

	Outstanding - 40 pts	Good - 30 pts	Acceptable - 20 pts	Poor - 10 pts	TOTAL
Application - Worth 25%	Application is complete including cover letter, detailed plans or renderings, more than one quote, applicable permits are complete or referenced, the project description is detailed and clear and showcases impact, and meaningful before photos have been submitted.	Application is complete including cover letter includes more than one quote, the project description is detailed and clear, and meaningful before photos have been submitted.	The application is partially complete including cover letter, plans, includes a quote, the project description is somewhat clear, and before photos have been submitted.	The application is incomplete - cover letter is short or vague and doesn't show impact of project, attachments are missing	
Project Impact - Worth 40%	The project repairs or preserves the contributing architectural features as part of the renovation, significantly improves the appearance of the property by bringing it into conformance with Design Guidelines or up to code, has a transformational impact on the look of the block, improves the usability of a second floor or other historic feature, strongly supports the retention or addition of a business, and addresses a long-time eyesore or safety of a building.	The project maintains or repairs the contributing architectural features as part of the renovation, considerably improves the appearance of the property by bringing it into conformance with Design Guidelines or up to code, enhances the look of the block, contributes to the retention or addition of a business, and/or addresses an eyesore or safety of a building.	The project maintains or repairs original historic features as part of the renovation, improves the appearance of the property, slightly changes the look of the block, retains an existing business, and/or improves the safety of the building.	The project does not improve, maintain or repair original historic features.	
Financial Leverage/Cash Match - Worth 20%	Applicant is providing a cash match of 50% or greater and plans to spend additional funds in future phases of the project.	Applicant is providing a cash match of at least 30%	Applicant is providing a cash match of at least 20%	Applicant is providing a cash match of 10% or less	
Community Engagement - Worth 15%	Applicant consistently participates in community activities and promotions. Serves on a non profit board, commission or committee. Attends council or committee meetings to provide feedback. Makes financial or in kind contributions to local nonprofits. Or Other involvement is indicated	Applicant sometimes participates in community activities and promotions. Serves on a non profit board or commission. Makes financial or in kind contributions to local nonprofits.	Applicant sometimes participates in community activities and promotions. Makes financial or in kind contributions to local nonprofits.	Applicant has limited involvement in the community	
Total					
Reviewer:		Project Name:		Date:	

	Outstanding - 40 pts	Good - 30 pts	Acceptable - 20 pts	Poor - 10 pts	TOTAL
Application - Worth 25%	Application is complete including cover letter, detailed plans or renderings, more than one quote, applicable permits are complete or referenced, the project description is detailed and clear and showcases impact, and meaningful before photos have been submitted.	Application is complete including cover letter includes more than one quote, the project description is detailed and clear, and meaningful before photos have been submitted.	The application is partially complete including cover letter, plans, includes a quote, the project description is somewhat clear, and before photos have been submitted.	The application is incomplete - cover letter is short or vague and doesn't show impact of project, attachments are missing	20
Project Impact - Worth 40%	The project maintains or repairs original historic features, significantly improves the appearance of the property by addressing eyesore, brings building closer to Design Guidelines or up to code, impacts the appearance of the block, strongly supports the retention or addition of a business, and addresses a long-time maintenance issue or safety of a building.	The project maintains or repairs some original historic features, slightly improves the appearance of the property by addressing eyesore, brings building closer to Design Guidelines or up to code, somewhat impacts the appearance of the block, supports the retention or addition of a business, and slightly addresses a long-time maintenance issue or safety of a building.	The project maintains or repairs building (no impact to historic features), slightly improves the appearance of the property by addressing eyesore, somewhat impacts the appearance of the block, slightly impacts the retention or addition of a business, and slightly addresses a long-time maintenance issue or safety of a building.	The project does not improve maintenance problems with the building and doesn't help retain or add a business to this location.	30
Financial Leverage/Cash Match - Worth 20%	Applicant is providing a cash match of 50% or greater and plans to spend additional funds in future phases of the project.	Applicant is providing a cash match of at least 30%	Applicant is providing a cash match of at least 20%	Applicant is providing a cash match of 10% or less	40
Community Engagement - Worth 15%	Applicant consistently participates in community activities and promotions. Serves on a non profit board, commission or committee. Attends council or committee meetings to provide feedback. Makes financial or in kind contributions to local nonprofits.	Applicant sometimes participates in community activities and promotions. Serves on a non profit board or commission. Makes financial or in kind contributions to local nonprofits.	Applicant sometimes participates in community activities and promotions. Makes financial or in kind contributions to local nonprofits.	Does not improve the appearance of the property.	20
Total					
Reviewer:		Project Name:		Date:	

	Outstanding - 40 pts	Good - 30 pts	Acceptable - 20 pts	Poor - 10 pts	TOTAL
Application - Worth 25%	Application is complete including cover letter, detailed plans or renderings, more than one quote, applicable permits are complete or referenced, the project description is detailed and clear and showcases impact, and meaningful before photos have been submitted.	Application is complete including cover letter includes more than one quote, the project description is detailed and clear, and meaningful before photos have been submitted.	The application is partially complete including cover letter, plans, includes a quote, the project description is somewhat clear, and before photos have been submitted.	The application is incomplete - cover letter is short or vague and doesn't show impact of project, attachments are missing	20
Project Impact - Worth 40%	The signage and/or lighting incorporates or enhances historic features, significantly improves the appearance of the property, meets Design Guidelines and City Requirements, ties well into business branding, is aesthetically pleasing, makes current or future business more visible both by a vehicle or walking as a pedestrian	The signage and/or lighting only minimally incorporates or enhances historic features, significantly improves the appearance of the property, meets Design Guidelines and City Requirements, somewhat ties into business branding, makes current or future business more visible only by a vehicle.	The signage and/or lighting only minimally incorporates or enhances historic features, slightly improves the appearance of the property, meets Design Guidelines and City Requirements, doesn't tie into business branding	The project does not improve business signage or building lighting.	30
Financial Leverage/Cash Match - Worth 20%	Applicant is providing a cash match of 50% or greater and plans to spend additional funds in future phases of the project.	Applicant is providing a cash match of at least 30%	Applicant is providing a cash match of at least 20%	Applicant is providing a cash match of 10% or less	40
Community Engagement - Worth 15%	Applicant consistently participates in community activities and promotions. Serves on a non profit board, commission or committee. Attends council or committee meetings to provide feedback. Makes financial or in kind contributions to local nonprofits.	Applicant sometimes participates in community activities and promotions. Serves on a non profit board or commission. Makes financial or in kind contributions to local nonprofits.	Applicant sometimes participates in community activities and promotions. Makes financial or in kind contributions to local nonprofits.	Does not improve the appearance of the property.	20
Total					
Reviewer:		Project Name:		Date:	