



DATE: July 22, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager/Development Services Director

SUBJECT: Preliminary Concept Review: Dixon Tower Hotel Project at 29183 Dixon Street

RECOMMENDATION

That the Council Economic Development Committee (CEDC) reviews the report and provides feedback on the proposed development to the applicant and City staff.

SUMMARY

On February 18, 2021, Endliss Dev LLC (the applicant) submitted a Conceptual Development Review application (formerly known as a pre-application) to construct and operate a five story, 48 room hotel at 29183 Dixon Street. The “Dixon Tower” project would require approval of Site Plan Review and an Administrative Use Permit. Staff and the applicant desire feedback from the CEDC on the preliminary design to assess the appropriateness and feasibility of the project at the proposed location.

DISCUSSION

General Plan and Zoning Ordinance:

The 4,960-square-foot project site is located within the Mission Boulevard Corridor Center (MB-CC) zoning district, which is regulated by the Mission Boulevard Code.¹ As specified in the Mission Boulevard Code, the MB-CC district envisions a transit-oriented, mixed-use urban center with high intensity residential and non-residential uses located within close proximity to BART to facilitate access by biking or walking. Hotel uses require the review and approval of an Administrative Use Permit in the MB-CC zoning district.

The site has a corresponding General Plan land use designation of Sustainable Mixed Use (SMU).² The SMU designation allows a wide range of uses from single family homes to

¹ Mission Boulevard Code: <https://www.hayward-ca.gov/sites/default/files/Attachment%20VI%20-%20Mission%20Boulevard%20Code.pdf>

² Sustainable Mixed Use General Plan Land Use Designation: <https://www.hayward2040generalplan.com/land-use/mixed>

retail, offices, and lodging.

Existing Site and Surrounding Uses:

The project site is located on Dixon Street between Copperfield and Valle Vista Avenues and is currently developed with a single-family home. Surrounding land uses on the same block include other single-story, single-family homes and a two-story townhome style development. A couple of blocks to the south, there are two- and three-story multifamily buildings, including the new SoHay development. The South Hayward BART station is located approximately three blocks to the north. Other nearby hotel projects in the development pipeline include the new Holiday Inn Express at 25640 Mission Boulevard and the approved hotel use as part of the Mission Crossings mixed use development at 25501 Mission Boulevard.

Project Description:

As shown in the conceptual plans included as Attachment II, the proposed “Dixon Tower” development consists of a five-story hotel with 48 suites. The ground floor is composed of a parking garage for a total of seven vehicles as well as some bicycle racks and a small office/lobby area. Upper floors each contain 12 suites, which include private bathrooms and kitchenette areas with a sink, refrigerator, and stovetop. The building facades are primarily clad in a brick-like material and small balconies. New landscaping would surround the proposed building.

Since the Conceptual Development Review submittal, the applicant has made some small changes to the plans and has provided project renderings (Attachment III), which they will present directly to the CEDC at this meeting. The revised plans include a rooftop garden area, one additional parking space in the ground floor garage, and enlarged balconies on the Dixon Street facade. The applicant’s presentation also details the hotel’s operational characteristics, including the use of a mobile application for booking reservations, a cashless payment system, and keyless “smart” room entry system.

Preliminary Staff Analysis:

At the conclusion of the Conceptual Development Review process, the applicant received a letter from City staff with a list of preliminary comments on the proposed project. Significant comments included:

- Concern that staff would be unable to make the required Site Plan Review and Administrative Use Permit findings to approve the project given the proposed project’s lack of compatibility with existing surrounding development.³
- Recommendation for enhanced architectural treatment, consistent with the

³ Site Plan Review Required Findings:

https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART1ZOOR_S10-1.3000SIPLRE_S10-1.3025FI

Administrative Use Permit Required Findings:

https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART1ZOOR_S10-1.3100ADUSPE_S10-1.3125FI

architectural standards specified in the Mission Boulevard Corridor Code.

- Requirement of a Local Transportation Assessment to analyze and address site access, on-site street parking supply and demand, and neighborhood traffic.

Policy Direction:

Staff is requesting that the CEDC provide policy feedback to City staff and the applicant on the following:

1. Would the CEDC be supportive of a hotel use at the proposed site given:
 - The existing surrounding land uses of low density, predominately single-family housing; and
 - Other hotel projects planned or under construction nearby?
2. Does the CEDC have any concerns with the proposed five-story height of the project, overall design, or other development standards such as parking?
3. Does the CEDC have any concerns or comments regarding the project's operational characteristics?

NEXT STEPS

Following this meeting, the applicant will take into consideration any comments and feedback from the CEDC into their proposal prior to deciding whether to formally submit a development permit application for the proposed project. As designed, the project would require a staff-level determination, and would only be brought before the Planning Commission if appealed, sent up, or called up.

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Recommend by: Paul Nguyen, Economic Development Manager
Jennifer Ott, Assistant City Manager/Development Services Director

Approved by:



Kelly McAdoo, City Manager