

RECENT APPEAL DECISIONS TO 16 April 2012**Application Ref: S11/1404/ADV PJM****Planning Inspectorate No: APP/E2530/H/11/2161463**Appeal Type: **Written Representation**

Appellant:	Miss Emma Prince, Bodyzone Massage Therapy Centre
Proposal:	Perspex panel sign to frontage
Site:	1, Dysart Road, Grantham, Lincolnshire, NG31 6TE

Appeal Decision – Date:	Appeal allowed with conditions - 26 March 2012
-------------------------	--

SUMMARY

The advertisement proposed a wall mounted panel sign, size 1.33x0.95x0.003m, with maximum height of letters 0.17m, black and green text on white background, no illumination. The inspector noted that the proposed advertisement would fit very well with this local character, which is distinct from the more restrained, traditional commercial character of Westgate, the Market Place and the High Street. The inspector also noted that the proposal would, therefore, preserve the character and appearance both of the locality of Dysart Road and of the Conservation Area as a whole. It was concluded that the effect of the proposal on the character and appearance of the Conservation Area would be acceptable.

The appeal is allowed and consent is granted for the display of the advertisement as applied for. The consent is for five years from the date of this decision and is subject to five standard conditions set out in the regulations.