



**2535 Pulgas Avenue  
East Palo Alto, CA 94303**

June 30, 2020

## **Project Overview**

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Emerson Collective and JobTrain (or the “Project Team”) are pleased to share their development plan for 2535 Pulgas Avenue, which is also known as The Center for Economic Mobility (“CEM”). The project site is approximately 3.9 acres and it is situated in the middle of the block on Pulgas Avenue just north of the Ravenswood Family Health Center and adjacent to Emerson Collective’s East Palo Alto office (see Exhibit A). The property is currently occupied by Toubar Equipment Company, Inc. and serves as the company’s offices as well as a storage lot.

Emerson Collective and JobTrain will develop the site into a 100,000 square foot four-story office building with 357 surface parking spaces. In addition, the property will have approximately 8,000 square feet of outdoor space for carpentry training and 2,500 square feet of outdoor space for a children’s play area. JobTrain will occupy 50,000 square feet of the building and Emerson Collective will also occupy 50,000 square feet.

JobTrain will move all of its operations from its Menlo Park office into the new development. This includes career training services in healthcare, IT, culinary, and carpentry. In addition, JobTrain will also move its onsite preschool, youth services, and Canada College into the new building. Moreover, with increased space, JobTrain plans to add additional career training programs to serve the demand from employers in other industries in Silicon Valley. Most importantly, this new development will allow JobTrain to remain in the community where most of its students live. Note that Emerson Collective plans to use its space for general office activities.

## **Zoning**

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2535 Pulgas Avenue is located in the Ravenswood/Four Corners TOD Specific Plan. The current General Plan land use designation is General Industrial (see Exhibit B) and the zoning per the specific plan is Ravenswood Employment Center (see Exhibit C). Office is an allowable use under the City of East Palo Alto’s development code. However, Emerson Collective and JobTrain are proposing a four story building that will include an outdoor children’s play area. Therefore, Emerson Collective and JobTrain are asking for a General Plan amendment to change the land use designation to Mixed Use Corridor and a Specific Plan amendment that changes the zoning to Bay Road Central.

## **Adjacent Land Uses**

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The adjacent land uses are outlined below.

- North
  - 2555 Pulgas: Office and warehouse (Emerson Collective owned)
  - 230 Demeter: Vacant land (Emerson Collective owned)
- West
  - 220 Demeter: Single tenant industrial
  - 218 Demeter: Single tenant industrial
- South
  - 2519 Pulgas Avenue: Vacant land planned for office development
  - 1885 Bay Road: Medical office building

- East
  - 2560 Pulgas: San Mateo County operated substance abuse facility
  - 2532-2538 Pulgas: Multitenant industrial
  - 2524-2530 Pulgas: Multitenant industrial
  - 2522 Pulgas: Office and industrial

## Operating Information

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CEM's key operating information can be found below.

- **Hours of Operation**
  - Normal hours of operation are anticipated to be 8am to 6pm weekdays
  - Occasional special events may occur that require night or weekend use
- **Occupants**
  - At full occupancy, Emerson Collective and JobTrain expect the building to have approximately 400 occupants. As JobTrain focuses on career training, its students will likely come and go throughout the day.
- **Transportation Demand Management Plan**
  - The Project Team will strongly encourage alternative means of transportation as a key component of the operational plan.
  - Emerson Collective and JobTrain expect occupants to use a variety of transportation options that include individual cars, ride sharing, carpooling, cycling, and public transportation.
  - In addition, the Project Team is considering selling bus tickets on site and joining a co-op program with another company that already runs a shuttle service in the area.
  - JobTrain also allows staggered work hours and staff can work from home when appropriate.
  - It is the Project Team's goal to achieve the reduction, in work related vehicle trips and vehicle miles travelled during peak congestion periods, that the City of East Palo Alto requires.

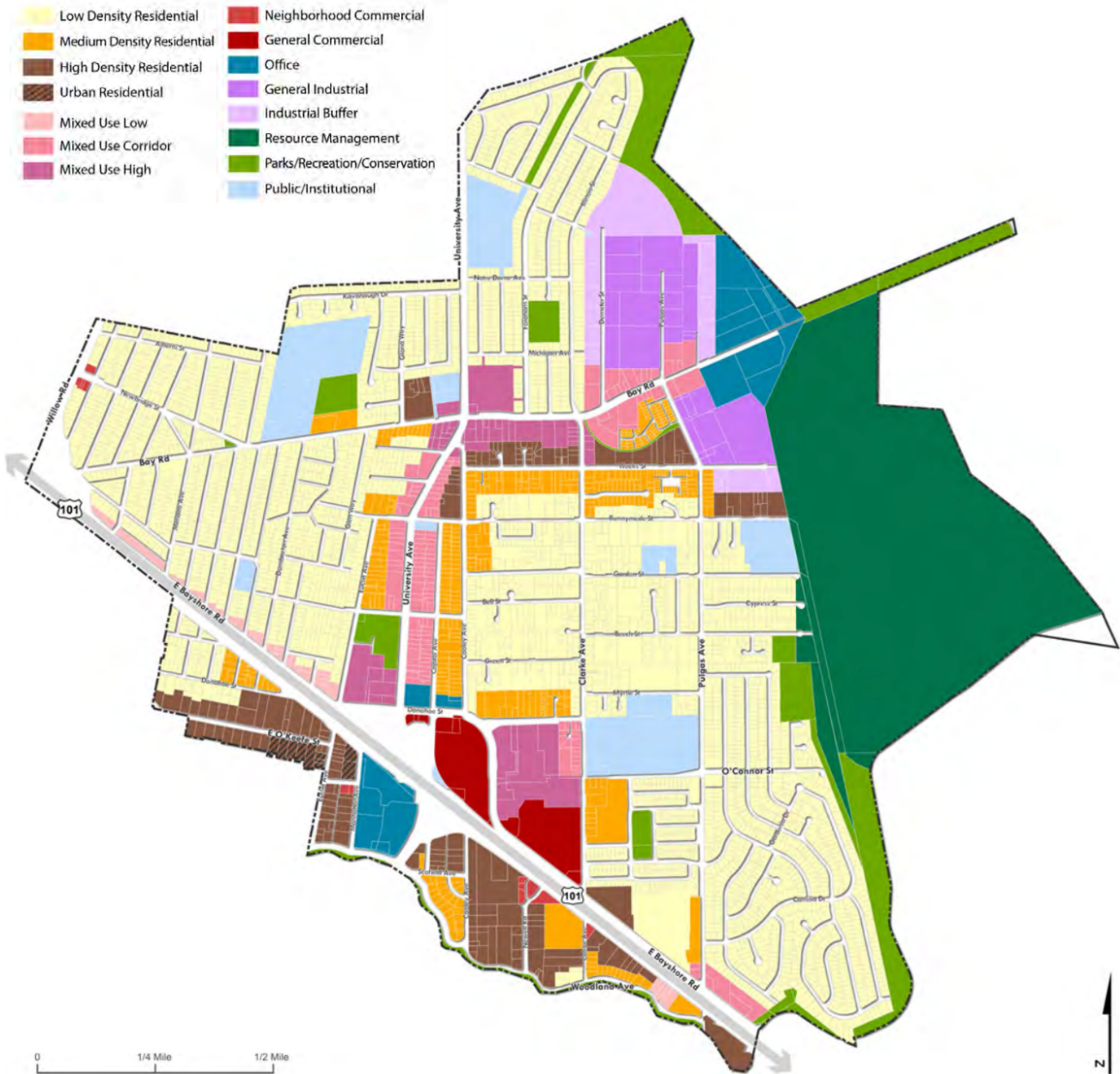
**APPENDIX A: Location Map**





APPENDIX B: Zoning Map From General Plan

VISTA 2035, East Palo Alto General Plan, October 4, 2016





APPENDIX C: Zoning Map From Specific Plan

Ravenswood / 4 Corners TOD Specific Plan, City of East Palo Alto, February 22, 2013



## APPENDIX D: Example Community Meeting Flyer

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# Community Meeting

Proposed 100,000 square foot office building  
at 2535 Pulgas Ave.

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Date and Time TBD  
Location TBD

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### **WE WANT YOUR FEEDBACK!**

There will be a presentation followed by a discussion.

Refreshments and Spanish translation provided.  
Children are welcome to attend.

