



Kalkaska Facade Improvement Program Evaluation Scoring

Business Name _____

Project: _____

Evaluators Name: _____

Applications for the downtown Kalkaska Façade Improvement Program will be evaluated using the scoring system outlined below. Projects must achieve a minimum score of 31 points and satisfy all other program requirements to be eligible for funding. The evaluations are designed to ensure that improvements contribute to the revitalization of downtown Kalkaska, enhance its visual appeal, and maintain its unique character.

IMPACT <i>Certain buildings and businesses are important to downtown's character because of their location, size, and/or architectural details. Priority will be given to properties that are important to downtown.</i>	Points
Key, highly visible elements of the building will be improved.	1 2 3 4 5
The building is highly visible due to its location (prominent intersection, larger than surrounding properties, etc.)	1 2 3 4 5
Improvements will significantly impact the DDA's revitalization efforts.	1 2 3 4 5

DESIGN <i>Some changes may benefit a property more than others. Priority will be given to projects with the greatest impact on the building and the district.</i>	Points
Proposed improvements will enhance the aesthetics of the building.	1 2 3 4 5
The proposed work complements neighboring properties.	1 2 3 4 5
Proposed improvements will address and rectify existing issues or blight that detract from the overall appeal or functionality of the district.	1 2 3 4 5
A professional designer contributed to the plan.	1 2 3 4 5

SUSTAINABILITY/PERMANENCE <i>Some improvements have a greater lasting value than others and will remain relevant to the property over time. Priority will be given to projects with significant permanence.</i>	Points
Improvements are more than temporary cosmetic touches. Improvements have lasting value and will secure the integrity of the property.	1 2 3 4 5
Project Restores the historical/architectural significance of the property.	1 2 3
Applicant owns the building or has at least two years remaining on lease.	1 2 3
Applicant actively promoted downtown Kalkaska and his/her own business.	0 1

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NEW BUSINESS <i>Businesses that round out the commercial mix help build a stronger downtown. Start-up costs can be overwhelming. Priority will be given to new businesses.</i>	Points
Business adds value to the neighborhood.	0 1
New business is a new type downtown.	0 1
New business rehabilitates a vacant or underutilized property.	1 2 3 4 5

SIGNS <i>Signage provides great bang for the buck. It's an easy way to dramatically improve a façade and attract attention to downtown businesses. Priority will be given to new signage projects.</i>	Points
Sign is appropriately visible for its location.	1 2 3 4 5
Sign is visible at night (internally or externally lit).	1 2 3 4 5
Sign materials and design are in keeping with the downtown aesthetic.	1 2 3 4 5
Sign design is appropriate to the improvement of the streetscape.	1 2 3 4 5

BONUS	Points
Local contractors will work on project.	0 1
Improvements use green technology and/or sustainable building materials.	0 1

Total	
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Additional Comments

*Projects must achieve a minimum score of 31 points and satisfy all other program requirements to be eligible for funding.

Evaluators Signature _____ Date _____