

APPENDIX 1

Department of the Environment Planning and Building Services

South Hill, St Helier, Jersey, JE2 4US

Tel: +44 (0)1534 445508

Fax: +44 (0)1534 445528



Supplementary planning guidance

St. Brelade's Bay

Proposal

A planning tool is required to protect and enhance the essential features which contribute to the local character of St. Brelade's Bay to complement the existing planning policy framework already provided by the Island Plan.

The context for this is provided by the Island Plan: Proposal 16 (see appendix 1).

It is recommended that this be achieved through the development of design guidance for the bay which:

- identifies and defines those characteristics of the bay which are important
- sets out principles and guidelines to protect and enhance those characteristics

The purpose of design guidance should not be to try and control the detailed development of architectural design, nor to provide a 'straight jacket' for development but to:

- provide a set of simple principles to protect and enhance genuinely significant local characteristics
- give architects and developers flexibility to respond in a positive way to local context
- create conditions that encourage the development of sensitive and creative outcomes
- improve communication and participation among developers, designers, planners and residents in the development process

The outcome of this work – in the form of supplementary planning guidance to be adopted by the Minister for Planning and Environment – would become a material consideration in the process of determining planning applications.

The model for this work is provided by existing Design Guidance for St. Helier

<https://www.gov.je/SiteCollectionDocuments/Planning%20and%20building/SPG%20-%20Advice%20Note%20-%20Design%20Guidance%20for%20St.%20Helier.pdf>

Potential scope and methodology

There is a need to define the scope of any guidance both in terms of;

- the spatial extent of the area it will cover
- the basis for the assessment of character

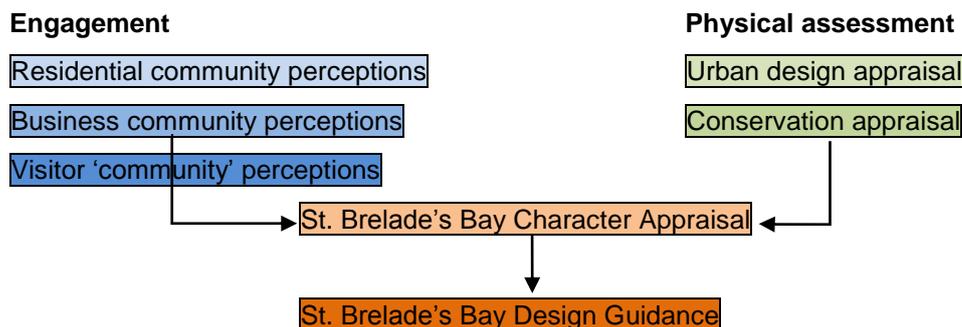
The spatial extent of St Brelade's Bay is essentially defined by its topography: a potential boundary is set out at appendix 2.

Whilst there is a need to objectively define the physical characteristics of the bay – essentially to identify, describe and analyse the individual components that, added together, give the bay its distinct character and identity – it is considered beneficial to also include a perceptual analysis of what people think is important in the bay. This is considered to be valuable in capturing a range of perspectives, which will clearly operate in the bay, including those of residents, businesses and visitors.

Engaging people through this process also helps to:

- raise awareness of the components that make up the bay
- incorporate local knowledge
- secure local support for potential outputs

This approach was successfully used in the development of the St Helier Urban Character Appraisal.



Governance and resources

There is a need to develop an appropriate governance structure to undertake this work.

The output, in the form of supplementary planning guidance, will need to be capable of adoption by the Minister for Planning and Environment. For this reason, the Department of the Environment will need to be closely involved in the project to ensure that the outcome is consistent with and complementary to the existing Island Plan policy framework, and that it is capable of being used as a tool in planning decision-making.

The proposal to develop guidance for St. Brelade's Bay is very much driven by local aspiration, and has been sponsored by parish deputies. The engagement of local people in its development is likely to ensure that the outcome is better aligned to aspirations and benefits from local support and ownership.

On this basis, it is considered appropriate that a small local group of interested people, preferably representing a range of interest from the bay, is formed to manage the project.

Similarly, consideration will need to be given to the resourcing of the project, both in terms of financial resources and human resources. Whilst DoE will be able to provide some officer support and possibly some financial support, it is unlikely to be able resource the project in its entirety and would look to engage both the parish and the local community in bringing the project to a successful outcome.

APPENDIX 1:

Extract from Revised 2011 Island Plan

4.86 St. Brelade's Bay is generally regarded as one of the most beautiful natural bays in the Island. Successive development plans (21) have sought to retain and protect its natural beauty and character whilst recognising its role as an attractive place for tourists and islanders to visit and as a place to stay and live. However, it is important that the spirit of the 1968 proposition 'Development in St. Brelade's Bay area (P .15/1968)' and the 1989 St. Brelade' s Bay Environmental Improvement Plan, continue to be addressed in this and subsequent Island Plans where they remain relevant today.

4.87 Whilst the landscape setting and important open spaces which characterise the bay are identified and protected through Island Plan policies, there is considered to be a need to review and develop a more detailed planning framework for the area, and specifically the defined Built-up Area, including those parts of the Built-up Area within the Green Backdrop and Shoreline Zones, to ensure that current and future pressure for the development and redevelopment of existing buildings in particular is sympathetic to its context and does not detract from the visual amenity of the bay and the public enjoyment of it.

Proposal 16

Local Development Plans

The Minister for Planning and Environment will develop a planning framework in the form of a Local Development Plan for; Five Oaks to guide its future development and enhancement and; the St. Aubin area to ensure that development is sympathetic to its context and does not detract from the visual amenity of the area and the public enjoyment of it; and for St. Brelade' s Bay to ensure that development is sympathetic to its context and does not detract from the visual amenity of the bay and the public enjoyment of it.

This will be adopted as supplementary planning guidance to be approved by the Minister for Planning and Environment

APPENDIX 2:
Potential area of study

