Proposed Planned Development District No. 14

A. Background of Proposed District Properties:

The George Eastman House International Museum of Photography & Film, which opened in 1949, owns **900 East Avenue**, site of the historic colonial-revival home designed by J. Foster Warner, in association with McKim, Meade, and White, NYC. The 50-room mansion and outbuildings were built for Eastman-Kodak founder, George Eastman, from 1903-1905, after his initial successes in the film and camera businesses. This property, of approximately 12 acres, includes buildings, accessory structures, lawns, parking lots, terraces, and gardens. A later addition is the Dryden Repertory Theater (1951), and the newer Archives Building (1989) in the rear which complete the current museum, now containing more than 400,000 photographs, 20,000 items of camera technology, 30,000 motion pictures, and 3.5 million publicity shots and posters. The property was designated a National Historic Landmark by the Secretary of the Interior in 1966. (zoned R-3)

The Museum also owns the 2.45-acre property at **930 East Avenue**, next door to the Eastman House on the east side. This is the site of the Hutchison House, built for George Eastman's Personal Secretary, Alice Kay Whitney Hutchison, and her husband, George, an associate of Eastman's. This mansion, with garage, by Rochester architect Leon Stern, is also in the Colonial Revival style, and of similar materials to the Eastman House. Designed around an elegant ballroom retained from Rufus Sibley's 1870 mansion that stood on the same spot, it was converted from residential to office use and a parking lot added, in the mid -1980's. (zoned R-2)

The neighboring property (to the east and north of the above-mentioned parcels) at **933 University Avenue** is owned by the Monroe Voiture 111 Forty and Eight Veterans organization. It contains a former adult residence-home which is currently used for veterans' meetings. The 2.5 acre site features a large parking lot on the west side of the building and a monument with flagpole. (zoned R-2)

B. Purpose/Intent.

The establishment of Planned Development District #14 will allow the combination of the two neighboring properties owned by the George Eastman House International Museum of Photography & Film to better integrate and augment the mission of that institution, which is to provide a world-class photography and film museum and archive, both for the public and for professional visitors; along with providing education in film preservation/restoration, photographic and film history, sponsorship of conferences and festivals showcasing the photographic and film arts, as well as other preservation efforts. Administrative and conservation areas for the archivists and staff who run the museum, care for its contents and for the physical plant and grounds, is also a part of their stated purpose.

The Voiture property is also a non-residential property in a residential zone, as are the Eastman parcels. Although not a large parcel, it has great potential for development, being situated across from the historic Gleason Works on an increasingly vibrant University Avenue, and next to the Eastman properties. Rezoning into the PDD will allow the veterans' organization, when it is ready, to pursue development similar to that of the Eastman properties, enabling it to become an educational, historical, and conservation showcase for the public (although with a different theme than Eastman), and making 933 University an important part of the proposed new district and another important destination on the East Side. Inclusion in the new district gives far more latitude for development than the current residential zoning affords.

Since the Eastman House (900 East Avenue) is a National Historic Landmark, and 900/930 East Avenue and 933 University Avenue are included in the East Avenue Preservation District which is on the National Register of Historic Places, the preservation and enhancement of the existing buildings which are worthy and of site characteristics, such as green space, natural topography, trees, and vegetation is of utmost concern. Any physical alteration to the campus shall be in harmony with the existing structures, the character of the site, and the neighborhood.

- C. Permitted Uses. Permitted uses include but are not limited to, the following uses when consistent with the above purpose.
 - 1. Museums, galleries, theaters, exhibition spaces, and archives, including their buildings, owned or leased, for administrative and faulty offices, classrooms, laboratories, work rooms, auditoriums, lecture halls, and libraries.
 - 2. Conference center/Multi-use facility.
 - 3. Conservation education/exhibition spaces/demonstration areas.
 - 4. Private schools including support facilities and housing for faculty, staff, and students of such institution.
 - 5. Daycare.
 - 6. Offices.
 - 7. Warehouse, storage uses, and maintenance facilities in existing buildings when related to the purpose stated above.
 - 5. Accessory support uses or structures including office, retail, and restaurant facilities, bookstores, gift shops, maintenance, and garden structures, when such support use, or structure, is physically integrated into the plan of the institution.

D. Bulk, Space and yard requirements.

1. Maximum height:

Principal use, or structure: 3 stories or 60' Accessory use, or structure: 15 feet.

- 2. Maximum floor area ratio: per approved plan.
- 3. Minimum yard requirements:
 - a. Front yard:
 - 1. Along East Avenue and University Avenue: average frontage of lots on block on which property is located.
 - b. Side yard
 - 1. (to residentially zoned properties): 20 feet.
 - 2. (to non-residentially zoned properties): 10 feet
 - c. Rear yard.
 - 1. Principal use or structure: 20 feet
 - 2. Accessory use or structure: 10 feet

E. Off-street parking and loading requirements are as set forth below.

- 1. Parking.
 - a. Parking for uses on the various properties may be located anywhere within the district except that new parking facilities may not be located within the front yard setback on East Avenue and must follow the off-street parking set-back along University Avenue.
 - b. Proposals for new or expanded parking facilities must be accompanied by a parking demand analysis as set forth in {120-173B of the Zoning Code.
 - c. Parking shall comply with the parking lot design and maintenance standards set forth in {120-173F of the Zoning Code.
- 2. Loading. Loading shall comply with the requirements set forth in {120-172 of the Zoning Code.

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F. Accessory uses and structures.

Accessory structures and uses are permitted in connection with the established uses within the district and shall not be located in the front yard.

G. Signage.

Signage regulations subject to city-wide guidelines and standards as Contained in Zoning Code Article 120-77 except for revisions as follows:

- D. 1. Permitted permanent signs for this PDD shall have a maximum 50 sq. ft. sign area per lot.
 - 2. One attached sign identifying uses or services on each premises that includes a maximum of 0.5 sq. ft in area for every foot of the building frontage per street frontage is permitted;

and/or: no more than one detached sign per parcel located in the front yard not exceeding 25 sq. ft. in size per side of sign and posted no more than 4 feet in height from the finished grade is permitted.

F: Design Standards.

- 1 7: no change.
- 8. Internally lit signs shall be prohibited.

l: Delete

- J. Temporary signs.
 - 1. Temporary signs shall be used for the following purposes only:
 - a. New business enterprises;
 - b. Celebration of the anniversary date of a business enterprise:
 - c. Business enterprises which have lost the use of an existing sign by reason of fire or other catastrophe; and
 - d. Limited activities in connection with the principle use or activity on the premises (see 5 also).
 - 2-4: No change.
 - 5. Signs to celebrate new programs or special events at the respective premises of the PPD may be erected for one week prior to the event and be removed immediately after the event as long as they comply with the items in this section and contain no advertising of any commercial product(s). (Maximum of 4 times a year per each of three premises.)
 - 6. Temporary signs may not be internally illuminated.

K-M: Delete

H. Other.

- 1. This planned development is subject to the requirements set forth in Article XVII of the City Zoning Code regarding planned development districts.
- 2. The general height exceptions set for in Article XXIII shall apply.

End of Proposed Ordinance

930 East Avenue Business Description for Proposed Restaurant/Bar – First Floor:

930 East Avenue, next door to the Eastman House on the east side, is the site of the Hutchison House, built for George Eastman's Personal Secretary, Alice Kay Whitney Hutchison, and her husband, George, an associate of Eastman's. This mansion, by Rochester architect Leon Stern, is also in the Colonial Revival style, and of similar materials to the Eastman House. It was designed around an elegant ballroom retained from Rufus Sibley's 1870 mansion that stood on the same spot, and converted from residential to office use, with a parking lot added, in the mid -1980's. This property is also owned by the George Eastman House International Museum of Photography and Film.

The Eastman House wishes to be able to integrate this property with its main holding to the west and better use it to augment the museum, theater, archive, and exhibition spaces next door. To this end, it has been proposed that the first floor of 930 East Avenue be used as a hospitality venue for the complex. An elegant dining room is planned for the Sibley Ballroom similar to Max of Eastman Place or 2 Vine. Also planned is a wine/appetizer bar for the front parlor, and a strong spirits bar, to serve the restaurant, as well, for the rear parlor. (Please see schematic floor plans previously submitted.) The Eastman House would have the use of the public spaces on the first floor for luncheons and day-time meetings, but the dining room and bars would be open to the general public in the evenings, except for the weekend of the Film Festival.

A sprinkler system will be required for the first floor if it is to be used as a place of assembly for food/drink (A-2). Since 930 East Avenue is an historic house in a district on the National Register, a NYS Building Code variance will be sought for a sprinkler system which disturbs the historically significant interior as little as possible.

The second floor of 930 East Avenue will continue to be used for offices. Some Eastman House personnel are now using these spaces and new tenants are being found for other areas on the second floor, since the real estate group previously using the building is now gone. The basement has been used for film conservation classrooms/workshops in the past and will continue to be used as such.

The existing parking lot behind 930 East Avenue has 43 parking spaces and is large enough to accommodate all the uses proposed, since they occur at different times in a 24-hour period.