

Center for English Studies LLC
d/b/a Embassy CES
Abbreviated Institutional Master Plan
(Planning Code Section 304.5)
June 4, 2010

1. Purpose of the Abbreviated Institutional Master Plan:

This Abbreviated Institutional Master Plan is submitted pursuant to Planning Code Section 304.5 for Embassy CES San Francisco located at 800 Market Street. Because Embassy CES occupies less than 50,000 sq ft of space in a C3R zoning district and does not anticipate any expansion beyond these limits, a full institutional master plan is not required.

2. About Embassy CES:

a. **Purpose:** English language training center for international students. Embassy CES has campuses in Boston, New York, Ft. Lauderdale, San Diego, Tacoma, Long Beach and San Francisco.

The mission of Embassy CES centers is: To provide an environment where students learn English, engage in the digital classroom and lead a rich, connected life.

b. **History:** Embassy CES was established in July 1980, with its original location in New York. Over the years the Company has grown through acquisitions and greenfield investments, and now operates eight year round locations, and six summer satellite locations. Embassy CES is accredited by ACCET, and recently was awarded a five year re-accreditation by ACCET, the longest accreditation period that is available to language schools.

Each campus is relatively the same to ensure that the educational experience is as similar as possible in each location. Key metrics are benchmarked to be identical including staff/student ratios; students/classrooms ratios; students/lounge space and the design of the campuses also include common elements so that each campus has the Embassy brand, but with a slight twist for each location based on that locations culture.

Enrolments in total have increased significantly since Sept 11th, from 37,000 student weeks to a forecasted 74,000 student weeks in 2010. With regards to the SF location enrolments have more than doubled from 3,700 student weeks after Sept 11th to a forecasted 7,700 student weeks in 2010. Embassy students come from all over the world, with over 40 nationalities represented.

The key strengths of the business are its people, a challenging curriculum, and leading technology. By the end of 2010, all our locations will have Interactive White Boards (IWBs) installed in every classroom.

c. **Student Population & Characteristics:** Our current SF campus at 1462 Pine Street has approximately 150 students, this campus will close down, while our new proposed facility at 800 Market Street will have a maximum capacity of 272 students. Almost 100% of the students are anticipated to be non-US citizens, and will study anywhere from 20 – 28hrs a week depending on whether they are studying part or full time.

d. **Staff & Faculty:** Embassy CES currently employs approximately 30 staff and faculty in SF. This number will remain the same at the new proposed location.

e. **Affirmative Action:** Embassy CES is an equal opportunity employer. Embassy CES policy prohibits unlawful discrimination based on race, color, gender, gender identity, religion, marital status, age, national origin, sexual orientation or any other consideration made unlawful by federal, state or local laws.

3. **Current Facilities:**

a. **Location:** The current facility is located at 1462 Pine Street. The proposed location for the Embassy CES, SF is 800 Market. Once the proposed location is complete, the current facility will be closed.

b. **Size:** The current facility @ 1462 Pine Street occupies approximately 7,800 sq.ft., while the new proposed location @ 800 Market is an 8 story building containing approximately 48,342 sq.ft. Embassy CES will occupy 2 ½ floors of the building for a total of 12,969 sq. ft.

c. **Ownership:** Embassy CES does not own any property in the City of San Francisco, and has no plans to acquire any.

d. **Parking:** There is no off-street parking provided at 800 Market Street. There are several commercial parking lots around the school site. Since our students are predominantly international, very few, if any will own a car and instead commute to classes via public transportation. The location is very well served by public transport, with a BART stop directly in front of the building.

e. **Student Housing:** Embassy CES does not operate any student housing. Students, if they chose, can be placed in third party housing, hostels, etc....

4. **Proposed Changes:** Embassy CES does not anticipate any future expansion of the site beyond 12,969 sq.ft. or outside the CR3 zoning districts.