

1818_L01_Rev0

Planning Department
Eastleigh Borough Council
Eastleigh House
Upper Market Street
Eastleigh
SO50 9YN

Dear Sir/Madam,

RE: Regularisation of Alleged Unauthorised Change of Use and Advertisement at Hilton Tyres and Coastline Motors, 72 Hiltingbury Road, Chandler's Ford, SO53 5SS

Please find enclosed a Full Planning Application in relation to the Ground Floor retail unit at 72 Hiltingbury Road, Chandlers Ford.

The application comprises: -

- The completed forms
- Application Fee (to follow)
- A location plan
- Floorplans and elevations

This covering letter, which acts as a design, access and planning statement, is submitted in response to Eastleigh Borough Council's enforcement letter (Ref: ENF/2024/572) dated 22nd January 2025, regarding the alleged unauthorised change of use from Class E to a mixed use comprising Class B2 (tyre fitting/sales) and Sui Generis (vehicle sales), along with the associated unauthorised advertisement signage for Hilton Tyres.

The premises at 72 Hiltingbury Road have historically been utilised for commercial purposes within Class E, and prior to this for Car Sales (Sui Generis). Recent business activities have evolved to include tyre fitting and sales (Hilton Tyres) and vehicle sales (Coastline Motors), which the Council have advised constitute Class B2 and Sui Generis uses respectively. Additionally, the premises feature externally displayed signage, specifically advertisements for Hilton Tyres in place of pre-existing signage relating to previous uses.

National Planning Policy Framework (NPPF, 2021) encourages flexible economic use of properties, particularly supporting the viability and vitality of commercial premises. Paragraphs 81-83 advocate for policies that support business needs, particularly those of local services and small enterprises. The diversification of business activities on-site aligns with these objectives by sustaining local employment opportunities and supporting the local economy.

Eastleigh Borough Local Plan (2016-2036) policies echo these principles, particularly Policy DM15 (Safeguarding Existing Employment Sites), promoting diverse employment opportunities within the borough. The tyre-fitting business (Class B2) and vehicle sales (Sui Generis) have introduced compatible and symbiotic uses, especially considering the proximity of car washing and auto repairs businesses immediately behind the site area and

within the wider commercial zone, that maintain the commercial vitality of the location, contribute positively to employment opportunities, and have not demonstrated detrimental impacts on neighbouring amenities or local traffic conditions. Notwithstanding this point the previous use as a site for Car Sales is considered materially relevant in this case, as it represents a return to a previous lawful use.

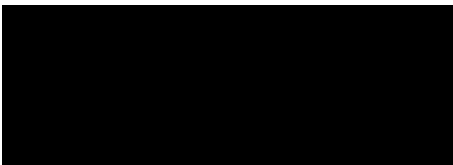
In terms of operations, the tyre fitting unit will operate a wheel balancing and alignment machine. The sales and reception area will host a waiting area, as well as additional racking for tyres. Car sales will be operated almost only by appointment only, which is considered normal for post-pandemic car sales.

The as-installed advertisement signage, while acknowledged as exceeding the permitted criteria outlined in Schedule 3, Part 1, Class 5, Condition 6 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, serves a functional purpose essential for business visibility and viability. The signage design, scale, and positioning ensures minimal visual intrusion and compliance with policy requirements, particularly Policy DM1 (General Criteria for New Development) of the Eastleigh Borough Local Plan, which seeks to preserve local character and visual amenity. Additionally, the total amount of signage is less than the previous use, as no signage has been proposed to the Thorold Road frontage (see Appendix A).

The applicant is committed to collaborating closely with Eastleigh Borough Council to regularise the current operations and signage. Should planning consent be granted, the applicant is willing to accept conditions restricting operations (e.g. opening hours) and signage dimensions/design modifications, ensuring full compliance with local and national planning policies.

The applicant respectfully requests that Eastleigh Borough Council recognises the benefits provided by the diversified uses on-site in supporting local business sustainability and employment. Approval of this application will enable lawful regularisation of the site's current activities, aligned with both national guidance and local planning objectives. The applicant looks forward to constructive dialogue to resolve these matters expediently and effectively. We look forward to your formal consideration of this application in due course. If however you require any further information please do not hesitate to contact us.

Yours faithfully,



Ranjeet Shahi
Architect
For and on behalf of R S Studio

Appendix A: Site Photos



Front Elevation: Signage (as installed)



Side Elevation: Signage (as installed)



Side Elevation: No signage installed



Boundary Signage: facing towards Hiltingbury Rd