# Potters Bar High Street

## Design & Access Statement

05th August 2026
AFK Studios

# Document version control

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| Creator: | AFK Studios |

This Design and Access Statement has been prepared in support of the proposed development at Maple House, Nos 8-16 (even) & 30-32 High Street and Nos 1-7 Princes Parade, Potters Bar.

The Statement relates to the partial demolition of existing buildings (with retention of existing two-storey car park and substation) and redevelopment of the site to provide a mixed-use development comprising residential apartments (Class C3) and flexible commercial floorspace (Class E) across 4 Blocks and associated internal roads, parking, drainage, landscaping, amenity space and associated works.

## Revision record

| Rev. | Date | Summary of changes | Edited by | Checked by |
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| 1 | 23/03/2026 | Initial Draft issued | NDM | AK |
| 2 | 26/06/2026 | Issued for Planning | NDM | AK |
| 3 | 30/06/2026 | Issued for Planning with minor amendments | NDM | AK |
| 4 | 05/08/2026 | Issued for Planning with minor amendments | NDM | AK |
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# 1.0
# Introduction

# 1.01 Introduction

## Overview

This Design and Access Statement has been prepared on behalf of Chase New Homes to describe the proposed redevelopment of a key town centre site along the High Street and Mutton Lane in Potters Bar.

Situated at the heart of the town's historic centre, the site represents a highly significant opportunity for the regeneration of Potters Bar. The proposals will deliver much-needed new homes on a well-connected brownfield site, alongside new public realm, landscaped spaces, and pedestrian routes for both residents and the wider community. The development will also enhance the quality and vitality of the High Street, introducing new commercial and community uses to support the area's growth.

The proposals have been informed by extensive consultation with local residents, the Hertsmere Planning Department, and the Design Review Panel of consultant specialists. This iterative process has sought to maximise the townscape and place-making benefits of the site, while responding sensitively to local character and the historic context.

The following chapters describe the site, layout, massing, landscape, access, and architectural approach. This Design and Access Statement should be read in conjunction with the full suite of technical reports and drawings submitted as part of the planning application.

## The Design Team

| | |
|---|---|
| Chase New Homes | Client |
| AFK Studios | Architect |
| MRG Studio | Landscape Architect |
| Barker Parry | Planning Consultant |
| BDC Group | Structural & Civil Engineers |
| Whitecode | MEP, Sustainability & Overheating |
| Paul Basham Associates | Transport Consultant |
| Rider Levett Bucknall | Fire Consultant |
| The Landcape Partnership | Ecology |
| Waterslade | Daylight/Sunlight |
| Cass Allen | Acoustic Consultant |
| Turley | TVIA |
| Socotec | Heritage |



View of the proposed Pocket Square along the High Street

# 1.03 Vision & Brief



## Landmark Response to a Key Site

- Create a high-quality, visually rich development
- Mark a clear arrival point to Potters Bar and the High Street
- Strengthen town identity through confident, contextual architecture
- Enhance the setting of nearby heritage assets



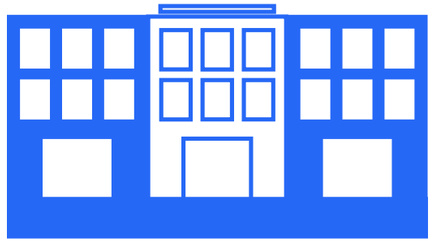
## Delivering High-Quality Homes

- Provide well-designed, tenure-blind homes for a diverse mix
- Maximise daylight, privacy, and access to amenity space
- Support fostering community and a strong sense of place



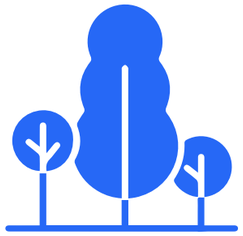
## Walkable and Well-Connected

- Promote a safe and legible movement network
- Strengthen links to the station, schools, and local green spaces
- Prioritise pedestrians and cyclists over car-led design



## Reinvigorate the High Street

- High-quality commercial space to attract footfall and bring vibrancy back to the town centre
- Improve connections between the High Street and surrounding areas



## Landscape

- High-quality public realm that will enhance community life at the heart of Potters Bar
- Priority to protect, manage and adapt existing site features and tie in with wider strategies to support local flora and fauna
- Contribute visually and environmentally to Potters Bar High Street



## Long-Term Sustainability

- Capitalise on opportunities to reuse existing buildings where possible
- Embed sustainability throughout the scheme from buildings to the public realm
- Prioritise energy efficiency and low-carbon transport

# 1.04 Scheme Overview

**Residential**

**293** homes

**25,809m²** residential GIA

All homes meet **M4(2) & NDSS**

**125** resident parking spaces (6%wch)

Space for a **Car Club**

**Landscape**

**4,140m²** new green space

**400m²** new play space

**130** new trees

**569** resident secure cycle spaces

**59** visitor cycle spaces

**Commercial**

**1,742m²** commercial GIA (incl plant and servicing)

**14** secure staff cycle spaces

**15** customer cycle spaces



View of the North Courtyard

# 1.04 Sustainability

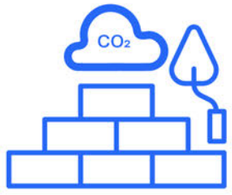
The proposals deliver a sustainable urban regeneration of the site, with sustainability principles embedded throughout the design. An overview of the key initiatives is set out below.



**New public permeability** that encourages walking and cycling.



Expansive new verdant landscape spaces with **biodiversity net gain**




Re-use of car park structure **saving carbon**



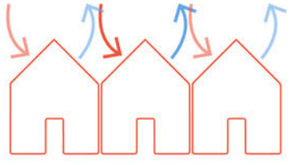
**Green** roofs to all buildings and green walls to the retained car park



Design optimised for **daylight** and **sunlight**



**Thermally efficient** building fabrics



**Mechanical ventilation and heat recovery** to all homes



View of the Residents South Garden looking South

# 1.05 Description of the Application

**Site Area: 1.63ha**

**Site Address: Maple House, Nos 8-16 (even) & 30-32 High Street and Nos 1-7 Princes Parade, Potters Bar**

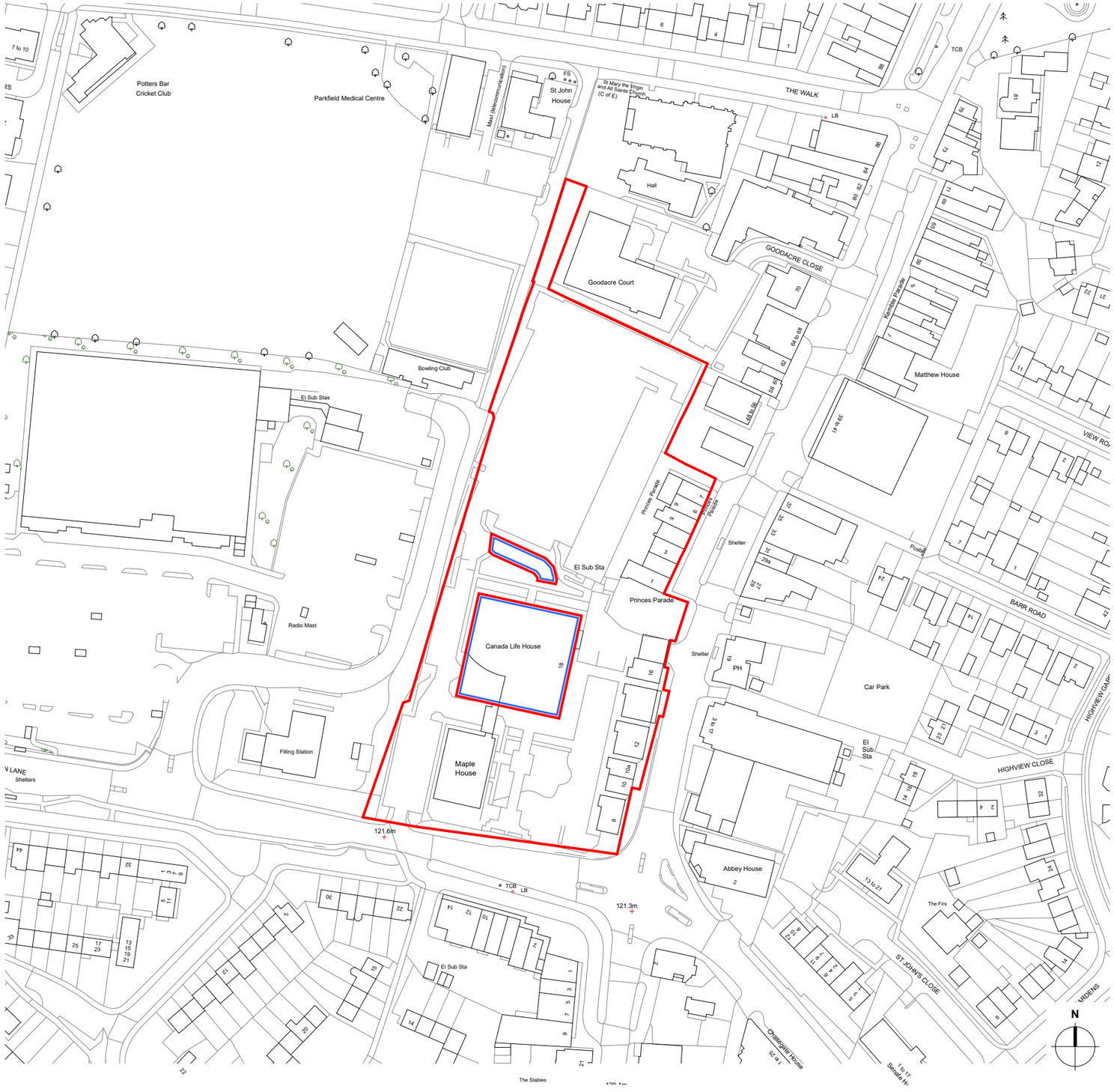
**Local Authority: Hertsmere Borough Council**

**Description of Application:**

Partial demolition of existing buildings (with retention of existing two-storey car park and substation) and redevelopment of the site to provide a mixed-use development comprising residential apartments (Class C3) and flexible commercial floorspace (Class E) across 4 Blocks and associated internal roads, parking, drainage, landscaping, amenity space and associated works.

**In total the proposal would deliver:**

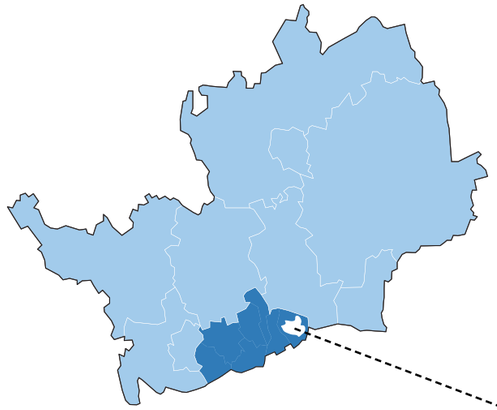
- Redevelopment of an under-utilised, urban, brownfield site located within Potters Bar High Street town centre, identified for redevelopment within the previous emerging Local Plan to provide much needed housing and commercial space with active frontages, new areas of public realm and amenity space.
- A mixed used development comprising of several distinct architectural blocks ranging from 4 to 15 storeys in height;
- 293 Residential homes;
- New commercial units fronting Mutton Lane and High Street (a total of 1,742 sqm)
- 125 Residential car parking spaces i.e. 0.43 spaces per dwelling.
- 535 residential long stay cycle spaces (1 per bedroom) and 59 short stay spaces.
- 400sqm play space
- Extensive communal landscaped grounds for residents and new publicly accessible neighbourhood square.
- New pedestrian and cycle routes through the site to improve connectivity, particularly the enhanced link to The Walk.



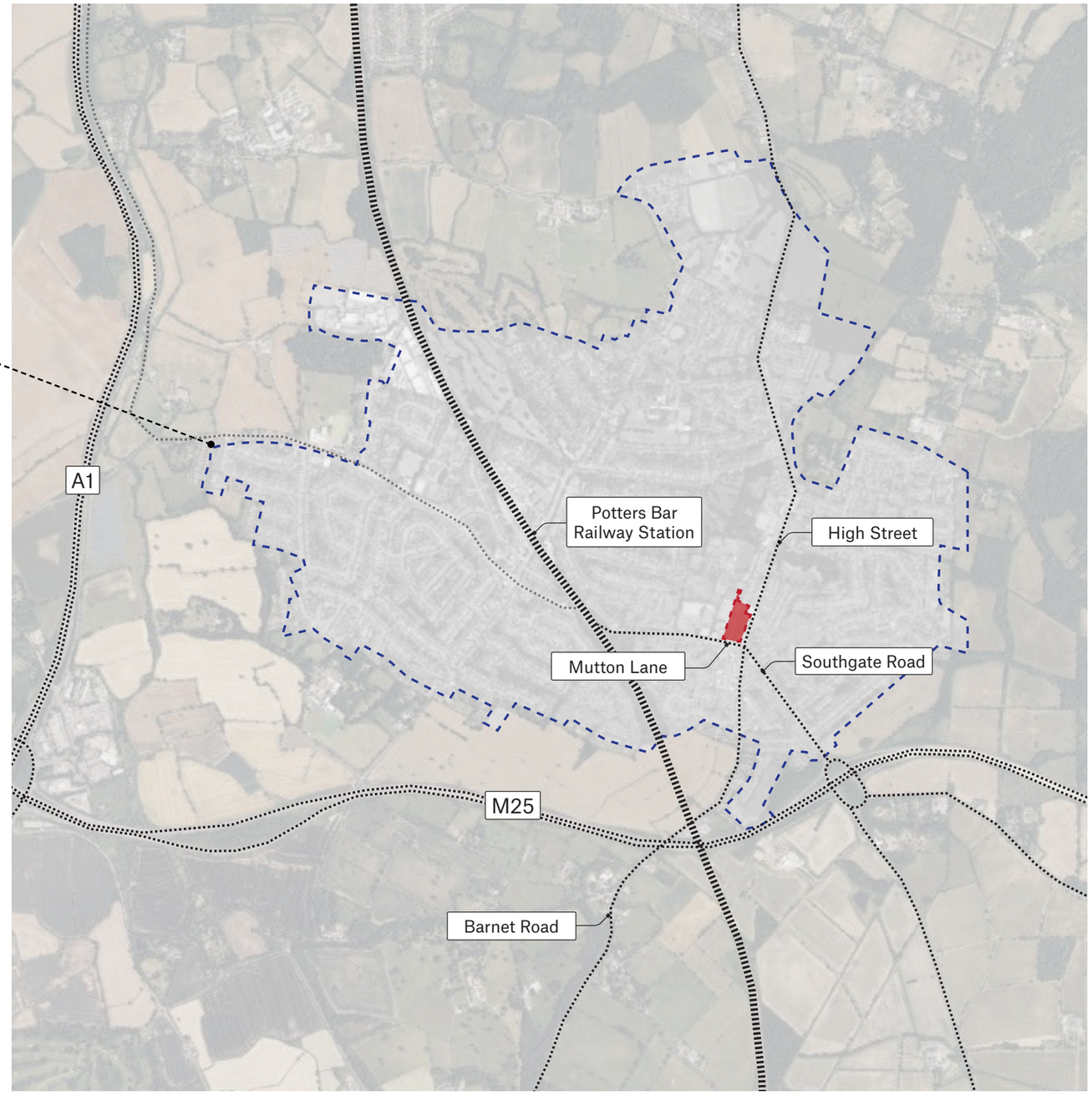
# 2.0
# Site Location & Context

# 2.01 Site Location

The site is located in Potters Bar, a town on the southern edge of Hertfordshire, and occupies a prominent position on the north-western side of a major four-arm junction at the heart of the local road network.



Hertsmere in south of Hertfordshire




**Key**

Proposal site

Potters Bar settlement boundary

# 2.02 Site Location

The site is bounded by Mutton Lane to the south and Potters Bar High Street to the east. Properties along both frontages are predominantly in commercial use, with residential accommodation above. Notable buildings opposite the site on the eastern side of the High Street include Key Point, a former office block recently converted to residential use, and the Cask and Stillage public house.

To the west of the site lies a Tesco superstore, which includes a large surface car park and petrol filling station. A prominent phone mast is also located within the Tesco car park. Immediately north of the site is Goodacre Court, a sheltered housing development, and a BP petrol station.

The site itself comprises a mix of buildings and uses, incuding the Maple House office building, two parades of commercial units fronting the High Street with residential flats above, a car wash, and associated surface car parking (providing approximately 355 spaces). The Canada Life Place building and its basement access ramp are excluded from this application.

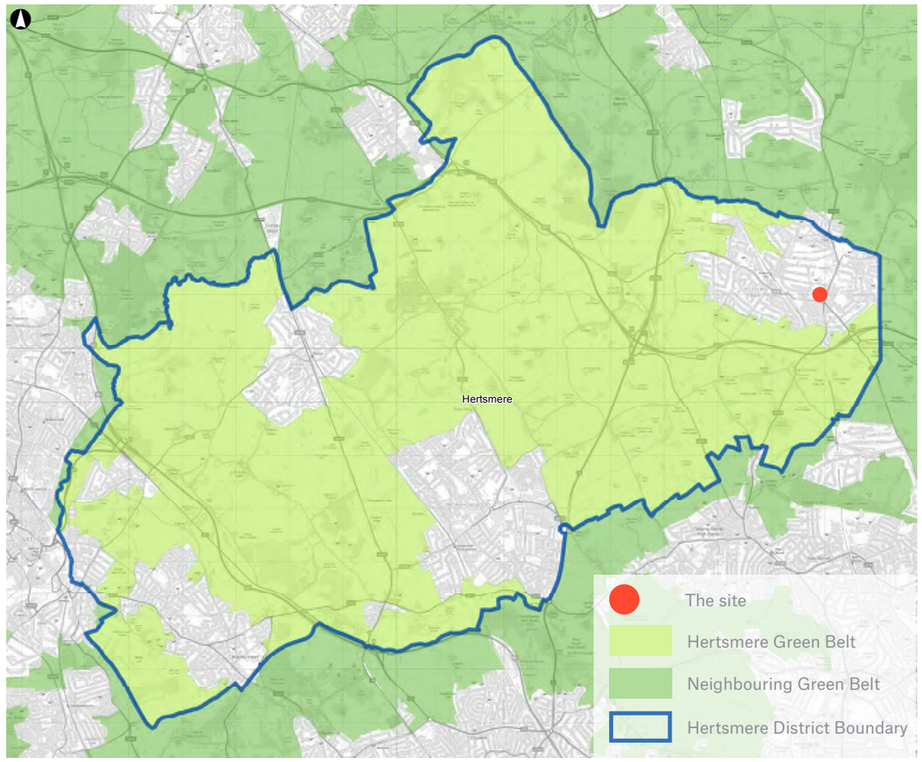


# 2.03 A Strategic Site for Homes

The site comprises an underutilised brownfield plot within Potters Bar town centre, offering a valuable opportunity to deliver new homes in a Borough where most land beyond the settlement boundary is designated as Green Belt.

In recent years, pressure for growth has increasingly focused on large Green Belt sites around the edge of Potters Bar, including the former golf course and land to the south of the town, with significant planned and proposed Green Belt releases reshaping the settlement's edge and influencing its character and sense of community.

In this context, national planning policy places substantial weight on making effective use of suitable brownfield land within existing settlements for homes and other identified needs, reinforcing the importance of this well-located town centre site in contributing to local housing delivery while safeguarding the openness and purposes of the remaining Green Belt.




Hertsmere Green Belt, Map 4.1 Green Belt Assessment 2014 (Stage 1)




Aerial view of the existing site

# 2.04 Connectivity

Strategically located just 0.7 kilometres southeast of Junction 24 of the M25, the site benefits from excellent vehicular access to London and the wider UK motorway system. In addition, Junction 1 of the A1(M), situated approximately 3.4 kilometres to the west, further enhances north–south connectivity, linking Potters Bar with both central London and the north of England.

Potters Bar Railway Station is located within a 15-minute walk to the northwest of the site and provides frequent and direct rail services to central London, including King's Cross in approximately 20 minutes and Moorgate in around 34 minutes. This level of public transport accessibility significantly reduces reliance on private vehicles and supports the promotion of more sustainable travel behaviours.

The site is also well-served by local bus routes and benefits from a highly walkable context, with nearby residential neighbourhoods, shops, schools, and open spaces all within easy reach. The proximity to existing infrastructure, combined with the opportunity to enhance pedestrian and cycle connections through the site, positions it as a highly sustainable development location.

This high level of accessibility, both regionally and locally, makes the site particularly well-suited to supporting a mixed-use scheme that promotes compact, walkable urban form and aligns with national and local planning objectives for sustainable, well-connected development.



# 2.05 Connectivity
## Walking & Cycling

The site is surrounded by a well-developed foot-way network, with wide, often segregated foot-ways and multiple signalised pedestrian and toucan crossings, particularly around the nearby High Street/Southgate Road/Barnet Road/Mutton Lane junction. Walking and cycling accessibility has been demonstrated by mapped travel distances of up to 30 minutes.

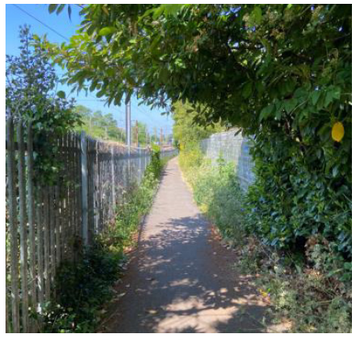
Potters Bar Railway Station is just a 15-minute walk or a four-minute cycle from the site location via uninterrupted accessible routes and the station offers regular rail services to key destinations including London, Cambridge, and Peterborough. As a result of these factors, the site location represents an excellent opportunity to encourage sustainable travel while maximising a reduction in car ownership and single occupancy car trips.



High Street Junction Signal Crossing



Mutton Lane Junction Signal Crossing



Segregated Foot-way Between Mutton Lane and Darkes Lane



View along The Walk




**Key**

- 0-10 minutes walking/ 2-3 minutes cycling
- 10-30 minutes walking/ 3-10 minutes cycling
- Walking routes

# 2.06 Connectivity
## Pedestrian Desire Lines

The adjacent map illustrates pedestrian routes from the surrounding area towards Darkes Lane, the High Street and the railway station.

An assessment of existing routes and crossings highlights that improved connectivity via the High Street would deliver the greatest benefit. Prioritising pedestrian movement along this route would not only enhance access but also help to activate the frontage and support proposed commercial uses.

An opportunity for the development to enhance the existing pedestrian, and potentially cycle, link towards The Walk via the northern corner of the site was identified during early pre-application discussions. This would provide a more direct, safer and convenient route to the railway station for both existing and future residents.



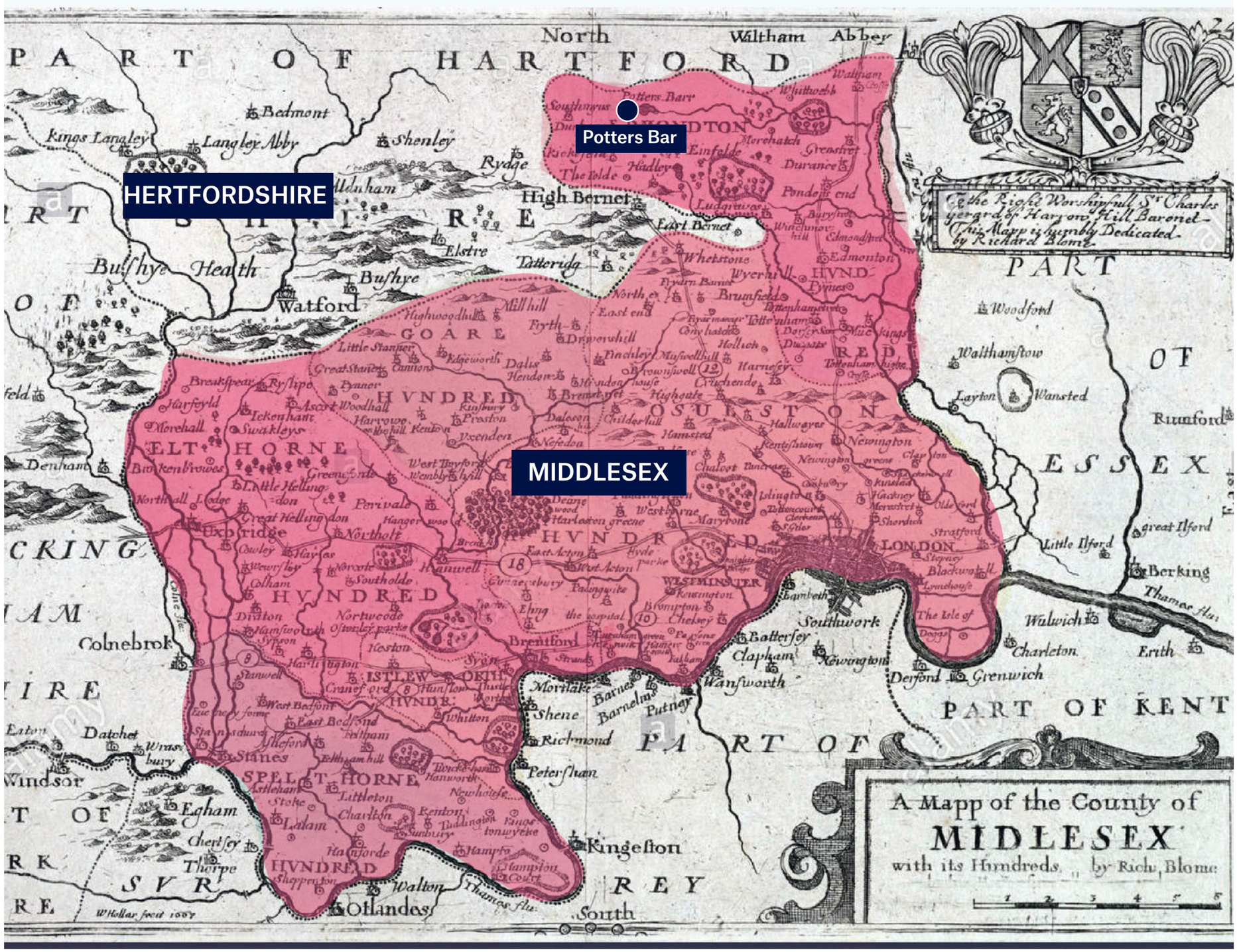

**Key**

- Existing direct access via The Walk
- Likely access via Mutton lane + footpath to west of Circle Ground (can be isolated) -existing
- Likely access via Mutton Lane + railway embankment footpath (can be isolated and muddy) - existing
- Existing link across 3rd party land
- Existing crossing
- Potential to enhanced pedestrian & cyclist link

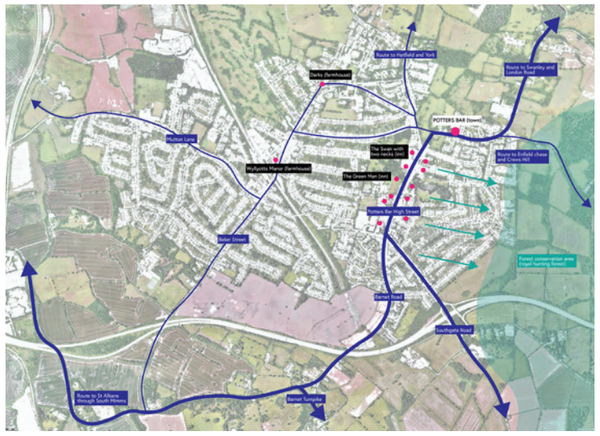
Pedestrian connectivity to the railway station (existing condition + potential enhanced link through the proposal site)

# 2.07 Site History

In 704, a boundary between Middlesex and Hertfordshire was created. Potters Bar was in a unique location because it was part of Middlesex but everything above and below it was part of Hartford, like on an island in a way. This border remained unchanged for 1250 years, after which Middlesex war absorbed into Hertfordshire.

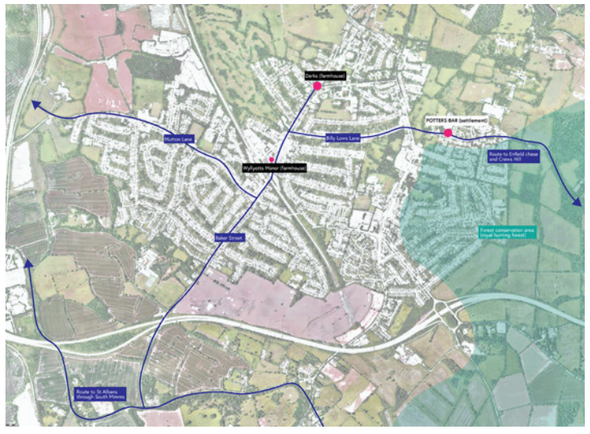


# 2.10 Site History



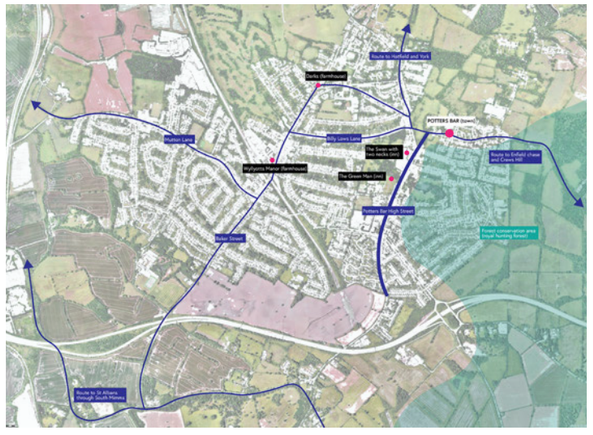

1390-1490

The first mention of a farmhouse “Wyllyotts Manor” is made in the Potters Bar area and Potters Bar is recognized as a gate leading to Enfield Chase, which lies within a forest conservation area. A new route through South Mimms is created which spurs development West of Potters Bar.



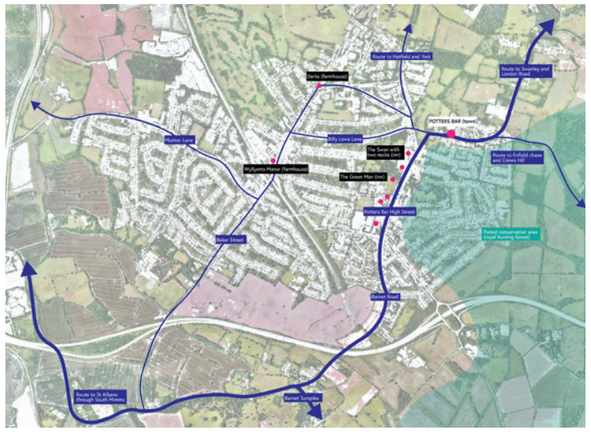

1490-1690

There is mention of a second farm called “Darks.” Several roads that we recognize today, such as Baker Street, form to connect both farmhouses and the road to Enfield Chase. At this point in time Potters Bar is considered a settlement.



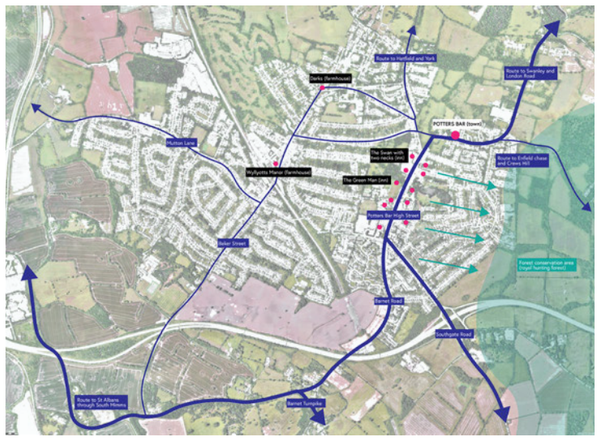

1690-1730

The beginnings of Potters Bar high street form as two Inns are established on the West side of the road.



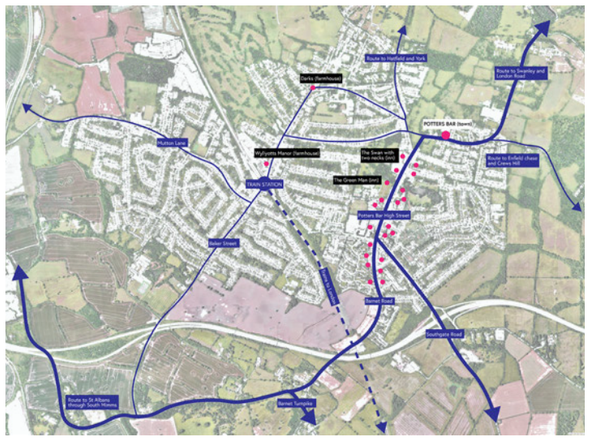

1730-1780

More developments around high street are established, mostly housing workers to support the operation of the inns. The high street extends to north and south.
This is the first time Potters Bar is considered a place and not just a gate or settlement.



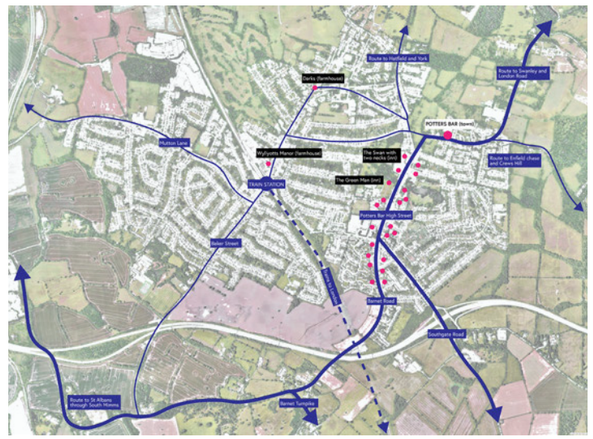

1780-1850

Enfield Chase conservation area is broken up and more land east of Potters Bar high street becomes available for development. The Southgate road branch is created that leads to London.



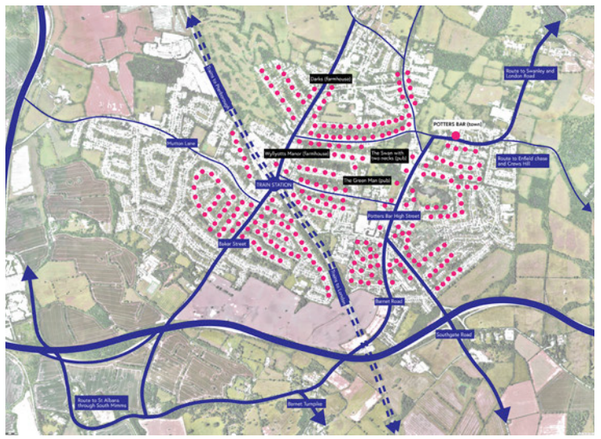

1850-1870

The Great Northern Railway opens in the area and Potters Bar train station is created. However, there is a considerable distance from the existing Potters Bar development to the train station and issues with irregular train service, meaning there was little to no new development around the station. As a result, the train station is servicing a predominantly rural farming area for the first few hundred years of its operation.




1870-1918

The rail line connection is expanded to also go North to Peterborough. The majority of what is Potters Bar today remained green fields during this period and there are no major developments until 1928.




1918-1950

Starting in 1928, there was a significant boom of new residential, commercial, and office buildings in the area (halted during WW2). Residential buildings at the time were a mixture of semi-detached houses and bungalows including a few blocks of flats and maisonettes. A new train station was constructed in the 1950s and the rail lines updated, which significantly improved commuter service to London.

# 2.11 Nearby Heritage Assets

There are several listed and locally listed buildings in the vicinity of the site, varying in both heritage significance and character. The most prominent in relation to the site is the Cask and Stillage public house, located opposite the High Street frontage. There is an opportunity to enhance the setting and outlook of this building as well as a general improvement to the context of the other heritage assets.



1. Potty's Diner, listed as The Lion Public House (Grade II)




2. Cask and Stillage pub, (Grade II listed)



3. Ladbrooke School and forecourt wall (Grade II)



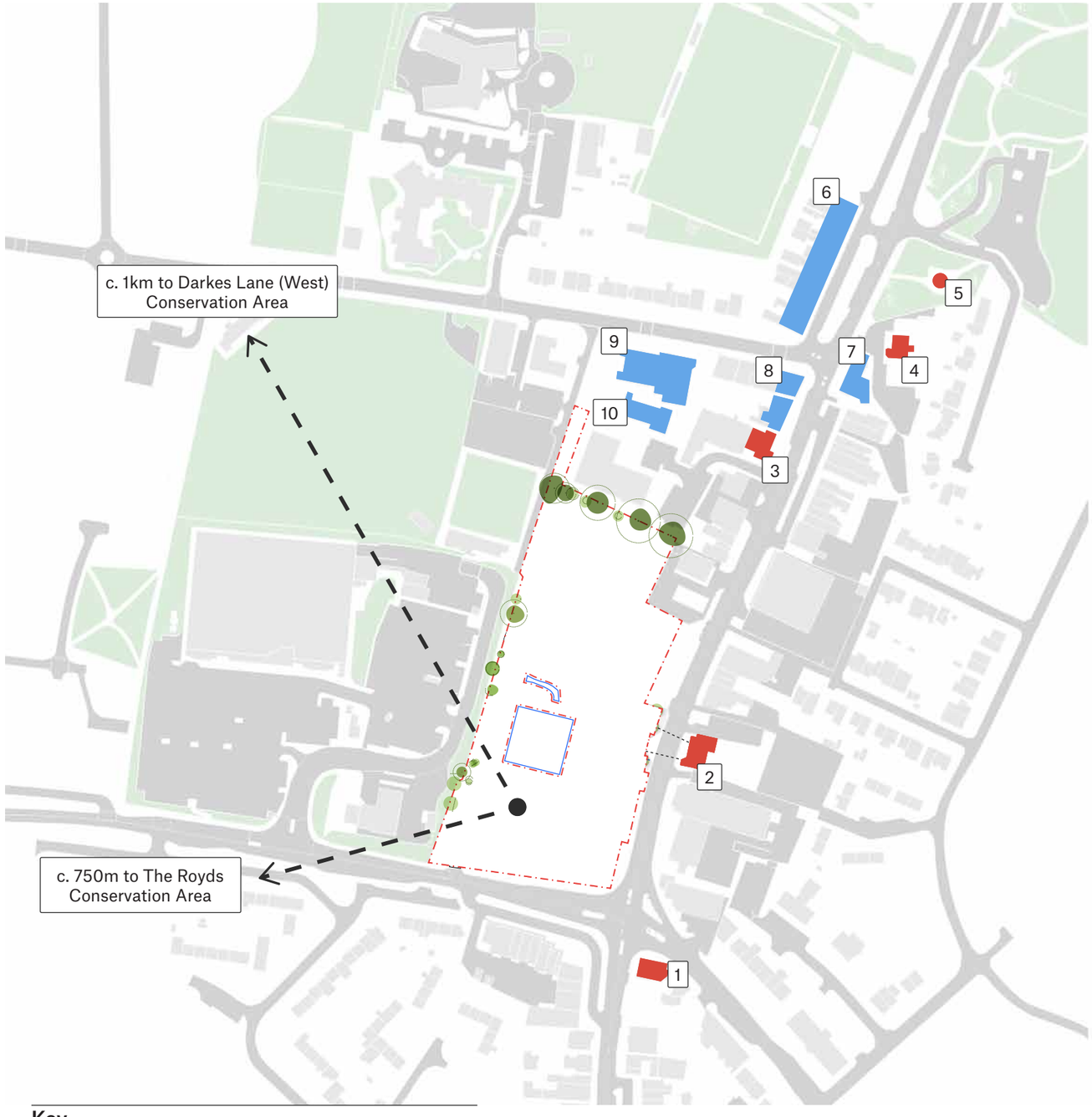
4. Salisbury House, 81 High Street (Grade II))



5. War Memorial, St John's Churchyard (Grade II)

## Key

1. 88-110 High Street, Potters Bar
2. 75, 77 & 79 High Street, Potters Bar
3. 86 High Street, Potters Bar
4. St Mary's and All Saints Church, The Walk
5. St Mary's and All Saints Church Hall, The Walk




## Key

- Grade II listed building
- Localy listed building
- Distance to nearest Conservation Area

# 2.12 Site Context Analysis

## Use & Activity - The Two Centres

The site occupies a prominent and substantial portion of the Potters Bar High Street District Centre, one of two principal retail zones in the town, the other being the Darkes Lane Local Town Centre.

This location is significant in planning terms, as policy seeks to protect and enhance the retail function of these centres. Beyond its policy designation, the High Street also plays an important social and economic role within the community.

Both locations play a significant role in shaping daily movement patterns and collectively contribute to the character of the surrounding area.



# 2.12 Site Context Analysis

## Use & Activity - The Two Centres

The distribution of community facilities and activity within Potters Bar is centred around the two district centres of Darkes Lane and the High Street.

A broader analysis of the types of activity reveals a subtle distinction between the two locations. Darkes Lane is characterised predominantly by commercial and convenience-based uses, whereas the High Street accommodates a greater concentration of community-focused provision, typically institutional or recreational in nature. This distinction reflects the High Street's longer-standing role as the historic core of the town.




**Key**

- Sports fields
- High Street character
- Main thoroughfares
- Site boundary
- Schools
- Doctors
- Bus stops
- Places of worship
- Parks
- Library
- Theatre
- Railway
- Station

# 2.14 Site Context Analysis

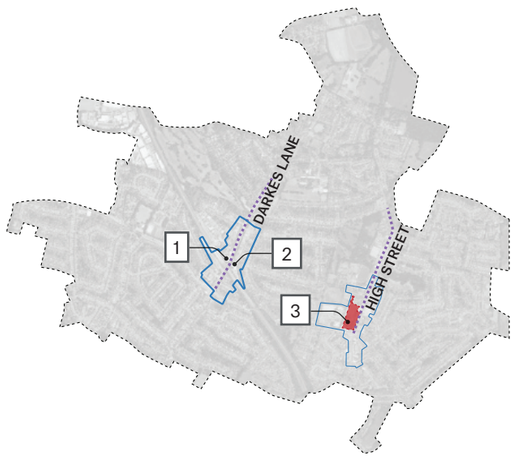
## Heights - The Two Centres & Scale as an Established Marker

The existing building heights demonstrate that the taller buildings of the town play a vital role marking it's two centres.

This context analysis highlights a clear opportunity to introduce a taller element on the site as part of a carefully considered approach to scale and massing. This is not about replicating precedent, but about responding positively to the site's strategic location, role within the town centre, and surrounding urban form.

Taller built forms, when appropriately located, can help organise the site layout, establish a clear hierarchy, and enhance legibility within the wider townscape. They also enable a more efficient use of land, supporting increased residential capacity while freeing up ground-level space for high-quality public realm, green infrastructure, and community-focused uses. This approach supports a compact and sustainable urban form that balances density with a high standard of liveability.

This approach aligns with wider urban design objectives and reflects the role of the site as a key local centre. When combined with high-quality design, it can reinforce Potters Bar's identity, strengthen arrival points, and contribute to the long-term vibrancy and resilience of the town.






1. Potters Bar train station proposal, Darkes Lane- 10 storeys

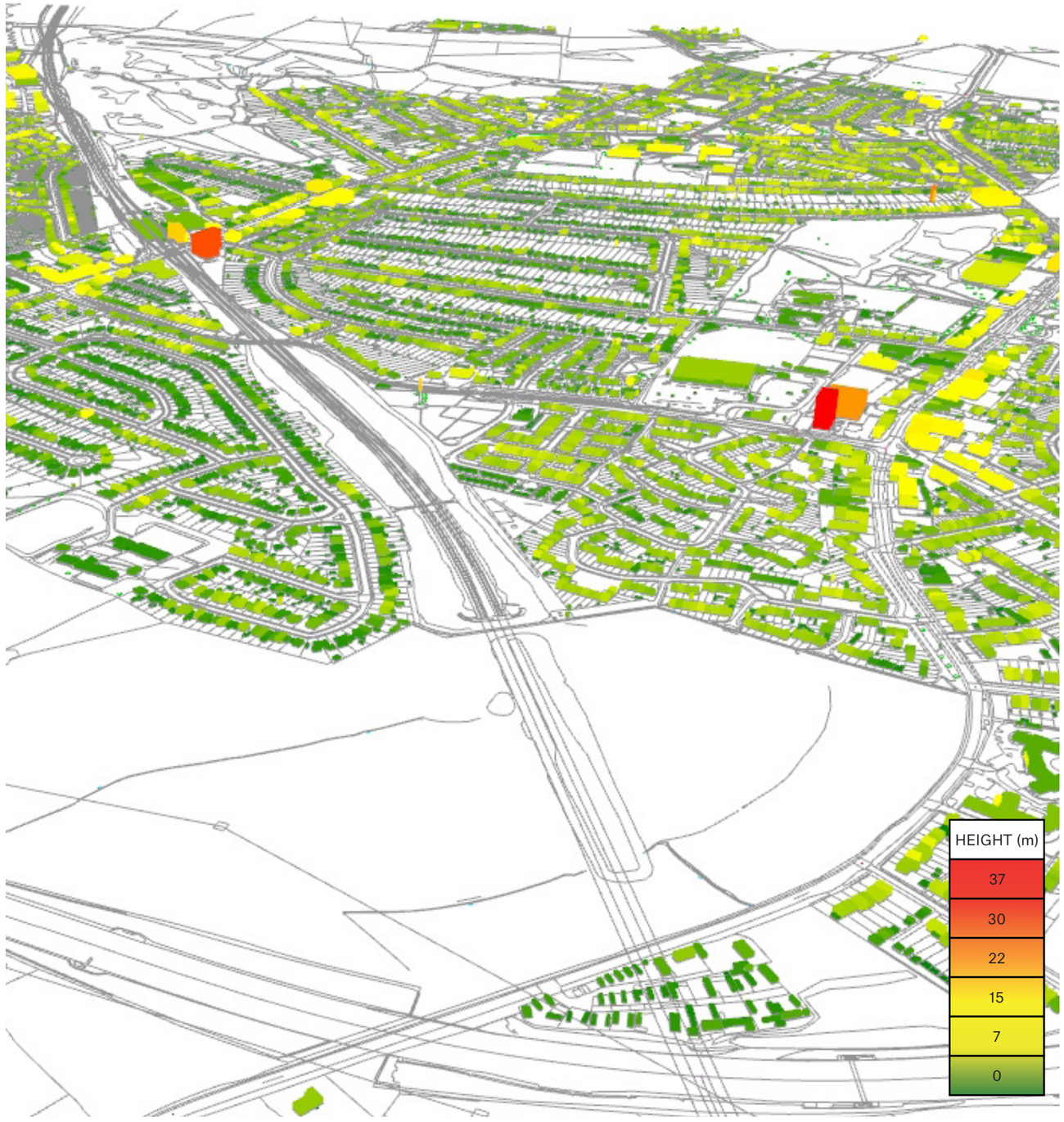
Consented 2025 - *"the site would positively infill an unwelcome gap in the townscape, helping to enliven this part of Darkes Lane", and would provide a "visual landmark"*



2. Existing taller buildings - Metropolitan House, darkes Lane - 9 storeys



3. Existing taller buildings - Maple House and Canada Life Place- 12 & 6 storeys




Potters Bar Height Range - 3D mapping

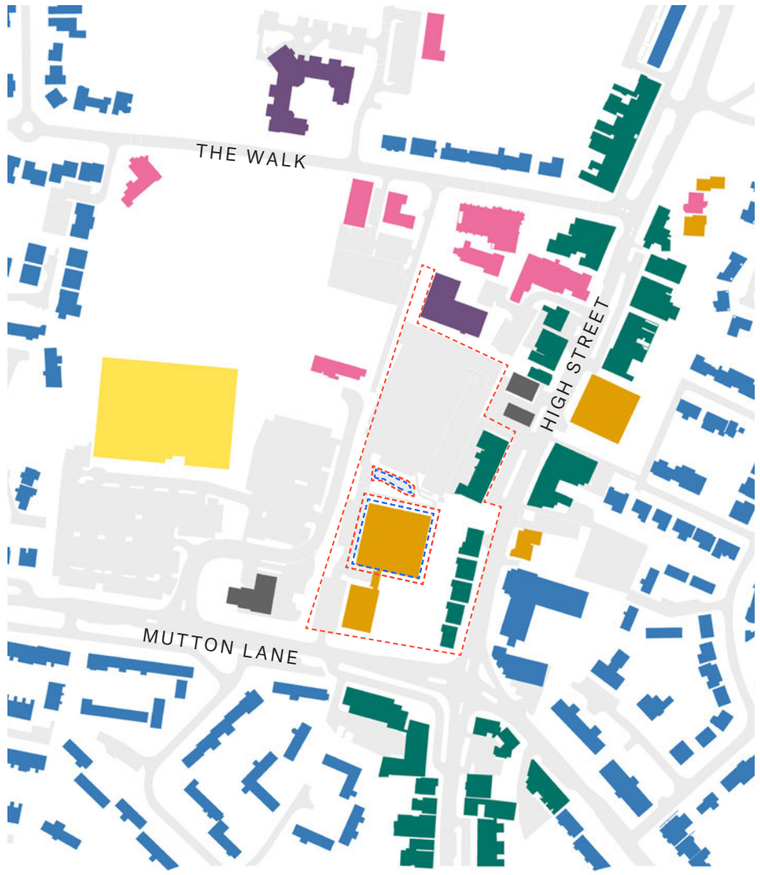
# 2.15 Site Context Analysis

## Immediate Context




### Figure-ground

The urban grain in the area is relatively loose, with buildings generally set apart by wide roads, surface car parking, and a mix of private and publicly accessible green spaces. Street frontages, particularly along the High Street, are informal and varied in character, lacking a consistent building line or enclosure. This pattern contributes to a dispersed and low-density townscape.

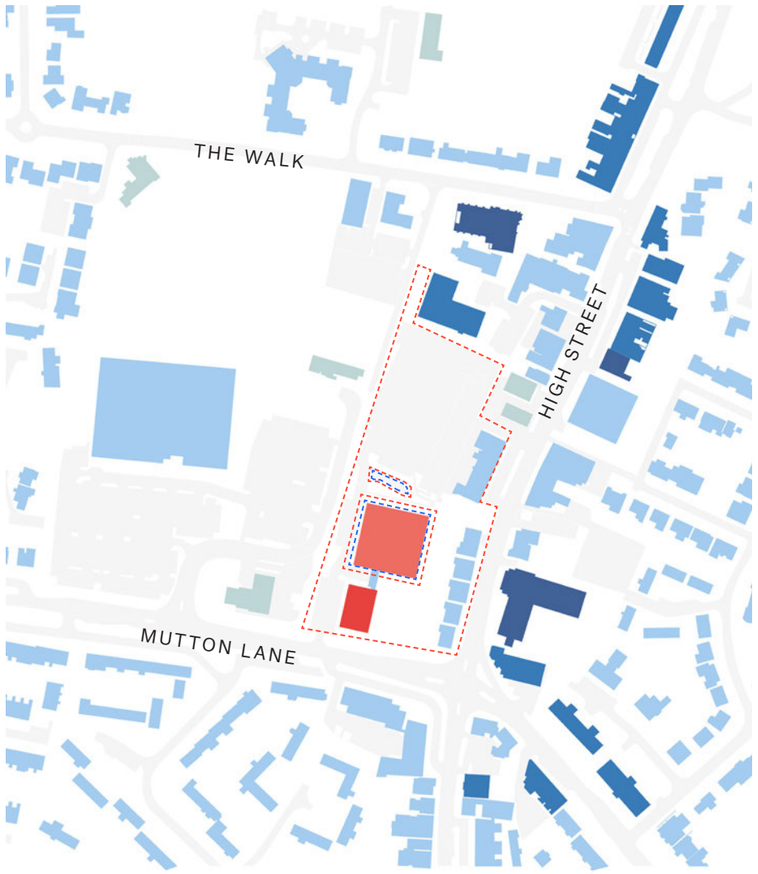



### Uses

The site and its immediate surroundings accommodate a variety of uses, including commercial, retail, and community functions. Beyond an approximate 150-metre radius from the site's centre, the area is predominantly residential.

**Key**

- Residential
- Assisted living
- Mixed- use High St retail/ commercial and residential above
- Commercial
- Supermarket
- Community
- Petrol Station




### Building heights

The overall building scale is generally low and consistent, typically ranging from two storeys and increasing to four storeys along the High Street. The notable exceptions are the two office buildings on the site - Maple House and the Canada Life Building (part of the wider site, but not within the application boundary) - which rise significantly higher at six and twelve storeys respectively (equivalent to nine and thirteen residential floor heights).

**Key**

- 1 storey
- 2-2.5 storeys
- 3 storeys
- 4 storeys
- 6 storeys (equivalent to 9 residential storeys)
- 12 storeys (equivalent to 13 residential storeys)

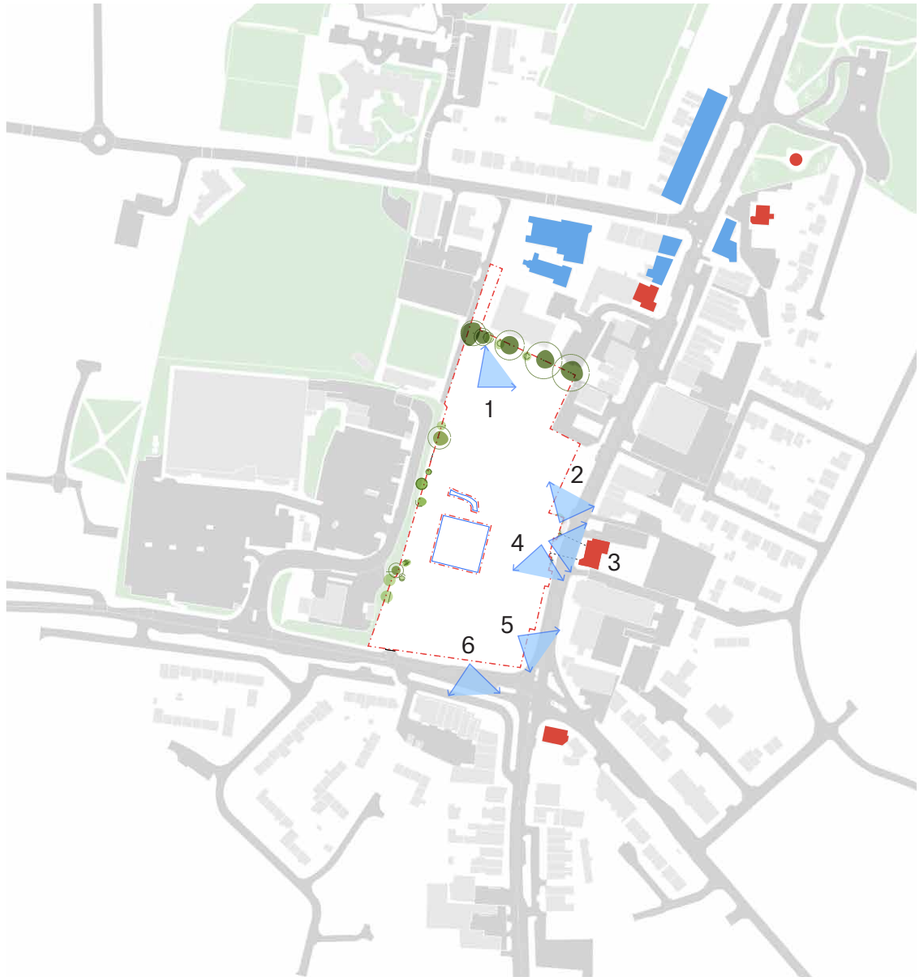
# 2.16 Local Character

The local area is varied in character, reflecting piecemeal development over the past century and resulting in a lack of overall coherence. Notwithstanding this, a number of key historic buildings of heritage value are dispersed throughout the neighbourhood.

The High Street, in common with many town centres, has experienced a decline in retail activity, with a shift towards secondary and tertiary uses, including food and beverage and convenience services.

To the south, the Mutton Lane/Barnet Road junction is heavily dominated by vehicular movement, which acts as a barrier and limits connectivity between the High Street and retail areas further south.

To the north, the character transitions to a more domestic scale, with residential streets, including tree-lined avenues, providing connections to local parks and open spaces.





1


2



3


4


5



6

# 3.0
# Site Constraints & Opportunities

# 3.01 Planning Context Overview

## Planning designations

The site is located in the Potters Bar High Street Town Centre, with this area defined as secondary shopping frontage.

The site is not in a Conservation Area and there are no listed buildings within the site. Potty's restaurant to the south of the site (on the other side of the High Street/Southgate Road junction) is Grade II listed, as is the Cask and Stillage Public House on the eastern side of High Street, opposite the site.

The site is in Flood Zone 1 but does have some localised surface water issues.

The site is not subject to any Article 4 Directions.

## Planning history

A request for an EIA Screening Opinion was submitted to the Council under application ref. 25/1661/EI1. It was confirmed on 27 February 2026 that the proposed development is not considered to require an Environmental Statement.

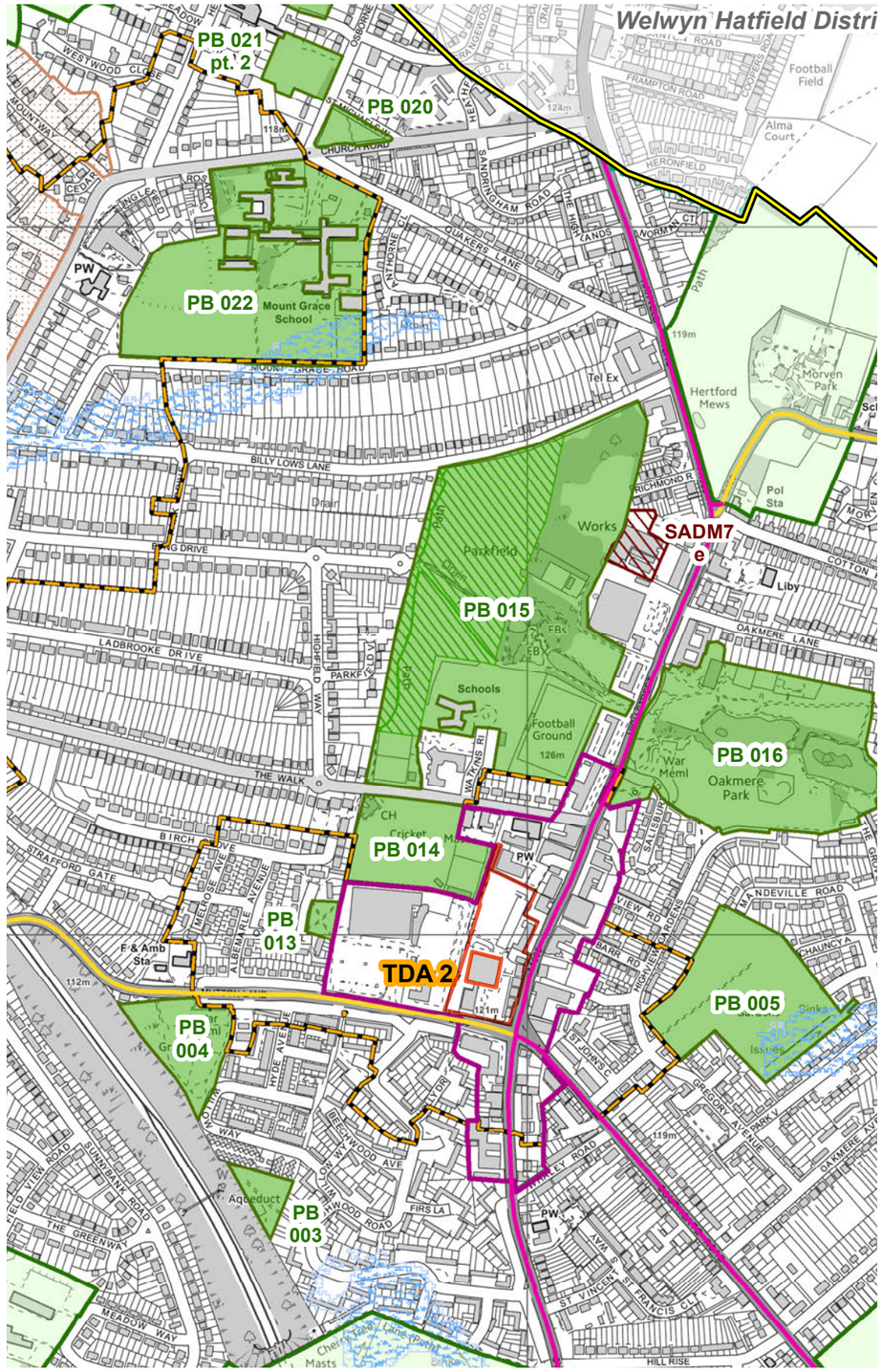
Two prior approval applications for the change of use from Class E to Class C3 were submitted for the existing Maple House and Canada Life Place buildings in under applications refs. 25/1763/PD56M and 25/1764/PD56M for 69no and 74no residential dwellings respectively. Both prior approvals received deemed consent on 12 February 2026. An application for external alterations to Canada Life building has also been submitted (ref. 26/0764/FUL) and this therefore falls outside the scope of this application.

## Development Plan

The Council is in the process of preparing a new Local Plan, with a Regulation 18 Consultation taking place between April-May 2026. Within the Consultation Document, the site is identified as a 'candidate site' for allocation at Regulation 19 stage – ref HPBA SA2. This identifies the opportunity for development of the site to provide a residential-led mixed use development, with an indicative development capacity of 369 net residential dwellings along with a range of compatible and complementary main town centre uses.

| | | | | |
|---|---|---|---|---|
| **Site Address** | **Canada Life House 2 - 6 High Street Potters Bar Hertfordshire EN6 5BA** | | | |
| **Site Details** | Mix of commercial uses at ground floor, and office space, within Potters Bar High Street Local Town Centre. | | | |
| **Site Characteristics** | **Site Size ha**<br>1.84ha | **Setting**<br>Central Urban | **Ownership**<br>Private | **Current Use**<br>Offices and commercial |
| **Planning Designations and Site Considerations** | Strategic Urban Site; Comprehensive mixed-use redevelopment comprised of main-town employment centre uses (at ground and lower levels) and residential above (with vertical intensification).<br><br>Tree Preservation Orders on individual trees and groups on site; Development potential impact to **setting** of Grade II listed buildings: The Lion PH, 2 Barnet Road, Potters Bar EN6 2QS; Ladbrooke School and Forecourt Hall, High Street; Cask and Stillage PH, High Street, Potters Bar EN6 5AJ | | | |
| **Planning Status** | 25/1764/PD56M: Change of use from Class E (commercial) to 74no. Class C3 dwellinghouses. | | | |
| | 25/1763/PD56M: Change of use from Class E (commercial) to 69no. Class C3 dwellinghouses.<br>[Applications have received deemed consent due to lack of timely determination; Three-year expiration period would apply; therefore, expiry would be 09.02.2029] | | | |
| **Timeframe for Delivery** | **Years 1 – 5** | **Years 6 –10** | **Years 11 – 15** | **Beyond 15 Years** |
| **Indicative Development Capacity** | **Net Residential Units**<br>369 dwellings<br><br>**Gross Non-Residential Floorspace**<br>To be confirmed – the redevelopment of the site provides an opportunity for a range of compatible and complementary main town centre uses across the ground. The scale of provision will be informed by future master planning of the site. | | | |

Extract from Hertsmere Local Plan Regulation 18 Consultation Doc




Extract from Hertsmere Local Plan 2012-2027 Policies Map - P (Potters Bar)

**Housing**
- Policy SADM1 - Housing Allocations
- Policy SADM2 - Safeguarded Land for Housing
- Policy SADM4 - Gypsy, Traveller and Travelling Showpeople Sites *Existing provision*
- Policy SADM4 - Gypsy, Traveller and Travelling Showpeople Sites *New provision*

**Employment and Economy**
- Policy CS8 - Scale and Distribution of Employment Land; Policy SADM5 - Employment Areas
- Policy CS8 - Scale and Distribution of Employment Land; Policy SADM6 - Key Employment Site
- Policy CS9 and SADM7 - Local Significant Employment Sites
- Policy SADM9 - Safeguarded Land for Employment Development

**Open Land and the Environment**
- Policy CS13 and SADM22 - The Green Belt *Area Covered By the Green Belt*
- Policy CS13 - The Green Belt; Policy SADM23 - Village Envelopes
- Policy SADM24 - Key Green Belt Sites (infill envelope)
- Policy SADM10 - Biodiversity and Habitats: Sites of Special Scientific Interest (SSSI)
- Policy SADM10 - Biodiversity and Habitats: Local Nature Reserves
- Policy SADM10 - Biodiversity and Habitats: Regionally Important Geological Sites (RIGS)
- Policy SADM10 – Biodiversity and Habitats: Local Wildlife Sites
- Policy SADM13 - The Water Environment: National Floodzone 3
- Policy SADM13 - The Water Environment: National Floodzone 2
- Policy SADM18 - Mineral Consultation Area *Rail Aggregates Depot*
- Policy SADM18 - Mineral Consultation Area *Barren Area of the Sand and Gravel Belt (Please note: the whole of the borough outside of this area falls within the Sand and Gravel Belt*
- Policy SADM25 - South Mimms Special Policy Area
- Policy SADM28 - Watling Chase Community Forest *Gateway Sites*
- Policy SADM28 - Watling Chase Community Forest *area to the east of this line*
- Policy SADM29 - Heritage Assets: Conservation Areas
- Policy SADM29 - Heritage Assets: Scheduled Ancient Monuments
- Policy SADM29 - Heritage Assets: Archaeological Sites
- Policy SADM29 - Heritage Assets: Historic Parks and Gardens
- Policy SADM29 - Heritage Assets: Battlefield *Site of the Battle of Barnet*

**Building Sustainable Communities**
- Policy SADM31 - Bushey Heath MOD Housing Area
- Policy SADM32 - Key Community Facilities
- Policy SADM34 - Open Space, Sports and Leisure Facilities
- Policy SADM35 - Local Green Space

**Transport and Parking**

Policy CS24 - Development and Accessibility to Services and Employment
Policy SADM38 - The Road Hierarchy

Road class and Highway Authority Hierarchy
- *Motorway (Not part of Hierarchy)*
- *Trunk Road (Not part of Hierarchy)*
- *Principal A Road (Primary Distributor, inc Detrunked)*
- *Principal A Road (Main Distributor)*
- *Classified B Road (Secondary Distributor)*
- *Classified C Road (Secondary Distributor)*

Policy CS25 and SADM39 - Transport Development Areas

SADM41 - Aviation Safeguarding: Heathrow Safeguarding zone *(SW of this line)*
For Elstree Aerodrome safeguarding, please see separate Elstree Aerodrome Safeguarding plan within the Policies Map document.

**Town Centres and Shopping**
- Policy SADM42 - Town and District Centres
- Policy SADM42 - Town and District Centres *Development Proposals*

Elstree Way Corridor Area Action Plan (EWCAAP): *Boundary of the Elstree Way Corridor (refer to EWCAAP for detailed allocations within the boundary shown)*

**Hertsmere Borough Council borough boundary**

N

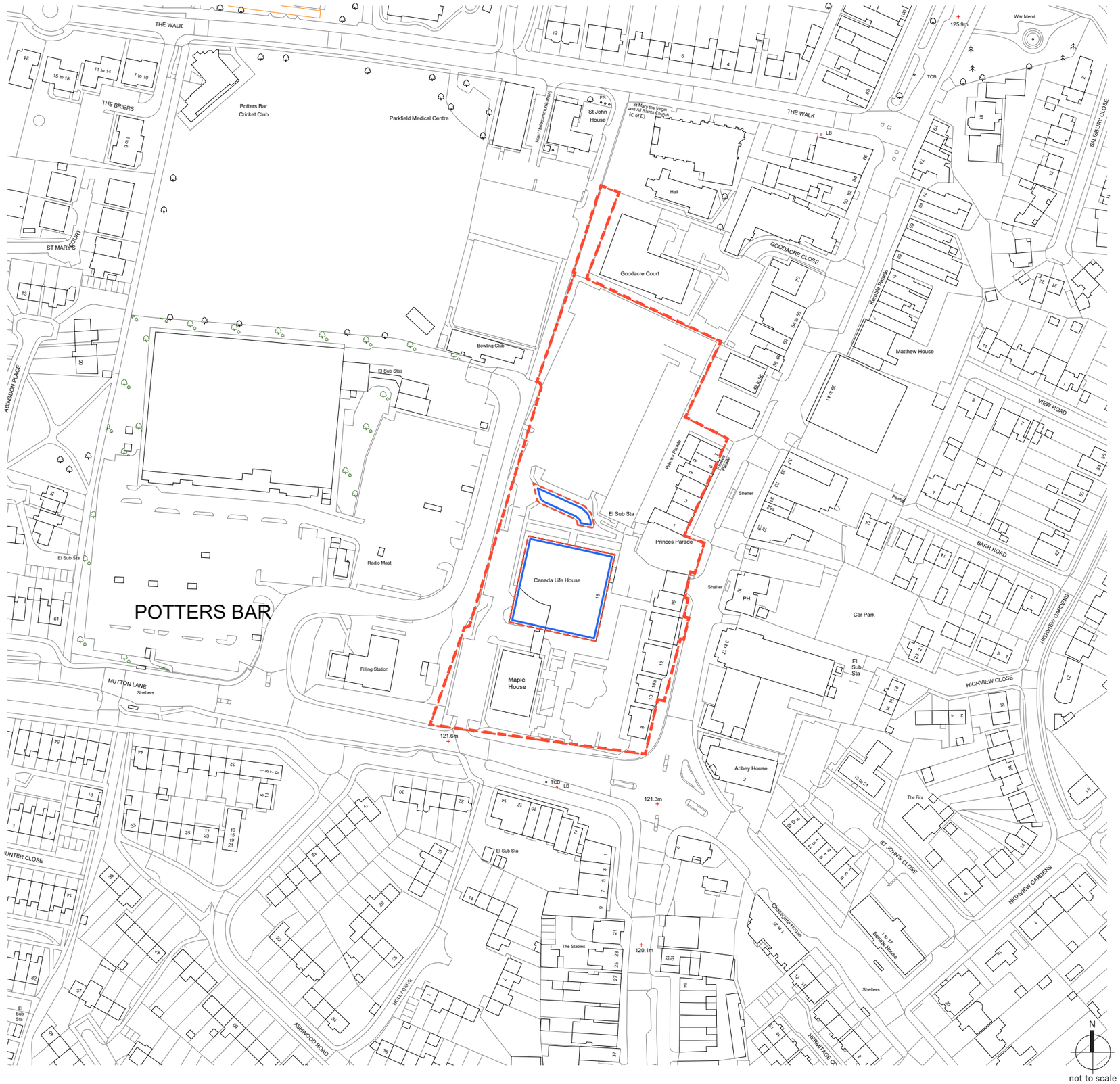
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# 3.02 Existing Site

The site is occupied by a variety of buildings including the Canada Life Place office building, Maple House office building, two parades of commercial units fronting the High Street with residential flats above, a car wash and associated car parking situated to the north and southwest of the site. There are a total of 355 car parking spaces within the site currently. The principal buildings are as follows:

| Building | Storeys | Area (m²) |
|---|---|---|
| Maple House | 12<br>(13 residential equivalent) | 6,570 |
| Retail / Residential | 2-3 | 1,988 |

NOTE: Canada Life Place and its basement access ramp are part of the wider site, but have been excluded from this application as reflected in the site boundary.



# 3.03 Existing Buildings



Site overview


Car Park


High Street Residential

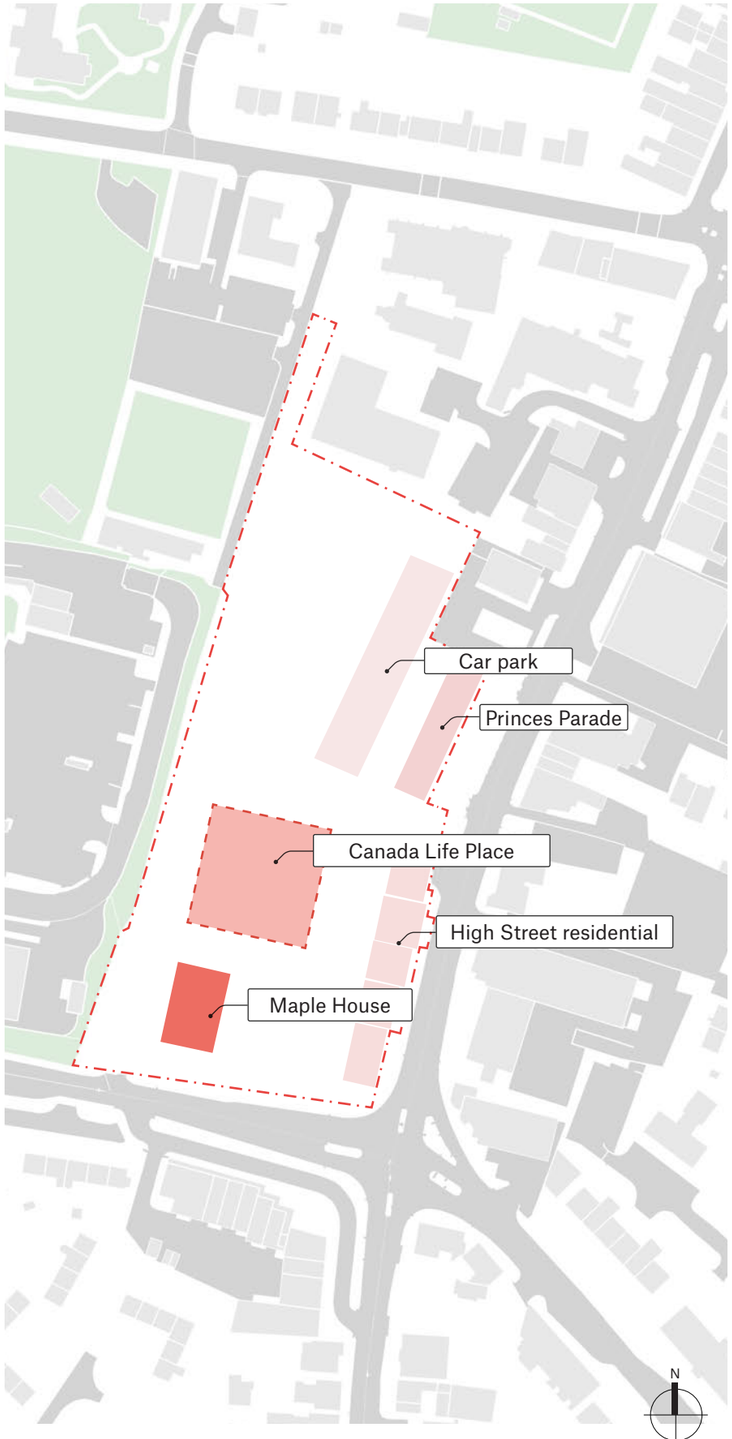


Princes Parade


High Street Residential

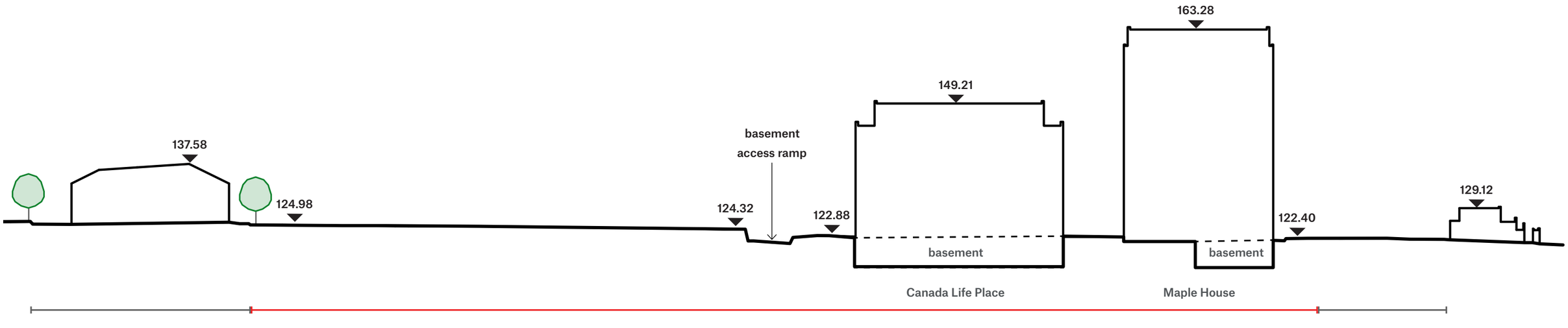

Maple House


Canada Life Place (outside scope of application)

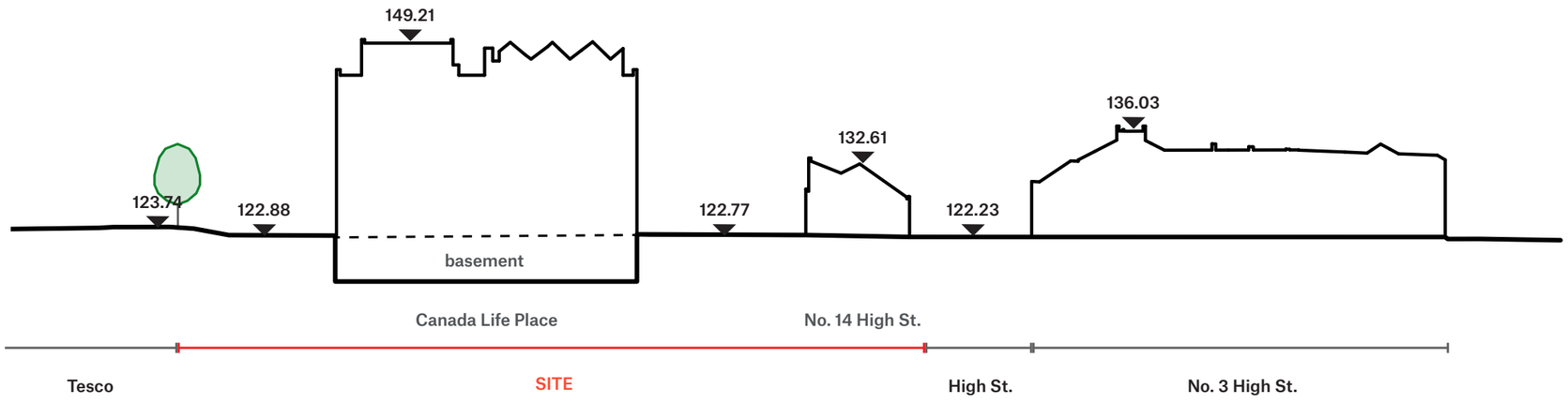


# 3.04 Topography

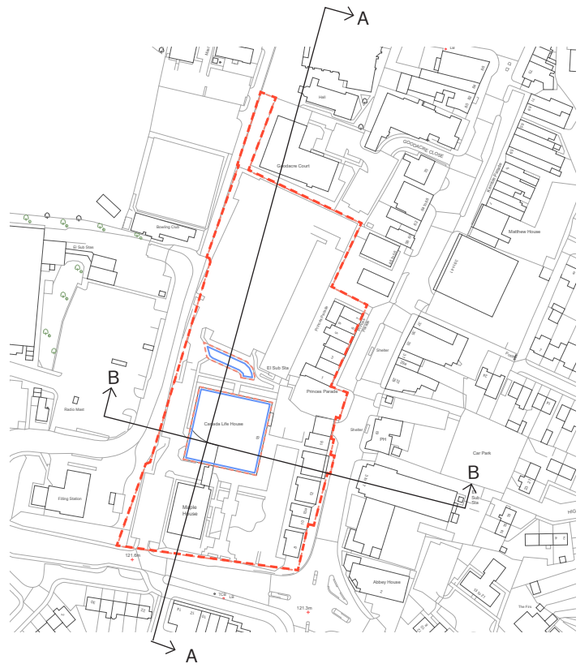
The site is gently sloping from north to south with a total level change over the length of the site of c. 2.5m. From west to east, there is a fall of c. 0.5-1.0m.




SECTION AA




SECTION BB



# 3.05 Key Features & Constraints




TPO (2005) G2 - 2No. Oak (Category A) & 1No. Horse Chestnut (Category C)

TPO (2005) T4 Scots Pine (Category A)

Level change through the centre of the site & partially along the western boundary

Canada Life Place is proposed to be retained and converted to residential use under a separate planning application. The proposals for the remainder of the site must therefore be developed in response to this retained building and access ramp, including its relationship to surrounding massing, movement, servicing, amenity, outlook and the overall quality and coherence of the wider masterplan.

Existing vehicular access point(s) to be incorporated within masterplan proposals due to the major junction.

Existing retaining wall at basement level (forming part of the Maple House plant space). If the plant space is demolished, this retaining wall should be retained where possible to minimise or avoid works along the highway boundary.

Windows from Goodacre Court overlooking the site - daylight/sunlight & privacy to be considered

3No. Oak trees (Category A)

BP Petrol Station - less desirable outlook

Existing car park - potential for retention to minimise surface parking elsewhere on the site

Parking & service route for Princes Parade outside site boundary - wide expanse of road breaks up High Street frontage

Existing sub-station + easement for underground cable (cannot be re-located).

Grade II listed Cask & Stillage pub

Noise levels from the busy road network need to be assessed early

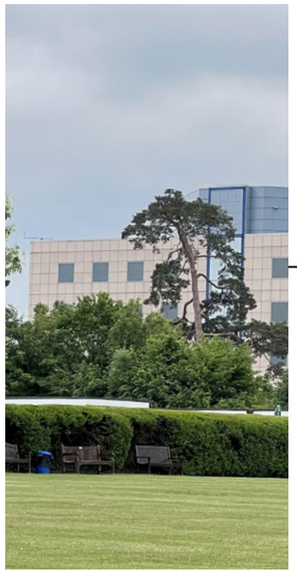
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# 3.06 Key Features & Constraints

## Fixed Constraints

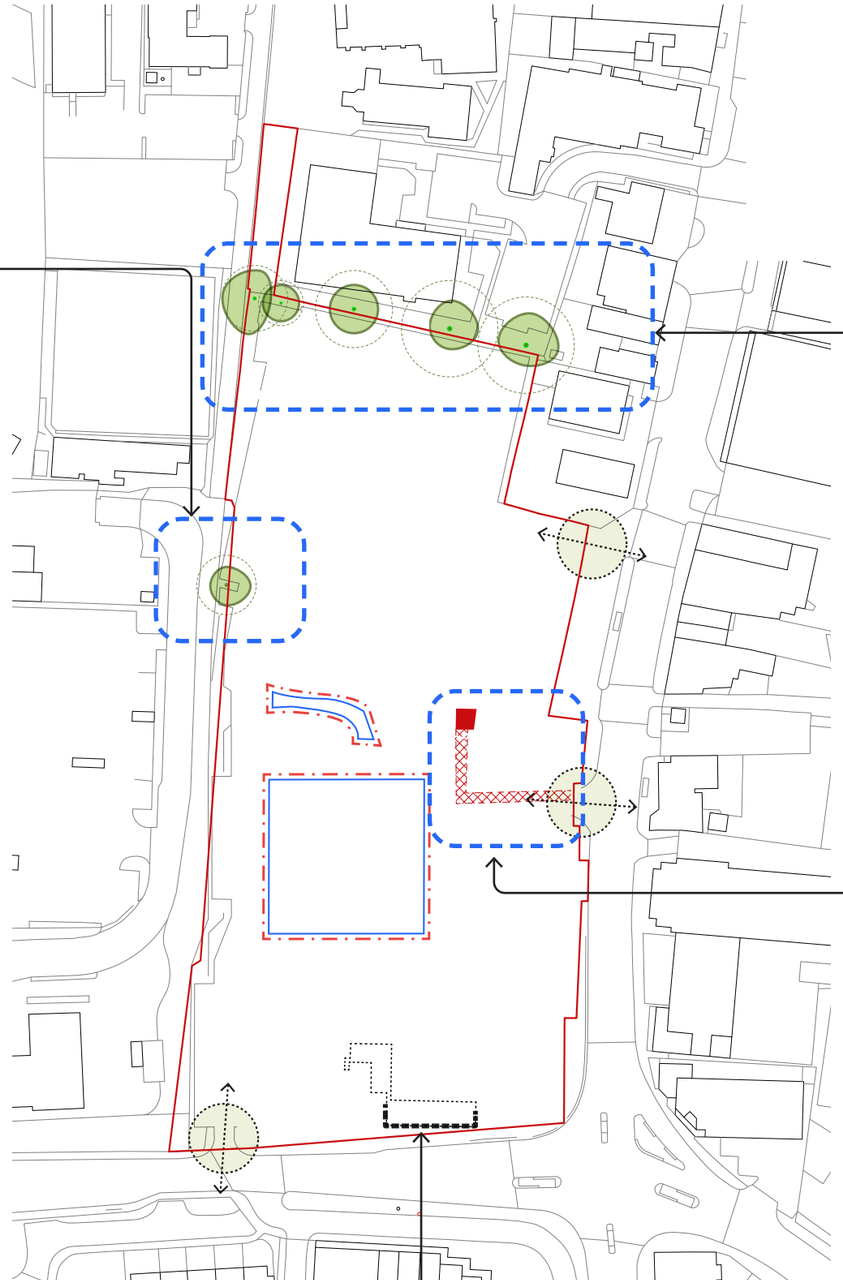




There are a number of high-quality existing trees on the site, some of which also have TPOs (incl. the pine pictured above) - to be retained where possible



Working with 3 No. existing vehicular access points due to proximity to the major junction (Mutton Lane access shown in photo above)



Existing retaining wall at basement level (forming part of the Maple House plant space). If the plant space is demolished, this retaining wall should be retained where possible to minimise or avoid works along the highway boundary.



Oak trees form a gateway to the site



Goodacre court overlooking + existing trees



Existing sub-station - fixed constraint, unable to be relocated (incl. underground cables)

# 3.07 Key Features & Opportunities



Direct 15-minute walking route to Potters Bar railway station

Existing mature trees acting as a gateway or landmark feature - opportunities for the site layout to positively respond to these .

Opportunity to enhance and formalise the pedestrian/cyclist desire line connecting the site with the railway station

Opportunity to introduce green amenity spaces throughout the development, enhancing this brownfield site within its urban setting.

While the existing building heights set a precedent, the introduction of a taller element is also a strong urban design response. It helps structure the masterplan, reinforces key arrival points, and creates a clear visual marker within the townscape. Combined with high-quality design, it contributes positively to both local character and longer-distance views.

Existing 2 storey car park - potential for re-use (minimising surface parking and reducing the embodied carbon of the development).

Opportunity to rejuvenate the High Street through introducing active ground-floor uses that support both day and evening economy and complement existing retail and community functions across both High Street and Darkes Lane centres.

The new development has the potential to enhance the setting of the Grade II listed Cask & Stillage pub, while the pub in turn could act as a counterpoint to – and help anchor – a community focal point within the scheme.

The site occupies a prominent position at a major road junction, offering a valuable opportunity to create a landmark at this key gateway to the High Street and Potters Bar. It is also highly visible from the primary approach into the town from London, presenting a chance to enhance this important vista and establish a stronger sense of arrival.

N

not to scale

# 4.0
# Scheme Evolution

# 4.01 Consultation Timeline



- Masterplan analysis
- Site constraints
- Early townscape bulk and massing views
- Landscape strategy
- Site diagrams

**Pre-App 01**

25/June/2025

- Integration of cycle path improvements
- Site access and movement
- Servicing
- Princess Parade treatment

**Highways Pre-App 01**

17/Sept/2025

- Town centre relationships
- Open space and amenity
- Town connectivity
- Site opportunities

**Masterplan coordination**

17/Oct/2025



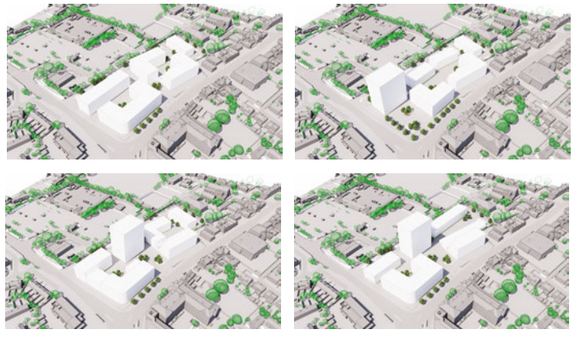
- Masterplan
- General Arrangement
- Landscape
- Access & Servicing
- Architectural expression

**Design Review Panel**

06/Nov/2025

**Pre-App 02**

19/Aug/2025



- Massing and townscape
- Public and amenity spaces
- General arrangement
- Access and parking
- Landscape treatment

**Pre-App 03**

30/Sept/2025





- Refinement of massing options
- General arrangement
- Landscape design
- Access and parking
- Architectural expression

**Public Consultation**

30/Nov/2025



- Revised Masterplan
- General Arrangement
- Landscape
- Access & Servicing
- Architecture & Townscape views

**Pre-App 04**

23/Feb/2026

# 4.02 Pre-Application & Design Review Panel Summary

A series of pre-application meetings were held between 25 June 2025 and 23 February 2026 to inform the evolution of the proposals.

Throughout this process, feedback has focused on strengthening the scheme's response to its wider context, refining the masterplan approach to movement, public realm and open space, and developing a clear and coherent architectural strategy.

The design has been iteratively tested and refined in response, with particular emphasis on connectivity, place-making quality and the relationship between built form, scale and townscape.

| Date | Meeting | No. of homes | Storey heights | Comments |
|---|---|---|---|---|
| 25th June 2025 | Pre-application meeting 01 | 330-350 | 4-16 | ▪ Need for more detailed context analysis across the wider Potters Bar area to understand how the scheme can best contribute to the town, including consideration of non-residential uses, the character of the two centres, active travel, and the public realm<br>▪ Requirement for further testing and analysis of site layout options, particularly in relation to massing, parking, and open space |
| 19th August 2025 | Pre-application meeting 02 | c. 350 | A range of options discussed:<br>4-6 storeys<br>4-10 storeys<br>4-15 storeys | ▪ A larger open space at the south-eastern corner was not considered desirable due to its proximity to the major junction<br>▪ The remaining options each contained positive elements that could be developed further within a preferred solution, including:<br>▪ strengthening north–south connectivity for pedestrians and cyclists<br>▪ introducing a taller building as a potential marker<br>▪ repairing and reinforcing the High Street frontage |
| 30th September 2025 | Pre-application meeting 03 | 356<br>313 | Two options discussed:<br>4-15<br>4-13 | ▪ Further justification required for the retention of the existing two-storey car park, including testing of alternative parking strategies and the impact of linear parking through the site<br>▪ Support for enhancing connectivity and public realm, particularly along the High Street and through a stronger north–south sequence of spaces within the site<br>▪ Need for further design development around the treatment of key frontages and spaces, including the northern arrival and the definition of the neighbourhood square<br>▪ Concerns raised in relation to scale transition, the role and prominence of a standalone tower, and the relationship between retained parking infrastructure and the quality of surrounding spaces |
| 6th November 2025 | Design Review Panel | 364 | 4-15 | ▪ **Site Layout & Masterplan** - Review the arrangement of blocks on the site to ensure that the quality of the public space is not compromised by overshadowing and inactive frontages of the buildings, the homes benefit from more positive aspects, orientation, daylight and ventilation, and there is better integration with the local context and High Street.<br>▪ **Access & Movement** - Interrogate the provision of parking and the impact of vehicular access, commercial servicing and deliveries on the public space and quality of active travel routes.<br>▪ **Access & Movement** - Establish a hierarchy within the site where pedestrians and bicycles have clear priority over vehicular movement, with a high-quality, welcoming and safe environment for all.<br>▪ **Relationship with the High Street & Local Context** - Develop the relationship with the High Street to better integrate the development with the existing urban grain, massing, and typologies, and to enhance the town centre and heritage asset (the Cask and Stillage pub).<br>▪ **Height, Form & Massing** - Reconsider the location of height on the site, exploring alternatives to locate this in the south-western corner, south-eastern High Street corner and/or to redistribute heights across the site, to align with the mansion block typology.<br>▪ **Landscape & Public Realm** - Progress the approach to landscape and planting, play provision and biodiversity net gain (BNG), continue to explore Urban Greening Factor inputs and demonstrate playable spaces meet BRE open space sunlight guidance. |
| 23rd February 2026 | Pre-application meeting 04 | 384 | 4-15 | ▪ Overall support for the principle of development<br>▪ Design considerations focused on the potential for greater articulation of the blocks along the High Street, and the materiality and detailing of the 'crown' of the taller blocks |

# 4.03 Public Consultation Summary

## 19th November 2025

A public consultation event was held on 19 November 2025 at St Mary's Church, located to the north of the application site. Overall, there was support for the redevelopment of this brownfield, town centre site and the principle of residential development in this location. Feedback highlighted a desire for more lower-cost homes for first-time buyers, alongside interest in the proposed commercial uses and sustainability features.

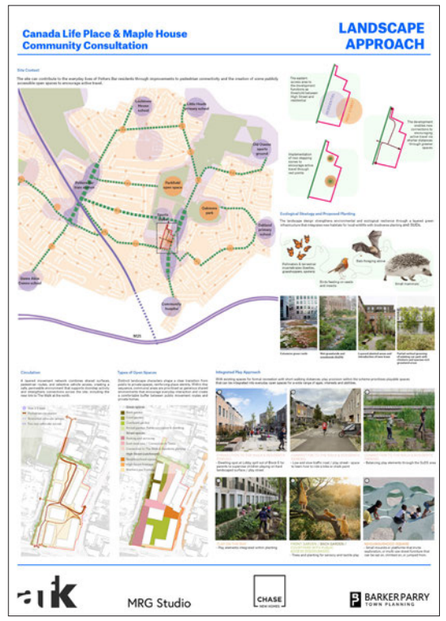
Key concerns raised related to traffic generation and congestion, the level of car parking provision, and the potential impact on local infrastructure, including health and education services. Some attendees also expressed concern about the proliferation of HMOs in the area and the need to ensure a balanced residential offer.






















# 4.04 Use of Existing Buildings
## Maple House & Canada Life Place

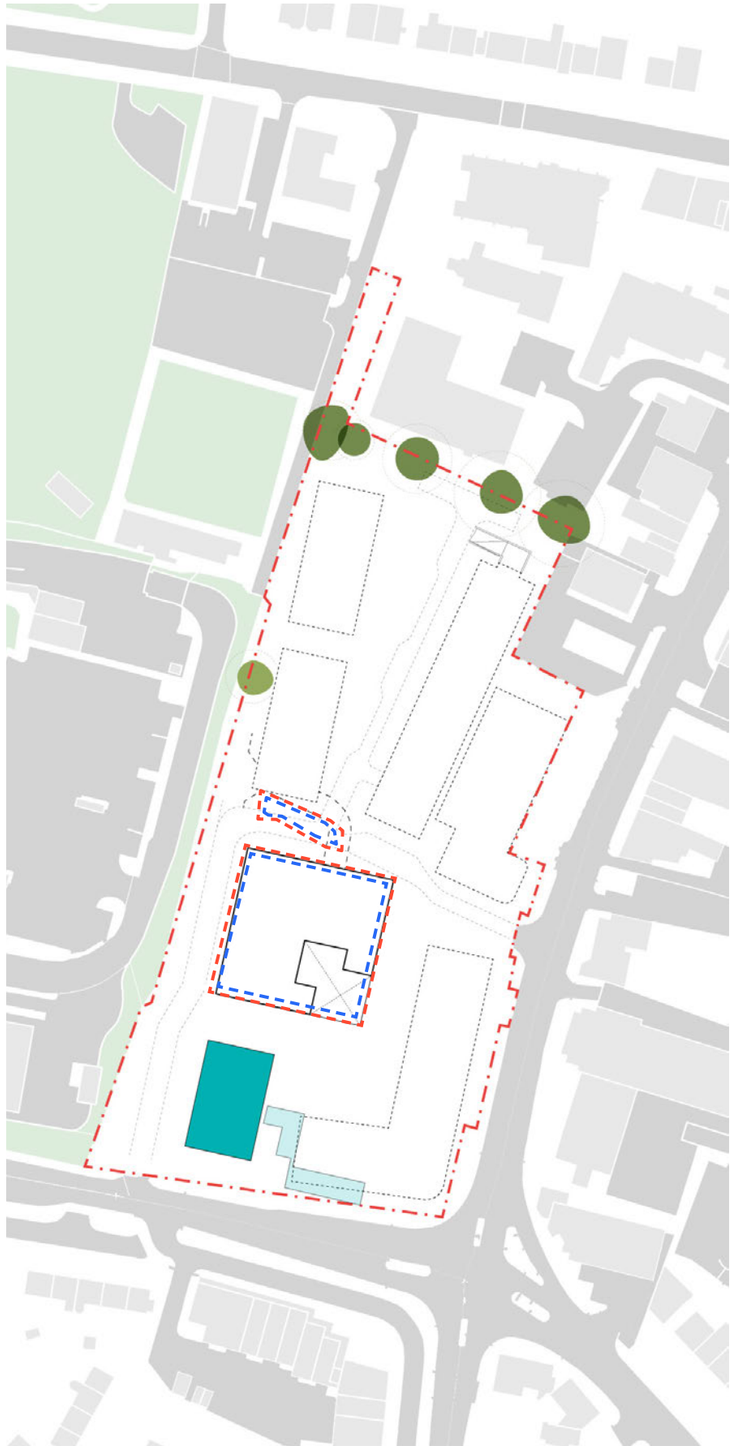
Maple House was constructed contemporaneously with CLP in the early 1980's, it has a narrow, rectilinear footprint with a proportionally large central core housing passenger/ goods lifts and dual stairs.

A residential conversion would need significant modification to the central core and would result in 6 shallow units per floor, with an overall potential for circa. 70 homes. Given the 12 storey height of the building when converted it would become a High Risk Building (HRB) meaning significant upgrading would be required to the structural integrity and fire fighting measures.

The analysis concluded that conversion of Maple House is not recommended due to the significant extent of the structural and fire related modifications required as well as the limited capacity for new homes.

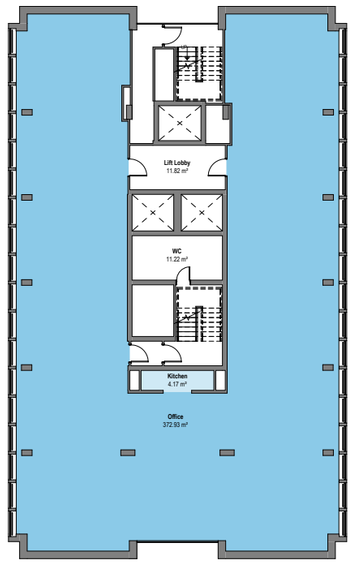
Following the pre-application discussions and the request from DRP to for further justification regarding the demolition of existing buildings onsite and infilling of basement car parks in the context of embodied carbon and achieving an optimal site layout.

A number of scheme iterations were tested at pre-application stage, including reviewing the retention of the existing Maple House and Canada Life Place buildings. In order to strike an appropriate balance between achieving an optimal site layout and carbon savings, the strategy for the wider site seeks the retention of the existing Canada Life building which will be converted to residential development under an extant prior approval.

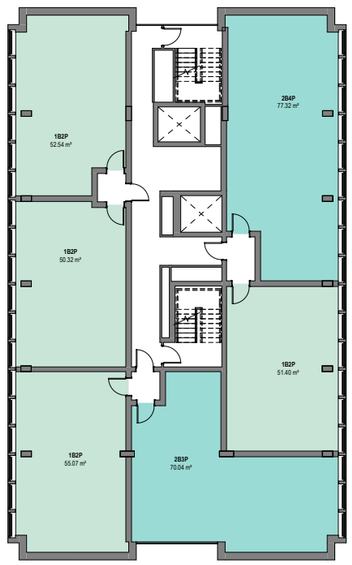




Mapel House - External View




Maple House Typical Floor - Existing office use




Maple House Typical Floor - Potential residential conversion 6 apartments / level (70 homes in total)

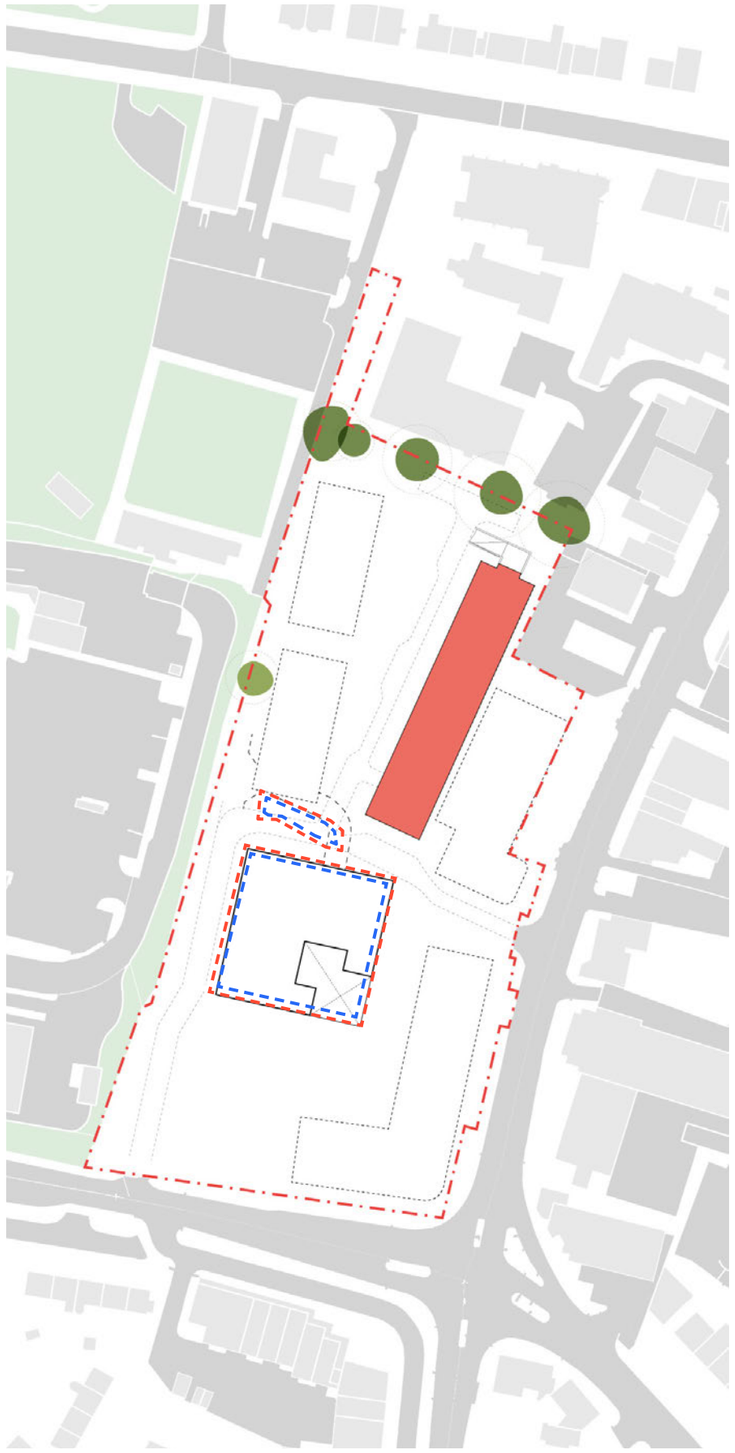
# 4.04 Use of Existing Buildings
## Car Park Building

The car park building is a two-storey, purpose-built structure comprising a concrete frame with brick cladding. The lower level is set approximately 500mm below adjacent ground level, with the upper parking deck positioned around 2m above ground level.

Openings along the east and west elevations provide effective natural cross-ventilation. The building is generally in good condition.

The two-storey configuration offers an efficient and secure consolidation of vehicular parking. An equivalent provision at a single level would require approximately twice the footprint, significantly reducing landscape capacity and permeability within the masterplan. The semi-sunken design also helps to minimise its visual impact.

For these reasons, the assessment supports retention of the car park building and its integration into the proposed masterplan.





Car Park Building - View along the East elevation



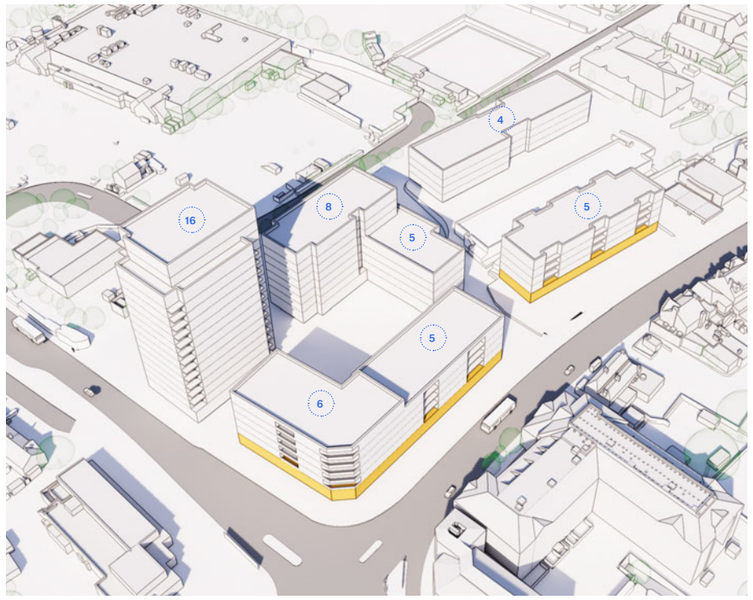
Car Park Building - Stepped level change at southern end

# 4.05 Massing Evolution

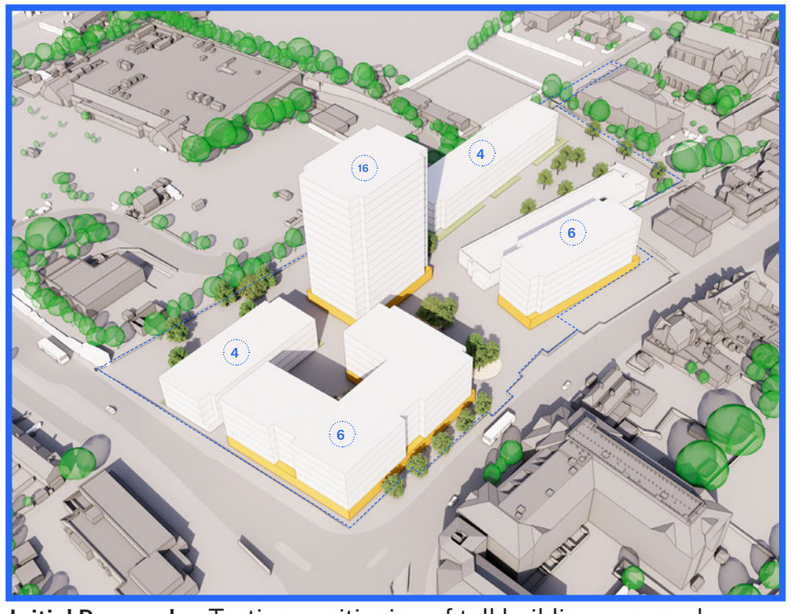








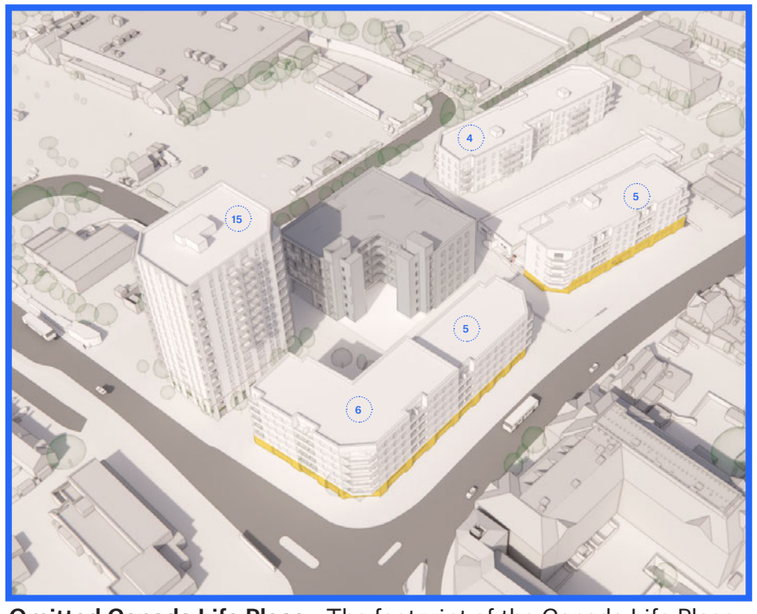

**Refined masterplan** - Tallest building located on the footprint of Maple House. A second taller building added in response to DRP feedback to create a better transition of heights across the site. This also builds on the existing condition of built form on the site.




**Initial Proposals** - Testing positioning of tall building as a marker of the public square. Public space at junction of High Street and Mutton Lane discounted.



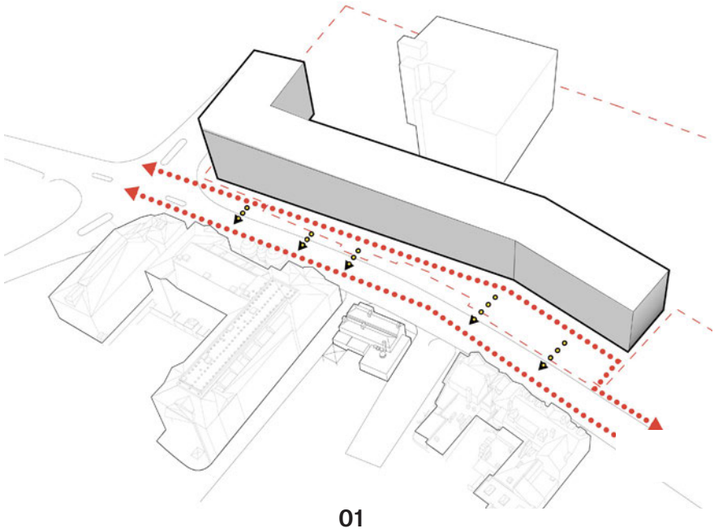

**Revised Options** - Testing height as a marker of the key approach to site i.e. junction of High Street and Mutton Lane. Impact on daylight levels within the residential apartments in the converted Key Point building too significant.



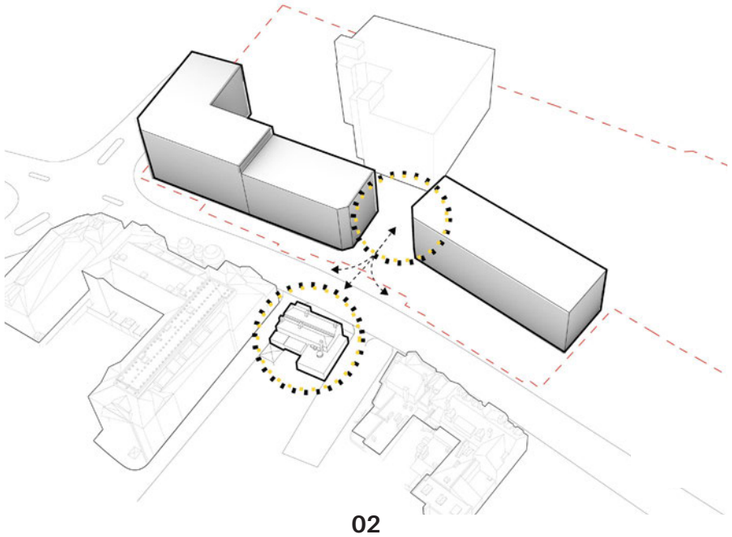

**Omitted Canada Life Place** - The footprint of the Canada Life Place building is removed from the application site, the placemaking, landscape and servicing is re-worked to accommodate the retained existing building.

# 5.0
# Masterplan, General Arrangement & Accommodation

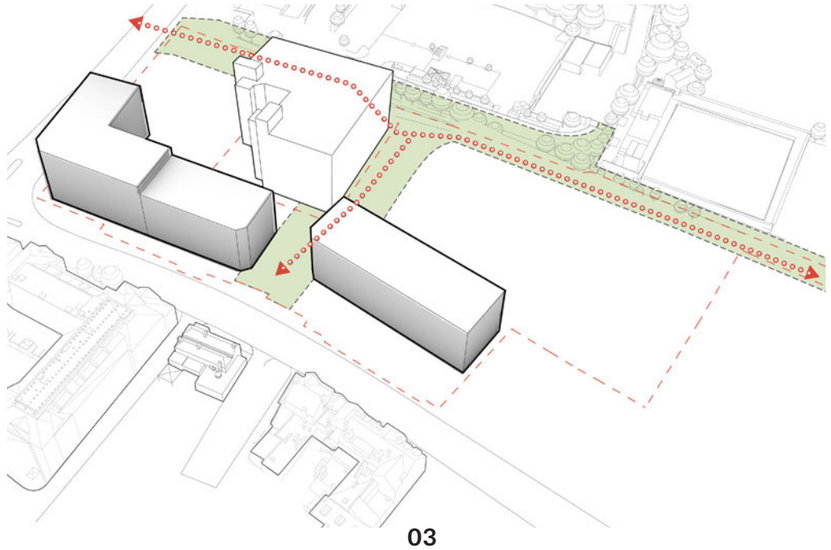
# 5.01 Key Design Principles



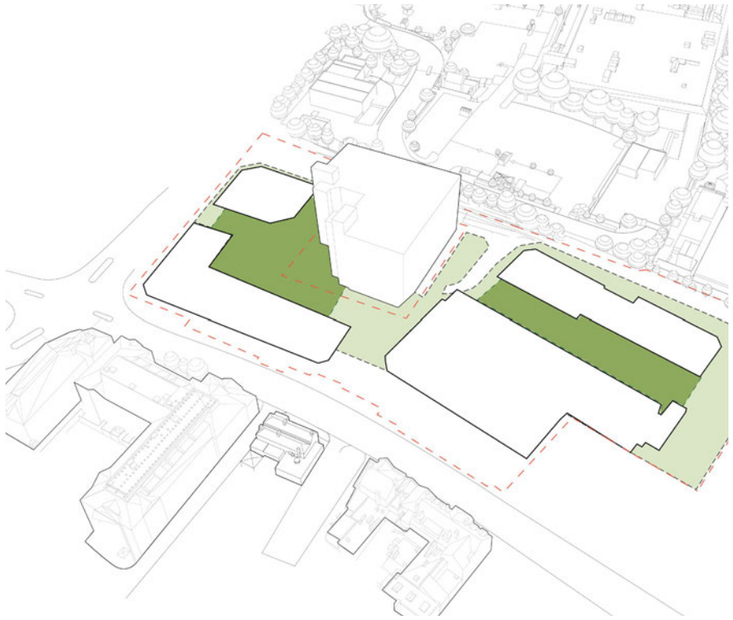
**01**
Street facing buildings define and reinforce the High Street



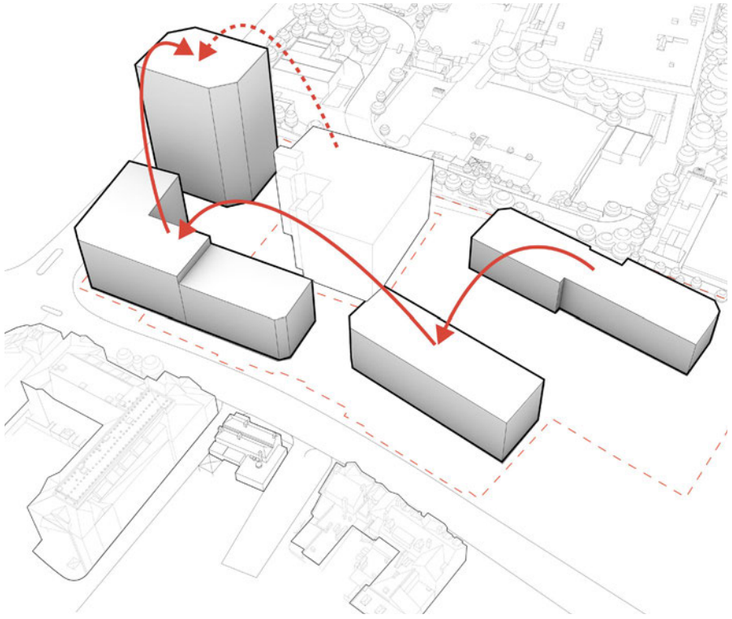
**02**
Creation of new Neighbourhood Square & response to local heritage



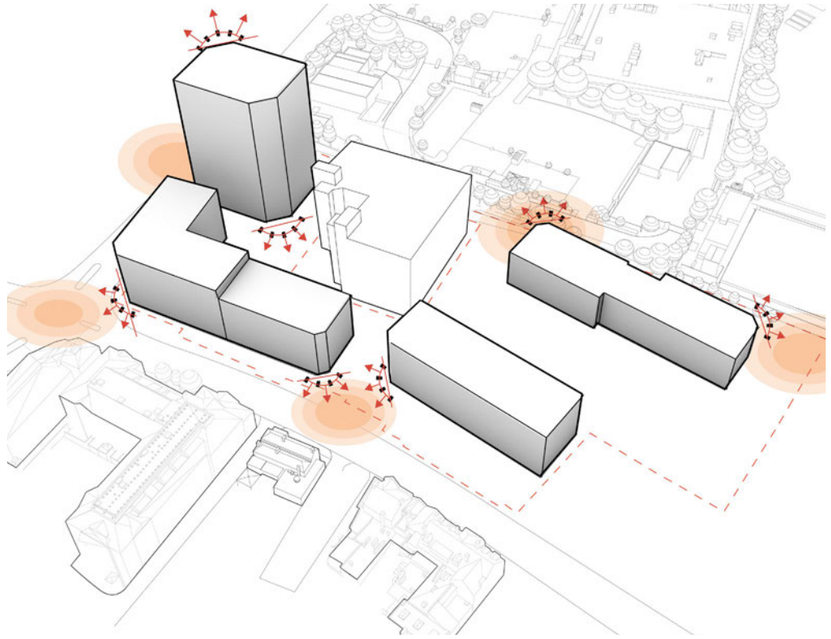
**03**
A new shared surface route enhancing connectivity with The Walk



**04**
Defining residents' amenity courtyards & maximising landscape potential



**05**
Developing the massing to respond to the local context



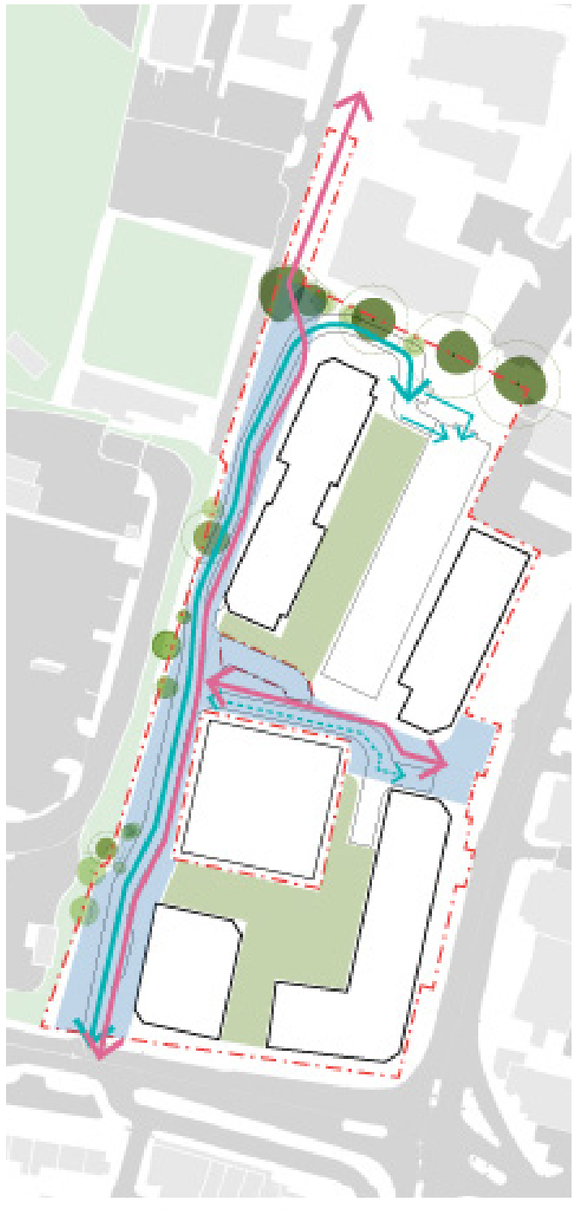
**06**
The faceted corners form a distinct character motif addressing key spaces and gateways

# 5.02 Masterplan Refinement



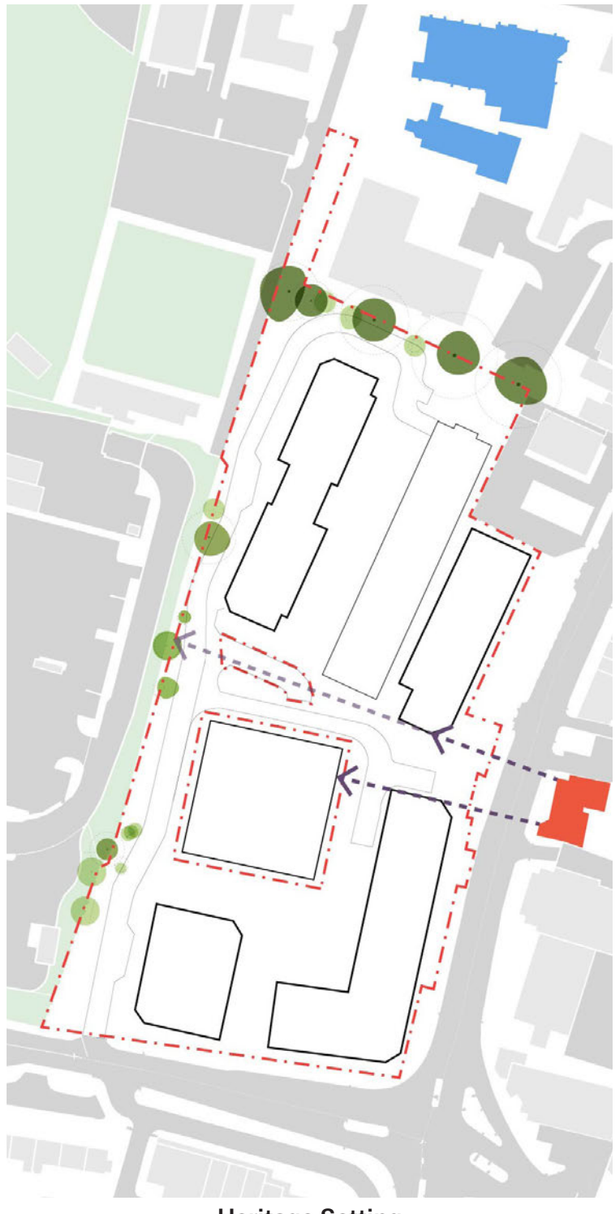
**Height Distribution**
Taller buildings mark the prominant gateway to the High Street, lowering to the local neighbourhood scale to the North

**Key**
- >5 storeys
- <5 storeys
- <4 storeys



**Pedestrian Permeability**
Permeable pedestrian routes are created along the Eastern edge and across the East-West central axis to aide wider townscape connectivity

**Key**
- Vehicular routes
- Pedestrian routes
- Public realm



**Heritage Setting**
Buildings are composed in respect to the setting and outlook from the listed Cask & Stillage pub opposite

**Key**
- Grade II listed building
- Localy listed building
- Building outlines prior to DRP



**Prominent Corners**
A recurrent motif of Chamfered corners are used to address key approach views and spaces

**Key**
- Approach directions to corners

# 5.03 Response to Key Views



**Main Approach**
Strong frontage to prominent corner with height marking the town centre




**Cask & Stillage Setting**
Neighbourhood Square opposite the listed Cask and Stillage signaling the connection route through the site and beyond



**The Walk Approach**
Strong pedestrian link created with the enhancement of the hard and soft landscape, the entrance to the site is framed by the protected mature trees

# 5.05 Ground Floor Arrangement



# 5.06 Typical Floor Arrangement

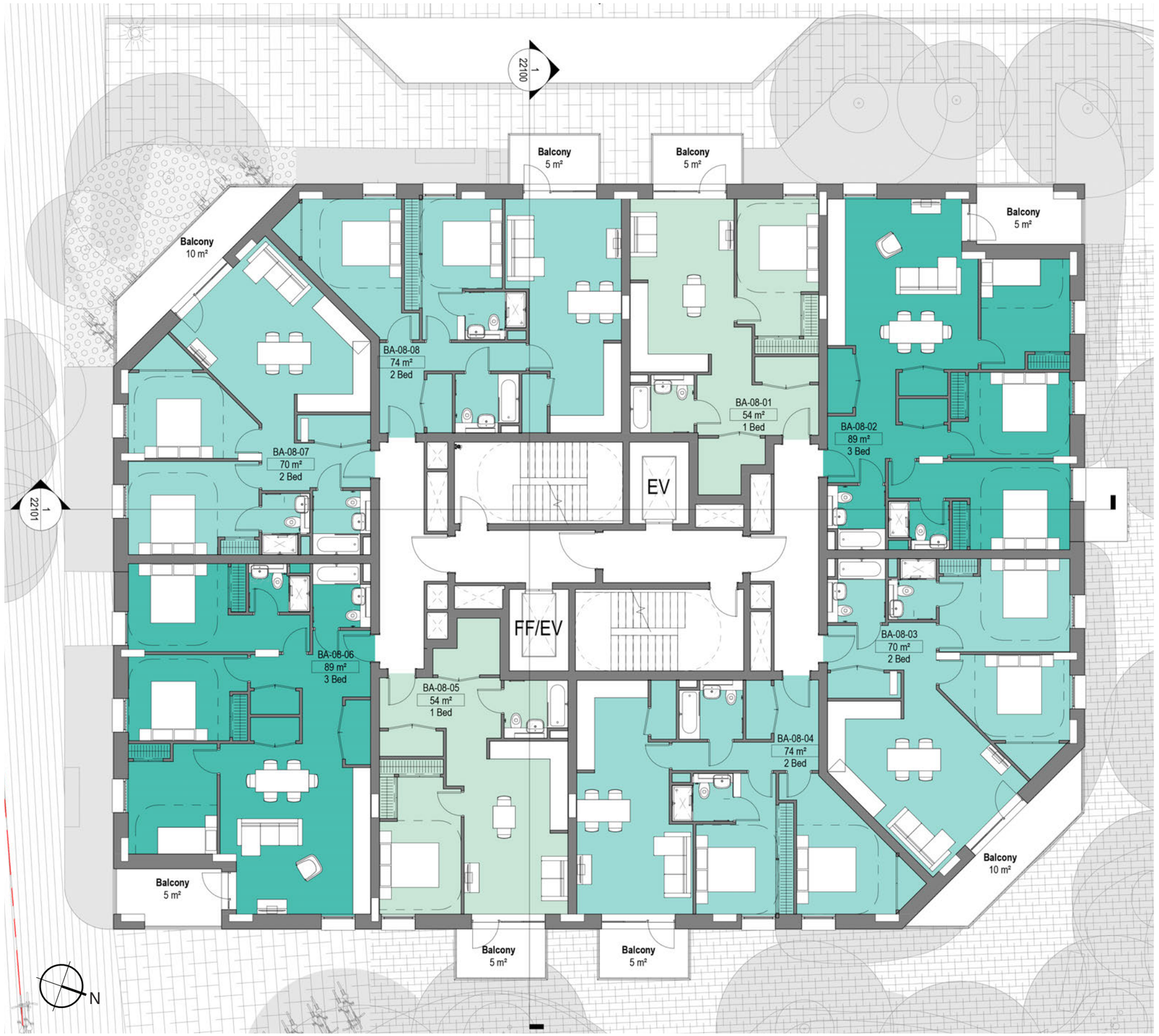


# 5.07 Residential Design Standards

The scheme has been carefully designed to deliver a high standard of residential quality, with all dwellings benefiting from good levels of natural light and ventilation, a positive outlook, appropriate privacy, and a safe and secure environment.

The apartments have been designed to meet all relevant Hertsmere standards and, in addition, accord with the following guidance and standards:

- Nationally Described Space Standard (2015)
- Approved Document Part M (M4(2) accessible and adaptable dwellings)
- London Plan Policy D6 (external amenity provision, where possible)
- BRE Guidance for Daylight & Sunlight (refer to accompanying report)
- London Housing SPG (privacy and overlooking, where applicable)
- Fire life safety to Approved Document B and BS 9991 (2024)
- Secured by Design principles



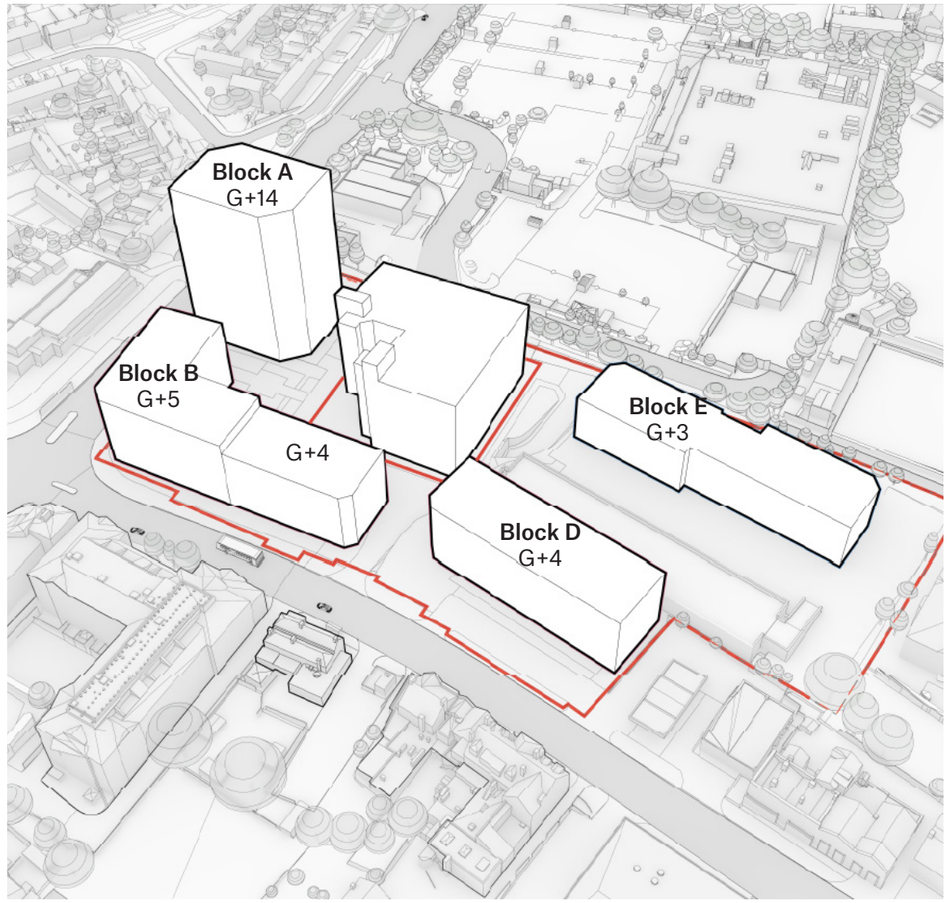

Block A Upper Levels Plan

# 5.08 Accommodation

| SUMMARY - Total Number of Homes | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Studio | 1B2P | 1B2P WCA | 2B3P | 2B4P | 3B5P | TOTAL UNITS | TOTAL HAB ROOMS | Private External Amenity Area (sqm) |
| Block A | 14 | 42 | 0 | 14 | 42 | 14 | 126 | 322 | 624 |
| Block B | 0 | 19 | 0 | 1 | 51 | 8 | 79 | 226 | 531 |
| Block D | 0 | 8 | 0 | 0 | 12 | 16 | 36 | 116 | 264 |
| Block E | 0 | 14 | 0 | 8 | 22 | 8 | 52 | 150 | 365 |
| | **14** | **83** | **0** | **23** | **127** | **46** | **293** | **814** | **1785** |
| | 5% | 28% | 0% | 8% | 43% | 16% | | | |

| SUMMARY - Total Areas | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | GEA (sqm) | GEA (sqft) | Residential | | | | Class E Space | |
| | | | NIA (sqm) | NIA (sqft) | GIA (sqm) | GIA (sqft) | GIA (sqm) | GIA (sqft) |
| Block A | 11,542 | 124,239 | 7,918 | 85,225 | 10,672 | 114,876 | 70 | 758 |
| Block B | 8,837 | 95,118 | 5,359 | 57,683 | 7,192 | 77,414 | 1,016 | 10,935 |
| Block D | 4,482 | 48,243 | 2,644 | 28,464 | 3,440 | 37,030 | 656 | 7,058 |
| Block E | 4,873 | 52,455 | 3,510 | 37,779 | 4,504 | 48,485 | 0 | 0 |
| | **29,734** | **320,055** | **19,431** | **209,151** | **25,809** | **277,804** | **1,742** | **18,751** |

| SUMMARY - Private Residential Amenity Space | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Dual Aspect | Private External Amenity | | | | | | | |
| | | Recessed | Projecting | Juliet | Terrace | Total | Area (sqm) | Area Below 55dB (sqm) | Area Below 58dB (sqm) |
| Block A | 44% | 0 | 96 | 30 | 0 | 126 | 624 | 127 | 354 |
| Block B | 32% | 38 | 35 | 4 | 2 | 79 | 531 | 189 | 189 |
| Block D | 22% | 32 | 4 | 0 | 0 | 36 | 264 | 132 | 132 |
| Block E | 42% | 0 | 50 | 0 | 2 | 52 | 365 | 365 | 365 |
| | | **70** | **185** | **34** | **4** | **293** | **1,785** | **814** | **1,040** |



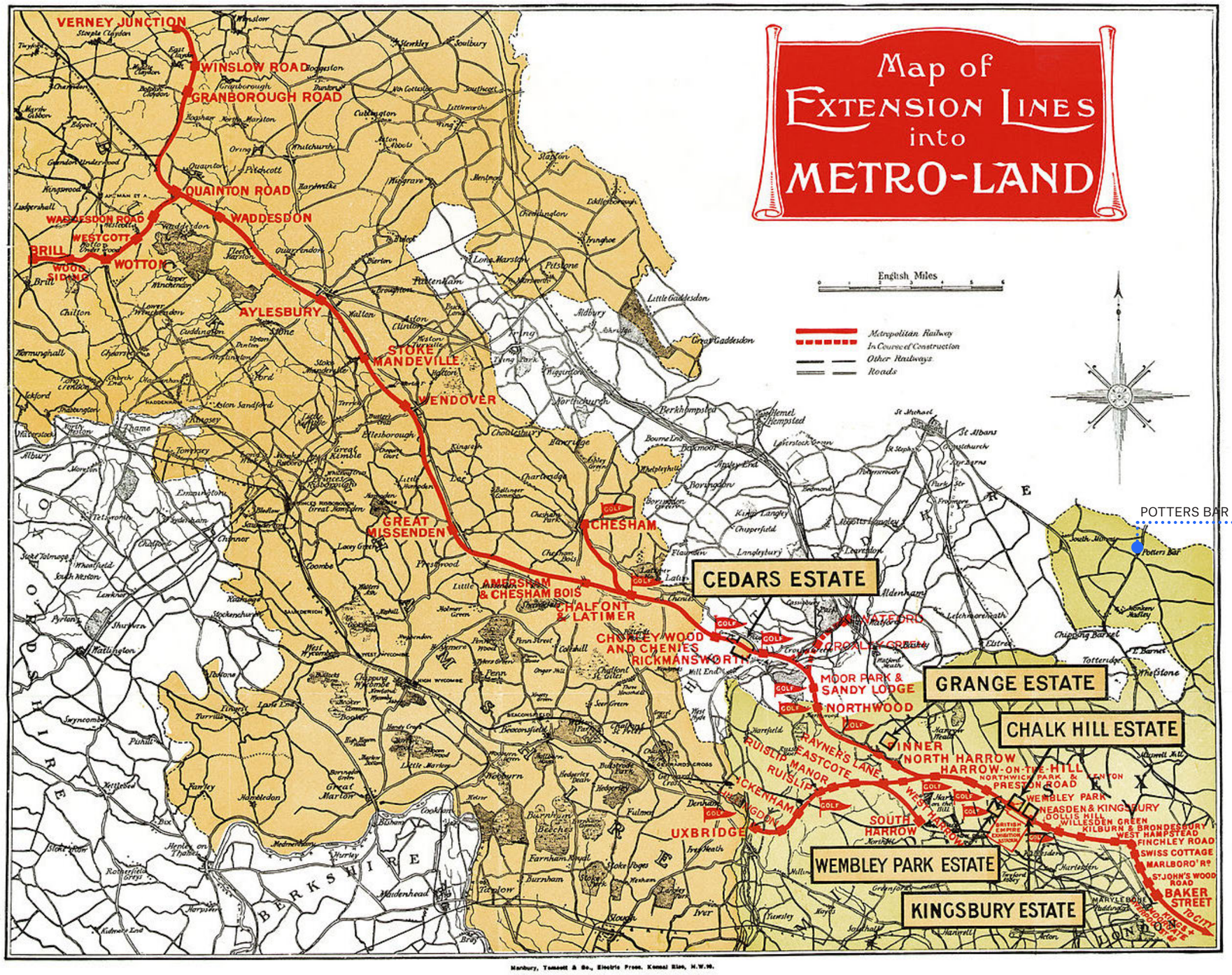
# 6.0
# Architectural Character

# 6.01 Character Evolution
## Metroland

Potters Bar experienced much of its modern urban expansion during the Metro-Land movement of the early 20th century, as new communities developed around the expanding network of Underground and rail infrastructure connecting to London. This period of growth introduced a distinctive architectural character, strongly influenced by the principles of the Arts and Crafts movement.

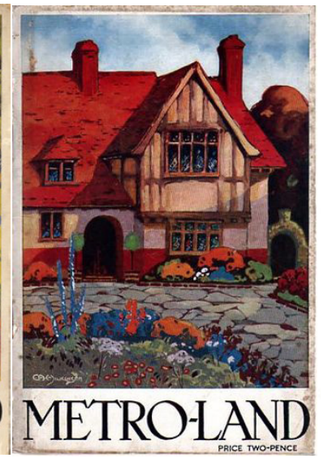
"Sell the dream of semi-rural living with modern rail access"

- Neo-Tudor / Arts & Crafts vernacular widely used: mock-Tudor timbering, gables, red brick, roughcast render, clay-tiled roofs.
- Standardised house types: "Metroland semis" – bay windows, front gardens with space for later cars, back gardens for domestic leisure.
- Cosy domestic scale









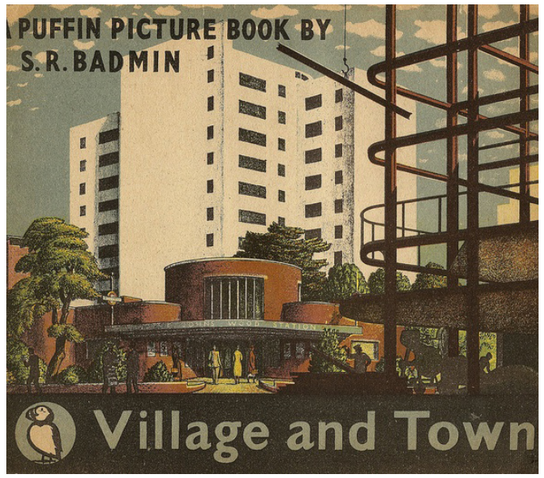
# 6.02 Character Evolution

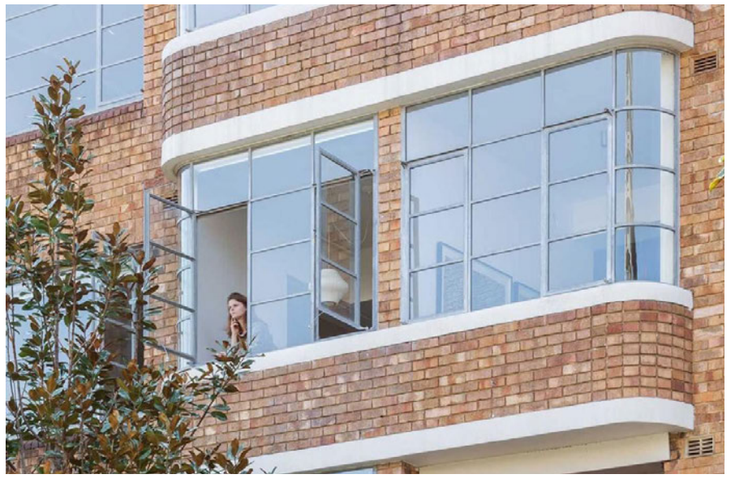
## Metroland vs Art Deco Urbanism (1930s suburban expansion)

Although much of Potters Bar's residential character derives from the suburban expansion of the 1930s to 1960s, however, this does not correspond directly with the scale of the proposed scheme.

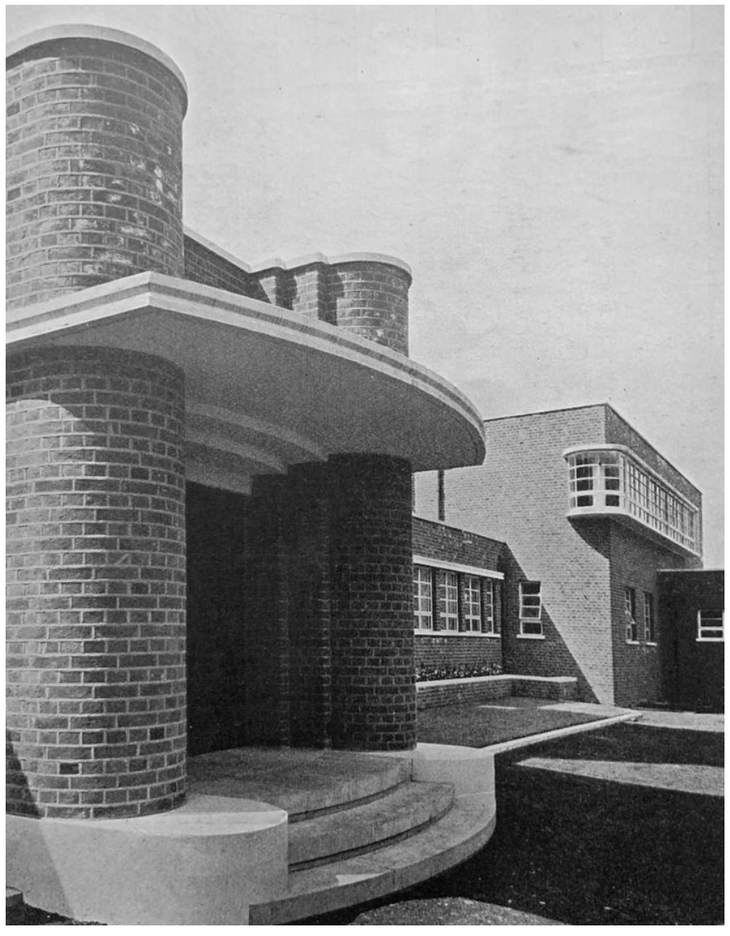
At the same time, more urban models from this period, particularly the Art Deco influenced mansion blocks and mixed-use developments seen across London, provide a recognisable and contextually appropriate reference. Drawing on this lineage of interwar urbanism allows the scheme to respond to local history while establishing a bolder, more civic architectural character



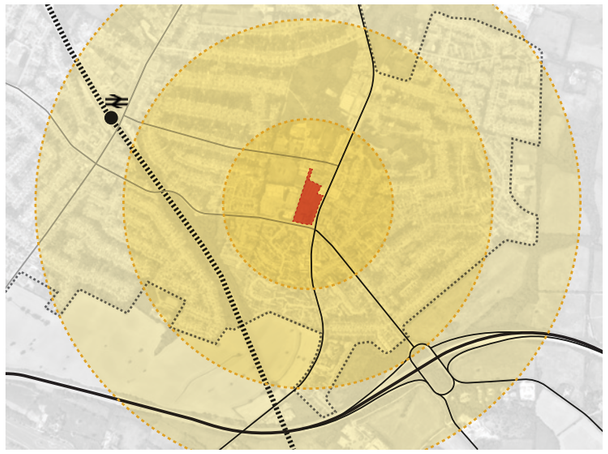









# 6.03 Masterplan Character
## Block Typologies & Character Impact



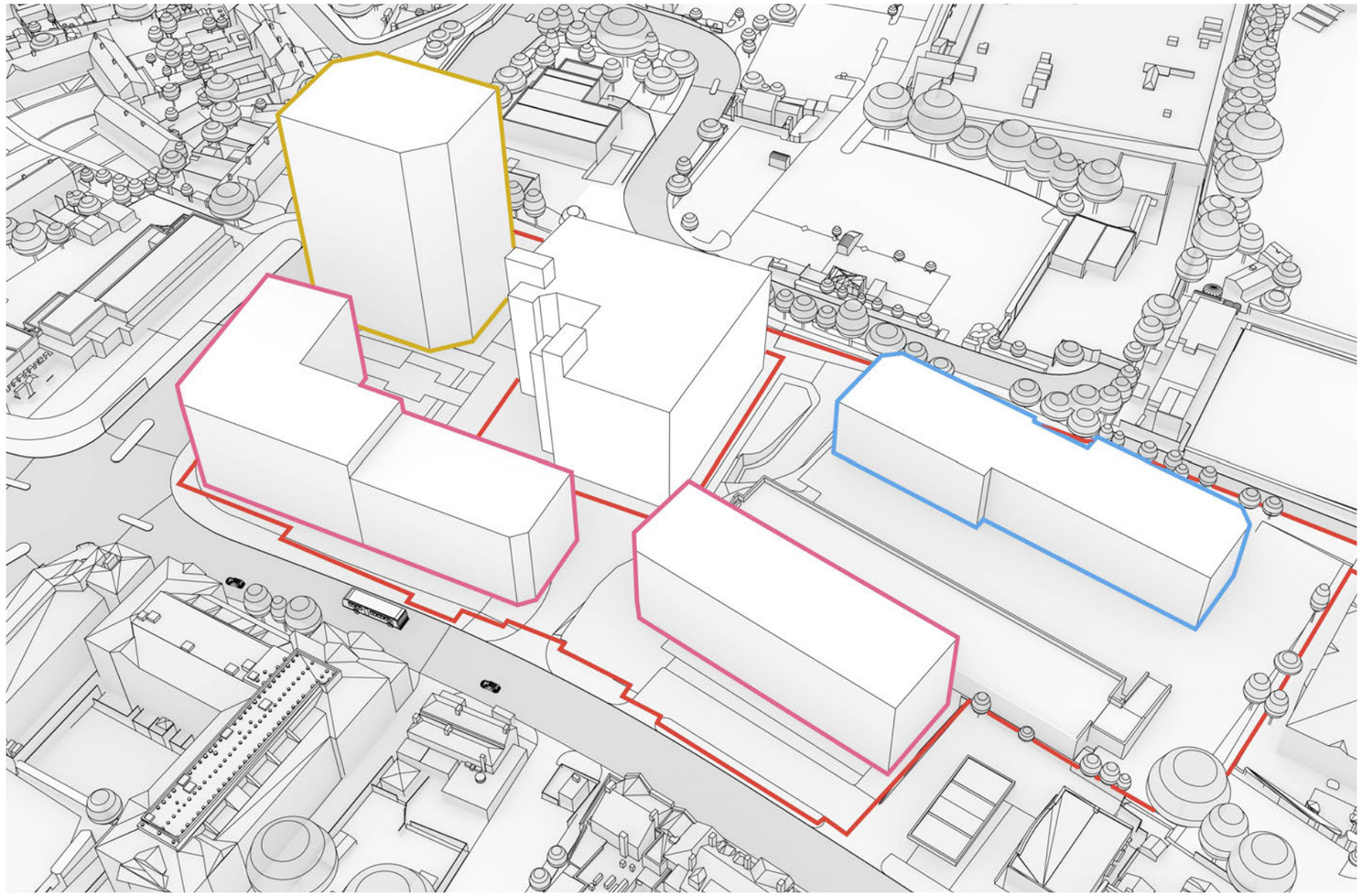
Wider
context impact



Town context
impact



Local / domestic
scale impact

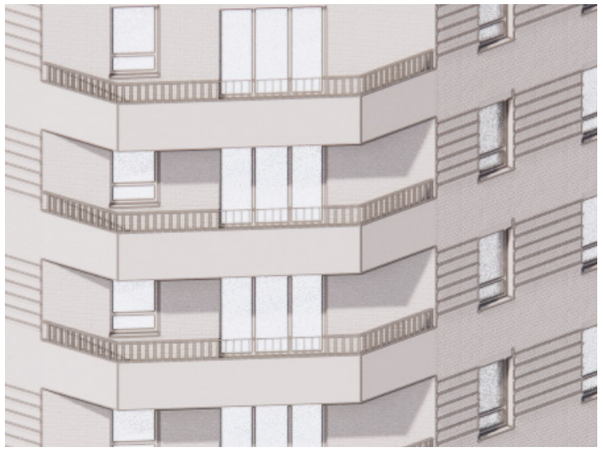


**Block typology overview** - The proposals comprise three distinct block typologies, each derived from its immediate context and urban role. The taller block A (shown in yellow) is primarily designed in response to its wider townscape presence. The High Street blocks, B and D (shown in pink), address their role in defining the High Street frontage and completing the junction with Mutton Lane. Block E (shown in blue) adopts a more domestic character, reflecting the scale and grain of the surrounding residential streets.

# 6.03 Masterplan Character
## Vertical and Horizontal Expression



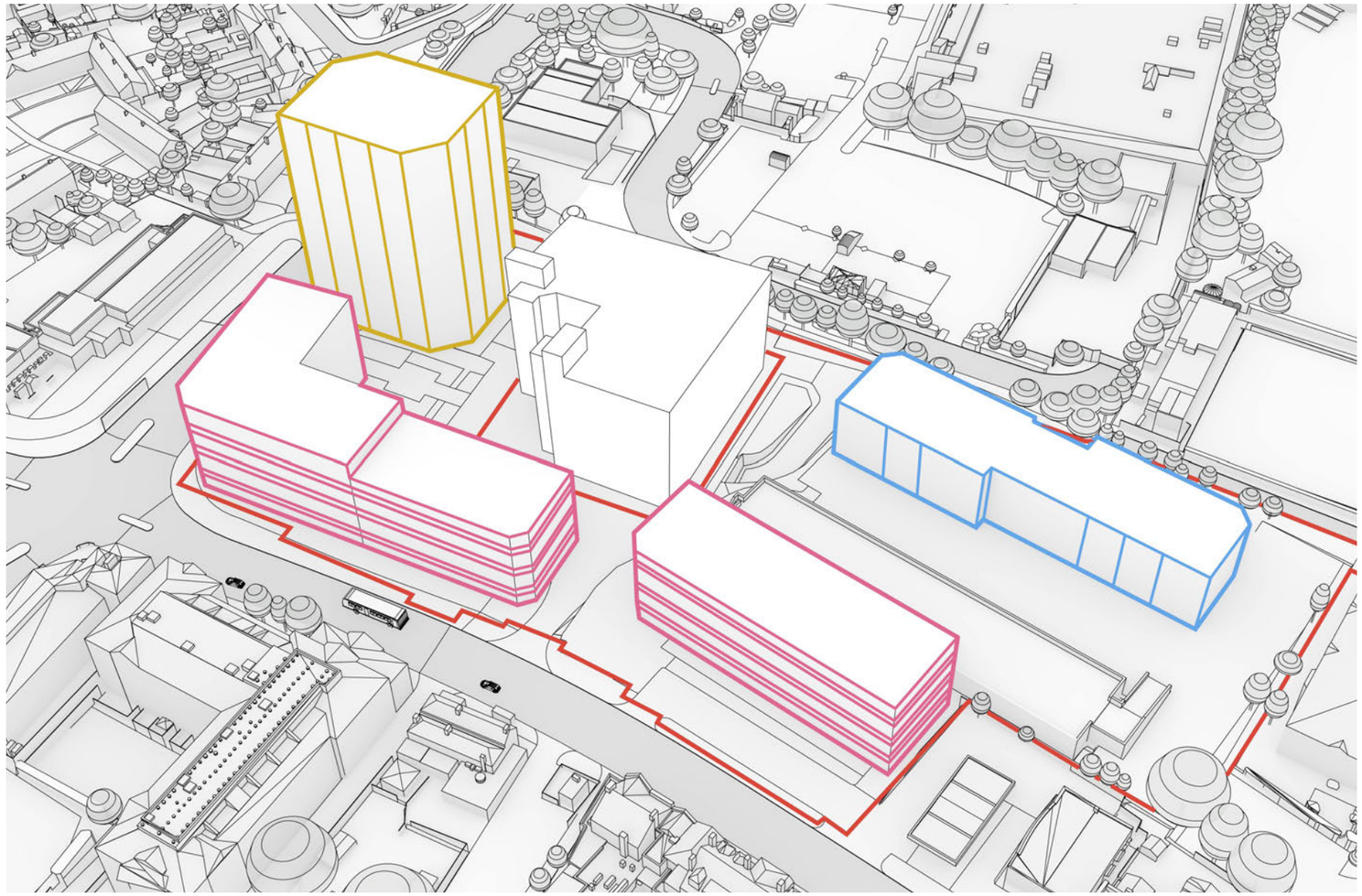
Vertical expression



Horizontal banding



'Town-house' rhythm



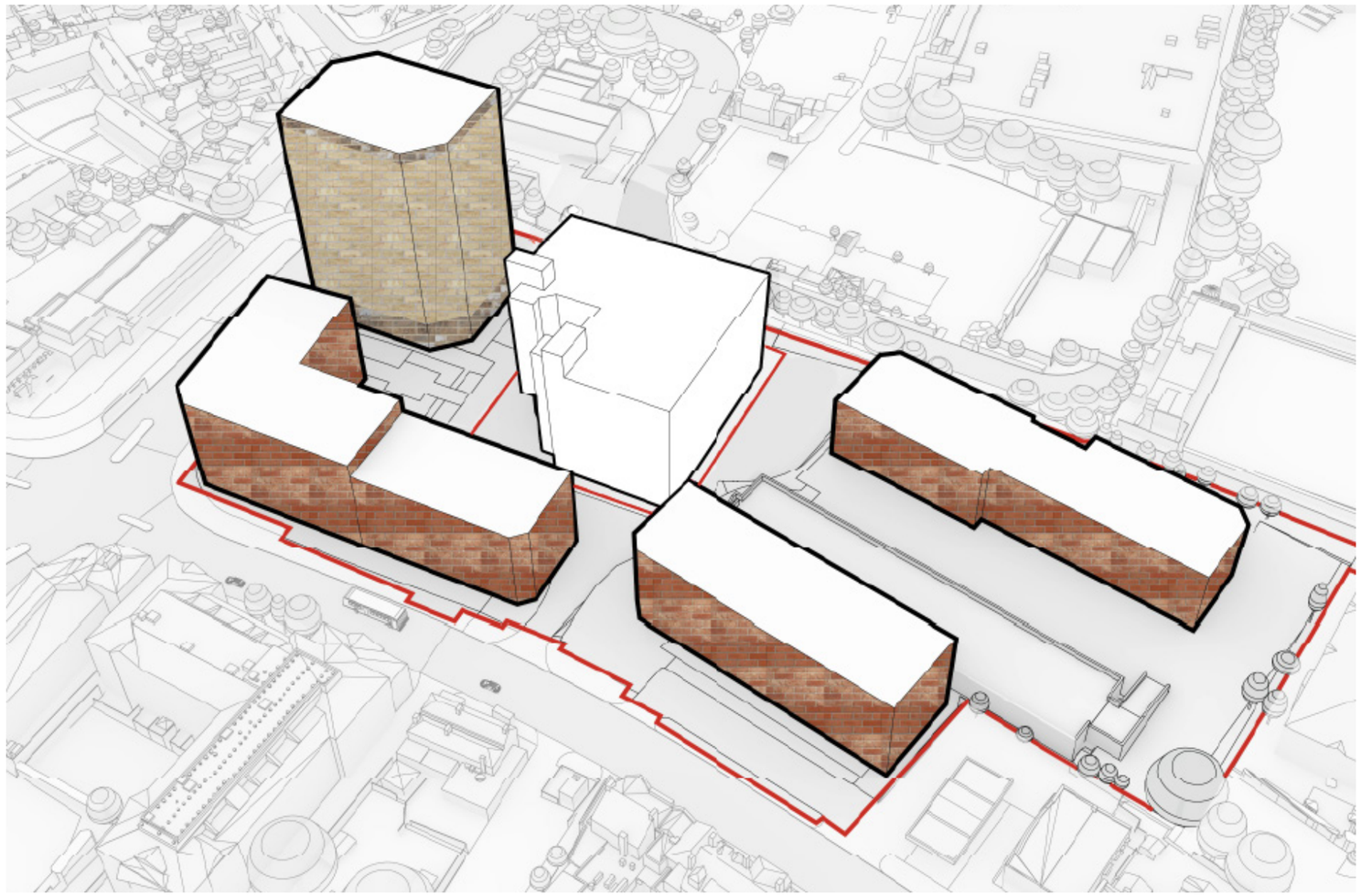
**Facade expresssion overview** - The principal façade expression is designed to reinforce the three distinct block typologies, employing vertical, horizontal, and segmented architectural languages respectively.

# 6.04 Material Palette

## Context and approach



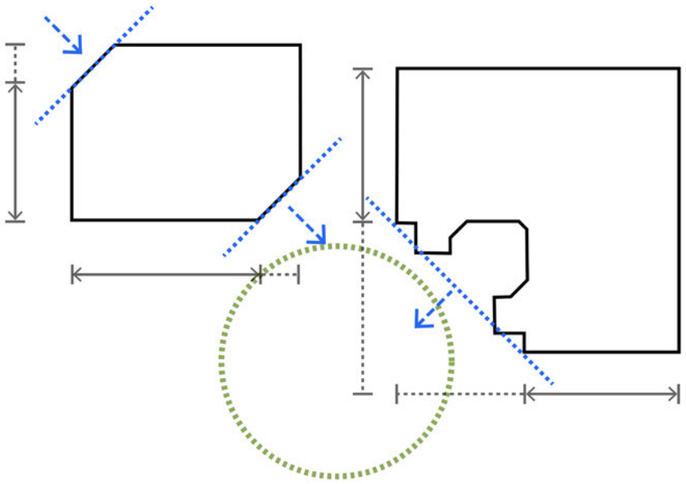

**Local material palette** - The surrounding context exhibits a broad and varied material palette, reflecting the range of building ages and the absence of a unifying design approach. Brick remains the predominant material, with a mix of red and buff tones evident throughout.



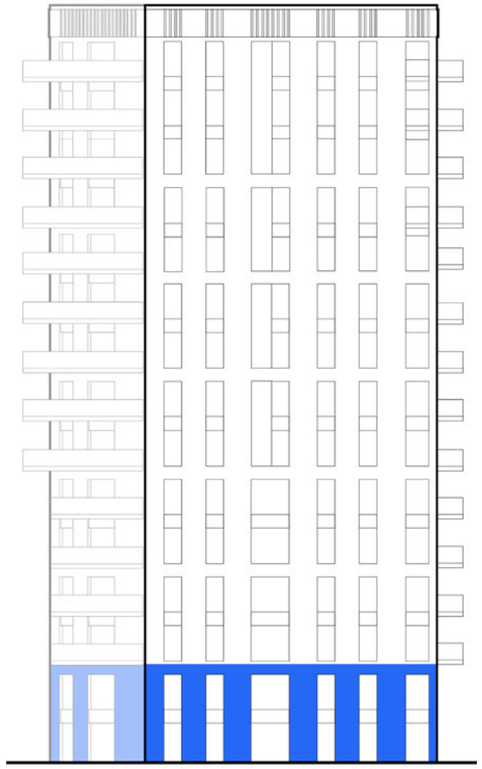
**Proposed material overview** - The perimeter blocks are predominantly expressed in red brick, responding to the immediate street context. Building A adopts a lighter buff brick, reducing its visual prominence on the skyline while creating a brighter setting for the adjacent garden spaces.

# 6.05 Block A
## Form & Facade Composition

As a tall building Block A will form a prominent marker for the wider neighbourhood, as such the form and elevational composition have been carefully organised using a regular grid and set of guiding design principles to provide a high quality architectural expression.



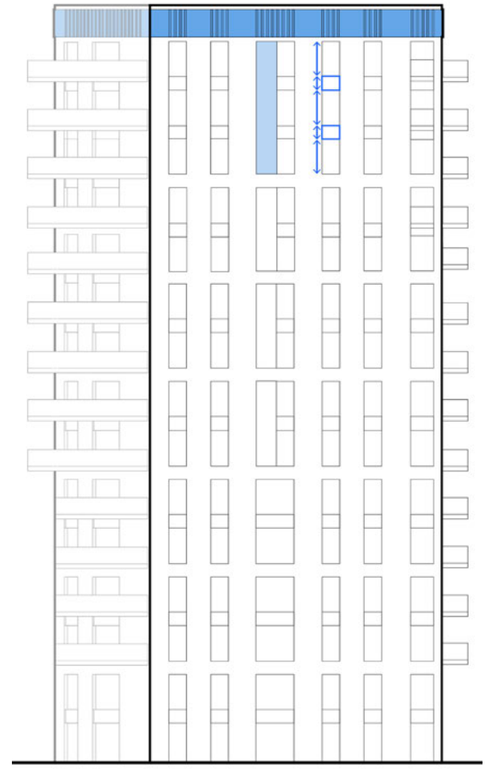
**Tower Form**
The faceted plan form of the tower helps orientate the building, marking both the arrival point and the courtyard, while responding to the geometry of Canada Life Place. It also creates a more slender vertical profile, reducing the apparent width of the elevations in the skyline.



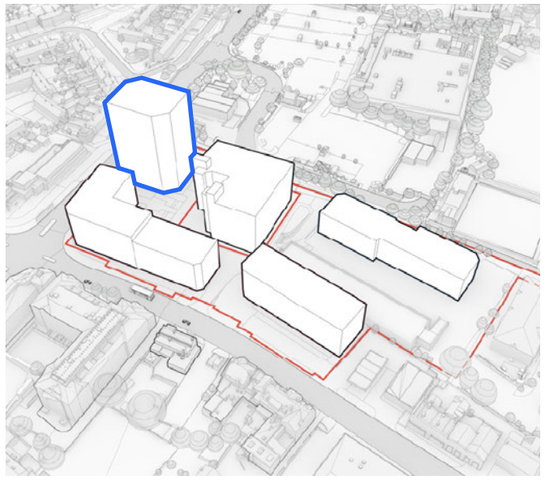
**The Base**
The towers are grounded with a strong differentiation of the based in the darker buff brickwork and replacement of balconies to juliets emphasising the 2 storey expression.




**Vertical Grid**
Verticality is reinforced through a double-height order, expressed by a contrasting horizontal band at every other storey.



**The 'Crown'**
The upper levels are articulated with more expressive detailing to acknowledge the buildings' visibility in the wider context, creating a distinct 'crown' to the skyline.



# 6.06 Block A
## Bay Study - Base

### Material Palette

Black frames & balconies



Lighter buff brick tone

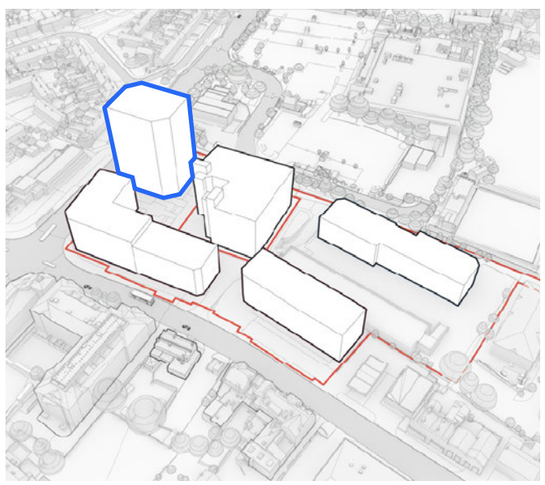




Darker buff/ grey brick tone



Light green glazed bricks





# 6.07 Block A
## Bay Study - Crown

### Material Palette

Black frames & balconies

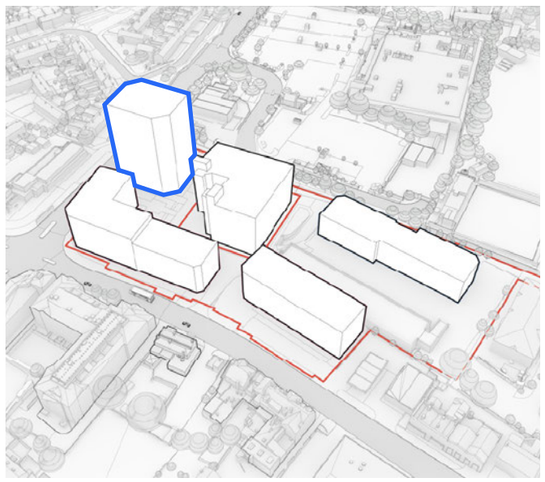


Lighter buff brick tone





Darker buff/ grey brick tone



Vertical bands of projecting brickwork



# 6.08 Blocks B & D
## Overview

Along the High Street, Blocks B and D together form the primary town-centre frontage to Barnet Road, with Block D occupying the site of the former Princes Parade.

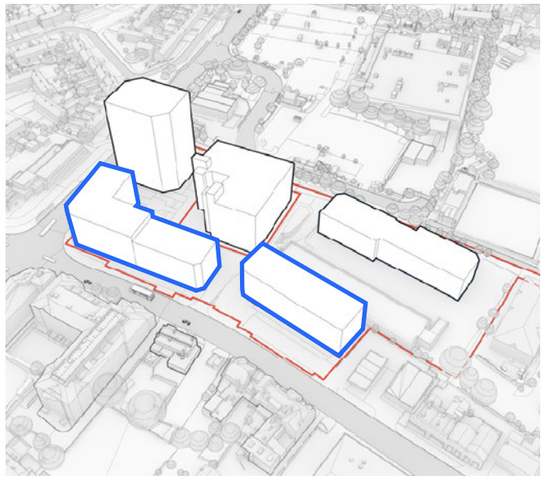
Princes Parade reads as a modest inter-war parade with shops at ground floor and residential accommodation above, forming part of the forming part of the historic Barnet Road/High Street frontage. The existing building is characterised by a pronounced base with active shopfronts, a consistent rhythm of narrow bays and regularly spaced windows, and a largely continuous pitched roof with subtle level changes and a shallow central gable feature.

Brickwork is the predominant material, expressed in a simple, robust manner with soldier course detailing. These features establish a fine urban grain at street level and a legible vertical hierarchy that the proposed development builds upon through its own articulated base, window rhythms and upper-level recessions, while introducing greater scale and contemporary layering appropriate to the town centre context.

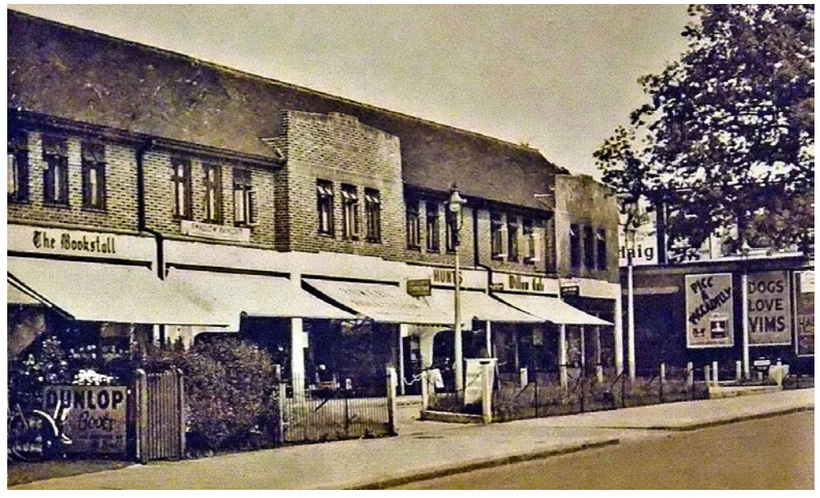


Princes Parade elevation analysis

1. Established base
2. Roof line and bays
3. Rhythm
4. Soldier course detailing




Soldier course brickwork adding subtle horizontal detailing.



Princes Parade c.1935–1945, showing the inter-war shopfronts and upper-storey bays that establish the parade's character.

# 6.09 Blocks B & D
## Overview

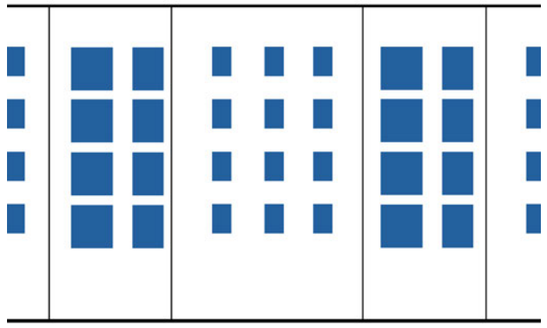
The proposed Blocks B and D develop a contemporary architectural response that is firmly rooted in this established parade character. Both blocks draw on the proportions, materiality and urban rhythm of the former 1930s frontage, reinterpreted through a robust brick base and a series of articulated bays that maintain the underlying plot grain.

Inset balconies provide privacy and shelter at upper levels, while also creating a stepped façade that introduces depth and shadow and contributes to a more varied roofline appropriate to the increased height.

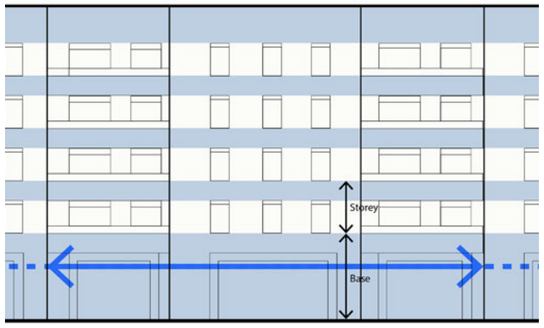
A predominantly brick material palette is retained but deployed in two complementary tones, introducing a measured horizontal emphasis and visually breaking down the perceived mass of the 5–6 storey blocks.

The elevations are further refined through subtle brick detailing, including soldier courses and changes in texture, to enhance legibility at pedestrian level and provide a tactile, crafted quality.

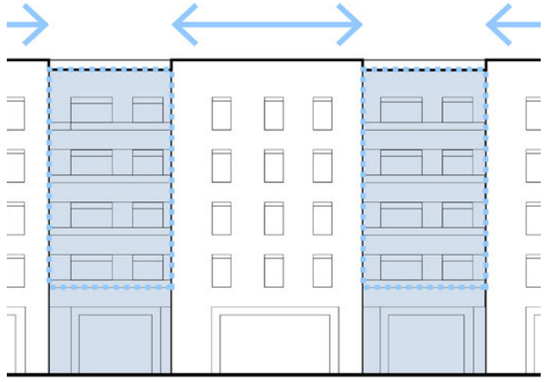
The resulting roofscape forms a distinct skyline and reduces perceived massing, with the overall scale, articulation and material quality carefully calibrated to key views along the High Street and to the presence of the listed building opposite.



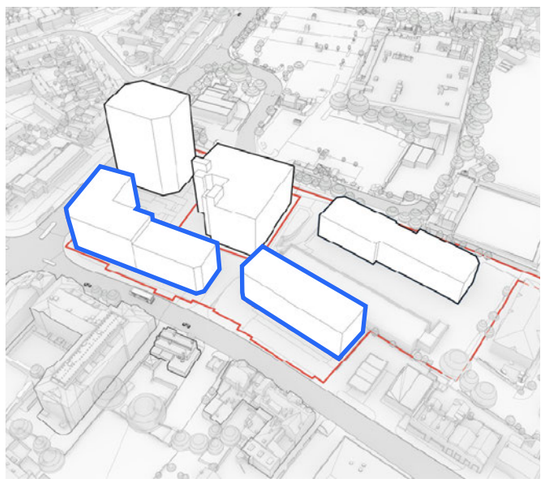
**Establishing rhythm**
Consistent bay widths and window proportions reinterpret the narrow vertical grain of Princes Parade, maintaining plot-level legibility across the larger blocks.




**Horizontal layering**
Two-tone brick bands and a strongly expressed plinth subtly shift the vertical rhythm into a more planar composition at upper levels, helping to break down the 5–6 storey scale.



**Balcony setbacks**
Residential balconies form a series of bays that echo the rhythm of the former 1930s building on Princes Parade. Deeply inset balconies provide privacy and shelter from the busy High Street below while creating a stepped profile that breaks up the roofline from street level and reduces apparent mass at height.



# 6.10 Blocks B & D
## Bay Study - Chamfered Corners

### Material Palette

Black frames & balconies

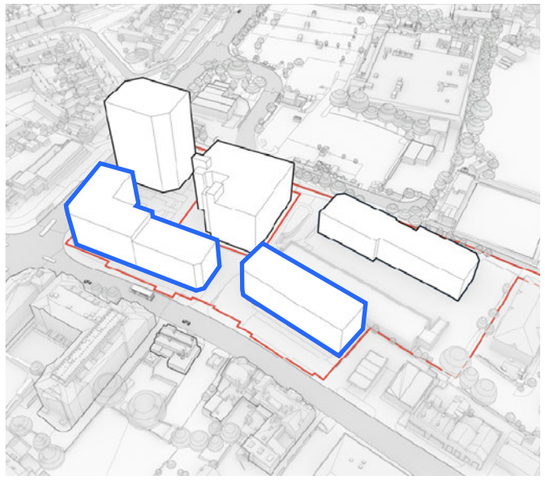


Lighter red brick tone





Darker red brick tone





# 6.11 Blocks B & D
## Bay Study - Street Facing Elevations

### Material Palette

Black frames & balconies

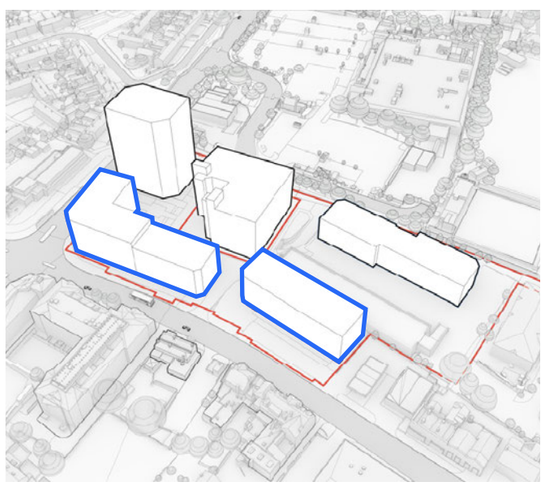


Lighter red brick tone





Darker red brick tone





# 6.12 Blocks E
## Bay Study

### Material Palette

Black frames &
balconies

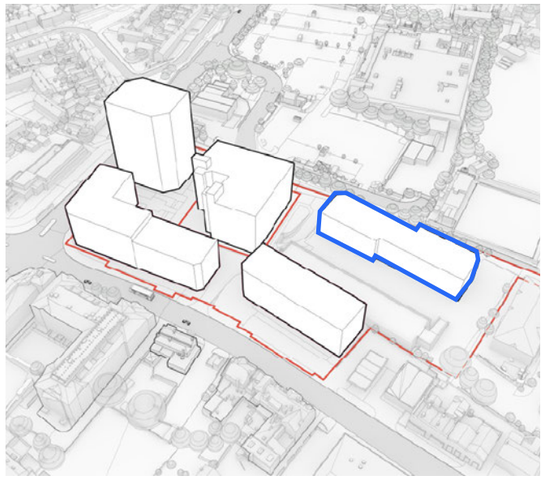


Lighter red brick tone





Darker red brick tone



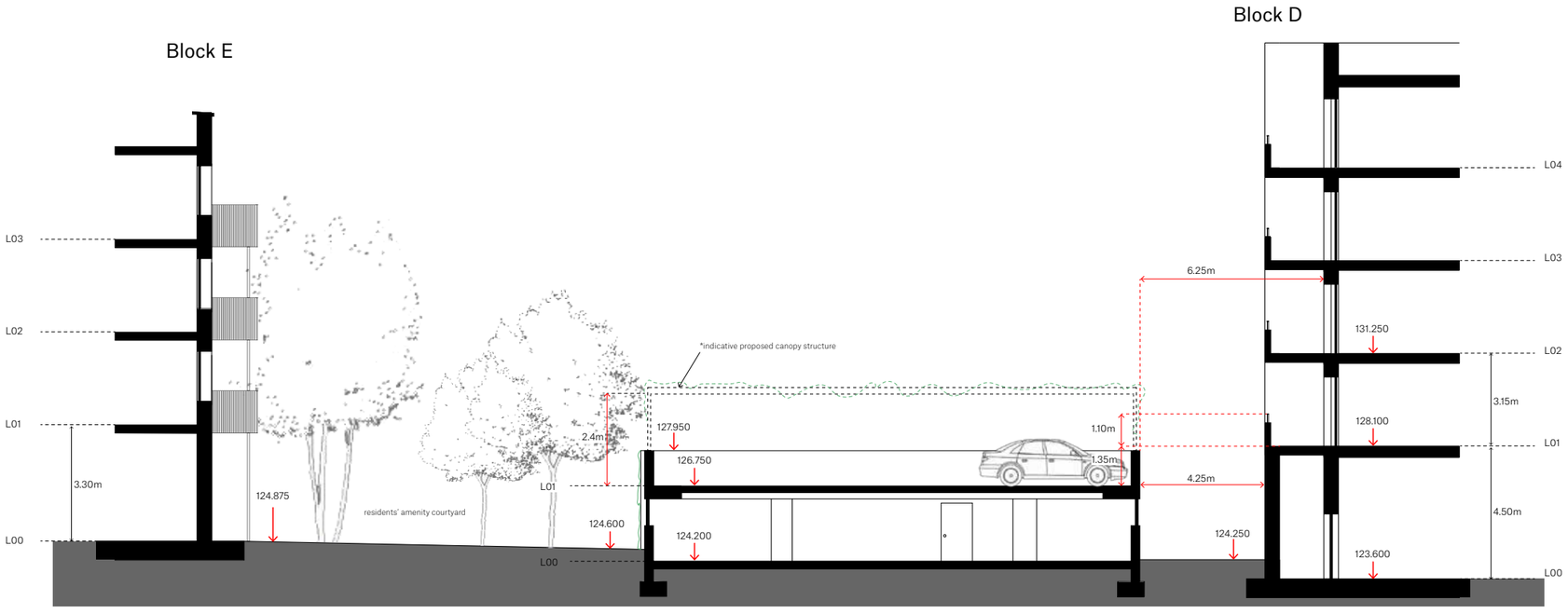


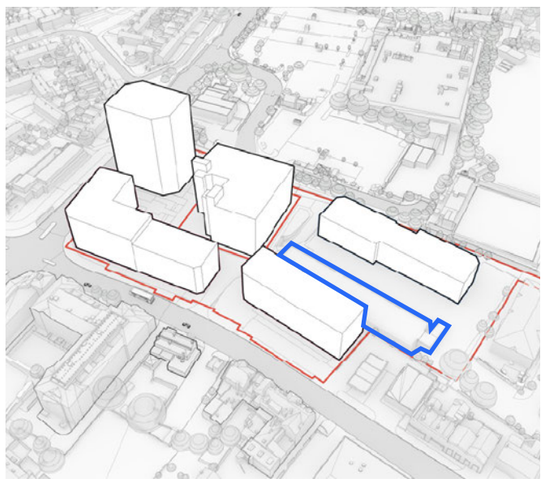
# 6.13 Existing Car Park
## Proposed Enhancements

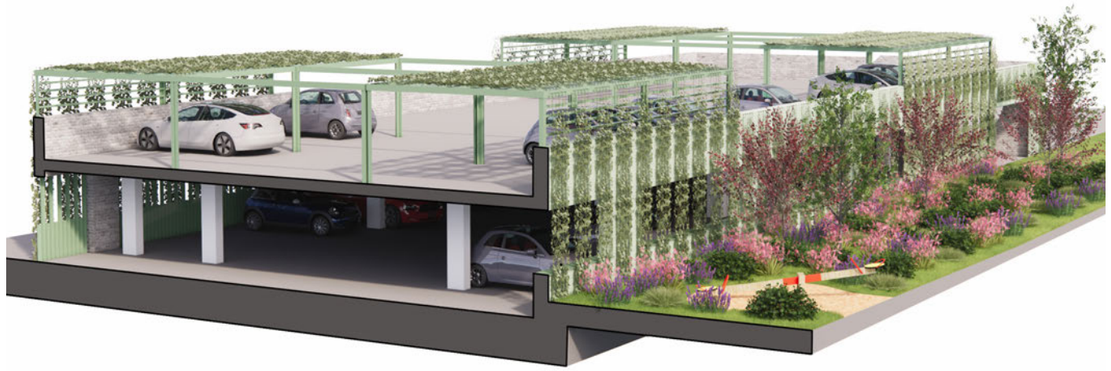
The proposals include the re-use and upgrading of the existing car park structure to provide residents only car parking for the scheme.

The proposals include relocation of the ground level entrance to the north, refurbishment and painting of the existing brickwork, a series of new pergola structures to the upper most level and vine planting to the pergola and garden facing walls.

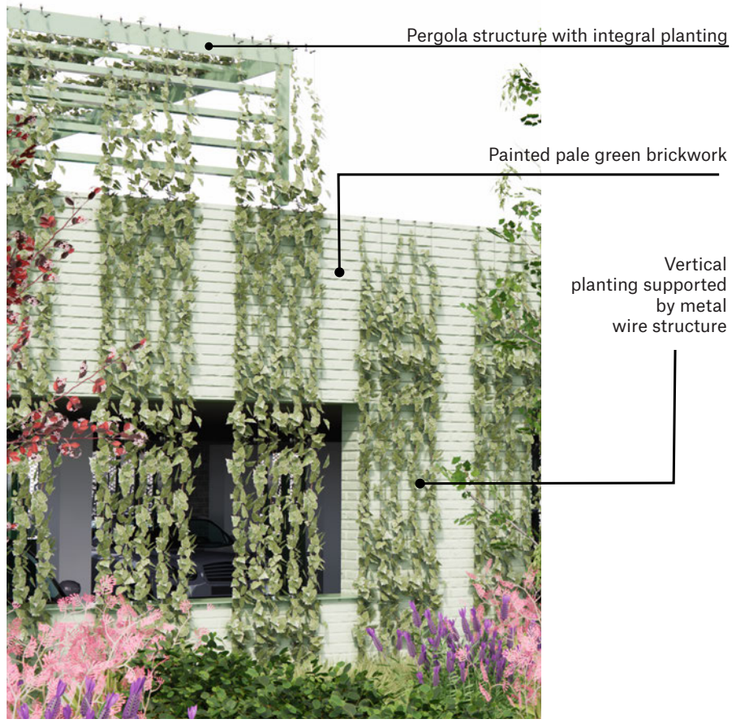
These modifications will help integrate the within the landscape space and provide visual screening from the adjacent apartments within Block D and across the courtyard within Block E.





Car Park Structure Refurb Overview



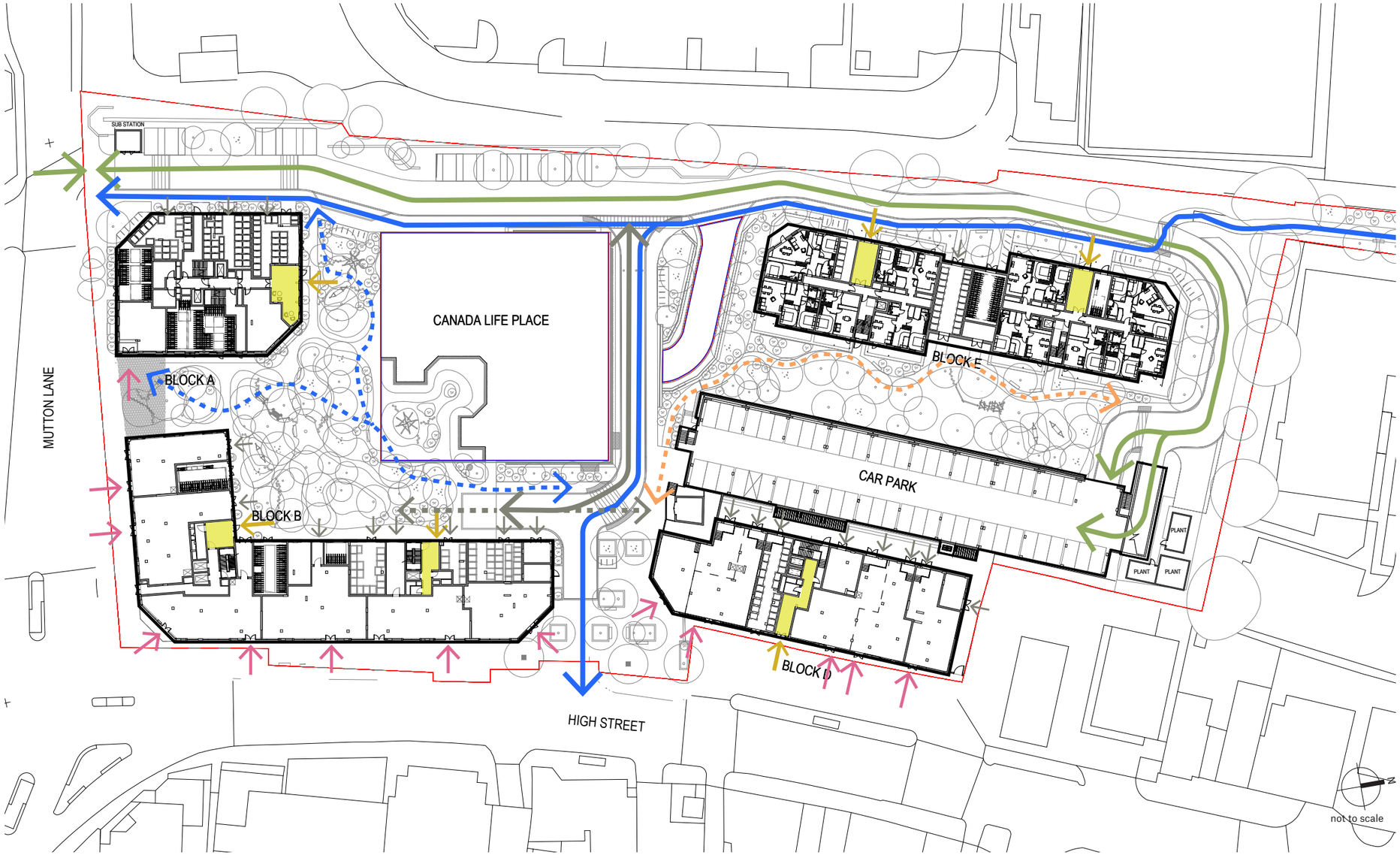

Same Structure Detail

# 7.0
# Access, Parking & Servicing

# 7.01 Movement & Access

The proposed development is organised around a primary shared surface route forming the northern access through the site. This route provides the main internal connection for servicing, emergency access and day-to-day vehicle movement, while also maintaining a legible and pedestrian-friendly environment.

The shared surface has a typical carriageway width of 6m with adjacent footways of 2m. In key locations, the carriageway narrows to a minimum of 4.2m to help reduce vehicle speeds, discourage car dominance and reinforce the pedestrian priority of the route. Continuous footways and a permeable layout support convenient movement for pedestrians and cyclists throughout the development, while active frontages and strong connections to the High Street help integrate the route into the wider public realm.




**Key**

- Commercial use access points
- Vehicular routes and access points
- Pedestrian and cycle routes
- Residents only access route
- Servicing routes and access
- Residents' entry point
- Residents' lobby

# 7.02 Cycle Parking

The provision of cycle parking is in accordance with the Hertsmere Sustainable Transport & Parking Standards Draft Supplementary Planning Document (2022) which requires 1 space per bedroom and 0.2 spaces per unit recommended for visitor provision.

All internal cycle storage comprises of Sheffield stand with high level storage rack above.




**Key**

- Internal secure storage (489)
- External secure storage (80)
- External visitor storage (59)

**TOTAL: 628**

| Block | No. of Spaces Required | No. of Spaces Provided |
|---|---|---|
| A | 210 | 235 |
| B | 147 | 150 |
| D | 80 | 80 |
| E | 98 | 104 |
| TOTAL | 535 | 569 |



Internal cycle storage provided as two-tier stands with Sheffield racks.



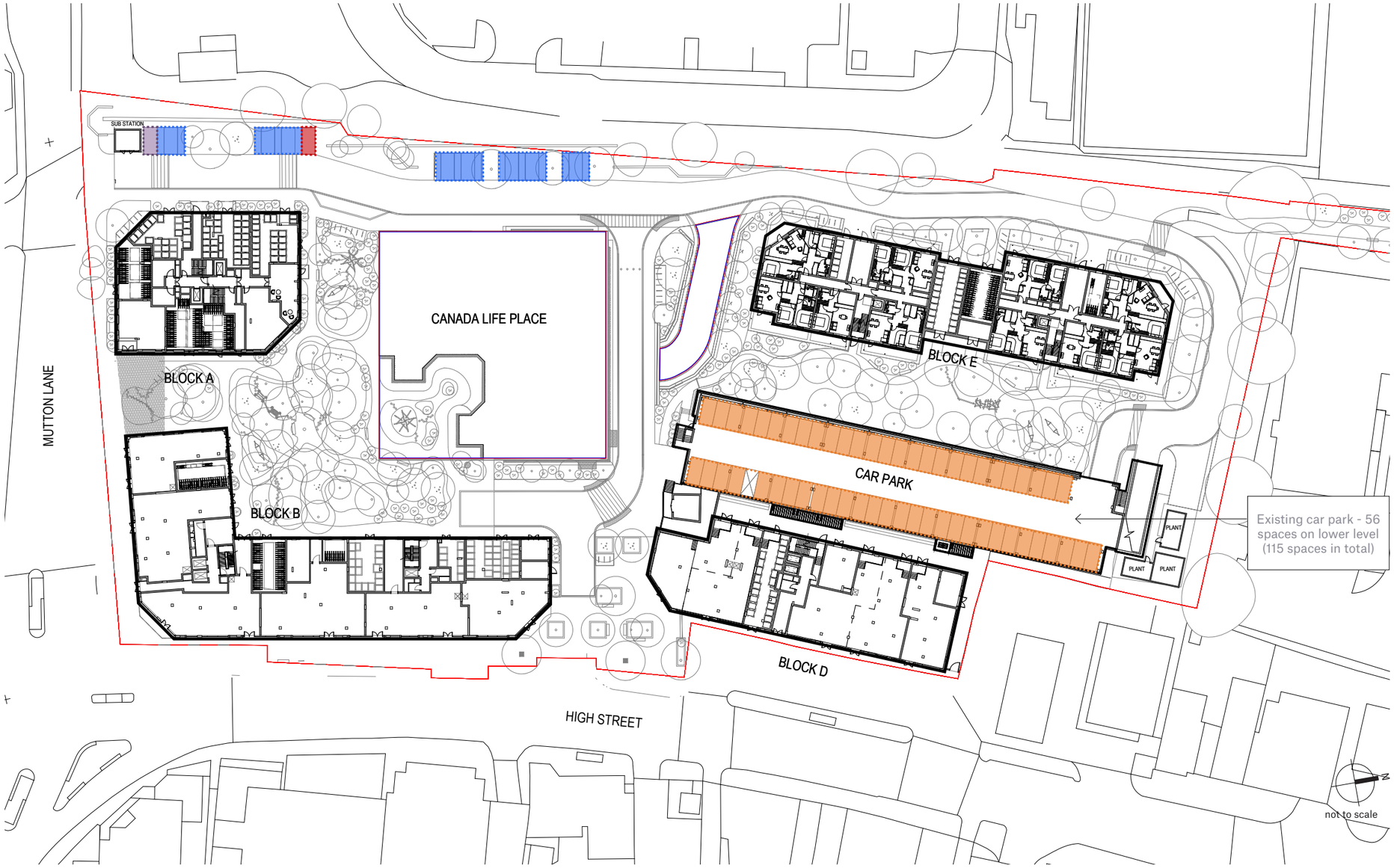
External secure cycle storage (Block D) provided as two-tier racks within shelters.

# 7.03 Car Parking
## Ground Floor Plan

Given the site's highly accessible town centre location, the proposed development prioritises sustainable travel over private car use. Applying the Borough's previous Parking Standards SPD (2014) would lead to an over-provision of parking in this location, encouraging car use in a way that would conflict with paragraph 117 of the NPPF and Hertfordshire County Council's LTP4 Policy 1, which promotes a transport user hierarchy favouring walking, cycling and public transport

Through pre-application discussions with Hertsmere Borough Council, it was therefore agreed that the Sustainable Transport and Parking Standards Draft SPD (2022) provides the more appropriate basis for assessing parking provision. Within this framework, the site falls within a Town and District Centre accessibility zone, where maximum parking provision is set at between 0% and 40% of standard requirements.

The scheme has been developed on this basis, with a clear focus on minimising the presence of parking within the public realm and prioritising the quality of streets and spaces across the site. A key part of this approach is the retention and reuse of the existing multi-storey car park, which consolidates the majority of parking within a single structure rather than dispersing vehicles across the site. This helps reduce the visual impact of parking, frees up more ground-level space for landscape, amenity and pedestrian movement, and supports the creation of a more coherent and people-focused town centre environment.




**Key**

- Standard parking space (115)
- Car Club parking space (1)
- Blue Badge parking space (9)
- UKPN parking space (1)

**TOTAL: 125 (0.43 spaces/ dwelling)**

# 7.03 Car Parking

## Car Park Upper Deck




**Key**

- Standard parking space (115)
- Car Club parking space (1)
- Blue Badge parking space (9)
- UKPN parking space (1)

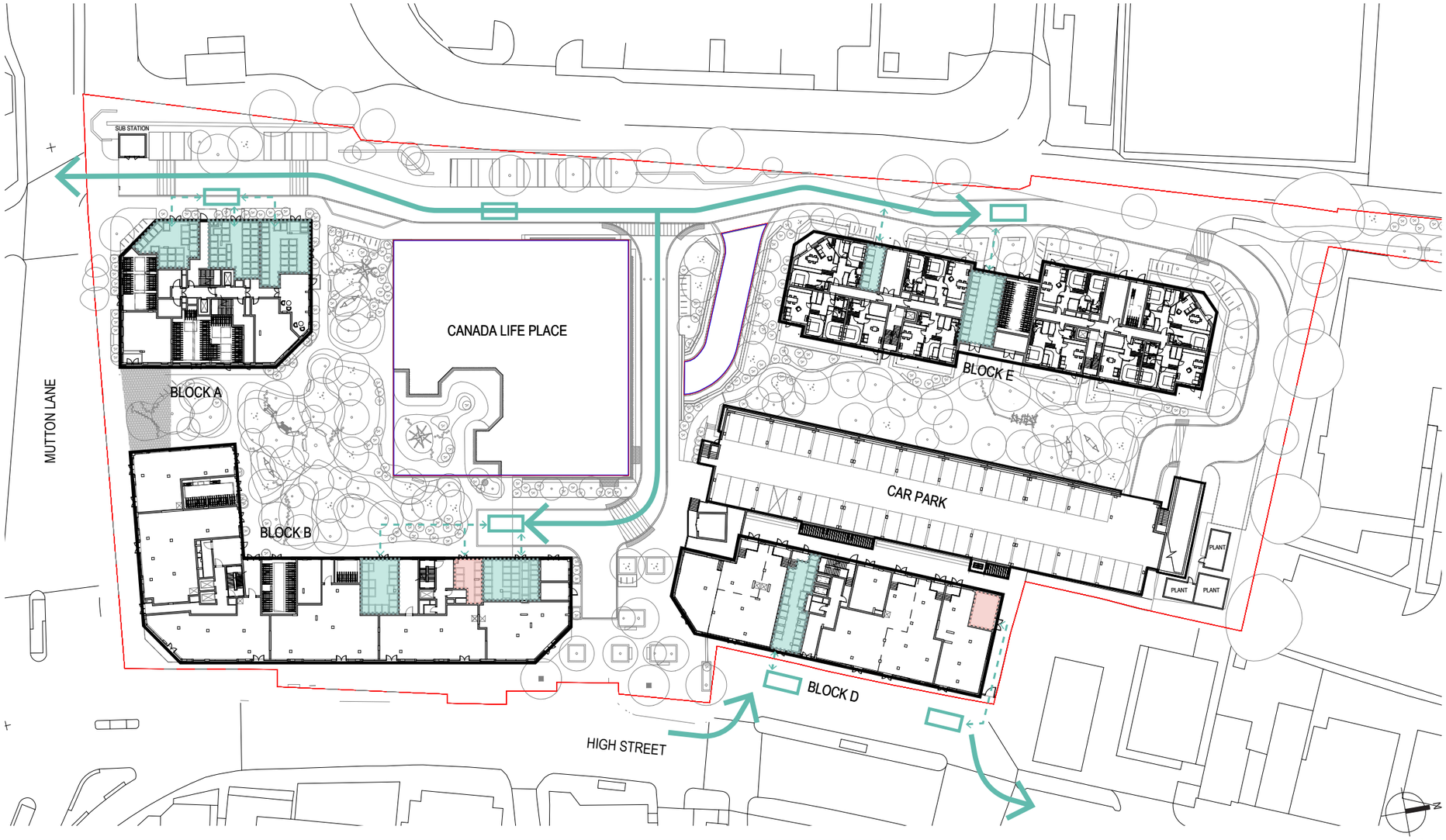
**TOTAL: 125 (0.43 spaces/ dwelling)**

# 7.04 Refuse Storage & Collection

The refuse strategy has been developed as a managed system that supports the day-to-day operation of the development while protecting the quality of the public realm. Residential refuse stores are provided at ground floor level within each building in accessible locations for residents, with separate communal holding stores positioned to allow efficient collection from the internal carriageway and adjacent access roads.

The detailed design, capacity and configuration of the refuse stores have been developed in accordance with Hertsmere Borough Council's Waste Storage Provision Requirements for New Residential Developments. Refuse collection will operate through a coordinated management process, with bins moved between the residential stores and communal holding stores as required to facilitate collection.

The ongoing operation of the refuse strategy, including bin movement, store maintenance, cleanliness and security, will be overseen by the appointed Managing Agent as part of the wider building management approach. This will ensure the refuse system remains functional, well managed and appropriately integrated into the servicing strategy for the site.




**Key**

- Residential bin stores
- Commercial bin stores
- Routes to refuse

| | Residential Refuse - Hertsmere Borough Council's Waste Storage Provision Requirements for New Residential Developments | | | |
|---|---|---|---|---|
| | **Block A** | **Block B** | **Block D** | **Block E** |
| General waste | 27 | 17 | 8 | 11 |
| Dry mixed recycling | 27 | 17 | 8 | 11 |
| Food & green waste | 9 | 6 | 3 | 4 |
| Paper | 7 | 5 | 2 | 3 |
| Future capacity | 6 | 4 | 2 | 3 |
| TOTAL | 76 | 49 | 23 | 32 |

NOTE: An allowance has also been made for commercial refuse stores. However, given the shell-and-core nature of the commercial accommodation and the flexibility of the proposed Class E uses, the precise refuse storage requirements will be subject to further definition as part of future fit-out and occupation.

# 7.05 Deliveries & Servicing

Deliveries and servicing have been designed to support the day-to-day operation of the development without undermining the quality of the public realm or creating a servicing-dominated environment. Access will be taken from the existing arrangements at Mutton Lane, together with established servicing areas along the High Street, including Princes Parade, making use of existing access points and established movement patterns.

A managed approach will apply to both the residential and commercial elements of the scheme. Temporary stopping and unloading can be accommodated within the internal carriageway, with additional short-stay provision provided by the lay-by between Block A and Canada Life Place. Commercial servicing will be accommodated via the restricted-access service road to the north of Block B and, where required, from Princes Parade.

This approach ensures servicing can be accommodated efficiently and discreetly within the wider movement strategy, while maintaining a high-quality, pedestrian-friendly environment across the site.

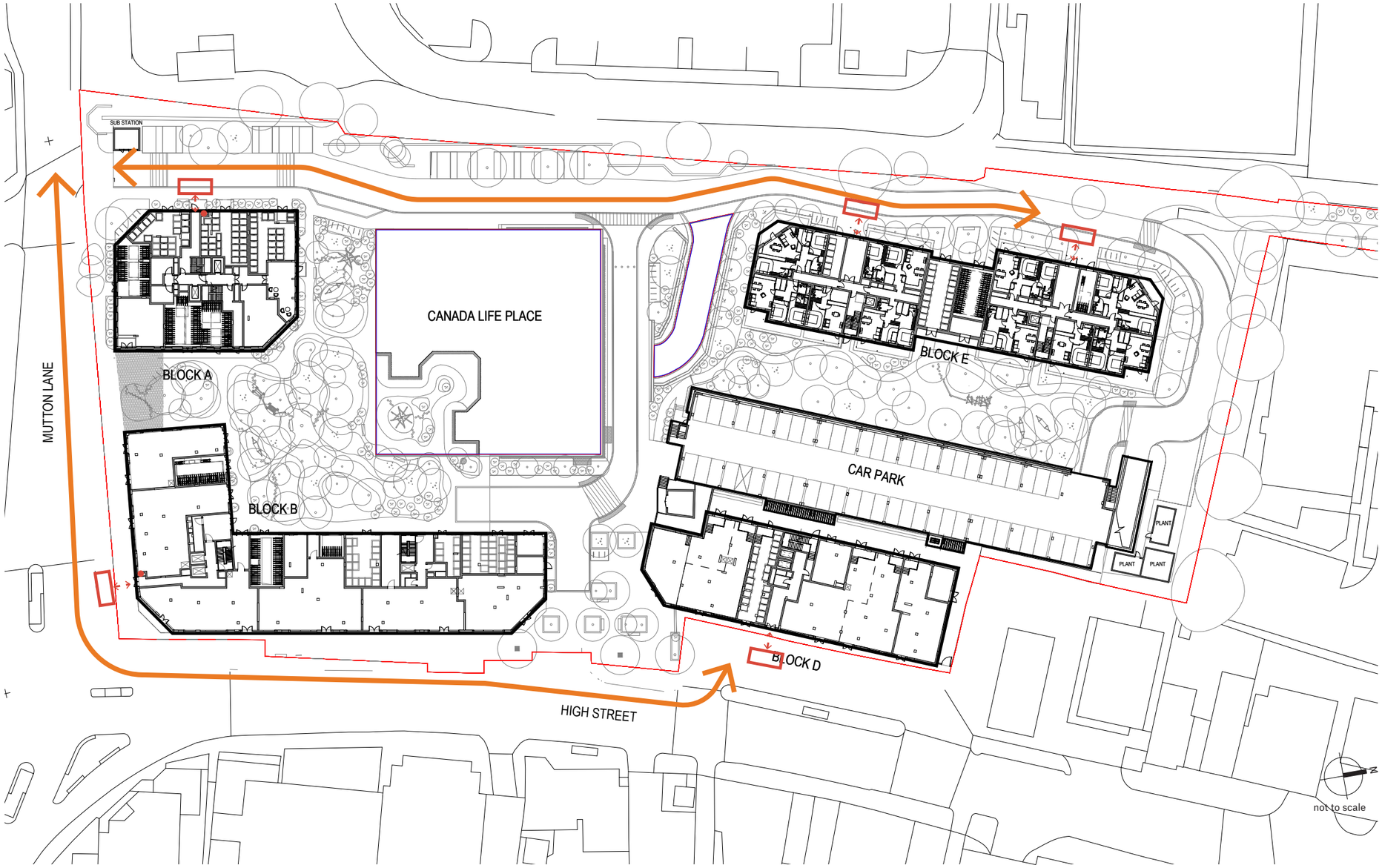



**Key**

- Primary internal route
- Controlled access route
- Commercial servicing / deliveries
- Residential deliveries
- Temporary stopping place
- Lay-by

# 7.06 Fire Tender Access

Fire tender and emergency vehicle access is proposed in a similar manner to servicing and deliveries, via the proposed internal access road from the existing Mutton Lane junction and from Princes Parade. An additional temporary stopping location is also identified adjacent to the southern core of Block B on Mutton Lane.




**Key**

- Fire tender route
- Fire tender stopping point
- Fire fighting access

# 7.07 Designing Out Crime

The scheme has been designed to support a safe and welcoming town centre environment, with active frontage to the High Street, strong overlooking of the neighbourhood square, residential courtyards and shared surface, and clearly controlled access to private residential spaces.

### Natural Surveillance

- Active residential and commercial frontages overlooking streets, shared surfaces and public spaces
- No blank gable ends to upper levels
- Entrances, lobbies and windows positioned to overlook key routes and spaces
- Avoidance of hidden corners, left-over spaces and blind edges where possible

### Access and Movement

- Clear distinction between public, semi-private and private areas
- Secure residential entrances with controlled access
- Controlled access to internal courtyards and private resident areas
- Simple, legible routes to support wayfinding and reduce ambiguity
- Servicing and vehicle routes designed to minimise conflict with pedestrian areas where possible

### Defensible Space and Boundaries

- Ground floor homes provided with defensible space
- Boundary treatments clearly define ownership without creating harsh edges
- Planting and landscape designed to maintain visibility and avoid concealment
- Private and communal amenity spaces clearly distinguished from public routes

### Lighting and Visibility

- Well-lit entrances, routes, cycle stores, refuse stores and parking areas
- Lighting designed to support safe movement and passive surveillance
- Landscape and street furniture arranged to maintain clear sightlines




### Management and Security

- On-site management presence to support day-to-day oversight
- Secure and well-managed cycle, refuse and parking areas
- Clear management responsibility for maintenance and access control
- Durable materials and robust detailing to reduce vandalism and long-term maintenance issues

**Key**

- Active GF frontage - commercial
- Active GF frontage - residential
- Residential lobby access
- Residential secondary access
- Commercial secondary access
- Secure gate

# 8.0
# Illustrative Views

# 8.01 View 1
## Mutton Lane & High Street Corner





# 8.02 View 2
## Mutton Lane Frontage





# 8.03 View 3
## Cask & Stillage





# 8.04 View 4
## High Street





# 8.05 View 5
## Southern Courtyard





# 8.06 View 6
## Northern Courtyard





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