



SHAW MAIN STREETS NEWS

Fall 2013-Winter 2014



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O so fetching.

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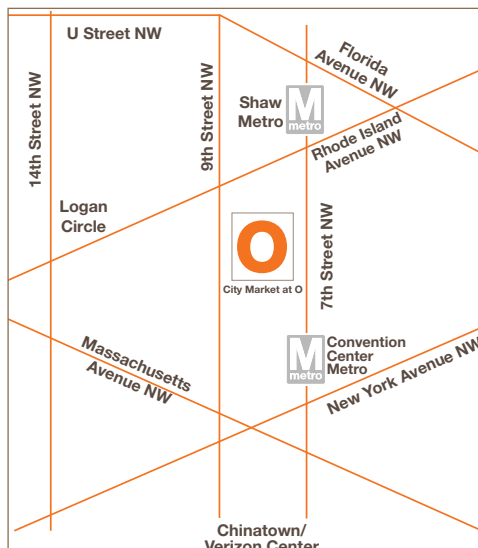
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LETTER FROM THE EXECUTIVE DIRECTOR:

"Shaw is definitely the "it" neighborhood of the moment, and everything that opens there is almost immediately hot."—Zagat

First came the Ribbon Cutting Triple Play. Then Ribbon-Palooza. In two one hour marathons, in September and December, Mayor Vincent C. Gray and DC Councilmembers, with media and the public in tow, cut eight ribbons celebrating the opening of new dining and drinking establishments in central Shaw. A total of 13 new bars and restaurants opened in Shaw Main Streets' service area in 2013 (in addition to seven businesses of other types). Three of the new bar/restaurants came from Shaw super-entrepreneur Derek Brown (see cover story in this issue of SMS News).

These ribbon cuttings, which also feature tastings of the food and drink offered by the newbies, are some of the most fun events Shaw Main Streets organizes (right up there with Shaw Open House and Art All Night; see articles on all three in this issue). Recent arrivals in Shaw presume the neighborhood has always been a hotbed for new restaurants. But longer term residents know differently.

For years, the storefront at 1316 8th Street, NW, was boarded up and vacant, a former barber shop where the sounds of clippers and scissors had not been heard for over a decade.

Today, Thally Restaurant occupies the space, which covers the full lot, from the bay on 9th to Naylor Court. Ron Tanaka, best known for his stints at New Heights and Cork, devised dishes that have drawn raves from the *Washington Post* and food bloggers.

"Shaw gets more delicious by the day"—@emilnablum on Twitter

A similar transformation is just around the corner, where Frederic de Pue's Table replaced a former car garage (although an event space was a tenant in between incarnations). Lauded by the readers of the *Washington City Paper* as the Best New Restaurant of 2013 and by *Bon Appetit* as one of the 50 Best New Restaurants in America, Table has helped redefine Shaw as an "It" neighborhood in the eyes of DC foodies.

Tanaka and de Pue's new Shaw restaurants are what they are now best known for, not their previous efforts. And other chefs and entrepreneurs are following them and actively competing for the

remaining retail spaces that can accommodate food and beverage establishments, wanting to be part of the Shaw restaurant boom.

"Tell us what you want, what you really, really want"—Shaw Main Streets, with apologies to the Spice Girls

Shaw Main Streets started surveying neighborhood stakeholders in 2004, asking them what types of new businesses they'd like to see open along 7th and 9th Streets and the O Street Market. The first year, the number one need expressed was for coffee shops, which Azi's Café and others filled in the following years. But since 2005, every year's survey revealed the desire for restaurants. Year after year, survey participants said they wanted restaurants of all types over hardware stores, bookstores, furniture stores, exercise studios, and dozens of other options. The last survey was conducted in 2013. There will be no further surveys. We got the message. And so Shaw Main Streets is delivering what the neighborhood said it wanted: restaurants featuring a wide range of cuisines and styles, from 24 course tasting menus to quick serve options, and everything in between.

"Hoping more restaurants come to the neighborhood" —@NWtoSE on Twitter

Jana Baldwin (@NWtoSE) is going to get her wish. Already slated to open in 2014 are restaurants ranging from Rito Loco at 606 Florida Avenue, NW, from the folks behind *Washington City Paper's* 2013 Best Food Truck and a new Modern Mexican concept from Masa 14 and El Centro DF's Richard Sandoval to Dino's Grotto, from the owners of the popular Italian Dino in Cleveland Park (closing after eight years due to a rent hike). Not to mention yet to be announced future openings from chefs like Jeremiah Langhorne (formerly at McReady's in Charleston, SC). And there are all the leases that are in the works or on which the ink hasn't dried yet. For a running list of restaurants that have signed leases and announced their plans, as well as recent openings, in case you haven't been keeping track, visit www.shawmainstreets.org/news/coming_soon.

Alexander M. Padro

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Alexander M. Padro

└ Mandalay Burmese Restaurant

NOW OPEN!

By Alexander M. Padro



Alexander M. Padro

└ Dacha Beer Garden

All Souls Bar

725 T Street, NW, 202-733-5929, www.allsoulsbar.com

David Batista (ex-Jaleo) and Joanna Bradley have turned a long-vacant space into a popular neighborhood gathering place. You'll feel at home with the short list of beers, wines, and cocktails (like the All Souls-sparkling rosé with a shot of Maker's Mark), and a jukebox full of Old School Soul.

Aroma's Pizza

634 Florida Avenue, NW, 202-588-8200, www.aromaspizzadc.com

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Baby Wale

1124 9th Street, NW, 202-450-3311, www.babywaledc.com

Named for thin-lined corduroy fabric, Chef/Owner Tom Power's casual concept boasts what may be the longest bar in DC and his collection of GoGo concert posters on the walls. Power's elevated bar food menu includes lobster rolls, roast chicken, and duck pupusas.

Barber of Hell's Bottom

818 Rhode Island Avenue, NW, www.barberofhellsbottom.com

An upscale nine-chair barber shop from Kelly Gorsuch, the owner of 14th Street's Immortal Beloved, offering "fine cuts and luxurious shaves." Named for an old name for part of Shaw.

La Colombe Torrefaction

924 N Street, NW, Rear (Blagden Alley), 202-289-4850, www.lacolombe.com

Owner Todd Carmichael (star of Travel Channel's "Dangerous Grounds") combs the world looking for the best coffee for his cafés in five cities. Enjoy the single origin or blends, bottled cold brew, and chocolate as well as pastries from local bakers.

Dacha Beer Garden

1600 7th Street, NW, 202-524-8790, www.dachadc.com

Owners Ilya Alter and Dmitri Chekaldin transformed a parking lot into a Shaw gathering place with 12 beers on tap, including some DC exclusives. And where else can you drink outdoors with Liz Taylor looking over your shoulder?

Defining Image

626 S Street, NW, 202-386-6262, www.defining-image.com

A boutique marketing, public relations, and event-planning firm that specializes in urban consumer engagement. Owner Chenelle Harris says, "We're not Olivia Pope, but trust us, it's handled!"

Dunya

801 Florida Avenue, NW, 202-332-0207, www.dunyardc.com

Restaurateurs Hasnaa Farouidi and Siyamak Sadeghi have created a Modern Mediterranean restaurant and bar on three levels, including a roof deck. The stout-marinated lamb shank and pistachio cheesecake are standouts.

Eat the Rich

1839 7th Street, NW, 202-316-9396, www.etrbar.com

The Passenger/Columbia Room and Mockingbird Hill's celebrated mixologist Derek Brown has partnered with Rappahannock River Oyster Co.'s Travis Croxton to create a bar offering Virginia oysters and other Chesapeake Bay seafood, along with beers and cocktails by the pitcher.

Flash

645 Florida Ave NW, 202-827-8791, www.flashdc.com

Two floor nightclub and bar with top-notch sound system and lighting opened in June. National and international DJs play house music, from deep to techno, plus special events. The snack menu includes small plates and flatbreads.

Giant Food

1400 7th Street, NW, 202-238-0180, www.giantfood.com

The shopping carts have cup holders so you can enjoy beer, wine or coffee while you shop. Or sit in the café and enjoy deli sandwiches and pizza in the café at the base of the 1881 market building's tower. It's the largest Giant Food store in the city, with huge selections of cheese, beer, wine, and more. Validated parking.

Ivy and Coney

1537 7th Street, NW, 202-6709-IVY, www.ivyandconey.com

A Chicago/Detroit sports bar in Shaw? Josh Saltzman (CHI), Chris Powers (DET), Adam Fry (CHI), and Jamie Hess (DC) have created a shrine to the homes of the Cubs and Tigers, complete with hot dogs, peanuts and Cracker Jack (and beer). And a roof deck, coming soon.

Mandalay

1501 9th Street, NW, 202-644-8806, www.mandalaydc.com

Chef/Co-owner Aung Myint brings a daily chef's menu to this DC offshoot of his family's renowned Silver Spring Burmese, featuring dishes not served anywhere else in the U.S. Burmese cooking combines the flavors and ingredients of Chinese, Thai, and Indian cuisine.

Mockingbird Hill

1843 7th Street, NW, 202-316-9396, www.drinkmoresherry.com

Named for a place in The Clash's "Spanish Bombs," owners Chantal Tseng and Derek Brown's foray into sherry and ham, a classic Spanish combination, allows you to sample over 100 varieties of sherry and sherry cocktails, along with hams, olives, nuts, cheeses, and breads that complement them.

Pekoe Acupuncture & Wellness

1410 9th Street, NW, 202-408-4858, www.pekoedc.net

Owner Nicole Mires is one of 10 practitioners at this holistic health clinic offering acupuncture and traditional Chinese medicine, deep tissue and Thai yoga massage, Yoga, meditation, Reiki, and other therapies.

Pelican's Rum

928 U Street, NW, 202-733-5811, www.pelicansrum.com

Owner Andrew Harris has tapped his Jamaican roots and catering background to create a shrine to Caribbean flavors: tender, juicy Jerk chicken and oxtail are standouts, as are originals like firecracker shrimp and grits and plantain dumplings.

Right Proper Brewing Company

624 T Street, NW, 202-607-BEER, www.rightproperbrewery.com

Owners Thor Cheston and John Snedden pair Nathan Zeender's brewed-on-the-premises beers and Robert Cain's Southern-influenced cuisine. Get a growler labeled "Made in Shaw" and have it filled with your choice from a changing selection.

Southern Efficiency

1841 7th Street, NW, 202-316-9396, www.whiskeyhome.com

Derek Brown's tribute to bourbon and the food that it was born to go with gets the star treatment in this homage to Southern diners. Try trout deviled eggs, catfish, peanut soup, and bourbon balls with your choice of dozens of varieties of whiskey or the Coke with peanuts.


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1316 9th Street, NW, 202-733-3849, www.thallydc.com

Chef/Co-owner Ron Tanaka, General Manager/Co-owner Sherman Outhuok and Co-owner Paolo Sacco invite you to enjoy "simple, fresh and flavorful" Modern American cuisine with a rotating list of craft beers and wines by the glass. 

┐



Alexander M. Padro



L Derek Brown raises a glass at Southern Efficiency

DEREK BROWN: *SHAW'S SUPER ENTREPRENEUR*

@betterdrinking is Derek Brown's Twitter handle. And that's also what Brown, 39, is all about.

But how did he go about opening five bars in Shaw?

The District native (his family moved to Montgomery County when he was a young child) didn't set out to become a mixologist and business owner. While studying anthropology, Brown began exploring the world of alcoholic beverages and the culture surrounding them, and writing about them. And before he knew it, he was taking bartending classes, and the rest is history.

After stints working as a sommelier and bartender at DC spots including the Gibson, Komi and Palena, Brown

teamed up with his brother Tom in 2009 to open the Passenger and the Columbia Room, the bar within a bar, at 1017 7th Street, NW, in the space formerly occupied by the Warehouse Theatre Café. The Passenger was named for an Iggy Pop song, setting a precedent for other Brown venues. The brothers wanted to create a great bar where "people would walk in and say, "It's a DC bar," Derek Brown recalled. Initially known for not having a cocktail list, Passenger customers unsure of what they wanted to order were asked their spirit and flavor profile preferences and the mixologists would create a drink to suit. That was Tom Brown's style. A handwritten specials board with drinks named for people or events relevant to the day's news or even historic personalities followed for folks who didn't necessarily want to talk to a bartender.

Derek Brown wanted a bar where customers could ask questions about the craft of the cocktail and linger longer than a busy bar would allow, hence the 10-seater Columbia Room. It's in that intimate, almost speakeasy-like environment that Brown and his team create pairings of classic cocktails and small plates, and provide some education along the way. Once inside, you forget that a hundred people are just outside the door.

The Passenger, the Columbia Room and Brown have gone on to receive national and international acclaim, including being named one of the best bars in America by *Bon Appétit*, *Esquire*, *GQ* and *Food & Wine* magazines and *USA Today*; three stars in the *Washington Post Dining Guide*; high praise in *Time* and *Washingtonian* magazines and the *Wall Street Journal*; and three James Beard Foundation Award nominations. Brown showed Martha Stewart (and millions of TV viewers) how to make a perfect dry martini. And he has mixed drinks at the White House.

The success of the Passenger and Columbia Room inspired the Brown brothers to explore creating other concepts. Tom opened Hogo, a rum and Tiki bar two doors down from the Passenger, at the end of 2012. And Derek and business partner Angie Salame set off to find Shaw spaces for what Brown's team refers to as the DB3.

Why did Brown choose Shaw as the location of his first and subsequent bars? He certainly could have chosen any established or up-and-coming commercial corridor in the District. Part of the answer was the neighborhood's rich musical history. Shaw's location at the city's center and its Metro accessibility certainly helped. That Passenger partner Paul Ruppert, who he'd met while Brown was a sommelier and who Brown considers a mentor, owned buildings on 7th Street contributed to the decision. But in the end, Shaw sold Brown on itself. "Back in the 90's," Brown remembered, "people said you shouldn't go to Shaw. That was the Shaw that was. When I got to spend time here, I found a really great community, great people here. And entrepreneurs that wanted to invest in Shaw, and connect to the neighborhood."

"We could have gone anywhere, but we wanted to be here in Shaw," Brown affirmed. After the success of the Passenger and Columbia Room, "We wanted to open more bars in Shaw because we didn't believe that Shaw was going to become a great neighborhood, but that it is a great neighborhood," Brown added.

After searching for locations for a year, in early 2013, Brown signed leases for three adjoining retail spaces at the Progression Place development on the 1800 block of 7th Street, NW, anchored by the United Negro College Fund's offices and the 7th Flats, an apartment building.

Tom and Derek Brown behind the bar at the Passenger.



Derek Brown at oyster bar Eat the Rich.

The first of the three new bars to open was Mockingbird Hill, a tribute to Spanish ham and sherry. Named for a lyric in a song by the Punk band, the Clash, the bar offers over 100 different sherries. Asked, "Why sherry?," Brown responds: "The ability to look into a glass and learn 3,000 years of history." Plus, sherry is Brown's wife Chantal Tseng's favorite wine. Tseng agreed to leave her job as a mixologist at the Tabard Inn near Dupont Circle to manage the new Brown outpost. A sherry evangelist and award-winning bartender, Tseng is also responsible for the hand-drawn artwork that decorates the specials board at the entrance, which is Instagrammed regularly to followers. Foods that pair well with sherry, like olives, nuts, and cheeses are on the limited menu. Sherry classes are offered, as well as free glasses of the wine and samples of hams on selected nights.

Next came Eat the Rich, an oyster bar created in collaboration with Rappahannock River Oyster Company's Travis Croxton. The oysters, from Virginia waters, and other Chesapeake seafood (ever eaten a whelk?), are paired with beers and cocktails by the glass that are made to be enjoyed together. Named for a Motorhead song, the oyster bar resurrects a classic DC staple that has long been missing from Shaw's main streets. In the 19th century, oysters were so popular that large piles of shells could be found on the sidewalks in front of bars, waiting to be carted away. For Brown, the inspiration for ETR was a desire to help change the bay and how DC views it. "It always bothers me that when you ask any seafood restaurant here where their seafood is from, they'll tell you Japan,

Washington state, etc., when the largest estuary in the world is in our back yard," he explained.

And last but not least, Brown unveiled Southern Efficiency, a shrine to whiskey and Southern food in a space designed to resemble a Southern diner or lunch counter. The bar takes its name from a sarcastic remark about Washington often credited to John F. Kennedy, but which actually predated him ("Washington is a city of Southern efficiency and Northern charm"). With 50 varieties of familiar and more exotic bourbons and whiskies behind the bar, Southern Efficiency also offers cocktails on tap and cola with peanuts, a non-alcoholic Dixie classic. With smoked trout deviled eggs, peanut soup and other Southern classics on the menu, any good-ole-boys would find themselves at home bellying up to the bar, with Northern charmers equally at ease.

All three of the Brown Class of 2013 bars have similar layouts and simple décor, with ETR notably featuring imaginary sea monster skeleton murals and oyster cage chandeliers in the back room. And all three have drawn great reviews from every print and online critic and blogger. Several have even suggested visits to each DB3 venue in succession, a sort of Derek Brown bar crawl. Together with the Howard Theatre and Right Proper Brewing Company around the corner on T Street, the DB3 have created a major drinking, dining and entertainment destination on a block that a few years ago was desolate and lifeless. Just as Brown predicted.

As a result of the Ruppert family's sale of their buildings on the 1000 block of 7th Street, NW to Douglas

Development for inclusion in a major development on the block, the Passenger and the Columbia Room are facing the need to relocate temporarily or permanently in 2014. The Browns want to keep the bars in Shaw if at all possible.

Washingtonian Magazine said that "Brown is helping lead the revolution in cocktail-making." He's also helped lead the evolution of Shaw as one of the city's hottest new drinking and dining destinations.

And we can all drink to that! 

THE PASSENGER/THE COLUMBIA ROOM

1021 7th Street, NW
202-393-0220
www.passengerdc.com

EAT THE RICH

1839 7th Street, NW
202-316-9396
www.etrbar.com

SOUTHERN EFFICIENCY

1841 7th Street, NW
202-316-9396
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Festivalgoers are all smiles after getting their faces patined by Anike Robinson during Art All Night DC 2013

L



L Electric cellist Wytold electrified the crowd at Alpersteins.

SHAW CELEBRATES ART ALL NIGHT

By Pleasant Mann


On September 28, Shaw was host to the 2013 Art All Night festival. Art All Night, begun in 2011, mimics the annual late night arts festival pioneered by Nuit Blanche in Paris. This year, Art All Night was limited to Shaw, but stretched over 17 venues from the Touchstone Gallery on New York Avenue, all the way to Shaw's Tavern at 6th and Florida Avenue, NW. Crowds, estimated to total 15,000 people, moved up and down the streets of Shaw attending the various events.

On the 1000 block of 7th Street, NW, the former site of Alperstein's Furniture held an exhibition of paintings by Suman Sorg and Michael Guild, while a diverse set of musicians, including cellist Wytold and renowned local performer Christylez Bacon. The Warehouse Theater had a dance program developed by the Emergence Community Arts Collective that ranged from Capoeira to Swing Dancing, along with a series of spoken word and poetry readings. The old Walker Thomas Furniture store at 1027 7th had its neon sign lit up for the first time in decades and was the site of a video projection display by Billy Colbert. A photo exhibition by Rosina Teri Memolo was also displayed in the corner of 7th and L Streets.

The Watha T. Daniel Library had a series of fashion presentations downstairs, while Anike Robison provided body painting for visitors all night. Also downstairs was a live body installation by Shanna Lim, where she merged

with a camouflaged environment set up in one of the library conference rooms. Outside the library, La Colombe, which is opening a coffee shop in Blagden Alley, offered free samples from its vintage coffee truck. The concert outside the library by the Batala Washington drummers collective entertained an enthusiastic crowd of about 250 people.

The hottest corner of the night was a 7th and S Streets. Lines went around the block to get into the recently restored Wonder Bread Factory, where the Alliance Francaise de Washington, Art Soiree, Eighty Eight DC, the Embassy of Spain and Cultural Tourism DC curated art exhibitions over three floors. Particularly striking were the video projections that appeared on the windows of the building. In the Progression Place Building on 7th Street, the No Kings Collective and the District of Columbia Arts Center curated "25 at 25" with 25 well-known District-based artists. The musical accompaniment to the exhibition led to an increasingly raucous party on the street as the night wore on.

A number of Shaw businesses also decided to participate in Art all Night. The Taylor and York Salon invited visitors to produce their own paintings. Pekoe Acupuncture and Wellness showed works by Brian Mishoe and held a DJ-led party in the basement, attracting a total of 680 people. Kafe Bohem also had a DJ to provide music along with its exhibition of prints by one of the café's managers. 



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Pleasant Mann

CUTTING RIBBONS, THREE AND FIVE AT A TIME

L Baby Wale Ribbon Cutting

By Pleasant Mann and Alexander M. Padro

Shaw Main Streets' three-foot-long golden scissors got a workout recently, with a number of new restaurant and bar openings along 7th and 9th Streets. SMS sponsored a "Triple Play" of restaurant ribbon cuttings as well as a "Ribbon-Palooza." City officials and community and business leaders participated in opening ceremonies for three restaurants on a five block stretch in one hour in early September, and five restaurants and bars in an hour on three adjacent blocks in mid-December.

The first opening in the "Triple Play" was at Baby Wale (1124 9th Street, NW), a casual eatery from Tom Power, who also owns Corduroy. Named after the smallest corduroy weave, Baby Wale offers signature dishes like lobster sandwiches and roast chicken. Baby Wale's capacious space was the venue for remarks from Mayor Vincent Gray and Councilmembers Jack Evans, Tommy Wells, and Vincent Orange.


Two blocks to the north, the second opening was at Thally (1316 9th Street, NW). The brainchild of chef/co-owner Ron Tanaka and general manager/co-owner Sherman Outhuok, Thally is a casual restaurant serving Modern American cuisine. The restaurant's name is derived from Thalia, Outhuok's daughter, and the former Tally-Ho Stables, which still stand across Naylor Court.

The final opening that day was Mandalay (1501 9th Street, NW), run by chef-owner Aung Myint, whose family operates a Burmese restaurant of the same name in Silver Spring.

Ribbons were also cut at Dacha Beer Garden (1600 7th Street, NW) and Pelican's Rum (924 U Street, NW) in September.

The morning of December 17 saw Mayor Gray and Ward 1 Councilmember Jim Graham participating in another series of ribbon-cuttings for five new bars and restaurants. Dubbed "Ribbon-Palooza," the event started at Right Proper Brewing Company (624 T Street, NW). Underneath a mural depicting giant pandas fighting against a Washington backdrop, Gray, Graham and Shaw Main Streets Executive Director Alex Padro hailed the brew pub for its large investment and as an illustration of Shaw's development into one of the hottest commercial areas in the city.

Following the cutting of the first ribbon, the crowd went around the corner to 7th Street to open two establishments owned by Shaw serial entrepreneur Derek Brown: Southern Efficiency (1841 7th Street, NW), a tavern centered on bourbon and whiskey along with country small plates, and Eat the Rich (1839 7th Street, NW), whose shellfish-focused menu extends to oyster shooter cocktails. The next stop on Ribbon-Palooza was David Batista's All Souls (725 T Street, NW), a neighborhood corner bar with quality cocktails and edibles. As the participants explored All Souls, Mayor Gray seemed mesmerized by the extensive selection of classic Soul tunes on the jukebox.

The final Ribbon-Palooza destination was Dunya (801 Florida Avenue, NW). The owners met the crowd outside for the fifth ribbon cutting and then invited everyone in to enjoy samples of the restaurant's Modern Mediterranean cuisine. Visitors were also impressed with the rustic décor of the two-level restaurant, which also has an outdoor roof deck. 



JBG proudly supports
Shaw Main Streets
by investing in the momentum
of the Shaw neighborhood.



└ Dacha Beer Garden offered generous brew samples and a chance to sit and enjoy the weather.



└ La Colombe's antique French fire truck offered DC its first-ever taste of their world-renowned coffee.

SHAW OPENS ITS DOORS FOR OPEN HOUSE

By Ellen Morris

Perfect fall weather and an abundance of participating businesses drew over 500 enthusiastic participants to the annual Shaw Open House on Saturday, September 14. The streets and alleys of Shaw were brimming with neighbors and visitors carrying black Shaw Main Streets tote bags and enjoying the best of what our booming neighborhood has to offer.

Participants collected stamps on their Shaw Passports while enjoying food and drink samples, coupons, and tours from 22 restaurants, bars, shops, and service businesses in the neighborhood.

Two of Shaw's new residential developments, 7th Flats and City Market at O, welcomed participants into their leasing offices for sangria, snacks and neighborhood information. HALLO, a new taxi hailing app based in Shaw, gave all participants a \$10 account credit for use in DC.

Ethiopian fare was available for sampling at Queen of Sheba, Etete, CherCher, and Dove House Liquor, which offered Ethiopian honey wine. Mandalay Restaurant, while not yet open for regular service, welcomed hungry participants into its new space to sample delicious Burmese salads.

Dacha Beer Garden pulled generous Oktoberfest samples. SiTea was not yet open, but offered Almond Milk Tea and samosa samples from a table in front of their future


Progression Place location. La Colombe Coffee, whose Blagden Alley storefront is also under construction, served espresso and iced coffee from their converted vintage Citroën fire truck.

Health, wellness, and beauty were on display at Halcyon Salon, Taylor & York Salon, Pekoe Acupuncture and Wellness, and Reformation Fitness, each of which were offering tours and previews of their services - and free ear acupuncture, for the adventurous.

Servers at Rogue 24, one of Shaw's more famous dining attractions, gave participants a tour of their dining room and the chance to see Chef RJ Cooper experimenting with liquid nitrogen. 1905, which had a discounted tasting menu and happy hour specials available, gave participants the opportunity to relax on their rooftop deck and take in a bird's eye view of the ground they'd covered that day.

Also participating were Cheryl A. Lofton & Associates, Divine Shine, Pizza D'oro, Shaw's Tavern and Touchstone Gallery.

The closing prize drawing was held at Baby Wale, another new Shaw dining spot. Each participating business provided a gift certificate for the raffle, ranging from \$100 toward salon services to bar service for two at Rogue 24.

Before the raffle began, the bar was abuzz with neighbors swapping experiences and sharing their favorite passport stops. Dacha's generous pours and La Colombe's cappuccinos were obvious crowd favorites, but the overarching sentiment was a sense of awe and pride at the sheer number of new attractions that now call Shaw home. 



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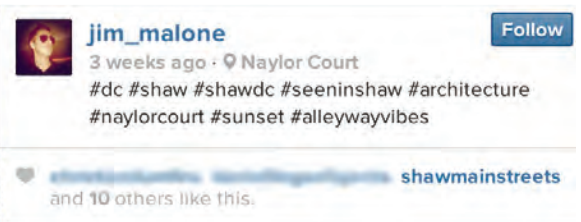
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Over 2,000 photographs of people, places and things in Shaw have been shared on Instagram using the #seeninshaw hashtag.



Customers can use Twitter to share their experiences with favorite businesses, and business owners can Retweet to current and prospective customers.

SOCIAL MEDIA IS #SHAWESOME

By Jazelle Hunt

After seeing the impact that social media had in attracting some 15,000 people to Art All Night 2011, Shaw Main Streets has been offering technical assistance to businesses to help them tap into the growth social media offers.

Funded by the D.C. Department of Small and Local Business Development, the SMS Social Media Technical Assistance Program offers services at no cost to Shaw businesses. The services include social media account set-up, regular posts and updates, marketing strategy development, new photos and marketing materials, promotions to attract new customers and reward loyal ones, and how-to training so business owners can manage their presences.

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Instagram posting on Table with #seeninshaw hashtag.



Businesses can use Facebook to promote events and special promotions and share photos.


In its pilot run and two subsequent rounds, over 60 businesses received services for three to six month periods. Businesses earned as many as 250 new Likes on Facebook without advertising. Some owners crafted their very first social media posts on Facebook, Twitter, Instagram, and FourSquare. Others learned to manage their existing accounts without help and began including social media engagement in their regular operations. Several businesses had attracted new customers via Foursquare specials, and many were receiving added web traffic as a result of claiming their Google listings, among other successes.

Shaw Main Streets has also beefed up its own social media presence. In February 2013, we joined Instagram and began snapping scenic shots of the neighborhood, eats, drinks and happenings. In May, we launched Shaw-centric hashtags—#seeninshaw, #shawdc, and more recently, #shawesome, coined by Shaw resident Brian Peters. Hashtag table tents can be seen at many popular Shaw businesses. These tags can be used on Facebook, Instagram, Twitter, and Pinterest, and allow publicly

shared Shaw-related images or messages to be grouped automatically on these sites.

The initial two hashtags house more than 3,700 photos on Instagram alone. Flicking through the images marked with these tags offers a colorful display of dishes, drinks, locales, owners, residents, and fun times. Winners chosen from among those posting photos on Instagram and Facebook with the #seeninshaw hashtag receive free pairs of tickets to events at the Howard Theatre and other Shaw venues.

The SMS Twitter account (@shawmainstreets) boosts Shaw business specials and events each day, promotes SMS-sponsored events and shares good press or comments about our neighborhood and businesses.

Connect with Shaw Main Streets and favorite neighborhood businesses on the aforementioned mobile and web apps to stay abreast of neighborhood news and share the Shaw experience. And don't forget to use #seeninshaw, #shawdc, and #shawesome to help share what you think makes Shaw great. 



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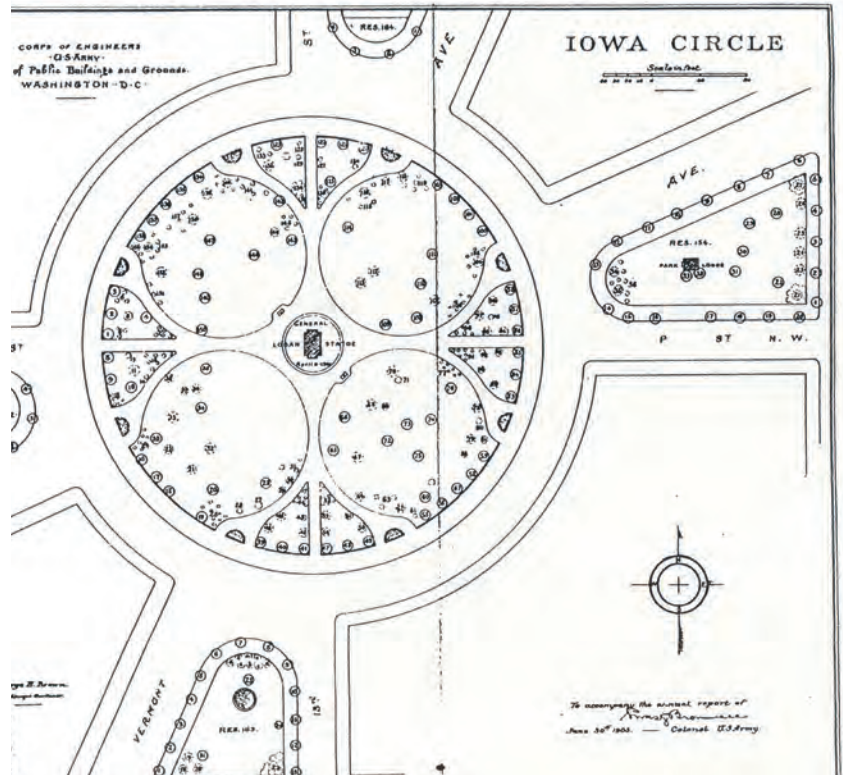
How Logan Circle Got Its Groove Back

By Pleasant Mann

When Shaw was formally defined in April 1966, its boundaries went from Florida Avenue at the north, south to M Street and stretched from 15th Street to North Capitol Street. Logan Circle was part of the Shaw School Urban Renewal Area. The story of Logan Circle, and how its namesake traffic circle was destroyed and later restored, illustrates the development stresses that the rest of Shaw would come to face. It also serves as an example of how a neighborhood can restore its luster by regaining lost amenities.

The intersection of streets and avenues that we now call Logan Circle first appeared as a circle on the 1792 Ellicott map of the city, reflecting Pierre L'Enfant's original plan. But the construction of a circle could not be acted upon for a large part of the 19th century, since the area was largely made up of isolated farmhouses, well beyond the developed portion of the city. The sharp growth in District population during and after the Civil War finally moved the city's development northward. When the District got its own territorial government in 1871, the circle gained important improvements during the short, expensive tenure of Alexander R. "Boss" Shepherd. A gas line to the neighborhood was installed in 1872, making the area suitable for modern homes. Park improvements to the circle itself were also made in 1872, with a series of new asphalt walkways, grass and tree plantings, and a fountain in the center. In 1873, 13th Street had concrete paving up to the circle, while Rhode Island Avenue and the roadway around the circle were paved with wood. By 1879, the circle got the name Iowa Circle, "situated in one of the most attractive sections of the city."

The Iowa Circle neighborhood lost a bit of status later in the century as robber barons chose to build their new mansions near Dupont Circle. Still, the neighborhood retained considerable charm. A cycling craze at the end of the 19th century saw



the circle gain renown as a bicycle course. Iowa Circle was even the site for cycling competitions sponsored by the Arlington Wheelmen. And of course, the circle was selected, in 1891, as the site for the planned statue honoring General John A. Logan. The new monument required a redesign and reconstruction of the circle's park walkways as well as removal of the central fountain to make way for the statue, which was finally put in place in 1901.

By the time Congress approved a name change from Iowa Circle to Logan Circle at the end of 1930, the circle was starting to feel the impact of the automobile. A 1931 proposal by the District's highway department to have 13th Street run through the middle of Logan Circle was strongly opposed by community residents, and the idea was quickly dropped. The needs of the automobile did lead to a reduction of the width of the sidewalks around Logan Circle in 1933. The "improvement" reduced the width of

Iowa Circle in 1903.
Photo by DC Public Library.

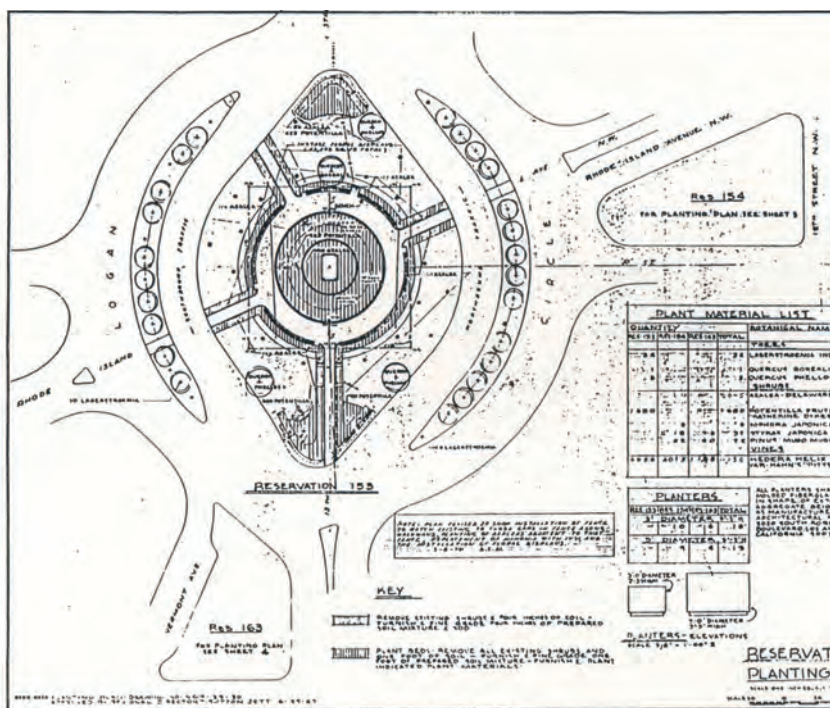
Daily News reported, since they considered the project to be a mere street improvement.

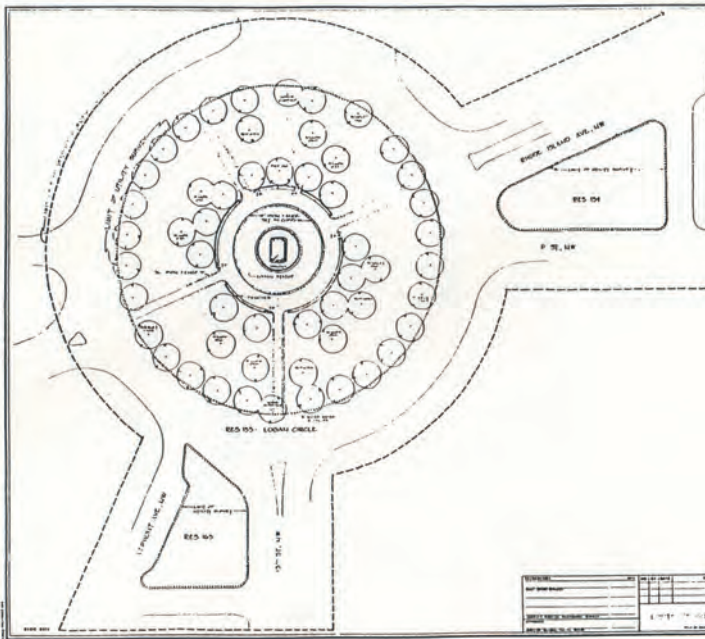
Logan Circle had already started to decline as more people moved to the suburbs. The elimination of the circle park made the neighborhood look even less desirable. With the establishment of alternating one-way traffic on 13th Street (where all cars had to move south during the morning rush hour, changing to one-way north in the evening), Logan Circle did not seem to be much of a neighborhood anymore.

The low point in the former circle's prospects may have been in 1964, when some property owners requested zoning changes for the area. The proposal was met with alarm by residents and preservationists. A Smithsonian historian noted that Logan Circle represented "one of the finest untouched areas of Victorian and Edwardian era housing left in Washington," believing that if it were preserved, "its styles are bound to recapture the public fancy."

NCPC helped start Logan Circle's revival. In fall 1964, 18 people took a tour of Logan Circle led by two NCPC architects, pointing out the area's historic importance. In 1968, the circle and the reservations surrounding it were completely refurbished as part of Lady Bird Johnson's city beautification program, with new plantings and a new irrigation system. With the designation of

Logan Circle
1950 Traffic
"Improvements"
Photo by DC
Public Library.





Logan Circle 1980 Restoration Plan. Photo by DC Public Library.

the neighborhood as a historic district in 1972, Logan Circle began to regain its earlier status as a prominent community.

By the end of the 1970s, it started to appear that Logan Circle was on the path to becoming a respectable neighborhood again. In a 1979 *Washington Post* article, Juan Williams profiled investor Emmanuel Dickey as an example of the people behind the changes to Logan Circle. Dickey, an African American owner of a hardware store at 14th and P Streets, had found success as a real estate speculator. "Houses that 10 years ago sold slowly - if at all - for \$10,000, sell for \$200,000 and up today," the article noted. He would begin by buying a depressed property, for as little as \$9,000 and then make cosmetic repairs to increase its value. "Dickey's next step was to approach a lender, such as the black-owned Independence Federal Savings and Loan Association, and arrange a mortgage on the property" to free up cash for new home purchases.

"Today Dickey can stand by the front door of his hardware store, which does a booming business now with all the renovation going on in the area, and marvel at all the changes in his world," Williams noted. "Now young well dressed white men walk the streets from the corner store to their homes on Kingman Place and other almost completely renovated neighborhoods. 'God bless these fags and their dogs,' said Dickey... These urban pioneers are the best thing that ever happened to this neighborhood. They're bringing it back from the dead."

Help for restoring the circle itself came from an unlikely source: the District's Redevelopment Land Agency. The Notorious R.L.A. owned properties around the circle and commissioned an architect in 1973 to guide its development plans in the new historic district. The study made suggestions for improving the "Logan Lemon": ending the rush hour, one-way traffic on 13th Street, reducing the number of traffic lanes in the circle from seven to five and reestablishing Logan Circle's circular shape and park.

Residents resented the "13th Street Freeway." Thirteenth Street carried 3,000 cars an hour in the morning, and cars had been clocked at 50 and 60 miles an hour. For the first time since the construction of Logan Circle, the District had popularly-elected officials. Now city agencies were supposed to be more responsive to citizens agitating to improve their quality of life. The opening of the Metrorail subway also argued against the need to have 13th Street continue to serve as a throughway to Maryland.

In June 1979, the District's Department of Transportation (DDOT) announced that it would end reversible one-way traffic on 13th Street. On January 7, 1980, the same day that Metrorail extended the Red Line to Silver Spring, permanent two-way traffic at all times was reestablished on 13th Street. Residents appreciated the 50 percent reduction in traffic volume and decline in average speed on 13th Street from 30 miles an hour to 20 mph. The American Automobile Association, the DC Citizens Traffic Advisory Council and the Highway Users Federation complained that two-way traffic greatly increased traffic congestion and commuting delays for those trying to leave DC. But this time, the campaign to restore Logan Circle, and the neighborhood surrounding it, would not be stopped.

In the fall of 1980, DDOT announced that the traffic lanes going through Logan Circle would be closed, at least on a trial basis. In announcing the restoration of the circle, Transportation Director James E. Clark III noted that Pierre L'Enfant considered a circle to be the "focal point of the community - a 'point of great prospect'." Clark added, "In Logan Circle, we have a large area of open space which is not accessible to the community, which has no prospects, because a road is going through its center. But that is going to change." In early November 1980, after 30 years as a commuter highway, barricades were erected in front of the roads going through the circle, closing the circle's interior to vehicular traffic. In 1982, planning started on a permanent restoration of the circle's park. By 1985, Logan Circle was once again the neighborhood center of great prospect that we enjoy today. 🏡

SHAW SNAPSHOTS

By Pleasant Mann and Alexander Padro

Fedoras and fascinators abounded during the June 8 Roaring 20s Bar Crawl: even this A&D Bar mixologist got into the act, Gatsby style.



Pleasant Mann

J.W. "Bill" Marriott, Jr. spoke at the "topping off" ceremony for the \$520 Million Washington Marriott Marquis convention center hotel on September 25, before the signing by dignitaries of a ceremonial steel beam that was lifted to the roof of the hotel.



Alexander M. Padro

Hundreds of attendees at the first annual Homegrown DC Fair bought grown-in-DC fresh and value-added food products and enjoyed music on September 7 at Old City Farm & Guild.



Alexander M. Padro



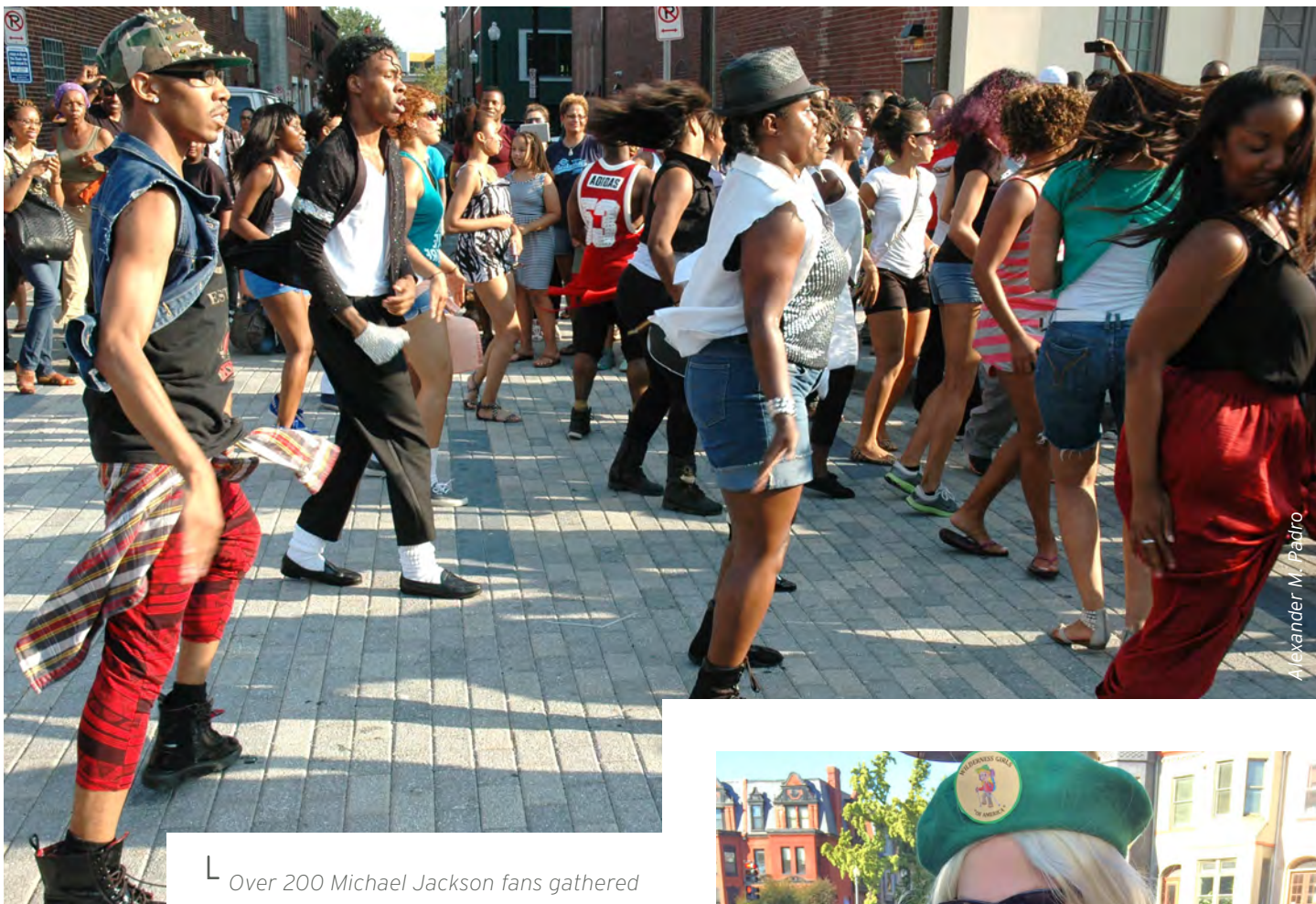
Alexander M. Padro



Pleasant Mann

Shaw Main Streets partnered with the Friends of Kennedy Playground to distribute backpacks with school supplies donated by Douglas Development to children of low income Shaw families at the Kennedy Recreation Center on August 24.

Shaw Main Streets' December 3 Holiday Party at the Wonder Bread Factory drew over 300 for a celebration that featured food from Shaw restaurants and beverages from local merchants. Attendees included Councilmembers Graham, Evans, Bowser and Orange. The night ended with dancing to "The Electric Slide" and "Cupid's Shuffle."



Over 200 Michael Jackson fans gathered in front of the Howard Theatre for a "Beat It" flash mob dance on June 25.



Shaw Main Streets' December 3 Holiday Party at the Wonder Bread Factory drew over 300 for a celebration that featured food from Shaw restaurants and beverages from local merchants. Attendees included Councilmembers Graham, Evans, Bowser and Orange. The night ended with dancing to "The Electric Slide" and "Cupid's Shuffle."



Ghouls, goblins, and even Girl Scouts enjoyed the perfect weather as 140 Shawllooween Bar Crawl participants visited five Shaw bars on October 26.



At-Large Councilmember Vincent Orange visited Simon Vintage Furniture & Homegoods on August 1 during his annual tour of the city's Main Street districts.



A National Building Museum exhibit, "Investigating Where We Live: Recapturing Shaw's Legacy," created by 29 teenaged students, explores the Shaw neighborhood's past and present, through June 8, 2014.



On September 4, Ward 6 Councilmember Tommy Wells cut the ribbon at Dacha Beer Garden; the three-story high mural of actress Elizabeth Taylor debuted later.

ABOUT SHAW MAIN STREETS

Shaw residents and community leaders founded Shaw Main Streets, Inc. in March 2002 to promote the community-driven economic revitalization of central Shaw's 7th and 9th Street commercial corridors.

Shaw Main Streets' mission is to promote the economic development of Shaw's commercial corridors in a manner that meets the needs and desires of the community's residents and existing businesses and preserves the neighborhood's history and architecture. Shaw Main Streets is a nonprofit, community-based, volunteer driven organization that relies heavily on the time and talents of volunteers in the community and beyond.

Partial funding for Shaw Main Streets, Inc. is provided by the Department of Small and Local Business Development's DC Main Streets program.

The organization relies substantially on the tax-deductible donations and the generous time of volunteers like you. For more information, to volunteer or to make a contribution to support our efforts, contact:

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