

Station Road, Sandiacre

McCarthy Stone Retirement Living Lifestyle Ltd.

● Planning ● Engagement



“The team at Planning Potential were collaborative, responsive and solutions-focused from the outset. They successfully managed a complex consultant team and navigated key planning risks, ensuring the scheme progressed efficiently to a positive outcome.”

**Ed Garcia, National Land Director,
McCarthy Stone**

The Challenge

Planning Potential secured planning permission for 53 retirement apartments on a long-derelict brownfield site in the heart of Sandiacre. The project demonstrates our ability to unlock constrained and sensitive development sites by combining robust planning strategy, proactive stakeholder engagement, and coordinated technical input to secure approval where heritage, viability, access, and environmental risks were significant.

The 0.44ha vacant brownfield site occupies a prominent location within the urban area, adjacent to the canal and within the setting of the conservation area. The site presented a complex planning context, including flood risk considerations, neighbouring commercial uses, heritage sensitivities, and challenging access arrangements. A number of key planning risks needed to be carefully managed throughout the application process, including concerns regarding the scale and design of the development within its historic setting, access constraints from Station Road, viability pressures affecting design quality and planning obligations, and technical matters relating to flood risk and drainage.

Through a clear planning strategy and coordinated technical response, Planning Potential successfully addressed these constraints, securing approval for a high-quality retirement living scheme and bringing forward the redevelopment of a long-derelict and highly visible brownfield site.

Our Approach

- Led preparation of the full planning application and coordinated all supporting technical assessments
- Managed multidisciplinary consultant team covering transport, flood risk, ecology, heritage, and viability
- Delivered a comprehensive planning strategy addressing heritage harm, design, and townscape considerations
- Coordinated pre-application engagement and stakeholder consultation including Parish Council and local representatives
- Guided the proposal through planning balance, evidencing public benefits against identified heritage harm

The Outcome

- Resolution to grant planning permission subject to conditions for a new retirement development
- Delivery of 53 new homes addressing identified need for older persons accommodation
- Regeneration of a prominent brownfield site vacant for over 18 years
- Technical constraints including flood risk, access, and biodiversity resolved through agreed mitigation strategies
- Planning balance concluded benefits outweighed heritage and infrastructure impacts, securing sustainable development