DIG

1301 WISCONSIN AVE NW
GEORGETOWN

CONCEPT REVIEW
OLD GEORGETOWN BOARD
11.14.19

GOGGLE EARTH SITE PLAN

PLOT PLAN

Current condition

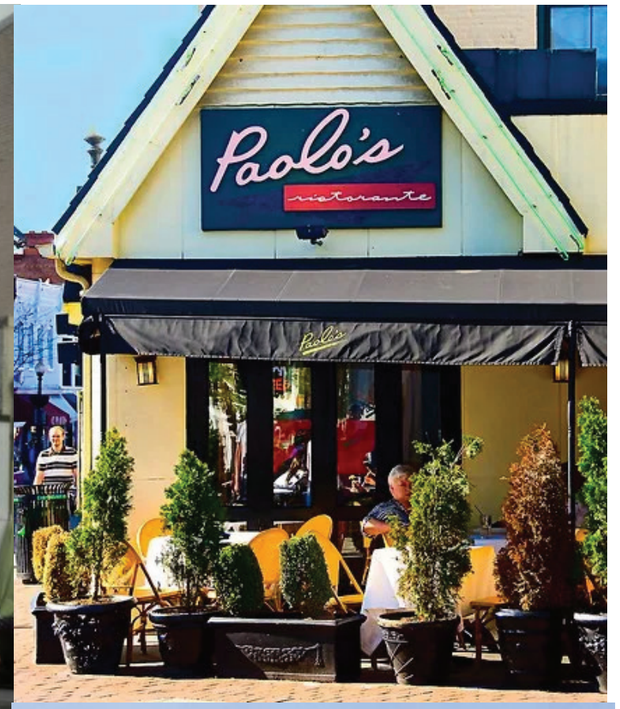
The current exterior of 1301 Wisconsin is a charming mashup of a couple structures and facades. It's a really unique corner, and has great visibility.

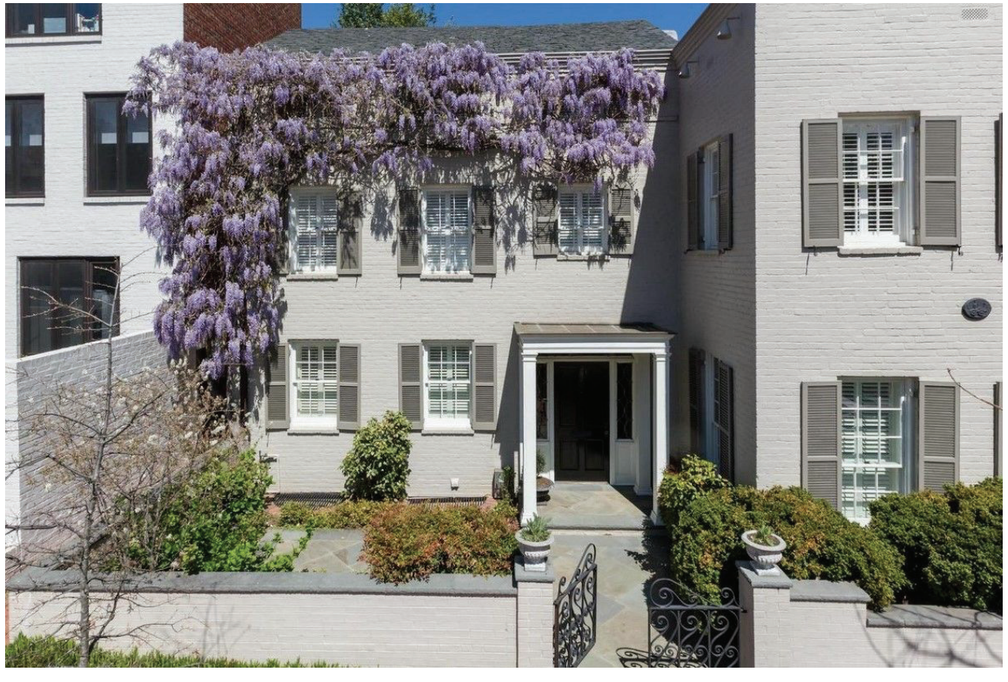
Because of all the architectural elements at play in this building, We don't have to do much to create a really beautiful exterior. Our proposal celebrates and leans in to the existing conditions, while solving a few issues in the current state. Currently, it lacks distinction from the building next door. We'd want to set ourselves apart, while remaining considerate of the neighboring structures. The facade also has quite a bit of wear and tear, which we'd want to clean up.

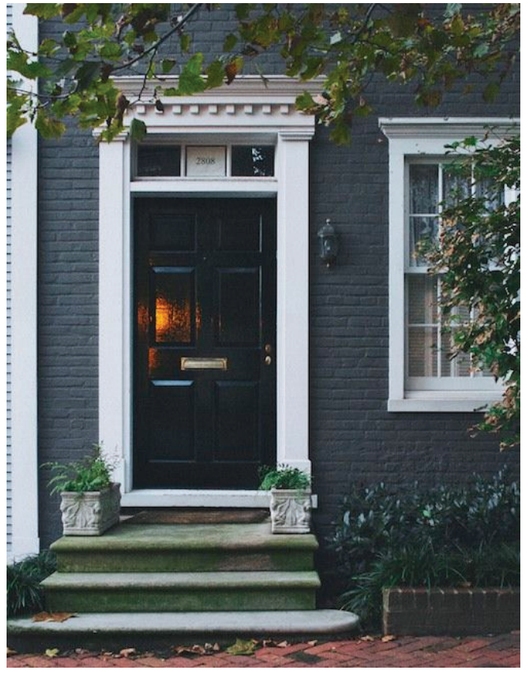
Washington Little Tavern Shop No. 21
1301 Wisconsin Ave. NW, Washington DC
Opened April 12, 1938

DINERHUNTER.COM - PHOTO FROM THE COLLECTION OF SPENCER STEWART

Mid 1960s Little Tavern company photo. (c) from the collection of Spencer Stewart





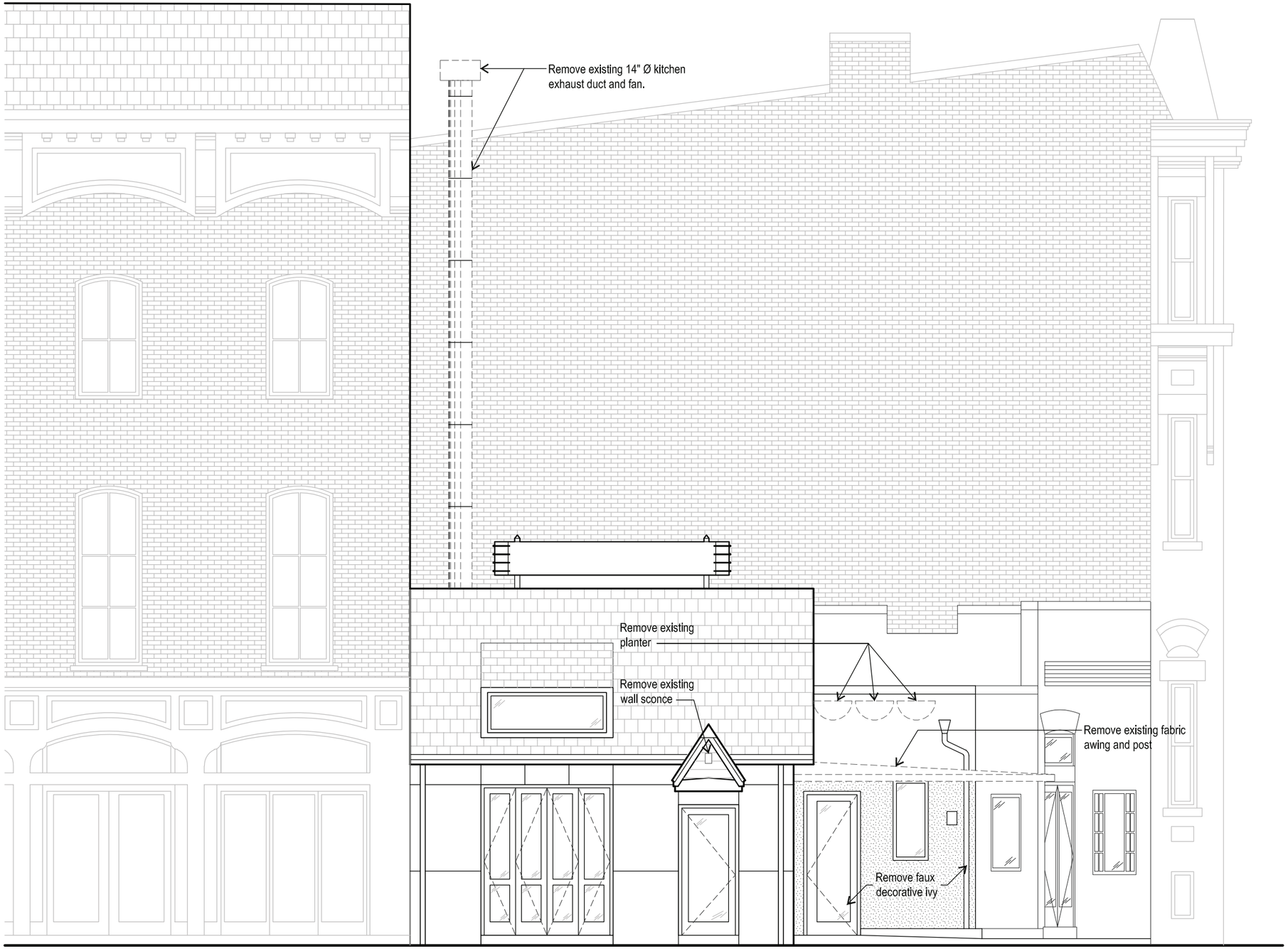


NEIGHBORHOOD REFERENCES

PHOTO OF EXISTING CONDITIONS

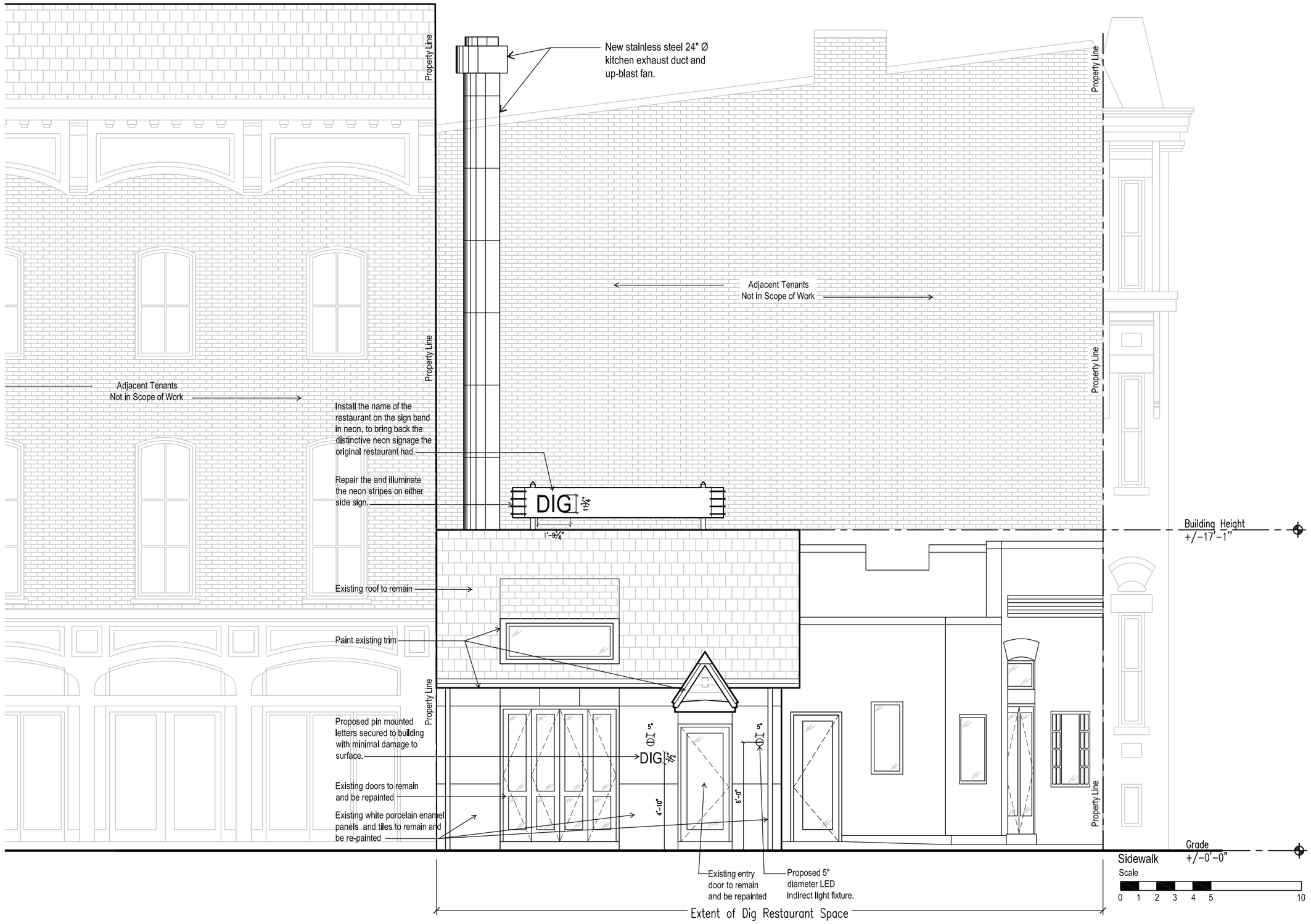
RENDERING OF PROPOSED RENOVATION

ESCALE: 3/16" - 1'

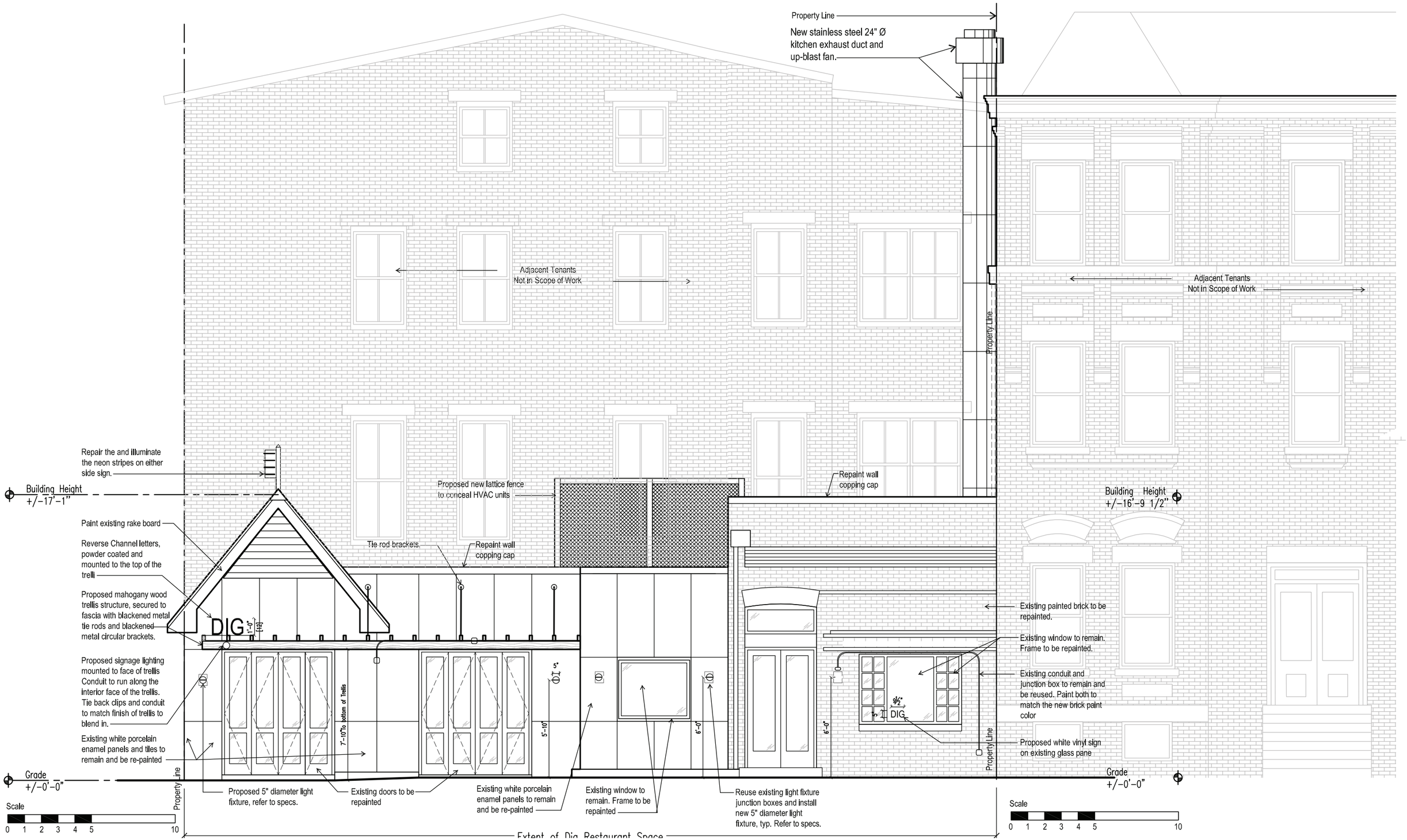


EXISTING CONDITIONS ELEVATION WISCONSIN AVE NW

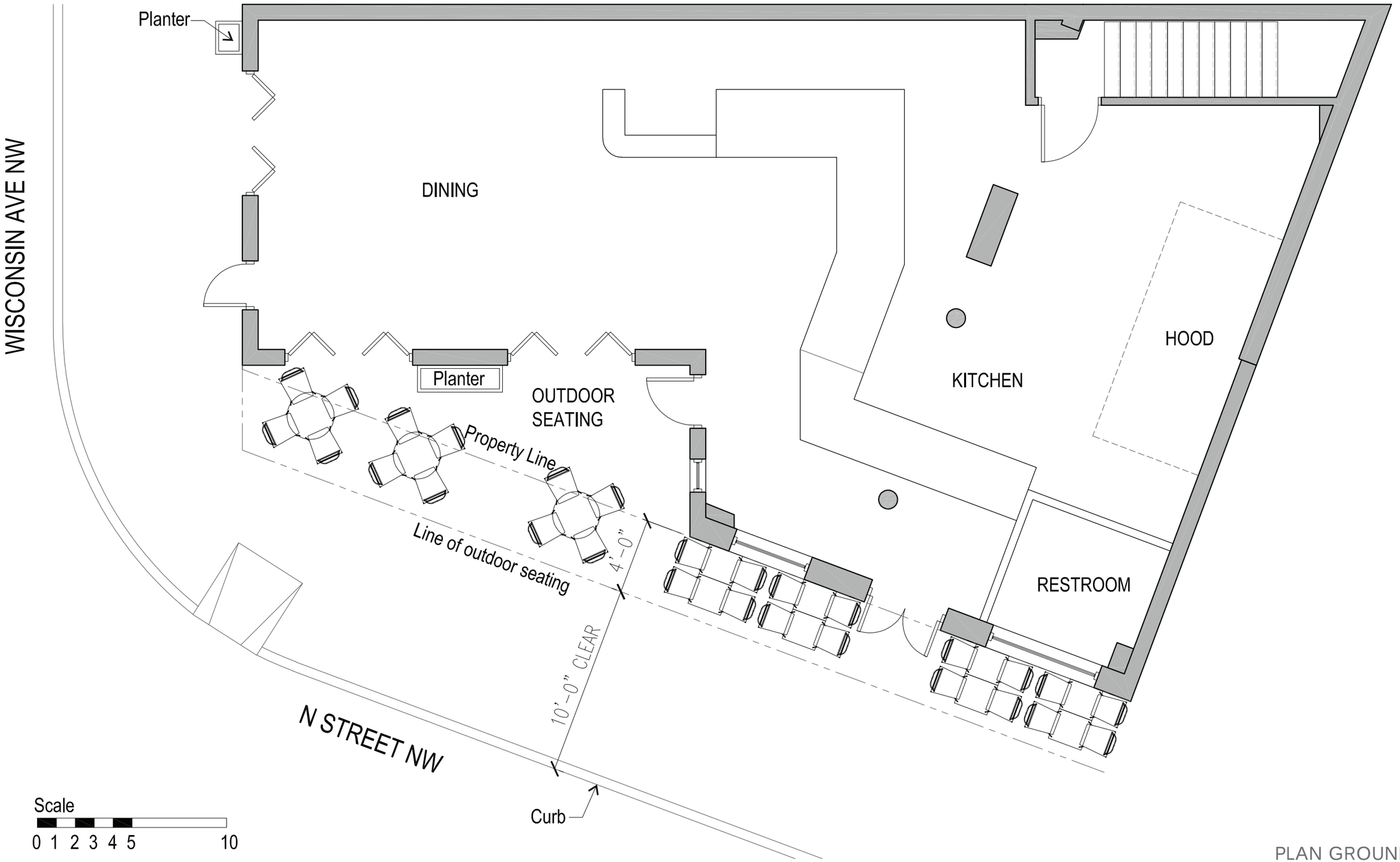
EXISTING CONDITIONS ELEVATION N STREET NW



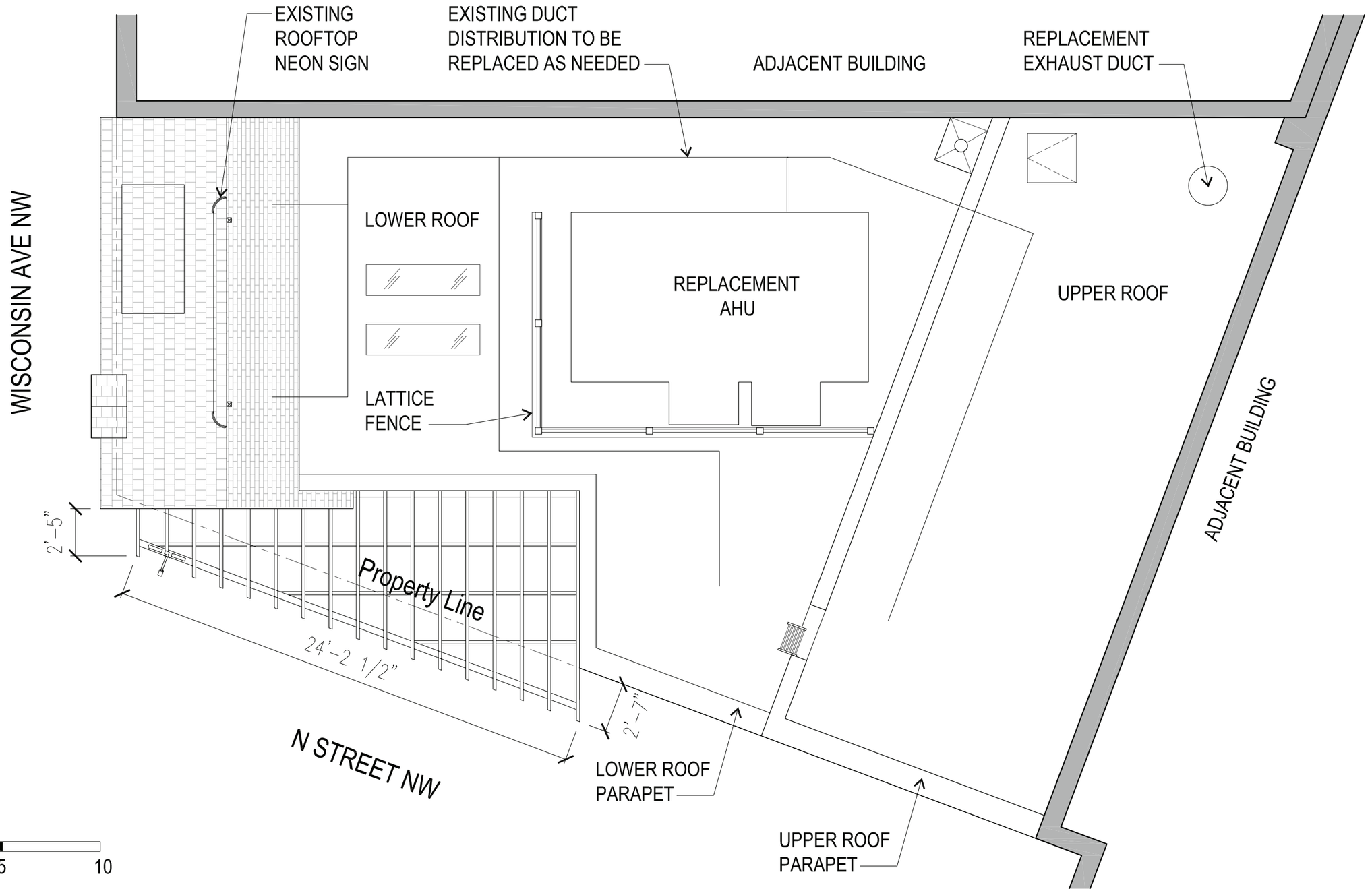
PROPOSED ELEVATION WISCONSIN AVE NW



PROPOSED ELEVATION N STREET NW



PLAN GROUND FLOOR



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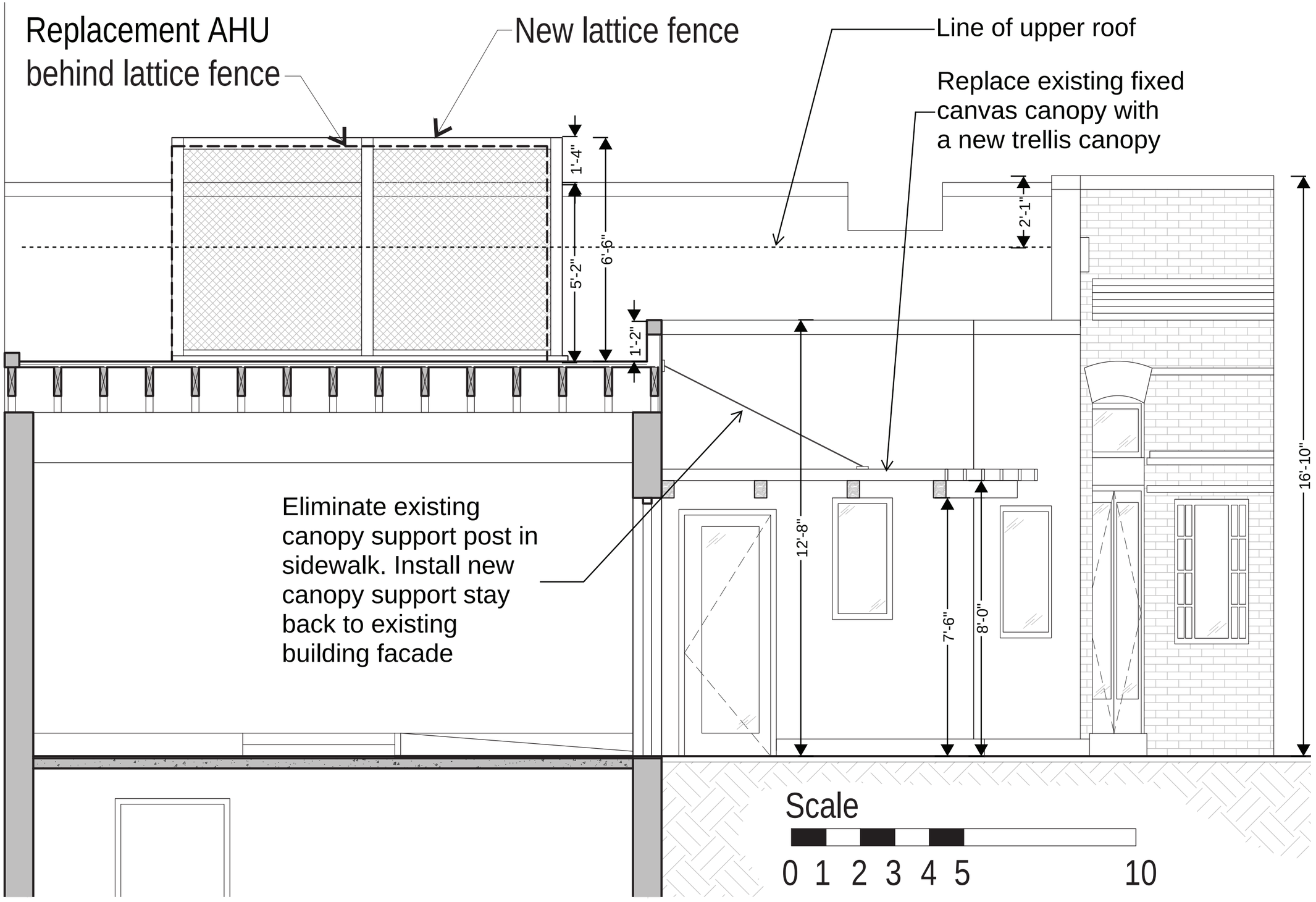
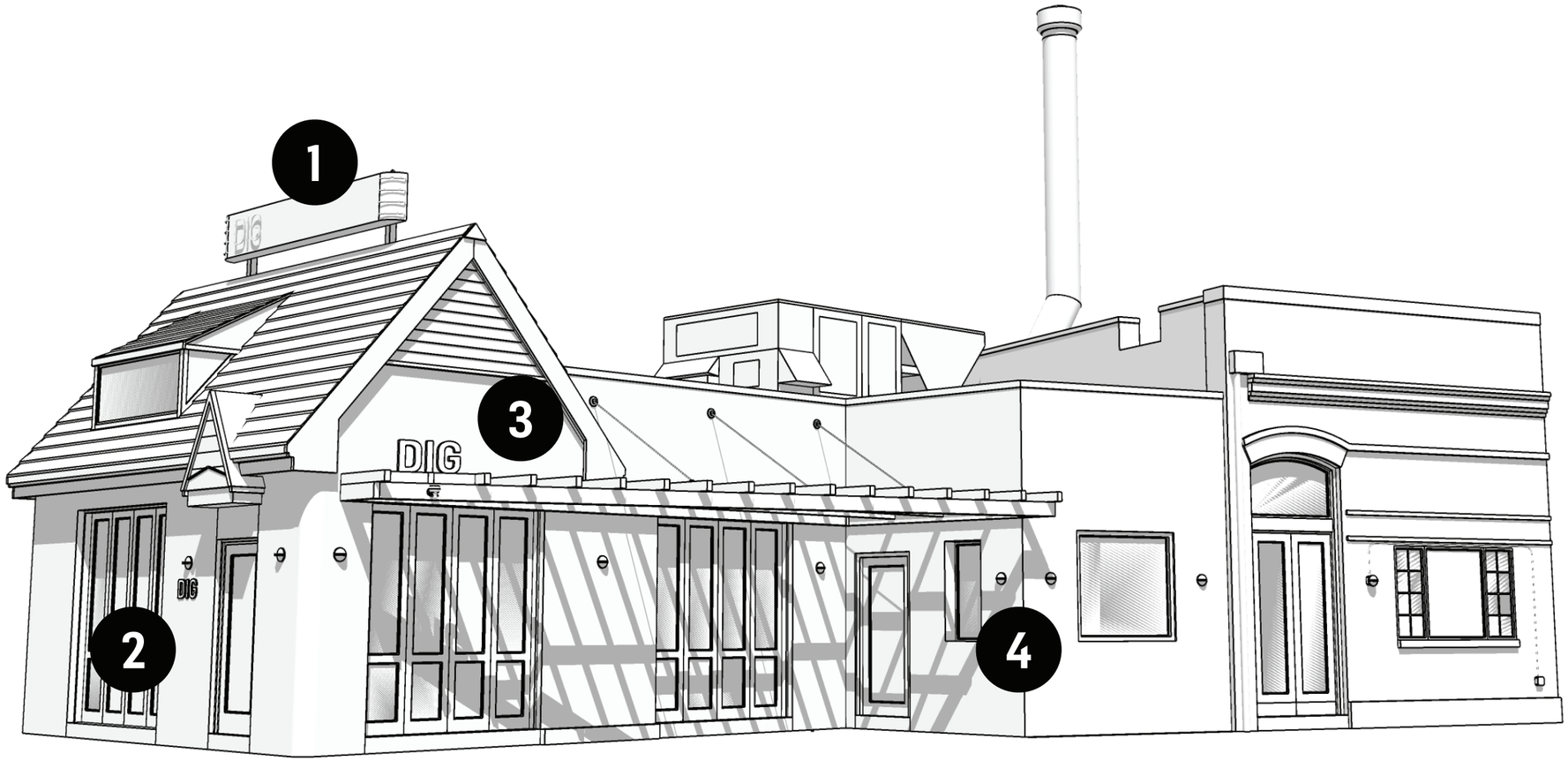
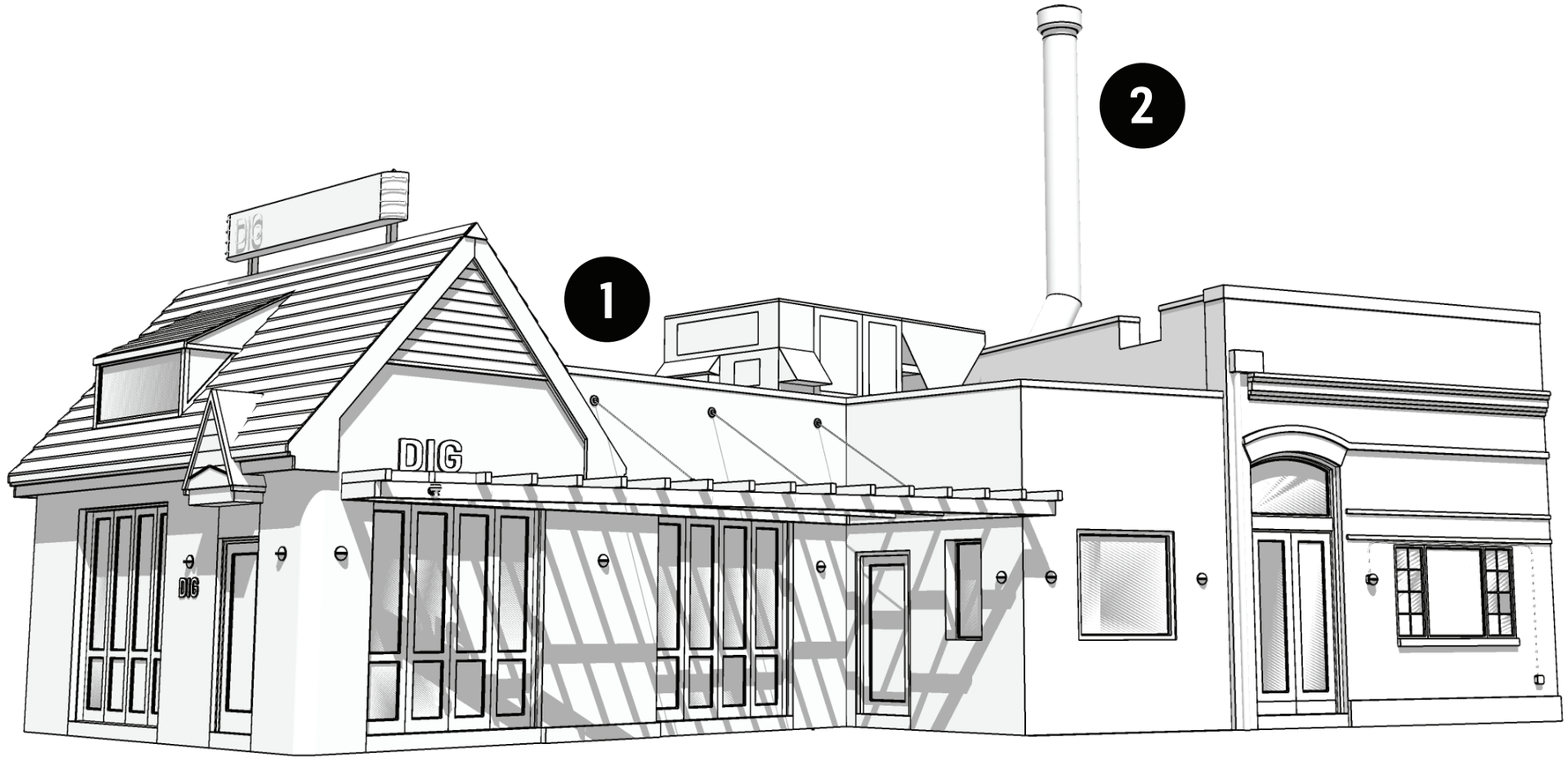


BUILDING SECTION



There are a few opportunities for signage and exterior additions that we should take advantage of:

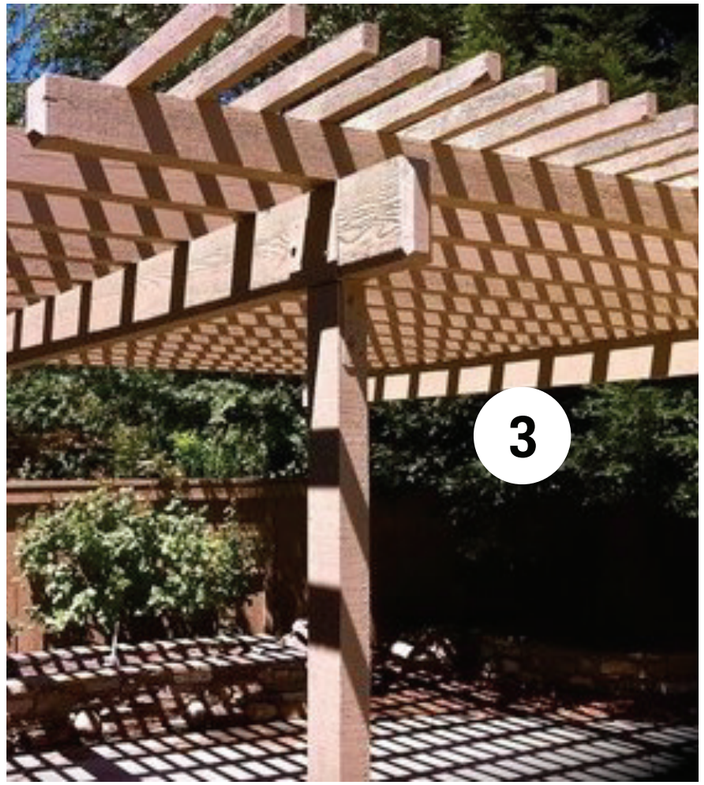
1. **Historic Neon:** Utilize the exiting historic neon sign band, but add a simple left adjusted “DIG”
2. **Pin Letters:** Next to and indicating the front door, and under a downlight.
3. **Wooden trellis & 3D “DIG”:** A new wooden trellis o replace he existing awning will add warmth to the storefront and provide a framework for growing ivy. 3D aluminum “DIG” letters are mounted to the left edge and are visible from M Street.
4. **Lighting:** New down lighting in the form of minimal sconces will make the exterior glow at night.



There are two mechanical elements that will be visible from the street:

1. **RTU** Replace existing rooftop HVAC unit with a new larger unit. Install new lattice screen and planting to conceal the unit
2. **Kitchen exhaust** Replace existing 14” diameter grease exhaust duct and up-blast fan with new 24” diameter grease exhaust duct and new up-blast fan

DIG PIN-MOUNTED SIGNAGE REFERENCES



A focus on simple, elegant storefront materials and applications would clean up and celebrate the existing architecture, while differentiating our storefront from the neighbors. Presenting a clean, refreshing first impression is the goal. Materiality here focuses on natural products and a neural brand color palate of warm white, honey toned wood, and sleek dark gray.

2. **Brick:** Existing brick painted a dark color to accentuate the different structures

3. **Wood Awning/Trellis:** A wooden slatted trellis or awning would add warmth and provide opportunities for mounting signage and lighting.

A simple latticework box, planted with Boston ivy, will hide the mechanical unit from view

A wood trellis would bring warmth to the storefront. Greenery and climbing ivy will frame a beautiful outdoor seating area.

Wisconsin Ave. NW

N Street NW

The original storefront tiles will be restored and re-painted a warm off white. There would be a contrast between our color and the bright white of the building next door.

The brick annex is painted a sleek dark gray, accentuating the architectural difference in the structure.

The existing neon sign is repurposed, while maintaining the existing neon elements

Wisconsin Ave. NW

The existing wood doors are refinished

The brick section of the building is celebrated and made to look unique

The trellis mounted “DIG” sign is lit by a minimal spotlight

N Street NW

The wooden trellis provides a framework for growing ivy or flowing vines, and covers the sidewalk seating

Wisconsin Ave. NW

Sidewalk seating is framed by lush planting

Wisconsin Ave. NW

N Street NW

SIDEWALK SEATING AND PLANTING