

LUXURIANT

INVESTMENTS

June 15, 2026

Ms. Deanna Chow
Community Development Director
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

RE: Below Market Rate Proposal and Request for Waiver of BMR Unit Size Requirements for the 1300 Hoover Project

Dear Ms. Chow:

Hoover Capital Partners, LLC (“Owner”), is pleased to provide this updated Below Market Rate (“BMR”) Proposal for the 1300 Hoover Project (“Project”) located at 1300 & 1308 Hoover Street (“Property”) in the City of Menlo Park (“City”). This submission includes a formal request for a waiver of certain BMR unit-size provisions to ensure the Project’s overall feasibility while delivering four high-quality, on-site, deed-restricted affordable homeownership opportunities. The Proposal has been prepared in accordance with the City’s Below Market Rate Housing Program (Chapter 16.96 of the City’s Municipal Code [“MPMC”]) and the Below Market Rate Housing Program Guidelines (Resolution No. 7003, adopted October 21, 2025).

The Project is designed to fully comply with the spirit of the BMR Program by providing deeper affordability (three very low-income units and one moderate-income unit) and seamless integration into a mixed-income community. However, strict adherence to identical proportionate unit sizes for BMR units would render the 34-unit density bonus program unviable, directly threatening the Owner’s ability to deliver these critical affordable units.

General Overview

The City's BMR Housing Program applies to residential projects with five or more units and requires a meaningful share of below-market-rate units, with a strong preference for on-site, deed-restricted units comparable in quality, design, and integration to market-rate homes. The Property is zoned R-3. Under the State Density Bonus Law (SDBL), the Project qualifies for a substantial density bonus and related incentives by providing four on-site BMR units (three very low-income and one moderate-income).

These benefits are detailed in the separate State Density Bonus Law Letter.

The Project proposes 34 for-sale condominium units on a site with a base density of 20 units. By delivering four BMR units—exceeding the 15% minimum—the Project advances the core goals of the BMR Program through deeper affordability and high-quality integration.

Program Design

The Project includes 34 for-sale condominium units, with three units affordable to very low-income households and one unit affordable to moderate-income households (collectively, the “BMR Units”).

The proposed unit mix and BMR allocation are shown in Table 1.

Table 1: Allocation and Average Size of Project Units

Unit Type	Avg. Size (sq. ft.)	Very Low	Moderate	Market	Total
2 Bedroom / 2 Bath	1,220	3	1	8	12
2 Bedroom / 2.5 Bath	1,466	0	0	4	4
3 Bedroom / 2 Bath	1,654	0	0	8	8
3 Bedroom / 2.5 Bath	1,940	0	0	8	8
3 Bedroom / 3 Bath	1,929	0	0	2	2
Total	1,562	3	1	34	34

The initial locations of the BMR Units are shown in Table 2.

Table 2: Initial BMR Unit Locations

Unit Type	Square Footage	BMR Category	Unit Number	Notes
2 Bed/2 Bath	1,220	Very Low	207	BMR Program Unit
2 Bed/2 Bath	1,220	Very Low	208	BMR Program Unit
2 Bed/2 Bath	1,220	Very Low	307	BMR Program Unit
2 Bed/2 Bath	1,220	Moderate	308	BMR Program Unit

BMR Proposal – Compliance with the Spirit of the Program and Request for Unit Size Waiver

The BMR Program requires 15% of base-density units (three units for the 20-unit base) to be provided at below-market rates. The Project exceeds this threshold by delivering four BMR Units, all on-site, deed-restricted, and constructed with the same high-quality materials, finishes, and exterior design as the market-rate units. This ensures full compliance with BMR Guidelines Section 5.2. The BMR Units will be dispersed throughout the building, with parking provided at the same ratio as the overall Project and included within the maximum affordable purchase price.

Critical Waiver Request: BMR Unit Size (Section 5.1)

As detailed in the BMR Guidelines, section 5.1 states: “BMR housing units shall generally be of the same proportionate size (number of bedrooms and square footage) as the market-rate units.”

The Project’s market-rate unit mix includes a significant number of larger 3-bedroom units, which provide the critical financial cross-subsidization necessary to support the deeply affordable BMR units. While the proposed BMR Program Units will maintain the same bedroom and bathroom count as the corresponding market-rate 2-bedroom units, they will be modestly smaller in square footage. A waiver is therefore respectfully requested to permit these BMR Program Units to be slightly smaller than their

market-rate counterparts and to not exactly match the full distribution of sizes across all market-rate units in the Project.

Both the Menlo Park City Council (and Planning Commission) and the California Department of Housing and Community Development (HCD) have the authority to grant this waiver. Under the City's BMR Guidelines, "The Planning Commission and/or City Council shall have the authority to waive these size and location and appearance requirements of BMR units in order to carry out the purposes of the BMR Housing Program and the Housing Element." Additionally, HCD has affirmed that the State Density Bonus Law (SDBL) can be used to modify or waive provisions of an inclusionary ordinance. (See HCD Letter of Technical Assistance to the City of West Hollywood, dated September 2, 2022, at p. 3 ["The SDBL can be used to modify or waive provisions of an inclusionary ordinance."].)

This modest size adjustment is essential to enable the Project to achieve the density allowed under the proposed design. The larger, higher-value 3-bedroom market-rate units are the primary means by which the Project can financially subsidize and support the delivery of the deeply affordable 2-bedroom BMR units. Providing any 3-bedroom BMR units at full proportionate market-rate sizes would materially impair the Project's financial viability by eliminating the necessary cross-subsidization from the premium 3-bedroom sales, thereby jeopardizing the Owner's ability to deliver the four deeply affordable on-site BMR units. Without this waiver, the Project as currently designed – which maximizes very low-income units and overall housing production – would not be feasible.

Granting this waiver would align with State law and the City's goals of increasing attainable housing supply without undermining project deliverability. The proposed efficient 2-bedroom BMR units (1,220 sq. ft.) are thoughtfully located toward the rear of the building in close proximity to on-site amenities and common open space. These units offer lower ongoing costs (HOA dues, maintenance, and utilities) than larger 3-bedroom units, making homeownership more accessible and sustainable for very low-income families, including seniors who wish to age in place in our community. Recent Menlo Park projects confirm that well-designed, efficient BMR units in premium amenity locations are highly desirable and quickly absorbed by qualified buyers.

Moreover, these units create a compassionate move-down pathway for long-time local residents, unlocking additional single-family home supply in walkable neighborhoods and supporting the City's housing and walkability priorities.

Bonus Level Development

The Project does not rely on R-3 bonus-level community amenity provisions. All additional density is achieved through the State Density Bonus Law.

State Density Bonus Law Benefits

The three very low-income units qualify the Project for a 50% density bonus, and the additional moderate-income unit adds a 20% bonus, for a total 70% density bonus that enables the 34-unit program. The Project is entitled to three incentives/concessions and unlimited waivers. As a further incentive, the Owner requests that no additional parking requirements or extraneous construction/impact fees be imposed specifically for the BMR Units.

Density Bonus

The Project requests the full 70% density bonus.

Density Bonus Law Incentives for Project

The Project requests three incentives/concessions, as detailed in the State Density Bonus Law Letter provided separately: waiver of formal LEED Silver certification, relief from undergrounding existing overhead utility lines along the Hoover Street frontage, and no pre-plumbing for recycled water.

As a further incentive, the Owner requests that no additional parking requirements or extraneous construction/impact fees be imposed specifically for the BMR Units. This produces identifiable cost savings that directly support the delivery of the four on-site BMR Units.

Density Bonus Law Waivers for Project

The Project's requested waivers are discussed in greater detail in the State Density Bonus Law Letter provided separately.

Thank you for the opportunity to present this BMR Proposal. The Project is thoughtfully designed to fully meet the spirit and requirements of the City's BMR Program by providing high-quality, integrated, on-site affordable homes that expand opportunity for very low-income households in Menlo Park. We look forward to working with you and City staff to advance the 1300 Hoover Project.

Sincerely,

A handwritten signature in blue ink, appearing to read "T Proschold".

Timothy Proschold

CEO, Luxuriant Investments

Manager of Hoover Capital Partners, LLC

References

- State Density Bonus Law Letter (provided separately)
- HCD Letter of Technical Assistance to the City of West Hollywood, dated September 2, 2022

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF HOUSING POLICY DEVELOPMENT**

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September 2, 2022

John Keho
Planning and Development Services Director
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069

Dear John Keho:

RE: 8500 Santa Monica Boulevard – Letter of Technical Assistance

The purpose of this letter is to provide technical assistance to the City of West Hollywood (City) regarding the mixed-used infill project to be located at 8500 Santa Monica Boulevard. The proposed project would result in the construction of a six-story, 30-unit mixed-use building containing ground floor commercial space and upper story market-rate and affordable housing units. The project would provide three units that would be affordable to very low-income (VLI) households, two units that would be affordable to moderate-income (MI) households, and 25 market-rate units. The proposed project utilizes the State Density Bonus Law (SDBL) (Gov. Code, § 65915) to achieve a density bonus and is subject to the City's inclusionary zoning requirements.

The California Department of Housing and Community Development (HCD) received a complaint regarding the subject project, and the City requested technical assistance from HCD regarding the relationship of the SDBL and the City's inclusionary zoning ordinance (Ordinance) (WHMC, § 19.22.030). Specifically, the City seeks guidance on whether the requirement that a project include one MI unit for every VLI or low-income (LI) unit conflicts with state housing law, particularly the SDBL. Additionally, the City seeks guidance on how to best calculate base density in a zone without an associated dwelling units per acre density standard and how to consider concession requests that would increase a project's FAR. Coincidentally, these latter topics are addressed in the August 31, 2022, Letter of Technical Assistance to the City of Santa Monica. That letter will be provided to the City instead of replicating the information in this letter.

The City's Ordinance applies a 20-percent inclusionary requirement on all developments containing more than ten housing units. Applied to the subject project, this means that five units¹ of the 22 base density units must be affordable. However, the Ordinance requires that for every VLI or LI unit provided, the applicant must also provide an MI unit. (WHMC, § 19.22.030(F)). The applicant argues that this requirement

¹ Rounded up to 5 units from 4.4 units

reduces the economic feasibility of SBDL-enabled projects because, in practice, it requires that a project include more affordable units to qualify for a density bonus than are required by the SDBL. The applicant indicates that it would have preferred to construct four VLI units and one MI unit (to earn an additional SDBL concession) but were disincentivized from doing so because it would necessitate adding another MI unit. It should be noted that the SDBL offers much greater incentives for projects that include VLI/LI units than MI units, thereby incentivizing the former. For instance, to achieve the maximum 50-percent density bonus, a project needs to provide only 15 percent VLI units compared to 44 percent MI units (Gov. Code, § 65915, subd. (f)). Conversations with City staff indicate that the mandated MI unit requirement is in place to support the City in its effort to produce enough housing for MI households. Absent this requirement (the City contends), SDBL-enabled projects would largely consist only of VLI/LI units and market-rate units. This letter explores the ways that inclusionary zoning ordinances and SDBL implementation ordinances can and should be harmonized to best achieve the important functions of each.

Inclusionary Zoning

Inclusionary zoning is a vitally important affordable housing production tool used across California. Properly implemented, it can and has resulted in the production of significant amounts of deed-restricted affordable housing – often without the need for government subsidy. Unsurprisingly, many local agencies have adopted or are considering adopting inclusionary zoning ordinances. HCD strongly supports these efforts. However, some inclusionary requirements can hinder, rather than facilitate, the production of affordable housing. This is because inclusionary requirements can sometimes negatively affect the economic feasibility of residential development projects. A project that is not economically feasible will not be constructed and will provide no affordable units at all. The state inclusionary zoning statute addresses these limitations, providing that a local agency must provide alternative means of compliance (e.g., in lieu fees) and that rental inclusionary requirements in excess of 15 percent may be subject to review by HCD to consider economic feasibility (Gov. Code, §§ 65850, subd. (g); 65850.1). For more information, please see [HCD's Rental Inclusionary Housing Memo](#).

State Density Bonus Law

First adopted in 1979 and strengthened over the years, the SDBL is one of the most powerful tools in the production of affordable housing. The SDBL facilitates both the construction of 100 percent affordable projects as well as projects that provide primarily market-rate units. It allows developers to build more market-rate units than would typically be allowed in exchange for including affordable units. Like with inclusionary zoning requirements, the affordable units are often provided without the use of government subsidy. Within the context of market-rate development, the SDBL is explicit regarding the importance of maintaining the economic viability of projects. It provides, “The Legislature finds and declares that the intent behind the Density Bonus

Law is to allow public entities to reduce or even eliminate subsidies for a particular project by allowing a developer to include more total units in a project than would otherwise be allowed by the local zoning ordinance in exchange for affordable units. It further reaffirms that the intent is to cover at least some of the financing gap of affordable housing with regulatory incentives, rather than additional public subsidy.” (Gov. Code, § 65915, subd. (t).) The SDBL provides direction regarding the relationship between itself and inclusionary zoning requirements. It confirms that an affordable unit provided to satisfy an inclusionary requirement also earns the applicant the benefits and protections of the SDBL (e.g., a density bonus, concessions, development standard waivers, etc.). (Gov. Code, § 65915, subd. (o)(6).) It also provides that an affordable unit in an SDBL-enabled project is not subject to affordable housing impact fees, including inclusionary zoning fees and in-lieu fees. (Gov. Code, § 65915.1).

Relationship to SDBL

Beyond the language provided by the SDBL, a few court cases address situations in which local ordinances or interpretations have affected the mechanics of the SDBL. Chief among them is *Latinos Unidos Del Valle De Napa Y Solano v. County of Napa*², which settled the matter of whether an affordable unit can serve both as an “inclusionary unit” meeting a local inclusionary zoning requirement and as a “target unit” qualifying a project for a density bonus. It can, and the statute was subsequently amended to reflect this. If this were not the case, for instance, a project attempting to earn a 50-percent density bonus by providing 15 percent VLI units would need to provide 15 percent affordable units to meet the 15-percent inclusionary requirement and an additional 15 percent affordable units to earn the density bonus. This would require the project to provide 30 percent affordable units – twice the amount contemplated by either the SDBL or the local inclusionary ordinance. A more recent case, *Schreiber v. City of Los Angeles* reinforces the finding made in *Latinos*: “A local ordinance is preempted if it conflicts with the density bonus law by increasing the requirements to obtain its benefits.”³ These cases provide a helpful lens through which to evaluate the practical effects of local ordinances upon the operation of the SDBL. Local agencies should maintain an awareness of potential unintended impacts of local inclusionary requirements on SDBL applications.

The City should be prepared to grant a request for an SDBL concession to modify provisions of the inclusionary ordinance, especially ordinances that mandate the level of affordability of inclusionary units or their ratios. The SDBL can be used to modify or waive provisions of an inclusionary ordinance. For example, a mixed-income project that relies on tax credits may need to waive a requirement that affordable units be dispersed among the market-rate units. This is because tax credits and other affordable

² (2013) 217 Cal.App.4th 1160, 1165-66 [159 Cal.Rptr.3d 284, 287-88].

³ (2021) 69 Cal.App.5th 549, 558 [284 Cal.Rptr.3d 587, 594].

housing funding programs sometimes require the affordable units to be consolidated within a single building or on a separate parcel.

Governmental Constraints in Housing Element Law

Housing elements are required to contain analysis of potential and actual governmental constraints on the development of housing for all income levels. (Gov. Code, § 65583, subd. (a)(5).) This includes, but is not limited to, analysis of land use controls, building codes and their enforcement, and locally adopted ordinances that directly impact the cost and supply of residential development. After identifying governmental constraints, the City must implement programs to remove those governmental constraints to the development of housing where legally possible. (Gov. Code, § 65583, subd. (c)(3).) This analysis extends to a local agency's inclusionary ordinance. As described above, under Government Code section 65850.1, an inclusionary requirement of 15 percent or less is not subject to scrutiny by HCD. Above this percentage, however, the local agency should carefully consider local development conditions to ensure that a higher percentage would not constitute a governmental constraint by rendering projects economically infeasible. HCD has observed that typically inclusionary requirements are in the 15-20-percent range. This is not to say that a higher or lower level is categorically unreasonable, but that this range has been proven functional in many areas (especially in high-cost, high-development-pressure areas).

With a base density of only 22 units, the subject project does not present the most helpful scenario to examine how the City's Ordinance relates to the SDBL. Instead, consider a hypothetical scenario in West Hollywood where the base density of a site allows 100 units and the developer seeks a 35-percent density bonus (35 units) by providing 20 percent LI units. The project would be required by the Ordinance to set aside 20 units (20 percent of 100 units) as affordable housing. To earn the density bonus, 20 units (20 percent of 100 units) would have to be LI units per the SDBL. On its surface, this project would appear to handily meet the City's inclusionary requirements and the eligibility threshold of the SDBL. However, the mandated MI units requirement necessitates an additional 19 MI units.⁴ This results in a substantially higher percentage of affordable units than required by the SDBL, as summarized in the table below.

⁴ Per the WHMC, § 19.22.030 F. "...When two or more affordable units are constructed, the units shall be allocated alternately with the first unit allocated for a low or very low- income household and the second allocated for a moderate-income household, alternating between low or very low, and moderate income until all units are assigned a level of affordability."

	Overall Units	LI Units	MI Units	Market Rate Units	Affordable % of Overall Project
Without Mandated MI Units	135	20	0	115	14.8%
With Mandated MI Units	135	20	19	96	28.9%

It is the overall percentage of affordable units in a project that is of primary concern when evaluating economic feasibility. By requiring that 28.9 percent of the overall development be made up of affordable units, the City is in practice imposing an inclusionary requirement nearly 50 percent higher than its generally applicable 20 percent and significantly higher than the requirements of the SDBL. This may reduce the economic feasibility of the project because while affordable units are similarly expensive to build as market-rate units, the affordable units do not generate equivalent income. SDBL enables developers to build affordable housing without government subsidy – by allowing the market-rate units to offset the costs of the affordable units. The City's mandated MI unit requirement makes this more difficult and may constitute a governmental constraint in its current form.

It should be noted that the City's practice of allowing an applicant to combine multiple density bonuses may lessen the real-world impact of the mandated MI unit requirement. However, this practice is problematic for several reasons. First, it is not codified, so applicants have no way of knowing about it when planning a project. Second, it can only be used to achieve up to the SDBL-defined maximum of a 50 percent density bonus, which may limit its compensatory value in certain circumstances. Third, no bonus is given until the 10 percent minimum threshold is met for certain income categories, which limits its use on smaller projects (like the subject project).

Recommendations

HCD makes the following recommendations to help the City implement both the City's local inclusionary ordinance and the SDBL. This guidance is tailored to West Hollywood but is also intended to be helpful to other jurisdictions.

- **Substitutions.** Allow more deeply affordable units to be substituted for less deeply affordable units. For example, an applicant should be able to substitute a VLI for a MI unit if they so desire. This approach is consistent with the SDBL's approach to incentivizing more deeply affordable units. It also alleviates concerns that the local agency is disincentivizing more deeply affordable units in favor of less deeply affordable units – and risking fair housing and discrimination complaints.

- **Upper Limit to Inclusionary Requirement.** Inclusionary requirements that mandate that the units be provided at certain affordability levels or in certain ratios of affordability levels should only apply up to the point that the project meets the total inclusionary percentage required. Once the overall affordability threshold is met, no additional inclusionary units should be required regardless of any affordability level ratios. Consider the example of a jurisdiction where the generally applicable inclusionary requirement is 20 percent and there is a one-to-one ratio requirement of MI to VLI/LI units. If the applicant proposes less than 20 percent affordable units to achieve a density bonus (e.g., 15 percent VLI to achieve the maximum density bonus), the jurisdiction would require that 5 percent additional affordable units be added to the project to reach the 20 percent inclusionary threshold despite the fact that its ratio would require 15 percent MI units.
- **Integrate Language.** The provisions of the City's inclusionary ordinance and its SDBL implementation ordinance should be integrated with the expectation that projects will be subject to both. The benefits and protections of the SDBL apply to all projects that meet the statutory minimum percentage of affordable units. This is to say that in jurisdictions with inclusionary zoning requirements, the effects of the SDBL should be anticipated. When drafting the ordinance, a local agency should consider a diverse range of project types to explore how requirements affect each. As a starting point, the local agency should consider large versus small projects and projects that rely on the seven eligibility categories of the SDBL (Gov. Code, § 65915, subd. (b)(1)(A-G).) Finally, the analysis should consider the final overall percentage of affordable units in each scenario to most accurately evaluate economic feasibility.

Conclusion

HCD applauds West Hollywood's commitment to affordable housing and recognizes the challenges of harmonizing state housing law and local ordinances. HCD appreciates the City's pragmatic and progressive approach to housing policy. This letter is intended to provide helpful context and guidance and help local agencies throughout the state work to achieve their housing goals. If you have questions or need additional information, please contact Brian Heaton at Brian.Heaton@hcd.ca.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Shannan West". The signature is fluid and cursive, with the first name "Shannan" and last name "West" clearly distinguishable.

Shannan West
Housing Accountability Unit Chief