



On behalf of Safestore, Planning Potential successfully secured planning permission at Committee for a new self-storage facility in Norbiton.

Planning Potential was instructed by Safestore to assist in securing permission for their new store in Norbiton, to the east of Kingston Town Centre. The scheme transforms an underutilised site allocated within the Local Plan for employment uses into a modern self-storage facility to meet the growing demand for flexible storage in London. The proposals followed a previous retail scheme on the site which was refused due to highway impacts associated with more intensive use of the site.

Early engagement with Officers, Kingston's Design Review Panel and the local community was key to shaping a scheme that responds to the constrained nature of the site and previous reasons for refusal. During initial pre-application discussions, Officers raised concerns with the scheme's design being within the setting of a Conservation Area, and its compatibility with neighbouring residential properties. In response, Planning Potential coordinated a collaborative approach with the scheme architect and technical consultants (including Heritage Potential) to demonstrate that the scheme would not negatively impact on the amenity of surrounding residents or adjacent Conservation Area. A bespoke design was promoted to deliver a high-quality building that enhances the streetscape, with justification set out for self-storage providing a low intensity use compatible within the site's residential surroundings.

The planning case demonstrated compliance with local policy, highlighting the economic and practical benefits of self-storage for both residents and local businesses, as well as the regenerative benefits of redeveloping an underutilised site to make more efficient use of brownfield land. Through proactive dialogue with Officers, Planning Potential addressed all policy and design considerations, ensuring the scheme was supported by officers and the community.

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Planning Potential coordinated the preparation of the planning application and managed the consultant team throughout, ensuring that issues raised by Officers and consultees were responded to swiftly.

The robust approach adopted to address initial concerns raised at pre-application stage provided Officers with the comfort to recommend the application for approval, which was unanimously supported by Members at committee.

**Summary of achievements:**

- Coordination of multiple rounds of pre-application discussions with the LPA, including engaging with the Council's Design Review Panel.
- Coordination of planning application preparation and submission, including project management of the consultant team.
- Preparation of a robust planning case to demonstrate compliance with policy and the benefits of the proposals.
- Sustained efforts to build a strong relationship with the LPA throughout the process.
- Securing a positive recommendation from Officers and unanimous support from Members at Committee.