



NORTH GUS THOMASSON ROAD **CORRIDOR STUDY**

KICKOFF **WORKSHOP**

The North Gus Thomasson Corridor Kickoff Workshop launched the process of envisioning what's next for this area of Mesquite.

Held on Monday, September 29, 2025, from 6:00 to 8:00 p.m. at Mesquite City Hall, the evening brought together members of the City Council, Planning and Zoning Commission, and the Mesquite Economic Development Advisory Board for an engaging look at the past, present, and potential of this important corridor.

The session opened with a presentation tracing the Corridor's history and evolution by highlighting key trends, case studies, and early observations. Participants engaged in three hands-on visioning activities designed to spark discussion and ideas. The Workshop allowed Mesquite leaders to reflect on where the Corridor has been, what it represents today, and what it could become in the decades ahead.

Preliminary Observations:



Strong anchors already in place



Small business foundation



Dining is a visible strength



Retail demand exceeds supply



Diverse + multicultural community



Family-oriented households



Relatively young population



Educational gaps to address



Mobility challenges + limited walkability



Heavy traffic, low capture

“One Word” Activity

To open the conversation, participants were asked to capture their first impression of the North Gus Thomasson Corridor in a single word. The exercise offered a snapshot of perspectives on the area. The most frequent responses captured the Corridor as a place ready for change with untapped potential. Despite some current challenges that were noted, the group also sees some positive attributes to build on, that will help the Corridor transition to something greater.

Emerging Opportunity	Current Concerns	Postitive Attributes
Potential (x3)	Slow	Great
Undeveloped	Dull	Green
Transitioning	Sad	Passionate
Underutilized	Outdated	
Fixer-upper	Old	Valuable
	Unfulfilled	

Fund Your Corridor Priorities Station

Participants took part in a “spend your coins” exercise, investing imaginary funding into the future of the North Gus Thomasson Corridor. Each person received five coins to allocate across five categories to indicate their priorities and interests. Food + Dining was the clear front-runner, capturing 30% of all investments as participants envisioned a corridor with local eateries, vibrant destinations, and a potential nightlife scene. Housing + Community followed with 20%, reflecting a shared desire for inviting homes, parks, and plazas that bring people together. The remaining support was distributed nearly evenly among Design Excellence (17%), Events + Culture (17%), and Mobility + Safety (16%), signaling a well-rounded commitment to a Corridor that is not only active and attractive but also connected and safe.



FUND YOUR CORRIDOR PRIORITIES

Use the coins to conceptually determine how funding could be directed to the North Gus Thomasson Corridor for a better future. Divide all of the coins evenly, put all of your coins in one jar, divide them into just two jars>> YOU DECIDE!

INTERPRET EACH CATEGORY GENERALLY AND DECIDE WHAT IT MEANS TO YOU

DESIGN EXCELLENCE

(EX. FACADES, SIGNAGE, LIGHTING, ART, ETC.)

FOOD + DINING

(EX. BREWERIES, DESTINATION DINING, NIGHTLIFE, ETC.)

EVENTS + CULTURE

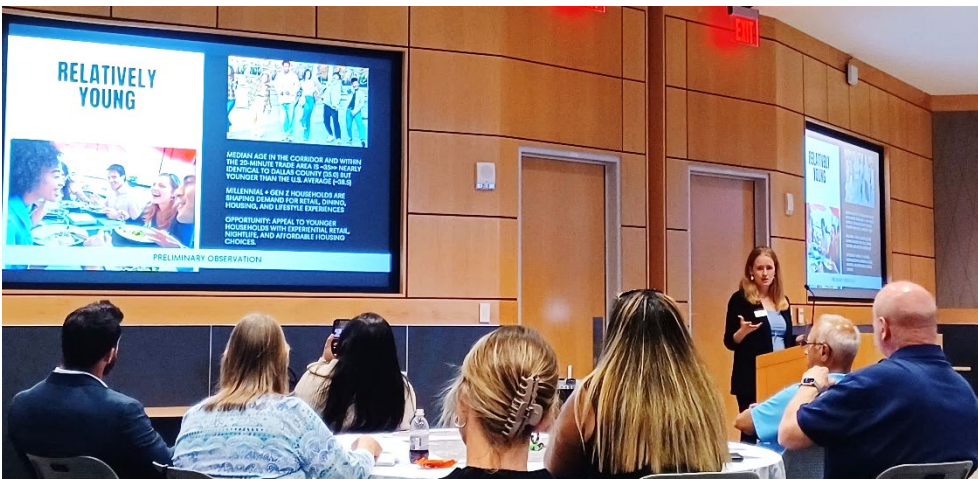
(EX. FESTIVALS, MUSIC, MARKETS, ETC.)

MOBILITY + SAFETY

(EX. CROSSWALKS, SIDEWALKS, TRAILS, ETC.)

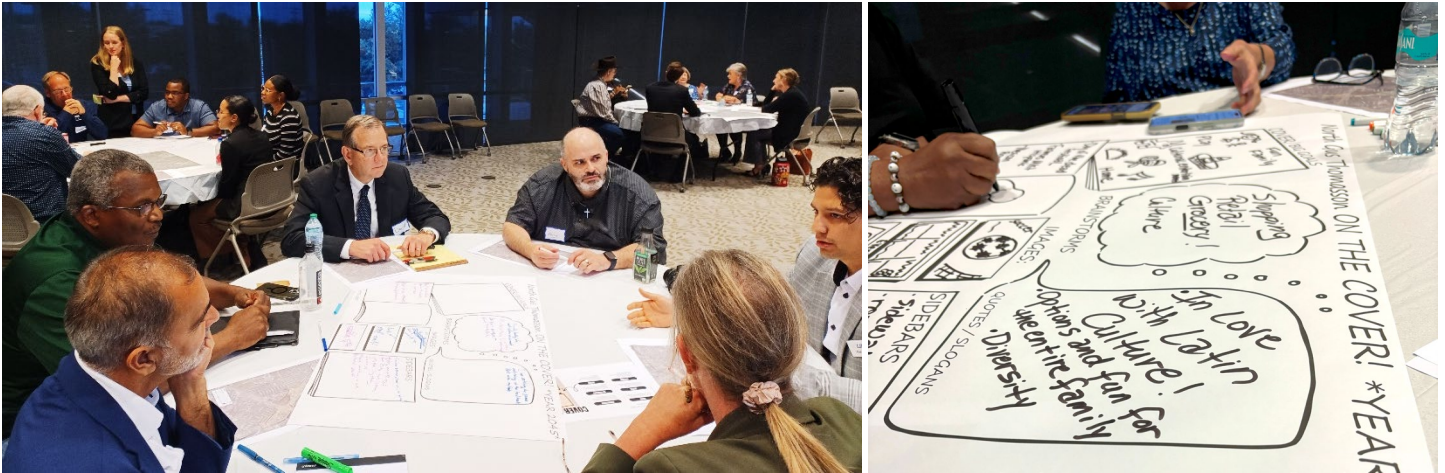
HOUSING + COMMUNITY

(EX. HOMES, PARKS, PLAZAS, ETC.)



Cover Story Visioning Activity

The Cover Story Visioning Activity involved the Elected and Appointed leaders working in groups to step into the future and imagine the headlines that would define a thriving North Gus Thomasson Corridor twenty years from now. Participants envisioned what success could look like by imagining bold magazine-style cover stories that captured their ideas for the area's evolution. They brainstormed potential feature articles, future quotes, sidebar spotlights, and sketched images that reflected their hopes. Across all groups, a storyline emerged of a corridor celebrated for its multicultural vibrancy, thriving local businesses, enhanced mobility and public spaces, and a welcoming, event-filled atmosphere.



Summary Cover Story of the North Gus Thomasson Road Corridor

North Gus Thomasson ON THE COVER! *YEAR 2045*

COVER / BIG GOALS

North Gus Thomasson:
Mesquite's Gateway to the
Future

Dallas County's Multicultural
Food Hub Thrives in Mesquite!

Mesquite's First Mercado
Opens on Gus Thomasson
Corridor

Gus Thomasson Corridor Wins
State Award for Small Business
Development



"I love patronizing the GT
Corridor because it's a
one-stop shop."

"Our façade improvement
incentive is paying huge
dividends." – Kim B.

"I know I'm in the GT
Corridor by all the cool
stuff!"

QUOTES / SLOGANS

Day of the Dead Festival
Brings Families and Culture
to the Corridor

Small Business Corridor
Redefines Mesquite's Retail
Gateway

Food Truck Park Becomes
Mesquite's Top Family
Destination

New Medical
Association Attracts
Multiple Independent
Medical Providers

Come Ride the Trolley,
Been Serving the Area
for 15 Years



SIDEBARS

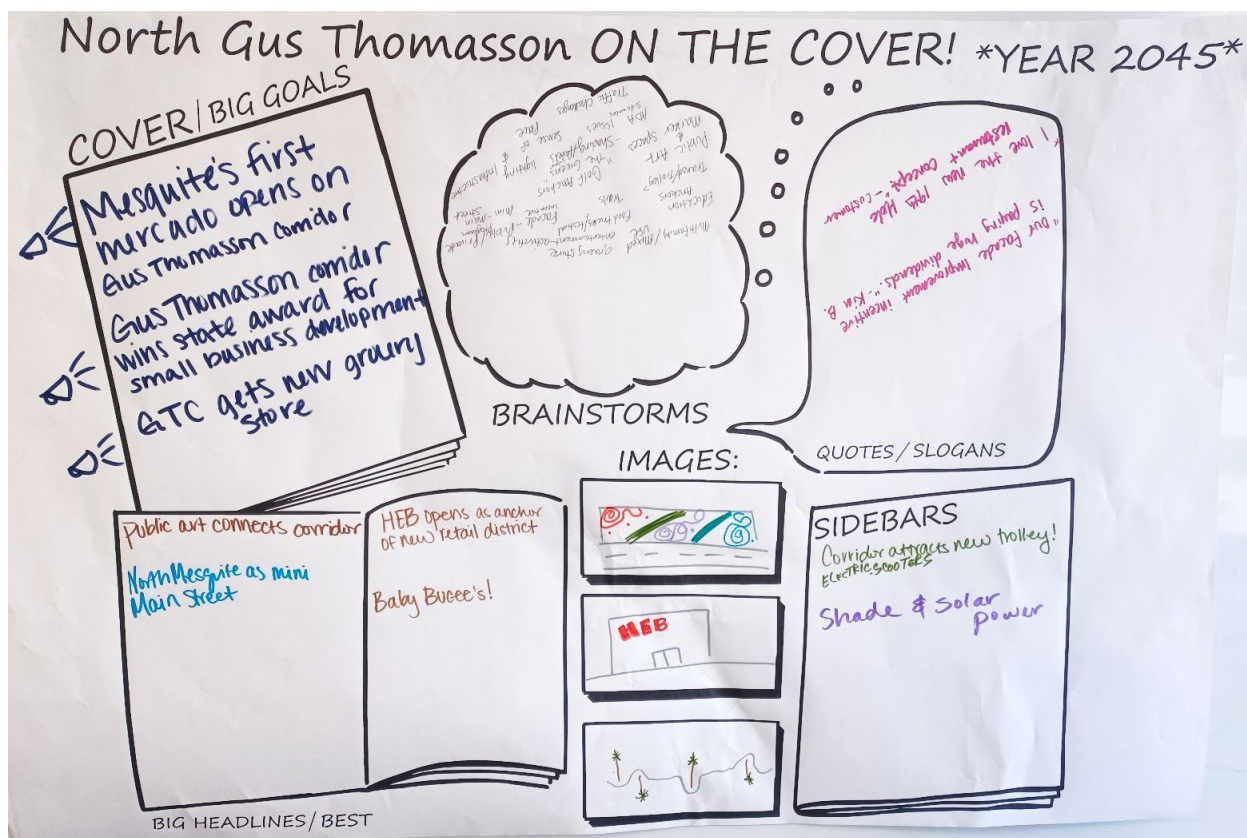
Mobility Made Easy: Sidewalks, bike
lanes, and a new trolley make the
Corridor more connected than ever.

A Place to Gather: Food truck parks,
music, and public art installations
draw visitors from across the region.

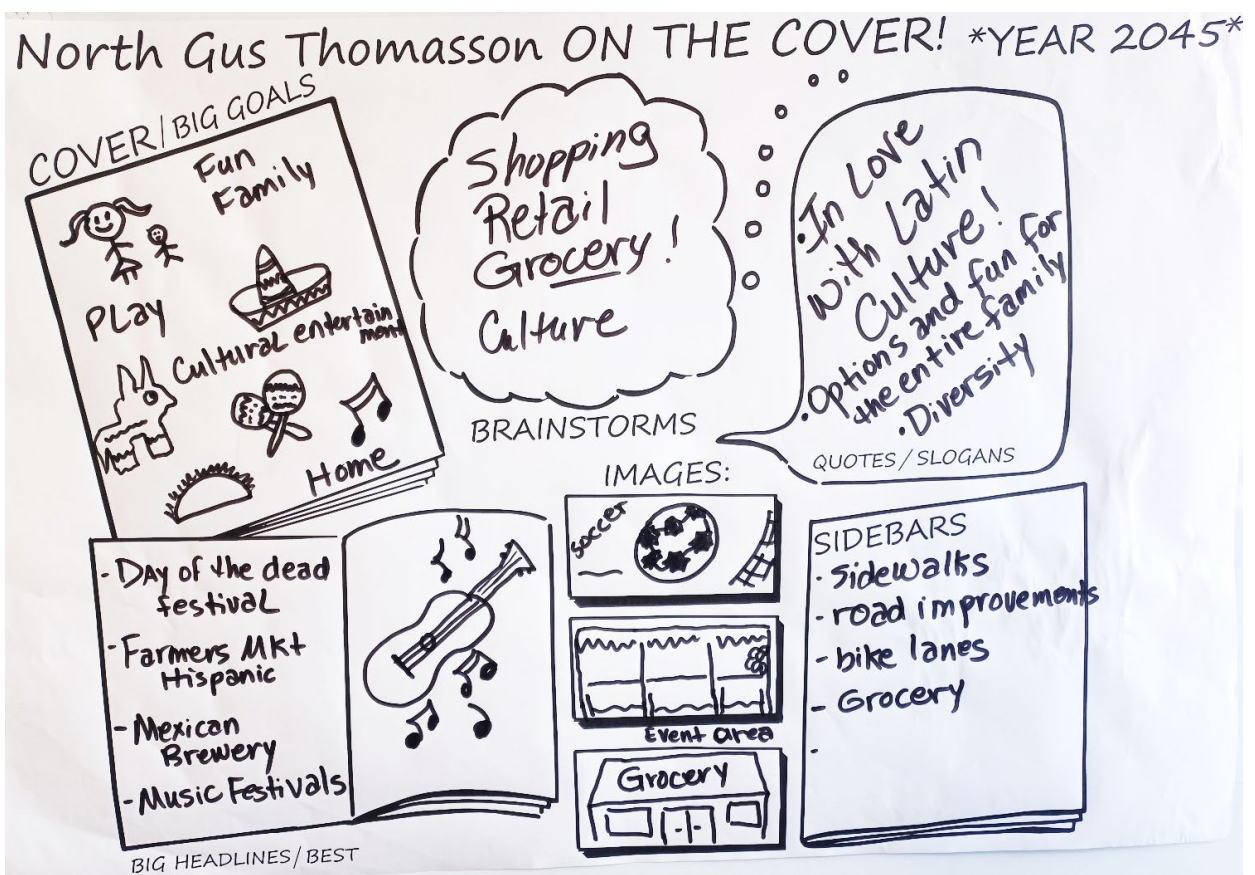
Mesquite Welcomes You: Unique
lighting, entry markings, and
signage create a lasting sense of
identity.

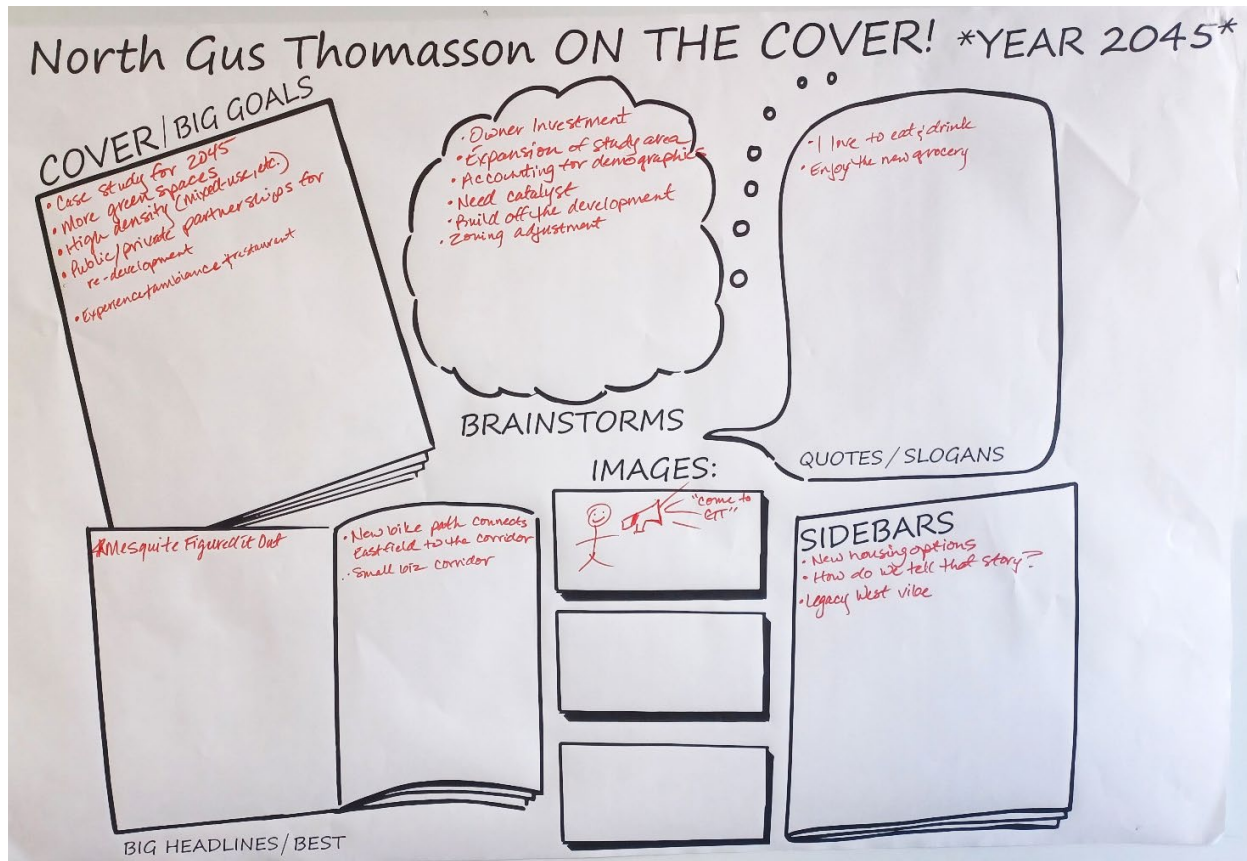
BIG HEADLINES / BEST











North Gus Thomasson ON THE COVER! *YEAR 2045*

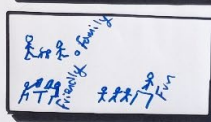
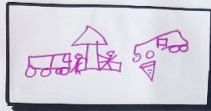
COVER/BIG GOALS

Identity
Incentives
Investment
Buy in from stakeholders
Gateway calling card
Sense of place

Friendly, family, safe,
multi-culture environment
Multicultural - Latino influenced
30 Exit Magnet
Food Truck Park

BRAINSTORMS

IMAGES:



QUOTES/SLOGANS

I love watching the game
and eating at the Food Truck
Park with my friends

I love patronizing the
GT corridor because
it's a one stop shop

I know I'm in the
GT corridor by
all the cool stuff

SIDEBARS

Corridor attracts families for miles
entry markings
for city welcome
unique lighting
Signage
Unique markings of
historic stuff

BIG HEADLINES/BEST

Food Truck Park
draws thousands
to corridor

Music Venue attracts
National performers
pop up shops

Gus Thomasson
now main gateway
to Mesquite's
retail center



North Gus Thomasson (N THE COVER! *YEAR 2045*

COVER / BIG GOALS

Dallas County's
New Multicultural
Food Hub
Established
in Mesquite!

Food ID
MULTI-CULT
TROLLEY
MINT-MED DISTRICT
BREWERY TRAIL

BRAINSTORMS

I Love DURING
APPENDIX ON THE TRAIL

"LET'S MEET
IN THE MIDDLE"

QUOTES / SLOGANS

IMAGES:

- 20TH ANNUAL
TACO WARS FESTIVAL
- NEW MEDICAL
ASSOCIATION ~~AREA~~
ATTRACTS MULTIPLE
INDEPENDENT MEDICAL
PROVIDERS

- COME RIDE
THE TROLLEY,
BEEN SERVING
THE AREA FOR
15 YEARS



SIDEBARS

- CORRIDOR MERCHANT ASSOC
CREATES NEW MARKET
- FOOD TRUCK PARK
ATTRACTS PEOPLE FOR MILES

BIG HEADLINES / BEST