

Mr Robert Farley,  
Manager strategic Planning  
Council House  
27 St George's Terrace,  
Perth, Western Australia

26<sup>th</sup> August 2016

Dear Mr Farley,

**Re: City Planning Scheme No. 2- Proposed Amendments to Signs Policy**

The Property Council of Australia welcomes the opportunity to provide comment on the City of Perth's proposed amendments to the Signs Policy.

The Property Council of Australia is the peak industry body for the property development and investment sectors in WA. The Property Council's members include many of the building owners and tenants who operate within the CBD and will be impacted by the proposed changes.

The Property Council supports the City of Perth's move to create clearer guidance on appropriate design and location as well as the specialized heritage provisions that will be introduced. The Property council is in favour of a more coordinated approach to signage on buildings creating consistency and certainty for business owners.

**Recommendations**

The Property Council would like to put forward the following recommendations:

- **In regard to section 5.0(a) structure to support signs cannot always be concealed from view, but this should be a requirement at all times where possible**
- **5.0 (e) The City of Perth needs to provide clearer guidance as to the decision making process for heritage buildings and provide clarity as to whether the City of Perth or Heritage Council will make the final decision**
- **6.3 (d) in the case that there is no clear Kerb, the City of Perth should provide clearer guidance for the signs policy for City Malls**
- **7.8(c) the decision to allow only one roof sign or one wall sign at the top of the building to be permitted per building elevation unfairly discriminates between buildings with more than one major tenant; exemptions should be introduced to allow for additional signs for those who occupy enough floor space to be titled a major tenant**
- **8.2, the signs policy surrounding Heritage Buildings appears overly restrictive and would penalize businesses operating within heritage listed buildings**

It is timely that the City is reviewing the Signage Policy to create clearer objectives and provide a more coordinated approach to signage in the City of Perth. To ensure that the proposed changes are effective and supported by industry, the Property Council would like to see the City of Perth include the



recommended changes outlined in this submission. These changes are necessary to deliver the certainty and clarity that the proposed changes aim to achieve.

The Property Council is appreciative of the opportunity to present our submission for the City Planning Scheme No. 2- Proposed Amendments to Signs Policy. We look forward to continuing our dialogue regarding the key priorities outlined in this submission.

Kind regards,

A handwritten signature in black ink, appearing to read "L. Iacomella". The signature is fluid and cursive, with a large initial "L" and a long, sweeping underline.

Lino Iacomella

**Executive Director**