1401 Pennsylvania Avenue, SE.  
Original use: Pizza Hut restaurant  
Built: 1986 (DC Assessments 2011)  
Square: 1065, lot 142  
Uses by year, based on C&P Telephone Directory listings:  
Raze request approved: 2017  
Year | Use  
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1986- c. 2007 | Pizza Hut  
c. 2007-2017 | New York Pizza  


A sign atop a pylon makes the restaurant visible to motorists from a distance, a technique used in Las Vegas. In their 1972 book on Las Vegas, Robert Venturi and Denise Scott Brown speak of a "new landscape of big spaces, high speeds, and complex programs. ... drivers rely on signs for guidance-enormous signs in vast spaces at high speeds. " Robert Venturi, Denise Scott Brown, Steven Izenour, Learning from Las Vegas (Cambridge Mass.: MIT Press, 1972, revised 1977, 8-9). New York Pizza must have inherited this pylon sign from Pizza Hut, which regularly used these signs. As a result, for 30 years there was a highway-style sign on Pennsylvania Avenue, SE, speed limit 25 mph.
New York Pizza, 1401 Pennsylvania Avenue, SE, north elevation with pylon sign, looking southeast

New York Pizza, 1401 Pennsylvania Avenue, SE, entrance and pylon sign, looking west
New York Pizza, 1401 Pennsylvania Avenue, SE, rear view

New York Pizza, 1401 Pennsylvania Avenue, SE, side view