

STRATEGIC LAND

INFORMATION DOSSIER

PLANNING | INFRASTRUCTURE | SITE CONTEXT

SITE INFORMATION

FIVE-PAGE
SUMMARY

RIDGEWAY – EN6 4BG

LAND AT RIDGEWAY, POTTERS BAR

CALL FOR SITES – AERIAL CONTEXT PLAN (V3)

-  **PREMIUM RESIDENTIAL OPPORTUNITY**
Well-located, sustainable site for high-quality family homes
-  **LANDSCAPE SETTING**
Woodland to the north provides natural screening and enclosure
-  **ACCESS**
Existing access road within ownership provides clear route to the highway
-  **SUSTAINABLE LOCATION**
Bus stop approx. 850m* providing regular services to Potters Bar, Barnet and surrounding areas
-  **LIMITED VISUAL IMPACT**
Site is contained and has limited intervisibility with wider area
-  **LOW DENSITY, HIGH QUALITY**
Opportunity for bespoke, landscape-led residential development



THE RIDGEWAY

STRATEGIC LAND INVESTMENT OPPORTUNITY

Potters Bar, Hertfordshire

PRIME LOCATION	SIGNIFICANT SCALE	LONG TERM VALUE	FLEXIBLE DELIVERY	SUSTAINABLE FUTURE
Strategic regional setting	Approx. 10 acres	Promotion and investment opportunity	Phased or comprehensive strategy	Evidence-led long-term growth

PLANNING & STRATEGIC POSITION

PLANNING OVERVIEW

The Ridgeway is a strategically positioned landholding on the western edge of Potters Bar. It benefits from established access, proximity to existing residential areas and a strong South East market context. The site is being assessed through a structured, evidence-led long-term promotion strategy.

PLANNING TIMELINE

- 1

Planning Review
Planning in Principle refused on sustainability grounds.
- 2

Evidence Base
Transport, access and sustainability evidence to be strengthened.
- 3

Boundary Work
Boundary and access records require final written confirmation.
- 4

Future Promotion
Revised route to be considered after technical review.

PLANNING CONTEXT PLAN

LAND REGISTRY TITLE PLANS



SITE FACTS

LOCATION	Potters Bar, Hertfordshire
SITE AREA	Approx. 10 acres
OWNERSHIP	Controlled private ownership
CURRENT USE	Open land / strategic holding
PLANNING STATUS	Strategic Promotion Opportunity
ACCESS	Via The Ridgeway

PLANNING OPPORTUNITIES

- Premium South East strategic location.
- Existing access and residential context.
- Potential for revised evidence-led promotion.
- Long-term value opportunity in a constrained market.

INFRASTRUCTURE & CONNECTIVITY

ROAD CONNECTIVITY

- Existing access from The Ridgeway.
- A1(M) and wider strategic network nearby.

RAIL CONNECTIVITY

- Potters Bar rail services within the wider catchment.

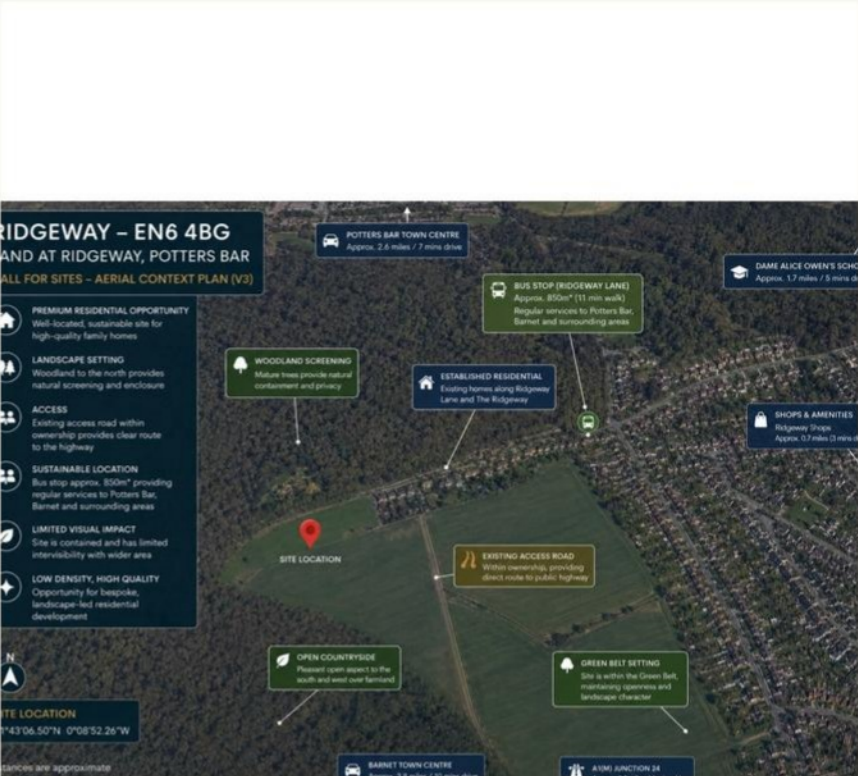
UTILITIES

- Grid, water, drainage and utilities require formal enquiries.

DIGITAL INFRASTRUCTURE

- Local fibre and mobile context to be confirmed.

STRATEGIC CONTEXT MAP



POWER NETWORK ASSESSMENT

Electrical and utility context is relevant to the site, but capacity, route, cost and timing remain subject to formal provider enquiries.

REFERENCE	STATUS	NOTE
Local DNO context	Formal enquiry required	To confirm
Connection feasibility	Not secured	-
Technical position	Further study required	-

INFRASTRUCTURE SCORECARD

Road Connectivity	★★★★☆
Rail Connectivity	★★★★☆
Utilities Availability	★★★★☆
Digital Infrastructure	★★★★☆
OVERALL RATING	★★★★☆

INVESTMENT CASE

WHY THIS SITE?

- Strategic South East location.
- Premium commuter-market context.
- Existing access basis identified.
- Potential planning-led value uplift.
- Suitable for selective promoter and investor engagement.

TARGET INVESTORS

- National Housebuilders
- Strategic Land Promoters
- Institutional Investors
- Infrastructure Investors
- International Investment Funds

INVESTMENT SCORECARD

Strategic Location	★★★★★
Accessibility	★★★★☆
Site Scale	★★★★☆
Planning Potential	★★★★☆
Infrastructure	★★★★☆
Long-Term Value	★★★★☆
OVERALL INVESTMENT RATING	★★★★★

SWOT ANALYSIS

STRENGTHS

- South East location
- Established access context
- Long-term value potential

WEAKNESSES

- Refusal history
- Green Belt / sustainability issues
- Evidence work required

OPPORTUNITIES

- Revised promotion route
- Infrastructure-led case
- Phased land strategy

THREATS

- Policy constraints
- Technical uncertainty
- Market timing

DELIVERY STRATEGY & NEXT STEPS

PLANNING PROMOTION ROADMAP



TECHNICAL WORK PROGRAMME

- Transport & access appraisal
- Landscape & visual appraisal
- Ecology & BNG review
- Utilities & drainage study
- Boundary evidence review

COMMERCIAL ENGAGEMENT STRATEGY

- Engage selected housebuilders
- Dialogue with strategic promoters
- Selective investor introductions
- Phased approach to reduce risk

RECOMMENDED NEXT STEPS

- Agree objectives
- Commission technical programme
- Engage stakeholders
- Prepare revised strategy
- Report findings

PROFESSIONAL NOTICE

This document is provided for general information only. Plans are indicative and not to scale. Any development potential remains subject to planning permission, technical assessment and statutory consents. No representation or warranty is given as to completeness or accuracy.

THE RIDGEWAY

PROJECT INFORMATION DOSSIER

Potters Bar, Hertfordshire

DOCUMENT CODE

SITE-RDG-2026

EDITION

NEUTRAL

STATUS

PUBLIC INFORMATION