

WELCOME TO OUR PUBLIC CONSULTATION EVENT

Griggs Homes is bringing forward proposals for a new residential-led community at Cowley-on-the-Hill, on land bounded by Cowley Hill and Well End Road.

Our initial proposals focus on the southern end of the site, near Potters Lane, where we are bringing forward detailed designs for the initial phase of development.

The wider site is being considered through a Framework Plan, which sets out the long-term vision and key principles for future development.

The proposals include



New homes

Approximately 1,200 new homes (including 154 homes in the initial phase), with 50% affordable housing (approximately 600 homes), helping to meet local housing needs across Hertsmere.



Open space

Extensive publicly accessible green space, including parkland, recreational areas, sports pitches and play spaces.



Community facilities

New local centre, synagogue, care home, land for a school, sports pitches and burial grounds.



Connectivity

An extensive network of pedestrian and cycle routes creating a walkable and well-connected neighbourhood.



Transport & access

Well-positioned access points and an integrated street network to support movement and distribute traffic across the site.



Nature & biodiversity

Landscaping and ecological improvements to improve biodiversity and greenways.

At today's event, you can view the emerging plans for the site, learn more about the vision for Cowley-on-the-Hill, speak with members of the project team, and provide your feedback.

All comments received will be carefully considered and will help shape the proposals for Cowley-on-the-Hill as they continue to evolve.

You can also view the consultation materials and complete our feedback survey on our project website, cowley-on-the-hill.co.uk



COWLEY-ON-THE-HILL

Indicative view of the local centre

GRIGGS

EST. 1968

ABOUT GRIGGS

Founded in Borehamwood in 1968 by John E. Griggs, we have grown from a small family business into a multi-award-winning property and construction company, creating homes, workplaces and community facilities across London and the Home Counties.

For more than 55 years, we have been committed to creating high-quality places that stand the test of time. Our approach combines thoughtful design, responsible placemaking and a long-term commitment to the communities in which we work.

We recognise that successful communities require more than homes alone. Through our developments, we seek to address the urgent need for private and affordable homes while also delivering the infrastructure, services and public spaces that help people live, work and thrive.

Our track record includes the delivery of healthcare facilities, community buildings, places of worship, public open spaces, allotments, recreational and play areas, and improved walking and cycling connections. By integrating these elements into our proposals from the outset, we aim to create places that positively contribute to both existing and future residents.

As a local company headquartered in Borehamwood and employing a large local workforce, we have deep roots in the town and the wider Hertfordshire region. We take pride in creating sustainable, well-connected places that positively contribute to the communities we serve and provide lasting benefits for generations to come.

The Grain Yard, Theobald Street, Borehamwood



The Stables, Shenley



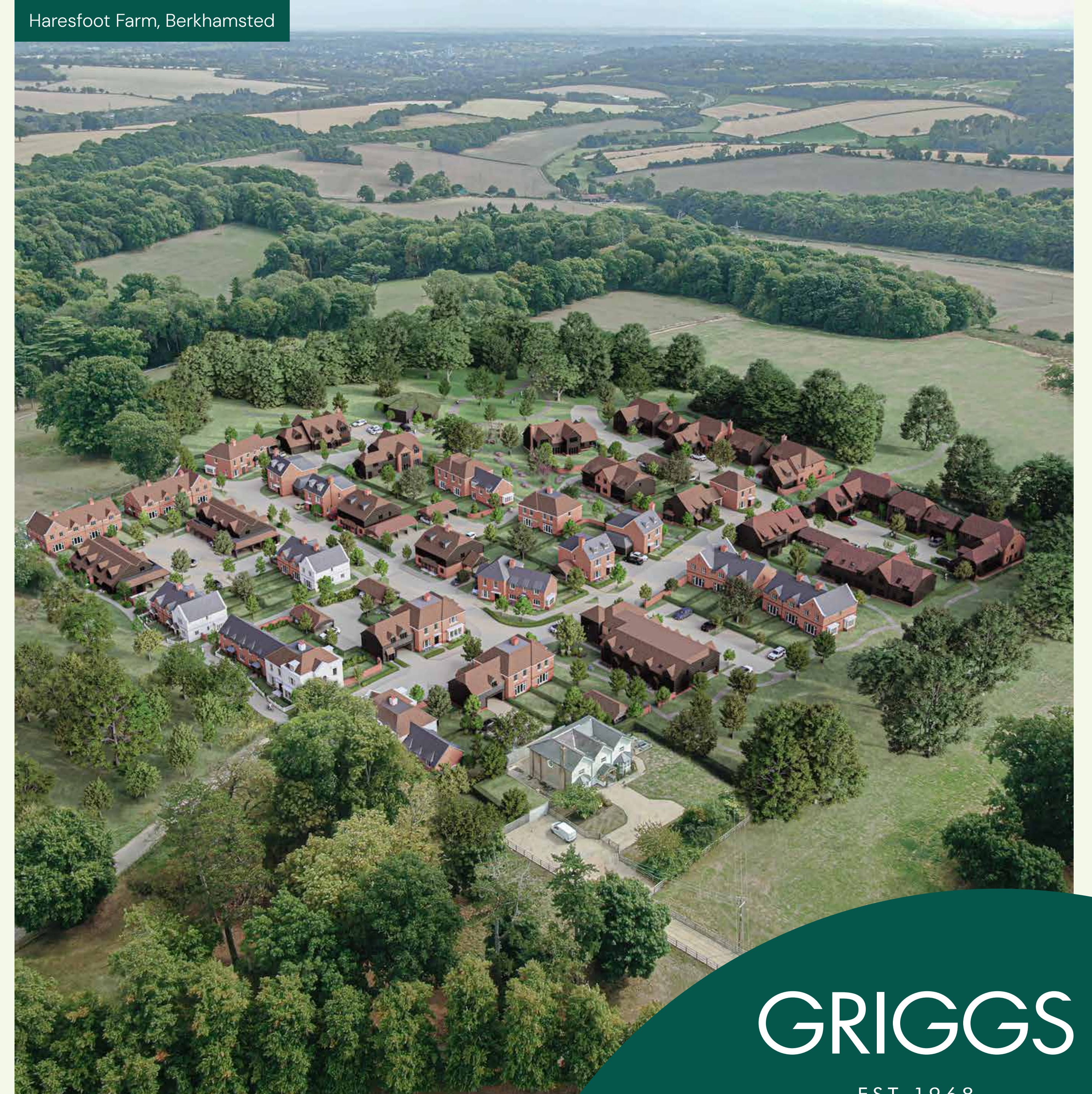
Old Nursery Close, Shenley



Shenley Grange, Shenley



Haresfoot Farm, Berkhamsted



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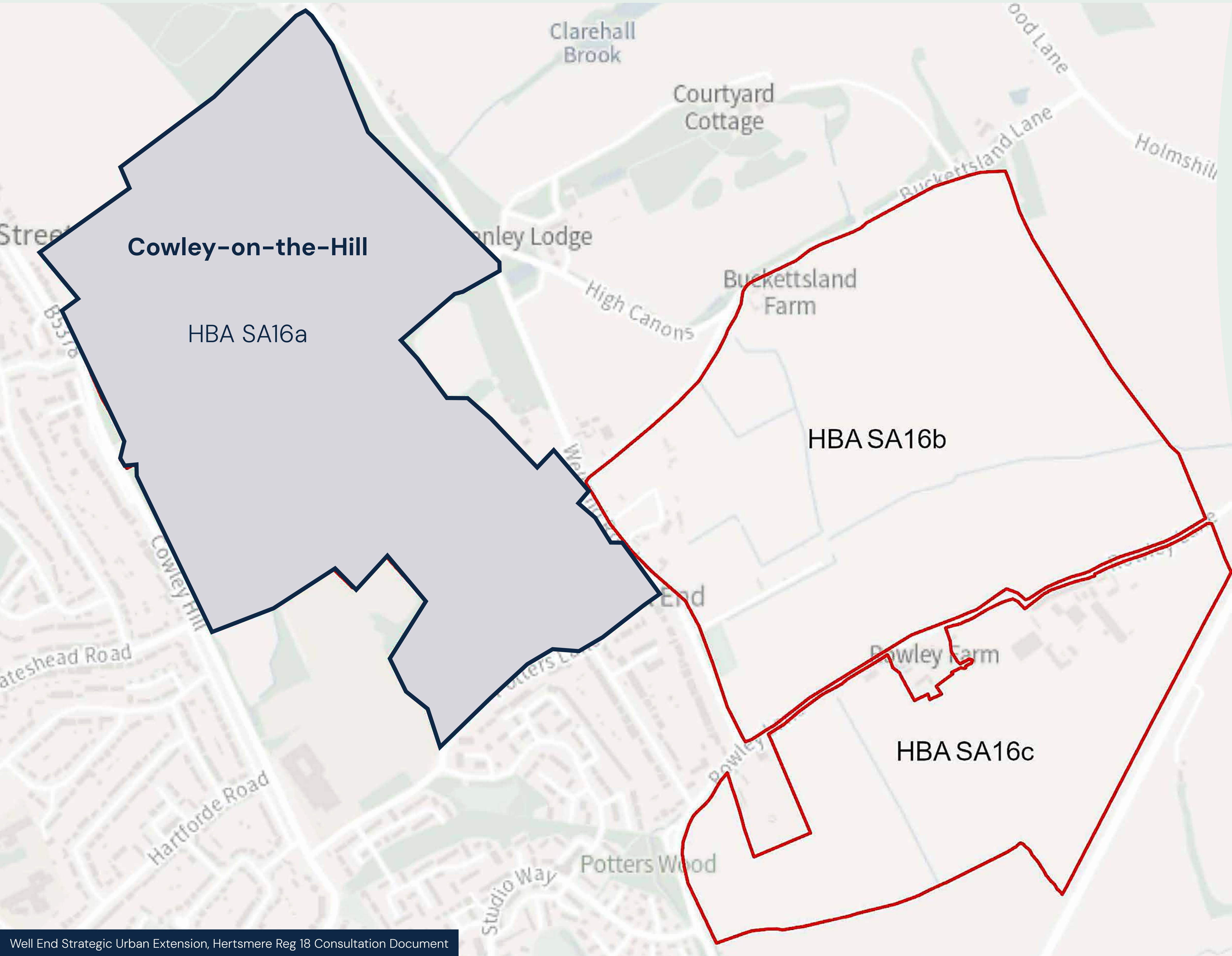
PLANNING CONTEXT

Supporting strategic growth in Hertsmere

Cowley-on-the-Hill forms part of the emerging Well End Strategic Urban Extension. The site has been identified by Hertsmere Borough Council through the emerging Local Plan as a location capable of accommodating future growth alongside new infrastructure, open space and community facilities.

The site is identified for 1,523 homes. Our current proposals would deliver up to 1,200 homes as part of a carefully planned new neighbourhood.

Rather than the focus being on only maximising housing numbers, the masterplan has been designed to create a balanced and sustainable place to live. This means providing space for new community facilities, public open space, landscape planting, ecological enhancements, sustainable drainage, walking and cycling routes, and the infrastructure needed to support both existing and future communities.



Planning history (17/2494/OUT)

The southern part of the site, on land north of Potters Lane, has been subject to a long-standing outline planning application for residential development. The application received resolution to grant planning permission for up to 58 new homes and a 2 Form Entry Primary School, which establishes the principle of development in this part of the site.

The emerging proposals build on this previous work, enabling the land north of Potters Lane to be planned and coordinated as part of the wider Framework Plan.



OUR VISION FOR THE SITE

The vision for Cowley-on-the-Hill is to create a sustainable and well-connected new neighbourhood that provides homes, green spaces, community facilities, supporting infrastructure, and opportunities for active travel, creating lasting benefits for both existing and future communities.

To help shape this vision, we have prepared a Framework Plan that sets out the principles for development across the 166-acre site.

The site has been identified as a candidate site for 1,523 new homes in the emerging draft Local Plan.

Our current proposals would deliver approximately 1,200 homes, alongside supporting infrastructure, open space and new community facilities.

Approximately 1,200 new homes, with 50% affordable

Over 30 hectares of publicly accessible open space, which equates to over 50% of the site



Illustrative view of public open space

New sports pitches and pavilion helping address the local shortfall



Illustrative view of sports pitches

A local centre at the heart of the neighbourhood



Illustrative view of the local centre



Overall plan for Cowley-on-the-Hill

Key features

- 01 **Arrival space from Cowley Hill**, providing a welcoming entrance into the new neighbourhood, with space for mixed uses and a visible, attractive frontage from the main road
- 02 **Arrival space from Potters Lane**, helping to create a clear and welcoming southern arrival point
- 03 **Arrival space from Well End Road**, creating an attractive eastern gateway into the new neighbourhood
- 04 **Northern green space** designed around existing trees and hedgerows, with the addition of a potential cycleway and footpath creating an attractive entrance to the northern part of the site
- 05 **Open space buffer**, providing a softer transition to the countryside and supporting drainage, planting and healthy living
- 06 **Cowley Green public open space**, providing opportunities to gather and play
- 07 **Well End edge landscape buffer**, using open space and planting to help link new development with the existing setting
- 08 **Green corridors** helping to create attractive walking and cycling routes while supporting biodiversity and the landscape setting
- 09 **Southern green corridor connections**, designed to respect existing trees and hedgerows while creating opportunities for play and sustainable drainage
- 10 **Sports pitches** to help address the significant shortfall in sports provision within the local area
- Areas for new homes**
- New care home**
- A new local centre at the heart of the neighbourhood**, with space for small-scale shops or services, a transport hub, and open space
- Land for a potential school**
- Synagogue location**, with visibility and access while helping create a transition to nearby residential areas
- New burial grounds** to help address the chronic shortage in the local area
- Green space for everyone to enjoy** while supporting biodiversity, flood management and drainage
- Existing landscaping**
- Play facilities**
- Public pavilion**
- Key spaces**
- Site boundary**
- Detailed application**
- Parking for the sports pitches**
- Primary vehicular route**
- Secondary vehicular route**
- Walking and cycling links**

MOVEMENT AND TRANSPORT NETWORK

The proposals for Cowley-on-the-Hill have been designed to create a connected and easy-to-navigate neighbourhood, with clear routes for vehicles, pedestrians and cyclists.

Key access points are proposed from Cowley Hill, Potters Lane and Well End Road, providing managed access to the neighbourhood.

Transport improvements in the wider area are also being assessed, including new pedestrian crossings, upgraded bus stops, enhanced walking and cycling routes, a new bus route, and junction improvements where required.

Initial proposals

Within the detailed application area, two new access points are proposed from Potters Lane and Well End Road, creating a clear internal street network and distributing vehicle movements across the local area.

The proposals also provide an alternative route through the site, helping to reduce pressure on the existing section of Potters Lane while supporting safer and more convenient walking, cycling and public transport connections.

Key features

- 01 Arrival space from Cowley Hill
- 02 Arrival space from Potters Lane
- 03 Arrival space from Well End Road

- Site boundary
- Detailed application
- Primary vehicular route
- Secondary vehicular route
- Walking and cycling links

Improved connections to local facilities and green spaces

Opportunities for enhanced public transport links

A new neighbourhood hub with local services and transport facilities



New walking and cycling routes



Opportunities for enhanced public transport links



A new neighbourhood hub with local services and transport facilities

Overall plan for Cowley-on-the-Hill



Southeastern access connected to Well End Road, close to the existing Potters Lane junction

Southwestern access through an extension of Potters Lane, just north of its junction with Denham Way

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INITIAL PROPOSALS

The initial proposals focus on the land located at the southern end of the site near Potters Lane.

This part of the site has already been considered for development, with a previous application on part of the site receiving a resolution to grant planning permission for up to 58 homes and a 2 Form Entry Primary School, which establishes the principle of development.

The current proposals build on that earlier work and set out a more detailed design, including a care facility, new homes, streets, landscaping, access arrangements, open space, community facilities and supporting infrastructure.

This allows the initial proposals to be considered in more detail and, if approved, delivered sooner to help address the immediate need for housing within the borough.

Care home

Up to 80 beds, providing specialist accommodation and care for older people.

New synagogue

A new purpose-built synagogue is proposed for SHEMA, a key local Jewish community formed through the merger of Edgware Masorti Synagogue and Elstree & Borehamwood Masorti Community, establishing a new community presence in the heart of Borehamwood.

Approximately 48% of the site will be provided as publicly accessible open space and green infrastructure

Existing trees and landscape features have shaped the layout, with key green corridors **retained and enhanced through new planting, open space and biodiversity improvements**



The scheme is expected to generate **over £1.8 million in Community Infrastructure Levy contributions**, helping to fund local infrastructure and services

Walking, cycling and public transport

The movement network prioritises walking and cycling, reducing reliance on private vehicles where possible.

Highways and connectivity

Two new access points from Potters Lane and Well End Road will create a clear and connected street network, helping to distribute traffic movements across the local area. The proposals also provide an alternative route through the site, linking Potters Lane and Well End Road, and connect into the wider masterplan.

New homes

The proposed scheme includes 154 new homes, of which 50% are affordable.

This includes 1 and 2-bedroom apartments, alongside 2 to 5-bedroom houses, providing a range of housing choices for first-time buyers, families, downsizers and people registered for affordable housing.

Proposed housing mix

Housing type	Total units
1 bed	18
2 bed	38
3 bed	62
4 bed	33
5 bed	3
Total	154, including 77 affordable homes

A new route through the site will reduce reliance on the existing narrow section of Potters Lane, **helping improve local movement, access and highway safety**



Illustrative view of the entrance from Potters Lane



Illustrative view of new pedestrian and cycling routes proposed across the site

LOCAL BENEFITS OF THE INITIAL PROPOSALS

The initial proposals would deliver immediate local benefits at Cowley-on-the-Hill, bringing forward new homes, affordable housing, a purpose-built synagogue, a new care home, open space, green infrastructure and access improvements.

The detailed application to the south of the site, near Potters Lane, can provide early community facilities and supporting infrastructure while helping to meet local housing and care needs. The scheme has been designed to create a well-connected, landscaped and inclusive area that supports both existing and future communities.

Key local benefits include



A purpose-built synagogue for SHEMA

A new purpose-built synagogue is proposed for SHEMA (South Herts and Edgware Masorti), a local Jewish charity and community serving around 400 members across Elstree, Borehamwood and South Hertfordshire. Following the merger of two long-established congregations in 2021, SHEMA's membership is now firmly centred on Elstree and Borehamwood.

Despite several years of searching for suitable premises, no viable permanent solution has been identified. Today, the charity is effectively without a permanent home and operates from temporary accommodation that is not fit-for-purpose for a community of its size, limiting its ability to provide educational programmes, youth activities and community events.

Our proposals create an opportunity to deliver a permanent synagogue and community hub at the heart of the area SHEMA serves. As well as providing a long-term home for an established local charity, the new facility would deliver flexible space for education, youth activities, community events and charitable programmes. The synagogue forms an important part of the wider vision for creating a sustainable new neighbourhood supported by high-quality community infrastructure that will benefit both existing and future residents.



A new care home

The proposals include a new care home providing up to 80 beds, offering specialist accommodation and care for older people within the local area.

The care home would help respond to the need for high-quality later-living and care provision, allowing older residents to access support in a well-connected setting close to new homes, open space and community facilities.

The building would sit within a landscaped environment, helping create an attractive and comfortable setting for residents, visitors and staff.



New homes and affordable housing

The proposed scheme includes 154 new homes, of which 50% would be affordable. This includes 1 and 2-bedroom apartments, alongside 2 to 5-bedroom houses, providing a range of housing choices for first-time buyers, families, downsizers and people registered for affordable housing.



Open space and green infrastructure

Approximately 48% of the initial proposals site would be provided as publicly accessible open space and green infrastructure.

Existing trees and landscape features have shaped the layout, with key green corridors retained and enhanced through new planting, open space and biodiversity improvements.



Better movement and access

Two new access points from Potters Lane and Well End Road would create a clear and connected street network, helping to distribute traffic movements across the local area.

A new route through the site would also reduce reliance on the existing narrow section of Potters Lane, helping improve local movement, access and highway safety.

The movement network prioritises walking and cycling, helping reduce reliance on private vehicles where possible and supporting better connections through the site and into the wider area.

Illustrative views of the purpose-built synagogue for SHEMA



East Elevation (facing site)



South Elevation (entrance)



BENEFITS OF THE WIDER PROPOSALS

The emerging plans for Cowley-on-the-Hill have been designed to help meet local needs by creating new places to live, spend time, connect with others and enjoy green space.

They represent a long-term investment in Cowley-on-the-Hill, Borehamwood and the wider borough, bringing forward new homes, affordable housing, community facilities, open space and supporting infrastructure.

Together, these elements will help create a well-planned neighbourhood that supports both the new and existing community.

Key local benefits include



New homes and affordable housing

Approximately 1,200 new homes (including 154 homes in the initial phase), with 50% affordable housing, helping to meet local housing needs while supporting the delivery of new infrastructure and community facilities.



A wider choice of homes

The proposals include a mix of homes, from apartments to larger family houses, helping to provide options for different households, including families, first-time buyers, downsizers and people registered for affordable housing.



New school site

Land reserved for a future education provision, helping meet the needs of the current and growing community.



New burial grounds

New burial plots to help address the current shortfall in local provision and meet future community needs.



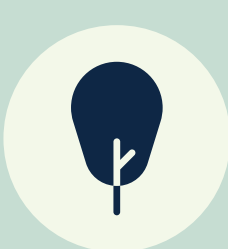
Public open space

The wider proposals include over 30 hectares of publicly accessible open space, equating to more than 50% of the site. This would include parkland, green corridors, play spaces, recreational areas and places for people to walk, relax and spend time outdoors.



Better walking and cycling connections

New pedestrian and cycle routes will connect homes, open spaces, community facilities, Potters Lane, Well End Road, and Alexandra Road, helping create a more walkable and connected neighbourhood.



Landscape, biodiversity and drainage

Green corridors, retained trees and hedgerows, new planting, biodiversity areas, and sustainable drainage features would be integrated across the site, helping manage rainwater and create a greener setting for the development.



New sports pitches and pavilion

New sports pitches and a pavilion are proposed to help address the significant shortfall in sports provision within the local area and support healthier, more active communities.



Improved local connections

The proposals include access points from Cowley Hill, Potters Lane and Well End Road, helping create a more connected neighbourhood and distribute movement across the wider site.

These connections would be supported by new walking and cycling routes, helping link homes, open spaces, community facilities and the surrounding area.



Indicative view of Sports Pitches



Indicative view of Public Open Space within the site

LANDSCAPING FOR INITIAL PROPOSALS

Landscape and green infrastructure have been at the heart of the proposals from the outset. The plans have been designed to retain and enhance existing landscape features while creating new parks, green spaces, walking routes, and habitats throughout the site.

Together, these spaces will help create an attractive, healthy and sustainable neighbourhood, supporting both local communities and wildlife.



New public open space

A network of accessible green spaces is proposed across the site, including parkland, sports pitches, play areas and informal spaces for recreation, relaxation and everyday enjoyment.



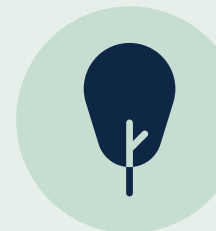
Connected green routes

Walking and cycling links through green spaces, helping connect homes, community facilities, and the wider local area.



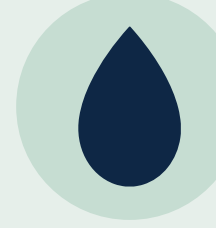
Biodiversity and habitats

New planting, species-rich grassland, habitat creation and ecological enhancements will help support local wildlife and deliver biodiversity improvements.



Trees and landscape

The masterplan seeks to retain the site's key trees, hedgerows and ecological features, with new planting added to strengthen biodiversity and soften the development.

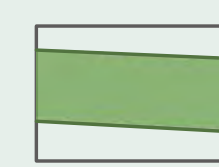


Drainage and flood management

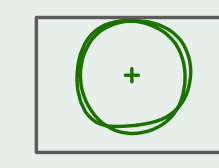
A network of ponds, swales and other sustainable drainage features will help manage surface water naturally while contributing to biodiversity and the landscape character of the site.



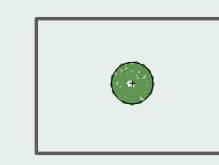
Site Boundary



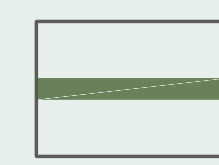
Existing Landscaping to be Retained



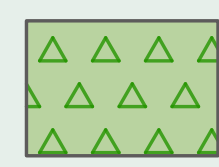
Proposed Tree Planting



Proposed Specimen Shrub Planting



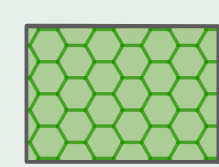
Proposed Hedge Planting



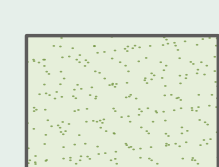
Proposed Native Shrub Planting



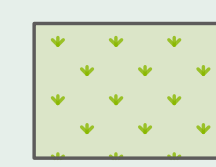
Proposed Front Gardens



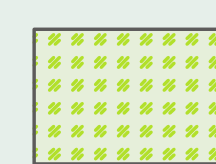
Proposed Marginal/Aquatic Planting



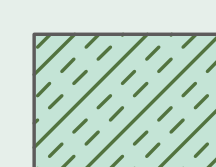
Proposed Amenity Grass



Proposed Species-rich Meadow Grass



Proposed Flowering Lawn Mixture



Proposed Wildflower Grassland to Attenuation Base - Seasonally Wet



Care Home & Synagogue Site Boundaries



Landscape strategy for initial proposals

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NATURAL WATER MANAGEMENT

The proposals have been designed to manage rainwater in a natural and sustainable way, helping to reduce flood risk while creating attractive green spaces throughout the site.

Rather than relying solely on underground pipes, the proposals include ponds, swales and landscaped areas that can temporarily hold and slow the flow of rainwater during periods of heavy rainfall. These features will form part of the wider landscape, helping to create greener spaces for people and wildlife.

Drainage features will be integrated across the site in the areas where they can best manage rainwater, support the landscape strategy and help create useful green spaces, including:



Southern green corridor

Drainage features sit alongside play space, existing trees and hedgerows. This helps manage rainwater within the landscape, while keeping key areas green, usable and attractive.



Wider green corridors and open spaces

Drainage basins are integrated within the site's green spaces, helping to reduce flood risk by temporarily storing rainwater during heavy rainfall while creating attractive areas for people and wildlife.



Rural edge landscape

Along the rural edge of the site, drainage features are integrated with planting and walking routes to create a natural transition between new homes and the wider landscape.



Northern open spaces

Drainage and planting are included within the open spaces in the northern part of the site, helping manage surface water and create a softer edge to the surrounding countryside.



Green spaces for people and wildlife

Some areas bring together rainwater management, habitat creation and open space, helping to create places that benefit both the local community and wildlife.

The detailed drainage design will continue to be developed through the planning process and agreed with the relevant technical consultees.



DESIGN AND MATERIALITY FOR NEW HOMES

The design approach for the initial proposals has been informed by the character of the surrounding area, neighbouring developments, and the objectives of the Shenley Neighbourhood Plan.

Building types and proposed heights

A mix of homes is proposed across the site, including detached, semi-detached and terraced family homes, as well as apartments and maisonettes, helping to meet a range of housing needs, household sizes and stages of life.

Most buildings would be two storeys in height, reflecting the scale of nearby residential areas and helping the development sit comfortably within its surroundings.



Design and materiality

The design and materiality of the proposals have been carefully considered to respond to the surrounding context while creating a high-quality and cohesive new neighbourhood.

Buildings would use a varied but complementary palette of materials, including brick, render, cladding and traditional roof forms, with detailing used to add visual interest and help break down the scale of development.

The approach will create attractive, well-designed streets and spaces that feel connected to the wider area, while establishing a clear and consistent identity for the new homes.

Example of semi-detached house materiality



NEXT STEPS

Thank you for taking the time to view the proposals for Cowley-on-the-Hill.

Please feel free to ask the team any questions you may have and remember to complete a feedback form before you leave today.

Indicative timeline for the initial proposals

- **June 2026**
Public consultation and review of feedback
- **Winter 2026**
Target planning committee and determination
- **Late 2027**
Construction of the initial phase commences subject to planning consent

Have your say

We are keen to hear the views of the local community and gather feedback that can help shape the emerging proposals for Cowley-on-the-Hill.

All comments received during this consultation will be carefully considered by the project team as the proposals continue to evolve.

Please complete a feedback form today or visit our website at cowley-on-the-hill.co.uk to view the consultation materials and complete the online survey.

If you have any questions or would like to provide further feedback, please get in touch using the details below:

✉ contact@cowley-on-the-hill.co.uk

☎ 0800 0485 589



Outline Proposals

Summer 2026
Following the public consultation, the project team will review all comments and feedback received and use this to help shape the next stage of the proposals. As the site continues to be considered through the emerging Hertsmere Local Plan process, the outline masterplan will be refined and developed ahead of the submission of an outline planning application.

