



## Summary of 2025 Harbor Point Business Visit

### Issues and Concerns Identified by Businesses in Harbor Point

- **Signage** – Visibility is still a primary concern for businesses located behind Bass Pro. Various mentioned adding signage along I-30 heading into Garland. Trees directly behind the boat storage in the entrance along Bass Pro Drive are blocking signage.
- **I-30 Roadwork and Traffic** – Concern was expressed about TXDOT’s construction plans and the impact on sales. An updated timeline from TxDOT was requested.
- **Future Development** – Feedback from the PGBT Small Area Master Plan was positive with many suggesting the addition of new residents will also help drive sales and bring more visibility to Harbor Point. Mixed use developments, a combination of residents and new retail will activate the area and pull residents from surrounding areas.
- **Pedestrian Traffic** – Some businesses are struggling to attract new customers. A few believe having regular events at Harbor Point such as monthly concerts and special events, especially during Spring and Summer season, to incentive visitors to stay longer and increase sales.
- **Boat Dock** – The removal of boat dock creates a negative perception. A new boat dock with a breakwater for boat slips allows boaters to access Harbor Point safely. The loss of boat dock potentially means losing visitors from other marinas.
- **Transit** – To increase foot traffic and create opportunities for senior residents a suggestion was made to research shuttle bus services or public transit options from Dallas Area Rapid Transit’s (DART) On-demand service GoLink. Another alternative is targeted outreach to senior living or retirement communities with transportation.
- **Harbor Point Business Association** – A formal association to meet regularly to address issues and concerns and create a budget for special events.

### Issues/Questions followed up by City Staff

- **Signage** – DLee confirmed the contractor completed the work to remove trees blocking the signage along Bass Pro Drive.
- **I-30 Roadwork and Traffic** – Engineering staff will coordinate with TxDOT to schedule a meeting with targeted business and present an updated timeline of closures. Staff will also secure traffic counts of I-30.
  - Staff verified TxDOT’s Traffic Counts along IH30 average 151,000 cars daily.
- **Boat Dock** – Staff will investigate the cost of adding boat slips along with the new boardwalk and breakwater for boat safety.



- **Harbor Point Business Association** – Staff will support and encourage Harbor Point businesses to meet regularly and provide requested information from the city.
- **Traffic Counts** – Traffic counts provided by TxDOT of IH30 show on average 151,000 cars daily.
- **DART Transit** – Staff contacted DART regarding GoLink Ridership numbers. GoLink offers two Eastern Zones that connect riders to Harbor point: Southeast Garland (21) and the new Eastern Pilot Zone (22). For additional information about the zones, including service times please use the following link: <https://www.dart.org/guide/transit-and-use/golink#goLinkZonesSection>