

FILE NUMBER: SA: 2025-01
REQUEST FOR: Sign Ordinance Amendment
CASE MANAGER: Garrett Langford, Assistant Director

PUBLIC HEARINGS

Planning and Zoning Commission: Monday, July 28, 2025
City Council: Monday, August 18, 2025

GENERAL INFORMATION

Applicant: City of Mesquite
Requested Action(s): Amend to the Mesquite City Code, Chapter 13 (Signs) covering the sign components of the new proposed Downtown Mesquite “DM” Special Purpose Zoning District (DM-District).

CASE SUMMARY

The City of Mesquite is proposing amendments to Chapter 13 (Signs) of the Mesquite City Code to establish signage regulations specific to the newly adopted Downtown Mesquite (DM) Special Purpose Zoning District. This action is not part of the Mesquite Zoning Ordinance (MZO) but is instead an update to the City’s Sign Ordinance, which is codified separately in Chapter 13 of the City Code.

These proposed changes include the addition of Section 13-76, which sets out design guidelines, placement standards, and permitted sign types within the DM District’s three subdistricts: DM-Core (DM-C), DM-Mixed-Use (DM-MU), and DM-Edge (DM-E). The amendments introduce sign types that are compatible with downtown character—such as blade signs, ghost signs, creative signs, murals, and A-frame signs—and establish design expectations for their size, location, materials, and illumination.

The purpose of the amendment is to support the zoning approach proposed through the DM District by aligning signage regulations with the district’s urban design principles. These updates ensure signage within the downtown area enhances the pedestrian environment, respects historic architecture, and contributes to an active, visually engaging streetscape. This amendment also clarifies that signage within form-based districts like DM is governed by their own specific standards rather than the general sign provisions that apply citywide.

This amendment is informational for the Planning and Zoning Commission and does not require action, as sign regulations fall under the City Code rather than the Zoning Ordinance.

CONCLUSIONS

ANALYSIS

The proposed amendments to Chapter 13 of the Mesquite City Code represent an important companion to the recently adopted Downtown Mesquite (DM) Special Purpose Zoning District. These sign regulations are designed to reinforce the urban design objectives of the DM District by promoting signage that is pedestrian-oriented, historically sensitive, and visually engaging. The changes reflect a shift from traditional, vehicle-oriented signage toward context-sensitive standards that support walkability and placemaking in the downtown environment.

By establishing tailored sign types and design guidelines specific to the DM-Core, DM-Mixed-Use, and DM-Edge subdistricts, the amendment ensures consistency between zoning and signage controls. These updates also provide greater clarity for property owners, businesses, and staff on what types of signage are permitted and how they should be designed and placed.

As a non-zoning amendment, this update to Chapter 13 is not subject to Planning and Zoning Commission approval but is being presented for informational purposes to provide context for the broader implementation of the DM District vision.

RECOMMENDATIONS

While no formal action is required by the Planning and Zoning Commission, the Commission is free to provide comments on the proposed changes to the Mesquite Sign Ordinance.

ATTACHMENTS

1. Exhibit A – Chapter 13 - Signs