

MINUTES OF THE AUGUST 3, 2011 DESIGN REVIEW BOARD

**CITY OF MESA**  
**MINUTES OF THE**  
**DESIGN REVIEW BOARD**  
**AUGUST 3, 2011**

A meeting of the Design Review Board was held in the Lower Level of the Council Chambers 57 East First Street, at 4:30 p.m.

MEMBERS PRESENT

Craig Boswell - Chair  
Wendy LeSueur – Vice Chair  
Dan Maldonado  
Scott Marble  
Andrew Call  
Ralph Smith

OTHERS PRESENT

Lesley Davis	Bill Brown
Debbie Archuleta	Curt Taylor
John Wesley	Mark Tweed
Tom Ellsworth	Others

MEMBERS ABSENT

None

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### A. Work Session:

**CASE:** Riverview revisions  
SEC Dobson and the Loop 202

**REQUEST:** Review of changes to the Riverview shopping center and Riverview signs

### **DISCUSSION:**

Boardmember Wendy LeSueur:

- Tempe Marketplace has misters and shade
- This has long walkways and no shade
- Where are the pedestrian connections for Phase II?
- Confirmed fire pit is not in Phase I
- Don't copy from Tempe, be original
- Have to deal with the gazebo
- These changes will provide a reason to come and stay a while

Boardmember Scott Marble:

- Could they have valet service/
- Would like to see other businesses that are unique like Toby Keith, not just national chains
- Likes the idea of adding to the gazebo but tone it back a little and use fonts and colors that come from the center
- The current plan for the gazebo is too much
- Liked the idea of one really tall spire that people could have seen from the freeway
- Confirmed they are waiting until they have tenants before they build new buildings

Chair Craig Boswell:

- Will future phases be the same design?
- Concerned with durability of the material used for FLMS and other signage
- Shade structure will be steel
- Gazebo is a little gaudy
- Doesn't see the connection between Dobson and 8<sup>th</sup> signage and everything else
- The other signs are crisp, clean and modern, the gazebo is not
- Could they remove the gazebo

Boardmember Dan Maldonado:

- Nothing at Dobson and 8<sup>th</sup> is the same as the center; the red letters, different fonts, spatial relationship
- Can't they tie the elements from the lit monuments to the corner?
- Needs to be tied together

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Boardmember Ralph Smith:

- Liked the 30' sign at the entry point at Bass Pro
- The gazebo is much more 3-dimensional, are they trying to hide what is behind the signage?
- They have done a great job of connecting the theatre to Toby Keith
- Need better connection to Phase II

Freeway Landmark Monument Signs:

Chair Craig Boswell:

- Confirmed the signs would be stenciled aluminum cans, externally lit from the side
- Likes the design of the signs
- Height of signs is low, you don't see them until just before you get there
- The area at the base of the signs is not maintained well. Answer it is ADOT property.

Boardmember Scott Marble:

- Agree the ADOT area is ugly
- Mesa Riverview portion of sign should be larger

Boardmember Dan Maldonado:

- Likes the signage as presented

Boardmember Wendy LeSueur:

- Likes all the signage, except the gazebo

Landscaping

Boardmember Scott Marble:

- Likes all the landscaping and lawn
- Landscaping will create an identity
- Do they know what vines they will use?

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Boardmember Ralph Smith:

- More shade trees, not too many palms
- Liked the Ash and Oak for shade
- Could they have outdoor seating for restaurants in the connector?

Boardmember Dan Maldonado:

- The area in front of the theatre doesn't work, the pathways make you go around to areas where there is no business
- Doesn't flow well, look at circulation
- The other end works well
- Think about signage when deciding where to place Ash trees

Boardmember Andrew Call:

- Likes that you are sitting and gathering in an area, you will see stores around it you would not have noticed otherwise

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B. Call to Order:

Chair Craig Boswell called the meeting to order at 4:30 p.m.

C. Approval of the Minutes of the July 6, 2011 Meeting:

On a motion by Dan Maldonado seconded by Wendy LeSueur the Board unanimously approved the minutes.

D. Election of officers:

Wendy LeSueur nominated Dan Maldonado as Vice Chair, Andrew Call seconded the nomination.

Vote: 5 – 0 Dan Maldonado abstained

Wendy LeSueur nominated Craig Boswell to remain as Chair, Scott Marble seconded the nomination.

Vote: 6 – 0

E. Other business:

None

F. Adjournment:

The meeting adjourned at 6:06

Respectfully submitted,

Debbie Archuleta  
Planning Assistant

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