



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Abbreviated Institutional Master Plan

HEARING DATE: JUNE 24, 2010

Date: June 17, 2010
Case No.: **2010.0425I**
Project: **Center for English Studies LLC (d.b.a Embassy CES)**
800 Market Street
Project Zoning: C-3-R, Downtown Residential District
80-130-F Height and Bulk District
Project Sponsor: Andrew Oliver
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Recommendation: **No action necessary – informational item**

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BACKGROUND ON INSTITUTIONAL MASTER PLANS

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 the C-3-R, Downtown Residential Districts 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 Center for English Studies (d.b.a. Embassy CES), an English Language Training school. This is Embassy CES's first IMP as this will be the School's first campus in San Francisco.

Planning Department Staff has determined that the document contains all information required for an Abbreviated IMP submission, pursuant to Planning Code Section 304.5. Embassy CES is eligible to submit an Abbreviated IMP because they are less than 100,000 square feet in the C-3-R District. The Abbreviated IMP generally includes existing conditions at the property, as well as proposed changes.

SUMMARY OF THE CONTENTS OF THE ABBREVIATED IMP

Embassy CES provides post-secondary education in English language for post-secondary international students. Graduates of the program receive certificates but do not earn degrees. This project would relocate the school from their present location at 1462 Pine Street and enlarge the student body from the present 150 students to 272 students. This new facility would be one of seven campuses in the United States including, in New York, Boston and San Diego.

At the existing facility on Pine street CES occupies approximately 7,800 square feet of floor area. The school proposes to occupy approximately 12,969 square feet of space on two and one half floors in the existing eight story building at 800 Market Street.

Embassy CES will have a student body of 272 students with no additional enrollment beyond that number anticipated. Nearly 100% of the students are expected to be international in origin. Embassy CES does not operate student housing though students would be given assistance with finding local accommodations. Students would use public transit to attend classes at the school. The School will employ 30 full-time equivalent staff and faculty members, the majority of whom are expected to live in San Francisco.

Embassy CES is not anticipating any additional changes to its facilities in the foreseeable future.

ENVIRONMENTAL REVIEW

The Project was determined to be categorically exempt from environmental review under class 1(a).

PUBLIC COMMENT

The Department is not aware of any opposition to this project.

REQUIRED PLANNING COMMISSION ACTION

This item 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.

STAFF RECOMMENDATION

The staff recommendation is to **not hold** a hearing on Embassy CES's Abbreviated IMP submission.

RECOMMENDATION: Do not require a public hearing on this IMP

Attachments:

Embassy CES's Abbreviated IMP

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.





