



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

The Ray Master Sign Program - Campi Italian

Meeting	File No.	Application Type
August 26, 2026	PZ-000566-2026	Master Sign Program
Property Owner	Authorized Agent	
Delray Hotel Owner LLC	Max Lennon	

Request

Consideration of an Amendment of the Master Sign Program for The Ray Hotel and Shops at The Ray to accommodate the addition of two wall signs for a corner tenant, Campi Italian, for a total of five types of wall signs specific to the entire project.

Site Data & Information

Location: 233 NE 2nd Avenue, 245 NE 2nd Avenue

PCN: 12-43-46-16-01-082-0060, 12-43-46-16-01-082-0010

Property Size: 1.09 acres (south), 0.81 acres (north)

Land Use: Commercial Core (CC)

Zoning: Central Business District (CBD) – Central Core Sub-district

Adjacent Zoning:

- **North:** CBD — Central Core
- **South:** CBD — Central Core
- **East:** CBD — Railroad Corridor
- **West:** CBD — Central Core

Existing Use: Hotel, Restaurant, Retail



Aerial image of both parcels



Background

The subject property is located at the northeast corner of NE 2nd Avenue and NE 2nd Street. The property consists of a hotel, known as The Ray, approximately 96,631 square feet, with amenities including ground floor and rooftop restaurants, and a strip shopping center with 9 bays, approximately 12,581 square feet.

- 2-12-2003: Site Plan Review and Appearance Board (SPRAB) approved the original Master Sign Program.
- 3-10-2004: SPRAB amended the Master Sign Program to permit greater flexibility to tenant signs and allow variable typefaces and the use of corporate colors and logos, subject to staff approval.
- 2-2-2017: SPRAB approved Class III Site Plan Modification for the architectural elevations.
- 3-8-2017: SPRAB approved an amendment to the Master Sign Program to complement approved Class III Modification.
- 8-26-2020: SPRAB approved a Class IV Site Plan for the Ray Hotel, and a Class II Site Plan Modification was submitted for architectural changes to the Ray shops.
- 4-28-2021: SPRAB approved an amendment to the Master Sign Program to accommodate signage for the Ray Hotel and the Shops at the Ray.
- 1-26-2022: SPRAB approved an amendment to the Master Sign Program for the Ray Hotel to allow the installation of a freestanding monument sign for Ember Grill.

The current Master Sign Program allows for the following types of signs:

Freestanding

- Located at the shop's parking exit on NE 3rd Street.
 - One sign permitted.
 - Illumination permitted.
 - Maximum height: 56 inches.
 - Total area: 12 square feet.
- Located in the hotel's civic space (south restaurant tenant signage)
 - Allows for one sign.
 - Allow illumination.
 - Max height: 56 inches.
 - Total area: 13.6 square feet.



The Ray Hotel
Overall West Elevation (N.E. 2nd Ave, Southern End)

Wall Signs

Type A

- Located on the shop's west façade.
- One sign per tenant.
- Illumination permitted.
- Maximum two lines of text with a space of 4.25 inches in between lines.
- Letter criteria, such as color, font, and size, are specific to the approved sign program.
- Signs associated with a National registered trademark or private logo approved by owner are exempt from the specified standards.
- Maximum area: 15% of tenant façade.
- Maximum height: approximately 25 inches.



Shops at The Ray
Overall West Elevation (N.E. 2nd Ave, Northern End)
Previously approved 2021 Master Sign Program



Type B

- Located on the south portion of the west façade, and the hotel's west entrance ("The Ray" Hotel signage)
 - One sign at each location, total two signs.
 - Maximum height: 96 inches.
 - Total area: 43 square feet.
- Located on the south façade.
 - One sign.
 - Maximum height: 64 inches.
 - Total area: 19 square feet.
- Illumination permitted.
- Letter criteria, such as color, font, and size, are specific to the approved sign program.

Type C

- Located on the north portion of the west façade (restaurant tenant signage)
- One sign.
- Illumination permitted.
- Maximum height: 27 inches.
- Total area: 16 square feet.

Type D

- Located on the south portion of west façade (restaurant tenant signage)
- One sign.
- Illumination permitted.
- Maximum height: 24 inches.
- Total area: 7 square feet.

Description of Proposal

The request is for an amendment to the existing Master Sign Program to allow wall signage for Campi Italian restaurant, located on the Southwest corner of the property at the intersection of NE 2nd Street and NE 2nd Avenue.

The proposed painted corner wall signs will be installed on the building's Southwest vertical column corner and will measure approximately 160 inches in height by 30 inches in width on each face, totaling to a sign area of 66.67 square feet. The sign design is consistent with the approved Master Sign Program and includes 24-inch by 24-inch primary lettering, 6-inch by 24-inch secondary text, and a 30-inch by 24-inch logo on the lower portion of the sign.



Proposed wall sign.



Location of sign.



Review and Analysis: Master Sign Program

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 signage not permitted in the current approved 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.

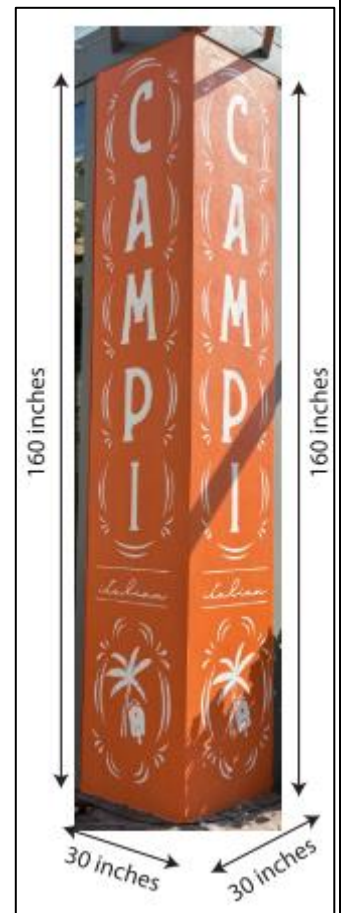
(a) *Garishness.* The overall effect of the lettering, configuration or color of a sign shall not be garish. "Garish" signs are those that are too bright or gaudy, showy, glaring, and/or cheaply brilliant or involving excessive ornamentation. Garish signs are not in harmony with and are not compatible with the building or adjacent surroundings.

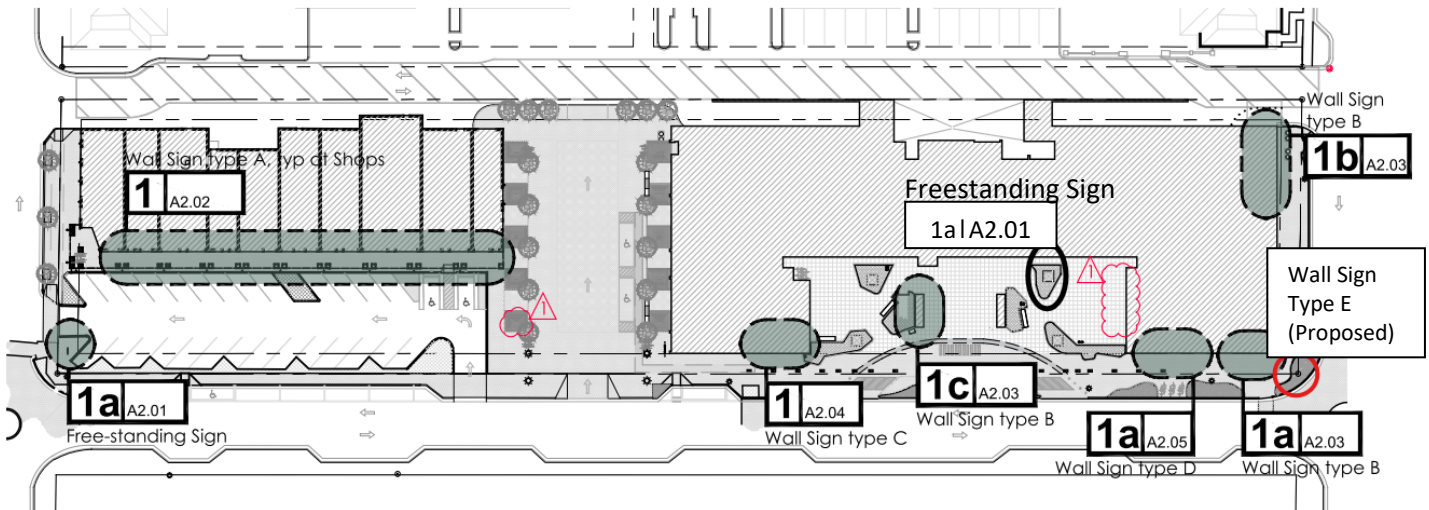
(b) *Scale, design, and location.*

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.

Campi Italian (previously Ember Grill) is requesting an amendment to the approved Master Sign Program to permit two additional painted wall signs on the southwest corner of the tenant space, one sign fronting NE 2nd Avenue and the other fronting NE 2nd Street. The proposed signs, each 33.33 square feet, are proposed on the existing architectural corner column and are intended to provide building identification for the corner tenant.





Site Plan of both parcels with locations of all currently approved signed and proposed sign

The existing Master Sign Program includes a wall sign for this tenant on the west façade along NE 2nd Avenue, and a freestanding monument sign identifying Campi Italian within the civic open space (both shown below). The tenants are limited to one wall sign, and the proposed corner signage would increase the total signage for this tenant to three signs. Currently this tenant is not utilizing the west wall signage as approved in the existing Master Sign Program. Utilizing the current approved wall sign for this tenant would increase visibility on NE 2nd Avenue in addition to the freestanding monument sign. The existing Master Sign Program does not include signage for this tenant fronting NE 2nd Street. The proposed wall signs provide additional visibility from both NE 2nd Avenue and NE 2nd Street at the pedestrian level.



Existing approved freestanding sign



West elevation as approved in the Master Sign Program



Current west elevation

Signage associated with a Nationally registered trademark or private logo is permitted under the Master Sign Program; the proposed Campi Italian signages are consistent with this provision and would establish a fifth wall sign, which for the purpose of this report we will name type E, within the approved Master Sign Program. The proposed sign type consists of a painted corner sign integrated into the building's southwest corner column; the applicant must indicate the proposed maintenance for this signage type prior to certification.

The proposed sign is proportionate to the scale of the architectural corner column and is appropriately located to identify the corner tenant from both NE 2nd Avenue and NE 2nd Street. The proposed painted finish and color palette provide a distinct identity for the tenant while remaining compatible with the contemporary architectural character of the development. The painted finish color and tenant branding are consistent with other tenants' signage, which are nationally registered trademark and private logo, due to the flexibility afforded under the approved Master Sign Program and maintain the overall visual quality of the development.

The Board should consider whether the two additional signs are necessary for identification of the corner tenant, given that the tenant is not currently utilizing the existing approved wall sign along NE 2nd Avenue. The Board should consider whether utilization of the existing approved sign, in conjunction with the existing freestanding monument sign, would provide adequate tenant identification, or whether



the two additional signs are justified to provide visibility from both NE 2nd Avenue and NE 2nd Street. The addition of the proposed signs would increase the tenant signage to a total of four signs under the Master Sign Program.

Optional Board Motions

- A. Move approval of the Amendment to the Master Sign Program (PZ-000566-2026) for The Ray to accommodate the addition of two signs for a corner tenant, Campi Italian, 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-000566-2026) The Ray to accommodate the addition of two signs for a corner tenant, Campi Italian, 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-000566-2026) for The Ray to accommodate the addition of two signs for a corner tenant, Campi Italian, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- D. Move to continue with direction.

Public and Courtesy Notices

LDR Section 2.6.3. - Required Public Notice.

This project review does not require public notice

- N/A Public Notice was posted at the property 7 calendar days prior to the meeting.
- N/A Public Notice was mailed to property owners within a 500' radius 10 days prior to the meeting.
- N/A Public Notice was posted to the City's website 10 calendar days prior to the meeting.
- N/A Public Notice was posted in the main lobby at City Hall 10 working days prior to the meeting.
- N/A Agenda was posted at least 7 calendar days prior to meeting.

Technical Advisory Committee (TAC) Timeline

Review No.	Submittal Date	TAC Comments Transmitted	
1	07/30/2026	-	Total time with Applicant: 0 days Total time under review: 12 days

Technical Notes

Technical Notes to be addressed prior to certification

1. Due to wall signs being painted, a detailed maintenance plan is required, including provision for periodic adjustment, repairing or restoration, and short-term and long-term major or minor touch-ups.