

Online Comment

Application H16-0790-21
Location 32-33 Hall Place Spalding PE11 1SG
Proposal Proposed Signage

Name Spalding & District Civic Society
Address Mr Robert West 94 Spalding Common Spalding PE11 3AU

Date Submitted 28-07-21
For/Against Comments

As the site is in the primary shopping area and the conservation area and is designated as a primary shopping front by policy 26 of the South East Lincolnshire Local Plan, we would like more detail as to how the applicant intends to make use of the shop display windows as the application is silent on this. The justification for policy 26 highlights the risks of clustering of non A1 frontages can create dead frontages thereby having an effect on footfall. This particular part of Hall Place already has a number of non A1 frontages in the form of a bank, an employment agency and is also opposite a building society and another bank.

We also refer to policy 29. This requires proposals to assess and mitigate against, any negative impact the proposal might have on the townscape. The applicant has not made that assessment and we therefore would like to the applicant to make that assessment and clarify the proposals for the display windows.

In the absence of such assessment and statement of mitigation, we feel that a condition should be considered to ensure that the windows are not blanked out by any form of vinyl advertising which would be detrimental to this prime area of the town and to the conservation area as a whole.