



January 4, 2018

Name

Address

City, State, Zip Code

Dear Alameda Business Owner,

Each year, thousands of customers are drawn to Downtown Alameda to visit our unique shops and restaurants and enjoy our charming, Main Street environment. To maintain the appeal of Park Street, we would like to inform you of the regulations regarding the display of temporary signs. While temporary signs convey important and timely information to customers, such as sales or grand openings, the regulations mentioned in the attached brochure are practical and common-sense tools to uphold the attractiveness and appearance of the shopping district.

To help businesses replace temporary signs with new, high-quality permanent signs, the City of Alameda is offering a "signage special": for the February 22 and May 3, 2018 deadlines only (or as long as funding is available), **the City's Façade Grant Program will offer grants to cover 80% of the costs for accepted sign applications.** For more information, please contact Amanda Gehrke at agehrke@alamedaca.gov or [510-747-6896](tel:510-747-6896), or visit our website at: <https://alamedaca.gov/business/facade-grant-program>.

Thank you for doing business in Alameda.

Best wishes,

Lois Butler

Economic Development Manager