

FORD SIGNAGE  
PLAN VIEW

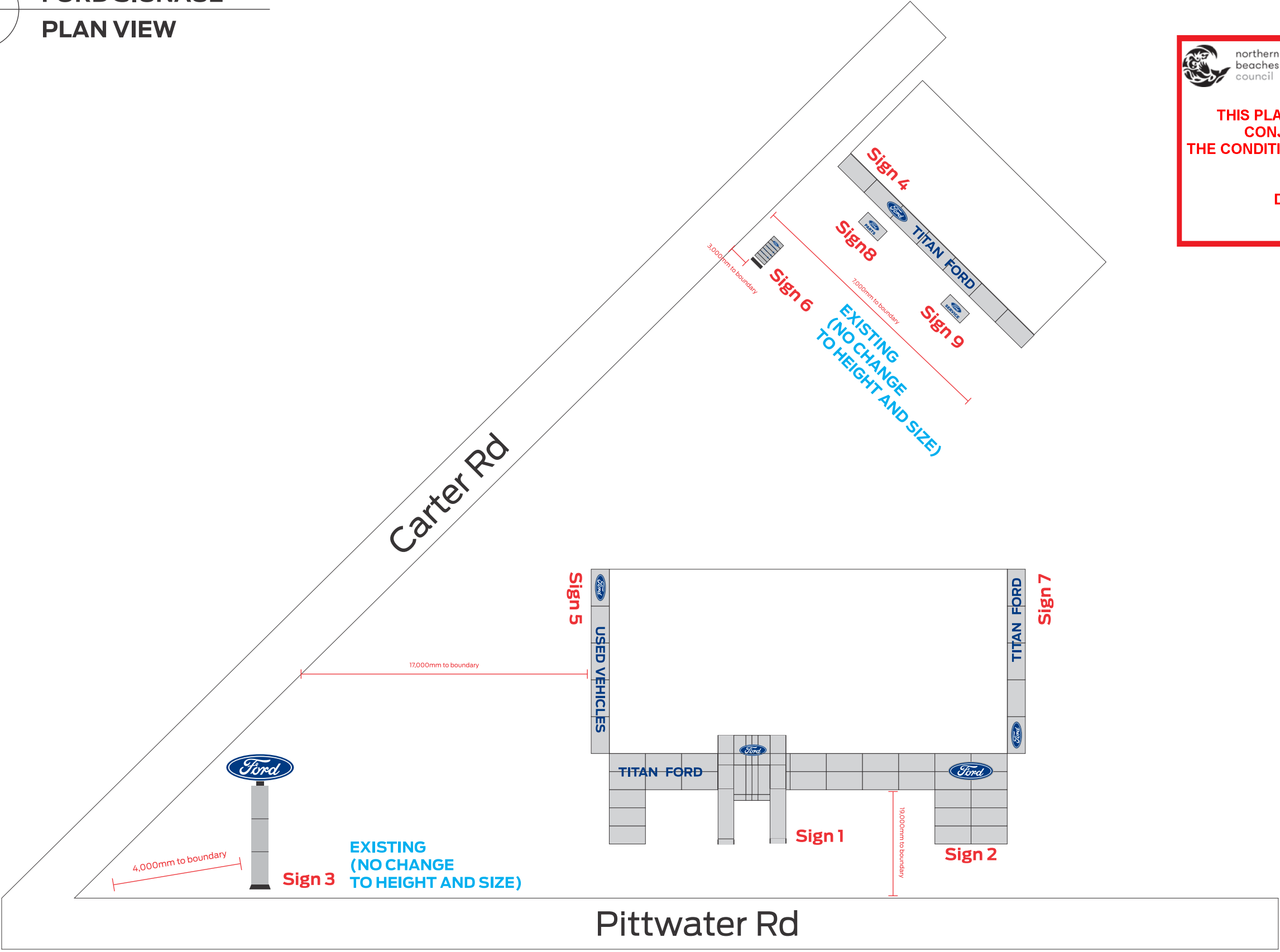
Indicative Only - Refer to DP Plan



northern  
beaches  
council

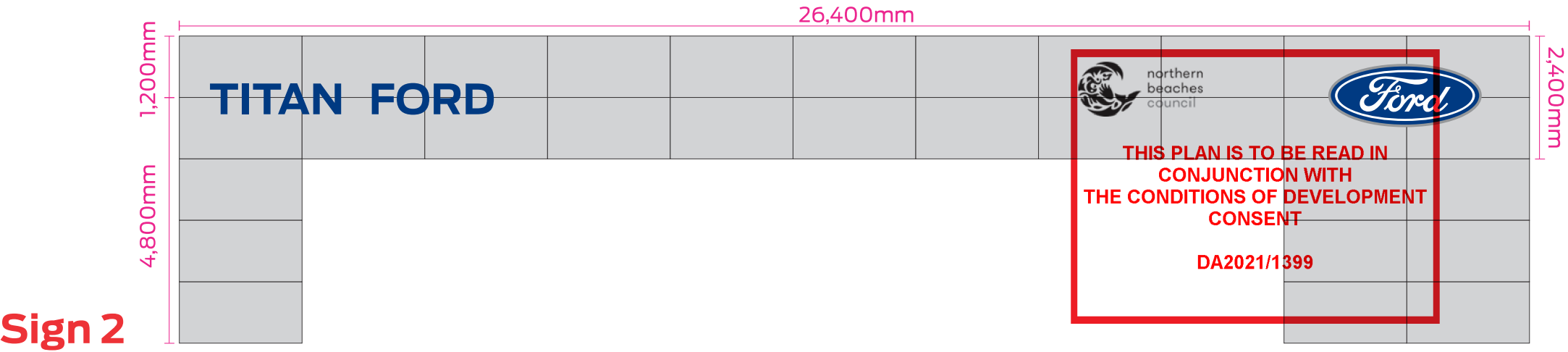
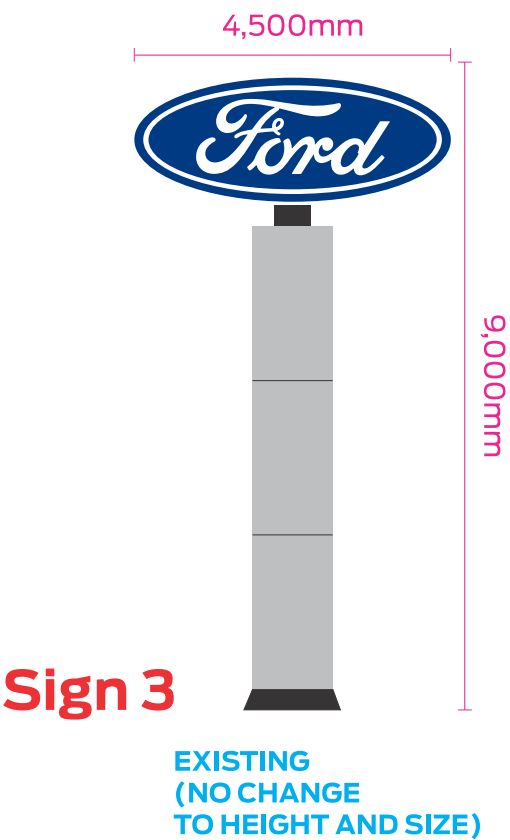
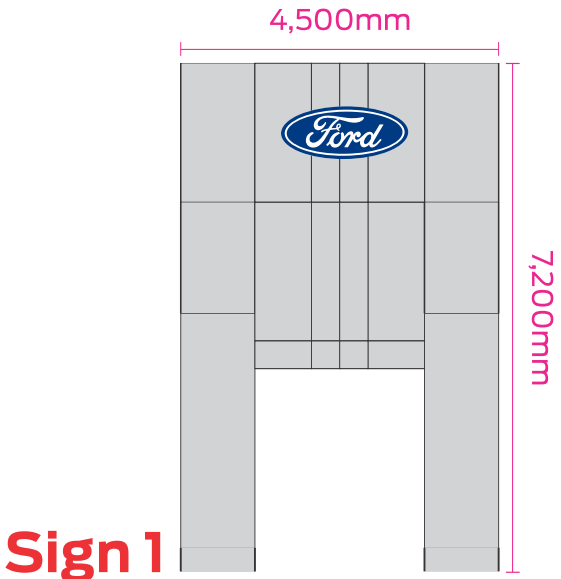
THIS PLAN IS TO BE READ IN  
CONJUNCTION WITH  
THE CONDITIONS OF DEVELOPMENT  
CONSENT

DA2021/1399

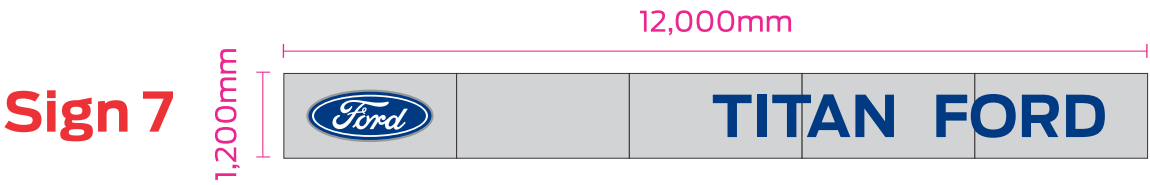
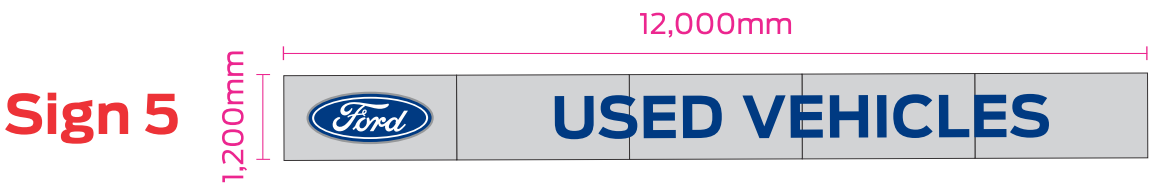
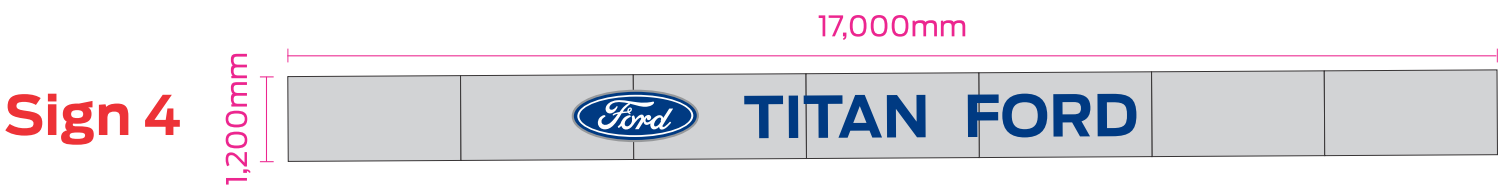
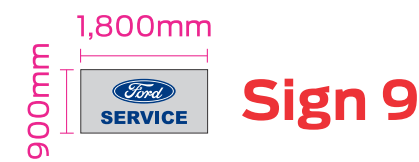
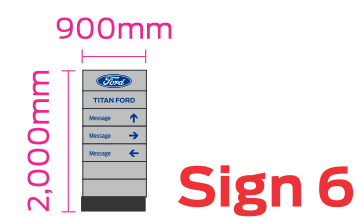




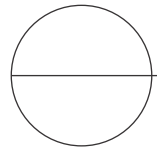
FORD SIGNAGE  
SIGN LIST



EXISTING  
(NO CHANGE  
TO HEIGHT AND SIZE)







## SIGNAGE SPECIFICATIONS

### Dealer Name and Service 3D Letters

- **Materials** - Alucobond Signage with Dealer Name & Service letters on front.
- 100mm deep aluminium letters with Blue Acrylic faces
- Internally LED illuminated
- Attaches directly to existing fascia
- Signage will not extend over windows or other openings

### Ford Logo

- **Materials** – Aluminium oval with Blue Acrylic faces
- Internally LED illuminated
- Attaches directly to existing fascia
- Projects less than 200mm from the wall
- Will not extend over windows or other openings
- Logo identifies the business



## SIGNAGE ASSESSMENT CRITERIA

- The signage is part of the national rollout of the Ford Dealership rebranding program (known as Brand@Retail2), with standard signage elements Australia and world wide.
- Illumination is at the same brightness level as the previous signage.
- Signage illumination timing as per current business operational procedures. 6pm to 6am.
- The signage elements and the dimensions are consistent with other vehicle Dealership signage in Brookvale and the surrounding areas.
- Signage does not impact on any heritage items or conservation areas.

