



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Abbreviated Institutional Master Plan

HEARING DATE: JUNE 21, 2012

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CA 94103-2479

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Date: June 14, 2012
Case No.: 2012.0453I
Project Address: 1414 VAN NESS AVENUE
Zoning: RC-4 (Residential-Commercial, High Density) District
130-V Height and Bulk District
Van Ness Special Use District
Van Ness Automotive Use District
Block/Lot: 0667/009
Project Sponsor: Darren McMurtrie (applicant)
P.O. Box 7824
San Francisco, CA 94142
County Road Associates d.b.a. Van Ness Avenue Partners (property owner)
P.O. Box 421901
San Francisco, CA 94142
Staff Contact: Sharon M. Young – (415) 558-6346
sharon.m.young@sfgov.org
Recommendation: **No action necessary – informational item**

PROJECT DESCRIPTION

Planning Code Section 304.5 requires post-secondary institutions and hospitals to have an Institutional Master Plan (IMP) on file with the Planning Department. Institutions located in an RC-4 District and occupying, or proposing to occupy, less than 100,000 square feet may submit an Abbreviated IMP. An Abbreviated IMP requires a description of the institution's physical plant and employment, affirmative action program, ownership of properties throughout the City and County of San Francisco, services provided and population, parking availability and other relevant general information.

The purpose of the IMP is to provide this information to the Commission and the public. The IMP is available for public review, and has been posted on the Planning Department's website. Any proposed changes in land use described in an IMP would require separate review and approval by the Planning Commission and/or department staff, as applicable.

PROJECT DESCRIPTION

The project is the submission of an Abbreviated Institutional Master Plan (IMP) for Miami Ad School San Francisco. This is Miami Ad School's second IMP and it provides for the relocation of the school's San Francisco campus from its current location at 415 Jackson Street in the Jackson Square Neighborhood to 1414 Van Ness Avenue; the school submitted its first IMP for its current location on March 21, 2002. The school currently occupies approximately 9,239 square feet of ground floor tenant space at 415 Jackson Street and proposes to relocate its facilities to an approximately 7,940 square-foot ground floor tenant space at 1414 Van Ness Avenue. A Conditional Use application is currently filed under Case No. 2012.0453C for

the change of use of the existing ground floor retail space to an institutional use to allow for the proposed relocation of the school and will be heard at a subsequent Planning Commission hearing pursuant to Planning Code Section 304.5(h). Under Planning Code Section 304.5(h), no hearing shall be held or consent calendar item approved by the Planning Commission on a new conditional use or any other entitlement requiring Planning Commission action required for development by the institution until three months have elapsed after the date on which the public hearing is closed and the Institutional Master Plan is accepted.

SUMMARY OF THE CONTENTS OF THE ABBREVIATED IMP

Founded in 1993, Miami Ad School provides post-secondary education that prepares students for careers in advertising. Miami Ad School is currently located in San Francisco, New York, Minneapolis, Hamburg, Berlin, Madrid, Mexico City, Istanbul, and San Paulo. It is accredited by the Council on Occupational Education and Bureau for Private Postsecondary Education. Miami Ad School San Francisco offers a two year certificate in the field of advertising covering Art Direction, Copywriting, Graphic Design, and a three month program for account planners.

Miami Ad School San Francisco will occupy approximately 7,940 square feet of floor area on the ground floor at 1414 Van Ness Avenue. The school will completely vacate the current San Francisco location at 415 Jackson Street as soon as the new space is available for occupancy and if it receives all its required entitlements and permits.

Miami Ad School San Francisco currently has a student population of approximately 96 students; of which, 51% are females and 49% are males. The ethnicity of the student population is 22% Asian, 57% Caucasian, 9% Hispanic, and 12% other races. Most of these students are from out of state (79%), residents of California (20%), and international (less than 1%). Miami Ad School San Francisco is currently staffed by 26 faculty, staff members, and teachers.

Miami Ad School San Francisco will not be providing additional off-street parking at its proposed location at 1414 Van Ness Avenue. The post-secondary institution, proposing six classrooms at its new location, will not require off-street parking. However, there is existing off-street parking available within the building and the new site will be accessible by walking or taking public transit. The current location at 415 Jackson Street does not provide off-street parking.

ENVIRONMENTAL REVIEW

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 1 categorical exemption.

HEARING NOTIFICATION

The Project is exempt from neighborhood notification.

PUBLIC COMMENT

The Department is not aware of any opposition to the submission of the Abbreviated IMP for Miami Ad School.

REQUIRED COMMISSION ACTION

This is an informational item, and no action is required. However, the Planning Commission has the discretion under Planning Code Section 304.5(d) to hold or not hold a public hearing on an Abbreviated IMP. If the Commission requests a hearing, it will be scheduled for a later date.

BASIS FOR RECOMMENDATION

- The AIMP meets all the requirements of Planning Code Section 304.5.
- The proposed location for Miami Ad School at 1414 Van Ness Avenue is consistent with the Planning Code and General Plan.

RECOMMENDATION: Do not require a public hearing on this AIMP
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Attachments:

Miami Ad School
Reduced Plans

MIAMI AD SCHOOL SAN FRANCISCO ABBREVIATED INSTITUTIONAL MASTER PLAN

1. Purpose of the abbreviated Institutional Master Plan

This Abbreviated Institutional Plan (“AIMP”) is submitted pursuant to Planning Code Section 304.5 For Miami Ad School San Francisco located at 415 Jackson Street and is proposing to relocate to 1414 Van ness Avenue (see Item 04 below) because Miami Ad School proposes to occupy less than 50,000 square feet of space in an RC-4 zoning district and does not anticipate any future expansion beyond these limits, a full institutional master plan is not required

2. About Miami Ad School

a. Purpose:

Institutional Mission: As the entire communication industry is in the midst of the most profound transformation in consumers’ relationship with media, the mission of Miami Ad School is to train the creative thinkers of the future before the future has happened; to engineer pop culture with creative insight and strategic thinking from a global perspective. Students learn to solve problems with whatever discipline, channel, skill or craft necessary, using new and emerging media as well as traditional media.

b. History:

Miami Ad School was founded in 1993 in Miami by Ron and Pippa Seichrist. Both Seichrists had worked in the advertising industry for many years so they knew how to prepare young people to enter the advertising fields. In addition, Ron had two decades of educational experience having been a full professor at the Minneapolis College of Art & Design and Director of Portfolio Center in Atlanta.

In 1998 the Seichrists began building a global network of Miami Ad Schools including Miami Ad School San Francisco. Other Miami Ad School locations include: New York, Minneapolis, Hamburg, Berlin, Madrid, Mexico City, Istanbul and Sao Paulo. The instructors at Miami Ad School San Francisco, all working professionals, teach the students the skills, trends and realities of the advertising business so that the students are prepared to enter the industry when they graduate. Students often work on live briefs and have

completed projects and presented the projects to: YouTube, UNICEF, Method, Apple, Microsoft and Yahoo!

The real world approach to education at Miami Ad School San Francisco has been the key to the students' success. For over a decade the school has been one of the most awarded schools in the world. This year alone students have won the gold award at the most prestigious advertising award shows in the world: The International Andys, New York Art Directors Club, The International Clios and London's D&AD.

The school feels that job placement is an even stronger indicator of a school's success. Graduates work at many of San Francisco's top agencies/companies including: Goodby Silverstein & Partners, San Francisco Examiner, AKQA, Razorfish, DraftFCB and Twitter to name a few. Miami Ad School San Francisco graduates even have a great reputation nationally and have been hired all over the country at agencies including: Wieden & Kennedy, BBDO, Leo Burnett, Ogilvy & Mather and Y&R.

Miami Ad School has been featured in publications including The Wall Street Journal, FastCompany, ADWEEK, CMYK, Ad Age, Miami Herald, Chicago Tribune, Graphis and Archive.

- c. Curriculum: Miami Ad School San Francisco provides a Two-Year Certificate in the field of Advertising covering: Art Direction, Copywriting and Graphic Design.
Additional Miami Ad School San Francisco offers a 3 month Bootcamp for Account Planners.
- d. Accreditation: Miami Ad School San Francisco is accredited by:
- 1. Council on Occupational Education (COE)**
41 Perimeter Center East, NE Suite 640, Atlanta GA 30346
Lic# 203602
 - 2. Bureau for Private Postsecondary Education (BPPE)**
2535 Capitol Oaks Drive, Suite 400 Sacramento, CA 95833
School Code# 3806471
- e. Student Population and Characteristics: Miami Ad School San Francisco has a current population of approximately 96 students. 20% of students are residents of California. Less than 1% of the student population is international. 79% of the student population is from other States and they temporally live in San Francisco.

51% of the student population are women and 49% are male.

Of the student population, 22% are Asian, 57% are Caucasian, 9% Hispanic and 12% other races.

As of the most recent fiscal year, 51% of the student population receive federal loans or grants.

100% of the student population are full-time students.

- f. Staff and Faculty: Miami Ad School San Francisco employs 3 FTE and 1 PTE staff members plus 22 teachers. Approximately 34% of staff and faculty are female; 66% are male. 100% of Miami Ad School San Francisco staff and faculty live in San Francisco. Miami Ad school headquarters in Miami employs 20 FTE and 1 PTE staff members. Approximately 42% of staff members are female; 58% are male.

- g. Affirmative Action: Miami Ad School is an equal opportunity employer and makes employment decisions on the basis of merit. We want to have the best available persons in every job. Miami Ad School policy prohibits unlawful discrimination based on race, color, gender (including pregnancy, childbirth, or related medical condition) gender identity, religion, marital status, age, national origin, ancestry, physical or mental disability, legally protected medical conditions (including genetic characteristics), sexual orientation, family care or medical leave status, veteran status, or any other consideration made unlawful by federal, state, or local laws. Discrimination based on the perception that someone has any of those characteristics, or because someone is associated with a person, who has or is perceived as having any of those characteristics, is also prohibited. This policy extends to all aspects of employment at Miami Ad School, including without limitation, the application and hiring process.

3. **Current Facilities**

- a. Location: Since January 2002 Miami Ad School has occupied 415 Jackson Street (block 0196 Lot 027 The site is located within a C-2 zoning district.

- b. Size: 415 Jackson street is a three story building containing approximately 58,607 square feet. Miami Ad School occupies 9,745 square feet on the first floor of the building. The total footprint of the building is approximately 18,500 square feet.

- c. Ownership: Miami Ad School does not own any real property in the city and County of San Francisco and has no current plans to acquire any real property in San Francisco.
 - d. Parking: There is no off-street parking provided at 415 Jackson Street. There are several commercial parking lots around the school site. Most students take public transportation to the school, and several MUNI bus lines service the school's central downtown location. In addition the BART station I located on Market Street few blocks from the site. Golden Gate Transit and AC Transit bus lines also server the area.
 - e. Student Housing: Miami Ad School does not own or operate any student housing, or provide direct assistance to students obtain student housing.
4. **Proposed Changes**: The Miami Ad School proposes to relocate the existing facilities to a new location of comparable size.
- a. Location: The Miami Ad School proposes to move their facilities to 1414 Van Ness Avenue (Block 0667, Lot 009).The site is located within an RC-4 zoning district.
 - b. Size: 1414 Van Ness Avenue is a three story building containing approximately 29,760 square feet. Miami Ad School proposes to occupy approximately 7,940 square feet on the ground floor of the building. The total footprint of the building is approximately 10,498 square feet.
 - c. Ownership: Miami Ad School does not own any real property in the city and County of San Francisco and has no current plans to acquire any real property in San Francisco.
 - d. Parking: There is no off-street parking provided at 1414 Van Ness Avenue, although there is ample available parking within the existing building. Additionally, there are several commercial parking lots around the school site. Most students take public transportation to the school, and several MUNI bus and cable car lines would service the school's central Van Ness Avenue location. In addition, the BART station is located on Market Street, a 25 minute walk from 1414 Van Ness Avenue. Golden Gate Transit and AC Transit bus lines also serve the area.

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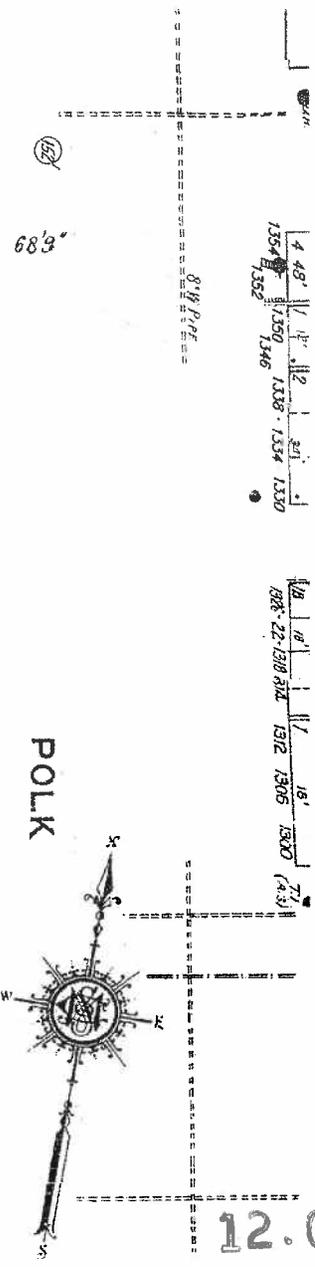
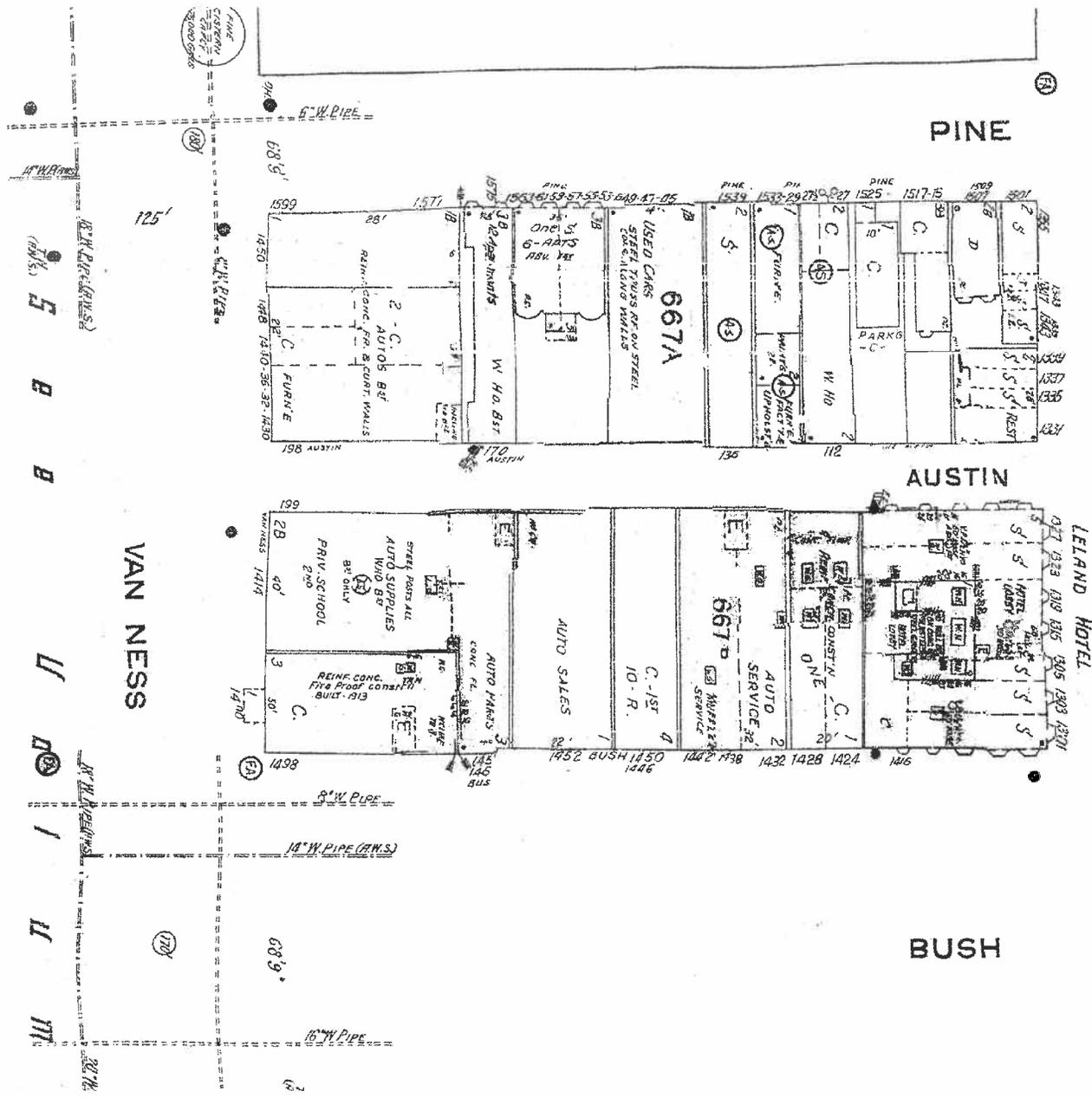
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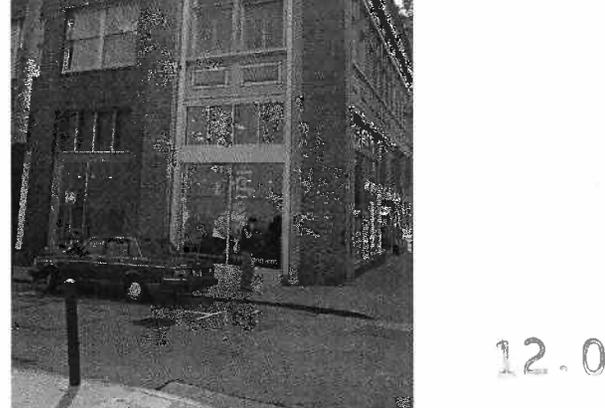
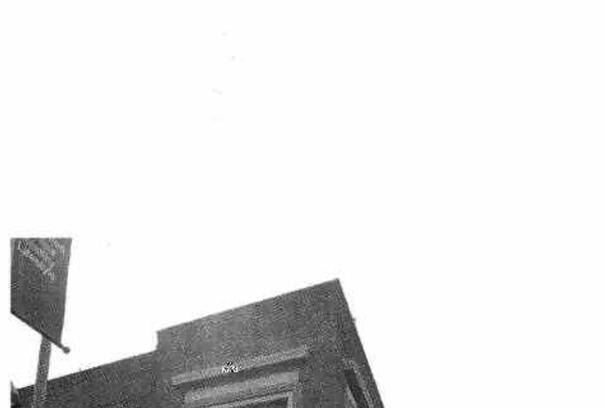
FOR MIAMI AD SCHOOL SAN FRANCISCO



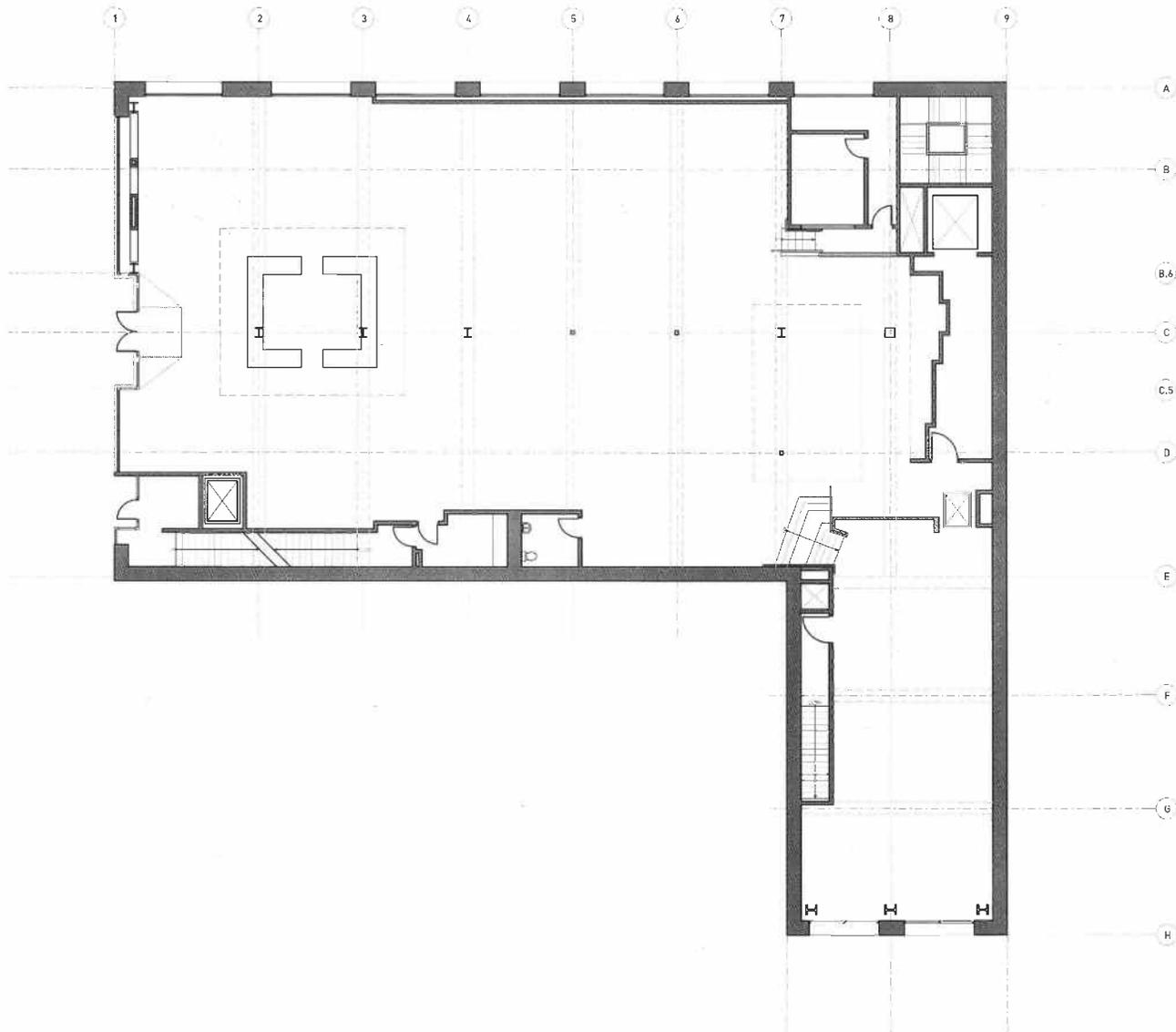
Pippa Seichrist, President/Owner

05.01.2012
Date



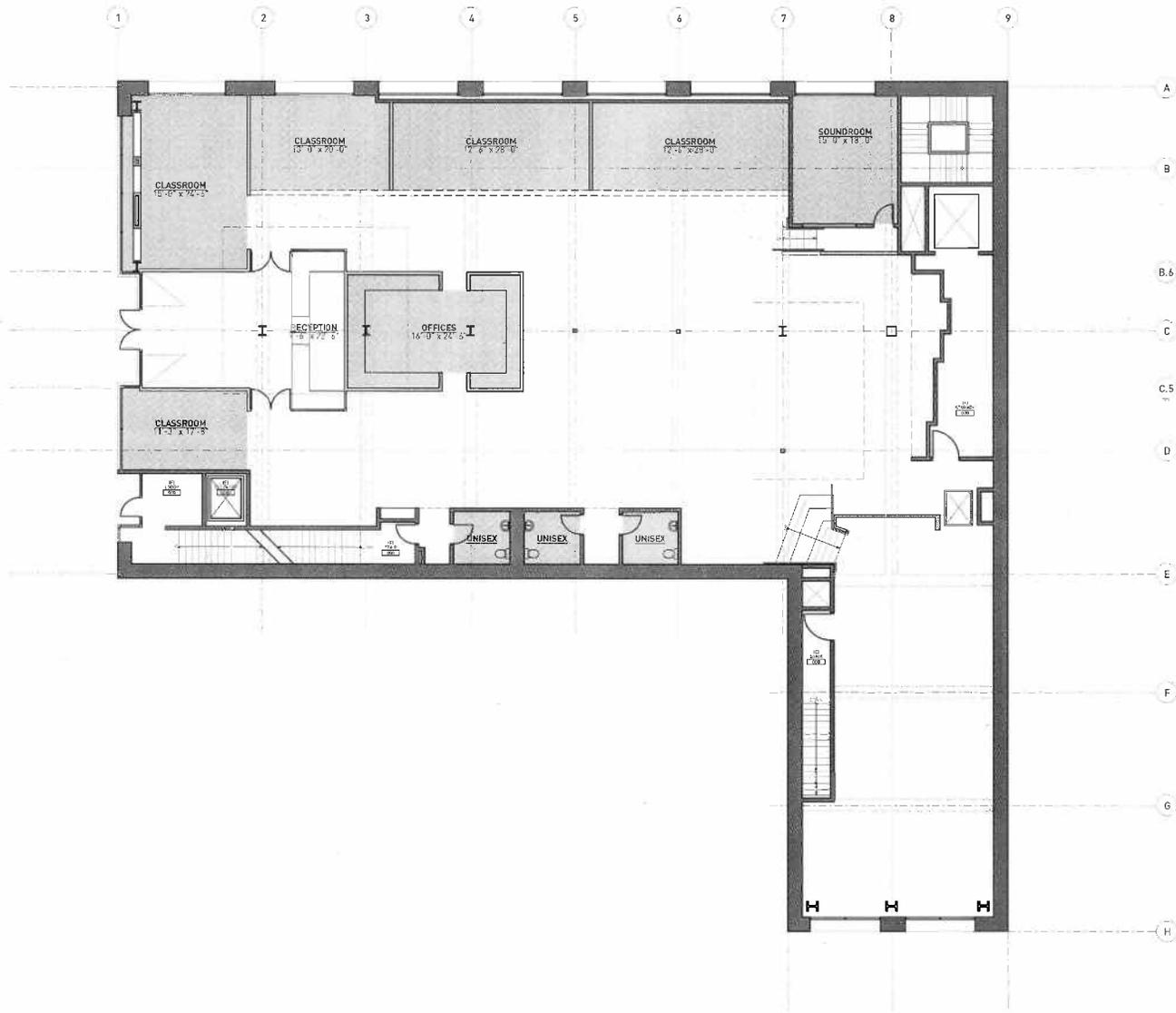


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EXISTING FIRST LEVEL FLOOR PLAN



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PROPOSED FIRST LEVEL FLOOR PLAN