

**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:** Tuesday, March 4, 2025 12:36:11 PM

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DRC Webform application

#### APPLICATION INFORMATION

Temporary DRA# = 454

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: THE PLAT IS RESTRICTED TO 487,270 SF OF COMMERCIAL, 323,389 SF OF OFFICE AND 199,538 SF OF INDUSTRIAL, AND RESTRICTS INDUSTRIAL USES ON TRACTS A THRU E.

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 TOTALS 10.8 SF, THE MAXIMUM AREA S 8 SF. THE SERVICE SIGN IS INTERNALLY ILLUMINATED WHICH IS NOT ALLOWED BY THE CODE FOR A SERVICE DIRECTIONAL 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 34711

#### 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

#### OWNER INFORMATION

Contact Name: TT OF SAMPLE INC.

Contact Phone: 4355126833

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: AGI SOLUTIONS

Contact Phone: 800-877-7868

Company Name: AGI SIGNAGE s y sTEMS

Email: INFO@AGI.NET

Address: 2655 INTERNATIONAL PARKWAY, VIRGINIA BEACH, VA 23452

SIGNATURE: /Mark Brenchley/



## Lincoln of Coconut Creek "Lincoln Wall Logo" 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 oiké 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 oiké 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.)
3. 5'1" high illuminated LINCOLN "LOGO" sign installed on 12'2" high dark brown painted (MP #11194) panels attached to the oversized corner column supporting the porte cochère roof. The 5'1" high Lincoln "LOGO" is clear acrylic with vertically brushed oiké light blue chrome vinyl. The Lincoln wall logo sign is setback 17'6" from the front building elevation.

#### Justification for Sign Deviation for the Lincoln Wall Logo Sign

This sign deviation can be justified with the following findings of fact:

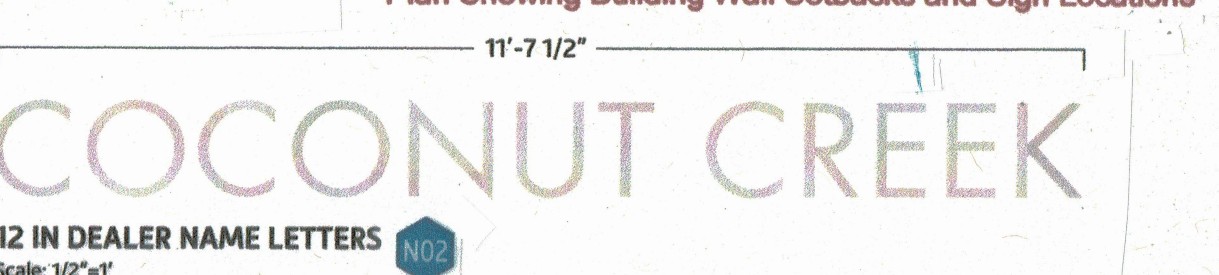
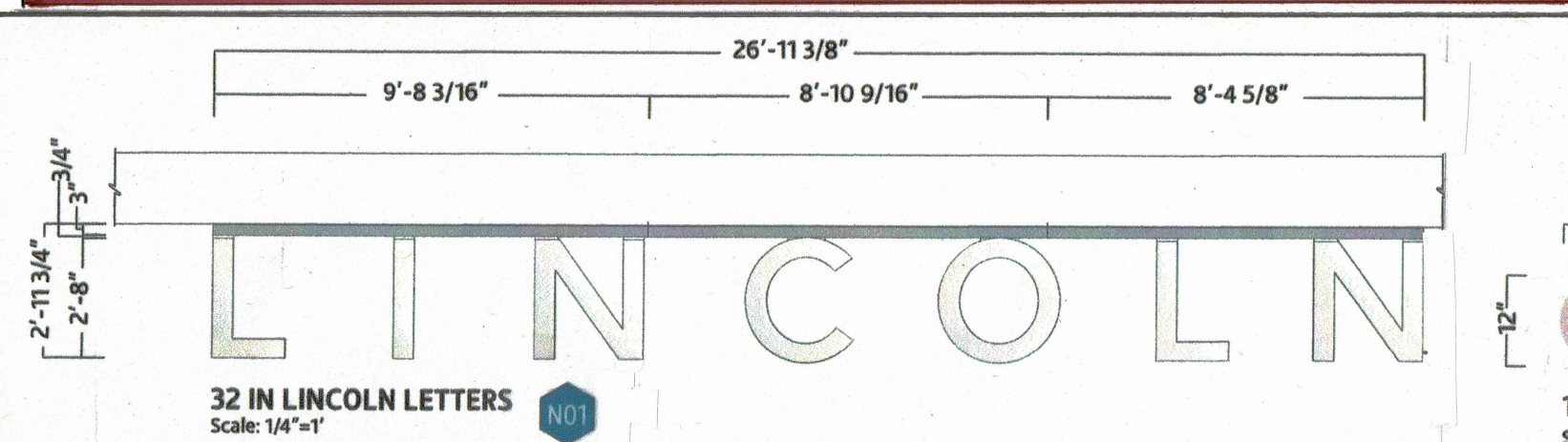
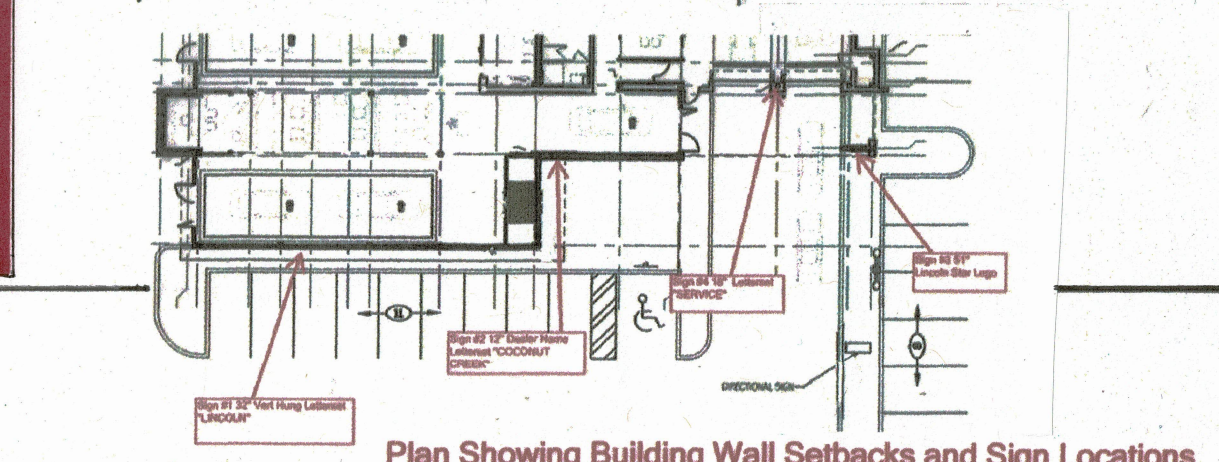
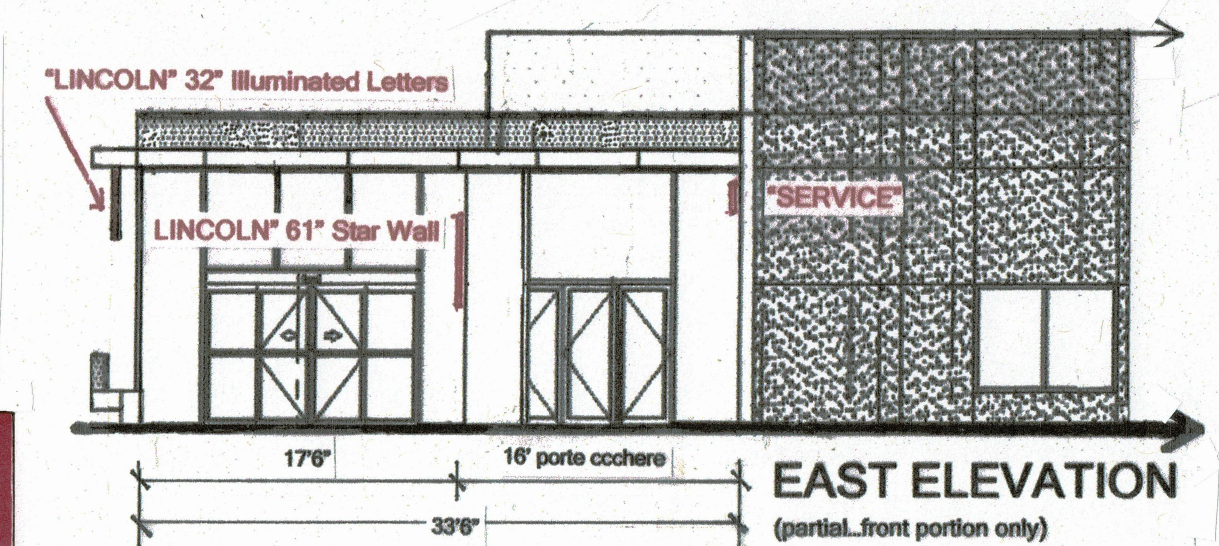
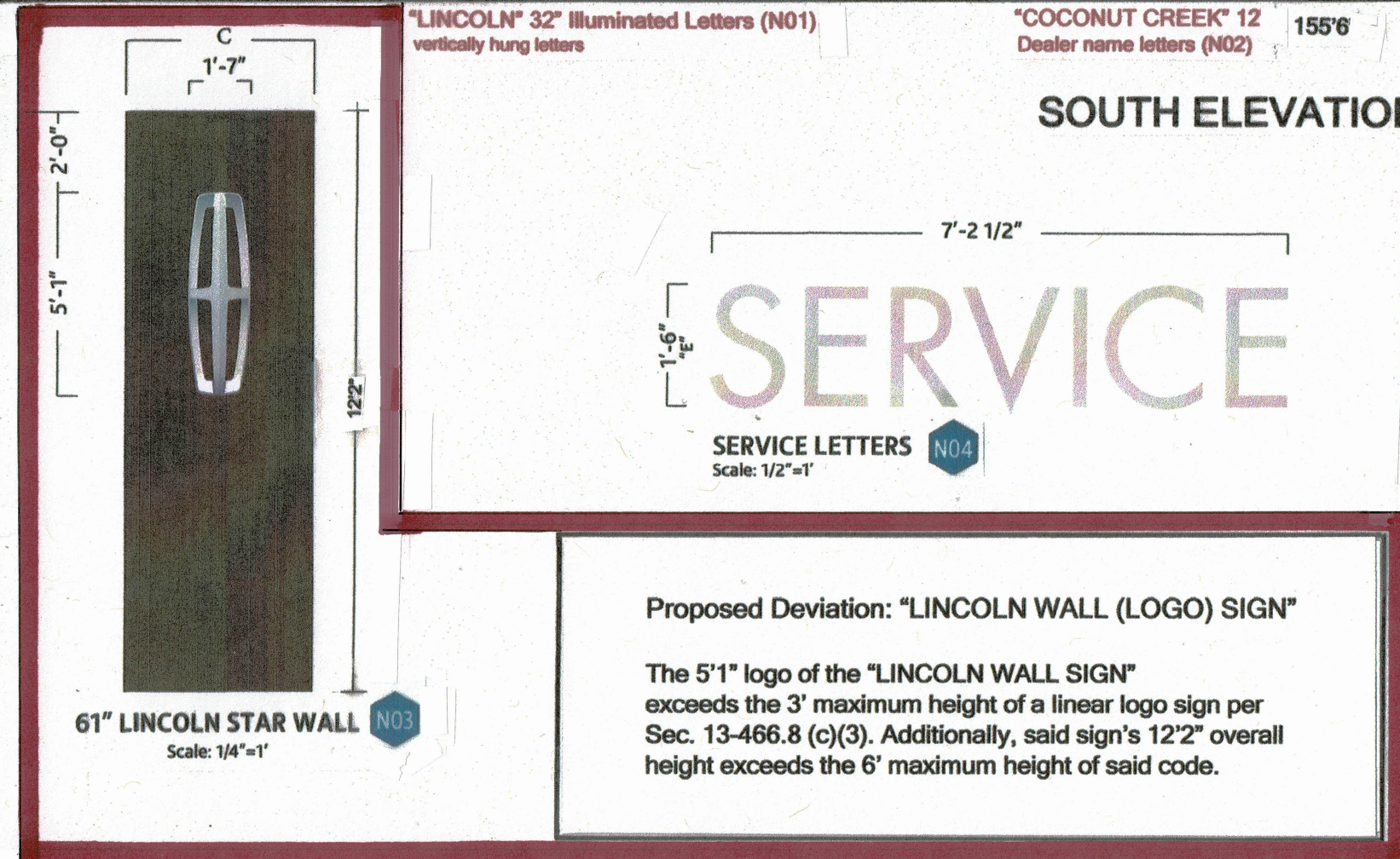
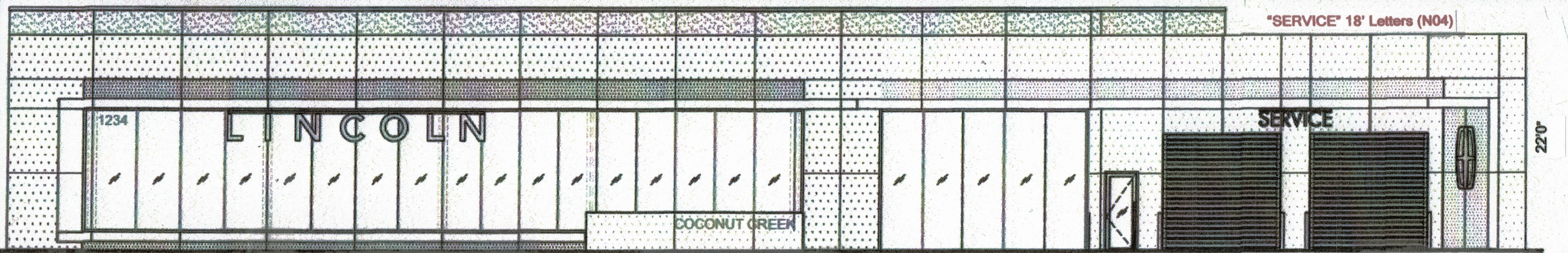
1. The 5'1" high illuminated logo sign exceeds the regulations of Sec. 13.466.8(c)(3) which a calculated non-linear sign may exceed the 3' maximum height but not the maximum height of 6'. The 5'1" high illuminated logo wall sign is proposed to be installed on a 12'2" high dark brown painted panel to be installed on the oversized corner column supporting the porte cochère. The sign's setback is a considerable distance from the public right of way and hence...the viewing public. The logo sign is 17'6" 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 logo sign is setback approximately 300' 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 Logo sign.
3. The height of the logo sign is 5'1" can exceed the 3' allowable height but it's placement on the dark brown panel which is 12' 2" high does exceed the maximum height of 6'. These height deviations can likewise be justified because of the significant setback from Sample Rd. and the blockage of views because of plant material, placement of the vehicles of the dealership's customers and the vehicles for sale.



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

- (1) 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.
- (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 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.
- (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 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.
- (4) 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.
- (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 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.





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



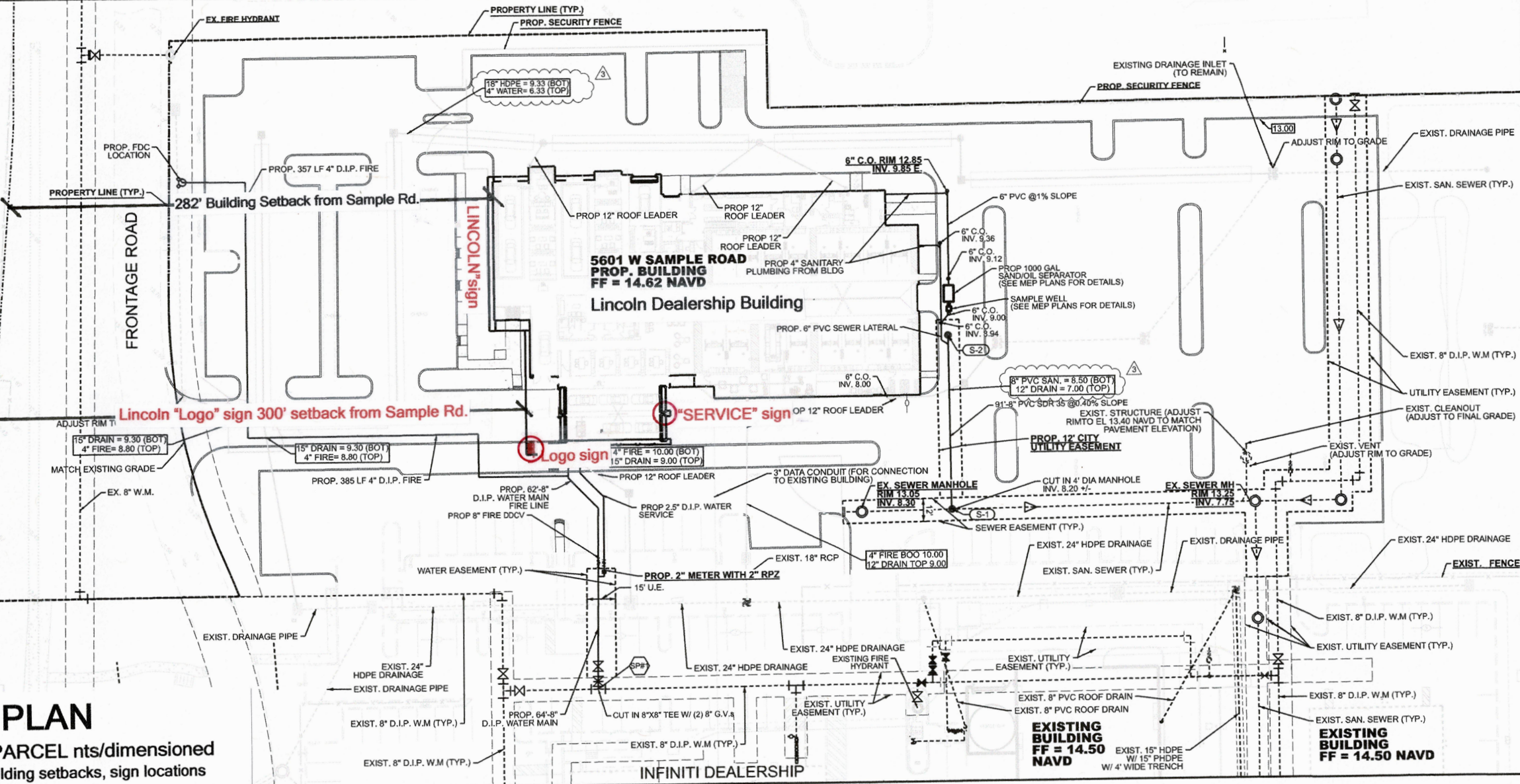
M:\Info\Projects\220431 LINCOLN OF COCONUT CREEK\Drawings\Construction\Drawings\220431.WSP001.dwg

## ENLARGED SITE PLAN

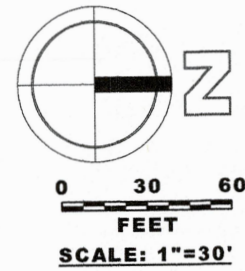
STREET AND BUILDING FRONTAGE DETAIL  
Scale 1"=50'

## SITE PLAN

ENTIRE PARCEL nts/dimensioned  
Showing building setbacks, sign locations



- LEGEND**
- FLOW DIRECTION
  - PROPOSED GRADE
  - EXISTING GRADE
  - SEWER / DRAINAGE MANHOLE
  - DRAINAGE INLET
  - YARD DRAIN BASIN
  - DOUBLE SEWER SERVICE
  - SINGLE SEWER SERVICE
  - FIRE HYDRANT ASSEMBLY
  - TAPPING SLEEVE & VALVE
  - DOUBLE WATER METER
  - SINGLE WATER METER
  - GATE VALVE
  - EXISTING VALVE
  - EXISTING FIRE HYDRANT ASSEMBLY
  - BACTERIOLOGICAL SAMPLING POINT
  - R.C.P. REINFORCED CONCRETE PIPE
  - H.D.P.E. HIGH DENSITY POLYETHYLENE PIPE
  - C.A.P. CORRUGATED ALUMINUM PIPE
  - W.M. WATER MAIN
  - G.V. GATE VALVE
  - F.H. FIRE HYDRANT
  - R.E. RIM ELEVATION
  - I.E. INVERT ELEVATION
  - E.O.P. EDGE OF PAVEMENT
  - P.R.B. POLLUTION RETARDANT Baffle




Signs and sign location information and Enlarged Site Plan  
added by permission of Owner: TT of Sample Inc on 6.20.2025  
by Mark Brechley, Planning Consultant, 3790 Beacon Ridge Way,  
Clermont, Florida 34711, 435-512-6833



## LINCOLN OF COCONUT CREEK

### Site Plan showing Building/Sign Setbacks

DATE:	06/22
DESIGNED BY:	ZT
DRAWN BY:	SG
CHECKED BY:	ZT
	
DATE: 4/16/2024	
ZACHARY TODD, P.E.	
FLORIDA REGISTRATION NO. - 84179	
PROJECT:	2204-31
SHEET:	WS-1