

To: Mr Stephen Tindale  
Chief Executive Officer  
City of Subiaco  
241 Rokeby Road  
Subiaco WA 6008

8<sup>th</sup> October 2014

Dear Mr Tindale

**PROPOSED CHANGES FOR THE SUBIACO TOWN CENTRE**

The Property Council of Australia welcomes the opportunity to provide comment on the new changes proposed for the Rokeby Road and Hay Street streetscapes within the Subiaco Town Centre precinct.

The Property Council of Australia is the peak body representing the property industry. Our members include the broad spectrum of businesses that own property, property developers, building managers and property industry service providers.

The Property Council wishes to commend the City of Subiaco in taking this important step towards revitalising Subiaco as a desirable commercial, retail and residential destination.


Subiaco is an area with a rich history and has long been a much loved community centre with a fantastic sense of culture. Developing the area should not be seen as a threat to this, but instead the way in which it can be made vibrant once more, returning Subiaco to its rightful place as one of the most popular destinations in Perth for both locals and visitors.

With major residential developments in the area being proposed and others, such as on the Australian Fine China site, near completion, the City of Subiaco is in the position to be a bustling metropolitan centre.

Improving the infrastructure, street elements and public open spaces in the heart of Subiaco is a crucial first step in attracting business back to the area, providing those amenities that give residents the quality of life that they are looking for when living in such a suburb.

The Property Council of Australia, on behalf of the property industry, is extending the offer of support and assistance to the City of Subiaco through this revitalisation process. We strongly believe that Subiaco can follow the example of other local government areas that have gone through this process and have become attractive destinations for business once again.

Yours sincerely,

  
Joe Lenzo  
Executive Director

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