

8 April 2025

Marina Hollands  
Acting Chief Executive Officer  
Goulburn Mulwaree Council  
Locked Bag 22  
Goulburn NSW 2580

**Attention: Dianne James, Senior Development Assessment Officer**

Dear Ms Hollands

**LODGEMENT OF DEVELOPMENT APPLICATION TO INSTALL NEW BUSINESS IDENTIFICATION SIGNAGE  
FOR THE ALDI STORE  
9 CLINTON LANE, GOULBURN (LOT 1 DP 812068)**

Milestone (AUST) Pty Limited (Milestone) has prepared this Statement of Environmental Effects Report for ALDI Stores (ALDI) to accompany a Development Application to Goulburn Mulwaree Council (Council). This Development Application proposes new business identification signage including a new wall sign and under awning sign located on the north western elevation of the ALDI Store at No. 9 Clinton Lane, Goulburn (Lot 1 DP 812068). The proposed signage will facilitate much required wayfinding for visitors and customers of the ALDI Store travelling along Auburn Street (west elevation) by vehicle, bicycle and foot, and will provide required directions for customers to access the store entry and car park located along Clinton Lane (east elevation).

Included within this Development Application are the following documents for Council's assessment:

- Completed Development Application form via the NSW Planning Portal online.
- Land Owners Consent to lodge the Development Application.
- Completed Cost Summary Report.
- Waste Management Plan prepared by ALDI Stores.
- Architectural Plans prepared by Baxter Richards dated March 2025, including:
  - Site Plan (Drawing No. P25105 DA 01, Rev A) dated 3 March 2025, and
  - Elevations and Sign Details (Drawing No. P25105 DA 02, Rev C) dated 11 March 2025.
- Signage Assessment of Compliance against the *State Environmental Planning Policy (Industry and Employment) 2021* dated 8 April 2025 prepared by Milestone.
- Heritage Impact Statement – Minor Works prepared by Milestone dated 7 March 2025.
- This Statement of Environmental Effects prepared by Milestone.

This submission identifies the site and its context, describes the proposed signage, and provides an assessment of the matters for consideration contained in Section 4.15 of the *Environmental Planning and Assessment Act 1979 (as amended)* (the Act).

**STATEMENT OF ENVIRONMENTAL EFFECTS**

**1. BACKGROUND**

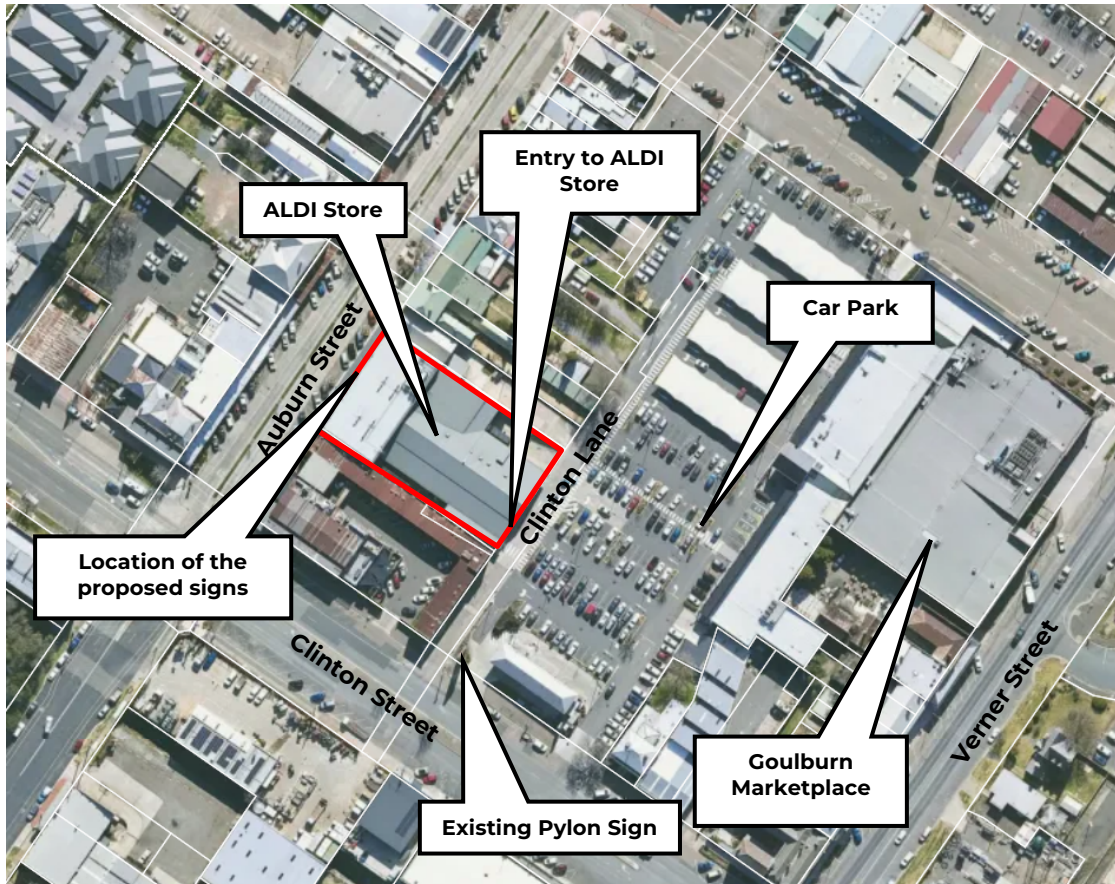
**1.1 Site Description**

The subject site is legally described as Lot 1 DP 812068 and is located at No. 9 Clinton Lane, Goulburn (formerly known as 95 Auburn Street, Goulburn) (Refer to **Figure 1**). The site has a total site area of approximately 2,538m<sup>2</sup>, and has a frontage to Clinton Lane to the south east and a frontage to Auburn Street to the north west (Refer to **Photos 1-3**).

The subject site contains a part single storey building with a two storey part in the western portion of the site fronting Auburn Street. The ALDI Store is situated on the ground floor level of the building, and the entry to the ALDI Store is located on Clinton Lane, on the south eastern elevation of the building. The ALDI Store has associated business identification signage on the front elevation fronting Clinton Lane, and an associated loading dock. The at-grade car parking for the ALDI Store is located on the opposite side of

Clinton Lane. There is existing business identification signage associated with the ALDI Store located on the eastern elevation of the building.

The subject site is not identified as a heritage item under the Goulburn Mulwaree Local Environmental Plan 2009 (LEP 2009), however the site is located within the 'Goulburn City Conservation Area' Heritage Conservation Area according to Schedule 5 of LEP 2009.

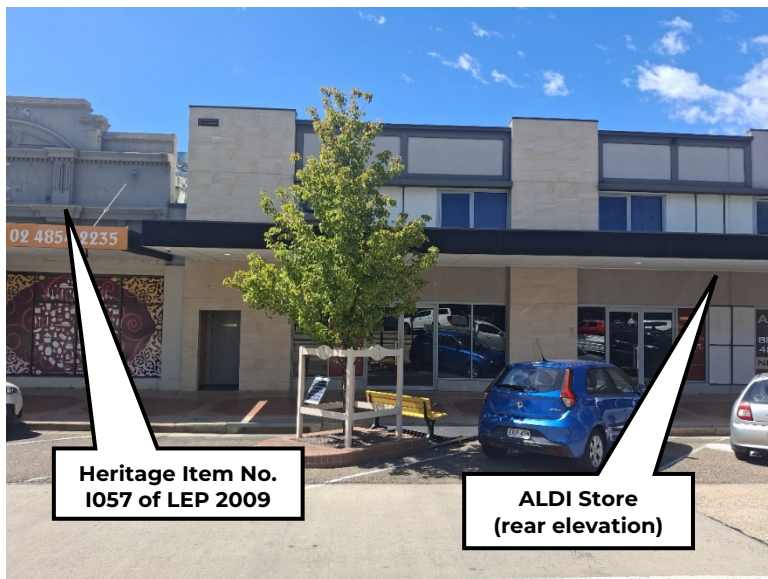


**Figure 1: Aerial Site Map**  
Source: MetroMap, 2025



**Photo 1: View East from Auburn Street; Western (Rear) Elevation of the ALDI Store**  
Source: Baxter Richards, 2025





**Photo 2: View East from Auburn Street; North-Western (Rear) Elevation of the ALDI Store**  
**Source: Baxter Richards, 2025**



**Photo 3: View West from Auburn Street; View of Auburn Street opposite the ALDI Store**  
**Source: Google Maps, 2024**

## 1.2 Site Context

The subject site is located in Goulburn, which is a regional town centre and tourist destination. The thoroughfare of Auburn Street is the main street of Goulburn and comprises commercial and retail development, including boutiques and specialty shops. A large at-grade car park is located to the south east of the site and is accessed by the vehicle entry points on Clinton Street and Verner Street. The ALDI Store is part of the larger 'Goulburn Marketplace' shopping centre, which has a variety of retail and supermarket offerings including a Woolworths and BWS Store. There is an existing business identification sign associated with the ALDI Store located on the freestanding pylon sign for the 'Goulburn Marketplace'. (Refer to **Figure 1**).

The subject site has a north west frontage to Auburn Street, a local road that connects to Clinton Street, which is identified as a State Road on the NSW Road Network Classifications Map. Motorists wishing to connect to the NSW State Road network on Clinton Street travel in a south-west direction along Auburn Street and turn left at the intersection of Auburn Street and Clinton Street.

Situated along both sides of Auburn Street there are local shops, restaurants, cafes and commercial offices.

### 1.3 Previous Consents

#### Development Application No. 2001/0236/DA (Approved the ALDI Store)

Development Application (DA) No. 2001/0236/DA was approved by Council on 11 December 2001 for the *“Establishment of a grocery shop (ALDI Store) & associated advertising signage in an existing building including partial demolition to the rear section of the building fronting Clinton Lane.”*

#### Development Application No. DA/0085/1819 (Approved Signage associated with the ALDI Store)

Development Application No. DA/0085/1819 was approved by Council on 30 January 2019 to *“remove existing sign and install new advertising signage at the existing ALDI Store”*. This DA approved a new digital freestanding sign located in the forecourt of the ALDI Store on the Clinton Lane frontage.

This Development Application was surrendered on 24 June 2019 by Development Application No. DA/0364/1819.

#### Development Application No. DA/0364/1819 (Approved Signage associated with the ALDI Store)

Development Application No. DA/0364/1819 was approved by Council on 24 June 2019 to *“Remove existing sign and installation of a new digital sign.”* This DA approved a new digital sign internally within the airlock area of the ALDI Store facing the south-western boundary of the site, to replace an existing poster sign.

## 2. DESCRIPTION OF THE PROPOSAL

### 2.1 Overview

The proposal comprises the installation of two new business identification signs associated with the ALDI Store, including one wall sign and one under awning sign located on the Auburn Street elevation (north-west elevation).

The ALDI Store and associated car park are only accessible via Clinton Lane (south-east elevation). There is currently no business identification signage associated with the ALDI Store on the rear elevation fronting Auburn Street, and additional signage is required to communicate the location of the ALDI Store entry to the general public. The proposed sign will include the ALDI logo and minimal text for the business identification of the ALDI Store, and will provide much-needed directions to assist motorists and pedestrians travelling along Auburn Street with wayfinding to the ALDI Store entry and associated car park.

This Development Application does not propose any change to the existing building footprint, number of car parking spaces or site operations. All deliveries of goods and the collection of garbage from the site will continue to occur as per existing.

### 2.2 Proposed Business Identification Signage

The details of the proposed business identification signs for the Auburn Street elevation of the ALDI Store are outlined as follows (Refer to **Figure 2**):

- Sign 1 – Wall Sign (Non illuminated)
  - 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 13.335m<sup>2</sup>. 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
  - 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 0.651m<sup>2</sup>. 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.

Refer to the Architectural Plans prepared by Baxter Richards dated March 2025 for further details of the proposed signs.



**Figure 2: North West Elevation – Auburn Street**

**Source: Elevations & Sign Details Plan (Drawing No. DA 02) prepared by Baxter Richards dated 11 March 2025**

## 2.3 Installation

Installation works will be undertaken by suitably qualified contractors. The proposed installation works will result in negligible impact for both pedestrians and vehicles passing the ALDI Store. The proposal does not require the relocation of any site infrastructure.

Council's standard construction work hours are:

- Monday to Friday, 7am-6pm.
- Saturday, 7am-1pm.
- Sunday and Public Holidays, no work.

The installation tasks associated with installing the proposed signs are generally minor, and will not disrupt the operation of the ALDI Store or surrounding businesses along Auburn Street.

## 2.4 Waste Management

### 2.4.1 Construction Waste

The building contractor undertaking the signage installation works will ensure any waste will be removed from the site and disposed of in accordance with the Waste Management Plan prepared and submitted with this Development Application.

Refer to the Waste Management Plan prepared by ALDI Stores.

## 3. STATUTORY PLANNING FRAMEWORK AND ENVIRONMENTAL ASSESSMENT

In accordance with Section 4.15(1) of the Act, the following section provides an appraisal of the proposed development having regard to the statutory planning instruments and development control plans that apply to this site.

### 3.1 Environmental Planning Instruments

#### 3.1.1 State Environmental Planning Policy (Biodiversity and Conservation) 2021

The *State Environmental Planning Policy (Biodiversity and Conservation) 2021* (Biodiversity and Conservation SEPP) applies to the site. Chapter 6 of the Biodiversity and Conservation SEPP relates to development in regulated catchments. The site is located within the Sydney Drinking Water Catchment and is therefore subject to the provisions under Part 6.5, Chapter 6 of the SEPP.

#### Chapter 6, Part 6.5 – Sydney Drinking Water Catchment

Part 6.5, Chapter 6 of the Biodiversity and Conservation SEPP states that development consent must not be granted to development relating to any part of the Sydney Drinking Water Catchment unless the

consent authority is satisfied that the development would have a neutral or beneficial effect on water quality.

***“6.61 Requirement of neutral or beneficial effect on water quality***

*(1) Development consent must not be granted to development relating to any part of the Sydney Drinking Water Catchment unless the consent authority is satisfied the carrying out of the development would have a neutral or beneficial effect on water quality.*

*Note— See the Act, section 3.26(2).*

*(2) For the purposes of determining whether the carrying out of the development would have a neutral or beneficial effect on water quality, the consent authority must, if the development is development to which the NorBE Tool applies, undertake an assessment using the NorBE Tool.*

*(3) The NorBE Tool applies to development requiring development consent under the Act, Part 4, other than State significant development.”*

Given the proposed works pertain to the installation of two business identification signs to the external rear elevation of the existing ALDI Store, there will be no impact on the quality of water flowing into the Sydney Drinking Water Catchment. The proposal is unlikely to have any impact on the quality of water entering the Sydney Drinking Water Catchment. Therefore, the relevant requirements of the Biodiversity and Conservation SEPP are satisfied.

***3.1.2 State Environmental Planning Policy (Industry and Employment) 2021***

Chapter 3 of the *State Environmental Planning Policy (Industry and Employment) 2021* (SEPP Industry and Employment) applies to all signage, which under an environmental planning instrument, can be displayed with or without development consent and which is visible from any public place or public reserve. Part 3.2 under the SEPP Industry & Employment requires that the consent authority prior to granting consent for a signage application consider the consistency of the signage with the SEPP objectives under Section 3.1(1)(a) and the assessment criteria under Schedule 5. The aims and objectives of SEPP Industry and Employment are as follows:

***“3.1 Aims, objectives etc***

*(1) This Chapter aims—*

*(a) to ensure that signage (including advertising)—*

*(i) is compatible with the desired amenity and visual character of an area, and*

*(ii) provides effective communication in suitable locations, and*

*(iii) is of high quality design and finish, ...”*

The proposed business identification signage meets the overall aims and objectives of the SEPP Industry & Employment as set out at Clause 3(1)(a) in that the new wall sign and illuminated under awning sign:

- Are of a high quality design that is consistent with international ALDI Store branding and design standards.
- Is scaled appropriately for external signage which will be visible from the road and pedestrian footpath along Auburn Street, in order to assist customers with business identification and wayfinding.
- Is suitable for an essential supermarket use within the larger E2 Commercial Centre Zone.
- Is commensurate with the amenity and commercial character of Auburn Street and does not create visual clutter within the pedestrian footpath along Auburn Street, noting there are no signs along this frontage for the ALDI Store.
- Will not have an adverse impact on the amenity or commercial character of the surrounding area.
- Is of a high-quality design and finish which complements the features of the subject building and does not detract from the significance of the surrounding ‘Goulburn City Conservation Area’ Heritage Conservation Area.

The proposed external wall sign and illuminated under awning sign is of a high-quality design standard that is consistent with international ALDI branding and design standards. An assessment of the proposed business identification signage against the assessment criteria listed in Schedule 5 of SEPP Industry & Employment has been undertaken by Milestone, and has shown that there is no barrier under the Industry & Employment SEPP to Council approving the proposed business identification signs.

### 3.1.3 Goulburn Mulwaree Local Environmental Plan 2009

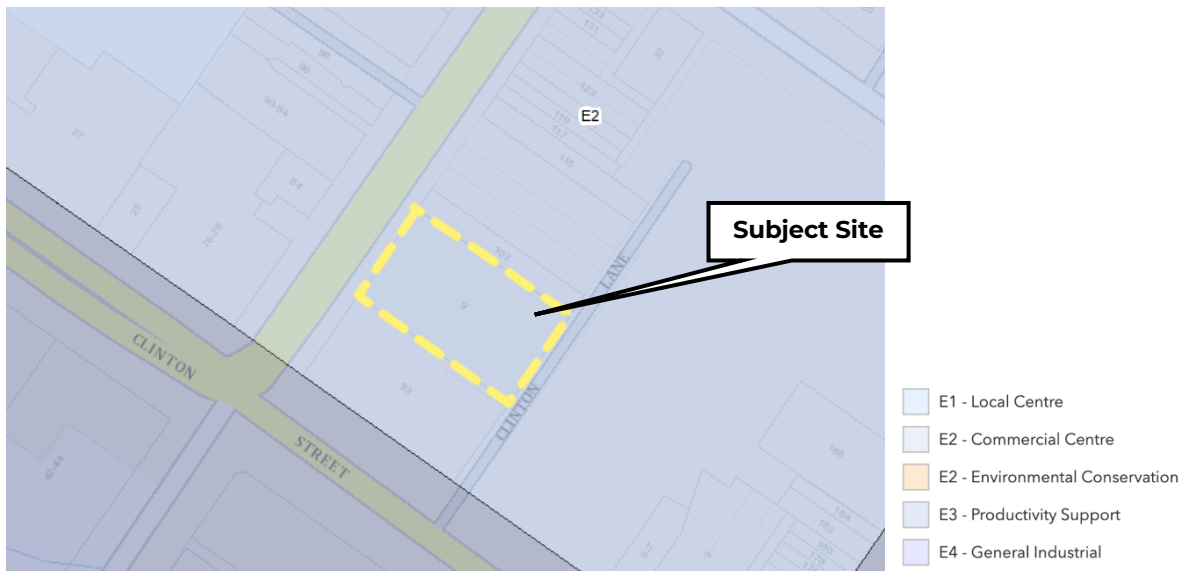
#### Zoning and Permissibility

The ALDI Store is located in the E2 Commercial Centre Zone within the *Goulburn Mulwaree Local Environmental Plan 2009* (LEP 2009) (Refer to **Figure 3**). The proposed external wall sign and illuminated under awning sign is ancillary to the approved ALDI Store, which is defined as a retail premises and is permissible with development consent.

The proposal will directly support the ALDI Store use and complement the signage for surrounding businesses along Auburn Street. The proposed signage is consistent with the objectives of the E2 Commercial Centre Zone, and will contribute to an active street frontage and enhance the vibrancy of Auburn Street.

- ***“To strengthen the role of the commercial centre as the centre of business, retail, community and cultural activity.***
- ***To encourage investment in commercial development that generates employment opportunities and economic growth.***
- ***To encourage development that has a high level of accessibility and amenity, particularly for pedestrians.***
- ***To enable residential development only if it is consistent with the Council's strategic planning for residential development in the area.***
- ***To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.***
- ***To reinforce the status of Goulburn as a regional centre.***
- ***To ensure the scale and density of development complements the desired future character of the commercial centre.***
- ***To protect the historic importance of Goulburn central business district and the integrity of Goulburn's historic built form.***
- ***To promote the vitality and vibrancy of the Goulburn central business district during the day and evening.”***

The proposed signage is therefore permissible with development consent within the E2 Commercial Centre Zone under LEP 2009.



**Figure 3: Land Zoning Map**  
**Source: Goulburn Mulwaree LEP 2009**

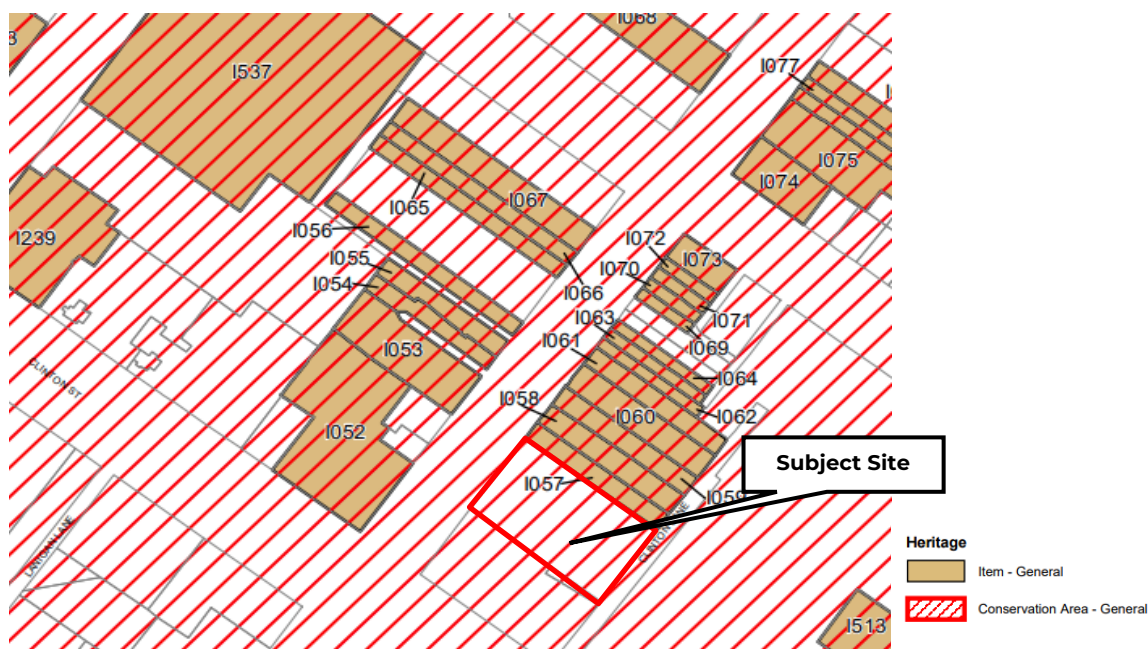
#### Clause 5.10 – Heritage Conservation

The site is located within the Goulburn City Heritage Conservation Area pursuant to Schedule 5 of LEP 2009 (refer to **Figure 4**). Several heritage items are located within the vicinity of the site including:

- Shops - 1057, 1058, 1059, 1060, 1061, 1062, 1063 and 1064 Auburn Street, directly adjoining the subject site to the north east.
- “Tattersall’s Hotel” - 1052 and Shops – 1053, 1054, 1055 and 1056 Auburn Street, opposite the subject site on the opposite side of Auburn Street.



The proposal comprises the installation of two business identification signs to the north western elevation of the existing ALDI Store, and will not result in any adverse impacts on the nearby heritage items or the surrounding heritage conservation area. The proposal is limited to the installation of two signs which are required for pedestrian wayfinding and is minor in nature. The proposal is deemed appropriate given the context of the site within an established commercial centre which extends along Auburn Street, and will not result in any adverse impacts on the nearby heritage items or the surrounding heritage conservation area.



**Figure 4: Heritage Map**  
Source: LEP 2009

Refer to the Heritage Impact Statement – Minor Works dated 7 March 2025 submitted with this DA, which concludes that from a heritage perspective, the extent of the proposed erection of signage is relatively minor and will have minimal impact to the heritage significance of the Goulburn City Heritage Conservation Area. Therefore, the proposed business identification signs are acceptable from a heritage perspective.

#### 3.1.4 Goulburn Mulwaree Development Control Plan 2009

An assessment of the relevant provisions contained within the Goulburn Mulwaree Development Control Plan 2009 (DCP 2009) which relate to the proposed signage is outlined below.

#### 3.2 - European (non-indigenous) Heritage Conservation

The site is located in a European (non-indigenous) Heritage Conservation Area and several heritage items are located near the site. The proposal is minor and relates to the installation of business identification signage to assist with customer business identification and wayfinding. Therefore, the proposal will not impact the heritage significance of the heritage conservation area or nearby heritage items.

#### 6.4 - Advertising and Signage

The proposed signage will achieve compliance with the relevant controls outlined in Section 6.4 of DCP 2009. Refer to **Table 1** for an assessment of the proposal against Section 6.4 of DCP 2009.

**Table 1: Assessment of Proposed Signage against Section 6.4 of DCP 2009**

Control	Comment
<b>6.4.1 Amenity</b>	
Materials, colours and placement of signs to be compatible with the existing building and streetscape – where available and suitable use existing materials, colours and placements.	<b>Complies.</b>  The colours and materials of the proposed signage are consistent with the general ALDI branding design that is utilised for existing signage located on the front elevation of the building. The proposed signage is respectful and



	compatible with the existing commercial and heritage streetscape along Auburn Street.
Advertisements above awning level are not permitted except where the design of the building incorporates an advertising panel.	<b>Not Applicable</b>
Designers will need to compromise on matters of corporate design where it is unsuitable in a particularly sensitive area, i.e. Heritage Conservation Area. The compromise may include lighter/softer shades, reduced signs different manufacturing techniques or the like.	<p><b>Complies.</b></p> <p>The main purpose of the proposed signage is to provide appropriate visual identification of the ALDI Store along Goulburn's main thoroughfare, and facilitate wayfinding for customers and pedestrians.</p> <p>The design of the proposed signage is in keeping with the existing signage for the ALDI Store in logo, branding and colours. Therefore, the proposed external wall sign and illuminated under awning sign is considerate of the surrounding Heritage Conservation Area and will not detract or adversely impact the heritage significance of the existing streetscape along Auburn Street.</p>
Retain any significant (including previous) signs that are fixed to and or part of the building and recognisable as part of an historic building.	<p><b>Not Applicable.</b></p> <p>The proposal does not include the removal of any existing signage associated with the ALDI Store.</p>
<b>6.4.2 Design</b>	
<p>a) Bulk, scale, shape and size</p> <ul style="list-style-type: none"> <li>conforms to the desired future character of the area and does not dominate the streetscape or view</li> <li>complements the character, architectural design and period of construction of the building and surrounding buildings. For example signs should either be placed on windows, near entrance doors to the retail facility on panels defined using the grid analysis or on an appropriate architectural element such as a podium, pier or pole</li> <li>signs shall not extend beyond the dimensions of the building (or features they are mounted on in terms of width or length, e.g. awning fascia)</li> <li>be simple, clear and efficient and to a professional standard to inspire confidence in the business or product advertised</li> <li>not be visually spoiled by the method of providing electrical services to the sign</li> </ul>	<p><b>Complies.</b></p> <p>The size and scale of the proposed wall sign is considered appropriate for the commercial context of the site, and has been designed to serve a functional purpose to promote wayfinding for drivers, cyclists and pedestrians travelling along Auburn Street who are unaware of how to access the ALDI Store located on Clinton Lane.</p> <p>The proposed signage comprises simple and clear wording and identifiable branding associated with the ALDI Store, and does not dominate the streetscape or any views to or from Auburn Street. Therefore, the size and scale of the proposed signage is considered acceptable.</p>
<p>b) Number of signs</p> <p>Fewer signs are encouraged in the interests of reducing clutter, improving amenity and improving sign efficiency – as with too many signs the message is lost in the clutter.</p>	<p><b>Complies.</b></p> <p>The proposal seeks approval for the installation of two business identification signs which are required for necessary business identification and wayfinding along Auburn Street, and will not result in visual clutter. It is noted that there are no signs along Auburn Street for the ALDI Store.</p>
c) Colour, lettering and illumination for heritage buildings	<b>Not Applicable.</b>
<p>d) Contemporary buildings and corporate signs</p> <p>Modern signs are appropriate for modern buildings, however the objectives outlined are applicable. Signs on modern buildings must consider their impact on adjacent properties and the streetscape.</p>	<p><b>Complies.</b></p> <p>The proposed signage complements the commercial style and nature of the subject building and the surrounding buildings. The proposed wall sign will include the ALDI logo and minimal text for the business identification of the ALDI Store, and is of a modern, high quality design which complements the features of the subject building and surrounding buildings. The proposed illuminated under awning sign has a minor sign face area of 0.641m<sup>2</sup>, which will not adversely impact the surrounding commercial streetscape along Auburn Street.</p>

<p>e) Traffic safety</p> <p>Advertisements shall be designed so that they will not:</p> <ul style="list-style-type: none"> <li>• obscure or interfere with road traffic signs</li> <li>• obscure or interfere with vehicle vision</li> <li>• distract drivers at intersections, level crossings or bends</li> <li>• vary or move the intensity of the illumination</li> <li>• issue traffic instructions, e.g. use of the words halt, stop or imitate traffic signs</li> <li>• project over the boundaries of a classified road</li> <li>• a sign must not be nailed or similarly fixed to a tree or street light pole</li> </ul>	<p><b>Complies</b></p> <p>The proposed signage is located at the Auburn Street frontage of the existing ALDI Store and comprises an external wall sign (not illuminated), and an illuminated under awning sign. The proposed illuminated under awning sign will have a low level of illumination which can be controlled as required, and will not obstruct or cause interference with drivers, vehicle vision or road traffic signs.</p>
<p><b>6.4.4 SEPP 64 Assessment</b></p>	
<p><b>Complies.</b></p> <p>A full assessment of the proposed signage against the criteria listed in Schedule 5 of the Industry and Employment SEPP has been undertaken by Milestone and submitted with the DA. The assessment has shown that there is no barrier under the Industry &amp; Employment SEPP to Council approving the proposed business identification signs.</p>	

### 3.2 Section 4.15(1) of the Environmental Planning and Assessment Act 1979

Section 4.15(1) of the Act requires the following matters be considered in the assessment of the proposed development.

3.2.1 *Impact of the development including the environmental impact of the development on both the natural and built environment and social and economic impacts on the locality.*

#### Visual Impact

The proposal will facilitate high quality business identification signage, including an external wall sign and an illuminated under awning sign which visually identifies the ALDI Store and will provide much-needed directions to assist pedestrians and motorists to both identify the retail offer and access the ALDI Store entry and car park on Clinton Lane. The proposed signage is of an appropriate size and form which complements the building and is suitable for a site located within an established commercial centre which extends along Auburn Street. In addition, the proposal has been designed to minimise visual clutter and to appropriately identify the business given the site context. The proposal does not detract from the existing heritage streetscape character and will positively contribute to the commercial character of the E2 Commercial Centre zone.

The proposed illuminated under awning sign comprises the ALDI logo and branding, and will enhance the existing business identification for the ALDI Store on the rear north west elevation of the building. The proposal will also enhance visual interest and articulation at the street level along Auburn Street, and offers a visual improvement to the rear elevation of the store via coordinated signage for the ALDI Store.

The location of the proposed under awning sign will not interfere with any important views or have any adverse visual impact on the streetscape along Auburn Street.

#### Social and Economic impacts

The proposed development seeks the installation of two new business identification signs including an external wall sign and an illuminated under awning sign to increase public awareness and assist with customer wayfinding for the ALDI Store. There are further positive economic impacts associated with the proposed business identification signage, through the promotion of Auburn Street as the main street in Goulburn for shopping and tourism.

The proposed development will have a positive economic impact by providing employment associated with the installation of the proposed signs as well as facilitate customer wayfinding to support the ongoing use of the ALDI Store.

#### Heritage Impact

The Heritage Impact Statement – Minor Works prepared by Milestone dated 7 March 2025 outlines that the proposed signage will not adversely impact the heritage significance of the Goulburn City Heritage Conservation Area or surrounding heritage items. The proposed signage is of a high quality design and

standard that will be consistent with the existing signage for the ALDI Store, and will contribute to the positive visual impact of the existing ALDI Store.

### Natural and Built Environment

As demonstrated by this assessment, the proposed development does not give rise to any adverse environmental impacts on the natural or built environment. The location of the proposed signs will not interfere with any important views or have any adverse visual impact on the existing commercial streetscape along Auburn Street. The proposed signage will sit comfortably within the commercial and heritage streetscape along Auburn Street.

### Road Safety Impact

The proposed business identification signs will result in positive road safety outcomes as follows:

- The proposed under awning sign will be internally illuminated with an LED wattage of 33 watts and does not involve light positioned toward the direction of motorists.
- The proposed illumination of the under-awning sign will not include flashing lights.
- The proposed wall sign and under awning 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.

On this basis, the proposed business identification signs will not distract motorists at critical decision-making points in association with the operation of the traffic lights at the intersection of Auburn Street and Clinton Street.

### *3.2.2 Suitability of the Site for the Development*

The provision of business identification signage on the ALDI Store is required to visually identify the ALDI Store to pedestrians, cyclists and motorists travelling along Auburn Street, and direct customers to the entry of the ALDI Store on Clinton Lane. The approved use of the building as an ALDI Store will not change as a result of the proposal. The proposed signage will enhance the aesthetic appearance of the building by provision of high quality signage which is suitable within the established commercial context, and will not result in any adverse impacts to the heritage significance of the Goulburn City Heritage Conservation Area.

Therefore, the proposal is considered suitable for the subject site.

### *3.2.3 Any submissions made in accordance with the Act or Regulation*

The proposed development will be publicly notified in accordance with Section 1.7 of DCP 2009. The proponent will address any relevant matters raised by any submissions.

### *3.2.4 The Public Interest*

The proposed business identification signage is essential to provide appropriate visual identification of the ALDI Store along the main street of Goulburn, and provide necessary directions for customers and visitors including pedestrians and motorists travelling along Auburn Street to locate the ALDI Store entry on Clinton Lane. The proposed signage will not result in visual clutter, and will visually improve the rear elevation of the ALDI Store fronting Auburn Street by providing high quality signage. Further, the proposed signage will enhance the vibrancy of Auburn Street in accordance with the objectives of the E2 Commercial Centre Zone, which is in the public interest.

## **4. CONCLUSION**

This Development Application seeks Council's consent to install two new business identification signs including a new wall sign and illuminated under awning sign on the rear elevation of the ALDI Store located at No. 9 Clinton Lane, Goulburn. The proposed signs are required to appropriately identify the ALDI Store and facilitate necessary wayfinding for customers and visitors including both pedestrians and motorists travelling along Auburn Street, to enable them to locate and access the ALDI Store entry on Clinton Lane.

The proposal has been assessed against the applicable planning framework and achieves a high level of compliance with the relevant provisions of the *Goulburn Mulwaree Local Environmental Plan 2009*, the

*Goulburn Mulwaree Development Control Plan 2009, and Chapter 3 of the Industry and Employment State Environmental Planning Policy 2021* in relation to advertising and signage. The proposed signage is considered suitable for the following reasons:

- The continued use of the site as a commercial premise with associated business identification signage is permissible with consent within the E2 Commercial Centre Zone;
- The proposed signage is appropriate in context of the existing approved ALDI Store;
- The proposed signage will provide effective business identification associated with the ALDI Store on the subject land;
- The proposed signage will serve a functional purpose to provide wayfinding for cyclists, pedestrians and motorists wishing to access the ALDI Store entry and car park on Clinton Lane;
- The proposal will contribute to the positive visual outcome of the ALDI Store building by way of a high quality and consistent signage, and is reasonable considering the site context and surrounding commercial premises;
- The proposed signage will not have any adverse impacts on traffic or road safety;
- The proposed signage will have an acceptable impact on the Goulburn City Heritage Conservation Area and to the adjoining heritage item; and
- There are no unreasonable off site impacts associated with the proposed development.

Should you require further clarification regarding this matter, please do not hesitate to contact the undersigned.

Yours sincerely

**Milestone (AUST) Pty Limited**



**Isabella Araullo**  
**Senior Planner**



**Lisa Bella Esposito**  
**Director**

*Encl.*