

TENLEY ★ times



TENLEYTOWN MAIN STREET NEWSLETTER

SPRING 2017



One of the defining features of Tenleytown is its walkable, tree-lined streets and urban parks. Residents take pride in our green neighborhood and the active lifestyle it supports, and Tenleytown Main Street works closely with the community and local businesses to maintain a clean, green, and healthy business district. I hope you enjoy reading about some of our recent initiatives, as well as our growing health and wellness business community, in this edition of the *Tenley Times*.

Executive Director

RAIN CANNOT DAMPEN ANNUAL EARTH DAY CELEBRATION

It wouldn't be Earth Day without a little rain — at least not in Tenleytown. For the second year in a row, community members braved a damp and drizzly day to beautify Wisconsin Avenue as part of Tenleytown Main Street's annual Earth Day Celebration. Thirty-seven volunteers laid 92 bags of mulch as they weeded and tended more than 60 trees along the avenue from Tenley Circle to Fessenden Street. Volunteers also collected 30 bags of trash and plant debris from the parks at either end of Tenleytown's business district and along sidewalks and side streets.

The beautification effort, which is part of Tenleytown Main Street's 'Clean & Green' campaign, was held in conjunction with the Rock Creek Conservancy's 9th annual Extreme Clean-Up. Tenleytown was one of 70 sites across the District working to keep litter and other debris out of the Rock Creek watershed.

TMS thanks all our volunteers who spent their Saturday morning sprucing up our business area for the spring season, including teams from the AU chapter of Alpha Epsilon Pi fraternity, Career Path DC, Keller Williams Capital Properties, and Urban Investment Partners. Special thanks also go to Ace Hardware, which provided

coffee and popcorn to fuel our volunteers, and to our event sponsors American University, DC Department of Small and Local Business Development, Douglas Development Corporation, Georgetown Day School, Gerry Gretschel Real Estate, lil omm, and Urban Investment Partners.

TMS, working with the Wisconsin Avenue Clean Team, will continue to care for and water trees along our business corridor throughout the spring and summer.



Photos by Kate Shinberg

DID YOU KNOW?

The three-member Wisconsin Avenue Clean Team works six days a week keeping sidewalks from Lowell Street to Western Avenue free of trash. From October to March, they collected 5,260 lbs of litter and recyclables, and removed graffiti from 62 properties.

CALENDAR

May 9
5-9pm Tenley Tuesday: Dine Out to Support TMS
Chipotle, 4301 Wisconsin Ave. NW

May 16
10-11:30am Tenleytown Business Roundtable
Navigating DC Government: Tips & Tools
for Small Businesses
Guapo's, 4515 Wisconsin Ave. NW

May 16
12-1:30pm TMS Board of Directors Meeting
4545 42nd St., Suite 214

May 17
9am-3:30pm DC Main Streets Summit
441 4th St. NW, 11th Floor

June 13
all day Tenley Tuesday: Dine Out to Support TMS
Pete's New Have Style Apizza
4940 Wisconsin Ave. NW

June 20
12-1:30pm TMS Board of Directors Meeting
4545 42nd St., Suite 214

June 21
all day Make Music Day
Wisconsin Ave. NW
Fessenden St. to Albemarle St.

TMS COMMITTEE MEETINGS

LOCATION: TMS OFFICES

Promotions: 2nd Monday of the month, 6:30pm

Design: 2nd Wednesday of the month, 6:30pm

Economic Strengthening: 2nd Thursday of the month, 9:30am

Interested in joining a TMS committee?

Email info@tenleytownmainstreet.org for more information.

TMS Design Committee Hosts Fessenden Park Charrette

On April 4, members of the Tenleytown community met at Fessenden Park to envision ways to enliven this underused neighborhood asset. Bounded by 42nd Street, Fessenden Street and Wisconsin Avenue, the small urban park has potential to become a gathering spot at the gateway to Tenleytown.

The TMS Design Committee hosted the design charrette to gain insight into how the park could better serve the community. After walking the park, residents and business owners met to discuss potential physical improvements and programming, as well as the findings of a recent online survey, which revealed strong community support for investing in the park's infrastructure as well as future community events.

NEIGHBORHOOD MILESTONES

HAPPY ANNIVERSARY

Congratulations to Middle C Music, which celebrated 15 years in Tenleytown in March! In honor of the day, Mayor Muriel Bowser issued a proclamation recognizing the local music shop, while the D.C. Council passed a resolution designating March 25, 2017 as "Middle C Music Day."



Also celebrating a major milestone this year is ByrdsMiles Orthodontics, which marked 30 years in business this January.

We congratulate CityBikes and Classic Motors, as well, on their first anniversary in Tenleytown. Both businesses opened in April 2016.

WELCOME TO THE NEIGHBORHOOD

In February, Bloom OB/GYN joined Tenleytown's growing health and wellness community. The three-member practice opened at 4001 Brandywine Street. Just around the corner, Keller Williams Capital Properties opened a new office at 4646 40th Street. The office includes 30 agents, and will soon complete construction on a real estate training facility.

BY THE NUMBERS:

Getting Around Tenleytown Main Street



Sources: Walk Score®, WMATA

Among many design concepts discussed, there was consensus around the desire to maintain the park's natural, leafy character and to create a community gathering place that attracts people of all ages. Key priorities included seating, lighting, fencing, shade, play structures, plantings, and open space.

TMS looks forward to continued robust community engagement in this long-term initiative. Email design@tenleytownmainstreet.org for more info.

NEIGHBOR FEATURE: Haute Bodhi (formerly Bikram Yoga Tenleytown)

Take a stroll along the north end of Tenleytown and you'll notice a couple windows at 4908 Wisconsin Avenue that seem always to be opaque with fog. Look for the purple elephant in the rear alley and through the doors you'll find the region's longest-standing hot yoga studio.

Haute Bodhi (formerly Bikram Yoga Tenleytown) has been the steamy gathering place of choice for the local fitness community for 17 years. Last summer, owner Maggie Doctors took the helm of the newly rebranded studio. Full of energy, intention, and kindness, Doctors is ready to build on the strong foundation laid before her. And as a recent recipient of a Great Streets Small Business Grant, which will help build out efficient heating systems and facilities, she's well on her way.

Doctors sees great energy in the Tenleytown neighborhood with new businesses coming and community events becoming more regular, and she is excited to ride the wave over the coming years. Now under her lead, the studio's team of experienced instructors will continue to guide yogis young and old, experienced and novice, into the world of yoga. Doctors' mission is to "expose as many people as possible to the practice of yoga, mindfulness, and total body wellness." With a robust schedule of classes and programming, Haute Bodhi will surely continue to be a positive asset for the community for years to come.



Schedule of Classes Available Online

Website <https://www.hautebodhi.com/>

Telephone 202-243-3000



Photo by Kate Shinberg

JTR Jujutsu provided one of several demos at the Health & Wellness Fair

TMS Holds First Health & Wellness Fair

A dozen local businesses joined with Tenleytown Main Street to showcase fitness, healthcare, wellness, and healthy eating options in the neighborhood as part of the annual Earth Day celebration. Visitors to the Health & Wellness Fair were treated to martial arts demonstrations, acupuncture mini-sessions, belly dancing and Zumba classes, and yoga. Kids, in particular, enjoyed wholesome snacks of bananas from Whole Foods and fresh juices provided by Beefsteak. And everyone came away with Earth Day tote bags filled with samples and coupons from fair exhibitors. TMS thanks Bloom OB/GYN and Uptown Acupuncture for sponsoring this year's fair, and their fellow exhibitors Ace Hardware, Beefsteak, CityDance POP!, Haute Bodhi, JTR Jujutsu, lil omm, Northwest Sport & Health, Orangetheory Fitness, Sahara Dance, and Whole Foods for taking part.

SAVE THE DATE: JUNE 21st

MAKE MUSIC DAY

Join TMS for Make Music Day -- an international celebration of the summer solstice and live music, taking place in nearly 700 cities across the globe!

Last year, the Tenleytown concert schedule featured more than 50 performances throughout our Main Street, and we're bringing the music back in a big way for Make Music Day 2017.

Interested in performing or sponsoring an event? Visit <http://tenleytownmainstreet.org/event/make-music-day/> or call 202-362-1815 for more info.



Tenleytown Main Street is an accredited Main Street® program that is funded in part by the DC Department of Small and Local Business Development.

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Spring Light-Pole Banners Coming to Tenleytown!

Congratulations to Wilson High School student, Josh Horvath, who won TMS' spring light-pole banner design contest. "We asked our community's youth to inspire us with their designs. And inspire us they did," said Justin Pollock, TMS Design Committee co-chair. "The submissions were thoughtful, creative, and well-executed."

Horvath's winning design will soon hang along Wisconsin Avenue, and Horvath will also receive a full-size printed banner and a \$50 gift certificate to Burger, Tap & Shake. Contest runner-up Charles Lane, a student at Washington International School, will receive a \$25 gift certificate.

New TMS Spring Banner Design

For more information about Tenleytown Main Street
activities, committees, and volunteer opportunities, visit

tenleytownmainstreet.org



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Tenleytown Main Street

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