



FOR IMMEDIATE RELEASE ~ JUNE 11, 2009

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Moldaw Family Residences at 899 Charleston Design Team Receiving National Recognition for Innovative Campus Blueprint

Senior Living Community Integrated Horizontally and Vertically Into Larger Community

PALO ALTO, Calif.: A unique senior living community nearing completion in Palo Alto is drawing rave reviews for its innovative design, and generating interest from designers and architects across the country. From awards to presentations, Moldaw Family Residences at 899 Charleston, the brand-new community on the Taube Koret Campus for Jewish Life (TKCJL) preparing to welcome residents this fall, is leading a movement away from traditional consolidated senior living design to one that promotes an “on the go” lifestyle.

The design of Moldaw Family Residences received the 2008 Gold and Innovation Awards in Best of 50+ Housing from the National Association of Home Builders. The annual awards program recognizes excellence and innovation in the design, development and marketing of housing for the mature market. Steinberg Architects provided planning and full design services for Moldaw Family Residences and the TKCJL.

“The innovation award is particularly gratifying because it means others are taking notice and recognizing our fresh approach of horizontally and vertically integrating senior housing into a larger community such as the TKCJL. I don’t think there’s ever been anything done, even remotely, like this before,” said Rob Steinberg, president of Steinberg Architects. “It’s very nice to be recognized on a national level by your peers who are involved in the building and construction industry.”

“We started this community with a very different concept of what senior living should be like and how our community should inspire residents to connect with each other and the multiple generations that will gather on the campus,” said Marilyn Israel, executive director at Moldaw Family Residences. “Steinberg Architects’ design has created the physical environment to support our vision. Now, as we prepare to open, it’s our job to foster an atmosphere that continues to follow through with the direction we established.”

The community, which will open in several months at East Charleston and San Antonio Road in Palo Alto, is designed around the concept of inspiring older adults to remain in motion and to connect with others on a multi-generational campus. Moldaw Family Residences will consist of 193 maintenance-free apartment homes, with private residences scattered throughout several buildings that will also serve other functions on the TKCJL. The idea is to capitalize on the pedestrian-friendly, scenic and social campus atmosphere, which will feature an easy-to-navigate layout with short pathways, central garden courtyards and scenic cross bridges that promote accessibility to all buildings. The design concept is eight buildings, or ‘eight houses,’ around a Midrachov, a central pedestrian walkway. Steinberg says the goal for Moldaw Family Residences was to take the whole notion of a senior living community to a new level.

“The whole community benefits from the richness and complexity created from blending different buildings with different uses. Moldaw Family Residences is an integral component of a larger community,” said Steinberg. “We wanted to acknowledge the contributions, knowledge and wisdom of the community’s residents and integrate them into the multi-generational community in a 24-hour-a-day way.”

Many future residents, such as Lily Anne Hillis, say they see the design of the community as a perfect complement to their vibrant lifestyles and they will benefit from continuing to stay connected with the variety of people around them and utilizing the resources of the TKCJL.

“I was attracted to Moldaw Family Residences because there will be people and activity everywhere,” said Hillis. “I also knew this would be a unique opportunity to live somewhere where my lifestyle will intertwine with all generations.”

Because the design concept of Moldaw Family Residences is completely different than any other senior living community in the country, it’s been a hot topic of conversation throughout the industry. Recently, Steinberg Architects made a one-and-a-half-hour presentation about the design of the TKCJL at the American Institute of Architects 2009 National Convention in San Francisco. Steinberg said the presentation was well-attended and well-received. Representatives from the company and the Jewish Home of San Francisco, the developer of Moldaw Family Residences, also made a presentation at the 2008 Urban Land Institute Fall Meeting and Urban Land Expo in Miami, Florida. Topics covered included the vision for the TKCJL and its mixed-use design approach.

“I am anticipating there will be tremendous interest from architects, urban planners and other groups in the design of the campus,” said Steinberg. “Right now, landscaping is being done around the campus, carpet is being installed in the residences, etc., and it’s extremely gratifying to see the campus come to life. This has been the most exciting architectural opportunity of my more than 30-year career.”

In addition to Moldaw Family Residences, the TKCJL will also include the new Oshman Family Jewish Community Center (OFJCC). The OFJCC will feature the Richard and Rhoda Goldman Center for Adult Living and Learning with the Albert and Janet Schultz Performing Arts Center, social/cultural hall, and studios/meeting

rooms/classrooms; the Goldman Sports and Wellness Complex featuring a state-of-the-art fitness center, indoor and outdoor pools and gymnasium; a pre-school; a teen center; a café and a gift shop. Additionally, there will be offices on the campus for local Jewish organizations and a daycare center for children.

As a continuing care retirement community, Moldaw Family Residences will support access for residents' future health care, if ever needed. Personalized assisted living services will be available, and the community will include memory support suites. Residents will also have priority access to skilled nursing care through affiliation with the Jewish Home of San Francisco and select local providers.

The dynamic lifestyle available at Moldaw Family Residences is on display at the community's Preview Center, located at 366 Cambridge Avenue in Palo Alto. Preview Center appointments can be scheduled by calling (650) 321-3188. Information on Moldaw Family Residences is also available on the Internet at www.899Charleston.org, where you can see the community's construction progress.

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