

FOR IMMEDIATE RELEASE

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Mayor Jim Kenney, the Philadelphia Department of Commerce, and the Community Design Collaborative recognize storefront façade improvements throughout city

FOR IMMEDIATE RELEASE—Philadelphia, PA—October 14, 2016—Small businesses are the engine driving the economy of Philadelphia’s neighborhood commercial corridors. Lately, that engine has been humming. Enterprising business owners are busy inventing (or reinventing) their businesses by sprucing up one of their greatest marketing opportunities: their storefront facades.

On October 6, 2016, the Philadelphia Department of Commerce and the Community Design Collaborative presented the Storefront Challenge Awards as part of an ongoing partnership to demonstrate that *good design is good business*. The awards were presented during DesignPhiladelphia.

Mayor Jim Kenney and Philadelphia Department of Commerce Director Harold T. Epps recognized business owners for their investments in storefront façade improvements. Councilman Bobby Henon received the Corridor Catalyst Award for leadership in promoting neighborhood commercial corridors, and Philip Green and Stephanie Michel of the North 5th Street Revitalization Project received the Instigator Award for inspiring businesses to make storefront facade improvements.

Business owners, design consultants, contractors, community organizations, and enthusiastic customers were invited to nominate Philly storefronts renovated in the past two years for the Storefront Challenge Awards. The winners reflect the diversity of the city’s businesses, neighborhood commercial corridors, and the impact of grants from the Philadelphia Department of Commerce, The Merchants Fund, and others to support storefront façade improvement projects. Before and after images of the winners and finalists can be viewed at <http://www.cdesignc.org/storefront2016>.

2016 Storefront Challenge Winners

Bang for the Buck

Zakian Rugs, 4930 West Parkside Avenue

Trendsetter Award (tie)

Sam Stern, 3621 Germantown Avenue

River Wards Café, 3118 Richmond Street

Best DeSign

Little Spoon Café, 1500 South Street

Extreme Makeover

Larchwood Flats, 501 South 52nd Street

Window Display

Totem Brand, 535 South Street

Amazing Awnings

Aztec Signs, 5816 Torresdale Avenue

Nightlife Award

Canton 11, Lair KTV & Chatime, 1025 Arch Street

Best Bay

Torresdale Chiropractic, 6813 Torresdale Avenue

Lemons to Lemonade

Bing Bing Dim Sum, 1648 East Passyunk Avenue

Less is More

Lee's Deli, 4700 Baltimore Avenue

Honor the Past

Wm Mulherin's Sons, 1355 North Front Street

Best Overall (tie)

Neighborhood Potters, 2034 Fairmount Avenue

PhillyCAM, 699 Ranstead Street

The mission of the [Philadelphia Department of Commerce](#) is to ensure that Philadelphia is a globally competitive city to which employers flock, entrepreneurs thrive, and innovation abounds; to recruit and retain a diverse set of businesses; to foster economic opportunities for all Philadelphians in all neighborhoods; and to partner with workforce development programs and local businesses on talent development ensuring that all Philadelphians can find and retain living-wage jobs.

Celebrating 25 years of strengthening neighborhoods through design, the [Community Design Collaborative](#) provides pro bono design services to nonprofit organizations in greater Philadelphia, creates engaging volunteer opportunities for design professionals, and raises awareness about the importance of design in revitalizing communities.

[DesignPhiladelphia](#) is a signature event of the Center / Design + Architecture that annually showcases the work of over 400 practicing architects, designers, and creative professionals through more than 120 exhibitions, workshops, demonstrations, tours, talks, and events held in venues across the city.

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