

**2020 -  
2024**

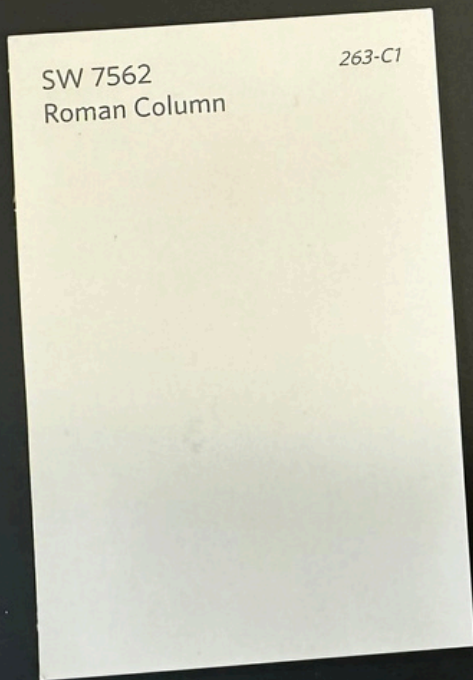
# **PROJECT LOOKBOOK**



**GLOVER PARK  
MAIN STREET**







# Facade Improvements

Reinvesting in our neighborhood helps attract and retain business

Improving the streetscape is a tenet of a Main Street's mission. GPMS began our work in the middle of the pandemic, focusing on the neighborhood's "gateway" - where Wisconsin slopes downward to Calvert St and thousands of locals pass by daily. With the help of our contracting partners, GPMS took on the gas station and dry cleaner at the top of the hill, the first of many impactful projects.

**Since 2020, we have completed 11 major facade improvements, four business signs, 30 streetscape banners, and two murals, investing more than \$165,000 in infrastructure improvements for Glover Park.**

The following pages showcase examples of our work. We are very proud of the results and encourage you to get involved! Support GPMS so that we may continue to eradicate blight and make safe and beautiful the streets of Glover Park, DC.



## New look

In 2022, we rebranded the Market with a new sign. That work inspired our color selection for the facade & awning in Spring, 2024.



## Fresh Start

This was the site of multiple armed robberies in the winter of 2023. Improving the exterior was imperative to offer the owners & their neighbors a fresh start.

# 2411 37th St NW

Our largest improvement to date, we stripped the exterior, removed old metal, electrical & signage, reframed & flashed windows, replaced rotten wood, fixed entryways, and painted & rebranded the awning.

**2024**

Facade - Roman Column SW, Trim - Iron Ore SW

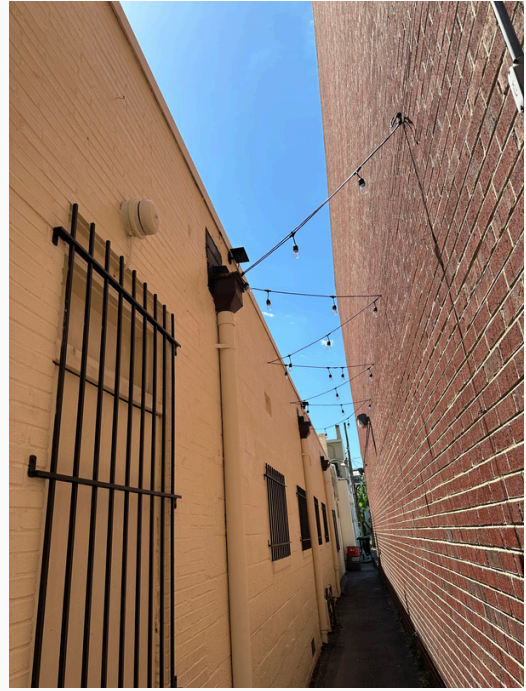
Awning - Lakeshore SW, Door - Daisy SW





### **Cut through**

Covered in offensive graffiti but the only walkway to the commercial corridor, we stretched the budget and made plans to refurbish the alley.



### **Lite & Brite**

We installed 2000 Lumens safety lights and strings of solar LEDs to illuminate and make safe the cut through for pedestrians.

# **2420 Wisconsin Ave NW**

Walls & Facade - Buff SW  
Safety bars - Black Rustoleum

**2024**





## Ciao

The former tenant was long gone and the building long vacant when GPMS approached incoming owners about a needed facelift.



## Bella

We discovered a new favorite shade, covering a bold island blue with a neutral, hiding old blemishes and improving the streetscape.

# 2444 Wisconsin Ave NW

Facade - Urbane Bronze SW  
Trim - Sand Dollar SW

**2022**





**Ghost Kitchen mural**

2020



**Wide World of Wines**

2022



**Art wall**

2022



**Point Chaud**

2022



**2313 Wisconsin Ave NW**

2024



**Wingo's**

2033





### Less is more

This large wall was home to a Japanese-inspired mural that had fallen into disrepair, anchored by street level graffiti.



### Simply beautiful

Before new art could be installed, we undertook extensive facade repairs, and chose a creamy white paint to show off the unique verdigris facade.

# 2309 Wisconsin Ave NW

Facade - Simply White BM

2022





# Streetlight Banners

## Creating a sense of place

In our second year as a Main Street, GPMS endeavored to brand Glover Park. Inspired by local green space and native architecture, we selected a bright Art Nouveau design to hang throughout the neighborhood.

Every detail from length, lettering, and material was carefully considered. What we failed to anticipate was that trucks speed by, displacing even the highest streetlight banner. While we started with 30, many are in need of replacement.

This project makes residents & visitors more familiar with the area. In passing, the yellow catches the eye, distinctly branding Glover Park from surrounding communities, creating a welcoming sense of place.



**2021**

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### Side-by-side

Contractors only improved the bottom half of 2319, leaving the upper portion an entirely different color. GPMS stepped in.



### Going green

While painting 2317 the business owner's dream green, we completed 2319, as well, helping another small business gain visibility.

# 2319 - 2317 Wisconsin Ave NW

2319 - Facade - Tricorn Black SW, Trim - Pure White SW  
2317 - Facade - Direct Green SW, Trim - Pure White SW

**2021**





## Getting our sea legs

Our first project! The gas station and dry cleaner at the top of the street were made bright by Benjamin Moore Seapearl and Ryan Red trim.



## Lessons learned

We learned a lot on this project, from color selection to relationship building, and the beautiful results paved the way to future success.

# 2448 - 2450 Wisconsin Ave NW

Power washing, replacement of electrical, new exterior lighting, remortaring, clearing debris - we took a neighborhood eyesore and made it shine.

**2021**



# Citywide Campaign

2022

GPMS launched a citywide awareness campaign of Glover Park at the end of the pandemic to boost foot traffic to the neighborhood. With taglines airing over WAMU, geolocated ads to Metro riders, and our favorite vintage postcard-inspired art riding around on buses, Glover Park was everywhere.

*Did you know that the art inside the letters is from our own 2021 photography campaign?*



## Bike stations

Seen here on Florida Ave between Kalorama & Adams Morgan, these ads appeared on bike stations in January of 2022.



## WMATA buses

Glover Park was on the move, zooming across the city with WMATA. We loved seeing ourselves around town!



## 2340 Wisconsin Ave NW

We turned the art into a large vinyl triptych which hung for nearly a year on the new Observatory Park building.



## Tradition

Pearson's is nearing 100 years in business, and it showed on the facade. Painted by hand in traditional trompe l'oeil, the 2001 exterior was showing its age.



## New vision

New owners have been upgrading the interior, and wanted the facade to reflect their modern vision. The moody color, Raccoon Fur BM, came out sleek and minimal.

# 2436 Wisconsin Ave NW

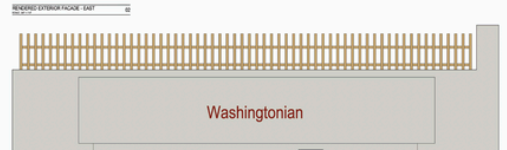
We stripped the front and back facades, taking down electrical, old signs, birds nests, even repointed the brick. Out with the old and in with the new!

**2024**





**ACE entry sign**  
2022



**Gateway Screen**  
2021

# Not all ideas make the cut



**Monarch makeover**  
Ongoing



**2352 Wisconsin Ave NW**  
2023



**2400 Wisconsin Ave NW**  
2023



**2313 Wisconsin Ave NW**  
2024

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