

The Façade Grant Program Gets a Boost

The PSJRA currently has 10 businesses who have applied for the façade grant program. The requests range from one small sign to complete front exterior makeovers. The Board of Directors is hoping to make the process even easier for each business in the Historic District, and they have voted to increase the benefits to you.

Blade signs (also called canopy signs) hang either perpendicular to the wall or are attached to an overhang. These signs lend interest and charm and enable pedestrians to identify businesses far from down the block. We like this idea and will reimburse 100% of the cost to design, manufacture and install this type of sign. All you have to do is fill out our application form and have the Design Review Committee/PJSRA Board sign off on the design! Remember that blade signs must have a minimum 6' 8" clearance for safety reasons.

For those of you who would like to improve your front by painting or perhaps a new building sign, we have also increased the reimbursement allowance and will pay for 100% of any approved cost up to \$1,000. Again, the project must be pre-approved by the PSJRA.

Improvements through this grant process that are between \$1,000 and \$10,000 will remain at the original 50% reimbursement, but qualifying projects above \$10,000 will be reimbursed on a sliding scale up to 75%.

An alley program has been added to the grant opportunity for businesses whose rear facades are visible to US 98. Approved improvements to exteriors adjacent to the alley and visible from US 98 will be reimbursed at 90%. A little paint and a little cleaning up of the alley will make a significant improvement in the view from our main thoroughfare.

Please continue to let us know if you are interested in participating in this improvement program. Improving the overall look of the Historic District, one business at a time, is an important and immediate way to attract business, increase foot traffic, and increase revenue. For more information, please call Gail Alsobrook @ 850-229-6899 or email me at gail@CelebratePortSaintJoe.com.