

Item 7.1 – Harvey Road Corridor Redevelopment Plan: Process Overview

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Quick Reminder: Small Area Plans 101



Focused planning efforts that provide more granular level of study & specific actions for a smaller, defined geographic area to help implement the Comprehensive Plan's overarching goals



Allow for closer look into existing conditions, trends, & development pressures w/in a specific area of the city

Overall city-wide direction

Comprehensive Plan

Focused planning

Master Plans

Small Area Plans

Implementation

City Council Strategic Plan

Departmental work programs & budgets

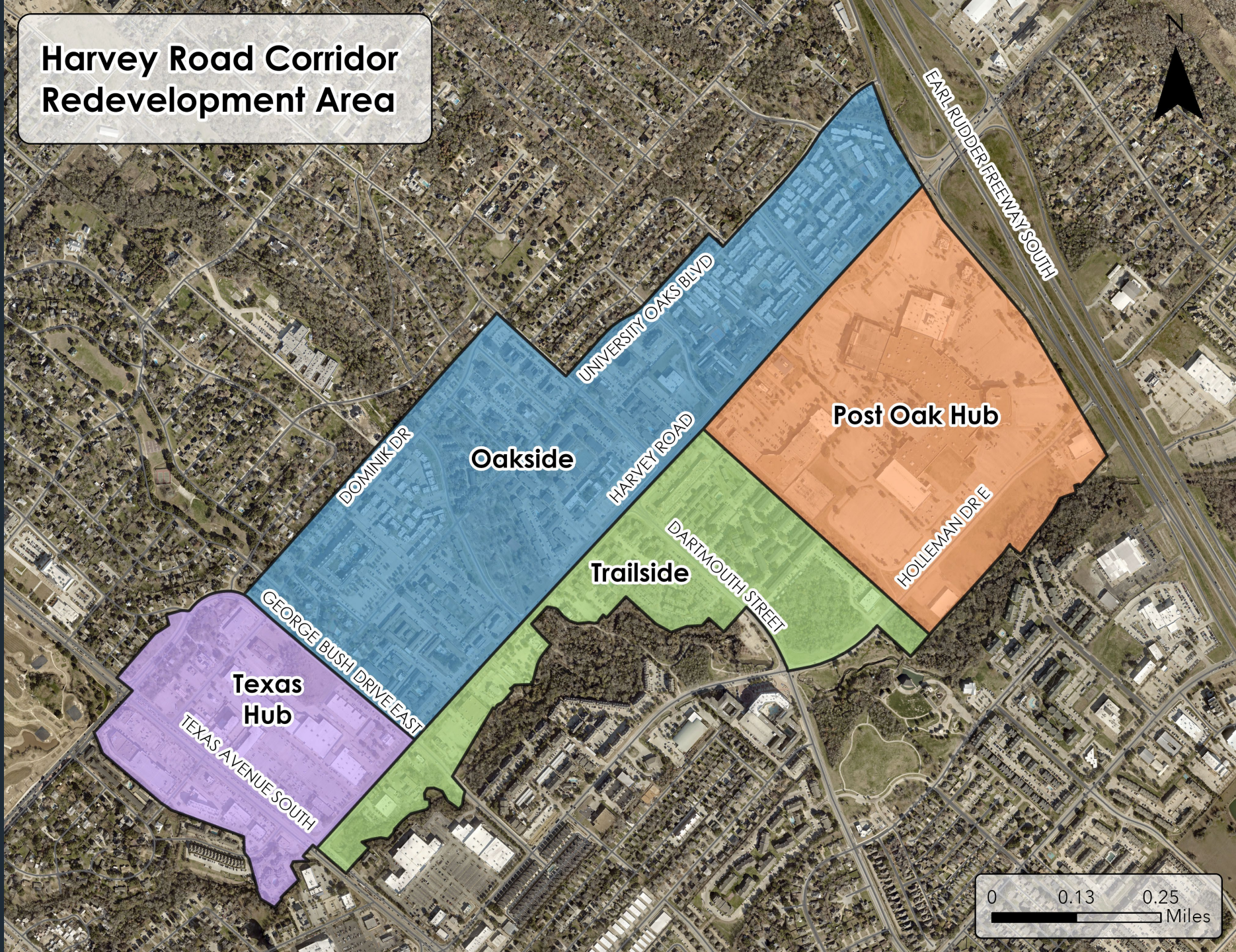
Capital Improvement Plan (CIP)

Codes & Ordinances



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- Provide comprehensive roadmap for transitioning the area into:
 - Dynamic, mixed-use destination
 - Strong identity & economic trajectory
 - Tailored to the unique needs & opportunities of area
- A plan that delivers:
 - Shared corridor vision
 - Redevelopment framework
 - Transportation & connectivity strategies
 - Implementation roadmap



Planning Area Snapshot



→ Estimated 2025 Population: 5,546



→ Median Age: 26.3



→ 96% Renters



→ 70% Housing Built 1989 or earlier



→ ~15 mil. commercial visits (2025)

→ Regional Role

→ Major east-west commercial corridor

→ Gateway to TAMU

→ Connects retail, housing, hospitality, & recreation destinations

→ Activity & Intensity

→ Approximately 15k-25k vehicles per day (Harvey Rd.)

→ Significant commercial & multifamily development

→ Serves residents, students, visitors, & regional shoppers

→ Corridor Conditions

→ Large share of development constructed b/w 1970s-1990s

→ Mix of thriving businesses, aging commercial centers, & redevelopment opportunity



Planning Phases & Process



Community Engagement Strategy



Broad Community Outreach

- Project website
- Email updates
- Social media
- Media outreach
- Online survey



Interactive Public Events

- Kickoff open house
- Pop-up events
- Workshops
- Draft plan open house



Stakeholder Collaboration

- Property owners
- Businesses
- Neighborhood representatives
- Institutional partners
- Students & student organizations
- Multifamily residents
- Hospitality & tourism stakeholders



Continuous Feedback Loop

- “What We Heard” summaries
- Online updates
- Draft review opportunities
- Ongoing communication throughout the process

LISTEN

ENVISION

TEST
IDEAS

REFINE

ADOPT

Next Steps

Immediate Actions

- Launch project website:
Cstx.gov/HarveyRoad
- Form plan working group
- Complete existing conditions analysis

Summer 2026 Engagement Launch

- Kickoff Open House: June 23, 2026, City Hall, 6-8pm
- Public Survey
- Stakeholder Outreach
- Visioning Workshops

Upcoming Milestones

- Draft recommendations: Winter 2026
- Public review process: Early 2027
- Plan adoption: 2027

Your Action Tonight

- Receive presentation
- Provide feedback



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