

TOWN OF WICKENBURG
155 N. Tegner St., Ste. A, - Wickenburg, Arizona 85390
TEL (928) 684-5451 FAX (602) 506-1580

Town of Wickenburg: Commercial Façade Grant Program Scoring Instructions for Review Committee

Purpose of the Grant:

The Commercial Façade Grant Program is intended to support exterior improvements to commercial properties that enhance visual appeal, preserve community character, and support local economic development in Wickenburg.

As a committee member, your role is to evaluate each application based on the Evaluation Rubric, using a fair, consistent, and objective approach. The rubric is designed to ensure grants awarded align with the goals of the program: visual revitalization, long-term improvement, and support for Wickenburg's unique Western identity.

Scoring Overview:

Each application will be scored out of 100 points across four categories:

Category	Max Points
Visual Prominence	25
Design Quality & Aesthetic Appeal	25
Durability & Long-Term Impact	25
Enhancement of Local Character	25
TOTAL	100

Detailed Scoring Criteria:

1. Visual Prominence (25 points)

Evaluate how visible and prominent the property is within Wickenburg and how the improvements will affect the surrounding area. High scores should go to:

- Projects located in high-traffic or highly visible areas (e.g., downtown core, key corridors).
- Buildings that currently detract from their surroundings and have potential for strong visual impact.

2. Design Quality & Aesthetic Appeal (25 points)

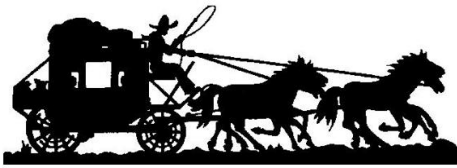
Assess the quality, cohesiveness, and creativity of the proposed improvements. Look for:

- Clear, well-planned enhancements that reflect a cohesive design.
- Visually compelling or transformative upgrades.
- Plans that show thoughtful architectural integration.

3. Durability & Long-Term Impact (25 points)

Determine the expected longevity of the improvements. Higher scores should be awarded to:

- Projects using durable, high-quality materials.
- Enhancements that will provide lasting benefits to the property and the community.
- Plans demonstrating strong construction practices and future maintenance considerations.



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4. **Enhancement of Local Character (25 points)**

Consider how well the project reflects Wickenburg's identity, including its Western heritage and small-town charm. Strong applications will:

- Enhance or preserve Wickenburg's unique sense of place.
- Use design elements that align with the community's historical or cultural themes.
- Reinforce the visual appeal of key commercial areas.

Scoring Tips:

- **Be Consistent:** Use the full range of the scale. Apply the same standards across all applications.
- **Be Objective:** Base your scores solely on the materials submitted. Do not score based on personal knowledge unless referenced in the application.
- **Incomplete Applications:** Deduct points if required elements (e.g., photos, design plans, cost estimates) are missing or unclear.
- **Conflict of Interest:** If you have a relationship with an applicant that may impact your ability to score impartially, notify the Grant Administrator (Kathleen Crutchfield) and recuse yourself from scoring that application.

Next Steps After Scoring:

- Submit your completed scoring sheets by the deadline: **August 25, 2025**
- Final funding decisions will be based on cumulative scores and Review Committee discussion in early September.

Contact for Questions:

Kathleen Crutchfield

Grant Administrator

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