



# CITY OF HAYWARD

Hayward City Hall  
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## Cover Memo

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**DATE:** January 21, 2020

**TO:** Mayor and City Council

**FROM:** Development Services Director

### **SUBJECT**

Adopt a Resolution Supporting a Priority Production Area Designation in the Plan Bay Area 2050 for the Industrially Zoned Areas in the City of Hayward

### **RECOMMENDATION**

That Council adopts a resolution (Attachment II) supporting a Priority Production Area (PPA) designation in Plan Bay Area 2050 for the industrially zoned areas in the City of Hayward (Attachment III).

### **SUMMARY**

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) are currently updating the regional plan for the Bay Area, known as Plan Bay Area 2050 and are requesting cities to update their Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs), if applicable. ABAG and MTC will be creating a new pilot program designation, known as Priority Production Areas (PPAs), to reflect the new focus of Plan Bay Area related to housing, transportation, the environment, and the economy.

The City currently has five areas designated as Priority Development Areas (PDA) and no areas designated as Priority Conservation Areas (PCAs). While the City's PDAs are proposed to remain unchanged, participation in the new Priority Production Area (PPA) program requires that cities adopt a Resolution of support by January 2020 that formalizes the city's commitment to economic growth in industrially zoned areas. Consistent with the vision of the recently updated Industrial District regulations that supports broad economic growth and diversity, a Priority Production Area (PPA) designation would enable the City to be eligible for possible grant monies and infrastructure improvements once funding sources are identified.

### **ATTACHMENTS**

Attachment I      Staff Report  
Attachment II      Resolution  
Attachment III      Proposed PPA Designated Areas