



# SAN FRANCISCO PLANNING DEPARTMENT

## Executive Summary Institutional Master Plan

HEARING DATE: JULY 20, 2017

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

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Planning  
Information:  
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*Date:* July 13, 2017  
*Case No.:* **2016-000068IMP-02**  
*Project Address:* **800 Chestnut Street (San Francisco Art Institute)**  
*Zoning:* RH-3 (Residential House, Three-Family)  
40-X Height and Bulk District  
*Block/Lot:* 0049/001  
*Project Sponsor:* Heather Hickman Holland  
San Francisco Art Institute  
800 Chestnut Street  
San Francisco, CA 94133  
*Staff Contact:* Andrew Perry – (415) 575-9017  
[andrew.perry@sfgov.org](mailto:andrew.perry@sfgov.org)  
*Recommendation:* **No Action Necessary – Informational Item**

### BACKGROUND ON INSTITUTIONAL MASTER PLANS

Planning Code Section 304.5 requires Post-Secondary Educational Institutions and Hospitals in the City to have an Institutional Master Plan (IMP) on file with the Planning Department, with an update provided every two years. The IMP requires a description of the following: the institution's physical plant; employment characteristics; services provided and service population; ownership of properties through the City and County of San Francisco; parking availability; development plans for the next 10 years and its impact on the General Plan and any neighborhood plans on file; and any 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 the 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 Institutional Master Plan (IMP) for San Francisco Art Institute (SFAI). SFAI has previously submitted IMPs to be on file with the Planning Department, the most recent being accepted in July 2016. Over the next 10 years, SFAI intends to relocate their graduate studios from a leased location at 2565 3<sup>rd</sup> Street to Pier 2 at the Fort Mason Center, which was described in the last accepted IMP submittal. Construction is well underway, with plans to occupy the space for the next academic year, beginning Fall 2017. Additionally, the SFAI Board of Trustees has signed a letter of intent with Panoramic Interests to rent 320 beds at their new project site at 333 12<sup>th</sup> Street. This represents a significant change to the Institute's student housing opportunities, and required the filing of a new IMP.

## **SITE DESCRIPTION AND PRESENT USE**

The headquarters of the SFAI is located at 800 Chestnut Street, which is on the north side of Chestnut Street, between Jones and Leavenworth Streets, with frontage also along the south side of Francisco Street, Lot 001 in Assessor's Block 0049. This property is located within the RH-3 (Residential House, Three-Family) District and 40-X Height and Bulk District. However, SFAI also leases properties elsewhere in the City, as follows:

- 2565 3<sup>rd</sup> Street between 22<sup>nd</sup> and 23<sup>rd</sup> Streets, Lot 001 in Assessor's Block 4173, within the PDR-1-G (Production, Distribution, and Repair – 1 – General) District, the Innovative Industries Special Use District, and 68-X and 85-X Height and Bulk District for use as Graduate Work Studios;
- 717 Sutter Street between Taylor and Jones Streets, Lot 034 in Assessor's Block 0298, within the C-3-G (Downtown – General Commercial) District and 80-130-F Height and Bulk District for use as Student Housing;
- 630 Geary Street between Jones and Leavenworth, Lot 006 in Assessor's Block 0304, within the RC-4 (Residential-Commercial, High Density) District and 80-T-130-T Height and Bulk District for use as Student Housing;
- Pier 2 at the Fort Mason Center for Arts & Culture, Lot 002 in Assessor's Block 0409, within a P Zoning District and OS Height and Bulk District, for use as Graduate Work Studios, exhibition and performance space, and other supporting facilities.

With the relocation of graduate facilities to the new location at the Fort Mason Center for Arts & Culture, SFAI will terminate its lease at the 2565 3<sup>rd</sup> Street location.

Lastly, the SFAI Board of Trustees has signed a letter of intent to rent 320 beds for use as Student Housing from Panoramic Interests at their 333 12<sup>th</sup> Street project site, Lot 022 in Assessor's Block 3521. Should this lease of bed space proceed as anticipated, SFAI will release its interests in the properties at 630 Geary and 717 Sutter Streets.

## **SUMMARY OF THE CONTENTS OF THE IMP**

**Nature of the Institution, History and Growth:** San Francisco Art Institute (SFAI) was founded in 1871 and is one of the country's oldest and most prestigious institutions of higher education in the study of contemporary art. The institution has been important to some of the most important art movements of the last century, and continues to explore the role of contemporary art in today's society. SFAI's main campus has been located at 800 Chestnut Street since 1926, and opened a major addition to the building in 1969. In 2002, SFAI began operating graduate studios in the Dogpatch neighborhood, and in 2010 began leasing space at 717 Sutter St. and 630 Geary St. for student housing. Throughout its history, SFAI has been associated with a diversity of art types and movements, innovating around technology and social movements alike, which results in contemporary art that engages community and society at large.

**Physical Changes in the Neighborhood:** SFAI has long been present in the Russian Hill neighborhood and hosts free public events on their campus, in addition to holding a seat on the Fay Park Advisory Committee and participation in DPW's Clean Team to remove graffiti from surrounding public areas.

**Services Provided and Service Population:** SFAI is a private, non-profit institution that offers a range of degrees and other programs. Degrees offered include Bachelor of Fine Arts (BFA), Bachelor of Arts (BA),

Master of Fine Arts (MFA) in Studio Art, and Master of Arts (MA). Additionally, SFAI operates three galleries open to the public, runs a lecture series bringing approximately 45 artists, curators, critics, and historians to speak each year, and youth education programs. Currently, there are 506 total degree-seeking students, from 42 states and 33 countries, and the free exhibitions and events drew approximately 100,000 visitors over the course of the last year.

**Employment Characteristics:** SFAI employs 23 full-time faculty, approximately 130 part-time faculty, and 90 other staff members. SFAI is an equal-opportunity institution of higher education and is firmly committed to non-discrimination in its delivery of educational services and employment. The institution believes that a rigorous artistic and intellectual community is enriched by diversity and inclusion, and acknowledges that it is a multiplicity of voices that has helped to make SFAI the influential and inspiring institution that it is today.

**Facilities:** SFAI currently owns its main campus property at 800 Chestnut and leases four (4) other facilities – 2565 3<sup>rd</sup> St. for use as graduate studios (lease terminating in Fall 2017), Pier 2 at the Fort Mason Center for Arts & Culture for use as graduate studios and exhibition spaces, and 717 Sutter St. and 630 Geary St. for student housing. The SFAI Board of Trustees has signed a letter of intent to rent student housing beds at 333 12<sup>th</sup> Street; should this proceed as planned, SFAI would subsequently release its interests and lease at the facilities at 630 Geary and 717 Sutter Streets.

**Parking and Access to Facilities:** SFAI's main campus has two off-street parking lots for staff and faculty with a total of 34 parking spaces, and there is also substantial on-street parking available immediately adjacent to the campus due to the lack of curb cuts around the property. Some of the parking and traffic patterns have been alleviated since beginning operations at 2565 3<sup>rd</sup> Street, as a number of students and faculty work almost exclusively at that site. On-street parking is available in the vicinity of this latter location, and is well-served by the MUNI T-streetcar line. Many of SFAI's students and faculty take public transportation or arrive to campus by bicycle; SFAI offers the Commuter Check Program to all employees, which encourages the use of public transit through tax incentives. SFAI put together a task force in 2015 to identify and develop additional locations for secure on-campus bike parking. For special events at their main campus, SFAI advertises use of public parking garages located in the Fisherman's Wharf area.

**Current Projects/Future Expansion:** In 2013, SFAI approved a strategic plan that put forth a number of long-range facilities initiatives that would invest in SFAI's historic buildings, rationalize space use, reduce the geographic distance between their facilities, and improve the overall educational and social experience for their students and service populations.

The largest plan in the near future involves the transition of graduate studios from the 2565 3<sup>rd</sup> St. location, into a newly transformed location at the historic Pier 2 of the Fort Mason Center for Arts & Culture. This facility is located approximately one mile from the headquarters at 800 Chestnut Street, which should help encourage further use of transit and bicycles between facilities. With approximately 69,400 square feet of space, this facility is proposed to provide graduate artist studios, galleries, and additional space for public engagement in the creative process. SFAI is well into the construction of this facility, with an opening date of August 2017.

The Fort Mason area is part of a National Historic Landmark District and is managed by the non-profit Fort Mason Center for Arts & Culture under a long-term lease with the Golden Gate National Recreation Area/National Park Service. Their facilities host a large number of non-profit organizations that provide art, educational, museum, dining and theater experiences for some 1.2 million visitors every year. The National Park Service (NPS) and Fort Mason Center has already made significant investments in improving the existing pier and shed structure, including adding a solar panel array and seismically upgrading the facility. SFAI will make tenant improvements to the interior of the structure, including the creation of a new mezzanine level.

SFAI has worked with Fort Mason Center and the NPS throughout plan development and finds their proposal to be compatible with the overall character and direction of the Fort Mason area, continuing to bring arts uses to the area and enhance public gathering space along the waterfront. SFAI has successfully completed the National Environmental Policy Act (NEPA) review process, receiving clearance in March 2015 that the project is Categorically Excluded from further NEPA review.

Additionally, SFAI has struggled over the last several decades to provide the appropriate care and investment in its historic buildings. Over the last few years, SFAI has engaged with Page & Turnbull to develop a Historic Preservation and Maintenance plan for the Chestnut Street main campus location. Although planning is ongoing, it is expected that improvements in the next 10 years will be within the existing building envelope, and will have minimal impact on traffic, parking and surrounding neighborhood.

Lastly, SFAI currently leases two buildings for use as Student Housing, serving approximately 130-140 of their enrolled population. SFAI is committed to investigating other options to provide students with affordable and convenient housing in an increasingly difficult housing market. As such, the SFAI Board of Trustees has signed a letter of intent to rent 320 beds from Panoramic Interests at their new project located at 333 12<sup>th</sup> Street. If this proposal continues as planned, SFAI would more than double its available student housing resources, and the new beds would be located in a building that is specifically designed for student housing, with abundant, secure bicycle parking, group work areas and on-site open space. The 320 beds would be provided through seventy-six (76) 4-bedroom units, and eight (8) 2-bedroom units. If this proceeds, SFAI would subsequently release its interests and terminate its lease with their current student housing provider for the properties at 630 Geary and 717 Sutter Streets.

Although the new 333 12<sup>th</sup> Street site is located farther from SFAI's main campus on Chestnut Street and farther from the new graduate studios at Fort Mason, the IMP discusses that there is frequent transit service and convenient bicycle routes that facilitate connections between the proposed student housing facility and the rest of the campus. The transit connection will be further improved upon completion of the Van Ness Avenue Bus Rapid Transit (BRT) corridor and project.

The 333 12<sup>th</sup> Street project was approved by the Planning Commission in December 2016 as a residential housing project utilizing the State's Density Bonus Law. The project sponsor for that project has now submitted a new Conditional Use Authorization application to the Planning Department, Case No. 2015-004109CUA-02, to permit a change of use from the previously approved residential project to student housing. This new request for Conditional Use Authorization may not be heard by the Planning Commission until at least 3 months following the acceptance of this IMP.

## ENVIRONMENTAL REVIEW

Institutional Master Plans are non-action items, and therefore do not require review under the California Environmental Quality Act (CEQA).

## HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	June 30, 2017	June 28, 2017	22 days
Posted Notice	20 days	June 30, 2017	June 30, 2017	20 days
Mailed Notice	20 days	June 30, 2017	June 30, 2017	20 days

## PUBLIC COMMENT/COMMUNITY OUTREACH

- To date, the Department has not received any public comment regarding SFAI's most recent IMP submittal.

## REQUIRED COMMISSION ACTION

No formal Planning Commission action is required and the Commission's acceptance of the IMP by closing the public hearing does not indicate approval of any project. It merely acknowledges that the IMP contains the required items and that there has been a public hearing. By holding a public hearing in order to receive public testimony, the Planning Commission has fulfilled the requirements of Planning Code Section 304.5.

## BASIS FOR RECOMMENDATION

The Institutional Master Plan for the San Francisco Art Institute complies with the requirements of Planning Code Section 304.5.

<b>RECOMMENDATION:</b> <b>No Action Necessary – Informational Item</b>
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### Attachments:

San Francisco Art Institute Institutional Master Plan (2017)

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# Institutional Master Plan 2017

**SAN FRANCISCO ART INSTITUTE  
INSTITUTIONAL MASTER PLAN  
2017**

**Introduction**

San Francisco Art Institute (SFAI) is submitting this Institutional Master Plan to the City and County of San Francisco in accordance with the requirements of San Francisco Planning Code Section 304.5.

This IMP is intended to serve the three main purposes of Section 304.5 as follows:

1. To provide notice and information to the Planning Commission, community and neighborhood organizations, other public and private agencies and the general public as to the plans of each affected institution at an early stage, and to give an opportunity for early and meaningful involvement of these groups in such plans prior to substantial investment in property acquisition or building design by the institution;
2. To enable the institution to make modifications to its master plan in response to comments made in public hearings prior to its more detailed planning and prior to any request for authorization by the City of new development proposed in the Master Plan; and
3. To provide the Planning Commission, community and neighborhood organizations, other public and private agencies, the general public, and other institutions with information that may help guide their decisions with regard to use of, and investment in, land in the vicinity of the institution, provision of public services, and particularly the planning of similar institutions in order to insure that costly duplication of facilities does not occur.



## **I. Overview and Nature of San Francisco Art Institute**

### ***Nature of the Institution***

San Francisco Art Institute (SFAI), founded in 1871, is one of the country's oldest and most prestigious institutions of higher education in the practice and study of contemporary art. As a diverse community of working artists and scholars, SFAI provides students with a rigorous education in the arts and preparation for a life in the arts through an immersive studio environment, an integrated liberal arts and art history curriculum, and critical engagement with the world. Committed to educating artists who will shape the future of art, culture, and society, SFAI fosters creativity and original thinking in an open, experimental, and interdisciplinary context.

SFAI offers BFA, BA, MFA, and MA degrees, a dual MA/MFA degree, a Post-Baccalaureate Certificate, and a range of exhibitions, public programs, and public education courses. Artists at SFAI have been at the vanguard of the most important art movements of the last century, including fine art photography, the Beat movement, Abstract Expressionism, Bay Area Figuration, Funk art, avant-garde film, Conceptualism, and video and performance art, and continue to investigate and further define contemporary art and the role of artists in today's society.

Since 1926, SFAI's main campus has been located at 800 Chestnut Street in Russian Hill, in a building designed by Bakewell & Brown that incorporates elements of both Italian and Spanish colonial styles. It features a 1931 fresco painted by Diego Rivera, and murals throughout the building by other prominent artists of the period. In 1969, SFAI opened a striking Corbusian concrete addition designed by architect Paffard Keatinge-Clay, which added the Emanuel Walter and Atholl McBean Galleries, a café, and a lecture hall with a rooftop amphitheater.

Since 2002, SFAI has run a Graduate Center at 2565 Third Street, in an industrial building in the Dogpatch neighborhood of San Francisco. SFAI is nearing completion of its effort to transform the nearby Pier 2 at Fort Mason Center for Arts and Culture into a center for artist studios and public engagement, extending the institution's history of service to artists and the Bay Area. (This project is described in more detail in Section III of this Institutional Master Plan.) San Francisco Art Institute's Fort Mason Campus will be substantially complete in June and open for classes at the end of August 2017 when it will replace the Graduate Center at 2565 Third Street.

### ***SFAI's Mission***

San Francisco Art Institute is dedicated to the intrinsic value of art and its vital role in shaping and enriching society and the individual. As a diverse community of working artists and scholars, SFAI provides its students with a rigorous education in the fine arts and preparation for a life in the arts through an immersive studio environment, an integrated liberal arts curriculum, and critical engagement with the world.

### ***History of SFAI and its Growth***

For more than 140 years, the San Francisco Art Institute (SFAI) has been a magnet for adventurous artists, and its groundbreaking history encompasses some of the most important art movements of the last century. Standing at the forefront of higher education in contemporary art, SFAI embodies and nurtures a spirit of innovation, risk-taking, and progressive thinking.

### ***Beginnings***

SFAI (originally called the San Francisco Art Association) was founded in 1871 by artists, writers, and community leaders who possessed a cultural vision for the West. Built out of a pioneering history, San Francisco was cosmopolitan yet removed from the centers of Europe and New York, and poised to become a hub of creativity and cultural development.

In 1874, the San Francisco Art Association launched The California School of Design, which was renamed California School of Fine Arts (CSFA) in 1916 and then the San Francisco Art Institute in 1961. From 1893 until 1906, the school was located in the Mark Hopkins Mansion on Nob Hill; the building was destroyed in the 1906 earthquake and fire. The school operated out of “temporary headquarters” until 1926, when the main campus at 800 Chestnut Street was built.

During its first 60 years, influential artists associated with the school included Eadweard Muybridge, photographer and pioneer of motion graphics; Henry Kiyama, whose *Four Immigrants Manga* was the first graphic novel published in the United States; Sargent Claude Johnson, one of the first African-American artists from California to achieve a national reputation; and Louise Dahl-Wolfe, whose work for *Harper's Bazaar* defined a new American style of “environmental” fashion photography. In 1930, Mexican muralist Diego Rivera arrived in San Francisco to paint a fresco at the school's new campus on Chestnut Street.

#### *New Programs and New Questions*

After World War II, the school became a nucleus for Abstract Expressionist painting, with faculty including Clyfford Still, Ad Reinhardt, Mark Rothko, David Park, Elmer Bischoff, and Clay Spohn. In 1946, Ansel Adams and Minor White established the first fine art photography department in the United States, with Imogen Cunningham, Edward Weston, and Dorothea Lange among its instructors. In 1947, distinguished filmmaker Sydney Peterson began the first film courses at CSFA, positioning the school as the epicenter of avant-garde film. In this spirit of advancement, in 1949 CSFA Director Douglas MacAgy organized The Western Roundtable on Modern Art, which included Marcel Duchamp and Frank Lloyd Wright, to frame new questions about art.



#### *Beats, Jazz, and Funk*

By the early 1950s, San Francisco's North Beach was the West Coast center of the Beat Movement, and music, poetry, and discourse were an intrinsic part of artists' lives. A distinctly Californian modern art soon emerged that fused abstraction, figuration, narrative, and jazz. CSFA faculty Park, Bischoff, James Weeks, and Richard Diebenkorn became the leaders of the Bay Area Figurative Movement. Students at the school including William T. Wiley, Robert Hudson,

William Allan, Joan Brown, Manuel Neri, Carlos Villa, and Wally Hedrick continued the investigations, becoming the core of the Funk Movement.

### *Hybrids, Mutants, and Robots*

Renamed the San Francisco Art Institute in 1961, the school was at the vanguard of an expanded vocabulary of art-making that was a hybrid of many practices including performance, new media, graphic arts, and political and social documentary. Among the students in the late 1960s were photographer Annie Leibovitz, performance artist Paul McCarthy, and Charles Bigelow, who would be among the first typographers to design fonts for computers. Alumni Ruth-Marion Baruch and Pirkle Jones were documenting the early days of the Black Panther Party in northern California.

In 1969, SFAI opened a striking Corbusian concrete addition at 800 Chestnut Street designed by architect Paffard Keatinge-Clay, which added the Emanuel Walter and Atholl McBean Galleries, a café, and a lecture hall with a rooftop amphitheater.

Installation art, conceptual art, video, music, and social activism continued to inform much of the work of faculty and students in the 1970s and '80s, including George Kuchar, Gunvor Nelson, Howard Fried, Paul Kos, Angela Davis, Kathy Acker, Robert Colescott, and Karen Finley. The school became a hub for the Punk music scene, with bands the Mutants, the Avengers, and Romeo Void all started by SFAI students. Technology also became a part of art practice, as with Survival Research Laboratory, founded by student Mark Pauline, which staged large-scale performances of ritualized interactions among machines, robots, and pyrotechnics.

### *Art in the Streets*

Since the 1990s, the studio and classroom have become increasingly connected to the world via public art and community actions. As students at SFAI, Alicia McCarthy, Ruby Neri, Barry McGee, Aaron Noble, and Rigo 23 were part of the movement known as the Mission School, taking their graffiti-inspired art to the streets and walls of the city. Organizations like Artists' Television Access and Root Division, founded by alumni, and SFAI's current City Studio program engage and educate local communities and cultivate a vital artistic ecosystem.

### *SFAI Today*

SFAI faculty, students, and alumni continue to investigate and further define contemporary art and the role of artists in today's global society. Their accomplishments can be found in museums and galleries around the world, in bookstores and movie theaters, online, in the civic sphere, and elsewhere. Recent highlights include Oscar-winning films from alumnae Kathryn Bigelow (*The Hurt Locker*, *Zero Dark Thirty*) and Laura Poitras (*Citizenfour*); major museum exhibitions from Catherine Opie (Guggenheim), Barry McGee (Berkeley Art Museum, ICA/Boston), Paul McCarthy (Park Avenue Armory), among many others; and Kehinde Wiley's 2015 U.S. Department of State's Medal of Arts Award in honor of his contributions to international cultural exchange.

Since 2002, SFAI has run a Graduate Center at 2565 Third Street, in an industrial building in the Dogpatch neighborhood of San Francisco. SFAI is nearing completion of its effort to transform the nearby Pier 2 at Fort Mason Center into a center for graduate artist studios and public engagement, extending the institution's history of service to artists and the Bay Area. This project is described in more detail in Section III of this Institutional Master Plan. When completed, it will replace the Graduate Center at 2565 Third Street.



### ***Physical Changes in the Neighborhood***

SFAI has remained a treasured neighborhood institution in Russian Hill. Over the last decade, there has been significant improvement in public access to the campus as well as greater participation by the institution in neighborhood life. In addition to the free public events hosted on campus, SFAI holds a seat on the Fay Park Advisory Committee to Recreation and Parks and participates in the DPW Clean Team to remove graffiti from the surrounding public areas. Over the last three years, SFAI has renewed its commitment to sustainability and environmental stewardship by eliminating chemical pesticides and herbicides from its landscaping practices.

### ***Services Provided by the Institution***

SFAI is a private, nonprofit, accredited, coeducational institution of higher education offering a variety of degree programs for enrolled students. SFAI also offers a range of exhibitions, public programs, and public education courses for both students and a broad Bay Area audience.

### **DEGREE PROGRAMS**

#### **Bachelor of Fine Arts (BFA)**

Art and Technology  
Film  
New Genres Painting  
Photography Printmaking  
Sculpture

#### **Bachelor of Arts (BA)**

History and Theory of Contemporary Art

### Master of Fine Arts (MFA) in Studio Art

#### *Optional emphases:*

Art and Technology Film  
New Genres Painting  
Photography Printmaking  
Sculpture

### Master of Arts (MA)

History and Theory of Contemporary Art Exhibition and  
Museum Studies

### Dual Degree MA/MFA

History and Theory of Contemporary Art (MA) / Studio Art(MFA) Low-

### Residency MFA in Studio Art

### Post-Baccalaureate Certificate in Studio Art

## ADDITIONAL PROGRAMMING

### Exhibitions and Public Programs

SFAI's Exhibitions and Public Programs catalyze and enhance meaningful dialogues between artists and the public and highlight the institution's mission to serve both its student-artists and the broader Bay Area community. All exhibitions and lectures are free and open to the public.

- *Walter and McBean Galleries*: The Walter and McBean Galleries present four to six exhibitions per year and commission new works from emerging and established artists.
- *Diego Rivera Gallery*: Weekly exhibitions in this student-directed gallery showcase new works by BFA, MFA, and post-baccalaureate artists side-by-side with Diego Rivera's 1931 mural, *The Making of a Fresco Showing the Building of a City*.
- *Swell Gallery* (at Third Street Graduate Center): The Swell Gallery is a student-directed space for graduate students to curate and present their work in a gallery setting.
- *Visiting Artists and Scholars Lecture Series/Graduate Lecture Series*: These lectures spotlight some 45 artists, curators, critics, and historians each year.

### Public and Youth Education

Public Education PreCollege  
Program  
Young Artist Program City  
Studio

## ***Populations Served***

### Enrolled Students (Fall 2016)

- 506 total degree- and certificate-seeking enrollment
- 338 undergraduates, 168 graduates
- 63% female, 37% male
- 42 states, 33 countries

- 44% out of state, 26% international
- 3% African American
- 15% Latino
- 5% Asian American

#### Exhibitions and Public Programs Participants

Last year, Exhibitions and Public Programs drew approximately 100,000 visitors and participants to free, public events in our galleries and lecture hall.

#### Public and Youth Education Participants

Last year, SFAI served approximately 1,000 youth and adults through its Public Education, YAP, PreCollege, and City Studio programs.

- *City Studio, participant ages 11-19:* City Studio provides free arts instruction to more than 150 youth from underserved communities in seven satellite locations throughout San Francisco and Oakland.
- *Youth Artist Program, participant ages 13-15:* A summer-intensive program for youth that offers a focused and fun environment for exploring new techniques and developing artistic expertise in photography, drawing, and painting.
- *PreCollege Program, participant ages 16-18:* The PreCollege Program is a four-week, four-college-credit course of study in the arts that connects participants to renowned professional artists who help young artists build skills and develop their portfolios.
- *Public Education, participant ages 18 and up:* Invites artists and creative individuals to join noncredit evening and weekend courses.

#### Tourists

SFAI's campus at 800 Chestnut Street is open to the public. With the only Diego Rivera mural in the city with open access, as well as magnificent views of the San Francisco Bay and landmarks including Alcatraz and Coit Tower, SFAI welcomes approximately 15,000 tourists annually from around the world.

#### **Accreditation**

SFAI is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC) and by the National Association of Schools of Art and Design (NASAD).

SFAI was first accredited on April 30, 1954. The first BFA degrees were awarded in 1955; the first MFA degrees were awarded in 1958.

In June 2015, following an extensive reaccreditation review, WASC re-affirmed SFAI's accreditation for seven years, confirming that SFAI has satisfactorily addressed core commitments to student learning and success; quality and improvement; and institutional integrity, sustainability, and accountability.

#### **Employment Characteristics**

SFAI employs 23 full-time faculty and approximately 130 part-time contract faculty who teach one to four classes annually. All faculty are working artists, scholars, curators, critics, or other artistic practitioners.

SFAI also employs some 90 staff, under the direction of President Gordon Knox. Senior staff members have stellar professional qualifications and deep knowledge of nonprofit arts organizations and institutions of higher education. Staff throughout all levels of the institution have strong skill sets in their specific functional areas, and many are trained as artists themselves.

SFAI is governed by a Board of Trustees, which currently comprises 16 Trustees, 7 Trustees Emeriti, 4 Trustees-at-Large, 2 Faculty Trustees, and 2 Student Representatives.

### ***Affirmative Action Program***

SFAI is an equal opportunity institution of higher education and is firmly committed to non-discrimination in its delivery of educational services. In compliance with all applicable federal and state laws, all decisions are made irrespective of an individual's race, color, sex (including pregnancy and conditions related to pregnancy), religion, religious creed, ancestry, national origin, age, gender (including gender identity and expression), marital status, citizenship status, veteran or military service status, sexual orientation, disability, and/or any other status protected by law.

SFAI is an equal opportunity employer, and is committed to achieving greater diversity among faculty, staff, student body, and leadership. Individuals who identify as people of color, mixed-race, women, genderqueer, gay, lesbian, bisexual, transgender, queer, and disabled or differently-abled are strongly encouraged to apply for open staff and faculty positions.

### ***SFAI Diversity Statement (Adopted by the Board of Trustees in 2012)***

SFAI believes that a rigorous artistic and intellectual community is enriched by diversity and inclusion. We promote artistic and intellectual freedom by fostering environments that value our diverse students, faculty, and staff and provide all community members with a respectful and challenging space in which to address divergent opinions and ideas.

By "diversity", we mean that our community prospectively embraces differences in gender expression and identity, age, culture, ethnicity, race, sexual orientation, physical ability, learning style, religion, occupation, nationality, immigration status, socio-economic status, and the many forms of composite subjectivity and life experience that span these differences. Promoting such a broadly inclusive understanding of diversity requires ongoing education and effort, to ensure support, understanding, and awareness from all community members. In this, SFAI strives to move beyond the reactive methodologies of affirmative action, even as we proactively practice equal opportunity in hiring and admissions.

SFAI seeks to be a vanguard institution with regard to how we address and integrate notions of diversity. The institution continues to develop connections and mutually beneficial relationships between the school's immediate community and local and global publics in the belief that a multiplicity of voices has helped to make SFAI the influential and inspiring institution that it is today.

### ***Property Ownership and Leasing***

SFAI's main campus at 800 Chestnut Street is owned by the institution. Space is leased at 2565 Third Street primarily for graduate studios and classrooms. In addition, SFAI leases housing at 717 Sutter Street and 630 Geary Street. See details in Table 1:

Table 1

Address	Parcel (Block/Lot)	Current Use	Lot Size (Square Feet)	Floor Area (Gross Square Feet)	Zoning	Owned or Leased
800 Chestnut Street	0049/001	Main Campus	75,624	91,843	RH-3	Owned
2565 Third Street	4173/001	Graduate Studios	160,161	61,500 leased by SFAI	PDR-1-G	Leased
717 Sutter Street	098/034	Residence Hall	6,256	13,940	C-3-G	Leased
630 Geary Street	0304/006	Residence Hall	3,437	15,925	RC-4	Leased
Fort Mason Center	0409/002	Studios & Galleries		69,422	P	Leased

## II. Campus Facilities

### *Physical Plant*

#### Main Campus, 800 Chestnut Street

San Francisco Art Institute's main campus is located at 800 Chestnut Street. SFAI occupies two-thirds of a city block (75,000 square feet). The campus is bounded on the north by Francisco Street, on the east by Jones street, and on the south by Chestnut Street, where the main entrance is located. The immediate neighborhood is residential, although the campus is one block from the North Beach Neighborhood Commercial District along Columbus Avenue.

The original building, San Francisco Landmark #85, was designed by Arthur Brown of the firm Bakewell & Brown in 1926 and the addition by Paffard Keatinge Clay was opened in 1969. The entire site is listed on the National Register of Historic Places.

The original building is inspired by Beaux Arts and Mediterranean influences, and is composed of small interconnected, multi-level volumes that step up Chestnut Street from Jones Street. The volumes of the building are set into the hill and range from one to two stories, giving the structure the appearance of an Italian villa. The board form concrete buildings contain wood and steel frame windows and are capped by gabled, tiled roofs. The building does not have setbacks; the primary façade on the Chestnut Street and the secondary façade on Jones Street front the sidewalk. The building is organized around an entrance courtyard which contains a centered, tiled fountain, and a five story, square campanile capped by pyramidal roof stands at the northwest corner of the courtyard. The original building includes interior murals painted by Diego Rivera, Victor Arnautoff, Ray Boynton, Ralph Stackpole, Fred Olmsted, Gordon Langdon, Marjorie Eakin Sabre, Eleanor Bates Streloff, and others. The Clay addition is capped by two roof terraces. The lower roof terrace contains sculptural skylights and one-story lecture halls and galleries, and the upper roof terrace features an amphitheater and an additional gallery. A board form concrete wall approximately six feet tall encloses the property which includes an open, grassy area with trees (the Meadow) on the northeast corner of the lot. Surface parking lots are located between the Meadow and SFAI on Jones Street and at the northwest corner of the parcel on Francisco Street.

The main campus houses studio and fabrication spaces, classrooms, library and research facilities, offices, and various spaces open to the public including galleries, lecture hall, and café.

#### Graduate Studios, 2565 Third Street

The current Graduate Studios are located on the second floor of the American Industrial Center in the Dogpatch neighborhood of San Francisco. Primarily consisting of individual workspace for MFA g

students, the site also houses several classrooms, a woodshop, print facilities and a small darkroom. SFAI will remain at this location until the summer of 2017 when the program moves to Pier 2 at Fort Mason.

#### Sutter Residence Hall, 717 Sutter Street

Sutter Hall houses primarily undergraduates in their first year of study. SFAI leases the Sutter facility which has 35 rooms. The residence is equipped with a shared kitchen, coin-operated laundry, computer station, and lounge facilities. Prior to SFAI's occupancy, the facility was operated as a tourist hotel. This facility has 74 beds. It is located 1.1 miles from the main campus at 800 Chestnut; 2.3 miles from the Fort Mason Graduate Center and 3 miles from the current Graduate Studios on Third Street.

#### Abby Residence Hall, 630 Geary Street

Abby Hall houses upperclass undergraduates and graduate students. SFAI leases the Geary facility; it has 54 rooms of which, SFAI leases 51. The residence is equipped with a shared kitchen, coin-operated laundry, computer station, and lounge facilities. This facility has 79 beds. It is located 1.3 miles from the main campus at 800 Chestnut; 2.5 miles from the Fort Mason Graduate Center and 2.9 miles from the current Graduate Studios on Third Street.

### ***Building Size and Land Use***

#### Main Campus

The unique structure consists of two interconnecting buildings, a 43,000 GSF building constructed in 1926 by Bakewell & Brown and a 48,000 GSF building by Paffard Keatinge-Clay that opened in 1969.

Total Gross Square Feet:	91,000
Lot Size:	75,000
Floor Area Ratio:	1.12
Total Assignable Square Feet:	69,000

The present building coverage currently leaves about thirty five percent of the site as open space at the ground level. However, when roof terraces and decks are counted, total open space reaches sixty five percent of the site.

### ***City Master Plan Conformity***

SFAI's existing programs and any future developments will conform with San Francisco General Plan policies and goals. The Eight Priority Policies are listed below.

- (1) That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;*
- (2) That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;*
- (3) That the City's supply of affordable housing be preserved and enhanced;*
- (4) That commuter traffic not impede Muni transit service or overburden our streets or neighborhood parking;*
- (5) That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;*
- (6) That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;*
- (7) That landmarks and historic buildings be preserved; and,*

*(8) That our parks and open space and their access to sunlight and vistas be protected from development.*

## ***Traffic Circulation***

### **Parking and Traffic Patterns**

SFAI's main campus has two off-street parking lots for staff and faculty with a total of 34 parking spaces. There is substantial on-street parking available immediately adjacent to the campus due to the lack of curb-cuts around the property and the fact that most of the on-street parking is perpendicular. As the attached parking map shows, in addition to the 34 spaces on site there are approximately 70 spaces immediately adjacent to the school and about 60 more around the remainder of the block occupied by the school.

Some parking and related traffic patterns have been alleviated at 800 Chestnut Street by the procurement of space at the Third Street location. Over 200 students and up to 30 faculty members work and teach at that site. On-street parking is available in the neighborhood and the T Muni line stops in front of the building. There are no major public parking garages adjacent to the facility.

Most of SFAI's students and many employees take public transportation including Muni, BART, Golden Gate transit, and ferries. Many also bike to SFAI's campuses. To encourage a car-free commute, SFAI offers the Commuter Check Program to all of its employees, thereby encouraging the use of public transportation through tax incentives.

As policy, SFAI strongly encourages guests, students and employees to use public transportation, bicycles, ride-sharing services, and modes of transportation other than using a private automobile. Over the last several years, SFAI has seen an increase in the number of employees and students who bike to work. In 2015, the first ever bicycle parking task force was formed to identify and develop additional locations for secure on-campus parking. The goal is to double the number of available on campus bicycle parking spaces by the end of 2016.

For special events, SFAI advertises the public parking garages located in the Wharf Area.

## **III. Future Development**

In the Spring of 2013, SFAI approved a strategic plan to articulate a set of institutional priorities for the next five years. One pillar of the plan is building organizational capacity by developing the infrastructure, resources, and positive working environment that enable students, faculty, staff and the Board to achieve at their full potential. A core component is long-range facilities initiatives that invest in SFAI's historic buildings, rationalize space use, reduce the geographic distance between campus facilities, and improve the educational and social experience for students and other constituents.

### ***Fort Mason Graduate Campus***

SFAI plans to transform historic Pier 2 at the Fort Mason Center for Arts & Culture into a new Graduate Center with artists studios, galleries, and spaces for public engagement in the creative process. This 69,400 square foot facility, located one mile from the 800 Chestnut Street campus, will

replace the existing facilities leased in the Dogpatch. The construction started in June 2016, with an opening scheduled for August 2017.

Lower Fort Mason, part of the San Francisco Port of Embarkation National Historic Landmark District, is managed by the non-profit Fort Mason Center for Arts & Culture under a long-term lease with the Golden Gate National Recreation Area/National Park Service. It is home to 22 non-profit organizations that provide art, educational, museum, dining, theater, and other experiences for more than 1.2 million annual visitors. More than 15,000 meetings, conferences, performances, and special events occur each year. Resident tenants include museums, theater companies, a dance company, a children's art center, a City College of San Francisco art campus, a music school, a bookstore, cafes and a restaurant, and other organizations with an emphasis on the arts and on sustainability. Fort Mason



SFAI at Fort Mason 1

also provides indoor and outdoor venues for widely varying popular events, from a regular farmers' market and the Off the Grid mobile food market to annual attractions such as the Renegade Craft Fair.

NPS and Fort Mason have made significant investments in improvements to both the pier and the shed. For the shed, recent work included replacing bracing, installing new windows, adding a radiant floor slab for heat, and installing a solar energy panel array. Under an earlier project, the pilings and underpinnings of the pier were seismically upgraded. Overall, nearly \$33 million has been invested in preserving, strengthening, and restoring the shed and pier.

Using an estimated budget of \$17 million, SFAI is making tenant improvements to the interior of the recently retrofitted and restored Pier 2 shed. At its target opening date of August 2017, approximately 35,000 square feet (project footprint) of the renovated shed will include a main floor and mezzanine, which together will provide approximately 69,422 square feet of artist studios, exhibition/performance space, and supporting facilities. In addition to



the 160 graduate artist studios located on the ground floor and new mezzanine level, SFAI has included in its plans the creation of 3,200 square-foot exhibition space

SFAI at Fort Mason 2

a

(gallery) and a media gallery. The new facility will provide a 24-hours base of operations for hundreds of artists and a site for hosting free public programs and exhibitions.

As shown in the photo, the move to Fort Mason brings the SFAI Graduate Center closer to SFAI's main Russian Hill campus, approximately 1 mile away. The student body's primary modes of transportation to and from the Graduate Center will be walking, biking, or riding public transportation.

Some students and faculty currently drive to the Dogpatch facility, and while car usage at Pier 2 will continue (for example, for transporting artwork and materials), it is expected to decline with the significantly easier commute between campuses. At this time, there is no plan to provide shuttle transportation between sites. While there will be 160 studios, they will not be occupied constantly or all at the same time. Groups of students will attend classes during the day or evening based on the academic schedule, and work in their individual studios based on their own schedules.

SFAI has worked with Fort Mason, Leddy Maytum Stacy Architects and the NPS throughout plan development and is confident that its plan dovetails with the overall ethos and strategic direction of Fort Mason, which includes a reaffirmation of the center's founding purpose and commitment to the arts (seen in the recent name change from Fort Mason Center to Fort Mason Center for Arts & Culture). Fort Mason's revitalization plans are advancing in tandem with projects to improve transportation, enhance public gathering spaces, and foster mixed-use development along the entire waterfront between the Golden Gate and Bay Bridges. For example, the Exploratorium recently moved to Pier 15, and the Presidio is emerging as a cultural center for the region. As well, in March 2013, federal and local officials approved the extension of the F line (funding for final design and construction has not been identified). When opened, the extended line would run historic streetcars through the existing Fort Mason tunnel to connect Fort Mason with the Embarcadero and Market Street, providing both visitors and tenants easy access to and from major areas of the city.

In addition, SFAI has successfully completed the National Environmental Policy Act (NEPA) review process with the NPS, which considers the project purpose and need, consistency with approved plans, impact assessment, and measures to minimize project impacts. In March 2015, the Acting Superintendent of the GGNRA determined that the project is Categorical Excluded from further NEPA analysis in accordance with DO-12, Sections 3.4: "C.4. Routine Maintenance and Repairs to cultural resource sites, structures, utilities and grounds under an approved Historic Structures Preservation Guide or Cyclic Maintenance Guide; or if the action would not adversely affect the cultural resource."

### New Facilities

As shown in the renderings below, facilities will be on two levels to take advantage of the volume and height of the shed's interior. The two sides of the new mezzanine level overlooking the main floor primarily will house artist studios, with administrative offices at the front of the shed and a small lounge area on one side of the space. The lower level will include gallery space near the main front entrance, a black box theater, security, workshops, student installation rooms, seminar rooms, flexible teaching space, and additional artist studios.







*SFAI at Fort Mason 3*



*SFAI at Fort Mason 4*

## ***Chestnut Campus Revitalization***

SFAI has struggled in the last several decades to provide appropriate care and investment in its historic buildings. In addition to deferred maintenance the school has struggled to adapt the facilities to meet the changing technological needs of art-making in the 21<sup>st</sup> century.

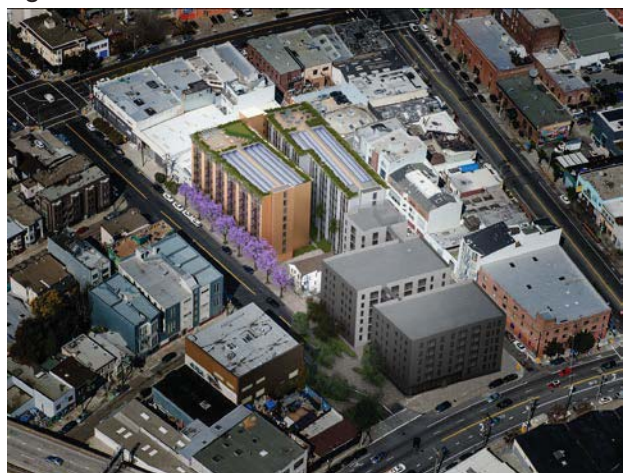
SFAI commissioned a Historic Structure Report from the architectural design, planning, and preservation firm Page & Turnbull, completed in 2011, that compiled information to serve as a guide for future decision-making: a documentation of the history and development of the SFAI campus, an assessment of existing conditions, identification of character-defining features, and a definition of appropriate approaches to rehabilitation to protect and maintain the historic significance of the resource. In 2013, Page & Turnbull completed a study of the challenges related to accessibility and program changes. In 2015, SFAI received a grant from the Historic Preservation Fund to hire Page & Turnbull to develop a Historic Preservation and Maintenance plan for Chestnut Street. These documents are informing current work to develop a campus master plan for Chestnut. The architecture firm Skidmore, Owings and Merrill is currently contributing their expertise on a pro-bono basis. Though planning is ongoing, it is anticipated that Chestnut development and improvements within a 10-year timeframe will be within the existing building envelope, with minimal impact on traffic, parking, or the surrounding neighborhood.

## ***Student Housing***

SFAI's current Residence Halls, Sutter Hall and Abby Hall, serve 130 – 140 students during the academic year, with a current population of 72 freshman and 25 transfer students in their first year at SFAI, 37 continuing students in their sophomore to senior years, and 3 graduate students.

Moving forward, SFAI will continue to investigate options to provide students with an affordable and convenient housing option in an increasingly difficult San Francisco housing market with the long term goal of owning or leasing a property closer to SFAI's main campuses.

In December of 2016, SFAI's Board of Trustees signed a letter of intent to rent 320 beds from Panoramic Interests at their new project known as "SOMA WEST" at 333 12<sup>th</sup> Street, in San Francisco. This new property will expand the number of available beds. Unlike SFAI's existing residence halls, this new property is designed with student life in mind. Amenities include abundant secure bicycle parking, roof decks and group work areas. SFAI will lease seventy-six (76) four-bedroom apartments and eight (8) two-bedroom apartments. SFAI's bed space will more than double, allowing more space for returning and international students. Should the lease move forward according to plan, SFAI will release its interests in the properties at 630 Geary and 717 Sutter.



Frequent transit service and bikeways provide convenient connections between 333 12<sup>th</sup> Street and the Chestnut Campus and Fort Mason Center Campus. MUNI's 47 – Van Ness line stops on the same block as 333 12<sup>th</sup> Street, at the corner of 11<sup>th</sup> & Harrison Street. The 47 – Van Ness travels north to Fort Mason on Van Ness, then east on Bay Street, then east on North Point Street. With service approximately every eight minutes, the 47 – Van Ness stops within easy walking distance of both Fort Mason Center and SFAI's main campus.

Current travel times between 333 12 Street and both campuses will be reduced upon completion of the bus rapid transit improvements in mid-2019.

Bicycling to SFAI is also an option with dedicated bike lanes on Polk Street and 11<sup>th</sup> Street covering most of the route between both campuses and 333 12<sup>th</sup> Street. There are several viable routes to both the Chestnut Campus and Fort Mason Campus allowing cyclists to choose the terrain they prefer. Riding through SOMA towards the waterfront and then along the Embarcadero is a longer ride, but it's flatter with fewer stops making it only a few minutes slower than a more direct route, such as Polk Street.

<b>Route from 333 12<sup>th</sup> Street</b>	<b>to SFAI, Fort Mason Campus</b>	<b>to SFAI, Chestnut Campus</b>
Polk Street Route	3.6 miles, 28 minute ride	2.8 miles, 26 minutes
Market through Stockton Tunnel		3.4 miles, 25 minute ride
Via Market to Embarcadero	5.4 miles, 34 minute ride	4.3 miles, 28 minute ride
Via Folsom to Embarcadero	5.4 miles, 32 minute ride	4.3 miles, 28 minute ride

During evenings and nighttime, students might prefer private vehicles or transit over bicycling. There are a number of MUNI transit lines or combinations of lines that run between 333 12<sup>th</sup> Street and both 800 Chestnut and Fort Mason:

### **333 12<sup>th</sup> to/from 800 Chestnut, Evening and Night Lines**

<b>Line(s)</b>	<b>Weekday Operating Hours</b>	<b>Weekend Operating Hours</b>
47	6:09am – 12:49am	6:15am – 12:51am
49	5:40am – 12:15 am	5:39am – 12:12am
12 and 30	5:37am – 11:43pm	5:42am – 11:43pm
9/9R and 30	6:51am – 7:04 pm	5:34am – 12:51am
9/9R and 8	6:51am – 7:04 pm	5:34am – 12:51am
12 to 45	5:37am – 11:43pm	5:42am – 11:43pm
12 to 30	5:37am – 11:43pm	5:42am – 11:43pm
12 and 8	5:37am – 11:43pm	5:42am – 11:43pm

### **333 12<sup>th</sup> to/from Fort Mason, Evening and Night Lines**

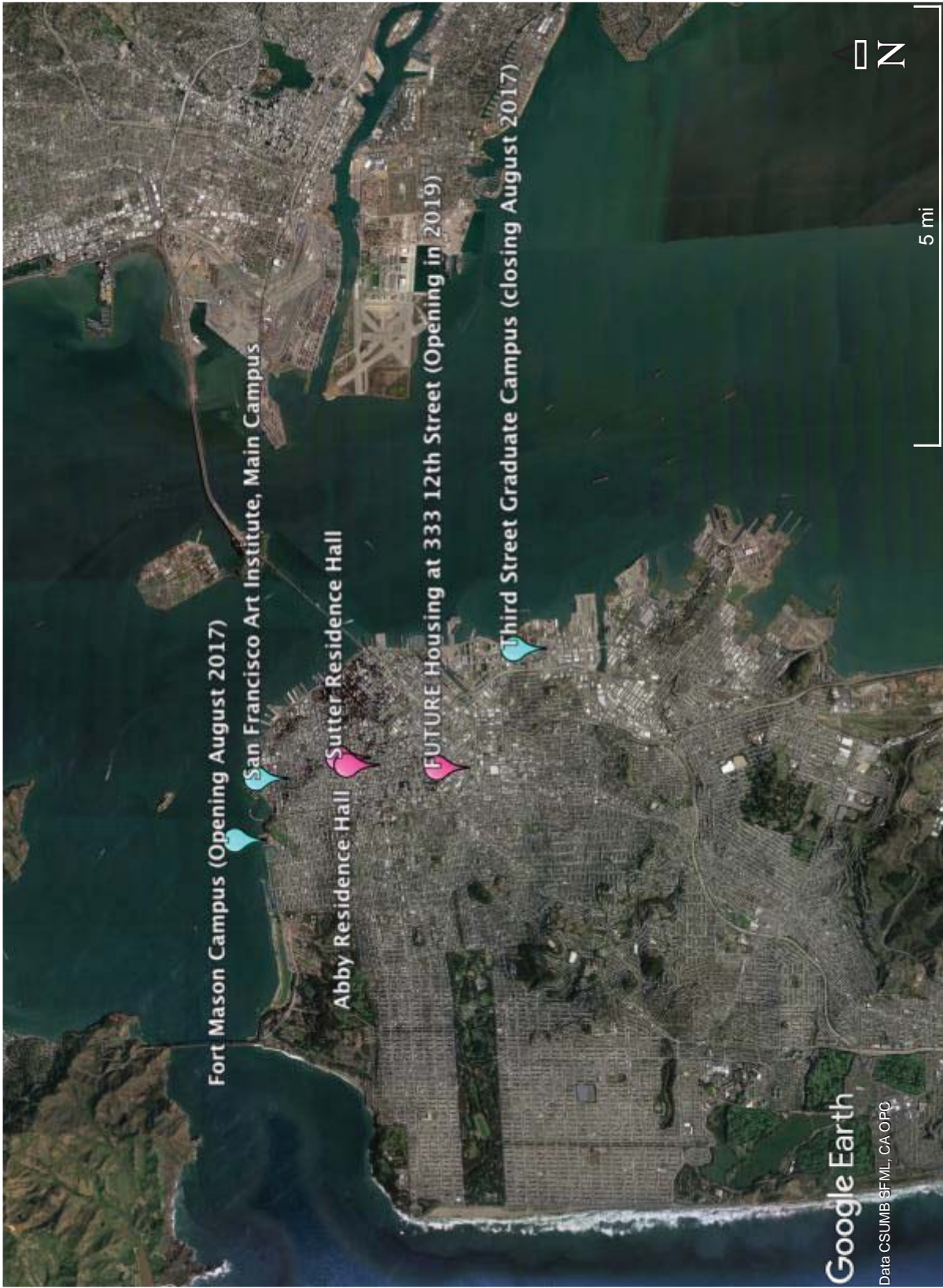
<b>Line(s)</b>	<b>Weekday Operating Hours</b>	<b>Weekend Operating Hours</b>
47	6:09am – 12:49am	6:15am – 12:51am
49	5:40am – 12:15 am	5:39am – 12:12am
12 and 30	5:37am – 11:43pm	5:42am – 11:43pm
9/9R and 30	6:51am – 7:04 pm	5:34am – 12:51am

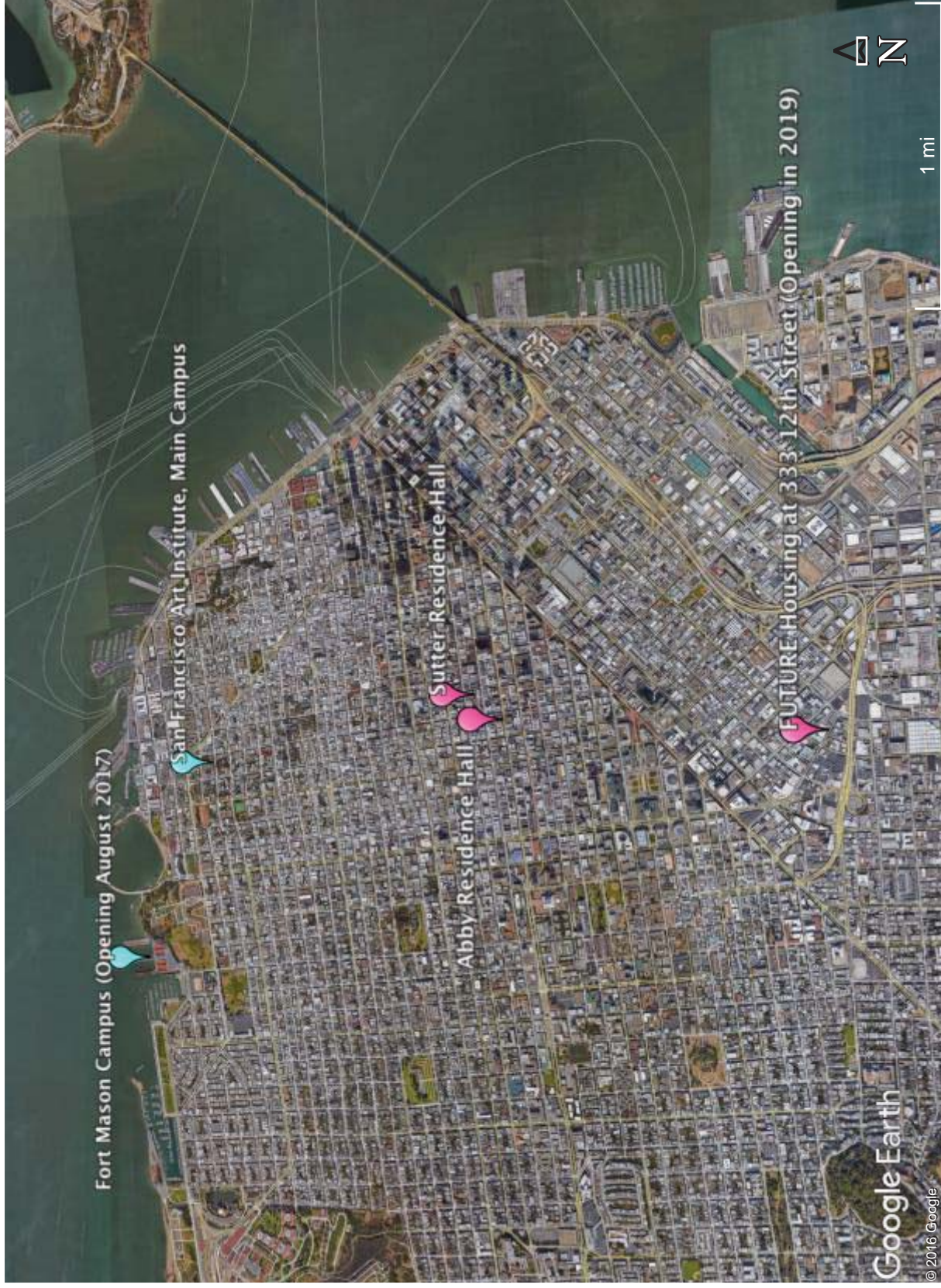
#### **IV. APPENDICES**

Campus Maps

Parking Map

Images of campus facilities





Fort Mason Campus (Opening August 2017)  
(Leased)

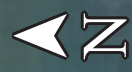
San Francisco Art Institute, Main Campus  
(Owned)

Abby Residence Hall (Leased)  
Sutter Residence Hall (Leased)

FUTURE Housing at 333 12th Street (Opening in 2019)  
(Leased)

Google Earth

© 2016 Google

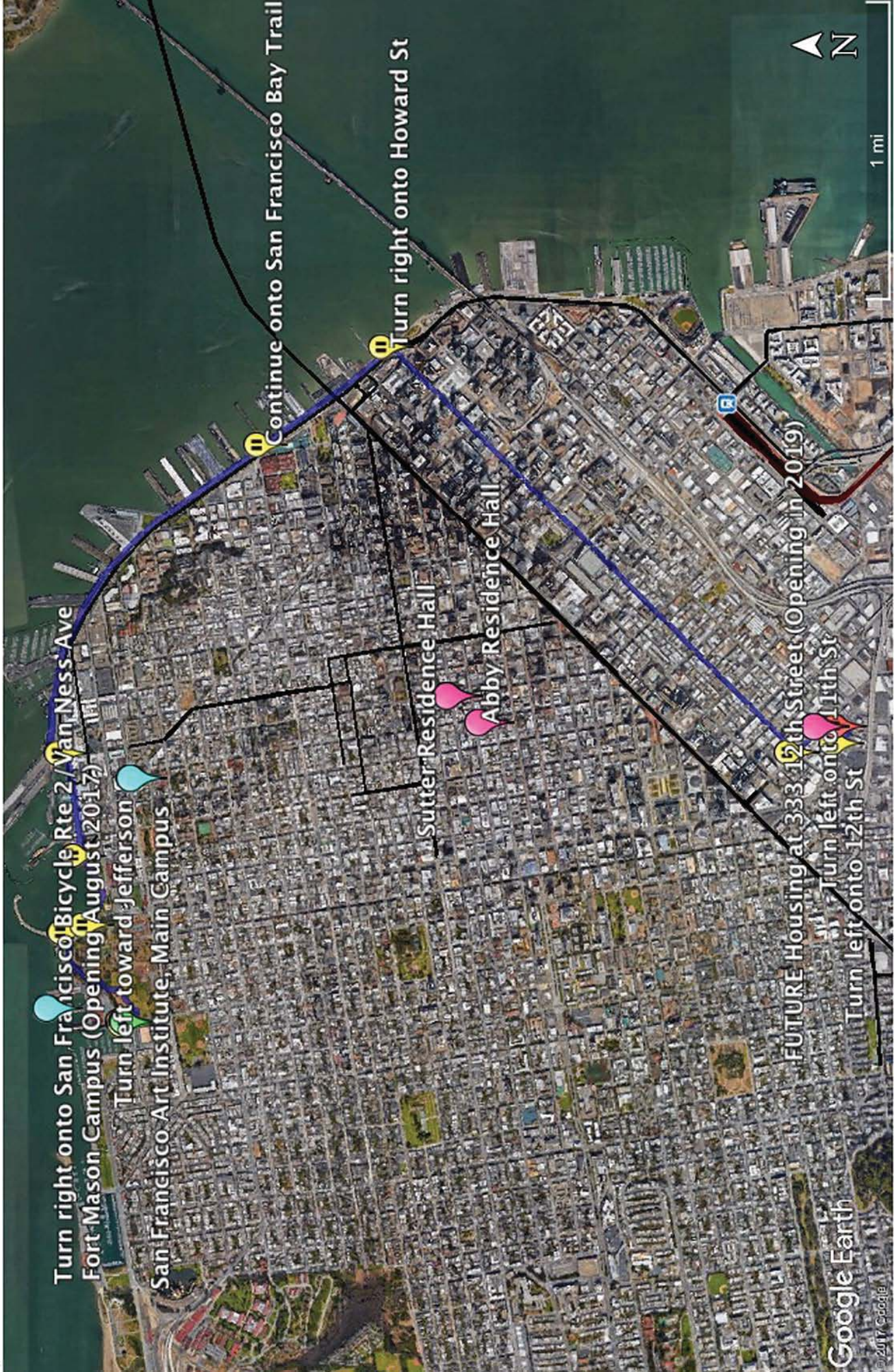


1 mi

## Polk Street Bicycle Route to Chestnut



# Embarcadero Bicycle Route



Turn right onto San Francisco Bicycle Rte 2 / Van Ness Ave

Fort Mason Campus (Opening August 2017)

Turn left toward Jefferson

San Francisco Art Institute, Main Campus

Continue onto San Francisco Bay Trail

Turn right onto Howard St

Sutter Residence Hall

Abby Residence Hall

FUTURE Housing at 333 12th Street (Opening in 2019)

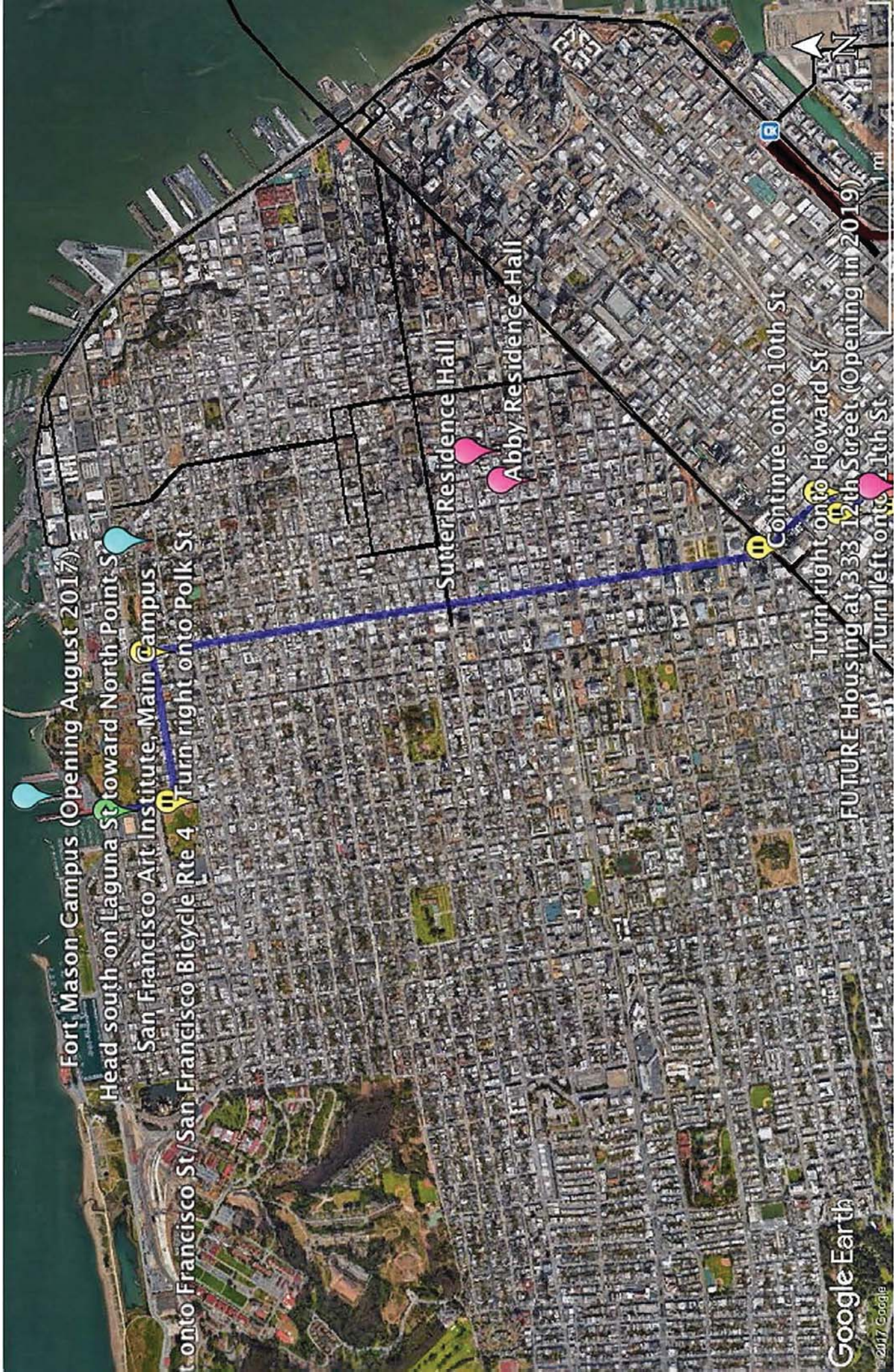
Turn left onto 11th St

Turn left onto 12th St

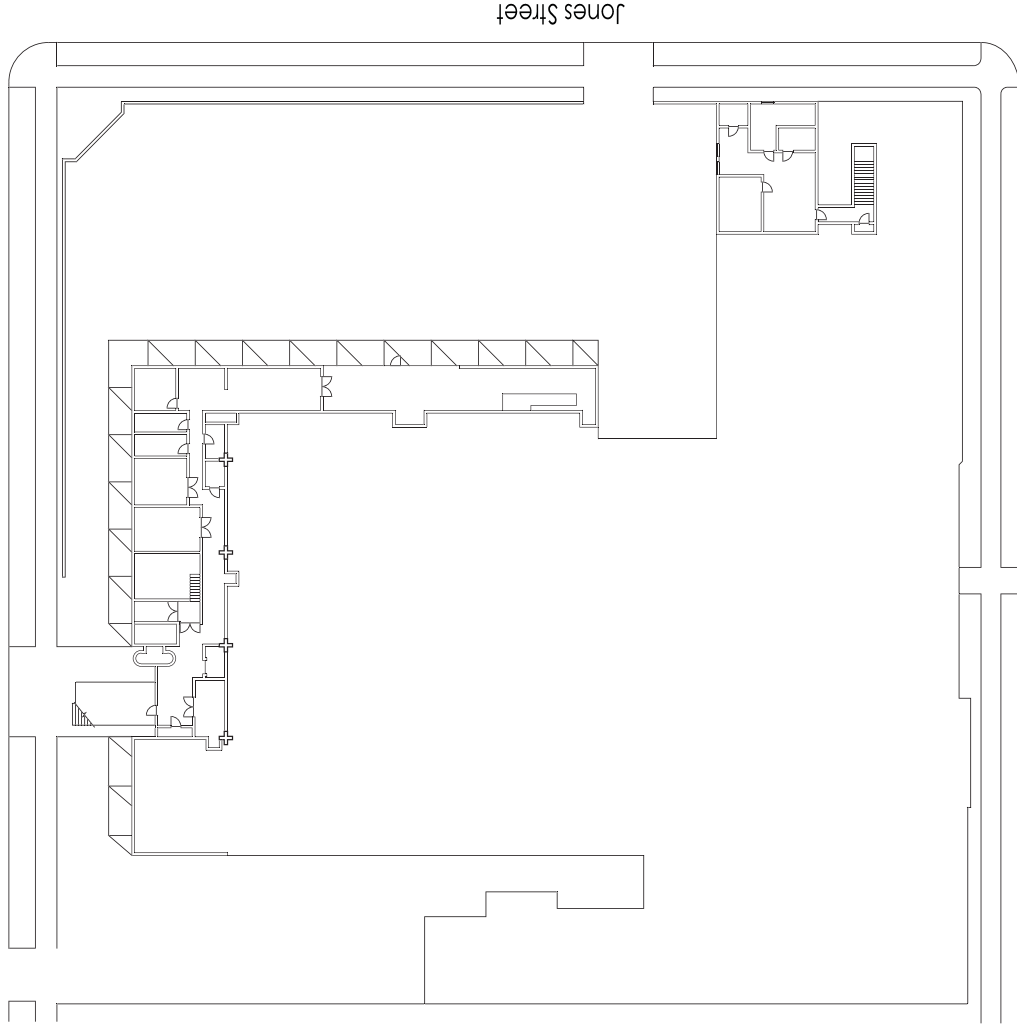
Google Earth

© 2017 Google

# Polk Street Bicycle Route



Francisco Street

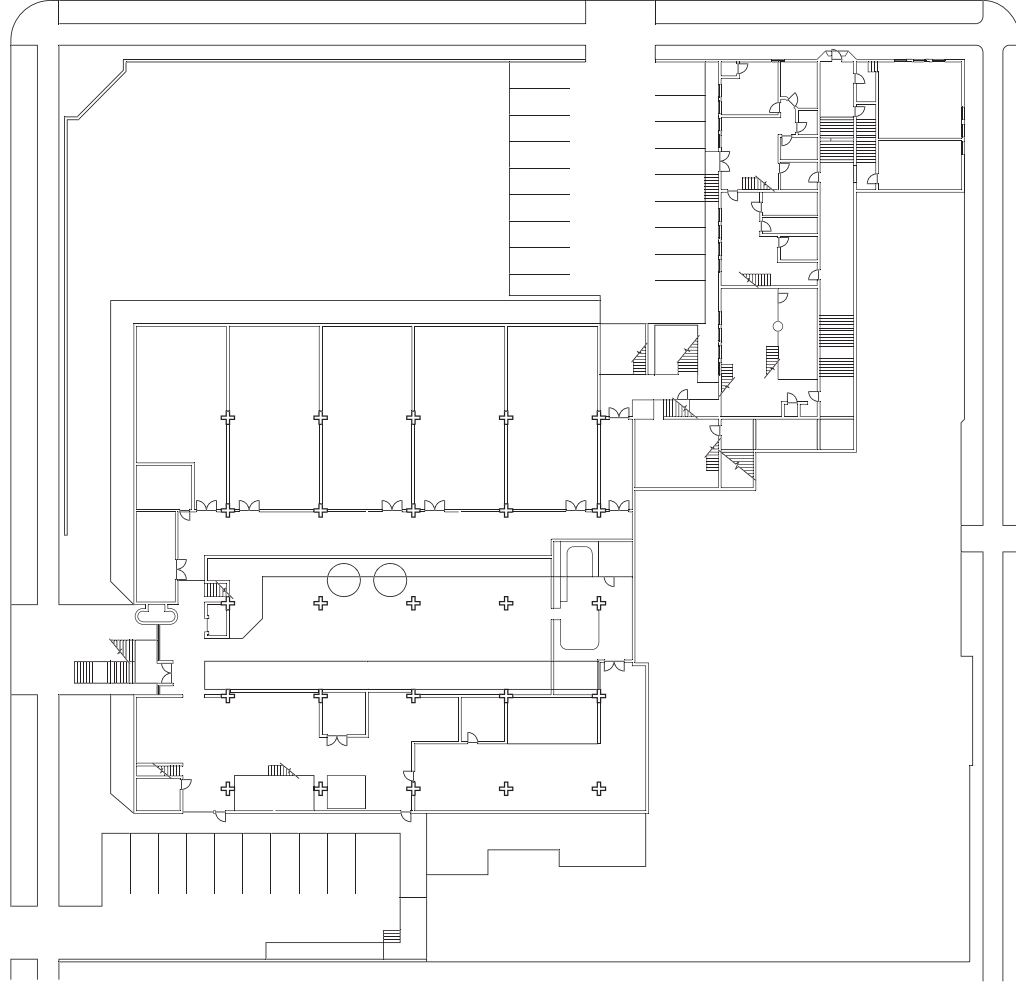


Jones Street

Chestnut Street

FIRST FLOOR PLAN

Francisco Street

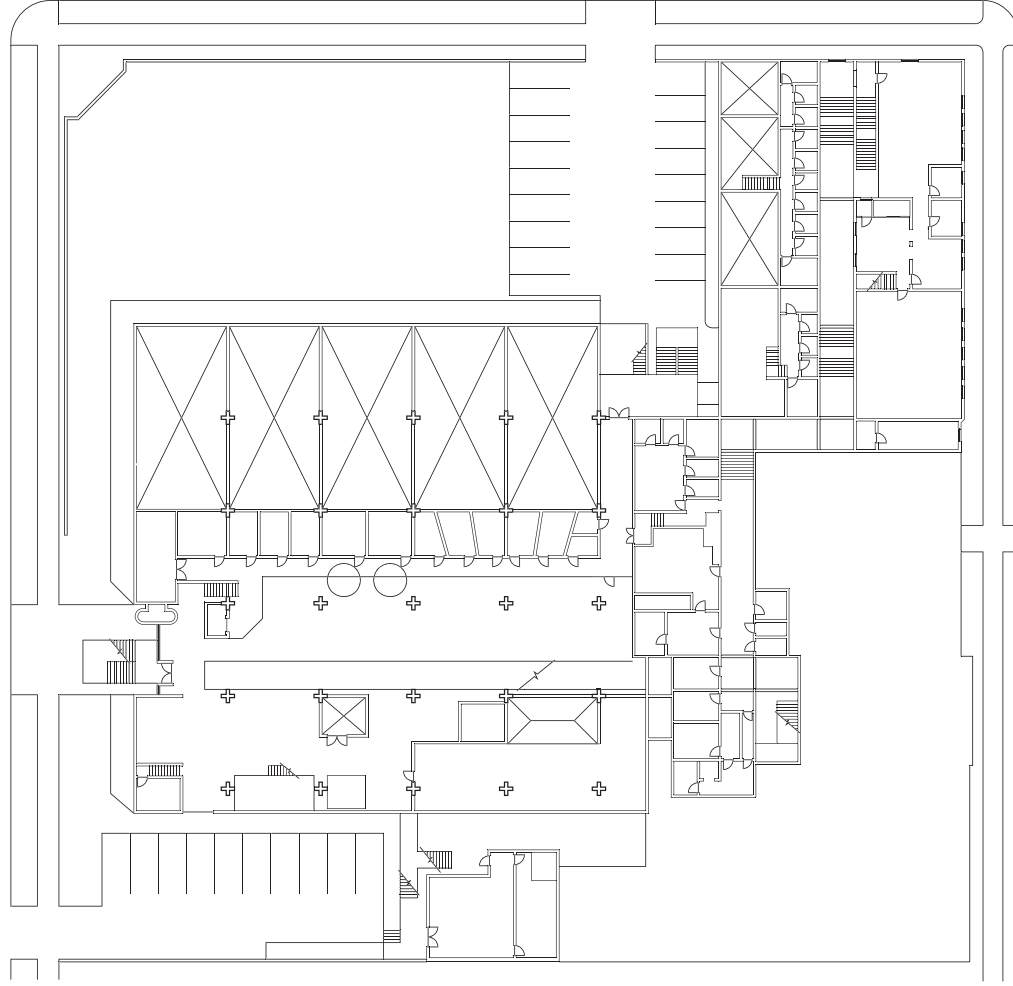


Jones Street

Chestnut Street

SECOND FLOOR PLAN

Francisco Street

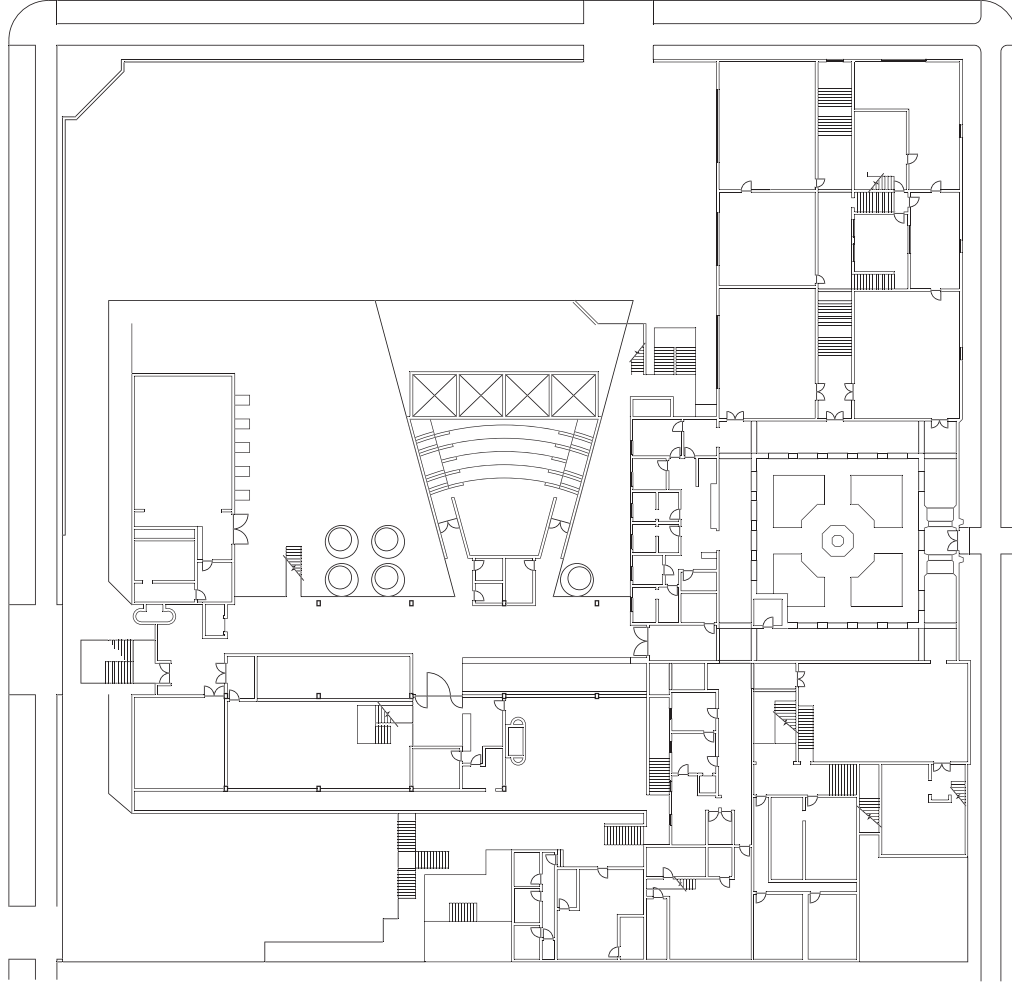


THIRD FLOOR PLAN

Chestnut Street

Jones Street

Francisco Street

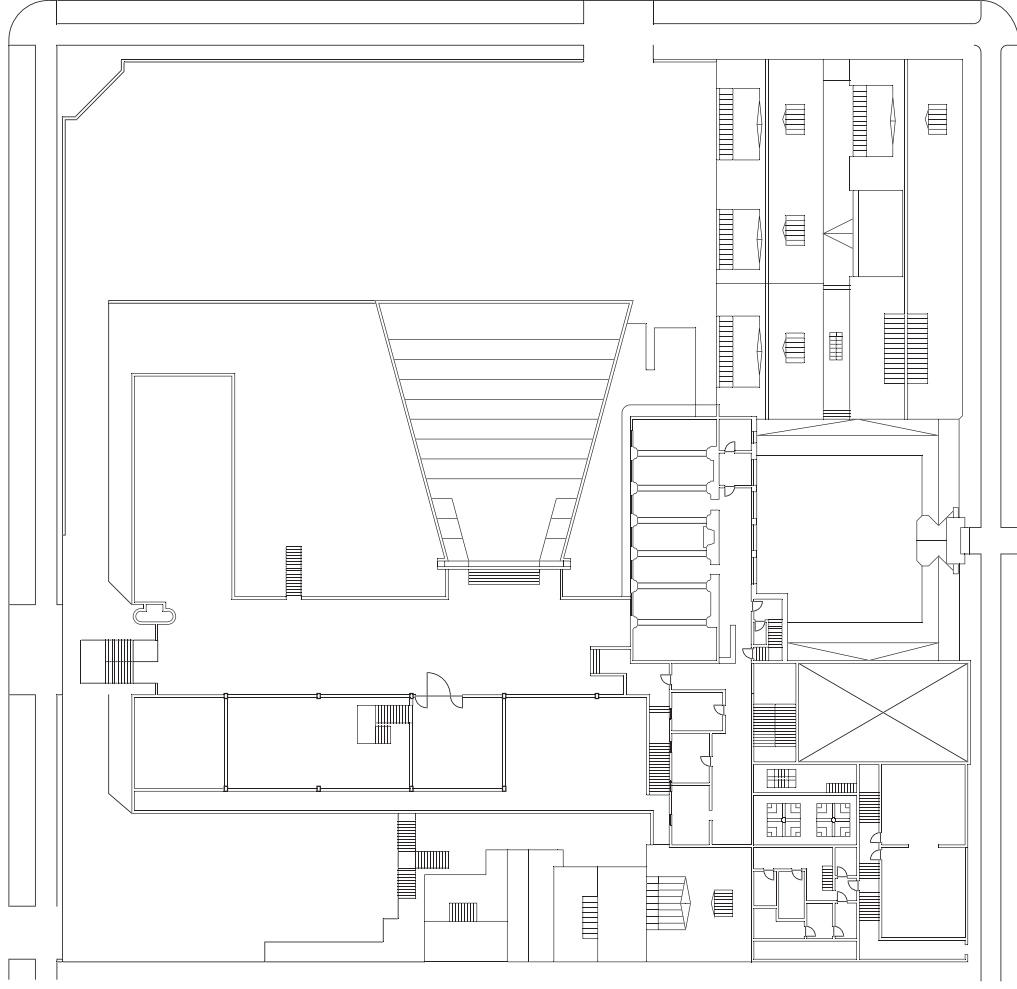


Jones Street

FOURTH FLOOR PLAN

Chestnut Street

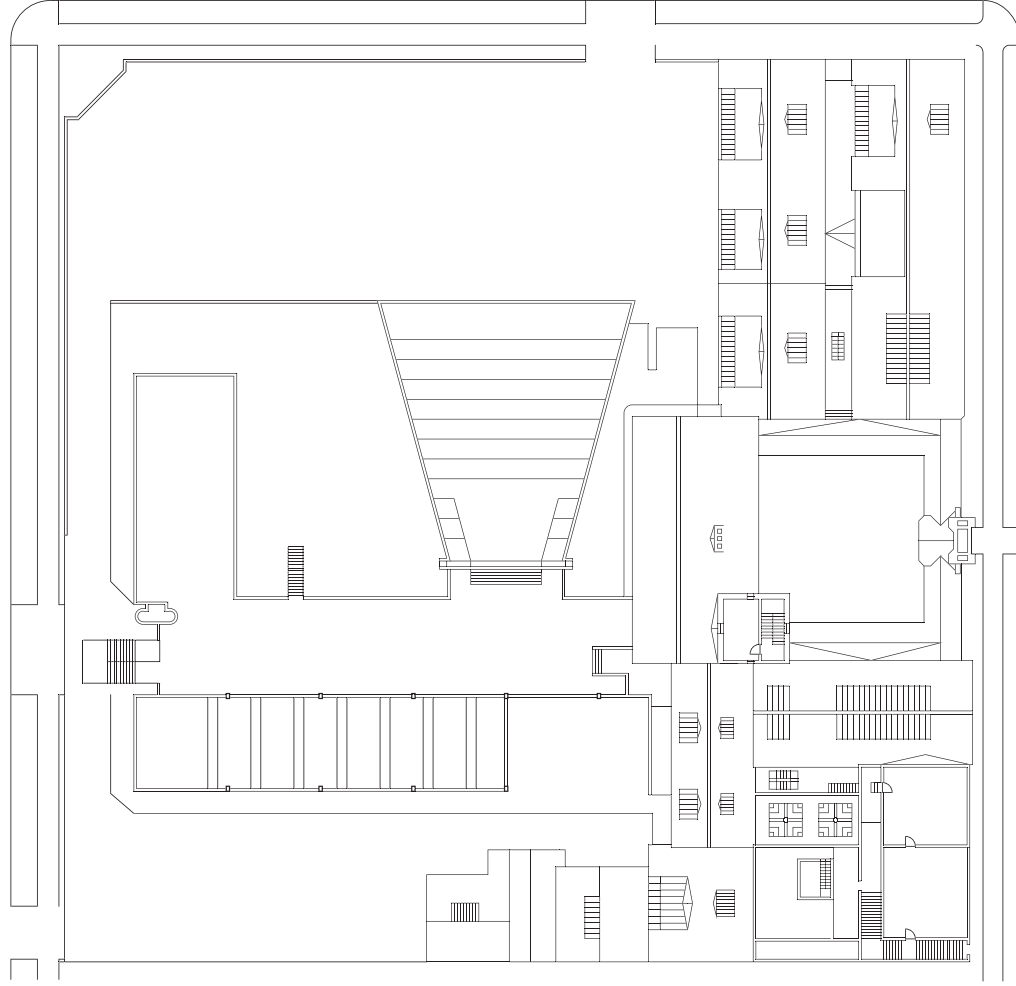
Francisco Street



Chestnut Street

FIFTH FLOOR PLAN

Francisco Street



Jones Street

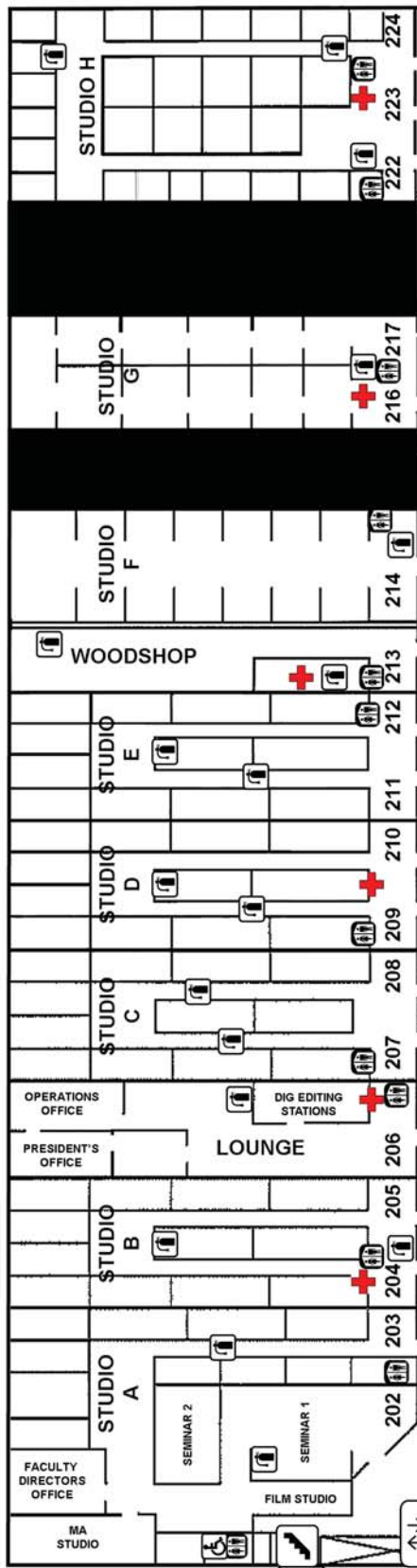
Chestnut Street

SIXTH FLOOR PLAN

# Third Street Graduate Studios

Illinois Street

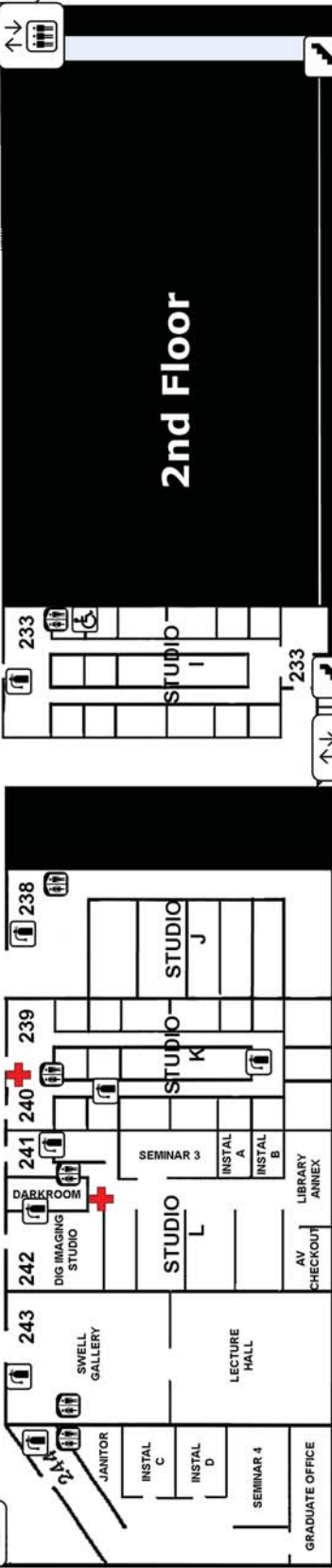
23rd Street



615 22<sup>nd</sup> Street

22nd Street

1198 Illinois Street



EXIT

2585 3<sup>rd</sup> Street (No Entrance)

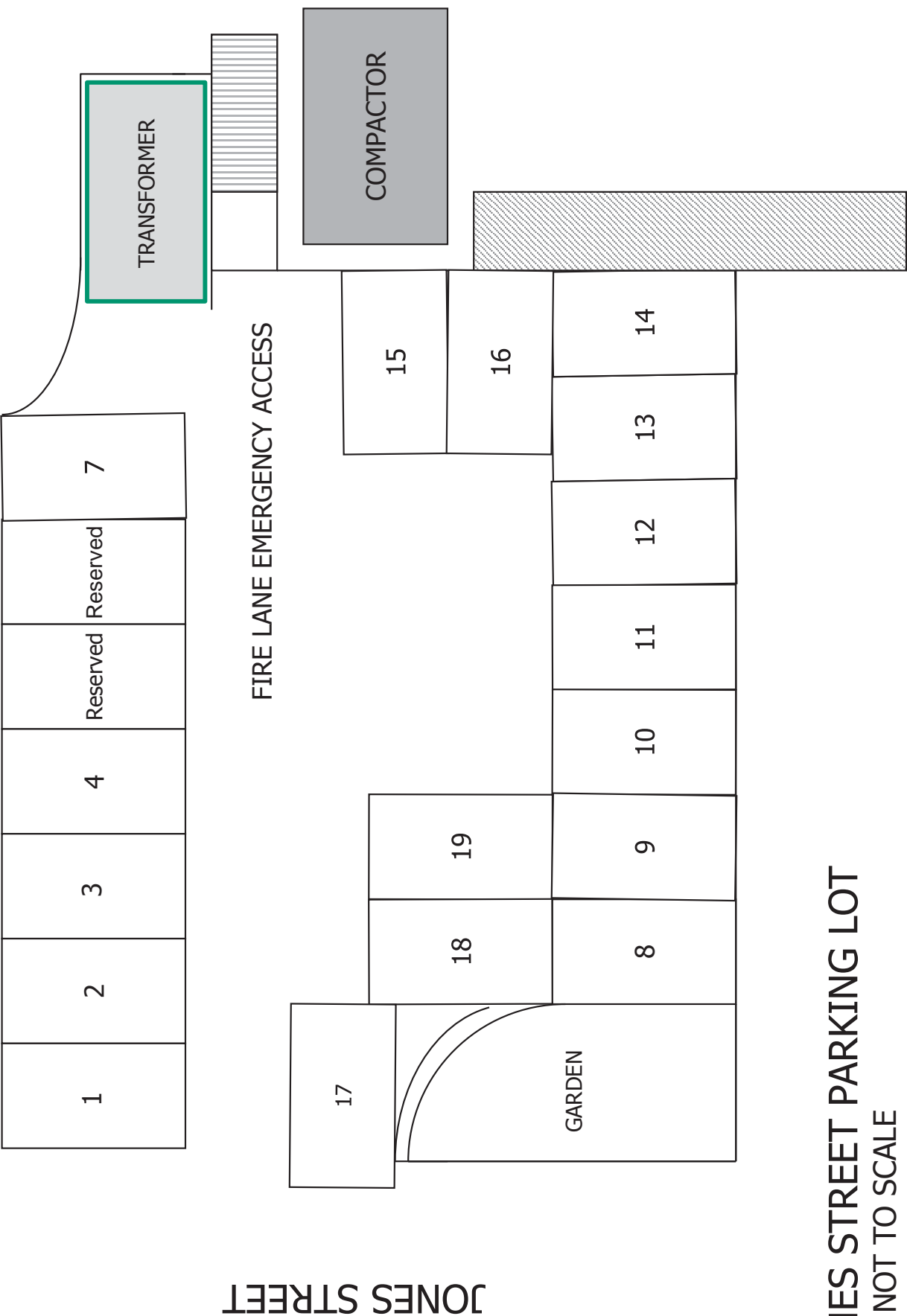
EXIT

2565 3<sup>rd</sup> Street

3rd Street

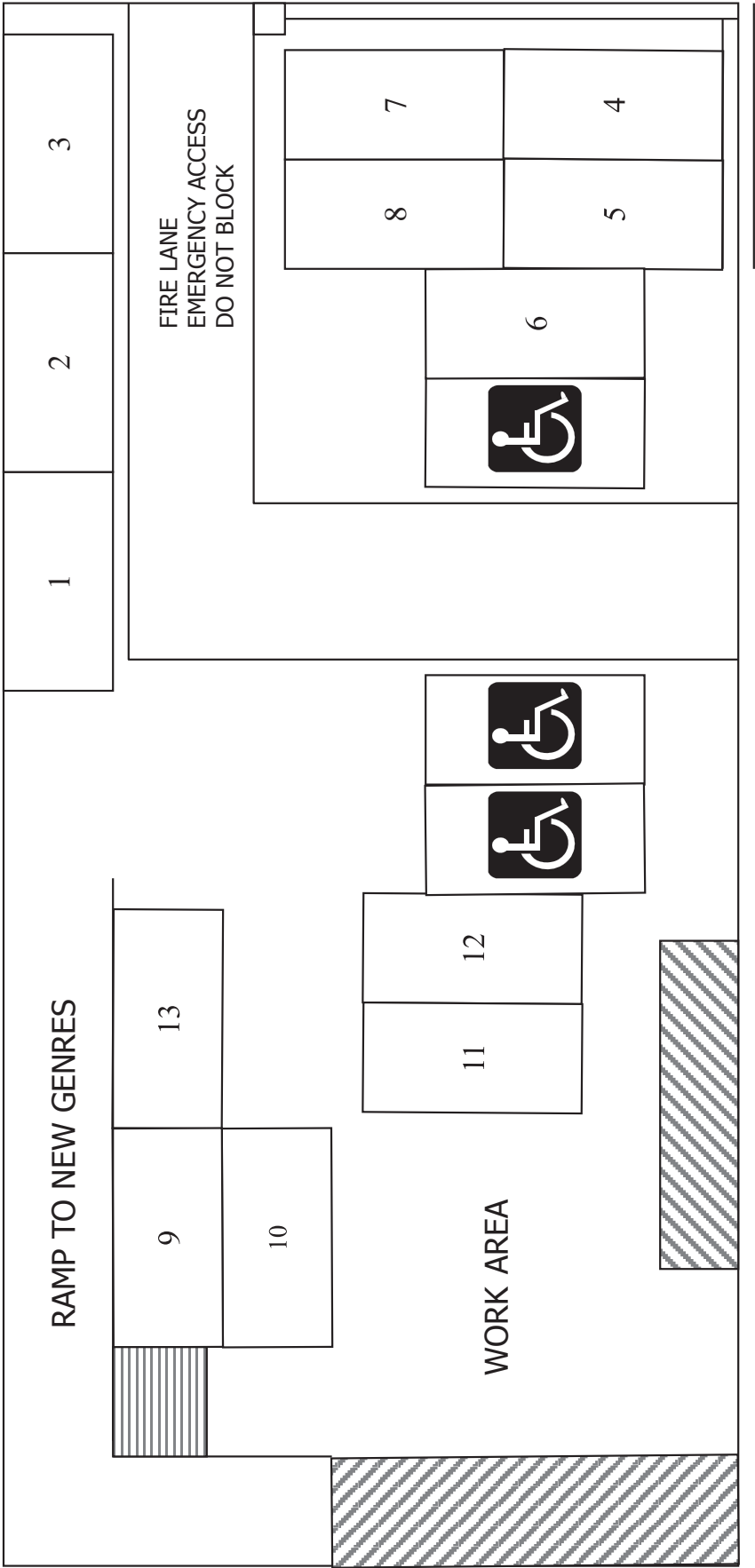
CLOSING IN AUGUST 2017

Chestnut Campus Parking



JONES STREET PARKING LOT  
MAP NOT TO SCALE

Chestnut Parking



FRANCISCO STREET  
PARKING LOT