

Moor Park, Preston

McCarthy Stone

● Planning ● Engagement



Planning Potential secured planning permission for a retirement living development on a sensitive brownfield site adjoining a Grade II* Registered Park and Garden.

Demonstrating our ability to manage technical, design and heritage challenges, combining strategic advice, stakeholder engagement, and evidence-led negotiation to secure approval in a constrained and sensitive urban context.

The Challenge

The proposed development occupied a brownfield site on the edge of Moor Park, a Grade II* Registered Park and Garden within Preston. The scheme raised heritage, design and highways concerns, including impacts on the Conservation Area setting and objections relating to parking provision and site accessibility.

Initial proposals faced resistance from Planning Officers on design grounds, alongside technical challenges from consultees covering highways, heritage and layout. The scheme also required careful engagement with the local community and stakeholders to support progression.

Without careful planning advice, the development risked refusal, unresolved heritage objections, and failure to justify design and parking approaches.

Our Approach

- Led pre-application discussions with the Council to shape an acceptable development strategy
- Ran a community consultation exercise, contacting 312 neighbouring residents and businesses
- Managed consultant inputs and coordinated responses to all Officer and consultee comments
- Collaborated with transport consultants to justify reduced parking provision and accessibility credentials
- Advised on revisions to design, massing and appearance to address Planning Officer concerns
- Prepared a robust case demonstrating public benefits outweighing identified heritage harm

The Outcome

- Planning permission secured in April 2025 for a retirement living development
- Brownfield site brought forward within a sustainable urban location in Preston
- Heritage concerns resolved through agreement that public benefits outweighed less than substantial harm
- Technical objections on highways, design and heritage matters successfully addressed through negotiation