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20 May 2014

Penrith City Council
PO BOX 60
PENRITH NSW 2751

**RE: Federation Signage Rebranding – Lennox Village Shopping Centre
1 Pyramid Street, EMU PLAINS**

Dear Sir/Madam,



On behalf of Federation Centres, Diadem is managing the signage re-branding of 39 shopping centres across Australia.

The proposed site documentation included with our application details our proposal to remove the existing Centro name from each business sign in the centre and replace with the new Federation logo.

The proposed new signage is part of a suite of signs designed to ensure graphic consistency, functionality and display clear identification for all Federation Shopping Centre locations. The proposed signage will be updated with a more contemporary and fresh look and in some cases may be rationalised to reduce clutter and improve the appearance of the centre. There will also be greater focus on the centre's locality with the centre name taking more prominence in the signage.

We believe our proposal to upgrade the existing signage at the shopping centre is consistent with council policy and is appropriate for the site. Please find attached permit application, supporting documentation and fee. Could we please request a receipt for the application fee.

We look forward to your response. Should you have any queries, please do not hesitate to contact us.

Sincerely,

diadem | Runesh Gounder

