



## Executive Director's Recommendation

Commission Meeting: January 4, 2018

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<b>PROJECT</b> <b>Hirshhorn Museum and Sculpture Garden Revolving Door Sign</b> Hirshhorn Museum and Sculpture Garden Independence Avenue and 7th Street, SW Washington, DC	<b>NCPC FILE NUMBER</b> 7940
<b>SUBMITTED BY</b> Smithsonian Institution	<b>NCPC MAP FILE NUMBER</b> 1.41(38.00)44666
<b>REVIEW AUTHORITY</b> Federal Projects in the District per 40 U.S.C. § 8722(b)(1) and (d)	<b>APPLICANT'S REQUEST</b> Approval of preliminary and final building plans
	<b>PROPOSED ACTION</b> Approve of preliminary and final building plans
	<b>ACTION ITEM TYPE</b> Consent Calendar

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### PROJECT SUMMARY

The Smithsonian Institution is requesting preliminary and final building plan approval for one permanent sign at the Hirshhorn Museum and Sculpture Garden, to mark the public entrance to the building lobby on the south facade. The proposed sign is to be mounted over an existing revolving door entry on the southeast façade of the museum. The purpose of the proposed sign is to provide clear direction to the open public entrance door, and eliminate visitor confusion.

### KEY INFORMATION

- Located at Independence Avenue and 7<sup>th</sup> Street, SW, on the National Mall, in Washington, DC, the Hirshhorn is a Modernist building designed by Gordon Bunshaft of Skidmore, Owings, & Merrill architects, and constructed between 1969 and 1974.
- The Hirshhorn is a contributing building to the National Mall Historic District, and was determined to be individually eligible for listing in the National Register of Historic Places in May 2016.
- The Hirshhorn's expansive cylindrical volume is fourteen feet above the ground resting on four massive sculptural concrete piers, with precast concrete cladding panels with exposed pink granite aggregate.

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## RECOMMENDATION

The Commission:

**Approves** the Smithsonian Institution's proposed exterior permanent sign to be mounted over the southeast revolving door entrance at the Hirshhorn Museum.

## PROJECT REVIEW TIMELINE

<b>Previous actions</b>	<b>None.</b>
<b>Remaining actions (anticipated)</b>	<b>None.</b>

## PROJECT ANALYSIS

Staff has evaluated the preliminary and final building plans for one permanent exterior sign at the Hirshhorn Museum and Sculpture Garden determining its consistency with the relevant policies within the *Comprehensive Plan for the National Capital*. Staff found the project is consistent with policies in the Federal Elements in the *Comprehensive Plan for the National Capital* and will improve the visitor experience to the Hirshhorn Museum. Therefore, staff recommends the **Commission approve the Smithsonian Institution's proposed exterior permanent sign to be mounted over the southeast revolving door entrance at the Hirshhorn Museum.**

### Analysis

The Smithsonian Institution is seeking approval of preliminary and final building plans consisting of one new permanent sign at the Hirshhorn Museum and Sculpture Garden, to mark the public entrance to the building lobby on the south façade. The Hirshhorn's public entrance is located in a glazed lobby spanning the southwest and southeast piers. The south lobby wall features two sets of original revolving bronze and glass doors, each within a cylindrical drum clad in bronze. There are two sets of double leaf metal and glass doors on the north lobby wall.

The museum is planning changes to how the revolving doors function as the entrance and exist to the south lobby. The southwest entrance will be the exit point for the south elevation. The southeast door will serve as the primary entrance into the south lobby. One new sign is proposed over this door, consisting of individual dimensional letters measuring eighteen inches in height, with a depth of six inches, attached to a metal raceway. The raceway and letters will be arranged to correspond to the curve of the revolving door drum. The raceway will be pin-mounted with the minimum

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number of attachments required. The dimensional letters will be a white powder coated aluminum, with no internal lighting. The text reads "HIRSHHORN."

Based on staff's analysis, the proposed permanent sign is consistent with the policies in the Federal Elements in the *Comprehensive Plan for the National Capital*, in particular under the Historic Preservation Elements, polices HP.B.1, HP.C.1 and HP.C.6, and under Visitors and Commemoration Elements, policies VC.B.8 and VC.C.2.

Therefore, staff recommends the **Commission support the applicant's proposed permanent exterior sign mounted over the southeast revolving door entrance.**

## **CONFORMANCE TO EXISTING PLANS, POLICIES AND RELATED GUIDANCE**

### **Comprehensive Plan for the National Capital**

The proposed sign for the Hirshhorn Museum and Sculpture Garden is consistent with policies in the Federal Elements of the *Comprehensive Plan for the National Capital*, in particular under the Historic Preservation Elements, polices HP.B.1, HP.C.1 and HP.C.6, and under Visitors and Commemoration Elements, policies VC.B.8 and VC.C.2.

### **National Historic Preservation Act**

In regards to Section 106 of the National Historic Preservation Act (NHPA), both the Smithsonian Institution (SI) and NCPC have compliance responsibilities, as NCPC has approval authority. SI initiated consultation with the DC State Historic Preservation Office (SHPO). Both SI and NCPC made the determination that the proposed new sign at the Hirshhorn Museum would not lead to an adverse effect on historic properties. The DC SHPO concurred with this determination of no adverse effect on historic properties.

### **National Environmental Policy Act**

The Smithsonian Institution does not have an independent responsibility to fulfill the requirements of the National Environmental Policy Act (NEPA) as it is not considered a federal agency for purposes of NEPA. However, as a result of its approval authority over the project, NCPC does have an independent NEPA responsibility. NCPC staff has independently reviewed the project information and has determined that the project meets NCPC's Categorical Exclusion (3): Approval of the installation or restoration of minor building elements, such as, but not limited to windows, doors, roofs, building signs, and rooftop equipment and green roofs. Prior to applying this categorical exclusion NCPC staff determined that no extraordinary circumstances were present as required by the Commission's NEPA procedures.

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## **CONSULTATION**

### **Coordinating Committee**

The Coordinating Committee reviewed the preliminary and final building plans for the new sign at its December 13, 2017 meeting. Without objection, the Committee forwarded the proposed preliminary and final building plans to the Commission with the statement that the proposal has been coordinated with all participating agencies. The participating agencies were: NCPC; the District of Columbia Department of Transportation; the District of Columbia Department of Energy and Environment; the District of Columbia State Historic Preservation Office; the General Services Administration; the National Park Service and the Washington Metropolitan Area Transit Authority.

### **U.S. Commission of Fine Arts**

The U.S. Commission of Fine Arts (CFA) will review the project in early 2018.

## **ONLINE REFERENCE**

The following supporting documents for this project are available online:

- Submission Package
- Major NEPA/106 Documents or Letters, FONSI

Prepared by Lee Webb  
12/11/2017

## **POWERPOINT (ATTACHED)**

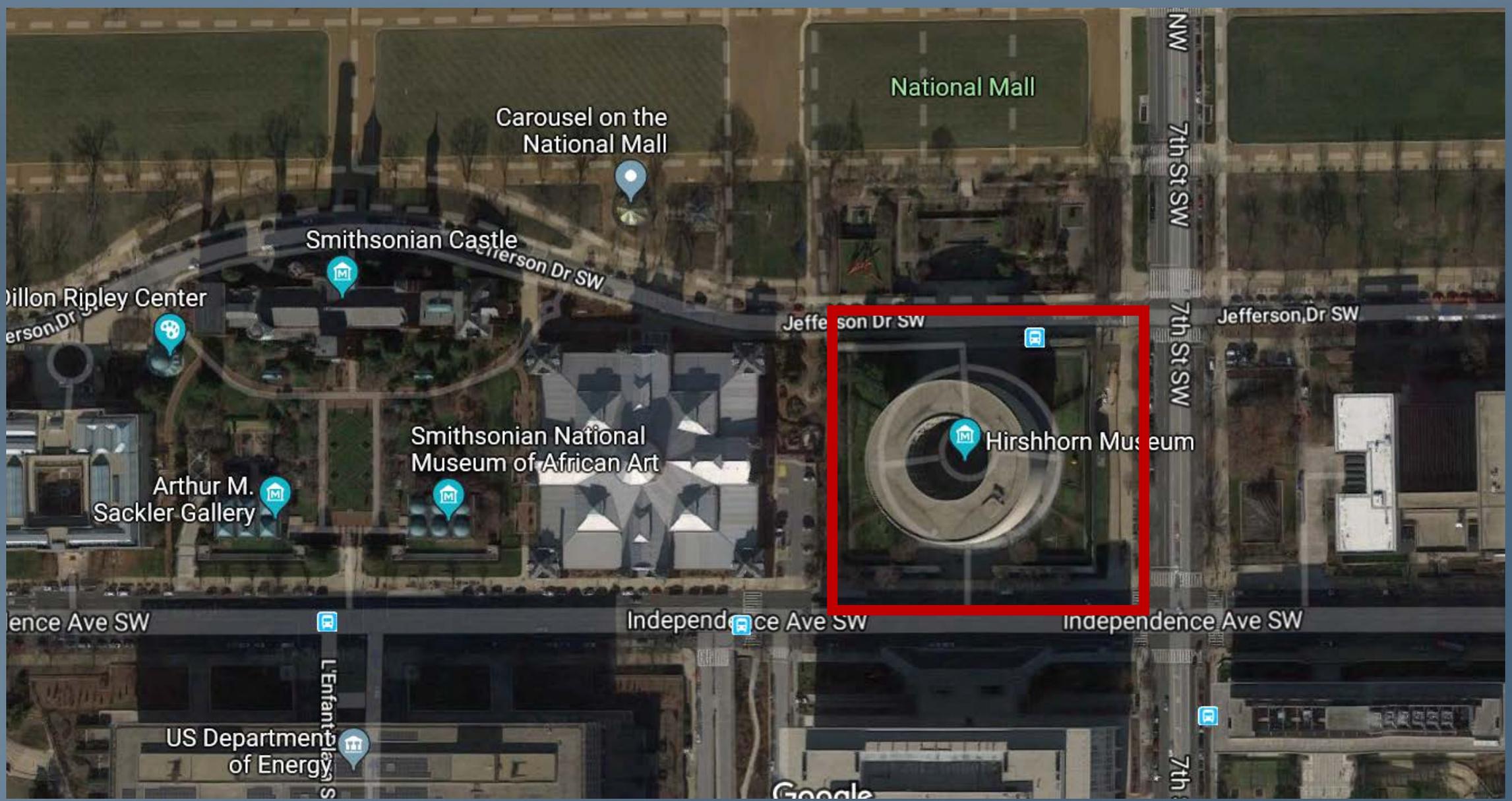
**NCPC File #: 7940**  
**Hirshhorn Museum and Sculpture Garden**  
**Revolving Door Sign**

Washington, DC

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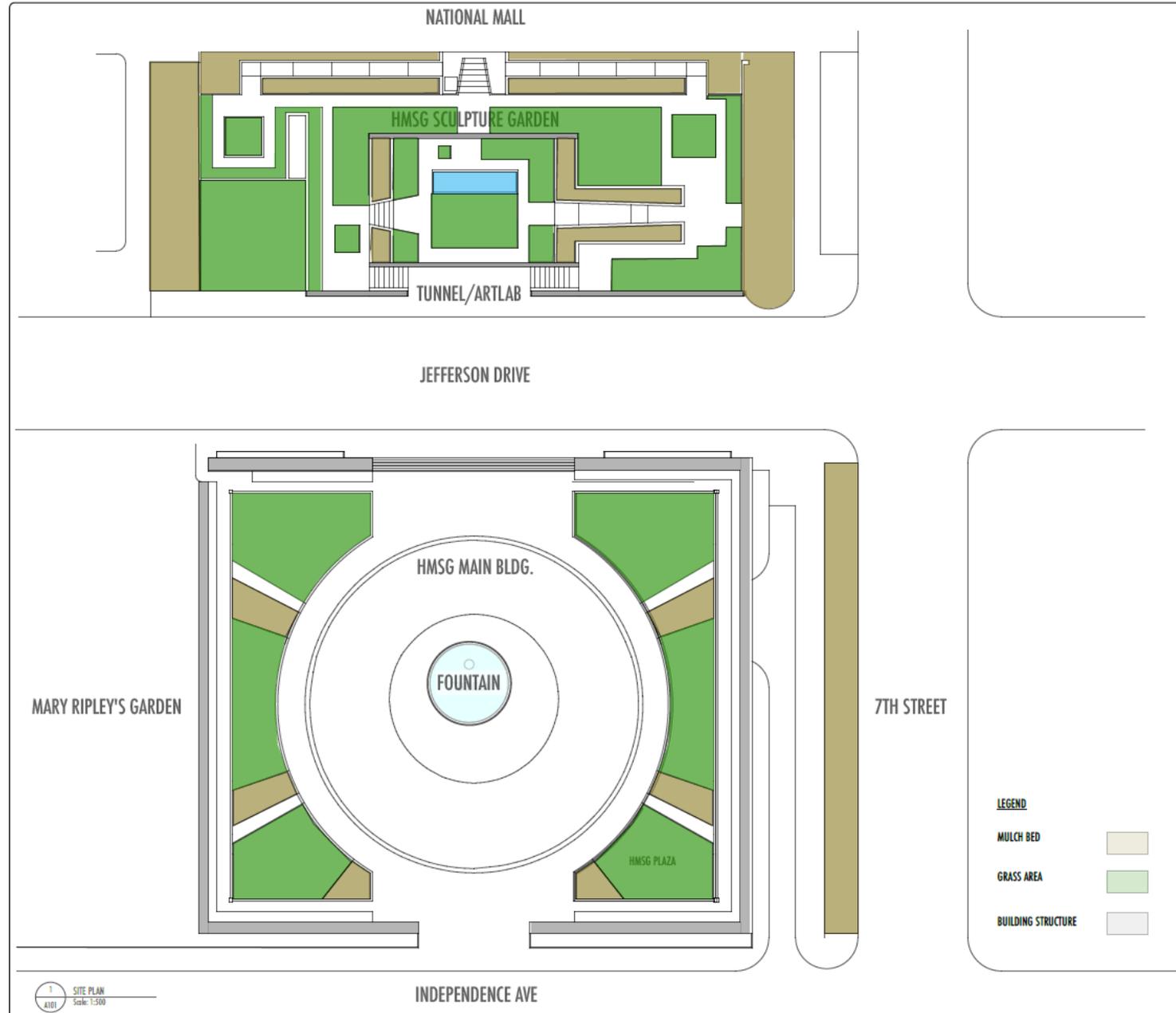
Smithsonian Institution

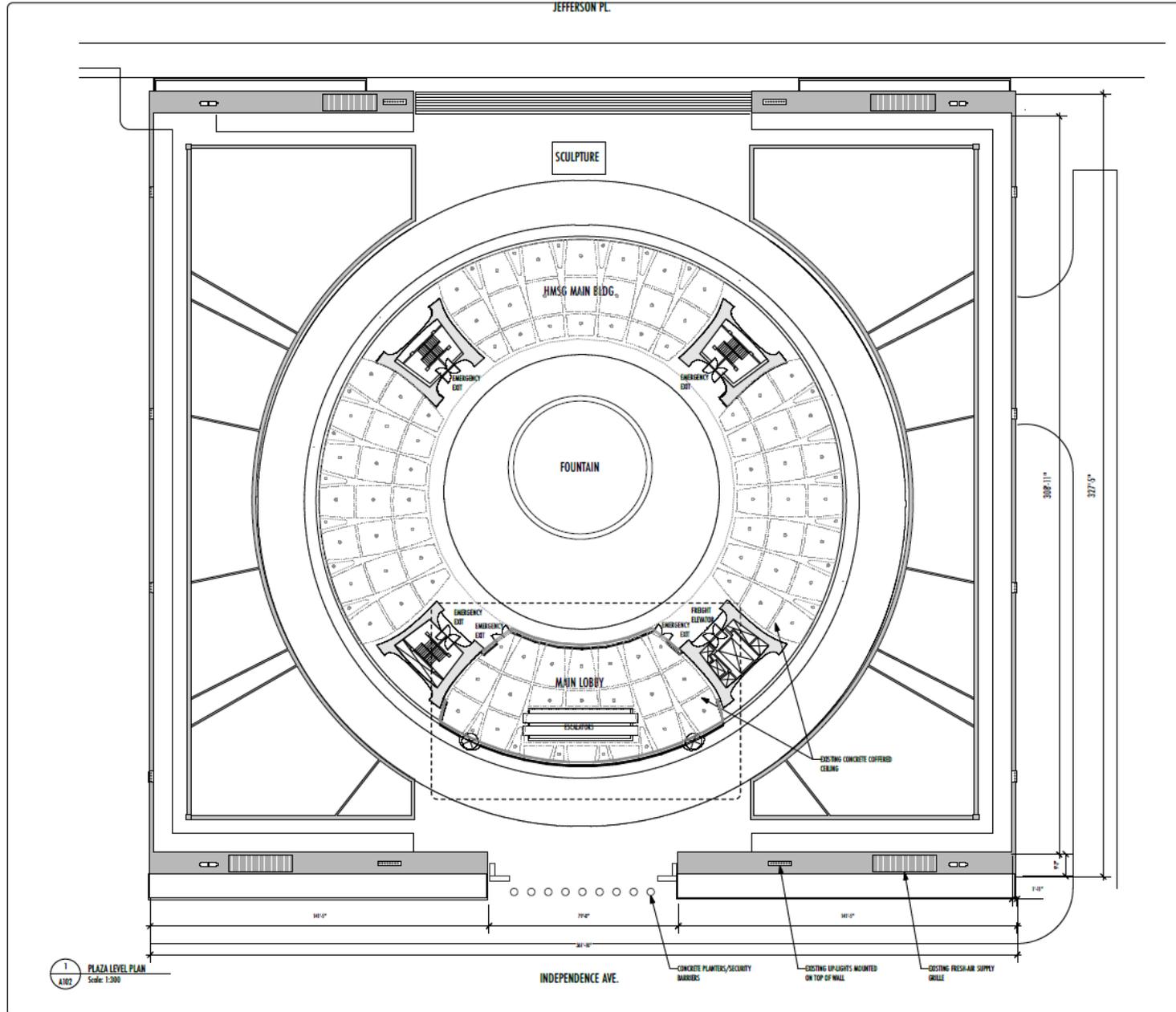
Preliminary and Final





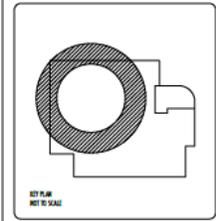
# Hirshhorn Museum and Sculpture Garden Site Plan





1 PLAZA LEVEL PLAN  
Scale: 1:300

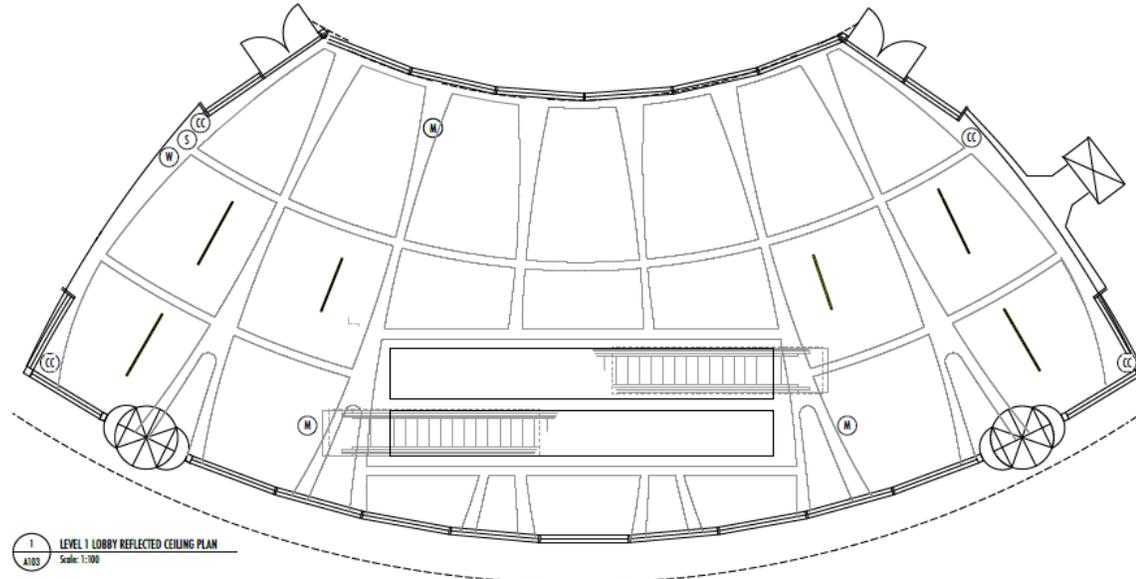
**HIRSHHORN MUSEUM**  
 HIRSHHORN MUSEUM AND SCULPTURE GARDEN  
 OFFICE OF EXHIBITS  
 202.633.2740 TELEPHONE  
 202.387.3151 FAX  
 INDEPENDENCE AVE. AT 7TH ST. SW  
 WASHINGTON DC 20560



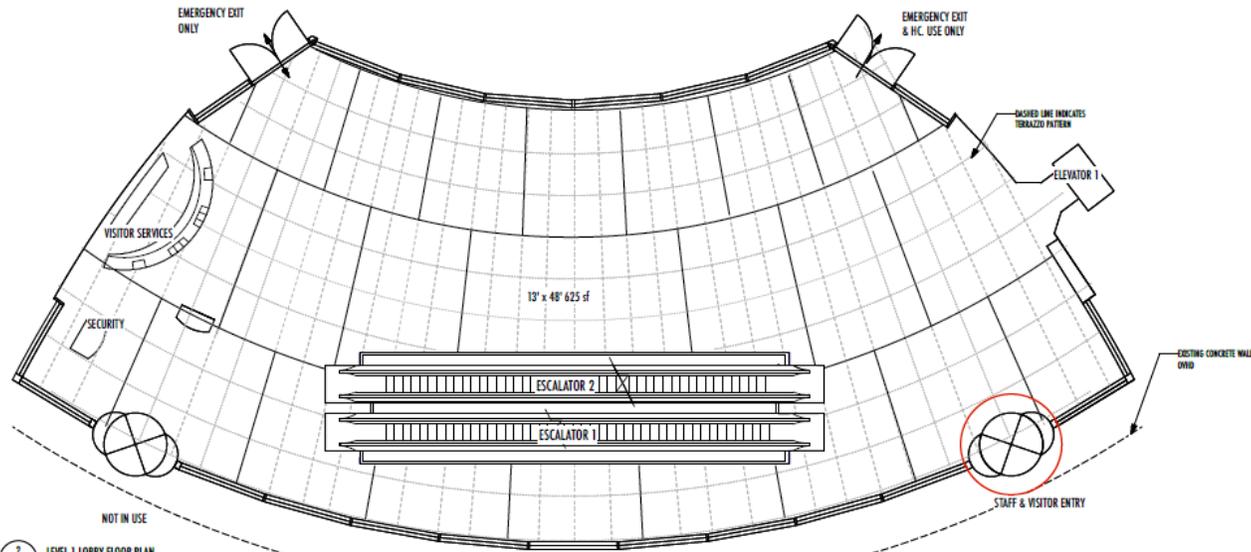
DATE	12-07-17	REVISION	
REVISION 1		REVISION	
REVISION 2			
REVISION 3			
REVISION 4			

**Smithsonian Institution**  
 Office of Facilities Engineering and Operations  
 400 Maryland Avenue, N.W. Suite 2000  
 Washington, DC 20048-2520

BUILDING NAME	HMSG
ADDRESS	INDEPENDENCE AVE & SEVENTH ST. SW WASHINGTON, DC 20003
PROJECT TITLE	HMSG REVOLVING DOOR SIGN
SITE PROJECT NUMBER	027 PROJECT NUMBER HERE
U-T PROJECT NUMBER	027 PROJECT NUMBER HERE
DRAWING TITLE	PLAZA LEVEL PLAN
DRAWING TYPE	ARCHITECTURAL
WORKING COPY	NO
SHEET NO.	A 1 02
4 OF 10	



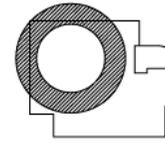
1 LEVEL 1 LOBBY REFLECTED CEILING PLAN  
A100 Scale: 1:100



2 LEVEL 1 LOBBY FLOOR PLAN  
A100 Scale: 1:100

## HIRSHHORN MUSEUM

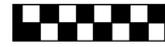
HIRSHHORN MUSEUM AND SCULPTURE GARDEN  
OFFICE OF EXHIBITS  
202.633.2740 TELEPHONE  
202.357.3151 FAX  
INDEPENDENCE AVE. AT 7TH ST. SW  
WASHINGTON DC 20560



SITE PLAN  
NOT TO SCALE



0 1 3 5 7 9 11 13 15 17 FT



GRAPHIC SCALE: 1:100

DATE 12-07-17

DESIGNER

DESIGNER

DESIGNER

DESIGNER

DESIGNER

DESIGNER

DESIGNER



Smithsonian Institution

Office of Facilities Engineering and Operations  
400 Maryland Avenue S.W., Suite 500  
Washington, DC 20049-5230

BUILDING NAME

ADDRESS

PROJECT TITLE

DATE PROJECT NUMBER

DATE PROJECT NUMBER

DRAWING TITLE

DESIGNED BY

CHECKED BY

DATE

SCALE

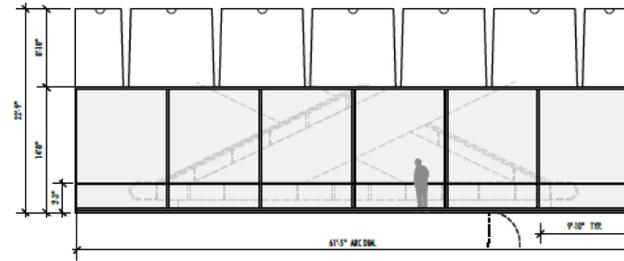
SHEET NO.

5 OF 10

DATE

SCALE

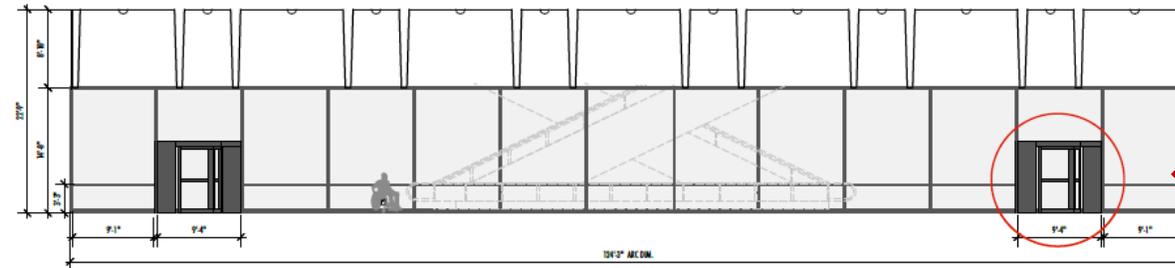
SCALE



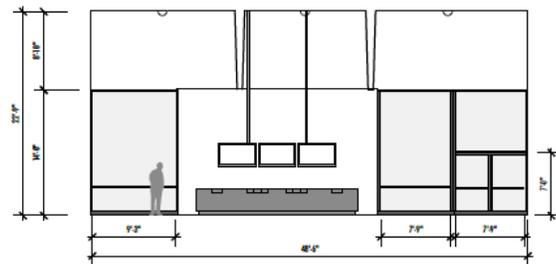
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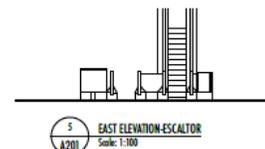
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A201  
Scale: 1:100



3 SOUTH ELEVATION  
A201  
Scale: 1:100



4 WEST ELEVATION  
A201  
Scale: 1:100



5 EAST ELEVATION-ESCALATOR  
A201  
Scale: 1:100



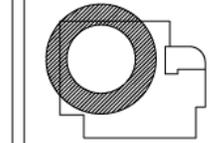
6 WEST ELEVATION-ESCALATOR  
A201  
Scale: 1:100

**LEGEND**

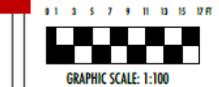
- EXISTING CONCRETE COFFERED CEILING
- EXISTING WINDOW WALL GLASS
- EXISTING STUCCO WALL

## HIRSHHORN MUSEUM

HIRSHHORN MUSEUM AND SCULPTURE GARDEN  
OFFICE OF EXHIBITS  
202.633.2740 TELEPHONE  
202.357.3151 FAX  
INDEPENDENCE AVE., AT 7TH ST. SW  
WASHINGTON DC 20560



SITE PLAN  
NOT TO SCALE



DATE	12-07-17	REVISION	
DESIGN		OFFICE	
DESIGN 1			
DESIGN 2			
DESIGN 3			
DESIGN 4			
DESIGN 5			



Office of Facilities Engineering and Operations  
400 Maryland Avenue, N.W. Suite 2000  
Washington, DC 20540-2538

BUILDING NAME	DATE
ADDRESS	PROJECT TITLE
PROJECT TITLE	DATE PROJECT NUMBER
DATE PROJECT NUMBER	DATE PROJECT NUMBER
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WORKING STATE	DESIGNED BY
	CHECKED BY
	DATE
SHEET NO.	10 OF 10
	A 2 01



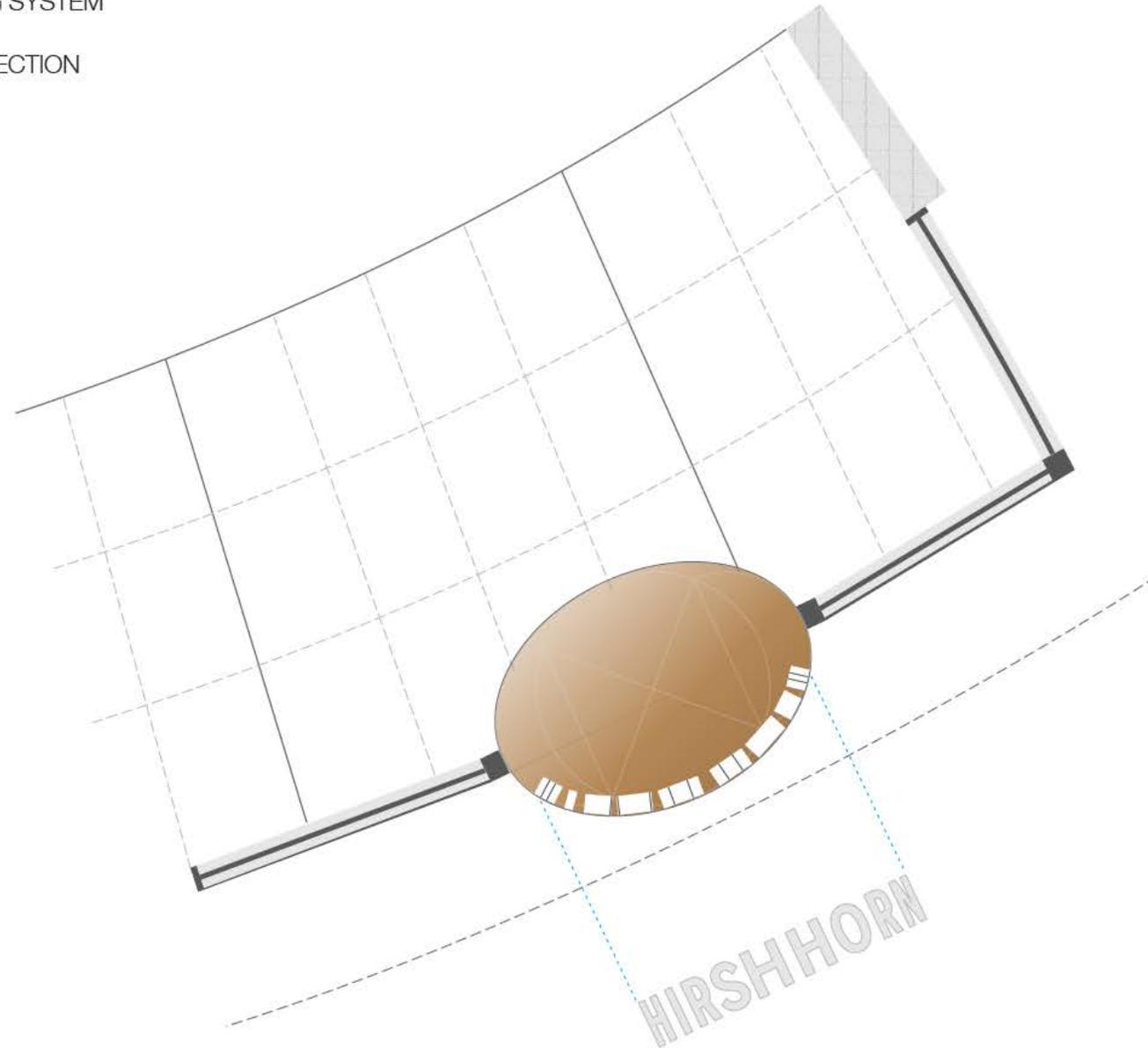
**HIRSHHORN**  
SIGNAGE AND WAYFINDING SYSTEM  
ENTRANCE ID  
BUILDING SECTION/ELEVATION



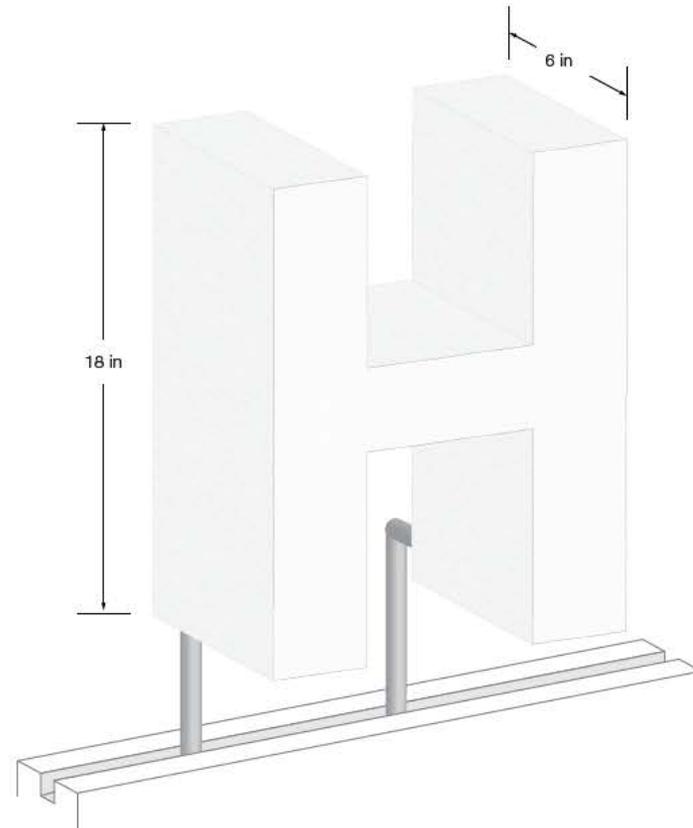
BUILDING SECTION

SOUTH ENTRANCE ELEVATION

**HIRSHHORN**  
SIGNAGE AND WAYFINDING SYSTEM  
ENTRANCE ID  
ENTRANCE FLOOR PLAN SECTION



**HIRSHHORN**  
SIGNAGE AND WAYFINDING SYSTEM  
ENTRANCE ID  
MATERIAL OPTION 1A -1B



**OPTION 1A**  
FOLDED POWDER COATED METAL/ALUMINUM



**OPTION 1B**  
SEMI-TRANSPARENT CHROMA RESIN + LED BACKLIGHT



**HIRSHHORN**  
SIGNAGE AND WAYFINDING SYSTEM  
ENTRANCE ID  
PRIMARY LOGOMARK MODIFICATION

PRIMARY LOGOMARK

# HIRSHHORN

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PRIMARY LOGOMARK (MODIFIED)

LOGOMARK NEEDS TO BE MODIFIED  
FOR THIS SPECIFIC USAGE

# HIRSHHORN