



**Downtown Harlingen**  
*209 W. Jackson, Harlingen, TX 78550*  
*Phone: 956-216-4910*  
*www.downtownharlingen.com*

## **DOWNTOWN INCENTIVE PROGRAM**

To help property owners and businesses improve the overall image and enhance economic vitality in Harlingen's Downtown, matching grants are available as specified on the following page.

### **How to Apply**

- ❖ Contact the Downtown Director to confirm grant funds are available and property assessment fees are paid. **No grants will be made for improvements on properties that are delinquent on assessment payments.**
- ❖ Obtain **TWO** written bids from contractors. Two bids are required. Proposals should include design layouts showing dimensions, proposed colors, etc. Amount of grant request shall equal 50% of lowest bid amount, pre-tax.
- ❖ Submit this application and contractor proposals to the Downtown office. **The application must be signed by the property owner.**
- ❖ Once submitted, the Downtown Improvement District Board of Directors will review the proposed project. The D.I.D. Board reserves the right to turn down grant requests for any property, for any reason, at its own discretion. The D.I.D. Board reserves the right to make design recommendations. **The grant must be approved by the D.I.D Board before the work begins. ANY CHANGES TO THE PROJECT AFTER THE GRANT IS APPROVED MAY JEOPARDIZE FUNDING. Funds will not be issued until work is complete and approved by applicant.**
- ❖ If a grant is awarded and the area of improvement is altered for any reason, within one year of construction, grant recipient will reimburse the full grant amount. All equipment or materials purchased in part or in full with storefront, fire safety enhancement, or security enhancement grant funds become a fixture of the property and shall remain attached to the property.
- ❖ Projects must be completed within 90 days from the date of approval.
- ❖ **Grant funding is limited to a maximum of \$15,000 per property each fiscal year, from any combination of programs.**



## **DOWNTOWN INCENTIVE PROGRAM**

**MAXIMUM Grant Awards from any combination of incentive programs is \$15,000 per property each fiscal year.**

### **TYPES OF GRANTS AVAILABLE**

**SIGN** : 50/50 matching basis. Minimum grant amount is \$100; Maximum is \$2,500.

Signs must be individual metal, plastic, or wood letters. A sign containing neon lights, is backlit, or has a plastic face is allowed. No plywood signs are allowed. All signs shall be subject to building permits and review, as provided in the City of Harlingen sign ordinance (see page 3 for size restrictions).

**STOREFRONT** : \$150 per front footage, on a 50/50 matching basis. Maximum grant amount is \$6,000.

**Exterior** improvements such as awnings (see page 4), sidewalk repairs, painting, murals, installation of new doors and windows and other improvements. Fencing of masonry and/or fabricated metal compatible with the character of the neighborhood may be eligible for grant funding; fences such as chain link and wood are not. Roof repairs are not eligible improvements.

**Broken Glass** - 50/50 matching basis. Maximum grant amount is \$500.00 per incident. (Limit 2 per year)

**FIRE SAFETY** : \$300 per front footage, on a 50/50 matching basis. Maximum grant amount is \$15,000.

Fire separation improvements in multistory buildings and/or improvements to enhance building egress to meet fire codes. Any funding proposals for fire safety improvements will be considered only after they have been approved by the City building department.

**SECURITY ENHANCEMENT** : 50/50 matching basis. Maximum grant amount is \$1,000.  
**(Only property owners may apply.)**

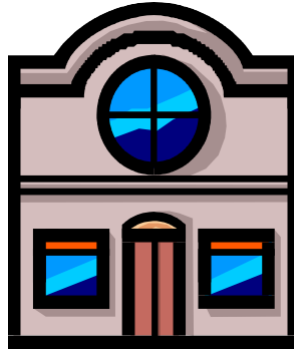
Minimum requirements:

- 1) Surveillance system must have a DVR (digital video recorder or cloud base) capable of internal storage of at least one month of images at 30fps/ICIF. It must match Harlingen Police Department minimum requirements.
- 2) System must have at least 2 megapixel cameras and produce at least 1080HD lines of resolution on the screen.
- 3) System must provide complete coverage of the business exterior, including sidewalk, street and alley views. **Diagram of camera placement required.**
- 4) Outdoor cameras (weather and vandal-resistant) to provide day/night operation with illumination of at least 40.'
- 5) Grant recipients must post signs indicating "surveillance in use."

**Zoning Ordinance Section 15: Design Standards C. Signs (in part)**

“Total Permitted Sign Area: Total sign area of all signs on any building face, which also includes any windows, awnings, and canopies associated with such building face, shall not exceed the amount of linear building frontage facing the street (measured in feet) on which the building is addressed, multiplied by one and one-half (1.5). Illustrative example: A building at 123 Anywhere Street has fifty (50.0) feet of building frontage along Anywhere Street (i.e. it is fifty feet wide along Anywhere Street). The maximum available area for all signs on any particular building face shall not exceed seventy-five square feet (50 multiplied by 1.5).

**EXAMPLE I**

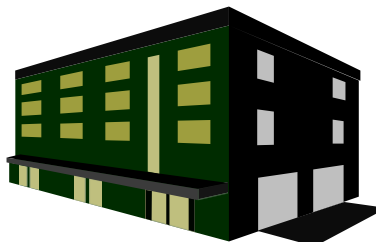


|.....50 L.F. ....|

50 lf (linear footage of building facing street)  
X 1.5 lf (ordinance allowance per linear foot of building facing street)  
75 sf (total square foot sign allowance)

**EXAMPLE II**

**Corner Lots**

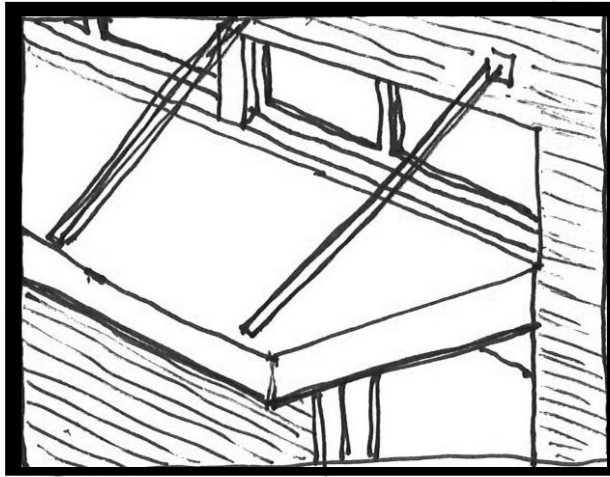


|.....80.....| |.....50.....|  
(side of building) (front of building)

50 lf  
X 1.5 lf  
75 sf (total square foot sign allowance on front)  
75 sf (total square foot sign allowance on side) 150 sf (total allowance)

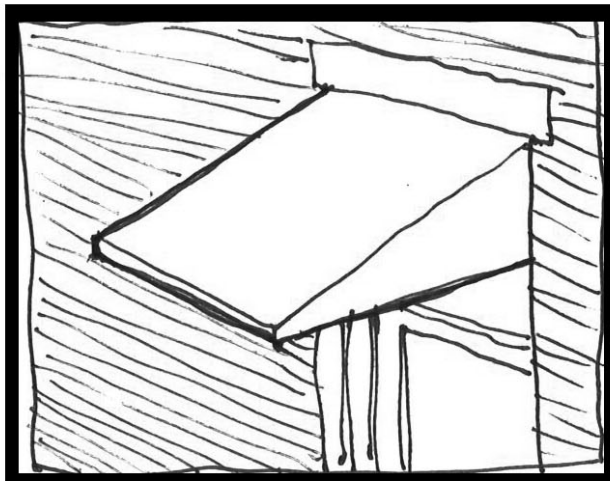
You cannot block more than 30% of the glass with signage.  
That signage counts against your overall total.

The use of **Awnings and Canopies** is strongly recommended for all commercial buildings. The shape must relate to other awnings and/or canopies on the same block. See illustration below for recommended styles:



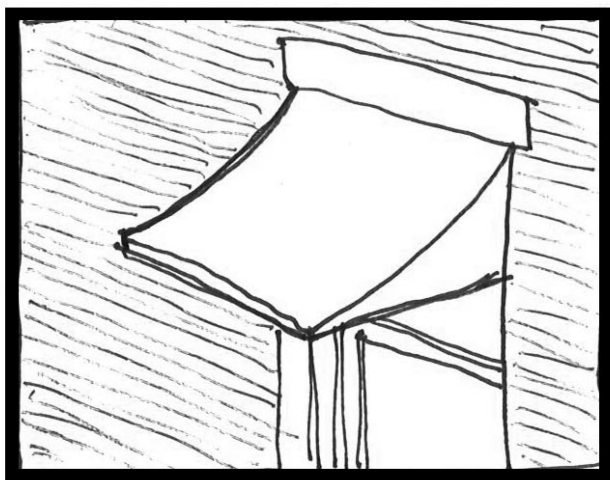
#### Projecting Metal Canopy

Typically supported by metal rod or tube, below transom windows, and found on pre-war and mid-century buildings. Care should be taken to match depth and height of adjacent canopies or awnings, as well as scale and style of existing building.



#### Standard Canopy

Can be made of fabric with metal frame or entirely of metal. Care should be taken to not obscure existing building features or detail. Align canopy with existing architectural openings or pilasters when possible.



#### Convex Canopy

Similar to Standard Canopy above, and may have open sides to reduce visual impact.



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FOR STAFF USE
Assessment payment is current.
Confirmed by Date

1. Name of Applicant:
2. Applicant: (check one) Property Owner Business leasing the property
3. Property Address: Front footage of building:
4. Mailing Address:
5. Phone: (w) (c) E-mail Address:

Type of Grant: (Circle one) SIGN STOREFRONT FIRE SAFETY

Description of proposed improvement(s):

Name of contractors: (attach bid copies, including color design) Amount of bids: (pre-tax)

(1) \$

(2) \$

Enter 1/2 the amount of the LOWEST bid: \$ (This is the maximum grant request)

Type of Grant: (Circle one) SIGN STOREFRONT FIRE SAFETY

Description of proposed improvement(s):

Name of contractors: (attach bid copies, including color design) Amount of bids: (pre-tax)

(1) \$

(2) \$

Enter 1/2 the amount of the LOWEST bid: \$ (This is the maximum grant request)

I have read and understand the information on page 1 and 2. I UNDERSTAND THAT ANY CHANGES TO THE PROJECT AFTER THE GRANT IS APPROVED MAY JEOPARDIZE FUNDING. I further agree that if a grant is awarded and the area of improvement is altered for any reason within one year of construction, I will reimburse the Downtown District the full amount of the grant.

Contact Person for this project:

Signature Print Name Date

Property Owner:

Signature Print Name Date



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FOR STAFF USE	
Assessment payment is current.	
Confirmed by _____	Date _____

1. Name of Applicant: \_\_\_\_\_

2. Property Address: \_\_\_\_\_ Front footage of building: \_\_\_\_\_

3. Mailing Address: \_\_\_\_\_

4. Phone: \_\_\_\_\_ (w) \_\_\_\_\_ (c) E-mail Address: \_\_\_\_\_

**SECURITY ENHANCEMENT - Description of proposed improvement(s):** \_\_\_\_\_

Name of contractors: (attach bid copies)	Amount of bids: (pre-tax)
(1) _____	\$ _____
(2) _____	\$ _____

Enter 1/2 the amount of the LOWEST bid: \$ \_\_\_\_\_ (This is the maximum grant request)

**I have read and understand the information on page 1 and 2. I UNDERSTAND THAT ANY CHANGES TO THE PROJECT AFTER THE GRANT IS APPROVED MAY JEOPARDIZE FUNDING. I further agree that if a grant is awarded and the area of improvement is altered for any reason within one year of construction, I will reimburse the Downtown District the full amount of the grant.**

**Contact Person for this project:**

Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

**Property Owner:**

Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_



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## **DOWNTOWN INCENTIVE PROGRAM ADDENDUM**

### **If Applicant is a Tenant:**

If I, as Applicant, am a tenant leasing the property described in the Grant Application to which this Addendum is attached, then as further consideration for the award of any such grant for Storefront Improvements, or Fire Safety Enhancements, of this property, I hereby transfer, sell and convey to my landlord any and all of my interest in the equipment or materials purchased and installed with all, or any portion, of such grant. I agree that any and all of said equipment or materials purchased in part or in whole with such grant funds shall become attached and affixed to the property (in accordance with the approved installation specifications) so as to become a fixture and may not be removed by me upon the termination of my tenancy. I agree not to remove any such equipment or materials and the removal of same may be a criminal act for which I may be prosecuted.

### **If Applicant is the Property Owner:**

If I, as Applicant, am the owner of the property described in the Grant Application to which this Addendum is attached, then as further consideration for the award of any such grant for Storefront Improvements, Fire Safety Enhancements, or Security Enhancement of this property, I agree that such equipment or materials, upon attachment to the property (in accordance with the approved installation specifications), becomes a fixture and all of such equipment and materials shall remain attached to the property upon the conveyance of the real property to a Third Party.

\_\_\_\_\_  
Applicant's Signature                      Name printed                      Date

\_\_\_\_\_  
Property Owner Signature                      Name printed                      Date