

BEAUTIFICATION AWARD CHECKLIST

- 3 pts = Exceptional display**
2 pts = Effective impact
1 pt = Somewhat apparent

Business	Appearance (1)	Design (2)	Environment (3)	Features (4)	TOTAL POINTS	Comments

- 1 General Appearance/Curb Appeal - Landscape plantings, decor, and building structures
 - Create **eye-catching, attractive appearance**, enhancing outdoor space
 - Contribute to a **welcoming atmosphere** for the City of Northville
 - Express **appropriate style or personality** of the business establishment
 - Exhibit **quality landscape and building materials, installation and upkeep**

- 2 Design - Arrangement of landscaping, buildings, and space reflect **planning and coordination** in order to incorporate some of the following **factors of design**:
 - Focal point
 - Shape and size
 - Color balance and contrast
 - Texture/Movement
 - Pattern/Repetition and Variety
 - Sun/Shade exposure

- 3 Environment - Entire surroundings including **entrance, front, sides, and back of building** have well-tended, neat, and healthy appearance:
 - Plants, shrubs, and trees **well-maintained, deadheaded, pruned, and trimmed as needed**
 - Lawn area **mowed, trimmed, and healthy-looking**
 - **Curbs, parking, and fence areas weeded**
 - Planting areas and berms **mulched and refreshed seasonally**
 - Plantings or borders **extend** appropriately **throughout** the landscape

- 4 Special Features
 - Enhancements may provide appeal through one or more of the following:
 - Sculptures/Artifacts
 - Benches/Window Boxes
 - Specific color choices
 - Decorative urns
 - Lighting
 - Unique decor reflects a **theme** or a **historic or holiday significance**
 - **Seasonal interest** throughout the year