

Officers Report

Planning Application No: WL/2025/00550

PROPOSAL: Planning application for the installation of projector onto the front elevation of unit B.

LOCATION: Former Lindsey Centre, Market Place, Gainsborough DN21 2BP
WARD:

WARD MEMBER(S): Cllr Miss J S McGhee and Cllr T V Young

APPLICANT NAME: Ms Wendy Osgodby

TARGET DECISION DATE: 23rd July 2025

CASE OFFICER: Ian Elliott

Recommended Decision: Grant Permission subject to conditions

Site Description:

The development site is located within the Town Centre of Gainsborough and the Gainsborough Town Centre Conservation Area. The site is located at the former Lindsey Centre, sited between Heaton Street and Market Place. This is within an established urban area consisting of a mixture of retail and office uses taking the form of new and old properties addressing the street frontages. The buildings on the site have been demolished and construction works have almost completed on the overall cinema site.

Proposal:

The application proposes to attach a projector above the new walkway between the Market Square and the Savoy Cinema building.



Relevant Planning History:

WL/2025/00013 - Planning application for erection of new substation to replace existing redundant substation – 17/02/25 - Grant with conditions

WL/2024/01025 - Planning application for demolition of the former Lindsey Shopping Centre and proposal to develop multiplex cinema, car parking and commercial units in the following use classes, Class A1 (shops), Class A2

(financial and professional services), Class A3 (restaurants and cafes), Class A4 (drinking establishments), Class A5 (hot food takeaways) and Class D2 (assembly and leisure), together with associated works being variation of condition 10 of planning permission 140235 granted 27 January 2022 - change in design being variation of condition 1 and removal of conditions 7 & 10 of planning permission 147844 granted 14 May 2024 -amendment to design & elevations – 05/03/25 - Grant with conditions

WL/2024/00105 - Planning application for demolition of the former Lindsey Shopping Centre and proposal to develop multiplex cinema, car parking and commercial units in the following use classes, Class A1 (shops), Class A2 (financial and professional services), Class A3 (restaurants and cafes), Class A4 (drinking establishments), Class A5 (hot food takeaways) and Class D2 (assembly and leisure), together with associated works being variation of condition 10 of planning permission 140235 granted 27 January 2022 - change in design – 14/05/25 - Grant with conditions

WL/2024/00534 - Listed building consent for new flashing detail between existing listed building & new development, alterations & repairs to existing roof & construction of new wall - 10/09/2024 - Grant without conditions

140235 - Planning application for demolition of the former Lindsey Shopping Centre and proposal to develop multiplex cinema, car parking and commercial units in the following use classes, Class A1 (shops), Class A2 (financial and professional services), Class A3 (restaurants and cafes), Class A4 (drinking establishments), Class A5 (hot food takeaways) and Class D2 (assembly and leisure), together with associated works - 27/01/2022 - Granted time limit plus conditions

Relevant Planning Constraints:

- Gainsborough Town Centre Conservation Area.
- Town Centre
- Primary Shopping Area
- Setting of Listed Buildings
- Sand and Gravels Minerals Safeguarding Area

Representations

Chairman/Ward member(s):

Gainsborough Town Council: Supports with comment
Query what times the projector will be on and if it will be used for political gain.

Local residents: No representations received to date

LCC Highways and Lead Local Flood Authority: No Objections
Having given due regard to the appropriate local and national planning policy guidance (in particular the National Planning Policy Framework), Lincolnshire County Council (as Highway Authority and Lead Local Flood Authority) has

concluded that the proposed development would not be expected to have an unacceptable impact upon highway safety or a severe residual cumulative impact upon the local highway network or increase surface water flood risk and therefore does not wish to object to this planning application.

Comments:

The proposal will not affect the public highway.

Historic England: Comment

In this case we are not offering advice. This should not be interpreted as comment on the merits of the application. We suggest that you seek the views of your specialist conservation and archaeological advisers.

WLDC Conservation Officer: No objection subject to a condition

I have no objections to this application subject to the condition that the projector and all related cabling is removed from the building within 3 months of the projector no longer being in use.

Date Checked: 15th July 2025

Relevant Planning Policies and Legislation:

Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Here, the Development Plan comprises the provisions of the Central Lincolnshire Local Plan (adopted in April 2023), the Lincolnshire Minerals and Waste Local Plan (adopted June 2016) and the Gainsborough Town Neighbourhood Plan (Made 28th June 2021)

Development Plan

- ***Central Lincolnshire Local Plan 2023–2043***

Relevant policies of the CLLP include:

S1 The Spatial Strategy and Settlement Hierarchy

S37 Gainsborough Town Centre and Primary Shopping Area

S53 Design and Amenity

S57 The Historic Environment

S58 Protecting Lincoln, Gainsborough and Sleaford's Setting and Character

<https://www.n-kesteven.gov.uk/central-lincolnshire/adopted-local-plan-2023>

- ***Gainsborough Neighbourhood Plan (GTNP)***

Relevant policies of the GTNP include:

NPP1 Sustainable Development

NPP5 Protecting the Landscape Character

NPP6 Ensuring High Quality Design

NPP7 Ensuring High Quality Design in Each Character Area

NPP18 Protecting and Enhancing Heritage Assets

NPP19 Improving the Vitality of the Town Centre

Gainsborough Heritage and Character Assessment - Character Area TCA 06:
Gainsborough Town Centre

<https://www.west-lindsey.gov.uk/planning-building-control/planning/neighbourhood-planning/all-neighbourhood-plans-west-lindsey>

- **Lincolnshire Minerals and Waste Local Plan (LMWLP)**

The site is within a Sand and Gravels Minerals Safeguarding Area therefore policy M11 applies.

<https://www.lincolnshire.gov.uk/planning/minerals-waste>

National policy & guidance (Material Consideration)

- **National Planning Policy Framework (NPPF)**

The NPPF sets out the Government's planning policies for England and how these should be applied. It is a material consideration in planning decisions. The most recent iteration of the NPPF was published in December 2024.

Paragraph 232 states:

However, existing policies should not be considered out-of-date simply because they were adopted or made prior to the publication of this Framework. Due weight should be given to them, according to their degree of consistency with this Framework (the closer the policies in the plan to the policies in the Framework, the greater the weight that may be given).

<https://www.gov.uk/government/publications/national-planning-policy-framework--2>

- **National Planning Practice Guidance**

<https://www.gov.uk/government/collections/planning-practice-guidance>

- **National Design Guide (2019)**

<https://www.gov.uk/government/publications/national-design-guide>

- **National Model Design Code (2021)**

<https://www.gov.uk/government/publications/national-model-design-code>

Draft Local Plan / Neighbourhood Plan (Material Consideration)

NPPF paragraph 49 states that Local planning authorities may give weight to relevant policies in emerging plans according to:

- a) the stage of preparation of the emerging plan (the more advanced its preparation, the greater the weight that may be given);*
- b) the extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and*
- c) the degree of consistency of the relevant policies in the emerging plan to this Framework (the closer the policies in the emerging plan to the policies in the Framework, the greater the weight that may be given).*

- **Draft Minerals and Waste Local Plan (DMWLP)**

Lincolnshire County Council are currently reviewing the Minerals and Waste Local Plan. The draft Minerals and Waste Local Plan has been through a consultation which started in July and closed on 24th September 2024.

The Draft Plan has not been adopted as yet but once adopted would cover the period to 2041. The consulted draft plan includes the following relevant policy:

SM15: Safeguarding of Mineral Resources

Other:

Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990

Main Considerations:

- Principle of Development
- Minerals Resource
- Visual Amenity
- Heritage

Assessment:

Principle of the Development:

Planning law requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise.

Local policy S37 of the CLLP is mainly based on maintaining the correct balance of retail and non-retail units. Local policy S37 of the CLLP goes on to state that “*Where possible and relevant, development proposals in Gainsborough Town Centre will assist in meeting wider regeneration and investment objectives for Gainsborough*”.

Local policy NPP19 of the GTNP requires development to improve the vitality of the Town Centre.

In summary the submitted design and access statement clarifies that the proposed projector would project a heart onto the Market Place which the general public chose as the logo of the Gainsborough Townscape Heritage Scheme. The signifies the heart of the Town for the people of Gainsborough. The projection would highlight the importance of the heritage of the town and the significance of the historic Gainsborough Market Place. The projection will be a fun and interactive way to celebrate the Town’s heritage.

Whilst modest in scale the purpose of the projector would still play its own part in the overall regeneration of the Town Centre and its heritage townscape. The development would accord to local policy S37 of the CLLP, policy NPP19 of the GTNP and the provisions of the NPPF.

Visual Amenity

Local policy S53 of the CLLP sets out 10 criteria based on design and amenity. It is considered that criteria 1 (Context) and 2 (Identity) of policy S53 are the most relevant to the development.

Policy NPP6 and NPP7 of the GTNP sets out criteria to protect the character and appearance of Gainsborough.

The Identity chapter (pages 14-17) of the National Design Guide places importance on the need for development to either reflect its local character or create a sense of character through the built form.

The projector would be approximately 290mm x 245mm x 70mm in size and be housed in a black aluminium alloy casing. The projector would be clearly visible from the Market Place but has been located in as discrete a place as possible and would not be considered to have an unacceptable harm on the visual appearance of the host building or the Market Place. The proposed development would therefore accord to local policy S53 and S58 of the CLLP, policy NPP6 and NPP7 of the GTNP and the provisions of the NPPF.

Heritage

The application site is located in the Gainsborough Town Centre Conservation Area and within the setting of Listed Buildings within the Town Centre area.

Policy S57 states that development proposals should protect, conserve and seek opportunities to enhance the historic environment of Central Lincolnshire.

Policy NPP18 of the GTNP requires development to protect and/or preserve heritage assets.

Paragraph 207 of the NPPF states that *“in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.”*

Paragraph 210 of the NPPF states that *“in determining applications, local planning authorities should take account of:*

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- c) the desirability of new development making a positive contribution to local character and distinctiveness.”*

Section 66 and 72 of the Planning (Listed Building & Conservation Areas) Act 1990 places a legislative requirement that when considering whether to grant planning permission for development which affects the setting of a listed building and character and appearance of Conservation Areas.

The application has included a Heritage Assessment by Prospect Archaeology dated October 2019, but this is not specific to the development and is more for the overall development which this development is attached to and is considered to be part of. The Authority's Conservation Officer has no objections to the proposed development subject to a condition requiring the removal of the projector and cabling if it is no longer required or in use.. As discussed in the visual amenity section earlier in this report the projector would be modest and located as discretely as possible.

It is considered that the proposed development would preserve the setting of all the nearby Listed Buildings and preserve the character and appearance of the Gainsborough Town Centre Conservation Area. The proposed development would therefore accord to local policy S57 of the CLLP, policy NPP18 of the GTNP, Section 66 and 72 of the Planning (Listed Building & Conservation Areas) Act 1990 and the provisions of the NPPF.

Other:

Minerals Resource

The site sits within a Sand and Gravels Minerals Safeguarding Area and therefore policy M11 of the Lincolnshire Minerals and Waste Local Plan Core Strategy applies.

In this case the projector would be attached to a building within the town centre and would not be expected to affect any mineral resource. It is not considered reasonable or necessary for a minerals assessment to be submitted with the application.

Therefore, the development would not sterilise a minerals resource and would accord to local policy M11 of the LMWLP and the provisions of the NPPF

Conclusion and reason for decision:

The proposed development has been assessed against policies S1 The Spatial Strategy and Settlement Hierarchy, S37 Gainsborough Town Centre and Primary Shopping Area, S53 Design and Amenity, S57 The Historic

Environment and S58 Protecting Lincoln, Gainsborough and Sleaford's Setting and Character of the Central Lincolnshire Local Plan 2023-2043 and policy NPP1 Sustainable Development, NPP5 Protecting the Landscape Character, NPP6 Ensuring High Quality Design, NPP7 Ensuring High Quality Design in Each Character Area, NPP18 Protecting and Enhancing Heritage Assets and NPP19 Improving the Vitality of the Town Centre of the Gainsborough Town Centre. Furthermore, consideration has been given to Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and guidance contained within the National Planning Policy Framework, National Planning Practice Guidance, National Design Guide and the National Design Code, as well as all other material considerations and representations received. In light of this the principle of the proposed development is considered acceptable as it is part of the overall regeneration of the Gainsborough Town Centre Market Place. The projector would preserve the character and appearance of the Gainsborough Town conservation area and preserve the setting of the nearby listed buildings. It would not have an unacceptable harmful visual impact or have an unacceptable harmful impact on a minerals resource.

Recommended Conditions:

Conditions stating the time by which the development must be commenced:

1. The development hereby permitted must be begun before the expiration of three years from the date of this permission.

Reason: To conform with Section 91 (1) of the Town and Country Planning Act 1990 (as amended).

Conditions which apply or require matters to be agreed before the development commenced:

NONE

Conditions which apply or are to be observed during the course of the development:

2. With the exception of the detailed matters referred to by the conditions of this consent, the development hereby approved must be carried out in accordance with the following proposed drawings:

- J1808-00146 Rev B dated 27th January 2022 – Elevation Plans
- WT150WR Projector Specification

The works must be carried out in accordance with the details shown on the approved plans and in any other approved documents forming part of the application.

Reason: To ensure the development proceeds in accordance with the approved plans and to accord with the National Planning Policy Framework, local policy S1, S53, S57 and S58 of the Central Lincolnshire Local Plan 2023 and NPP6, NPP7, NPP18 and NPP19 of the Gainsborough Town Neighbourhood Plan.

Conditions which apply or relate to matters which are to be observed following completion of the development:

3. The projector and cabling hereby approved must be removed from the building within 3 months of its use no longer being required. Any damage to the building must be repaired to match the existing appearance of the brick and mortar.

Reason: To ensure the projector and cabling is removed in a timely manner once its use has become obsolete and to ensure the appearance of the building is retained to accord with the National Planning Policy Framework, local policy S53, S57 and S58 of the Central Lincolnshire Local Plan 2023 and NPP6, NPP7, NPP18 and NPP19 of the Gainsborough Town Neighbourhood Plan.

Decision Level: Committee

Human Rights Implications:

The above objections, considerations and resulting recommendation have had regard to Article 8 and Article 1 of the First Protocol of the European Convention for Human Rights Act 1998. The recommendation will not interfere with the applicant's and/or objector's right to respect for his private and family life, his home and his correspondence.

Legal Implications:

Although all planning decisions have the ability to be legally challenged it is considered there are no specific legal implications arising from this report