

CITY LIVING

PRESTON

AUTUMN 2020

PRESTON CITY CENTRE RESIDENTIAL DEVELOPMENT OPPORTUNITIES



Preston
City Council





PRESTON IS A MODERN AND VIBRANT CITY WHICH OFFERS PEOPLE A GREAT PLACE TO WORK, SHOP AND LIVE.

The city is successfully delivering a number of regeneration and development projects which are transforming Preston's shopping and leisure offer, public transport connections and public realm and spaces.

The focus is now on improving Preston's housing offer to enhance the thriving residential community located within the city centre and inner suburbs.

A number of residential projects have already been delivered or are on site, and it is the Council's aim to build on this momentum to deliver a range of new city living homes.

We wish to support all sectors to build new homes, in particular by bringing forward stalled brownfield sites and redeveloping empty buildings.

By working in partnership, we believe that we can accelerate the delivery of these sites to deliver new homes of all tenures.

City Living Preston sets out the attributes that Preston already offers as a place to live and the opportunities for investors and developers to work with us to deliver new homes across the city centre.

We are proud to set out these opportunities within this City Living Preston brochure. We are excited to work with investors, developers and housing associations to unlock the sites identified and to deliver new homes across Preston city centre

Councillor Peter Moss

Deputy Leader and Cabinet Member for Planning and Regulation
Preston City Council

WELCOME TO PRESTON CITY LIVING

Preston City Council is proud to present this vision for city living in Preston. This brochure sets out the development opportunities available in Preston city centre and the surrounding inner suburbs, as well as information on how the Council is ready to support the delivery of these sites.

The Council is overseeing the dramatic transformation of the city centre with new retail and leisure facilities, an expanded and improved UCLan campus, restored and enhanced public spaces and parks and upgraded infrastructure.

There is now a huge opportunity for residential developers and investors to share in the success of this transformation of Preston city centre through the delivery of new homes.

Together we will cement Preston's reputation as a vibrant and attractive city where people aspire to live, work, learn and visit.

**WE INVITE YOU
TO INVEST IN
OUR GREAT
CITY**

“ Preston has evolved into a great city. The city has achieved a lot in a short amount of time and continues to grow. New infrastructure, new homes, new civic spaces and new jobs are all being delivered. These successes are being realised because Preston City Council truly understands what can be achieved when the public and private sector work in partnership. The exciting part is that there is so much more to come – Preston has only just started growing ”

John Chesworth Chairman of Preston Partnership

Preston has experienced many successes in recent years but we will not rest on our laurels. We want the city to flourish and grow even further.

Preston's success has not gone unnoticed. We have recently been named the 'Highest Performing City in the North West' in the Demos - PWC Good Growth Index 2019 which follows our 2018 success of 'Most Improved City' in the U.K. Our projects have also received national recognition, with the Preston Bus Station refurbishment winning the 2019 RIBA National Award and the Preston Markets winning the Planning Awards 2019.

The Preston Model, our community wealth building scheme, has also attracted national attention and was recently hailed as a 'beacon' for other cities by the Centre For Local Economic Strategies thinktank. The Preston Model has ensured that £488.7m of public sector spending has been retained within the Lancashire economy.

We know that Preston works best when the public and private sector work together to deliver new development. The Preston, South Ribble and Lancashire City Deal exemplifies this partnership approach.

Through the City Deal, Preston Council, in conjunction with other public sector partners, is delivering a major package of transport and infrastructure works totalling over £430m of public investment. This investment will leverage a further £2.3bn of private commercial investment into new housing and employment developments.

The City Deal has delivered a massive step change in the delivery of housing in Preston, in particular in North West Preston.

The increase in the scale of housing delivered in Preston has been substantial, with over 2,200 new homes built over the past 3 years (2016/17 to 2018/19).

There is a real opportunity for residential developers to mirror this success story through the delivery of new homes within Preston city centre and the inner suburbs. The focus is on re-developing empty buildings and bringing brownfield sites back into use.

The Council will achieve its City Living ambitions in partnership with both private sector developers and Registered Providers. This strategy sets out in detail 29 sites which have been identified as suitable for residential development.

This is an exciting time to invest in Preston.

HOW OUR GREAT CITY IS CHANGING

A number of exciting city centre projects have recently been delivered or are in progress which are transforming Preston into a vibrant and dynamic city.



/ UCLAN CAMPUS

The UCLan campus in Preston is undergoing a £200 million transformation to enhance the educational and student experience of the University. The Social Spaces building opened in early 2018 and provides areas for staff and students to work, socialise and relax. The Engineering Innovation Centre opened in October 2019 and is an advanced, state of the art teaching and research facility. The Student Centre and New Square are currently on site. The Student Centre will provide a gateway to the campus, as well as providing student services, offices and meeting and event spaces. The New Square will extend in front of the building and will provide space for events in Preston city centre including festivals, markets and more.

/ PRESTON BUS STATION

An award-winning refurbishment of the iconic Preston Bus Station has recently been delivered. The restoration of the building included the reconfiguration of the bus stands, relocation of the coach station and rationalisation of the retail units which has improved the flow and functionality of the building. The refurbishment won multiple awards including a 2019 RIBA National Award.

/ PRESTON MARKET HALL

Preston City Council committed significant investment to provide a new, successful market. The revitalised markets opened in early 2018 and now provide a brand new Market Hall built under a larger listed Victorian canopy, as well as a Box Market created from up-cycled shipping containers.



WINCKLEY SQUARE

Winckley Square is a Georgian square and gardens situated in Preston city centre. A £1.2m refurbishment of the gardens was recently completed and the park now enjoys a Green Flag Award.



CITY CENTRE PUBLIC REALM

Lancashire County Council is in the process of upgrading the city centre public realm to provide a better environment for pedestrians and cyclists and reduce the dominance of vehicles. There is less clutter, more space and fewer traffic lights which has significantly enhanced the attractiveness of Preston city centre.



PRESTON RAILWAY STATION

The city and its partners are developing a new vision for Preston Railway Station and the surrounding area - a new business district that will deliver a step change in Preston's office and residential offer, maximising the opportunity created by the arrival of HS2 trains in the city.



ANIMATE

A cutting-edge and integrated leisure development comprising a multi-screen cinema, 10-pin bowling alley and family restaurants that will reinforce the Harris Quarter as the premier cultural and leisure destination in Lancashire.

WHY DO PEOPLE WANT TO LIVE IN PRESTON CITY CENTRE?



/ CENTRE OF EDUCATIONAL EXCELLENCE

- ✓ UCLan has a thriving community of 38,000 students and staff.
- ✓ UCLan is ranked top in the north of England and fourth nationally for the number of graduate start-up businesses created.
- ✓ UCLan has a £200m transformation plan for their Preston campus.
- ✓ Preston is also home to two excellent FE Colleges. Cardinal Newman College is ranked the top Sixth Form College for A levels in the North West. Preston's College is a sector leader for vocational training and apprenticeships.



/ OUTSTANDING CONNECTIVITY

- ✓ Preston station is a major station on the West Coast mainline, with over 4.5 million passengers per year.
- ✓ London can be reached in just two hours by direct train from Preston.
- ✓ Preston Station is set to become an HS2 hub station with journey times to London cut to just 77 minutes.
- ✓ Close to the North West's major airports.
- ✓ Lancashire is linked by 6 major motorways providing superb north-south and east-west access.



HIGH QUALITY CULTURAL, RETAIL & LEISURE OFFER

- ✓ Preston is famous for its cultural and civic buildings including the Guild Hall complex, the Central Library and the Harris Art Gallery & Museum, which is about to undergo a £10m transformation.
- ✓ An excellent retail offer with a mix of national retailers and independent shops and boutiques.
- ✓ The St George's shopping centre is currently undergoing a major programme of investment and refurbishment which is attracting further national retailers to Preston city centre.
- ✓ The re-modelled Preston Markets, which opened in 2018, has already established its reputation as a shopping and leisure hub. The recently renovated Grade 2 listed 'European style' market provides an improved food offer but also retains some of the more traditional market stalls.
- ✓ The cinema-led Harris Quarter leisure scheme will be built next to Preston Markets.



ATTRACTIVE ENVIRONMENT & QUALITY PUBLIC REALM

- ✓ The Victorian Grade II* listed Avenham and Miller Parks are located within the city centre.
- ✓ The attractive Georgian Winckley Square is located in the heart of Preston and has recently enjoyed a £1.2m refurbishment which restored the gardens to their former glory.
- ✓ The city centre public realm has recently been upgraded along Fishergate, Church Street and Cannon Street.
- ✓ Further improvements are planned to deliver more high-quality public realm throughout the city centre.



BUSINESS & ECONOMIC HUB OF LANCASHIRE

- ✓ Preston is the main commercial centre of Lancashire and is a hub for high value business sectors including computing, business services and finance.
- ✓ Preston is committed to inclusive economic growth striving to ensure that all its residents benefit from investment.
- ✓ Central Lancashire is a recognised world-leader in aerospace, advanced engineering and manufacturing, energy and higher education.
- ✓ The £450m Preston, South Ribble and Lancashire City Deal is set to deliver 20,000 new jobs to the sub region in the next 10 years.
- ✓ A new Commercial Quarter is set to be delivered at Station Gateway which will deliver a step change in the city's office offer.

THE PRESTON CITY LIVING VISION

“Our vision is to transform Preston city centre and its inner suburbs into a series of vibrant and popular neighbourhoods which exemplify the best of modern city living.

It is our vision to create a thriving city centre apartment market, as well as delivering new high density homes in the city’s inner suburbs.

The delivery of this vision will not only boost the city’s supply of new market and affordable homes but will also improve the built environment in some of the city’s key regeneration areas.

Preston City Council are committed to working in collaboration with partners that share this vision.”

FAMILIES & COUPLES

Preston’s compact size allows families residing in the city centre and inner suburbs to easily access great schools, shops, parks and amenities.

YOUNG PROFESSIONALS

The driver of city centre living across the UK, which has great potential to be harnessed in Preston due to the area’s strong employment opportunities.



RETIRED

The city’s attractive amenities including greenspace, shops, restaurants and cultural offer could prove very popular with older people should the right type of accommodation be delivered.

STUDENTS & POSTGRADUATES

Preston’s educational offer continues to improve and expand. Scope exists to deliver even better quality student accommodation targeted at international students and post graduates.

THE SUCCESS OF RESIDENTIAL DEVELOPMENTS IN PRESTON

Residential developers and house builders have delivered an average of 737 new homes per annum over the past 3 years, with a net new supply in Preston of 1.2% in 2017/18 compared to the national average of 0.9%.

Preston is a great place for investment.

The pace of housing delivery in Preston is a testament to the strength of the local housing market and the appetite residential developers have for building in the city.

STRONG LEADERSHIP

Preston City Council has led the way in delivering key infrastructure, residential and commercial projects to the city centre and wider Preston. We have a clear idea of what we want the city to look like and are working in collaboration with the private and public sector to deliver this vision.

STRONG ECONOMY

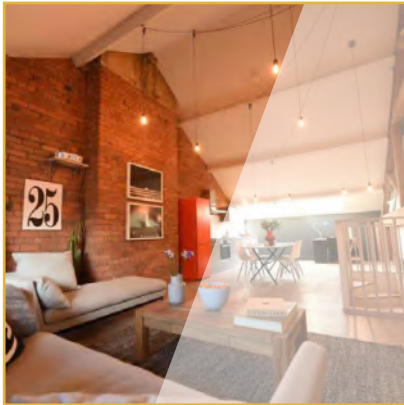
Preston is the star performer in the Lancashire economy and boasts a well-educated and skilled population, high levels of employment and a well-paid workforce. Preston is the home of business in Lancashire, with strong local sectors including Nuclear/ Energy, Advanced Manufacturing and Engineering; and Business and Professional Services.

STRONG HOUSING MARKET

Preston's housing market is booming with 3.4% average house price growth in the past 12 months, compared to a national average of 1.2%. Rental growth is also strong – growing 7% year on year.

SUCCESSFUL CITY CENTRE & INNER SUBURBS RESIDENTIAL PROJECTS

SUCCESSFUL CITY CENTRE SCHEMES



WINCKLEY SQUARE & GUILDHALL STREET

In the heart of the city, Winckley Square is an attractive city centre garden. The Square has become the focus of city centre living in Preston with over 200 apartments currently being delivered in the Square and adjacent streets.



BISHOPGATE GARDENS

The number of vacant commercial buildings being converted to apartments is steadily increasing in Preston. One of the biggest refurbishment projects is the delivery of 140 apartments in Red Rose House and Elizabeth House, part of the former Preston Office Centre.



THE OLD SORTING OFFICE

The former Grade 2 listed Sorting Office in Preston has been converted into 31 one, two and three bedroom luxury apartments completed with communal rooftop gardens.

SUCCESSFUL INNER SUBURB SCHEMES



NEW HALL LANE

Being completed over 3 phases, Mulbury Homes in partnership with Adactus are delivering 189 new homes including 119 new affordable houses and a 70 unit extra care facility. This will completely revitalise the former brownfield site and provide a significant boost to the supply of affordable homes.

EMERGING DEVELOPMENTS



LOFTHAUS

A planning application for 299 new apartments over 21 storeys was recently granted planning permission. The new apartments will benefit from a range of communal facilities including a gym and cinema.



POLE STREET

Planning permission has been granted for 176 high quality apartments on Pole Street. The development will deliver a mix of 1 and 2 bed apartments and ground floor commercial space in a newly constructed building extending up to 15 storeys.



This potential of Preston city centre and its inner suburbs hasn't gone unnoticed, with numerous successful city centre residential schemes already delivered or in the pipeline.

The city has attracted a range of different developers from national and regional housebuilders to SME developers, as well as housing associations.

THE SITES

Preston City Council has identified 29 sites available for residential development within the city centre and the surrounding inner core neighbourhoods.

There is a wide range of sites identified within this brochure which offer different opportunities from landmark apartment towers in the city centre to family homes in more suburban locations.

These sites have been identified through a range of sources including the Local Plan and evidence base, local agents and property professionals and a review of brownfield sites, as well as an examination of our own land and property holdings.

THE CITY CENTRE SITES

Opportunity:- The potential for apartment living and high density housing including new build opportunities and conversions of existing commercial and heritage buildings.

- 1/ 50 Lancaster Road
- 2/ 16 to 26 Avenham Street
- 3/ Rear of Bull & Royal Pub
- 4/ 10 to 12 Lancaster Road
- 5/ Lancastrina House
- 6/ Glovers Court Car Park
- 7/ Sports Hall, Garden Street
- 8/ Land at Queen Street/ Manchester Road
- 9/ Corner of Manchester Road and Church Street
- 10/ Arkwright House
- 11/ Former Byrom Hotel
- 12/ 33 Manchester Road
- 13/ 11 to 19 Manchester Road
- 14/ 22 to 24 Manchester Road
- 15/ Oakham Court
- 16/ Land at Queen Street
- 17/ NCP Car Park & Former Bargain Galore Site
- 18/ The Unicentre, Lords Walk

THE INNER SUBURB SITES

Opportunity:- The opportunity to provide first time buyer homes and family homes on a range of vacant brownfield sites that enjoy easy access into Preston city centre.

- 19/ North Road Car Park
- 20/ Former Tulketh High School
- 21/ Ribbleson Hall High School
- 22/ The Larches House
- 23/ Moor Park Avenue Tennis Court
- 24/ Moor Park Avenue Depot
- 25/ Parker Street
- 26/ Southgate Works
- 27/ Spindle Maker Arms
- 28/ Kensington Drive
- 29/ Tulketh Crescent

THE CITY CENTRE SITES

City centre living for students, young professionals & more.

SITE #2 / 16 TO 26 AVENHAM STREET PRESTON PR1 3BN

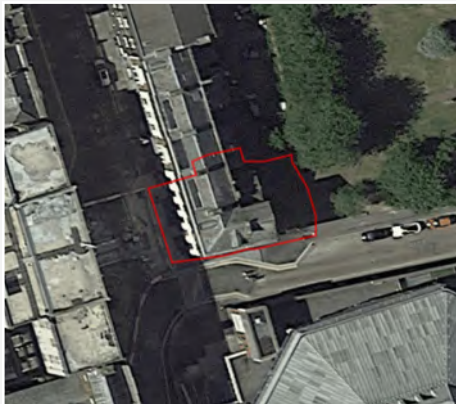


SIZE
0.02 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments on a vacant brownfield development site situated in the heart of Preston city centre.

SITE #1 / 50 LANCASTER ROAD PRESTON PR1 1DD



SIZE
0.04 ha

OWNERSHIP
Preston City Council

OPPORTUNITY
The conversion of the upper floors of this attractive building into apartments with ground floor commercial in Preston city centre.

SITE #3 / REAR OF BULL & ROYAL PUB 141 TO 142 CHURCH STREET PR1 3TY



SIZE
0.24 ha

OWNERSHIP
Private

OPPORTUNITY
High density homes on an existing surface car park in a central location in Preston city centre.

**SITE #4 / 10 TO 12 LANCASTER ROAD
PRESTON PR1 1DA**



SIZE
0.02 ha

OWNERSHIP
Preston City Council

OPPORTUNITY
Conversion of a Grade 2 listed building into apartments in Preston city centre.

**SITE #6 / GLOVERS COURT CAR PARK
GLOVERS COURT PR1 3LD**



SIZE
0.05 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments on an existing surface car park in a central location in Preston city centre.

**SITE #5 / LANCASTRIA HOUSE
LANCASTER ROAD PR1 2QH**



SIZE
0.05 ha

OWNERSHIP
Preston City Council

OPPORTUNITY
Conversion of a five storey attractive building into apartments, situated adjacent to Preston Markets.

**SITE #7 / SPORTS HALL
GARDEN STREET PR1 8RY**



SIZE
0.06 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments situated in the heart of the attractive Winckley Square Conservation Area.

**SITE #8 / LAND AT QUEEN STREET
MANCHESTER ROAD PR1 4HL**

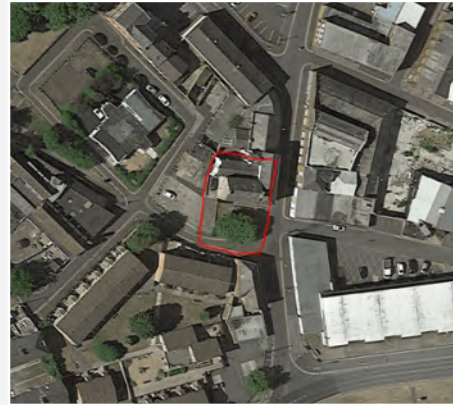


SIZE
0.88 ha

OWNERSHIP
Private

OPPORTUNITY
New homes on a brownfield site situated on the edge of the city centre.

**SITE #10 / ARKWRIGHT HOUSE
MIDGERY LANE PR1 3XT**



SIZE
0.26 ha

OWNERSHIP
Private and Preston City Council

OPPORTUNITY
Conversion of a Grade 2* listed building into apartments and new build apartments on a peripheral city centre site.

**SITE #9 / CORNER OF MANCHESTER ROAD
AND CHURCH STREET PR1 3BT**



SIZE
0.88 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments on a vacant brownfield site in central Preston plus an opportunity to enhance and convert existing properties fronting Church Street.

**SITE #11 / FORMER BYROM HOTEL
25 TO 35 GRIMSHAW STREET PR1 3DD**



SIZE
0.1 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments on a vacant brownfield development site situated in Preston city centre.

SITE / 33 MANCHESTER ROAD
#12 / PR1 3YH



SIZE
0.09 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments on a vacant brownfield development site situated in Preston city centre.

SITE / 22 TO 24 MANCHESTER ROAD
#14 / PR1 3YH



SIZE
0.08 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments with the potential for ground floor commercial on a development site situated in Preston city centre.

SITE / 11 TO 19 MANCHESTER ROAD
#13 / PR1 3YH



SIZE
0.04 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments with the potential for ground floor commercial on a development site situated in Preston city centre.

SITE / OAKHAM COURT
#15 / PR1 3XD



SIZE
0.56 ha

OWNERSHIP
Private and Preston City Council

OPPORTUNITY
A series of high density apartments and houses on a development site situated in Preston city centre.

SITE #16 / LAND AT QUEEN STREET PR1 3BY



SIZE
2.4 ha

OWNERSHIP
Private

OPPORTUNITY
A series of high density apartments and houses on a development site situated in Preston city centre.

SITE #18 / THE UNICENTRE LORDS WALK PR1 1DH



SIZE
0.56 ha

OWNERSHIP
Private

OPPORTUNITY
New build apartments and potential conversion of existing building into apartments on a city centre site.

SITE #17 / NCP CAR PARK & FORMER BARGAIN GALORE SITE CHURCH STREET PR1 3BQ



SIZE
0.19ha

OWNERSHIP
Preston City Council and Private

OPPORTUNITY
New build apartments on a well situated city centre site.

THE INNER SUBURB SITES

Medium density houses for first time buyers and young families.

**SITE #19 / NORTH ROAD CAR PARK
NORTH ROAD PR1 1TR**



SIZE
0.22 ha

OWNERSHIP
Preston City Council

OPPORTUNITY
New build apartments on an existing surface car park situated at a key gateway for Preston city centre, in close proximity to the UCLan campus.

**SITE #21 / RIBBLETON HALL HIGH SCHOOL
RIBBLETON PR2 6EE**



SIZE
6.2 ha

OWNERSHIP
Lancashire County Council

OPPORTUNITY
200 houses situated on a site in the inner Preston suburb of Ribbleton.

**SITE #20 / FORMER TULKETH HIGH SCHOOL
TAG LANE PR2 3TX**



SIZE
1.31 ha

OWNERSHIP
Lancashire County Council

OPPORTUNITY
30 houses situated on a site in the inner Preston suburb of Ingol.

**SITE #22 / THE LARCHES HOUSE
LARCHES LANE PR2 1QE**



SIZE
2.49 ha

OWNERSHIP
Private

OPPORTUNITY
30 new build houses plus the conversion of a Grade 2 listed building into apartments.

**SITE #23 / MOOR PARK AVENUE TENNIS CLUB
MOOR PARK AVENUE PR1 6AS**



SIZE
0.66 ha

OWNERSHIP
Preston City Council

OPPORTUNITY
45 apartments and houses on a site situated in an inner Preston suburb overlooking Moor Park.

**SITE #25 / PARKER STREET
PR1 7PZ**



SIZE
1.26 ha

OWNERSHIP
Private

OPPORTUNITY
50 houses on a brownfield site situated in an Inner Preston suburb.

**SITE #24 / MOOR PARK AVENUE DEPOT
MOOR PARK AVENUE PR1 6AT**



SIZE
0.34 ha

OWNERSHIP
Preston City Council

OPPORTUNITY
25 houses and apartments on a site situated in an inner Preston suburb.

**SITE #26 / SOUTHGATE WORKS
GEORGES ROAD PR1 1NP**



SIZE
0.74 ha

OWNERSHIP
Private

OPPORTUNITY
25 houses on a brownfield site situated in an Inner Preston suburb.

**SITE #27 / SPINDLE MAKER ARMS
214 LANCASTER ROAD NORTH PR1 2PZ**



SIZE
0.13 ha

OWNERSHIP
Private

OPPORTUNITY
30+ apartments on a site situated in an inner Preston suburb.

**SITE #29 / TULKETH CRESCENT
PRESTON PR2 2RJ**



SIZE
0.32 ha

OWNERSHIP
Lancashire County Council

OPPORTUNITY
9 new houses situated in an inner Preston suburb.

**SITE #28 / KENSINGTON DRIVE
FULWOOD PR2 8EB**



SIZE
2.8 ha

OWNERSHIP
Private

OPPORTUNITY
New build family homes and starter homes in the attractive Preston suburb of Fulwood

THE OPPORTUNITY

Preston City Council is willing to support land owners, agents, property professionals, investors, developers and housing associations who share our vision for residential growth.



Our door is always open to those parties interested in delivering the opportunities presented in this brochure. For those parties willing to provide the investment, we are happy to provide ongoing support and guidance.

This prospectus has established the scale of the Council's ambition in bringing forward disused and underused buildings and brownfield sites for new homes in Preston city centre and the surrounding suburbs, as well as our willingness to work with partners who will support the delivery of new homes.

Together we can build thousands of new homes, improve the built environment of neighbourhoods and suburbs in need of regeneration, increase the supply of new affordable homes, cement the Preston city centre apartment living market and contribute to the continuing evolution of Preston into a great city.



PARTNERS



CONTACT

Contact us now to discuss how we can support you to realise your aspirations for Preston:

John Crellin
Assistant Director
Head of City Growth
and Regeneration
Preston City Council
J.Crellin@preston.gov.uk

For more details please visit:
<https://www.preston.gov.uk/>

