

**ASSESSMENT OF PROPOSED BUSINESS IDENTIFICATION SIGNAGE
CHAPTER 3 OF THE STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021
– SCHEDULE 5**

**ALDI STORE, GOULBURN
9 CLINTON LANE, GOULBURN (LOT 1 DP 812068)**

8 APRIL 2025

No	Provisions in Schedule 5 of SEPP	Compliance
1	<p>Character of the area</p> <ul style="list-style-type: none"> Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? 	<p>Complies.</p> <p>The proposed business identification signage comprises one external wall sign (non illuminated) and one illuminated under awning sign located on the Auburn Street frontage. The details of the proposed signage are provided below.</p> <ul style="list-style-type: none"> Sign 1 – Wall Sign (Non illuminated) <ul style="list-style-type: none"> The sign will include the ALDI logo and the text, “Entry via Clinton Lane”. The sign will be constructed of aluminium sub frame with a backboard and digitally printed flex face material. The sign will be 2.1m (h) x 6.35m (l), and will comprise a total sign face area of 13.335m². The sign will be situated 0.29m above the street level. The sign will not be illuminated, and will include an anti graffiti coat. Sign 2 – Illuminated Double-Sided Under Awning Sign <ul style="list-style-type: none"> The sign will include the ALDI logo and branding. The sign will comprise a double-sided illuminated polycarbonate face under awning sign, which will hang 0.3m underneath the underside of the awning. The sign will be 0.356m (h) x 1.8m (w) and will comprise a total sign face area of 0.651m². The sign will be situated 2.8m above the street level. The sign will be illuminated and will have an LED wattage of 33 watts. <p>The proposed signage is intended to promote visual identification of the ALDI Store, and serves a functional purpose to assist customers and pedestrians with necessary wayfinding required to locate the ALDI Store entry on Clinton Lane. It is noted that there is no existing signage associated with the ALDI Store on the rear elevation fronting Auburn Street. The proposed signage is compatible with the existing character of the locality as a regional town centre in the E2 Commercial Centre Zone.</p>

No	Provisions in Schedule 5 of SEPP	Compliance
	<ul style="list-style-type: none"> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>Complies.</p> <p>The proposed signage complies with the SEPP in this regard as it:</p> <ul style="list-style-type: none"> - is commensurate to the commercial function of the site; - is consistent with existing signage associated with the ALDI Store in design; - is neat, simple, well presented and will not result in visual clutter, noting there is no existing signage associated with the ALDI Store on the rear elevation fronting Auburn Street; - will not adversely impact the heritage significance of the surrounding Goulburn City Heritage Conservation Area or nearby heritage items, and - will not adversely impact nearby commercial tenancies. <p>Therefore, the proposed signage is considered suitable for the ALDI Store which is located within the E2 Commercial Centre Zone.</p>
2	<p>Special areas</p> <ul style="list-style-type: none"> Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas? 	<p>Complies.</p> <p>The proposal does not detract from the visual quality of the Goulburn City Heritage Conservation Area. The proposed signage is of a high quality design that is consistent with international ALDI branding and design standards, and will not result in visual clutter of the surrounding amenity and the heritage conservation area.</p>
3	<p>Views and Vistas</p> <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? 	<p>Complies.</p> <p>The proposed wall sign and illuminated under awning sign will not obscure or compromise any significant views as the proposed wall sign will be installed against the wall at the street level on the Auburn Street elevation of the ALDI Store. The proposed under awning sign will be installed to the underside of the existing awning, and will hang 0.3m below the underside of the awning so as not to obstruct views to and from the subject building.</p>
	<ul style="list-style-type: none"> Does the proposal dominate the skyline and reduce the quality of vistas? 	<p>Complies.</p> <p>The proposed signage will be located on the street level, and will not dominate the skyline.</p>
	<ul style="list-style-type: none"> Does the proposal respect the viewing rights of other advertisers? 	<p>Complies.</p> <p>The proposed signage will not disrupt the viewing rights of other advertisers on surrounding buildings.</p>

No	Provisions in Schedule 5 of SEPP	Compliance
4	Streetscape setting or landscape <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? 	Complies. <p>The scale, proportion and form of the proposed signage is appropriate for the setting of a commercial development along Auburn Street, which is the main street of Goulburn.</p> <p>The proposal is required to appropriately identify the location of the ALDI Store entry on Clinton Lane.</p>
	<ul style="list-style-type: none"> Does the proposal contribute to the visual interest of the streetscape, setting or landscape? 	Complies. <p>The proposed signage will contribute to an active street frontage and enhance visual interest along Auburn Street, which is the main street of Goulburn. The sign is suitable and contributes appropriately to the commercial nature of ALDI's immediate surroundings.</p> <p>The proposed signage will utilise high quality finishes and is professionally designed.</p>
	<ul style="list-style-type: none"> Does the proposal reduce clutter by rationalising and simplifying existing advertising? 	Complies. <p>The proposed wall sign and illuminated under awning sign is of a high quality design and will deliver signage which appropriately integrates with the architectural features and existing signage of the ALDI Store building. The proposed signage is neat and will not result in visual clutter</p>
	<ul style="list-style-type: none"> Does the proposal screen unsightliness? 	Complies. <p>The proposed signage will maintain the positive visual impact of the building on the public domain along Auburn Street.</p>
	<ul style="list-style-type: none"> Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	Complies. <p>The proposed wall sign will be installed so that it is flush on the wall of the building at the street-level, and the proposed under awning sign will be fixed to the underside of the existing awning, and therefore will not protrude above the building.</p>
5	Site and building <ul style="list-style-type: none"> Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed sign is to be located? 	Complies <p>The proposal is compatible with the relevant characteristics of the building, and will be consistent with existing signage for the ALDI Store. The site is located within the E2 Commercial Centre Zone and the proposed signage serves to communicate the location of the ALDI Store entrance to customers, pedestrians and motorists. The proposed signage remains compatible with the commercial nature of the site location.</p>

No	Provisions in Schedule 5 of SEPP	Compliance
	<ul style="list-style-type: none"> Does the proposal respect important features of the site or building, or both? 	Complies. The proposed signage is designed to be suitably integrated with the architectural features of the ALDI Store, as the proposed under awning sign will be fixed to the underside of the existing awning and the proposed wall sign will be installed so that it is flush on the wall of the building. The proposed wall sign will appropriately identify ALDI's store entrance on Clinton Lane.
	<ul style="list-style-type: none"> Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	Complies. The proposed signage comprising an external wall sign and an illuminated under awning sign will provide engaging and functional signage to assist ALDI customers with necessary wayfinding and building identification. The design of the proposed signage is consistent with the existing signage strategy for the ALDI Store.
6	Associated devices and logos with advertisements and advertising structures <ul style="list-style-type: none"> Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the sign structure on which it is to be displayed? 	Not Applicable. The ALDI logo will be visible on both proposed signs, however the proposal is for business identification signage and is not associated with advertisements or advertising structures.
7	Illumination <ul style="list-style-type: none"> Would illumination result in unacceptable glare? 	Complies. The proposed illuminated under awning sign will not result in a level of unacceptable glare and will comprise an appropriate level of internal illumination.
	<ul style="list-style-type: none"> Would illumination affect safety for pedestrians, vehicles or aircraft? 	Complies. The proposed illuminated under awning sign will not result in flashing lights or light directed toward the direction of motorists or pedestrians, and therefore will not affect the safety of pedestrians, vehicles or aircraft.
	<ul style="list-style-type: none"> Would illumination detract from the amenity of any residence or other form of accommodation? 	Complies. The proposed illuminated under awning sign will not detract from the amenity of any residence or accommodation.
	<ul style="list-style-type: none"> Can the intensity of the illumination be adjusted if necessary? 	Complies. The intensity of the proposed illuminated under awning sign can be adjusted by Technicians if required.
	<ul style="list-style-type: none"> Is the illumination subject to a curfew? 	Complies. It is not proposed for the illumination of the under awning sign to be subject to a curfew.

No	Provisions in Schedule 5 of SEPP	Compliance
8	Safety <ul style="list-style-type: none"> Would the proposal reduce the safety of any public road? 	Complies <p>The proposed sign will not reduce the safety of any surrounding public roads. The nature and design of the proposed illuminated under awning sign will not incorporate flashing lights or visual clutter and will not be a distraction for motorists travelling along Auburn Street.</p> <p>The proposed signage is of an appropriate scale and is characteristic for business identification signage located within the commercial context within the E2 Commercial Centre Zone.</p>
	<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians or bicyclists? 	Complies. <p>The proposal will not reduce the safety of pedestrians or cyclists, and will result in positive road safety outcomes as follows:</p> <ul style="list-style-type: none"> The proposed under awning sign will be internally illuminated with an LED wattage of 33 watts. The proposed illumination of the under awning sign will not include flashing lights. The proposed wall sign will not include any visually distracting materials, colours or text that will cause distractions to pedestrians or vehicles travelling on Auburn Street. The proposed under awning sign will not obstruct important sightlines for motorists towards oncoming traffic, pedestrians, traffic signs and other public safety signage.
	<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	Complies. <p>The proposed under awning sign will not obscure sightlines from any public place and will not reduce the safety of children or pedestrians on Auburn Street.</p>