



What We Heard Summary: Community Survey

The Harvey District Community Survey received 265 responses. Respondents described a district with a strong location, valued businesses and recreational assets, but also one that many believe needs substantial reinvestment. The results reflect the perspectives of a self-selected group of participants and should be considered alongside workshops, working group discussions, technical analysis, and other engagement activities.

Who We Heard From

Most respondents interact with the Harvey District regularly:

- 72% shop, dine, or run errands in the district.
- 63% pass through the district.
- 18% live in the district.
- 6% work in the district.
- 4% own or manage a business or property in the district.
- 64% travel through the district daily or several times per week.
- Nearly all respondents, 99%, reported traveling within the district by personal vehicle.

Most responses came from College Station and the surrounding area. Among those answering the optional demographic questions, respondents tended to be older and were predominantly homeowners. Renters, students, younger adults, and people who live or work within the district were represented less strongly. This should be considered when interpreting the results.

Overall Message

Respondents generally see the Harvey District as functional but underperforming. Only 14% rated the district as excellent or good, while 52% rated it as fair and 34% rated it as poor or very poor. At the same time, respondents saw significant potential. They frequently described the district as centrally located, accessible from Texas Avenue and Highway 6, close to Texas A&M University, and supported by existing businesses, neighborhoods, parks, and trails. The prevailing message was not that everything should change, but that the district needs coordinated reinvestment that builds on these assets.



Major Themes

1. Aging properties, appearance, and vacancies are the most visible concerns

The physical condition of the district emerged as the clearest concern:

- 62% identified aging buildings as one of the district's biggest challenges.
- 51% selected poor aesthetics.
- 44% selected vacant properties.
- 65% said updated building design and appearance would make a significant difference.

Open-ended responses frequently referred to aging apartment complexes, vacant storefronts, deteriorating properties, large parking areas, and the condition of Post Oak Mall. Respondents called for property maintenance, façade improvements, reuse of vacant buildings, landscaping, and reinvestment in both commercial and residential properties. Post Oak Mall was especially prominent. Participants expressed a range of ideas, from renovating and repositioning the mall to substantially redeveloping the site but generally agreed that the mall and surrounding properties should play a stronger role in the district's future.

2. People want a more vibrant destination, not only a road they travel through

When asked what the district should become:

- 59% selected a vibrant mixed-use destination.
- 48% selected a more attractive and welcoming gateway into the city.
- 38% selected a more walkable area with shops and restaurants close together.
- Only 5% preferred keeping the district mostly as it is today.

Respondents most often wanted additional restaurants and entertainment, higher-quality retail, green space and trails, public gathering spaces, and mixed-use development. Many envisioned an area that feels like a recognizable destination while remaining useful to nearby residents and the broader community.

3. Existing businesses, location, and Wolf Pen Creek are important assets

Respondents identified several features that already work well:

- Existing restaurants, shops, and locally valued businesses
- Wolf Pen Creek Park, trails, and green space
- Mature trees and shaded areas
- Convenient access to Highway 6, Texas Avenue, and other parts of College Station
- Established neighborhoods and housing close to services
- The district's central location and proximity to Texas A&M University



Several respondents emphasized that reinvestment should support successful existing businesses and preserve the features people already value.

4. Traffic operations and property access produced divided opinions

Transportation comments revealed one of the survey's clearest areas of disagreement. Some respondents said the medians and turn lanes improve traffic flow and reduce unsafe left turns. Others said the medians make businesses harder to reach, require inconvenient U-turns, and contribute to confusing or unsafe movements.

This was not a consensus for simply keeping or removing the medians. Instead, the responses point to a possible need for location-specific analysis of:

- Business and property access
- U-turn locations
- Intersection design
- Connections between adjoining parking lots
- Turning movements and traffic circulation
- Access from Highway 6
- Neighborhood cut-through traffic
- Parking and traffic associated with Sorority Row and nearby schools

5. Walking and bicycling conditions feel incomplete

Although relatively few respondents currently walk or bicycle in the district, many described disconnected sidewalks, abrupt sidewalk endings, limited safe crossings, and gaps between destinations.

Respondents expressed interest in:

- Continuous sidewalks
- Safer pedestrian crossings
- Better connections to Wolf Pen Creek
- Bicycle facilities
- More shade and landscaping along walking routes
- Closer groupings of shops, restaurants, housing, and public spaces

The results suggest that low walking and bicycling rates may reflect existing conditions as well as personal travel preferences.



6. Trees, landscaping, parks, and trails should be central to reinvestment

Green space was consistently important:

- 50% wanted more green space or trails.
- 43% selected additional trees and landscaping as a high-impact improvement.
- Open-ended comments frequently highlighted Wolf Pen Creek, mature trees, shade, native landscaping, and opportunities for outdoor gathering and recreation.

Respondents generally did not describe green space as separate from development. Many envisioned new shops, restaurants, housing, and public spaces integrated with trees, trails, landscaping, and natural features.

7. Housing generated concern, and an important tension

Many respondents raised concerns about the condition, maintenance, management, and perceived safety of older apartment properties. Some supported substantial renovation or redevelopment. Others emphasized that the district's existing apartments provide housing at prices that may be increasingly difficult to find elsewhere in College Station. These respondents cautioned that redevelopment could displace existing residents or replace affordable units with housing designed primarily for students or higher-income households.

Together, the comments point to a need to distinguish between:

- Building condition and property maintenance
- Housing affordability
- Property management
- Public safety concerns
- The needs of current residents
- Opportunities for renovation or redevelopment

Some responses associated lower-income housing or renters with crime. These comments represent respondent perceptions and should not be treated as evidence of a causal relationship without supporting data.

8. Safety perceptions are mixed

When asked how safe they feel in the district:

- 43% said very or somewhat safe.
- 29% were neutral.
- 28% said somewhat or very unsafe.

Open-ended comments referred to property conditions, lighting, apartment management, crime, pedestrian safety, speeding, and uncomfortable locations. Other respondents described the district as generally safe and believed concerns were concentrated in



particular properties or areas. The results suggest that safety should be evaluated at a more specific geographic and issue-based level rather than treating the entire district as having the same conditions.

What This Means for the Planning Process

The survey does not point to one preferred redevelopment concept. It does, however, establish several consistent priorities for further exploration:

- Encourage reinvestment in aging and vacant properties.
- Improve the appearance and identity of the district.
- Support existing businesses while attracting restaurants, retail, and entertainment.
- Strengthen Wolf Pen Creek, trails, trees, and green space as defining assets.
- Examine traffic and property access at specific problem locations.
- Create safer and more continuous pedestrian connections.
- Address property conditions and safety concerns without overlooking housing affordability or displacement risks.
- Consider Post Oak Mall and other major sites as important opportunities within a broader district-wide strategy.

Overall, respondents want the Harvey District to become more attractive, active, connected, and welcoming while retaining the businesses, natural features, housing choices, and convenient location that already give the area value.