



# Architectural Review Committee Meeting

Mesquite City Hall  
10 E. Mesquite Blvd.

Thursday, March 14, 2013 - 4:30 PM

Minutes of a scheduled meeting of the Architectural Review Committee held on Thursday March 14, 2013 at 4:30 P.M. at City Hall. In attendance were Ron Skurow, Mark Haas, and Tom Henry. Also in attendance were **Ex-officio**, and Development Services Director, Richard Secrist, and approximately 2 citizens (the owners of Simply Quilts).

Development Services Director, Richard Secrist called the meeting to order at 4:30 p.m. (NOTE: This meeting has been tape-recorded and will remain on file in the office of the City Clerk for four years for public examination.)

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*Below is an agenda of all items scheduled to be considered. Unless otherwise stated, items may be taken out of the order presented on the agenda at the discretion of the Committee. Additionally, the Committee may combine two or more agenda items for consideration, and may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. Public comment is limited to three minutes per person and may only address items that are not on the meeting's agenda.*

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## Consent Agenda

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*Items on the Consent Agenda may not require discussion. These items may be a single motion unless removed at the request of the a Committee member of City Staff.*

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1. Consideration of approval of the March 14, 2013 Regular Architectural Review Committee Meeting Agenda, and the Minutes of the November 26, 2012 Architectural Review Committee Meeting. - Possible Action

Mr. Secrist noted that the November 26th meeting could not be recorded and the minutes were prepared by himself from memory. He asked if there were any questions or corrections.

Committee member Mark Haas noted that the minutes didn't reflect a question asked by Todd Meyers of Maverick Inc. - if they could go ahead and approve it on the condition that the Council approved the change in orders. Mr. Haas also stated that the minutes did not mention the fact that Mr. Meyers was asked to submit a site plan that shows the location of the newly proposed sign. He then stated that the very last highlighted paragraph was out of context (regarding Valley Leavitt).

Richard Secrist indicated that he would see that this discussion gets included in the minutes.

Mr. Secrist updated the members saying that the Council approved the amendment for Maverick last Tuesday night with the changes suggested by the Committee. It got delayed a couple of times at the request of the Council and/or the Mayor because there was some concern about having the sign ordinance amendment go at the same time they were looking at the Pilot Flying J request up at the Mesquite Star Hotel. He handed out copies of the revised design guidelines to the members. He read a portion, "All signs in the Central Business District must conform to Section 9-10-8 of the Unified Development Code of the City of Mesquite....free standing signs must be monument, have the same characteristic features of the building." He stated that any reference to the height and area is now governed by Mesquite Municipal Code.

Mr. Haas asked if the changes were highlighted in the revised guidelines.

Mr. Secrist replied that they were not highlighted but that he could provide a copy of the same later.

**Motion: Committee member Haas then made a motion to approve the agenda and the November 26, 2012 minutes with the corrections. Committee member Skurow seconded the motion, and the vote was taken.**

**Motion Passed For: 3; Against: 0; Abstain: 0**

## **Administrative Items**

1. Consideration of Sign Permit No. CSS-13-0007 (Simply Quilts) to erect a new wall sign at 190 E. Mesquite Boulevard, Suite C, in the Central Business District (CR-3) Zone.  
- Possible Action

Mr. Secrist explained that the request was to place one new wall sign on the façade above the storefront with a proposed copy area of 8.2 square feet, with maximum 16" high letters. He explained that businesses in the Central Business District are allowed one, or more, wall sign(s) per façade that may not exceed a maximum of 15% of the building's façade area, with letters a maximum of 24" high. The proposed copy area of the sign is 8.2 square feet, with maximum 16" high letters. Dimensions given for the total suite façade are 12 feet by 24 feet, which would be 288 square feet. If the area of the sign is divided by the wall area ( $8.2/288 = .0285$ ) then the sign coverage is 2.85% of the wall and meets the area requirement. Richard also noted that the sign would be made of acrylic letters mounted on the wall, in black and red which he felt were colors that were consistent with other signs in Heritage Plaza. Thus, he said that they

recommend approval of the sign.

Mr. Henry felt they should approve it because they had met all the requirements and it was for a good cause

Mr. Secrist noted that it was a non-illuminated sign as well.

**Motion: Committee member Skurow made a motion to approve this item.  
Committee member Haas seconded the motion.  
Passed For: 3; Against: 0; Abstain: 0; Absent: 2**

## **Discussion Items**

Mr. Henry asked about box signs.

Mr. Secrist stated that for a long time, design standards did not allow for back lighting in the downtown business area, it could only be front lit or indirect lighting. When they got to looking at creating community event signs, they were going to put up a couple of monuments with LED signs, so that the community could advertise events going on and so forth. The Council requested an amendment that allowed for that. They did the amendment and the code now allows for LED signs in the Central Business District.

He stated that when they did the Mesquite Boulevard Corridor Study a while back, the Council had adopted the vision plan, but the draft ordinance never got adopted. The design based code had another chapter on signs and those same recommendations were in that sign chapter to introduce tasteful back lighting; what was allowed were back lit individual letters or symbols or internally illuminated letters and symbols, but not the box or cabinet signs.

When Maverick wanted the change, it was suggested that they bring in an application for an amendment to take it to Council for an internally illuminated cabinet.

Mr. Henry asked if that was what they would call a box sign. Mr. Secrist stated it was similar to the one on Jensen properties. The difference with Maverick was that they were requesting it on the monument sign.

He noted that they have been consistent with not allowing them on buildings, so, the way the ordinance amendment was written, it still says that you can't have an illuminated box or cabinet sign on a building, but you can have a monument.

Mr. Henry wondered whether that was the interpretation.

Mr. Secrist felt that it made sense in that it is difficult making box or cabinet signs look like they were designed as part of the building. They always look like they were tacked on, almost as an afterthought. And they usually do not match the color and materials of

the building, and are usually too bright. But he thinks we should allow for some lighting downtown. He wondered out-loud why the original redevelopment district design standards did not permit any back lighting or internal illumination.

Mr. Haas stated that they had a vision of developing downtown like Sedona, but nothing much had happened.

Mr. Secrist stated that downtown was where the historic buildings were and unfortunately most of the historic buildings had been torn down other than the general store building and the old gym.

Mr. Skurow felt that they should get rid of anything that prohibits a business from wanting to come downtown. They should be more open and willing to help businesses in any way they can, i.e. a new sign or a new modern looking building because those will be old in 50 years at which point they could do a redevelopment of downtown.

Mr. Secrist stated that they had explained the disadvantages faced by downtown business people to the Council and Council has agreed to level the playing field for all businesses.

Mr. Henry asked about the park next to the old High School.

Mr. Secrist replied that they had met the other day to talk about capital improvement projects and the Town Park was still in the works and might get funded next year.

Mr. Henry stated that it would be a good idea to put a mural or something that says Welcome to Mesquite on the water tower. The members agreed.

**Motion: This item was discussed, but no formal action was taken at this time.**

## **Public Comment**

No Public comment.

Meeting adjourned at 4:54P.M.

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Ex Officio/Senior Planner Richard Secrist