



Planning Potential provides a full planning consultancy service to Safestore, the UK's largest self-storage operator. Our role principally involves assisting on their expansion programme, securing permission for new locations, whilst also supporting the management of their existing extensive portfolio.

We advise on a range of new sites for Safestore, providing detailed appraisals and due diligence in respect of new self-storage opportunities (B8 use), leading pre-application discussions with LPAs and managing the preparation and submission of new build and conversion applications. We work collaboratively with LPAs and the client's technical team to prepare robust application submissions to secure planning permissions which meet the client's requirements.

We also assist Safestore in managing their existing portfolio, appraising opportunities to optimise their sites, securing permissions to expand existing locations, and managing all planning related matters on their behalf. This has recently involved advising on and securing permissions for a range of store extensions.

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