

ROCHESTER ZONING CODE  
City of Rochester  
Planned Development District No. 17  
Highland Hospital  
[Submission for adoption]

- A. **Purpose.** The purpose of the Planned Development District No. 17 (the “Highland Hospital PD” or “PD #17”) is to provide a flexible framework for the orderly future development and redevelopment of the Highland Hospital Campus (the “Campus”). The intent of the Highland Hospital PD is to guide future development of the Campus, which allows Highland Hospital to maintain its important presence and fulfill its commitment to excellence and service to its patients, staff, visitors, and the community. Development within the Highland Hospital PD will reflect the spirit of a state-of-the-art community hospital, known for its comprehensive care, guided by the following goals and objectives:
- (1) Highland Hospital strives to provide the best possible patient care that meets contemporary healthcare standards, and which acknowledges and responds to the changing nature of healthcare delivery into the future. Advances in technology, equipment, and evidence-based medicine require continuous and thoughtful upgrades to the facility to support and ensure continuity of care. Key services are located near the diagnostic and treatment areas to promote convenient patient access, minimize travel distances, and establish important adjacencies to realize efficiencies in providing care.
  - (2) Highland Hospital will make the best use of available space within the existing physical constraints on the Campus, such as: the historic development of the Campus over 125 years resulting in the construction of dozens of buildings and add-ons that need to be harmonized and continually re-adapted; the limitations of a 9.3 acre site that cannot be expanded, and which necessitates the emphasis on vertical construction; the sheer number of natural slopes and grade changes which challenge development; and, its proximity to a residential neighborhood and Highland Park. With a collection of buildings that have been developed over 125 years, many of the structures and aging infrastructure require repair, modification, replacement, or modernization to provide an environment that supports the highest level of patient care.
  - (3) As an integral part of the Highland Park neighborhood for over 125 years, development in the Highland Hospital PD will be sensitive to the character of the neighborhood through the use of quality exterior materials, and thoughtful landscaping and hardscaping features to screen views, especially of the utility plant on the Campus from adjacent or nearby properties. To promote an appropriate spatial balance between the Campus and adjacent or nearby properties, appropriate setbacks will be respected.
- B. **Planned Development District Limits.** The Highland Hospital PD is approximately 9.3 acres, generally bounded by South Avenue, Rockingham Street, Mt. Vernon Avenue, and Bellevue Drive as shown on the Planned Development District Map (the “Highland Hospital PD Map”).

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C. **Permitted Uses.** Permitted uses in the Highland Hospital PD include the following, and any additional uses that promote and support Highland Hospital as a healthcare provider:

- (1) Hospital, including medical, administrative, office, educational (except K-12), research and laboratory, clinical, hospice, nursing home, residential care facilities, and any other uses or facilities which support and promote the mission of the hospital in providing comprehensive patient care.
- (2) Day-care center.
- (3) Accessory support uses or structures, including parking garages and facilities, bookstores, gift shops, small-scale retail facilities and services, restaurant and cafeteria services, and loading and refuse areas, warehousing, storage, and maintenance facilities.

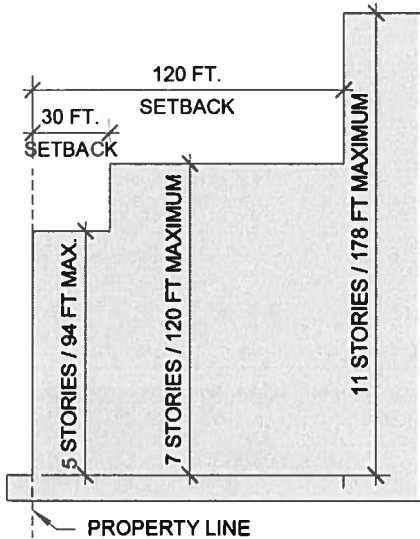
D. **Yard and Bulk Requirements.**

- (1) Yard requirements:
  - a. Minimum front yard setback along Mt. Vernon Avenue: 0 feet.
  - b. Minimum front yard setback along Rockingham Street: 20 feet.
  - c. Minimum front yard setback along South Avenue: 20 feet.
  - d. Minimum front yard setback along Bellevue Drive: 0 feet.
  - e. Minimum side yard setback along the southern property line east of Bellevue Drive: 30 feet.
- (2) Maximum building height. Required building heights are based on design parameters that taller first and second floors (up to 18 feet) are required to accommodate equipment for diagnostic procedures, operating rooms, imaging centers, and emergency care; interstitial mechanical floors (up to 18 feet) to serve the floors below and above; and, upper level inpatient units (average 14 feet).
  - a. Mt. Vernon Avenue and Belleview Drive (Figure 1):
    - (i) 0' – 30' Setback: 5 stories up to 94 feet maximum building height; except that any stair tower, elevator tower, or elevator lobby may be 7 stories up to 120 feet maximum building height.
    - (ii) 30' – 120' Setback: 7 stories up to 120 feet maximum building height.
    - (iii) 120' Setback: 11 stories up to 178 feet maximum building height.

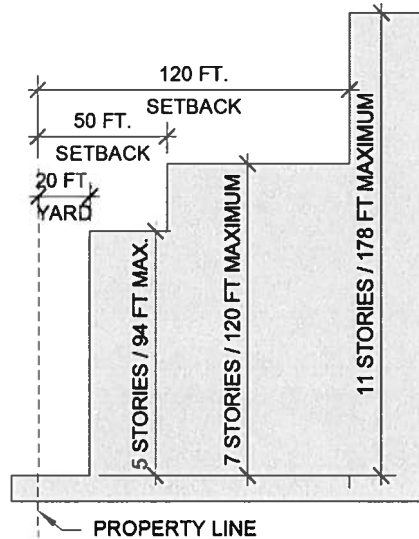
## PLANNED DEVELOPMENT DISTRICTS

- b. Rockingham Street (Figure 2):
  - (i) 0' – 20' Setback: No building.
  - (ii) 20' – 50' Setback: 5 stories up to 94 feet maximum building height.
  - (iii) 50' – 120' Setback: 7 stories up to 120 feet maximum building height.
  - (iv) 120' Setback: 11 stories up to 178 feet maximum building height.
- c. South Avenue (Figure 3):
  - (i) 0' – 20' Setback: No building.
  - (ii) 20' – 30' Setback: 5 stories up to 94 feet maximum building height.
  - (iii) 30' – 120' Setback: 7 stories up to 120 feet maximum building height.
  - (iv) 120' Setback: 11 stories up to 178 feet maximum building height.
- d. South property line east of Bellevue Drive (Figure 4):
  - (i) 0' – 30' Setback: No building.
  - (ii) 30' – 120' Setback: 7 stories up to 120 feet maximum building height.
  - (iii) 120' Setback: 11 stories up to 178 feet maximum building height.

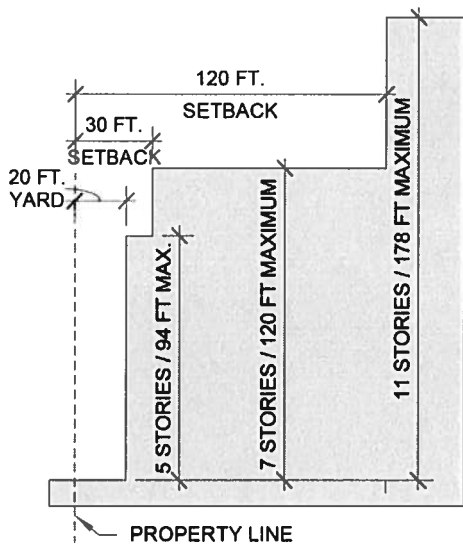
## PLANNED DEVELOPMENT DISTRICTS



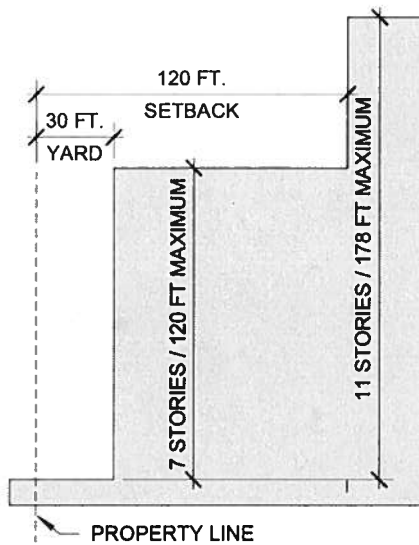
**FIGURE 1**  
SECTION AT MT. VERNON AVENUE  
AND BELLEVUE DRIVE



**FIGURE 2**  
SECTION AT ROCKINGHAM STREET



**FIGURE 3**  
SECTION AT SOUTH AVENUE



**FIGURE 4**  
SECTION AT SOUTHERN PROPERTY  
LINE EAST OF BELLEVUE DRIVE

- D. **Existing Buildings and Structures Permitted.** Notwithstanding any provisions of this Section or the Zoning Code to the contrary, all buildings and structures existing in the Highland Hospital PD as of the effective date of the adoption of PD #17 shall be deemed to be permitted and conforming with the requirements as outlined herein.
- E. **Off-Street Parking.** There are no minimum or maximum parking requirements in the Highland Hospital PD. All applications for incremental development in PD #17 shall be accompanied by a parking demand analysis or a parking study detailing the effect of the proposed incremental

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development on existing parking conditions, subject to its acceptance by the Manager of Zoning through the Site Plan Review process.

F. **Design Requirements.** The Highland Hospital PD is subject to the applicable requirements set forth in Article XIX (City-Wide Design Guidelines and Standards) of the Zoning Code, except that:

- (1) The following Sections of the Zoning Code do not apply to the Highland Hospital PD:
  - a. Section 120-158(C) (Building Entrances).
  - b. Section 120-159(A) (Building Materials).
  - c. Section 120-159(B) (Windows and Transparency).
- (2) The exterior façade materials of buildings located in the Highland Hospital PD shall include materials that are consistent or compatible with the existing materials on the Campus, including:
  - a. Brick Masonry.
  - b. Cast-in-place or precast concrete panels that are smooth, lightly textured, or patterned.
  - c. Materials with a uniform cut stone appearance, fine to medium-grained.
  - d. Glass.
  - e. Metal wall panels, doors, and window framing.
  - f. Aluminum storefront and curtain wall systems.
  - g. Fiber cement.
  - h. Exterior Insulation Finish System (EIFS), only on facades above 3 stories or the underside of canopies, building overhangs, or other horizontal projections.
  - i. Ceramic and porcelain wall tile that is smooth, lightly textured, or patterned.
- (3) Windows and transparency.
  - a. All windows shall be clear or lightly tinted.
  - b. Building facades that are within 30 feet of a street frontage shall provide areas of transparency of at least 20% of the overall facade.

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- c. Building facades that are between 30 feet and 60 feet away from a street right-of-way shall provide areas of transparency of at least 10% of the overall facade.
- d. The percentage of transparency required on building facades may be reduced to no less than 10% of the overall facade area provided landscaping improvements consisting of one tree, of at least a two-inch caliper, for every 20 feet of street frontage is installed in the required setback area.
- e. The Manager of Zoning may waive the transparency requirements of this Section through the Site Plan Review process based on a determination that the proposed development is in substantial compliance with the overall intent and purpose.

### G. Additional Requirements.

- (1) This planned development is subject to the requirements set forth in Article XVII of the Zoning Code regarding planned development districts.
- (2) New development in PD #17 is subject to the following requirements set forth in Article XX (Requirements Applying to All Districts) of the Zoning Code, except where noted herein:
  - a. Section 120-162(A). Purpose.
  - b. Section 120-164. Air quality.
  - c. Sections 120-165(B)(1)-(4). Dumpsters. Dumpsters, loading areas, and refuse storage areas shall be maintained in a neat and orderly appearance and shall be reasonably screened from public view. Screening may include painting, landscaping, fencing, and/or hardscape improvements, or any combination of the foregoing.
  - d. Section 120-170. Lighting.
  - e. Section 120-178. Site Grading.
- (3) Development and redevelopment in PD #17 is subject to Article XXII (Procedures), of the Zoning Code, Section 120-191A Administrative Adjustments.
- (4) Development and redevelopment in PD#17 is subject to the requirements of Article XXIII, (Exceptions) of the Zoning Code relating to height and yards, except that rooftop equipment shall not be included in the calculation of building height. An elevator, stair or equipment penthouse located above the highest story of human occupancy shall not be considered a story, provided such penthouse does not exceed the applicable maximum building height in feet permitted under this Section.
- (5) Fences and walls. A ten-foot perimeter setback shall be required in conjunction with any fence or wall proposed along any street frontage, except a decorative fence or wall of no

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more than six feet in height in conjunction with landscaping may encroach in the required setback area.

- (6) Signs. Any new signage within the Highland Hospital PD will be subject to the Highland Hospital Sign Program attached at Exhibit B. All existing signs on the Campus are considered conforming and shall be maintained in good working order; the sign faces may be replaced in kind (size and location).
- (7) Personal wireless telecommunications facilities (PWTF). Personal wireless telecommunications facilities shall be permitted in PD #17 pursuant to Section 120-143 of the Zoning Code and in accordance with the following:
  - a. Antennas on buildings. Antennas are permitted on all buildings which are four stories or greater in height, provided that the antennas and related support structures do not extend more than 20 feet above the roofline.
  - b. Telecommunication towers. New telecommunications towers shall not be permitted.

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**Exhibit A – Highland Hospital PD Map**



# Highland Hospital

1000 South Ave, Rochester, New York, 14620

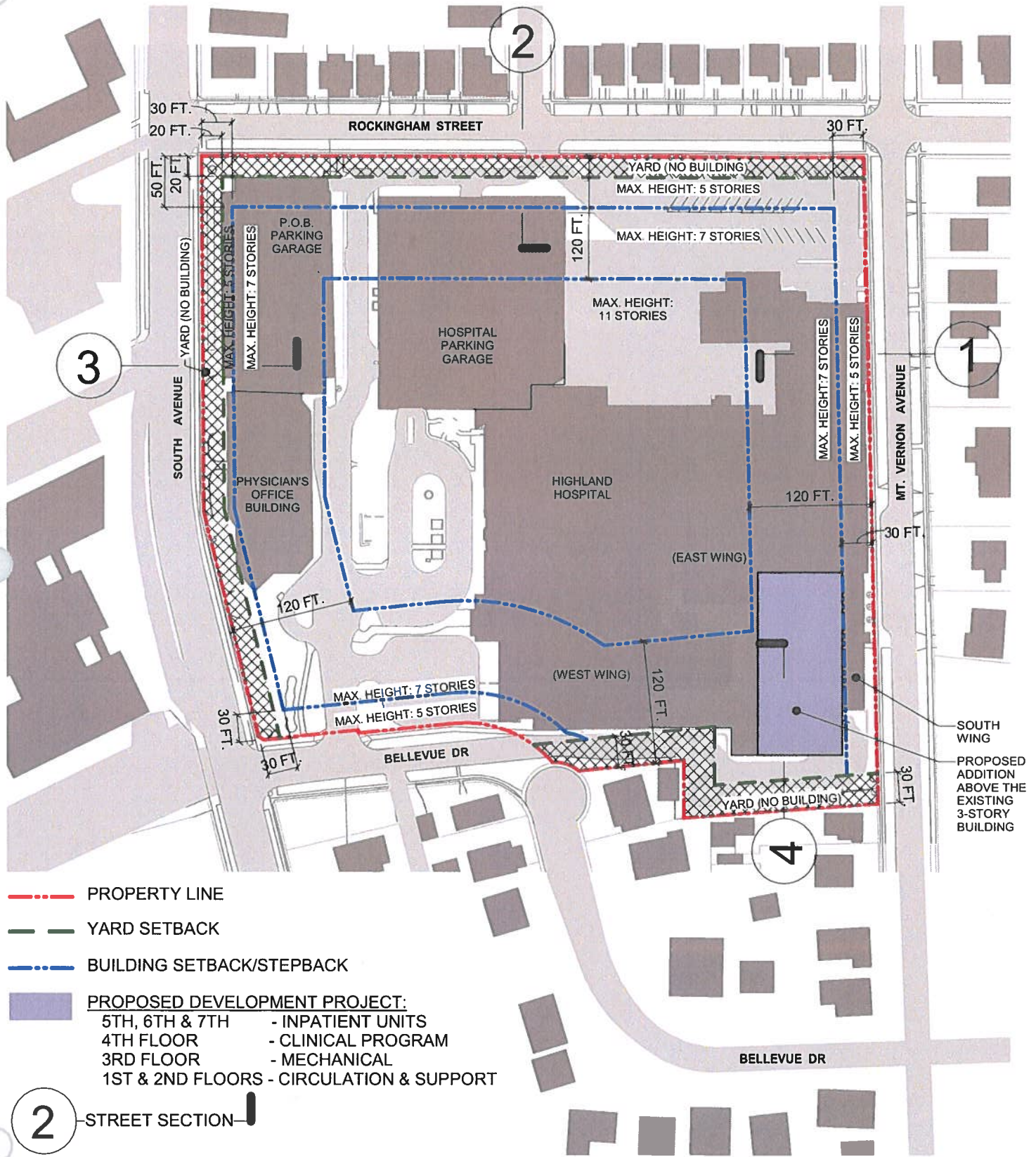
1/18/2019

1/32" = 1'-0"

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## AP153

REVISION 8



- - - PROPERTY LINE
- - - YARD SETBACK
- - - BUILDING SETBACK/STEPBACK
- PROPOSED DEVELOPMENT PROJECT:**
  - 5TH, 6TH & 7TH - INPATIENT UNITS
  - 4TH FLOOR - CLINICAL PROGRAM
  - 3RD FLOOR - MECHANICAL
  - 1ST & 2ND FLOORS - CIRCULATION & SUPPORT

**2** STREET SECTION

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### Exhibit B – Highland Hospital Sign Program

- A. Purpose. Hospital and Campus signs in PD #17 are intended to maximize wayfinding and to encourage a quality of design that compliments the building façade and their accent materials, as well as the range of materials and textures found throughout the district. The height, size, location and appearance of signs are regulated to:
1. Protect and enhance the district and neighborhood character;
  2. Encourage sound sign practices by promoting visibility at a scale and appearance that is appropriate for staff and visitors;
  3. Provide clear and concise signage to safely and efficiently guide motorists and pedestrians to their destination; and
  4. Prevent excessive sign clutter and confusing, distractive sign displays.
- B. Allowed signs. The following signs are allowed anywhere in PD #17 without a certificate of zoning compliance provided they fall within any given threshold. Where the thresholds are exceeded, a certificate of zoning compliance will be required.
1. Address signs, decorative flags, signs and banners;
  2. Window signs, logos, graphics painted on or adhered to the glass;
  3. Temporary banners, no larger than 20 square feet in area, displayed no longer than 60 days, indicating special events such as new services offered;
  4. Replacement of "Highland Hospital" and "University of Rochester" branding signs, banners and logos throughout the district;
  5. Seasonal and holiday decorations;
  6. Memorial or historic plaques, markers, monuments or tablets, and the like;
  7. Murals;
  8. Permanent bulletin boards;
  9. Traffic control, safety, parking, no trespassing, informational or directional signs and similar signs; and
  10. Construction, renovation or leasing signs not to exceed 32 square feet in size, erected by a contractor, engineer, architect, real estate or leasing agent and removed at the termination of the portion of the project or activity.
- C. Design Standards.
1. All signs shall be professionally designed and manufactured;
  2. Internal and external illumination is permitted; and
  3. Accent lighting that is complimentary to the use and building architecture is permitted.
- D. Permitted permanent signs. The following signs are permitted anywhere in PD #17 subject to the following requirements. Where the thresholds are exceeded, administrative adjustment approval shall be required.
1. "Highland Hospital and "University of Rochester" branding signs are permitted throughout PD #17; illumination is permitted.

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2. Kiosks and directory signs are permitted throughout the district and may include interchangeable panels for on-site services or events.
3. Attached signs, not exceeding 2 square feet in area for every foot of building frontage.
4. The following signs are permitted, subject to Administrative Adjustment as outlined in Section 120-191(A) of the Zoning Code:  
Electronic reader boards, monitors or message centers such that they relate through their design, size and height to pedestrians; conform to the surrounding character; do not materially obscure architectural features or details of buildings, structures or important view sheds; and do not promote driver distraction.

### E. Prohibited signs.

1. Advertising and Rooftop signs.
2. No sign shall be attached or affixed to light poles, except for decorative banners; trash receptacles; utility poles; street furniture; rocks, ledges, retaining walls or other natural features.
3. No pennants, ribbons, streamers, sheets, spinners or moving devices.

### F. Maintenance of signs.

1. Every sign shall at all times be maintained in a safe and structurally sound condition. Signs that do not comply with adequate safety standards shall be removed at the property owner's expense.
2. Signs must be regularly maintained, including the replacement of worn parts, painting and cleaning.
3. The full number of illuminating elements of a sign shall be kept in working condition or immediately repaired or replaced.