



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Abbreviated Institutional Master Plan

HEARING DATE: SEPTEMBER 8, 2016

Date: September 1, 2016
Case No.: **2016-003404IMP**
Project Address: **180 SANSOME STREET, SUITE 800**
Zoning: C-3-O (Downtown – Office) District
450-S Height and Bulk District
Downtown Plan Area
Block/Lot: 0267/016
Project Sponsor: Flore Kanmacher
Kanmacher Law
2711 N. Sepulveda Blvd., #516
Manhattan Beach, CA 90266
Staff Contact: Andrew Perry – (415) 575-9017
andrew.perry@sfgov.org
Recommendation: **No action necessary – Informational item**

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BACKGROUND ON INSTITUTIONAL MASTER PLANS

Insignis US, Inc., d.b.a. Groupe INSEEC, (the “School” 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 Groupe INSEEC. This Abbreviated IMP represents the School's first submission of an IMP.

SUMMARY OF THE CONTENTS OF THE ABBREVIATED IMP

Founded in France in 1975, Groupe INSEEC (Institut des Hautes Etudes Economiques et Commerciales) is a French business school that offers programs management, finance, marketing, communication, digital technologies, and wine and spirits. The school offers accredited degrees at the Bachelor's and Master's Degree levels, and is accredited by the French Ministry of Education. Groupe INSEEC operates campuses throughout France, other parts of Europe, Shanghai, and now San Francisco. The San Francisco program is designed to give students an opportunity to study for a brief amount of time in the United States, in order to become familiar with American culture and business practices, and to be exposed to American markets, particularly in advertising, finance, and tech-related industries. Students at the San Francisco location would participate in an academic session that ranges from ten days up to ten weeks, and this opportunity would be offered to any enrolled student as part of their normal tuition costs. Students that participate in the San Francisco program are responsible for finding their own housing accommodations during the program, as the School does not directly provide housing, nor has any formal third-party housing agreements. Generally, students stay in nearby hostels or hotels, with family or friends, or find other accommodations.

The School is currently in the process of applying for accreditation from the Bureau for Private Postsecondary and Vocational Education, run by the state of California in Sacramento.

Population Characteristics:

Currently, the School has an enrollment of nearly 20,000 full-time students on its various European campuses. The San Francisco program would be limited to an enrollment of between 20 and 80 students in each session, with sessions ranging in length from ten days to ten weeks. While the number of sessions each year is expected to vary due to student demand from year to year, the School estimates having between 6-8 sessions per year. The School employs one full-time instructor at the San Francisco location, and may hire additional staff/faculty as the School's needs dictate.

Facilities:

Groupe INSEEC 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 School's physical plant is located at 180 Sansome Street, Suite 800, within the C-3-O (Downtown – Office) District. This building is located on the southeast corner of Sansome and Pine Streets, where the School leases approximately 6,107 square feet of space on the 8th floor of the subject building. This space is comprised of 3 meeting rooms, 2 small offices, and an open area/lounge, and is used for academic instructional purposes, presentations by external experts, administration of the program and general gathering space for the enrolled students.

As the School occupies less than 100,000 square feet in the C-3 Zoning District, it is therefore eligible to submit an Abbreviated IMP.

Parking and Campus Access:

The School does not provide any off-street parking for its leased space at 180 Sansome Street. The IMP states that the School encourages the use of public transportation and carpooling for its students, staff, and faculty. The School's proximity to Market Street will undoubtedly afford users access to an array of transit options. The 180 Sansome Street property is located in walking proximity to both the Embarcadero Street and Montgomery Street BART and MUNI Metro Stations, 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:

While Groupe INSEEC does not currently anticipate any further growth at its current facility, or elsewhere in San Francisco, the School does intend to continue its growth elsewhere in the United States and internationally in the near and distant future. The Plan does not call for any immediate expansion of facilities beyond basic tenant improvements to the leasable space on the 8th floor of 180 Sansome Street (e.g. interior renovations and facility upgrades to support the School'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 School 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 Abbreviated Institutional Master Plan is a non-action item and does not involve any physical work to the property, and therefore is not considered a "Project" and does not require review under the California Environmental Quality Act ("CEQA").

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 Groupe INSEEC 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:	Informational Only; Do not require a public hearing on this IMP
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Attachments:

Block Book Map

Sanborn Map

Zoning Map

Aerial Photographs

Context Photographs

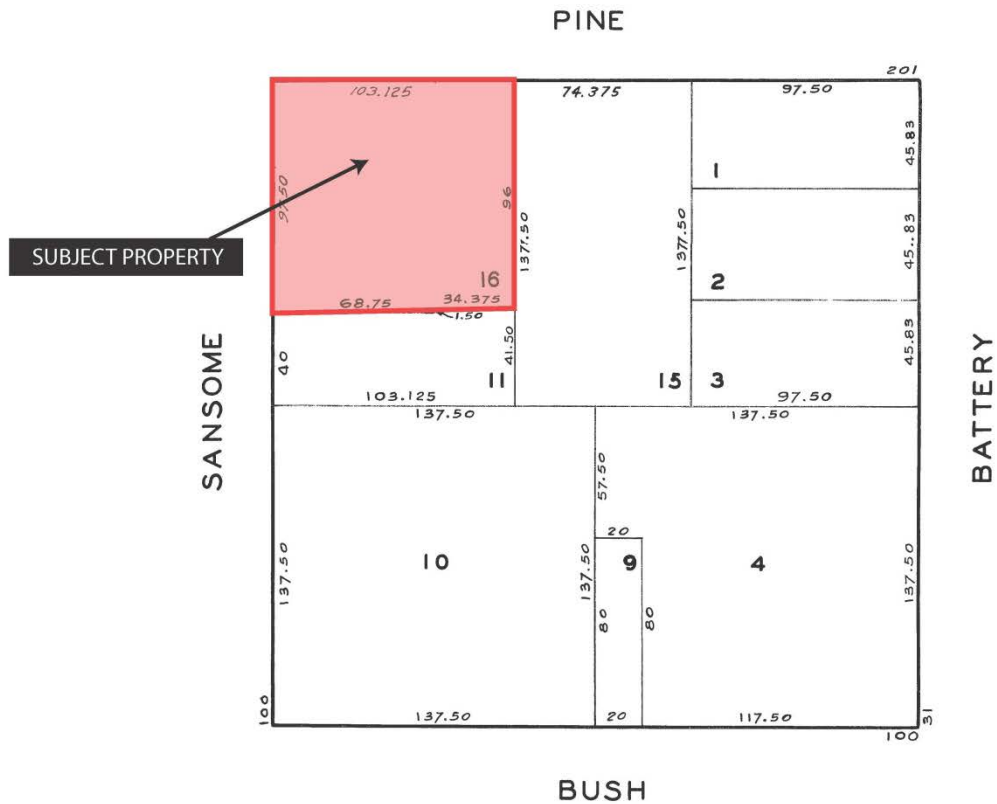
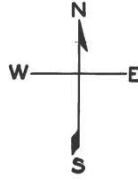
Groupe INSEEC Abbreviated IMP

Floor Plan (180 Sansome Street; 8th Floor)

Exhibits

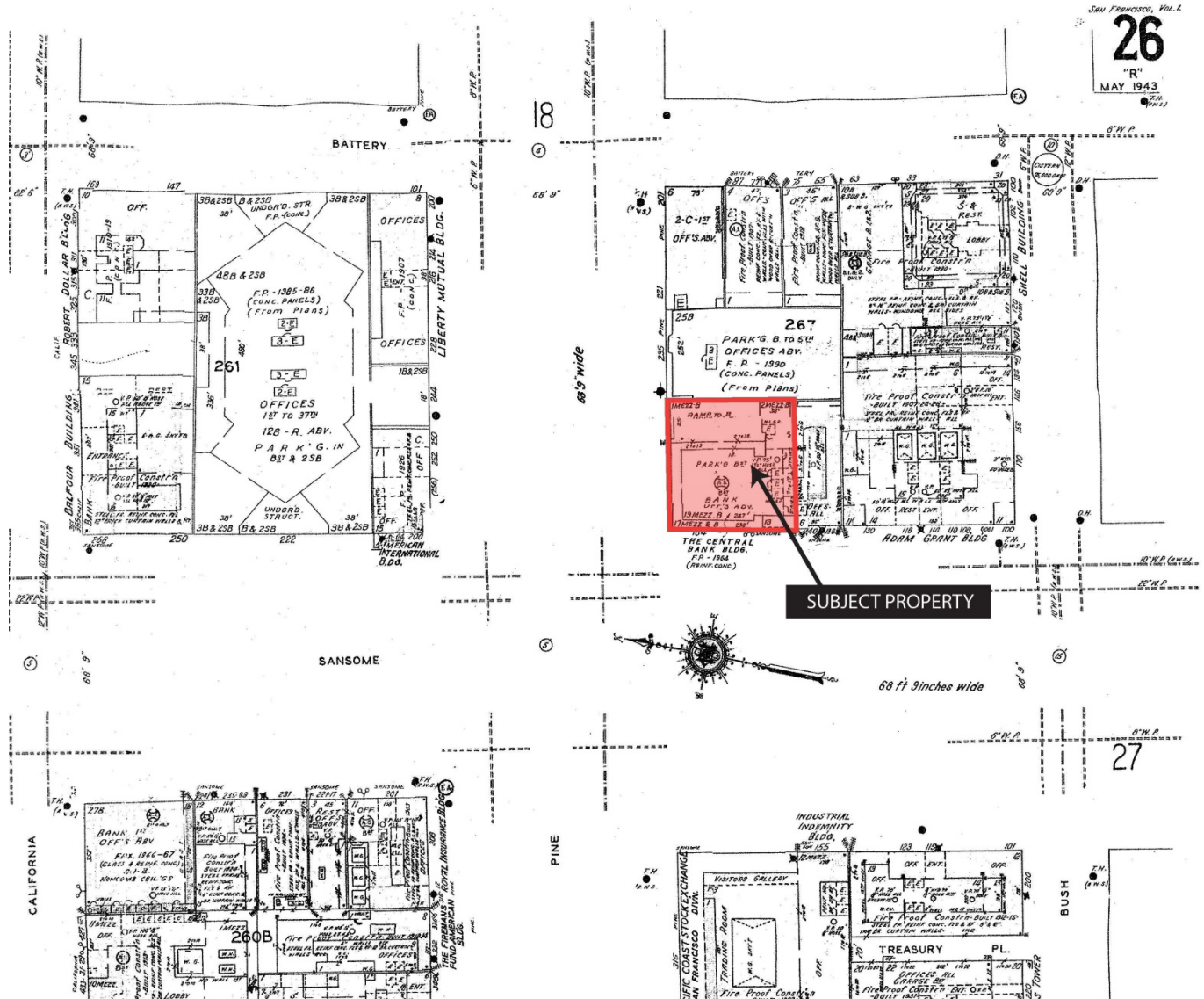
Block Book Map

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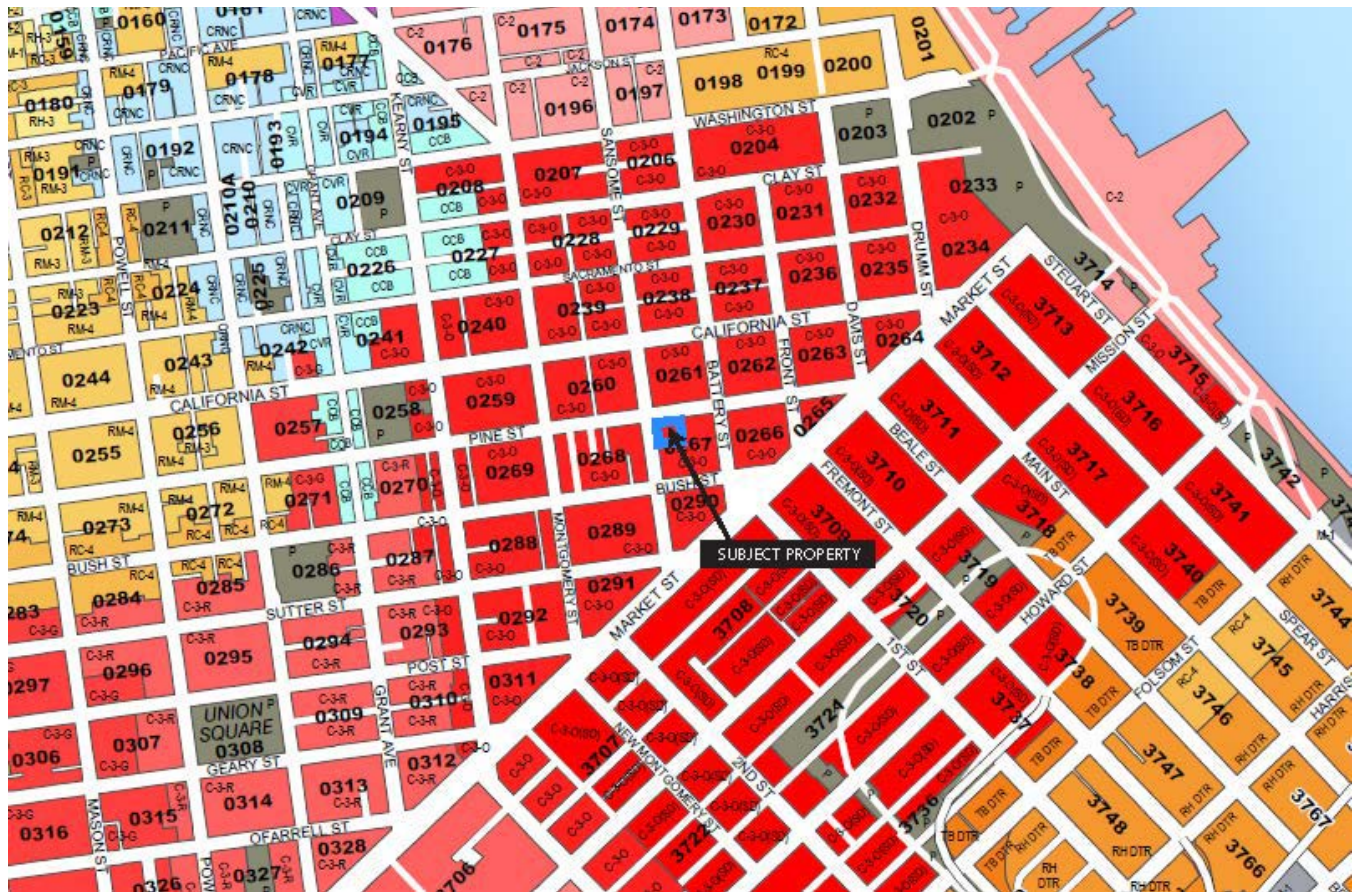
Sanborn Map*

THESE SANBORN MAPS ARE DATED TO THE MID 1990's
USE ONLY FOR HISTORICAL CONTEXT

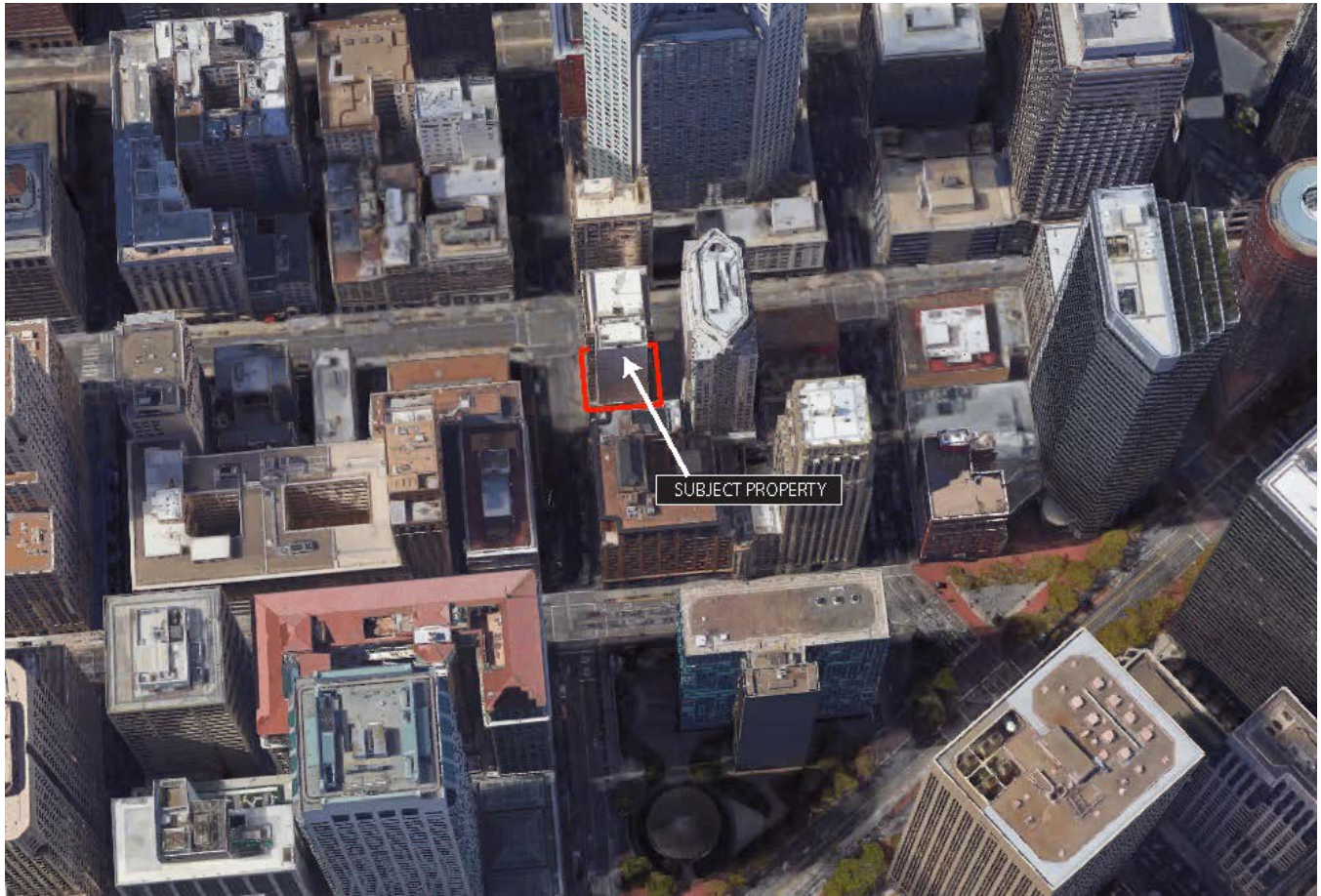


* The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

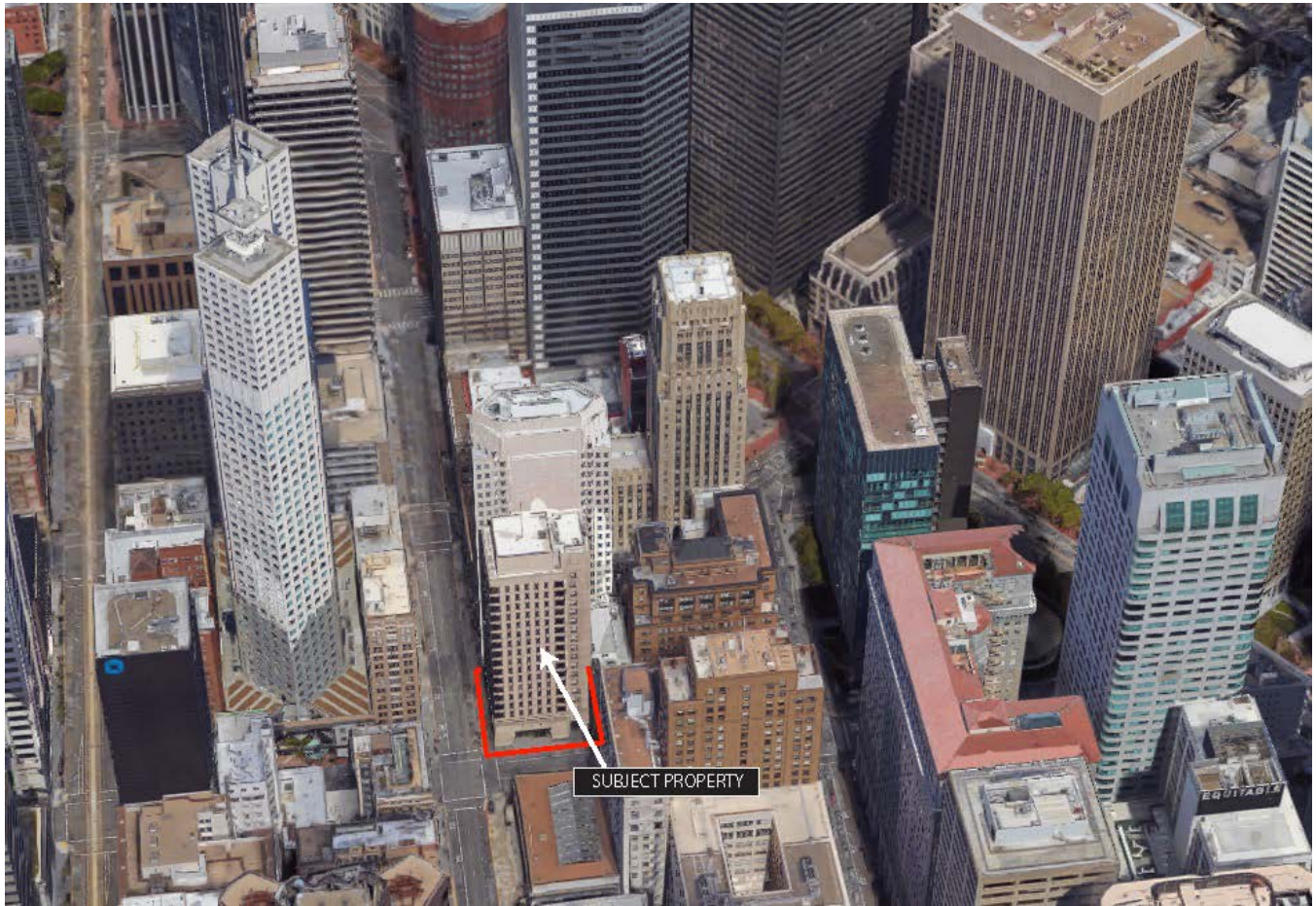
Zoning Map



Aerial Photos (Oriented North)



Aerial Photo (Oriented East)



Context Photos

(on Pine Street, looking East)



(on Sansome Street, looking North)



(on Sansome Street, looking Southeast)



ABBREVIATED INSTITUTIONAL MASTER PLAN

INSIGNIS US, INC. d/b/a GROUPE INSEEC

**180 Sansome Street #800
San Francisco, CA 94104**

1. Introduction

This Abbreviated Institutional Master Plan (the “*AIMP*”) is submitted on behalf of Insignis US, Inc., d/b/a Groupe INSEEC (“*Insignis*” or the “*School*”), pursuant to the City of San Francisco Planning Code, Section 304.5, which permits a postsecondary educational 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 which places on file with the San Francisco 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, to file an abbreviated institutional master plan.

Insignis presently occupies less than 50,000 square feet and does not anticipate any future expansion to more than 50,000 square feet. The information in this AIMP is accurate as of the date set forth below.

2. Insignis and the INSEEC Group

Insignis US, Inc. is the newly-formed wholly-owned US subsidiary of Insignis S.A., a French corporation affiliated with the many schools comprising the *Institut des Hautes Etudes Economiques et Commerciales*, a French business school which is known internationally as “INSEEC”.

Founded in 1975 in France, GROUPE INSEEC has developed over the past 40 years into a group of 16 schools offering generalist and specialist programs in Management, Finance, Marketing, Communication, Digital, Luxury, and Wine & Spirits. These programs are offered on 9 campuses in Europe, internationally and online.

GROUPE INSEEC operates campuses in Paris, Monaco, Bordeaux, Lyon, Chambéry, Geneva, London, and Shanghai, and provides its students the opportunity to study in Bachelor, MSc, MBA or DBA programs, and has thus established itself as an uncontested leader in the French Private Higher Education sector.

Foreign students represent 13% of the student population in the Management and Communication schools, and 35% of the student population in INSEEC MSc & MBA programs, INSEEC BBA international programs, and the International University of Monaco. With 200 partnerships abroad and attendance at 90 international trade fairs every year, INSEEC attracts many students from all around the world.

The INSEEC group signed its first international agreement in 1976 between the INSEEC Business School and the University of California, Berkeley, making INSEEC the first French Management School to be in a partnership with Berkeley. From that date forward, INSEEC has built a powerful network of close to 200 partner universities and establishments over 4 continents,

thereby offering both French and international students the possibility of choosing to study in summer or winter sessions for a semester, or even a year, at one of its international campuses.

Groupe INSEEC has an enrollment of nearly 20,000 full-time students on its European campuses, broken down by school and campus location below:

- INSEEC Business School Paris 1,382
- INSEEC Business School Bordeaux 1,114
- INSEEC Business School Chambéry 250

(Total INSEEC Business School 2,746)

- Ecole de Commerce Bordeaux 756
- Ecole de Commerce Lyon 789

(Total Ecole de Commerce 1,545)

- INSEEC Msc&MBA Paris 1,365
- INSEEC MSc&MBA Bordeaux 980
- INSEEC MSc&MBA Lyon 576

(Total INSEEC Msc&MBA 2,921)

- INSEEC Bachelor / BBA Paris 475
- Sup de Pub Paris 1,533
- Sup de Pub Bordeaux 370
- Sup de Pub Lyon 376

(Total Sup de Pub 2,279)

- Sup Career 696
- Chambéry CESNI 378
- Chambéry Bachelors & Msc 279
- INSEEC Wine & Spirits Institute Bordeaux 265
- INSEEC Wine & Spirits Institute Beaune 10
- INSEEC Wine & Spirits Institute Paris 14

(total INSEEC Wine & Spirits Institute 289)

- International University of Monaco 503
- Créa Genève (Geneva, Switzerland) 565
- ESCE, Paris & Lyon 3,103
- European Business School, Paris 1,606
- ECE Engineering School, Paris 2,367

And with close to 45,000 alumni, and a 140 million euro endowment, GROUPE INSEEC is among the most highly-renowned higher education consortia in France.

Insignis offers GROUPE INSEEC European students an opportunity to study and visit the United States in sessions ranging in duration from ten days up to ten weeks. The estimated enrollment for each session is between 20 and 80 students. Between January and August, 2016, the following sessions took place:

- 40 students for a 10-day session in January 2016;
- 21 students for a 10-week session from February 1, 2016 to April 8, 2016;
- 28 students attend a 10-week session from April 14, 2016 to June 24, 2016.

Although difficult to give a precise number of sessions to be delivered per year in the future, we can confirm that one 10-week session and two 8-week sessions are scheduled for the fall period covering September through December, 2016, and we estimate the following totals for the 2016-17 academic year:

- two to four 10-day sessions;
- one to two 4-week sessions;
- two to four 8-week sessions;
- three to five 10-week sessions.

These programs organized by Insignis are designed to teach students about American culture, American business practices, and various American markets, such as the advertising, media and financial industries. As part of the program, Insignis also arranges for the students to attend tours of various San Francisco and Silicon Valley landmarks, and other tourist attractions. At the conclusion of the program, the students will return to their studies in France.

3. Curriculum

The curriculum consists of a combination of cutting-edge courses, valuable hands-on projects, and inspiring tours. Students will engage with prominent business leaders, explore topics of interest, and develop valuable skills while expanding their horizons intellectually, culturally, and professionally.

The guiding principles of the curriculum include a focus on project-based, experiential learning that enable students to experience concrete accomplishments and take ownership over their tasks. Students will also attend high level conferences, at which they will receive guidance from industry experts, and learn how to generate interest and investments in their ideas. The School will offer students an immersive experience to help them better understand San Francisco, and to leverage the creative power and innovative nature of the Bay Area.

Training sessions will cover the following areas:

- Design Thinking
- Digital Design & Coding
- Digital Marketing
- Rapid Prototyping & 3D Printing
- Lean Startup Methodology
- The Sharing Economy
- Bay Area Startup Ecosystem

- The Finance of Innovation: Business Angels and Venture Capitalists
- New Product Development and Internet Business Applications
- Californian Wine Marketing & Tourism
- Social Entrepreneurship
- Jobs and Workplaces of the Future
- History, Language and Culture in the Bay Area
- Doing Business in the Bay and America
- Human Capital in a Digital World
- Tours & Talks: Silicon Valley, Napa Valley, San Francisco 2.0, Street Art, Sports Business

4. Student Population

The School is open to all students currently enrolled in any of the campuses of the INSEEC Group. The inaugural class began in January 2016 with 40 students who attended a ten-day session. Thereafter, it is expected that the School will enroll between 30 and 80 part-time students in its program. Students will come from France and other European countries.

5. Tuition

There will not be any fees paid to the School. The tuition paid by GROUPE INSEEC students to their respective school will include the right to attend the study abroad program run in San Francisco by Insignis.

6. Staff and Faculty

The School will initially employ one (1) full time instructor, and may possibly hire more staff/faculty members in the future, as the School's needs dictate.

The School is and will be at all times committed to complying fully with the Americans with Disabilities Act and ensuring equal opportunity in employment for qualified persons with disabilities. All employment practices and activities are and will be conducted on a nondiscriminatory basis.

7. Affirmative Action

Insignis does not discriminate in employment opportunities or practices on the basis of race, color, religion, creed, gender, sexual orientation, marital status, age, national origin, ancestry, veteran's status, disability, medical condition, or any other basis that is protected by law.

8. Facilities

Insignis currently leases one campus location at 180 Sansome Street #800, San Francisco, CA 94104, which is located in the C-3-O Downtown district. Insignis rents this space from the building owner, 300 Prospect Properties, Inc., a California corporation. The School occupies approximately 6,107 square feet on the eighth floor of the building. Please see attached document for textual description and drawing of the suite.

Insignis does not own any real property in the City or County of San Francisco and has no current plans to acquire any real property in the City or County of San Francisco.

9. Housing

Insignis US does not provide housing for students, nor do we have any related formal third-party housing agreements whatsoever. Our students generally stay in local youth hostels, hotels, with family or friends, or sub-let rooms. All of our students seek temporary housing not exceeding 10 weeks.

10. Parking and Public Transportation

There is no off-street parking provided by the School, and the School has no plans to provide any off-street parking.

Insignis encourages the use of public transportation and carpools for students and employees with similar schedules. Due to its central location, the School is at the hub of several Bay Area transportation systems. 180 Sansome Street is located 2 blocks from the Montgomery Street BART Station. Additionally, 180 Sansome Street is also served by MUNI Bus Routes.

11. Student Housing

The School does not, and has no current plans to, provide student housing or student housing assistance to its students.

12. Licensing and Accreditation

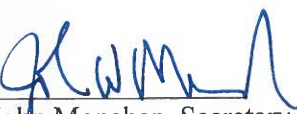
Insignis is currently in the process of applying for an approval to operate from the Bureau for Private Postsecondary and Vocational Education in Sacramento, California. The School intends to begin the accreditation application process in 2016.

13. Expansion Plans

While Insignis does not currently anticipate to expand its facilities or operations in San Francisco County, its intent is to grow nationally and internationally in the near to distant future.

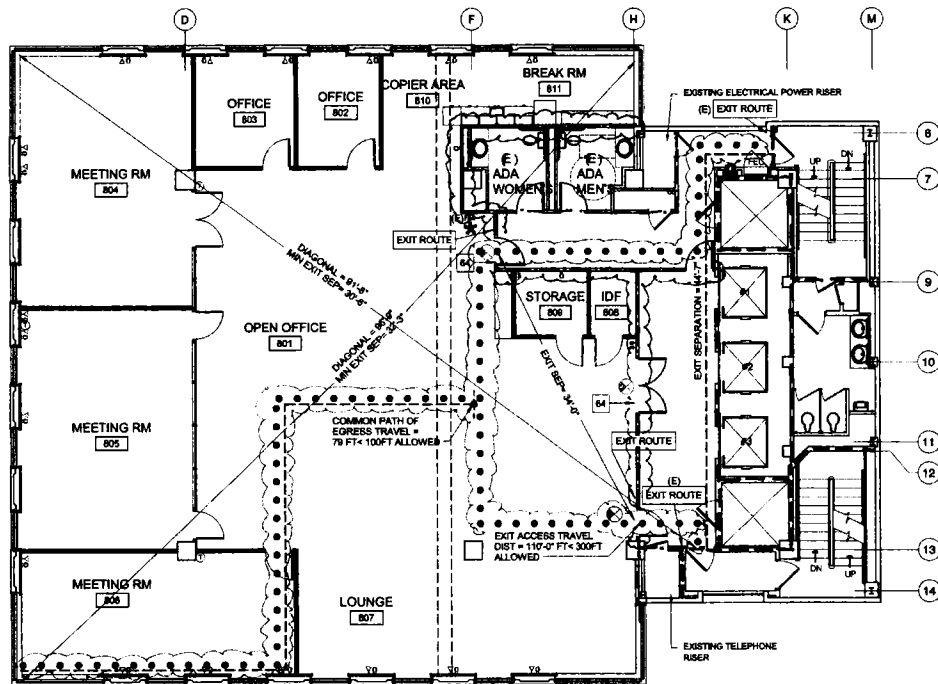
Respectfully submitted on February 18th, 2016

INSIGNIS US, INC. d/b/a GROUPE INSEEC

By: 
John Monahan, Secretary

Textual Description of Suite 800, 180 Sansome Street:

Suite 800, 180 Sansome Street is comprised of 3 meeting rooms to serve as training rooms, two offices for the administrative staff, an open space for conferences, and a lounge and break area. Two closets provide storage space and host an IT server. Two ADA-compliant rest rooms (Male and Female) are present on the floor. Access is provided by three elevators.



1 LIFE SAFETY FLOOR PLAN - LEVEL 8
SCALE 1/8" = 1'-0"

