



What We Heard Summary: Public Kickoff Open House

Overview

A public kickoff open house for the Harvey District Plan was held on Tuesday, June 23, 2026, at City Hall. The open house had four stations set up to provide an overview of the planning process, a summary of existing conditions of the area today, an interactive mapping activity to learn what participants want to keep and change, and a priorities exercise to identify top priorities for the plan. The open house saw approximately 40 participants. Community members shared their ideas through priority voting and written comments.

1. Support Existing Businesses While Attracting New Investment

The strongest priority identified by participants was supporting existing local businesses. Participants emphasized the importance of:

- Helping existing businesses remain successful
- Making it easier for businesses to renovate and improve their properties
- Attracting new businesses to fill vacant spaces
- Encouraging more locally owned shops and restaurants
- Creating events and partnerships that bring more customers to the corridor

Many comments focused specifically on Post Oak Mall, suggesting it should become a stronger destination with new uses, attractions, or redevelopment.

2. Improve Shopping, Dining, and Entertainment Options

Many participants would like the Harvey District to become more of a destination.

Ideas included:

- More local restaurants
- More shopping choices
- Family-friendly entertainment
- Higher-quality dining options
- A community gathering place
- Reimagining portions of the mall

Several participants envisioned an "Old Town" style atmosphere with walkable shopping and dining.



3. Make Walking, Biking, and Transit Easier

Improving connectivity was one of the most consistent themes.

Participants requested:

- More sidewalks
- Safer pedestrian crossings
- Better bicycle connections
- Better access between destinations
- Expanded TAMU bus service
- Connections between Wolf Pen Creek, the mall, neighborhoods, and businesses

Many noted that people already walk and bike in the area but that the infrastructure feels incomplete or unsafe.

4. Address Traffic While Maintaining Business Access

Traffic generated some of the strongest opinions.

Many participants expressed frustration with:

- Difficult left turns
- Median access
- U-turn locations
- Navigation around Post Oak Mall
- Safety at intersections

Several business owners specifically commented that roadway access affects customer visibility and business success.

5. Preserve Housing While Improving Conditions

Participants recognized the importance of existing housing.

Comments frequently mentioned:

- Preserving affordable housing
- Improving older apartment communities
- Avoiding displacement during redevelopment
- Providing safe, well-maintained housing
- Protecting established neighborhoods

Many participants supported reinvestment but emphasized that redevelopment should benefit existing residents.



6. Preserve Parks and Expand Green Space

Participants consistently valued the district's parks and natural amenities.

Suggestions included:

- Expanding trails
- Preserving open space
- Improving recreational facilities
- Better connecting parks
- Additional tree canopy and landscaping
- Flood mitigation

Several comments proposed expanding Wolf Pen Creek Park into underutilized properties nearby.

7. Create More Community Amenities

Residents also expressed interest in additional community gathering spaces, including:

- Recreation centers
- Library services
- Amphitheaters
- Festival space improvements
- Family-oriented amenities
- Improved sports facilities

8. Improve Appearance and Encourage Reinvestment

Many participants described portions of the corridor as dated or underutilized.

Common suggestions included:

- Cleaning vacant properties
- Updating older buildings
- Improving aesthetics
- Encouraging reinvestment without losing what already works



Community Priorities

When participants voted on the most important issues for the Harvey District, the highest-ranked priorities were:

Priority	Votes
Support Local Businesses	16
Streets, Traffic & Safety	12
Walkability, Bikeability & Transit	11
Shopping, Dining & Entertainment	11
Parks, Trails & Green Space	11
Housing Preservation	7
Housing Affordability	7
Mixed-Use Development	5
Community Recreation Facilities	5
Jobs & Economic Opportunities	3

Overall Takeaway

Participants expressed strong support for revitalizing the Harvey District while preserving the qualities that already make it an important part of College Station. The feedback reflects a desire for thoughtful reinvestment that supports existing businesses, improves mobility and safety, enhances parks and public spaces, expands shopping and dining opportunities, and protects housing affordability and established neighborhoods.