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The Chevy Chase Land Company and Streetsense Sign Little Beet Table to 5,000 SF at The Collection in Chevy Chase, MD

Chevy Chase, MD – September 26, 2016 – The Chevy Chase Land Company (“the Land Company”) and Streetsense have announced the signing of a 5,000 square foot lease with The Little Beet Table, a New York born market-fresh restaurant that will bring wholesome, regionally-sourced food and drink to one of the central retail spaces in the inviting new plan for The Collection.

The Collection will be the first Washington area location for The Little Beet Table, which was founded by hospitality catalyst, Aurify Brands. The Little Beet Table is the full-service, sit-down offshoot of its fast casual counterpart, The Little Beet, which has a location in Washington DC (1212 18th Street NW & Connecticut Avenue). The Little Beet Table will serve fresh, ingredient-driven fare for lunch, dinner, and weekend brunch, all in a bright, sunlit interior that spills out into a newly designed central plaza with outdoor seating.

“The Little Beet Table fits perfectly into the future of The Collection, bringing an exciting-yet-approachable farm-to-table menu to families in Chevy Chase and the surrounding area,” said the Land Company’s CEO, Tom Regnell. “We’re building a destination experience where people want to spend time shopping, eating, or even just socializing; a place for the people of Chevy Chase and Friendship Heights to call their own.”

In the past few months, the Land Company has unveiled bold plans for a series of improvements to one of the most recognizable retail blocks in the Washington, DC area. Marrying existing fashion and food-oriented destinations with a curated mix of new neighborhood shops, cafes, and restaurants, the plans for The Collection will soon be brought to life with sweeping new public spaces and plazas as well as new storefronts. Connectivity to Metro will be enhanced and pedestrian and vehicular access will be improved with a reconfiguration of circulation through the site and to its nearly 1,300 parking spaces.

Construction on the nearly 20-acre site is expected to commence in late 2016 and be completed in the third quarter of 2017.

Residents of Chevy Chase, like affluent shoppers in other metro areas, have demonstrated evolving buying behaviors, supplementing traditional luxury brands with growing interest in one-of-a-kind offerings. The 27,000 people that live within a mile of The Collection are highly educated, with an average household income of more than \$165,000 a year. With strong growth expected for the next five years and a population that is shifting in dramatic fashion from retirees to young families, Streetsense and the Land Company felt there was a growing need to re-evaluate the property’s place in the community.



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Chevy Chase Land and Streetsense Press Release – Little Beet Table

September 26, 2016

Page Two

“People are attracted to retail that provides authenticity and experience. While quality is important to any demographic, exclusivity isn’t always a driving factor in a world where consumers place a tremendous amount of value on individual experiences that reflect their own personal identity,” noted Streetsense Director of Real Estate, Michael Smith.

Streetsense has been retained by the Land Company to provide comprehensive services to re-envision and relaunch The Collection—from research, storefront design, wayfinding, public space activation, merchandising, and leasing, to brand strategy, website design and development, digital and print advertising, and social media. A new website for the Collection was recently launched at www.collectionchevychase.com.

About The Chevy Chase Land Company

The Chevy Chase Land Company is a leading owner, developer and manager located in Chevy Chase, Maryland. The Company is distinguished by its historic background and an exceptional portfolio of office, retail and residential properties throughout the Washington, D.C. area. The Land Company has been a leader in the region’s transit-oriented development since 1890.

About Streetsense

Streetsense is an interdisciplinary design and strategy collective serving the retail, hospitality, and real estate industries. Known and awarded for their collaborative ideology, Streetsense creates brands people love and places people love to be. For more information, please visit www.streetsense.com or find us on Twitter (@realstreetsense) and Facebook (facebook.com/realstreetsense).

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