Item	Details
Site Address	G3, 18 Purlwell Lane, Batley, West Yorkshire, WF17 5BH
Application Type	Full Planning Permission — Change of Use (**NEW APPLICATION — NOT a variation** of existing permission)
Proposal	Internet-Based Car Sales (Sui Generis) with Ancillary Valeting, Detailing & Limited Servicing — **Applicant-Owned Stock Only**
Planning History	Appeal Ref: APP/Z4718/C/24/3341883 — Permission GRANTED 12 March 2025 for vehicle storage

1. SITE CONTEXT & LOCATION — ESTABLISHED MIXED-USE CORRIDOR

The site is accessed directly from Purlwell Lane via an existing black metal entrance gate — this is the sole and established access point. No new vehicle crossing, no new access, no new highway works are proposed. The land is an open, surfaced hard-standing — already developed and in lawful use. It sits between Purlwell Lane (commercial frontage) and Brown Street (residential rear):

- Immediately adjoining entrance: Operating barber shop at 18 Purlwell Lane — customers attend throughout opening hours, far more frequently than this proposal will generate.
- Along Purlwell Lane: Two takeaway restaurants — open daily, serving high volumes of customers.
- Nearby: Warehouse/industrial units + second barber shop within immediate proximity.
- Rear / Brown Street side: Residential properties, a carehome, and coaches/vehicles stored on land adjacent to the carehome.

Confirming vehicle use is already established at the rear of the site too. This is not a quiet residential street it is an established mixed commercial/residential corridor. Business activity already operates directly beside this site. This proposal aligns with, does not alter, the existing character of the area. No new permanent buildings; no change to site layout; fencing, boundaries and access all retained exactly as existing.

2. PROPOSAL — CLEAR, LIMITED, CONTROLLED

Change of use to internet-led car sales ALL supporting activities restricted EXCLUSIVELY to vehicles owned and offered for sale by the applicant. NO third-party, public, or outside work of any kind.

A — Internet Car Sales

- Appointment-ONLY model: No casual drop-ins, no public forecourt. Customers view stock online; visit only by pre-agreed booking.
- Low traffic: Estimated 1–2 customer visits per day on average — significantly less than neighbouring businesses already generate
- Vehicle cap: Maximum 15 vehicles stored identical to the figure already approved by the Planning Inspectorate
- Highway safety: Vehicles exit forward gear only onto Purlwell Lane — no reversing into highway at any time
- No roadside trading: All transactions completed on-site — no sales activity from the public highway

B Valeting & Detailing

- Cosmetic preparation only: hand washing, vacuuming, polishing, waxing, paint correction, protective coatings, vehicle wrapping (colour change film — NO paint applied)
- Equipment: low-noise electric polishers, vacuums, pressure washers — hand-held, quiet.
- Open-air work — no enclosed workshop building
- **EXPLICITLY EXCLUDED:** spray painting, spray guns, paint mixing, welding, MOT testing, heavy fixed machinery

C — Limited Servicing (Applicant-Owned Stock Only)

- Essential routine maintenance to make stock roadworthy and sale-ready: oil/filter changes, fluid top-ups, brake pad/disc replacement, bulb changes.
- Equipment: ramps, trolley jack, hand tools, battery-powered impact driver/wrench cordless.
- Waste control: Used oil, filters, fluids removed from site within 24 hours to a licensed disposal facility zero on-site storage of hazardous waste.
- **EXPLICITLY EXCLUDED:** engine/gearbox removal, vehicle dismantling, body panel replacement, welding, MOT testing, spray painting, air-powered impact wrenches, compressors, servicing of any vehicle not owned by the applicant.

3. OPERATING HOURS — BALANCED & RESPONSIBLE

Day	Sales & Viewings	Valeting & Servicing
Mon–Fri	09:00 – 18:00	09:30 – 17:00
Saturday	09:00 – 13:00	09:30 – 13:00
Sunday	09:00 – 13:00 **(pre-booked viewings/collections ONLY — NO work, NO machinery)**	□ No activity
Bank Holidays	□ No activity	□ No activity

- No external lighting installed without prior written approval from Kirklees Council
- Site kept tidy and clear at close of business each day

4. PLANNING PRECEDENT — ALREADY ACCEPTED

- Appeal Ref: APP/Z4718/C/24/3341883 — Decided 12 March 2025

- Outcome: Appeal ALLOWED — Enforcement Notice QUASHED — Permission GRANTED for vehicle storage (max 15 vehicles)

- Inspector's Finding: The site lies within a mixed-use area and vehicle-related use is acceptable at this location.

- This application builds directly on that approval: same site, same access, same 15-vehicle limit — adding only controlled, low-impact sales and cosmetic/preparation work.

- Existing permission restricts power tools — this application seeks a proportionate update to enable legitimate vehicle preparation consistent with the site's character.

5. POLICY COMPLIANCE & JUSTIFICATION

- Policy LP7 (Sustainable Reuse of Previously Developed Land): The proposal brings vacant/underused land into positive, managed use consistent with policy objectives. Reuses existing hard-standing.

- Policy LP24 (Design): No new structures are proposed; the site will be maintained and presented to a high standard.

- Highway Safety: Low volume of pre-arranged visits means negligible impact on traffic — approximately 1–2 visits per day, significantly less than the activity at adjacent businesses. Vehicles exit in a forward gear — no reversing onto the highway.

- Residential Amenity: Noisy or odorous activities are excluded; hours are restricted; no external lighting is proposed without approval. No valeting or servicing on Sundays or Bank Holidays. Waste oil, filters and fluids removed within 24 hours no on-site storage.

- Surrounding Uses: The presence of two barber shops, two takeaways, a warehouse, and a carehome, bedding industry coaches site. Confirms commercial activity is established and accepted in this location — the proposal aligns with the existing mixed-use pattern of development. The immediate frontage already generates regular customer visits; this proposal does not introduce a new level of activity to the area.

6. PROPOSED PLANNING CONDITIONS — READY TO AGREE

1. No more than 15 vehicles shall be stored or displayed on the site at any one time.

2. All customer visits shall be by pre-booked appointment only no unsolicited public access.

3. Valeting, detailing and servicing shall be carried out only on vehicles owned and offered for sale by the applicant — no third-party or public work.

4. **Hours:**
   - Sales & viewings: Mon–Fri 09:00–18:00, Sat 09:00–13:00, Sun 09:00–13:00 (viewings only)

   - Valeting & servicing: Mon–Fri 09:30–17:00, Sat 09:30–13:00 — no activity Sundays/Bank Holidays

5. Prohibited: spray painting, welding, MOT testing, engine rebuilding, vehicle dismantling, heavy mechanical engineering.

6. Waste oil/filters/fluids removed within 24 hours to authorised facility — no on-site storage.

7. No external lighting without written approval from Kirklees Council.

8. No new permanent buildings/enclosed structures without separate planning permission.