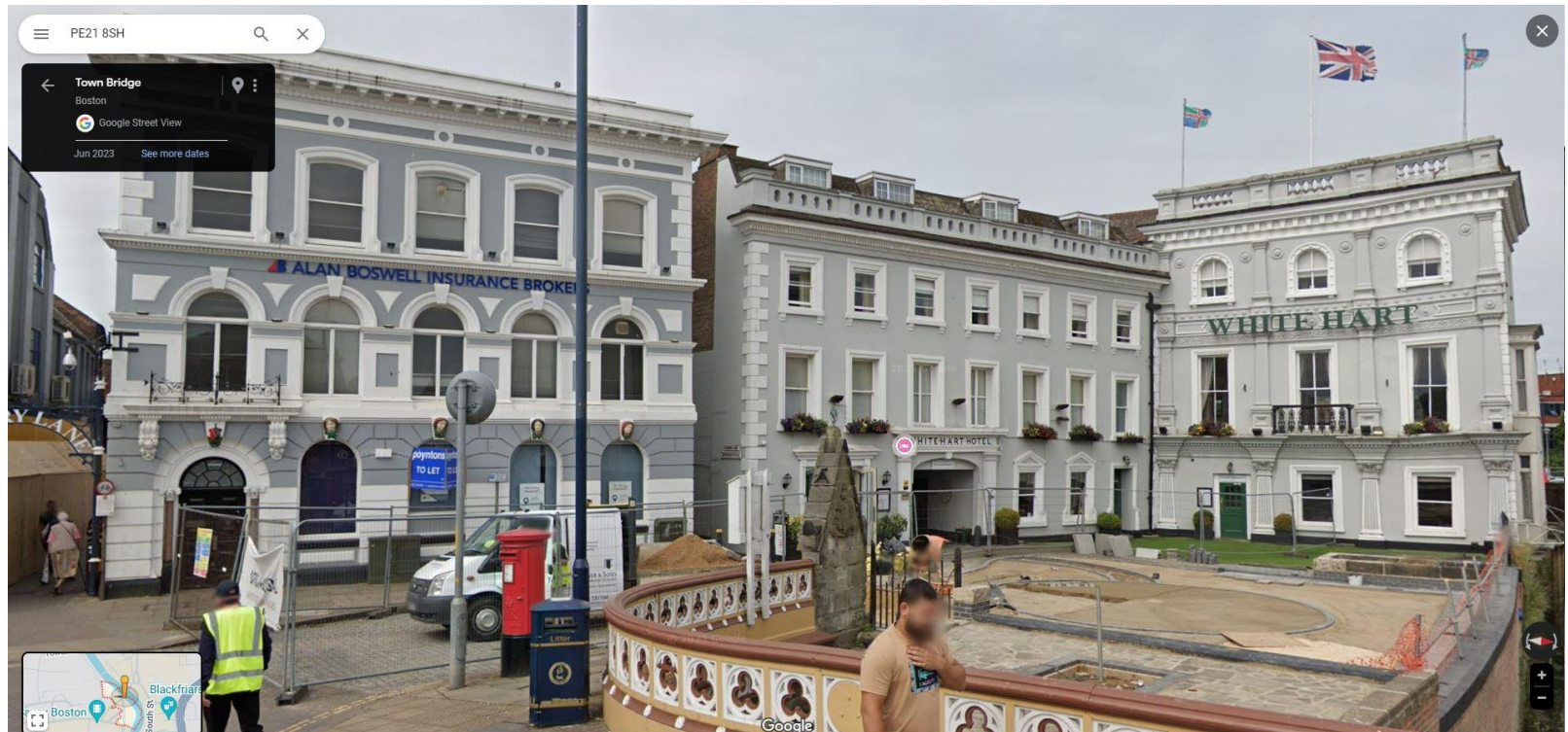


Historic Environment Assessment & Evaluation

This site lies within the Boston Town Centre conservation area. Whilst the building itself is not listed, it is classed as a 'Sensitive Building' and there are a number of listed buildings in the vicinity.

These buildings are a mix commercial, retail, entertainment and business properties. There is also the listed drinking fountain adjacent to the White Hart public house. Please see below for some photographs showing some of these sites:



White Hart public house and Alan Boswell Insurance (formerly Midland Bank)



13 & 15 High St

The proposal is for some built-up stainless steel house name letters with some internal subtle halo illumination. The reason for these letters is to improve visibility of the pub from the main Market Place across the Town Bridge. There is currently a large aluminium signboard on this gable end, but with the lack of illumination and scroll font, it is all but useless after dark (when the site really needs to be visible). We have opted for a high quality set of letters using the best materials and finishes. It is our hope that the high quality materials and subtle halo-illumination will be looked on favourably. We originally opted for external floodlight illumination, but felt that this may impact negatively on the conservation area and surrounding buildings. The halo illumination means that no direct light source will be visible, only a gentle illumination onto the wall providing the outline and visibility of the new lettering.

Given that the neighbouring properties, including the listed White Hart have illuminated signage that is visible from the Town Bridge(see below), we feel that illuminated signage on the gable end of Moon Under Water is essential.



View from Town Bridge



View from Market Place

It is our view that the proposed works will not negatively affect the Boston Town Centre or the listed buildings in the vicinity of the building.