



PLANNING CONSULTATION RESPONSE

Application No	2026/0304
Proposal	Installation of 1no. digital free-standing LED illuminated advertising display panel
Address	Petrol Filling Station, Upper Sheffield Road, Barnsley, S70 4PJ
Date of Consultation Reply	1 st June 2026
Consultee	Highways DC

Consultation Assessment and Justification

It is proposed to erect a digital advertisement board adjacent to the gable end of no.248 Sheffield Road which is a residential property that sits along the northern boundary of the Petrol Filling Station site.

In terms of vehicular traffic, the proposed illuminated advertisement display would primarily be visible to motorists heading north along the A61 Sheffield Road/Upper Sheffield Road.

For approaching vehicles traveling north, the site of the display gradually comes into view from a distance of approx. 150m away and is at first shielded from view by the presence of the totem fuel price illuminated sign; this further prevents the proposed advertisement panel from being a sudden distraction to road users.

The road layout within the vicinity of the site is not complex and does not require drivers to display a level of awareness greater than that which should ordinarily be exercised. There are no signalised junctions or formal pedestrian crossing points on approach to the site.

Therefore, taking into consideration the position and orientation of the display along with the road layout, the 30mph speed limit and the movement of vehicular traffic, I am of the view that the proposals would not be of significant detriment to highway safety, subject to the recommended planning conditions.

I am aware that the applicant has provided a list of recommended conditions within their Cover Letter, however, in terms of highways related conditions, should you be minded to grant permission I would be grateful if you could include the conditions listed below.

NO OBJECTION

Consultation Suggested Conditions:

In daylight hours, the maximum luminance of the digital advertisement hereby approved shall not exceed the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals – Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m^2 .

Reason: In the interest of highway safety, in accordance with Local Plan Policy T4.

The night-time illumination (defined by the period after the sun has set) of the digital advertisement hereby approved shall be restricted to $300cd/m^2$.

Reason: In the interest of highway safety, in accordance with Local Plan Policy T4.

The proposed development hereby approved shall comply with the following restrictions:

- No individual advertisement(s) displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road traffic signs, traffic lights or traffic matrix signs.
- No individual advertisements shall be displayed for a duration of less than 10 seconds.
- Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panels, the interval between successive advertisements shall be no greater than 1 second and the complete display shall change without visual effects.



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- The display panels shall be fitted with a light sensor, designed to automatically adjust the brightness to accord with changes in ambient light levels.
- A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

Reason: In the interest of highway safety, in accordance with Local Plan Policy T4.

Consultation Informative(s):

No specific highways related informative notes are deemed necessary.

Planning Obligations required:

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