



On behalf of Safestore, Planning Potential successfully secured planning permission under delegated powers for a standalone extension to their existing self-storage facility in Romford.

Representing Safestore's only facility in the area, their Romford site had been operating at capacity for an extended period. As such, the application was submitted to expand self-storage provision, but to also provide enhanced exposure onto the Southend Arterial Road.

The site had been occupied by Carpetright for retail use for many years, and it was necessary to secure permission for B8 self-storage in an area of mixed character, offering the opportunity for regeneration and intensification. Safestore sought to redevelop to deliver a high-quality standalone building comprising of a gross internal area of circa 1,500 sqm with the potential to install three internal mezzanine floors in the future.

Early pre-application discussions were initiated with LB Havering which established officer support for the principle of the B8 self-storage use, however initial resistance was received in respect of the bulk and scale of the building and the overall design. This necessitated further design focused pre-application discussions to narrow officer's concerns, allowing submission of an application.

Planning Potential then managed the preparation of a detailed planning application, including instructing the consultant team on the client's behalf and coordinated the progression of a scheme that presented a high-quality bespoke design.

Following submission, Planning Potential initiated early discussions with the case officer to ensure they had a full understanding of the proposals and to discuss feedback from statutory consultees. Further design concerns were expressed by officers during their consideration of the application, however through detailed discussions we were able to secure support for the design as submitted.

This resulted in the application being approved under delegated powers, with minimal pre-commencement conditions and no S.106 Agreement.

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Summary of achievements

- Initiating pre-application discussions with LPA.
- Preparation of Planning Statement and coordination of planning submission.
- Liaising with client, project team and Officers and responding to concerns raised.
- Successful demonstration of the merits of the proposals, including compliance with the development plan.