



Urban
Redevelopment
Authority
of Pittsburgh



DID YOU KNOW?

Your storefront is the primary tool for advertising your business. Did you know that 53% of shoppers base their first impression of your store on the appearance of your façade?

You have only eight seconds to make an impression on a pedestrian and only one second to grab the attention of a motorist. Make sure it's the right impression!

The perceived quality of a purchase is in direct proportion to the look of a store, right down to the cleanliness of the windows.

The URA is investing in revitalizing communities and we can help you.

**SUBMIT AN
APPLICATION
TODAY!**

STREETFACE RENOVATION PROGRAM

Program Summary

USE OF FUND

The Streetface Renovation Program is designed to help business owners make improvements to their façades and improve the total face of a commercial district creating an attractive street level experience.

ELIGIBLE BUSINESSES

Commercial establishments located in a Mainstreet business district are eligible for a seven year, interest-free loan to cover construction costs and architectural fees.

AMOUNT OF INVESTMENT

Eligible businesses can receive a loan of up to 40% of construction costs with \$30,000 maximum per building and up to 50% of architectural fees with a \$1,500 maximum per building. Businesses in high impact neighborhoods can receive up to 80% of construction fees with a \$30,000 maximum per building.

FEEES

There is an application fee of \$350.

GENERAL CONDITIONS

- Banks, savings and loan associations, gas and service stations, used car lots, home-based businesses and adult entertainment establishments are not eligible for this program.
- Projects with total costs above \$25,000 may be required to meet State prevailing wage rates.

***See before and after photos on our website:
http://www.ura.org/business_owners/facadeProjects/**