



Jewish Senior Living Encompassing Children, Green Values

Palo Alto: A continuing care retirement community focusing on the wants of a Jewish Faith clientele is stressing multi-generational activity as well as sustainability/environmentally friendly-based development as the hallmarks of the soon-to-open community.

Daniel Ruth, president/CEO of Moldaw Family Residences at 899 Charleston, tells *HSR* Taube Koret Campus for Jewish Life is on pace to open for resident move-in as early as September despite its ambitious scope. An almost surprised sounding Ruth tells us it's among the most complex projects on which he's worked.

A joint venture combining Moldaw, Oshman Family Jewish Community Center and a \$140 million community fundraising effort, the Taube Koret Campus for Jewish Life will include all the amenities common at a higher-end CCRC. This includes concierge and housekeeping services, underground valet parking, scheduled transportation, a salon as well access to campus-located areas including a fitness center, swimming pool, business centers, arts studio and performing arts center.

However, the CCRC also will have a true, heavy focus on non-age restricted community amenities, especially ones involving children. Ruth tells us that's exactly how the potential residents want it.

"They want to be part of a community -- Last time I looked, communities weren't devoid of children," he tells *HSR*. "They want the opportunity to experience life, whether that's a family connection or social program."

On the social atmosphere, Ruth says the campus was designed in a bit of a European style, with clustered housing and pedestrian-friendly areas designed to draw people together. Among them are short pathways, central garden courtyards and scenic cross bridges that promote accessibility to all buildings.

"The whole project was intentionally designed to create an almost village concept where there are so many different opportunities for our residents to enjoy and experience life," Ruth says.

Additionally, Ruth says the decision to go green, even if it meant a more difficult process, was a virtual no-brainer. At present, the developers are expecting LEED certification at the silver level or higher by the community's opening.

The owners, the developers and our community are very green conscious and want this community, as part of that, to be LEED certified -- It was a real focus from the start," he tells *HSR*. "This is a *living* space...We feel it adds to the quality of the project and the [residents'] quality of life."

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