



SAN FRANCISCO PLANNING DEPARTMENT

RE: NOTICE OF PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT AND NOTICE OF PUBLIC SCOPING MEETING FOR ACADEMY OF ART UNIVERSITY PROJECT (CASE NO. 2008.0586E)

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

To Responsible Agencies, Trustee Agencies, and Interested Parties:

Reception:
415.558.6378

A Notice of Preparation (NOP) of an Environmental Impact Report (EIR) and a Notice of Public Scoping Meeting for the above-referenced project has been issued by the Planning Department. This notice has been sent to you because you have expressed an interest in the proposed project or the project area, or because you have been identified by the Planning Department as potentially having an interest in the project. A project description is attached to this notice or available upon request from Nannie Turrell, whom you may reach at (415) 575-9047 or at the above address. The NOP/Notice of Public Scoping Meetings will also be available on-line at <http://mea.sfplanning.org> by approximately September 29, 2010.

Fax:
415.558.6409

Planning
Information:
415.558.6377

Project Description: The Academy of Art University ("the Academy") is a private school of art and design with facilities at 35 locations throughout San Francisco; 18 of the sites are institutional uses (educational and administrative space), and 17 of the sites are residential uses (student housing). As of fall 2009, the Academy had an enrollment of 15,791 students; 10,138 students (64 percent) attend classes in San Francisco (on-site) and 5,653 (36 percent) take classes on-line. The Academy currently employs 2,269 faculty and staff. The Academy facilities currently encompass about 972,217 square feet (sf) of institutional space and 479,584 sf of student residential space. The Academy expects enrollment to grow to about 26,263 by 2020, of which 15,758 (60 percent) of students would take classes on-site and 10,505 (40 percent) of students would take classes on-line. The Academy estimates about 460,000 sf of institutional uses (for studios, classrooms, and administrative offices), and approximately 400 beds (110,000 sf of residential uses), would be required to accommodate this growth. The Academy leases recreational facilities at 17 locations in San Francisco, Berkeley, and San Bruno, and seeks to acquire or develop recreational facilities to support its Division II athletic teams. The Academy estimates that it would need approximately 100,000 square feet for indoor recreational uses.

The Academy plans to accommodate growth in enrollment and programs through reuse of existing buildings and has identified 17 Study Areas in San Francisco for future expansion; each area contains one or more building(s) that the Academy has an interest in utilizing. The EIR will therefore analyze potential growth in 17 Study Areas that encompass those buildings. One Study Area is along Lombard Street, two are along the Van Ness corridor, one encompasses the Mid-Market area, seven are in the South of Market area, one is in the Nob Hill/Tenderloin area, two are near Union Square, one is in the Mission Bay area, one is in Bayview/Hunters Point, and one is along Jerrold Avenue. A map of the Study Areas is available on-line at <http://mea.sfplanning.org>. The Academy also operates a private shuttle service to transport students, faculty and staff among these locations. The Academy may extend shuttle service to newly acquired sites.

The Planning Department has determined that an EIR must be prepared for the proposed project. The purpose of the EIR is to provide information about potential significant physical environmental effects of the proposed project, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of an NOP or EIR does not indicate a decision by the City to approve or to disapprove the project. However, prior to making any such decision, the decision makers must review and consider the information contained in the EIR.

The Planning Department is holding a Public Scoping Meeting concerning the environmental review process for the above mentioned project on Tuesday, October 26, 2010 at 6 pm at the Academy of Art University, Morgan Auditorium, 491 Post Street, San Francisco, CA 94102.

The purpose of this meeting is to assist the Planning Department in reviewing the scope and content of the environmental impact analysis and information to be contained in the EIR for the project. Depending on the turnout at the meeting, each member of the public may have a limited amount of time to comment and offer testimony for consideration. Written comments will also be accepted at this meeting.

Comments concerning the environmental effects of this project are welcomed. In order for your concerns to be considered during this environmental process, your written comments about the scope of the EIR will be accepted until the close of business on November 5, 2010. Please provide written comments at either the public scoping meeting or send comments by mail to Bill Wycko, Environmental Review Officer, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103.

If you work for an agency that is a Responsible or a Trustee Agency, we need to know the views of your agency as to the scope and content of the environmental information that is relevant to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. We will also need the name of the contact person for your agency. If you have questions concerning the attached materials and the environmental review process, or if you wish to receive a copy of the Draft EIR when it is available, please contact Nannie Turrell of the San Francisco Planning Department at (415) 575-9047. Documents relating to the proposed project can be viewed at 1650 Mission Street, Suite 400, San Francisco, CA 94103.



SAN FRANCISCO PLANNING DEPARTMENT

Notice of Preparation of an Environmental Impact Report

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

Date: September 29, 2010
Case No.: 2008.0586E
Project Title: Academy of Art University Project EIR
BPA Nos.: N/A
Zoning: C-2, C-3-G, C-3-O, C-3-R, C-3-S, HP-RA, M-1, MUO, NC-2, NC-3, NCD, NCT, NCT-2, MUG, P, PDR-1-G, PDR-2, RC-3, RC-4, RH-2, RH-3, RH DTR, RM-2, RM-3, RM-4, RSD, SB DTR, SLI, SLR, SSO, SSP, UMU
Block/Lot: Refer to Figure 1
Lot Size: Various
Sponsor Contact: Academy of Art University
Contact Person: Paul Correa - (415) 618-6580
Lead Agency: San Francisco Planning Department
Staff Contact: Nannie Turrell - (415) 575-9047
Nannie.Turrell@sfgov.org

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PROJECT DESCRIPTION

The Academy of Art University ("the Academy") is a private school of art and design with facilities at 35 locations throughout San Francisco; 18 of the sites are institutional uses (educational and administrative space), and 17 of the sites are residential uses (student housing). As of fall 2009, the Academy had an enrollment of 15,791 students; 10,138 students (64 percent) attend classes in San Francisco (on-site) and 5,653 (36 percent) take classes on-line. The Academy currently employs 2,269 faculty and staff. The Academy facilities currently encompass about 972,217 square feet (sf) of institutional space and 479,584 sf of student residential space. The Academy expects enrollment to grow to about 26,263 by 2020, of which 15,758 (60 percent) of students would take classes on site and 10,505 (40 percent) of students would take classes on-line. The Academy estimates about 460,000 sf of institutional uses (for studios, classrooms, and administrative offices), and approximately 400 beds (110,000 sf of residential uses), would be required to accommodate this growth. The Academy also leases recreational facilities at 17 locations in San Francisco, Berkeley, and San Bruno, and seeks to acquire or develop recreational facilities to support its Division II athletic teams. The Academy estimates that it would need approximately 100,000 square feet for indoor recreational uses.

The Academy plans to accommodate growth in enrollment and programs through reuse of existing buildings and has identified 17 areas in San Francisco for future expansion; each area contains one or more building(s) that the Academy has an interest in utilizing. The EIR will therefore analyze potential growth in 17 Study Areas that encompass those buildings. The Academy also operates a private shuttle service to transport students, faculty and staff among these locations. The Academy may extend shuttle service to newly acquired sites.

Many of the Academy's existing buildings were previously used for retail, offices, schools, or churches. Buildings that have been converted to residential use were previously used as residential hotels, apartments, group housing facilities, or other types of housing uses. Some of the reuses have involved interior construction and/or reconstruction. Others have involved the addition of exterior signage.

San Francisco Planning and Building Department Requirements. The Academy has expanded its uses without applying for construction, change of use, or sign permits from the San Francisco Planning and Building Departments. The Academy filed an Institutional Master Plan in 1988, but failed to update it until 2006, in violation of Planning Code Section 304.5.

Building Permit Violations. In the spring of 2010, an interdepartmental task force was formed to assess whether the Academy's facilities were in compliance with the building code. The task force performed inspections at each of the Academy's existing 35 locations. A Notice of Violation was issued for each of the locations. The Academy is currently working with the Planning and Building Departments to correct the violations and obtain proper permits. Permits to address some of the most serious code violations have been submitted for buildings that were inspected. Permits for life safety issues have been prioritized by the Planning Department.

Sign Violations. Many of the Academy's properties are in violation of the City's signage regulations. Some of the properties that are in violation have underlying land use issues that do not allow the legalization of the Academy signs at this time. In those cases, the Department is requiring removal of the signs (with such removal documented through a building permit application). For properties without underlying land use issues, the Academy may seek legalization of existing signs with a building permit application (subject to relevant Planning Code requirements) or removal of these signs (documented through a building permit application).

The Academy has submitted a number of permits to the Planning Department to remove some of the illegal signage. Included in these initial permits to remove signage are projection signs, wall signs (both electric and painted), window signs, awnings, and canopy signs. The Academy is working with Department staff to establish a complete sign survey for the institution and has pledged to continue to remove unpermitted signs.

Institutional Master Plan. Planning Code Section 304.5 requires secondary schools and universities to keep a current Institutional Master Plan (IMP) on file with the Planning Department.

In 2006, in response to a Notice of Violation issued by the Planning Department the Academy filed an IMP (Case No. 2006.07371). Reviewing properties listed in the IMP, the Department determined that the Academy had converted multiple properties to group housing or post-secondary educational institution uses without the required building permits or Conditional Use Authorizations, and in 2007, the Department issued a Notice of Alleged Violation (NAV) outlining the Academy's violations. The Academy continued to acquire and convert properties without benefit of the proper land use authorizations.

A revised Draft IMP was submitted to the Planning Department and reviewed by the City of San Francisco Planning Commission (Planning Commission) in November 2007. A second revised Draft IMP was re-submitted in April 2008 to the Planning Commission. At that time, the Planning Commission requested that the Academy provide a Transportation Management Plan (TMP) that analyzed existing and potential impacts of the Academy's shuttle system on San Francisco's neighborhoods, roads, and transportation systems.

The TMP was initiated in September 2008. During the preparation of the TMP, the need for additional data collection was identified. Preparation of the TMP was split into a two-phase process to

accommodate the required data collection. The Phase I TMP was submitted on September 25, 2009. The Phase II TMP is expected to be completed in 2010.

The IMP lists and discusses the Academy's vision, mission statement, and values, and provides an overview of the Academy's existing and proposed facilities at each of the existing 35 locations, as well as statistical information about current and future enrollment, and staff and faculty information. Based on current enrollment, past trends, and future projected growth, the IMP outlines the long-range development program for the Academy including some predictions for future real estate needs and potential acquisitions. The transit systems serving the Academy and the Academy's shuttle service and campus parking policies are also discussed.

The Draft IMP is currently in the process of being updated. As a part of the IMP update, the Academy has identified its projected growth needs through the year 2020. The Academy plans to accommodate growth in enrollment and programs through acquisition and reuse of existing buildings and has identified 17 targeted geographic areas in San Francisco for future expansion, as shown in Figure 1. Each area contains one or more building(s) that the Academy has an interest in acquiring for reuse. The EIR will therefore analyze potential growth in 17 Study Areas that encompass those buildings. The Academy also operates a private shuttle service to transport students, faculty and staff among these locations. The Academy would extend shuttle service to newly acquired sites.

These 17 areas are identified and described further under Future Expansion Scenario, below.

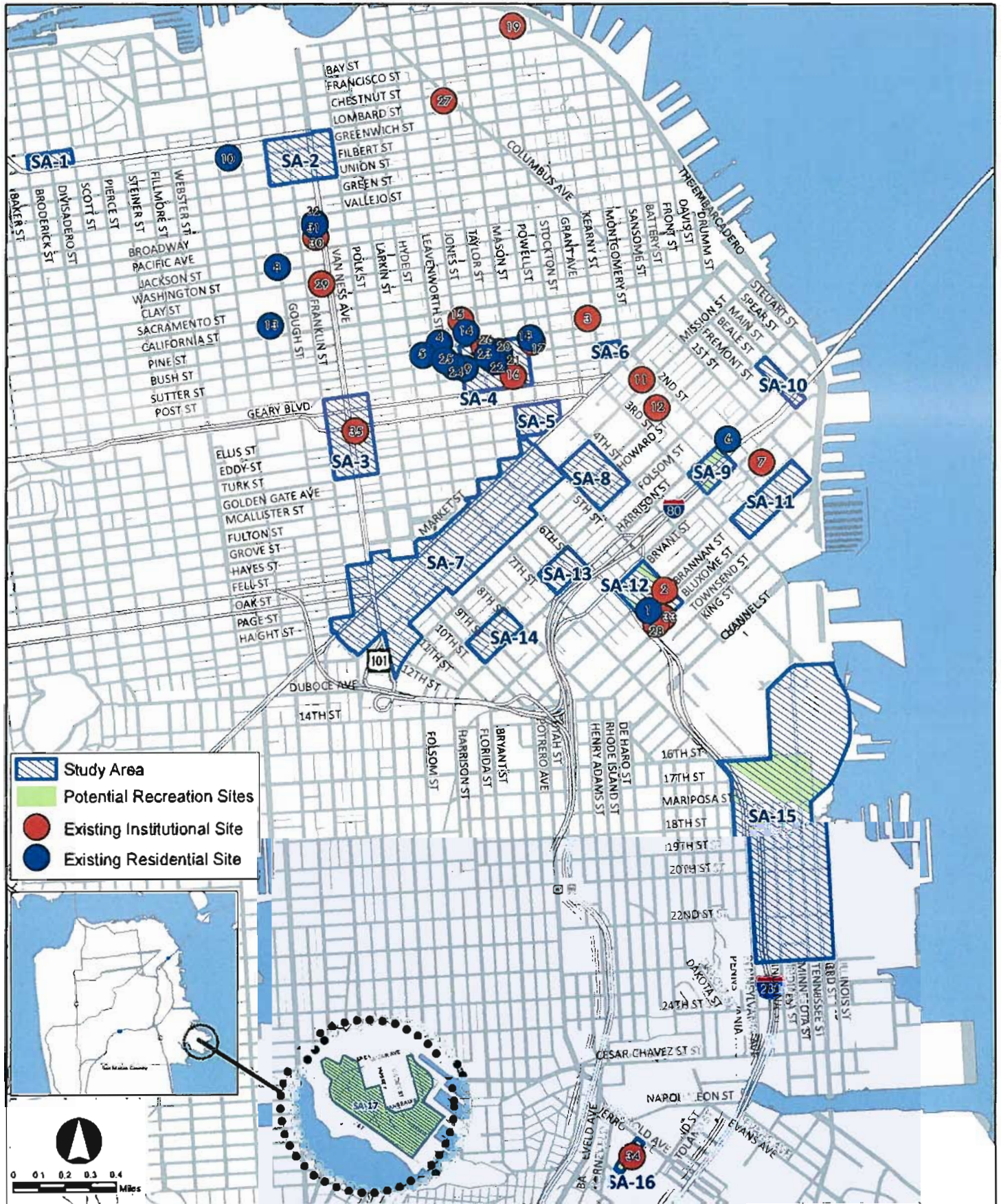
Conditional Use Authorizations. To date, in order to comply with Planning Department requirements, the Academy has filed 16 Conditional Use authorization applications. One application was subsequently denied.

Shuttle System. The Academy runs a private courtesy shuttle system to transport students, faculty, and staff among various Academy locations. The City does not require permits for the operation of a private shuttle system. Other agency requirements for the shuttle system are discussed under Existing Facilities and Operations, below.

Existing Facilities and Operations. The Academy operates three types of facilities: residential, institutional, and recreational. Institutional uses include studios, classrooms, and administrative offices. Residential uses include student housing, associated offices, study rooms, recreation rooms, computer rooms, and in some buildings communal kitchens and laundry facilities. Recreational facilities include practice facilities leased by the Academy, as well as recreation rooms or facilities located in the Academy's institutional or residential buildings.

Institutional. Currently, the Academy operates institutional facilities at 18 locations that are owned by the Academy or an affiliated entity.¹ The main administration building is located at 79 New Montgomery Street (Location 11) and provides the following services: Admissions, Alumni & Career Services, the Athletics Department, Campus Housing, Curriculum, Financial Aid, Human Resources, Information Technology, Registration, Student Affairs, Student Advisors Offices, and other student services.

¹ Throughout the discussion of facilities, buildings will be referred to as owned by the Academy if they are owned by the Academy or an affiliated entity. A description of a building that is leased means that the building is owned by a wholly unaffiliated entity.



Source: AAU, PBS&J

ACADEMY OF ART UNIVERSITY EIR

FIGURE 1: EXISTING SITES AND EIR STUDY AREAS

Residential. The Academy provides student housing at 17 locations. Many buildings are owned by the Academy or an affiliated entity, but some are leased on a short- or long-term basis. As of spring 2010, approximately 1,319 students resided in these residential facilities. There is capacity for as many as 1,873 students.

Recreational. The Academy leases recreational facilities at 17 locations in San Francisco, Berkeley, and San Bruno for intercollegiate games, practices and student activities. The Academy rents these facilities since they do not have intercollegiate athletic facilities of their own. The Academy owns a gym at 620 Sutter Street (Location 20), which is used by both intercollegiate athletes and students for swimming and recreational and dance classes and workshops. There are billiards facilities at Locations 19 and 22, and basketball facilities at Location 2.

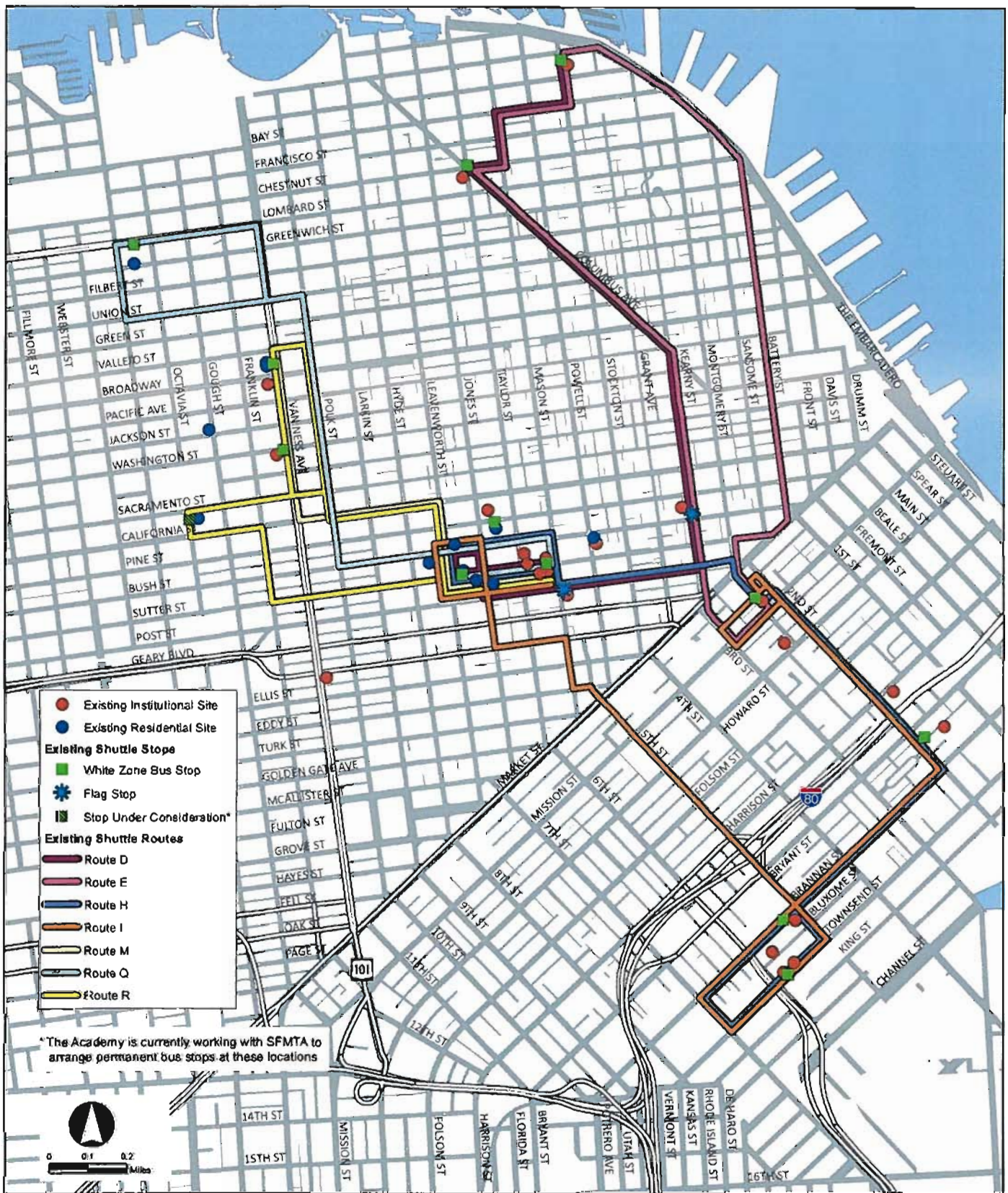
Shuttle System. The Academy runs a private shuttle system to transport students, staff and faculty between the 35 existing locations. The shuttle system consists of seven bus routes with ridership of approximately 41,500 students and staff weekly. The shuttle stops at 15 locations within the City and operates seven days a week with limited routes running on Saturday and Sunday. Due to traffic restrictions, buses do not stop at all school facility buildings. Shuttle service is also provided to the 17 athletic facilities on an as-needed basis. Shuttle stops and weekday routes are shown in Figure 2. The Academy maintains a current permit to operate the shuttle system through the California Public Utilities Commission (CPUC).

The San Francisco Municipal Transportation Agency (SFMTA) regulates curb priority in bus zones, in some cases allowing passenger loading and unloading at Muni stops. SFMTA grants use of Muni stops by ordinance. Enforcement is conducted by either the San Francisco Police Department (SFPD) or SFMTA Parking Control Officers. The Academy has applied to SFMTA for use of Muni shuttle stops and/or acquisition of curb loading designations at four locations. The Academy has not received any authorizations, to date.

As of the 2010 spring semester, the shuttle system includes: Weekday Shuttle Lines D, E, H, I, M, Q & R, Saturday Shuttle Lines 1-4, Sunday Shuttle Lines 1 and 2, and the Campus Cruiser, with limited service for emergencies only. The hours of operation for the Academy shuttle system run in conjunction with class times for all students.

Academy policies encourage use of public transit and the shuttle system. No parking for students is provided at any of the Academy facilities. Based on origin-destination (O/D) surveys collected in April and May of 2010, zero percent of students living in Academy housing drive to classes. Ten percent of commuting students drive alone and four percent carpool.

Future Expansion Scenario. The Academy expects enrollment to grow to 26,263 by 2020, of which 15,758 (60 percent) of students would take classes on site. This represents a 56 percent increase in students taking classes on site. The Academy's projected growth is a response to several factors: student demand for additional and more varied programming, the growth of arts employers in particular fields especially digital arts and media, and the Academy's desire to adapt with the changing markets, coupled with an admission policy which guarantees admission to all qualified students. The Academy is currently experiencing a high demand for Animation, Fashion, and Graphic Design programs, and therefore expects to expand those programs.



ACADEMY OF ART UNIVERSITY EIR

FIGURE 2: EXISTING SHUTTLE ROUTES AND SHUTTLE STOPS

Since the Academy plans to accommodate this growth through reuse of existing buildings, the number of buildings that would be required would depend on the building size. Each Study Area includes one or more buildings that the Academy is interested in acquiring. The Study Areas were identified as a way of evaluating a proposed change of use in the area, without identifying individual buildings, which are not yet owned by the Academy.

Proposed uses for each Study Area are included in Table 1. The proposed uses are based on what could be accommodated in the existing building(s) being considered by the Academy for expansion within each Study Area for residential uses and institutional uses. For indoor recreational uses, the program of development is based on the size of the building. No new construction is anticipated. For outdoor recreational uses, the program of development is based on the size of the site. More detail on potential recreational uses is included in Table 2.

**TABLE 1
ACADEMY OF ART UNIVERSITY FUTURE EXPANSION OPTIONS – SUMMARY TABLE***

| Land Use Type | Residential | | Institutional (square feet) | Recreational (acres/sq ft) | Existing |
|---------------|-------------|-------------|--------------------------------|-------------------------------|---|
| | (rooms) | (beds) | | | |
| Study Area 1 | 45 - 75 | 81 - 135 | -- | -- | 45-75 rooms |
| Study Area 2 | 300 - 450 | 540 - 720 | | | 300 - 450 rooms |
| Study Area 3 | 200 - 275 | 360 - 495 | 130,000 - 140,000 | -- | 200 - 275 rooms/ 90,000 - 100,000 sf |
| Study Area 4 | 550 - 600 | 990 - 1,080 | -- | -- | 550-600 rooms |
| Study Area 5 | 125 - 150 | 225 - 270 | -- | -- | 125-150 rooms |
| Study Area 6 | -- | -- | 80,000 | -- | 60,000 sf |
| Study Area 7 | 100 | 180 | 140,000 -175,000 | -- | 140,000-175,000 sf |
| Study Area 8 | -- | -- | 50,000-100,000 | -- | 50,000 - 100,000 |
| Study Area 9 | 125-150 | 225-270 | 25,000-50,000 | 25,000-50,000 | 125-150 rooms/ 25,000 - 50,000 sf |
| Study Area 10 | -- | -- | 350,000-450,000 | -- | 350,000 - 450,000 sf |
| Study Area 11 | -- | -- | 75,000-100,000 | -- | 75,000 - 100,000 sf |
| Study Area 12 | -- | -- | 50,000-75,000 | 50,000-75,000 | 100,000 - 150,000 sf |
| Study Area 13 | -- | -- | 20,000-40,000 | -- | 20,000 - 40,000 sf |
| Study Area 14 | 20-30 | 36-54 | -- | -- | 20 - 30 rooms |
| Study Area 15 | -- | -- | 120,000 + | 31 acres | 120,000 sf/ 31 acres |
| Study Area 16 | -- | -- | 6,500 - 28,000 | 85,470 - 62,220 | 90,000 sf |
| Study Area 17 | -- | -- | -- | 69.8 - 96.7 acres | 70 - 77 acres |

Source: Academy of Art University, 2010.

* The proposed future expansion would not exceed 220 rooms (400 beds), 460,000 square feet of institutional uses, and 100,000 square feet of recreational uses.

**TABLE 2
PROPOSED INTERCOLLEGIATE ATHLETIC AND RECREATIONAL TRAINING FACILITIES**

| Recreation Site No. | Facility Location | Proposed Uses | Facility Size |
|---------------------|------------------------------|---|-------------------|
| R1 | SA-15 | Multi-use field (men's and women's soccer, lacrosse, football, etc.), baseball and softball fields, and tennis courts (women's tennis) | 31 acres |
| R2 | SA-12 | Indoor recreational uses for AAU students including practice courts for basketball and volleyball and/or a weight room | 50,000-75,000 sf |
| R3 | 2225 Jerrold Avenue SA-16 | Track field, basketball courts, volleyball courts, batting cages, golf cages, tennis instructional area, baseball and softball infield, turf field for soccer, sports medicine facility, strength and conditioning center, locker rooms, academic support center, nutrition center, player's lounge, and administrative offices | 90,000 sf |
| R4 | SA-9 | Indoor recreational uses for AAU students | 25,000-50,000 sf |
| R5 | SA-17 | Soccer/football, baseball, and volleyball fields, warm-up fields, restrooms, and food concessions ¹ | 69.8 – 96.7 acres |

Source: Academy of Art University, 2010.

Notes:

1. Source: Candlestick Park-Hunters Point Shipyard Phase II Development Plan EIR, Chapter 2, Project Description, p. II-32, and Chapter 4, Project Variants, p. IV-2. Certified June 3, 2010. File No. 2007.0347E.

Institutional Uses. The Academy estimates that this increase in enrollment would result in a need for at least 460,000 square feet for institutional uses; including 400,000 square feet for classrooms, studios, and lecture halls, and 60,000 square feet for administrative offices.

Residential Uses. The Academy guarantees on-site residential housing for all incoming freshman. Given the projected on-site enrollment of 15,758 students by 2020, the Academy estimates a need for approximately 400 new beds or approximately 110,000 square feet of residential uses.

Recreational Uses. The Academy has also indicated a desire to acquire or develop recreational facilities to support the Academy's Division II athletic team. The Academy currently has the following Division II teams: Men's and Women's Basketball, Women's Volleyball, Men's and Women's Soccer, Baseball, Softball, Women's Tennis, Men's and Women's Golf, Men's and Women's Cross Country, and Men's and Women's Track and Field. The Academy plans to expand its athletics program to potentially include sports such as lacrosse and football.

The Academy plans to develop intercollegiate athletic and recreational training facilities in two phases, Phase I would be an indoor training facility, and Phase II would be additional outdoor athletic facilities. The Academy estimates that approximately 100,000 square feet would be required for the indoor facility. The size of the outdoor facility has not been estimated and would depend on the size of the property acquired by the Academy.

Phase I. The Academy has acquired property at 2225 Jerrold Avenue for the development of an athletic facility which would require approvals from the Planning Commission. The site is zoned PDR-2, whether or not rezoning would be required would be at the discretion of the Zoning Administrator. Per Section 210.11 of the Municipal Code (regarding PDR-2 District: Core Production, Distribution, and Repair):

The intent of this district is to encourage the introduction, intensification, and protection of a wide range of light and contemporary industrial activities. Thus, this district, prohibits new housing, large office developments, large-scale retail, and the heaviest of industrial uses, such as incinerators. Generally, all other uses are permitted. The conservation of existing flexible industrial buildings is also encouraged. These districts permit certain non-industrial, non-residential uses, including small-scale retail and office, entertainment, certain institutions, and similar uses that would not create conflicts with the primary industrial uses or are compatible with the operational characteristics of businesses in the area.

No application has been filed and the feasibility of this proposed use has not been discussed with the Planning Department. If the site were approved for intercollegiate athletics, it could provide specific training areas for men's and women's basketball, women's volleyball, baseball, softball, men's and women's soccer, and a track for the men's and women's cross country and the men's and women's track and field teams, plus golf and tennis instructional areas. If approved, the site could be used for a strength and conditioning center, a sports medicine treatment area, an athletic academic support center, a nutrition center, and administrative offices.

Phase II. In addition to the indoor training facility, the Academy plans to acquire or lease various locations on which to create a multi-use field and a sports complex facility for Academy students. One option would be to share the recreational facilities proposed at Study Area 17, as described in the *Candlestick Point-Hunters Point Shipyard Phase II Development Plan EIR*.² The Hunters Point Shipyard Phase II Project would include the construction of a Sports Field Complex and a multi-use lawn that would surround the proposed 49ers stadium. The Sports Field Complex would include soccer/football, baseball, and volleyball fields, as well as warm-up fields, restrooms, and food concessions. The Sports Field Complex would be used for sports events during day- and night-time hours. The multi-use field would provide event-day parking for events at the stadium, but would be covered with specially engineered soils and turf to allow dual-use of the parking lot for athletic fields. At other times, this large open space would provide for informal recreational activities, sporting, and other events as needed.

Four variants on the programmed sports fields and active recreation areas were presented in the *Candlestick Park-Hunters Point Shipyard Phase II Development Plan EIR*. As shown in the Study Area information sheet for SA-17, the four variants totaled 91.6, 69.8, 96.7, and 70.9 acres, respectively.

Shuttle Service Expansion. The Academy's shuttle system provides transit connections which allow the 35 locations to function as a single academic campus. The 17 Study Areas identified for future expansion are also decentralized. Therefore, the Academy proposes to include a shuttle stop at, and provide shuttle

² City and County of San Francisco, Planning Department, *Candlestick Park-Hunters Point Shipyard Phase II Development Plan EIR, Comments and Responses*. Certified June 3, 2010. File No. 2007.0946E.

service to, each of these Study Areas. The impacts of expanded shuttle service are analyzed as part of the programmatic analysis.

CEQA Review. This EIR is largely focused on the analysis of the Academy's Future Expansion Scenario, the Academy's projected growth between now and the IMP planning horizon, the year 2020, and will provide environmental review of potential impacts to the physical environment that may result from implementation of the Academy of Art University Project, as described below.

The Academy of Art University Project will be analyzed, under CEQA, at a program-level and at a project-level.

Program-Level CEQA Review. The Future Expansion Scenario includes expansion of the Academy's residential, institutional, and recreational facilities and shuttle service expansion to accommodate growth through 2020, and will be analyzed at a program-level.

Under CEQA, program-level environmental review is used in environmental analyses for a series of actions that can be characterized as one large project because they are logically related. The series of actions can be related geographically or can be logical parts in a chain of contemplated actions. The Academy of Art University Project Future Expansion Scenario is a program of development designed to accommodate future expansion of the Academy of Art University, within San Francisco, through the year 2020. The project includes expansion of residential, institutional, and recreational facilities and the connection of these facilities via expanded shuttle service. These project components are a logically related series of actions to achieve the overall goal of the Academy's expansion within the City.

Project-Level CEQA Review. Shuttle-related permits and sign permit actions will be analyzed at a project-level. Conditional Use authorizations will be discussed, separately, for informational purposes.

Shuttle-Related Permits. Given that the acquisition of colored curbs from the SFMTA is a discretionary action subject to a public review process, each application for a colored curb is analyzed as a project. The Academy has applied to SFMTA for use of Muni shuttle stops and/or colored curbs at 4 locations. Each will be analyzed as a separate project (SSP-1 – SSP-4).

Sign Permit Actions. Illegal signage is being removed at Locations 5, 9, 13, 14, 18, 26, 27, and 29-32. Application for new signs will be filed for these locations following certification of this EIR. Installation of new signage at each location (Locations 5, 9, 13, 14, 18, 26, 27, and 29-32), will be evaluated as a 'project' (SP-1 – SP-11) in this EIR.

Conditional Use Authorizations. As discussed earlier, at approximately 15 locations, the Academy changed the use of the property without obtaining the appropriate Conditional Use authorizations. CEQA requires an analysis of changes to the environment from the current existing conditions, regardless of whether the current existing conditions are legally sanctioned. Given this, the primary analysis for the purposes of this EIR will be of the actions to legalize the use through the Conditional Use application.

This analysis would not, however, provide the public with an analysis of the physical environmental change, if any, caused by the unauthorized change of use of the property. In order to provide the public and decision makers with additional information, the EIR will discuss the change of use from the pre-change of use to the current unpermitted use for informational purposes.

POTENTIAL ENVIRONMENTAL ISSUES

The proposed project could result in potentially significant environmental effects. As required by CEQA, the EIR will examine those effects, identify mitigation measures, and analyze whether proposed mitigation measures would reduce the environmental effects to a less than significant level. The EIR will analyze the following environmental issues:

- Plans and Policies
- Land Use
- Aesthetics
- Population and Housing
- Cultural and Paleontological Resources
- Transportation and Circulation
- Noise
- Air Quality
- Greenhouse Gas Emissions
- Wind and Shadow
- Recreation
- Utilities and Service Systems
- Public Services
- Biological Resources
- Geology, Soils, and Mineral Resources
- Hydrology and Water Quality
- Hazards and Hazardous Materials
- Agriculture and Forest Resources

FINDING

This project may have a significant effect on the environment and an Environmental Impact Report is required. This determination is based upon the criteria of the State CEQA Guidelines, Sections 15063 (Initial Study), 15064 (Determining Significant Effect), and 15065 (Mandatory Findings of Significance). The purpose of the Environmental Impact Report (EIR) is to provide information about potentially significant effects of the proposed project, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of a Notice of Preparation (NOP) or EIR does not indicate a decision by the City to approve or disapprove the project. However, prior to making any such decision, the decision makers must review and consider the information contained in the EIR.

PUBLIC SCOPING PROCESS

Pursuant to the State of California Public Resources Code Section 21083.9 and California Environmental Quality Act Guidelines Section 15206, a public scoping meeting will be held at the following time and location:

Tuesday, October 26, 2010
Academy of Art University
Morgan Auditorium
491 Post Street
San Francisco, CA 94102
6:00 p.m.

The purpose of this meeting is to assist the Planning Department in reviewing the scope and content of the environmental impact analysis and information to be contained in the EIR for the project. Each member of the public will be given three (3) minutes to comment and offer testimony for consideration. Written comments will also be accepted at this meeting and until the close of business on **November 5, 2010**. Written comments should be sent to Bill Wycko, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103.

If you work for a responsible State agency, we need to know the views of your agency regarding the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. Please include the name of a contact person in your agency.

September 23, 2010
Date



Bill Wycko
Environmental Review Officer