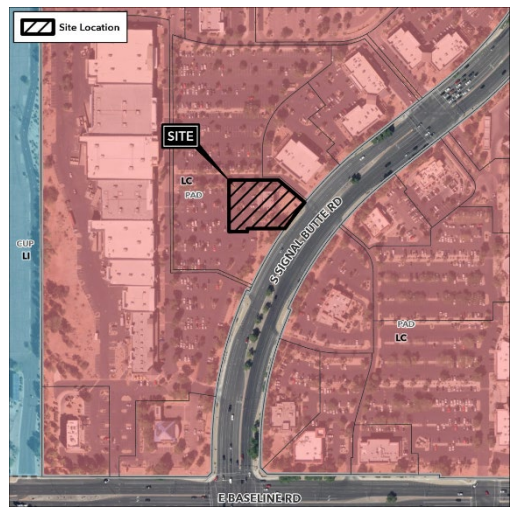




DEVELOPMENT SERVICES DEPARTMENT
PLANNING DIVISION

Board of Adjustment Board Staff Report

September 3, 2025

| | | |
|--------------------------|--|---|
| Case No. | BOA25-00390 | |
| Project Name | Del Taco #1038 Signal Butte | |
| Request | Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) | |
| Project Location | 1842 South Signal Butte Road | |
| Parcel No(s) | 220-81-755 |  |
| Project Area | 0.7± acres | |
| Council District | District 5 | |
| Existing Zoning | Limited Commercial (LC) | |
| General Plan Designation | Urban Center | |
| Applicant | Brent Veach, Property Owner | |
| Owner | A&M PEAK SG HOLDINGS LLC | |
| Staff Planner | Tye Hodson, Senior Planner | |

Recommendation

Staff finds that the requested Comprehensive Sign Plan (CSP) meets the review criteria outlined in MZO section 11-46-3 and the required findings for a Special Use Permit (SUP) in MZO Section 11-70-5.

Staff recommends approval with conditions.

Project Overview

Request:

The applicant is requesting a Special Use Permit (SUP) for modifications to BA05-035 Superstition Gateway Comprehensive Sign Plan allowances and design standards for Tenant Identification, Wall, and Street Side Freestanding Signs. This modification will exclusively apply to 1842 South Signal Butte Road within Superstition Gateway West.

Per BA05-035, pad building signage shall be limited to a maximum of three signs totaling a maximum of 160 square feet of sign area.

1. Proposed: East Sign – 119.2 square feet
South Sign – 109.9 square feet
North Signs – 77.7 and 46.3 square feet

BA05-035 does not have any specific requirements for driveway signs, requirements default to MZO.

2. Proposed: 4.72 square feet per sign, two signs are on the project site

Site Context

General Plan:

The Placetype for the project site is Regional Urban Center, and the Growth Strategy is Evolve.

- Eating and Drinking Establishments is a principal land use.

Zoning:

The project site is zoned Limited Commercial (LC).

Surrounding Zoning & Use Activity:

The surrounding uses include.

| | | |
|--|--|--|
| Northwest LC-PAD Vacant (Parking Lot) | North LC-PAD General Retail Sales | Northeast LC-PAD General Retail Sales |
| West LC-PAD Vacant (Parking Lot) | Project Site LC-PAD Restaurant, Limited Service | East (Across S Signal Butte Rd) LC-PAD Restaurant |
| Southwest LC-PAD Vacant (Parking Lot) | South LC-PAD Vacant (Parking Lot) | Southeast (Across S Signal Butte Rd) LC-PAD General Retail Sales |

Site History:

1. **April 7, 1980:** City Council annexed 47± acres, including the project site, into the City of Mesa (Ordinance No. 1322).
2. **September 3, 2005:** the Board of Adjustment approved the request for a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for a group commercial center, including the project site (Case No. BA05-035).
3. **April 5, 2006:** the Design Review Board approved a 2,168 square foot fast food restaurant (Case No. DR06-032).
1. **February 5, 2007:** the Mesa Building department approved three attached illuminated 35 square foot signs, on the south, east, and west elevations of the building, one menu display board, and four directional signs for a total of 105 square feet (Permit No. BLD2006-09676).

Project/Request Details

Special Use Permit:

The Board of Adjustment may approve a comprehensive sign plan for a proposed or existing development or building in conjunction with the granting of a Special Use Permit in accordance with Chapters 67 and 70 of the Zoning Ordinance. Per Section 11-70-5(E) of the City of Mesa Zoning Ordinance, the Board of Adjustment shall also find the following criteria are met for approval of a SUP:

1. **Advance the goal and objectives of and is consistent with the General Plan and other Plan/Policies:** The proposed CSP is consistent with the Urban Center Placetype, and furthers the implementation of, and is not contrary to, the Vision, Guiding Principles, Strategies, and applicable elements of the Mesa 2050 General Plan.
2. **Consistent with the Zoning District Purposes:** The proposed signage and CSP changes are consistent with the surrounding shopping center, design and operating characteristics and conforms to the goals and purposes of the LC-PAD zoning designation on the project site.
3. **Project Impact:** The proposed signage is not injurious or detrimental to surrounding properties and encourages a cohesive flow for the surrounding area. The proposed signage will complement the site, and is subtle in nature, appropriately sized for the building, and illuminated in accordance with city ordinance.
4. **Adequate Public Services, Facilities, and Infrastructure:** The proposed signage is updating (replacing) existing signage and will not increase the burden on City of Mesa utilities or public infrastructure currently serving the project.

Comprehensive Sign Plan:

The purpose of a comprehensive sign plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Sign Ordinance provisions. The intent is to provide flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs. This does not allow for consideration of sign types allowed within a zoning district.

| Sign Standards | MZO Requirements | Existing CSP | Proposed CSP | Staff Recommendation |
|---------------------------|--|---|---|---------------------------------------|
| Maximum Allowed Sign Area | <p>MZO Section 11-43-3(D)(2):</p> <p>Max. Aggregate Sign Area Calculation: 2 sq. ft. of sign area per lineal foot of the widest building elevation up to a max. of 160 sq. ft.</p> <p>Max. Area per Sign: 80 sq. ft.</p> | Max. Aggregate Sign Area of 160 sq. ft. for pad buildings | <p>Max. Aggregate Sign Area of 353.1 sq. ft.</p> <p>Max. Area per Sign: 120 sq. ft.</p> | <p>As proposed</p> <p>As proposed</p> |
| Driveway signs | <p>MZO Section 11-50-3</p> <p>Signs may not exceed 3 square feet in area and 3 feet in height</p> | Per MZO | Signs may not exceed 4.72 sq. ft. in area and 3 feet in height | As proposed |

Comprehensive Sign Plan MZO Section 11-46-3(D):

Per Section 11-46-3(D) of the MZO, the Board of Adjustment shall find that at least one of the following review criteria are met for approval of a CSP:

- 1. Unique or Unusual Physical Conditions:** The project site has limited frontage along South Signal Butte Road where due to road speed and alignment, site viability is limited. The increase in sign area will allow for greater visibility which in turn will contribute to brand identity and business growth.
- 2. Unique Characteristics of Land Use, Architectural Style, Site Location, Historical Interest, or other Distinguishing Features:** The national Del Taco brand has updated brand standards, requiring franchises to refresh existing locations to meet these new standards. Approval of the proposed CSP will allow for signage, consistent with the brand standards and brand recognition.
- 3. Incorporation of Special Design Features:** The proposed CSP serves to modernize the building, revitalize aging signage, and refresh paint schemes, bringing the building up to date with architectural style and lighting.

Citizen Participation

The applicant conducted a Citizen Participation process, notifying surrounding property owners.

Required Notification:

The applicant mailed the required notification letters to all property owners within 500 feet of the project site.

As of the date of this report, staff have not been contacted by any resident or property owner to express support or opposition to the request.

Conditions of Approval

Staff recommends **approval** of the Special Use Permit for a Comprehensive Sign Plan, subject to the following conditions:

1. Compliance with the final sign plan documents submitted.
2. Compliance with all requirements of the Development Services Department regarding the Issuance of Permits.
3. Any sign components that become deteriorated, damaged, or weakened shall be promptly repaired or replaced.
4. All signage is to be reviewed and approved through a separate sign permit application.

Exhibits

Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative and Justification Statement

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan