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November 8, 2013

Scott Sanchez
Zoning Administrator
San Francisco Planning Department
1660 Mission Street, 4th Floor
San Francisco, CA 94103

RE: Academy of Art University - Institutional Master Plan Update 2013

Dear Mr. Sanchez:

The Academy of Art's (AAU) Institutional Master Plan (IMP) was accepted by the City Planning Commission on November 17, 2011. The enclosed 2013 Update has been prepared to satisfy the San Francisco Planning Code Section 304.5, requiring that an Update be provided every two years.

Per the requirements of Section 304.5(f) this update includes a description of all Projects that: 1) Have been completed since the most recent submission; 2) Are ongoing, including estimated timetables for completion; 3) Are scheduled to begin within the coming 24 months; or 4) Are no longer being considered by the institution.

In addition, this 2013 Update provides information regarding AAU's coordination with the City to achieve property legalization and supplemental data regarding AAU student enrollment and transportation shuttle system.

Thank you for providing us with this opportunity to update the City with regards to AAU's institutional projects. If you have any questions regarding this report please contact us.

Sincerely,

Dr. Elisa Stephens
Academy of Art University



MARCHESE
COMPANY

2013 Update to 2011 Academy of Art University Institutional Master Plan

Introduction

Section 304.5 of the Planning Code requires that an Institutional Master Plan (IMP) be filed with the Planning Department and thereafter be periodically updated or modified.

Academy of Art University (AAU) filed its 2011 Institutional Master Plan (IMP), and it was heard and accepted by the Planning Commission on November 17, 2011.

Per the requirements of Section 304.5(f) an update is required every two years or sooner. Section 304.5 requires that an IMP update include a description of all Projects that:

1. Have been completed since the most recent submission (November 2011),
2. Are ongoing, including estimated timetables for completion,
3. Are scheduled to begin within the coming 24 months, or
4. Are no longer being considered by the institution.

This Update to the 2011 Institutional Master Plan of Academy of Art University (Update) highlights changes since the 2011 IMP in both existing conditions and future plans. In summary, AAU has acquired a single new site (150 Hayes) to consolidate administrative functions; other changes consisting of modifying occupancies within existing institutional sites.

This Update also provides information regarding AAU's coordination with the City to achieve property legalization, as described in the 2011 IMP; and updated herein.

Central to AAU's effort has been ongoing work over the past two years to complete the Environmental Impact Report (EIR) for AAU's properties. A hearing on the EIR is anticipated to be held in 2014.

Since the acceptance of the IMP in 2011 AAU has also worked closely with the City to abate violations; by seeking zoning interpretations, filing appropriate applications and complying with enforcement notices.

Upon completion of the environmental review process, AAU will continue to work to bring its properties into compliance; through the commencement of the hearing and permit process for conditional use applications and building occupancy change applications that have been filed for this purpose and are on hold pending completion of the EIR.

1) Projects that have been completed since the most recent submission (November 2011)

A map of the properties currently in use by AAU is provided in Map 1 illustrating existing “Institutional and Residential Sites.” This is an update of the map in the 2011 IMP (at p.52).

The only new property acquired since the 2011 IMP (150 Hayes Street, further described below) is within proximity to the Van Ness Transit Corridor area shown on Map 2 (“Neighborhood Context Groups”). The clusters shown on Map 2 continue to reflect AAU’s plans to conduct operations as much as possible in proximity to existing operations.

150 Hayes Street is also within the Mid-Market Study Area as shown on Map 3 (“Study Areas”). Map 3 is an updated version of Map 4 in the 2011 IMP (at p. 127), and indicates areas which are currently being analyzed in the EIR. These Study Areas reflect new growth areas and/or potential buildings that could accommodate AAU’s growth through 2020. The Study Areas are consistent with the Neighborhood Context Groups, except for the inclusion of the mid-Market Study Area.

Changes in Academy of Art University Properties and Future Plans

150 Hayes Street

In its 2011 IMP, AAU indicated that it had an interest in acquiring 150 Hayes Street, a former AAA building at the corner of Hayes Street and Van Ness Avenue. In 2012 AAU acquired that property, and has begun using it for administrative operations for its educational programs. A site visit was provided to the Planning Department in 2012. The building consists of four floors of office space over three floors of automobile parking and services. AAU fully occupies the 78,037 square feet in the building for administrative functions. The parking levels are leased and operated by a commercial parking garage operator.

2801 Leavenworth Street

At the time of its 2011 IMP, AAU was utilizing 32,501 square feet of space at 2801 Leavenworth, The Cannery, for offices and gallery uses. Those uses continue and an additional 80,908 square feet of space in that building that was previously vacant space is now used for office, retail and event space. The building is now almost fully occupied by AAU along with a variety of commercial uses that occupied the building when the property was acquired.

631 Howard Street

Academy of Art University has ceased operations at 631 Howard Street. Its total space usage on two floors there was 32,668 square feet for academic and administrative functions.

Housing

No changes have been made to any of the residential properties used by AAU since the 2011 IMP, except for a decrease in beds at 168 Bluxome and 575 Harrison, which was done to meet Planning Code density limits for live-work units. This has no impact on AAU’s projected need for 55,000 square feet of dormitory space by 2015, which would accommodate approximately 200 students, as described in the 2011 IMP.

AAU has seven sites (1080 Bush, 1153 Bush, 1916 Octavia, 1055 Pine, 860 Sutter, 2209 Van Ness, and 2211 Van Ness) which include housing units that cannot be legalized without an amendment to the Planning Code because of recently enacted student housing legislation, which prohibits the conversion of group housing units to student housing. Conditional Use applications were on file for these properties before this legislation was passed, but these applications have not yet been processed; pending completion of the EIR. If legislation to legalize these housing units is not passed; then AAU will be required to vacate these buildings.

Recreational Use

Consistent with the 2011 Institutional Master Plan, AAU utilizes 2225 Jerrold Street for office, vehicle storage, and provisional space for accessory Fire Department Toy Program. As described in the 2011 IMP, plans have moved forward to improve interior building space for future recreational purposes, pending a zoning text amendment: including a training facility for basketball and volleyball as well as a weight room for faculty and staff. The net increase in recreational space at Jerrold Street reduces the 50,000 square feet required between 2011 and 2015, as described in the 2011 IMP.

Future Plans

AAU projects its additional space needs through 2015 for institutional uses to remain at 495,000 square feet.

AAU continues to need additional space to alleviate space deficiencies for current activities as well as to accommodate future student growth. With the exception of 150 Hayes Street, AAU has not found additional space that is appropriate for academic and administrative functions. As noted in the 2011 IMP, AAU generally seeks new space through the adaptive reuse of existing vacant or underutilized properties within areas in the northeastern quadrant of the City as shown in Map 1.

2) Ongoing projects

Academy of Art University is successful because of its ability to meet the changing demands of art students. Changes to curriculum and locations of programs are ongoing.

Since 2011 AAU has expended significant effort to better coordinate planning and using its properties. Academic departments have been moved between various sites to provide a better student experience by grouping similar disciplines, reducing the need for students to move between classroom sites, and to be closer to existing commercial art venues in the City.

Major recent changes include moving the following programs from 410 Bush and 460 Townsend to 2801 Leavenworth: fine arts sculpture classrooms and studios, and a furniture construction classroom. 410 Bush now contains Advertising program space, which was previously at 60 Federal. 460 Townsend now contains space for the interior design and landscaping programs, which were previously at 601 Brannan Street, freeing up space at 601 Brannan for expansion of the architecture program.

3) Projects scheduled to begin within the coming 24 months

Academy of Art University presently does not have any projects scheduled to begin within the next 24 months.

4) Projects no longer being considered

Academy of Art University will no longer occupy 631 Howard, as described above.

Supplemental Information

Student Enrollment

It is anticipated that enrollment for 2013-2014 will stabilize at a total of approximately 18,000 students (11,400 onsite and 6,600 online students). Enrollment has been approximately at this level since 2010. However, AAU intends to continue its policy of accepting all qualified applicants. Therefore, AAU must still plan for increased growth as it continues to meet the demands of art students and their potential employers.

Shuttle system

AAU operates a shuttle system for the convenience of its students and staff, and to provide for their efficient transportation with minimal impact on traffic throughout its various locations in the City. This system is modified on an ongoing basis as classroom and other locations are changed, and as properties are acquired or no longer used.

AAU's shuttle bus system provides free transit connections to most of AAU's sites. Map 4 shows current AAU shuttle routes, which updates Figure F.12 in IMP Appendix F: Draft Transportation Study.

While the shuttle stop locations for existing buildings remain constant, AAU may modify routes and schedules to better connect classrooms and residences as class configurations change each semester. The EIR currently being prepared by the City will review additional service needed to meet the demand for transportation to and from new AAU facilities that may be added in the future in any of the study areas shown on Map 2.

Currently, AAU has six regular routes (D, E, G, H, I, J, and M) that operate between 8 to 17 hours per day and seven express routes that operate for a range of times. Four of the express routes (Federal, North Point, Polk/Warehouse, and Warehouse) operate for less than one hour per day. The remaining three express routes (Hayes, Sutter, and Jerrold) operate between 7 to 11 hours per day.

AAU has two primary shuttle hubs, 620/860 Sutter Street and 180 New Montgomery, and one secondary shuttle hub, 460 Townsend Street. All express routes currently use nine-passenger vans except Federal Express and Jerrold Express, which use regular buses.

Figure 1 (following the maps below) is a table showing current average weekday shuttle bus boarding for the indicated stops. This data is utilized on an ongoing basis by AAU to improve the efficiency of its shuttle system.

City Approval Status – Property Legalization

With the acceptance of the IMP in 2011, AAU commenced a plan for property legalization. Foremost in this effort, has been the preparation of the environmental review for the project sites, which is necessary to move the compliance program into place.

Since the 2011 IMP, AAU has coordinated efforts with the Planning Department to stay violations; seeking interpretations, and filing of planning and building applications, as required by enforcement notification. Although the permit approvals cannot be approved until environmental review is complete; AAU has completed substantive work and continues to work with the assistance of the Planning Enforcement Officer to clear property violations whenever possible.

Environmental Impact Report

The City is in the process of completing an EIR for AAU. The EIR is studying certain designated properties and 14 Study Areas. Attached is the current map of these Study Areas (Map 3). The anticipated publication of the Draft EIR is expected in 2014.

Confirmation on Legal Status

Over the last two years, AAU representatives met with the City, presented documents and coordinated site visits for Planning Staff, in an effort to resolve violations where possible. In response, AAU has been advised by the Planning Department that two institutional properties: 655 Sutter and 625 Polk Street; and five residential properties: 168 Bluxome, 157 Harrison, 1900 Jackson, 736 Jones, and 680 Sutter Street are no longer considered use violations.

Enforcement

In compliance with City enforcement notifications, AAU has filed building permit applications as mandated by City enforcement notices for occupancy changes to comply with Planning and Building land use regulations.

Signs

Since 2011 AAU has removed signs, with proper permits, from 13 properties to comply with Planning Code sign regulations. Upon receiving entitlements for continued occupancy of certain existing facilities, AAU plans to seek approval of new signs that are Code compliant.

Life Safety

Various life safety, Americans with Disabilities Act (ADA) and other code compliance work; much in response to the City's inter-agency comprehensive building inspection program in 2010, have been performed.

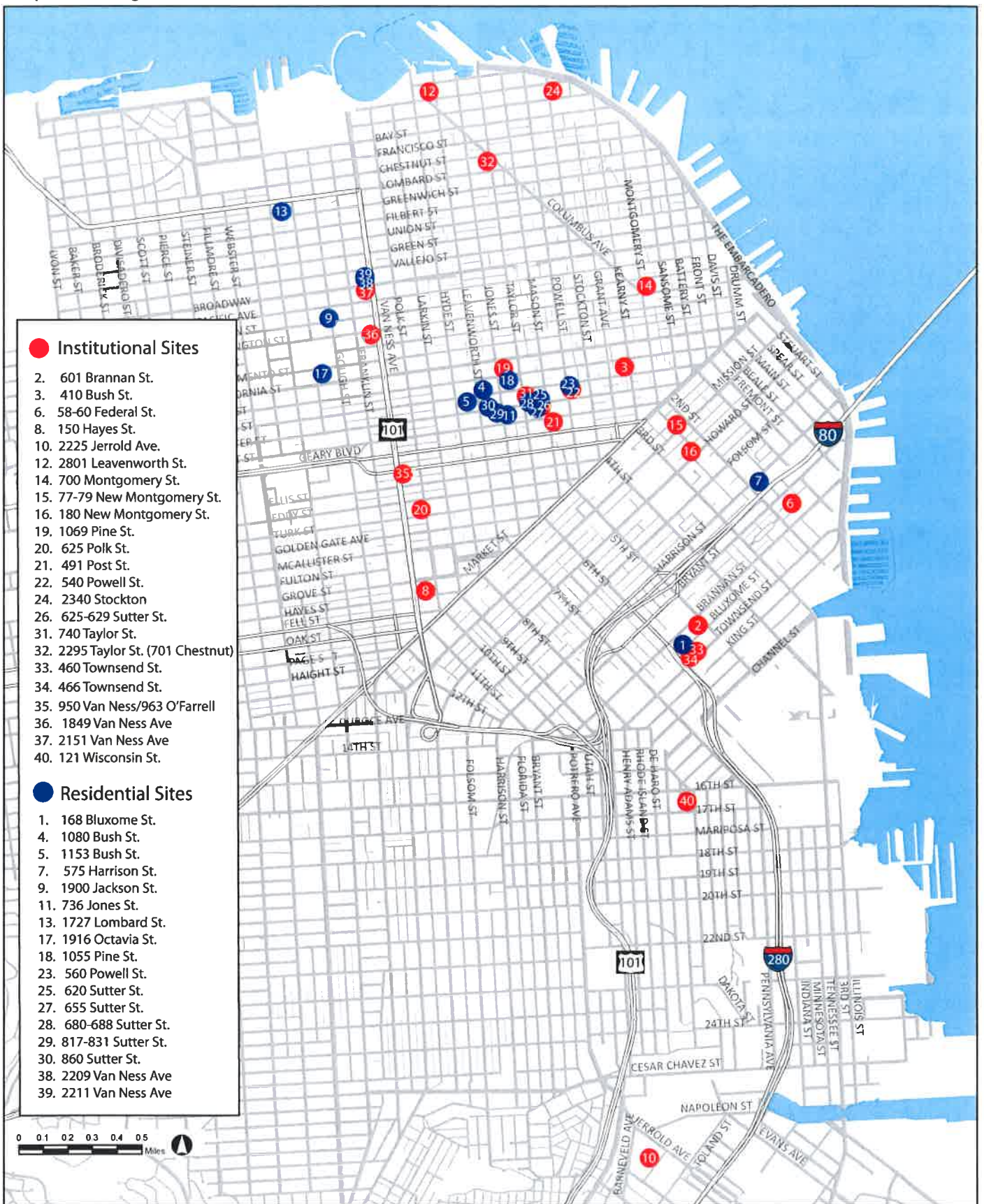
Conclusion

Since acceptance of the IMP in 2011, Academy of Art University remains involved in the San Francisco community by participating in and supporting local neighborhoods in which they are located.

AAU will continue towards a goal of publication and certification of the EIR in 2014. Once the EIR is complete AAU looks forward to the City commencing public hearings for conditional use applications and the processing of building permit applications currently "on hold;" working to resolve outstanding non life safety violations.

AAU anticipates achieving a position of full compliance by the next reporting period and biennial update in 2015.

Map 1: Existing Institutional and Residential Sites



Source: AAU
Updated 6/18/13 - The Marchese Company

Map 2: Neighborhood Context Groups

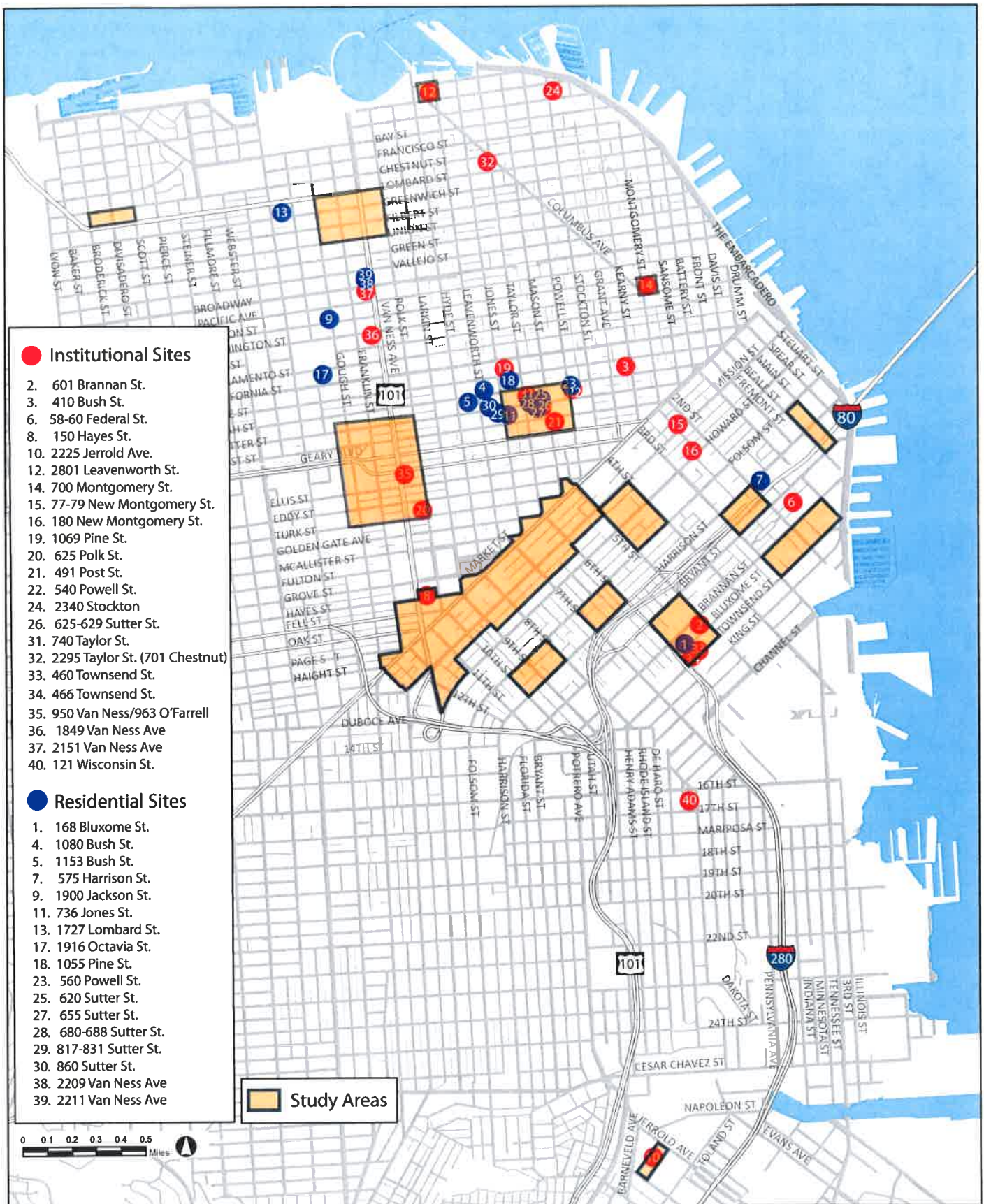


Source: AAU
Updated 8/28/13 - The Marchese Company

Academy of Art University
Existing Institutional and Residential Sites
and Neighborhood Context Groups

2013 IMP Update

Map 3: Study Areas



Source: AAU
08/29/13 The Marchese Company

Map 4

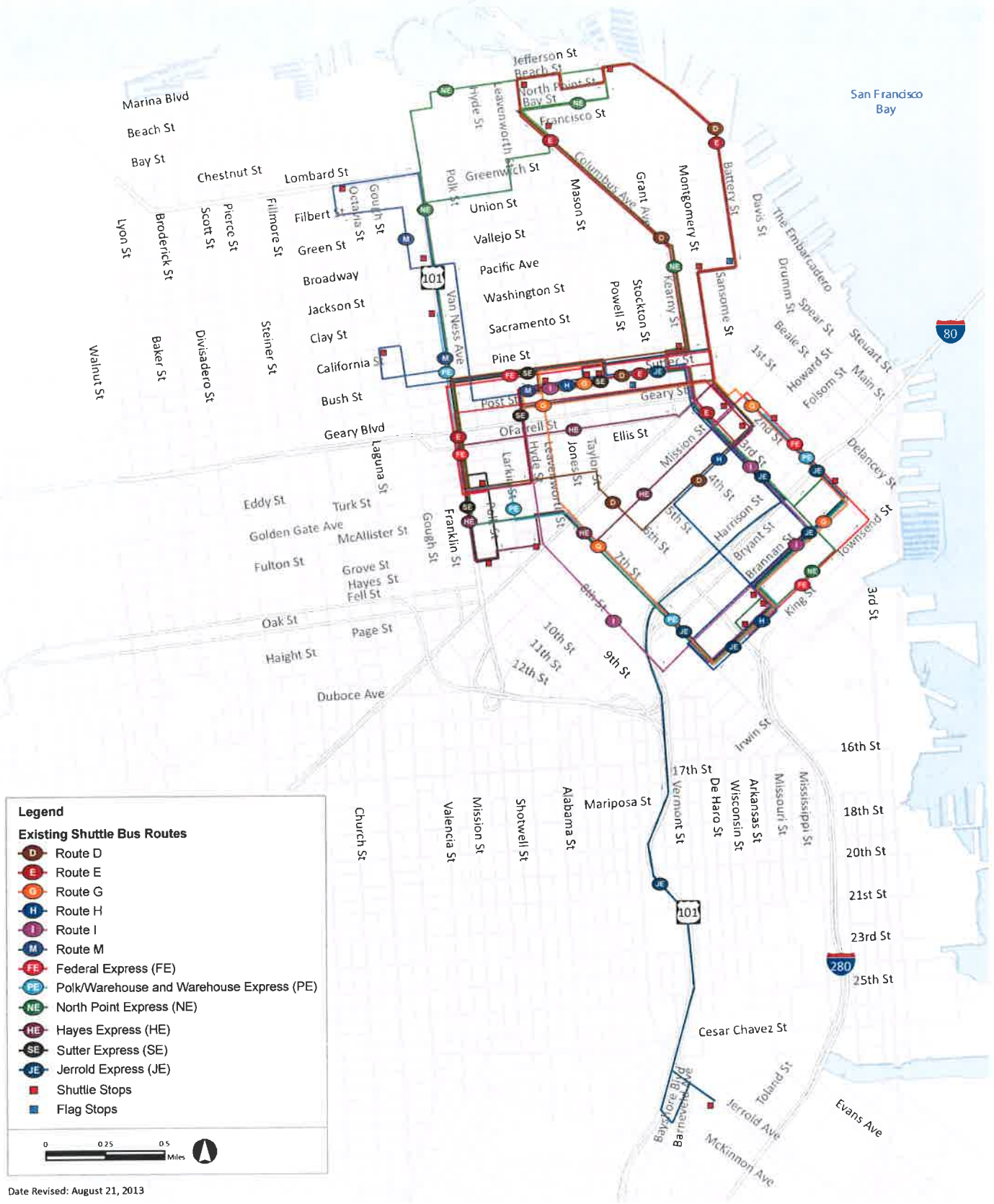


Figure 1. Average Weekday (Tuesday-Thursday) Shuttle Bus Boarding by Stops

