

The Taube Koret Campus for Jewish Life is an innovative, multigenerational, \$300 million project in Palo Alto aimed at helping individuals and families live, learn, play and connect.

It is anchored by the Oshman Family Jewish Community Center, and it includes a modern senior living community — the Moldaw Family Residences at 899 Charleston — as well as a non-age-restricted housing complex and units for low-income seniors for a total of more than 350 homes.

The 12.5-acre campus is designed to engage the region's diverse Jewish community and help re-energize the South Palo Alto area and its residents. One million visitors are expected to come to the campus each year.

"The south peninsula Jewish community is both the largest and fastest-growing Jewish community in the Bay Area, and one of the core areas of Jewish life is how do we look after children, and how do we look after older adults," said Daniel Ruth, president and CEO of the Moldaw Family Residences and the Jewish Home of San Francisco.

Other developers involved in the project include Alan Sataloff, CEO of the Oshman community center, and Sares Regis Group of Northern California, led by development manager Jeff Birdwell. San Mateo-based Webcor Builders is the general contractor for the project.

'The journey should be as interesting as the destination.'

Robert Steinberg
Steinberg Architects

"We're creating a community where seniors and families will live together and interact in this neighborhood," Sataloff said. "We hope it will give people, especially seniors, a sense of life, instead of feeling isolated from the outside world."

Steinberg Architects President Robert Steinberg said his firm designed the campus like a medieval village, where the intersection of the buildings creates outdoor spaces. The pathways are designed as loops to encourage social interactions as residents and community center members move from one activity to another.

"The journey should be as interesting as the destination," Steinberg said.

Famed landscape designer Lawrence Halprin gave guidance on the promenade that connects the community center with the Moldaw Family Residences.

The community center also has a fitness center, gymnasium, six-lane outdoor pool, indoor family water park pool, spa and sports field as well as a preschool, teen center and meeting rooms.

A cultural arts hall will be home to music, lectures and other performances. The space is also available to rent to the general public for weddings, bar mitzvahs and corporate meetings.

Activity is a priority

Marilyn Israel, executive director for the Moldaw Family Residences, said the community center's focus on health, fitness and education is a perfect complement to the residences' goal of keeping seniors active and engaged for as long as possible.

Moldaw will have 193 housing units with 11 designated for seniors with Alzheimer's. The Jewish Home of San Francisco, a skilled nursing company, is designing the one-, two- and three-bedroom apartments with emergency call systems and other amenities to be wheelchair accessible.

Entrance fees range from \$470,000 to \$1 million, depending on the size of the units.

The 103-unit family housing development, Altaire, is next to the community center. The three- and four-bedroom townhomes are priced from \$699,000 to \$1 million.

As part of an agreement with the city of Palo Alto, 55 housing units for low-income seniors are being built by Bridge Housing Corp. The \$23 mil-



TEAM WORK: From left, Robert Steinberg, Alan Sataloff, Daniel Ruth and Jeff Birdwell, along with general contractor Webcor Builders, helped turn the dream into reality.

lion development called Alta Torre is scheduled to be completed by February 2010.

Various funding sources

Funding for the Taube-Koret campus is through a \$160 million bond measure and \$140 million in private donations.

Palo Alto real estate investor and philanthropist Tad Taube and the Koret Foundation donated \$15 million to the community, while Kenneth Oshman, founder of ROLM Corp., and his wife, Barbara, donated \$10 million.

Sataloff has been responsible for raising the private donations.

Birdwell of the Sares-Regis Group, the parent of Regis Homes, said that when the coalition of Jewish organizations set out to purchase the campus site, formerly a Sun Microsystems Inc. facility, it was in an effort to "control their own destiny."

"It was a minor miracle they were able to acquire the land and a miracle they were able to fundraise \$140 million," he said.

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and
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**DEVELOPERS OF
TAUBE KORET CAMPUS
FOR JEWISH LIFE**