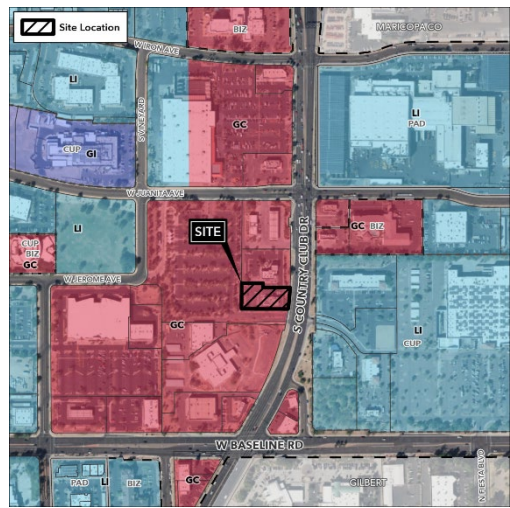




DEVELOPMENT SERVICES DEPARTMENT
PLANNING DIVISION

Board of Adjustment Board Staff Report

September 3, 2025

Case No.	BOA25-00382	
Project Name	Del Taco #806 Country Club	
Request	Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)	
Project Location	1864 South Country Club Drive	
Parcel No(s)	134-24-012	
Project Area	0.7± acres	
Council District	District 4	
Existing Zoning	General Commercial (GC)	
General Plan Designation	Urban Center	
Applicant	Brent Veach, Property Owner	
Owner	Desert Taco East 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 BA86-013 Eastgate Business Park Comprehensive Sign Plan allowances and design standards for Tenant Identification, Wall, and Street Side Freestanding Signs. This modification will exclusively apply to 1864 South Country Club Drive within the Eastgate Business Park.

Max Aggregate Sign Area Calculation per the Eastgate Business Park Sign Standards (BA86-013): 24 square feet, with a four-foot maximum height.

1. Proposed: North Signs (2):

- 77.8 square feet and 5.8 feet in height; and

- 46.3 square feet and 4.9 feet in height

South Sign: 110 square feet and 7.3 feet in height

East Sign: 119.2 square feet and 9.2 feet in height

Per BA86-013, single tenant signage shall be limited to one (1) sign.

2. Proposed: four (4) signs

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 General Commercial (GC).

Surrounding Zoning & Use Activity:

The surrounding uses include.

Northwest GC Park & Ride Lot	North GC Restaurant, Limited Service	Northeast (Across Country Club Dr) LI-CUP General Retail Sales
West GC General Market	Project Site GC Restaurant, Limited Service	East (Across Country Club Dr) LI-CUP General Retail Sales
Southwest GC Medical	South GC Vacant (Parking Lot)	Southeast (Across Country Club Dr) LI-CUP Restaurant, Limited Service

Site History:

1. **June 18, 1973:** City Council annexed 4,120± acres, including the project site, into the City of Mesa (Ordinance No. 812).
2. **February 4, 1986:** 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. BA86-013).
3. **November 4, 1998:** the Design Review Board approved a 2,857 square foot fast food restaurant (Case No. DR98-139).
4. **September 16, 1999:** the Mesa Building department approved two attached illuminated 28 square-foot signs on the north and east elevations of the building, one menu display board, four directional signs, and a “neon wave” around the building (Case No. DR99-98 and Permit#176129).

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 goals 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 and design and operating characteristics, and conforms to the goals and purposes of the GC 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, 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
<u>Maximum Allowed Sign Area</u>	<p><u>MZO Section 11-43-3(D)(1):</u></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: 160 sq. ft.</p>	<p>Max. Aggregate Sign Area: 24 sq. ft.</p> <p>Max. Area per Sign: 24 sq. ft.</p>	<p>Max. Aggregate Sign Area: 353.17 sq. ft.</p> <p>Max. Area per Sign: 120 sq. ft</p>	<p>As proposed</p> <p>As proposed</p>
<u>Maximum Allowed Sign Height</u>	<p><u>MZO Section 11-43-3(D)(1):</u></p> <p><u>No restrictions on sign height</u></p>	Four-foot maximum height	Each of the four proposed signs exceeds allowed height (ranging from 4.9 ft. to 9.2 ft. in height)	As proposed
<u>Painted Logos</u>	<p><u>MZO Section 11-43-2(B)(1):</u></p> <p>The MZO does not prohibit painted signage.</p>	No sign will be printed directly on the wall surface.	Painted Sun Logo on the north elevation	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 Country Club Drive where due to road speed and alignment, site viability is limited. The east elevation of the building is narrow and setback on the project site. 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