

To receive and note recent Five Day Protocol Survey poll responses

Report to:

Planning and Licensing Meeting

Date of Report:

8 September 2026

Officer Writing the Report:

Planning and General Administrator

Purpose of the report:

To receive and note the outcome of a survey poll undertaken in accordance with the Five Day Protocol.

Officer's Recommendations

Members are asked to note the results of the Survey Poll relating to Planning Application PA26/00853 and Advertising Consent Application PA26/00854 for the proposed installation of a Pulse Smart Hub with integrated digital screens at 6 Fore Street, Saltash.

Report Summary

The Five Day Protocol is a process used by Cornwall Council when its Planning Officer's recommendation differs from the comments submitted by Saltash Town Council on a planning application.

In these cases, the Town Council is given five working days to consider the officer's reasons and decide whether to change or maintain its original view before the application is determined. If the Town Council wishes to maintain its original view, it may also request that the application is considered by Cornwall Council's Planning Committee before a final decision is made.

This process ensures the Town Council has an opportunity to respond before the application is determined.

Planning and Licensing Held on 17 March 2026, Minute Nr 144/25/26

PA26/00853 and PA26/00854 - Pulse Smart Hub, Fore Street

At its meeting on 17 March 2026, the Planning and Licensing Committee resolved to recommend refusal of applications PA26/00853 and PA26/00854 on the grounds that the proposals conflicted with the Saltash Neighbourhood Development Plan Policies ENV2 and TC2, on the basis of the following points:

1. Harm to visual amenity and local character from an intrusive illuminated digital display;
2. Increased street clutter impacting the appearance and accessibility of the public realm;
3. Light pollution and potential disturbance to nearby residential properties;
4. Advertising content not aligned with the local town centre identity, favouring national commercial advertising;
5. Highway safety concerns due to close proximity to roadside with the potential distraction to drivers.

Following this resolution, Cornwall Council invoked the Five Day Protocol as the Planning Officer intended to recommend approval of the applications. The Planning Officer advised that:

- The Town Council's concerns regarding visual impact, street clutter, light pollution, advertising content and highway safety had been carefully considered.
- Highway concerns relating to an additional hub near the Fore Street/Wesley Road junction were addressed through its removal from the proposal. Following this amendment, Highways Development Management raised no objection to the remaining hub outside 6 Fore Street.
- The remaining hub is modest in scale (approximately 2.54m high with a footprint of 1.28m x 0.35m) and, due to its siting adjacent to the building frontage and existing street furniture, would not have an unacceptable impact on pedestrian movement, footway width or highway safety.
- The proposal is located within an established commercial town centre environment and, having regard to its scale, design and location, is not considered harmful to the character and appearance of the area. The site is also outside the Saltash Conservation Area.
- Concerns regarding light pollution and residential amenity were considered, however, given the existing street lighting, illuminated shopfronts, vehicle movements and other sources of artificial illumination within the town centre,

the proposal is not considered to result in unacceptable impacts on nearby occupiers.

- The detailed assessment of the proposed digital advertisements, including luminance and amenity impacts arising from the display screens, is being considered separately under the associated Advertisement Consent application.
- The proposal is considered to comply with Saltash Neighbourhood Development Plan Policies ENV1 and ENV3 by respecting the established character of the area and providing a well-designed addition to the public realm.
- Concerns regarding conflict with Neighbourhood Development Plan Policy TC2 were considered, however, due to the hub's limited footprint and position outside the principal pedestrian route, the proposal is not considered to prejudice the operation of the town centre, opportunities for outdoor seating or social activity, or conflict with the aims and objectives of the policy.
- Concerns that advertising displayed on the hub may favour national commercial advertising over local businesses were noted, however, this is not considered to be a material planning consideration.

In light of the above, the Planning Officer intended to recommend approval of the applications and requested that the Town Council consider the following options under the Protocol for Local Councils:

1. Agree with the Officers' recommendation;
2. Agree to disagree; or
3. Request that the Local Planning Authority consider referring the matter to Planning Committee.

Due to the timescales set out within the Five Day Protocol, the Town Council's response was determined by a Survey Poll.

Survey Poll Result

- Agree with the Officer's recommendation: 2 votes
- Agree to disagree: 1 vote
- Request that the Local Planning Authority consider referring the matter to Cornwall Council's Planning Committee: 8 votes

The majority response was to request that the Local Planning Authority consider referring the applications to Cornwall Council's Planning Committee. This response was submitted to Cornwall Council within the required timescale.

Next Steps

Cornwall Council's Planning Officer confirmed the local elected Member had already been in touch and called the application to Cornwall Council's Planning Committee.

Cornwall Council's next available committee will be on the 28 September, and the Planning Officer will try to have the application determined at this committee.

Signature of Officer:

Planning and General Administrator