

Keep Athens Clarke County Clean & Beautiful

Beautiful Business of the Month

Now in its 3rd decade, the Beautiful Business of the Month program recognizes businesses that improve the appearance of our community through their landscaping and beautification efforts. Each month, KACCB accepts nominations for local businesses through the KACCB website. A committee within the Board of Directors presents submissions to the entire Board for a vote at the monthly Board Meeting. Winning Businesses display the Beautiful Business of the Month sign outside their business and receive publicity through the KACCB website, KACCB social media, and the ACTV Channel. At the end of the calendar year, Monthly recipients of the award compete for the Beautiful Business of the Year Award. The Beautiful Business of the Year recipient receives a special award at the GreenFest Awards Ceremony each year in April.

Beautiful Business nominations are considered based on the following criteria. Note that while appearance is paramount, beauty is not skin deep. KACCB is looking for businesses that share our vision of sustainability. It is not necessary or expected that winners would include all of these features, nor is this a comprehensive list. Rather, nominees should have some of these features and can include some of the examples mentioned below. Nominees are free to incorporate other elements as well. The KACCB Board will consider all nominations carefully.

Mission Statement:

The Criteria for the Beautiful Business of the Month shall act as an educational tool for citizens & business owners that are seeking compliance with ACC developmental & operational standards. The Criteria shall act as a framework for businesses & communities, providing explanations & examples of exemplary initiatives for beautifying our outdoor environment.

This Beautification Process is multi-layered, and is both Subjective & Objective. (Opinionated & Functional Achievement Oriented)

Proposed Criteria for the Beautiful Business of the Month:

Clean –

- Absence of trash, exterior dirt / mildew
- Well maintained & tidy appearance

Sustainable –

- Facility Re-Use; preservation of historic buildings, facades
- Promotes Pedestrian Use;
 - -Designated cross walks, raised paver alleys, pedestrian corridors through vehicular zones, covered secure bicycle parking racks, bike pump for commuter safety / maintenance, adequate lighting
- Compliant with ACC Recycling Ordinance

- Compliant with ACC Tree Canopy Ordinance
- Compliant with ACC Stormwater Management Standards
- The use of efficient irrigation systems;
 - -Drip systems for shrubs, perennials, and ornamental grasses and or Hunter MP Rotator nozzles for turf areas. The use of a timer will ensure accurate and efficient water times & days.

Flower Beds/Planters

- Placement
- Style
- Contents

Design/Color/Creativity

- Yard Art and/or other exterior artwork (murals, sculpture, topiary, etc.)
- General layout and appearance

Landscaping

- Weed maintenance; proper use of mulch & pinestraw
- Proper pruning & care for long lived shade trees
- The proper use of native plant species
- xeriscaping
- Avoid using invasive species of plants;
 - -These types of plants slow development, harm infrastructure, limit biodiversity, promote pest habitat (mosquitoes) and curtail ecological process. Some invasive species that are common in the domestic landscape are: English Ivy, Wisteria, Bamboo, Periwinkle, Privet, and Kudzu.