



## PLANNING CONSULTATION RESPONSE

<b>Application No</b>	2025/0570
<b>Proposal</b>	Display of 1 electronic/digital advertising board on side elevation of building
<b>Address</b>	31 - 33 Eldon Street, Barnsley, S70 2JB
<b>Date of Consultation Reply</b>	10 <sup>th</sup> December 2025
<b>Consultee</b>	Highways DC

### Consultation Assessment and Justification

The site of the proposed digital advertisement display is located between Eldon Street and Midland Street and is positioned approx. 65m to the south of the Regent Street/Eldon Street signalised junction with a pedestrian crossing facility. A second signal controlled pedestrian crossing on Eldon Street is located adjacent to the entrance of Barnsley Interchange and is positioned approx. 50m from the proposed digital sign.

No information has been provided in terms of the maximum daytime and nighttime luminance levels, whether multiple advertisements would be displayed and if so, the duration that each advertisement would be displayed, any controls that would be put in place to ensure the smooth uninterrupted transition of images and any failsafe mechanisms put in place in the event of an installation break down.

In terms of vehicular traffic, the proposed display would primarily be visible to traffic travelling south along Eldon Street. Although the highway network on approach to the site is not particularly complex, and the advertisement display would be positioned approximately 50m+ beyond the signalised junction/crossings, concerns are raised that the digital sign could cause significant distraction and that its positioning in relation to the traffic lights as viewed from vehicles approaching the signalised junction/crossings would result in considerable difficulty in differentiating between the light from the traffic signal and the light from the advertisement display. The image below demonstrates that, on approach to the junction, the traffic signals would be viewed against the sign on the gable end of the building:





# BARNSLEY

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Planning Practice Guidance (PPG) states that all advertisements are intended to attract attention but those located at points where drivers need to take more care are more likely to affect public safety. Such locations include junctions, roundabouts and pedestrian crossings. It further advises that the main types of advertisement which may cause danger to road users are those which are illuminated, which could be mistaken for, or confused with, traffic lights and those which are subject to frequent changes of display. A signalised junction including a pedestrian crossing facility requires drivers to be aware of their surroundings with no potential distraction. Whilst no details have been provided regarding the proposed operation of the display, it would certainly have the potential to distract the attention of drivers. As already mentioned, the primary purpose of such advertising is to gain the attention of road users, this is in direct conflict with the need for full driver attention to be focussed on the road and other vehicles / pedestrians around at all times.

In view of the above, it is considered that the proposed digital sign would likely have a detrimental impact on road safety due to the potential distraction and confusion this may cause to drivers. Whilst it is difficult to quantify / assess this level of distraction and confusion, the aim of signs that contain illuminated and intermittent images is to attract the attention of passers-by, which in turn may distract drivers and be detrimental to driving safety. As such, due to the potential for driver distraction and confusion with the light of traffic signals at a very busy point on the highway network, the proposals are considered unacceptable from a highways development control perspective as they are viewed as being prejudicial to highway safety contrary to Local Plan Policy T4 New development and Transport Safety.

	OBJECT
<b><u>Consultation Suggested Conditions:</u></b>	
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<b><u>Consultation Informative(s):</u></b>	
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<b><u>Planning Obligations required:</u></b>	
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