



Appeal Decision

Site visit made on 19 March 2012

by **Alan Novitzky BArch(Hons) MA(RCA) PhD RIBA**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 26 March 2012

Appeal Ref: APP/E2530/H/11/2161463

Bodyzone Massage Therapy Centre, 1 Dysart Road, Grantham, Lincolnshire NG31 6TE

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Miss Emma Prince against the decision of South Kesteven District Council.
 - The application Ref S11/1404/ADV, dated 15 June 2011, was refused by notice dated 15 August 2011.
 - The advertisement proposed is a wall mounted panel sign, size 1.33x0.95x0.003m, max. height of letters 0.17m, black and green text on white background, no illumination.
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Decision

1. 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 the five standard conditions set out in the Regulations.

Main Issue

2. The effect of the proposal on the character and appearance of the Conservation Area.

Reasons

3. The site lies just within the Grantham Conservation Area, in the Commercial Centre Character Area. It also lies in an Area of Special Control of Advertisements. 1 Dysart Road is part of a three storey terrace, possibly dating from the early 19th century, which steps down to two storeys at the Conservation Area boundary. The terrace is set at the back of the pavement to quite a narrow road, part of the one way system and busy with traffic, which turns the corner onto Westgate, a major shopping street, leading onto the Market Place and the High Street.
4. The ground floor of the terrace is given over to small commercial enterprises, some with shop fronts. All are well adorned with advertisements as facia signs, window displays, and wall posters. 1 Dysart Road does not have a shop front and the proposed advertisement would be positioned between a domestic scale door and a window which already carries an advertisement for Bodyzone Massage.

Development & Growth

5. The terrace carries a self-contained character of its own, generated in part by the multiplicity of small scale commercial signage. 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 proposal would, therefore, preserve the character and appearance both of the locality of Dysart Street and of the Conservation Area as a whole. I conclude that the effect of the proposal on the character and appearance of the Conservation Area would be acceptable.
6. Reference is made to development plan policy. Although this may be a material consideration, I must determine the appeal in relation to the effect on amenity and public safety. No harm has been demonstrated to either amenity or public safety.

Alan Novitzky

Inspector