



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Abbreviated Institutional Master Plan

HEARING DATE: JULY 16, 2015

Date: June 22, 2015
Case No.: **2015-003740IMP**
Project Address: **50-70 Oak Street**
Zoning: C-3-G (Downtown General Commercial) District
120-R-2 Height and Bulk District and
88-X Height and Bulk District
Block/Lot: 0834/027
Project Sponsor: Kathryn Wittenmyer
c/o: Lawrence Badiner, Badiner Urban Planning, Inc.
San Francisco Conservatory of Music
50 Oak Street
San Francisco, CA 94102
Staff Contact: Nicholas Foster – (415) 575-9167
nicholas.foster@sfgov.org
Recommendation: **No action necessary – informational item**

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BACKGROUND ON INSTITUTIONAL MASTER PLANS

San Francisco Conservatory of Music (the “Conservatory” or the “Project Sponsor”) has submitted an Abbreviated Institutional Master Plan (“IMP” or the “Plan”) for consideration by the Planning Commission (“Commission”) as required by Section 304.5 of the Planning Code.

Planning Code Section 304.5 requires post-secondary educational and medical institutions in the city to provide the Planning Commission with a long range development plan every 10 years, with updates provided every two years. 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 following: the institution’s physical plant; employment characteristics; services provided and service population; ownership of properties throughout the City and County of San Francisco; the impact on the “Eight Priority Policies” of Planning Code Section 101.1; and 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 Commission and/or department staff, as applicable.

PROJECT DESCRIPTION

The project is the submission of an Abbreviated IMP for San Francisco Conservatory of Music. This is the Conservatory's first update since the submission of its most recent Abbreviated IMP in 2003.

SUMMARY OF THE CONTENTS OF THE ABBREVIATED IMP

Founded in 1917, the San Francisco Conservatory of Music serves as one of the premier educational centers for musicians in the nation, and is a supplier of performers and personnel for orchestras, opera companies, chamber music groups and other performing arts institutions. The Conservatory's Pre-College Division provides exceptionally high standards of musical training and personal attention to more than 200 young students. The Conservatory also sponsors a number of community engagement programs which bring music into the community, appealing to a wide variety of audiences. It has an active schedule of performances, many of which are open to the general public at no charge.

As a member of the Independent Consortium on College Admissions in Music ("ICCAM"), the Conservatory is accredited by the Western Association of Schools and Colleges. The Conservatory was first located on Sacramento Street until the mid-1950s, at which time it moved to its Ortega Street location. In 2006, the Conservatory moved to its current location at 50-70 Oak Street.

Population Characteristics:

The Conservatory's current enrollment is approximately 390 full-time equivalent students (170 undergraduate and 220 graduate students). Of these students, approximately 33% are from California and 34% are international students, while the balance of the student body is drawn from other parts of the United States. The Conservatory plans to modestly increase enrollment to approximately 430 students over the next few years.

Along with the student population, The Conservatory's Abbreviated IMP identifies approximately 29 full-time faculty members, 85 part-time faculty members, 60 part-time Pre-College and Adult Extension faculty, three full-time Pre-College faculty, 25 Accompanists, and 50 full-time and nine part-time administrative staff members. All faculty perform the bulk of their work during the academic year, which runs from September through May. Some Pre-College faculty also teach during the summer.

Facilities: At present, the Conservatory's physical plant is located at 50-70 Oak Street. This building is located on the north side of Oak Street through to Hickory Street, between Van Ness Avenue and Franklin Street. With a site area of approximately 17,580 sf, with approximately 154 feet of frontage on Oak Street, and 133 feet of frontage on Hickory Street, the property is located within the C-3-G (Downtown General Commercial) Zoning District and 80-E Height and Bulk District. The building, which is owned by the Conservatory, has six floors and two basement levels. The ballroom was retained, and serves as the recital hall. The Oak Street and Hickory Street facades were retained and restored. The new building at 70 Oak Street is structurally integrated with the historic building into one facility.

Presently, the Conservatory has arrangements with two properties for student housing. Conservatory students lease 134 beds in Golden Gate Hall (1412 Market Street; 8,651 sf lot) and 26 beds at Columbus Street Housing (112 Columbus Avenue; 24, 267 sf lot). The Conservatory facilitates the collection of rents for these properties, but the students lease directly from each of these entities. Commencing in the Fall of 2015, the Conservatory will lease 200 beds—approximately one half of the site area—at The Panoramic

(1321 Mission Street; 9,208 sf lot) for a period up to 10 years. Beginning in Fall 2015, Columbus Street Housing will be an option for first- and second-year graduate students after room inventory at The Panoramic is exhausted, and the Conservatory will no longer lease rooms at Golden Gate Hall.

In September of 2014, the Conservatory purchased the property at 200 Van Ness Avenue, at the northeast corner of Hayes Street. The property is occupied by a three story residential building containing 27 units on an approximately 6,548 sf lot. In December of 2014, the Conservatory then purchased the Lighthouse for the Blind property at 214 Van Ness Avenue. This property is located at the southeast corner of Dr. Tom Waddell Place (formerly Lech Walesa Street). The site is occupied by a two-story office building totaling approximately 12,500 sf on a 6,529 sf lot. The Lighthouse is currently renting-back the property and will be moving to another property in the city in late 2015.

Together with the 17,580 sf site area for the Conservatory's physical plant located at 50-70 Oak Street, the aggregate site area for all properties affiliated with the Conservatory—including group housing—is 64,132 sf. As such, the Conservatory occupies less than 100,000 sf in the C-3 district and is therefore eligible to submit an Abbreviated Institutional Master Plan.

Parking and Campus Access: The Conservatory does not provide any off-street parking at any of its properties. However, the Conservatory's proximity to the intersection of Van Ness Avenue and Market Street affords both students and faculty access to an array of transit options. The 50-70 Oak Street property is adjacent to the Muni Metro Van Ness station (6 lines), Market Street buses/trolleys (5 lines) and F-Line, and Van Ness Avenue buses (3 lines). The area is a block from the Mission Street buses (3 lines). Approximately 40% of faculty/staff take part in the Clipper Direct program and the majority of those subscribers take public transportation on a routine basis. Every student of the Conservatory receives a monthly MUNI pass.

The Plan states the Conservatory's parking philosophy is to encourage public transportation and carpooling for employees and students.

Current Projects/Future Expansion:

The Plan does not call for any immediate expansion of existing facilities beyond basic tenant improvements (e.g. interior renovations and facility upgrades to support the Conservatory's educational and operational requirements). While the Plan does not anticipate any significant development in the near future, the Conservatory is exploring future development opportunities for the 200 and 214 Van Ness Avenue properties. Potential uses could include student housing, practice rooms and performance spaces. Of primary importance to the Conservatory is finding an equitable solution for the tenants and the existing housing located on the 200 Van Ness Avenue site.

Any future development plans would be described in an update to the Planning Commission, in the form of an Update to the Abbreviated Institutional Master Plan. Any projects proposed by the Conservatory would require standard Planning Department review upon their submission; receipt of this Plan does not convey approval of any or all proposed projects within it.

ENVIRONMENTAL REVIEW STATUS

The Project is categorically exempt from the California Environmental Quality Act ("CEQA"), Section 15301 (Class 1, Minor Alternations 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 public hearing on an Abbreviated IMP. If the Commission requests a hearing, it will be scheduled for a later date.

STAFF RECOMMENDATION

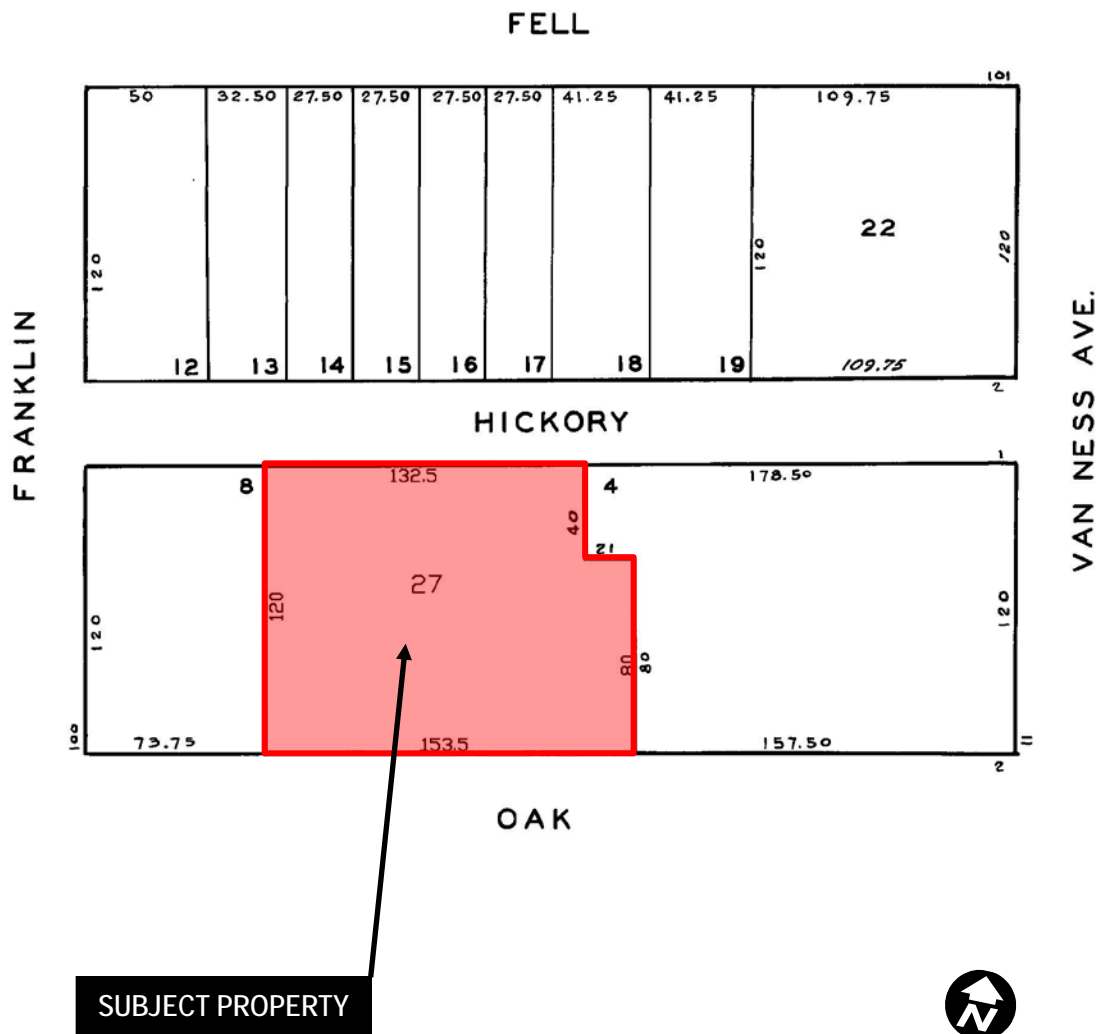
The San Francisco Conservatory of Music Abbreviated IMP includes all information required by Planning Code Section 304.5. The staff recommendation is to accept the Abbreviated IMP as submitted and not hold a hearing.

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

Block Book Map
Sanborn Map
Zoning Map
Context Photographs
San Francisco Conservatory of Music's Abbreviated IMP
Floor Plans (50-70 Oak Street)

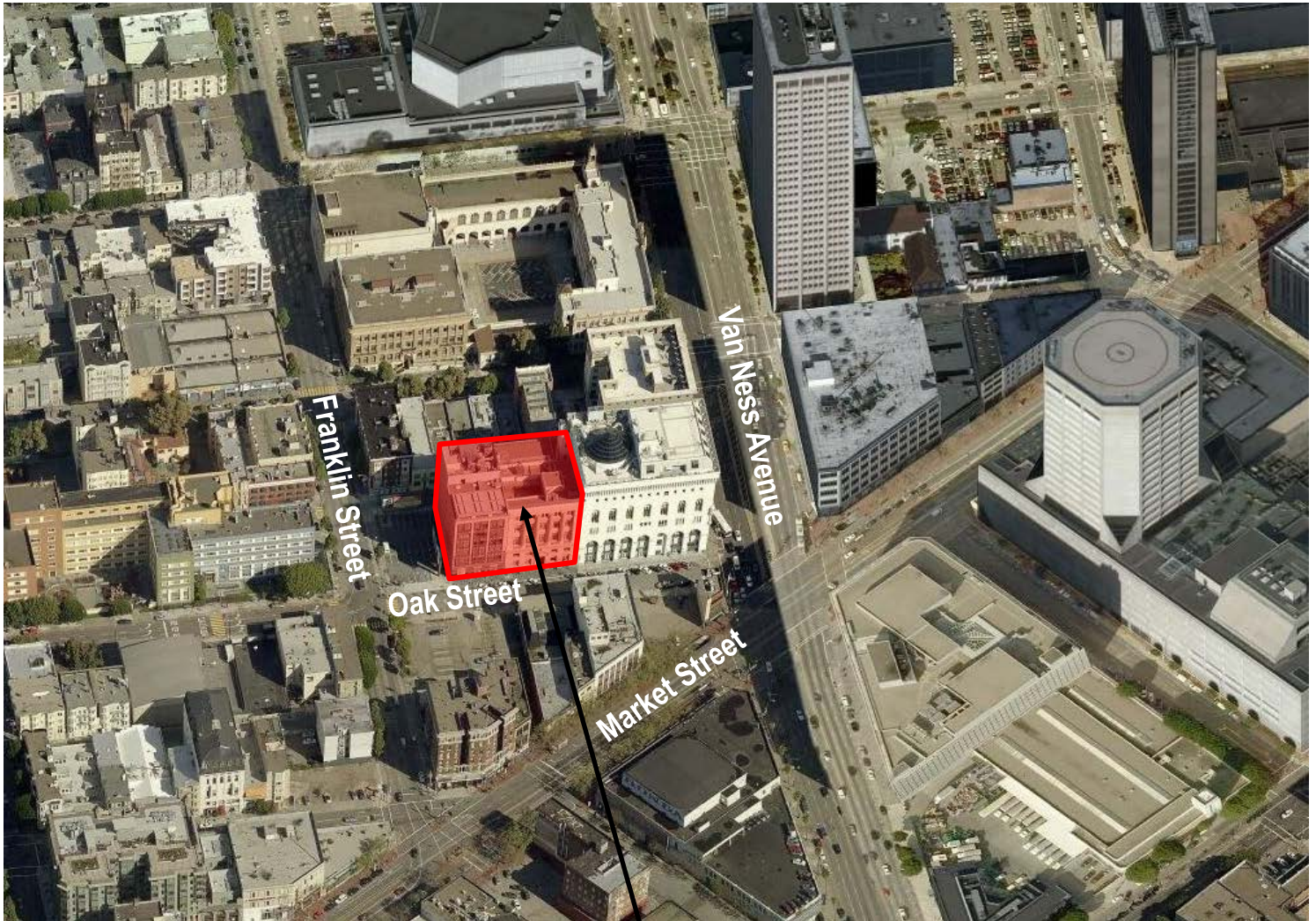
Parcel Map



Institutional Master Plan Hearing
Case Number 2015-003740IMP
50-70 Oak Street

**SAN FRANCISCO
PLANNING DEPARTMENT**

Aerial Photo

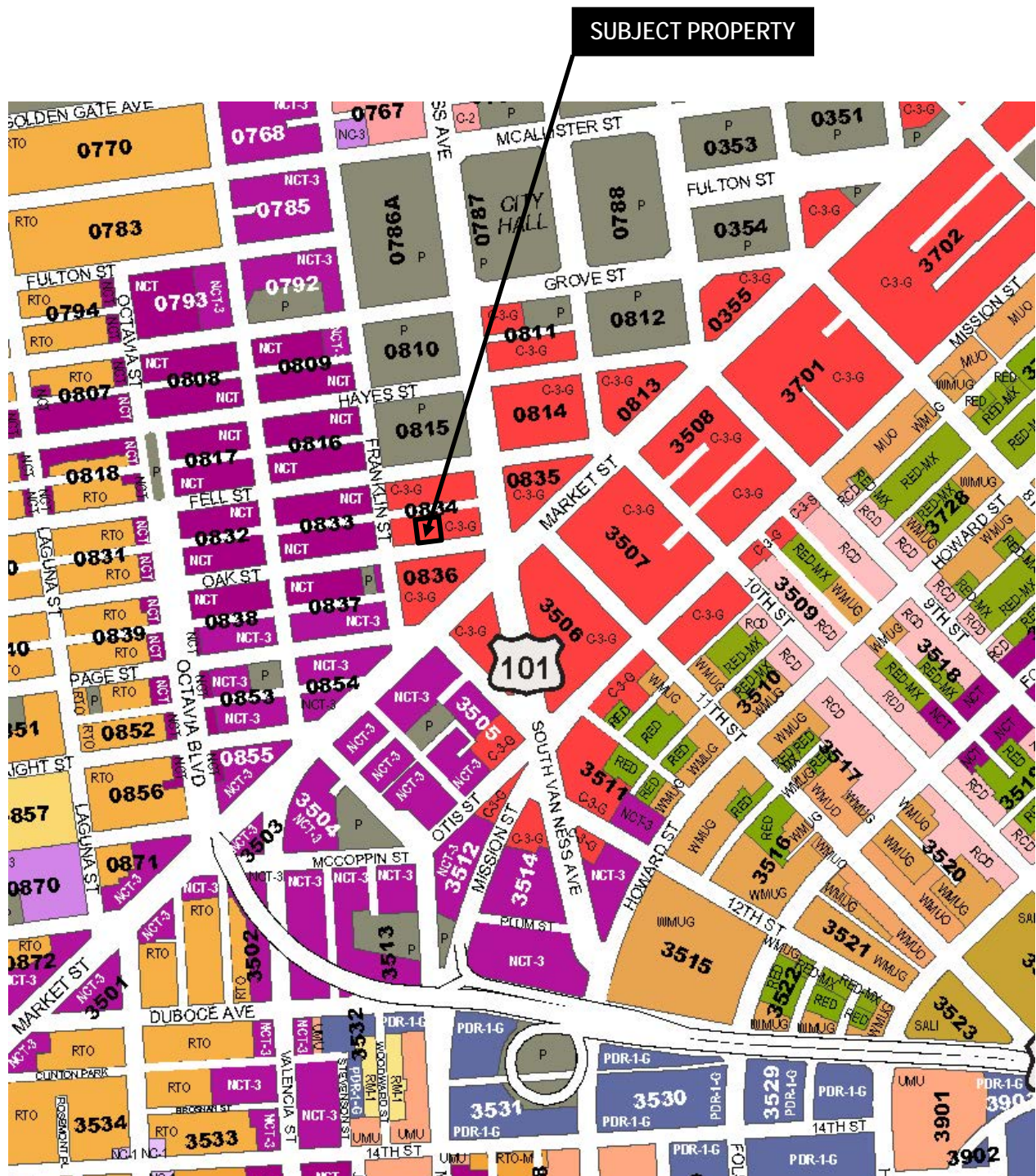


SUBJECT PROPERTY



Institutional Master Plan Hearing
Case Number 2015-003740IMP
50-70 Oak Street

Zoning Map



Institutional Master Plan Hearing
Case Number 2015-003740IMP
50-70 Oak Street

Site Photo



Street View of 50 Oak Street (view from Oak Street)

Institutional Master Plan Hearing
Case Number 2015-003740IMP
50-70 Oak Street

Site Photo



Street View of 50 Oak Street (view from Oak Street)

Institutional Master Plan Hearing
Case Number 2015-003740IMP
50-70 Oak Street

Site Photo



Street View of 50 Oak Street (view from Hickory Street)

Institutional Master Plan Hearing
Case Number 2015-003740IMP
50-70 Oak Street

San Francisco Conservatory Of Music



Abbreviated Institutional Master Plan

Prepared by Badiner Urban Planning, Inc.

Submitted March 1, 2015

Abbreviated Institutional Master Plan

Summary

Pursuant to Planning Code Section 304.5, the San Francisco Conservatory of Music (“SFCM”) is filing this Abbreviated Institutional Master Plan. As SFCM occupies less than a 100,000 sf of site area in the C-3 Zoning District, an Abbreviated Institutional Master Plan is appropriate under Planning Code Section 304.5(d). In fact, SFCM occupies less than 50,000 sf of site area in the City and has no facilities outside of the City. Further, SFCM does not anticipate any future expansion to more than 100,000 sf in the C-3 Zoning District.

Mission Statement

“The San Francisco Conservatory of Music educates exceptionally talented musicians from around the world to become artists of the highest caliber, as well as musical citizens prepared for the challenges of the twenty-first century.”

To accomplish this mission, SFCM:

- Offers a curriculum based on the essential need both to honor tradition and encourage innovation.
- Engages and supports a faculty of master teachers committed to cultivating the individual excellence, collaborative spirit and creative thinking that the professional musician requires and our culture demands.
- Provides an intimate and supportive environment that enables each student to find a distinctive voice.

For nearly fifty years, SFCM was located at the corner of Ortega Street and 19th Avenue. In the 2006, SFCM developed a purpose-built facility at 50-70 Oak Street, maintaining the historic façade and building a new structure behind and adjacent to it. This building provides state-of-the-art facilities for existing students and faculty and allowed for expanded enrollment. The relocation created synergy with other Civic Center arts organizations, increased SFCM’s visibility and attracted more visitors to the public programs.

Nature of Institution, Services Provided and Service Population

SFCM is a member of the Independent Consortium on College Admissions in Music (“ICCAM”), which has 15 members, three of whom are on the West Coast. As such, it fills a very important role as an educational center for musicians in the West, and supplier of performers and personnel for orchestras, opera companies, chamber music groups and other performing arts institutions. SFCM is accredited by the Western Association of Schools and Colleges. Other ICCAM schools include the New England Conservatory of Music, the Cleveland Institute of Music, the Manhattan School of Music, the Curtis Institute of Music and the Juilliard

School. Conscious of its responsibilities to the Bay Area, the school sponsors a number of community engagement programs, which bring music into the community. It has an active schedule of performances most of which are open to the general public at no charge and offer something for a wide range of audiences. (See <http://calendar.sfcm.edu/>) Its Pre-College Division provides exceptionally high standards of musical training and personal attention to more than 200 younger students. SFCM faculty and students give nearly 500 public performances each year, most of which are free. Its community engagement programs serve more than 1,600 school children and more than 6,000 members of the wider community who have few if any opportunities to hear live performances.

SFCM was founded in 1917 and was located on Sacramento Street until the mid-Fifties, at which time it moved to its Ortega Street location. In 2006, the Conservatory moved to 50-70 Oak Street.

From less than 40 collegiate (both undergraduate and graduate) students in the mid-sixties, SFCM has grown to a total of approximately 390 full-time equivalent students in the current year (170 undergraduate, 220 graduate). Of these students, 33% are from California and 34% are international students; the balance of the student body is drawn from other parts of the United States. SFCM plans to modestly increase enrollment to approximately 430 students over the next few years.

SFCM offers the following degree programs: Music Diploma for orchestral instruments; Bachelor of Music Degree for orchestral instruments, guitar, keyboard instruments, voice and Composition; Master of Music Degrees for all instrumental disciplines as well as Composition, Conducting, and voice; Artist Certificate for Chamber Music; and Post Graduate Diploma for Vocal Performance. Beginning in the 2015/16 academic year, SFCM will also offer Bachelor of Music Degree in Technology and Applied Composition.

Employment

Over the course of a semester, SFCM currently employs about 85 part-time Collegiate faculty members, 29 full-time Collegiate faculty members, 60 part-time Pre-College and Adult Extension faculty, three full-time Pre-College faculty, 25 Accompanists, and 50 full-time and nine part-time administrative staff members. All faculty perform the bulk of their work during the academic year, which runs from September through May. Some Pre-College faculty also teach during the summer. Many collegiate students are employed in staff support and teaching positions as an aid in financing their education. Clerical and maintenance staff positions are advertised locally, and members of staff, faculty and student body live in the immediate vicinity of the school.

Affirmative Action

SFCM is an Equal Opportunity Employer and forbids discrimination based upon race, color, creed, religion, marital status, registered domestic partnership status, age, national origin or ancestry, physical or mental disability, medical condition, or sexual orientation.

Financial Aid

Ninety-eight percent of the collegiate students receive SFCM Institutional Financial Aid (scholarships), which amounted to \$7,628,000 in the current academic year. In addition, 47 percent of collegiate students receive federal financial aid.

Present Physical Plant, Property Ownership, and Housing Used by Students

The 50-70 Oak Street building is located on the north side of Oak Street through to Hickory Street, between Van Ness Avenue and Franklin Street, totaling approximately 17,580 square feet (0.40 acres), with approximately 153.5 feet of frontage on Oak Street, and 132.5 feet of frontage on Hickory Street. The property is within the C-3-G (Downtown General Commercial) Zoning District and 80-E Height and Bulk District. The building at 50 Oak Street has six floors and two basement levels. The ballroom was retained, and is the main recital hall. The Oak Street and Hickory Street facades were retained and restored. The new building at 70 Oak Street is structurally integrated with the historic building into one facility. (See Figure 1 - SFCM Properties and Figure 2 – 50 Oak Street)

SFCM has arrangements with two properties for student housing. SFCM students lease 134 beds in Golden Gate Hall (1412 Market Street) and 26 beds at Columbus Street Housing (112 Columbus Avenue). SFCM facilitates the collection of rents for these properties, but the students lease directly from each of these entities.

Commencing in the fall of 2015, SFCM will lease 200 beds at The Panoramic (1321 Mission Street, 3509/043) for up to 10 years, approximately half of the space in the building. The Panoramic is a brand-new high-rise residence for students on a 9,208 sf site. With full kitchens, spaces for study, socializing and practice; and a central location in San Francisco, The Panoramic will enhance the students' residential life and provide a more complete educational experience. The Panoramic is less than a ten-minute walk from SFCM. Beginning in Fall 2015, Columbus Street Housing will be an option for first- and second-year graduate students after room inventory at The Panoramic is exhausted, and SFCM will no longer lease rooms at Golden Gate Hall.

In September of 2014, SFCM purchased the property at 200 Van Ness Avenue (811/010), at the northeast corner of Hayes Street. The property is occupied by a three story residential building containing 27 units on a lot of 6,548 sf.

In December of 2014, SFCM purchased the Lighthouse for the Blind property at 214

Van Ness Avenue, (811/012). This property is located at the southeast corner of Dr. Tom Waddell Place (formerly Lech Walesa St.). The site is occupied by a two-story office building of approximately 12,500 sf on a lot of 6,529 sf. The Lighthouse is currently renting-back the property and will be moving to other property in the City in late 2015.

Parking, Transit, Bike Parking

Parking Availability

SFCM has no parking on-site at any of its properties. There are three public parking lots fronting on the unit block of Oak Street that are owned and operated by third parties:

- 102-10 Franklin Street (834/008) approximately 41 spaces
- 98 Franklin Street (836/013) approximately 100 spaces (valet)
- 11 Oak Street (834/004) approximately 45 spaces (valet)

It is unlikely that either 11 Oak Street or 98 Franklin Street will remain surface parking lots in the long term. The 11 Oak Street site is proposed to be developed with a 400' residential tower. 98 Franklin was purchased by the French American International School, which will likely develop the site in the mid-term.

Within a short distance from SFCM is a parking lot controlled by the Plumbers Union, 1615-17 Market Street (3505/033), which has approximately 75 parking spaces. This site is part of a development project, and will be likely developed in the near term, as will the parking lots accessed off Brady Street.

Transit

SFCM's properties have excellent transit access. The 50-70 Oak Street property is adjacent to the Muni Metro Van Ness station (6 lines), Market Street buses/trolleys (5 lines) and F-Line, and Van Ness Avenue buses (3 lines). The area is a block from the Mission Street buses (3 lines).

Forty faculty/staff take part in the Clipper Direct program and most of them take public transportation on a routine basis. Every collegiate student receives a monthly MUNI pass.

Bicycle Parking

SFCM has 13 formal bike parking spaces at 50 Oak Street. Additionally, faculty and staff often park their bikes in their offices/studios. Thirty-one staff/faculty have registered to park their bikes. There will be 95 bike parking spaces for students at the Panoramic.

Development Plans

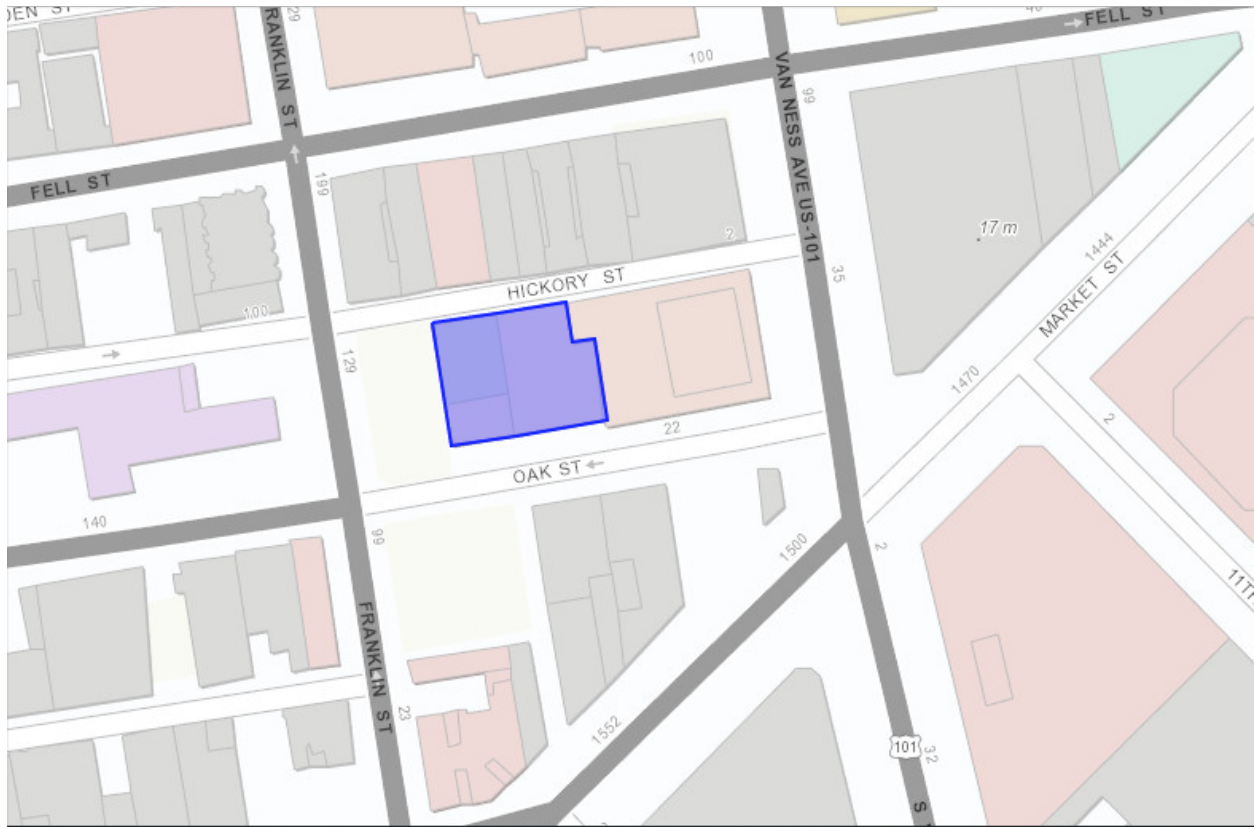
SFCM is exploring options for the properties at 200 and 214 Van Ness Avenue for possible development. Potential uses include student housing, practice rooms and performance spaces, but SFCM is in very preliminary explorations of the appropriate use of these properties. Of primary importance is finding an equitable solution for the tenants and the existing housing on the 200 Van Ness Avenue site.

Attachments:

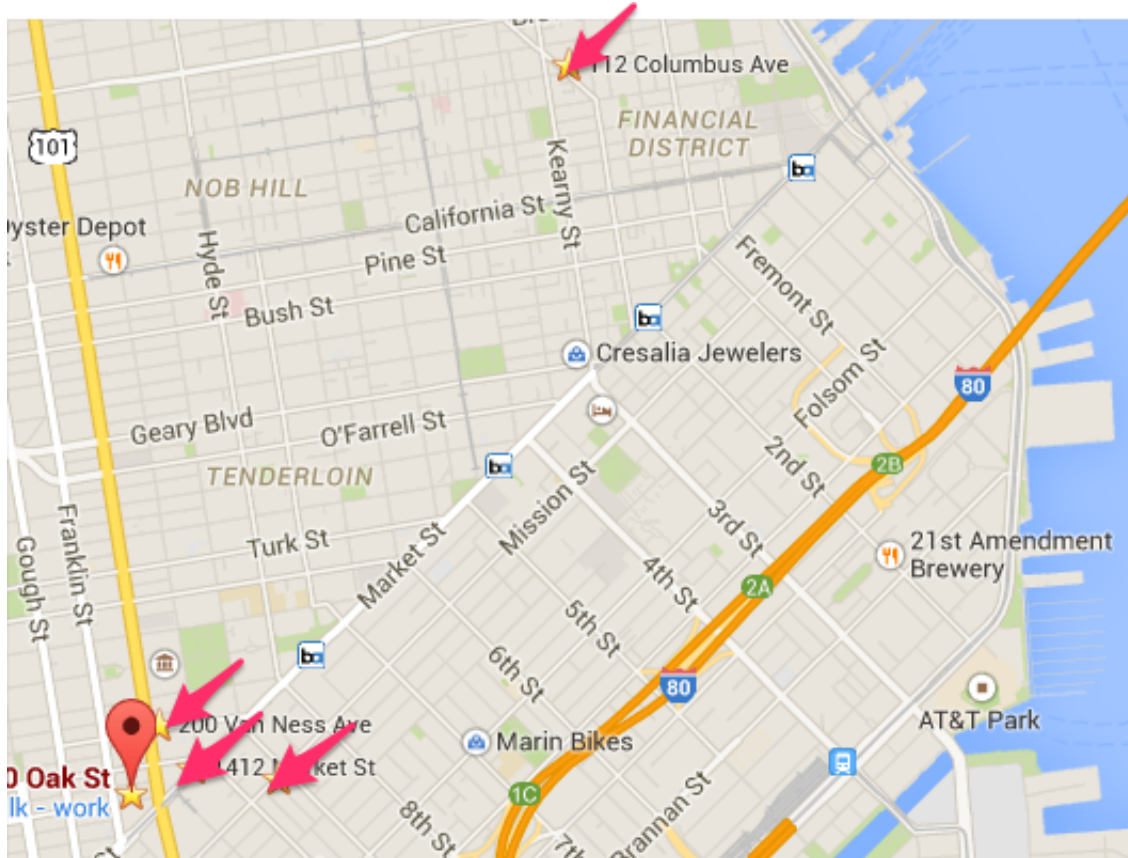
Figure 1 - SFCM Properties

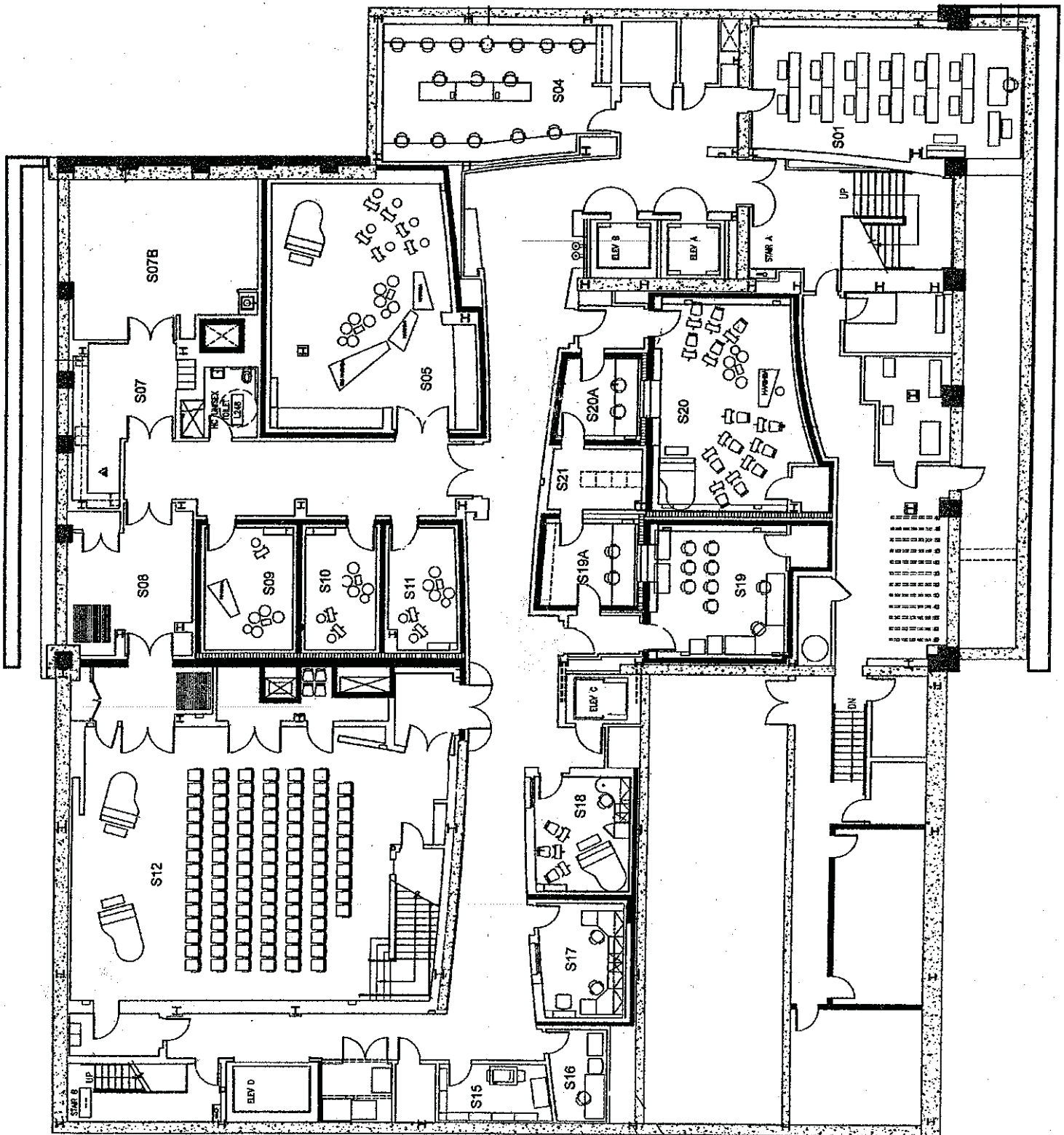
Figure 2 - 50 Oak Street

SFCM Site at 50-70 Oak Street

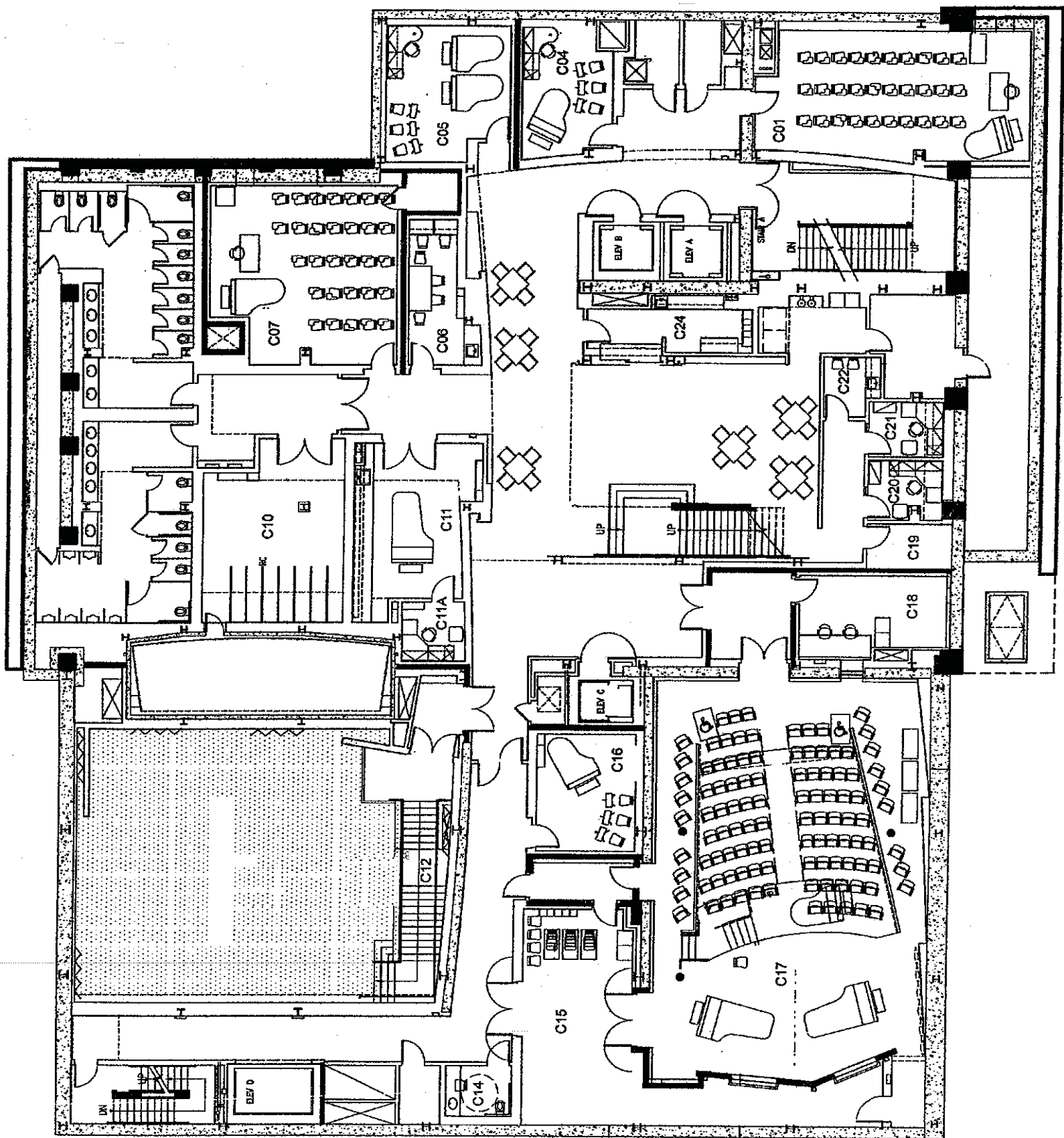


SFCM Properties

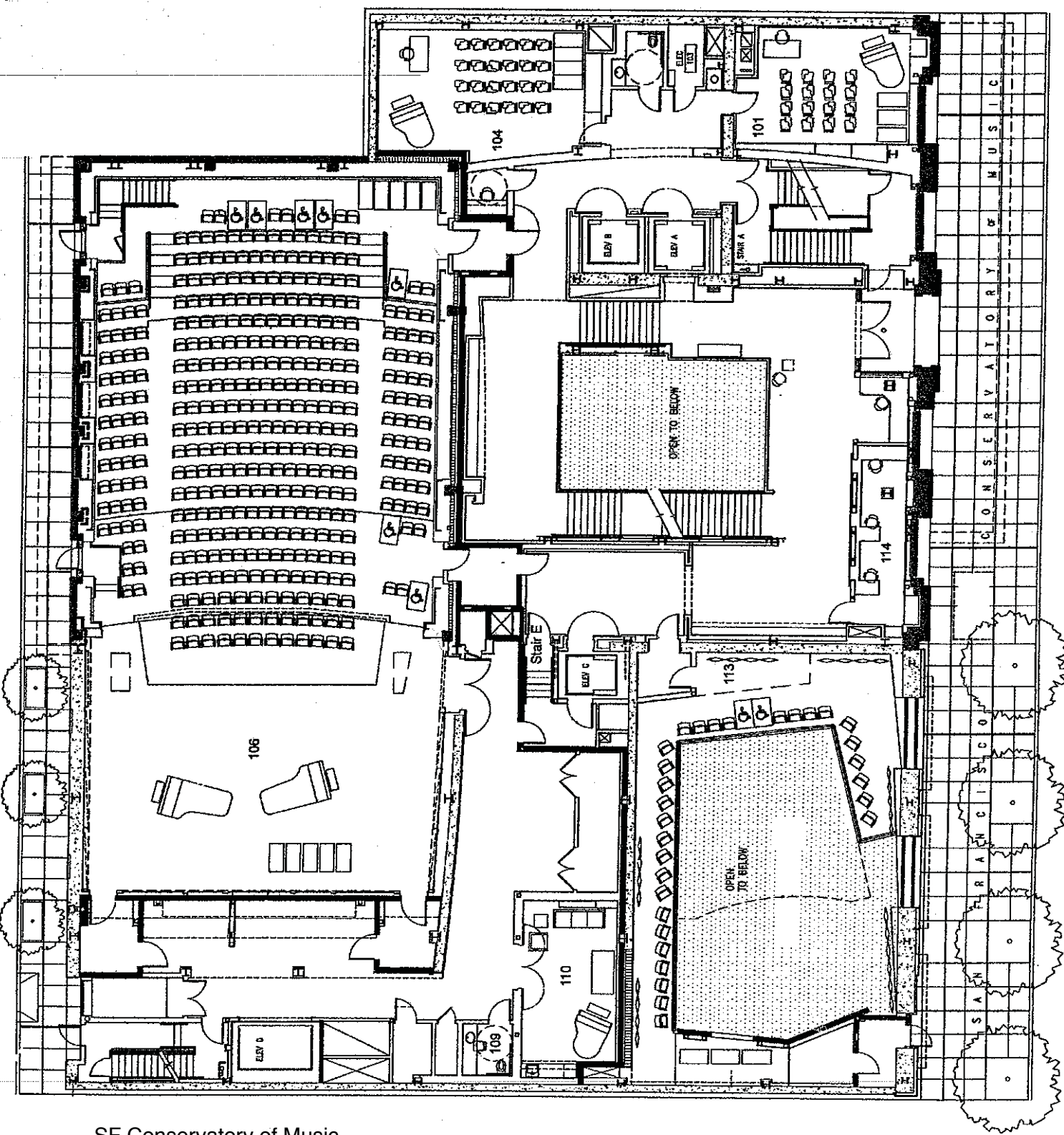




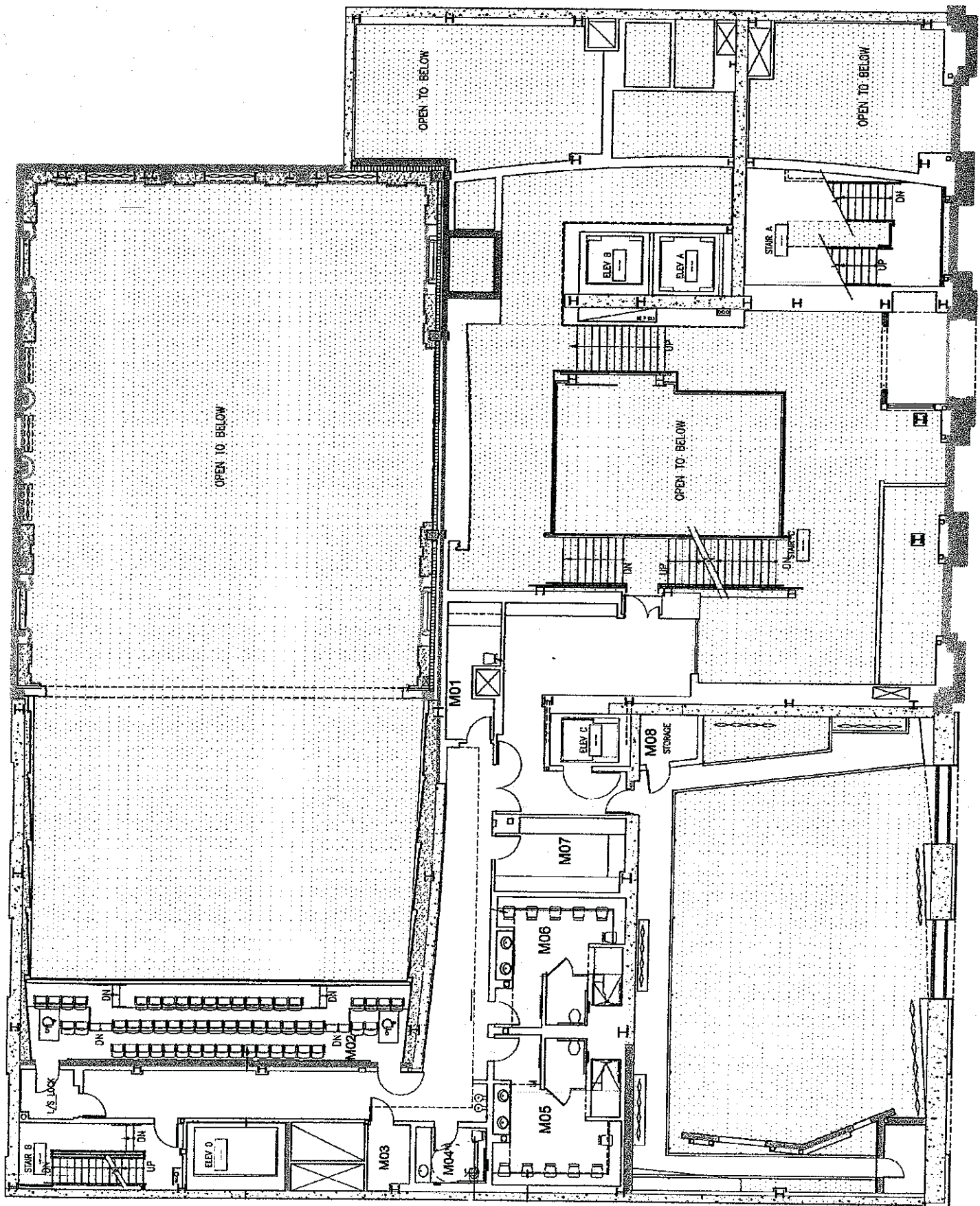
SF Conservatory of Music
 50-70 Oak Street
 Salon Floor (Sub-Basement)



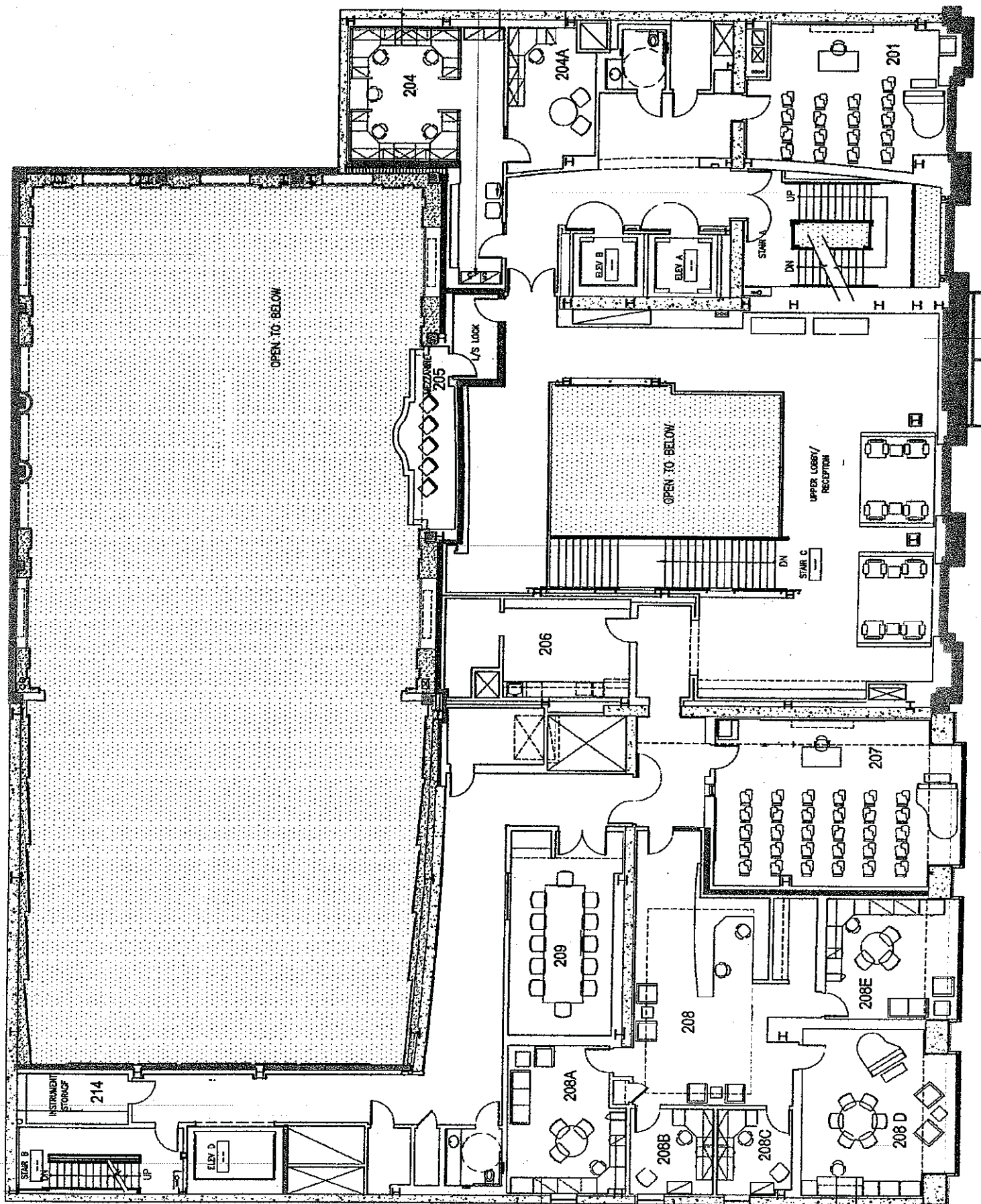
SF Conservatory of Music
 50-70 Oak Street
 Cafe Floor (Basement)



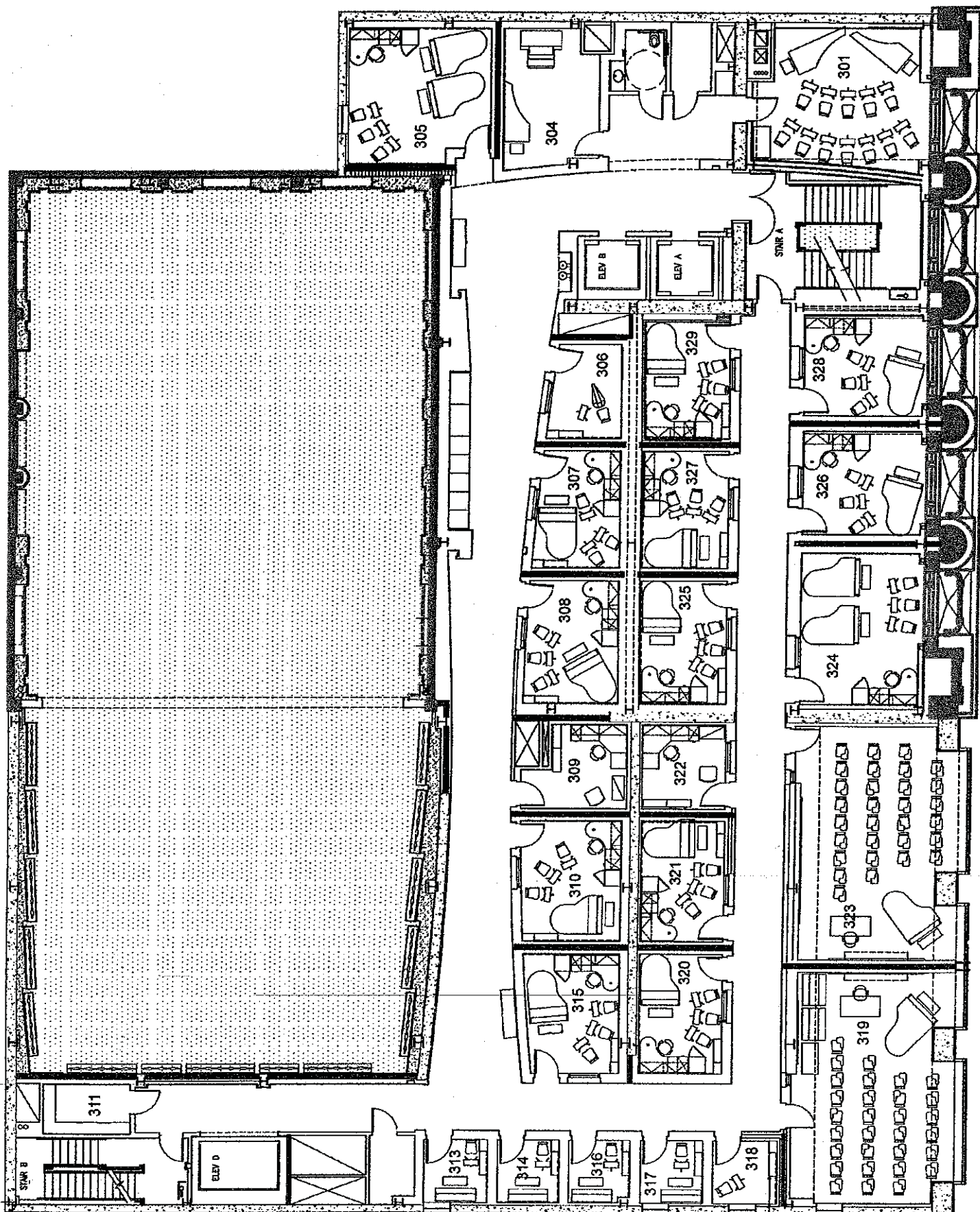
SF Conservatory of Music
50-70 Oak Street
Ground Floor



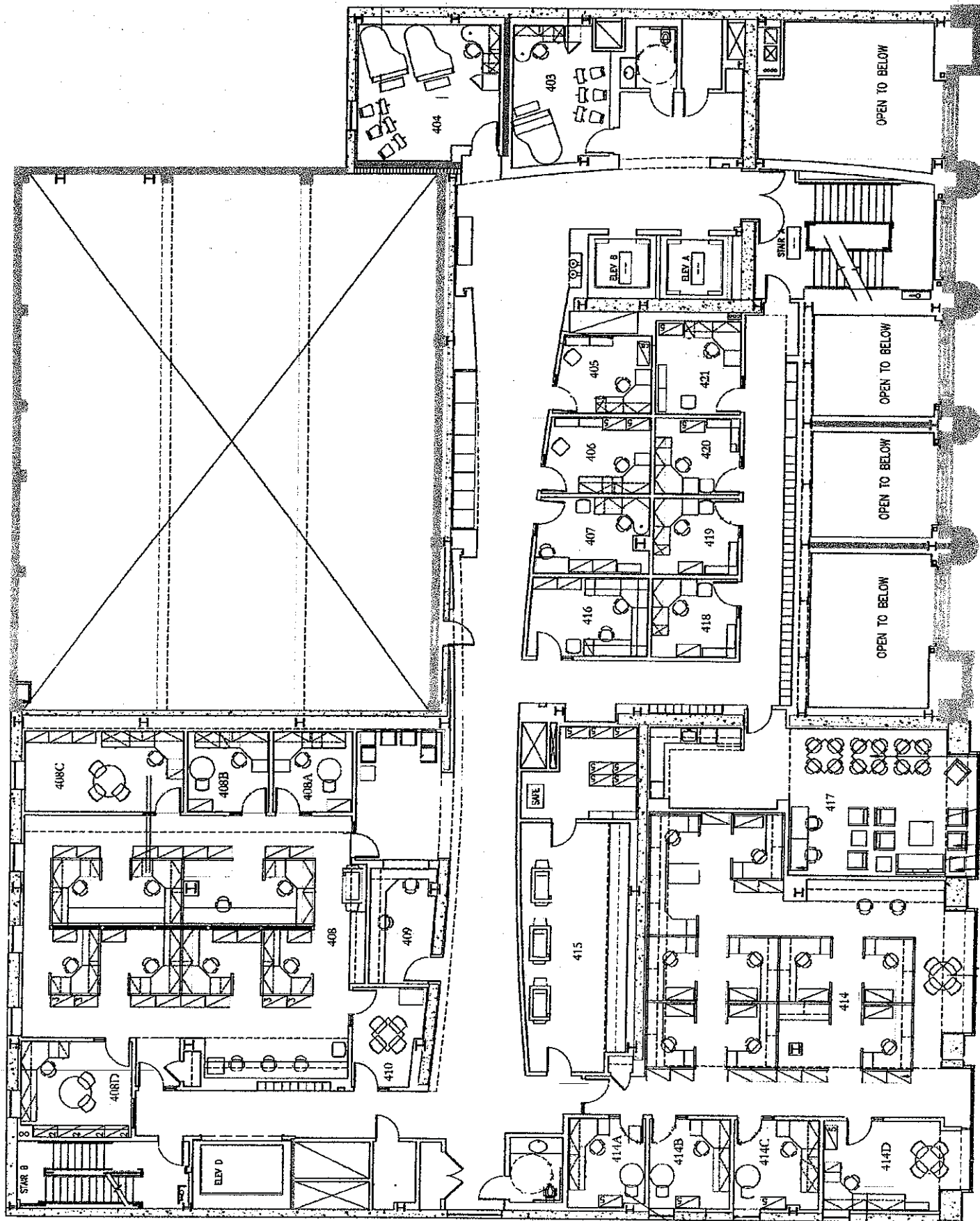
SF Conservatory of Music
50-70 Oak Street
Mezzanine



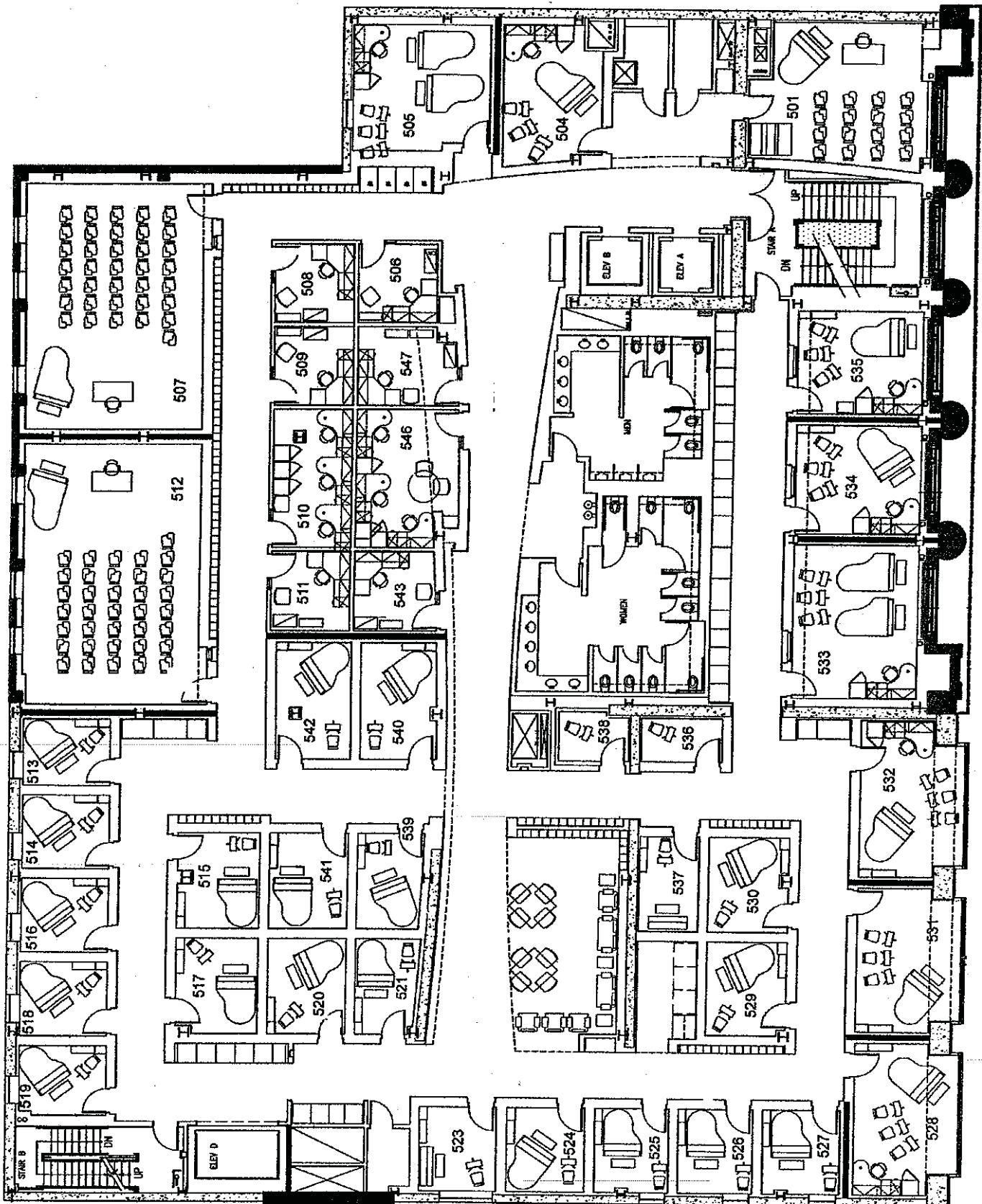
SF Conservatory of Music
50-70 Oak Street
Floor 2



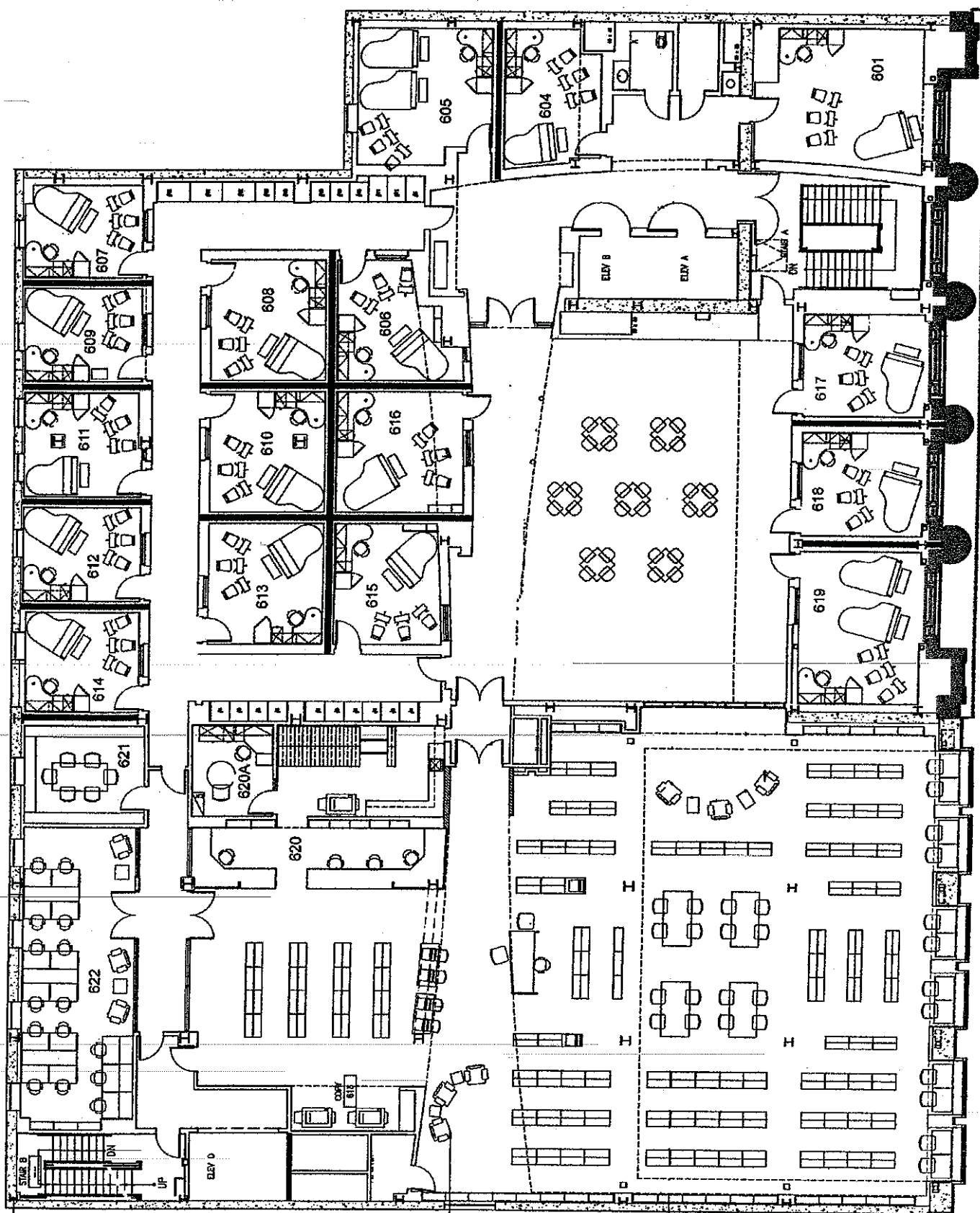
SF Conservatory of Music
50-70 Oak Street
Floor 3



SF Conservatory of Music
50-70 Oak Street
Floor 4



SF Conservatory of Music
50-70 Oak Street
Floor 5



SF Conservatory of Music
50-70 Oak Street
Floor 6