



## TENLEYTOWN MAIN STREET LAUNCHES NEW FACADE IMPROVEMENT PROGRAM FOR LOCAL BUSINESSES

Tenleytown Main Street is investing in exterior improvements to commercial buildings in the business district. The new multi-year effort provides technical assistance and funding to complete needed upgrades and renovations.

The Façade Improvement Program follows a design inspiration and corridor study TMS completed in 2017, working with commercial design firm Streetsense. Streetsense offered recommendations on façade improvements that would create stronger visual appeal, improve business visibility, and better engage customers.

“Most customers take less than five seconds to decide whether they will enter a store or restaurant based on a cursory impression. Exterior upgrades can have a significant impact on attracting business,” said Leigh Catherine Miles, TMS Executive Director. “TMS is excited to take Streetsense’s design concepts and make them a reality for our local businesses.”

In the pilot year, TMS selected two properties in the 4900 block of Wisconsin Avenue -- one of the gateways to the Main Street -- to receive façade upgrades. Currently in the final design phase, physical work at 4932 and 4936 Wisconsin Avenue is expected to be complete by October.

Among the businesses benefiting from the pilot program is the National Diving Center, DC’s oldest operating scuba diving shop specializing in scuba diving training, gear sales, equipment servicing, and travel. TMS selected their building at 4932 Wisconsin Avenue based on the visual impact of the design recommended by Streetsense, as well as the relative simplicity of the needed improvements.

“This first building will serve as an inspiration and model for other Tenleytown businesses,” said Justin Pollock, co-chair of the TMS Design Committee. “We wanted to show how a few

discrete improvements could go an incredibly long way.”

The NDC building, as well as 4936 Wisconsin Avenue, which includes Young’s Nail Salon and an available retail bay, will benefit from: new signage and awnings; surface improvements, including repointed bricks and exterior paint; and/or repaired or upgraded windows and doors, among other updates.

The Façade Improvement Program is made possible through a grant from the Department of Small and Local Business Development (DSLBD) under the DC Main Streets program. The façade program is intended for larger scale upgrades than the TMS Storefront Improvement Project (SIP) small grants, which will continue to offer up to \$7,500 to help businesses purchase or repair signs, awnings, or windows. Businesses and property owners interested in learning more about the Façade Improvement Program or SIP small grants, should contact Leigh Catherine Miles at [lciles@tenleytownmainstreet.org](mailto:lciles@tenleytownmainstreet.org) or 202-362-1815.

### BY THE NUMBERS



AUGUST 2016 TO DATE

**Total Funds Allocated: \$45,000**

**Businesses receiving grant or direct funding: 10**

**Average size of SIP small grants: \$2,318**

**Range of SIP small grants: \$900-5000**

# CALENDAR

July 14 2:00-4:00pm	Bastille Day Celebration Fessenden Park Wisconsin Ave. & Fessenden St.
July 15 8:30am	Yoga in the Park Fessenden Park
July 21 8:30am	BANG Power Dance Fessenden Park
August 4 7:30am	Yoga in the Park Fessenden Park
August 21 noon-1:30pm	TMS Board of Directors Meeting 4545 42nd St., Suite 214
September 21 9:00am-4:00pm	PARK(ing) Day DC <i>Location to be announced</i>
September 29 7:00pm-midnight	Art All Night

Visit [tenleytownmainstreet.org/events/](http://tenleytownmainstreet.org/events/) for a full calendar of events in Tenleytown

## TMS COMMITTEE MEETINGS

### Promotions Committee

2nd Monday of the month, 6:30pm

### Design Committee

2nd Wednesday of the month (alternating months), 6:30pm

### Economic Strengthening Committee

2nd Thursday of the month, 9:30am

### Friends of Fessenden Park

3rd Wednesday of the month, 6:30pm

New committee members and volunteers welcomed!  
Email [info@tenleytownmainstreet.org](mailto:info@tenleytownmainstreet.org) for more information

Newsletter design: Rennie Anderson



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

## BUSINESS MILESTONES

### WELCOME TO THE NEIGHBORHOOD

**Applerouth Tutoring** opened in May at 4750 Wisconsin Avenue, relocating to Tenleytown from Bethesda. Applerouth offers academic tutoring, Advanced Placement exam preparation, and SAT/ACT test preparation, among other services. While most of their clients receive one-on-one tutoring, Applerouth also offers group classes and practice tests during evenings and weekends.

### COMING SOON

**Olive Bistro & Café**, a new full-service Mediterranean restaurant, has announced plans to open this summer at 4619 41st Street. They will offer lunch and dinner during the week, with plans to expand into breakfast on the weekends.

### HAPPY ANNIVERSARY

Several businesses are celebrating a successful first year in Tenleytown: **Tenleytown Barbershop**, 4627 41st St. (May), **Muncheez**, 4600 Wisconsin Ave. (June), **Massage Envy**, 4926 Wisconsin Ave. (July), **Yobi**, 4629 41st St., and **Orangetheory Fitness**, 4600 Wisconsin Ave. (August). If you haven't visited them yet, now's the time to stop in and wish them a happy anniversary while you're there.

### CONGRATULATIONS

Congratulations to **SPG Xtreme**, sports performance training, on winning a Great Streets Retail Small Business Grant from the office of the Deputy Mayor for Planning and Economic Development. The grant will fund capital and operational improvements at the 4429 Wisconsin Avenue location.



Thirty kids and caregivers joined the Friends of Fessenden Park for "Art in the Park" on June 16. Robin English and Lena Frumin guided young artists in creating art from leaf rubbings.



## Neighbor Feature: David Zahirpour Oriental Rugs, Inc.

David Zahirpour Oriental Rugs, Inc. has imported and cared for Washington, DC's classic floor coverings for 35 years. Open the door at 4922 Wisconsin Ave. and you enter an expansive, 2700 sq ft showroom of exquisite oriental rugs from Iran, Azerbaijan, Turkey, India, and elsewhere. Rugs of varying sizes are beautifully displayed, featuring the rich colors for which oriental rugs are known.



While the showroom is open and bright and the rugs gorgeous, the true delight of the store is owner David Zahirpour. He immediately welcomes guests with warmth, and invariably will remember your name or face, even if he's only met you once or twice.

But it's not just his friendly demeanor that draws clients from across the greater DC Metro Area. Zahirpour is a noted expert in his field, with nearly 50 years of experience; he opened his first showroom in Milan, Italy in 1969. He has lectured at the Smithsonian, international conventions, and local oriental rug associations. For decades, he was the rug purveyor of choice for the White House.

Zahirpour prides himself on quality restoration with a keen eye for detail that is required for intricate oriental designs. Restoration is done on site in the showroom and a lower level workroom. Cleaning is also done on premises. But don't expect to see hi-tech metal machines. Each rug is cleaned by hand using traditional methods to carefully wash and dry his clients' valuable rugs.

Zahirpour's outstanding reputation attracts customers, and his personal attention keeps them loyal over decades. He

personally delivers or picks-up rugs within the DC area and keeps a close eye on every aspect of his business from restoration to repair and cleaning. "If you establish trust, they [your customers] will stay with you," says Zahirpour.

David Zahirpour Oriental Rugs is open Monday through Saturday, offering sales, appraisals, restoration, and cleaning. [www.dcorientalrugs.com](http://www.dcorientalrugs.com)

### SAVE THE DATE: SEPTEMBER 29TH ART ALL NIGHT IN TENLEYTOWN

DC's annual overnight arts festival returns on Saturday, September 29 for its third year in Tenleytown. Last year nearly 11,000 people attended. Mark your calendars now so you don't miss the art celebration of the year.

Local businesses and public spaces will transform into pop-up galleries and performance stages for an exciting, eclectic evening of art, dance, music and more. And the best part? It's all FREE!

Learn more at:

[tenleytownmainstreet.org/event/art-all-night/](http://tenleytownmainstreet.org/event/art-all-night/)

Sponsorship and advertising opportunities available. Call 202-362-1815 for more information.

#### PRESENTED BY



## New Retail Pop-Up Celebrates Women Entrepreneurs and Artists

In May, Femme Fatale DC opened the third iteration of their popular collective of local woman makers, creators, and entrepreneurs for a limited engagement. Named Best Pop-Up of 2017 by the Washington City Paper, their latest shop fills nearly 8,000 sq ft of retail space at 4620 Wisconsin Ave and features more than 50 local women-owned businesses.

The Tenleytown pop-up includes jewelry and accessories, vintage clothing, artwork, textiles, pottery, natural foods, an apothecary, and health and wellness products. Femme Fatale also offers a full schedule of special events ranging from flow yoga on the outdoor patio to art workshops to dance celebrations.

"When we heard that Femme Fatale DC was looking for its next pop-up venue, we jumped at the chance to pitch them on Tenleytown," said Leigh Catherine Miles, TMS Executive Director. "Not only do they bring a unique retail experience to the neighborhood, their emphasis on local entrepreneurs and the creative arts is in sync with what we value as a business community."

Femme Fatale has proved so popular with the Tenleytown community that the pop-up will now run through September, two months longer than organizers initially planned.

The retail pop-up transformed retail bays formerly occupied by Murasaki, Allen Custom Frame, and Morty's Deli, which were vacant pending redevelopment of the property by Urban Investment Partners (UIP).

Demolition work at 4620 Wisconsin Avenue is anticipated to begin later this year. Once completed, the planned-unit development will bring 146 rental units and 11,000 square feet of retail, including a full-service restaurant, to Tenleytown.

Until then, Femme Fatale DC is open to shoppers Thursday to Sunday through September.



YOUR FAVORITE PHOTO OF OURS



Liked by [passionfoodhospitality](#) and 27 others  
**tenleytownms** Perfect day to walk the Tenleytown Heritage Trail. Look for these markers to learn about DC's second oldest neighborhood.

OUR FAVORITE PHOTO OF YOURS



27 likes  
**jesseparker3** Late day sunshine in the DMV. #sunshine #latelyday #spring #springtime #beauty #beautiful #colors #scenic #tenleytown #renopark #DC #DistrictofColumbia #DMV

Take a photo at your favorite outdoor cafe, snap a picture with a beloved business owner, post about the best menu items and local products, or capture an iconic Tenleytown view – whatever makes you love Tenleytown. Tag @TenleytownMS or add #LoveTenley and TMS will share the love. And you just might appear in a future newsletter.



# Tenleytown Main Street

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