



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Abbreviated Institutional Master Plan

HEARING DATE: JANUARY 28, 2016

Date: January 10, 2016
Case No.: **2015-14110IMP**
Project Address: **44 Montgomery Street**
Zoning: C-3-O (Downtown Office) District
350-S Height and Bulk District
Downtown Plan Area
Block/Lot: 0291/012
Project Sponsor: Andrew Oliver
c/o: ASD | SKY
250 Sutter Street, 6th Floor
San Francisco, CA 94108
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

Northwestern University (the “University” 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 Northwestern University. This Abbreviated IMP represents the University's first submission an IMP.

SUMMARY OF THE CONTENTS OF THE ABBREVIATED IMP

Founded in 1851, Northwestern University is a large, private research university located in Evanston, Illinois. Composed of twelve schools and colleges, the University offers 124 undergraduate degrees and 145 graduate and professional degrees. Over the years, the University has grown to include 12 schools and colleges, with additional campuses in Chicago, Illinois and Doha, Qatar.

In June of 2015, Northwestern initiated the development of a West Coast Regional Office in San Francisco to handle the University's alumni relations and development efforts, serving approximately 26,000 California alumni. The University is concurrently developing new undergraduate and graduate programs for both the Medill School of Journalism and the McCormick School of Engineering and Applied Sciences to be supported at the same regional office, thereby creating a new (satellite) San Francisco campus.

Population Characteristics:

The proposed West Coast Regional Office, upon completion, will initially serve the University's alumni relations and development efforts. The office currently employs four (4) FTE administrative staff, and the University plans to employ an additional six (6) FTE administrative staff and faculty. Future staffing levels may also include approximately 5-10 faculty to support the development of a satellite campus for the Medill School and the McCormick School. Only a fraction of those faculty are anticipated to be present at the office at any given time. The plans for the Medill School are geared towards University Students participating in residencies and summer immersion programs. The plans for the McCormick School may include the creation of a new MS program, which, could serve approximately 25-50 students with 2 to 3 years of development.

Facilities: Northwestern University does not currently own any property in the City and County of San Francisco for the purposes of academic or administrative uses. At present, the University's physical plant is located at 44 Montgomery Street. This building is located on the east side of Montgomery Street, between Sutter and Market Streets. The University began leasing 3,523 square feet (sf) of office space on the 12th floor of the building in June of 2015. This space is currently being used for alumni relations and development.

The University is proposing to lease an additional 14,345 sf on the 18th floor of the subject building for academic and administrative space for both the Medill School and the McCormick School. The University also intends to develop event space to be utilized as a common meeting place for both alumni, as well as University affiliates and collaborators. The space is planned to accommodate approximately 100 occupants in for a variety of public and private functions.

The aggregate site area for all leased office space affiliated with the University—located on the 12th and 18th floors of 44 Montgomery—is 17,868 sf. As such, the University occupies less than 100,000 sf in the C-3 district and is therefore eligible to submit an Abbreviated Institutional Master Plan. The conversion of

the existing office space on both the 12th and 18th floor would constitute a change of use from Office to Institutional Use (Institutional Educational Use), which, is principally permitted with the C-3-O District.

Parking and Campus Access: The University does not provide any off-street parking for any of its leased spaces at 44 Montgomery Street. The Plan states the University's parking philosophy is to encourage public transportation and carpooling for its students, staff, and faculty. The University's proximity to Market Street will undoubtedly afford users access to an array of transit options. The 44 Montgomery Street property is located immediately adjacent to the Montgomery Street BART and MUNI Metro Station, as well as numerous Market Street MUNI bus and streetcar lines. In addition, the subject property is located within walking distance of the temporary Transbay Terminal—as well as the proposed new facility—and the Ferry Building, providing access to an array of regional transit options.

Current Projects/Future Expansion:

The Plan does not call for any immediate expansion of facilities beyond basic tenant improvements to the leasable space on the 12th and 18th floors of 44 Montgomery Street (e.g. interior renovations and facility upgrades to support the University's educational and operational requirements).

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 University 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 Northwestern University 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 |
|------------------------|--|

Attachments:

Block Book Map

Sanborn Map

Zoning Map

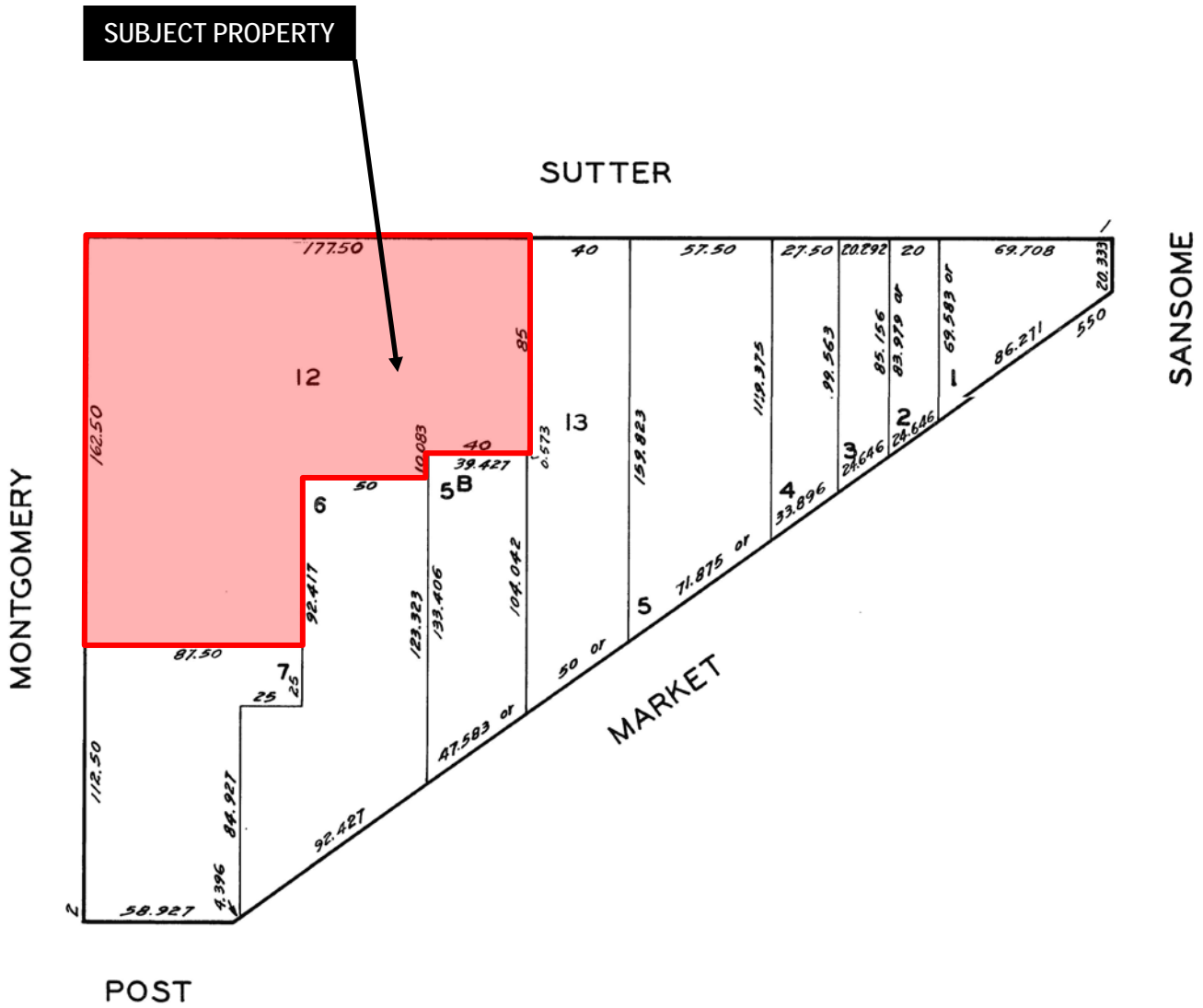
Context Photographs

Northwestern University's Abbreviated IMP

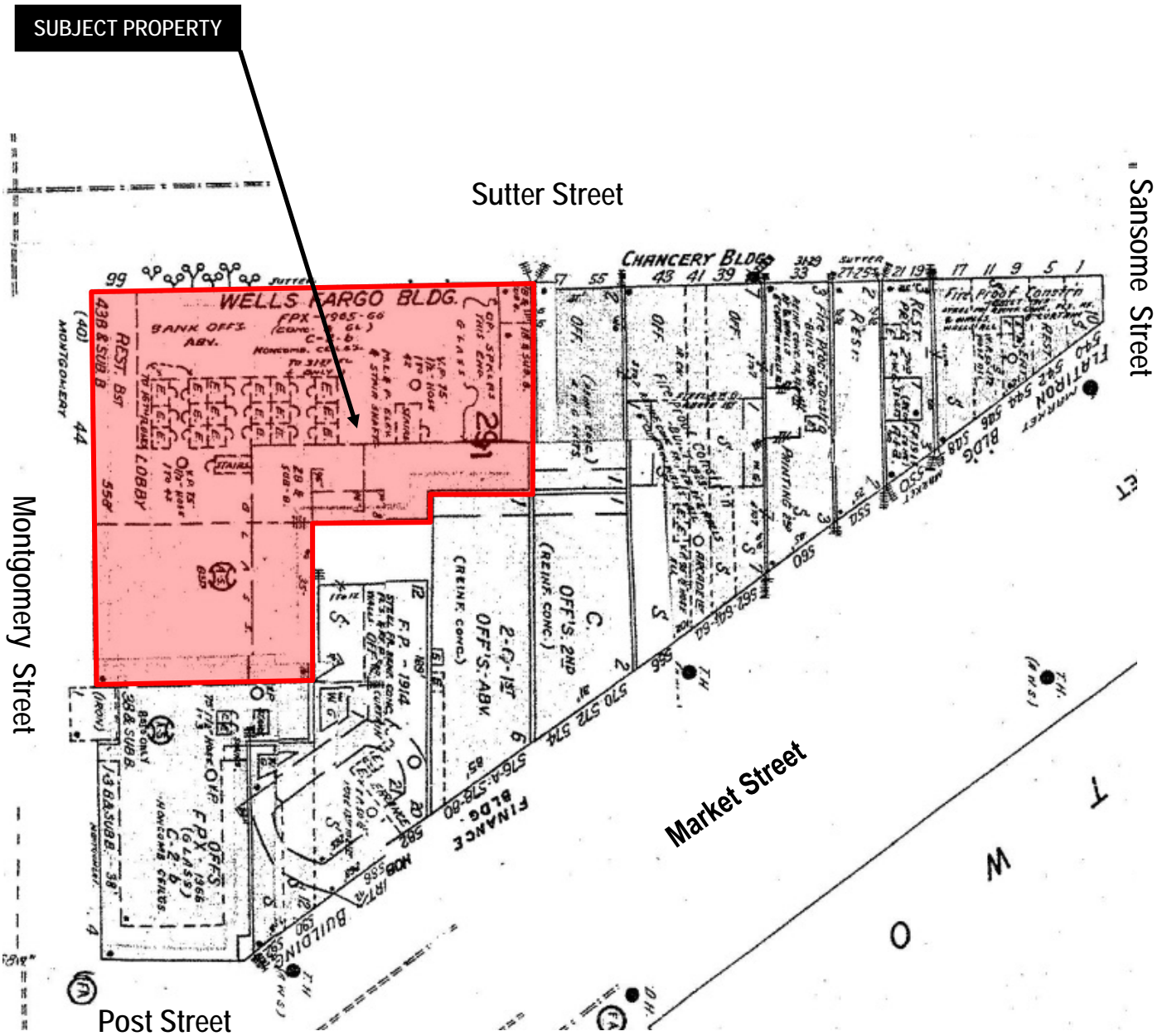
Floor Plans (44 Montgomery; 12th and 18th Floors)

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Parcel Map



Sanborn Map*



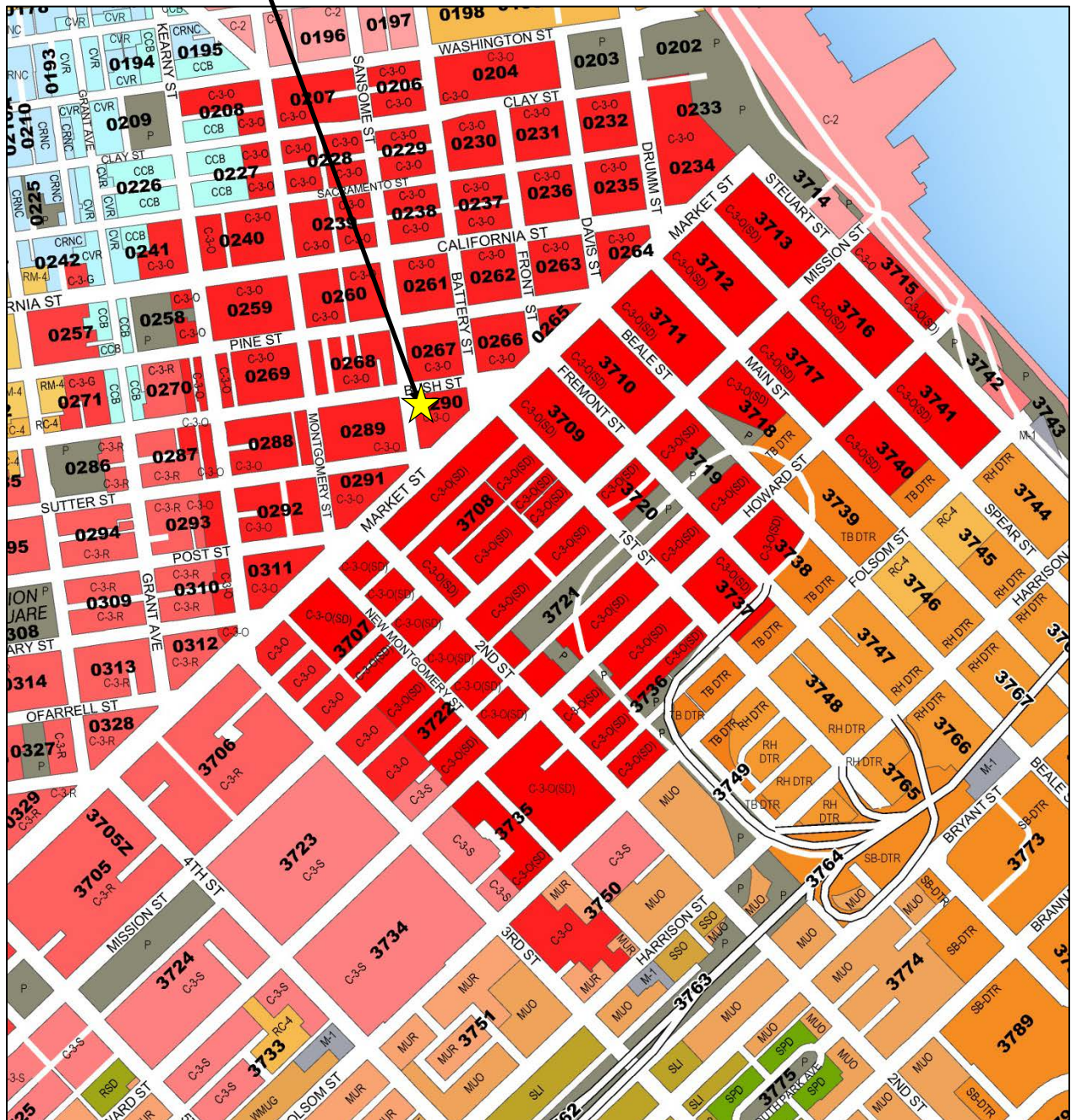
*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Institutional Master Plan Hearing
Case Number 2015-014110IMP
44 Montgomery Street

Zoning Map

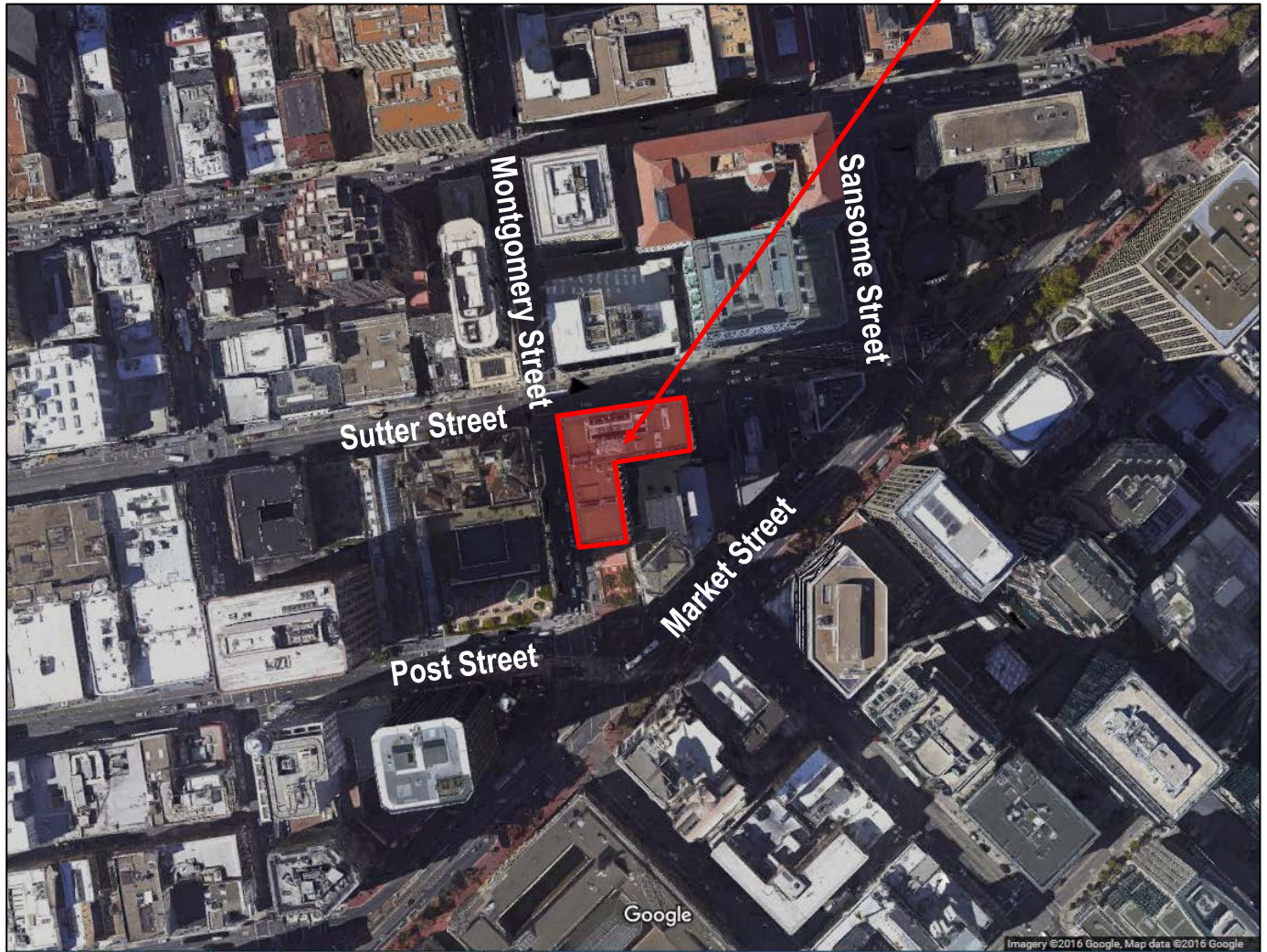
SUBJECT PROPERTY



Institutional Master Plan Hearing
Case Number 2015-014110IMP
44 Montgomery Street

Aerial Photo

SUBJECT PROPERTY



Institutional Master Plan Hearing
Case Number 2015-014110IMP
44 Montgomery Street

Site Photo



Street View of 44 Montgomery Street.

Institutional Master Plan Hearing
Case Number 2015-014110IMP
44 Montgomery Street

Site Photo



Street View of 44 Montgomery Street.

Institutional Master Plan Hearing
Case Number 2015-014110IMP
44 Montgomery Street

Site Photo



Interior view of tenant space at 44 Montgomery Street (unfinished 18th floor).

Institutional Master Plan Hearing
Case Number 2015-014110IMP
44 Montgomery Street

Site Photo



Interior view of tenant space at 44 Montgomery Street (finished 12th floor).

Institutional Master Plan Hearing
Case Number 2015-014110IMP
44 Montgomery Street

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Northwestern University
San Francisco Hub for Alumni Relations, Development,
Journalism, Media, Integrated Marketing Communications,
and Engineering
Abbreviated Institutional Master Plan

Planning Code Section 304.5(d)
September 1, 2015

Format and Substance of the Abbreviated Institutional Master Plan:

In the case of an institution presently occupying or proposing to occupy a site area of less than 50,000 square feet or 100,000 square feet in the C-3 District, and placing on file with the Planning Department a statement that the institution does not anticipate any future expansion to more than 50,000 square feet or 100,000 square feet in the C-3 District, an abbreviated institutional master plan may be filed, consisting of:

- 1. A textual description of the institution's physical plant and employment*
- 2. The institution's affirmative action program*
- 3. All ownership by the institution of properties throughout the City and County of San Francisco*
- 4. The services provided and service population*
- 5. Parking availability*
- 6. And any other relevant general information pertaining to the institution and its services.*

This Abbreviated Institutional Master Plan is submitted pursuant to Planning Code Section 304.5(d) for Northwestern University located at 44 Montgomery Street, Suites 1250 and 1800. Because Northwestern University occupies less than 50,000 sq ft of space in a C-3-O zoning district and does not anticipate any expansion beyond these limits, a full institutional master plan is not required.

1. Northwestern University in San Francisco:

a. Physical Plant:

Northwestern University currently leases 3,523 rentable square feet of office space on the 12th floor of the 44 Montgomery Street building for Alumni Relations and Development office space.

Northwestern University is proposing to lease the 18th floor of the 44 Montgomery Street building for academic and administrative space for the Medill School of Journalism, Media, Integrated Marketing Communications, the McCormick School of Engineering, in conjunction with a central University event/assembly space. This lease will represent 14,345 rentable square feet.

At this time, the University does not have any plans to expand its San Francisco operation beyond the total footprint of 17,868 rentable square feet in the two indicated locations.

b. Employment:

Northwestern University currently employs 4 FTE administrative staff based in San Francisco, at the 44 Montgomery Street, Suite 1250 location.

In conjunction with the anticipated lease of 44 Montgomery Street, 18th Floor, the University plans to employ an additional 6 FTE permanent administrative staff and faculty. Additionally, 5-10 adjunct faculty will teach and meet with students in the space. Only a fraction of these faculty will be in the space at any given time.

2. Affirmative Action Statement:

Northwestern University is a federal contractor that actively participates in affirmative action planning in the areas of recruitment and retention. For each employment and promotional opportunity, Northwestern University actively seeks women, minorities, veterans, and persons with disabilities to maintain a University community that is based on equal opportunity, reflects the diversity of American society, and improves opportunities for women, minorities, veterans, and persons with disabilities.

More information is available at the following link:

<http://www.northwestern.edu/hr/equopp-access/affirmative-action/index.html>

3. San Francisco Property Ownership:

Northwestern University does not currently own any property in the City or County of San Francisco for the purpose of academic or administrative uses.

4. Services Provided and Population Served:

a. University Mission Statement:

Northwestern is committed to excellent teaching, innovative research, and the personal and intellectual growth of its students in a diverse academic community.

b. Purpose:

Northwestern University combines innovative teaching and pioneering research in a highly collaborative environment that transcends traditional academic boundaries. It provides students and faculty exceptional opportunities for intellectual, personal and professional growth. Northwestern currently has a presence in three richly unique settings: Chicago, Evanston and Doha, Qatar.

More information is available at the following link:

<http://www.northwestern.edu/provost/about/>

This Abbreviated Master Plan outlines the University's extension into San Francisco.

c. University History:

On May 31, 1850, nine men gathered to begin planning a university that would serve the Northwest Territory. Given that they had little money, no land and limited higher education experience, their vision was ambitious. But through a combination of creative financing, shrewd politicking, religious inspiration and an abundance of hard work, the founders of Northwestern University were able to make that dream a reality.

In 1853, the founders purchased a 379-acre tract of land on the shore of Lake Michigan 12 miles north of Chicago. They established a campus and developed the land near it, naming the surrounding town Evanston in honor of one of the University's founders, John Evans. After completing its first building in 1855, Northwestern began classes that fall with two faculty members and 10 students.

Twenty-one presidents have presided over Northwestern in the years since. The University has grown to include 12 schools and colleges, with additional campuses in Chicago and Doha, Qatar.

More information is available at the following link:
<http://www.northwestern.edu/about/history.html>

Here, the University proposes a presence in an additional location, San Francisco.

d. Services Provided and Population Served:

Alumni Relations & Development – West Coast Regional Office

Occupying Suite 1250 at 44 Montgomery Street, ARD's West Coast Regional Office officially opened in June, 2015. With 26,000 alumni in California alone and over 1,700 major or principal gift prospects, this region is one of NU's most important unrealized development opportunities, and having a physical presence in the region will help Northwestern more effectively build community and secure philanthropic support for the University's strategic ambitions.

The West Coast Regional Office Executive Director, a frontline major gift officer and an administrative support staff member will be initially located in the space. Discussions are underway regarding the possibility of shifting another Evanston-based staff member who handles the San Francisco area, to 44 Montgomery as well. An evaluation of our most promising pockets of opportunity is ongoing and the San Francisco market continues to be one of the most compelling candidates for additional attention and investment. To that end, ARD has intentionally built-out a workspace that could accommodate additional frontline fundraising staff.

Medill School of Journalism, Media, Integrated Marketing Communications

Medill's goal is to establish a San Francisco/Silicon Valley location with the McCormick School and provide both undergraduate and graduate students with the opportunity to study, work and learn with the top technology companies and entrepreneurs in the world. The space will allow Medill to partner with all the major technology and new media companies and thought leaders. The establishment of a Washington DC program paid off substantially for Medill over the long term. Being the

first mover in the field of media, technology and innovation in San Francisco and Silicon Valley will prove equally important.

Medill San Francisco will focus on both Integrated Marketing Communications (IMC) and journalism. It will include year-round options for undergraduates (innovation quarters and residencies) and graduate students (innovation quarters, global programs and summer immersion). San Francisco provides an ideal location for special degree programs targeting international students and professionals. New partnerships and MS degree programs are being developed with Hong Kong Baptist University, City University of Hong Kong, and East China Normal University. Students in these programs would rotate through the San Francisco programs.

McCormick School of Engineering and Applied Sciences

McCormick seeks to provide a variety of programs for undergraduates in the San Francisco facility, supported by revenue from a new San Francisco based professional MS program (25 – 50 students), to be developed in the next two to three years. This program could naturally connect with Medill's MS program in Integrated Marketing Communications (IMC) via "data analytics" or "software and journalism" or it could stand alone (design, data analytics, robotics, computer science).

Initial logistics staff include a full-time administrator/networker in San Francisco with a matching staff member in Evanston to develop and coordinate undergraduate programs like treks (1 week trips to San Francisco for 8-10 students), quarter in in Silicon Valley (10 students/year), host site for Design America, and faculty mini-sabbaticals to teach courses/seminars and connect with Bay-Area companies; and a "lead organizer" to lead the professional MS program, teach some classes (software/entrepreneurship/design), supervise the logistics staff, connect easily with potential donors, network in Silicon Valley, and inspire students and faculty to spend time in San Francisco.

Northwestern University Event Space

To serve as a common meeting place for the Northwestern Community, friends, affiliates, and collaborators in the San Francisco area and the broader west coast, space will be provided on the 44 Montgomery 18th Floor specifically to host events. The space will support a variety of event formats including formal presentations, receptions, and small conferences.

The space is planned to accommodate a maximum of 100 occupants in a range of private/public and seated/standing configurations.

5. Parking Availability:

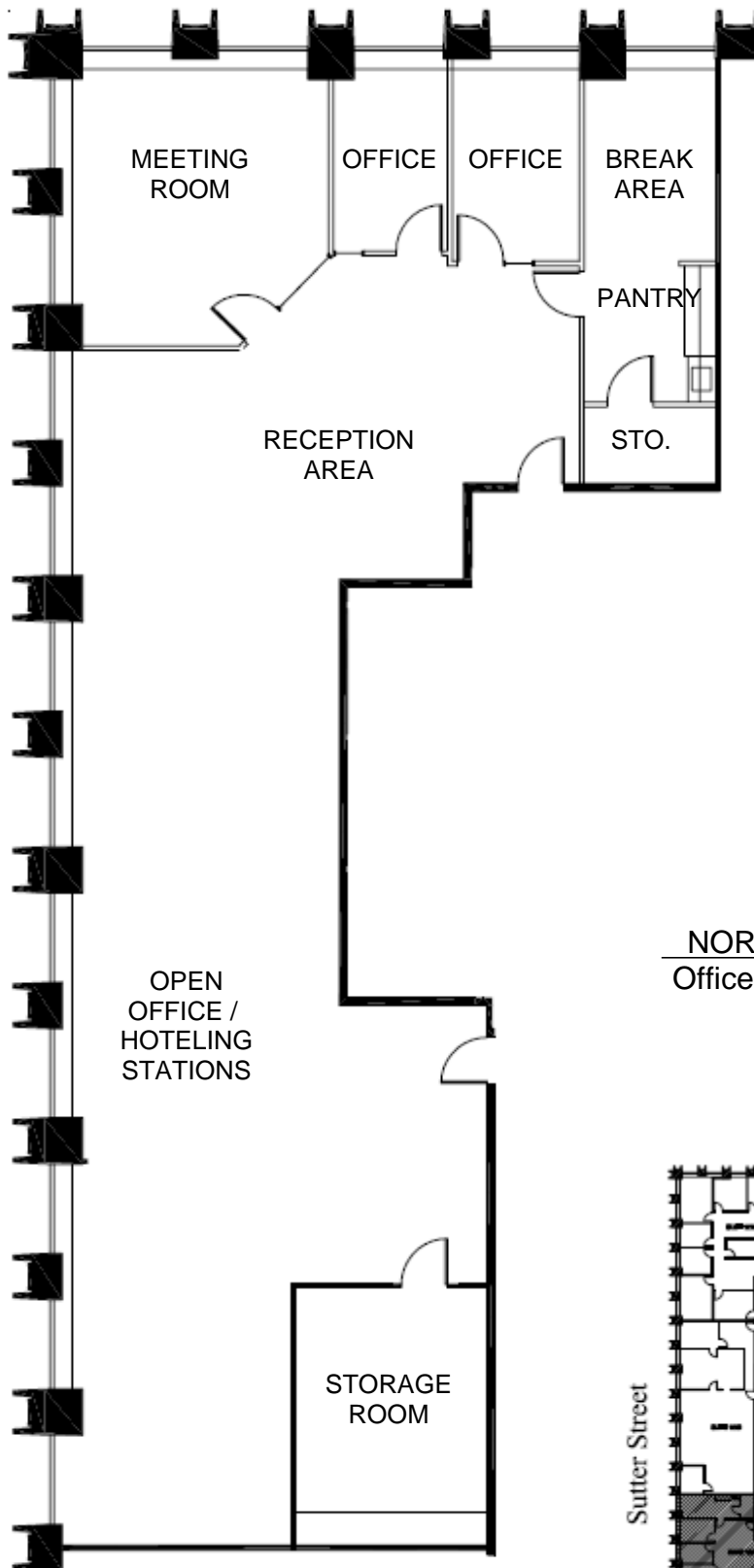
In an effort to promote sustainable development and sustainable modes of transportation, no dedicated parking will be provided as a part of Northwestern University's facilities in San Francisco. Rather, the University has intentionally chosen a site with excellent access to public transportation; the Montgomery Street BART Station is located directly beneath the 44 Montgomery Street building. Additionally, a number of bus lines connect the site to the greater San Francisco area. For those users who commute by car, there are several local public parking garages within walking distance, as well as taxi and Uber services available.

6. Other Information:

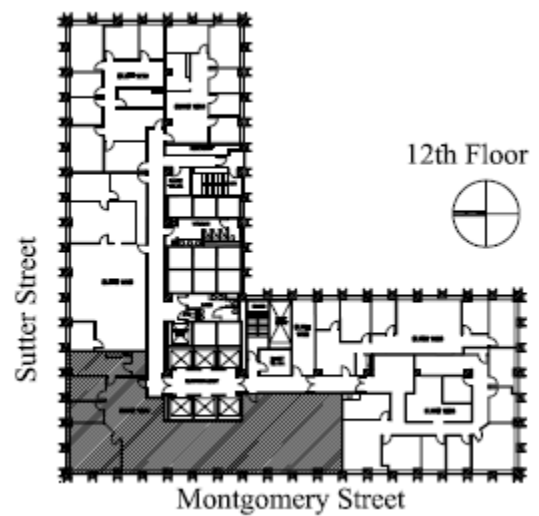
No additional information is provided at this time.

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44 Montgomery Street, 12th Floor, Suite 1250



NORTHWESTERN UNIVERISTY
Office for Alumni and Development
(3,523 rentable square feet)



| OCCUPANT LOADS | | |
|------------------|--------------|-----------|
| USE | FACTOR/INDEX | OCCUPANCY |
| PRESENTATION RM. | 1825/15 sf | 122 |
| CONFERENCE RM. | 676/15 sf | 45 |
| COLLAB. AREA | 1426/100 sf | 14 |
| OFFICE AREA | 5390/100 sf | 54 |
| STUDIO | 661/50 sf | 13 |
| CLASSROOM | 2698/20 sf | 135 |
| TOTAL | | 383 |

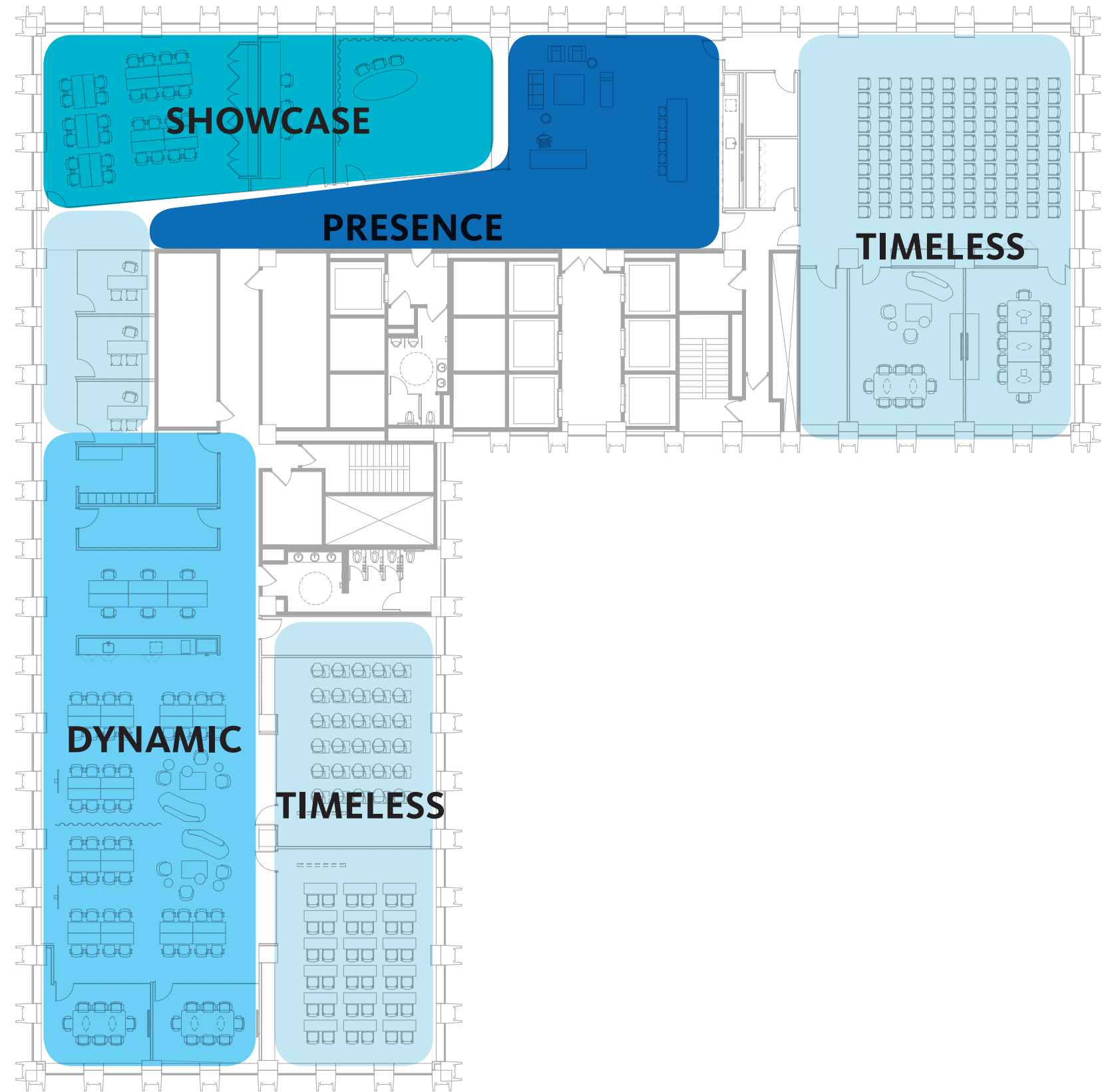


| STAIR OCCUPANT LOADS | | | |
|----------------------|--------------|-----------|--|
| USE | INCHES/INDEX | OCCUPANCY | |
| STAIR "A" | 41/.2 sf | 205 | |
| STAIR "B" | 40/.2 sf | 200 | |
| TOTAL | | 405 | |

NOTE:
STAIR EXIT DOOR WIDTH OCCUPANT LOAD IS
GREATER THAN STAIR WIDTH OCCUPANT LOAD.

CONCEPT

presence ° showcase ° timeless ° dynamic

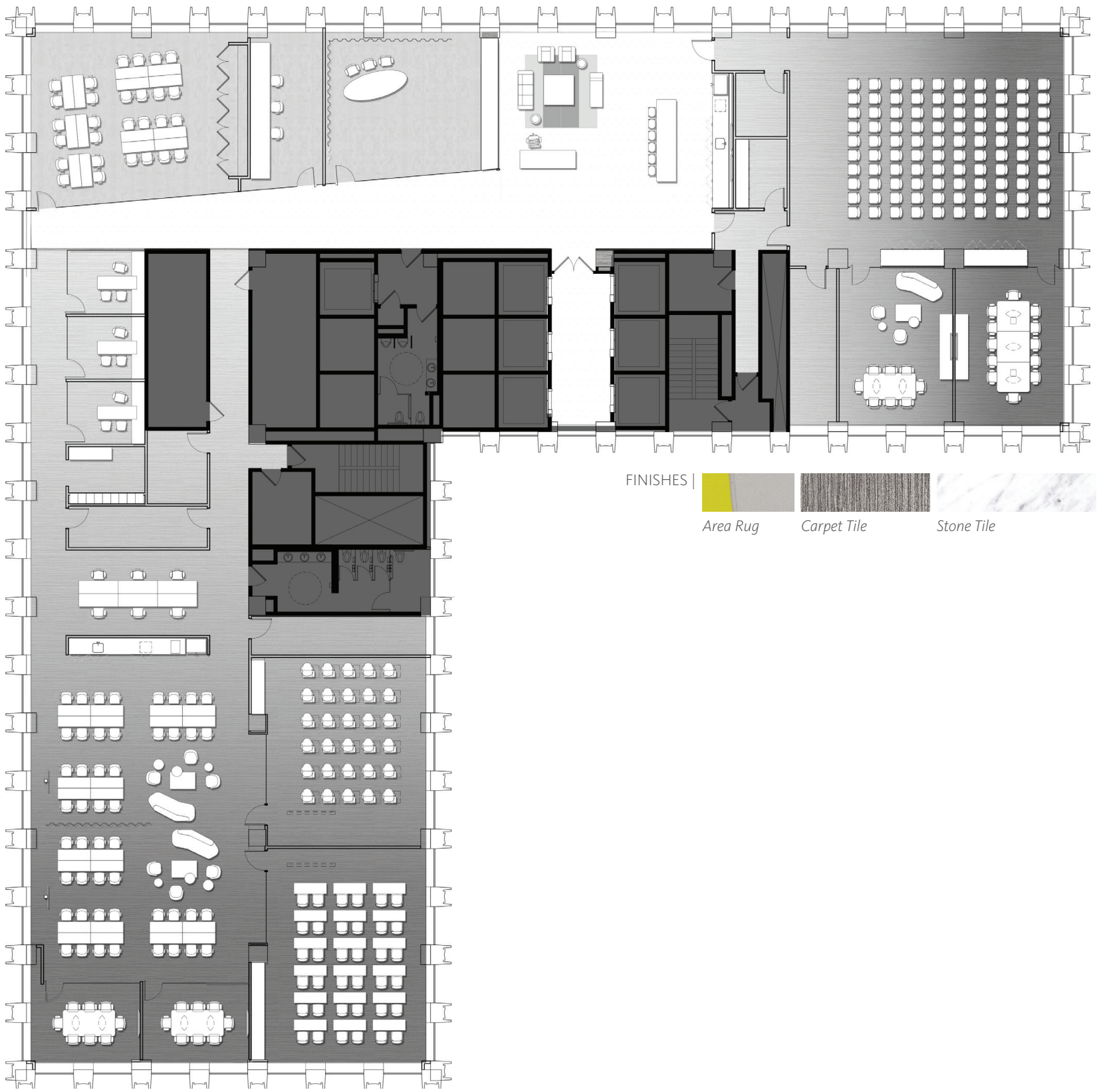


18TH FLOOR PROPOSED PLAN
SCALE: NTS



FINISH PLAN : 18TH FLOOR

Proposed



18TH FLOOR PROPOSED PLAN
SCALE: NTS

