



WHARTON STUDIO
MUSEUM

Re-Envisioning the Wharton Studio Building

TRANSFORMING AN ITHACA LANDMARK



DECEMBER 31, 2017

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Project Vision

In spring of 2016, Wharton Studio Museum (WSM) was awarded a Tompkins County Tourism Program Capital Grant to undertake a design and planning study for the development of the historic Wharton Studio building -- also known as the Department of Public Work's building -- in Stewart Park, Ithaca's main lakefront park.

Re-Envisioning the Wharton Studio Building presents a new vision and approach to developing the Wharton Studio building, the culmination of eight years of work WSM has undertaken since its incorporation in 2009 as a nonprofit with a mission to preserve and celebrate Ithaca's silent movie history, including the original studio building.

During these many years, WSM has worked hand in hand with the City of Ithaca and, more recently, partnered with Friends of Stewart Park, to develop a vision for the Wharton Studio building. Beautifully sited by the shores of Cayuga Lake along the Waterfront Trail, this motion picture studio from the silent era should be celebrated and developed for the enjoyment and benefit of Ithacans and residents alike.

Realizing that the revitalization of Stewart Park as a whole is integral to plans to refurbish the Wharton Studio building, WSM has taken an active role in working on park revitalization plans*, including spearheading the design and creation of interpretive signs for each of the four main buildings in the park. The Wharton Studio building, a unique and important artifact from an era when Ithaca was a significant player in the early years of the American film industry, is one of only a handful of studios still standing in the country. The building's current use as a park maintenance and storage facility is not at all ideal given its history and location by the lake in the city's main waterfront park. The Wharton Studio building, along with the Picnic Pavilion (Large Pavilion) and the parking lot (originally conceived of as a plaza) between them, comprise the park's historic core and are key projects in Friends of Stewart plans

to improve and enhance Stewart Park.

The City of Ithaca, Mayor Svante Myrick, Common Council, Board of Public Works (BPW), Planning Department, Department of Public Works (DPW) and Parks Commission have all supported efforts to ensure this building is identified and celebrated for the park's historic core, a central focus of Friends of Stewart Park's ongoing efforts to improve and enhance Stewart Park. Mayor Svante Myrick has spoken and written letters in support of developing the building to highlight its history. As early as 2010 Wharton Studio Museum presented to the City design concepts for a proposed museum to occupy the entire Wharton Studio building. And in 2012 the City drew up a draft of a license agreement for WSM regarding the use of the building as a museum.

While in 2014 the City Attorney's Office drafted a license agreement for WSM regarding the use of the building as a museum, that agreement was never signed. One significant ongoing complicating issue at the center of discussions about WSM developing the Wharton Studio building has been what to do regarding the Department of Public Works' (DPW) need for maintenance space in the park. The city wanted WSM to cover the costs of re-locating the DPW's maintenance function to a new building in the park if the Wharton Studio building was developed as a museum. This requirement was simply not viable for Wharton Studio Museum, a small arts and education nonprofit.

And so the vision for developing the building continued to evolve. WSM began to re-think how to most effectively preserve, highlight and develop the Wharton Studio building to best serve the building itself, the park and the people -- residents and tourists -- who might visit it.

* Wharton Studio Museum's Executive Director and Co-Founder Diana Riesman is a long-time board member of FSP and its current Chairman.

WSM's new vision proposes the entire building's exterior becomes the Wharton Studio Museum and Park Visitor Center, with exhibits and signage related to film history on the building's exterior, as well as the creation of interior galleries on the building's lake side for more exhibits about Ithaca's silent film history and park history, as well as indoor meeting space. Additionally, this vision includes improvements to the exterior of the entire building and the creation of a seating and gathering area by the lake and Cayuga Waterfront trail with enhanced landscaping. In this concept, the Department of Public Works can remain in the building.

In discussions about the vision for the project with Friends of Stewart Park; the City of Ithaca; members of the community and WSM's main supporters, WSM listened closely to a variety of ideas, insights and concerns. WSM has also researched comparable museum-type projects in parks in other towns and cities. The resulting concept is Re-Envisioning the Wharton Studio Building which proposes a new vision for developing the building: a pared-down yet still appealing approach. The concept for the Wharton Studio building presented herein intends to be more inclusive, more expansive, and financially more viable and sustainable than earlier concepts.

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This approach, though substantially scaled-back from earlier versions of a larger and more modern museum design that would have dramatically altered the building's roof line and exterior, does effectively and attractively preserve this historic building for the enjoyment and use of the public. Developing the building into the Wharton Studio Museum and Park Visitor Center will enhance Stewart Park as a whole, create a cultural hub within the park that will attract both residents and visitors and have the potential to generate revenue for the City of Ithaca.

The Wharton Studio building, its sister building the Picnic (Large) Pavilion and the Plaza (currently a parking lot) between them -- all built around 1896 -- comprise the park's historic core. In the longer-term, and with significant restoration and improvements spearheaded by Friends of Stewart Park, Wharton Studio Museum and FSP hope to transform the parking lot into a Performance Plaza for music, dance, theatre, film screenings and other events. Parking could still take place on the Plaza when it was not in use for events. It is important to note that restoration of the Picnic Pavilion has already begun

with city and county support.

In this long-term vision outlined above, the City of Ithaca could eventually decide to relocate the Wharton Studio building's maintenance function to another location, thus allowing the Wharton Studio Museum and Park Visitor Center to expand to include more exhibits about film history, park history and the natural world and to offer more rentable year-round space to the public for events and parties which would yield greater revenue for the city.

The possibility of a lakefront café in the northeastern corner of the building, an idea WSM has been proposing from the start, would be a tremendous amenity to the park and city as a whole. It is something that Ithacans always ask about.

Wharton Studio Museum is a partner in the new Tompkins Center for History & Culture (TCHC) set to open on the Ithaca Commons in 2019. WSM's installations in the TCHC will highlight Ithaca's role in the early days of the film industry and the Wharton, Inc. Studio in Stewart Park and will, hopefully, inspire and encourage people to explore the park and the building.

In addition, Wharton Studio Museum is developing a proposal for a Central New York Film Trail which would encompass the Eastman Museum in Rochester, the Case Research Lab in Auburn and the Wharton Studio building here in Ithaca. This tri-county Trail would give visitors a sense of the story of early American film making and encourage people to come to Ithaca to experience the historic studio and Wharton Studio Museum.

The City of Ithaca, Friends of Stewart Park and the community at large who support ongoing efforts to enhance and improve Stewart Park in time for its 2021 centennial as a public park, recognize the development of the Wharton Studio building as a cornerstone project in the park's broader revitalization.

Re-envisioning the Wharton Studio Building intends to breathe life into a historic building and present a roadmap to preserving and celebrating an important local treasure for the next one hundred years.

Program

Drawings, Renderings, & Elevations

Re-envisioning the Wharton Studio Building, Wharton Studio Museum’s planning and design study for the Wharton Studio building, has afforded WSM and its architect Todd Zwigard an opportunity to re-imagine and re-evaluate how to best develop this lakefront building with careful attention paid to what is best for the historic building, Stewart Park, and park visitors.

The program for the Wharton Studio Museum and Park Visitor Center presented below explores improvements and enhancements to the Wharton Studio building that will “tag” as historic this former film production studio, and best capitalize on its rich history and prime location by Cayuga Lake and the Waterfront Trail for the public’s benefit and enjoyment for decades to come. Additionally, the Wharton Studio Museum and Park Visitor Center will become a recreational and cultural destination of its own within the park. It will directly impact the success of ongoing park-wide revitalization and create revenue-generating possibilities for the city.

The building and surrounding landscape have been in dire need of repair for quite some time, so it is exciting to report that a new roof and a number of new windows have recently been installed on the building by the City of Ithaca. These essential repairs have had an immediate positive impact on the building and the park as a whole, and pave the way for other improvements to the Wharton Studio building that will guarantee its long life.”

As described below, through relatively simple, creative, well-thought out and affordable improvements to the structure and its surrounding landscape, this Ithaca landmark has the potential to be an attractive and engaging focal point for visi-

tors interested in film and park history; or a place to discover while picnicking in the park or walking, running or biking on the Waterfront Trail. And children enrolled in the Ithaca Youth Bureau’s summer camp which functions out of the Wharton Studio building’s sister building across the way, could take part in film-related workshops and programs for kids that Wharton Studio Museum would like to offer in the Wharton Studio Museum and Park Visitor Center

This study intends to provide a plan for the Wharton Studio building to be transformed into Stewart Park’s cultural, educational and recreational visitor center, a destination of which the City of Ithaca as landowner and the community can be proud, and from which everyone can benefit.

What follows is a summary of the programmatic approach to developing the Wharton Studio building, with attention paid to each of the building’s facades and the surrounding landscape.

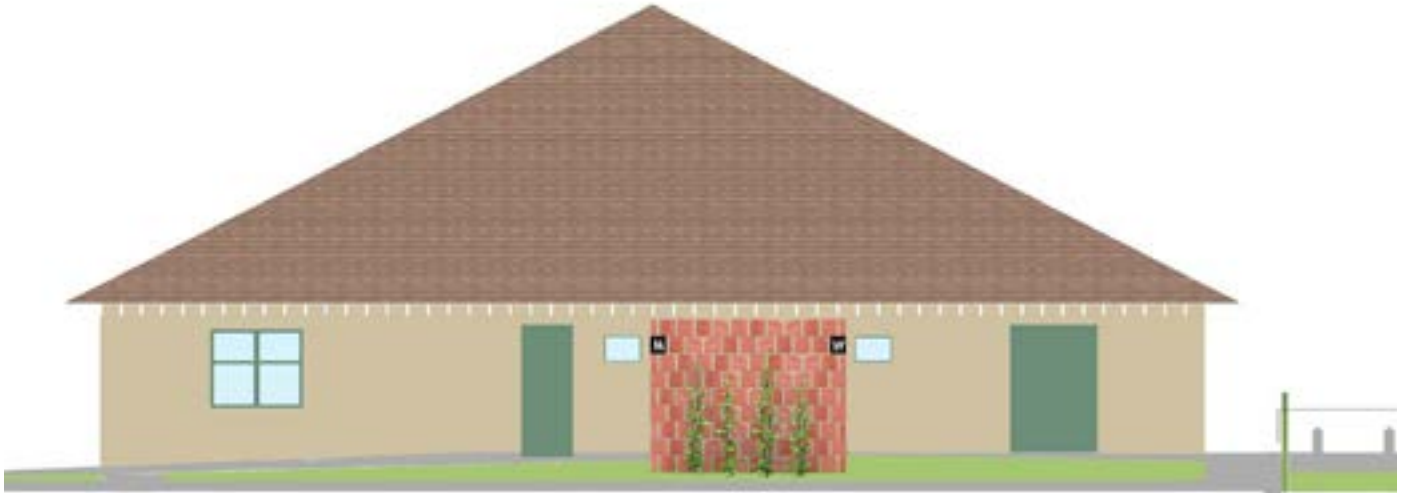
For the architect’s details and specifics on these and other improvements, please see Appendix/Addendum 1 – Todd Zwigard Architects Program for Wharton Studio Building Improvements and Exhibit Space.

* In 2014, Wharton Studio Museum lead a project to create interpretive signs for each of the main buildings in Stewart Park to identify the structures as historic and help engage the public in the buildings’ history. Currently the Picnic Pavilion, Wharton Studio Building, Tea Pavilion and Cascadilla Boathouse each has its own interpretive sign.

** In 2012, Wharton Studio Museum, along with Friends of Stewart Park, spear-headed a volunteer “beautification” of the Wharton Studio building which included power-washing the building, pulling off old vines from its walls, fixing broken windows and re-painting the building.

Exterior

East Façade



East Façade for Wharton Studio Museum and Park Visitor Center

The east facade of the Wharton Studio building fronts on to the parking lot between the Wharton Studio building and the Picnic (Large) Pavilion.

Stucco, eave and rafter tails will be re-painted and some simple landscaping improvements will be included.

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Driving towards the lake or Picnic Pavilion from the park's main road, this is the façade of the building that is immediately visible.

It is also the location of the park's public toilet rooms (Additional toilet rooms will be constructed by the new playground being built in fall 2018.)

With the ongoing restoration of the Picnic (Large) Pavilion and future plans to develop the parking lot in to a performance plaza, it is imperative that this lakeside location by the Waterfront Trail be attractive and inviting.

A privacy screen wall will be installed in front of the doors to the toilet rooms to help obstruct the views of the toilet room doors. Signage will be created so that the public is aware of the toilet entrance.

A replica of the studio's original Wharton Inc. Ithaca New York sign (seen below in photograph circa 1915) will be designed and installed on the right-hand side of the east façade.



Wharton, Inc. Studio circa 1915

South Façade



South Façade for Wharton Studio Museum and Park Visitor Center

The south façade faces a grassy area, the carousel and edges of the park's playground which is currently being re-designed and will be constructed in the fall of 2018.

This side of the Wharton Studio building fronts on to a driveway utilized by the DPW to access entrances to the building on the west façade. While a concession building was located very close-by, the structure was condemned by the city last year and has recently been taken down.

Anyone walking from southern parts of the park towards the lake or the public toilet rooms passes by the south façade of the building which, with a large propane tank quite visible, looks bleak and depressing and very much like a maintenance facility.

A fence made out of shrubbery will encase the existing propane tank and a break in the encasing will allow access to the tank.

Stucco, eave and rafter tails will be repainted and some simple landscaping improvements will be included.

West Façade



West Façade for Wharton Studio Museum and Park Visitor Center

The west façade is the Department of Public Works' main entrance and access to the building. There is both a large retractable door that leads to the central bay of the building and a regular door which leads into the DPW "office" area of the building which is currently the only heated part of the building thanks to a wood-burning stove.

This façade of the building is prominently visible to anyone walking towards the lake from the playground, from the recently re-built Tea Pavilion or farther west along on the Waterfront Trail.



Current retractable door with vinyl surface



Possible graphics for the garage door of Wharton Studio Museum and Park Visitor Center

A new, motorized garage door will replace the existing retractable door at the main entrance to the building's DPW function. The current door is in bad shape and in need of replacement.

An eye-catching black and white vinyl graphic that pays homage to the Wharton Studio era will be designed, fabricated and installed on the outside face of the new garage door. This "camera man" depicted in the photo below is just one design concept for the graphic. A graphic depicting the Wharton Studio seal is another option.



New roof and new west facade windows on Wharton Studio building -- fall 2017

The graphic will be visible only when the retractable door is closed, provide an interesting visual reference to the Wharton era and attracting visitors to the building. WSM will work with the Public Art Commission on approvals for the design and size of the graphic.

A new privacy “fence” made of vegetation will be installed to create an attractive and natural separation between the West Façade of the building (DPW’s main entrance) and the City’s maintenance functions and the North Façade where the exhibits and main landscaping improvements will be installed and where people can gather along the building and Waterfront Trail.

Stucco, eave and rafter tails will be repainted and some simple landscaping improvements will be included.

It is important to note that when the City recently installed a much-needed new roof on the Wharton Studio building, it also repaired window frames and trim, and replaced missing glass in the windows above the retractable door. These im-

portant structural upgrades to the west façade also improve the aesthetic of the building.

North Façade



North Façade for Wharton Studio Museum and Park Visitor Center

The north façade of the building fronts on to Cayuga Lake and the Cayuga Waterfront Trail and is the centerpiece of the Wharton Studio building's re-development into Stewart Park's visitor center.

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The goal is to create a gathering spot in the park: a cultural and recreational hub where visitors to Stewart Park will come to learn about Ithaca's film history through exploring the outside of the original studio building, as well as the indoor gallery space which will offer Wharton Studio Museum-produced exhibits on film history, as well as exhibits on park history produced in collaboration with Friends of Stewart Park. Large sliding doors will reveal the interior gallery space and will be open in the summer months.

A new terrace with seating and enhanced landscaping will offer visitors a lovely spot to sit by the lake to enjoy a picnic, read a book, work on one's computer or meet a friend.

A walkway and HC accessible ramp with a handsome railing will run alongside the north façade.

A terrace with seating facing the building as well as the lake will create a gathering place for visitors.

The building's original terra cotta blocks can be seen in the following Wharton Studio stills from circa 1916





Image of Wharton Studio/DPW building circa 2011/2012

Landscaping around the terrace will enhance the setting.

Exhibits about the Wharton Studio era -- images of actors and crew members sitting outside the Wharton Studio will be installed on the outside of the building and in some of the existing windows.

Original terra cotta blocks that comprised the building's façade during the Wharton Studio era will be highlighted by creating a rectangular area where the building's current stucco would be removed thereby exposing the terra cotta blocks. These terra cotta blocks are in evidence in a number of photographs of cast and crew outside the building (circa 1916.) Signage explaining this installation and including a depiction of one or more of these photographs, would be installed by the rectangular square.

The existing interpretive signage panel installed by WSM



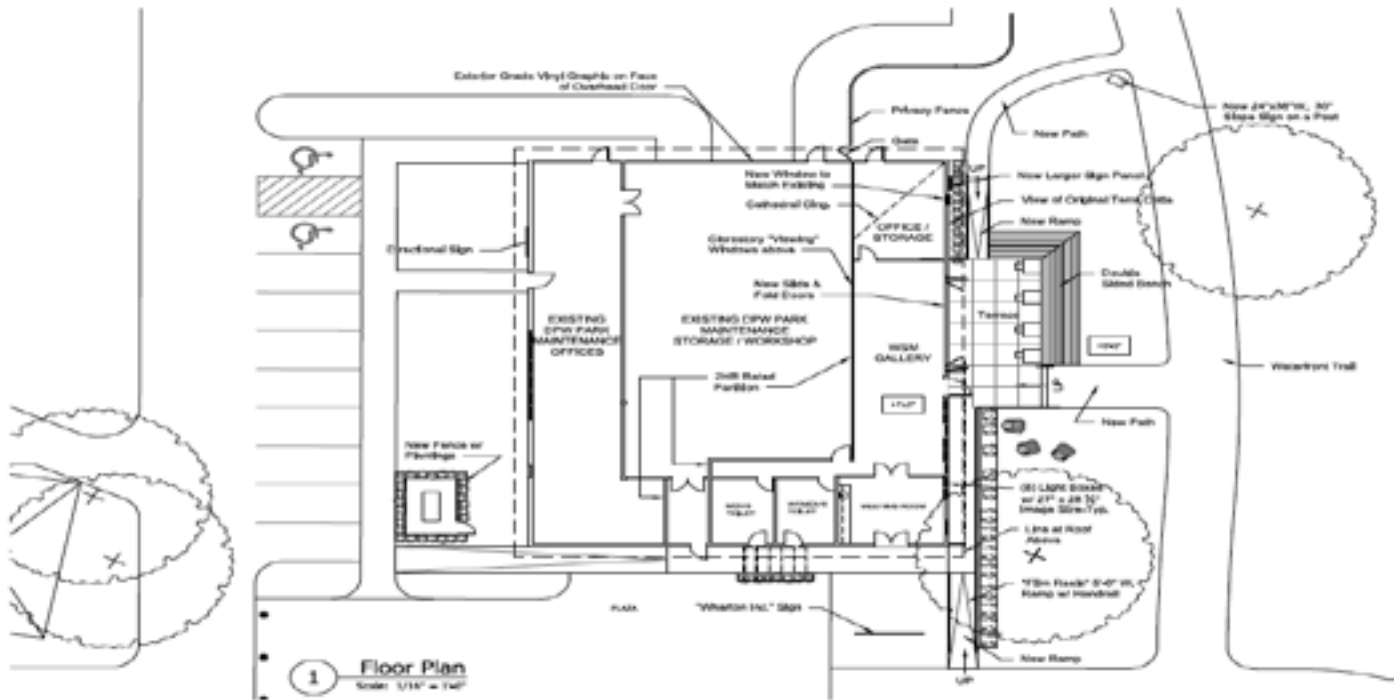
in 2012 and pictured in the photograph below, along with Mayor Myrick, will be replaced with a larger version of that same panel. The current panel (we realized too late!) is proportionally too small for the large wall area it hangs on. It also seems to have been hung just a little off-kilter!

A stone dust path will run from the center door of the north façade to the Cayuga Waterfront Trail with steps and a hand-rail to the concrete walkway.

Stucco, eave and rafter rails will be repainted and improvements to landscaping will be included.

Interior

North Façade



The re-envisioning of the Wharton Studio building as a park visitor center includes re-purposing 850 sq. feet of the building's lake-facing interior into year-round gallery and meeting space. Developing interior space in the Wharton Studio building will work to successfully establish the visitor center as a cultural and recreational destination in the park.

Sliding doors would open up on to the proposed terrace on the lakeside of the building: in the spring, summer and early fall, the sliding doors could stay open during operating hours and, in the winter, be closed but afford visitors dramatic views of Cayuga Lake from the warmth of an interior space.

The Wharton Studio Museum's gallery space within the building would be comprised of three separate rooms:

The main room would serve as gallery space featuring exhibits on Ithaca's silent film history, park history and potentially exhibits on the natural world of the park, as well. This new gallery space could be rented out to the public for parties and other events year-round, with the added benefit of the sliding doors being open to include the terrace in the spring, summer and early fall which would allow for bigger-scale events.

The room located at the east corner of the building would become a small meeting room available to be rented by the public for private meetings or events. Exhibits could also be featured in this room adjacent to the main gallery space.

The room located on the west corner of the building would be useful for storage of WSM materials pertaining to the exhibits as well as supplies, and could also house a Friends of Stewart Park office for its Executive Director, FSP interns and docents which would provide some oversight of the space.

Ithaca Youth Bureau (IYB) currently utilizes a portion of this interior north facade space for storage of its summer camp gear and materials. To create this new gallery and meeting space within the Wharton Studio building, IYB's storage needs would be re-located to the back of the Picnic (Large) Pavilion across the parking lot where an addition to that building's south façade would be built. This would bring the summer camp's gear and other supplies into the same building where the camp is headquartered every July and August.



Interior Render — Winter



Interior Render — Summer

Ithaca Youth Bureau Storage Addition

For the Wharton Studio Museum/Park Visitor Center project to be realized, Ithaca Youth Bureau's summer camp storage needs must be met as the proposed development of the Wharton Studio building involves utilizing the interior rooms on the building's north side which the IYB currently uses.

After consultation with IYB about its square footage needs and desired location of this replacement storage space, what is being proposed is an addition to the back (south façade) of the Picnic Pavilion.

This addition would locate IYB's storage in the same building that houses the summer camp.



Proposed concept for an addition to the back (south façade) of Picnic(Large) Pavilion

which took place in it 100 years ago.

- The City of Ithaca would, through rentals to the public of space in the building, receive new revenue.
- Stewart Park would be immediately enhanced by upgrading a building located by the lakeshore and Cayuga Waterfront Trail that is currently an eyesore.
- Visitors to Ithaca and to the park would have a new and engaging cultural, educational and recreational destination within the park.
- Ithacans would benefit from seeing an important artifact from an era when their city was a bustling center for film-making preserved and highlighted.
- The city's Department of Public Works can remain in the building until such time that the City determines they want to expand the visitor center to encompass the entire building, increase the number of exhibits and rental space in the building and create a café by the lake, one of the amenities most frequently requested by Ithacans.

Program Summary

In this program for developing the Wharton Studio building into a vibrant cultural and recreation destination within Stewart Park, Wharton Studio Museum and its architect have worked to create a vision that is beautiful, viable, sustainable and a win-win for everyone involved:

- This historic building by the shores of Cayuga Lake would be properly recognized and celebrated for the history

Implementation

Plans are underway to revitalize Stewart Park by its centennial in 2021 and the Wharton Studio Museum/Park Visitor Center is a key component of the Friends of Stewart Park's vision for a revitalized park by the park's 100th anniversary. The project is also a cornerstone of plans to restore the park's historic core which also includes the Picnic Pavilion, Lake Overlook and the Pavilion Plaza which will replace the parking lot between the two historic buildings.

As previously noted, the Wharton Studio Museum/Park Visitor Center will occupy the space currently used as storage for the Ithaca Youth Bureau's summer camp. IYB has already stated that it would be amenable to an addition on the back of the Picnic (Large) Pavilion that would provide the necessary amount of storage needed for its summer camp gear. This addition would allow the IYB summer camp to have its gear stored in the same building from which the camp operates and not have to cross the parking lot to access the gear.

Following are the elements involved in implementing the Wharton Studio Museum project:

Project Approval

The City of Ithaca, as owner of the Wharton Studio/DPW building, must approve and adopt the Wharton Studio Museum and Park Visitor Center project for it to be realized. The concept proposed in this study must be reviewed by the following city entities: the new Parks, Recreation and Natural Resources Commission, Planning Board and ultimately Board of Public Works.

Project Cost Summary

Following are the components of the project cost:

• Exterior Building Renovations	\$365,000
• Interior Building Renovations	\$165,000
• Interior Exhibits & Furnishings Allowance	\$125,000
• Storage Addition (to south side picnic pavillion)	<u>\$140,000</u>
• Construction Subtotal	\$780,000
• Contingency — 10%	<u>\$ 78,000</u>
• Construction Total	\$858,000
• Fees for Detailed Design & Const Admin (12% + \$102,960)	or
	\$103,000

TOTAL PROJECT COST ————— **\$961,200**

Potential Funding Sources

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The Friends of Stewart Park and Wharton Studio Museum will be taking the leadership role in finding private and public support for the project. Some potential funding sources include:

Public Sources

- **New York State Funding:** Regional Economic Development/CFA and other state funding sources through contacts with assembly members, state senators etc.
- **Tompkins County:** Tompkins County Tourism Program and other county support
- **City of Ithaca:** With capital projects such as roof replacement of buildings and contributions to the restoration of the carousel and the Picnic (Large Pavilion) in Stewart Park, as well as DPW in-kind support, the City is increasing its support of park improvement projects.

Private Sources

- **Foundations:** Local, regional, state and national foundations.
- **Local Businesses:** WSM and FSP have received funding for WSM annual programming and FSP park improvement projects from within Ithaca's business community and will continue to approach these and other businesses for future support.
- **Individual Donors:** WSM continues to cultivate a strong base of support among Ithaca's giving community and anticipates increased support to implement this new vision for the Wharton Studio Museum and Park Visitor Center.

Project Implementation Schedule

2018: Project Review and Approval; Launch Fundraising Campaign

2019: Prepare detailed design and construction/bid documents for the project; Construct IYB Summer Camp Storage addition; Fundraising Campaign continues.

2020: Complete Fundraising Campaign; Begin Construction of Museum/Park Visitor Center.

2021: Complete construction Museum/Park Visitor Center.

Budget


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11/20/17

 Wharton Studio Building
 Stewart Park, Ithaca, NY

CONSTRUCTION BUDGET
Exterior Work

<u>Item</u>	<u>+/- SF</u>	<u>Unit Cost</u>	<u>Total Cost</u>
Concrete ramps with raised walkway	740 SF	\$100/SF	\$74,000
Railing at ramp and walkway w/ "film reel" motif	62 LF	\$450/LF	\$27,900
Additional ramp railings	73 LF	\$200/LF	\$14,600
Prepare area, form and pour concrete terrace and steps	560SF	\$60/SF	\$33,600
Form and pour concrete supports for bench	7 EA	\$1000/EA	\$7,000
West ramp and railings	76 SF	\$100/SF	\$7,600
New double sided wood bench	75 LF	\$500/LF	\$37,500
Bluestone pavers or equal on terrace	560 SF	\$20/SF	\$11,200
New west, north and east pathways	1298 SF	\$20/SF	\$25,960
Screen wall at toilets with trellis and signage	143 SF	\$90/SF	\$12,870

Wharton Studio Building
 Building Construction Budget
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(8) light boxes with historic photos mounted into windows	8 EA	\$1000/EA	\$8,000
Electrical work for circuit and outlets for light boxes	—	\$3,000/EA	\$3,000
4" gutter with (2) leaders	68 LF	\$40/LF	\$2,720
Rain water percolation beds for (2) leaders	100 SF	\$30/SF	\$3,000
New opening with header and new window in North wall	1 EA	\$6,000/EA	\$6,000
Patch and Paint windows and trim on all (4) facades	14 days	\$800/day	\$11,200
New motorized overhead door at DPW entrance	1 EA	\$5,000/EA	\$5,000
Privacy fence at DPW area on west facade with gate	60 LF	\$80/LF	\$4,800
Fence around propane tank at south east corner w/ gate	44 LF	\$40/LF	\$1,760
Expose terra cotta blocks at north facade and seal	20 SF	\$40/SF	\$800
Replace sign panel at north facade with larger panel	1 EA	\$500/EA	\$500
Photo panel showing terra cotta mounted to wall	1 EA	\$200/EA	\$200
"Wharton Inc." sign at North East corner on posts	1 EA	\$3,000/EA	\$3,000
Directional sign at south facade mounted to wall	1 EA	\$300/EA	\$300
Vinyl graphic mounted to DPW overhead door	1 EA	\$1,200/EA	\$1,200
Post sign at Waterfront Trail	1 EA	\$1,000/EA	\$1,000
New planting beds at north, east and south	140 LF	\$100/LF	\$14,000

Wharton Studio Building
 Building Construction Budget
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(6) Adirondack lawn chairs	6 EA	\$500/EA	\$3,000
Remove existing windows, demo wall below and install new structural lintel with (2) columns and foundation wall reinforcement at Gallery 1 north wall	22 LF	\$700/LF	\$15,400
Install new Slide and Fold doors at Gallery 1 with new flashing, saddle and trim	21 LF	\$1000/LF	\$21,000
Cut new door opening into East wall with new lintel and install new solid doors to match building standard	1 EA	\$5000/EA	\$5,000
New pathways at south side	810 SF	\$12/SF	\$9,720
New paved parking area with (10) spaces at south side	1570 SF	\$12/SF	\$18,840
Restore grass around building following work	3800 SF	\$1/SF	\$3,800
Sub-Total Exterior Work			\$365,230

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Interior Work

<u>Item</u>	<u>+/- SF</u>	<u>Unit Cost</u>	<u>Total Cost</u>
New non-rated interior partitions	15 LF	\$200/LF	\$3,000
New two hour fire rated interior partitions	44 LF	\$250/LF	\$11,000
Add two hour fire rated finishes to both sides of existing demising wall	67 LF	\$175/LF	\$11,725
New wall and ceiling/roof thermal insulation	2,400 SF	\$2/SF	\$4,800

Wharton Studio Building
 Building Construction Budget
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New ceiling finish	1350 SF	\$10/SF	\$13,500
Patch and seal existing concrete floor slab	1350 SF	\$5/SF	\$6,750
New non-rated interior doors	2 EA	\$800/EA	\$1,600
New 1 1/2 hr fire rated interior doors with closers	1 EA	\$1200/EA	\$1,200
Install clerestory interior "window" between Gallery 1 and DPW area	20 SF	\$60/SF	\$1,200
Fire stopping and caulking	3 days	\$500/Day	\$1,500
Painting	4,000 SF	\$3/SF	\$12,000
Kitchenette w/ sink	1 EA	\$3000/EA	\$3,000
Sprinkler System	14 Heads	\$600/Head	\$8,400
New 2" water service for Sprinkler System	1 EA	\$20000/EA	\$20,000
Fire Alarm System	1 EA	\$5000/EA	\$5,000
Multi zone mini-split HVAC system or equal	4.5 tons	\$3500/ton	\$15,750
100 Amp electrical service and new meter	1 EA	\$6000/EA	\$6,000
Power and Lighting rough-ins	60 PTS	\$300/PT	\$18,000
Lighting fixtures	30 EA	\$125/EA	\$3,750
New finishes, fixtures and partitions at the existing toilet rooms	2 EA	\$8,000/EA	\$16,000
Interior Work Sub-total			\$164,175
Total Construction Budget			\$529,405

Wharton, Inc. Studio Backstory



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100 years ago, Ithaca was a bustling movie-making town, home to the Wharton, Inc. Studios. This is how it came to be...

In 1912 film maker Theodore (Ted) Wharton arrived in Ithaca on assignment for Essanay Film Co., to shoot scenes of every day campus life at Cornell. He filmed a Cornell v. Penn State football game and strolled through campus marveling at the diverse array of nationalities represented by the students. Wharton, who had some relatives in neighboring Ludlowville, left Ithaca to return to Essanay which was based in Chicago. But something about this small Upstate New York town apparently stuck with him.

As a film maker, Ted Wharton was taken with the dramatic gorges and waterfalls, deep blue lakes and thick stands of trees and he saw great cinematic potential in these beautiful backdrops. In late 1913 Wharton returned and, with his brother Leopold, leased 45 acres of what was then Renwick Park (now Stewart Park). The lease included a building that once housed a dance pavilion and vaudeville stage, and it was here

the Wharton brothers opened their motion picture production facility -- Wharton, Inc. Studios. With the building on the shores of Cayuga Lake, the Whartons had access to all kinds of interesting locations and landscapes in which to shoot their films. And for any scenes requiring a more urban feel, well, downtown Ithaca was only a few minutes away by car or trolley. Ithaca, NY was what Ted and Leo Wharton referred to as their "Garden Spot of the East".

The Whartons attracted some of the best-known film stars of the day to their studio – Irene Castle, Pearl White, Lionel Barrymore, Creighton Hale and actors who were lesser known at the time such as Oliver Hardy. The actors and crew members from outside Ithaca would ride the train from NYC to come work at the studio.

The Whartons directed and produced hundreds of reels of film and popular episodic serials such as *The Romance of Elaine* which Ithacans would flock to see week after week at one of the seven theaters in town. The studio made comedies such

as Beatrice Fairfax, based on a popular 1898 advice column called Dear Beatrice Fairfax; WWI propaganda films such as Patria and The Eagle's Eye, stories touching on the occult with The Mysteries of Myra, and some adventure dramas like The Great White Trail shot in the winter in Upper Enfield.

Locals were hired as cinematographers, set designers and builders, costumers and extras. The Wharton embraced Ithaca and Ithacans embraced them back. Newspapers from the era were filled with daily announcements about movie showings, as well as the comings and goings of the stars. At first the Whartons took out ad space in the papers inviting people to Renwick Park to "watch movies being made!" But they were so inundated with curious onlookers they had to print a retraction and tell people they were no longer welcome in the park because the crowds were slowing down production. Ithacans were apparently terribly disappointed by this and so the Whartons reversed their decision and welcomed onlookers back.

For a few years, the studio was prolific and doing well financially. However, by the late 19-teens, the Whartons were having trouble paying bills and having issues with their distributors. A 1918 influenza epidemic in Ithaca kept moviegoers from the theatres and creditors started knocking at the door. In 1919 the Whartons packed it in – perhaps the winters had gotten to them -- and left Ithaca. Grossman Pictures subleased the building and produced a film called A Million Dollar Reward; and then in 1920, a state-funded entity – Cayuga Pictures – moved in and produced one film called If Women Only Knew, which was the last movie produced in Ithaca. All film making ceased in 1921.

The Whartons, like other film makers of the time, were pioneers in what was an emerging art form and emerging industry. They were truly making it up as they went along. What an exciting and challenging endeavor it must have been. One hundred years later, the story lives on in the form of the Whartons' original silent film studio building in Stewart Park, one of only a handful of motion picture studios still standing in the country. Ithaca is lucky to have this important and unique artifact in its main lakefront park.

Appendix

Architect's Program Notes



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11/19/17

Program for Wharton Building Improvements and Exhibit Space

This project will be performed in conjunction with the relocation of Ithaca Youth Bureau summer camp equipment currently installed in the north wing of the building. See "Picnic Pavilion Addition" below for a description of the proposed addition to the south side of the Picnic Pavilion for the use of IYB to store summer camp equipment.

Overview

Identify the historic building as the former Wharton Studio through graphics and visuals on the outside perimeter of the building. Continue with a limited scope of enhancement and maintenance of the exterior details of the building including improvements to the north and east façades of the building for appropriate entry and egress, as well as landscaping.

Take over the north wing of the building (three rooms, approx. 860 sq.ft.) and create the Wharton Studio Museum gallery space with interpretive exhibits on silent film history, the history and environs of Stewart Park, and flexible use space for small private and public events. Include doors from the gallery leading onto an attractive terrace with seating area on the north side of the building, adjacent to the Cayuga Waterfront Trail and Cayuga Lake.

1) Exterior Signage

a. Fabricate a replica of the "Wharton, Inc." sign and install it on the left side of the entry ramp from the parking plaza.

b. At North facade, remove (8) boarded up window sashes in the north facade to the left of the middle door and install back-lighted photographic enlargements of Wharton era images that depict what happened in and around the studio. Light boxes to have cord and plug. Install interior electrical outlets on timer switch. Install additional clear acrylic protective panels in window openings.

c. At North facade, install exterior rated photographic panel depicting Wharton era facade of building adjacent to rectangular area with stucco removed to reveal terra cotta blocks.

d. At North facade, replace existing signage panel with new larger signage panel of similar design.

e. At West facade, fabricate and install an exterior rated vinyl graphic of "camera man" image onto the outside face of the new motorized garage door to replace the existing one at the entrance to the DPW storage space.

f. Fabricate and install a directional sign on the south facade.

g. Fabricate and install new freestanding sloped sign on a low post at the NW corner of the building where new path meets CLWT depicting a Wharton Era scene of this view.

2) Building exterior improvements

a. West facade

1. Repair clerestory window frames and trim. Replace rotten wood. Replace broken or missing

glass. Prime and paint green to match other windows.

2. Remove existing garage door and install new door, trim and gate motor.
3. Install new privacy fence with gate as per plan.
4. Paint stucco, eave and rafter tails.

b. South facade

1. Install new fence with access gate around propane tank as per plan.
2. Paint stucco, eave and rafter tails.

c. East facade

1. Install new privacy screen wall in front of toilet rooms.
2. Paint stucco, eave and rafter tails.
3. Install new double doors to Work Room.

d. North facade

1. Install new concrete walkway raised to the level of the building's interior floor height from center door to the NE corner and wrapping around the building to the toilet rooms.
2. Install new HC accessible concrete ramp with "Film Reels" handrails from plaza up to raised walkway.
3. Remove (8) existing windows to the west of center door and the portion of exterior wall below windows down to floor level. Install cap flashing, stone sill and new slide and fold doors within this area.
4. Install new concrete terrace with steps, railings, wrap around wood bench and HC concrete ramp and railings to new stone dust path that runs along the north facade heading west and connecting to the Cayuga Waterfront Trail.
5. Install new stone dust path aligned with center door heading north to the Cayuga Waterfront Trail.

6. Install new gutter with (2) leaders at portion of roof that overhangs new raised walkway and terrace. Leaders to run to perforated drain tile set within (2) planting beds along north facade.

7. Repair damaged portions of windows, replace broken glass, caulk and repaint as required. See note 1) b. above for work on (8) windows east of center door.

8. Saw-cut and carefully remove portion of stucco within newly installed stainless steel frame to reveal Wharton era terra cotta blocks. Caulk between stucco and frame and coat blocks with protective clear water proofing sealer. See note 1),c. above regarding photo panel.

9. Cut new wall opening with structural header and install (2) new matching windows in the office area.

10. Paint stucco, eave and rafter tails.

e. New asphalt shingle roof to be installed by city

3) Landscaping

a. Install new planting beds at all sides of building as per plan with a mix of draught resistant decorative ground cover, low shrubs and grasses.

b. Installing creeping ivy and train onto fences at:

1. Toilet room privacy screen on East
2. Privacy fence on West
3. Fence and gate around propane tank on South

c. Seed all affected areas with reclamation grass

d. (Optional) Install automatic drip irrigation system at all planting beds

e. Install new exterior lighting as per plan.

4) Building interior improvements

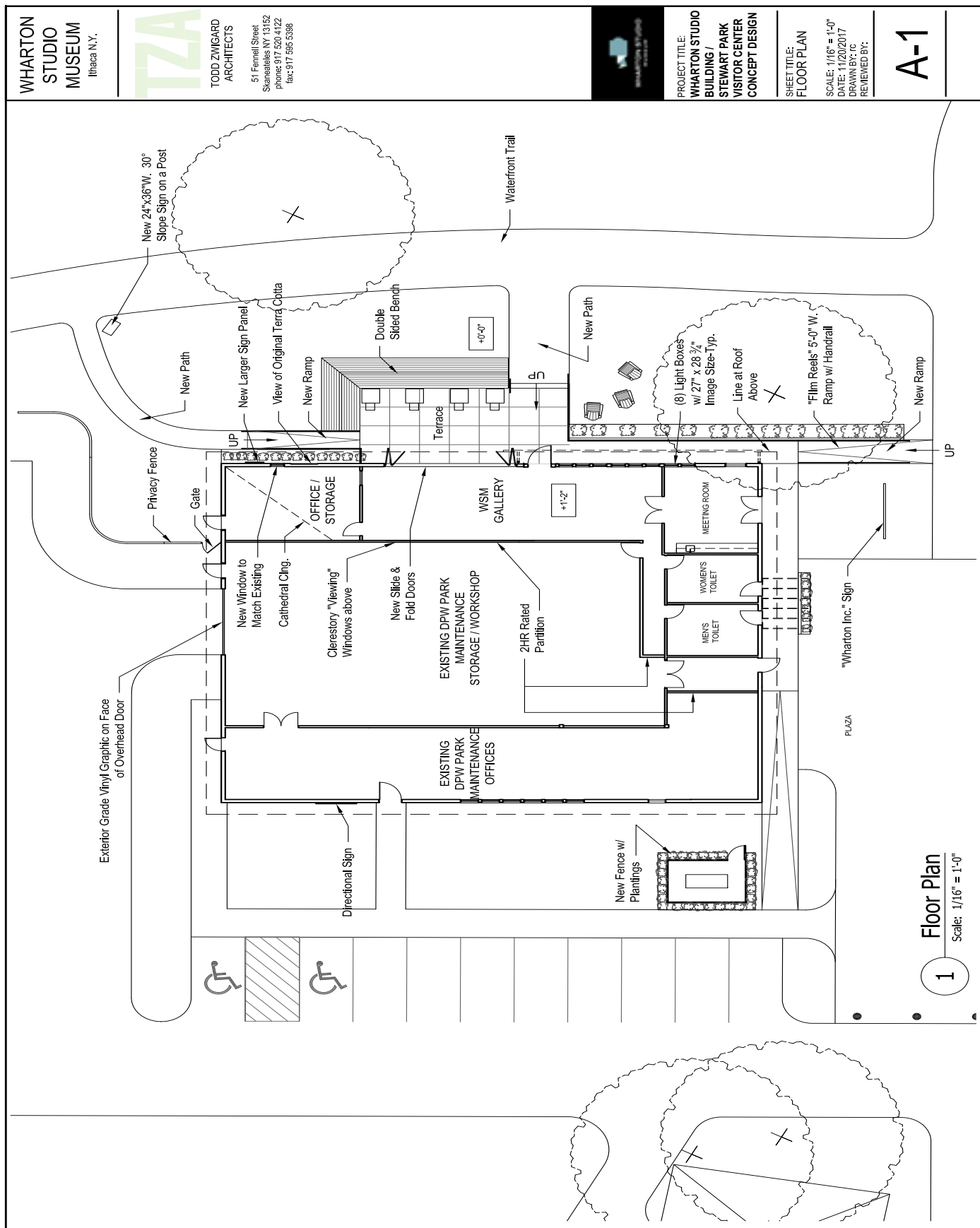
- a. Remove existing nonstructural interior partitions in north wing.
- b. Cover both sides of existing demising wall between north wing and central DPW storage space with fire resistant material to achieve a two hour fire rated separation.
- c. Install a code compliant sprinkler system in north wing for a public assembly space.
- d. Install propane fired forced air heaters.
- e. Install new one-sided partition with thermal insulation at exterior walls with taped and painted sheetrock.
- f. (Optional) Install roof insulation at north wing if planned roof work by city does not include new roof insulation - TBD.
- g. Install new partition with glass door and interior window at west end of gallery to create an office space.
- h. Install new track lighting throughout as per plan.
- i. Install new partitions and doors at East end of gallery to create Work Room and egress hallway.
- j. Install a viewing window with descriptive panel into top of demising wall at south of space to view the historic wooden ceiling above the central space. Add additional sprinkler heads to provide protection at this opening.
- k. Install a pantry counter with sink, refrigerator, microwave, dish washer, convenience electrical outlets and upper cabinets in the Work Room. No cooking facilities provided.

Picnic Pavilion Addition

Overview

Construct a 900 SF addition to the south side of the Picnic Pavilion with matching materials and details to the existing building as per approved plans. Addition to have a large overhead door and two human doors on the south side, boat and bike racks, shelving and inside steps up to an existing door to the Picnic Pavilion. The addition will be used exclusively by the Ithaca Youth Bureau for storage of the summer camp equipment currently stored in the north wing of the Wharton/DPW building including canoes, kayaks and bicycles.

Floor Plan for Wharton Studio Museum and Park Visitor Center



**WHARTON
STUDIO
MUSEUM**
Ithaca N.Y.



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**PROJECT TITLE:
WHARTON STUDIO
BUILDING /
STEWART PARK
VISITOR CENTER
CONCEPT DESIGN**

**SHEET TITLE:
FLOOR PLAN**
SCALE: 1/16" = 1'-0"
DATE: 11/20/2017
DRAWN BY: TC
REVIEWED BY:

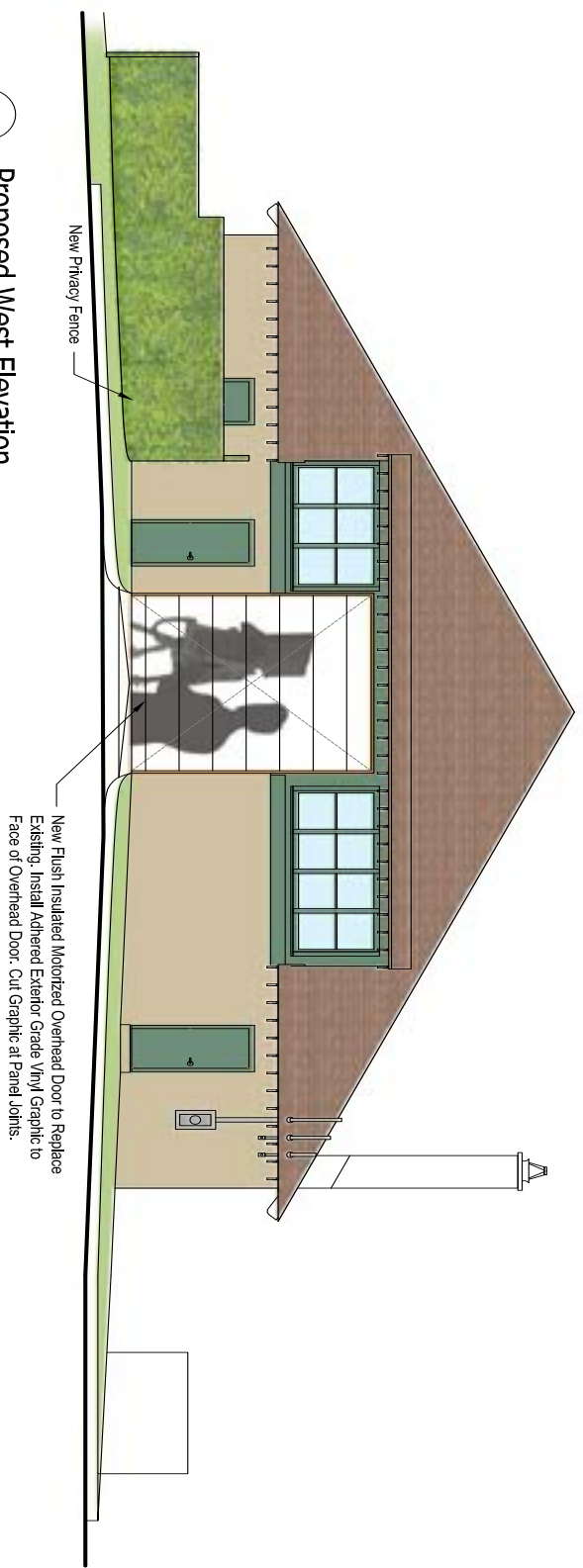
A-1

Floor Plan
Scale: 1/16" = 1'-0"

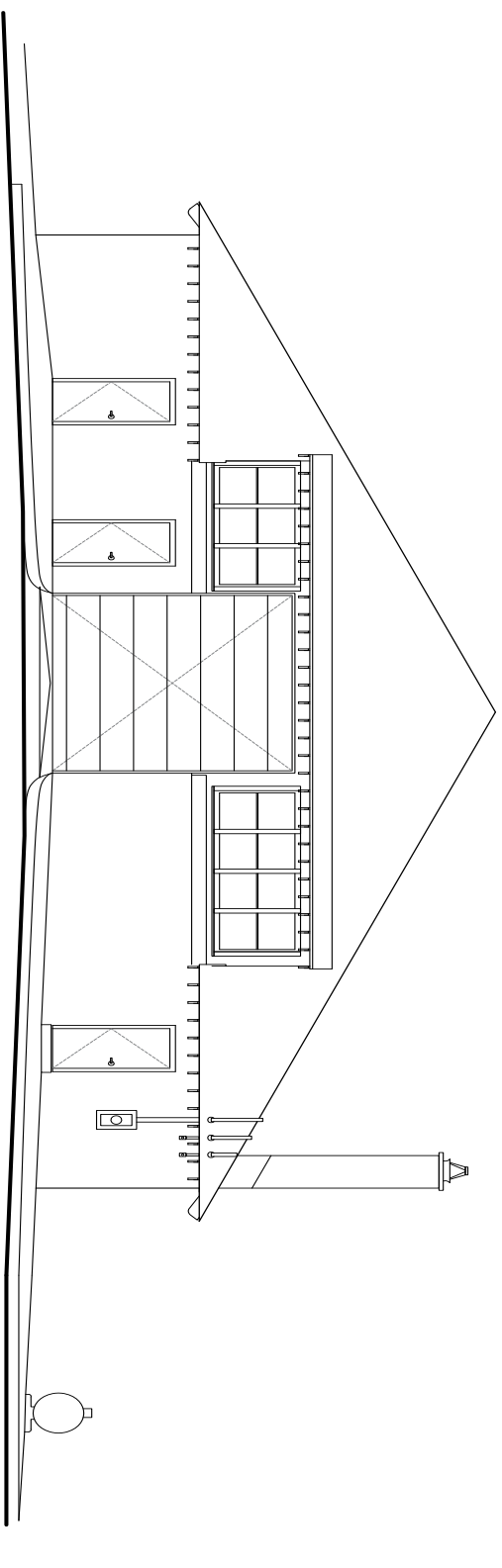
1

West Façade for Wharton Studio Museum and Park Visitor Center

1 Proposed West Elevation
Scale: 1/8" = 1'-0"



2 Existing West Elevation
Scale: 1/8" = 1'-0"



**WHARTON
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PROJECT TITLE:
**WHARTON STUDIO
BUILDING /
STEWART PARK
VISITOR CENTER
CONCEPT DESIGN**

SHEET TITLE:
ELEVATIONS

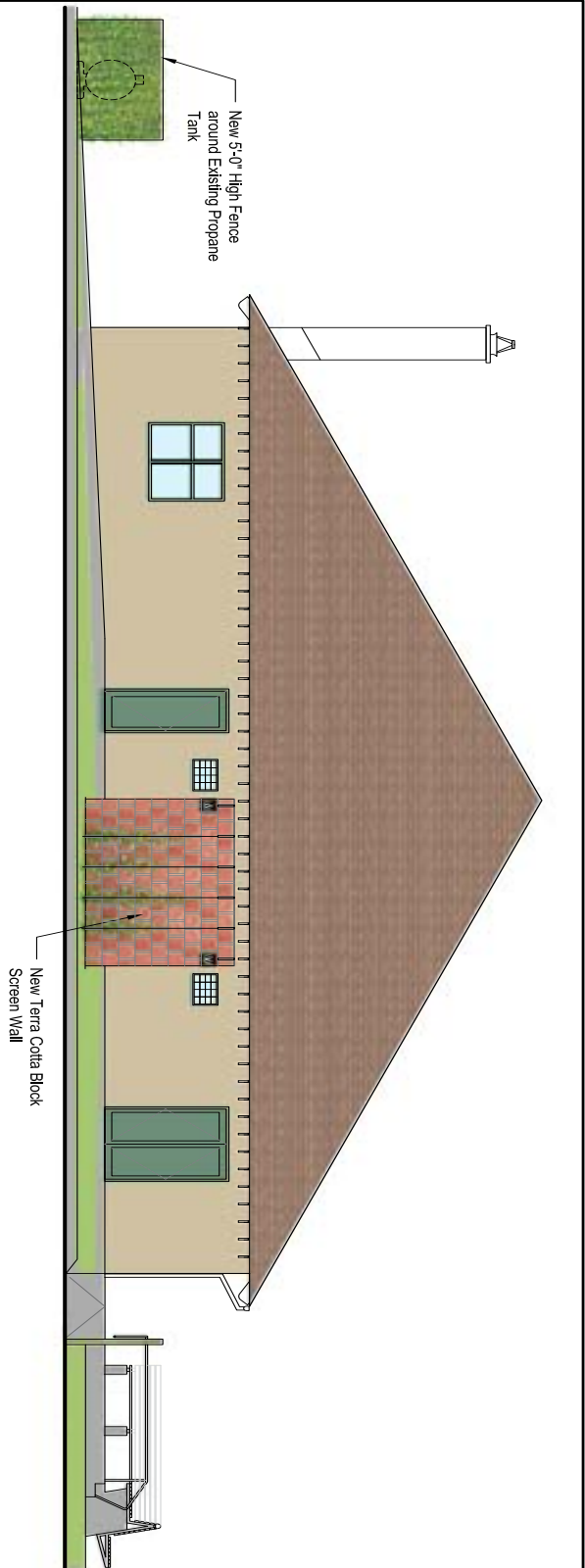
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DRAWN BY: TC
REVIEWED BY:

A-2

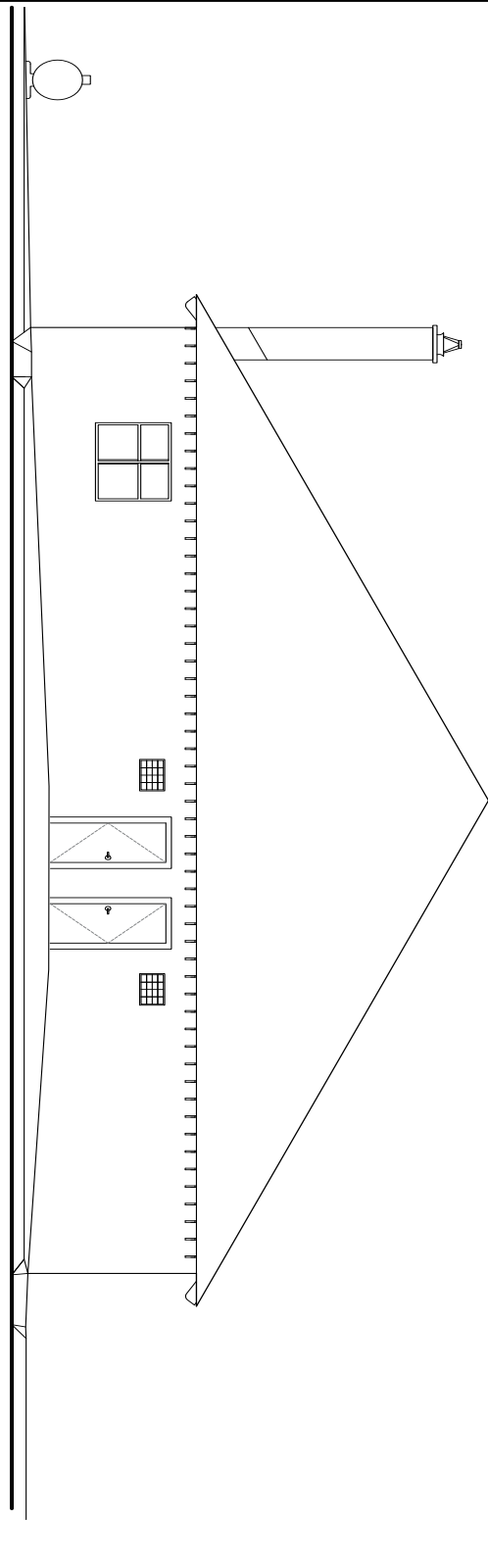
South Façade for Wharton Studio Museum and Park Visitor Center

<p>WHARTON STUDIO MUSEUM Ithaca N.Y.</p>	<p>TZA TODD ZWIGARD ARCHITECTS 51 Fennell Street Skanateles NY 13152 phone: 917 520 4122 fax: 917 595 5388</p>		<p>PROJECT TITLE: WHARTON STUDIO BUILDING / STEWART PARK VISITOR CENTER CONCEPT DESIGN</p> <p>SHEET TITLE: ELEVATIONS</p> <p>SCALE: 1/8" = 1'-0" DATE: 11/20/2017 DRAWN BY: TC REVIEWED BY:</p>	<p>A-3</p>
 <p>1 Proposed South Elevation Scale: 1/8" = 1'-0"</p> <p>2 Existing South Elevation Scale: 1/8" = 1'-0"</p>				

East Façade for Wharton Studio Museum and Park Visitor Center



1 Proposed East Elevation
Scale: 1/8" = 1'-0"



2 Existing East Elevation
Scale: 1/8" = 1'-0"

WHARTON
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PROJECT TITLE:
WHARTON STUDIO
BUILDING /
STEWART PARK
VISITOR CENTER
CONCEPT DESIGN
SHEET TITLE:
ELEVATIONS
SCALE: 1/8" = 1'-0"
DATE: 01/17/2017
DRAWN BY: JG
REVIEWED BY:

A-4

North Façade for Wharton Studio Museum and Park Visitor Center

<p>WHARTON STUDIO MUSEUM Ithaca N.Y.</p>	<p>TODD ZWIGARD ARCHITECTS 51 Fennell Street Skanateles NY 13152 phone: 917 520 4122 fax: 917 595 5398</p>		<p>PROJECT TITLE: WHARTON STUDIO BUILDING / STEWART PARK VISITOR CENTER CONCEPT DESIGN</p>	<p>SHEET TITLE: ELEVATIONS</p>	<p>SCALE: 1/8" = 1'-0" DATE: 01/17/2017 DRAWN BY: TC REVIEWED BY:</p>	<h2 style="font-size: 2em;">A-5</h2>
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New 4" Gutter w/ (2) Leaders

Exposed Original Terra Cotta Blocks

Replace Existing Signage Panel w/ New Larger Signage Panel

Gate

Privacy Fence

1

Proposed North Elevation
Scale: 1/8" = 1'-0"

2

Existing North Elevation
Scale: 1/8" = 1'-0"

Interior Render — Winter



Interior Render — Summer





Wharton Studio Museum is a 501 (c) (3) nonprofit organization and in 2013 was granted a Provisional Museum Charter by the NYS Education Department's Board of Regents.

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**WHARTON STUDIO
MUSEUM**