The States of Jersey

North St. Helier Masterplan

Strategic Environmental Assessment

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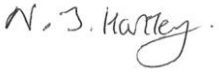
Checker	N Hartley	
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CONTENTS

Tables

Figures

ABBREVIATIONS

Abbreviation	Definition
AADT	Annual Average Daily Traffic
AAP	Area of Archaeological Potential
BREEAM	Building Research Establishment Environmental Assessment Method
DMRB	Design Manual for Roads and Bridges
EIA	Environmental Impact Assessment
HGV	Heavy Goods Vehicle
SEA	Strategic Environmental Assessment
SSI	Site of Special Interest
STP	Sustainable Transport Policy

1 INTRODUCTION

1.1 Background and purpose of this report

This Strategic Environmental Assessment (SEA) has been carried out on the draft *North St. Helier Masterplan* produced by Hopkins Architects in October 2009. The Masterplan focuses upon a wide area of north St. Helier as illustrated in Figure 1-1.

1.1.1 The Masterplan

The development of the Masterplan has a long history originating from the local aspirations for a new Town Park at the site of the old Gas Works. Despite much public support the proposals were delayed due to a gap in funding required to cover the costs of remediating the site and constructing an underground car park. Periodically the proposals have been revisited and revised with alternative scenarios including parking and residential development being considered both at the old Gas Works site and at a number of other States owned sites in the locality. Following a series of iterations and technical studies, Hopkins Architects was commissioned to take a fresh and radical look at the Masterplan and to consider a substantially enlarged study area. The site is considered bounded by the following roads (as defined in the Masterplan) although consideration of the whole of St. Helier has been necessary:

- St. Saviours Road to the east, albeit the Le Bas site has been included
- Springfield Road to the north, albeit the former School for Girls site has been included.
- Val Plaisant to the west.
- The southern boundary is more difficult to define but the notional area could be said to be bounded by King Street, Queen Street and La Motte Street.

The Masterplan focuses primarily upon States owned key intervention sites but also gives consideration to other privately owned development sites and public realm. The key intervention sites are identified in Figure 1-2.

The Masterplan document also includes a considerable evidence base covering a landscape and environmental appraisal, identification of key issues, traffic and car parking, public routes and linkages. The appendices also provide design guidance and sustainability recommendations.

It is proposed that the Masterplan, together with the Willie Miller report, *Urban Character Appraisal* (2005) are adopted as planning guidance for the States in the future.

1.1.2 The SEA

The States of Jersey commissioned Hyder to undertake a rapid SEA of the Masterplan building upon the work completed for the Island Plan SEA. Whilst SEA is not a formal requirement in Jersey as it is in the UK and elsewhere in the European Union, the States have recognised SEA as a good practice tool for assessing the long term sustainability of the Masterplan. Its role in identifying potential ways of improving the sustainability performance of the Masterplan prior to its finalisation and adoption has been acknowledged as a driver for this commission.

This SEA is not intended to be fully compliant with the European SEA Directive[1], rather it is a streamlined and tailored document designed to be completed in a short timescale and draw upon an existing evidence base. A more comprehensive SEA has been undertaken on the emerging Jersey Island Plan.

This report comprises the SEA results and recommendations for the Masterplan.

[1] European Directive 2001/42/EC on the assessment of the effects of certain plans and programmes on the environment

Figure 1-1 North St. Helier Masterplan Study Area (Hopkins Architects 2009)

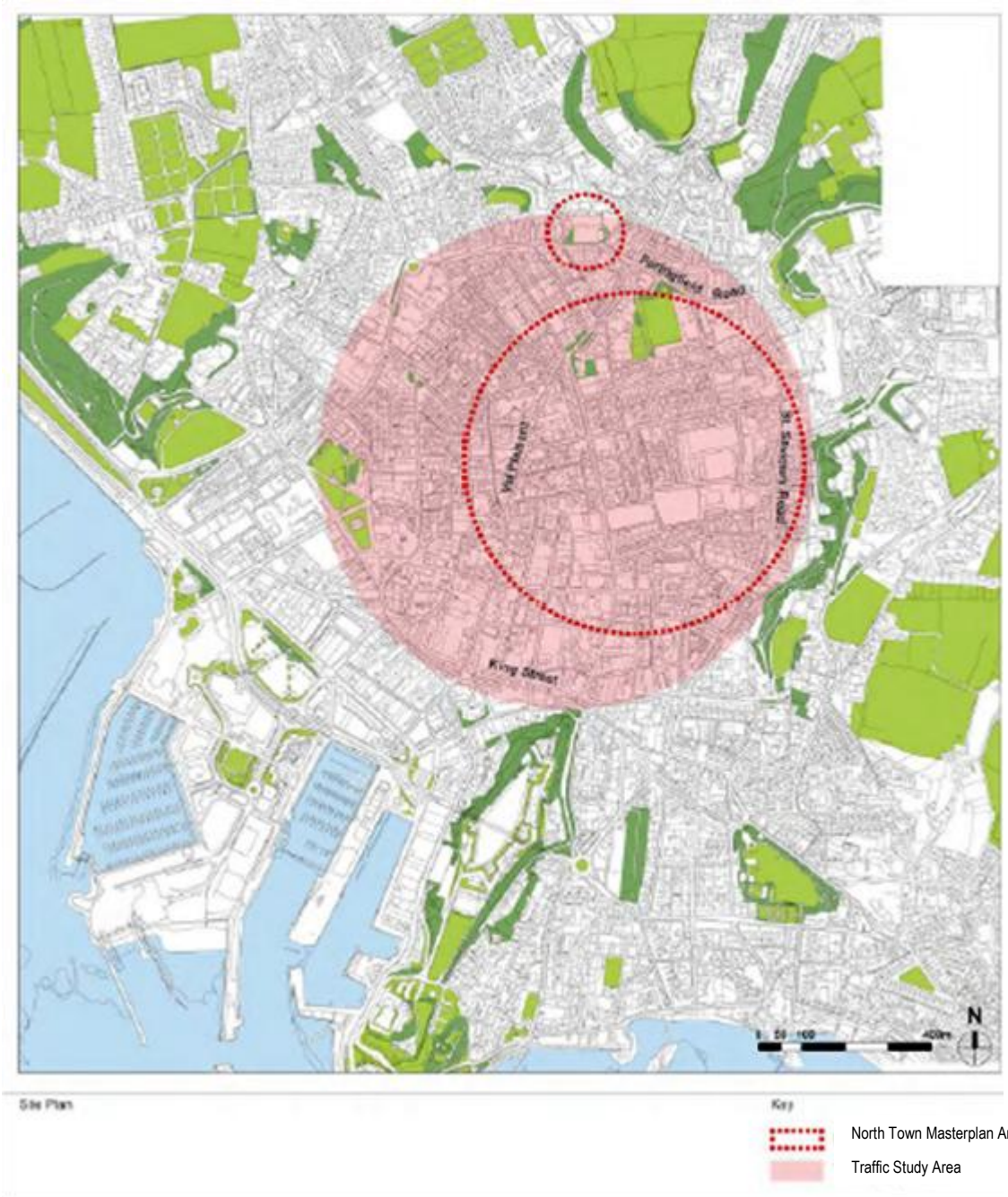
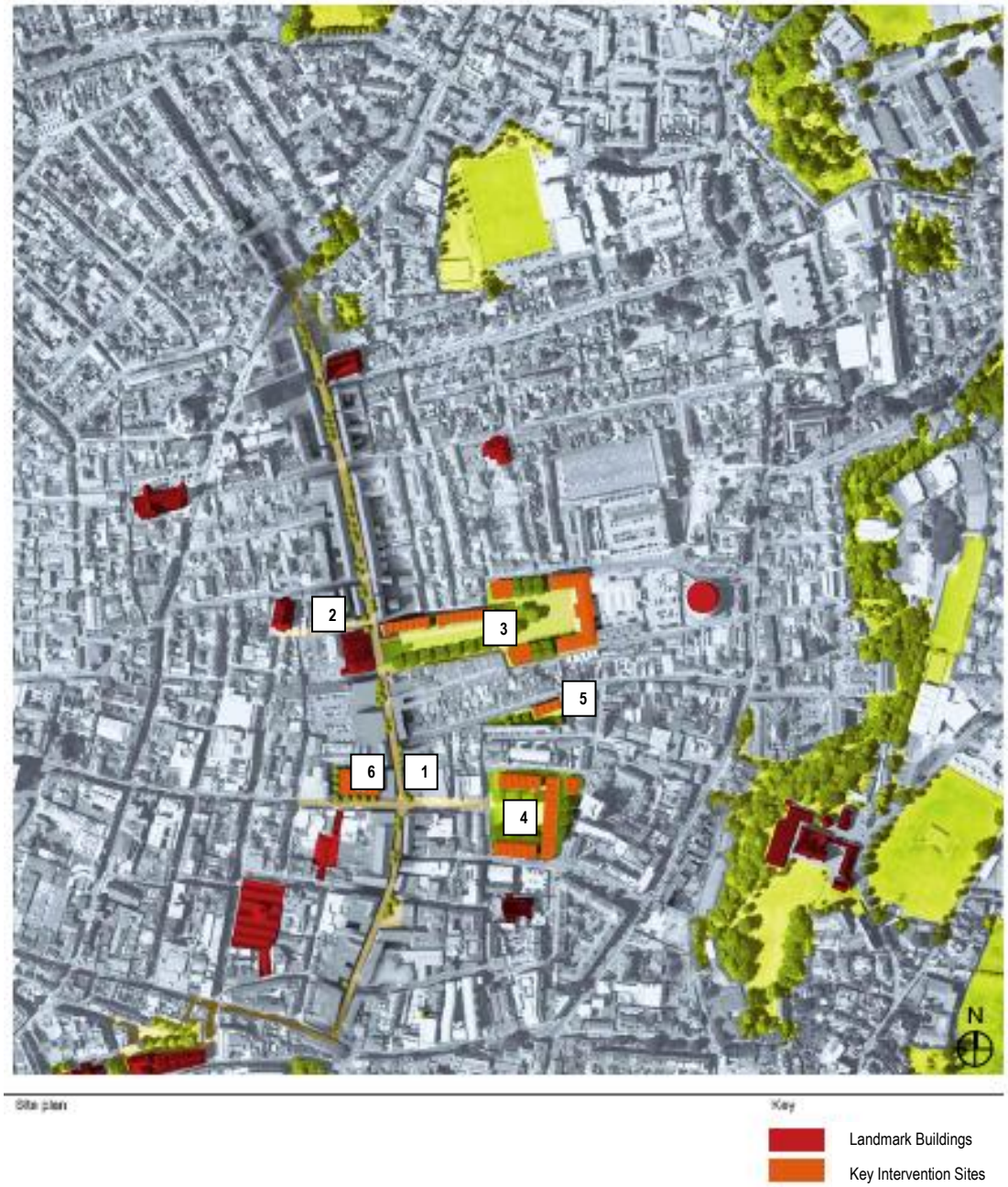


Figure 1-2 Key Intervention Sites (Hopkins Architects 2009)



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 site

2 ASSESSMENT APPROACH

2.1 Approach

The SEA has been based upon the broad procedures defined by the SEA Directive but is not a formal SEA in accordance with this legislation.

The assessment has been undertaken by Hyder's SEA staff but has also drawn from a series of discussion workshops held with States officers on 21 January 2010.

2.2 Scope of the assessment

The key elements of the Masterplan that have been assessed are:

- The preferred Masterplan (Section 6.0)
- The design guidance (the Sustainability, Community Safety and Inclusive Design Aspects)

The study area for the SEA is the same as for the Masterplan itself and is illustrated in Figure 1-1. Where appropriate, the potential for effects to occur over a wider area has also been identified. For the purposes of the assessment, it is assumed that the Masterplan will be implemented over the next 10-20 year period although it is recognise that the exact timescales for implementation may vary.

The SEA has considered the potential effects of the Masterplan on the following topics which are based broadly on the requirements of the SEA Directive:

- Biodiversity, Flora and Fauna
- Population
- Human health
- Soil and Land Quality
- Water
- Air
- Energy and Climatic Factors
- Cultural Heritage
- Landscape/Townscape
- Waste and Minerals
- Transportation

These topics are translated into the SEA Framework below. For each, a summary of key baseline issues has been provided which has been drawn from the SEA of the Jersey Island Plan, the Masterplan and the discussion workshop. No new baseline data has been collated for the purpose of this SEA.

2.3 The SEA Framework

The assessment approach has been based around a suite of sustainability criteria (known as SEA Objectives) which have been developed from those used for the SEA of the Island Plan but

refined to suit this Masterplan and its context. The sustainability performance of the Masterplan has been assessed against the extent to which it meets the SEA Objectives. The SEA Objectives are supported by a series of guide questions to assist the assessment process. Collectively the SEA Objectives and guide questions are known as the SEA Framework, this is presented in Table 2-1.

Table 2-1 The SEA Framework

Topic	Link to the Island Plan Strategic Policies	SEA Objectives	Guide Questions
Biodiversity, Flora and Fauna	Sustainable development Protection of the environment	1) To protect and enhance biodiversity	Will it protect and enhance the condition of designated sites at an international/national and local level? Will it benefit protected species? Will it promote the development of wildlife corridors and connectivity? Will it provide opportunities for ecological enhancement?
Population	Sustainable development Economic development and diversification	2) To provide good quality affordable housing that meets the requirements of the local population	Will it lead to the establishment of the correct housing mix? Will it promote the development of affordable housing? Will it provide the appropriate quantity of housing?
		3)To promote strong and cohesive communities	Will it protect and enhance community spirit and cohesion? Will it promote a sense of civic pride? Will it protect and enhance the network of community facilities?
		4)To promote sustainable economic growth	Will it provide employment opportunities? Will it encourage the regeneration of North St. Helier? Will it encourage inward investment? Will it encourage the development of new businesses?
Human health	Sustainable development Protection of the environment	5)To improve physical and mental health for all and reduce health inequalities	Will it promote healthy lifestyles? Will it improve access to health care services and facilities? Will it improve access to areas of green space for the local population? Will it improve the quality and condition of the housing stock?
Soil and Land Quality	Sustainable development Protection of the environment	6) To guard against land contamination and encourage the appropriate re-use of brownfield sites	Will it result in the loss of greenfield land? Will it result in soil contamination? Will it re-use previously developed land? Will it encourage remediation of contaminated soil?

Topic	Link to the Island Plan Strategic Policies	SEA Objectives	Guide Questions
Water	Sustainable development Protection of the environment	7)To protect and enhance the quality and availability of water resources	Will it protect and enhance water quality? Will it promote the sustainable use of water resources? Will it reduce surface water runoff?
Air	Sustainable development Protection of the environment	8) To protect and improve air quality	Will it reduce vehicular emissions? Will it promote improvements to air quality? Will it improve traffic flows and reduce traffic congestion?
Energy and Climatic Factors	Sustainable development Protection of the environment Quality of design Travel and transport	9) To limit and adapt to climate change	Will it promote adaptation to the risks posed by climate change? Will it reduce greenhouse gas emissions? Will it promote low carbon design and development?
		10) To increase energy efficiency and require the use of renewable energy sources	Will it promote energy efficiency? Will it increase renewable energy use? Will it promote the use of standards such as BREEAM[2] and the Code for Sustainable Homes in New Development?
Cultural Heritage	Sustainable development Protection of the environment Quality of design	11) To protect and enhance the cultural heritage resource	Will it protect and enhance valuable heritage assets and their setting? Will it promote enhanced interpretation and understanding of the heritage resource? Will it protect and enhance the historic townscape? Will it protect valuable archaeology?
Landscape/ Townscape	Sustainable development Protection of the environment Quality of design	12) To protect and enhance townscape character and quality	Will it protect and enhance the character and quality of the urban environment? Will it promote good quality design? Will it promote an improved public realm? Will it protect the best quality examples of architecture and buildings?
Waste and Minerals	Sustainable development Protection of the environment Quality of design	13) To minimise waste, increase re-use and recycling and to promote sustainable resource use	Will it reduce construction/demolition waste generation and promote sustainable waste management? Will it promote the use of recycled materials and aggregate in construction? Will it promote the sustainable use of natural resources?
Transportation	Sustainable	14) To promote the use	Will it promote an improvement in transport

[2] Building Research Establishment Environmental Assessment Method

Topic	Link to the Island Plan Strategic Policies	SEA Objectives	Guide Questions
	development Travel and transport Quality of design	of more sustainable modes of transport and reduce congestion	infrastructure? Will it increase opportunities to travel by sustainable modes of transport? Will it reduce congestion in key traffic hotspots? Will it promote higher levels of walking and cycling?

The SEA Framework has been developed to cover each of the sustainability topics identified in section 2.2 above. The results of the assessment are presented under each of these topics in Section 3 of this report.

Under each topic an assessment summary matrix is provided which includes an assessment score against each of the SEA Objectives relevant to that topic. An explanation of the symbols used to describe the scores is provided in Table 2-2.

Table 2-1 Assessment score symbols used in summary matrices in Section 3.

Assessment Score	Definition	
++	Major Positive Impact	The Masterplan contributes strongly to the achievement of all elements of the SEA objective.
+	Positive Impact	The Masterplan contributes partially to the achievement of the SEA objective but not completely.
0	No Impact/ Neutral	There is no clear relationship between the Masterplan and/or the achievement of the SEA objective or the relationship is negligible.
-	Negative Impact	The Masterplan detracts from the achievement of some elements of the SEA objective.
--	Major Negative Impact	The Masterplan detracts strongly from the achievement of all elements of the SEA objective.
+/-	Positive and Negative Impacts	The Masterplan has a combination of both positive and negative contributions to the achievement of the SEA objective.

2.4 SEA Workshop

The assessment has also drawn from a series of discussion workshops held with States officers on 21 January 2010. Three meetings were held with the following attendees:

Group 1

Andy Scate - CEO Planning & Environment

Peter Thorne - Director of Planning

David Flowers - Director States Property Holdings

Mark Grant - Deputy Director States Property Holdings

Chris Sampson - Assistant Director Transport & Technical Services

Group 2

Louise Magris- Assistant Director for Policy Environment Department

Sarah Le Claire - Assistant Director for Policy Environment Department

Andrew Pritchard - Team Leader Community Health

David Cox – Architect Planning & Environment

Group 3

Dave St George - Manager - Transport Policy

Tracy Ingle - Principal Historic Buildings Adviser

Quintin Murfin - Principal Engineer

Tony Gottard – Principal Planner

The purpose of the meetings was to:

- To seek the officers feedback on the Masterplan
- To use the feedback to inform our assessment of the Masterplan

Each meeting comprised an open discussion broadly structured around the following items:

1 Introductions and overview

2 Discussion of key issues – key sensitivities, problems and opportunities

3 Sustainability performance of the Masterplan

4 Suggested Improvements to the Masterplan

3 DISCUSSION OF RESULTS

3.1 Biodiversity, Flora and Fauna

3.1.1 Summary assessment matrix

SEA Topic: Biodiversity, flora and fauna		
Baseline and key issues	Notable ecology is very limited within the study area due to its urban nature. There are very few obvious green spaces or natural areas. Tree cover is also limited. Some records of notable or protected species have been identified within 2km of the centre of the site but the presence of roosting bats in buildings is not known[3]. The South East Coast of Jersey Ramsar site and Rue du Pre proposed Site of Special Interest are both located over 1km away.	
SEA Objectives	**Assessment**	
1) To protect and enhance biodiversity	+	The Masterplan represents a significant opportunity to enhance wildlife in the study area through the creation of new green spaces and planting. In particular there are opportunities to create green linkages and promote wildlife connectivity although this could go further in terms of creating a wider network of green linkages and wildlife connectivity. Protecting and enhancing ecological diversity is encouraged in the design guidance. No designated sites will be directly affected and indirect effects are considered unlikely. The presence of bats roosting in buildings is not known.
Uncertainty	From discussion at the workshop, it is uncertain whether the programme of development and delivery will enable a coordinated approach to biodiversity enhancements and connectivity. Piecemeal implementation has the potential to result in such opportunities not being realised.	

3.1.2 Discussion

There are few if any known, significant ecological constraints to the development of the Masterplan[4] so the emphasis should be on maximising the potential to enhance biodiversity and connectivity throughout the area. This can provide a number of other benefits to the health and wellbeing of the town. The Masterplan presents a number of opportunities to encourage this through the creation of the Town Park at the Gas Place/Talman site, the public square at Ann Court and soft urban realm improvements at Belmont Gardens. These may provide benefits in the long-term once planting has become established. The partial pedestrianisation and public realm improvements along Bath Street/David Place and other localised planting would also benefit this.

Whilst this is generally beneficial, this could go considerably further in terms of creating a wider network of green linkages and wildlife connectivity which connects with green areas outside of the north of town. Furthermore, there is some uncertainty about how deliverable this could be if the key sites are developed over a long period of time.

[3] Parsons Brinkerhoff (2008) EIA Scoping Report

[4] Note that this is subject to confirmation through the EIA

3.1.3 Mitigation and recommendations

It is recommended that to maximise the benefits to biodiversity and encourage the movement of wildlife into the town, the following be included within the Masterplan:

- A specific network of green linkages be designed that connects the proposed parks with other areas of green space in and around the study area including, for example, Springfield Park, Victoria College and potentially wider areas such as Howard Davies Park, the Parade Gardens and Fort Regent. This could be achieved via more explicit proposals for planting and localised green infrastructure on routes connecting the parks. It would be beneficial to develop a green infrastructure strategy as part of the Masterplan to be developed through design briefs.
- Following appropriate ecological surveys (for example through the Town Park EIA) it will be important to ensure mitigation measures, eg bat boxes or other protected species measures are proposed.
- It will be important for these green connectivity measures not to be overlooked when developing sites over time and a requirement for these should be made explicit in any design briefs produced for the area. This may include a programme for their development.
- Cross-referencing should be made to the requirements and role of the Jersey Urban Biodiversity Statement, the Jersey Biodiversity Strategy and Action Plans both in the Masterplan and ensuing development briefs.

3.2 Population

3.2.1 Summary assessment matrix

SEA Topic: Population	
Baseline and key issues	In 2008 the ratio of average house prices to earnings in Jersey was 15:1 with the average price being around £500,000. There are significant affordability issues on the island. The Housing Needs Survey identifies that overall 1 bedroom units show potential surpluses whilst larger sized units (2, 3 and 4 bedroom) exhibit potential shortfalls. The largest potential shortfall is in 3 bedroom houses, 670 units. The sum of all potential shortfalls of dwelling units over the next five years is 1,395. The area is characterised by high population density and there are a number of houses in multiple occupancy (HMOs) in the study area. The workshop also identifies that there are some examples of very poor quality/unqualified housing stock. A large percentage of residents are aged between 20 and 40 and there is a lower than average proportion of under 16 year olds. Discussion at the workshop revealed that community spirit in the north of town is not considered to be very strong as a result of a large quantity of private rented accommodation, a high proportion of immigrants (although strong sub-communities have developed such as the Portuguese and Polish communities) and few areas for public recreation. The Art Centre adjacent to Ann Court is a popular community hub. Over the past nine years there has been a shift towards an increasingly service oriented economy. The majority of people are employed in the finance and wholesale and retail trade sectors many of which are based in St. Helier. The town is the civic and retail focus for Jersey as a whole. The majority of residents work full-time although there are higher numbers of retired people and people unable to work than elsewhere on the island.

SEA Objectives	Assessment	
2) To provide good quality affordable housing that meets the requirements of the local population	+	The Masterplan seeks to provide significant residential development in urban areas which conforms with the requirements of the Island Plan. At the Gas Place/Talman site this will be mixed apartments and family housing both affordable and top end of the market. The family housing will help to achieve the shortfall in 3 bedroom houses. At Ann Court a proportion of affordable housing is proposed. Residential uses are also possible at Belmont Gardens and Minden Place.
3)To promote strong and cohesive communities	+	The improvements in townscape and public realm combined with significant new areas of shared public open space should help to foster community pride and cohesion.
4)To promote sustainable economic growth	+	This is a mixed use area including large residential areas on the edge of the main retail district. The proposals should increase the attractiveness of this part of town to shoppers and visitors and potentially encourage better access to shops by foot. Although parking at Minden Street and most on-street parking will be removed, alternative parking will be provided at Ann Court which is a very short walk away. This parking would be more attractive and safer than that currently provided. Overall the Masterplan is unlikely to have a significant effect upon economic growth. The proposals will encourage the regeneration of the area and attract inward investment in the long-term. Jobs may be created during the construction period although it is not certain how many of these will be local. Also the construction activities may cause some potential disruption to passing trade for local businesses in the short term.
Uncertainty	There is uncertainty regarding the amount of affordable housing which will be provided. There is also uncertainty about the extent to which community cohesion will be improved.	

3.2.2 Discussion

The Masterplan has looked at both 10% and 20% affordable housing quantums as suggested by the States. However, discussion at the workshop revealed that the ultimate extent of affordable housing will be driven in part by the financial strategy for the Masterplan as a whole. This would suggest that top end market housing may be more prominent and the proportion of affordable housing may be reduced. It is expected that family housing will be provided which will help to meet the current predicted shortfall.

There is a growing body of research that establishes and analyses the relationships between local environmental quality, people's health, their fear of crime and the social and economic vibrancy of the community. The provision of better public realm and shared recreational spaces adjacent to family housing, notably at the Gas Place/Talman site should benefit this.

Whilst the car park at Minden Street will be demolished under the proposals, it is not considered that this would have a significant effect upon the commercial performance of shops in the area including the Fish Market as new, better quality, parking provision will be provided at Ann Court only a short walk away. The public realm improvements would help to make walking into town more pleasant and attractive. The proposals as a whole will encourage regeneration of the area and are expected to attract wider inward investment.

3.2.3 Mitigation and recommendations

Although the financial implications are understood, it is strongly encouraged that sufficient affordable housing be included in the mix to assist in meeting identified housing needs.

It is recommended that a standard such as the Lifetime Homes Standard be developed to ensure long-term accessibility and convenience for all potential future residents. This standard may need to be adapted/tailored to specific Jersey conditions and needs.

There are opportunities to recognise the role of the Arts Centre as a community hub specifically in the Masterplan.

The workshop identified the possibility of the development of niche businesses or retail in the area. Entrepreneurship opportunities could be pursued as part of a wider Jersey initiative.

3.3 Human Health

3.3.1 Summary assessment matrix

SEA Topic: Human health		
Baseline and key issues	Whilst poor health is not considered to be a problem in St. Helier as a whole, pockets of health deprivation exist in the north of town. This is linked to a number of HMOs, some examples of poor quality housing stock and a lack of ready access to open greenspace. Such factors can affect both physical and mental health. In particular, concern has been raised over the levels of 'hidden' childhood deprivation resulting from these conditions. The existing car park at Minden Street has been associated with a fear of crime and the narrow streets and pavements, along for example Bath Street, are known accident blackspots.	
SEA Objectives	**Assessment**	
5)To improve physical and mental health for all and reduce health inequalities	+	The proposed levels of redevelopment and provision of greenspace could benefit access to open air recreation and, combined with the promotion of walking and cycling could lead to healthier lifestyles for local residents. Traffic calming may result in noise and air quality benefits although these are not currently perceived to be significant problems and traffic increases may result elsewhere (eg the ring road). Accidents resulting from vehicle and pedestrian conflict may reduce and so should the perceptions of crime associated with Minden Street car park. On-street parking will be rationalised but disabled parking will be retained. It is important that this is integrated into streetscape improvements and this is identified in the design guidance in the Masterplan. The Masterplan does not directly seek to address health issues concerning private housing stock and HMOs and as such could go further although the Masterplan has potential to kickstart private developer interest.
Uncertainty	There is uncertainty regarding the extent to which the Masterplan will kickstart private regeneration initiatives which could involve improvements to private sector housing stock.	

3.3.2 Discussion

The Masterplan contains a number of proposals with potential to benefit the health and wellbeing of local residents. Increasingly, the health benefits of good local environments are

being realised. For example, high quality green spaces go a long way to encouraging people to pursue healthier lifestyles through exercise such as walking, cycling and active children's play[5]. Particular demographics tend to suffer disproportionately, notably children and the elderly who can be inhibited from walking to school or the shops, from meeting friends or taking exercise if safe routes and green areas are unavailable.

The provision of greenspaces such as the parks and square at the old Gas works/Talman site and Ann Court can contribute to this. The traffic calming and pedestrianisation measures along Bath Street/David Place and the provision of improved pedestrian throughflow could also encourage walking and cycling as part of the States' Sustainable Transport Plan (STP). This may also reduce the risk and fear of accidents involving pedestrians and vehicles. Furthermore, these measures may result in increases in traffic along the ring road and Val Plaisant/St. Saviour which could increase adverse air quality and noise for residents living near to those routes.

Anecdotal evidence suggests that the multi-storey car park at Minden Street is regarded as an unsafe area. The proposals to redevelop this as residential with improved public realm would help to reduce this perception. Community Safety design guidance is provided in the Masterplan.

The Masterplan focuses upon States owned key intervention sites and, as such does nothing directly to remedy the health and social issues surrounding poor quality housing stock and HMOs. Whilst the development at key intervention sites may trigger wider private investment and regeneration in a similar manner it is unclear to what extent this may be realised.

3.3.3 Mitigation and recommendations

- It is recommended that strategic air quality and noise assessments are undertaken using the traffic forecast model, focussing upon areas experiencing significant increases in traffic.
- Provision of increased green linkages and trees in addition to those proposed would benefit mental health and wellbeing.
- Greater emphasis should be provided regarding the importance of improving pockets of poor quality housing and HMOs in the area, perhaps in the section on non-States owned development sites. The importance of the Masterplan in triggering private sector investment in this area should be made explicit and potentially carried through to design briefs. The extent to which this issue is addressed will depend upon how far the States wish to pursue this issue through this medium but at present the focus of the Masterplan around key sites does not strictly allow for all such issues to be addressed. This may need to be a separate planning intervention but it should link with the Masterplan proposals.
- Further provisions for safe, user-friendly children's play space could also be enhanced in the design guidance.

[5] ODPM (2002) Living Places: Cleaner, Safer Greener

3.4 Soil and Land Quality

3.4.1 Summary assessment matrix

SEA Topic: Soil and land quality		
Baseline and key issues	The majority of the study area is surfaced in hard standing and built structures consistent with its urban nature. The entire area is previously and currently developed land. Very little greenspace exists in the study area. The Talman and Gas Place sites are known to contain contaminated soils as a consequence of the former gas works operations. The ground contamination extends beyond the footprint of the former gas production facilities. A number of investigations have taken place to characterise the extent of contamination in this area. Further, smaller sites exist in the study area which are also expected to contain contamination.	
SEA Objectives	**Assessment**	
6) To guard against land contamination and encourage the appropriate re-use of brownfield sites	++	The Masterplan promotes the use of previously developed land and also creates a number of new areas of greenspace. The Masterplan also identifies that the Gas Place/Talman sites are suitable for an underground car park which would require the remediation of contaminated soils at that site.
Uncertainty	The extent to which contaminated materials will need to be landfilled either at La Collette or in the UK or mainland Europe is not certain.	

3.4.2 Discussion

The Masterplan performs very strongly against the SEA objective on land contamination and re-use of brownfield sites. All of the study area is previously developed land and the proposals actively promote the remediation of contaminated soils and provide for new greenspace.

A series of studies have been undertaken to characterise the extent of contamination at the Talman/Gas Place site including the 1997 Arup-Rothwell report, the 2008 Parsons Brinckerhoff, '*Factual report on ground investigations at proposed Town Park*' and the Environmental Impact Assessment (EIA) Scoping Report (Parsons Brinckerhoff 2008). These studies focus upon the Town Park and underground car park proposal at that site and have considered the extent of remediation required for different car park designs.

Other sites in north St. Helier expected to contain contaminated soil include:

- Land to the north east of Gas Place and L'Avenue et Dolmen du Pres des Lumieres, for which records indicate has previously been remediated to a depth of 1m.
- Two petrol filling stations 100m north of Gas Place.
- A former arsenal located 50m west of the Talman car park.

These sites do not form part of the key intervention sites identified it the Masterplan and therefore may not be subject to any further investigation as a result of the proposals.

3.4.3 Mitigation and recommendations

It is recommended that the Masterplan give consideration to measures which would promote the remediation of other potentially contaminated sites in the area, perhaps through the use of design briefs.

Whilst some bioremediation is proposed there may be a requirement to dispose of some of the contaminated material in the UK or mainland Europe. Where possible it is considered more sustainable to clean the soils and minimise the disposal of contaminated materials at landfill whether at La Collette or abroad.

3.5 Water

3.5.1 Summary assessment matrix

SEA Topic: Water		
Baseline and key issues	Fauxbie Brook is culverted under southern boundary of Gas Place and the culvert is in poor condition. No water quality information is available for Fauxbie brook. Flow within this was greatly reduced following the completion of the St. Helier surface water link. The link remains incomplete and does not extent to the Ann Court, West Centre and Bath Street areas. Groundwater is known to flow in a broadly southerly direction across the study area. At the Talman/Gas Place site perched groundwater is discontinuous within the base of the made ground and the top of the loessic alluvium substrate. Whilst this perched water and that in Fauxbie Brook may be contaminated, it is unlikely that there would be significant wider, downwards or lateral migration of contamination. Further ground water details for the wider study area are not currently known in detail. As identified above the majority of surfaces in the study area are impermeable resulting in minimal rain water infiltration and higher levels of run-off into the drainage network.	
SEA Objectives	**Assessment**	
7)To protect and enhance the quality and availability of water resources	+	The Masterplan presents an opportunity to improve water quality by removing contamination at the Talman/Gas Place site although there is a possibility that the remediation strategy could result in pollution of Fauxbie Brook which would require protecting. There may be short-terms construction-phase impacts which could result in potentially polluted run-off entering surface and groundwater. There could also be temporary effects upon groundwater flow as a result of de-watering operations. The introduction of greenspaces would enable higher levels of natural rainwater infiltration and attenuation. The construction of the underground car park is not considered to significantly affect groundwater flows. Whilst the development of new properties is likely to increase water use this is not considered to be significant on a St. Helier-wide scale and the Masterplan contains specific guidance on sustainable water use, although its success will be dependent upon the extent to which these measures are implemented.
Uncertainty	The wider patterns of groundwater flow across the study area are not fully understood. The remediation strategy has potential to result in pollution to Fauxbie Brook but it is assumed that this could be prevented through detailed design of the approach. The current and proposed levels of grey water recycling are not certain.	

3.5.2 Discussion

The Masterplan performs positively against the SEA objective by encouraging the remediation of contaminated soils and hence groundwater and the introduction of greenspaces encouraging higher levels of infiltration and reduced surface water run-off. Whilst new properties are likely to increase water use the Masterplan contains guidance on sustainable water use. Consideration of sustainable drainage systems (SuDS) is covered only briefly in the Masterplan and opportunities should be sought to investigate the feasibility of this through design briefs.

3.5.3 Mitigation and recommendations

The remediation strategy has potential to result in pollution to Fauxbie Brook. The protection of the Brook and the wider groundwater resource should be integral to the remediation strategy and should form part of the proposals for the site. Best practice construction environmental management techniques should be proposed through the Masterplan or design briefs.

The uptake of water use minimisation schemes and grey water recycling should be encouraged explicitly in design briefs and should form part of the sustainable design standards proposed for new developments.

The feasibility of SuDS should be investigated for the greenspaces as part of forthcoming design briefs. This is discussed very briefly in the design guidance in the Masterplan.

Opportunities to complete the St. Helier Surface Water Link should be considered as part of the Masterplan proposals.

3.6 Air

3.6.1 Summary assessment matrix

<table>
<tr><td colspan="3">SEA Topic: Air</td></tr>
<tr><td>Baseline and key issues</td><td colspan="2">Air quality monitoring at several road side sites indicates that Jersey is currently meeting EU Directive standards for nitrogen dioxide although this information is only based upon Stage 1 screening methodologies. It is likely that the traffic is the biggest source of air pollution in the town and the ‘canyoning’ effect of some narrow, more heavily trafficked streets could be a barrier to the rapid dissipation of pollutants. However, anecdotal evidence from the States suggests that air quality is not a significant problem in St. Helier.</td></tr>
<tr><td>SEA Objectives</td><td colspan="2">Assessment</td></tr>
<tr><td>8) To protect and improve air quality</td><td>+/-</td><td>The Masterplan proposes a number of measures to reduce traffic volumes in the town which, in conjunction with the Sustainable Transport Plan (STP) should encourage a modal shift towards walking and cycling and consequently result in improvements to local air quality. However, it is possible that traffic volumes may increase along the ring road and Val Plaisant/St. Saviour routes which has potential to worsen air quality in those areas. Construction dust may also be produced which would require mitigation.</td></tr>
<tr><td>Uncertainty</td><td colspan="2">The extent to which traffic volumes will successfully be decreased in the study area is dependent upon a number of issues. Similarly the extent of possible increases elsewhere and the possible effects upon air quality have not been quantified. There is uncertainty regarding the viability of the proposed 15% reduction in all traffic.</td></tr>
</table>

3.6.2 Discussion

The Masterplan identifies that traffic and parking are key to the Masterplan solution. It proposes a number of measures to reduce traffic flows along the most heavily congested routes within the study area which should result in lower vehicular emissions along those routes. These measures are identified in section 3.11 of this report. The Masterplan indicates that there may be increases in traffic along other routes as a result of this, notably the ring road and Val Plaisant/St. Saviour routes. St. Saviours is also a very narrow route. This has potential to worsen air quality in those areas. However, without the benefit of understanding the percentage decrease and increase in traffic along these routes, it is not possible to say with any certainty whether such increases or decreases would be significant in terms of air quality. The Design Manual for Roads and Bridges (DMRB) Volume 11, Section 3, Part 1 suggests criteria which need to be met in order for roads to be scoped in to an air quality assessment. Different criteria are used for local air quality effects and regional effects. The regional assessment requires that an increase or decrease of more than 10% Annual Average Daily Traffic (AADT), 10% change in Heavy Goods Vehicles (HGVs) or a 20km/hr change in daily average speed are required before an assessment of air quality is necessary.

The Masterplan focuses upon the States' target of a 15% reduction in overall traffic in St. Helier to mitigate for any potential increases along affected routes. This is a positive step although at this stage there is some uncertainty as to whether this is achievable. As above, it is recommended that the traffic model be analysed to determine whether the cumulative effects of traffic growth and reduction would be likely to result in significant air quality issues. This should be undertaken for the whole masterplan rather than for specifically the Town Park proposals which are expected to be addressed through the EIA for that proposal.

3.6.3 Mitigation and recommendations

A strategic air quality assessment should be undertaken based upon the cumulative traffic forecasts (with and without the 15% reduction) to determine if any areas are likely to suffer a significant worsening in air quality.

If it is established that significant long-term worsening of air quality is likely in areas sensitive to air pollution (ie residential areas), it is recommended that more radical measures are implemented to reduce vehicle use in St. Helier in the long term.

Best practice construction environmental management techniques should be proposed through the Masterplan or design briefs.

3.7 Energy and Climatic Factors

3.7.1 Summary assessment matrix

SEA Topic: Energy and climatic factors	
Baseline and key issues	Flood risk mapping does not exist in Jersey. St. Helier is known to have been prone to flooding prior to the construction of structures such as the Surface Water Link and the Cavern. There is no known flood risk at the Talman/Gas Place site but further south where the Surface Water Link is incomplete there is flood risk around Ann Court, West Centre and Bath Street. Much of the study area is well used by motor vehicles which emit greenhouse gases from their exhausts and the uptake of sustainable transport modes could be greatly improved. Similarly, many of the buildings in the study area are old and were not designed to

	incorporate energy efficiency measures or renewable energy generation. Jersey does not have a recognised standard for sustainable construction such as the Code for Sustainable Homes or BREEAM in the UK.	
SEA Objectives	**Assessment**	
9) To limit and adapt to climate change	+	The provision of greenspaces will improve infiltration rates and help to reduce surface water run-off and potentially flood risk. However, some development is known to occur in areas which have experienced flooding e.g. Ann Court. The Masterplan proposes measures to reduce vehicle movements in the study area although these may just be moved elsewhere thereby having no overall effect on greenhouse gas emissions. Only with the successful implementation of measures such as a 15% reduction in vehicle movements and a modal shift to sustainable transport will this be of benefit. The proposals offer opportunity for more carbon efficient building design.
10) To increase energy efficiency and require the use of renewable energy sources	+	The Masterplan contains guidance on energy efficient building design and renewable energy development. This is not an explicit requirement for new developments nor is there an accepted standard which could be applied in Jersey to encourage this further.
Uncertainty	As discussed above there is some uncertainty about whether the 15% reduction in vehicle movements will occur. Similarly there is no certainty that high standards of energy efficient design will be incorporated.	

3.7.2 Discussion

The sentiment of the Masterplan with respect to encouraging a modal shift and energy efficient building design is positive so a minor positive assessment has been made against both SEA objectives. Given the States of Jersey are signatories to the Kyoto Protocol it is important that such measures are carried through. Similarly, the creation of permeable greenspaces may contribute to a reduction in surface water run-off which may help to reduce localised flood risk. However, uncertainty remains with regard to the success of the 15% traffic reduction targets and whether or not developments with high standards of sustainable design will become a reality. Discussions with State's officers suggest that there is not the culture within construction companies in Jersey to follow the same eco-standards applied in the UK. This is partly due to supply chain issues and this may become a barrier to developing truly sustainable buildings in the north of town.

Furthermore, the Masterplan identifies the area around Ann Court as historically being susceptible to flooding. It is not clear how serious this issue is but we propose that further consideration is given to this through development briefs.

3.7.3 Mitigation and recommendations

The sentiment of the Masterplan is positive but there is uncertainty as to whether the benefits will come to fruition. The following recommendations are made:

- Consideration should be given to the feasibility of SuDS in the areas of greenspace to further encourage surface water attenuation.
- Consideration should be given to extending the Surface Water Link and/or other flood alleviation measures in areas of development proposals where flood risk as been identified, e.g. Ann Court and Bath Street. Flood protection should be a serious consideration in design briefs and the actual significance of this should be established in more detail.

- A firmer and more explicit requirement for high standards of sustainable and energy efficient design should be encouraged to build upon the guidance in the Masterplan. This could include renewable energy requirements and should form part of the design briefs. The Masterplan recommends that the BREEAM Excellent standard should be achieved. Whilst this is a positive statement it may not be realistic in Jersey. The barriers to this in Jersey are recognised and some moderation of the standards that are commonplace in the UK may be needed. Ideally a Jersey-wide standard would be developed to take into account the island's special circumstances.

3.8 Cultural Heritage

3.8.1 Summary assessment matrix

SEA Topic: Cultural heritage		
Baseline and key issues	L'Avenue Et Dolmen du Pre des Lumieries adjacent to Gas Place is listed as a SSI due to the remains of a kist previously discovered below the road. The Gas Place site is identified as an Area of Archaeological Potential (AAP). The North of St. Helier is a proposed, 'Historic Character Area' to be known as North Town. The Masterplan identifies seven historically important buildings within the study area, listed as SSIs including the former Odeon cinema adjacent to Gas Place. There is a presumption against development of these buildings. A number of further buildings of heritage interest are also identified. A number of Buildings of Local Interest are close to the boundary of the Gas Place/Talman site including properties along Bath Street, Robin Place, Oxford Road, David Place, Apsley Road and Chevalier Road.	
SEA Objectives	**Assessment**	
11) To protect and enhance the cultural heritage resource	+	The Masterplan does not directly affect any heritage buildings although, through improving public realm, open spaces and currently unsightly developments, it has the potential to benefit the setting of certain structures, notably the Odeon and the Fish Market. Improved access to the St.Helier Methodist Centre will also be provided. The redevelopment of Gas Place provides an opportunity to further investigate any hidden archaeology under the site. The setting of some Buildings of Local Interest on Apsley Road and Chevalier Road may be affected by the Town Park residential proposals.
Uncertainty	Precise extent of archaeological potential is not conclusively known.	

3.8.2 Discussion

A number of notable historic buildings exist within the study area which are designated SSIs and further buildings are identified as having heritage interest. No historic buildings are proposed to be demolished or directly affected as part of the masterplan. The proposed Historic Character Area encompasses David Place, Stopford Road, St. Mark's Road, Val Plaisant to Midvale Road, Clarendon Road, Rouge Bouillon and Almorah Terrace.

The key intervention sites at the Gas Place/Talman site, Ann Court, Minden Place car park and the partial pedestrianisation of Bath Street/David Place all have potential to improve the setting of some of these historic buildings and generally improve the townscape of the Historic Character Area. Any wider, private regeneration the Masterplan kickstarts may also benefit setting so long as this is considerate and appropriate.

The redevelopment of Gas Place also provides opportunities to investigate any remaining archaeology.

3.8.3 Mitigation and recommendations

It is recommended that any site works at the Gas Place site are accompanied by an appropriate archaeological investigation or watching brief and that the historic significance of the site be captured in the park development, perhaps via public information boards or naming.

It is recommended that respectful re-use of the Odeon be encouraged in design briefs. It is recognised that conflicting opinions of this building are held but given its SSI status it warrants sensitive re-use and refurbishment, perhaps as a cultural facility, and holds a place as a landmark structure at the end of the Town Park.

The workshop identified a small historic building on L'Avenue Et Dolmen du Pre des Lumieries adjacent to Gas Place which is considered worthy of an improved setting. The current Masterplan identifies a new building directly opposite this and it would be beneficial if views to the building were opened up and its façade were restored. Similarly, it is recommended that the Masterplan gives consideration to reducing the impact on setting to the Buildings of Local Interest along Apsley Road and Chevalier Road, the setting of which may be affected by the development of buildings on Gas Place.

The Masterplan may trigger wider regeneration of private sites in the study area over time which may enhance or detract from the setting of other historic buildings. It is recommended that the design briefs ensure that careful consideration is given to the design of new buildings where the setting of historic structures may be affected. Enhancement of the setting of these buildings should be encouraged. This should recognise that development may be piecemeal but needs to be undertaken within a framework for the protection heritage and townscape character.

Best practice construction environmental management techniques should be proposed through the Masterplan or design briefs to ensure historic buildings are not adversely affected during construction.

3.9 Landscape/Townscape

3.9.1 Summary assessment matrix

SEA Topic: Landscape	
Baseline and key issues	In addition to the historic character described above the study area falls within two urban character areas described by Willie Miller in 2005. These are characterised by being, "*…predominantly residential in the north, with a higher proportion of commercial and retail uses in the south…There are also scattered examples of leisure, civic and light industrial and business uses providing a localised areas of mixed use character. Most open space is private and there is very little public open space apart from the Springfield Stadium. Significant landmarks include St Mark's Church, the gasometer, the Odeon Cinema, the brewery on Ann Street and the Masonic Temple on Stopford Road. Axial, framed views along streets laid out in an orthogonal pattern are common in this area - there are distant views to the west, north and east of the vegetated and partially built up slopes of the escarpment*." Much of the area is Victorian although some modern developments are not in-keeping with this character. There are a number of vacant sites seen as eyesores which undermine townscape qualities and the Gas Place/Talman site is a significant plot awaiting

	redevelopment. The function and appearance of the Minden Street car park sterilises the surrounding area. Streets are generally narrow and street furniture is basic and utilitarian. There are a few mature trees but generally the area lacks green infrastructure.	
SEA Objectives	**Assessment**	
12) To protect and enhance townscape character and quality	++	The Masterplan makes a significant contribution to townscape through the redevelopment of key intervention sites such as the Gas Place/Talman site, Ann Court, Minden Place, Belmont Gardens and public realm along Bath Street/David place. The plan seeks to reduce the presence of large numbers of vehicles throughout the area improving accessibility by foot and townscape quality. The proposals are positive, create much needed green space and focus upon quality and improved legibility. Whilst this focuses upon key, States owned sites only and is not a comprehensive plan, this should help to kickstart private investment in surrounding areas.
Uncertainty	Some uncertainty remains to the extent to which private investment will be triggered.	

3.9.2 Discussion

An urban appraisal was carried out by Willie Miller in 2005 which identified two character areas which the Masterplan study area falls within, the Town Centre Core and Town Centre North. The Masterplan proposes significant townscape improvements to key intervention sites which it is hoped will kickstart wider investment. The proposals are very positive and well designed taking into account public realm, greenspace, underground parking and traffic improvements. They focus on key sites which currently blight the area including the Gas Place/Talman site and the Minden Street car park.

However, there are numerous privately owned sites in the study area which are derelict and eyesores which the Masterplan does not address in detail. In particular the former Le Masurier Warehouse and Bath Street sites and the Gas Holder Site are considerable eyesores amongst others which are listed in the Masterplan, Potential recommendations are made for the use of these sites although it is unclear to what extent the States will be able to control this.

3.9.3 Mitigation and recommendations

There are no significant recommendations although a further increase in green infrastructure to connect the proposed areas of greenspace would be welcomed.

As a result of its primary focus upon States owned sites, the Masterplan is a less powerful tool for holistic changes. Whilst the reasons for this are understood, the States should consider the added townscape and urban character benefits of extending greater control over privately owned sites. As a minimum this would be through design briefs in which specific requirements are included for the style and quality of redevelopments building upon the advice of the Masterplan.

As identified in the heritage section above, development of privately owned sites may be piecemeal and over time so it is important to encourage development to be undertaken within an overall framework for townscape character protection and enhancement.

3.10 Waste and Minerals

3.10.1 Summary assessment matrix

SEA Topic: Waste and minerals		
Baseline and key issues	Jersey produced 470,000 tonnes of waste in 2008, of which 73% was inert waste, mostly construction rubble and soil. Most of this is landfilled at the La Collette reclamation site. The majority of commercial and household refuse (approximately 70%) is sent for incineration and energy is recovered. However, the amount of residual waste being sent to Bellozane for incineration has reduced by about 6% since 2004. Hazardous waste is stored in Jersey and exported to the UK or mainland Europe for disposal in specialist waste management facilities. Recycling of normal commercial and household refuse was 29.8% in 2008. The extent to which recycled materials have been used in construction in the study area is not known but is not expected to be high given the age of many of the buildings.	
SEA Objectives	**Assessment**	
13) To minimise waste, increase re-use and recycling and to promote sustainable resource use	-	The redevelopment of the key intervention sites and in particular the demolition of Minden Street car park and the remediation of the Gas Place site will result in significant waste arisings including hazardous waste which will need to be transported to the UK or mainland Europe for disposal. Waste minimisation and re-use of recycled construction materials is covered only briefly in the design guidance in the Masterplan and Jersey do not have a standard for use of recycled materials in new developments.
Uncertainty	No significant uncertainty.	

3.10.2 Discussion

The Masterplan proposals work against the achievement of the SEA objective as the demolition and remediation works will create significant waste arisings including hazardous waste. The Masterplan could be far more specific about encouraging recycled materials such as aggregates in the construction of new developments.

The Masterplan does encourage an efficient use of land, making use of entirely previously developed land and encouraging underground parking facilities.

3.10.3 Mitigation and recommendations

The performance of the Masterplan could be improved by making recommendations to clean as much of the contaminated material from the Gas Place/Talman site as possible to enable disposal at La Collette and to minimise the need to export hazardous waste out of the island. The remediation strategy to-date does recognise the role of bioremediation in achieving this and it is recommended that such measures are reinforced in the Masterplan and/or design briefs.

Furthermore, it is recommended that the Masterplan and ensuing design briefs more strongly and explicitly encourage the use of recycled construction materials to be used in new developments. The difficulties associated with doing this are recognised in section 3.7 above but it is still recommended that Jersey develops a bespoke sustainable construction tool or policy which incorporates requirements for the use of recycled materials in construction which is tailored to the Island's special circumstances.

3.11 Transportation

3.11.1 Summary assessment matrix

SEA Topic: Transportation		
Baseline and key issues	The road network is currently very congested and roads and pavements are very narrow which make walking and cycling difficult and sometimes dangerous. The scale of the north of town would otherwise make it easy to traverse on foot. There are a number of cycle routes but in some cases these share congested road space with buses and cars (e.g. route down Oxford Road and Gas Place). There are numerous bus routes but these are often oversubscribed. The use of private cars is very popular in St. Helier which results in significant peak hour congestion, notably along the ring road, incoming arterial routes and Bath Street, David Place, Burrard Street and Minden Place. Key sources of traffic are from commuters, shoppers, deliveries, residents, schools and taxis. A study by Hopkins identified around 3,500 long stay parking spaces within the ring road. In addition to this there are short stay spaces. Overall large areas of St. Helier are used as surface car parking.	
SEA Objectives	**Assessment**	
14) To promote the use of more sustainable modes of transport and reduce congestion	+	The creation of new residential units in the north of town is likely to prompt additional car journeys and need for car parking. The proposals would also result in a loss of parking at Gas Place and Minden Street and a reduction in on-street parking. However, the Masterplan provides for new, underground parking at Gas Place and Ann Court. It identifies a number of measures to reduce traffic congestion in the study area although this is likely to increase flows elsewhere. It also places a significant emphasis upon a 15% reduction in traffic in line with STP proposals and as part of a multi-pronged approach to reducing congestion in order to compensate for any indirect increases.
Uncertainty	The 15% reduction in traffic is ambitious given the high proportion of car usage at present. It is not certain how successful this might be.	

3.11.2 Discussion

The Masterplan recognises the fundamental importance of tackling traffic congestion and parking issues. Given the scale of new development proposed, a sustainable solution to this issue is essential and significant attention is given to it in the Masterplan. A multi-pronged approach is taken including the following elements:

- Rationalisation of parking including the removal of Minden Street and Gas Place car parks and on-street parking. New underground car parks at Gas Place and Ann Court and promotion of parking facilities on the ring road from where commuters can walk, cycle or bus into town. This seeks to ensure residents and visitors can park near their homes and shoppers are still close to the shops (Ann Court is only a short walk further away from the markets than Minden Street).
- A tightening of restrictions on Private Non Residential parking.

- The promotion of school bus pick-ups at locations along the ring road to discourage school drop-offs and pick-ups in town. This would also include the encouragement of children to walk the last leg of the journey into school.
- An encouragement of a change in culture and modal shift away from private cars towards a walking and cycling friendly environment.
- By introducing traffic calming and pedestrianisation measures (traffic management at Minden Place and Bath Street, making Bath Street single direction with pedestrian/cycle link from Oxford Road to Belmont Road and closing Halkett Place south of Waterloo Street) the Masterplan aims to discourage cross-town traffic and promote a more pedestrian and cycle friendly environment.
- Tightening of commercial delivery hours to avoid clashes with peak hour traffic.

A preliminary traffic model has been undertaken which demonstrates significant reductions of traffic along Bath Street/David Place and other routes in the study area. However, significant increases are identified on other routes in St. Helier including particularly Val Plaisant, the ring road and St. Saviours. There are also likely to be increases in the future as a result of the anticipated population growth in Jersey.

The measures proposed to encourage a modal shift may help to alleviate this including the proposed 15% reduction in traffic outlined in the Integrated Transport Plan for Jersey: Action Plan 2008-2012 (Draft August 2008). A 15% reduction forms the essence of the short to medium term solution in the STP. If this works then the increases in other areas proposed by the measures in the Masterplan may not be so great although there is insufficient information in the masteprlan to establish clear percentage increases and decreases from the baseline as a result of this. The 15% reduction is made up from the following:

- 50% more adult bus travellers
- 50% more cyclists
- 20% increase in walking to work
- 10% increase in walking to schools
- 40% more motorcyclists
- Increase in car occupancy
- 20% more school bus users

Long term commuter parking is proposed further away from the centre but shoppers parking (Ann Court) remains close to the markets.

A number of new developments and car parks are proposed to the south of the town centre which are outside the scope of the Masterplan but would provide for St. Helier's parking overall.

In the short term traffic approaching from the north will still have to cross town to reach car parks to the south. Without a 15% reduction in traffic this would not improve traffic congestion, as such the Masterplan proposes a new long term strategy to provide car parks on the ring road.

The Masterplan contributes to the achievement of the SEA Objective by seeking to reduce congestion and promote sustainable forms of transport. However, it is considered that there is some uncertainty with the assessment as the success of the measures proposed is not guaranteed.

3.11.3 Mitigation and recommendations

The certainty in the prediction would be increased following the production of a detailed traffic model. This should also incorporate the cumulative effects of other proposals in and around St.Helier including the Esplanade Quarter.

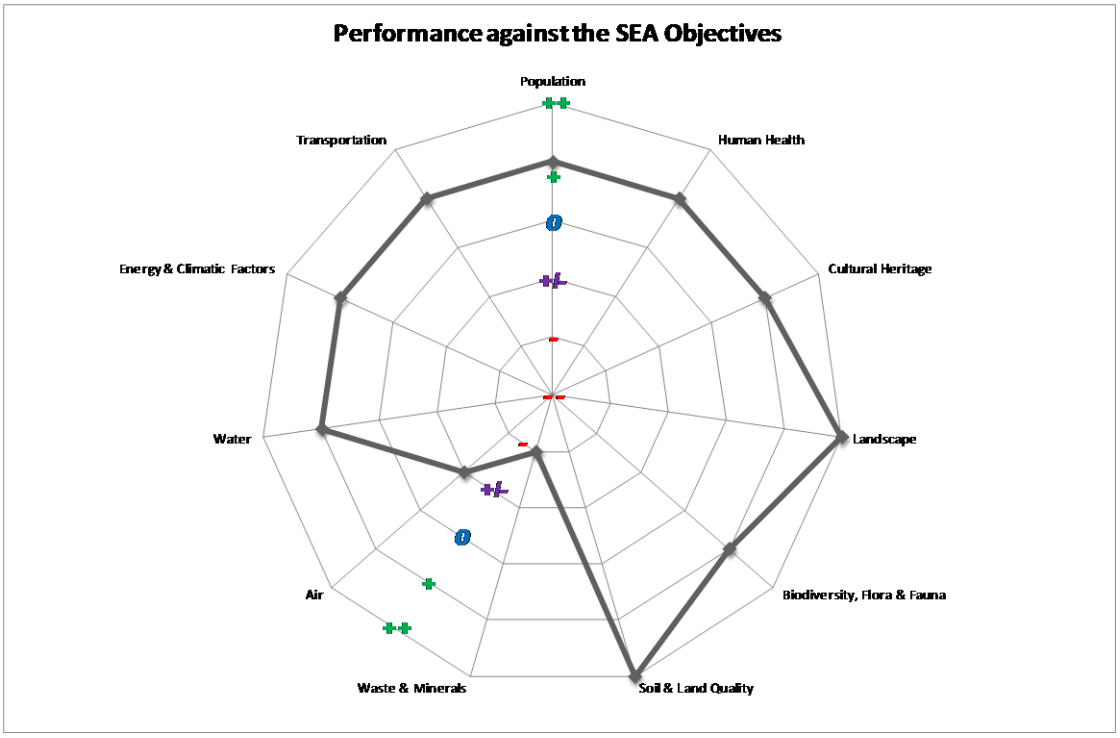
It is also proposed that the situation is monitored following implementation of the Masterplan and an alternative, stricter suite of measures be developed. These would be implemented if the Masterplan proposals combined with the STP strategy do not result in the required reduction in congestion levels.

4 CONCLUSIONS AND MONITORING

4.1 Conclusions

The Masterplan contains a number of positive proposals which cumulatively seek to achieve the majority of the SEA Objectives and therefore it performs well in the assessment. A summary diagram of the findings of the assessment is presented in Figure 4-1 below.

Figure 4-1 Summary of Assessment of Masterplan



It should, however, be noted that whilst the Masterplan includes a number of positive proposals which have been accounted for in the assessment scores above, the success of the Masterplan relies upon how it will be implemented in reality. As such there remains some considerable uncertainty in the assessment and the potential for opportunities to be lost through piecemeal development over time. The following key areas of uncertainty have been identified:

- From discussion at the workshop, it is uncertain whether the programme of development and delivery will enable a coordinated approach to biodiversity enhancements and connectivity. Piecemeal implementation has the potential to result in such opportunities not being realised.
- There is uncertainty regarding the amount of affordable housing which will be provided.
- There is also uncertainty about the extent to which community cohesion will be improved.
- There is uncertainty regarding the extent and timescales over which the Masterplan will kickstart private regeneration initiatives.
- The current and proposed levels of grey water recycling in the study area are not certain.
- The extent to which traffic volumes will successfully be decreased in the study area is dependent upon a number of issues. There is some uncertainty about whether the 15% reduction in vehicle movements will occur and the extent of a cultural change resulting in a modal shift.

- Similarly the extent of possible increases elsewhere and the possible effects upon air quality have not been quantified.
- Similarly there is no certainty that high standards of energy efficient design will be incorporated.
- The extent of archaeological potential is not conclusively known.

Some of these are technical issues such as the extent of archaeology and the disposal of contaminated materials which can be readily addressed at the detailed design stage. The States will need to give consideration to those areas of uncertainty relating to traffic, programme and the extent to which sustainable building design is taken up and the measures that can be proposed to ensure that such opportunities are not lost. This may be through design briefs and/or through requirements for EIAs.

This report has identified a number of recommendations to either mitigate any adverse effects identified or to encourage enhancements to be carried through. The key themes of the recommendations are summarised in Table 4-1.

Table 4-1 Themes of key recommendations

Topic	Summary recommendation
Biodiversity, flora and fauna Landscape/town scape Human health	Ensuring that the proposals for greenspace connectivity are maintained if the Masterplan is implemented over a long period of time and in phases. Ideally this could form part of a wider strategy for developing green infrastructure linkages across St. Helier.
Population	Although the financial implications are understood, it is strongly encouraged that sufficient affordable housing be included in the mix to assist in meeting identified housing needs.
Air quality Transportation	It is recommended that strategic air quality assessments are undertaken using the traffic forecast model, focussing upon areas experiencing significant increases in traffic. The traffic model should be developed in more detail and the progress of the Masterplan be monitored in terms of traffic generation over time. Alterative plans should be developed to address traffic congestion if these proposals are unsuccessful.
All topics	The importance of the Masterplan in triggering private sector investment in this area should be made explicit and carried through to design briefs through development of the role of public private partnerships and links to community development initiatives.
Energy and climate change Water Waste and minerals Biodiversity, flora and fauna	The uptake of sustainable design standards for new developments is recommended, for example water minimisation, energy efficiency, feasibility of SuDS, use of recycled construction materials etc. The barriers to this in Jersey are recognised and some moderation of the standards that are commonplace in the UK may be needed. Ideally a Jersey-wide standard would be developed to take into account the island's special circumstances.
Cultural heritage	It is recommended that any site works at the Gas Place site are accompanied by an appropriate archaeological investigation or watching brief and that the historic significance of the site be captured in the park development, perhaps via public information boards or considerate naming. Respectful re-use of other historic buildings and careful consideration of their setting is strongly recommended for both the Masterplan proposals and other private developments which may be triggered as a

	result of the Masterplan.
All topics	Best practice construction and demolition environmental management practices should be promoted for all new developments.

The Masterplan is strongly focussed upon States owned key intervention sites which in turn has been borne out of the original town park proposals and a defined brief. Whilst it is possible and indeed likely that this will help to trigger wider regeneration proposals on privately owned sites, the Masterplan has not been able to tackle all issues in the north of town. In particular it has not been able to specifically address certain social deprivation issues in the study area such as the number of HMOs, some poor quality residential accommodation, the abundance of lower skilled jobs, incidence of drug usage and the transient nature of parts of the community. It is possible that the proposals may trigger wider investment, regeneration and a general improvement of aspirations in the area although the provisions could be further strengthened by signposting the linkages between other strategies and initiatives and showing how the Masterplan could dovetail into them. In particular the role of public private partnerships could be developed whether this is in the Masterplan or the ensuing design briefs. This would add greater weight to the section of the Masterplan which seeks to identify other development sites which are not under States ownership. The extent to which this issue is addressed will depend upon how far the States wish to pursue this issue through this medium but at present the focus of the Masterplan around key sites does not strictly allow for all such issues to be fully addressed.

The long term sustainability of the Masterplan appears to be linked to how its vision and proposals can be maintained over what might be a long implementation period and how well its positive messages and impetus can be carried through to other sites and initiatives under the umbrella of a framework for the regeneration of the whole area.

It is important that its continued development and implementation is developed in the context of the wider Jersey agenda being linked into other States initiatives including, principally the STP and other social, housing and economic strategies together with the development of new, bespoke standards such as sustainable design standards.

4.2 Monitoring

Monitoring of the significant effects of implementing the plan is a requirement of the SEA Directive. It is recommended that, in order to encourage the principles of the Masterplan to be implemented over time, that the States undertake monitoring of its success. It is recommended that a monitoring framework be developed which addresses the following key themes:

- Traffic growth / reduction measures
- Increase in walking and cycling
- Success of parking provision
- Air quality
- Protection and enhancement of heritage assets
- Benefits to townscape character
- Implementation of sustainable building and construction standards including SuDS
- Creation of green infrastructure and connectivity
- Affordable housing provision and meeting of housing needs
- Vibrancy and cohesion of the local community

- Extent to which private sites are brought forward within the principles of the Masterplan
- Contamination remediation and pollution
- Waste production and recycling rates in construction