

Law firm figures out it's located in a fine city

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WAS it an oversight or an attempt to hang on to some of that Palo Alto cachet? The attorneys at Brobeck, Phleger and Harrison insist that

Editorial

**The opinion
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they never meant to offend the people of East Palo Alto when they left the

“East” off the address of their new law offices in the University Circle complex. City officials were offended nonetheless.

East Palo Alto has been fighting its image as Palo Alto's poor relation for years. University Circle, at University Avenue and Highway 101, is the city's first classy office development. It's understandable that East Palo Alto wouldn't want folks thinking the complex is part of that trendy city across the creek.

Brobeck, which was the first tenant to lease space in the complex, has apologized for the *faux pas* and is correcting the error.

There was a time when those four letters on an address would have given potential tenants pause — when East Palo Alto was known for drugs, crime and poverty.

But the firms moving into University Circle are no urban pioneers. With the office complex's marble facades, commanding views and easy access to freeways, downtown Palo Alto, Stanford and high-tech firms, it's sure to be a prestige address. East Palo Alto is coming of age.