

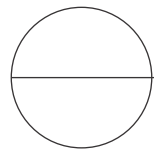
PROPOSED SIGNAGE



EXISTING SIGNAGE







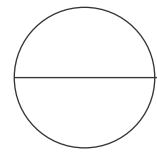
FORD SIGNAGE  
OVERLAY

PROPOSED SIGNAGE



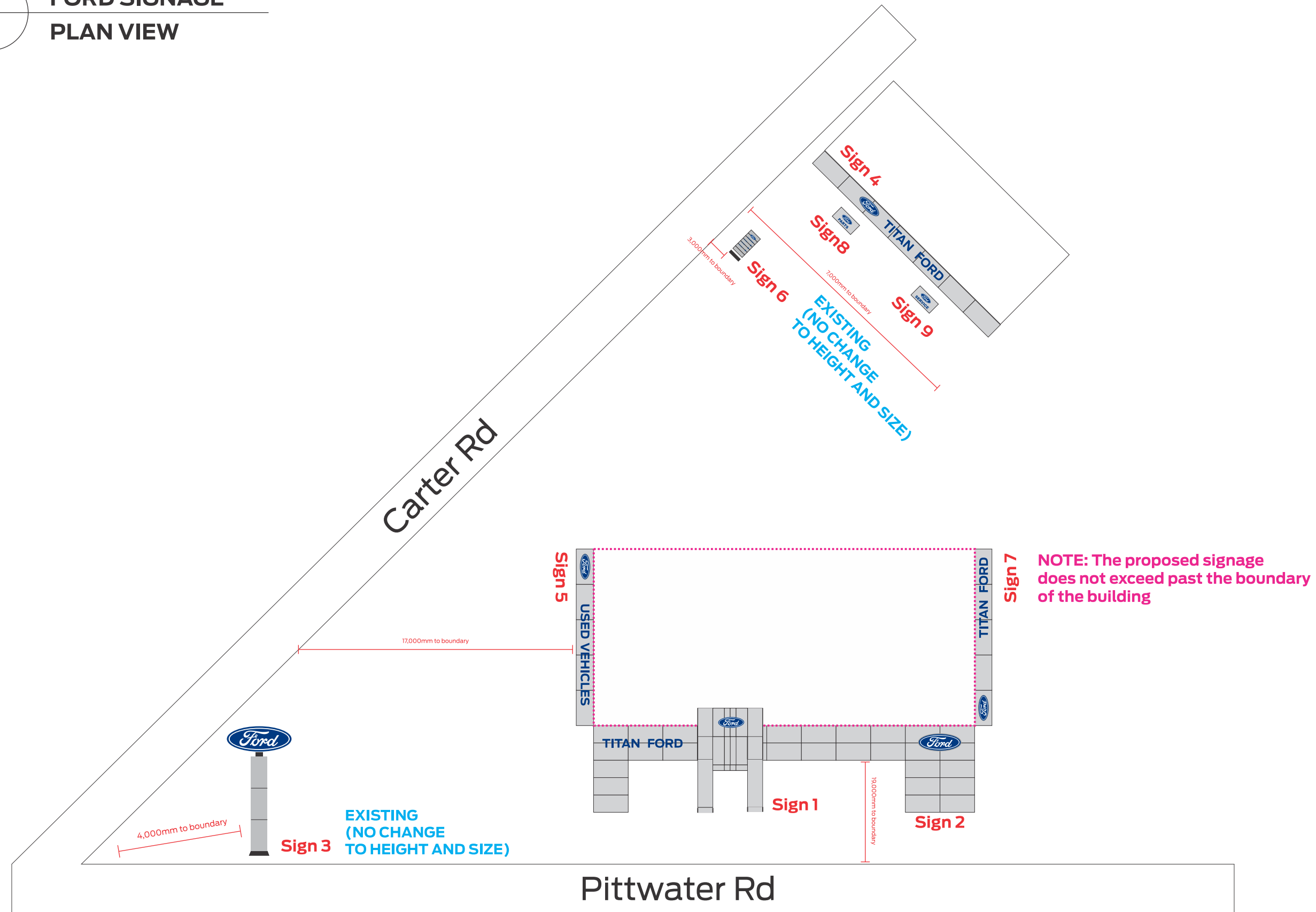
EXISTING SIGNAGE

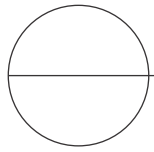




FORD SIGNAGE  
PLAN VIEW

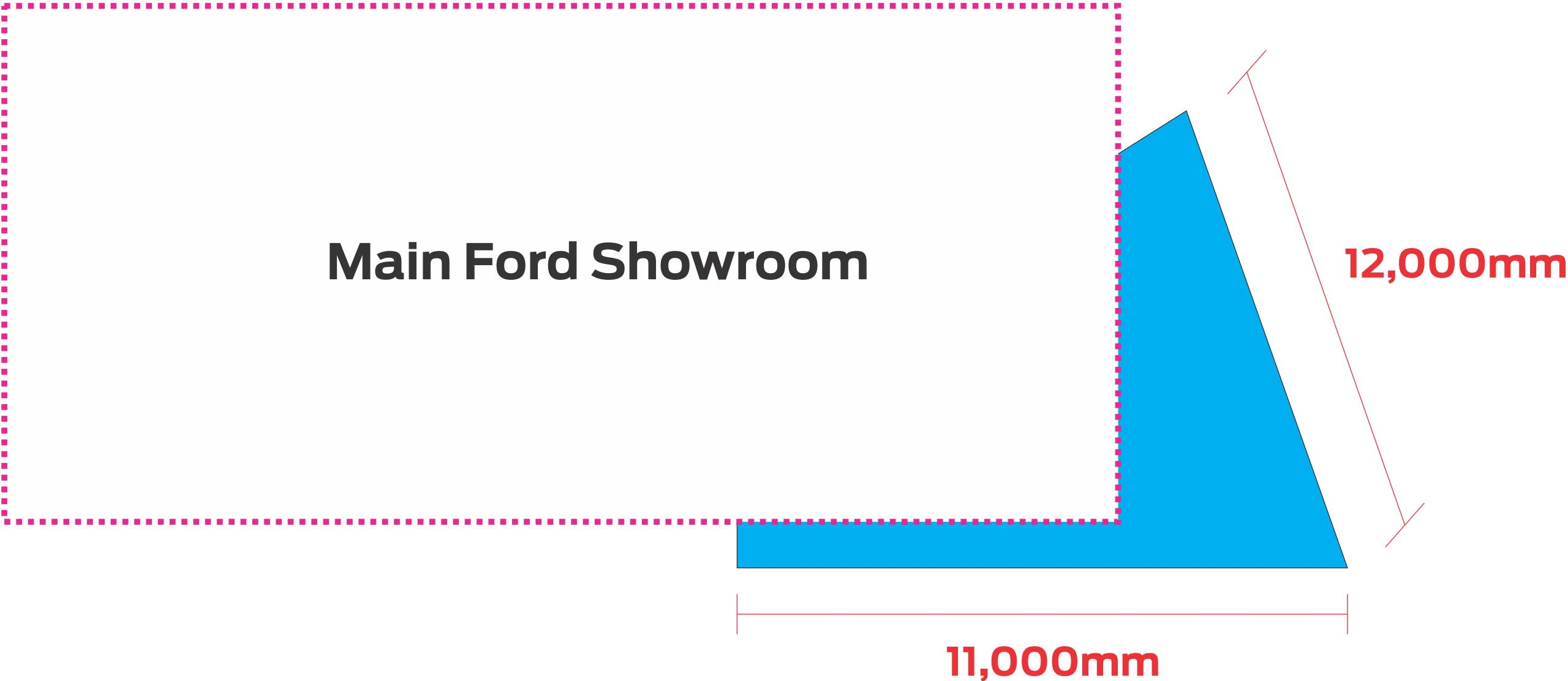
# Indicative Only - Refer to DP Plan



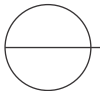


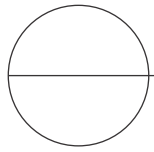
FORD SIGNAGE  
PLAN VIEW

# Floorplan



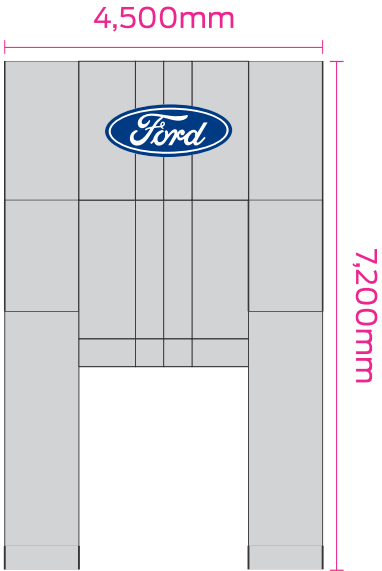
Pittwater Rd



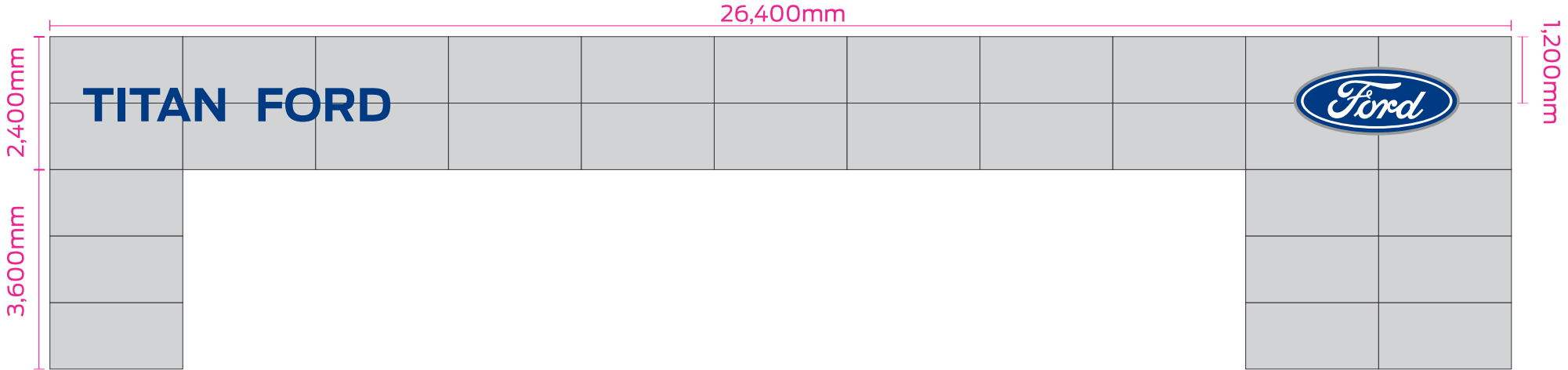


FORD SIGNAGE  
SIGN LIST

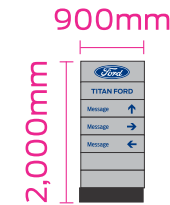
Sign 1



Sign 2



EXISTING  
(NO CHANGE  
TO HEIGHT AND SIZE)

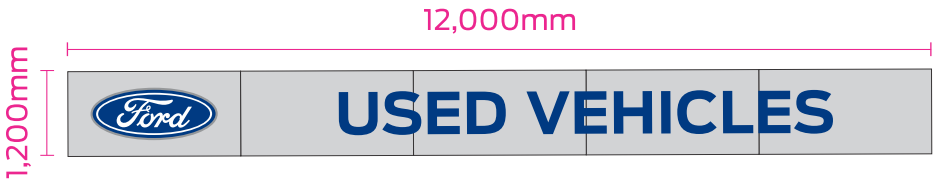


Sign 6

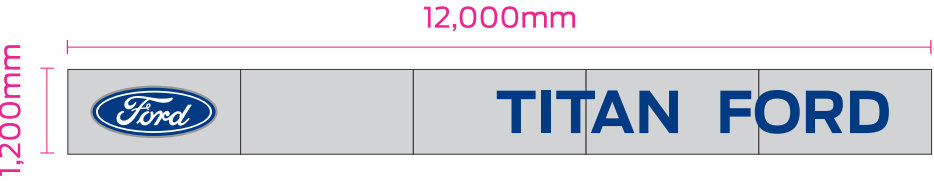
Sign 4



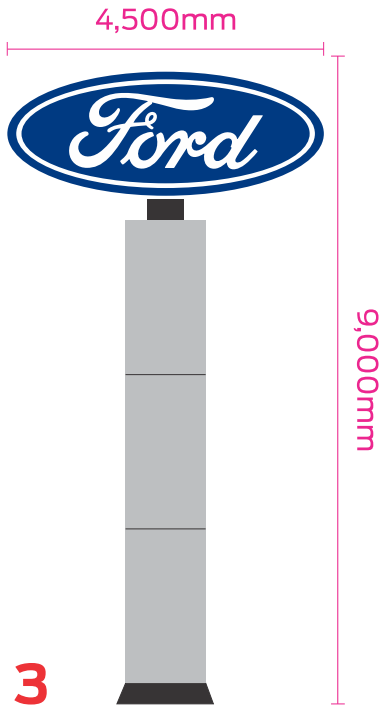
Sign 5



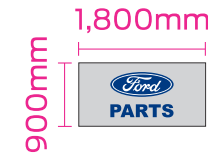
Sign 7



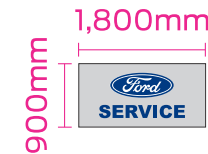
Sign 3



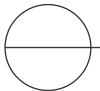
EXISTING  
(NO CHANGE  
TO HEIGHT AND SIZE)



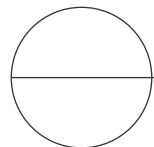
Sign 8



Sign 9







**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

**Brand Leg**

**Materials-** Aluminium Frame, Wrapped on the outside with Alucobond

**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.

