



## 2021-2022 Graham Business Appearance Award

The Business Appearance Award is an initiative to recognize business owners for their beautification efforts in the City of Graham. The Business Appearance Award 2020 winner will receive a plaque and a sign from the Graham Appearance Commission which can be displayed to recognize the businesses excellence in improving the aesthetic of the community.

### Nomination Process

- Appearance Commission members will each nominate up to three businesses.
- Community members may also nominate a business. If you would like to nominate a business, please send the name of the business and the address of the property to the Planner, by email at [cwest@cityofgraham.com](mailto:cwest@cityofgraham.com) with the subject line Business Appearance Award Nominee by **December 3<sup>rd</sup>, 2021**.
- If you are a local business owner, self-nominations are accepted and encouraged.
- Nominees will be evaluated and selected at the Graham Appearance Commission at their meeting on December 20, 2021.

### Eligibility

- All nominees must be businesses located within the City of Graham.

### Award Criteria & Process

- The Graham Appearance Commission will determine awards based on an on-site evaluation and a criteria established by the Commission.
- See below for the scoring rubric used for evaluating properties.
- On the rubric the 7 highest scoring categories for each property will be added together to determine the overall score.
- The overall score for each property will be averaged across all of the Appearance Commission members score sheets to determine the 3 highest scoring businesses.
- The Appearance Commission will vote on a winner among the top 3 highest scoring businesses.

Criteria	Scoring	Property
Landscape maintenance	0 = No bushes, trees, or grass 1 = No trees, just bushes and grass 2 = Plants are alive but could use some attention watering or pruning 3 = Neatly trimmed grass, pruned bushes and trees 4 = Mature landscaping, neatly trimmed, beds are mulched, edged, and free of tree limbs 5 = Not a single plant out of place all appear healthy, perfect	
Property free of litter and weeds	0 = Property has litter and weeds 2 = No weeds or no litter 3 = Property free of litter and weeds 4 = No clutter, litter, or weeds 5 = Not a single thing out of place, perfect	
Use of sound landscape practices	0 = No landscaping 1 = Has minimal landscaping 2 = Some organization in the landscape but has a limited variety of plants 3 = Property is nicely landscaped with a variety of plants 4 = Uses a variety of plants including a mix of colors and textures to create visual interest 5 = In addition to plant variety the property incorporates hardscape like walls or paths to enhance the landscape	
Signs	0 = Signs are dilapidated, in disrepair, or illegible 1 = Signs comply with the development ordinance and only contain the name and logo of the business 2 = Signs have only minor visible wear and tear 3 = The sign is part of a cohesive design that improves the building aesthetics 4 = The sign is attractive and legible to passersby 5 = The sign is visually appealing, the branding makes the business easily identifiable	
Appearance of building façade	0 = Building not well maintained 1 = Paint and building siding are well maintained with no chips, cracks, or major damage. 2 = Paint or siding color is complementary, not garish. 3 = Cohesive design elements improve the building aesthetics creating a warm inviting atmosphere 4 = The facades decorative features accentuate the buildings architectural details 5 = The façade is visually appealing and enhances the character of the surrounding businesses	

Sense of community	0 = No sense of community 2 = Lacking strong connection to community 3 = Elements of the property are cohesive with surroundings 4 = Property is consistent with the neighboring properties character 5 = Property enhances the visual appeal of the entire neighborhood	
Original design	0 = Design is not original 1 = Design has elements that are original but the majority are not 2 = Awnings provide the building with unique character and flare 3 = Exhibits some creativity in displaying products or services in the window 4 = Design is completely original 5 = Unique to Graham	
Parking lot	0 = No parking 1 = Parking lot is gravel 2 = Parking lot is paved but has potholes 3 = Parking lot is paved, no potholes but cracking is visible 4 = Parking lot is paved, well maintained 5 = Parking lot is paved, well maintained and has internal landscaping like planting islands with trees, shrubs, or flowers	
Windows	0 = No windows or damaged windows 1 = Windows are clean and damage free 2 = Street level windows are un-tinted 4 = Windows are less than 1/4 covered by flyers or advertising materials 5 = Window displays showcase product or services offered	
Overall appearance from curb	0 = No curb appeal 1 = Ok 2 = Good 3 = Excellent 4 = Almost perfect 5 = Perfect	
Bonus: Enhanced site features (AKA Pizzaz Points)	Enhanced site features like outdoor seating, water features, public art, or decorative planters that contribute to the aesthetic of the business. 5 Points	
Total Score		0