



Desert Taco East, LLC  
DBA: Del Taco  
Comprehensive Sign Plan  
Project Narrative  
City of Mesa Application Number BOA25-00391  
July 9<sup>th</sup>, 2025

**Business Name:** Desert Taco East, LLC    **DBA:** Del Taco

**Project Location:** 3648 Southern Ave. Mesa AZ 85204

**Contact Information:** Jenna Veach, Project Manager, 602.541.5873, [JennaVeach@Veachmgmt.com](mailto:JennaVeach@Veachmgmt.com)

### **Request**

This Comprehensive Sign Plan (CSP) request seeks a Special Use Permit (SUP) approval by the City of Mesa Board of Adjustment for the below adjusted sign elements for Desert Taco East, LLC shown and described in our sign plan to abide by Del Taco's required new image branding remodel requirements.

1. Illuminated Tower Element: This New Del Taco Branding element is an Illuminated sign affixed to the existing building signage A-frame area with illuminated Del Taco Logo Channel Letter Backer Panel over top to replace the existing Illuminated Channel Letter Backer Logo's.
  - a. The proposed **South** Elevation Tower Element will be 8.83x11.5 (101.55 square feet).
2. The proposed **West** Elevation Tower Element will be 11.75x13.25 (155.69 square feet).
3. Channel Letter Backer Panel: The Single Channel Backer Panel proposed for the **East** side of the building is designed with a slight change to the logo to update the sun and mountain landscape as well as change out the red lettering to white for better visibility. This Backer will replace the current Channel Letter Backer with the dimensions 4.92' x 9.40' (46.29 square feet).
4. Sun Mural: This is a new feature and part of the new Del Taco branding initiative. This element is proposed to go on the **East** elevation at the top quadrant of the building and will be 5.33 x 12.54 (66.89 square feet).

5. Veggie Mural: **Per BA05-035, no signs, advertisement, notices, or other lettering shall be displayed, exhibited, inscripted, painted or affixed in any manner to any part of the building exterior except as approved in writing by Landlord.** This is a deviation with a correction sought through this Comprehensive Sign Plan (CSP) request to include as part of Del Taco's remodel package requirement to match the look and feel of the Del Taco Branding and Imaging and to adhere to the Del Taco Brand Book for the remodel requirements.
  - a. The design guide that includes all spelled out signage, paint colors and exterior wall murals were accepted and approved by the Landlord and a signed approved copy has been uploaded to DIMES.
6. Driveway Sign: **Per MZO 11-50-3. A detached permanent sign not exceeding three (3) square feet in area and three (3) feet in height located within five (5) feet of a Driveway or drive aisle and within twenty (20) feet from a future width line of the adjacent public street.** The current signage was in place when we had purchased the Lease several years ago including the current dimensions of the Drive thru "enter", "exit" signage that deviates from the approved dimensions. These current signs are shown as 4.72 sqft each face. As part of this Comprehensive Sign Plan (CSP) we request to include the current dimensions as part of the new logo plates that will fit into the existing sign frames.
7. Monument Sign: The Monument Sign was also existing when we had purchased the building and would like approval to replace the existing monument Sign face with the same dimensions 15 sqft. To update to match the updated Del Taco Logo.

**Sign Matrix**

<b>Elevation</b>	<b>CSP Element</b>	<b>Allowed Dimensions (sq. ft)</b>	<b>Existing Dimensions (sq. ft)</b>	<b>Proposed Dimensions (sq. ft)</b>
West	Tower	160	37.91	155.69
	Herb & Spices Mural			167.18
South	Tower	160	37.91	101.5
North			0	0
East	Sun Mural			66.89
	Channel Letter Backer	160	37.91	46.29
	*(2) Drive Thru Directionals		(2) 4.72	(2) 4.72
	*Monument Sign		15	15

**Justification and Review Criteria****Section 11-70-5**

Per Section 11-70-5 of the Mesa Sign Ordinance, the following justifications address the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:

- 1. A. The development site contains unique or unusual physical conditions, such as topography, proportion, size, or relation to a public street that would limit or restrict normal sign visibility.**

**Criteria A Response:** The New Del Taco Branding elements include the unique back lit tower that is a new branding feature distinguishing Del Taco from many of its QSR restaurant competitors that are also adding new structural sign designs that help as traffic drivers being seen at night as well as during the day from the street. The size of these proposed Towers are inline with the building design and do not distract from the current architectural style to where it does not align with the center and area.

- 2. B. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest, or other distinguishing features that represent a clear variation from conventional development.**

**Criteria B Response:** The existing building has been in place for some time and the new proposed signage is similar to that of the architectural style and scale of the center and its surrounding buildings. The proposed signage fits into the building design and flows consistency with the architectural style.

3. **C: The Proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuary that reinforce or are integrated with the building architecture.**

**Criteria 3 Response:**

The special design features of the Illuminated Tower Element is a national Brand element that will enhance the building aesthetics through modernization of the sign elements to match similar look and feel of QSR Restaurants within the surrounding area and update the outdated signage bringing the building up to date with the surrounding buildings in the center. The illuminated letters and Tower enhance readability while integrating seamlessly with the site's architectural style. All signage is made of high-end materials, ensuring both durability and high-quality aesthetic.

The sign's color scheme aligns with the primary building colors, enhancing architectural consistency. Specifically, the Illuminated Tower features black slats to expose the Primary building color Sherwin-Williams #7009 "Pearly White" which makes both the Tower feature and building blend as one. The accent color Sherwin-Williams #7020 "Black Fox" is present in a small area in the bottom quadrant of the building to bring the dark black from the Tower Element together. Additionally, the green mountain scape in the signage matches that of the accent green band around the building Sherwin-Williams #6919 Fusion Green. The Sun in the Channel Letter Signage matches that of the Sun Mural and the Sherwin Williams #0077 "Classic French gray" adds a small breakup of both light and dark to soften the color pallet bringing all elements and colors together in a clean sleek look.

Additionally, the Tower Element is designed to illuminate at night. The black slats allow for a more subtle green glow to illuminate the backer while the Channel letters will light up as they do with the existing signage. This results in a clean look

that is not only sophisticated but shows off the beauty and craftsmanship of the sign elements and reinforces the architectural character of the building and site.

### **Section 11-70-5 (E)**

The Proposed Comprehensive Sign Plan (CSP) must meet the Required Findings a Special Use Permit (SUP) per Section 11-70-5 (E) Below are justifications to demonstrate compliance with these findings:

- 1. Finding #1: Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and /or policies.**

Approval of this CSP advances the goals and objectives of the City of Mesa's General Plan by enhancing the building architecture and center with the aesthetics of the proposed updated sign package. By enhancing the building with an updated and more modern design and better visibility at night, we are expecting a 3-4% sales lift. Additional customer traffic to the building and center contributes to the economic vitality of the area, in line with the City's plans to support business growth.

- 2. Finding #2: The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any of the applicable City plan or policies**

The proposed signage incorporates materials and colors that complement the building architecture enhancing the area and its surroundings. The signage is meant to create clean lines, updated logo and illuminated features to not only create a soft glow but also increase traffic flow with better visibility and an updated and attractive design.

- 3. Findings #3: The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City.**

The proposed sign design elements will not be injurious or detrimental to the adjacent or surrounding properties in the area. The signage is appropriately sized for the building and the signage colors match that of the building allowing a cohesive flow. The illuminated elements are subtle to not be distracting and appropriately follow the city lighting ordinances.

**4. Finding #4: Adequate public services, public facilities and public infrastructure are available to serve the proposed project.**

The proposed signage will have adequate public services for the proposed project. All signage will use existing wiring and tubing and will not be necessary to place additional demands on public resources. All signage will be placed in the same locations as existing signage.

Sincerely,

*Jenna Veach*

Project Manager

JennaVeach@veachmgmt.com

**Review Comments addressed:**

**Section 11-41-5**

**No Person shall construct, place, display, or maintain any sign without the written consent of the property owner, the property owner's agent, or an authorized representative.**

1. Property Manager approval is included with this package and has been uploaded to DIMES.

**Section BA00-060**

**Painted signs are prohibited except as allowed by landlord approval.**

**Written approval by lessor's management is required prior to manufacturing and installation of all signs.**

Sign package has been approved and signed by Landlord. Copy uploaded to DIMES

**Section: 11-69-7**

**Changes to a previously approved design review (DR00-056) will require an Administrative Review.**

A change of paint colors and awnings will be applied for through an Administrative Review

**Section: 11-6-3(B)(5)(f)**

**Predominant facades colors shall be low reflectance, subtle, neutral or earth tone colors. The use of high-intensity colors as the predominant building color, such as black or fluorescent colors, are prohibited, Building trim and accent areas may feature**  
Paint color percentages have been updated to the sign plan

**Section: 11-41-7**

**Sign copy is measured as a minimum area contained within the sum of standard regular geometric shapes, or combination of rectangles or standard regular geometric shapes that will enclose both the sign copy and the background.**

All signage measurements have been updated as square footage on the sign plan and is also reflected in the narrative.

**Section: BA00-060**

**All signs and signage must conform to the requirements of the City of Mesa Zoning Ordinance, Sign Regulations, and Multi-Tenant Freestanding Identification Sign Guidelines. Per MZO Section 11-43-3(D)(1), the maximum number of permitted attached signs for a building with frontage between 81-199 linear feet is 3 signs at 160sq. ft. each. The proposed plan includes four attached signs. Please note this deviation request the Project narrative.**

As per the sign plan for this location, we show 3 signs for the South, West and East elevations only.