

## Lincoln of Coconut Creek "SERVICE" Sign Deviation

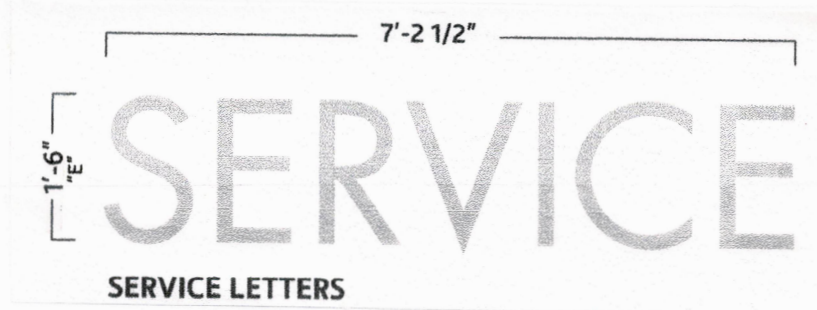
5501 W. Sample Rd. Coconut Creek, Florida 33073...Parcel ID #48218030022  
Property Owners: TT of Sample Inc.

### Overall Lincoln Dealership Signage Scope of Work:

Wall signage for the new Lincoln of Coconut Creek dealership is currently proceeding through the City of Coconut Creek's planning review process as follows:

1. 32" high brushed oke chrome film faced "LINCOLN"  $\frac{3}{4}$ " thick translucent white acrylic exposed return letters suspended from overhanging soffit in front of the large floor-to-ceiling vehicle display windows on the building's front elevation facing south to the vehicle display lot, frontage road and ultimately Sample Road. The sign is internally illuminated, 26'11  $\frac{3}{8}$ " wide and totals 71.92 SF.
2. 12" high illuminated "COCONUT CREEK" brushed oke chrome film faced letters with  $\frac{3}{4}$ " thick translucent white acrylic exposed returns installed on the concrete wall planter.

(Note: the permits for the above two signs have been previously approved.)



### Detailed description of the proposed Illuminated "SERVICE" sign:

18" high illuminated "SERVICE" brushed oke chrome film faced letters with  $\frac{3}{4}$ " thick translucent white acrylic exposed returns installed on concrete wall above/and in between the two overhead service doors. The sign is 7' 2  $\frac{1}{2}$ " wide and 1'6" tall, totaling 10.8 SF. This sign is under the porte cochere. The service sign is setback 33'6" from front building elevation.

### Sign Deviations for the Lincoln "SERVICE" Sign

1. The area of the illuminated "SERVICE" sign is 10.8 SF which exceeds the 8 square foot maximum area of a service sign per city code Sec. 13-466.8(b). The increase in sign area can be justified because it is setback a considerable distance from the public right of way and hence...the viewing public.
2. The "SERVICE" sign is illuminated hence a deviation is required per city code Sec. 13.468.8A(d) which prohibits an internally illuminated service sign. While being installed on the rear wall of the service porte cochere, the subtle illumination of the service sign compensates for the viewing and wayfinding challenges created by the building "bump back" distance as well as the sign being in the shadow of the porte cochere's roof. Save for the illumination, the "SERVICE" sign would hardly be noticed and customers would be confused while trying to locate the entrance to the service department.