



[JEDC.org](http://JEDC.org)  
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## Juneau Storefront Improvement Competition

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### What

Recognize and encourage a more attractive built environment in downtown Juneau through a competition focusing on Storefront improvements.

### Sponsors/Organizers

- Downtown Business Association
  - Roles: Prizes, Judging and Promotion
- CBJ Historic Resources Advisory Committee
  - Roles: Prizes, Judging and Promotion
- Southeast Section of the Alaska Chapter of the American Institute of Architects
  - Roles: Prizes, Judging and Promotion
- JEDC Downtown Revitalization Working Group
  - Roles: Promotion
- Juneau Economic Development Council (organizational support)

### Purpose

Attractive buildings attract business. The intent of this competition is to produce visible changes on the facades of commercial buildings in Downtown Juneau and to encourage downtown businesses to independently invest in improving the appearance of storefronts. By improving the appearance of buildings, this program hopes to improve the economic vitality of downtown.

### Eligible Enterprises

- Building owners (including private non-profit organizations) located in downtown Juneau are eligible. For purposes of this program, "Downtown Juneau" consists of the area from the AJ Dock to Fifth Street, from Gastineau to Willoughby (traditional downtown core) and Willoughby district to Egan and 12<sup>th</sup> Street).
- Only one entry per business location.
- Property taxes must be current and the entrant may have no debt in arrears to CBJ when the project begins.
- No member of the staff of JEDC or completion judges may enter the competition.
- Government offices or properties primarily in residential use are NOT eligible.

### Competition

#### *Most Improved Storefront (Judged by Professional Panel)*

- Businesses and/ or property owners should take "before" photos of the storefronts that will be improved.
- After the improvement project is completed, the business/property owner should take a sufficient number of photos of the same storefront to show improvements.
- A committee will review submissions and make one or more monetary awards to the storefront improvement projects that best meet the goals of the program. Depending on submissions there may be separate awards for upgrades in the historic district and also in the general commercial areas. The winning business/property owners will receive free public recognition and window plaques or posters.

#### *Exemplary Storefront (Judged by Professional Panel)*

- In addition, the committee will designate one existing façade that best exemplifies the program goals. The winner in this category will receive free public recognition of the business' contribution to the



vibrancy of downtown and a window plaque (modest, such as newsletter, email, and print media via articles).

#### *People's Choice*

- A People's Choice contest will be conducted at the start of the tourist season to identify storefronts the public most appreciates. Publicity and voting materials will be made available by JEDC.

#### **Eligible Improvements**

In general, the program encourages exciting transformation of existing facades, innovative and artistic representations of local commerce, culture or history and improvements to facades that enhance the pedestrian experience. The program also encourages repair, restoration and preservation of existing façade features. Historic buildings and buildings in the Downtown Historic District are to comply with CBJ standards for development in that area (contact CBJ staff [@Laura\\_Boyce@ci.juneau.ak.us](mailto:@Laura_Boyce@ci.juneau.ak.us)).

The list below is not all inclusive and especially does not address artistic transformations of storefronts.

1. Awnings appropriate for the façade improvement and architecture that meet CBJ standards.
2. Exterior painting that it is consistent with other downtown buildings.
3. Non-illuminating signs that are compatible with other buildings on the block and that meet CBJ codes.
4. Exterior masonry repair.
5. Repair to exterior facades (front facades or other facades visible by pedestrians are eligible).
6. Sign removal, replacement or repair.
7. Repair or replacement to cornices, doors, windows, decorative detail, awnings.
8. Window display lighting.
9. Exterior lighting.
10. Window repair.
11. Landscaping features (e.g. window boxes or planters) consistent with CBJ code.
12. Limited removal of barriers to access for people with disabilities.

#### **Application Procedure**

1. A copy of the application is available at: <http://www.jedc.org/juneau-downtown-revitalization>
2. Submit a completed application and "before and after" photographs to:

Downtown Façade Improvement Program  
Juneau Economic Development Council  
612 West Willoughby Avenue  
Juneau, Alaska 99801  
[mfranklin@jedc.org](mailto:mfranklin@jedc.org)

#### **Additional Information**

- There is no application fee.
- If the building historic or is in the Historic District, CBJ approval is required.
- In reviewing an application, JEDC will not discriminate on the basis of race, religion, sex, color, age, sexual orientation, national origin, disability or marital status.

#### **Competition Selection**

- For Most Improved and People's Choice, eligible projects are ones begun after {2 year date}
- Submissions are due at JEDC by May 15, 2014 and awards will be announced on June 30, 2014.
- People's Choice Award judged on June 2014 "First Friday".
- The intent is for this to be an Annual Competition.