

Officers Report

Planning Application No: WL/2025/00431

PROPOSAL: Advertisement consent to display 1no. fascia sign

LOCATION: 20 HICKMAN STREET GAINSBOROUGH DN21 2DZ

WARD: Gainsborough South West

APPLICANT NAME: Mr Sam Beckett

TARGET DECISION DATE: 03/07/2025

DEVELOPMENT TYPE: Advertisement Consent

CASE OFFICER: Richard Green

RECOMMENDED DECISION: Grant with conditions attached.

This application has been referred to the Planning Committee in line with the Councils constitution as the applicants direct family member is an officer of West Lindsey District Council.

Description:

The application site is located within the developed footprint of Gainsborough just outside the town centre boundary which is located to the north of the site. The property is located on the southern side of Hickman Street and is a two storey property last used as a function rooms. The application site forms part of a row of existing retail and commercial properties and is not located within nearby Conservation Areas. The site is operating as a commercial fitness facility/gym.

The application seeks retrospective advertisement consent to display 1no. internally illuminated "Becketts Health" fascia sign with white text on a black background. The advertisement measures 7.72 metres in width and 0.975 metres in height and is positioned above the main entrance approximately 2.7 metres above the pavement.

Relevant history:

WL/2024/00474 - Planning application for the change of use from function venue to commercial fitness facility (Class E) on the ground floor with the existing offices on the first floor to be retained to run the facility and to make alterations to the windows on the first floor north elevation. Granted 09/09/2024.

148276 - Pre-application enquiry for the change of use of function rooms to commercial fitness facility. Advice given 23/05/2024 *'The proposal requires planning permission. As part of any formal planning application the applicant should demonstrate that there are no available sites for the proposed gym within the defined town centre of Gainsborough. If this can be demonstrated the*

proposed use maybe supported subject to other considerations such as residential and visual amenity and highway safety.'

141575 - Planning application for alterations to existing commercial premises to provide better facilities to assembly rooms including part change of use of beauty salon. Granted 20/10/20.

Representations:

Chairman/Ward member(s): No representations received to date.

Town Council: Support the application.

Local Residents and Occupiers: No representations received to date.

LCC Highways and Lead Local Flood Authority: The proposal will not affect the public highway. 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.

Relevant Planning Policies:

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 April 2017), Gainsborough Neighbourhood Plan (Adopted June 2021) and the Lincolnshire Minerals and Waste Local Plan (adopted June 2016).

Development Plan:

The following policies are particularly relevant:

Central Lincolnshire Local Plan adopted 2023 (CLLP):

Policy S1: The Spatial Strategy and Settlement Hierarchy

Policy NS55: Advertisements

Policy S53: Design and Amenity

Policy S56: Development on Land Affected by Contamination

<https://www.n-kesteven.gov.uk/central-lincolnshire>

Gainsborough Town Neighbourhood Plan (made 28th June 2021) – GNP:

NPP 1 Sustainable Development

NPP 6 Ensuring High Quality Design

NPP 7 Ensuring High Quality Design in each Character Area

[Gainsborough Town Neighbourhood Plan | West Lindsey District Council](#)

Lincolnshire Minerals and Waste Plan

The Core Strategy & Development Management policies (CSDMP) were adopted in June 2016 and form part of the Development Plan.

The application site is within a Mineral Safeguarding Area (MSA). Policy M11 applies. The Site Locations were adopted in December 2017. The site is not within an allocated Minerals Site or Waste Site/Area.

[Minerals and waste local plan - Core strategy and development management policies - Policies, strategies and plans – Lincolnshire County Council](#)

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 will cover the period to 2041.

The consulted draft plan includes the following relevant policy:

SM15: Safeguarding of Mineral Resources

The draft plan would have some limited weight in the decision-making process.

[Minerals and waste – Updating the minerals and waste local plan - Lincolnshire County Council](#)

National policy & guidance (Material Consideration)

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

- [National Planning Policy Framework - GOV.UK](#)

- **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 Design Code (2021)**

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

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.

- **National Planning Practice Guidance**
- **National Design Guide (2019)**
- **National Design Code (2021)**

Other:

The Town and Country Planning (Control of Advertisements)(England) Regulations 2007 (as amended)

[The Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#)

Main issues

Under reg.3(1) of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors.

This may include factors such as:

- Amenity
- Public Safety
- Residential Amenity

Assessment:

Amenity

Policy NS55 of the Central Lincolnshire Local Plan advises that consent will only be granted for advertisements provided that the proposal respect amenity in terms of its design and effect on the street scene.

Chapter 12 Paragraph 141 of the National Planning Policy Framework (NPPF) states, *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.

Policy NPP1 of the GNP seeks, amongst other things, to ensure development is of a scale, density, layout and design that is compatible with the character, appearance and amenity of that part of the Town in which it is located as identified in the Character Assessment and in Policy NPP7.

Policy NPP6 of the GNP seeks, amongst other things, to ensure that development is of a high design quality that will contribute to the character of Gainsborough Parish.

The application seeks retrospective advertisement consent to display 1no. internally illuminated "Becketts Health" fascia sign with white text on a black background. The advertisement measures 7.72 metres in width and 0.975 metres in height and is positioned above the main entrance approximately 2.7 metres above the pavement.

It is therefore considered that the proposed signage is appropriate and would not detract from the visual amenity of the locality due to the present use of the site as a commercial fitness facility/gym which is located within the developed footprint of Gainsborough just outside the town centre boundary within an existing row of retail and commercial properties.

The proposal is considered to accord to the provisions of Policy NS55 of the Central Lincolnshire Local Plan (CLLP) and Chapter 7 of the NPPF.

Public Safety

Local Policy NS55 of the Central Lincolnshire Local Plan and Paragraph 136 of the NPPF require Local Planning Authorities to consider the impact on public safety when determining applications for advertisement consent.

The advertisement is positioned above the main entrance approximately 2.7 metres above the pavement and is located within a row of existing retail and commercial properties. The Highways Authority have no objections in relation to impacts upon highway safety.

It is considered that the proposal would not obstruct pedestrian routes or cause a distraction to drivers. Therefore the proposal will not harm public safety and accords to local Policy NS55 of the Central Lincolnshire Local Plan and the provisions of the NPPF.

Residential Amenity

Policy S53 of the Central Lincolnshire Local Plan relates to design and amenity and guides that the amenities which all existing and future occupants of neighbouring land and buildings may reasonably expect to enjoy must not be unduly harmed by or as a result of development.

The sign is considered to be located as not to have an adverse impact on the living conditions of the nearby neighbouring properties or is of a size to not result in undue harm to them.

Other matters:

Minerals and Waste

The site is located in a Sand and Gravel Safeguarding Area and a Site Specific Mineral Safeguarding Area but the nature of the proposal (signage) within the developed footprint of Gainsborough will not affect/lead to the further sterilisation of the minerals resource.

Contamination

The site is located within a contaminated land buffer zone but the nature of the proposal (signage) will have no affect in regards to contamination.

In light of this assessment, the application is recommended for approval for the following reasons:

Conclusion:

The decision has been considered against Policy S1: The Spatial Strategy and Settlement Hierarchy, NS55: Advertisements, S53: Design and Amenity and S56: Development on Land Affected by Contamination of the Central Lincolnshire Local Plan and policies NPP 1 Sustainable Development, NPP 6 Ensuring High Quality Design, NPP 7 Ensuring High Quality Design in each Character Area of the Gainsborough Town Neighbourhood Plan and the Lincolnshire Minerals and Waste Local Plan (adopted June 2016). Guidance contained in the National Planning Policy Framework, National Planning Practice Guidance, National Design Guide and National Model Design Code has also been taken into consideration.

In light of this assessment it is considered that due to the design, position and present use of the site, the proposed signage would not have a harmful visual impact on the site or the surrounding area. The proposal would also not have a harmful impact on highway and public safety.

It is recommended that advertisement consent is granted subject to the following conditions and informatives:

1. The grant of express consent expires five years from the date of the grant of consent.

Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007.

2. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

3. No advertisement shall be sited or displayed so as to—

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

4. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

6. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

7. With the exception of the detailed matters referred to by the conditions of this consent, the development hereby approved shall be carried out in accordance with the following drawings: A-004 Rev P2 (Existing and Proposed Elevations) dated 29/07/2024, Signage Dimension received 30/04/2024 and Illumination Detail received 30/04/2025. The works shall 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.

Notes to the applicant

None.

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