



On behalf of Safestore, Planning Potential successfully secured planning permission for development of a prominent site in Watford for a new self-storage facility, gaining unanimous support at committee.

Planning Potential were instructed to assist Safestore with delivery of their first self-storage facility in Watford, having had a longstanding requirement for representation in the town. The site, recognised within the Local Plan to be suitable for industrial uses, was owned by Watford Borough Council and formed part of a wider development area being brought forward in partnership with Kier Property.

The proposals sought redevelopment of the site to provide a standalone building comprising 1,623 sqm with the intention to install four internal mezzanine floors under permitted development.

We adopted a coordinated approach with Safestore and the consultant team to prepare and submit the application and ensured its careful management through the planning process. This included initiating early discussions with the case officer to ensure they had a full understanding of the proposals and to discuss feedback from statutory consultees. Initial concerns were raised in respect of highways and drainage; however through adopting a positive relationship with the officer and efficient coordination of the project team, these were addressed swiftly, allowing all consultees to confirm no objection.

This resulted in the application being taken to committee with a recommendation for approval, where it secured unanimous support. The decision notice was swiftly issued the following day.

Summary of achievements:

- 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.
- Securing unanimous support of members at planning committee.
- Delivery of the first Safestore self-storage facility for Watford.

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