

City of Coconut Creek InterOffice Memorandum

To: Planning and Zoning Board

Date: July 09, 2025

From: Lizet Aguiar, Assistant Director of
Sustainable Development 

Subject: Lincoln Logo Sign Deviation

Applicant/Agent:	Mark Brenchley, Mark Brenchley Planning Consultant
Owner:	TT of Sample Inc.
Requested Action/Description:	Sign Deviation
Location:	5501 W. Sample Road
Legal Description:	A portion of Tract "B" of the Commerce Center of Coconut Creek Plat as recorded in Plat Book 131, Page 30 of the Public Records of Broward County, Florida
Size:	9.68+/- gross acres
Existing Zoning:	Infiniti Lincoln of Coconut Creek PMDD (Planned MainStreet Development District)
Existing Use:	Automobile Dealership
Future Land Use Plan Designation:	RAC (Regional Activity Center)
Platted:	Commerce Center of Coconut Creek Plat
Plat Restriction:	487,270 square feet of commercial; 323,389 square feet of office; 199,538 square feet of industrial

Requested Action/Description:

The applicant, Mark Brenchley Mark Brenchley Planning Consultant, as agent on behalf of the owner, TT of Sample Inc, is requesting a sign deviation for the Lincoln Auto Dealership to be located at 5501 W. Sample Road. Specifically, the applicant is seeking deviation for one (1) logo sign as follows:

- **Logo**
Sec.13-466.8(c)(3) - proposed to be 5'-1" in height where 3' maximum is permitted.

Findings and Analysis:

The subject property is part of the Infiniti / Lincoln of Coconut Creek PMDD. The Lincoln Auto Dealership received site plan approval from the City Commission on September 14, 2023 to construct a new facility including showroom, service, administrative and sales offices. At the time,

the applicant for the site plan had not yet developed a uniform sign plan as part of the site plan application. Pursuant to Sec.13-471(a)(2), Sign review procedures, at the time of site plan approval or as part of a separate approval process, all projects must submit a uniform sign plan for review that demonstrates how proposed signage shall be integrated throughout the site and compatible with the architectural design of the development. During permit review, staff evaluated proposed signs and determined that the logo sign did not meet minimum code requirements. As such, the applicant is seeking a sign deviation approval which is the subject of this application.

The intent of the city sign code is to promote effective communication while minimizing negative impacts to adjacent properties. Specifically, regulations aim to integrate signage with architectural and landscape design, reduce visual clutter, and ensure signs do not create distractions or safety hazards. The sign code sets dimensional and locational standards to ensure that signage is legible, proportional to the site and structures, and consistent with surrounding development. These standards also discourage signage that could be considered a nuisance due to excessive size, illumination, or movement, while allowing for fair and consistent enforcement across the City.

A deviation is a modification of requirements to allow for unusual conditions relating to property or structures where special conditions exist or when literal enforcement of code requirements will result in unnecessary or undue hardship which is non-self-imposed and non-financial. Deviations must not allow a type of sign that is prohibited by code. The deviation process replaces the variance process of Land Development Code Section 13-33, "Variances," as it pertains to signs. Deviation requests are submitted to the Planning and Zoning Board for review and recommendations prior to consideration by the City Commission.

As proposed, the applicant is seeking a deviation from Section 13-466.8(c)(3), [UN1] and proposing a logo to be 5'1" in height where 3' maximum is permitted.

The standards for granting a sign deviation are listed in Section 13-473(c). Immediately following each criteria are the applicant's verbatim responses from each section as provided in their formal application followed by staff analysis:

Sec.13-473(c), Standards for granting a sign deviation.

- 1. The deviation must not be contrary to the public interest, and must be in harmony with the general intent and purpose of this subdivision.**

Applicant response:

This deviation is not contrary to public interest but is in harmony with the general intent and purpose of this subsection. This deviation complies and promotes both subsections Sec.13-456(d) Purpose and Sec.13-456(d)(4) Intent which encourages effective use of signs as a means of communication and wayfinding functions in the city. This 5'1" high internally illuminated Lincoln Logo is proposed to be installed on a 12'2" high panel located on a column/wall. The panel does exceed the maximum height of 6' but the illuminated Logo sign does not exceed the 6' limit. The proposed deviation certainly does not increase the visual clutter typically caused by the proliferation, improper placement, excessive height and excessive area of signs which may typically compete for the attention of pedestrian and vehicular traffic but is necessary to aid in wayfinding and identification of the Lincoln brand.

Staff analysis:

Staff concurs. The proposed deviation allows for effective branding while supporting the intent of the City's sign code by promoting clear communication and wayfinding without adding visual clutter. At the time the subject property received site plan approval from the City Commission on September 14, 2023, detailed signage plans had not yet been finalized. However, the approved building elevations include consistent architectural features such as a decorative

awning band, a prominent column at the southeast corner, and a feature wall at the main entrance, all incorporating similar materials and a bronze color palette to complement the overall building design. Although the logo is proposed on one of the decorative panels, staff considers the panel to be an architectural element rather than part of the logo signage. Regardless of whether the deviation is approved, the panel at the southeast corner will remain in place as a permanent and intentional part of the building's architecture

The logo's placement on a column wall and its overall height relative to the panel are appropriate given the building's setback from the road.

2. Approval of the deviation will not adversely affect the character of the surrounding development or applicable uniform sign plan.

Applicant response:

Approval of the deviation will not adversely affect the character of the surrounding development, the surrounding commercial corridors of St Rd 7, Sample Road or Banks Road or an applicable uniform sign plan. In fact, the increase from a conforming 6' high sign to a 12'2" wall sign and considering the sign's subtle internal illumination will hardly be noticed as its location is 17'6" behind the front building line and is so far removed from the viewing public on said roadways and difficult to see because of existing plant material as stated in the above Justification narrative.

Staff analysis:

Staff concurs. The proposed logo sign is set significantly back from the public right-of-way. Due to its placement behind the front building line and partial screening by buffer landscaping, the sign is not expected to detract from the character of the surrounding development.

3. The literal interpretation and application of the sign regulations will deprive the applicant of sign visibility or effectiveness shared by other property owners.

Applicant response:

The literal interpretation and application of the sign regulations will deprive the applicant of reasonable sign visibility or effectiveness shared by other property owners. This illuminated Logo wall sign's significant setback of 300' from Sample Road is more than three times the normal viewing distance of typical commercial wall signs from public rights of way. Reasonable sign visibility and sign identification effectiveness can be better promoted by this deviation approval.

Staff analysis:

Staff concurs. The substantial setback from Sample Road, combined with landscape and vehicle display obstructions, limits visibility. When compared to other commercial properties with more direct frontage, the proposed increase in area and illumination will increase the effectiveness of the signage helping compensate for the large setback conditions.

4. Approval of a deviation will not degrade the area involved or be detrimental to public welfare.

Applicant response:

Approval of a height deviation of the 5'1" internally illuminated Logo on a 12'2" high panel certainly will not degrade the area involved or be detrimental to the overall public welfare of Coconut Creek or surrounding communities. It will be a wayfinding benefit for only those who enter the property with the intent for automobile related transactions.

Staff analysis:

Staff concurs. The deviation applies only to a single logo sign located on a structural wall column intended for on-site wayfinding. Due to its internal orientation, the sign is unlikely to create any adverse visual impact or negatively affect nearby properties.

5. One (1) of the following conditions are satisfied:

- a. Conditions exist that are not the result of the applicant's actions, such that a literal enforcement of the regulations involved would result in unnecessary or undue hardship; or
- b. There is something unique about the land, building or site configuration that would cause the signage permitted by this sign code to be ineffective in identifying a use or structure that would otherwise be entitled to a sign.

Applicant response:

The following conditions outlined in 5a. do indeed exist:

Several findings have been presented herein that site conditions do exist that the literal enforcement of the sign regulations would result in an unnecessary and undue hardship for the applicant. The Logo sign's location is virtually invisible to the motoring public along the abutting commercial corridors because of its significant setback and the viewing blockage of plant material as well as vehicle retail parking display areas. The height deviation of the illuminated Logo sign allows valuable wayfinding enhancements to assist visitors and patrons once they enter the parcel looking for the appropriate automotive services.

Staff analysis:

Staff concurs. The site's configuration, including depth, setback from Sample Road, and screening from existing landscaping, create a lack of visibility into the site. These conditions are inherent to the site and not a result of the applicant's actions. As such, the proposed deviation meets both conditions outlined in subsections 5(a) and 5(b).

Staff Recommendation:

City staff has reviewed the application and finds the proposed deviation requests consistent with Section 13-473(c) of the City of Coconut Creek Land Development Code, subject to the following conditions:

1. Outstanding DRC comments remain effective throughout the development review process and must be addressed prior to issuance of a building permit.
2. Any changes to the signage shall require review and approval through the City's standard sign review process.

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Attachments:

Aerial Photo
DRC Report
Exhibit