

ABBREVIATED INSTITUTIONAL MASTER PLAN

**UNIVERSITY OF PHOENIX
1 Front Street
San Francisco, CA 94111**

Summary

In accordance with the Planning Department of the City and County of San Francisco, an institution is allowed to file an Abbreviated Institutional Master Plan if that institution is not located on nor does not anticipate expanding its property beyond one acre in area. Because University of Phoenix is located on one campus that does not total over one acre in area within the City of San Francisco and does not intend on expanding above a total of one acre, this Abbreviated Institutional Master Plan is being submitted to the Planning Department pursuant to Planning Code Section 304.5.

The University of Phoenix does not anticipate expansion of its facilities within the City of San Francisco beyond one acre.

Preparation of this Abbreviated Institutional Master Plan was undertaken by Carpenter Sellers Associates, Architects with information provided by staff at University of Phoenix in April 2007. The following has been prepared in accordance with the Guidelines for Application for Institutional Master Plans, November, 2002 as prepared by the Planning Department of the City and County of San Francisco.

1. The Institution's Physical Plant

a. A Brief History of University of Phoenix

Beginning in the early 1970s University of Phoenix reinvented the way in which working adults could achieve a higher education and made academic innovation, quality and accountability its hallmark. It pioneered an educational and service model specifically geared toward the way adults learn best and made its programs widely available to working students using common-sense scheduling and fresh new approaches to academic delivery.

University of Phoenix questioned the status-quo in every aspect of its academic culture and operation, because it was on a mission to be a university where teaching and learning is the center-piece and adult learners are the highest priority. This revolutionary approach extended to the University's early decision to organize as a for-profit entity, an act that has propelled its growth, widened its outreach to students both nationally and internationally and provides the resources for continuous improvement, academic accountability and assessment, and excellence in its classrooms.

The University has received national recognition for excellence in learning assessment, online learning, undergraduate education, quality service and organizational performance. University of Phoenix is truly a different kind of university, whose time has come. Just ask its 17,000 faculty, and staff who are passionately dedicated to teaching and serving the University's 200,000 adult students enrolled on campuses and online throughout North America.

b. A Description of the Physical Plant of University of Phoenix

The University of Phoenix currently occupies one campus at 185 Berry Street in San Francisco. It is located on Berry Street between Third Street and Fourth Street. University of Phoenix occupies approximately 16,400 SF on the first floor. [Figure 3] University of Phoenix currently has approximately 300 students that attend class one night per week. University of Phoenix rents this space from the building owner. This location will be vacated when the One Front Street location opens.

The University of Phoenix will be moving to One Front Street in Downtown San Francisco. It is located at the corner of Front Street and Market Street. University of Phoenix will occupy 2,000 SF on the first floor (Annex Building) and 11,895 SF on the second floor (Main Building). [Figure 1] The space that University of Phoenix will occupy on the first floor is an annex to the main building. The lobby of the main building is to the right of the annex space. The Annex Building is not a common space to the main building. University of Phoenix will rent this space from the building owner. University of Phoenix expects they will have 350 students when this location opens.

The services at the One Front Street location will be the same services that were provided at the 185 Berry location and are described in paragraph four below. University of Phoenix is moving to One Front Street to be more centrally located in San Francisco.

One Front Street is zoned C-3-0. Post secondary schools are a permitted use “as of right” and will therefore not require review by the Planning Commission.

University of Phoenix does not own any property in the San Francisco area.

2. Parking Availability on College owned or rented properties and Transportation Accessibility.

One Front Street has an attached parking garage with 15 spaces designated for use by The University of Phoenix. In addition, there are multiple parking garages and surface lots in the nearby vicinity. [Figure 2]

3. What public transportation is available?

One Front Street is located .24 miles from the Montgomery BART Station and .8 miles from the Embarcadero BART Station; lines J, K, L, M, N, and S go through both stations. Additionally, One Front Street is also served by MUNI Bus Routes 1, 10, 30X, and 76.

4. The Services provided by University of Phoenix and the Service Population

a. Courses, Degree Programs, and Activities Offered

University of Phoenix offers Undergraduate and Graduate programs.

Undergraduate programs include weeknight BS degree programs in; Management, Health Administration, Information Technology, Nursing, Administration and Marketing.

Graduate programs include weeknight MBA programs in; Administration, Management, Global Management, Marketing, and Information Technology.

A Master of Science in Nursing and Master of Arts in Education are currently offered in addition to the above degrees.

b. Association Memberships

University of Phoenix is a private institution of higher learning founded in Phoenix, Arizona in 1976. The University is accredited by The Higher Learning Commission and is a member of the North Central Association.

c. Employment and Affirmative Action

1. The University of Phoenix Front Street campus will employ 17 full time staff and 24-30 part time faculty.
2. Classes are offered in the evenings Monday thru Thursday. Classes begin at 6:00p.m. And end by 10:00p.m. The center is open Monday through Thursday from 9:00 a.m. to 10:00 p.m. and Friday from 8:00 a.m. to 5:00 p.m.
3. University of Phoenix supports, recognizes, and embraces staff, faculty and student diversity within the organization. The promotion of inclusiveness is of utmost importance in developing efforts in this area. Listed below is the mission statement that reflects Apollo's goals and purposes in moving forward with its initiatives. It reads as follows:

University of Phoenix recognizes and embraces the diversity of its students, staff, and faculty and, in recognition of this diversity, strives to maintain a united environment embodying principles of mutual respect

and acceptance for everyone. It is within this environment that University of Phoenix and its stakeholders will achieve success.

The leadership of University of Phoenix recognizes the importance of a diverse workforce within the organization. From a staff and faculty perspective, the organization and its locations need to reflect the communities they serve.

The Office of Diversity has worked with Institutional Research and Effectiveness to conduct demographic studies of the communities where we have campuses/locations to determine the level of diversity within those population centers. The purpose of this initiative is to provide the support needed to assist in the recruitment efforts of the locations where we may fall short of having appropriate diverse representation.

5. The Eight Priority Policies of Section 101.1 of the San Francisco Planning Code. How the University of Phoenix and its programs impact these policy objectives.

- a. “that existing neighborhood-serving retail uses be preserved and future opportunities for resident employment in and ownership of such businesses be enhanced.”

The University of Phoenix enhances the existing retail establishments and encourages future opportunities for employment and ownership of local businesses by providing a night time influx of students and faculty. The school has no plans to acquire existing buildings and displace local businesses for purposes of expansion.

- b. “that existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.”

The University of Phoenix has no plans to demolish or annex any current housing for school use.

- c. “that the city’s supply of affordable housing be preserved and enhanced.”

There is no impact in this area.

- d. “that commuter traffic not impede Muni Transit service or overburden our streets or neighborhood parking.”

The University of Phoenix encourages all of its students, staff, and faculty to use public transit.

- e. “that a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.”

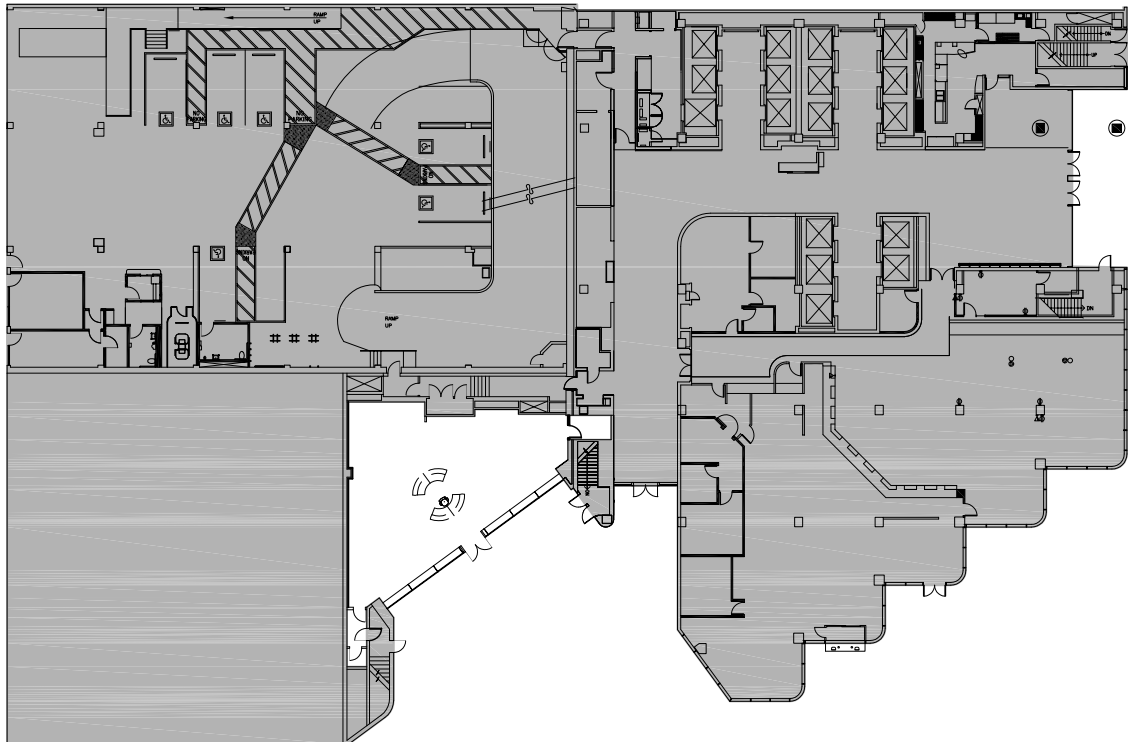
There is no impact in this area.

- f. “that the city achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.”

The campus does not currently inhabit any un-reinforced masonry buildings. One Front Street has emergency policies and procedures posted throughout the building.

- g. “that landmarks and historic buildings be preserved.”

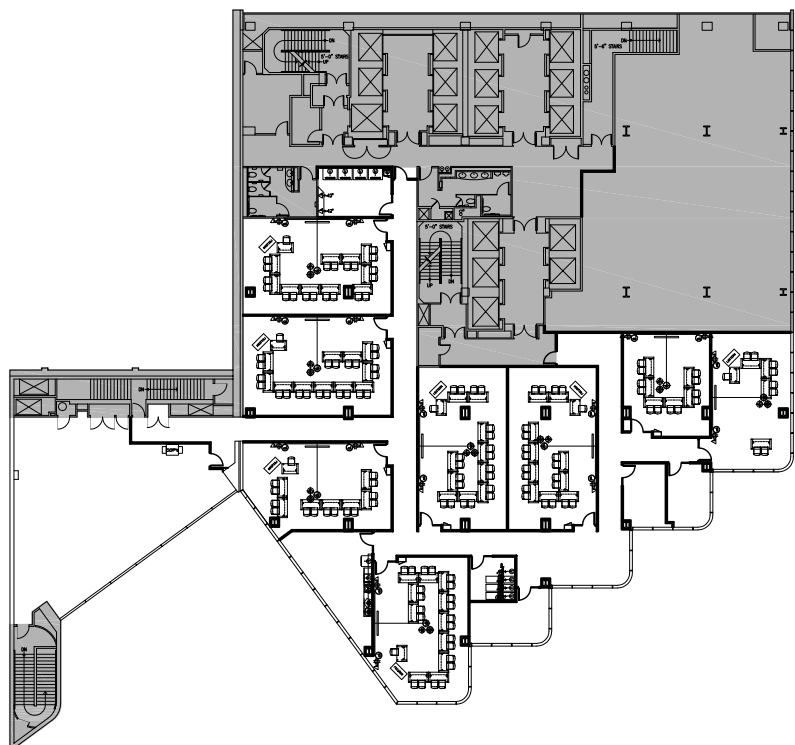
One Front Street is not a historic building.



FIRST FLOOR = 2,000 S.F.

KEY

NOT A PART



SECOND FLOOR = 11,895 S.F.

FIGURE ONE (REVISED) – ONE FRONT STREET

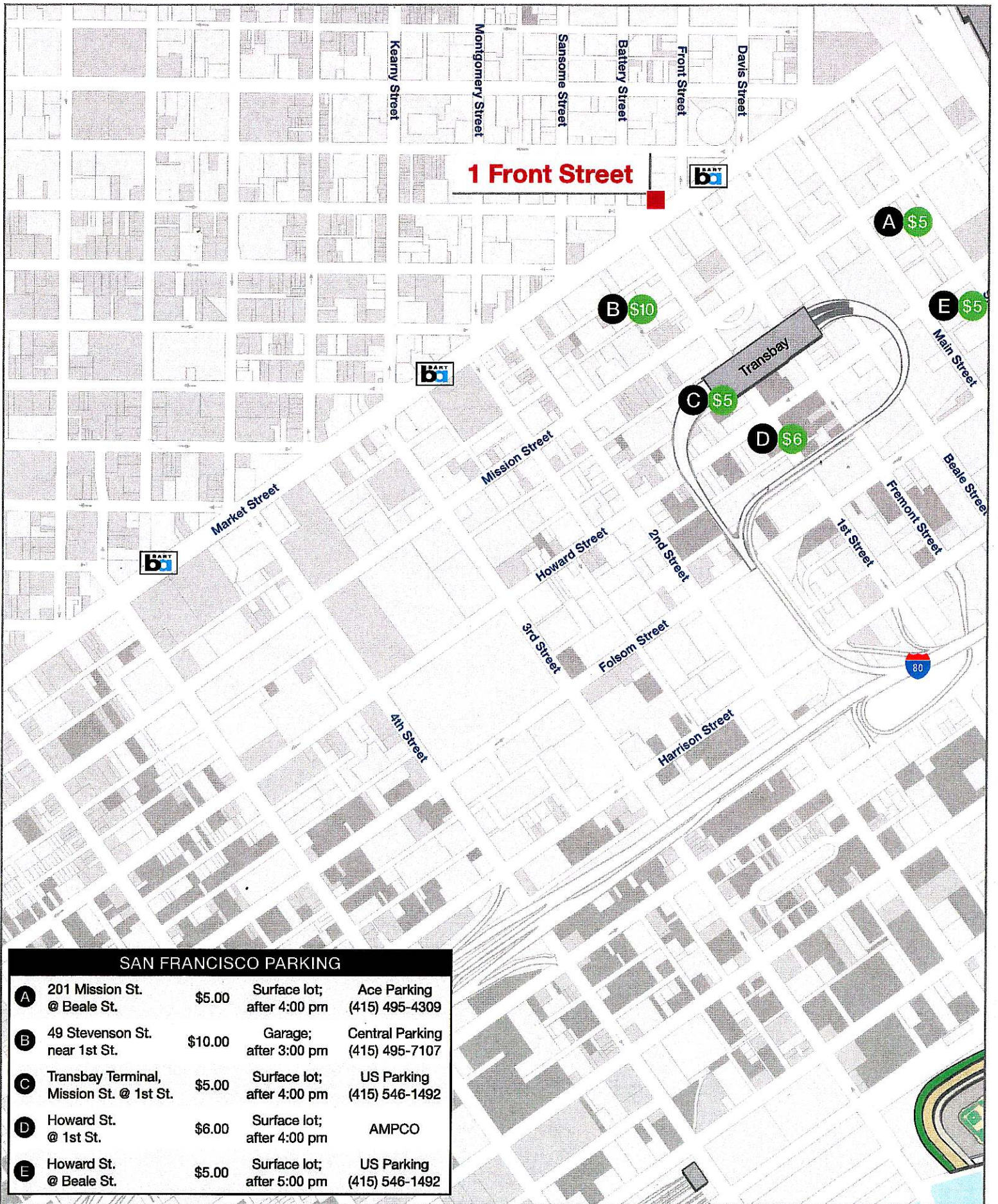
PROJECT: University of Phoenix – San Francisco, CA

SCALE: 1" = 600'-0"

DATE: 06/25/07

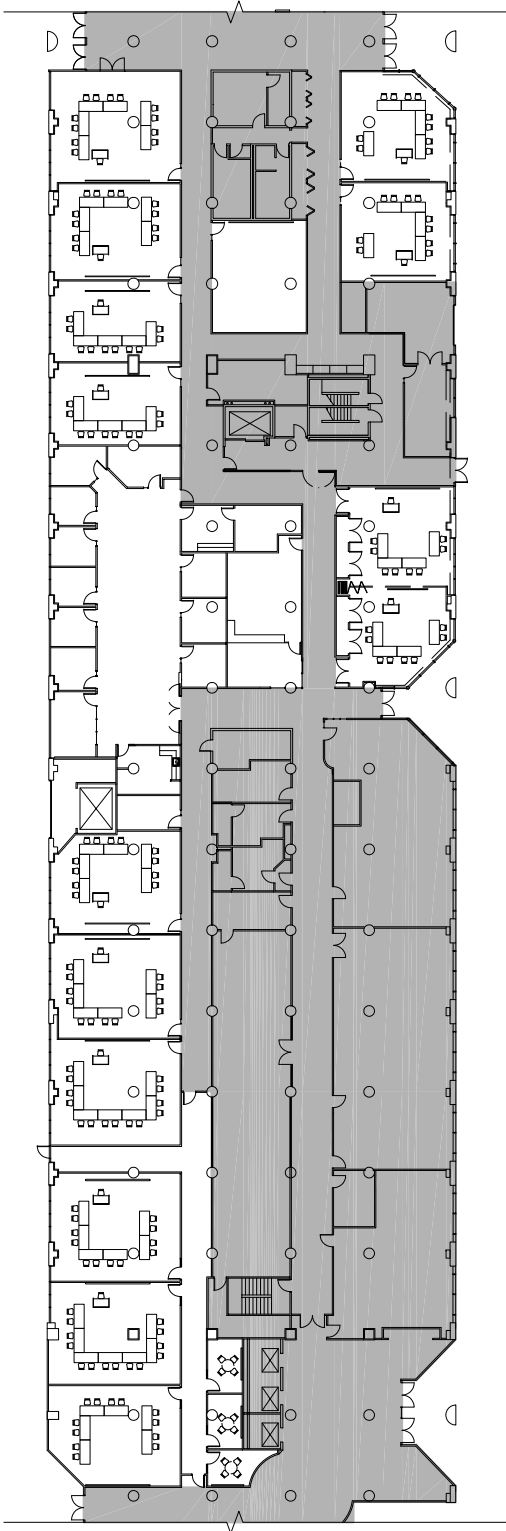
SHEET: Floor Plan

FIG-1



SAN FRANCISCO PARKING

A	201 Mission St. @ Beale St.	\$5.00	Surface lot; after 4:00 pm	Ace Parking (415) 495-4309
B	49 Stevenson St. near 1st St.	\$10.00	Garage; after 3:00 pm	Central Parking (415) 495-7107
C	Transbay Terminal, Mission St. @ 1st St.	\$5.00	Surface lot; after 4:00 pm	US Parking (415) 546-1492
D	Howard St. @ 1st St.	\$6.00	Surface lot; after 4:00 pm	AMPCO
E	Howard St. @ Beale St.	\$5.00	Surface lot; after 5:00 pm	US Parking (415) 546-1492



KEY

 NOT A PART



NORTH

FIRST FLOOR = 16,400 S.F.

FIGURE THREE – 185 BERRY STREET

PROJECT: *University of Phoenix – San Francisco, CA*

SCALE: 1" = 60'-0"

DATE: 06/25/07

SHEET: Floor Plan

FIG-3