

University Centre

University Centre is a landmark mixed-use project proposed for the University Circle redevelopment project area in East Palo Alto. University Centre would include offices, retail space, a hotel, restaurants, theaters, a variety of services . . . and important benefits for the City.

What does this project mean for the City of East Palo Alto?

MORE JOBS

- The project would create 3,230 permanent jobs, including office workers from executive to entry level, and clerical, retail, service and maintenance positions. Approximately 50 percent of these jobs will be entry level or blue collar positions.
- During construction of the project, 700 – 800 construction jobs would be available.
- Qualified East Palo Alto residents would be hired first for these positions, with support for training those who need additional job skills.

INCREASED CITY REVENUES

- Businesses and stores in University Centre would significantly increase city sales tax revenues — approximately \$200,000 yearly.
- A hotel tax would provide an annual supply of money for the City.
- As a redevelopment project, University Centre would provide the City with substantial tax increment revenues to use in the redevelopment process.

AFFORDABLE HOUSING

- According to state law, a minimum of 20% of redevelopment tax increment revenue must be used for affordable housing.
- The City would have enough tax increment revenue from University Centre to construct a minimum of 89 units of replacement housing and 80 new units of affordable housing in the first ten years.

IMPROVED CITY SERVICES

- The City can use the sales and hotel tax revenues from this project to improve city services.

De Monet Industries is committed to working with the citizens, staff, Redevelopment Agency and Council of East Palo Alto to make University Centre the most beneficial project for the City.

**LOCATED ON AN 11.00 ACRE SITE IN THE UNIVERSITY CIRCLE
PROJECT AREA, UNIVERSITY CENTRE WOULD CONSIST OF:**

- **TWO 18-STORY OFFICE BUILDINGS,
EACH OFFERING 341,000 SQUARE FEET
OF OFFICE SPACE;**
- **93,320 SQUARE FEET OF RESTAURANT AND
RETAIL SPACE, INCLUDING A DAY CARE
FACILITY AND A FITNESS CENTER;**
- **A HOTEL WITH APPROXIMATELY
244 ROOMS;**
- **A 10-SCREEN MOVIE THEATER;**
- **A PERFORMING ARTS CENTER.**



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CAN THE COMMUNITY HAVE INPUT INTO THIS PROJECT?

YES . . . As a redevelopment project, community input is required. The City has formed a Project Area Committee and will be holding a series of public hearings to adopt a redevelopment plan for the project area. As the planning process proceeds, De Monet Industries and the Redevelopment Agency will hold both individual and joint community forums. These forums will allow members of the community to express

their ideas, concerns and needs regarding the University Centre project. Times and dates of these meetings will be announced through the City's newsletter, "City Connection." Currently, the Redevelopment Agency is holding a series of workshops to discuss the redevelopment process.

Community comments are welcomed to ensure that this project addresses the needs of East Palo Alto.

WOULD THIS DEVELOPMENT MEAN MORE JOBS FOR EAST PALO ALTO?

YES . . . When University Centre is fully completed, approximately 3,230 people will be employed in the development. There will be permanent positions at all skill levels — including office workers from entry level to executive, retail, service and maintenance jobs. These jobs mean additional opportunities for East Palo Alto residents to live and work within the community. De Monet has pledged to work with the Redevelopment

Agency to place qualified community residents into those jobs.

In addition, between 700 and 800 construction jobs will be available while the project is being constructed. De Monet is committed to assisting with apprentice programs to help East Palo Alto residents acquire the skills they need to fill those jobs. Qualified members of the community will be given first opportunity in filling both construction jobs.

ESTIMATED BREAKDOWN OF PERMANENT JOBS CREATED BY UNIVERSITY CENTRE PROJECT									
Industry	Professional & Technical	Managers & Officials	Sales	Clerical	Crafts & Repair	Operatives	Service	Laborers & Unskilled	Total
Retail	5	12	37	27	7	9	51	3	151
Restaurant	1	4	11	8	2	3	15	1	45
Office	372	424	263	1,460	57	5	123	30	2,734
Hotel	81	21	6	59	11	11	58	3	250
Theater	16	4	1	12	2	2	12	1	50
TOTAL	475	465	318	1,566	79	30	259	38	3,230

Sources: "Projections of Employment, 1983-1993 by Industry and Occupation, San Francisco Oakland SMSA", California Employment Development Department; and Blayney-Dyett.

WHAT WOULD HAPPEN TO EXISTING BUSINESSES IN THE UNIVERSITY CIRCLE AREA?

The primary goal is to keep those businesses in the community. Businesses compatible with the development will have the first opportunity to relocate in the completed University Centre. Those businesses preferring

not to reopen in the new project, or those unable to, will be assisted in relocating — with an emphasis on finding a new home within the city of East Palo Alto.

HOW WOULD THIS PROJECT AFFECT REDEVELOPMENT IN OTHER AREAS OF EAST PALO ALTO?

As a result of University Centre, there will be a need for additional retail and housing redevelopment — as well as the funds available for financing those projects. The City's Redevelopment Agency could help finance other redevelopment projects that are necessary to relocate existing University Circle Project Area businesses and residents by drawing on the tax increment dollars generated by University Centre. At the end of 35 years — the life span of a standard redevelopment project —

East Palo Alto would have generated an estimated total of \$128.7 million in tax increment revenues.

The Redevelopment Agency has designated a second area for possible redevelopment — the corridor of University Avenue and the University/Bay intersection. Both residents and businesses from the University Circle Project Area could be relocated within those areas. De Monet has pledged its full cooperation to the city in assisting with the redevelopment process.

WOULD CITY SERVICES IMPROVE?

YES . . . University Centre will increase the City's yearly revenues. Retail outlets at the project would generate approximately \$200,000 each year in sales taxes. In addition, if the hotel transient occupancy tax is imposed, it could generate approximately \$500,000 a year. City funds would be increased further by fees paid by De Monet Industries for permits, approvals and licenses.

These funds are available for the City to use in improving its services, including:

- Police and fire protection;
- Repair and improvement of streets, curbs, gutters, lighting and sewer systems;
- Employment training programs;
- Drug rehabilitation programs;
- Other social or economic programs.

WHAT EFFECT WOULD THE PROJECT HAVE ON THE PROBLEMS OF DRUGS AND CRIME?

The development of University Centre could help the City control drugs and crime in several ways. Most importantly, the City would have additional funding for

providing increased police protection, as well as employment training and drug rehabilitation programs for those who need it.

WOULD THIS DEVELOPMENT HELP US BUILD MORE AFFORDABLE HOUSING?

YES . . . The City of East Palo Alto has made construction of additional affordable housing a primary goal, and this development would help provide the necessary financing. Under state law, a minimum of 20% of all tax increment dollars from the University Centre project must be earmarked

for providing low/moderate income housing. After the project is completed, financing from tax increments would be available to build at least 89 replacements housing units and approximately 80 new units of affordable housing in the first ten years.

**University Centre can bring important benefits to the city:
increased city revenue, affordable housing, improved city services and more jobs.
De Monet Industries is committed to working with the community to ensure
that the project is tailored to fit the needs of the community.**