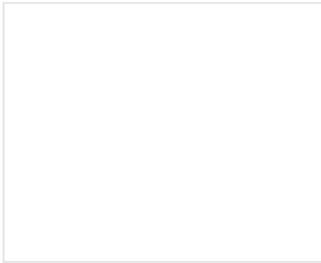


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Jerusalem rising in Palo Alto

\$300M center seen as 'nexus' for Jewish life

San Francisco Business Times - by [Sarah Duxbury](#)



The \$300 million Taube Koret Campus for Jewish Life is ready to take its first breath.

The 8.5-acre complex, which consists of the 145,000-square-foot **Oshman Family Jewish Community Center** and the 193-unit Moldaw Family Residences senior housing, is built around what developers see as a town square — a gathering space for summer concerts, where children can play and people can congregate as they move between fitness center, nursery school, coffee shop or concert. Its grand opening is Oct. 17 and 18.

“Our goal was to create an intergenerational campus where the people who live here do not feel like they are isolated,” said Alan Sotoloff, CEO of the Oshman Family JCC. “We want the JCC to become the nexus of the Jewish community, and also to offer services to the community at large.”

The Moldaw Family Residences rise above the JCC spaces; the two facilities are interconnected.

In addition to the senior housing, fitness center, nursery school and teen lounge, there's the new 320-retractable-seat **Albert and Janet Schultz Cultural Center**. The **Palo Alto Chamber Orchestra** will run the JCC's music program.

Stanford Hospital will open a library and media center on the campus, its first centralized satellite office and a critical piece of the JCC's wellness offering. Club One will operate the state-of-the-art fitness center.

The developers — the former **Albert L. Schultz Jewish Community Center** in Palo Alto, the Jewish Home in San Francisco and the **Jewish Community Federation**, as well as the construction partners and architects brought in along the way — really see the Taube Koret campus as a village, one that's the realization of a nearly 10-year vision. Up to 5,000 people are expected to come to the campus every day.

“This was designed to be like the old city of Jerusalem, a series of outdoor rooms,” said Rob Steinberg of **Steinberg Architects**. “We wanted the buildings not to be historic replicas, but to reflect Silicon Valley in 2009.”

To that end, the project will go for LEED Silver certification.

Every space was designed with an eye toward alternate uses, like weddings or other revenue generators.

“For every space we built, we thought, ‘How can we use a space three-to-five times a day?’” Sotoloff said. Already, prior to opening, there are 50 private events booked for the coming year.

Almost two-thirds of the Moldaw Residences have been reserved. They range from one-bedroom to three-bedrooms, though most are two-bedrooms, and cost between \$270,000 and \$1.1 million; 24 units are below market rate. Those prices reflect an entrance fee that is 90 percent refundable, said Marilyn Israel, executive director of the residences.

Design decisions throughout the campus were made with an eye to iconography — the colors are meant to evoke the Mediterranean; the landscaping is inspired by a passage from Deuteronomy; each of the nursery school classrooms is named for one of the 12 tribes of Israel.

The preschool has space for 264 children, and 220 are already enrolled for the fall.

All in all, the project needed to raise \$140 million from philanthropy, and it is \$138.33 million of the way there. Five donors gave over \$10 million, and 25 more gave over \$1 million.

The Oshman Family gave \$10 million for naming rights for the JCC. The Schultz family gave \$7 million, and the Taube and Koret foundations each gave \$10 million gifts to seed the project and give it early momentum. Of the funds raised, \$10 million will go toward an endowment.

Sares Regis Group managed the project, and **Webcor** was the builder.

The four acres adjacent to the site house two related developments. Altaire features 103 market-rate townhouses built by Regis Homes, an affiliate of Sares Regis group. They are half complete. Bridge Housing is building Alta Torre, 56 units of affordable one-bedroom senior housing. They will be complete in 2010.

sduxbury@bizjournals.com / (415) 288-4963

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