

Façade Grant Application Evaluation Criteria

To ensure a fair and impactful distribution of facade grant awards, the following criteria will be used to evaluate apps:

1. Location Factors (30 Points)

High-Traffic Area (15 Points): Preference will be given to properties located in areas with high pedestrian and vehicle traffic to maximize the visibility and community impact of the improvements.

- **15 Points:** Major thoroughfares or commercial districts. (*i.e. Main St., Virginia Ave., Washington Rd., Camp Creek Pkwy., Cleveland Ave., Headland & Delowe St., East Point St.*)
- **10 Points:** Moderately trafficked areas. (*Willingham Rd., Church St., etc.*)
- **5 Points:** Low-traffic or peripheral areas.

Visibility of Property (15 Points): Properties with significant public visibility will score higher to enhance the overall aesthetic of the area.

- **15 Points:** Highly visible (e.g., corner lots, open facades on main streets)
- **10 Points:** Moderately visible (e.g., partial visibility from main roads).
- **5 Points:** Low visibility (e.g., backstreets, obscured by other buildings).

2. Demonstrated Need (25 Points)

Current Condition of Property (15 Points): Properties in visibly poor condition or with outdated, damaged facades will score higher.

- **15 Points:** Significant deterioration or outdated design.
- **10 Points:** Moderate need for improvement.
- **5 Points:** Minor repairs or updates needed.

Alignment with Community Goals (10 Points): Preference for projects that align with the city's development plans or community priorities, such as revitalization of underserved areas.

3. Quality of Proposal (20 Points)

Design and Impact (10 Points): The proposed improvements should enhance the property's aesthetic appeal and contribute positively to the area's character.

- **10 Points:** Well-designed, thoughtful plans with clear visual impact.
- **5 Points:** Basic improvements with moderate impact.
- **0 Points:** Vague or poorly defined proposals.

Feasibility & Budget (10 Points): Proposals must demonstrate realistic implementation plans & budgets.

- **10 Points:** Comprehensive, realistic, and well-documented plan.
- **5 Points:** General outline with minor gaps.
- **0 Points:** Poorly prepared or unrealistic budget/plans.

4. Completeness of Information Submitted (15 Points): Applications will be assessed on the accuracy and completeness of required information.

- **15 Points:** All required documents, detailed descriptions, and supporting materials provided.
- **10 Points:** Minor omissions but sufficient detail to evaluate.
- **0 Points:** Significant missing or incomplete information.

5. Community and Economic Impact (10 Points): Preference for projects with the potential to drive economic activity, enhance community pride, and stimulate further investments in the area.

- **6 Points:** Strong narrative and strong potential to generate foot traffic and economic benefits.
- **Up to 4 Points:** Moderate impact.
 - Owner-occupied commercial buildings will be given preference in this application (1pt).
 - The project timeline(1pt).
 - Duration of ownership (1pt).
 - City of East Point Residency (not required but preferred) (1 pt).
- **0 Points:** Minimal or unclear community benefit.

Total Possible Score: 100 Points

Applications will be ranked based on total scores, and the highest-scoring proposals will receive funding. In the case of a tie, additional factors such as project readiness or alignment with city-specific priorities will be considered.