

North St. Helier Revised Masterplan



Setting the approach to the Revised Masterplan

6.0 The masterplan

The Revised Masterplan takes a pragmatic look at the interventions that can be made in the north of town area and sites that can be developed by the States and also by private developers.

Key intervention sites

There are sites owned by the States which can be developed towards achieving the goals of the Masterplan. A balance between the costs of public realm improvements and the capital released from development was originally sought, with the intention that the development will finance the public realm and parking improvements. This is no longer possible from States owned sites alone, as there will no longer be profits arising from development at the eastern end of the Town Park site. However, the development of other sites will contribute towards the provision of public infrastructure.

The States will still take an active role to kick-start the regeneration of the north of town area. This pro-active approach will send a clear signal to local landowners that the North of Town is an area worth investing in. Its improved public realm, reduced traffic congestion, new parks and new developments will set the quality benchmark for other future, privately financed developments.

Development sites

Privately owned potential development sites have been looked at as part of this Revised Masterplan, and advice has been given on use and massing. In addition, discussions have taken place with the owners of three large sites close to the Town Park to explore how theirs and the States objectives can be jointly met.

Public realm

Public realm interventions proposed by the Revised Masterplan can be summarised as follows:

- Reinforcing and part-pedestrianising the main artery in the north town, Bath Street and David Place;
- Locating public spaces en route to car parks;
- Locating car parks below ground to free up space above ground for public realm and beneficial development;

- Creating informal routes northwards for pedestrians and cyclists;
- Considering the creation of additional routes north-eastwards for residents and school children as part of future developments.

The particular needs of children in this area were highlighted during consultation. Many of the children are living in apartments and bedsits which have no external space or gardens. Apparently, they rarely leave the immediate area of the north town and as such have no access to green space. Family friendly local parks are therefore vitally important for this area.

Pedestrian and cycle routes linking the proposed and existing public realm are illustrated on the adjacent plan.

The Revised Masterplan

Before arriving at the original Masterplan proposal we looked at multiple permutations and variations for the Key intervention sites. These were illustrated and explained in Appendix B of the original Masterplan Consultation Document. The decision to remove housing and underground parking from the Town Park site has clearly caused a major re-think. The final Revised Masterplan solution is illustrated at the end of this section.

Affordable housing

The brief for affordable housing has changed during the development of the Masterplan as follows;

The original Masterplan brief (March 2009) asked for 100 units. The redevelopment of Ann Court will probably provide a mixture of affordable and market homes, but the affordable housing requirement could be off-set by developing the affordable element on a different States-owned site

The Department of Planning & Environment has also redefined the brief, as the Revised Masterplan includes a requirement to provide a 12½% proportion of affordable housing on all private development sites.



Site plan

Key

- Landmark and heritage buildings
- Existing pedestrian route
- Schools

- Proposed key routes
- Pedestrian and cycle routes
- Possible additional pedestrian and cycle routes

Proposed public squares or parks:

- 1 Springfield Park
- 2 Nelson car park
- 3 Town Park site
- 4 Ann Court
- 5 Belmont Gardens
- 6 Minden Place
- 7 Wesley Chapel

Key intervention sites

This design guidance must be read in conjunction with the character area design guidance contained within the Willie Miller Urban Character study dated February 2005.

KEY INTERVENTION SITES

These sites have specific proposals developed by the Revised Masterplan.

1. Partial pedestrianisation of Bath Street / David Place

By making Bath Street and David Place single lane for north bound traffic only, the pavements can be widened, trees introduced and shared space principles adopted for design of public realm and road. Consideration should be given to extending this approach to Stopford Road, Victoria Street and St Mark's Road.

2. Bath Street to Halkett Place link

A route is to be created that connects Bath Street with Halkett Place to provide a much needed east west connection in this area. This link is dependent on the development of private land to the west of the Nelson Street car park site, and the Odeon and Le Masurier sites.

3. Gas Place and Talman sites

These sites together provide for a new town park providing approximately 7 vergees (12,710 sq.m.) of public open space.

4. Ann Court

This site is suitable for residential development of up to 5½ storeys, a new 0.93 vergees (1,700 sq.m.) public square and a 400 space underground car park including 285 spaces for shoppers to replace Minden Place car park. A further 0.43 vergees (775 sq.m.) of public space is provided in and around the development making the total space given over to the public realm as 1.36 vergees (2475 sq.m.).

5. Belmont Gardens

This Parish owned site currently used as a market

traders' car park is suitable for redevelopment as a small local park, providing 0.3 vergees (550 sq.m.) of public open space.

6. Minden Place Car Park

The existing car park is likely to remain in place until it reaches the end of its design life in 9 or 10 years.

The site is suitable for residential use on the upper floors, and retail and/or food and drink use on the ground floor. The development should be 4 storeys. A small market square, approx 0.14 vergees (260 sq.m.), will be included as part of this development which may be on Minden Street to the west of the site, or as a widening of the public realm on the Minden Place frontage. Approximately 25 no. parking space could be provided below the site for the residential properties and a further 10 no. spaces at ground level for disabled parking.

7. Jersey Gas Site

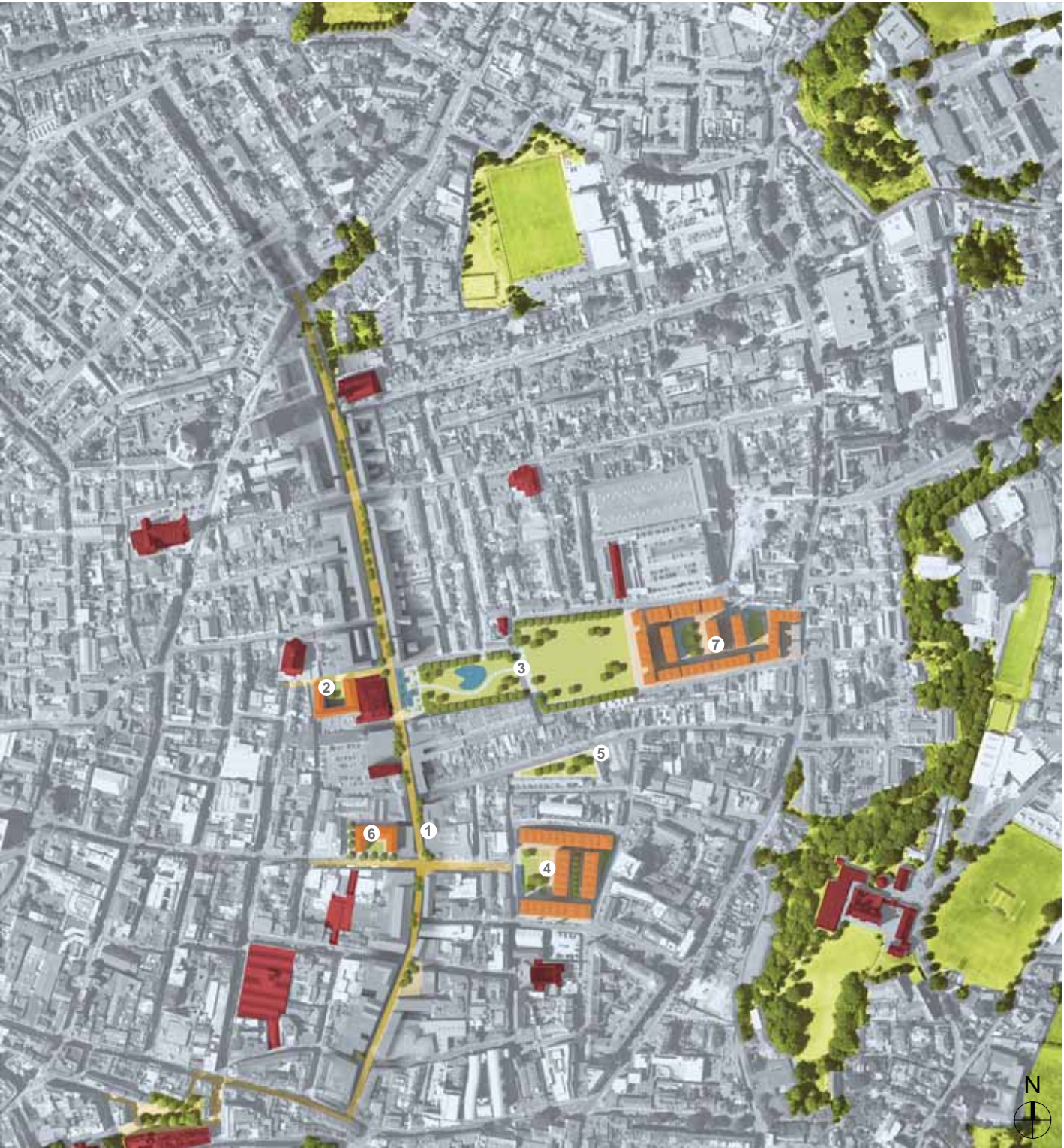
This large site is suitable for a significant new development for residential or other purposes, should it become surplus to the Gas Company's requirements. The International Energy Group (the parent company of Jersey Gas) has indicated a willingness to work with the States to achieve the States and its own commercial objectives.

The Revised Masterplan proposes 24,000 sq.m. of housing development, enclosing public open space totaling 0.45 vergees (810 sq.m.), and 185 underground car parking spaces for residents.

Any new buildings should be predominantly 5 1/2 storeys including a lower ground floor and could provide a pedestrian route to St Saviour's Road from the Town Park.

The site will be required to deliver 125 car parking spaces for general public use, which will be subject to a management agreement with Transport and Technical Services.

The site must be fully remediated as part of the redevelopment.



Aerial view of proposed intervention sites

Key

- 1. Partial pedestrianisation of Bath Street / David Place
- 2. Bath Street to Halkett Place link
- 3. Gas Place and Talman sites
- 4. Ann Court
- 5. Belmont Gardens
- 6. Minden Place Car Park
- 7. Jersey Gas Site
- Landmark buildings
- Key intervention sites

1 Partial pedestrianisation of Bath Street / David Place

The partial pedestrianisation of Bath Street and David Place is dependent on Minden Place car parking being relocated to Ann Court. The reduction of cars entering the centre of town will enable these environmental improvements works to happen.

By reducing Bath Street and David Place to a single lane for northbound traffic only, the pavements can be widened, trees introduced and shared space principles adopted in the design of the public realm and road surface. The character of this historically important road will be reinstated to its earlier grandeur. The existing buildings, once set in the context of the new public realm, will regain past elegance, and regeneration will be encouraged.

The Royal Hotel along with the many professional, commercial and retail occupants of properties along Bath Street and David Place, will benefit from the improved pedestrian connection to the town centre. Any disadvantages arising from the single direction traffic will be outweighed by the regenerative benefits of the improved public realm.



Current view up David Place



A route better suited for pedestrians, cyclists and buildings...

As part of the detailed development of the scheme, consideration will be given to the provision of unloading and short-term shopper's lay-by. In addition the public realm should not be cluttered with unnecessary street furniture. The scheme should not impede emergency services in meeting their response times and the use of road edge bollards and similar street furniture should be avoided.

Pedestrian safety will be greatly improved through the widened pavements and reduced traffic volumes. The introduction of designated cycle routes will be possible, with the increased width available after a road lane is lost. The volume of traffic should reduce by almost 50% due to the removal of southbound traffic.



Current view of congested David Place



Proposed view of improved David Place

2 Bath Street to Halkett Place link

The masterplan proposes that a route is created which connects Bath Street with Halkett Place, to provide a much needed east-west connection in this area. This link will depend on development of private land to the west of the car park site, and the Odeon and Le Masurier sites.

Connecting through to the top of Halkett Place will ensure that both the top of Halkett Place and Bath Street are busy and well trafficked by pedestrians. The Odeon, designated as a development site, will benefit from improved pedestrian access from the west, as will Nelson Street car park site, near which this route will pass.

Nelson Street car park is identified as a housing development site and amenity space.

Proposals for any development on this site must ensure that the front of the Old Fire Station building is set within an appropriate urban setting with suitable public space (Old Fire Station Square) of approx 0.22 verges (400 sq.m.), which relates to the new link through to Halkett Place.



Photo of the Old Fire Station



View of the Old Fire Station Square looking eastwards (with possible future development shown)

3 Gas Place, Talman and Jersey Gas sites



Aerial view of the proposed Town Park

Town Park

The Gas Place and Talman car parks as a combined site were identified as the future site of the new, 7 vergee (12,710 sq.m.) Town Park for the north town area as long ago as 1996. As part of the Masterplan, we assessed the location of the park and concluded that it was well sited in the centre of the north of town area, but that the immediate surrounding buildings were unsuitable in their current form to provide a successful enclosure to the park. For an urban public space to be a success, it requires a good natural surveillance and sense of enclosure, as studied and illustrated in the appendix section of the North of St Helier Masterplan consultation document - ‘Parks and squares’.

These sites were already States owned and set aside for a town park, and therefore it was not sensible to choose an alternative site.

However, the original Masterplan proposed to incorporate limited perimeter residential development along the eastern side of the Gas Place site to provide a formal enclosure to the park, whilst encouraging redevelopment of the remaining unsatisfactory perimeter buildings on Robin Place. Following the consultation a decision has been taken not to place housing (or underground parking) on the site and this has necessitated a revised approach.

Discussions with the owners of Jersey Gas have indicated a willingness to work with the States, and in response to this the masterplan proposes that the visual enclosure and public surveillance of the Town Park will be provided by siting housing development (and public parking and further amenity space) on the western end of the Jersey Gas site. Further public car parking provision has been re-assigned to the Le Masurier and Jersey Brewery sites, this will be provided when these sites are developed.

Approximate areas of new public open space in the Revised Masterplan

Town Park	= 0.7 vergees (12,710 sq.m.)
Belmont Gardens	= 0.3 vergees (550 sq.m.)
Ann Court	= 1.36 vergees (2480 sq.m.)
Minden Place	= 0.14 vergees (260 sq.m.)
Old Fire Station Square	= 0.22 vergees (400 sq.m.)
Total	= 9.02 vergees (16,400 sq.m.)

Consultation with local stakeholders, and in particular the local Deputies, the Crime Reduction Officer, the headmaster of the local primary school and the local Residents Association, garnered support for the principle that smaller and more intimate local public squares and parks would be successful in this area and as a consequence further amenity space will also be provided through the development of other sites in the North of Town area.

Small local parks or squares are more readily felt to be ‘owned’ by the immediate neighbourhood and their smaller size promotes the self-policing that overlooking and natural surveillance affords.

The park will be designed to provide an informal, green oasis within the immediate formal enclosure of the new residential development, and the wider urban surrounding that is the north of town area.

Residential development

The Revised Masterplan encourages the redevelopment of Britannia Place for residential use, with Robin Place eventually becoming closed to vehicular traffic and incorporated into the park.

Underground car parking

It is no longer intended to provide underground parking on the Town Park site as it would delay its completion for at least 2 years. Alternative provision of public car parking will be made on the Jersey Gas, Jersey Brewery and the Le Masurier sites.

The Masterplan recommendation is to locate parking below ground. This is an appropriate approach widely used in Europe to provide underground car parks in dense urban settings, avoiding the use of valuable land above ground for multi-storey or surface car parking, and the visually intrusive nature of surface car parks..

Jersey Gas Site

This large site is suitable for a significant new development for residential or other purposes, should it become surplus to the Gas Company’s requirements. This will only occur if the company can extend its site at La Collette onto States land. Discussions have taken place with the International Energy Group (the parent company) which has indicated a willingness to work with the States to achieve the States and its own commercial objectives.

The Revised Masterplan proposes 24,000 sq.m. of housing development (approximately 300 dwellings), enclosing public open space, with underground car parking spaces for residents.

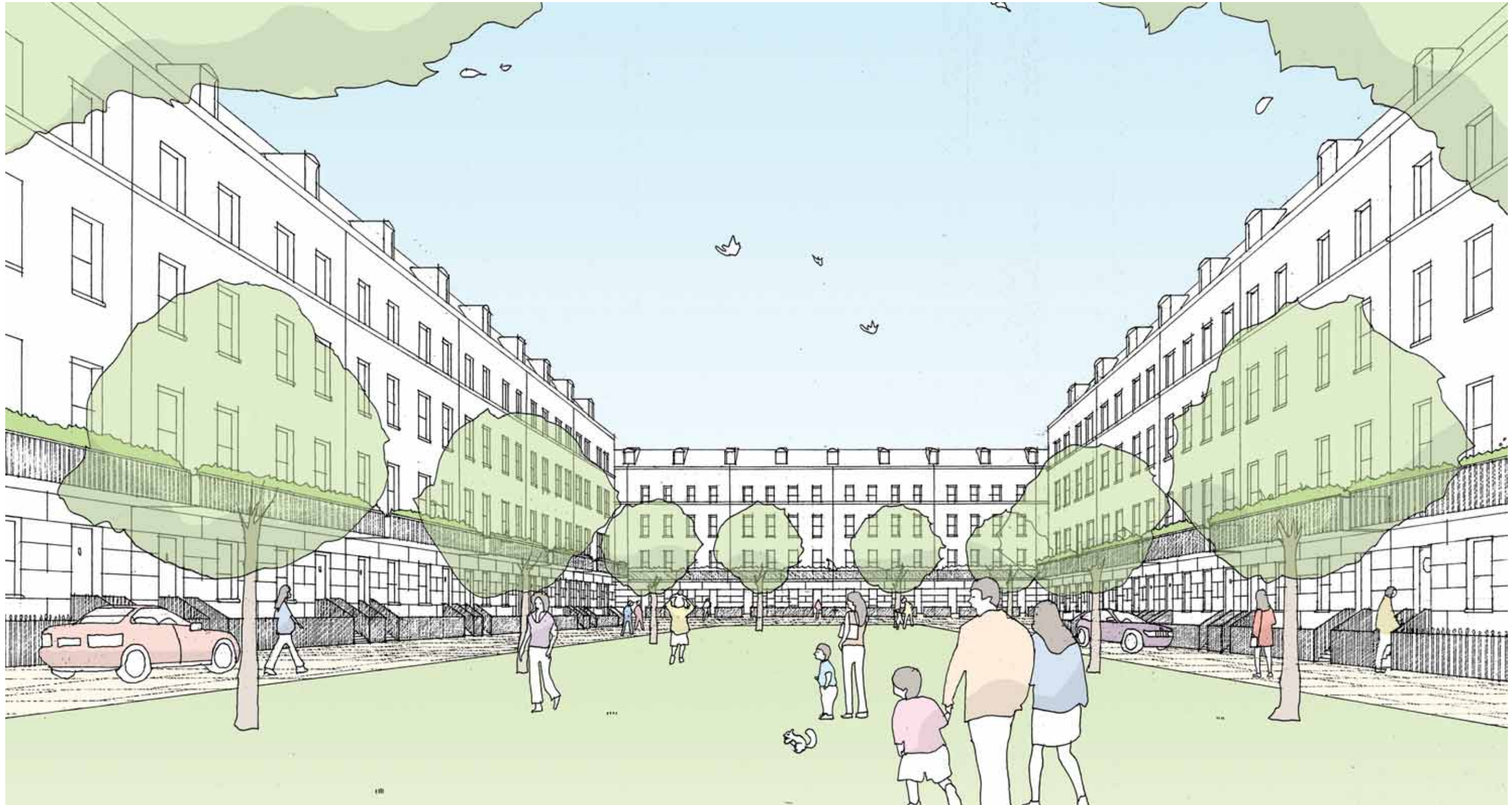
Any new buildings should be predominantly 5 1/2 storeys (including a lower ground floor) and could enclose further open amenity space and provide a pedestrian route to St Saviour’s Road. Any new development will need to be sympathetic to the scale of the surrounding buildings. A review of the existing listed buildings on St Saviour’s Road will be undertaken to see if they merit their listing.

The site will be required to deliver 125 car parking spaces for general public use, which will be subject to a management agreement with Transport and Technical Services.

The site must be fully remediated as part of the redevelopment.



A view of the Town Park looking to the east



A view of one of the squares within the new development proposed for the Jersey Gas site

4 Ann Court

This site is suitable for residential development of 5½ storeys, a new public square of approximately 1/3 vergee (1,700 sq.m.) and underground parking for 285 short stay, shopper and overnight local residents parking out of a total of 400 underground spaces.

The original proposals for Ann Court involved the siting of a multi-storey car park on the site with limited residential development circling it. The local residents association (TRRA) mounted a vociferous objection to the scheme in terms of the physical scale of the proposed car park, the potential oversupply of parking in the area, its location in a residential area and resulting road safety, pollution and noise issues. Deputy Martin led a successful campaign which overturned the multi-storey car park proposal in favour of the proposal outlined in this plan

The Masterplan proposes a short term 'shoppers' car park below the Ann Court site to replace Minden Place car park.

Looking east down Phillips Street, Ann Court is a highly visible site located on an axis at the end of busy Minden Place with its shopping and market access. In the distance, Victoria College and the wooded escarpments surrounding St Helier make an attractive long vista marred only by De Quetteville Court high rise block which would be better removed. The site is an ideal location for an urban public square, both visible and accessible from the town centre shopping area, but also firmly located within the residential area. The Jersey Arts Centre would benefit from the adjacency to the new public square. People working in, and visiting the town centre, will be able to use the square at lunchtimes while it becomes more of a local, residential square outside the working day and at weekends.



Current view down Phillips Street towards Ann Court and Victoria College



View down Phillips Street to the new Ann Court development (De Quetteville Court removed)

Underground car park

The public realm improvements and reduction in traffic congestion to Bath Street, David Place and Minden Place rely upon the relocation of the Minden Place short term car park to Ann Court. This is discussed in greater detail when describing the changes to Minden Place.

The short term parking currently located in the Minden Place car park will be replaced within the proposed underground car park below Ann Court. Ann Court is less than 300m from the Central Market entrance and hence is considered close enough to the shopping district to provide a suitable location for short term shoppers parking. Entry to the car park will be from the public square above with good lighting and natural surveillance of the public square by surrounding residential properties, and the Arts Centre and this will mean public safety is ensured.

285 out of the 400 spaces in this car park are proposed for short term parking with the remaining 115 spaces allocated to the residents living in the development above.

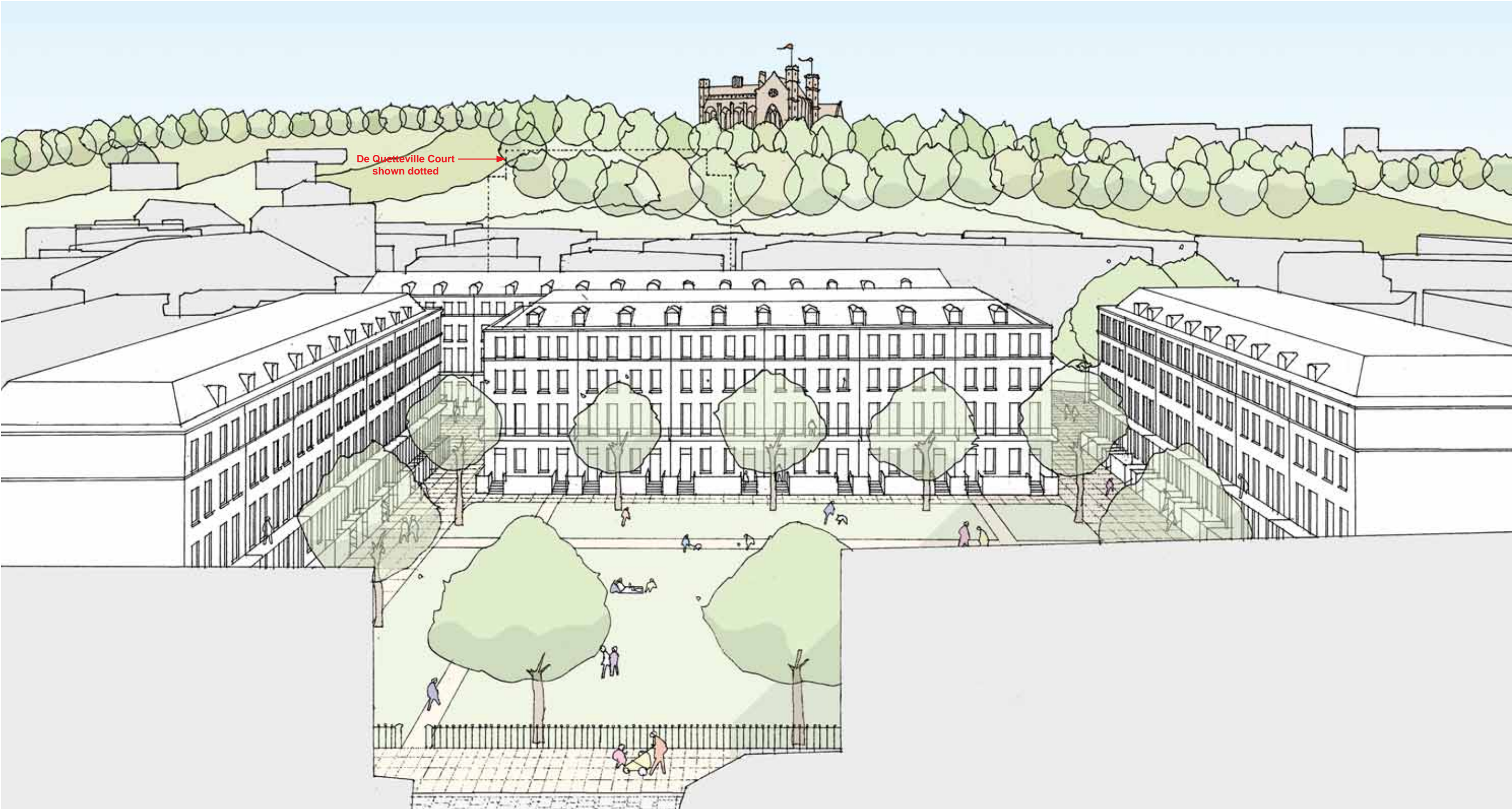
Initial thoughts on quantum of residential parking suggest that each town house will be allocated a single bay and each 2 and 3 bedroom apartment will be allocated the equivalent of 0.5 of a bay. It is expected that many residents will not own a car living as they will do in the centre of St Helier. Car clubs will be encouraged and parking spaces dedicated.

The public spaces in the Ann Court car park, will be available for overnight and weekend parking for local residents.

The proposals assume the purchase and demolition of the existing public house and demolition of all existing housing upon the site, and the redevelopment of the site for up to 5½ storeys.



Aerial view of Ann Court showing the new public square



Aerial view looking east towards the new public square for Ann Court

5 Belmont Gardens

6.0 The masterplan

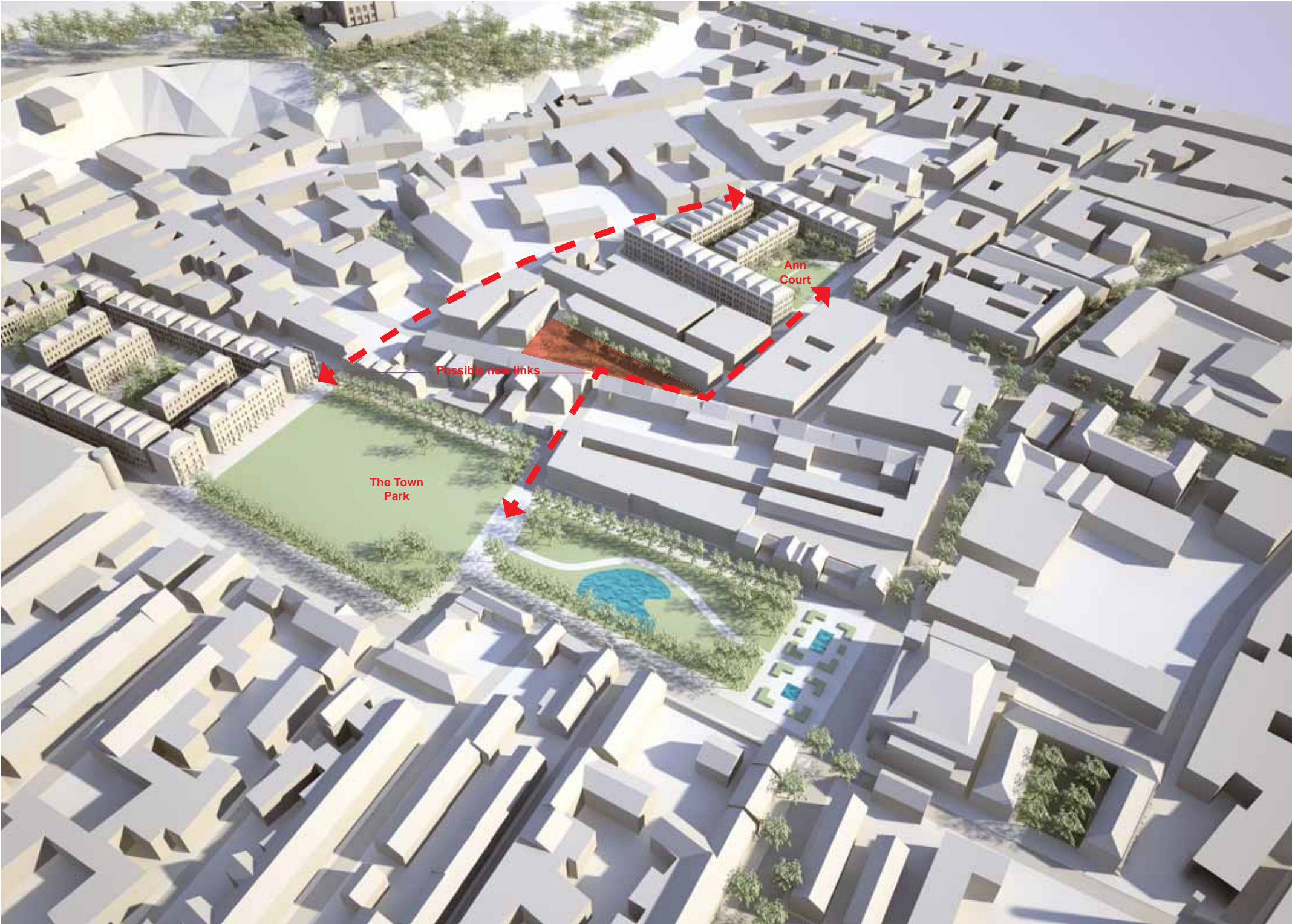
Once the white vans which park on this market traders Parish car park have been properly relocated at one of the new car parks, this small triangular Parish owned site becomes available for a small local park linking the pedestrian/cycle route from Ann Court to the Town Park.

Directly opposite the site is the proposed new pedestrian and cycle route link connecting through to the Town Park site. Negotiations with Jersey Gas for this right of way are already in progress. A further possible link to the east has been highlighted in the diagram opposite.

Traffic control measures will be required on Belmont Road to ensure safe crossings are provided for pedestrians and cyclists as they cross the busy Belmont Road on their journey between the 'North of Town' and the town centre.



View of Belmont Road and Belmont Gardens



Belmont Gardens as a 'Pocket Park' between Ann Court and the new Town Park

6 Minden Place

The existing car park may have a further 10 years of life before it requires replacement and it currently provides compact, centrally located shoppers parking.

Initially these factors favoured retaining the car park, but the following considerations finally resulted in the Revised Masterplan proposal to redevelop the site:

Traffic

Minden Place car park is located in the centre of town, which would mean continued traffic congestion associated with the need to draw traffic right into the very centre of town through congested streets. Relocating the car park to Ann Court allows it to be approached via the ring road to the east avoiding dragging cars through the very centre of town.

The proposed traffic measures then become possible:

- Reduction of Minden Place to a single lane with greatly enlarged pavements and a pedestrian friendly crossing at the Bath Street junction;
- The reduction of Bath Street and David Place to a single lane heading north, allowing the enlargement of pavements and the substantial reduction of traffic volumes. This becomes feasible when the shoppers' car park access is no longer from Bath Street.



Proposed pavement widening and traffic measures for Minden Place



The existing Minden Place car park

Improved public realm

The implementation of the traffic measures described above will allow the redesign of the public realm, following the principles of shared space. Cars will no longer have priority and both the pavement and road surfaces encourage pedestrians to have priority. It has been shown that vehicle users in this situation behave with caution, driving more carefully and slowly.

New development

The masterplan proposes the redevelopment of the unattractive car park and its replacement with a new commercial/residential development with retail on the ground floor opening onto small square facing onto Minden Place. A small underground car park serving the new development is proposed.

Historically the site was once the old Cattle Market and as such, was an important and vibrant hub for the town. Its redevelopment will provide an opportunity to once again reinvigorate this central site.



The old Cattle Market located in Minden Place



Proposed development at Minden Place

The Masterplan Summary

1. Bath Street / David Place

- Partial pedestrianisation of Bath Street / David Place
 - Pavements widened, trees introduced, traffic and pedestrians occupying shared space
2. Bath Street to Halkett Place link

- Improving east west connectivity at the north end of Halkett Place and creating a new public square
3. Gas Place / Talman site

- Remediate the land
 - New Town Park 12,710 sq.m.
4. Ann Court

- New underground car park
 - New public square
 - New residential accommodation for families

15,000 sq.m. private residential

115 residential parking spaces (underground)

285 shoppers parking spaces (underground)

2,480 sq.m. public realm
5. Belmont Gardens

- Market trader vans relocated to a new car park
 - New community park
6. Minden Place

- Multi-storey car park demolished
 - New building with active use on the ground floor
 - New public square adjacent to Minden Place

900 sq.m. retail at ground floor

2,250 sq.m. housing

25 residential parking spaces (underground)

10 disabled parking spaces (at street level)
7. Jersey Gas Site

- New housing development
 - New underground car park

810 sq.m. public space

24,000 sq.m. of housing development

180 residential parking spaces

125 public parking spaces

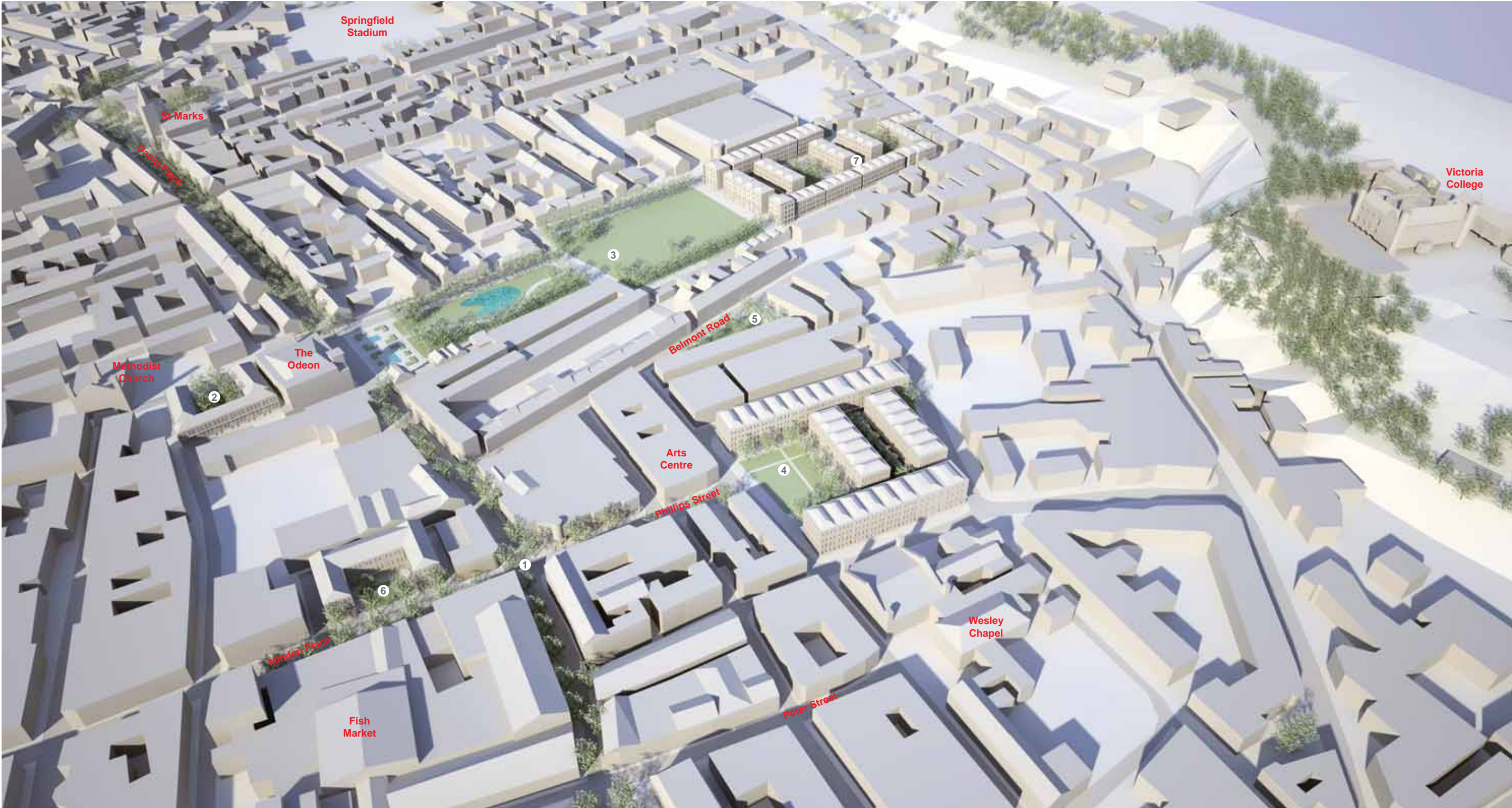
* Note: All areas given are gross



Key

Landmark buildings

Key intervention sites



Aerial view of North St Helier with masterplan proposals illustrated.

- Key
- 1. Partial pedestrianisation of Bath Street / David Place
 - 2. Bath Street to Halkett Place link
 - 3. Gas Place and Talman sites
 - 4. Ann Court
 - 5. Belmont Gardens
 - 6. Minden Place
 - 7. Jersey Gas Site

Other development sites

A proportion (initially 12½%) of any residential development will be required to be developed as affordable housing. Non residential developments will be required to contribute, by way of a development contribution to be agreed by the Planning and Environment Minister, towards the cost of infrastructure and public realm improvements.

There are numerous sites ripe for redevelopment in North St Helier totalling circa 22,000 sq.m. in area, see section 2.3.17; Landownership and area schedule of the original Masterplan Consultation Document. The masterplan makes specific recommendations for the following sites:

7 Former Le Masurier Warehouse

As a going concern, this site could retain its existing warehouse use.
However if this site was to be redeveloped, it would offer an alternative site for a long stay and local residents car park or an opportunity for residential development.
Any development should include a pedestrian route linking the Salisbury Crescent site with the historic buildings on the Wine Warehouse site, through to the new Town Park .
Any future development to be contained within existing building heights, to prevent overshadowing the houses in Stopford Road.

8 Wine Warehouse

Redevelop existing historic structures for small scale retail, together with food and drink use. Any new development should be sympathetic to the scale and materials of the existing historic structures, and include provision for the proposed pedestrian route from Salisbury Crescent to the proposed town park.

10 Britannia Place site

This site should be developed as a new 3 storey residential scheme with the main facades presented towards the new park.
Consideration should be given to establishing design codes to guide future development for this project and

other development around the proposed Town Park. Any proposed development of the sites to the south of Robin Place should retain the existing historic buildings. In redeveloping this site, service access should be provided from Tunnell Street, and consideration be given to closing Robin Place and incorporating it within the public realm of the town park. The ground floor of the Bath Street end of this site would be suitable for ancillary (non vehicle trip generating) retail or food and drink use.

11 & 12 Le Masurier Bath Street & Odeon Cinema site

The development of these sites presents a significant opportunity to regenerate this part of the town. These sites should be developed with a mixture of retail, office and residential development. On-site car parking provision should be limited to that necessary to serve the development itself

Residential use in this location will help reduce the impact of cross-town traffic, which is a key component of the traffic strategy.

Le Masurier Ltd. recently presented its proposals for the site, which include the demolition and redevelopment of the Odeon, to States Members.

Consideration is being given to the current listing of the Odeon and Africa House on Bath Street and whether they should be retained on the list. Notwithstanding that reassessment, the proposals in their entirety can only be properly evaluated through the planning application process, supported by retail and traffic impact assessments. An application is anticipated once the company has completed the revised impact assessments and its own public on-line consultation.

The grain of new development should be sympathetic to the existing urban grain as detailed in the St Helier Urban Character Appraisal.

The development should provide improvements to the public realm in the form of public open space and pedestrian permeability and should be developed as part of an overall plan in conjunction with the Nelson Street car park site.



Key

- Landmark buildings
- Key intervention sites
- Development sites

6.0 The masterplan

13 Nelson Street car park site

This site is suitable for residential use and/or amenity space associated with the redevelopment of the Odeon Cinema. Proposals for the development must ensure that the front of the Old Fire Station building is set within an appropriate urban setting, with suitable public space in front and furthermore, a route is provided that connects Bath Street with Halkett Place to provide a much needed east-west connection in this area. This link is dependent on the development of private land to the west of the car park site and of the le Masurier and Odeon sites.

14 Jersey Brewery site

The listed brewery buildings on Ann Street and St Saviour’s Road should be retained and the site developed for residential use, possibly with a commercial development at ground floor. The existing historic building facing St Saviour’s Road should be retained and refurbished. The heights of any new buildings on Ann Street and Simon Place will reflect adjoining buildings. Development could be considered of up to 5 storeys within the centre of the site, although there are constraints because of the potential impact on adjoining residential areas.

The site will be required to deliver up to 100 car parking spaces for general public use, which will be subject to a management agreement with Transport and Technical Services.

15 Charles Street (South) sites – (Le Coin)

These sites should be developed as a 4 to 5 storey residential scheme.

16 Mayfair Hotel site

This site could be developed for residential or hotel accommodation. Any new development should address the air quality and noise issues associated with locating residential accommodation near a

main, and reasonably heavily trafficked road. The development should be of 3 storeys adjacent to St Saviour’s Hill Road and Brooklyn Street, and up to 4 storeys on Ann Street.

17 Robin Hood Roundabout site (Springfield)

Subject to it being acceptable in traffic terms, consideration should be given to removing the Petite Rue Du Val Plaisant and incorporating the land into an improved soft landscape area to the Springfield Stadium. The roundabout site would be suitable for multi-storey long stay parking or parking with residential over. Architectural quality facades would be required for the car park solution. If residential use is considered, due attention should be given to the air quality and noise issues associated with the proximity of the site to the Springfield Road, perhaps by incorporating a set back with soft landscaping to the north of the site.

18 Masonic Temple Car Park site

The Masonic Temple car park site would be suitable for a 3 storey residential development.

19 Former Jersey College for Girls

Proposals for residential apartments and town houses are already in preparation. The site now includes the rear section of the site, which was formerly occupied by Centre Point. This increases the total development area of the site by more than 60% to 3.4 acres and as such offers one of the largest residential regeneration opportunities in this part of St Helier. Further development opportunities may become available on the Mont Cantel site currently occupied by Janvrin School.

20 Le Bas Centre

This site could be considered for community use as a facility for the elderly or for residential. If residential, due attention should be given to the air quality and

noise issues associated with the proximity of the site to St Saviours Road.

21 Wesley Chapel

This is a mixed use redevelopment with a public square on Wesley Street, as the approved scheme by Naish Waddington.