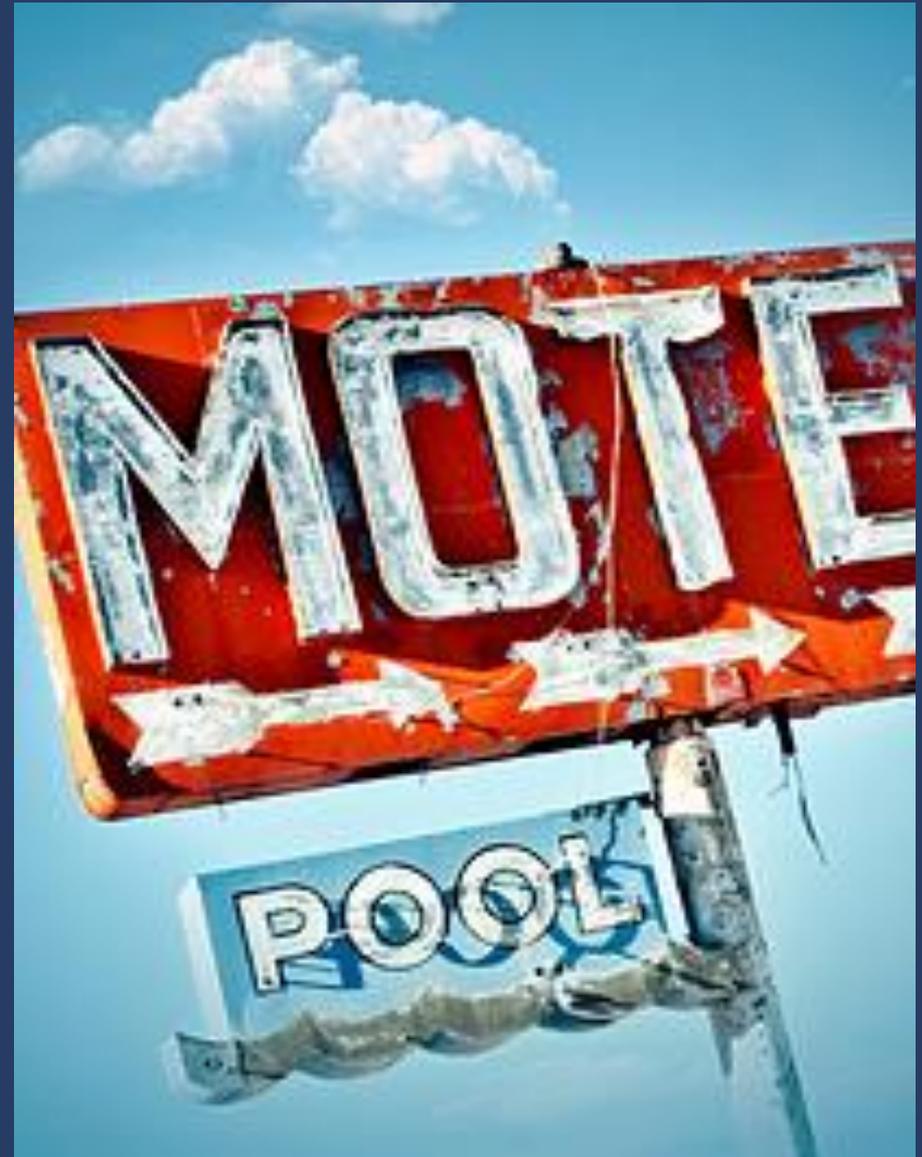
Original Art Mural

- *A one-of-a-kind, hand-painted, hand-tiled, or digitally printed image on the exterior wall of a building that does not contain any commercial message. For definition purposes, a commercial message is any message that advertises a business conducted, services rendered, or goods produced or sold.*



Amortization:

- Abandoned signs shall be removed within six (6) months and painted wall signs within one (1) month of business closure.
- Nonconforming signs shall be made to conform within five (5) years of adoption of this update.



City Council Work Session

Next Steps:

1. Planning Commission Public Hearing
May 28, 2015 (Tentative)
2. City Council Public Hearing
June 23, 2015 (Tentative)



Questions?

