

CHEVY CHASE MAIN STREET

GROWTH FUND 2025



PREPARED AND PRESENTED BY

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A PROGRAM OF DISTRICT BRIDGES

ABOUT CHEVY CHASE'S GROWTH FUND PROJECT



A LITTLE BIT ABOUT OUR PROJECT:

The Chevy Chase Streetscape Beautification Project aimed to enhance the functionality, aesthetic appeal, and community experience of Chevy Chase. The project focused on the rejuvenation of sidewalk and street-level environments, including improvements to the business sidewalk cafes, corridor lighting and facade improvements, and corridor landscaping. The goal is to support business owners in creating vibrant, visually appealing spaces that attract customers, encourage them to stay on the corridor, and create memorable experiences.

PROJECT NARRATIVE

The Growth Funds from the Department of Small and Local Business Development allowed us to undertake the largest strategic project along the corridor in the Main Street's history. At a time when few small businesses have the capital to complete aesthetic changes that are vital to their success but not as urgent to their bottom line, the impact of these sub grants and projects will be felt for many years to come. We focused on awnings, murals, facades, and beautifying the streetscape to give this corridor a much needed lift.

Following the initial grant award, the project scope was refined to ensure that all resources were directed toward high-impact, feasible improvements along the Chevy Chase commercial corridor. Several originally identified businesses elected not to move forward, allowing CCMS to reallocate funds toward other shovel-ready projects that would deliver clear and visible community benefits. All revised project components have now been successfully completed, resulting in tangible improvements to both individual storefronts and the corridor's overall streetscape.

"SMALL TOWN VALUES
WITH BIG CITY PRICE
TAGS..."

Chevy Chase DC is a small, tight knit community. While the community supports their small businesses, many are unaware of how vulnerable their favorite neighborhood spot is. Through tariffs, federal layoffs, and economic uncertainty, these small businesses have razor thin profit margins and the cost of being a business in the district continues to skyrocket.

When a business in this neighborhood has a tattered banner, chipping paint, or unkept garden, the neighborhood notices and complains; but few businesses have the resources or bandwidth to keep their businesses pristine in today's climate.





PROJECT OVERVIEW

TWO NEW BUSINESSES AND TWO LEGACY BUSINESSES GET A BOOST, AND THE WHOLE CORRIDOR WINS WITH NEW TREE BOXES

TASK	DESCRIPTION
CHILD'S PLAY MURAL NEW STREET FACING FACADE IMPROVEMENT	This beloved neighborhood staple is one of the few independent children's toy stores left in the city! Updating the lighting and mural on this facade has made a huge impact on the corridor and has positive implications for their marketing and sales reach due to the anticipation and excitement around the project.
SKIPS DC FACADE AND PATIO A NEW BUSINESS THAT NEEDED A LIFT	Skip's is the dream of owner Whit Conway, who named it after the nickname for his Grandfather. After supporting the previous owner of the business through many challenges before closing, the new owners wanted a fresh look and fresh updates for the patio to start a new chapter for the building.
BIRDSONG THAI AWNING NEW HIP SPOT THAT CONTINUES TO INVEST IN THE COMMUNITY	Birdsong Thai is the first Asian cuisine on the corridor in nearly a decade; a much needed addition to the restaurants on the corridor. Uplifting Chef Kitima Boonmala, a self-taught talent from central Thailand, producing a sleek and modern awning and patio plant solution was very important to the owners to be a backdrop to their May opening!
PARTHENON AWNING OVER 20 YEARS OF SERVICE, AND NOW A NEW CHAPTER	Parthenon Greek Restaurant was featured this year on Gordon Ramsey's new show, which resulted in a complete renovation to the inside of the restaurant. It was time for their tattered and wind-worn awning to match their new updates.



BUDGET BREAKDOWN

Line Item	Amount	Description
Awning construction and installation	\$18,000.00	Birdsong & Parthenon (20ft branded awnings)
Awning permit	\$300.00	Birdsong & Parthenon
Tree Box Landscaping	\$15,200.00	Corridor-wide improvement
Skips Mural and Patio Furniture	\$1,500.00	Mural restoration and exterior seating
Child's Play Facade Improvement	\$10,000.00	Mural restoration and lighting repair
GRAND TOTAL	\$50,000	

BIRDSONG/BLUE44 TRANSFORMATION

BEFORE



AFTER

- Brand new awning
- New planters
- Painted Art/Mural on Patio floor



THE AVENUE / SKIPS PATIO PROJECT

BEFORE



AFTER

- New exterior paint
- New umbrellas
- New Menu Signage



BEFORE



We are so happy to have this new mural which incorporates the spirit of the original but now better reflects what we offer and what we value, in terms of sustainability and joyful play for all ages. The artist, Rose Jaffe, is one of our customers and so it feels especially meaningful to us to be able to see how we are seen by our customers. We hope the community loves this new design as much as we do.

RITA PIN AHRENS

OWNER - CHILD'S PLAY



AFTER



TREE BOX BEAUTIFICATION AND PREP FOR FALL/SPRING PLANTING



Chevy Chase Main Street Beautification Project: West Side (Circle to Livingston)

This project involves the cleanup and mulching of 25 tree boxes along the west side of Chevy Chase Main Street, from the Circle to Livingston. Shorb will provide all labor and materials.

Tree Box Locations

- **Circle to North Hampton:** 2 boxes
- **North Hampton to McKinley:** 9 boxes
- **McKinley (off Connecticut, next to CVS):** 1 box
- **McKinley to Morrison:** 6 boxes
- **Morrison to Livingston:** 7 boxes

Work Plan

1. **Preparation and Debris Removal:** Clear out all trash and weeds from the tree boxes and demulch.
2. **Soil Aeration:** Break up compacted soil. This will improve moisture retention and nutrient penetration, enhancing the health of the trees and plants.
3. **Weed Control:** Apply a weed barrier, either fabric or pre-emergent, to prevent future weed growth.
4. **Mulch Application:** Apply fresh mulch to each tree box, creating a **2-inch thick layer**. Ensure the mulch is kept away from the tree trunks to prevent decay and that the root flare is not buried.
5. **Pruning:** Prune trees as needed to remove any dead, diseased, or broken branches.
6. **Final Cleanup:** Dispose of all removed materials and leave the entire area clean and tidy.

25 Highly visible tree boxes on Connecticut Avenue finally got the attention and care they needed including debris removal, introduction of a weed barrier, mulch application, and pruning trees and shrubs.

**"I'm thrilled that we can hire a local group with our local organizational funds. That's a win-win."
-Diane (Volunteer)**


**SHORB
LANDSCAPING**

TREE BOX BEAUTIFICATION AND PREP FOR FALL/SPRING PLANTING

BEFORE



AFTER



NEW BENCH ADDED TO CONN. AVE