



# CITY OF HAYWARD

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## Cover Memo

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**File #:** WS 20-004, **Version:** 1

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**DATE:** February 13, 2020  
**TO:** Planning Commission  
**FROM:** Deputy City Manager  
**SUBJECT**

Review and Comment on Proposed Workplan to Incentivize Housing Production in the City of Hayward

### RECOMMENDATION

That the Planning Commission reviews and comments on 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 receive comments from the Planning Commission on the recommended workplan designed to incentivize housing production in the City of Hayward. Staff is scheduled to seek Council approval of the work plan on March 3, 2020. Most of the topics recommended require further analysis and stakeholder work and would return to Council individually 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.

### 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