

City of Rancho Palos Verdes Neighborhood Beautification Grants Scoring Rubric				
Criteria	Detail	Full Point Score	Partial Points	No Points
Community Benefit (45 points)	Provides a community benefit by improving the neighborhood's appearance. (20 points)	20 pts: Substantially improves appearance of neighborhood	10 pts: Minimal improvement	0 pts: No improvement
	Project is visible by the general public: on, at the intersection of, or in the general vicinity of arterials or collector streets so that they provide community-wide and general public benefit. (25 points)	25 pts: On an arterial/collector street and substantial visible public benefit	10 pts: Near an arterial/ collector street and minimal visible public benefit	0 pts: Not on an arterial/ collector street [disqualification]/ no visible public benefit
Applicant Participation (35 points)	Demonstration of applicant's commitment to long-term and on-going maintenance plan. (20 points)	20 pts: Clear outline of maintenance plan and succession planning	10 pts: Minimal long-term maintenance planning	0 pts: No long-term maintenance plan
	Shows evidence of broad support for project, as appropriate for scale and scope. (10 points)	10 pts: Widespread community support (at least 40% written support)	5 pts: Minimal community support (less than 20% written support)	0 pts: No demonstrated community support
	Addresses a need identified in the community and provides a lasting impact/ solution. (5 points)	5 pts: Addresses a need in the community and provides a lasting solution	2 pts: Addresses a need in the community and provides a short-term solution	0 pts: Does not address a need in the community
Design Standards (20 points)	Architectural compatibility with surrounding area. (10 points)	10 pts: Application considers and matches neighborhood compatibility	5 pts: Project is less compatible with neighborhood	0 pts: Project is architecturally incompatible
	Proposed project considers color, height, camouflage, effective drought tolerant landscaping with a colorful palette when feasible. (10 points)	10 pts: Application considers design standards of neighborhood	5 pts: Project is less compatible with neighborhood design standards	0 pts: Project does not meet neighborhood design standards
BONUS POINTS	First-Time Applicant (10 points)	10 pts: First-time applicant		
	Creative or innovative solution to a need in the community. (5 points)	5 pts: Creative or innovative solution		