



Hertsmere Vision Documents

Potters Bar - Key Themes & Priorities Report

October 2026

AR Urbanism



Potters Bar Key Themes & Priorities Report

Objectives:

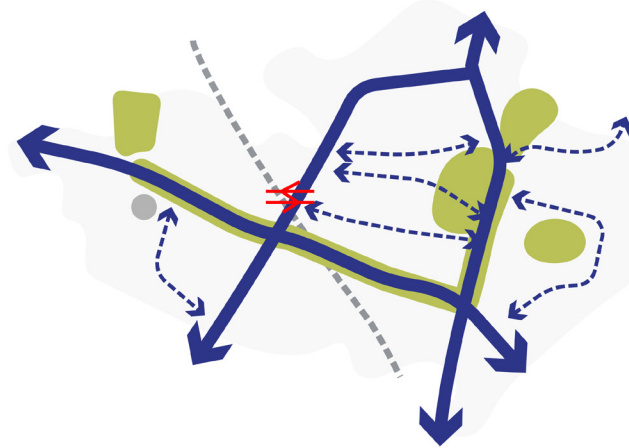
- Ensure that Potters Bar maximises its status as a vibrant and well-connected place that celebrates its unique cultural heritage
- Introduce new housing models that directly cater to the housing needs of its residents.
- It will become increasingly a resilient town with green town centres where safe, accessible routes prioritise pedestrians and cyclists, knitting together the two town centres and surrounding parks.

Development focuses on brownfield sites and supports a diverse local economy as well as provides much-needed homes, complemented by an enhanced public realm, cultural hub at The Wyllots, and welcoming town centres.

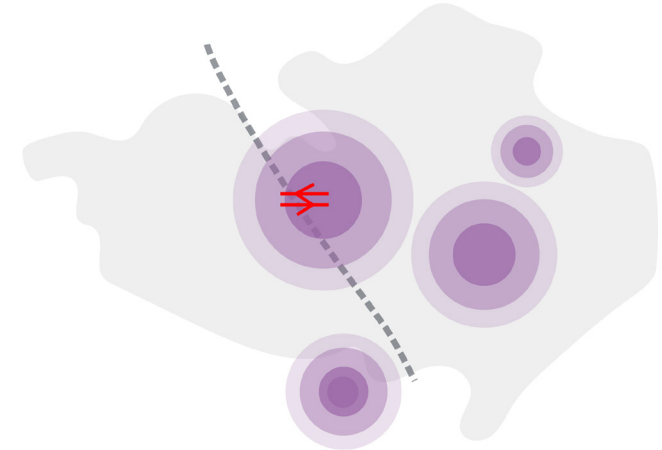
The town champions environmental sustainability, managing flood risk and embracing a well connected green network.

It supports a high quality of life as well as a strong sense of community for all residents, day and night.

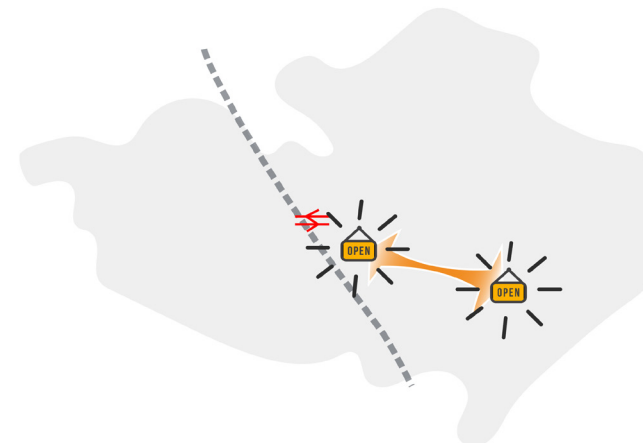
1. Connectivity & Active Travel



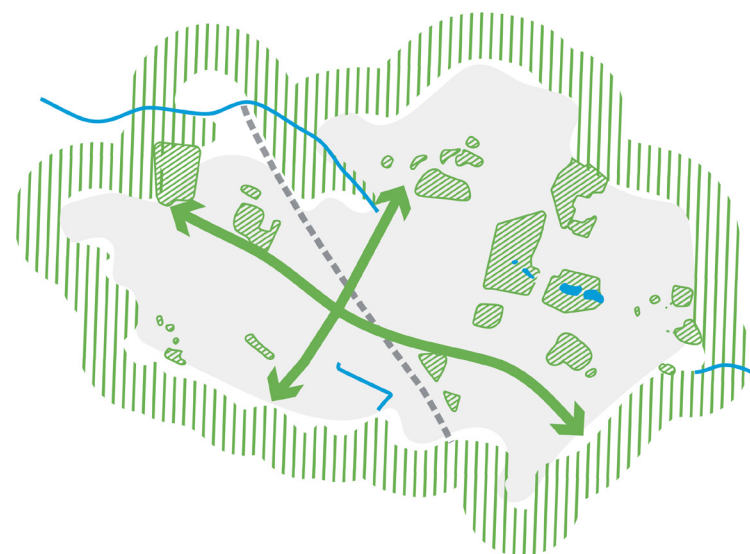
2. Sustainable Growth



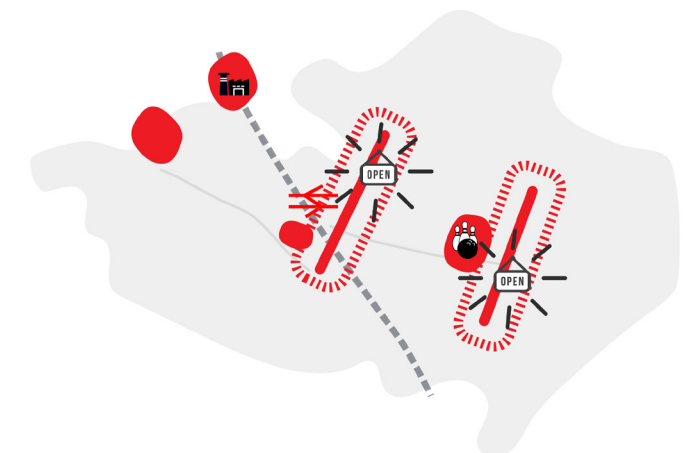
3. Town Centres Public Realm & Character



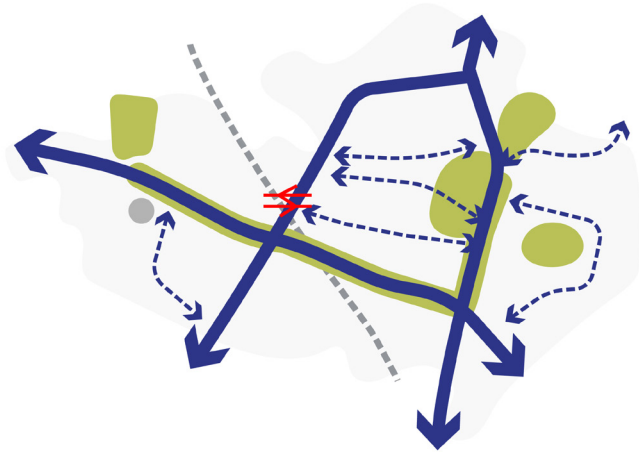
4. Green/Blue Infrastructure & Sustainability



5. Culture, Community Life & Prosperity



1. Connectivity & Active Travel



Improve pedestrian and cycle routes, reducing severance caused by the traffic on the High Street, and encouraging walking and cycling, particularly to Potters Bar railway station and key amenities.

- Connect Oakmere and Parkfield across the High Street with a step-free, green and well-signed pedestrian friendly link.
- Improve pedestrian connectivity between Darkes Lane and High Street along The Walk which will follow the Healthy Streets indicators.
- Create a green pedestrian and cycle corridor connecting the town centres and residential areas to green spaces surrounding Potters Bar, including designated green spaces such as Morven Park and King George V Recreation Ground.
- Improve connections east-west across the civic quarter west of the High Street.
- Connect to National Cycle Route 12 to the Potters Bar railway station to support active travel.
- Improve pedestrian connectivity to Morven Park.
- Advocate for school streets and walk-to-school programmes in line with Hertfordshire's LTP.
- Improve 15 minute connections especially around the railway station and the two town centres, to capitalise on the rail connectivity with direct links to London, Cambridge and St Albans.
- Provide wayfinding where needed to improve ease of access of existing and new routes and connections.
- Ensure shops in the two town centres are accessible for all, including people with disabilities that may rely on driving.



Fig 1

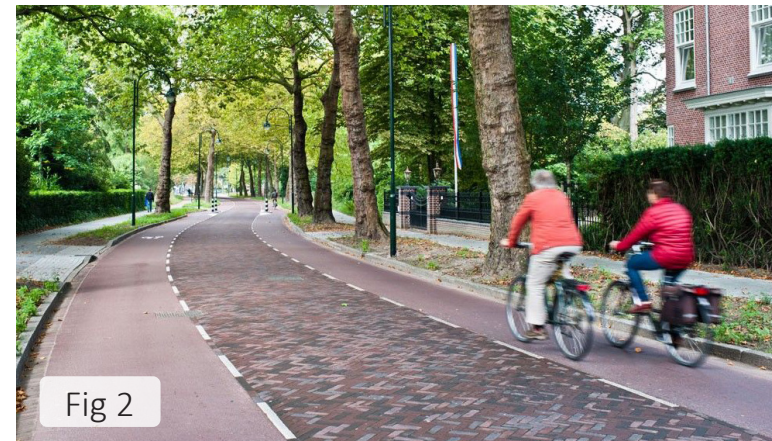


Fig 2



Fig 4

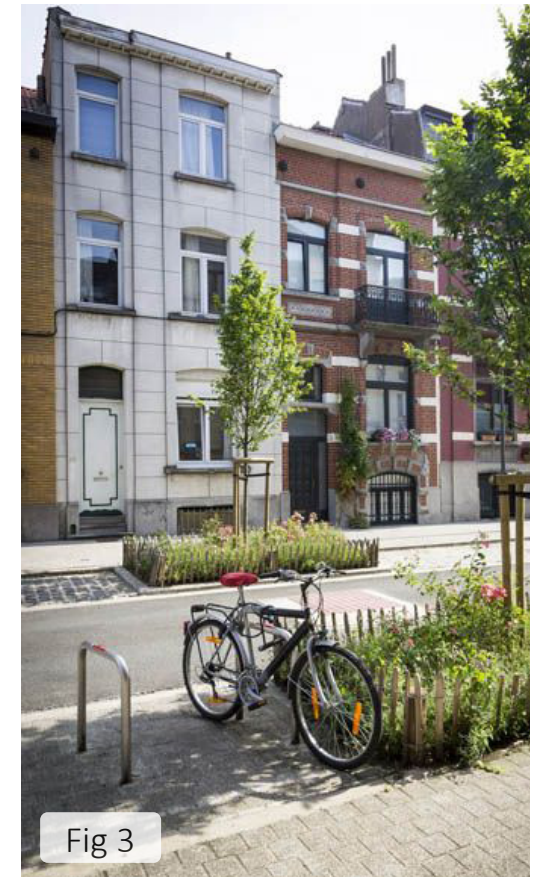


Fig 3



Fig 5



Fig 6



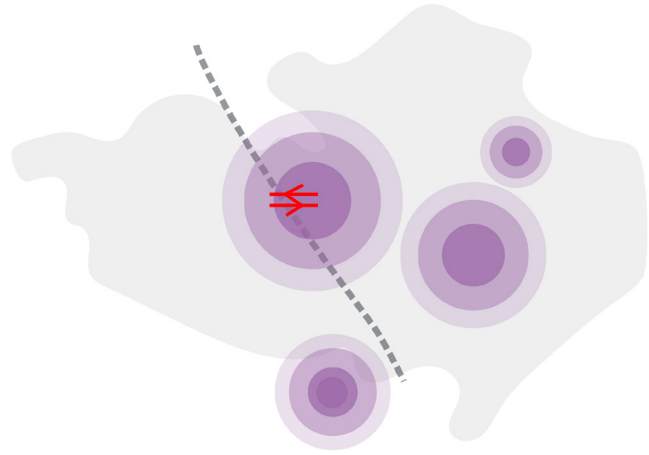
Fig 7



Fig 8

- Fig 1. Pedestrian and cycle-friendly street
 Fig 2. A cycling route, parklaan, in Eindhoven, Netherlands
 Fig 3. Cycle friendly roads in Rue des Archers in Brussels, Belgium
 Fig 4. Pedestrian friendly street in Kobe, Japan
 Fig 5. A prototype for natural drainage system, The street Edge Alternative Project in Seattle
 Fig 6. Rain Garden, Seattle street edge alternatives project
 Fig 7. Pedestrian wayfinding system created for the Brent Cross Town development in North London | designed by design studio Fieldwork Facility
 Fig 8. Way finding installation on streets and sidewalks, tracing the path of a lost stream 'Ghost Rivers' in Baltimore, Maryland | designed by Bruce Willen

2. Sustainable Growth



Identify strategic infill and brownfield development opportunities, optimise parking, support local employment (especially light industrial), and create a consolidated town centre on the High Street.

- Identify infill development sites in the High Street and Darkes Lane, especially near their respective junctions with Mutton Lane.
- Identify infill development in backland plots and underutilised garage sites across all of the settlements, on blocks with deep gardens, following the example of Fenton Close development, and on underutilised sites especially in the town centre.
- Diversify Potters Bar's residential offer to provide housing types for retirees and/or downsizers, as well as young people.
- Ensure housing mix is appropriate to need and is conducive to a strong community identity.
- Provide appropriate employment uses to support job growth.
- Address the provision gap of mid-sized footprint light industrial spaces.
- Optimise and rationalise car parking areas in the two town centres.
- Identify opportunities for an integrated community hub.
- Consolidate the town centres to strengthen them and increase footfall.
- Ensure developments are well-integrated and respect the character of Potters Bar, carefully considering building details such as brick colour or window detailing.



Fig 9



Fig 10



Fig 11

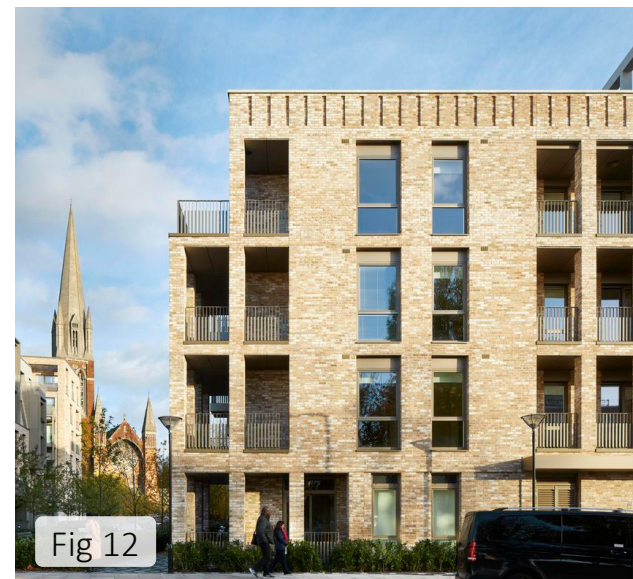


Fig 12



Fig 13



Fig 14



Fig 15



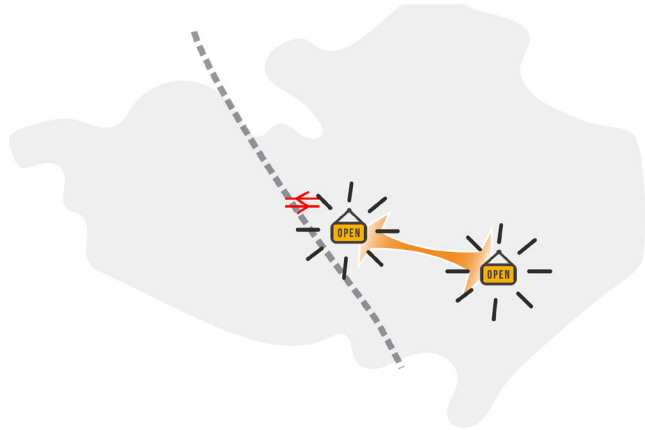
Fig 16



Fig 17

Fig 9. 3-storey terraced homes part of the Rochester Riverside masterplan development in Kent, UK | Led by HTA Design
 Fig 10. Housing infill, Marston Way in Croydon | designed by Stitch architects
 Fig 11. 3-storey terrace houses
 Fig 12. Unity Place, a 100% affordable social housing development in South Kilburn, North West London | designed in collaboration with Feilden Clegg Bradley Studios, Alison Brooks Architects & Gort Scott,
 Fig 13. 3-Storey terraced houses development in 7-17 Ansdell Street Kensington, London | designed by MSMR Architects.
 Fig 14. 3 Storey community housing Farmstead Road, Bellingham, South London | designed by Metropolitan Workshop.
 Fig 15. Blenheim Grove housing development located in Peckham Rye, London | designed by Poulson Middlehurst, Yard Architects, and New Makers Bureau
 Fig 16. 3/4 storey apartments
 Fig 17. Evolution South, Edgware | designed by Maccleanor Lavington

3. Town Centres Public Realm & Character



Enhance the aesthetic and functional quality of the streets, improve shopfronts, create pleasant public spaces/squares, and reduce the dominance of vehicles to prioritise the pedestrian experience and support local and independent businesses.

- Improve appearance of shopfronts on Darkes Lane and High Street.
- Improve public realm especially on Darkes Lane, to provide dwell spaces and greenery and to reconnect the town centre with nature.
- Reduce dominance of traffic on the High Street.
- Improve the arrival area in front of Potters Bar railway station, which is currently dominated by traffic and informal parking.
- Improve shopfronts appearance potentially with a shopfronts design guide.
- Rationalise carriageways such as slip roads and wide junctions to prioritise improving street character and pedestrian movement.
- Identify locations for a high-quality town centre public space/square that will capture and consolidate Potters Bar character as well as provide opportunities for community events.
- Improve maintenance and quality of workmanship across the town and in the town centres.



Fig 18



Fig 19



Fig 20



Fig 21



Fig 22

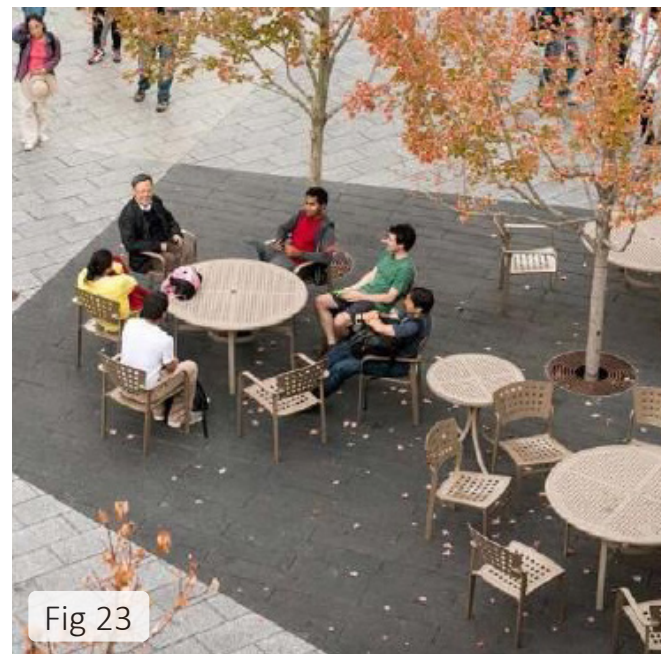


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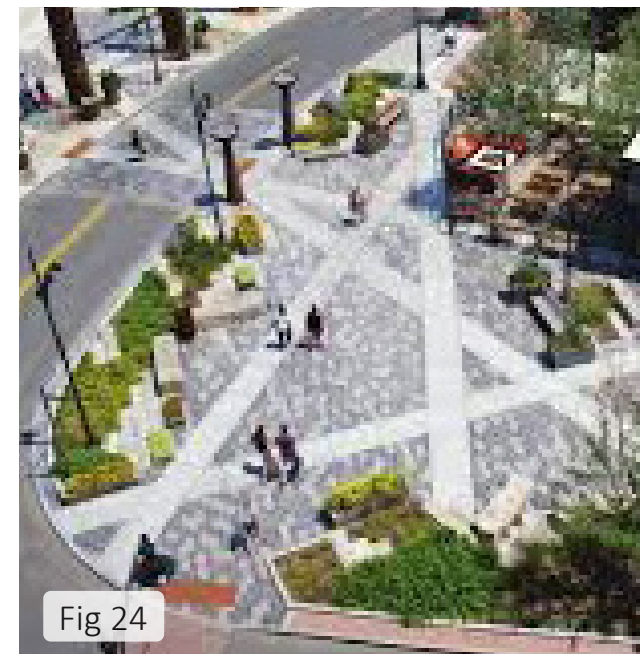
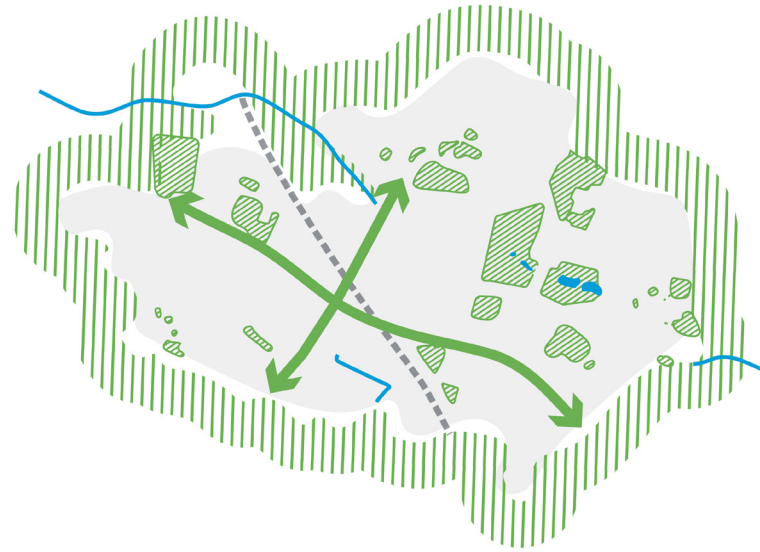


Fig 24

Fig 18. Shopfronts and public square
 Fig 19. The De Beauvoir Deli shopfront, a neighbourhood grocer and café located in the Hackney, London | shopfront designed by deli's founder, Harry Davies
 Fig 20. Communal space in a residential development Siemensstraße, Fellbach, Germany | designed by gluck landscaftarchitektur
 Fig 21. Enhanced public realm in South End, Croydon, London | designed in collaboration with We Made That and Hassell
 Fig 22. Shared communal space where pedestrians and vehicles co-exist on Exhibition Road in South Kensington, London | designed by Dixon Jones Ltd
 Fig 23. Communal Space design in The Haas School of Business in Berkeley, California | designed by architect Charles Moore.
 Fig 24. Public square in Somerville, Massachusetts | designed by Copley Wolff

4. Green/Blue Infrastructure & Sustainability



Building on the Garden Village legacy of Potters Bar, create a network of natural, low-maintenance green spaces and green verges to link to green spaces in the Green Belt as well as improve biodiversity and use natural solutions like SuDS to manage water and mitigate flooding.

- Identify opportunities for more pocket parks and play areas, especially around Darkes Lane, to support current and future town centre living.
- Improve biodiversity and ecological connectivity / green-blue infrastructure connectivity.
- Resurface/renaturalise part of the culverted sections of Potters Bar Brook such as on Darkes Lane.
- Use SuDS (Sustainable Drainage Systems) to mitigate flooding areas.
- Provide flooding measures along Potters Bar Brook upstream to release more potential development land downstream in areas now identified as flood zones.
- Protect and support the biodiversity quality of sites in the Green Belt and retain their accessibility and agricultural character where relevant.
- Improve pedestrian access to the countryside.



Fig 25



Fig 26

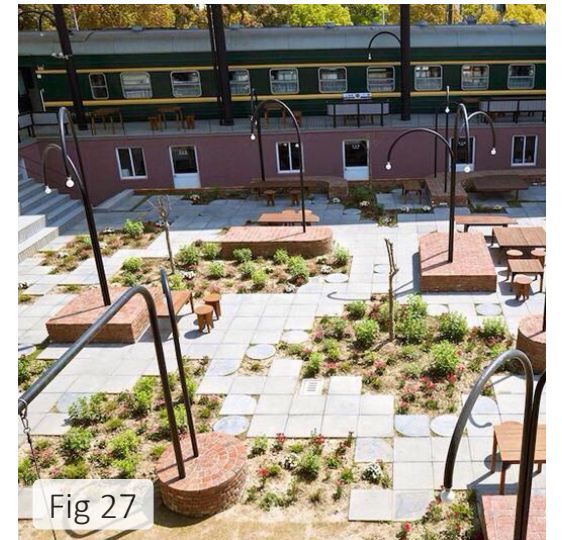


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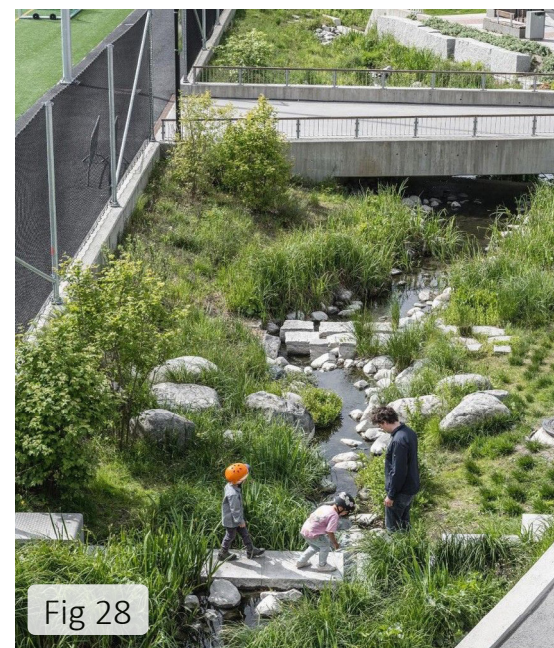


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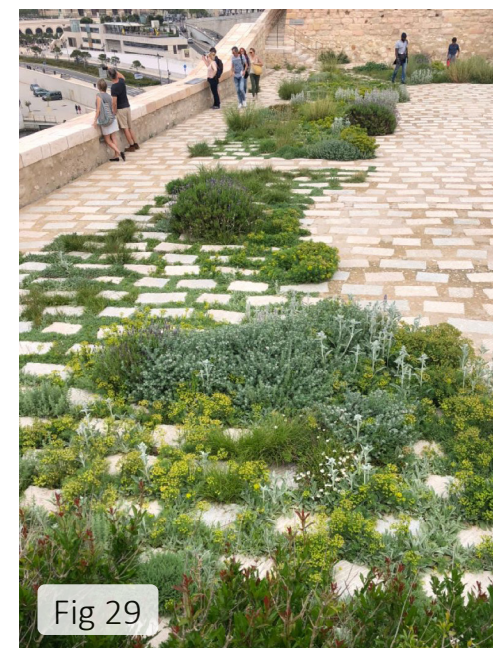


Fig 29



Fig 30

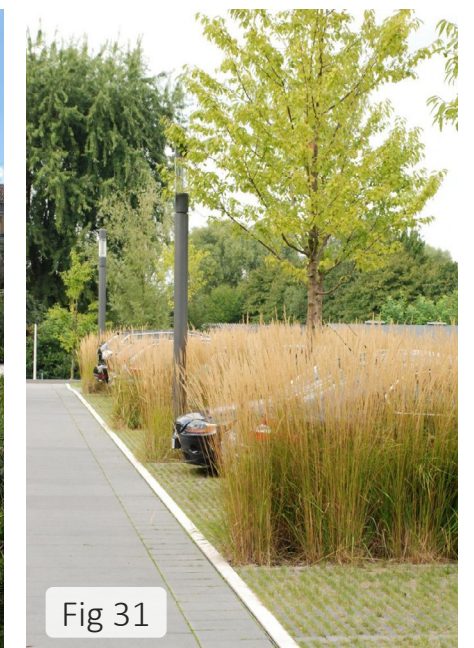


Fig 31

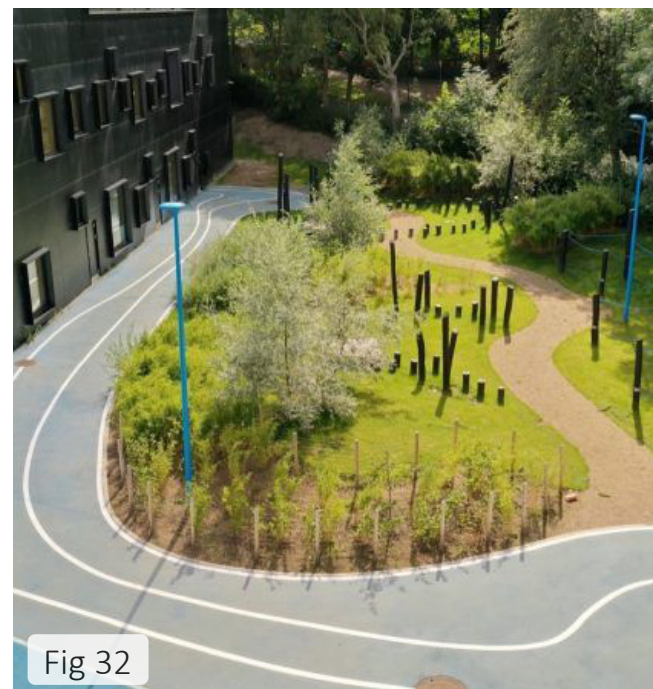


Fig 32



Fig 33

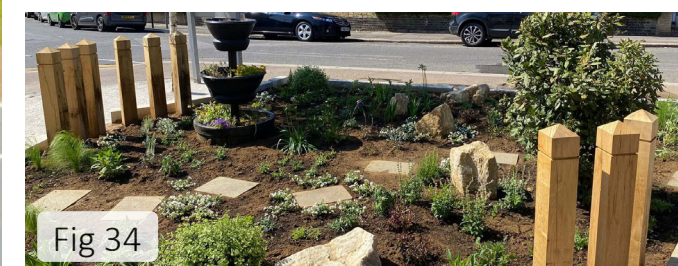


Fig 34

Fig 25. A green corridor, prioritizing pedestrians and green spaces over car traffic, Passeig de Sant Joan boulevard, in Barcelona | designed by architect Lola Domènech

Fig 26. Pedestrian boulevard, Londale street, Dandenong, Australia | designed by BKK Architects

Fig 27. Public square of the Shanghai train inn | designed by KUU

Fig 28. Bioswale, a landscape feature designed to manage stormwater runoff in urban area in Jordal Sports Park, Oslo, Norway | designed by Henning Larsen Architects

Fig 29. Northern garden at the Tofuku-ji Temple Hojo in Kyoto, Japan | designed by Mirei Shigemori

Fig 30. Central square of Gondrecourt-le-Château, France | designed by Atelier Villes & Paysages

Fig 31. Parking integrated with native planting and sub drain

Fig 32. Landscape for learning and play in Bellahøj School in Copenhagen | designed by Kragh&Berglund

Fig 33. Rain garden, Richmond Road, Leytonstone, London | designed by Meristem Design

Fig 34. Rain garden, Richmond Road, Leytonstone, London | designed by Meristem Design

5. Culture & Community Life



Expand the town's community and cultural assets (like the Wyllyots hub) to support local community spirit, as well as bolster the night-time economy, celebrate local heritage, and provide amenities for young people.

- Ensure that the many groups, activities and clubs in Potters Bar have more presence and visibility.
- Create 'moments' that celebrate community spirit and draw attention to the rich community offering in Potters Bar.
- Improve the presence of the Wyllyots cultural hub.
- Build on the cultural heritage and identity of Potters Bar such as clay use.
- Support the night time economy in Potters Bar by expanding the current cultural offer of the Wyllyots Theatre and Cinema.
- Provide more activities for young people.
- Potters Bar provides a rich cultural offer and community life for a growing population.
- Vibrant high street and evening economy.
- Provide a place where people can gather and where local events and seasonal celebrations bring the community together.

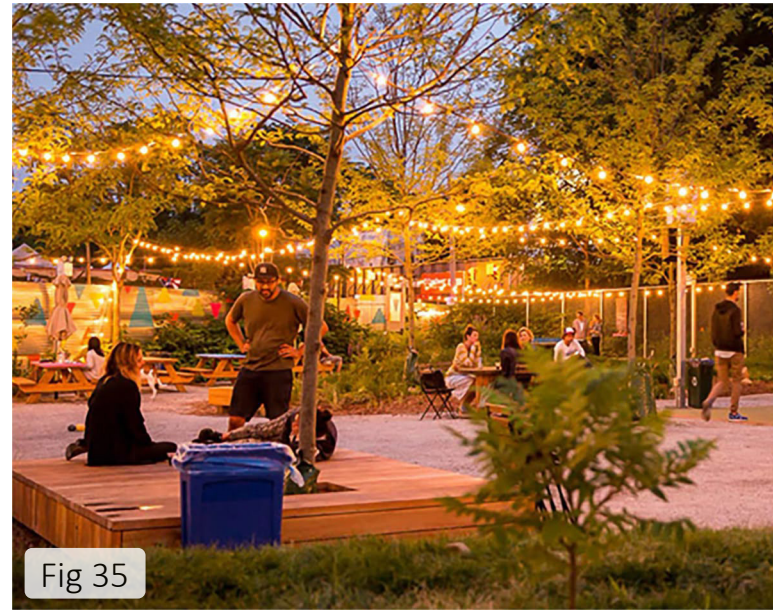


Fig 35



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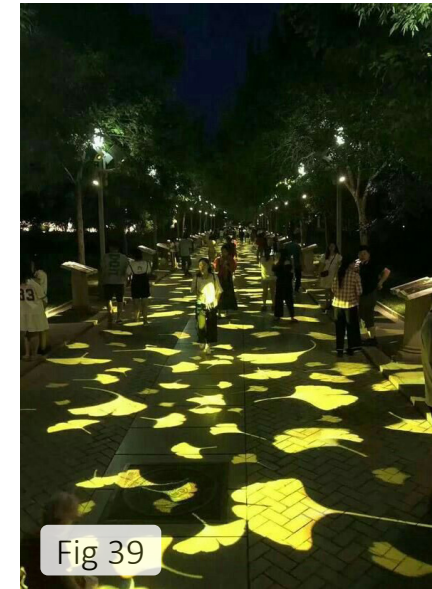


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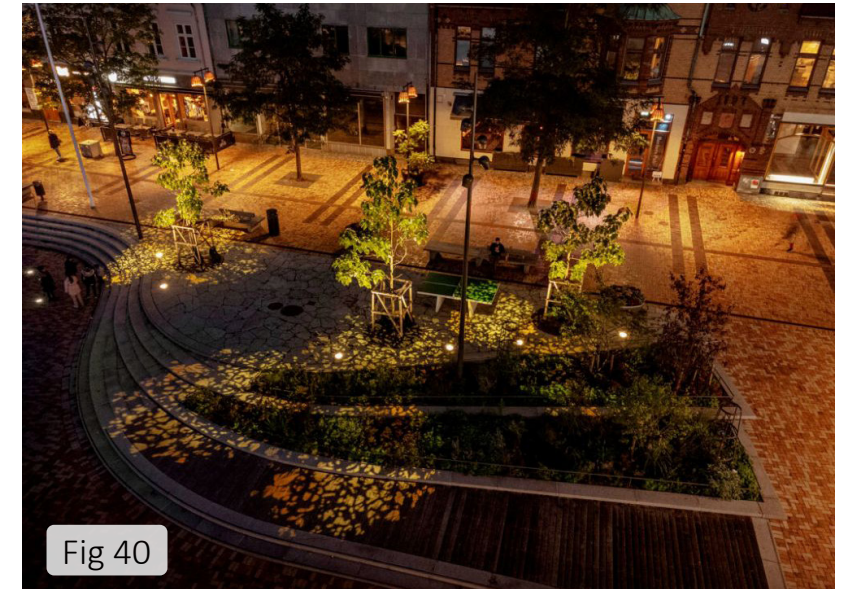


Fig 40



Fig 41



Fig 42

Fig 35. Outdoor bar and performance space, Nowadays, in New York | designed by Future Green Landscape Architecture

Fig 36. Open-air cinema

Fig 37. Outdoor music event gathering

Fig 38. Walkable, urban neighbourhood, Eddy Street Commons, in South Bend, Indiana

Fig 39. Street lighting

Fig 40. Urban landscape lighting design at Eslöv Stora Torg in Sweden | designed in collaboration with Light Bureau and Frida Nordmark

Fig 41. Way finding for Museum Zeughaus in Mannheim, Germany

Fig 42. Public Square, the Afghan bazaar cultural precinct in Melbourne, Australia | designed by interior designers Hassell



Appendix

Phase 1 Engagement Summary

Potters Bar Workshop 10/12/2025

- Community Identity

Improve maintenance and quality of workmanship across the town centre:

It was felt the town centre doesn't look its best and needs a refresh and money spent on it.

Create 'moments' that celebrate community spirit and draw attention to the local offering:

- People need a focus 'moment' during the year where people can congregate- events bring people together
- There are many groups, activities and clubs to get involved in, these could be better communicated

Opportunities for the town centre and employment

The high street should be made 'a place' where people gather and local events and seasonal celebrations take place:

- There are large areas of concrete along Darkes Lane that could be better used for people
- There's loads of scope to add trees, benches to make it look a lot better
- The Darkes Lane Christmas tree ceremony brought people together and was a good example

Support vibrancy of the high street especially through encouraging independent businesses:

- On the high street – some shops are closing down and are going to be swallowed up in development . –
- There is a fear this will ruin the character and public realm of the high street.

Improve parking and access to shops on the high streets.

- Cost of parking and the removal of public parking is seen as a threat to local businesses

Housing

Regulate HMO licences:

- A lack of regulation on HMOs is seen as jeopardising the ability to provide a mixture of housing and meet housing targets

There should be a mixture of homes:

- Provision should include homes for downsizes and shared accommodation

Consider underutilised sites:

- Bus depot in the high street should be used housing in the town centre

Improve plot space use efficiency:

- Building in gardens should be considered – there are a lot of homes with a lot of space that should be looked at for potential development

Ensure design is appropriate for Potters Bar:

- Images – brick colour and windows are very important

Transport & Movement

Do not rely on cycling as a solution to solving issues of traffic and parking demand:

- There was a perception that people don't and won't use bikes – across the area. This was linked to the terrain being unsuitable, the lack of light and poor weather conditions during winter.
- Older people moving to the area won't cycle

Major improvements are needed to walking infrastructure across Potters Bar

- Public realm condition is really bad, with many potholes, very dark with few lights, steep gradients
- Materials and maintenance are poor creating a constant cycle of repair work

Green Spaces

The good quality of green space surrounding Potters Bar means little improvement is needed:

- Potters Bar residents feel a strong connection to the Green Belt and a sense of 'agricultural identity'.
- The Green Belt must be protected

Walking access to the countryside could be improved:

- Public right of ways to the wider countryside are really important – connecting routes through to this would be really useful for people who may not want to use park spaces

Infrastructure

Ensure new development is supported by infrastructure:

- There's been an increase in families – this has caused gridlock in the area recently – the infrastructure is not there to support.
- There's no joined up thinking on infrastructure – services such as doctors can't currently cope
- New development should consider impact on schools, sewage, flooding and overall infrastructure.

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