

Kier Park, Maylands, Hemel Hempstead

Kier Property

● Planning ● Engagement



Planning Potential secured a positive officer recommendation for a residential-led mixed-use redevelopment at Kier Park, delivering 268 homes and office space on long-vacant employment land.

Demonstrating our ability to unlock stalled employment sites, combining robust marketing evidence, strategic negotiation with officers, and policy-led justification to secure support for a landmark gateway scheme.

The Challenge

The site at Plots 2 and 3 Kier Park had been vacant for over 10 years and was designated employment land suitable for B1, B2 and B8 uses on the edge of the Maylands Industrial Area. Despite its allocation, extensive marketing demonstrated a sustained lack of demand for a purely employment-led scheme.

The Council required any departure from policy to justify a strong mixed-use approach and deliver a landmark gateway development marking the entrance to the Maylands Industrial Area.

Without compelling evidence and careful negotiation, the scheme risked refusal, continued vacancy, and increased pressure on future Green Belt releases.

Our Approach

- Provided strategic advice on the site's development potential and planning risks
- Led pre-application engagement and policy discussions with the Council
- Prepared robust marketing and planning evidence to justify departure from employment policy
- Managed and coordinated the appointed multidisciplinary consultancy team
- Negotiated the scale and focus of office provision to address local demand
- Responded swiftly and robustly to consultation comments

The Outcome

- Officer recommendation secured to approve 268 residential units
- Over 10,000 sq ft of office space approved to support local start-up businesses
- Policy-compliant affordable housing delivered on a brownfield site
- Residential delivery enabled, reducing pressure on future Green Belt release