

# Integrated Retirement Community Development Opportunity

**Land South of Prospect Lane,  
Harpenden, AL5 2PL**





# Opportunity highlights



Opportunity to acquire a development site for a new Integrated Retirement Community (IRC), on a subject to planning basis



Situated in a desirable location on the edge of the affluent and sought-after town of Harpenden, Hertfordshire



Gross site area extending to approximately 10.5 acres



Freehold



Informal tender



# Location

Harpenden is a prosperous Hertfordshire town near St Albans, with convenient access to the M1 motorway, London Luton Airport and direct rail links to central London.

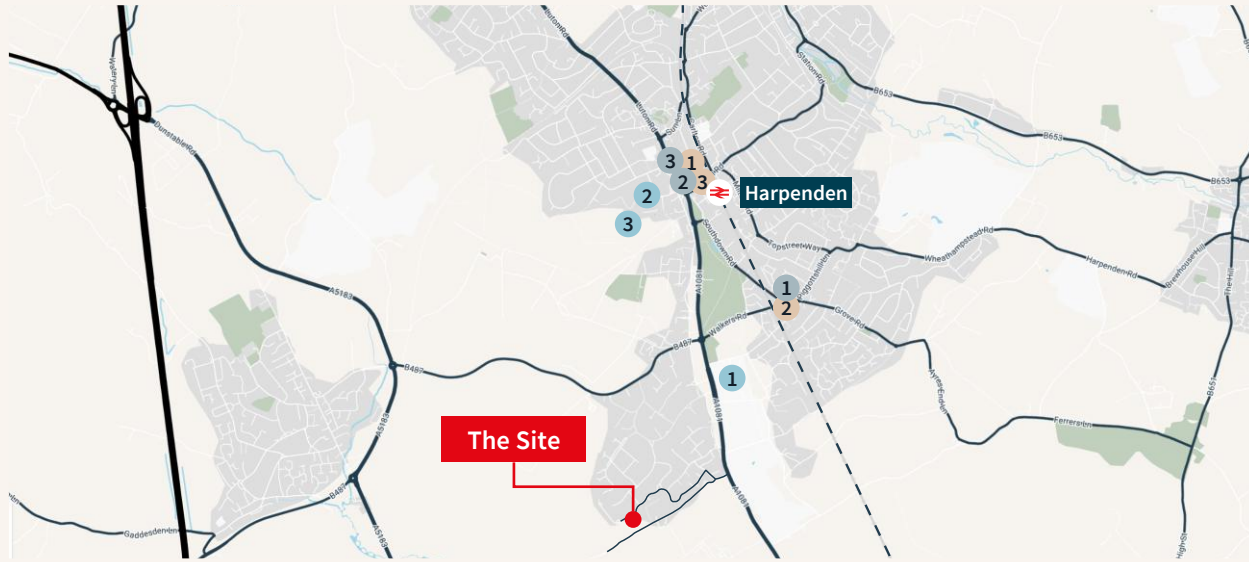
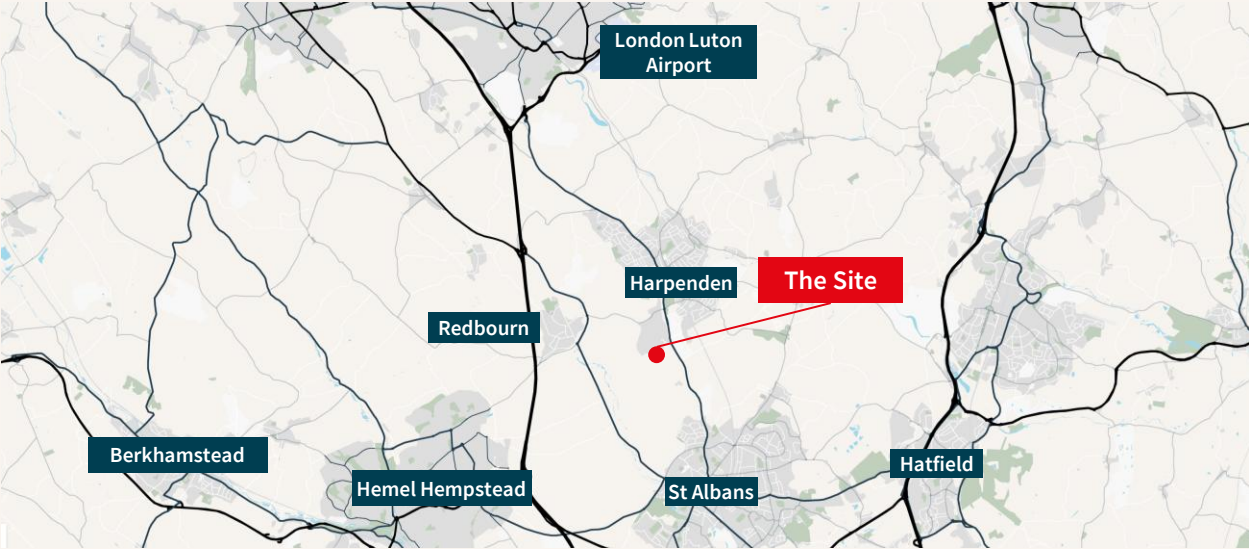
The property is located approximately 1.8 miles south of Harpenden's town centre, within a residential area that features large detached houses and is bordered by open countryside, and close to two golf courses.

Harpenden Railway Station is located 2 miles from the site and provides Thameslink mainline train services to Kings Cross in 25 minutes. Bus services are available on Harpenden Road (A1081) located half a mile from the site, offering routes between Luton, Watford, Harpenden, and St Albans.

The site has pedestrian access from Beesonend Lane and Prospect Lane with anticipated vehicular access from Prospect Lane. The Land Registry title number is HD11278.

The vendor also owns land to the south west which could be incorporated into the site to facilitate BNG requirements.

No	Facility	Local Provision	Proximity to site (mi)
	Railway Station	Thameslink	2.0
1	Retail	The Co-op	1.6
2		Shops along St Albans Road	1.7
3		Sainsbury's	1.9
1	Health	Davenport House Surgery	1.8
2		Southdown Dental Clinic	1.1
3		Manor Pharmacy	2.1
1	Leisure	Harpenden Common Golf Club	0.5
2		Harpenden Sports Centre	1.6
3		Rothamsted Park	1.9





# Description and Demographics

## Description

The site comprises undeveloped arable land which is level and approximately rectangular in shape. The site benefits from pedestrian access at both its southern boundary along Beesonend Lane, and northern boundary along Prospect Lane. It is anticipated vehicular access will be from Prospect Lane.

Whilst the site outline illustrated extends to circa 10.5 acres, the vendor has indicated that there is scope to enhance the site size to meet a desired development and/or net biodiversity requirements for an IRC. The exact boundaries are therefore to be agreed between parties during the process.

## Demographics

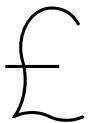
Within a **15-minute** drive time, the following demographics are shown:



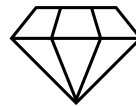
**Over 65 Population (%):** 17% in line with GB average.



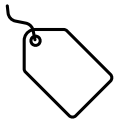
**Over 65 Population (number):** 25,117.



**Average House Price (65+):** Average property values between £500,000-£1M+



**Average House Price (residential):** £664,003 over the last 12 months.



**Average Retirement Pricing:** £773 per sqft (local schemes)



**Affluent Catchment:** 73% of catchment considered mid to high affluence.



**Qualifying Households:** 19% of all households are 65+.



**Target market:** 51% of qualifying 65+ properties valued over £750,000



# Planning

## Macro overview

Securing planning permission for residential development within the green belt has arguably become increasingly achievable thanks to the government's push for new housing.

With careful preparation and alignment with sustainability objectives, the planning system now welcomes innovative residential projects that can demonstrate their positive contribution to both housing supply and environmental stewardship. As such development within the green belt through the application of the National Planning Policy Framework's (NPPF) paragraph 149, which provides specific exceptions for limited infilling in villages and affordable housing schemes that address local community needs.

The government's revised NPPF guidance recognises "very special circumstances" that can outweigh green belt harm, creating a practical pathway for thoughtfully designed residential developments.

## Micro position

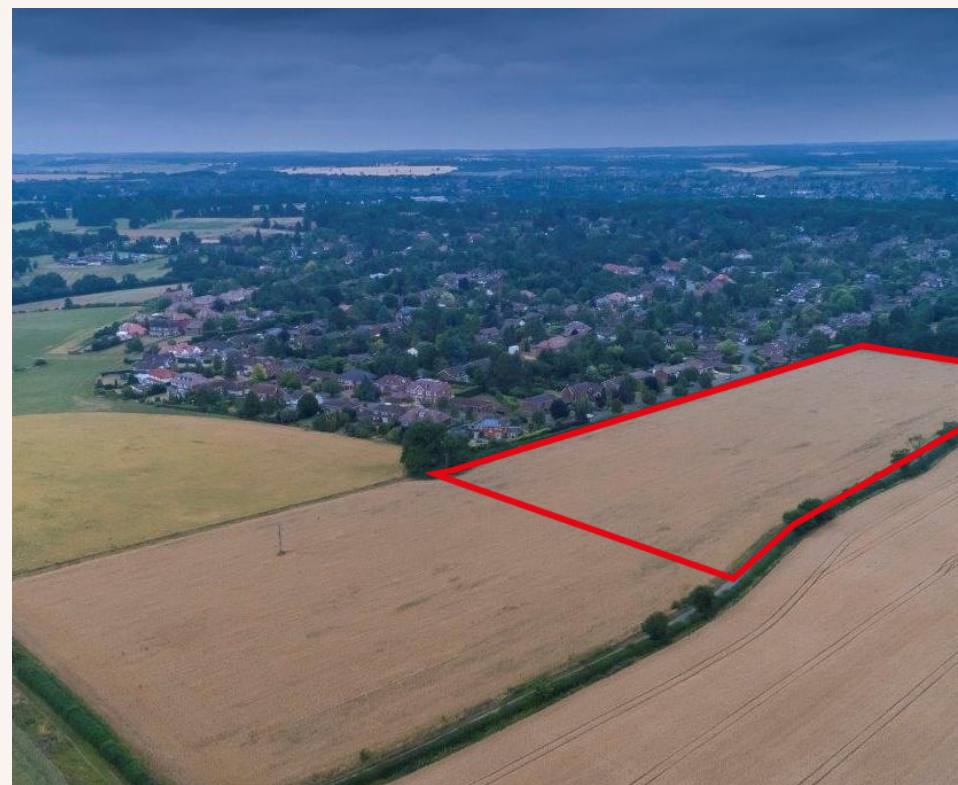
In 2013 the site was identified in the Council's Green Belt Review as a small-scale sub-area that could be released without harming the wider Green Belt. A separate review in 2023 added the site boundaries to an alternative sub-area (SA-12) which is significantly wider and constitutes as Green Belt. However, the site makes up only 5.3% of the SA-12 area and has previously been identified as suitable for release. DLA Planning has written a planning statement to the planning inspectorate which was submitted in April 2025 to outline the differences in the review of the land between the two reviews and push for the site to be included for housing allocation within the emerging local plan.

The Council acknowledges an unmet need for housing, including older people's accommodation and have recently approved an appeal decision (Colney Heath) where older person's housing was permitted on another parcel of Green Belt land.

A case to demonstrate very special circumstances (VSC) as to why development should be approved is likely to be required. The vendor has commissioned both a planning review and legal opinion as to how this can be demonstrated. These draw upon the local planning context, current land supply and housing need along with relevant case law in support of development. An outline of the VSC was submitted in 2023 as part of the update to the Local Plan in 2022.

All supporting documents are contained within the dataroom.

In light of the above the vendor is seeking a development partner who they can submit a planning application alongside, with a scheme that is designed to their specification, as the best chance of securing consent for much needed local older person's housing provision.





# Local Retirement Living Supply

## Existing Supply

There is limited existing supply in the area, totalling 132 units, with the existing sales and re sales achieving high values.

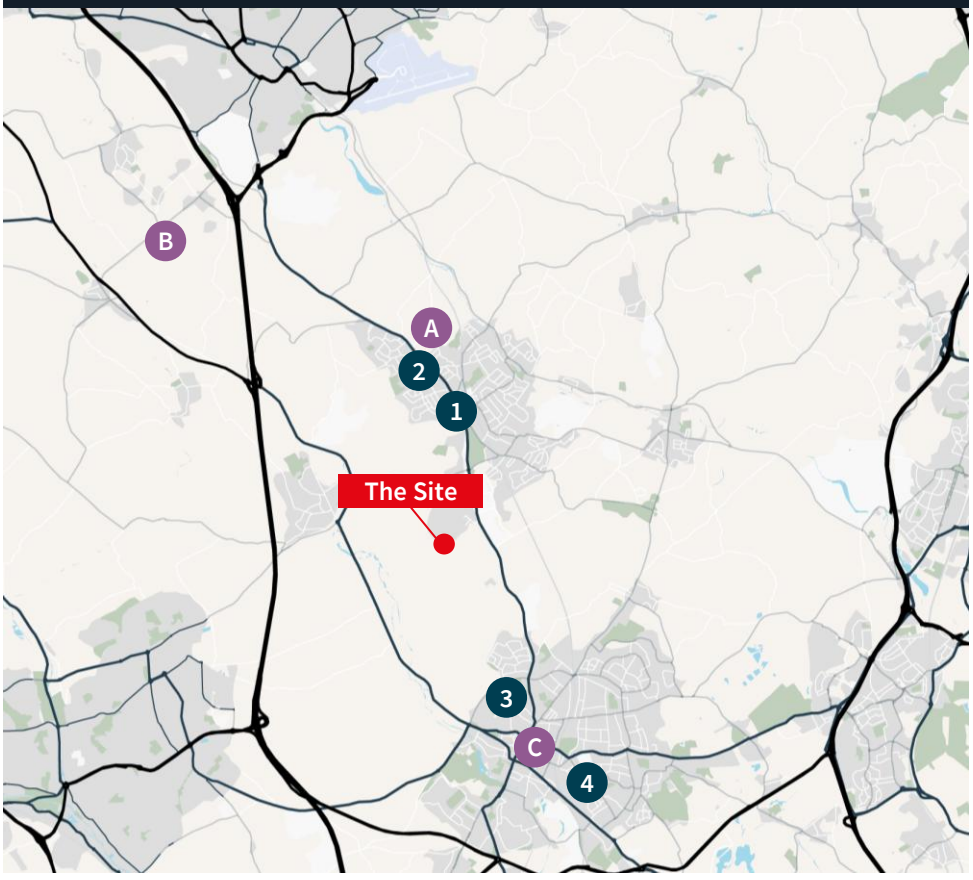
No	Name	Operator	Year Completed	Units	Distance (mi)	Average Capital Value	Average £psf	Status
1	Leyton Road	Pegasus	2018	38	1.5	£929,446	£778	For Sale
2	Redclyffe Place	Beechcroft	2024	9	1.8	£995,000	£875	For Sale
3	Maryland Place	Beechcroft	2019	35	2.3	£702,500	£597	Sold out
4	Eleanor House	McCarthy Stone	2017	50	3.9	£408,513	£553	Only 1 Unit Remaining

## Pipeline

There are three schemes in the pipeline consisting of a total of 320 units. Caddington Hall was approved in April 2025, however, is located in St Albans and only provides a total of 34 units. The Cooters End Lane site is part of a wider masterplan, and has outline planning, so is not confirmed at this stage. The McCarthy Stone site is also in St Albans provides a different model and is therefore unlikely to be major competition to this location.

No	Address	Location	Operator	Units	Distance (km)	Status
A	Cooters End Lane and Ambrose Lane, AL5 4DU	Harpenden	L&G	130	3.9	Pending
B	Caddington Hall, Luton Road, Markyate, AL3 8QB	St Albans	Gleneden Plant	34	8.4	Granted (04/2025)
C	18-28 Catherine Street, 8-12 Church Street, AL3 5BY	St Albans	McCarthy Stone	39	4.5	Pending

Within a **15-minute** drive time there is a limited existing supply of modern retirement accommodation.



# Residential Market Analysis

Residential house prices within the local area of the site have averaged £664,000 over the last year. The majority of properties sold during the last year were terraced properties, with a very limited supply of new build stock.

Average house prices in the area are 148% above the national average with semi-detached and detached housing commanding an exceptional premium. The demand for urban living and the projected growth in households will propel these markets forward over the five-year forecast period.

## JLL House Price Growth Forecasts

Rental growth (% pa)	2025	2026	2027	2028	2029	Cumulative Average pa 2025-29	Average pa 2025-29
UK	3.5	4.0	4.5	3.5	3.0	19.9	3.7
Greater London	2.5	3.5	5.0	5.0	4.0	21.6	4.0
South East	2.5	4.0	5.5	5.0	3.5	22.2	4.1

Source: JLL, 2025

## Local residential pricing



**Flats**  
**£338,308**



**Terraced**  
**£559,523**



**Semi-Detached**  
**£748,892**



**Detached**  
**£1,163,592**

Source: Rightmove, 2025. Within 5 miles of the site.

## Process

The method of disposal will be on an informal tender basis. Offers are invited for the Freehold interest in the site on a subject to planning basis.

Whilst our client will carefully consider all offers, they are not obliged to accept the highest or indeed any offer received.

**VAT:** Any guide price quoted or discussed is exclusive of VAT.

**Viewings:** The site can be easily viewed from the public highway.

**Costs:** Each party is to be responsible for their own legal costs, surveyor's fees and any other costs incurred in the transaction.

## Additional Information

Please contact JLL for access to the dataroom.

Information available in the dataroom includes:

- Planning documentation and representations
- Technical information on highways, ecology and archaeology
- Arboricultural Survey

## Disclaimer

JLL for themselves and for the vendors or lessors of this property whose agents they are, give notice that:

- a. the particulars are set out as a general outline only for guidance and do not constitute, nor constitute part of, an offer or contract;
- b. All descriptions, dimensions, references to condition and necessary permissions for use and occupation, and other details are believed to be correct, but any intending purchasers, tenants or third parties should not rely on them as statements or representations of fact but satisfy themselves that they are correct by inspection or otherwise;
- c. no person in the employment of JLL has any authority to make or give any representation or warranty whatever in relation to the property;
- d. Any images may be computer generated. Any photographs show only certain parts of the property as they appeared at the time they were taken.

# For further information, Please contact:



**ANTHONY OLDFIELD**

*JLL- Director*

*Healthcare Capital Markets*

M- +44 7966 023997

Anthony.Oldfield@jll.com



**LAUREN HETHERINGTON**

*JLL-Director*

*Healthcare Capital Markets*

M-+44 7711 772230

Lauren.Hetherington@jll.com