



Service Plan 2020 - 2025

SHORT RANGE

- Maintain corner landscape beds and Gordon Hill Park; address issues w/electric, irrigation, insects
- Regularly paint/maintain distinctive vintage light poles and trash receptacles provided for visitors
- Regularly pick up and dispose of litter, trash, and debris on sidewalks and in streets and alleys
- Clean drains to facilitate water flow/deter flooding
- Regularly trim trees in district & remove debris
- Address graffiti and other forms of vandalism
- Work with city departments and property owners to maintain alleys and discourage illegal dumping
- Maintain existing public parking lots in the district
- Develop ways to help property owners upgrade and improve off-street parking lots, to encourage usage and enhance their appearance & security
- Coordinate promotions and marketing initiatives to enhance the image of the district and help drive traffic to activities, attractions, businesses
- Market and promote the district to attract new investors, businesses, and residents
- Produce maps and guides to promote the district
- Partner with businesses & volunteers to develop programs, tours, and events that attract visitors
- Develop and implement financial incentives for both new and expanding businesses
- Encourage property owner compliance with city codes with regard to structural and appearance issues, to enhance safety and discourage blight
- Develop strategies, designs, and incentives to help property owners improve the appearance of downtown buildings & enhance the public realm
- Develop activities to enhance public awareness of local history and encourage historic preservation
- Continue to promote murals as an attraction
- Develop a strategy for creation of new murals
- Develop a plan for regular maintenance of murals
- Develop a plan to enhance and identify "A" Street as an art corridor, with public art installations and activities that enhance the visitor experience
- Encouraging and fostering opportunity for single and multi-family residential sites.

MEDIUM RANGE

- Identify locations where trees and plants might be added; develop plans to install and maintain
- Create/install better signage to attract visitors, welcome them, direct them to off-street parking
- Partner with property owners and businesses to improve the quality of signage in the district to reduce clutter, be more effective, and enhance the overall appearance of the area
- Assess need for additional handicapped ramps and parking spaces and develop plans to address
- Develop a parking plan to address long-term needs of downtown businesses and residents
- Develop strategies to promote downtown living and incentives to encourage property upgrades
- Partner with property owners to develop "pocket park" opportunities in the district
- Identify possible locations and plan for bike racks
- Work with city officials to upgrade downtown design standards and associated ordinances to facilitate redevelopment of existing buildings in ways that preserve distinctive historic features, enhance the pedestrian streetscape, and create quality places that will attract visitors and investors
- Partner with local business resource groups to offer trainings that help foster business growth
- Develop plan for public restrooms, from possible locations and costs to property acquisition and construction, operation, maintenance, and security
- Develop plans and secure funding to repair and/or replace deteriorated sidewalks and alleys

LONG RANGE

- Consider ways to improve lighting in the district to enhance security and develop a plan for regular maintenance of distinctive lights outlining buildings
- Develop plans to periodically clean sidewalks in the district to remove gum and other residue
- Work with partners to acquire property for future off-street parking facility; develop plan for funding, construction, maintenance of multi-story facility
- Consider upgrading public trash containers and implementing a more frequent trash collection plan
- Consider ways to enhance existing parks and open spaces to better serve the public and assess the possibilities for developing more places to gather

AREAS OF EMPHASIS

Enhance downtown's physical appearance through building rehabilitation, storefront improvements, signs, landscaping, and murals. Partner with public and private group on beautification and improvement projects. Educate about the importance of adaptive reuse, historic preservation, and quality design.

Strengthen and diversify downtown's economic base by helping businesses grow, property owners convert underutilized buildings into productive commercial and residential space, and downtown businesspeople sharpen their competitiveness and marketing skills.

Market and promote the commercial district through public relations, advertising, print materials, social media, and events to attract customers, visitors, potential investors, new businesses, and residents.

Build consensus and cooperation among public and private groups and individuals through partnerships, ongoing management, and advocacy for downtown.



Downtown Harlingen is a nationally accredited Main Street Program affiliated with the Texas Historical Commission and the National Main Street Center, a subsidiary of the National Trust for Historic Preservation. The Main Street Approach that guides Harlingen's downtown revitalization involves staff and volunteers working to implement projects in four areas.

