



THE FASHION INSTITUTE OF DESIGN & MERCHANDISING (FIDM)

Abbreviated San Francisco Campus Master Plan

San Francisco Campus located at 55 Stockton Street,
San Francisco, California 94108

Prepared by: Annie Johnson
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Los Angeles, CA 90015

December 2005, **Revised April 21, 2008**

The San Francisco Campus of The Fashion Institute of Design & Merchandising (FIDM) is one of four campuses of a regionally accredited postsecondary educational institution founded in 1972. The San Francisco campus currently serves 843 students at 55 Stockton Street (Block 0327 – Lots 001, 002, 003 and 020) where the college occupies leased space on four floors. The college has been an occupant in this location since 1989. FIDM'S San Francisco campus is housed in leased space. FIDM owns no property in the City and County of San Francisco.

The institution does not anticipate any future expansion onto any site that exceeds one acre in size in the City and County of San Francisco.

The purpose of the college is to educate postsecondary students to enter the fashion, interior design, visual arts and entertainment industries. More than 30,000 students have graduated from this institution since 1972.

PLANNING CODE SECTION 101.1 FINDINGS

The FIDM Institutional Master Plan is consistent with the Eight Priority Policies of the Planning Code Section 101.1 in that:

1. *The project would have no adverse effect on neighborhood serving retail uses.*

FIDM's students, staff and faculty contribute greatly to the vitality of the neighborhood shopping in the Union Square area. Further, FIDM does not occupy any ground level space that might be used for neighborhood serving retail: all of the FIDM facilities are located above the third floor of the 55 Stockton building

- 2. The project would have no adverse effect on the City's housing stock or on neighborhood character.*

FIDM has made numerous positive contributions to the neighborhood character of Union Square for almost thirty years. Its graduates directly support the key retailing and design functions found in the neighborhood. FIDM's periodic shows and displays of student work add vitality to the neighborhood and strengthen its appeal as the Bay Area's premier downtown shopping neighborhood.

FIDM currently occupies space located on floors four through eight, a total square footage of 50,827.

FIDM has expanded to the eighth floor. On October 10, 2007, we officially opened with the students starting the Fall 2007 Quarter.

The space encompasses the entire Library which includes all books, periodicals, media, trend reports, trend services, and clipping files. A separate room called the Materials Workroom contains fabric swatches for both interiors and ready to wear as well as specialty samples of flooring, tiles, glass and other materials used in residential and commercial furnishings. The library space has a large Circulation Desk where Library Staff are centralized to work with students on Reference and Circulation inquiries. Also within the space are a Staff Workroom and a glass enclosed Conference Room with audio visual equipment that seats 22 people.

The 8th floor has 28 student use computers, four media viewing stations, reading tables, and comfortable reading chairs in the library open space environment.

The IDEA Center for the campus is also located on the 8th floor. The IDEA Center manages all the tutoring and learning assistance services.

Men's and women's bathrooms are located on the floor as is the Management Office of the 55 Stockton Building.

- 3. The Project would have no adverse effect on the City's supply of affordable housing.*

FIDM envisions no adverse effect on the City's supply of affordable housing. All of FIDM's anticipated future needs will be accommodated in the 55 Stockton building.

- 4. The project would not result in commuter traffic impeding Muni transit service or overburdening the streets or neighborhood parking.*

The FIDM campus is extremely well-served by a variety of public transportation. The college is located approximately 1000 feet from the Powell Street Station providing FIDM students and faculty with excellent access to BART and to all MUNI Metro subway lines. . This location is served by 18 major bus lines – the 2, 3, 4, 9, 9X, 14, 14X, 14L, 15, 26, 27, 30, 31, 34, 38, 38L, 24, and 76 lines - operating on O'Farrell Street, Geary Boulevard, Market Street, Mission Street, and other nearby streets. The college is located within walking distance from the Ferry lines.

FIDM has no adverse affect on neighborhood parking. While a majority of students and staff use public transportation, an ample amount of public parking is readily available at several garages located within 3 blocks of FIDM. The 925-space Ellis O'Farrell Public Garage is immediately adjacent to the 55 Stockton Building, and the 2,585- space Fifth & Mission Public Garage is within easy walking distance.

- 4. The project would not displace industrial or service sector jobs due to commercial office development. Future opportunities for resident employment and ownership will not be affected.*

FIDM has no adverse impact on industrial or service sector jobs because FIDM's Master Plan does not anticipate requiring any new commercial office development. All of the school's future needs will be met within the existing 55 Stockton building. Further FIDM creates employment opportunities for a variety of professional, administrative, and support functions that positively effect resident employment in San Francisco.

- 6. The project would not adversely affect achieving the greatest possible preparedness against injury and loss of life in an earthquake, and would improve community safety.*

FIDM has no adverse impact on community safety or on achieving the maximum possible preparation for an earthquake. All of FIDM's facilities are located in 55 Stockton. This building is a modern structure completed less than twenty years ago whose seismic stability largely corresponds with those called for in the current California Building Code. FIDM occupies no space in unreinforced masonry buildings.

7. *The project would have no adverse effect on landmarks or historic buildings.*

FIDM has no adverse impact of historic or landmark buildings. All of FIDM's facilities are located in 55 Stockton. This building is a modern structure completed less than twenty years ago. FIDM occupies no space in historic structures.

8. *The project would have no adverse effect on parks and open space or their access to sunlight and vistas.*

Because all of FIDM's facilities are located within an existing mid rise building, FIDM has no adverse impact on parks or open space, nor does FIDM in any way effect access to sunlight and vistas.

MISSION STATEMENT

The Fashion Institute of Design & Merchandising is an internationally recognized college that prepares academically qualified students for leadership in the global industries of Fashion, Visual Arts, Interior Design and Entertainment. Accredited Western Association of Schools and Colleges (WASC), FIDM grants Associate of Arts, Bachelors and Advance Studies programs in sixteen industry-specific majors. FIDM's faculty and curriculum equip students to become skilled professionals who are:

- Familiar with industry related technology
- Understanding of cultural diversity
- Experienced in critical thought and effective decision-making
- Appreciative of creative expression
- Aware of ethical standards
- Competent in effective communication

OWNERSHIP

FIDM is an incorporated, regionally accredited college that conducts educational services in four California cities. San Francisco, Los Angeles, Irvine, and San Diego.

GOVERNANCE

A twelve-member Governing Board has oversight of the college. The board is composed of six members from the public sector, the four founding directors of FIDM and two FIDM representatives. The Governing Board is organized into two councils, the Finance Council and the Executive Council. The structure provides appropriate support for achieving the college mission.

OPERATIONS

The day-to-day operation of the four campuses is delegated to the FIDM Board of Administration, composed of the president, the vice president of Education, the vice president of Finance and the vice president of Planning. The San Francisco Campus is led by a Campus Director who is charged with administering college policies and procedures at that location. The Campus Director communicates with the Board of Administration and other department heads regarding issues unique to the San Francisco campus.

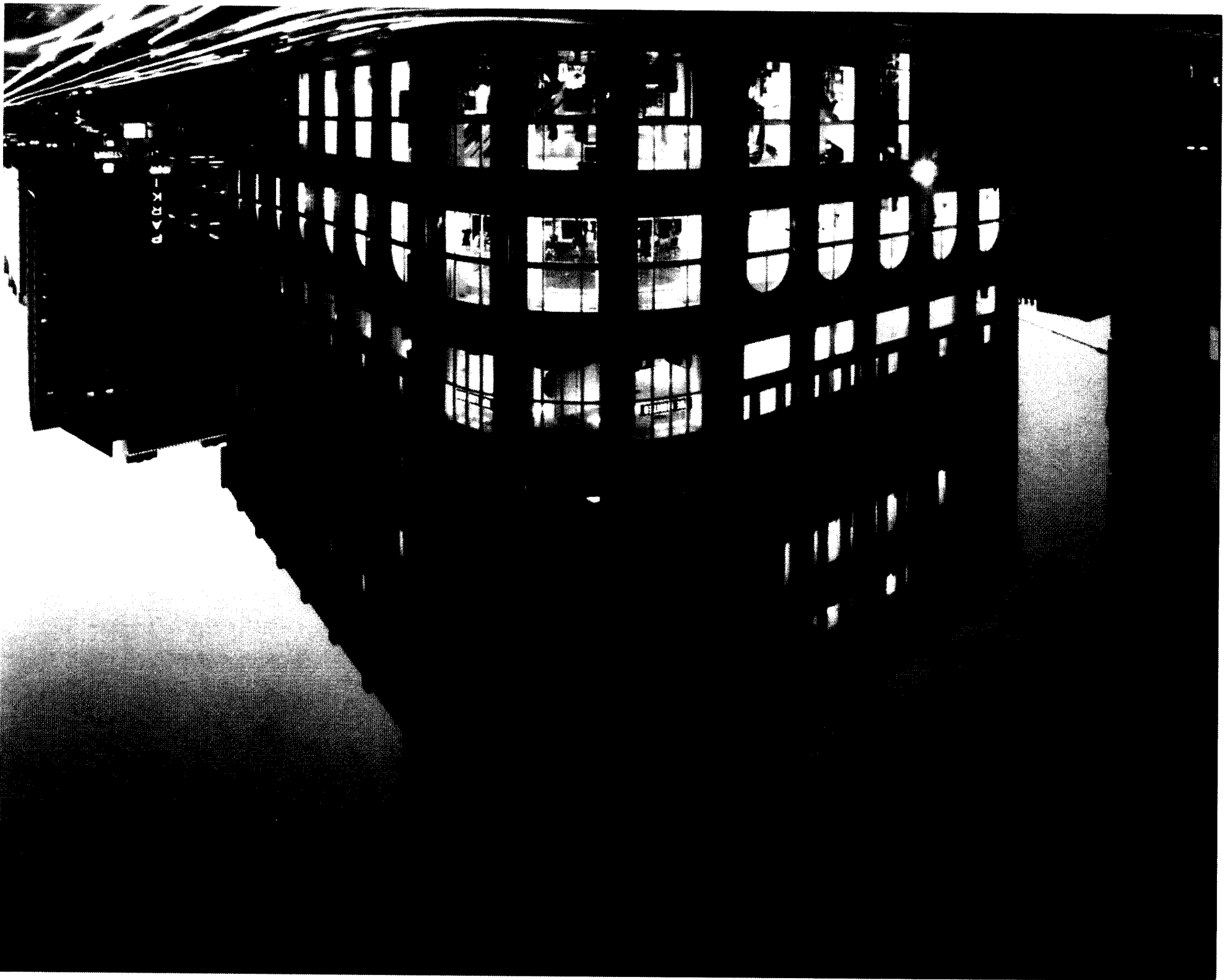
PHYSICAL PLAN

FIDM has been in San Francisco since early 1970. FIDM in San Francisco first leased space at 821 Market Street. Since 1988, FIDM has been located in leased space at 55 Stockton. Built in 1988, the 55 Stockton Building occupies a site of approximately 15,000 square feet at the southwest intersection of Stockton and O'Farrell Streets. This is an eight- story mixed use building. The basement and first three levels are retail space, currently occupied by Crate and Barrel.

Floors 4 through 8 are office space with FIDM occupying the bulk of the space. FIDM currently occupies 42,836 square feet on these five floors. This space provides classrooms and supporting staff office space for an existing student population of 959 (Fall 2007 Enrollment).

Attached is a photograph of the building and a map showing its location.

The college anticipates 5% growth in the period from September 2007 to September 2009 and has added 7,363 square feet to its existing lease at 55 Stockton Street. This new space will be on the eighth floor. This floor was built originally as residential space for the developers of this building. Tenant improvements are completed with student occupancy in October 2007.



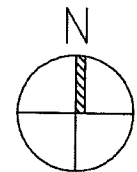
VICINITY MAP

NTS



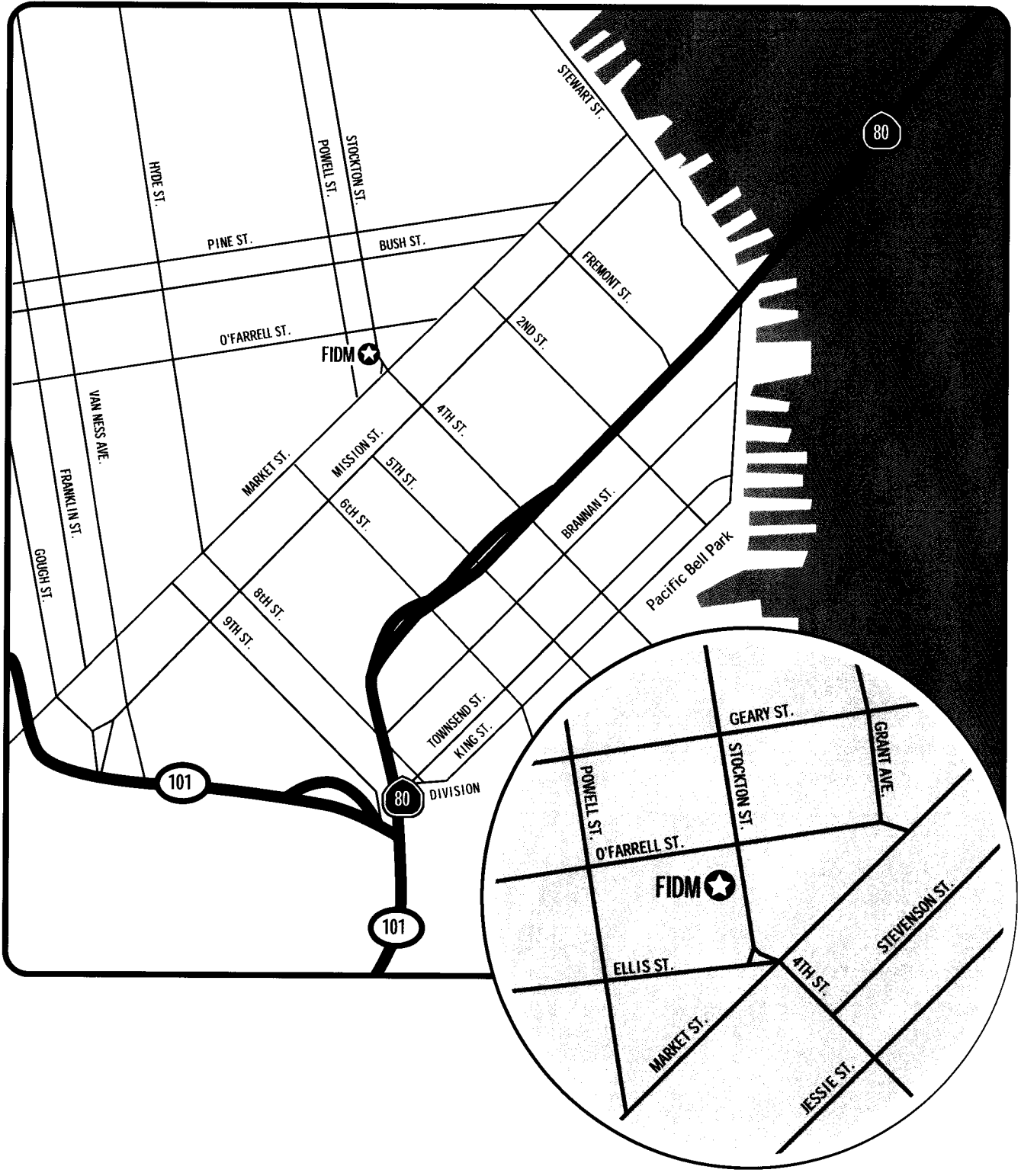
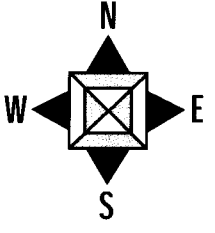
PROJECT ADDRESS

55 STOCKTON STREET
SAN FRANCISCO, CA 94108



FIDM - The Fashion Institute Of Design & Merchandising

San Francisco Campus
55 Stockton Street, San Francisco, California 94108 | 415.675.5200



THE FASHION INSTITUTE OF DESIGN & MERCHANDISING (FIDM)

55 STOCKTON STREET, SAN FRANCISCO, CALIFORNIA 94108

22-Jul-05

Revised 21-Apr-08

LEVEL	EXISTING GROSS BUILDING AREAS OF 55 STOCKTON	EXISTING AREA CURRENTLY OCCUPIED BY FIDM	NEW AREA TO BE OCCUPIED BY FIDM IN 2008	TOTAL AREA TO BE OCCUPIED BY FIDM BY THE END OF 2008	PROGRAM SUMMARY
SUB-BASEMENT	15,100*	0	0	0	Building Support Systems
BASEMENT	15843**	0	0	0	Retail - Crate & Barrel
STREET	14,691	0	0	0	Retail - Crate & Barrel / Fossil
SECOND	14,660	0	0	0	Retail - Crate & Barrel
THIRD	14,660	0	0	0	Retail - Crate & Barrel
FOURTH	14,375	6,207	0	6,207	Offices
FIFTH	14,375	10,525	0	10,525	Offices
SIXTH	14,375	10,525	0	10,525	Offices
SEVENTH	11,696	8,216	0	8,216	Offices
EIGHT	8,754	7,363	0	7,363	Offices
TOTAL	123,429	42,836	0	42,836	

*Sub-basement not counted in total building area

**Includes sidewalk vault area

Lot 020 (fronts O'Farrell St.):	4537 sq.ft.
Lot 001 (fronts O'Farrell & Stockton St.):	2268.75 sq.ft.
Lot 002 (fronts Stockton St.):	2268.75 sq. ft.
Lot 003 (fronts Stockton St.):	6046 sq. ft.

Total Site area = 15,120.5 sq. ft.

Exhibit A – from FIDM's September 26, 2005 - Fourth Amendment of 55 Stockton Street Office Lease

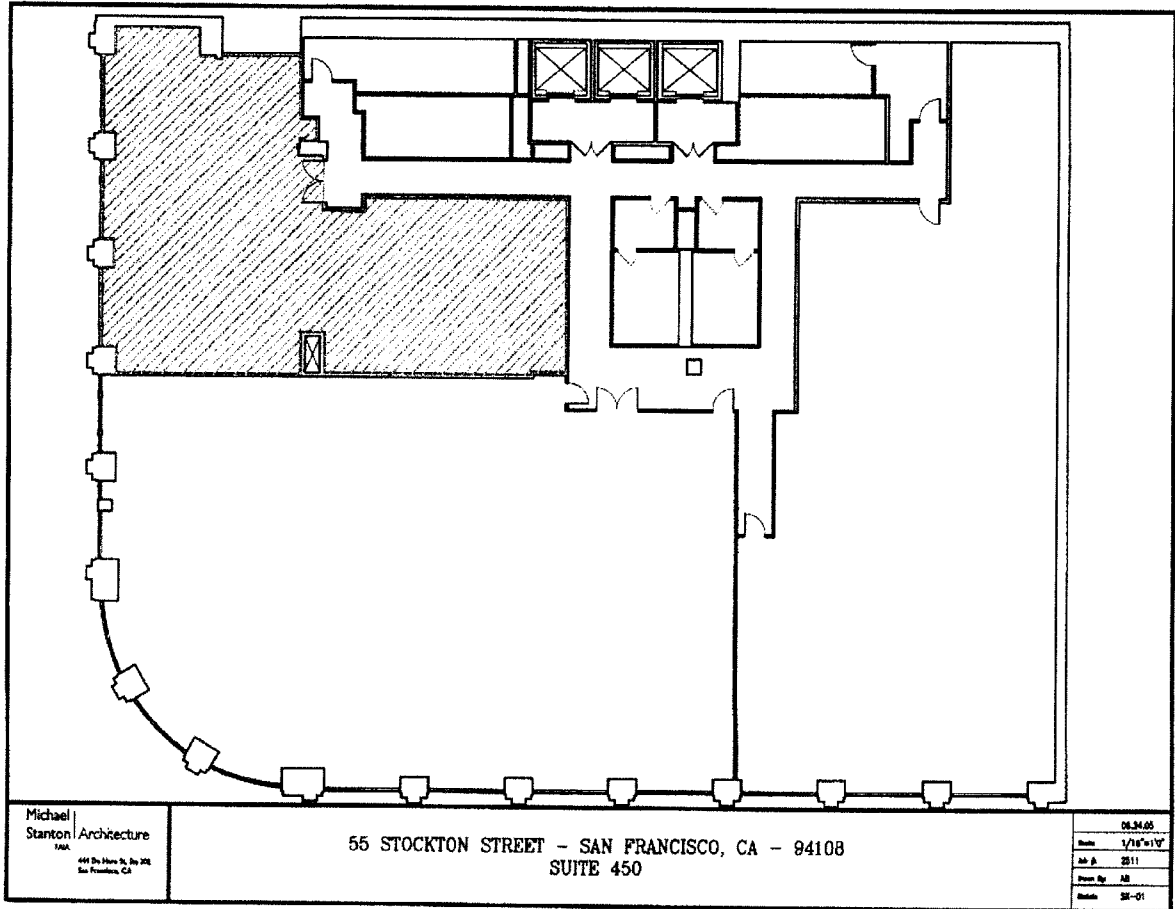
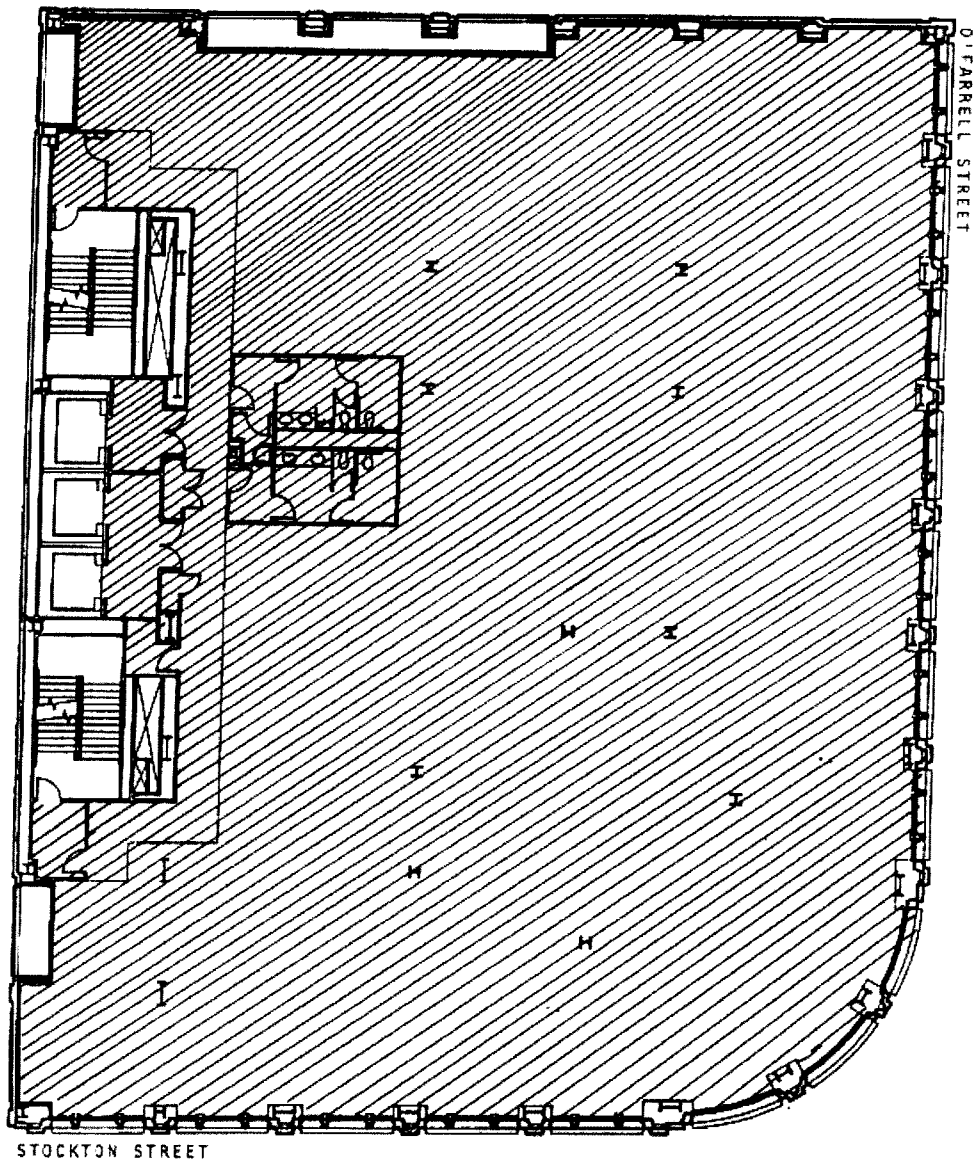


Exhibit A – from FIDM's June 30, 1988 - 55 Stockton Street Office Lease

EXHIBIT "A"
FLOOR PLAN



5th LEVEL

Exhibit A – from FIDM's June 30, 1988 - 55 Stockton Street Office Lease

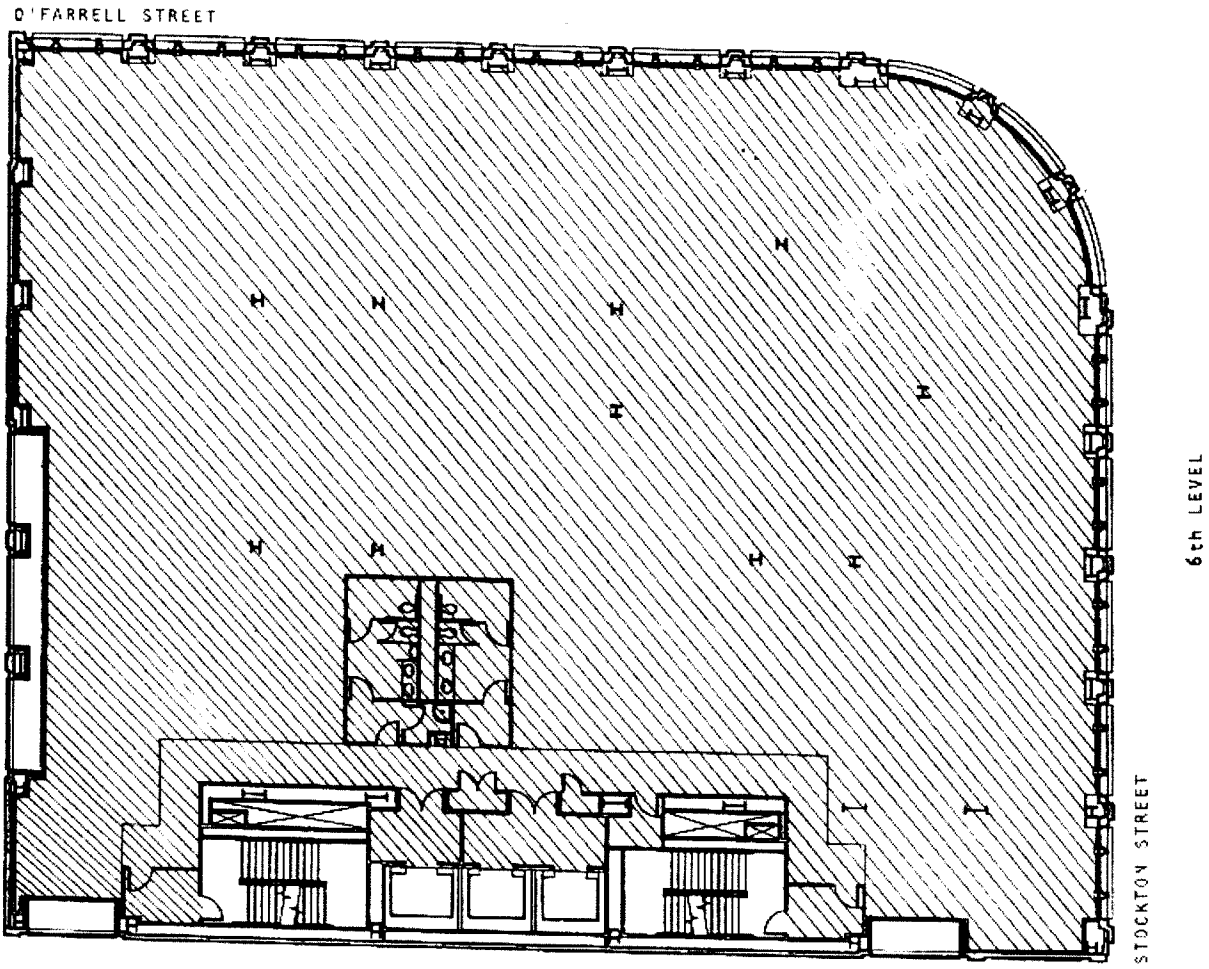
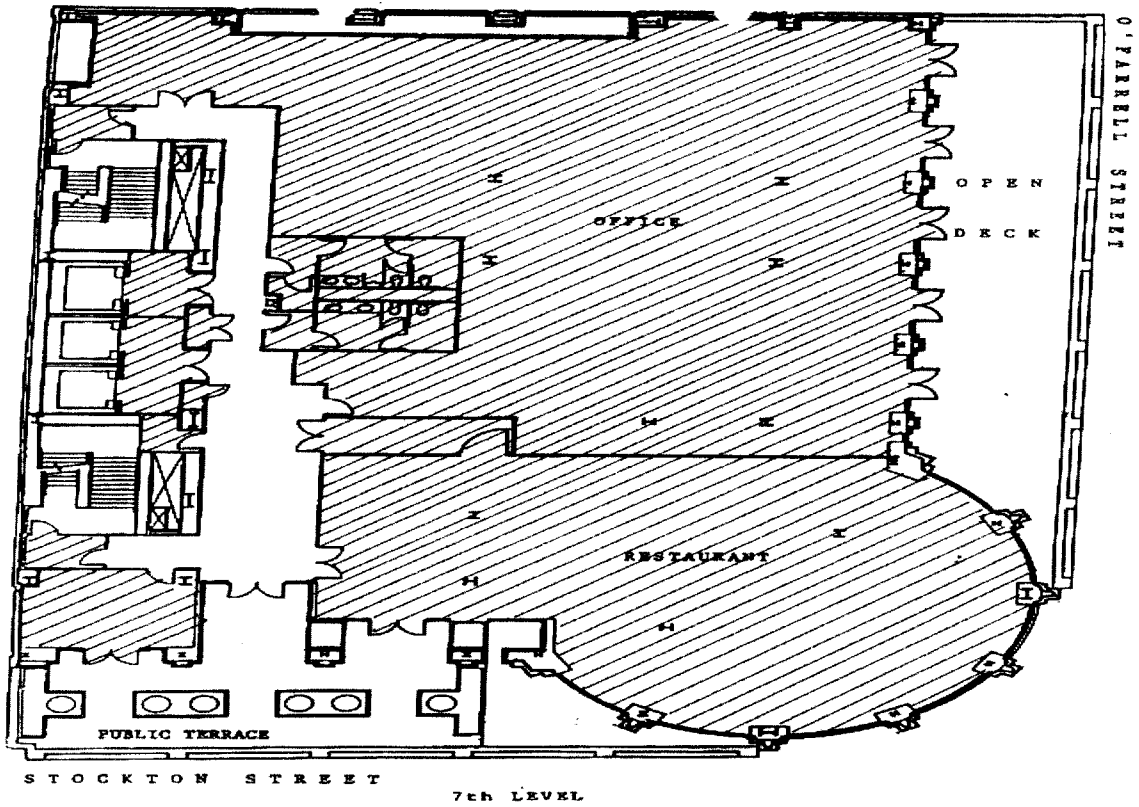
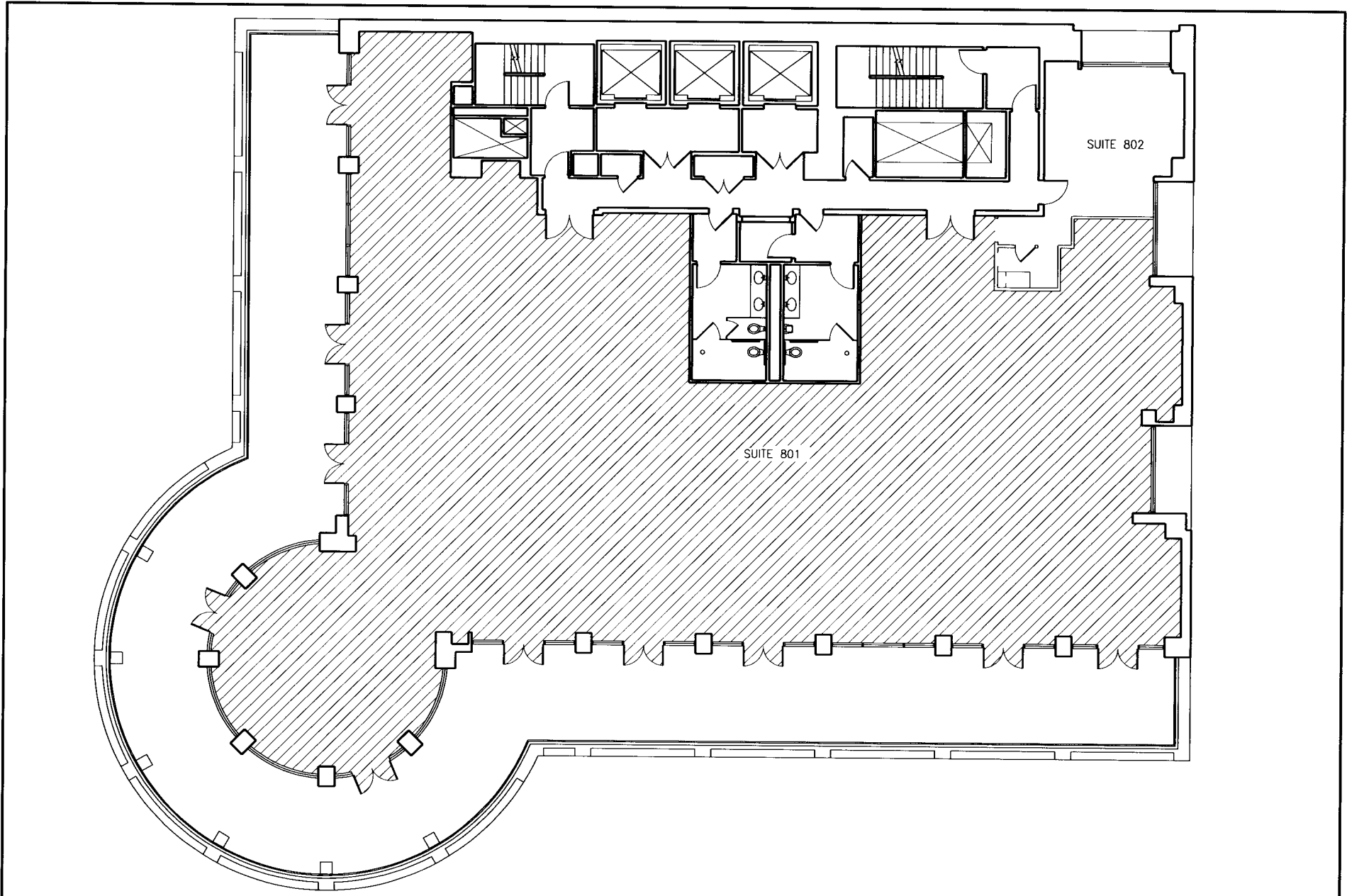


Exhibit A – from FIDM's June 30, 1988 - 55 Stockton Street Office Lease





Michael Stanton Architecture
FAIA
444 De Haro St, Ste 202
San Francisco, CA
t. 415.865.9600
f. 415.865.9608

55 STOCKTON STREET - SAN FRANCISCO, CA - 94108
SUITE 801

Date: 17 FEB 06
Scale: 1/16"=1'-0"
Job #: 2516
Drawn By: AB

SERVICES PROVIDED

FIDM provides postsecondary educational services. The San Francisco campus offers Associate of Arts degrees to students in programs in fashion, interior design, visual arts and entertainment industries.

SERVICE POPULATION

The student enrollment on the San Francisco campus as of Fall 2004 enrollment was 806, with expected yearly growth of 5% from September 2005 to September 2007. As of October 15, 2007, we have 959 full-time students.

San Francisco Campus Enrollment Information

San Francisco Total Enrollment = 936 students

Full-time Students	Number of Enrolled Students	% of Student Enrollment
Full-time Enrollment	959	100%

% Breakout of Enrollment by Residence Status:

State of Residence	Number of Enrolled Students	% of Student Enrollment
California	853	88.8%
Out of State	78	8.1%
International	29	3.1%

EMPLOYMENT AND AFFIRMATIVE ACTION

Combined staff and faculty number employed at this location as of Fall 2007 is 173.

Faculty

	Number of Faculty	
Full-time	9	
Part-time	61	

Staff

	Number of Staff	
Full-time	52	
Part-time	16	

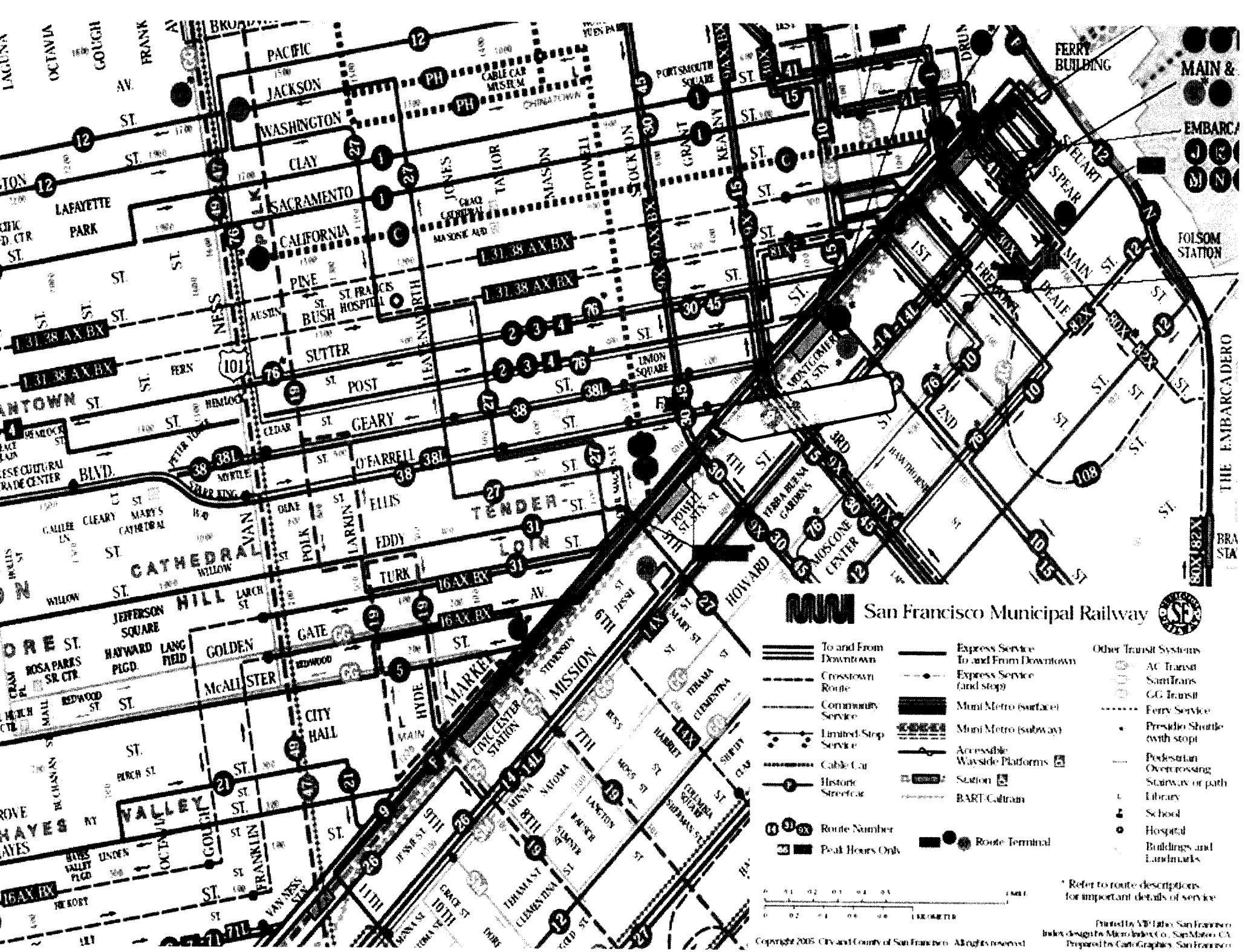
As of October 15, 2007

The FIDM Affirmative Action plan is designed to reflect the racial and ethnic diversity that exists in the State of California. As a postsecondary institution recognized by the Secretary of the U.S. Department of Education, FIDM prepares the required Institutional Postsecondary Education Data System (IPEDS) employment records for gender and ethnicity annually. The following statement appears in the college catalog and in all employment documents:

The Fashion Institute of Design & Merchandising, in compliance with Civil Rights Legislation, does not discriminate on the basis of race, national or ethnic origin, gender, sexual orientation, age, or disability in its educational programs, placement procedure, or employment practices. Inquiries may be directed to the Affirmative Action Office, (213) 624-1200, extension 3000.

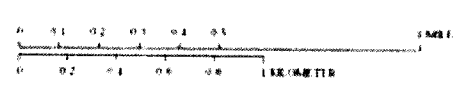
PARKING AVAILABILITY AND COMMUNITY IMPACT

The FIDM campus is extremely well-served by a variety of public transportation. The college is located approximately 1000 feet from the Powell Street Station providing FIDM students and faculty with excellent access to BART and to all MUNI Metro subway lines. . This location is served by 18 major bus lines – the 2, 3, 4, 9, 9X, 14, 14X, 14L, 15, 26, 27, 30, 31, 34, 38, 38L, 24, and 76 lines - operating on O'Farrell Street, Geary Boulevard, Market Street, Mission Street, and other nearby streets. The college is located within walking distance from the Ferry lines. We have attached a copy of the copy of MUNI Metro subway lines map.



MUNI San Francisco Municipal Railway

- | | | |
|----------------------|--------------------------------------|------------------------------|
| To and From Downtown | Express Service To and From Downtown | AC Transit |
| Crosstown Route | Express Service (and stop) | SamTrans |
| Community Service | Muni Metro (surface) | GG Transit |
| Limited-Stop Service | Muni Metro (subway) | Ferry Service |
| Cable Car | Accessible Wayside Platforms | Presidio Shuttle (with stop) |
| Historic Streetcar | Station | Pedestrian Overcrossing |
| Route Number | BART/Caltrain | Stairway or path |
| Peak Hours Only | Route Terminal | Library |
| | | School |
| | | Hospital |
| | | Buildings and Landmarks |



* Refer to route descriptions for important details of service

While a majority of students and staff use public transportation, an ample amount of public parking is readily available at several garages within 3 blocks of FIDM. The 925-space Ellis O'Farrell Public Garage is immediately adjacent to the 55 Stockton Building, and the 2,585- space Fifth & Mission Public Garage is within easy walking distance.

This facility is not located at ground level. Building access requires no changes. The college projects no significant impact on the community.