

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF MESQUITE, TEXAS, AMENDING CHAPTER 13 OF THE MESQUITE CITY CODE BY MAKING CERTAIN ADDITIONS AND DELETIONS THEREBY COVERING THE SIGN COMPONENTS OF THE DOWNTOWN MESQUITE SPECIAL PURPOSE ZONING DISTRICT (DM-DISTRICT); PROVIDING A CONFLICTS RESOLUTION CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING A PENALTY CLAUSE IN AN AMOUNT NOT TO EXCEED FIVE HUNDRED DOLLARS (\$500.00); PROVIDING FOR PUBLICATION OF THE CAPTION HEREOF; AND DECLARING AN EFFECTIVE DATE.

WHEREAS, the City of Mesquite (“City”) is taking bold steps to transform its downtown into a vibrant hub for residents and visitors alike. Through three carefully planned initiatives, the City is modernizing its zoning framework to create a more walkable, business-friendly, and attractive downtown area while respecting our community's unique history and character; and

WHEREAS, the City undertook an extensive community engagement process beginning approximately two years ago when the first Open House was held on December 7, 2023. Since then, the City has hosted informational tables at the Farmers Market located at Front Street Station on June 21, 2025, and again on June 28, 2025. The City hosted an in-person Open House at the Corner Theatre on June 24, 2025, and conducted a Virtual On-Line Open House on July 10, 2025; and

WHEREAS, the cornerstone of this effort is the establishment of the Downtown Mesquite (“DM”) Special Purpose Zoning District (**DM-District**) in **Ordinance No. _____** (ZTA 2025-02). This modern zoning approach divides downtown into three (3) distinct subdistricts, each with tailored regulations. The DM-Core subdistrict will serve as the lively center with shops and restaurants, while the DM-Mixed-Use area will blend mixed-use residential and commercial spaces. The DM-Edge subdistrict provides a thoughtful transition between downtown and surrounding neighborhoods. These changes will make our downtown more pedestrian-friendly while supporting both existing businesses and new investment; and

WHEREAS, to complement the new zoning district, the City is removing obsolete zoning classifications in **Ordinance No. _____** (ZTA 2025-03). The outdated Central Business (“**CB**”) District, and Military Parkway-Scyene Corridor Overlay District will be eliminated since they no longer serve the community's needs. This cleanup simplifies the Mesquite Zoning Ordinance (“**MZO**”) while maintaining important development standards, making it easier for property owners and businesses to navigate the regulations; and

WHEREAS, **Ordinance No. _____** (File No. Z0725-0405) applies the new DM-District zoning to approximately 268 acres in our downtown area. This includes updating the Mesquite Comprehensive Plan’s Future Land Use Map to designate these properties as part of the Downtown Special Planning Area. The rezoning to the DM-District ensures our regulations match our vision for a thriving downtown that balances economic growth with community character; and

WHEREAS, the final piece of this initiative is this **Ordinance No. _____**, amending Mesquite City Code, Chapter 13 (Signs) for the purpose of establishing signage regulations specific to the newly adopted Downtown Mesquite Special Purpose Zoning District (“**DM-District**”); and

WHEREAS, the purpose of these amendments is to support the zoning approach proposed through the DM-District by aligning signage regulations with the DM-District’s urban design principles; and

WHEREAS, it is the intent of the City Council of the City of Mesquite, Texas (“**City Council**”), to protect the public health, safety, and welfare; and

WHEREAS, the City is a home-rule municipality acting under its Charter adopted, and amended, by the electorate pursuant to Article 11, [Section 5](#) of the Texas Constitution and [Chapter 9](#) of the Texas Local Government Code; and

WHEREAS, a home-rule municipality has full power of local self-government, pursuant to Texas Local Government Code, Title 2, Subtitle D, Chapter 51, [Section 51.072\(a\)](#); and

WHEREAS, the City shall have the power to enact and enforce ordinances necessary to protect health, life, and property, and to prevent and summarily abate and remove all nuisances, and to preserve and enforce good government, order, and security of the City and its inhabitants, pursuant to Article III, [Section 2](#) of the Mesquite City Charter; and

WHEREAS, the City may license, regulate, control, or prohibit the erection of signs or billboards by charter or ordinance in accordance with Texas Local Government Code, Title 7, Subtitle A, [Chapter 216](#) (Regulation of Signs By Municipalities); and

WHEREAS, a home-rule municipality may enforce ordinances necessary to protect health, life, and property, and to preserve the good government, order, and security of the municipality and its inhabitants, pursuant to Texas Local Government Code, Title 2, Subtitle D, Chapter 54, [Section 54.004](#), as amended; and

WHEREAS, the City shall have the power to provide for license, permit, and inspection fees, pursuant to Article III, [Section 28](#) of the Mesquite City Charter; and

WHEREAS, the City Council finds that it is in the best interests of the citizens of the City to amend the Mesquite City Code as herein provided.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS:

SECTION 1. Recitals Incorporated.

The City Council hereby finds and determines the recitals made in the preamble of this ordinance are true and correct, and hereby incorporates such recitals here in the body of this ordinance as if copied in their entirety.

SECTION 2. MESQUITE CITY CODE AMENDMENT.

Revising various sections in Chapter 13 of the Mesquite City Code.

The Mesquite City Code is hereby amended by making certain additions and deletions as identified in **EXHIBIT A**, thereby covering the sign components of the new DM-District. Said exhibit is attached hereto and made a part hereof, and in all other respects said Code, Chapters, Divisions, and Sections shall remain in full force and effect.

SECTION 3. Conflicts Resolution Clause.

In the event of an irreconcilable conflict between the provisions of another previously adopted ordinance of the City of Mesquite and the provisions of this Ordinance, the provisions of this Ordinance shall be controlling.

SECTION 4. Severability Clause.

Should any word, sentence, paragraph, subdivision, clause, phrase, or section of this ordinance be adjudged or held to be void or unconstitutional, the same shall not affect the validity of the remaining portions of said ordinance, the Mesquite City Code, as hereby or previously amended, or the Mesquite Zoning Ordinance, as hereby or previously amended, which shall remain in full force and effect.

SECTION 5. Penalty Clause.

Any violation of the provisions or terms of this ordinance by any “person,” as defined in Mesquite City Code, Chapter 1, [Section 1-2](#), shall be deemed a Class C Misdemeanor criminal offense, and upon conviction thereof, shall be subject to a penalty of fine, or any other general penalties, as provided in Mesquite City Code, Chapter 1, [Section 1-6](#), as amended.

SECTION 6. Publication.

This ordinance shall be published in the City’s official newspaper in accordance with Mesquite City Charter, Article IV, [Section 24](#).

SECTION 7. Effective Date.

This ordinance after its passage and publication shall take effect on, and be in force from and after, five (5) days after publication thereof, in accordance with Mesquite City Charter, Article IV, [Section 24](#), and it is accordingly so ordained.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS, ON THIS THE 18th DAY OF AUGUST 2025.

Jeff Casper
Mayor Pro Tem

ATTEST:

APPROVED AS TO LEGAL FORM:

Sonja Land
City Secretary

David L. Paschall
City Attorney

EXHIBIT A

To Ordinance No. _____

MESQUITE CITY CODE
Revisions to
CHAPTER 13 - SIGNS

MESQUITE CITY CODE

* * *

Chapter 13 – SIGNS**ARTICLE I. - IN GENERAL**

[Editor's Note: Make the following revisions with additions identified in green font and underlined and deletions identified in ~~red font with strikethrough~~.]

[Editor's Note: Insert the following NEW definitions in alphabetical order into the existing definitions section.]

Sec. 13-1. – Definitions.

The following words, terms and phrases, when used in this Chapter, shall have the meanings ascribed to them in this Section, except where the context clearly indicates a different meaning:

* * *

A-Frame sign, also known as a *sandwich board sign* or *sidewalk sign*, means free-standing portable signs typically used outdoors to attract attention to a business. See Sec. 13-76 (Sign use within DM-District).

* * *

Blade sign means a small, pedestrian-oriented sign that projects out perpendicular from ~~a structure~~ the front façade of a structure or building to advertise the business name.

* * *

Creative Sign means a sign that goes beyond basic functionality to become a unique, visually interesting element that enhances the overall aesthetic and character of a place, often showcasing local identity and history. Creative signs aim to be engaging and memorable, acting as a form of artistic expression. Creative signs usually feature distinctive designs, shapes, materials, or techniques, making them stand out from traditional signage. Creative signs contribute to the overall visual appeal of a downtown area, making it more vibrant and attractive to residents and visitors. See Sec. 13-76 (Sign use within DM-District).

* * *

Hanging Sign means any signage suspended or hung from a building's exterior, often placed above an entrance or prominent location visible to pedestrian or passing traffic. See Sec. 13-76 (Sign use within DM-District).

* * *

Plaque Sign means any small, flat sign typically mounted on a wall or other flat surfaces. See Sec. 13-76 (Sign use within DM-District).

* * *

Sandwich board sign, also known as an *A-Frame sign* or *sidewalk sign*. See A-Frame sign. See also Sec. 13-76 (Sign use within DM-District).

Sidewalk sign, also known as an *A-Frame sign* or *sandwich board sign*. See A-Frame sign. See also Sec. 13-76 (Sign use within DM-District).

Sign Band - Sign band means the flat, horizontal area that is integrated into the architectural detailing of a façade, usually immediately above the storefront but below the second story windows, where fascia Signs are historically erected. Sign bands are traditionally found on buildings located in downtown areas, but may also be found in other locations in the City. See Sec. 13-76 (Sign use within DM-District).

* * *

Sec. 13-73. Specifications by type of sign.

* * *

- (e) *Blade signs.* Blade signs are permitted only within form-based zoning districts in accordance with the specifications thereof or in the DM-District in accordance with Sec. 13-76 (Sign use within the DM-District).

* * *

Sec. 13-75. Guidelines to sign use within zoning districts.

- (a) Residential Districts R and D (single-family; duplex).
 - (1) One (1) square foot sign. A maximum of two (2) is permitted on any property.
 - (2) Small profile sign.
 - (3) *Exception.* Permitted nonresidential uses in this district may have the following signs:
 - a. Monument, wall, banner sign or vertical banners.
 - b. Maximum number per ownership is one (1) sign type per street frontage except vertical banners.
- (b) Residential District A (multi-family).
 - (1) Banner sign (temporary).
 - (2) Monument sign. One (1) sign per street frontage is permitted.
 - (3) Small profile sign.
 - (4) Wall sign. One (1) sign per street frontage per ownership is permitted.
- (c) *Residential districts.* A monument sign within a residential district shall not include an electronic message center unless the parcel abuts an arterial street and the sign is oriented to be viewed from said arterial.
- (d) *Nonresidential districts.*
 - (1) Banner sign (temporary).
 - (2) Canopy displays.
 - (3) Inflatable sign (temporary).
 - (4) Movable signs (temporary).
 - (5) Monument signs.
 - (6) Murals.
 - (7) On-site instructional signs.
 - (8) Pole sign.
 - (9) Projecting signs. One (1) sign per building is permitted provided the sign may not extend over public property.
 - (10) Small profile sign.
 - (11) Vertical banners (temporary).
 - (12) Wall signs.
 - (13) Window signs, including bay banners.
- (e) *Zoning—Form-based districts.* Notwithstanding any other provision in this Chapter, all signage in form-based districts shall be governed by the regulations of the applicable form-based code, except that electronic message centers and electronic video screens are prohibited within all form-based districts and historic districts.

- (f) *Planned development districts.* All signage in planned development districts shall be governed by this Chapter unless otherwise specified in the applicable planned development ordinance.
- (g) *Downtown Mesquite Main Street Program Boundary Area.* Murals are permitted within the Main Street Program Boundary Area in all zoning districts except as modified in [Sec. 13-73](#).
- (h) *Downtown Mesquite Special Purpose Zoning District (“DM-District”).* See Section 13-76 (Sign use within the DM-District).

Sec. 13-76. Sign use within the DM-District.

- (a) *Applicability.* This Section shall apply to signage placed within the Downtown Mesquite “DM” Special Purpose Zoning District (DM-District) and more specifically its three subdistricts:
 - (1) *Downtown Mesquite – Core (“DM-C”)*
 - (2) *Downtown Mesquite – Mixed-Use (“DM-MU”)*
 - (3) *Downtown Mesquite – Edge (“DM-E”)*
- (b) *Existing signs.* See Mesquite City Code, Chapter 13 (Signs), Article I, Sec. 13-6 (Nonconforming Signs).
- (c) *New signs.* New signs need to be contextual in materials, scale, and placement when located in DM-C.
- (d) *Permissible location of signs.*
 - (1) *In general.* Sign placement is dependent on the architecture and context of the building.
 - (2) *Sign bands.* If a sign band exists, any exterior sign shall be placed within the sign band, unless otherwise authorized by this Section. Additional signage is permissible in accordance this Section and Chapter.
- (e) *Permissible signs.* Table 13-76.01 (Permitted Signs) below identifies the types of permanent and temporary signs permitted within each specified Subdistrict and the regulations for each.
- (f) *Prohibited signs.*
 - (1) Sign types that do not appear below in Table 13-76.01 (Permitted Signs) shall be prohibited within all three Subdistricts.
 - (2) Except where expressly permitted in this Section 13-76 (Sign use within the DM-District), all other signs prohibited by this Chapter 13 shall remain prohibited.
- (g) *Table 13-76.01 – Permitted Signs in the DM-District.*

Table 13-76.01 – PERMITTED SIGNS IN DM-DISTRICT			
	<u>Sign Type</u>	<u>Permitted Subdistricts</u>	<u>Regulations</u>
<u>Permanent Signs</u>	<u>Blade Signs</u>	<u>DM-C</u> <u>DM-MU</u>	<ol style="list-style-type: none"> <u>Blade Signs shall not exceed a projection distance of four (4) feet.</u> <u>The height of the projected sign shall not exceed four (4) feet.</u> <u>The distance from the ground level to the bottom-most edge of the sign shall be a minimum of eight (8) feet and a maximum of ten (10) feet.</u>
	<u>Creative Signs</u>	<u>DM-C</u> <u>DM-MU</u> <u>DM-E</u>	<u>The Downtown Manager, or designee, and/or the Downtown Development Advisory Board shall review Creative Signs prior to installation for the purpose of giving comments and suggestions to the Applicant on the design and other features.</u>
	<u>Ghost Signs</u>	<u>DM-C</u> <u>DM-MU</u> <u>DM-E</u>	<u>Ghost Signs shall comply with Chapter 13, Section 13-73, subsection (k), of the Mesquite Sign Ordinance.</u>
	<u>Hanging Signs</u>	<u>DM-C</u> <u>DM-MU</u>	<ol style="list-style-type: none"> <u>Maximum area: 12 square feet.</u> <u>Location: First floor businesses and upper floor businesses with covered entries, porches, or balconies.</u>
	<u>Illuminated Signs</u>	<u>DM-E</u>	<u>A maximum of two illuminated signs are permitted per business.</u>
	<u>Marquee Signs</u>	<u>DM-C</u>	<u>Maximum area for the changeable copy: Eighty percent (80%) of total sign area.</u>
	<u>Monument Signs</u>	<u>DM-E</u>	<u>Monument signs shall comply with Chapter 13, Section 13-73, sub-section (o), the Mesquite Sign Ordinance.</u>
	<u>Murals</u>	<u>DM-C</u> <u>DM-MU</u> <u>DM-E</u>	<u>Murals shall comply with Chapter 13, Section 13-73, subsection (q), of the Mesquite Sign Ordinance.</u>
	<u>Plaque Signs</u>	<u>DM-C</u>	<ol style="list-style-type: none"> <u>Maximum projection: 2 inches.</u> <u>Maximum area: 2 square feet.</u> <u>Location: Limited to wall surfaces adjacent to tenant entry.</u>

Table 13-76.01 – PERMITTED SIGNS IN DM-DISTRICT (Continued)			
<u>Sign Type</u>	<u>Permitted Subdistricts</u>	<u>Regulations</u>	
<u>Projecting Signs</u>	<u>DM-C</u> <u>DM-MU</u>	<ol style="list-style-type: none"> <u>Projecting signs shall be attached to the face of a building and project more than 12 inches from the wall surface.</u> <u>No more than one projecting sign may be maintained per tenant space frontage at the ground level of a building.</u> <u>Maximum area: 12 square feet.</u> <u>Location shall be limited to the first or second floor. A second or third story tenant with a separate entry door on the street is allowed to have a small projecting sign with a maximum area of 6 square feet near the tenant's street entry.</u> 	
<u>Wall Signs</u>	<u>DM-C</u> <u>DM-MU</u> <u>DM-E</u>	<ol style="list-style-type: none"> <u>Wall signs coverage shall comply with Chapter 13, Section 13-73, subsection (y), of the Mesquite Sign Ordinance.</u> <u>Lighting: Signs shall be externally illuminated. Illumination interior to a sign is prohibited except in DM-E.</u> 	
<u>Window Signs</u>	<u>DM-C</u> <u>DM-MU</u> <u>DM-E</u>	<ol style="list-style-type: none"> <u>Window signs coverage shall comply with Chapter 13, Section 13-73, sub-section (z), of the Mesquite Sign Ordinance.</u> <u>A maximum of one window sign is permitted per windowpane or framed window area.</u> <u>Handwritten, paper, cardboard, plastic, interior-lighted and rolling digital signs are prohibited.</u> <u>Neon signs are permitted provided that all electrical supply cords, conduit, and electrical transformers are hidden from view through the window.</u> <u>Location shall be limited to ground floor windows facing the primary street frontage and adjoining parking lots or commercial uses on second floor windows for commercial uses that do not have ground floor occupancy.</u> <u>Material: High quality, such as paint, gold-leaf, or neon.</u> 	
<u>Reserved</u>	<u>Reserved</u>	<u>Reserved</u>	

	<u>Table 13-76.01 – PERMITTED SIGNS IN DM-DISTRICT (Continued)</u>		
	Sign Type	Sign Type	<u>Sign Type</u>
<u>Temporary Signs</u>	<u>A-Frame Signs</u>	<u>DM-C</u> <u>DM-MU</u> <u>DM-E</u>	<ol style="list-style-type: none"> <u>1. A-frame signs shall not encroach into pedestrian walkways, required off-street parking areas, public roadways, or alleys, and may not be arranged so as to create site distance conflicts or other traffic hazards.</u> <u>2. Location shall be on private property or within the public right-of-way, provided they do not interfere with vehicle access, pedestrian movement, or wheelchair access to, through and around the site.</u> <u>3. A minimum clear, linear access width of five (5) feet shall be maintained along all sidewalks and building entrances accessible to the public.</u> <u>4. Material: Sturdy and not subject to fading or damage from weather. Plastic A-frames are not permitted. The use of paper or cloth is not permitted unless located within an enclosure.</u> <u>5. A-frame signs shall not be attached to a building and may include information on either or both sides.</u> <u>6. The A-Frame Sign shall meet the following requirements:</u> <ol style="list-style-type: none"> <u>a. One (1) A-Frame Sign per business.</u> <u>b. Shall not exceed a size of 24x36 inches.</u> <u>c. Shall be a static/rigid sign that is free-standing and immediately removable by hand.</u> <u>d. Shall only be displayed during business hours.</u> <u>e. Shall be positioned in front of business and only within the length of the storefront.</u> <u>f. Shall not be positioned immediately adjacent to any entrance or emergency exit to maintain business accessibility.</u>
	<u>Movable Signs</u>	<u>DM-C</u>	<ol style="list-style-type: none"> <u>1. Moveable signs coverage shall comply with Chapter 13, Section 13-73, sub-section (o), of the Mesquite Sign Ordinance.</u> <u>2. Sign types are limited to swooper flags and teardrop signs.</u>
	<u>Inflatable Signs</u>	<u>DM-E</u>	<u>One inflatable sign is permitted per business on a temporary basis and in accordance Chapter 13, Section 13-73, sub-section (k).</u>
	<u>Reserved</u>	<u>Reserved</u>	<u>Reserved</u>

Cross reference— Appendix C – Mesquite Zoning Ordinance (MZO); Part 4, 4-1600 (Downtown Mesquite Special Purpose Zoning District (“DM-District”).