

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

Planning Code Section 304.5(d)
September 1, 2015

Format and Substance of the Abbreviated Institutional Master Plan:

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

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

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

1. Northwestern University in San Francisco:

a. Physical Plant:

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

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

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

b. Employment:

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

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

2. Affirmative Action Statement:

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

More information is available at the following link:

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

3. San Francisco Property Ownership:

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

4. Services Provided and Population Served:

a. University Mission Statement:

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

b. Purpose:

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

More information is available at the following link:

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

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

c. University History:

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

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

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

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

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

d. Services Provided and Population Served:

Alumni Relations & Development - West Coast Regional Office

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

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

Medill School of Journalism, Media, Integrated Marketing Communications

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

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

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

McCormick School of Engineering and Applied Sciences

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

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

Northwestern University Event Space

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

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

5. Parking Availability:

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

6. Other Information:

No additional information is provided at this time.