

COMMUNITY REDEVELOPMENT AGENCY FAÇADE BEAUTIFICATION GRANT
PROGRAM ROI EVALUATION SCORING SHEET

Project Name: _____ Property Address: _____
Applicant Name: _____

ROI Evaluation Criteria:

Criteria	Description	Score Range	Score (0-5)
Visual Impact & Visibility	Degree to which the improvement is visible to the public and enhances the overall aesthetic of the area	0-5	
Economic Impact	Potential to attract customers, tenants, or increase property/business value and tax base	0-5	
Design Quality & Historic Appropriateness	Compatibility with district character and use of high-quality, durable materials	0-5	
Previous Investment in Property	Demonstrated effort by the owner to maintain or improve the building in the past	0-5	
Public Benefit / Community Activation	Adds features like lighting, landscaping, murals/public art, or seating that benefit the broader public	0-5	

Total Score (out of 25): _____

Scoring Guidance:

- 18 or higher = High ROI, recommend priority funding, and full funding.
- 12-17 = Moderate ROI, consider based on available funding and other factors, 50-75% funding
- Below 12 = Low ROI, recommend deferral or revision