



# DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

## SITE PLAN REVIEW AND APPEARANCE BOARD

### The Plaza at Delray– Master Sign Program

Meeting	File No.	Application Type
January 28, 2026	PZ-000215-2025	Master Sign Program
Property Owner	Applicant / Authorized Agent	
Linton Delray, LLC.	Juan Carlos Gavilan, Kemp Signs	

#### Request

Consideration of an Amendment of the Master Sign Program for the Plaza at Delray for Bagels with Deli, to accommodate a sign that does not meet the current Master Sign Regulations.

#### General Data

**Location:** 1400 South Federal Highway

**PCN:** 12-43-46-20-49-000-0010

**Property Size:** 35.31 Acres

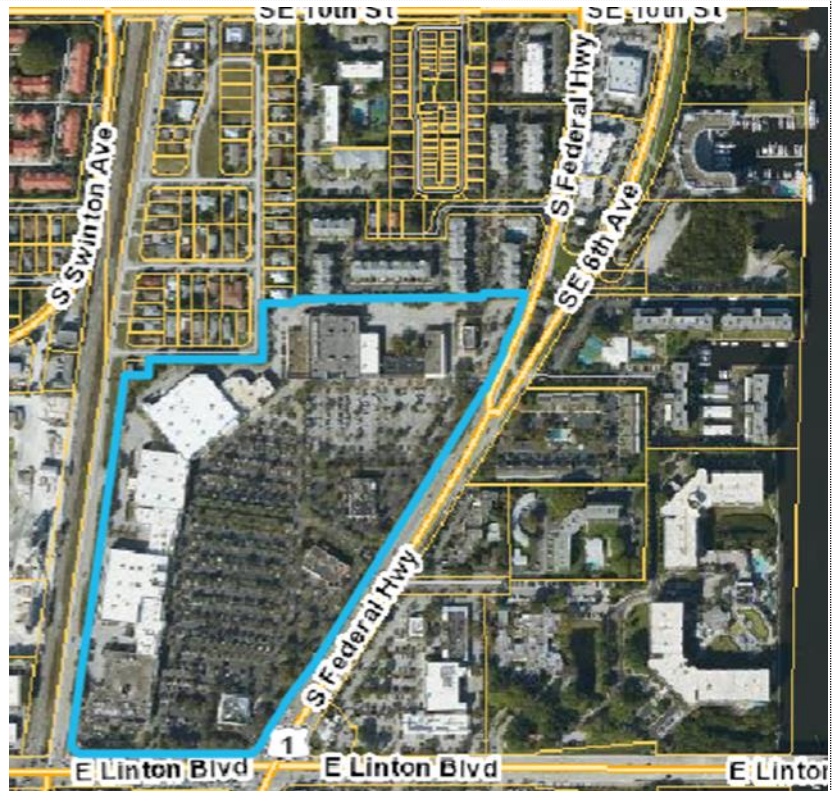
**Land Use Designation:** General Commercial (GC)

**Zoning District:** Planned Commercial (PC)

**Existing Land Use:** Shopping Plaza

#### Adjacent Zoning and Uses:

- **North:** (PC)
- **South:** (PC)
- **East:** Medium Density Residential (RM)
- **West:** Industrial (I)



#### Background

The subject property is located at the northwest corner of Linton Boulevard and South Federal Highway. The property originally known as the "Delray Mall" was constructed in 1974 as an indoor mall with two anchor department stores (JByron's and Woolco). Today, the shopping center consists of approximately 335,00 square feet of leasable space. The current shopping center consists of six major anchor tenants (20,000 square feet or more); such as Publix, Marshalls, LA Fitness, and Ross and five junior anchor tenants that consist of 5,000 to 15,000 square feet such as Ulta, Michael's and T.J.Maxx, and approximately 32 shops under 5,000 square feet. The plaza also consists of four out-parcel buildings, Duffy's, CVS, Longhorn, and an abandoned McDonalds.



The Master Sign Program was developed in 1996 and amended several times throughout the years as new tenants moved in, and the out parcels were constructed. In 2013, SPRAB approved the latest amendment to the Master Sign Program to accommodate signage for the main anchor L.A. Fitness. The Master Sign Program for The Plaza at Delray currently consists of the following:

#### **Tenants (5,000 sq ft or less)**

- White faced individual channel letters with bronze trim-caps and returns
- Internally illuminated colored logos or single-color features are allowed
- For 1-line of copy, maximum letter height allowed is 21 inches with logo maximum height of 30 inches
- For 2-lines of copy, maximum letter height is 18 inches for a total overall height of the sign of 40 inches and 4 feet maximum logo height
- Corporate colors and logos are allowed with property owner and staff approval

#### **Anchors and Junior Anchors**

- Allowed taller flat wall signs with property owner and staff approval
- Corporate colors and logos are allowed
- Only tenants located at the main corners of the Plaza may have two flat wall signs
- The main major tenant may have a second wall sign along Dixie Highway not to exceed 100 square feet

#### **Under-Canopy Signs**

- Two-sided, non-illuminated signs with white copy on a blue background
- Corporate logos are permitted with property owner and staff approval
- Maximum size is 4 square feet or maximum size allowed per the sign code

#### **Freestanding Signs**

##### **Three Freestanding Plaza Identification Signs with Tenant Panels:**

- One located along Linton Boulevard (no more than 12 tenant panels per side)
- Two located along South Federal Highway at the main entrance into the plaza (no more than eight tenant panels per side)
- Signs are double sided with tenant panels internally illuminated, 16-foot maximum height, tenant panels shall have white background unless it is a corporate logo.

##### **Plaza Identification Sign at Corner of Linton Boulevard and South Federal Highway**

- One Plaza identification sign with no tenant names; the sign is L-shaped with an overall height of 15 feet

##### **Out-Parcel Buildings - the out-parcel buildings consist of the following**

"**DUFFY'S SPORT'S GRILL**" (1750 S. Federal Highway) two identical flat wall signs, one on the east elevation and the other on the south elevation: 60" high by 12' 0" in length (60 square feet) illuminated, flush mounted channel letters, two lines of copy.



**"CVS/PHARMACY"** (1690 S. Federal Highway) Two flat wall signs (1) on the south and (1) on the east elevations at 6' 5" high by 14' 6" in length (93.58-square feet) on 2-lines of copy. Also approved the "Food Mart" & "1-HR Photo" on the east elevation, no window signs on the east elevation, and the north elevation, "Drive-Thru/pharmacy"

**"LONGHORN" STEAKHOUSE**(1562 S. Federal Hwy) two (2) flat wall signs: East elevation: 3-ft high by 15' 4" in length (45.99-square feet); south elevation: 11-FT high by 14' 6" in length (159.5- square feet).

**FORMER "MCDONALD'S" SITE** (1400 S. Federal Highway) – the out-parcel is not occupied. This is very specific to a fast-food restaurant with clearance bars, drive-through signs, one monument sign, and wall signs.

**FORMER "IHOP"** two flat wall signs, corporate colors allowed. A new tenant is expected to occupy the former IHOP. There were no size limits. As long as the new tenant is within the allowable size in LDR Table 4.6.7(A) Sign standards per zoning district

### Description of Proposal

The request is to amend the current Master Sign Program for Bagels with Deli. The applicant expanded into an additional tenant space that was occupied by the UPS Store. Originally, Bagels with Deli occupied 1,732 square feet of tenant space, with the expansion it now occupies 3,518 square feet. The applicant is proposing a new sign to be centered over their bay that exceeds the allowable size for tenants under 5,000 square feet.



The current sign is 21.5" by 26.25" for a total of 47 square feet and is white reverse channel letters on a raceway. The proposed sign is 3.33' by 25' for a total of 83.3 square feet with Modern Gray reverse channel letters on a raceway. The tenant space is under 5,000 square feet which only allows for maximum letter height of 21 inches with logo maximum height of 30 inches.

### Review and Analysis: Site Plan

#### **LDR Section 4.6.7(F)(2)(b), Signs requiring permits: Master sign and blanket sign programs.**

*A Master Sign Program is to be used when the development of a project is of such a scale or character that the normal application of the design and/or aesthetic standards of Subsections (D) and (E), respectively, will not result in an effective sign program and signing more permissive than said standards is necessary. Approval of a Master Sign Program may include the automatic granting of waivers and/or adjustments to the provisions of Subsections (D) and (E) provided that the intent of the sign code is maintained, and the character of the community and neighborhood is not diminished. A Master Sign Program shall be approved by the Site Plan Review and Appearance Board or if the project is in a historic district or historically designated site, by the Historic Preservation Board. After approval of a Master Sign Program, individual signs consistent therewith shall be administratively approved.*

#### **LDR Section 4.6.7(F)(2)(c), Signs requiring permits: Master sign and blanket sign programs.**

*Nothing contained herein shall prevent diversity and creativity of individual signs in the Master Sign Program.*

**LDR Section 2.1.6(E)(1), Board Action:** *The SPRAB has the authority to take action on the following items pursuant to the procedures and standards of the LDR, except where authority is granted to the Historic Preservation Board:*

*(b) Master Sign Programs and any sign that does not meet the minimum requirements of Section 4.6.7, Signs, and requires relief.*

A sign program is required for a mixed development with multiple tenant spaces on a property and/or within a building. The applicant is requesting approval for a modification to the allowable sign size for tenants under 5,000 square feet. The Site Plan Review and Appearance Board (SPRAB) shall take final action on the application.



**LDR Section 4.6.7(D)(2), Aesthetic qualifications: Basis,** *the aesthetic quality of a building, or of an entire neighborhood, is materially affected by achieving visual harmony of the sign on or about a structure as it relates to the architecture or the building or the adjacent surroundings. In addition to the limitations on signs imposed in Subsections (E) and (K), the following aesthetic considerations must be met.*

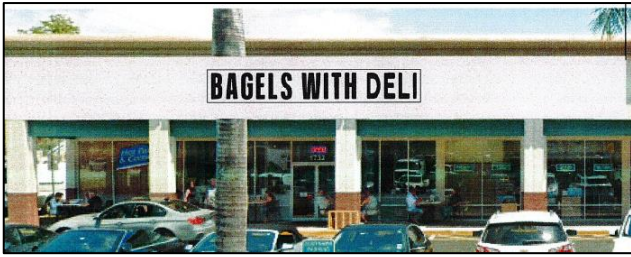
- (a) *Garishness. The overall effect of the lettering, configuration or color of a sign shall not be garish. "Garish" signs are those that are too bright or gaudy, showy, glaring, and/or cheaply brilliant or involving excessive ornamentation. Garish signs are not in harmony with and are not compatible with the building or adjacent surroundings.*
- (b) *Scale, design, and location.*
  - 1. *Signs shall be appropriate in size, scale, and design for the neighborhood or streetscape where it is to be located.*
  - 2. *Signs placed on structures shall be proportionate in size and scale to the building facade, designed consistently with the building architecture, and positioned harmoniously with building features; architectural features shall not be provided solely for the purpose of accommodating signage, but shall relate to building location, function, and use.*
- (c) *Quality. All signs shall have a professional appearance that enhances the visual aesthetics of the area.*

### **Bagels with Deli Sign**

The applicant would like to remove the current sign with a height of 21" and change the color from a white to a grey. However, the current master sign program only allows for tenants with less than 5,000 square feet to have a smaller sign. The proposed sign is centered on the tenant space with a bay width of 76 feet. If this sign were to be proposed on a bay with 5,000 square feet the sign would be calculated pursuant to LDR Section 4.6.7 (A); and allowed up to a 138 square foot sign. Bagels With Deli is located along the south side of the plaza that fronts West Linton Boulevard. The proposed sign for Bagels with Deli is 83.3 square feet. Given these facts the scale, design, and location of the proposed sign on the elevation is in line with the other tenants along the south side of the plaza. There is a total of four tenant bays including one Junior Anchor (Phat Boys). Bagels with Deli is currently white-faced channel letters which is an approved color in the Master Sign Program.



The applicant would like to change the color to Modern Gray vinyl on white acrylic faces. The change in color would appear in the Modern Gray during the day and white at night. While the proposed color does not meet an approved color of the current Master Sign Program it is harmonious with the remainder of the tenants on the south elevation.



### Optional Board Actions

- A. Move **approval** of the Amendment to the Master Sign Program (PZ-215-2025) for The Plaza at Delray to accommodate a change in the size of the sign, by finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move **denial** of the of the Amendment to the Master Sign Program (PZ-215-2025) for The Plaza at Delray to accommodate a change in the size of the sign, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- C. Move to continue with direction

### Technical Review of Comments (TAC) Timeline

Review No.	Submittal Date	TAC Comments Transmitted
1	11/25/2025	12/1/2025
2	12/4/2025	N/A