

County Hall, Beverley, East Riding Of Yorkshire, HU17 9BA Telephone 01482 393939

[www.eastriding.gov.uk](http://www.eastriding.gov.uk)

Stephen Hunt Director of Planning and Development Management

North Ferriby Parish Council  
22 The Triangle  
North Ferriby  
East Riding Of Yorkshire  
HU14 3EN

**Your ref:**

**Our ref:** 25/01048/PAD

**Enquiries to:** Mrs Sarah Lamming

**E-mail:**

[sarah.lamming@eastriding.gov.uk](mailto:sarah.lamming@eastriding.gov.uk)

**Date:** 7 August 2025

Dear North Ferriby Parish Council

### **TOWN & COUNTRY PLANNING ACT 1990**

<b>Proposal:</b>	Display of an internally illuminated free standing totem sign to main entrance and 3 internally illuminated fascia signs to north, west elevations and one non illuminated fascia sign to south elevation of building
<b>Location:</b>	Amazon UK Services Ltd Dsa2 Brickyard Lane Melton East Riding Of Yorkshire HU14 3FT
<b>Applicant:</b>	Amazon UK Services Ltd

You wrote to me about the above application, and I confirm that your views were taken into consideration when the application was discussed.

After taking all the relevant issues into consideration the Council has resolved to refuse planning permission for the following reason(s):-

1. Paragraph 141 of the National Planning Policy Framework (NPPF) advises that the quality and character of places can suffer when advertisements are poorly sited and designed. In accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the NPPF sets out that advertisements should be subject to control only in the interests of amenity and public safety.

Policy ENV1 of the East Riding Local Plan Strategy Document Update (ERLP SDU) seeks to ensure that development proposals achieve a high quality of design that optimises the potential of the site and contributes to a sense of place. This will be accomplished by, amongst other things, having regard to the specific characteristics of the site's wider context and the character of the surrounding area, and having regard to the amenity of existing or proposed properties.

Policy ENV6 of the ERLP SDU requires pollution (including light pollution) to be managed to ensure that development does not result in unacceptable consequences to its users, the wider community, and the environment. The NPPF (paragraph 198) requires planning decisions to ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or

Alan Menzies  
Executive Director of Planning and Economic Regeneration

the wider area to impacts that could arise from the development. In doing so they should limit the impact of light pollution from artificial light on local amenity.

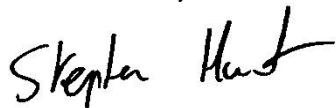
The site lies on the edge of the Village of North Ferriby, close to residential properties, and is visible from a number of residential properties in the wider area. The signs on the north and west facing elevations of the building, by virtue of their illuminated nature, would add unnecessary light pollution to the area and would detract from the residential amenities and living conditions of neighbouring residents. The proposal would give rise to unacceptable consequences to the community and is therefore contrary to the requirements of policies ENV1 and ENV6 of the ERLP SDU and paragraphs 141 and 198 of the NPPF.

In making this decision the Council has followed the requirements in paragraph 39 of the NPPF but for the reasons detailed above the application has been refused.

Please inform me if you require further details or an explanation of this decision.

The applicant has a right to appeal against the decision and I will write to you again if an appeal is received.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Stephen Hunt', with a stylized flourish at the end.

Stephen Hunt MRTPI  
Director of Planning and Development Management