

Land Use & Community Character Element

| Program | Description | Responsible Departments | Implementation Timeframe | Status | 2025 Update | Strategic Priority |
|---|--|---|--------------------------|--------------------|--|---|
| LU-1: Comprehensive Zoning Ordinance Update | 1. Comprehensive Zoning Ordinance Update. The City shall prepare a comprehensive update to the Hayward Zoning Ordinance to ensure that the City's zoning regulations align with the guiding principles, goals, and policies of the General Plan. [Source: New Program; City Staff] (RDR) | Development Services | 2014-2016 | Partially complete | In 2024, the City adopted a comprehensive update to the Residential District regulations; adopted streamlining provisions for qualifying properties; and, processed updates related to supportive housing which were recommended for approval by the Planning Commission in December 2024 and approved by the City Council in January 2025. In 2025, the Planning Division in partnership with the Economic Development Division initiated a comprehensive update to the City's Commercial District regulations to incentivize and support businesses. The amendments are expected to be adopted in 2026. | Grow the Economy (EP3, EP4, EP5, EP7, EP10, EP11, EP12, EP13, EP14) |
| LU-10: Sign Ordinance Update | 10. Sign Ordinance Update. The City shall update the Sign Ordinance. [Source: New Program; City Staff] (RDR) | Development Services | 2014-2016 | Complete | This program was completed in 2015. | Grow the Economy (EP4, EP5, EP10, EP12, EP13, EP14) |
| LU-11: Industrial Technology and Innovation Corridor Plan | 11. Industrial Technology and Innovation Corridor Plan. The City shall develop and adopt a specific plan or master plan for the Industrial Technology and Innovation Corridor. [Source: New Program; City Staff] (MPSP) | Development Services | 2017-2019 | Complete | This program was completed in 2019. | Grow the Economy (EP7); Preserve, Protect & Produce Housing for All (HP6, HP7, HP8), and Cultivate Vibrant Neighborhoods (NP1, NP4, NP5, NP6 and NP7) |
| LU-12: Grading and Clearing Ordinance Update | 12. Grading and Clearing Ordinance Update. The City shall update the Grading and Clearing Ordinance. [Source: New Program; City Staff] (RDR) | Public Works – Engineering and Transportation | 2017-2019 | Not started | The City has not initiated a comprehensive update to the Grading and Clearing Ordinance due to limited staff resources and competing priorities. In the interim, PW&U-Engineering and DSD-Engineering has refined grading/fill review requirements for projects proposing fill within Special Flood Hazard Areas. These refinements include (1) requiring independent third-party technical review of CLOMR-F/LOMR-F submittals at the applicant's expense, and (2) requiring an agreement that obligates the applicant/developer to submit the FEMA LOMR-F (and obtain final map revision) when FEMA resumes processing and/or as a condition of project completion, as applicable. Broader ordinance amendments (e.g., hillside grading/slope stability requirements and other citywide grading standards) remain pending and will be advanced when staffing allows. | Preserve, Protect and Produce Housing For All (HP6, HP7 and HP8); and Grow the Economy (EP6, EP7, EP11, EP12, EP13) |
| LU-13: Certified Local Government Program | 13. Certified Local Government Program. The City shall coordinate with the State Historic Preservation Office to initiate and complete the process for becoming a Certified Local Government under the National Parks Service historic preservation program. [Source: New Program; City Staff] (MPSP/IGC) | Development Services | 2020-2040 | Not started | The City has Not started this program. | |
| LU-14: Historic Districts Strategy | 14. Historic Districts Strategy. The City shall prepare and submit applications to the State Historic Preservation Office to establish National Park Service Historic Districts for the Upper "B" Street neighborhood; "B" Street Historic Streetcar District; Prospect Hill Neighborhood; and the Downtown Historic District. [Source: New Program; City Staff] (MPSP/IGC) | Development Services | 2020-2040 | Not started | The City has Not started this program. | |

| | | | | | |
|--|---|--|---------------------|--------------------|---|
| LU-15: State Historic Building Code | 15. State Historic Building Code. The City shall develop and adopt an ordinance to allow the use of the State Historic Building Code for the rehabilitation of historic resources. <i>[Source: New Program; City Staff] (RDR)</i> | Development Services | 2014-2016 | Complete | Pursuant to Hayward Municipal Code Chapter 10, Article 11, Historic Preservation Ordinance, historical resources are eligible to use the California Building Code, which allows for alternate methods of meeting building code requirements. These efforts meet the intent of this program. |
| LU-16: Mills Act Program | 16. Mills Act Program. The City shall develop and adopt a California Mills Act Property Tax Abatement Program. <i>[Source: New Program; City Staff] (MPSP)</i> | Development Services | 2017-2019 (Ongoing) | Complete | The City Council established the Hayward Mills Act Program on May 3, 2016. Information about the program is available on the City's website. These efforts meet the intent of this program. |
| LU-17: Historic Preservation Resource Center | 17. Historic Preservation Resource Center. The City shall prepare and maintain a web-based resource center to promote Hayward's local historic resources and to provide resources and incentives to encourage historic preservation. <i>[Source: New Program; City Staff] (CSO/PI)</i> | Development Services, Information Technology, Library and Community Services | 2020-2040 (Ongoing) | Not started | The City has Not started this program. |
| LU-18: Alameda County Government Center Area Plan Feasibility Report | 18. Alameda County Government Center Area Plan Feasibility Report. The City shall coordinate with Alameda County to explore the feasibility of forming a partnership to fund and prepare a master plan or specific plan for the Alameda County Government Center area. The City shall submit a feasibility report to the City Council, and additional actions shall be determined based on Council direction. <i>[Source: New Program; City Staff] (IGC/PSR)</i> | City Manager | 2020-2040 | Not started | The City has Not started this program. |
| LU-2: Comprehensive Subdivision Ordinance Update | 2. Comprehensive Subdivision Ordinance Update. The City shall prepare a comprehensive update to the Hayward Subdivision Ordinance to ensure that the City's subdivision regulations align with the guiding principles, goals, and policies of the General Plan. <i>[Source: New Program; City Staff] (RDR)</i> | Development Services | 2014-2016 | Not started | The City has not begun this program due to limited staff and fiscal resources, along with other City priorities. Minor updates were made to the Subdivision Ordinance in 2017. |
| LU-3: Comprehensive Design Guidelines Update | 3. Comprehensive Design Guidelines Update. The City shall prepare a comprehensive update of the Hayward Design Guidelines and the Hillside Design and Urban Wildland Interface Guidelines. The guidelines shall apply to commercial, residential, industrial, and mixed-use developments located outside of the City's Priority Development Areas. <i>[Source: New Program; City Staff] (RDR)</i> | Development Services | 2017-2019 | Partially complete | In January 2024, the City adopted new Residential Design Guidelines, which will included updates to the City's Zoning Ordinance and the Off-Street Parking Regulations. Further, the Downtown Specific Plan (adopted 2019), and the Mission Boulevard Code (adopted 2020) include design and development standards that apply to mixed use, commercial and residential development within the specified areas. These efforts meet the intent of this program. |
| LU-4: Downtown City Center Specific Plan | 4. Downtown City Center Specific Plan. City shall develop and adopt a Downtown City Center Specific Plan. <i>[Source: New Program; City Staff] (MPSP)</i> | Development Services | 2014-2016 | Complete | Completed. In 2019, the City adopted the Downtown Specific Plan, and is currently implementing the plan through private development and infrastructure improvements. These efforts meet the intent of this program. |

| | | | | | | |
|---|--|-----------------------------|----------------------------|---------------------------|--|--|
| <p>LU-5: Priority Development Area Marketing Strategy</p> | <p>5. Priority Development Area Marketing Strategy. The City shall prepare, implement, and maintain a Priority Development Area Marketing Strategy. Based on the findings of the strategy, the City shall develop an implementation program to promote development opportunities within the City's Priority Development Areas. <i>[Source: New Program; City Staff] (MPSP/CSO)</i></p> | <p>City Manager</p> | <p>2017-2019 (Ongoing)</p> | <p>Partially complete</p> | <p>Although this program has not begun due to limited staff and budget resources, the City did designate a Priority Production Area (PPA) for many of the existing Industrially zoned areas in Hayward and is currently exploring grant opportunities to further promote and market these areas within the Priority Development Area and Priority Production Areas of the City. In December 2024, the City received a Priority Site designation for three areas within existing PDAs in the City, including the Hayward BART Station, the South Hayward BART Station and downtown City Center site. All three sites are located within a designated Priority Development Area and the Priority Site designation will help facilitate redevelopment of these areas.</p> | |
| <p>LU-6: CompleteNeighborhood Strategy</p> | <p>6. CompleteNeighborhood Strategy. The City shall develop and implement a community outreach program to identify various types of complimentary and supporting uses that are needed and desired in each Hayward neighborhood. Based on the findings of the outreach program, the City shall develop an implementation program to facilitate desired changes within local neighborhoods. <i>[Source: New Program; City Staff] (MPSP)</i></p> | <p>City Manager</p> | <p>2020-2040</p> | <p>Ongoing</p> | <p>The Planning Division conducts annual updates to the public stakeholder, neighborhood, and HOA contact list, and uses these lists to provide notification about upcoming development projects and City initiatives.</p> | |
| <p>LU-7: "A" Street and Redwood Road Corridor Plan Feasibility Report</p> | <p>7. "A" Street and Redwood Road Corridor Plan Feasibility Report. The City shall coordinate with Alameda County to explore the feasibility of preparing a master plan or specific plan for the "A" Street and Redwood Road corridor. The City shall submit a feasibility report to the City Council, and additional actions shall be determined based on Council direction. <i>[Source: New Program; City Staff] (IGC/PSR)</i></p> | <p>Development Services</p> | <p>2020-2040</p> | <p>Partially complete</p> | <p>The City received grant funding from the USDOT Safe Streets for All program to conduct safety-focused corridor studies for seven corridors, including A Street between Hesperian Rd and Mission Blvd. This corridor study started early 2025 and will identify multimodal safety improvements for this corridor.</p> | |
| <p>LU-8: Hesperian Boulevard College Corridor Plan</p> | <p>8. Hesperian Boulevard College Corridor Plan. The City shall develop and adopt a master plan or specific plan to enhance the Hesperian Boulevard corridor. <i>[Source: New Program; City Staff] (MPSP)</i></p> | <p>Development Services</p> | <p>2020-2040</p> | <p>Partially complete</p> | <p>The City received grant funding from the USDOT Safe Streets for All program to conduct safety-focused corridor studies for seven corridors, including Hesperian. The work on Hesperian will be in FY27 and will develop a comprehensive multimodal study for the entirety of Hesperian within the City of Hayward.</p> | |
| <p>LU-9: Corridor Beautification Plan</p> | <p>9. Corridor Beautification Plan. The City shall develop and adopt a Corridor Beautification Plan as the key regulatory document for focusing future streetscape improvements along major streets and corridors throughout the city. <i>[Source: New Program, City staff] (MPSP)</i></p> | <p>Development Services</p> | <p>2020-2040</p> | <p>Partially complete</p> | <p>The City is implementing corridor enhancements through the following projects: -Main Street CompleteSt. Improvements from A St to D St. - Mission Blvd Phase 3 Improvements from A St to Rose St. - Hesperian Blvd Median Landscape Improvements The City received grant funding from the USDOT Safe Streets for All program to conduct safety-focused corridor studies for seven corridors. Work started on 2025 for A St, B St, the Loop, and Tennyson Rd. Work will begin in 2026 for Hesperian Blvd, Jackson St, and Mission Blvd.</p> | <p>Invest in Infrastructure (FP2, FP5)</p> |