

Woodmere Art Museum

JULY 28TH CHESTNUT HILL COMMUNITY ASSOCIATION MEETING

DESIGN TEAM:

MATTHEW BAIRD ARCHITECTS- DESIGN ARCHITECT

KRIEGER ASSOCIATES – LOCAL ARCHITECT

ANDROPOGON ASSOCIATES – LANDSCAPE ARCHITECT

MELIORA DESIGN – CIVIL ENGINEER

PENNONI ASSOCIATES – TRAFFIC ENGINEER

ATTORNEY:

BALLARD SPAHR

RESTAURANT CONSULTANT:

JBH ADVISORY GROUP



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WOODMERE MUSEUM BACKGROUND INFORMATION



ONE WOODMERE
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TWO DISTINCT EXPERIENCES

MORRIS ARBORETUM

WOODMERE

CHESTNUT HILL COLLEGE

BELLS MILL ROAD

FRANCES M.
MAGUIRE HALL

- 72 STEPS
- 200'
- 17,000 ADD. SF
- 4 ACRES

GERMANTOWN AVE

WOODMERE’S VISION - EXPANDING VISIBILITY AND EDUCATIONAL OPPORTUNITIES

Woodmere’s collection of 8,000 works by the artists of Philadelphia is one of the great collections of American art. With the new ability to show the breadth of the collection in permanent galleries, Woodmere’s visibility will be elevated across the spectrum of museums. Visitors will explore and enjoy the unique, diverse story of modern and contemporary art in Philadelphia. The drop-in family art studio will open new possibilities across the region for arts education. Teachers will be able to develop long-term curriculum plans. Galleries dedicated to the work of Philadelphia’s living artists will be the only permanent galleries of their kind across the region.



WOODMERE'S VISION

COMMUNITY PRESERVATION

By right, a developer could have demolished the mansion to build as many as 23 single-family homes on the site. Woodmere will protect the precious asset of open greenspace and repurpose the mansion as a museum.

ECOSYSTEM PROTECTION

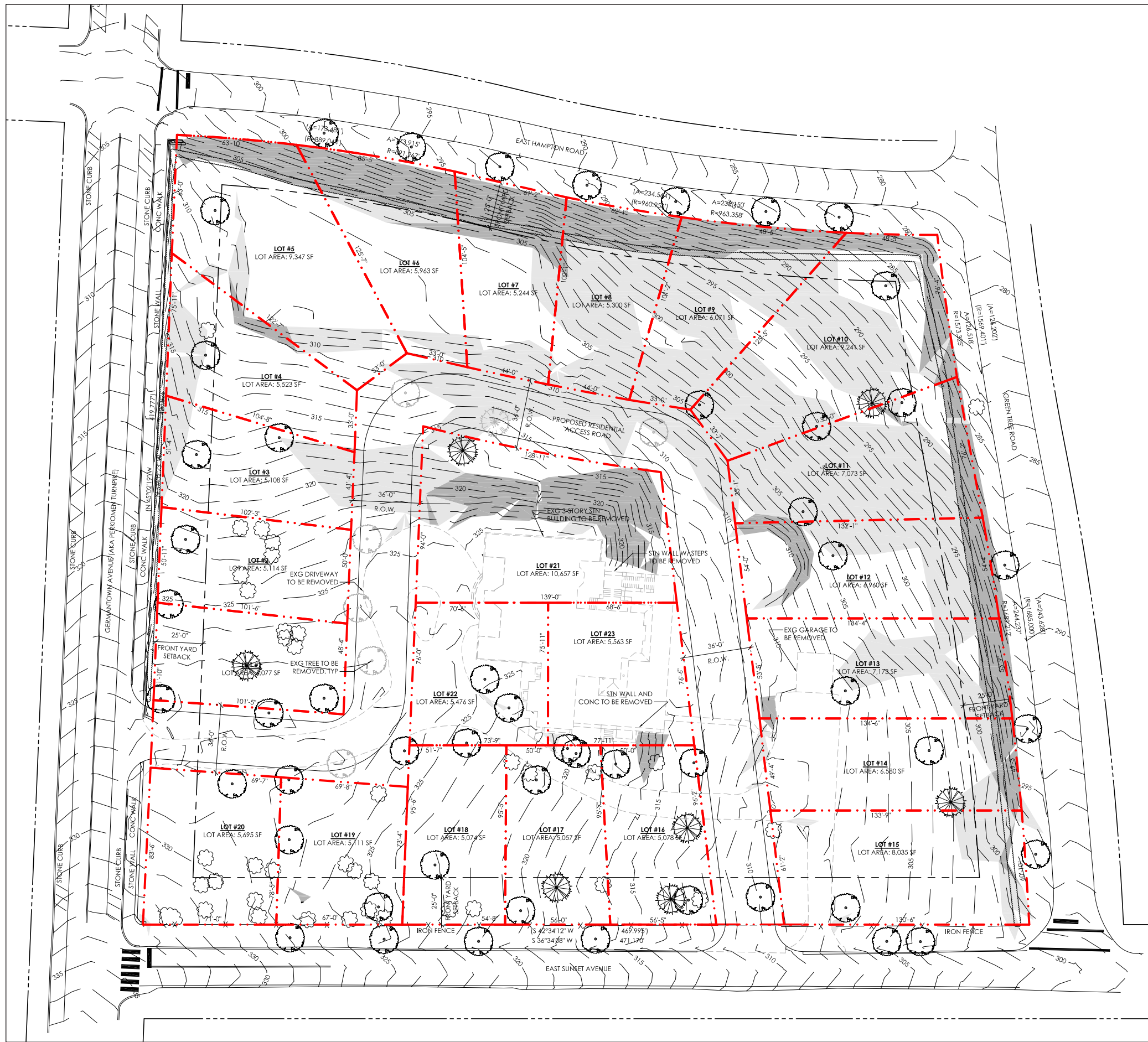
Stormwater on the property flows directly to the Wissahickon Creek.

Commercial development would likely have caused erosion, flooding, removal of heritage trees, and diminution of the tree canopy.

HISTORIC PRESERVATION

An intact estate of the gilded-age, the mansion is itself a work of art that contributes to the historic character of Northwest Philadelphia.

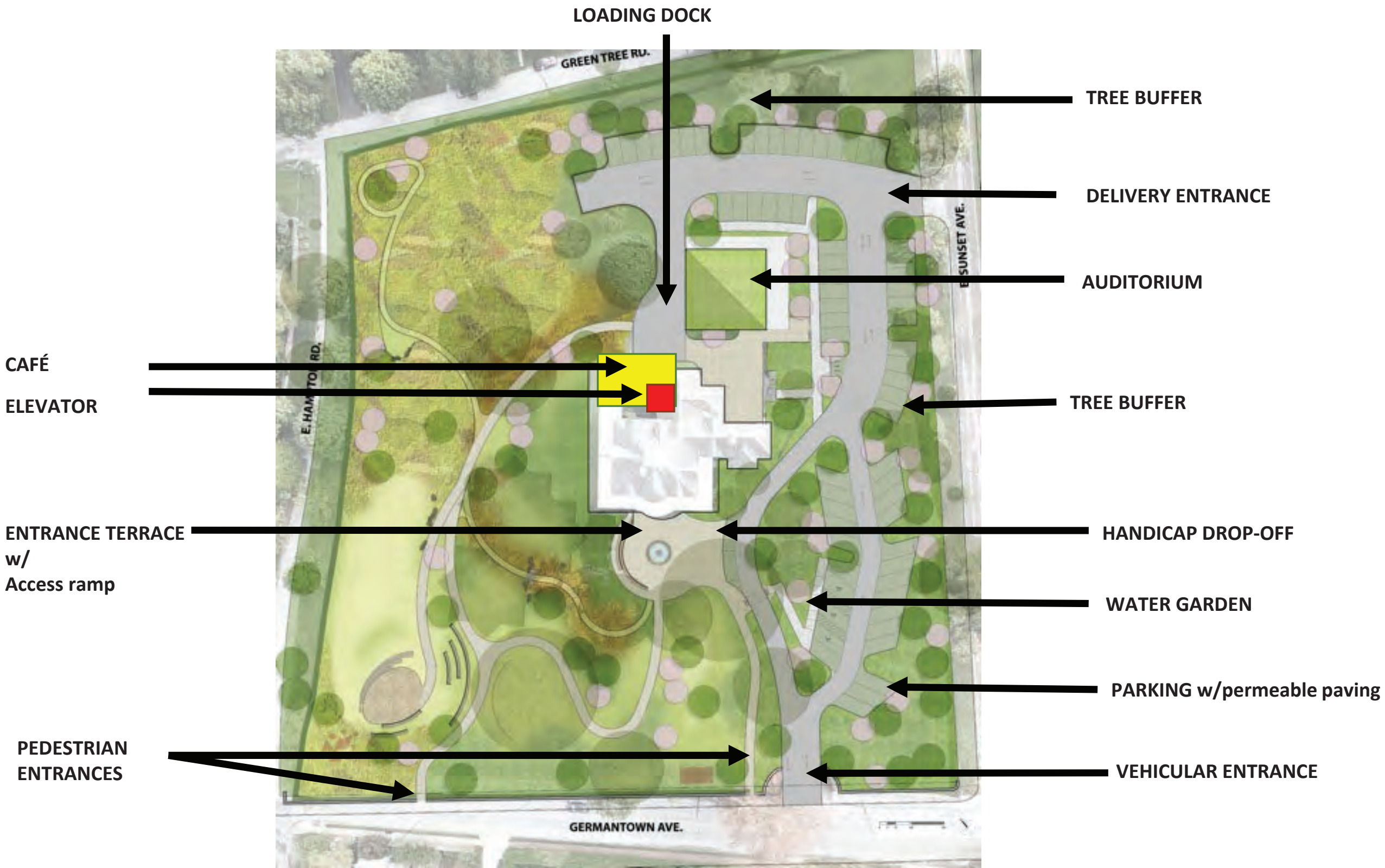




PRE-WOODMERE INVOLVEMENT with St. MICHAEL'S HALL:

Potential maximum by-
right site development
(23 single-family lots)

CONCEPT PLANNING WITH PROJECT TEAM - SITE AND BUILDING INTERVENTIONS



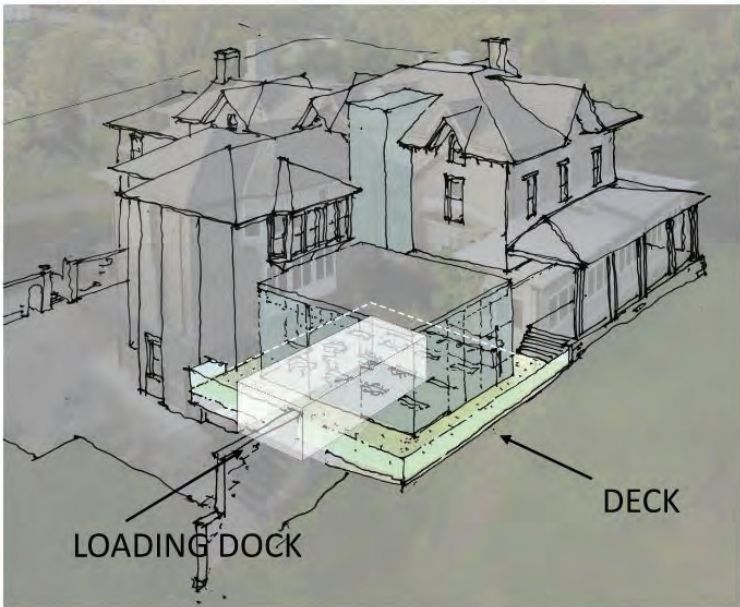
ELEVATOR



CAFE



LOADING DOCK



CONCEPT RENDERING - VIEW FROM GERMANTOWN ENTRY DRIVE
Restoration of original front open porch



EXISTING



PROPOSED

ZONING VARIANCES

Notice of: ☒ Refusal ☐ Referral

Application Number: ZP-2022-004536	Zoning District(s): RSD3	Date of Refusal: 5/31/2022
Address/Location: 9101 GERMANTOWN AVE, Philadelphia, PA 19118 Parcel (PYD Record)		Page Number: Page 1 of 1
Applicant Name: BALLARD SPAHR LLP	Applicant Address: 1735 MARKET ST PHILADELPHIA, PA 19103 USA	

Application for:

For the erection of an addition onto an existing detached building used for libraries and cultural exhibits (museum) with accessory café, and for erection of a new detached building used for libraries and cultural exhibits with a total of sixty (60) accessory parking spaces (including one (1) van accessible parking space and two (2) regular accessible parking spaces), and one (1) loading space, and four (4) bicycle parking spaces. No signs on this application.

The permit for the above location cannot be issued because the proposal does not comply with the following provisions of the Philadelphia Zoning Code. (Codes can be accessed at www.phila.gov.)

Code Section(s):	Code Section Title(s):	Reason for Refusal:
14-401(4)	Principle Use/Building	No more than one principal use/building is allowed per lot in RSD zoning district. Whereas two principal buildings are proposed.
Table 14-602-1	Uses Allowed in Residential Districts	The proposed use, libraries and cultural exhibits is not allowed in this RSD-3 zoning district.
14-704(2)(b) (2)	Restrictions on Disturbance	On those portions of the lot where the slope of land is 25% or greater, no site clearing or earth moving activity is permitted. Whereas the plans indicate that site clearing or earth moving activity is proposed on portions of the lot(s) where the slope of land is 25% or greater.

TWO (2) USE REFUSAL / REFERRAL

ONE (1) ZONING REFUSAL

Fee to File Appeal: \$ (300)

Parcel Owner:

WOODMERE ART MUSEUM INC

1(a). ZONING VARIANCES

Variances required for:

1. Conversion of existing building to museum use;
2. Separate building for auditorium;
3. Limited disturbance of steep slope area for landscape stabilization and building addition.



RICHARD CHEN
PLANS EXAMINER

5/31/2022
DATE SIGNED

ZONING VARIANCES 1(b, d). SITE PLAN & STEEP SLOPES



Steep Slope area - drainage pipe



VIEW 1



VIEW 2



VIEW 3

CAFE/RESTAURANT - 1(d). STEEP SLOPE AREAS
View looking southwest showing cafe/restaurant and elevator



EXISTING



PROPOSED

VIEW FROM GERMANTOWN AVENUE SIDE - 1(c). FRONT PORCH RENDERING

Restoration of historical porch, accessible main entrance



**CAFE/RESTAURANT OPERATION
AND ACCESSORY USE**

1(e). CAFE/RESTAURANT PROFILE

- **Description of proposed project:** renovation of existing building for use as museum (libraries and cultural exhibits use category) with accessory cafe/restaurant, detached auditorium building, accessory parking for 60 vehicles, and one loading space.
- **Detailed description of cafe/restaurant use:**
 - Cafe/restaurant would be accessory to museum use:
 - Envisioned as critical component of museum experience:
 - Cafe/restaurant would be an amenity for museum guests.
 - Cafe/restaurant would serve as a bridge to the community and a means to connect people through shared educational and creative experiences around the history of food in Philadelphia: a new dimension to Woodmere's overarching mission concerning the art and culture of Philadelphia.
 - Cafe/restaurant would use seasonal and local products when practical.
 - When cafe/restaurant is open, museum is open, with art on display and with museum staff oversight. Entrance to cafe restaurant would be accessible through museum main entrance, with other entrance egress as required by code.
 - Cafe/restaurant operations would be subordinate to museum use museum staff will be on site at all times cafe/restaurant is open.
 - Cafe/restaurant will provide catering to museum events.
 - **Cafe/restaurant used by museum patrons:** evening service to include scheduled museum events such as exhibition opening celebrations or members-only events and publicly available reservations.
 - Table seating in cafe/restaurant area for approximately 50 patrons, plus bar seating for approximately 10 patrons. Food may also be served in galleries, porches, tents, event spaces, and other areas of the museum.
 - Museum and cafe/restaurant patrons will be directed to leave by 10:30 p.m., except as may rarely be the case for museum events.
 - Museum staff will undertake building shutdown and security procedures nightly, with "lights out" no later than 10:30 p.m. Additional time for shutdown and security may be needed as reasonably necessary.
- **Cafe/restaurant operational details are subject to approval by Woodmere's board.**



VIEW FROM GREEN TREE - WINTER

MATTHEW BAIRD ARCHITECTS

- **Additional operational information:**
 - Buffer landscaping along Green Tree Road and Hampton Road property frontages.
 - Zero tolerance policy for excessive noise, smells, vermin, etc.
 - Loading and unloading activities limited to center of property, including commercial trash service and dumpsters.
 - Cafe/restaurant lighting at code-compliant minimums.

1(f). ACCESSORY NATURE OF CAFE/RESTAURANT

- **Café/restaurant use would be accessory to museum use and would not require separate refusal/variance.**
- **Philadelphia Zoning Code provides that accessory uses must:**
 - be subordinate to the principal use and principal structure in terms of area and function,
 - contribute to the comfort, convenience, or necessity of occupants of the principal structure or principal use served, and
 - be customarily found in association with the principal use or principal structure.
- **Café/restaurant would be subordinate to the principal use in terms of area and function:**
 - Cafe/restaurant would occupy under 1,800 sq. ft. of Maguire Hall's total of approximately 18,500 sq. ft. of usable space.
 - Cafe/restaurant would serve museum patrons, would cater museum events for cafe restaurant to be open, museum must be open.
 - Cafe/restaurant entrance would be accessible through main museum entrance.
 - Museum staff would be on site at all times cafe/restaurant is open to implement security procedures and provide oversight.
 - Woodmere will require cafe/restaurant operator to have subordinate, service-based relationship to museum.
- **Café/restaurant would contribute to comfort and convenience of museum users:**
 - Cafe/restaurant included in proposed plans due to Woodmere's experience operating a museum with significant, perpetual demand for food and beverage availability, a long-standing element of the institution's strategic plan.
 - Cafe/restaurant would allow museum patrons convenience of food and beverage service while visiting museum - would provide free Wi-Fi and a place to rest from the "on your feet" experience of the museum.
 - Cafe/restaurant would allow museum members and donors, community members, and other interested parties visiting museum to benefit from catered events, a critical aspect of museum social function and fundraising activities.



VIEW FROM GREEN TREE AND EAST HAMPTON- WINTER

MATTHEW BAIRD ARCHITECTS

- **Café/restaurant customarily found in association with museums around Philadelphia and beyond.**
 - Nearly all museums in Philadelphia include a cafe/restaurant use for museum patrons - extremely common aspect of museum experience.
 - Museum visitors expect to have access to food and drink when visiting museums - essential component of museum functionality and fundraising.
 - Very common for museums to serve dinner and to provide beer/wine/liquor service as part of cafe/restaurant functions for public dining and museum events.
 - Cafe/restaurant designed to enhance museum experience, serve as bridge to the community, and a means to connect people through shared experiences around food and art.

COMMUNITY OUTREACH & SUPPORT

Community & RCO Meetings

Neighborhood Support

Chestnut Hill Local Articles



COMMUNITY and RCO MEETINGS

- September 30, 2021 – Community meeting at Woodmere Museum open to the public.
- March 15, 2022 – Meeting with the Chestnut Hill Community Association Development Review Committee.
- March 21, 2022 – Community meeting via Zoom open to the public.
- June 2, 2022 – Meeting with the Chestnut Hill Community Association’s Historic District Advisory Committee and Land Use Planning and Zoning Committee.
- June 21, 2022 – Meeting with CHCA’s Development Review Committee.
- July 13, 2022 – Community meeting at Maguire Hall open to the public.
- July 28, 2022 – Chestnut Hill Community Association Board Meeting.



NEIGHBORHOOD SUPPORT

- To date, over \$2.8M has been raised for Maguire Hall project from nearby neighborhood residents.
- Woodmere's trustees, many of whom live in the community, have given or pledged more than \$2M.
- 57.6% of donors to Maguire Hall are from 19118, 19038, and 19444 zip codes.
- Woodmere has received letters of support from:
 - 8 immediately adjacent neighbors and numerous other community members
 - Norwood-Fontbonne Academy
 - Friends of the Wissahickon
 - Chestnut Hill Conservancy
 - Chestnut Hill Community Association
 - Chestnut Hill Business Association
 - R. Schusterman and Responsible Preservation, Inc.
 - Preservation Alliance of Greater Philadelphia



SAMPLE CHESTNUT HILL LOCAL ARTICLES

- Nov. 11, 2021: W. Valerio article re acquisition of St. Michael’s Hall
- Jan. 13, 2022: L. Salganicoff article re Inaugural Sustainable Stewardship Award bestowed upon Woodmere
- Mar. 9, 2022: W. Valerio article “Reimagining Woodmere”
- Mar. 30, 2022: T. Beck article “Woodmere details its vision for St. Michael’s Hall”
- Apr. 1, 2022: G McNeely article “St. Michael’s Hall: A house with three stories”
- Apr. 28, 2022: C. Robinson article “Major gift for Woodmere renames St. Michael’s Hall”



THANK YOU!