



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Abbreviated Institutional Master Plan

HEARING DATE: AUGUST 12, 2010

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Date: August 5, 2010
Case No.: **2010.0554I**
Project Address: **875 Howard Street**
Zoning: C-3-S (Downtown, Commercial, Support) District
130-F Height and Bulk District
Block/Lot: 3733/079
Project Sponsor: Pamela Harris
268 Bush Street, Suite 4010
San Francisco, CA 94104
Staff Contact: Aaron Hollister – (415) 575-9078
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Recommendation: **No action necessary – informational item**

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 (Downtown, Commercial) Districts occupying, or proposing to occupy, less than 100,000 square feet of floor area 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 Heald College. Heald College has previously submitted an Abbreviated IMP at 350 Mission Street, which the Planning Commission reviewed in June 2009. Heald will be moving its San Francisco facilities from the 350 Mission Street site to the subject location, thus requiring a new Abbreviated IMP.

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

SUMMARY OF THE CONTENTS OF THE ABBREVIATED IMP

Heald College provides post-secondary education that prepares students for careers in health, business, technology and legal services. Graduates may earn Associate's Degrees, diplomas and certificates. Heald College currently has campuses in 12 cities including Portland, Oregon, Honolulu, Hawaii, and cities scattered throughout Central and Northern California. The first Heald College campus was established in San Francisco in 1863.

The school has been located at the 350 Mission Street site since 1997 and occupied approximately 60,000 square feet of floor area at the Mission Street location. At the new location, the school will occupy approximately 56,000 square feet of floor area on the first and second floor of the subject building, which contains six stories. Heald College does not own the subject property, nor does it own, or plan to acquire, any real property in San Francisco.

As of May 2010, the San Francisco campus of Heald College has a student population of approximately 1,200 students. Approximately 900 students are full-time students. Heald College does not provide student housing, nor does it provide direct assistance to students to obtain student housing. Most of the students are anticipated to arrive via public transit as many regional and local public transportation options exist in the project area. In addition to the student population, Heald currently has 93 full-time equivalent staff and faculty members.

Heald College is not anticipating any additional changes to its facilities in the foreseeable future.

ENVIRONMENTAL REVIEW STATUS

The project is categorically exempt pursuant to the California Environmental Quality Act (CEQA), Section 15301 (Class 1, Minor Alterations to Existing Structures).

PUBLIC COMMENT

No public comment has been received by the Department since the filing of the application.

REQUIRED COMMISSION ACTION

The 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 Heald College's Abbreviated IMP submission.

RECOMMENDATION: Do require a public hearing on this IMP
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Attachments:

Heald College's IMP

AJH: *875 Howard Street Executive Summary.doc*



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**HEALD COLLEGE SAN FRANCISCO
ABBREVIATED INSTITUTIONAL MASTER PLAN
(PLANNING CODE SECT. 304.5)
18 JUNE 2010**

1. Purpose of the Abbreviated Institutional Master Plan

This Abbreviated Institutional Master Plan ("AIMP") is submitted pursuant to Planning Code Section 304.5 for Heald College San Francisco ("Heald"), currently located at 350 Mission Street. Heald College San Francisco is planning to move to a new location at 875 Howard Street in Fall 2010. Because Heald occupies less than 100,000 square feet of space in a C-3-O zoning district and does not anticipate any future expansion beyond these limits, a full institutional master plan is not required.

2. About Heald College

- a. Purpose: Heald provides post-secondary education programs that prepare students for careers in healthcare, business, technology, and legal services.
- b. History: Heald College is the nation's oldest business career college in the western United States. Twenty-year-old Edward Payson Heald traveled across the United States to open the first Heald College in San Francisco, California on August 8, 1863. Heald College's mission was – and continues to be – to prepare students for careers and focus on practical, hands-on learning. The institution began when California was only 13 years old, and is therefore intimately tied with the Golden State's history. Heald College weathered the 1906 earthquake and fire as well as two world wars while remaining true to its original mission: to prepare students for academic, personal, and professional success through quality career-focused programs that develop skills to last a lifetime. As the needs of the workplace changed, the Heald College curriculum evolved from business courses to include degrees in technology and healthcare. Heald College campuses are now located in 12 cities, including Portland, OR and Honolulu, HI, and throughout Northern and Central California. Heald offers Associate in Applied Science, Associate of Arts degrees, diplomas, or certificates in 34 fields. Heald College has a proud history of graduating business leaders. Alumni include such notables as A.P. Giannini, founder of Bank of America; "Trader Vic" Bergeron, famous restaurateur; M.H. de Young, San Francisco Chronicle newspaper publisher and museum founder; Hiram Johnson, former California governor and U.S. State Senator; George Christopher, former San Francisco mayor; and many others. They are among the hundreds of thousands of successful graduates who have assumed rewarding careers as a result of a Heald education. For

more than 140 years, students and employers have trusted Heald College as a solid and reliable educational institution. Kaiser Permanente, SBC, Wells Fargo, Intel Corporation, and American Red Cross are among the corporations that have hired Heald College graduates.

- c. Curriculum: Heald provides degree-granting, career-oriented education in the areas of healthcare, business, technology, and legal services. Graduates may earn degrees (Associate of Applied Science, Associate of Arts), diplomas, or certificates, depending on the nature of the program and extent of study. Programs include:

HEALTHCARE

- Dental Assisting (Degree, Diploma)
- Health Information Technology (Degree only)
- Medical Assisting (Degree, Diploma)
- Medical Assisting, Phlebotomy Option (Degree)
- Medical Insurance Billing and Coding (Diploma)
- Medical Office Administration (Degree, Diploma)
- Pharmacy Technology (Degree, Diploma)
- Phlebotomy Technology (Certificate)

BUSINESS

- Accounting (Degree, Diploma, Certificate)
- Business Administration (Degree, Diploma)
- Construction Management (Degree, Diploma)
- Entrepreneurial Studies (Degree, Diploma)
- Hospitality and Tourism (Degree, Diploma)
- Office Skills (Certificate)
- Sales and Marketing (Degree, Diploma)
- Software Technologies (Degree, Diploma)

TECHNOLOGY

- Electronics Technology (Degree, Diploma)
- Information Technology, Fiber Optics (Degree, Certificate)
- Information Technology, Network Security (Degree only)
- Information Technology, Network Systems Administration (Degree, Diploma)
- Networking Technology, Cisco Systems (Degree, Certificate)
- Networking Technology, Advanced Cisco Systems (Degree, Certificate)
- Networking Technology, Emerging Technologies (Degree, Certificate)
- Networking Technology, Microsoft Windows 2003 Systems Administration (Degree, Certificate)



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- Networking Technology, Red Hat Systems Administration (Degree, Certificate)
- Web Design and Administration (Degree, Certificate)

LEGAL

- Criminal Justice (Degree, Diploma)
- Paralegal Studies (Degree)

- d. Accreditation: Heald is regionally accredited through the Accrediting Commission for Community and Junior Colleges (ACCJC) of the Western Association of Schools and Colleges (WASC), an institutional accrediting body recognized by the Council for Higher Education and the U.S. Department of Education.
- e. Student Population and Characteristics: The San Francisco campus of Heald College has a current population of approximately 1,200 students (May 2010). 99% of students are residents of California; just 1% of students reside in other states or come from outside the United States. 58% of students live in San Francisco.

65% of the student population are women, while 31% are male (4% declined to state). 22% of students are Hispanic or Latino; 19% are African American; 16% are Asian or Pacific Islander; 11% are Caucasian; .4% are American Indian or Alaskan Native; 32% declined to state.

Of the student population, 900 are full-time students and 300 are part-time students 65% are daytime students; 35% are nighttime students

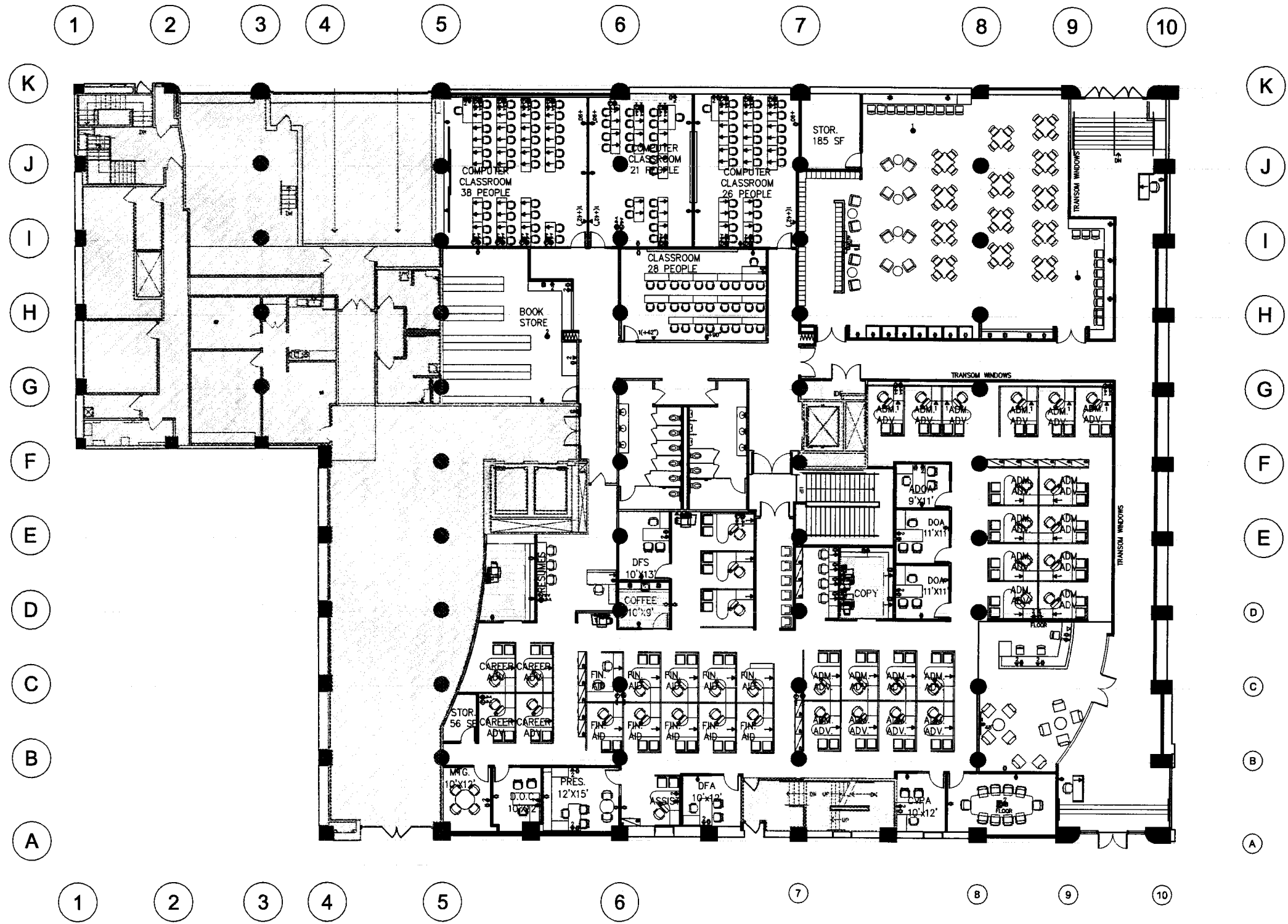
As of the most recent fiscal year, 81% of the student population receives federal loans or grants and 15% receive loans or grants from the state.

- f. Staff and Faculty: Heald employs 68 FTE staff members and 25 FTE faculty members. Approximately 57% of staff and faculty are female; 43% are male. 39% of staff and faculty live in San Francisco.
- g. Affirmative Action: Heald is an equal opportunity employer and makes employment decisions on the basis of merit. Heald wants to have the best available persons in every job. Heald 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 Heald, including without limitation, the application and hiring process.

3. Current Facilities

- a. Location: Since 1997, Heald College LLC ("Heald") has occupied 350 Mission Street (Block 3710, Lot 107). The site is located within a C-3-O zoning district.
- b. Size: 350 Mission Street is a four-story building containing approximately 76,525 square feet. Heald occupies 60,116 square feet on four floors of the building.
- c. Ownership: Heald does not own any real property in the City and County of San Francisco and has no current plans to acquire real property in San Francisco.
- d. Parking: There is no off-street parking provided at 350 Mission 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 Embarcadero BART station is located on Market Street one block from the site. Golden Gate Transit and AC bus lines also serve the downtown area along Mission Street.
- e. Student Housing: Heald does not own or operate any student housing, or provide direct assistance to students to obtain student housing.
- f. **Proposed Changes**: Heald is planning to relocate its San Francisco campus to 875 Howard Street in Fall 2010. 875 Howard Street (block 3733, lot 079) is Zone C3S zoning district. 875 Howard is a six-story building, and Heald will occupy approximately 55,827 square feet on the first and second floors of the building. Heald will continue to offer the same educational programs and to support the current student population. There is no off-street parking provided at 875 Howard 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 Powell St. BART station is located on Market Street two blocks from the site. Golden Gate Transit and AC bus lines also serve the downtown area along Street. The comments under 3-C and 3-E also apply to the 875 Howard St location.



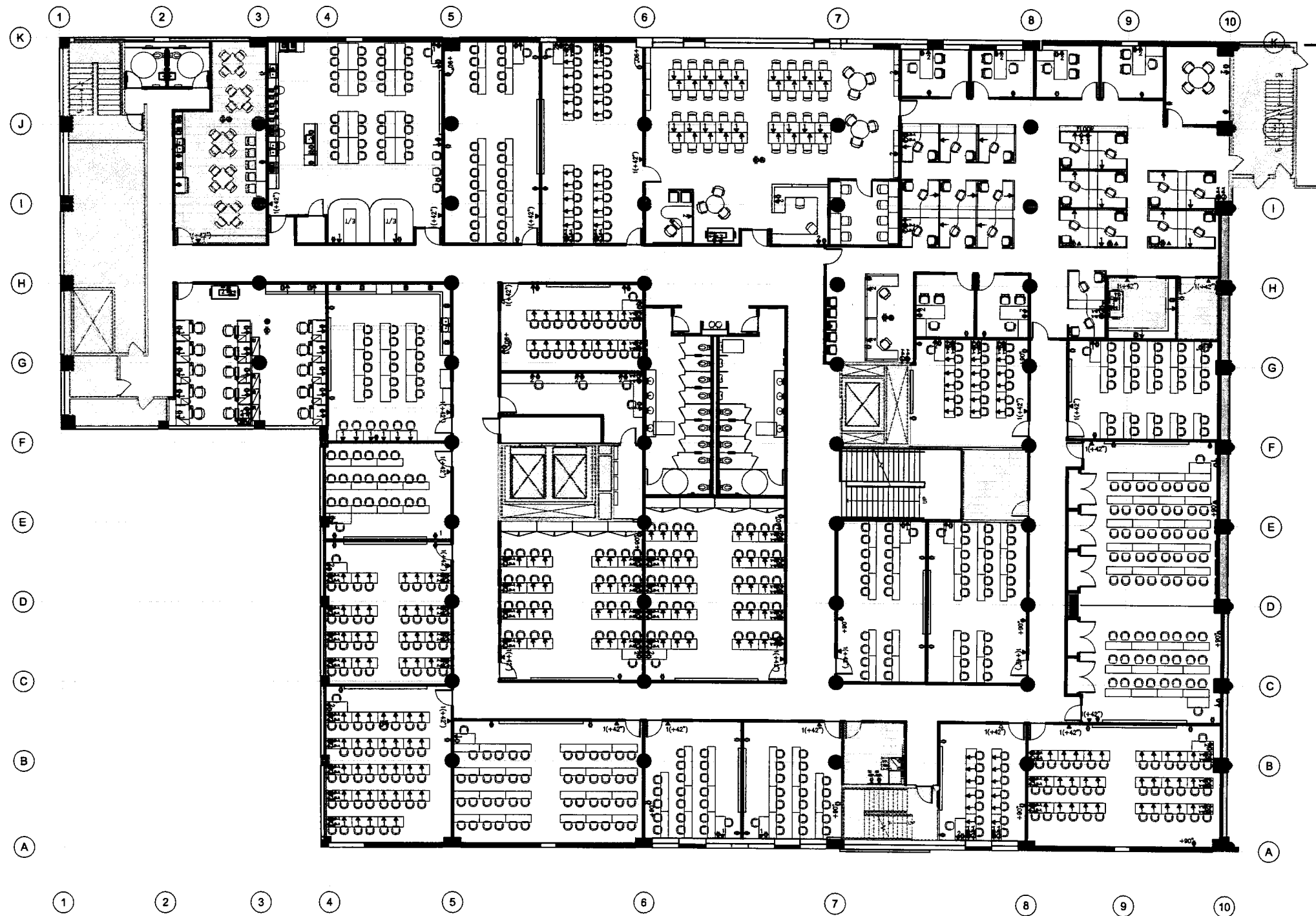
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