



**Eastern Market Signage Project
Progress Update
June 21, 2019**

Summary Overview and Preliminary Recommendations

This document includes notes summarizing the first meeting with the Commission on Fine Arts (CFA) and the DC Historic Preservation Office (HPO) on June 17, 2019, as well as a follow-up internal meeting between DGS, the Chair of the Capital Improvements Subcommittee of EMCAC, and Brick & Story to debrief and strategize on next steps.

Following the initial meeting with CFA and HPO, Brick & Story reviewed the 2009 signage package with DGS and EMCAC to see if there were any elements that could be used in this current signage update. While we found many of the recommended graphics, color selections, and signage recommendations to be either outdated or unnecessary at this point in time, we did find utility in incorporating the Eastern Market logo into the new signage concepts. We also considered signage placement options, particularly for the North Hall, since some of our initial concepts were in line with the previously proposed location of new signage.

**Meeting with Commission on Fine Arts and DC Historic Preservation Office
June 17, 2019, 10:00AM**

Attendees:

Barry Margeson (DGS)
LaToya Thomas (Brick & Story)
Synfoni Bailey Green (Northeast Collaborative Architects DC)
Anne Brockett (DC Historic Preservation Office)
Frederick Lindstrom (Commission on Fine Arts)
Sarah Batcheler (Commission on Fine Arts)

Meeting Notes

1. Signage Locations

- a. Main Entrance Signage
 - i. Proposed Design (letters over Farmers Line Shed)
 1. The proposed signage over the Farmers Line Shed is too large and out of scale with the rest of the building and will cover up views of the building



2. The proposed signage will not be easily viewed now that the former Hine School site has buildings on it (you can't get a clear line of sight from the distance)
 3. Even putting the letters at a diagonal will not help with the line of sight
 4. The goal is to direct visitors to the main entrance of the market; this does not achieve that
 5. The pediment in the middle indicates that is the building entrance – we should not try to detract from that
 6. An arch over the Farmers Line Shed will also not work well – detracts from the views of the building
- ii. Alternatives to consider
1. Utilize the existing areas where banners are presently mounted so that we are not making additional penetrations
 2. The market name on the sides of the main entry doors would work well
 3. Mounting some smaller signage on the Farmers Line Sheds at the ends of 7th Street where pedestrians approach the market
 4. The signs on either end of the shed were not given much consideration because they are not relevant on Mon, Wed, Thurs, Fri.
 5. No bronze
 6. Need some type of wayfinding to direct people to the main entrance (perhaps signage at the fencing where the entrance to the ceramic studio is)
 7. Installing glass doors so that main doors can remain open – indicating that the market is open while protecting the interior from weather elements (consider something similar at the North hall)
 8. Consider Lollipop signs
- b. South Entrance
- i. Not a functional entrance (back of house space for bakery)
 - ii. Smaller recessive signage would be appropriate; suggestion to replicate signage shown in historic photos that is placed directly over windows
 - iii. Would painting the chimney stack with “Eastern Market” be an option? → not preferred since it can expedite deterioration of the brick and it would lead people to the dumpsters
- c. North Hall
- i. Including “north hall” in letters in the area directly above the front door is sufficient
 - ii. Also including “Eastern Market” under cornice would suffice



- d. General comments
 - i. Look at old signage package that was previously approved
 - ii. Use logo when possible – particularly on banners
 - iii. Banner concept was part of the original 2009 package and offered flexibility in interchanging banners out over time
 - iv. Consider a physical brick marker to identify location of Eastern Market (similar to what the National Building Museum has at the corner of 4th and F Streets NW).
 - 1. NOTE: while this could be aesthetically interesting, the design of such a marker requires a more intensive design effort and construction budget that is not currently being considered by DGS

2. Approval Processes

- a. Commission on Fine Arts (CFA)
 - i. DGS to request concept review for approval; request letter must be submitted with or prior to submission of concept package
 - ii. Size of project would allow for Consent Calendar, no presentation by team
 - iii. Project information booklet submission to be 10-15 pages; 10 hard copies, 1 electronically
 - iv. We can have another sit down with them prior to formal submission
 - v. Note August recess for CFA; so if materials are not submitted by July 3, then we are targeting a September submission for the concept package to be reviewed on the Consent Calendar
- b. HPRB Approval Process
 - i. Send Anne the project information booklet when we submit to CFA
 - ii. Staff level review & approval

3. For 2nd pre-submission meeting with CFA/HPRB:

- a. Provide clarity regarding goals desired from new signage
- b. Provide details of where signs will go utilizing photos and site plan
- c. Provide photos of the entire space from multiple angles and up close views

Internal Debrief and Strategy Session – DGS, EMCAC, and Brick & Story June 19, 2019

Attendees:

Barry Margeson (DGS)



Katrina Cuffey (DGS)

Monte Edwards (EMCAC)

LaToya Thomas (Brick & Story)

Synfoni Bailey Green (Northeast Collaborative Architects DC)

Summary Notes:

- The key question that CFA posed was WHY this signage package was needed and what goal are we trying to accomplish through this exercise. We reached an agreement internally that the primary goal is **identification**, particularly since there is no clear signage on the building at present and often, visitors do not know they are at the market and/or that vendors exist within the market building.
- We reviewed the 2009 signage package in depth to determine what elements from that package could be adopted or modified for present-day purposes. While much of the package was not particularly useful for this exercise, we noted a few elements worth considering, including:
 - Dual-pole corner-mounted flag signage that could be installed with fabric flag signs that incorporate Logo at prominent corners, such as 7th and C Streets
 - North Hall signage placement directly above the front door as individual aluminum letters.
 - Some of the car-directional and parking restriction signage located in the alley, though use of these signs would need to be confirmed with DDOT; primary interest by DGS/EMCAC is incorporating the Eastern Market logo on these signs
 - The color scheme – while we would not adopt all of the colors, some, such as the Hunter Green specified in the package, were in line with the cream-brown-dark green-black color scheme that we were advised by CFA to stick with
- For the Main Entrance, we discussed utilizing horizontal vs. vertical signage (the former was proposed in the 2009 signage package and offered individual aluminum letters painted in green to match the color of the storage Farmers Line Shed and mounted on an aluminum bar over the primary entrances); vertical signage seems to be the more effective option, though we need to evaluate the mounting individual letters to the mortar vs. a long frame with letters mounted only onto the frame. The primary concern, as expressed by HPRB, is increasing the number of penetrations into the building façade
- We also discussed utilizing glass doors at the Main Entrance of the South Hall, as well as the North Hall. Monte expressed concern about the landmark status of the South Hall and suggested we verify with Anne if adding interior glass doors would violate the landmark status

Next Steps:

- Main Entrance of South Hall
 - study vertical signage along each side of the doorframe reading “EASTERN” on one side and “MARKET” on the other, both as individual letters and as letters in a frame that could be mounted directly into the existing banner penetrations
 - study vertical signage along the left side of the door frame reading “EASTERN MARKET”
- North Hall
 - Refine study of signage above door to read “NORTH HALL” and at uppermost portion of building façade below the roof line to read “EASTERN MARKET”. Look at both individual letter and framed signed options.
- South Side of South Hall
 - Study horizontal signage as framed letters above windows (as shown in historic photo)
- Next Meeting: July 3, 2019, 11:00am
 - In addition to refined studies, provide:
 - examples of glass doors
 - examples of vertical building signage

Supporting Imagery



NORTH HALL - LETTERS ON HEADER ABOVE DOOR AS WELL AS ON BOARD ATTACHED TO BUILDING



SOUTH SIDE OF SOUTH HALL - LETTERS DIRECTLY ABOVE WINDOWS, AS PICTURED IN HISTORIC IMAGE ABOVE



SOUTH HALL MAIN ENTRANCE – SIGNAGE (INDIVIDUAL LETTERS OR FRAMED LETTERS) ON EITHER SIDE OF DOOR OR JUST THE LEFT SIDE OF THE DOOR