



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

Marketplace of Delray – Master Sign Program

Meeting	File No.	Application Type
July 23, 2025	PZ-000006-2025	Master Sign Program
Property Owner		Authorized Agent
RPT Realty LP		Denise Williams, Art Sign Company

Request

Consideration of an Amendment of the Master Sign Program for Marketplace of Delray to accommodate the following modifications: (1) the addition of two signs for a corner tenant, BJs, for a total of four signs; (2) color change for the under-canopy signs from teal to Sherwin Williams (SW) Anonymous 7046 grey-green; (3) increase the number of tenant panels per side on freestanding sign located at the western entrance from Atlantic Avenue from seven to nine tenants; and (4) addition of plaza's name on the top of all three freestanding signs.

Site Data & Information

Location: 14535 S Military Trail

PCN: 12-42-46-14-00-000-5010

Property Size: 109.93 acres

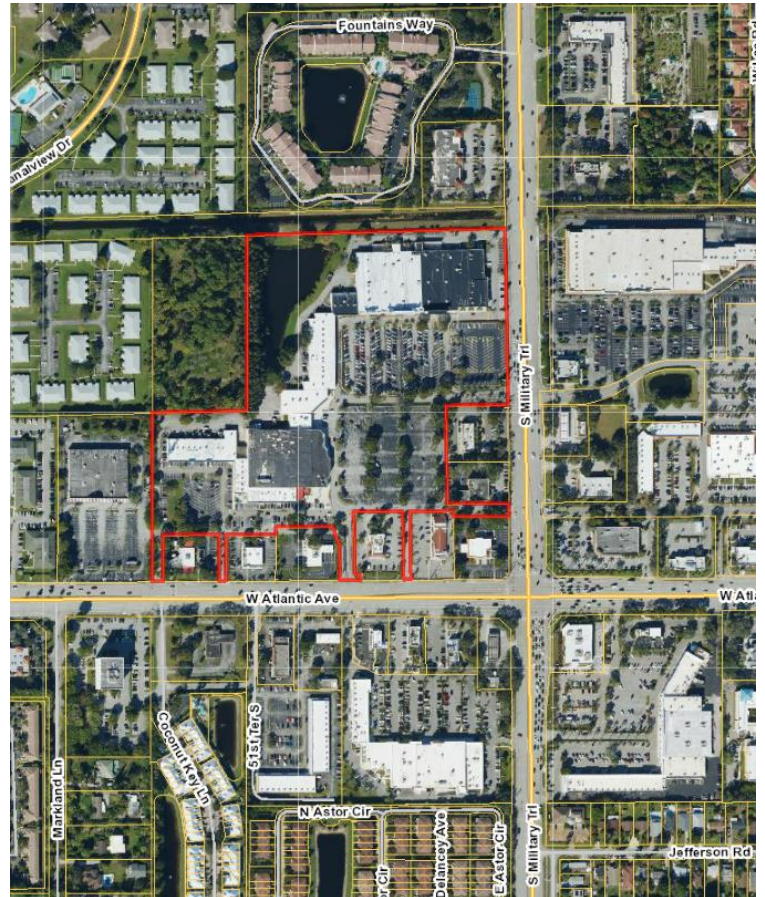
LUM: General Commercial (GC)

Zoning: Planned Commercial (PC)

Adjacent Zoning:

- **North:** Medium Density Residential (RM), Neighborhood Commercial
- **South:** PC, GC
- **East:** RM, Unincorporated (MUPD & RM)
- **West:** PC, GC

Existing Use: Shopping Plaza





Background

The subject property is located at the northwest corner of Military Trail and Atlantic Avenue. The property consists of approximately 240,789 square feet of retail space with eight outparcel buildings. The subject property is known as the "Marketplace of Delray". The Marketplace of Delray was annexed on December 14, 2010. At the time of annexation, the plaza did not have a Master Sign Program. The Site Plan Review and Appearance Board (SPRAB) approved a Master Sign Program on October 22, 2014, and since multiple amendments have been approved to accommodate new tenants.

The Master Sign Program was established with the following signage:

Tenants (5,000sqft or less)

- Red faced individual channel letters raceway mounted with black 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 no greater than 15% of the square footage of the respective storefront
- Wall signs must have 20-25% from side to side and top to bottom
- Corporate colors and logos are allowed
- Only tenants located at the main corners of the Plaza may have two flat wall signs

Under-Canopy Signs

- Two-sided, non-illuminated signs with white copy on a teal 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:

- Two located along Atlantic Avenue
- One located along Military Trail at the main entrance into the plaza
- Two of the freestanding signs are two-sided pylon style with a maximum height of 32 feet with no more than 15 tenant panels per side
- Freestanding sign located at the western entrance from Atlantic Avenue with a maximum height of 21 feet and 1 inch with no more than seven tenant panels per side
- All panels shall be internally illuminated
- All panels will have a white background; however corporate logos, colors, and font style are allowed
- Certain tenant panels have already been installed pursuant to existing Lease Agreements prior to the annexation of the Plaza into the City and are nonconforming with the Master Sign Program; the property owner acknowledges and agrees to use commercially reasonable efforts to update the existing signage as allowed under its existing lease agreements, in connection with the replacement of the tenant within the Plaza, or as part of the execution of a new lease

Internal Directional Signage:

- Two non-illuminated freestanding directional signs with a maximum height of 8 feet with a sign face of 5 feet and 8 inches by 3 feet and 8 inches (total 20.7 square feet)
- Two non-illuminated freestanding directional signs with a maximum height of 6 feet and eight inches with a sign face of 4 feet and 5 inches by 3 feet and 1 inch (total 13.6 square feet)

Out-Parcel Buildings

- Allowed to utilize corporate colors and logos
- Each out-parcel is allowed two wall signs with total square footage no greater than 15% of the square footage of the respective elevation on which the sign is proposed to be located



- One of the permitted wall signs must face a dedicated right-of-way
- If a secondary sign is proposed on the rear of the building facing the internal parking lot for the Plaza, a maximum height of 14 feet and a total of 160 square feet
- Freestanding signs must be internally illuminated with landscaping provided at the base of the sign

Unique Tenants

Space B-100

- Due to recessed nature and additional setback from the main parking field and public right-of-way, Space B-100 will be allowed a maximum letter height of 2 feet and 10 ¾ inches for 1-line of copy with a maximum height of any logo of 3 feet and 7 inches
- The overall size of the sign exceeds 160 square feet

Pollo Tropical (Out-Parcel)

- Three free standing signs:
 - Illuminated monument sign facing Atlantic Avenue with total height of 8 feet and total sign face of 4 feet and 5 inches by 7 feet and 8 inches (total 31.69 square feet)
 - Illuminated preview menu board sign with total height of 7 feet and total sign face of 4.58 feet by 5.16 feet (total 23.63 square feet)
 - Illuminated menu board sign with total height of 7 feet and total sign face of 4.58 feet by 5.16 feet (total 23.63 square feet)
- Three wall signs:
 - Two wall signs on the south and east elevations of the porte-cochere which are 3 feet and 9 inches by 10 feet and 3 inches (37.5 square feet) both of which are illuminated channel letters
 - Wall sign on the north elevation measuring 2 feet by 5.33 feet (total 10.66 square feet) comprised of illuminated channel letters
 - Any color band is to be removed above the signs located on the porte-cochere with 12-foot clearance on either side of the signs to the edge of the porte-cochere

Description of Proposal

The request is for an amendment to the existing Master Sign Program for the following:

1. Provide two additional signages for a tenant located at a main corner (BJ's), location shown in red
2. Modify the color of the under-canopy signage from teal to a Sherwin Williams (SW) Anonymous 7046 grey-green
3. Increase the number of tenant panels per side on freestanding sign located at the western entrance from Atlantic Avenue from seven to nine tenants, location shown in blue
4. Addition of plaza's name on the top of all three freestanding signs





Review & 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.

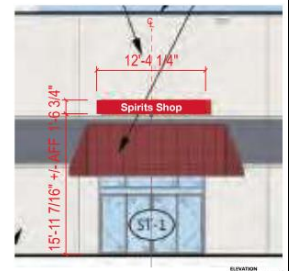
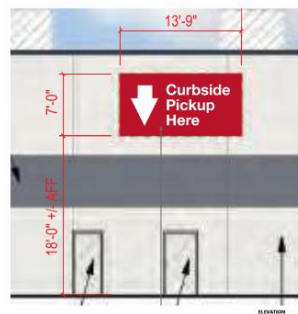
A sign program is required for a mixed development with multiple tenant spaces on a property and/or within a building. The Applicant is requesting approval for additional signages and modification to signage not permitted in the original sign program. The Site Plan Review and Appearance Board (SPRAB) 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.

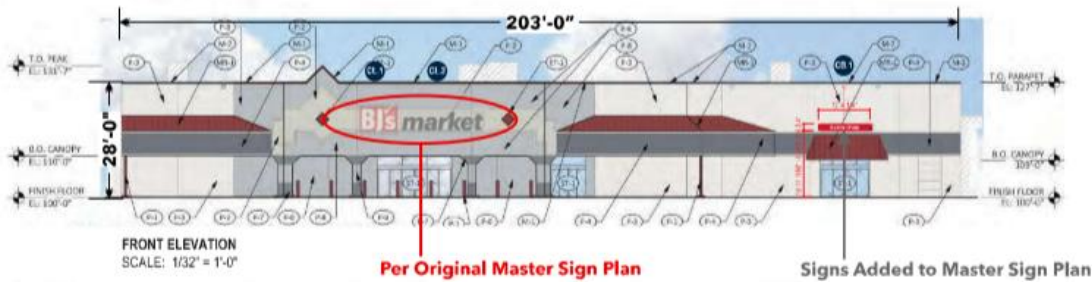
Modification 1: Additional Signage for Corner Tenant

One of the anchor tenants, BJ's (formerly Winn-Dixie) is requesting the addition of two wall signs, one located on the east façade and the other on the south façade. The proposal indicates a wall sign on both the east and south façade depicting the corporate logo for the tenant space; these two wall signs are permitted per the approved Master Sign Program. However, the additional signage above the Spirits Shop and the Curbside Pickup requires amendment of the Master Sign Program.

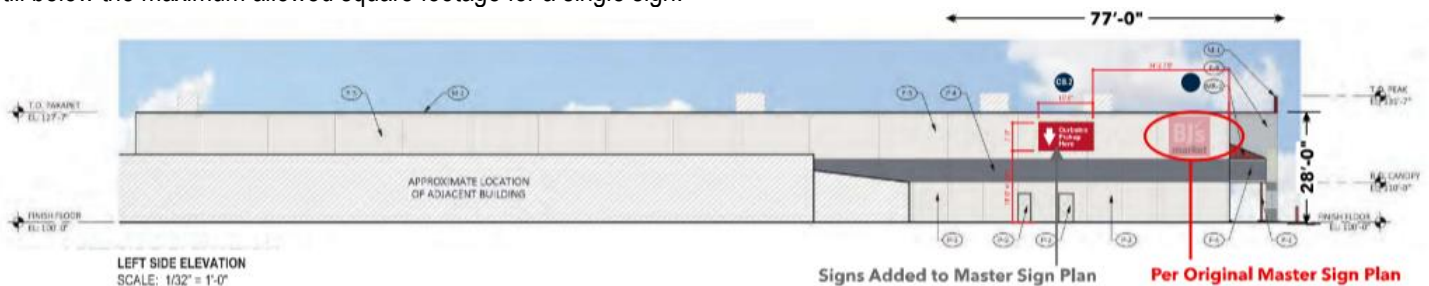




The Spirits Shop wall sign is a total of 19.30 square feet. The maximum allowed square footage of wall signs for this façade is 852.6 square feet. The approved signage on this façade is 206.13 square feet. The total of the two signs would be 225.6 square feet, which is still below the maximum allowed square footage for a single sign.



The Curbside Pickup wall sign is a total of 96.25 square feet. The maximum allowed square footage of wall signs for this façade is 323.4 square feet. The approved signage on this façade is 103.8 square feet. The total of the two signs would be 200.05 square feet, which is still below the maximum allowed square footage for a single sign.



The two signages serve separate purposes for the intent of providing clarity of the locations of certain facilities within the tenant space. The Board must deem if the additional signages for this tenant space are harmonious with the building features and are in good taste with the rest of the plaza.

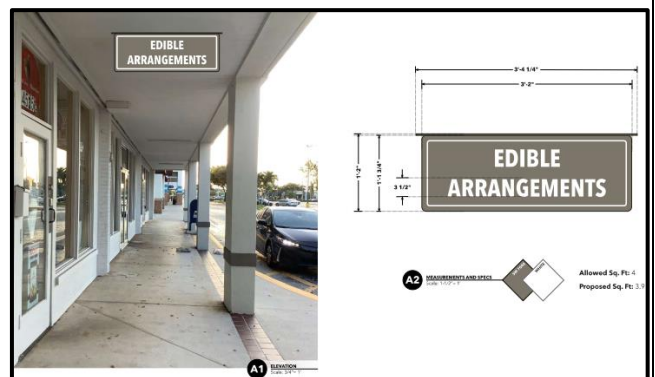
Modification 2: Under-Canopy Color Change

The color change of the under-canopy signage is throughout the shopping plaza. Although the removal of a vibrant teal color may lose the colorful characteristic of the plaza, the neutral grey-green is consistent with the shopping plaza.

The Board must determine if the color change is harmonious and in good taste for the entire plaza.

Modification 3: Freestanding Sign Tenant Number

The freestanding sign located at the westmost entrance along West Atlantic Avenue currently has seven tenant signs and one large plaza sign per side. The request would not increase the square footage of the existing structure and would instead reorganize the configuration of the signages to add two more tenant signs for a total of nine tenant signs per side.

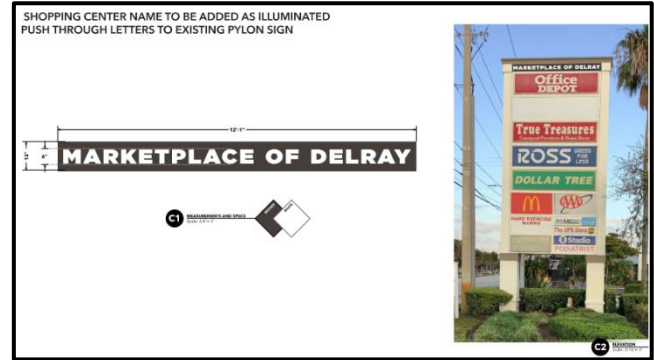
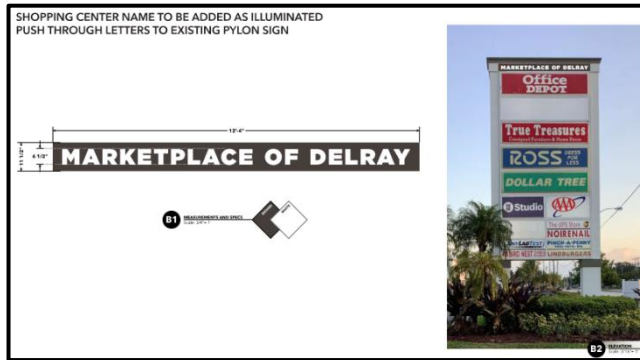


The proposed configuration would allow the tenant signs to be organized in a manner that clearly identifies each tenant's space. The Board must determine if the reconfiguration to add more tenant spaces positively impacts the performance and operation of the plaza and overall enhances the visual aesthetics of the plaza and surrounding area.

**Modification 4: Freestanding Signs Plaza Sign**

The plaza has three freestanding plaza identification signs with tenant panels: one freestanding sign located at the westmost entrance along West Atlantic Avenue, depicted in modification 3, another freestanding sign along West Atlantic Avenue, and one along South Military Trail. The westmost freestanding sign is requesting modification to the plaza name sign at the top of the structure and the other two will be adding a similar sign.

The Board must determine if the additional signage may create clutter on the freestanding structure or if it serves an overall purpose that offers clarity in identifying the shopping plaza and is harmonious with the plaza and its surrounding area.

**Optional Board Motions****Modification 1: Additional Signage for Corner Tenant**

- A. Move approval of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate the addition of two signs for a corner tenant, BJ's, for a total of four signs, by finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move approval, as amended, of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate the addition of two signs for a corner tenant, BJ's, for a total of four signs, by finding that the request meets the criteria set forth in the Land Development Regulations.
- C. Move denial of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate the addition of two signs for a corner tenant, BJ's, for a total of four signs, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- D. Move to continue with direction.

Modification 2: Under-Canopy Color Change

- A. Move approval of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate a color change for the under-canopy signs from teal to Sherwin Williams (SW) Anonymous 7046 grey-green, by finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move approval, as amended, of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate a color change for the under-canopy signs from teal to Sherwin Williams (SW) Anonymous 7046 grey-green, by finding that the request meets the criteria set forth in the Land Development Regulations.
- C. Move denial of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate a color change for the under-canopy signs from teal to Sherwin Williams (SW) Anonymous 7046 grey-green, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- D. Move to continue with direction.



Modification 3: Freestanding Sign Tenant Number

- E. Move approval of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate an increase in the number of tenant panels per side on freestanding sign located at the western entrance from Atlantic Avenue from seven to nine tenants, by finding that the request meets the criteria set forth in the Land Development Regulations.
- F. Move approval, as amended, of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate an increase in the number of tenant panels per side on freestanding sign located at the western entrance from Atlantic Avenue from seven to nine tenants, by finding that the request meets the criteria set forth in the Land Development Regulations.
- G. Move denial of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate an increase in the number of tenant panels per side on freestanding sign located at the western entrance from Atlantic Avenue from seven to nine tenants, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- H. Move to continue with direction.

Modification 4: Freestanding Signs Plaza Sign

- I. Move approval of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate the addition of plaza's name on the top of all three freestanding signs, by finding that the request meets the criteria set forth in the Land Development Regulations.
- J. Move approval, as amended, of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate the addition of plaza's name on the top of all three freestanding signs, by finding that the request meets the criteria set forth in the Land Development Regulations.
- K. Move denial of the Amendment to the Master Sign Program (PZ-6-2025) for Marketplace of Delray to accommodate the addition of plaza's name on the top of all three freestanding signs, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- L. Move to continue with direction.