



Tabling at The Market: Engagement Summary

Event Description

To kick off the community engagement process for the City of Mesquite's Strategic and Comprehensive Plan update, the project team hosted an outreach table at The Market at Front Street Station in Downtown Mesquite, Texas, from 9:00 a.m. to 12:00 p.m. on Saturday, June 27, 2026. The engagement activity featured four interactive display boards designed to inform residents and visitors about the project while gathering their input.

Board #1 provided an overview of the project and included a QR code linking participants to the project website. Board #2 invited attendees to place a dot on a map indicating the general area where they live or work. This activity helped the project team assess whether engagement efforts were reaching residents across all areas of the city.

Boards #3 and #4 focused on a SWOT (Strengths, Weaknesses, Opportunities, and Threats) exercise, encouraging participants to share their perspectives on Mesquite's future by responding to the following questions:

Board #3

- What are Mesquite's strengths?
- What are Mesquite's weaknesses?

Board #4

- What are Mesquite's opportunities?
- What are Mesquite's threats?

Key Takeaways

- Pride in the image and reputation of Mesquite. Participants were concerned about the city's perception and feel it has a hard time attracting and retaining residents of all demographics.
- Emphasis on desirable and undesirable land uses. Participants want more options for retail, groceries, and places to go out such as downtown bars and

breweries. Residents expressed that they don't want to see more low-intensity industrial uses such as warehouses, storage facilities, and car washes.

- Desire for increased mobility options through public transit systems and walkability upgrades.
- Need for lasting roadway improvements that aren't "Band-Aid" solutions.
- Prioritization of youth and family activation through investments in parks, schools, career programs, and public spaces.



Public Input Received

Board 1: Help Shape the Future of Mesquite



City of Mesquite
Comprehensive Plan

Help Shape the Future of Mesquite

City of Mesquite Comprehensive Plan
Plan Integral de la Ciudad de Mesquite



The City of Mesquite is preparing a Comprehensive Plan to help guide future growth and development in the City.

Plan for thoughtful growth and strong neighborhoods.

Enhance quality of life for residents of all ages.

Create a community that reflects our shared vision.



La Ciudad de Mesquite está preparando un Plan Integral para ayudar a orientar el crecimiento y desarrollo futuros de la ciudad.

Planear un crecimiento que beneficie a todos y fortalezca nuestros vecindarios.

Mejorar la calidad de vida de las personas de todas las edades.

Crear una comunidad que refleje la visión que compartimos.



SCAN TO PARTICIPATE
Escanea para participar



MesquitePlan.com

Board 2: Where do you live and/or work in Mesquite?



Board 3: Strengths and Weaknesses



What are Mesquite's STRENGTHS?

Comments
It has what it needs
Dog Park Clay Mathis Mesquite Valley
Community events / Farmers Market +1
Likes Solterra
"No where have we met consistently welcoming people"
Diversity +1
Big Town with Big Town things but still small town feel
Very welcoming city
The Market -Public events for kids +1
City trying to address issues
Feels safe +1
The Market bringing people to Downtown
Schools +1
City doing a good job!
Library, parks, services +3

Police and Fire +3
Small Town Feel +1
-History -Mature landscaping -Growth opportunities
Parks
Quieter than Dallas +3
Roads better than Dallas
Trails/Expand

What are Mesquite's WEAKNESSES?

Comments
More kids activities -water activities
Town East Dog Park too small
635 is terrible
Public utilities
City's communication (A lot of miscommunication)
Code Enforcement interactions
A lot of warehouses
School system culture student engagement
Animal concerns (South of faith on P Lucas) Solterra South
MISD Bringing in kids from other cities was difficult -Didn't have enough kids
Aging infrastructure
Regular changes to plan makes plan feel unimportant
Traffic light timing (Kearny / Bryan Belt Line)
Feels like public involvement is a waste of time (@ city)
No shade in parks
No walkability "This town needs upgrades" +1
Perception of Mesquite
Animal Control response
Not reflecting the change "they want change, but no action"
Not having public transit +1
Grown too fast +1
Too many warehouses +3
Crime +2
No variety of grocery
Limited work opportunities
More public transportation
No where high end upscale No date nights +1
Transit system is shameful for older folks
More retail – attracting people "They're not coming for Family Dollar"
Car washes putting other car washes out of business (Blight)
Running Brook Lane BAD!
Lack of jobs

Restaurants better
Too many public storages
Too many commercial vehicles in residential areas
Tax dollars spent outside city
Shopping Center near Solterra getting Walmart, Pizza Hut -Want White Rhino
Water and streets (Poor water quality)
The Streets (Band-Aid Fixes) +10
Not enough Class A office space
Limited stores options (No top retailers)
Events – Lack of concerts / festivals
More access to career training in schools
Speeding out of Mesquite into Balch Springs
“Band-Aid Fixes”

Board 4: Opportunities and Threats



What are Mesquite's OPPORTUNITIES?

Comments
Whole Foods, Trader Joes +1
Third Spaces
Beautification community led efforts
Downtown has to flip -Keep & hold people "A gathering point"
Better incentives for big corporate companies to come here
More variety of retail
Proximity to Downtown Dallas +1
Need higher end grocery store +1
Nothing to bring in families
More interactive activities
More things to do Adults & kids
Modernization
Jobs & money
Public Transportation +2
Looking forward to Round One in Town East

Downtown Brewery +3
Downtown Redevelopment
Opportunity in Downtown -More activity , Third places more retail
More involvement from Public
More Retail opportunities (Modern Retail)
Change Car Washes into grocery stores (Redevelop)
Young People +1
We have the space
Interactive Parks
Better corridors through Mesquite
HEB! +1
Want bars/breweries to be allowed

What are Mesquite's THREATS?

Comments
Police and Fire pay is stagnant
City Manager Pay
Debt
No money -Property Poor
"They're way too set in their ways"
The City Council
Not enough Police community outreach
Area is not known properly
Attracting demographics, but needs to keep them
Perception (tied to Social Media)
Reputation as an unsafe or undesirable place to live and raise a family
Schools need help & kids need opportunity
Only having 1 public facing City Council members who's open & transparent
Hard to keep businesses open, limited support from city +1