



What We Heard Summary: Pop-Up Engagement Events

As part of the Harvey District Plan, the City conducted pop-up engagement at locations throughout the district, including the Farmers Market, Oaks Park, Post Oak Square, Post Oak Village, Sweet Eugene's, and Woodstone Shopping Center.

Participants responded to two primary questions:

- What should the Harvey District keep? What do you value and want to preserve?
- What should the Harvey District change? What would you like to see improve?

In total, 142 comments were received: 42 about what to keep and 100 about what should change. Participants also completed “My Harvey Road Is...” selfie boards and provided location-specific input on maps.

Overall Message

Participants want the Harvey District to become more connected, green, active, and welcoming while retaining the local businesses, affordable housing, parks, trails, and community character they already value. The comments did not call for the district to be completely remade. Instead, participants generally envisioned reinvestment that connects existing assets, improves underused properties, creates more opportunities to gather, and makes it easier and safer to move around without a car.

What Participants Value

1. Parks, trails, trees, and natural features

Nature was one of the most consistent themes in the “keep” comments. Participants frequently identified Wolf Pen Creek, Oaks Park, trails, mature trees, and existing natural areas as assets. Participants described Oaks Park as a “gem for quality of life” and emphasized that future development should preserve natural features rather than replace them.

Specific features participants valued included:

- Wolf Pen Creek Park and trails
- Oaks Park and its recreation facilities
- Existing trees, shade, and natural areas
- Volleyball and basketball facilities
- Opportunities for walking and outdoor recreation
- Community events held in parks and outdoor spaces



2. Local businesses and familiar destinations

Participants expressed strong attachment to individual businesses and places. Gumby's received particularly enthusiastic support, but participants also identified Sweet Eugene's, Pro Soccer, Murdoch's, Kohl's, Whataburger, Chick-fil-A, and other businesses they want to retain. These comments suggest that familiar businesses contribute to the district's identity and sense of continuity. Participants want reinvestment to support existing establishments and local businesses, not simply replace them with an entirely new collection of destinations.

3. Housing affordability

Affordable housing appeared repeatedly in the "keep" comments. Participants recognized the district as a place where housing remains comparatively accessible and expressed concern about losing that affordability. Participants also distinguished between preserving affordability and accepting poor property conditions. Their comments indicate support for improving aging housing while considering the effects that renovation or redevelopment could have on existing residents and rents.

4. Existing community identity

Participants valued aspects of the district's existing identity, including:

- Its "small-town feel"
- Sorority Row and Greek life
- Diverse local businesses
- Community events
- Existing transit service
- Connections among neighborhoods, businesses, and parks

The "My Harvey Road Is..." selfie activity reinforced this theme. Participants described the district as "connected," associated it with "Greek life," and identified Post Oak Mall and mixed-use development as important parts of its identity and future.

What Participants Want to Change

1. Create a connected walking and bicycling network

Walking, bicycling, and connectivity formed the strongest and most consistent improvement theme. Participants identified missing sidewalks, uncomfortable crossings, and locations where people walking or riding scooters felt exposed to traffic. Specific concerns included University Oaks, Stallings Drive, Harvey Road, and pedestrian



conditions at intersections. The “My Harvey Road Is...” boards echoed this priority with responses such as “connected,” “bikeable,” “bike lane,” and “shaded.”

Participants requested:

- Complete and continuous sidewalks
- Shaded pedestrian and bicycle routes
- Protected bicycle lanes
- Multi-use paths extending from Wolf Pen Creek
- Safer crossings of Harvey Road
- Better connections to Post Oak Mall
- Connections between neighborhoods, parks, businesses, and transit
- Improvements for scooters and other small mobility devices

2. Add more trees, landscaping, and shade

Participants consistently asked for additional trees, landscaping, green areas, and shade.

Comments included calls to:

- Protect mature trees
- Reduce large expanses of concrete
- Add shade along sidewalks and trails
- Incorporate greenery into shopping areas
- Preserve wildlife and natural features
- Create additional parks and outdoor spaces
- Provide shaded pedestrian facilities

Several participants specifically cautioned against removing mature trees and replacing them with small new plantings. Green infrastructure was viewed as part of the district’s identity and everyday comfort, not merely an aesthetic improvement.

3. Reimagine Post Oak Mall and its parking areas

Post Oak Mall was one of the most frequently identified opportunities. Participants described the mall and its surrounding parking area as underused but potentially transformative.

Ideas included:

- Renovating and reactivating the mall
- Bringing additional stores and activity back to the site
- Creating mixed-use development
- Reducing the “sea of parking”
- Using parking areas for markets, festivals, disposal events, and community activities



- Creating a themed destination
- Adding entertainment, restaurants, housing, and gathering spaces
- Improving bicycle and pedestrian connections to the site

One participant drew a concept for reusing the mall with housing, small businesses, bars, a concert hall, a market pavilion, event space, and a ride-share area.

Although participants supported reinvestment, at least one cautioned against creating something comparable to Century Square if it would make the area too expensive. This reflects the broader desire for improvement without losing affordability or accessibility.

4. Provide more activities and gathering places for all ages

Participants wanted more reasons to spend time in the district. A recurring message was that the district should serve permanent residents and community members of different ages, not only students or shoppers.

Suggested additions included:

- Family and children's activities
- Playgrounds and new parks
- Free community events
- Entertainment venues
- Concert or dance halls
- Outdoor activities
- Gathering places for older adults
- Accessible spaces for people with disabilities
- Pet-friendly destinations
- Community facilities such as a YMCA
- Events and services for people experiencing homelessness

5. Support a broader range of businesses and destinations

Participants asked for additional retail, restaurants, grocery options, entertainment, and employment uses. Specific suggestions included Trader Joe's, specialty or international grocery stores, a bakery, office space, higher-end retail, restaurants, bars, and entertainment venues. The specific business requests should be understood as examples of the types of uses participants feel are missing, not as formal recommendations for particular companies.

More broadly, participants wanted:

- Better visibility and access for existing businesses
- Reuse of low-traffic or vacant commercial spaces
- More local business support



- A more diverse mix of destinations
- A recognizable district theme and identity
- A destination that people would intentionally visit

6. Improve traffic operations and access

Participants raised concerns about medians, turn restrictions, intersection design, signal timing, and access to businesses. Pop-up comments suggest a need to evaluate individual intersections and access points rather than treating the corridor as a single uniform traffic issue.

Comments included:

- Difficulty turning left from businesses and side streets
- Frustration with medians and concrete dividers
- Requests for improved visibility of medians
- Concerns about traffic at Harvey Road and Texas Avenue
- A request for no right turn on red at a pedestrian crossing
- Concerns about unnecessary signal delays
- A desire for safer connections across Harvey Road
- Drainage problems affecting streets

7. Improve aging properties while protecting affordability

Participants called for façade improvements, attention to aging apartment properties, and reuse of vacant or low-activity sites. At the same time, they expressed concern that redevelopment could increase rents or eliminate affordable housing.

Participants wanted:

- Better-maintained residential properties
- Affordable and non-student housing options
- Continued access to lower-cost housing
- More playgrounds and amenities near housing
- Development oriented towards natural features
- Protection against displacement or significant rent increases

This indicates support for reinvestment, but not at the expense of the people who already live in the district.

Emerging Vision

Taken together, participants described a future Harvey District that is:

- Connected and easy to navigate
- Walkable, bikeable, and shaded



- Anchored by parks, trails, and natural features
- Supportive of local businesses
- Active throughout the day and year
- Welcoming to children, students, families, older adults, and people with disabilities
- More mixed-use, with destinations closer together
- Improved without becoming unaffordable
- Built around a reimagined Post Oak Mall and stronger connections to Wolf Pen Creek

The pop-up input points toward a district that functions as more than a commercial corridor or route between Texas Avenue and Highway 6. Participants want it to become a connected community destination while preserving the places, businesses, housing choices, and natural features that already matter to them.

Map-Based Input

Participants placed comments on a map to identify specific places they value, locations needing improvement, and opportunities for future investment. The mapped input reinforced the broader pop-up themes while showing where several issues are experienced. Mapped comments reinforced three major geographic opportunities: renewing Post Oak Mall, connecting Highway 6 and Wolf Pen Creek through a stronger walking and bicycling network, and improving access and safety at specific intersections and crossings.

Overall, participants described a future Harvey District that functions as more than a roadway or collection of separate properties. They envision a connected community destination that builds on the places and features people already value.