
University Centre
East Palo Alto California

A Development of
DeMonet

I N D U S T R I E S



Hoover Associates
Architecture Planning Interiors • Palo Alto, CA

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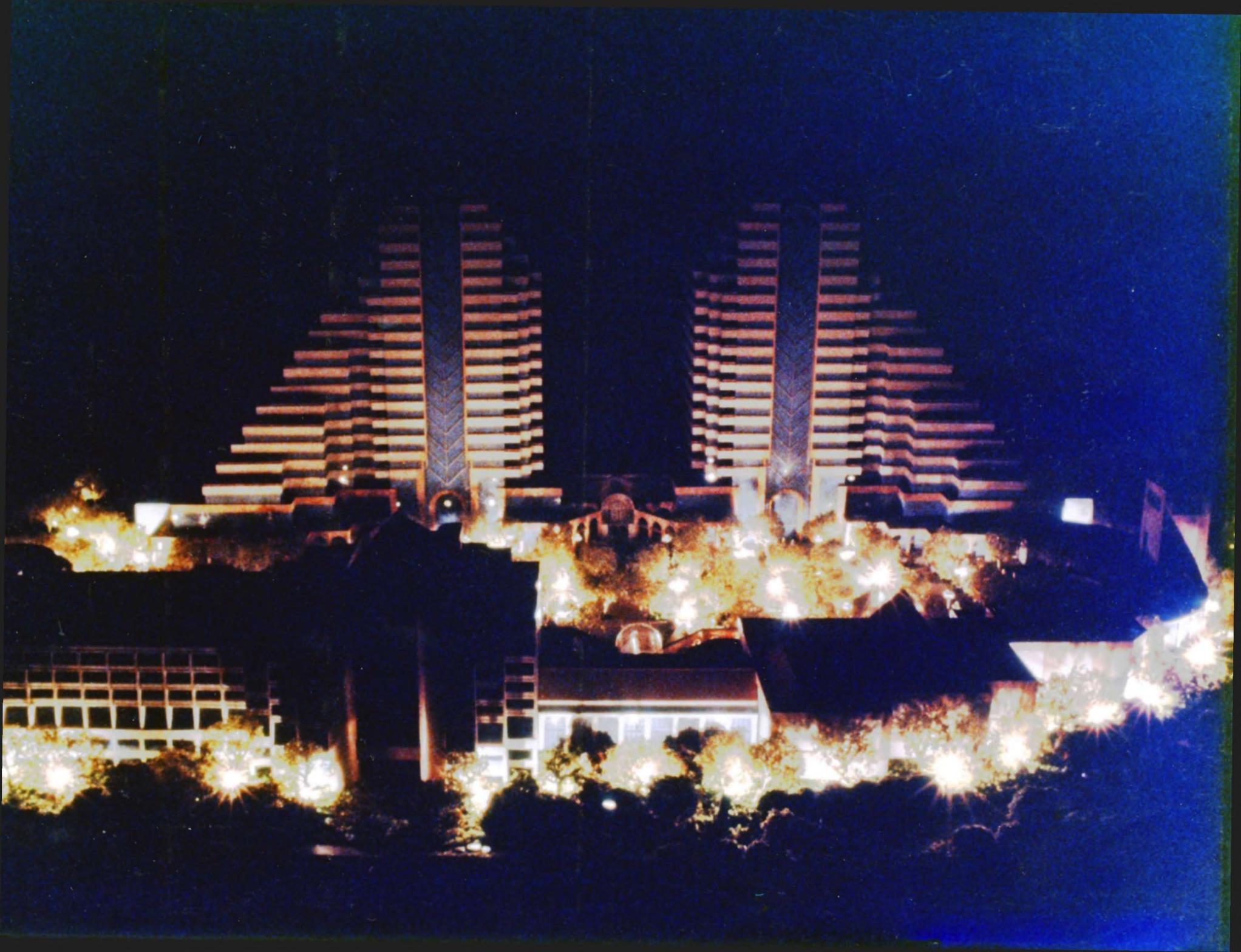
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EAST ELEVATION FROM UNIVERSITY AVENUE

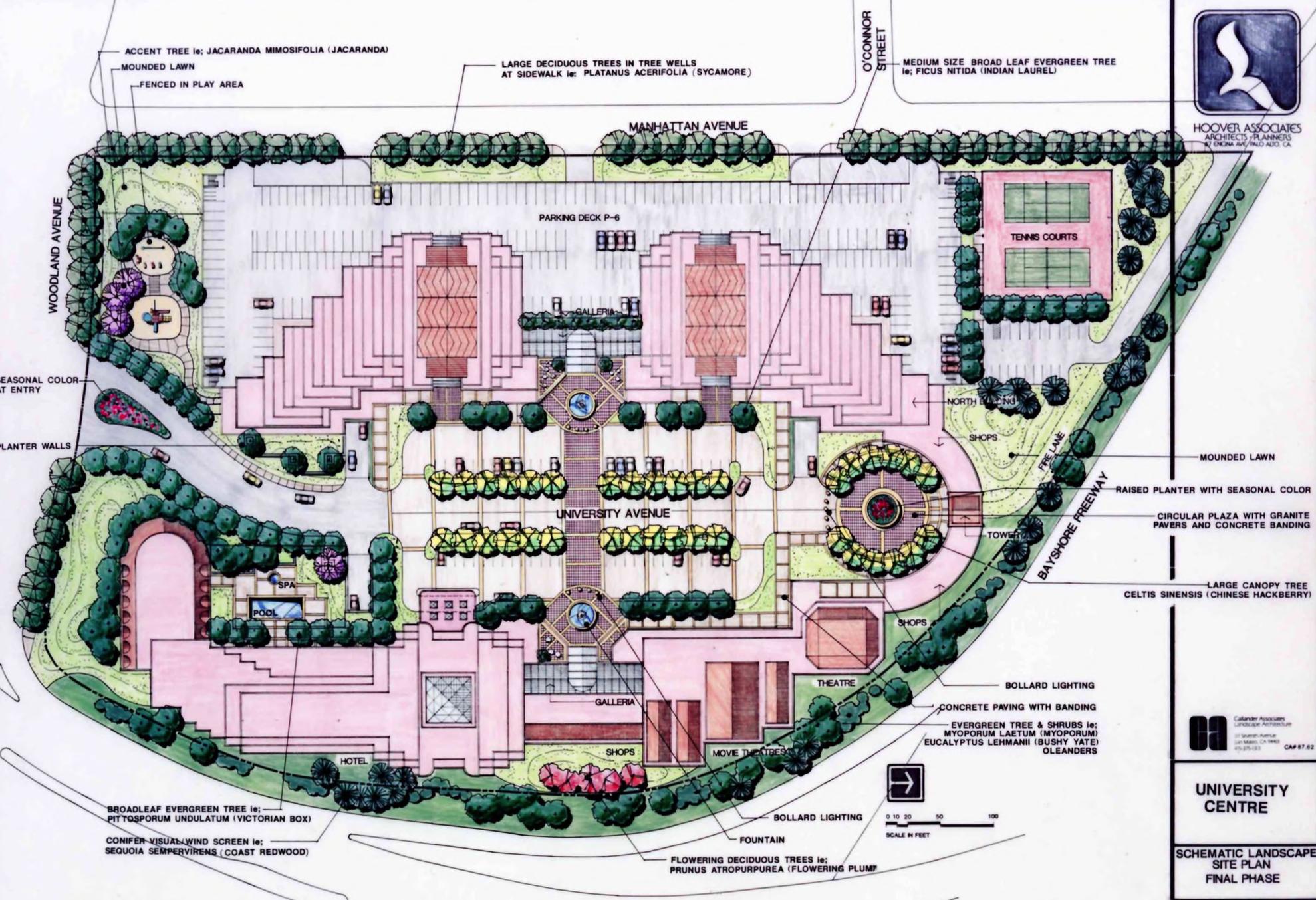
SECTION THROUGH SHOPS

0 10 20 50
SCALE IN FEET





HOOPER ASSOCIATES
ARCHITECTS - PLANNERS
87 ENCLIA AVE./PALO ALTO, CA



ACCENT TREE ie: JACARANDA MIMOSIFOLIA (JACARANDA)
MOUNDED LAWN
FENCED IN PLAY AREA

LARGE DECIDUOUS TREES IN TREE WELLS
AT SIDEWALK ie: PLATANUS ACERIFOLIA (SYCAMORE)

O'CONNOR STREET
MEDIUM SIZE BROAD LEAF EVERGREEN TREE
ie: FICUS NITIDA (INDIAN LAUREL)

WOODLAND AVENUE

MANHATTAN AVENUE

PARKING DECK P-6

TENNIS COURTS

GALLERIA

SEASONAL COLOR
AT ENTRY

NORTH PLAZA

PLANTER WALLS

SHOPS

FREE LANE

MOUNDED LAWN

RAISED PLANTER WITH SEASONAL COLOR

CIRCULAR PLAZA WITH GRANITE
PAVERS AND CONCRETE BANDING

UNIVERSITY AVENUE

LARGE CANOPY TREE
CELTIS SINENSIS (CHINESE HACKBERRY)

POOL

SPA

SHOPS

BOLLARD LIGHTING

GALLERIA

CONCRETE PAVING WITH BANDING
EVERGREEN TREE & SHRUBS ie:
MYOPORUM LAETUM (MYOPORUM)
EUCALYPTUS LEHMANII (BUSHY YATE)
OLEANDERS

HOTEL

GALLERIA

MOVIE THEATRE

SHOPS

BROADLEAF EVERGREEN TREE ie:
PITTOSPORUM UNDULATUM (VICTORIAN BOX)

CONIFER-VISUAL WIND SCREEN ie:
SEQUOIA SEMPERVIRENS (COAST REDWOOD)

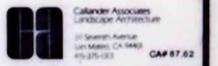
BOLLARD LIGHTING

FOUNTAIN

FLOWERING DECIDUOUS TREES ie:
PRUNUS ATROPURPUREA (FLOWERING PLUM)



UNIVERSITY AVENUE OVERHEAD



Callender Associates
LANDSCAPE ARCHITECTURE
20 Spear Street
SAN FRANCISCO, CA 94105
415.398.0211 CAP 87.82

UNIVERSITY CENTRE

SCHEMATIC LANDSCAPE SITE PLAN FINAL PHASE

SCALE AS NOTED	DRAWING NUMBER
DATE 7/29/87	L SD-2
PROJECT NO. 1540	©COPYRIGHT

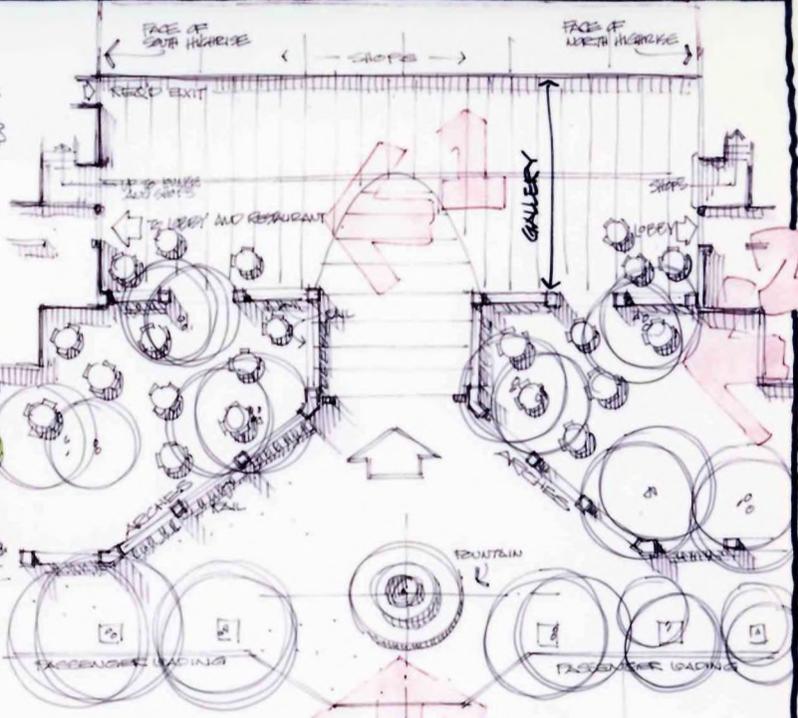








1



3



3



2















WEST ELEVATION FROM UNIVERSITY AVENUE



SOUTH ELEVATION FROM WOODLAND AVENUE



WEST ELEVATION FROM MANHATTAN AVENUE



NORTH ELEVATION FROM BAYSHORE FREEWAY

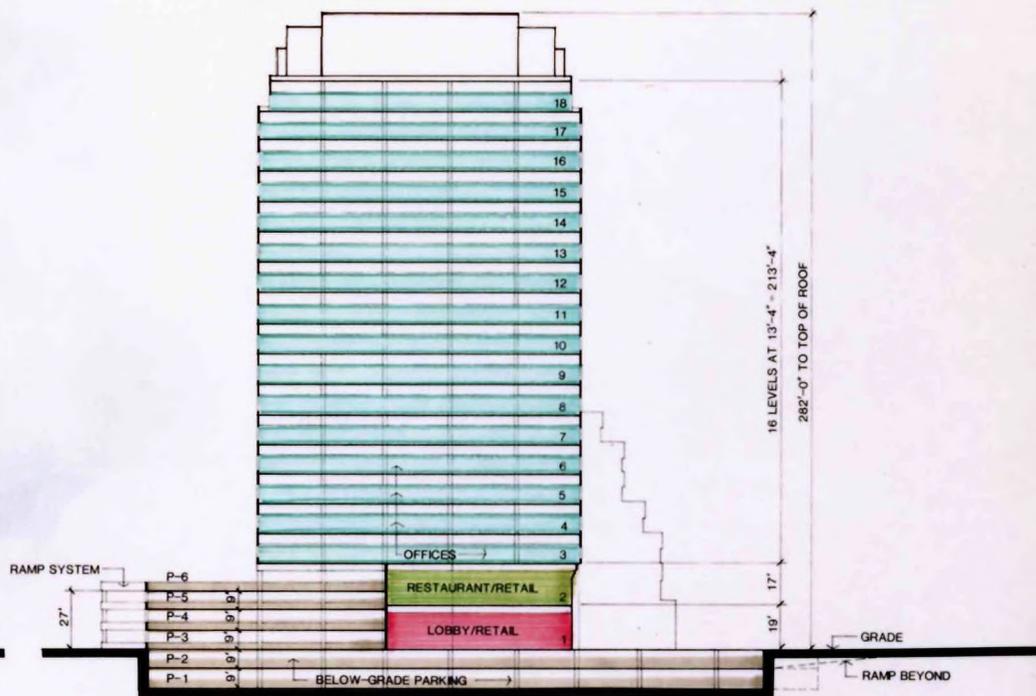


EAST ELEVATION FROM UNIVERSITY AVENUE OVERHEAD

0 10 20 50
SCALE IN FEET



CROSS SECTION THROUGH GALLERIA
SHOWING SOUTH ELEVATION OF NORTH OFFICE BUILDING



CROSS SECTION THROUGH OFFICE BUILDING
SHOWING PARKING LEVELS AND OFFICE FLOORS

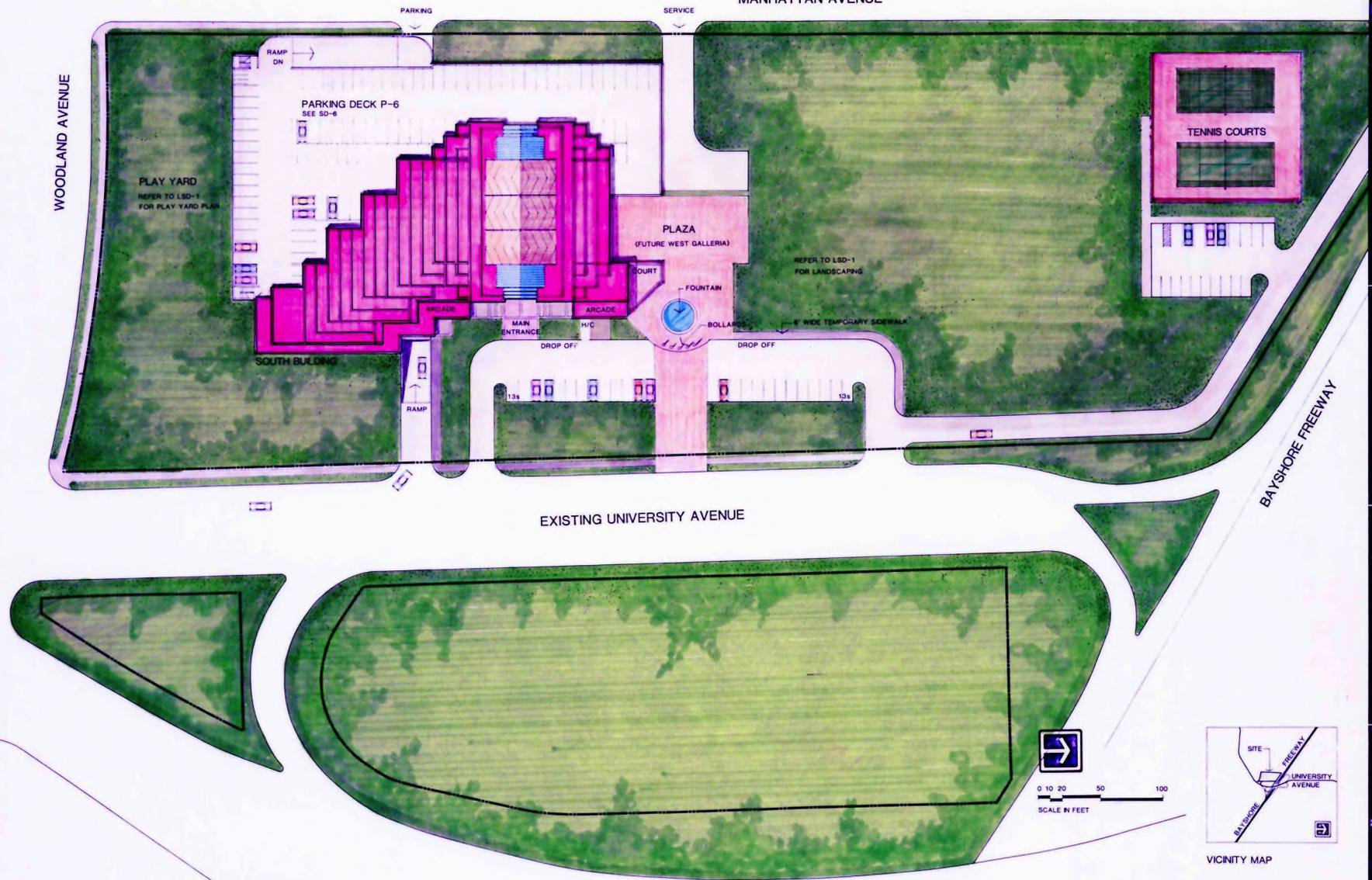


HOOPER ASSOCIATES
ARCHITECTS-PLANNERS
270 CHRYSLER AVE. PALO ALTO, CA

O'CONNOR STREET

MANHATTAN AVENUE

WOODLAND AVENUE



EXISTING OFFRAMP

BAYSHORE FREEWAY

EXISTING UNIVERSITY AVENUE

UNIVERSITY AVENUE OVERHEAD

PHASE 1 STATISTICS

SITE:
SITE AREA: 9.98 ACRES OR 434,729 SQ.FT.
BLDG. FOOTPRINT: 91,550 SQ.FT.
(INCLUDES PARKING STRUCTURE)
PAVED AREA: 43,540 SQ.FT.
LANDSCAPED AREA: 299,639 SQ.FT.

BUILDING:
OFFICE AREA: 341,000 SQ.FT.
RETAIL AREA: 31,445 SQ.FT.
(INCLUDES DAY CARE & RESTAURANT)

TOTAL GROSS BLDG. AREA:
372,445 SQ.FT.
PARKING STRUCTURE: 401,040 SQ.FT.

PARKING
STANDARDS: 673
(INCLUDES 20 H/C/STALLS)
COMPACTS: 369
RESERVE STANDARDS: 9
RESERVE COMPACTS: 15
TOTAL PARKING: 1066
% COMPACTS: 36%

STANDARD STALLS: 9'x19'
COMPACT STALLS: 8'x 18'
AISLES: 24'

UNIVERSITY CENTRE
EAST PALO ALTO, CALIFORNIA

A DEVELOPMENT OF
DeMonet
INDUSTRIES

SITE PLAN
PHASE 1



0 10 20 50 100
SCALE IN FEET

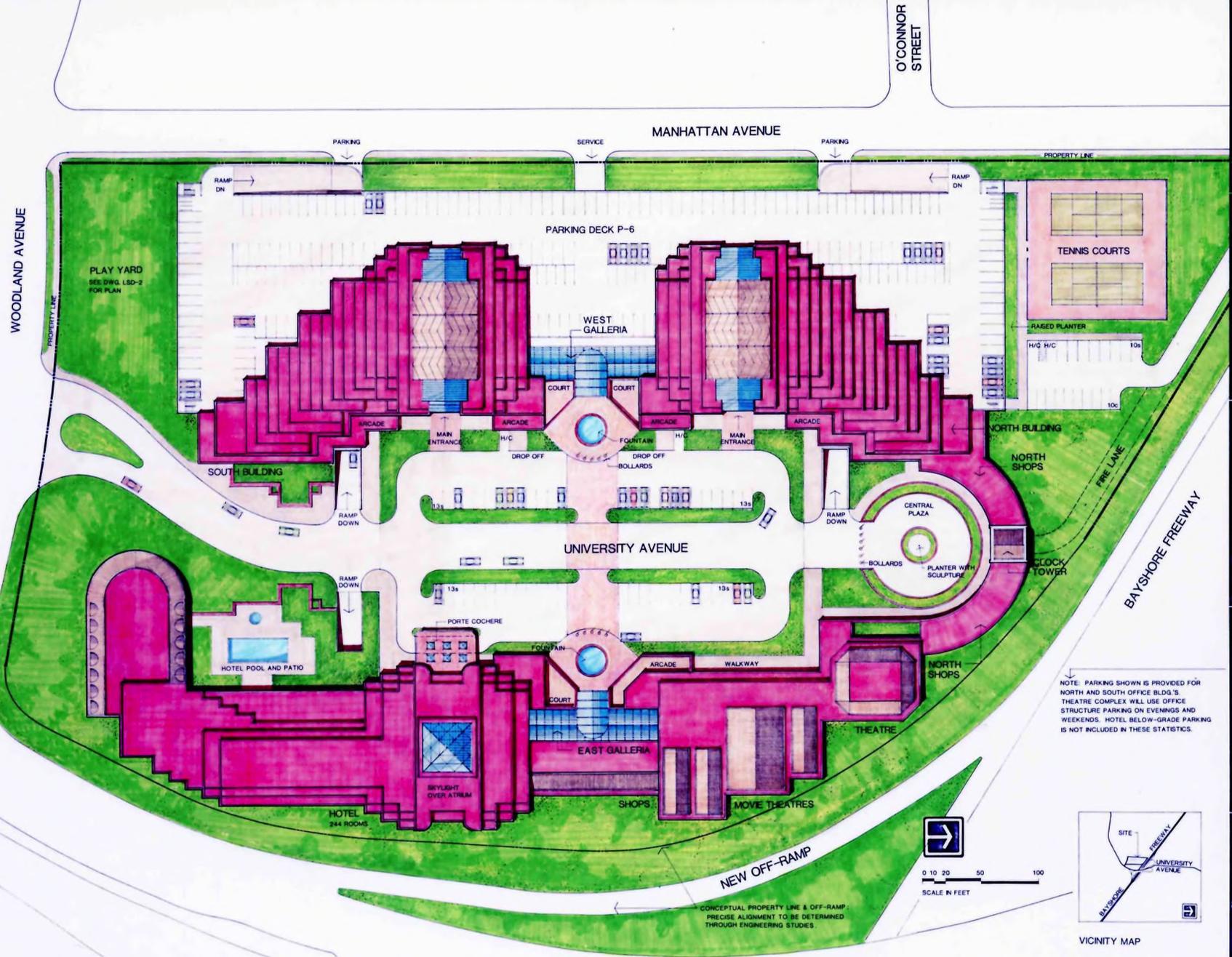


VICINITY MAP

SCALE AS NOTED	DRAWING NUMBER
DATE 7/29/87	SD-1
PROJECT NO.	



HOOPER ASSOCIATES
ARCHITECTS & PLANNERS
417 CHINA AVE. PALMDALE, CA



FINAL PHASE STATISTICS

SITE

SITE AREA:	11.4 ACRES OR 496,584 SQ.FT.
BLDG. FOOTPRINT (INCLUDES PARKING STRUCTURE):	161,130 SQ.FT.
PAVED AREA:	90,600 SQ.FT.
LANDSCAPED AREA:	244,854 SQ.FT.

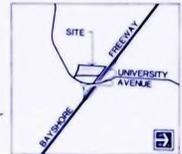
BUILDINGS

OFFICE AREAS	
NORTH BUILDING	341,000 SQ.FT.
SOUTH BUILDING	341,000 SQ.FT.
TOTAL:	682,000 SQ.FT.
RETAIL AREAS	
WEST GALLERIA SHOPS	10,000 SQ.FT.
EAST GALLERIA SHOPS	15,480 SQ.FT.
NORTH SHOPS	4,870 SQ.FT.
NORTH & SOUTH BLDG. RETAIL:	62,890 SQ.FT.
(INCLUDES DAYCARE (2500 SQ.FT.))	
ATHLETIC FACILITY (2900 SQ.FT.)	
& 2ND FLOOR RESTAURANT/RETAIL (34,720 SQ.FT.)	
TOTAL:	93,320 SQ.FT.
THEATRE COMPLEX:	40,185 SQ.FT.
HOTEL:	180,130 SQ.FT.
TOTAL GROSS BLDG. AREA:	995,635 SQ.FT.
PARKING STRUCTURE:	795,530 SQ.FT.

PARKING

STANDARDS:	1396
(INCLUDES 38 H/C STALLS)	
COMPACTS:	748
RESERVE STANDARDS:	6
RESERVE COMPACTS:	30
TOTAL PARKING:	2180
% COMPACTS:	36%
STANDARD STALLS:	9'x19'
COMPACT STALLS:	8'x16'
AISSLES:	24'

NOTE: PARKING SHOWN IS PROVIDED FOR NORTH AND SOUTH OFFICE BLDG.'S. THEATRE COMPLEX WILL USE OFFICE STRUCTURE PARKING ON EVENINGS AND WEEKENDS. HOTEL BELOW-GRADE PARKING IS NOT INCLUDED IN THESE STATISTICS.



VICINITY MAP

UNIVERSITY CENTRE
EAST PALM ALTO CALIFORNIA

A DEVELOPMENT OF
DeMonet
CORPORATION

SITE PLAN
FINAL PHASE

SCALE AS NOTED	DRAWING NUMBER
DATE 7/29/87	SD-2
PROJECT NO.	

UNIVERSITY AVENUE OVERHEAD















EAST PALO ALTO GENERAL PLAN OBJECTIVES

- 1. Increase Existing Resident Income*
 - 2. Provide Adequate Basic Neighborhood Goods & Services*
 - 3. Generate Revenues to Support and Increase City Services*
 - 4. Utilize Underproductive Developable Land*
 - 5. Enhance Natural Amenities, Quality & Safety in East Palo Alto*
-

Goal: Increase Existing Resident Income

UNIVERSITY CENTRE CONCEPT -
CREATE JOBS

“Live and Work in East Palo Alto”

1. JOB OPPORTUNITIES THAT FIT THE COMMUNITY

University Centre - 3,200 Jobs

Permanent Office Jobs

Construction-Related Jobs over Project Life

Local Retail/Service Sector Jobs

All Within East Palo Alto

DeMonet Committed to First Source Hiring for Development

*Goal: Provide Adequate Basic Neighborhood
Goods and Services*

UNIVERSITY CENTRE CONCEPT -
NEIGHBORHOOD RETAIL

“Accessible Retail and Services in East Palo Alto”

*Goals: Generate Sufficient Revenue to Support
and Increase City Services*

UNIVERSITY CENTRE CONCEPT -
PARTNERSHIP IN SUCCESS

“Significant New Revenues for East Palo Alto”

PROJECTED REVENUES TO EAST PALO ALTO

Tax Increment Dollars

\$40,000,000	Affordable Housing
\$153,000,000	Other City Redevelopment Needs

Additional Revenue Sources

\$512,000 Annually	Occupancy Tax on Hotel
\$201,000 Annually	Retail Sales Tax

License and Permit Fees

Roads Infrastructure Public safety

Goals: *Utilize Underproductive Developable Land*
Enhance Natural Amenities, Quality &
Safety

UNIVERSITY CENTRE CONCEPT -
COMMITMENT TO QUALITY
East Palo Alto - "New City, New Era"

UNIVERSITY CENTRE

Project Amenities

Childcare Open Space Neighborhood Retail & Services
Entertainment Center Restaurants Underground Parking

Project Quality - A DeMonet Hallmark

Elimination of Blight & Reduction of Crime

Project Safety

POSSIBLE MIX OF UNIVERSITY CENTRE RETAIL

Onsite Daycare Center

Restaurants

Drug Store

Bakery

Entertainment Center

10 Cinemas, Performing Arts Center

Banking

Barber & Beauty

Dry Cleaner

Apparel



TAX INCREMENT DOLLAR FLOWS
(1987 DOLLARS)*
Cumulative

	Year	Housing Fund	Net Tax Increment Dollars Available
(5 Years)	1993	\$ 2,930,147	\$ 11,310,369
(10 Years)	1998	\$ 7,392,699	\$ 22,790,251
(15 Years)	2003	\$10,676,305	\$ 38,793,649
(20 Years)	2008	\$16,116,131	\$ 56,462,693
(30 Years)	2018	\$26,749,943	\$ 97,509,213
(40 Years)	2028	\$39,712,502	\$153,290,256

*(Assumes County Receives Share of Tax Increment Dollars Equal to Current Share of Property Tax Dollars)

EAST PALO ALTO GENERAL PLAN OBJECTIVES

1. *Increase Existing Resident Income* (**Employment**)
 2. *Provide Adequate Basic Neighborhood Goods & Services* (**Retail**)
 3. *Generate Revenues to Support and Increase City Services* (**Tax Increment Dollars**)
 4. *Utilize Underproductive Developable Land* (**Maximize Developable Land**)
 5. *Enhance Natural Amenities, Quality & Safety in East Palo Alto* (**Quality Environment**)
-

UNIVERSITY CENTRE - HOW THE PROJECT
RESPONDS TO THE OBJECTIVES OF THE GENERAL PLAN
OF THE CITY OF EAST PALO ALTO

I. INTRODUCTION.

De Monet Industries has tried to be sensitive and responsive to the goals and objectives of the City of East Palo Alto as set forth in the East Palo Alto General Plan in the design and layout of the University Centre project.

The ECONOMIC DEVELOPMENT ELEMENT of the East Palo Alto General Plan expressly sets forth East Palo Alto's desire to "induce private investments which advance specific community development goals". It goes on to state that "priority is given to land improvements which have potential for most effectively contributing to the goals of:

1. Increasing existing resident income.
2. Providing adequate basic neighborhood goods and services.
3. Generating sufficient revenues to support and increase City services.
4. Utilizing underproductive developable land resources.
5. Enhancing natural amenities and the quality, safety and function of the built environment in East Palo Alto."

The following summarizes how each of these goals is achieved with the University Centre project.

II. CITY OBJECTIVES.

1. Increasing Existing Resident Income.

This general employment goal is stated in numerous areas of the General Plan including the LAND USE ELEMENT.

The HOUSING ELEMENT of the General Plan points out that the vast majority of East Palo Alto residents are employed outside of East Palo Alto. It is also noted in the ECONOMIC DEVELOPMENT ELEMENT that in East Palo Alto there is less than 1 job per 5 households, where by contrast, there are approximately 1.3 jobs per household within a twelve mile radius of East Palo Alto and that the employment generating land uses in the City are relatively underproductive.

The University Centre project will create jobs and provide employment opportunities for East Palo Alto residents. De Monet Industries is committed to employing East Palo Alto residents in the construction and development of the project, and working with the City to establish a program for such employment. Upon completion of the project, the mix of uses within the project would provide for in the neighborhood of 3,200 jobs in a full spectrum of levels, ranging from entry level to executive level. The General Plan notes in the HOUSING ELEMENT that 43% of East Palo Alto residents have white collar jobs, 35% have blue collar jobs and 22% have jobs in the service industry. University Centre provides job opportunities in each of these employment sectors.

2. Providing Adequate Basic Neighborhood Goods and Services.

Goal I of the Commercial Policies in the LAND USE ELEMENT also states the desire of East Palo Alto to provide a full range of commercial services for East Palo Alto residents.

University Centre will provide a full range of services to the community from the office portion of the project, such as legal, accounting, banking, architectural, consulting, financial, investment, counseling and numerous other types of services, depending on the ultimate tenant mix in the project. The University Centre project incorporates a day-care center and athletic facility to provide for child care and fitness services. The project also includes a hotel, which would provide temporary lodging facilities within the City.

Neighborhood support retail services will also be provided, such as dry cleaning, beauty shops, restaurants, delicatessens, drug stores, sundry shops, barber shops, travel agencies, bakeries, clothing stores and various other retail uses, depending on the tenant mix in the retail portion of the project.

University Centre has an entertainment center which will provide theatres for entertainment and a playhouse for the performing arts. This playhouse could also be utilized for community activities and meetings.

3. Generating Sufficient Revenues to Support and Increase City Services.

University Centre will provide several sources of revenue to the City of East Palo Alto. University Centre is proposed as a redevelopment project under the California Community Redevelopment Law. As such, the assessed value of the area for the County property tax roll is "frozen" at the assessed

values prior to the redevelopment. Our consultants have calculated that the current property tax receipts to the City from the project area are about \$18,400 annually. All tax dollars generated from increased value in the project during and after redevelopment over and above the level of tax dollars at the "frozen" value are known as "tax increment dollars". The redevelopment law provides that these dollars are available to the City of East Palo Alto to accomplish the redevelopment of this area and other areas of the City. As shown by the study prepared by our Urban Planners, Blaney-Dyett, the University Centre project can generate a total of 153 Million tax increment dollars over a 40 year life for use by the City for the City's redevelopment goals, net of the required 20% set aside for affordable housing. The table on Page 19 of the Blaney-Dyett Study illustrates the tax increment dollars that can be obtained with this project.

The HOUSING ELEMENT states as one of its goals that adequate and affordable housing opportunities be assured for the elderly, low and moderate income households, students and physically disabled households. As shown in the Blaney-Dyett Study, 20% of all tax increment dollars available from this project must be allocated toward affordable housing within the City. 20% of the estimated total tax increment dollars available over a 40 year life is approximately \$39,712,500. The City may choose to spend additional tax increment dollars available from this project for low and moderate income households, or may choose to apply those funds to the redevelopment of other areas of the City.

Furthermore, transient occupancy taxes from the hotel portion of the project, if imposed by the City, are estimated at \$513,000 annually, which revenues go directly into the General Fund of the City for use by the City to support and increase City services. Also, net sales tax revenues from the completed project are estimated at approximately \$201,000 annually, and would also go to the City's General Fund. License fees, franchise fees and various other fees will be generated by the completed project but have not been added in our studies as it is assumed that these fees will be offset by related City costs.

4. Utilizing Underproductive Developable Land Resources.

Under the Special Area Goal and Policies portion of the LAND USE ELEMENT, it is stated that Goal I is to maintain the University Avenue area as the primary commercial/retail and office district of the City. It is further stated that options for maintaining University Avenue area as the primary commercial/retail and office district of the City include mixed use projects, selective redevelopment and parking understructure when economically feasible. The executive summary of the East

Palo Alto 2000 Committee as provided in the General Plan states that the City's image needs to be improved and recommends that focused commercial development in the University Circle area and University Avenue corridor occur. The ECONOMIC DEVELOPMENT ELEMENT of the General Plan states that commercial land uses are among the uses that have priority for development in the City of East Palo Alto. The ECONOMIC DEVELOPMENT ELEMENT also specifically contemplates under the Recommended Action Plan for Economic and Physical Improvement that development priority for under-utilized lands in the City should include commercial uses that have the highest potential for capturing the leakage of local disposable income.

Since the University Circle area is currently a primary commercial and office area of the City, we feel it is in keeping with the stated City objectives to expand these existing uses. We believe the resources in this area are underproductive and under-utilized. The retail and service uses provided in our project are also consistent with existing uses in this area as noted in the General Plan, and can be significantly enhanced to the maximum benefit of the City.

5. Enhancing Natural Amenities and Quality, Safety and Function of the Built Environment in East Palo Alto.

There are many things that go into enhancing natural amenities and the quality, safety and function of the built environment in East Palo Alto. These things include open space, safety from accidents and crime, and general aesthetic appeal.

The OPEN SPACE ELEMENT of the General Plan contemplates open areas which can be utilized by City residents. The University Centre project is specifically designed at street level to be attractive and inviting to pedestrians, and to encourage meandering, socializing and shopping.

In the CIRCULATION ELEMENT of the General Plan, it is acknowledged that there is an existing problem in the University Circle area since University Avenue in this area serves as both an on/off-ramp to the freeway and diagonal parking for commercial uses. It is noted that this area has been the scene of many accidents and congestion as a result of this condition. It is contemplated in the General Plan that this area should be modified to alleviate this problem. University Centre is designed so as to separate the freeway related traffic from the local business traffic on University Avenue. The freeway related traffic will be served by a direct access to the University overpass, where the business related traffic will be circulated within the project in a cul-de-sac configuration.

The SAFETY ELEMENT of the General Plan acknowledges the "need for economic development in East Palo Alto and the desire of its citizens to improve the quality of life, which has led to the reduction of crime as a policy priority for the City Council". By eliminating many of the non-conforming and illegal uses in the University Circle neighborhood, crime can be significantly reduced. Replacing existing blighted structures in this area with a new, well planned, integrated, attractive and secure development will significantly ease the burden of crime prevention in this area. The University Centre project will have a security program on site.

III. IMPLEMENTATION.

The General Plan of the City in both the LAND USE ELEMENT and the ECONOMIC DEVELOPMENT ELEMENT sets forth that the University Circle area should be zoned and planned through a Specific Plan. We hope to submit to the Redevelopment Agency in the very near future for its consideration, as part of our negotiations pursuant to the Agreement to Negotiate Exclusively, a written Specific Plan for this project which will set out all criteria relating to the University Centre as we have proposed it. We can then work with the City to focus the implementation of the General Plan objectives through a defined Specific Plan.

TAX INCREMENT DOLLAR FLOWS (1987 Dollars)*

	<u>YEAR</u>	<u>HOUSING FUND</u>	<u>NET TAX INCREMENT DOLLARS AVAILABLE</u>
(5 years)	1993	\$ 2,930,147	\$ 11,310,369
(10 years)	1998	\$ 7,392,699	\$ 22,790,251
(15 years)	2003	\$10,676,305	\$ 38,793,649
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