



Planning Potential secured planning permission to extend Safestore's popular self-storage facility in Altrincham.

Representing Safestore's only store in the area, the unit had been operating at capacity for an extended period. As such, the application was submitted to extend the facility and enhance its current provision to accommodate an increase in demand.

The application sought to extend the existing unit into an area of surplus car parking and loading area to create additional floor area to the side of the existing unit. Matching the height of the existing at two storeys, the application proposed 743 sqm of new floorspace at ground floor level with the intention to install an internal mezzanine floor, under permitted development, to match the existing structure.

Having previously conducted a planning appraisal of the site to identify any potential constraints or issues, Planning Potential adopted a coordinated approach with Safestore and necessary consultant team to ensure careful management of the application through the planning process.

During determination of the application, concerns were raised in respect of highways and the potential for the extension to represent overdevelopment. Planning Potential coordinated detailed responses which resulted in officer objections being withdrawn and a positive delegated decision being issued.

Summary of Key Achievements

- Provision of planning appraisal and pre-application management prior to submission.
- Preparation of Planning Statement and coordination of planning submission.
- Liaising with client, project team and Officers to address objections.
- Preparing detailed response to objections.

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