



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

Cover Memo

File #: WS 20-001, **Version:** 1

DATE: January 14, 2020

TO: Mayor and City Council

FROM: City Manager

SUBJECT

Work Session Regarding Proposed Workplan to Incentivize Housing Production in the City of Hayward

RECOMMENDATION

That the City Council reviews and discusses the proposed workplan to incentivize housing production in the City of Hayward.

SUMMARY

The increase in Hayward's population, absent a corresponding increase in housing units, has caused rents and prices to rise as supply has failed to meet demand. On February 6, 2018, Council directed staff to evaluate barriers to development of housing as a strategy to improve housing affordability.

The purpose of this report is to hold a work session to discuss a recommended workplan designed to incentivize housing production in the City of Hayward. Depending on feedback this evening, staff would return January 21, 2020 with a recommendation to approve the workplan. Most of the topics recommended require further analysis and stakeholder work and would return to Council for final approval prior to implementation. The objective of the proposed workplan is to incentivize the production of both market rate and affordable housing, implement measures to meet the Regional Housing Need Assessment (RHNA) goals, establish "pro-housing" policies to ensure Hayward remains competitive for state housing funds, and improve housing affordability for Hayward residents.

Staff has evaluated policies from proposed state legislation, other jurisdictions throughout the state and country, regional planning efforts, and feedback from industry professionals. Topics include: policies related to zoning and housing approvals; accessory dwelling units; impact fees and fee transparency; funding sources; public land disposition; and streamlining the approval process. Staff held multiple stakeholder meetings to solicit feedback from industry professionals. **Attachment II** provides a summary of policies that have been evaluated along with staff analysis and recommendation.

On December 9, the HHTF reviewed the workplan to incentivize housing production, requested adding a workplan item to reduce cost and time to develop accessory dwelling units by providing pre-approved plans, and approved forwarding the plan to the full Council for discussion and approval.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Policies to Incentivize Housing Production
Attachment III	Comments from Individual Interviews
Attachment IV	Multi-Family Market Rate Forum Comments
Attachment V	Brief from Convening of Infill Developers
Attachment VI	Comments from Review of Workplan
Attachment VII	Power Point Presentation