

FORD SIGNAGE PLAN VIEW

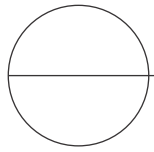
Indicative Only - Refer to DP Plan



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

DA2022/0127





FORD SIGNAGE
PLAN VIEW

Floorplan



north
beaches
council

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CONSENT

DA2022/0127

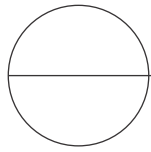
Main Ford Showroom

12,000mm

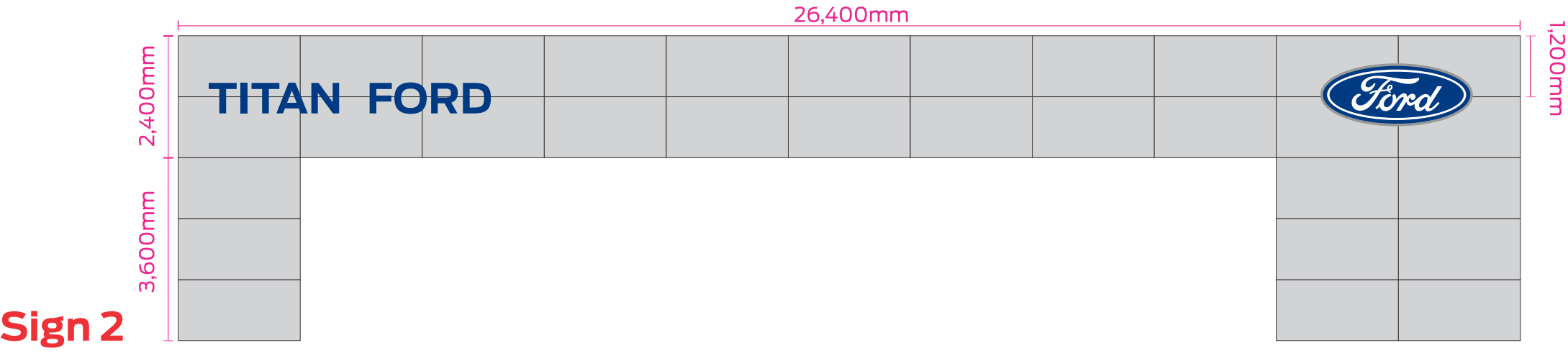
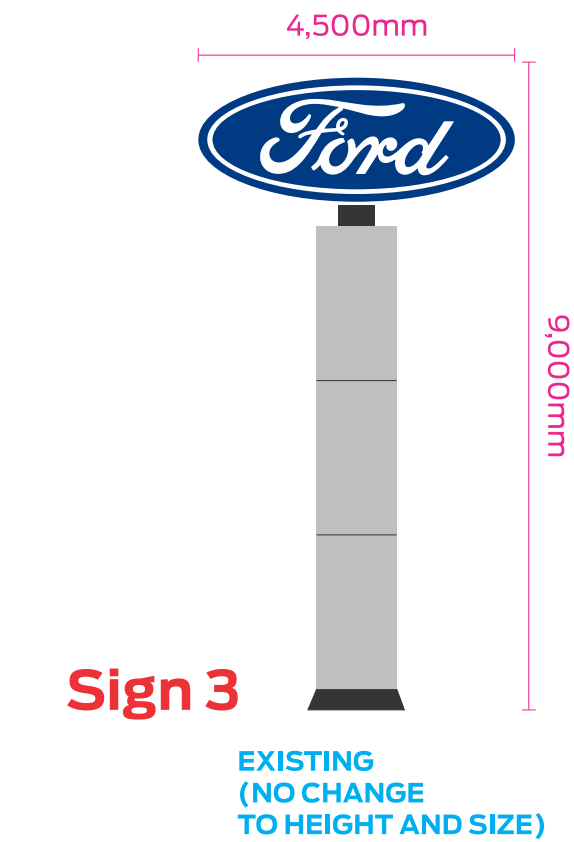
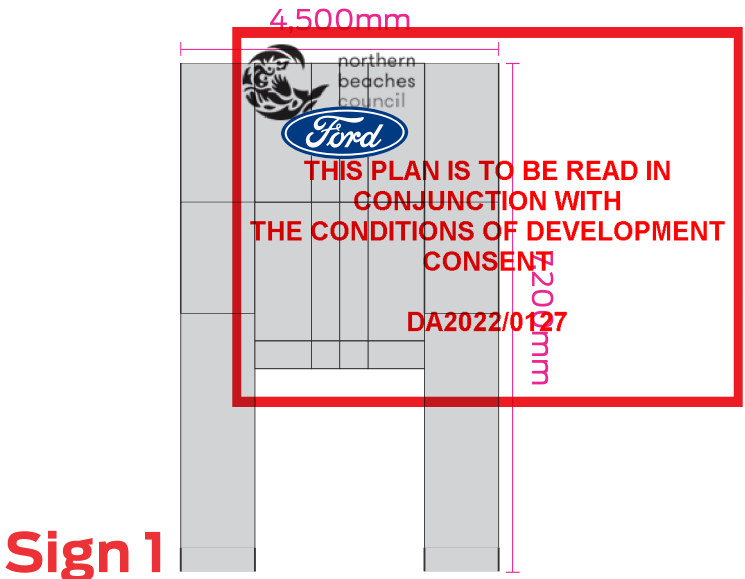
11,000mm

Pittwater Rd

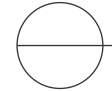
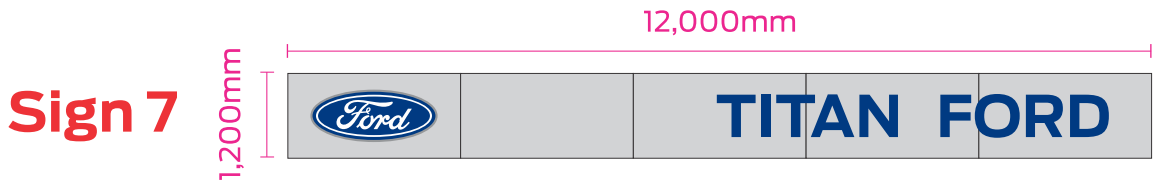
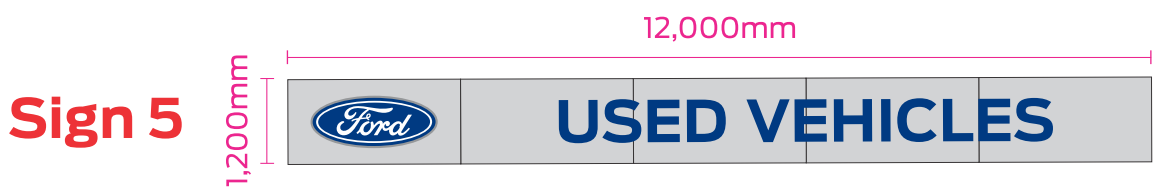
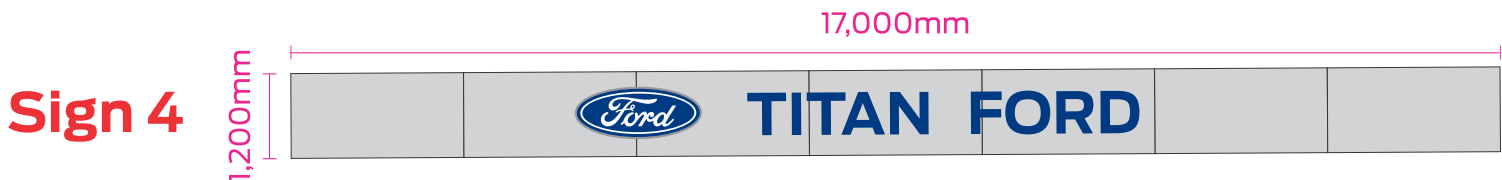
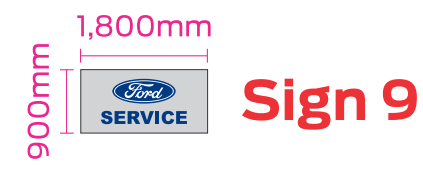
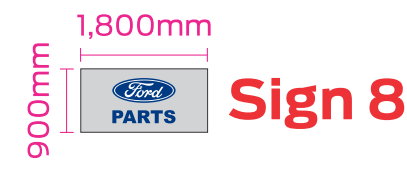


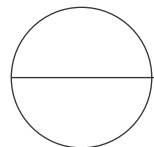


FORD SIGNAGE
SIGN LIST



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

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.

