Project Objectives
Simon Properties – Stanford Shopping Center Expansion
Date: 8/20/2007

1. Maintain the Stanford Shopping Center as a distinctive, competitive, high quality shopping center relative to other, comparable retail facilities throughout the San Francisco Bay Area.
2. Provide goods and services demanded and desired by residents of Palo Alto and surrounding environs.
3. Respond to consumer demand for goods and services with infill development on existing developed lands, including the development of gateway and other buildings that enhance the existing village environment.
4. Expand the existing Stanford Shopping Center to provide new commercial (retail, restaurant and some office) opportunities, a hotel, additional parking, and a variety of new public spaces that become social gathering places.
5. Maintain and expand the existing customer base of the Stanford Shopping Center.
6. Provide a hotel on the Stanford Shopping Center site to help satisfy local and regional unmet demand for hotel services.
7. Include within the Stanford Shopping Center a hotel with attributes and amenities complementary to and synergistic with other uses on the site and in the vicinity, including the Stanford Medical Center and Stanford University.
8. Use pedestrian-friendly urban design features to promote accessibility to and within the project as a walkable development as well as promote a sense of safety, security and attractiveness.
9. Enhance the existing tax base of the area, including property taxes, sales taxes, and transient occupancy taxes.
10. Generate employment opportunities within the community.
11. Encourage transit use by employees and customers by integrating and reinforcing multi-modal transportation connections, with special attention to pedestrian, bicycle and shuttle connections.
12. Capitalize on existing access to local and regional transit links for the benefit of traffic, air quality and on- and off-site circulation improvements by locating the bulk of new development near El Camino Real and the corner of Quarry Road and Arboretum Road and otherwise clustering new uses in a way that minimizes transportation impacts.
13. Incorporate principles of sustainability into the design, construction and operation of an expanded Stanford Shopping Center by using a whole-building approach specifically in the areas of energy efficiency, water efficiency and materials selection.