



Staff Report
Mount Airy Planning Commission
February 23, 2026

PROJECT: McAlister's Deli Signage application
337 E Ridgeville Mount Airy, MD 21771

APPLICANT: Design Team Sign Company LLC

OWNER: McAlister's Deli

REQUEST: The applicant requests that the Planning Commission grant approval for the new McAlister's Deli signs.

PROJECT INFORMATION:

ADDRESS/LOCATION: 337 E. Ridgeville, Mount Airy, Maryland 21771

COMP PLAN: CC – Community Commercial

WATER/SEWER: W-1/S-1 Existing/Final Planning

HISTORY / BACKGROUND:

The previous business that occupied this space has left "The Shoe Dept." The new tenant will be McAlister's Deli. They submitted a larger sign that would not have met the sign ordinance requirements. The applicant for the company is Design Team Sign Company LLC, which worked with Town staff to reduce the sign to meet the sign Ordinance, which is being presented to you tonight for approval.

The applicant is requesting approval for all the signs in the packet. The business's trademark logo is the McAlister's Deli logo. These will be mounted under the gooseneck lights that are typical within this shopping center. Channel letters with LED lighting, which are also common in shopping centers. The sign's outer border is not included in the total sq. ft. It will not be illuminated. The Deli part of the sign is an aluminum panel with vinyl letters, illuminated by LEDs.

The other signs are the vinyl lettering on the doors, which indicate the business name and hours. There will also be a two-blade sign mounted to the ceiling of the covered walkway, indicating the store's location as you walk.

These types of signs are common in this shopping center. The total square feet meet the current sign ordinance §112-11 Signs.

Staff recommendation:

Staff recommends that the Planning Commission grant approval for the proposed signs for The McAlister's Deli.