

Online Comment

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

Name Greg Watkinson
Address Conservation Officer

Date Submitted 23-08-21
For/Against Comments

From a Conservation perspective, I do not feel that the proposed signage is appropriate in design and construction for the Conservation Area setting, especially in such a prominent portion of the primary shopping area of Spalding.

The proposed restoration of the pilaster details and the avoidance of direct application vinyl is appreciated. However, I believe that cumulatively, the modern, somewhat characterless design of the signage and the bold, bright colour scheme (notwithstanding the black background) are at odds with the aims of Policy 29 of the South East Lincolnshire Local Plan, in that they do nothing to assist in the enhancement of the character and distinctiveness of the Spalding townscape. A more carefully considered, heritage focussed proposal, that was commensurate with the Conservation Area would be far more preferable.

Additionally, I note that it is proposed that the signage would be internally illuminated, which is again, at odds with the standard of the conservation area. Apart from in exceptional circumstances, internally illuminated signage is not generally considered to be appropriate for signage in a conservation area owing to the fact that it completely alters and modernises the character of a townscape, especially at night. As such, I would suggest that any successful proposal should only include external illumination methods.