

**From:** [do-not-reply@coconutcreek.net](mailto:do-not-reply@coconutcreek.net)  
**To:** [DRC](#)  
**Cc:** [WCFPERMITS.MARKB@GMAIL.COM](mailto:WCFPERMITS.MARKB@GMAIL.COM); [WCFPERMITS.MARKB@GMAIL.COM](mailto:WCFPERMITS.MARKB@GMAIL.COM)  
**Subject:** A new Development Review Application has been filled out!  
**Date:** Monday, February 24, 2025 3:22:53 PM

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DRC Webform application

#### APPLICATION INFORMATION

Temporary DRA# = 451

Application Type: Sign Review Sign Deviation

Base Fee:

Total Residential: 0.00

Total Non-Residential: 0.00

Total Fees:

Project Name: LINCOLN OF COCONUT CREEK SERVICE SIGN DEVIATION

Project Location: 5501 W. SAMPLE RD.

Plat Name: COMMERCE CENTER OF COCONUT CREEK

Folio No: 484218030022

Plat Restriction: A PLAT RESTRICTION LIMITING COMMERCIAL USES TO 487, 270 SF, OFFICE USES TO 323,380 SF, AND INDUSTRIAL USES TO 199,538 SF.

Current Zoning: PMDD

Proposed Zoning: NO CHANGE PROPOSED

Future Land Use: RAC REGIONAL ACTIVITY CENTER

Summary of Request: TWO DEVIATIONS REGARDING THE SERVICE SIGN ARE SOUGHT BY THIS APPLICATION. THE PROPOSED SIGN IS 10.8 SF, THE MAXIMUM AREA IS 8 SF. THE SERVICE SIGN IS ILLUMINATED WHICH IS NOT ALLOWED BY CODE FOR A SERVICE SIGN.

#### SUBMITTAL COORDINATOR INFORMATION

Contact Name: MARK BRENCHLEY

Contact Phone: 4355126833

Company Name: MARK BRENCHLEY PLANNING CONSULTANT

Email: [WCFPERMITS.MARKB@GMAIL.COM](mailto:WCFPERMITS.MARKB@GMAIL.COM)

Address: 3790 BEACON RIDGE WAY, CLERMONT, FLORIDA

#### AGENT/APPLICANT INFORMATION

Contact Name: MARK BRENCHLEY

Contact Phone: 4355126833

Company Name: MARK BRENCHLEY PLANNING CONSULTANT

Email: [WCFPERMITS.MARKB@GMAIL.COM](mailto:WCFPERMITS.MARKB@GMAIL.COM)

Address: 3790 BEACON RIDGE WAY, CLERMONT, FLORIDA

#### OWNER INFORMATION

Contact Name: TT OF SAMPLE INC.

Contact Phone: 435-512-6833

Company Name: TT OF SAMPLE INC.

Email: [WCFPERMITS.MARKB@GMAIL.COM](mailto:WCFPERMITS.MARKB@GMAIL.COM)

Address: 505 S. FLAGLER DR. SUITE 700 WEST PALM BEACH, FL 33401

#### OTHER INFORMATION

Contact Name: MATUS RUTENIS, REPRESENTATIVE

Contact Phone: 8008777868

Company Name: AGI SIGNAGE s y sTEMS

Email: INFO@AGI.NET

Address: 2655 INTERNATIONAL PARKWAY, VIRGINIA BEACH, VA 23452

SIGNATURE: /Mark Brenchley/



PZ # 25030004 Lincoln "SERVICE" Sign

Agent Authorization Affidavit

As the OWNER of the property described below, we / I hereby authorize Mark Brenchley, Planning Consultant to be our / my agent in seeking approval of a sign deviation application before the City of Coconut Creek, Florida as Coconut Lincoln is seeking approval to rebrand and replace signage on the parcel.

Site Address: Coconut Creek Lincoln  
5501 W. Sample Rd.  
Coconut Creek, Florida 33073

Owner: TT of Sample Inc.  
Owner address: 505 S. Flagler Dr. Suite 700  
West Palm Beach, Florida 33401

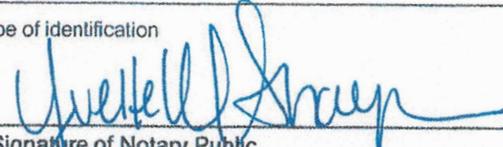
Property ID# 484218030022

Authorized and Approved:  
  
\_\_\_\_\_  
Signature of authorized representative  
Stephen Terry  
\_\_\_\_\_  
Printed Name of authorized representative

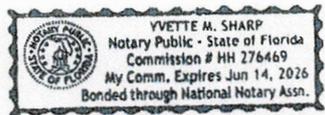
January 23, 2025  
Date

State of Florida  
County of Palm Beach

The forgoing instrument was sworn to (or affirmed) and subscribed before me this 23<sup>rd</sup> of January, 2025 by Stephen Terry who is personally known to me or who has produced \_\_\_\_\_ as identification.

Type of identification \_\_\_\_\_  
  
\_\_\_\_\_  
Signature of Notary Public

STAMP/SEAL



Commission Expiration: June 14, 2026

**Lincoln of Coconut Creek "SERVICE" Sign Deviation**  
**DEVIATION COMPLIANCE AND JUSTIFICATION STATEMENT**

5501 W. Sample Rd. Coconut Creek, Florida 33073...Parcel ID #48218030022

Property Owners: TT of Sample Inc.

Revised May 20, 2025

**Project Description/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" ¾" 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 3/8" wide and totals 71.92 SF.
2. 12" high illuminated "COCONUT CREEK" brushed oke chrome film faced letters with ¾" thick translucent white acrylic exposed returns installed on the concrete wall planter.

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

3. Detailed description of the proposed "SERVICE" sign:

18" high illuminated "SERVICE" brushed oke chrome film faced letters with ¾" thick translucent white acrylic exposed returns installed on concrete wall above/and in between the two overhead service doors. The sign area is 10.8 SF. This sign is under the porte cochere. The service sign is setback 33'6" from front building elevation.

**Justification for Sign Deviations for the Lincoln "SERVICE" Sign**

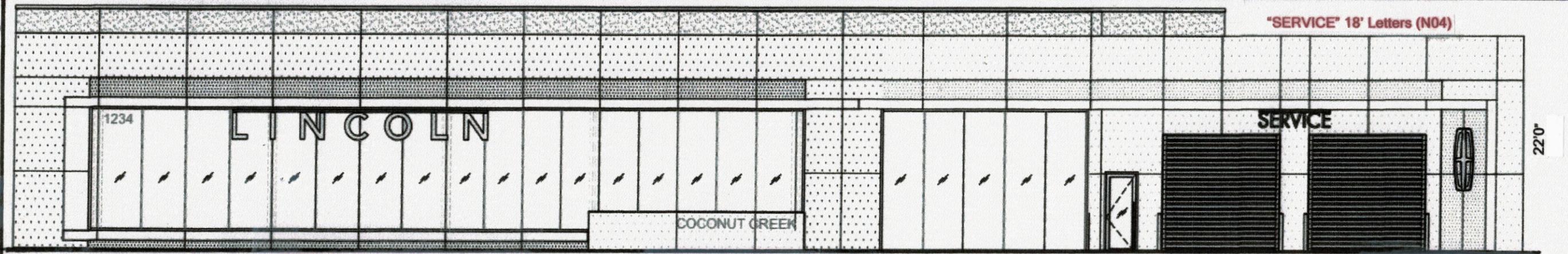
The sign's deviations can be justified with the following findings of fact:

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. The "SERVICE" sign is 33'6" behind the front elevation of the dealership building that maintains an approximate 171' setback from the front property line which is also the north line of the frontage road which runs parallel to Sample Road but, said north line is approximately 110' from the north right of way line of Sample Road. Therefore, the "SERVICE" sign is setback approximately 316' from the Sample Rd. right of way which is significantly greater than the typical setback for commercial buildings along the Sample Rd. commercial corridor.
2. In addition to the significant setback described in #1 above, significant parking lot treescape and medium story plant material in the medians along the Frontage Road as well as Sample Road block the view of the service sign.
3. 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.

**Justification Summary:** These sign area and illumination deviations can be justified because of the significant setback from Sample Rd., the blockage of views because of significant plant material, placement of the vehicles of the dealership's customers and the vehicles for sale, and the fact that the "SERVICE" sign is in the shadow of the porte cochere roof.

**Deviation Criteria Compliance as required by Section 13-473(c)**

- (1) The deviations are 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 sign that is 2.8 SF larger than the 8 SF maximum 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.
- (2) 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 8SF to 10.8 SF and subtle internal illumination will never be noticed as its location 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.
- (3) 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 small illuminated sign's significant setback of 316' 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.
- (4) Approval of a 2.8 SF deviation and internally illuminated sign deviation certainly will not degrade the area involved or be detrimental to the overall public welfare of Coconut Creek or surrounding communities. It will only be a wayfinding benefit for only those who enter the property with the intent for automobile related transactions.
- (5) 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 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. Both the square foot deviation and illuminated sign deviation are wayfinding enhancements to assist visitors and patrons once they enter the parcel looking for the appropriate automotive services.

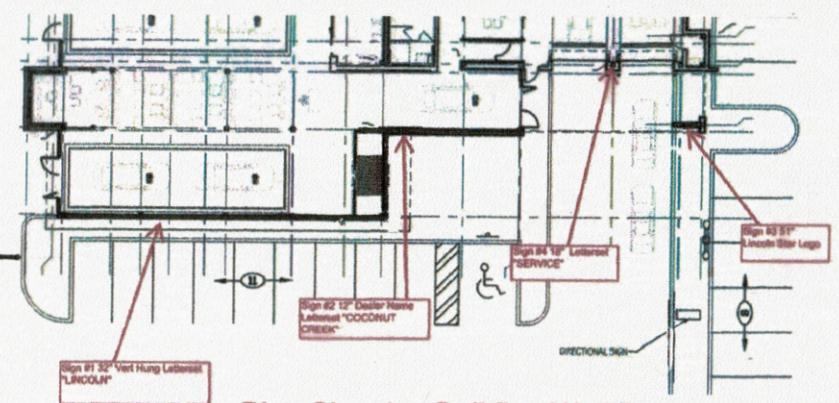
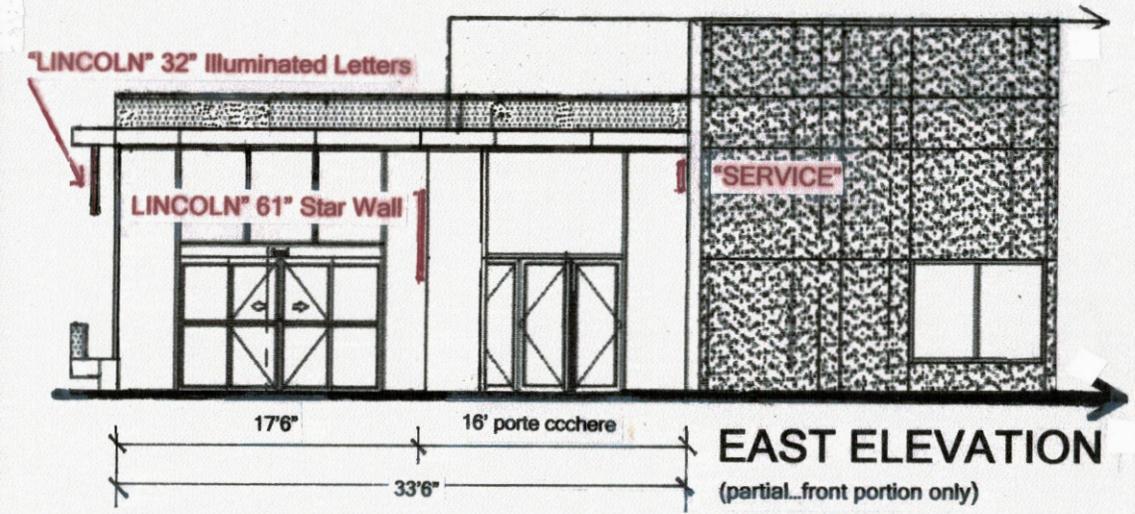
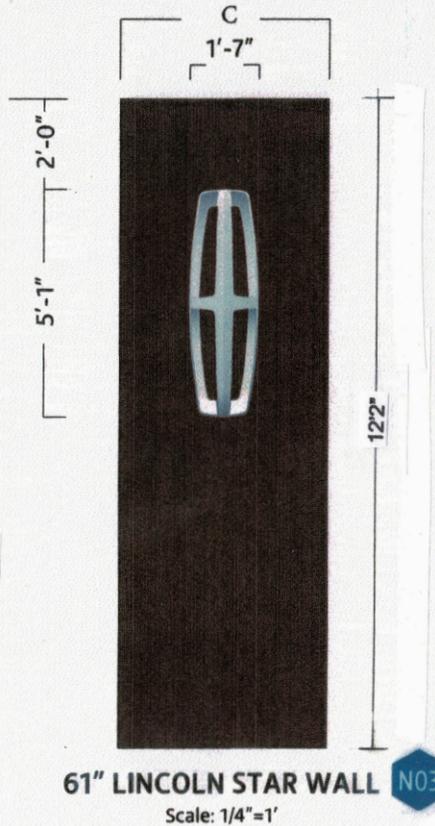


"LINCOLN" 32" Illuminated Letters (N01)  
vertically hung letters

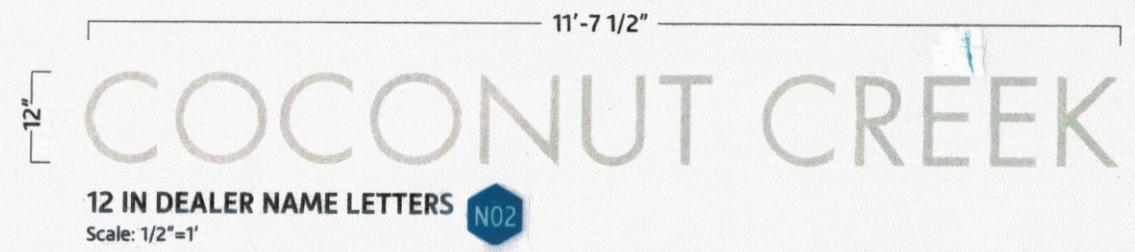
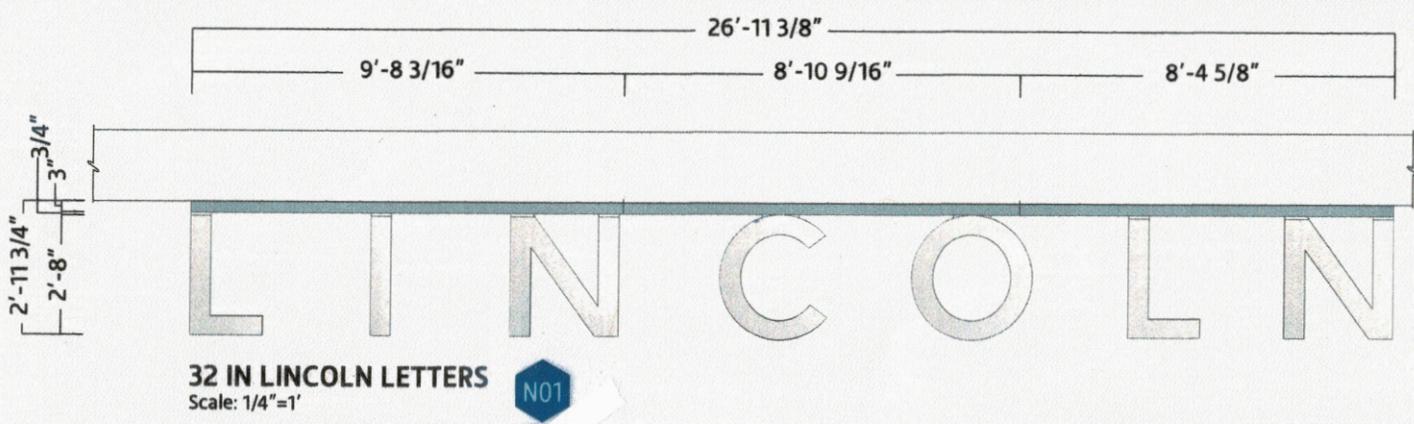
"COCONUT CREEK" 12" Dealer name letters (N02) 155'6"

"SERVICE" 18" Letters (N04)  
"LINCOLN" 61" Star Wall (N03)  
Installed on oversized column

**SOUTH ELEVATION (FRONT)**



Plan Showing Building Wall Setbacks and Sign Locations



Two Sign Permits That Have Been Previously Approved

# LINCOLN OF COCONUT CREEK

5501 W. Sample Rd. Coconut Creek, Florida 33073... Parcel ID #48218030022 Owners: TT of Sample Inc. ... Sign Deviation Application Plans prepared 2.20. 2025 by authorized agent Mark Branchley, Planning Consultant.. 3790 Beacon Ridge Way, Clermont FL 34711... 435-512-6833

