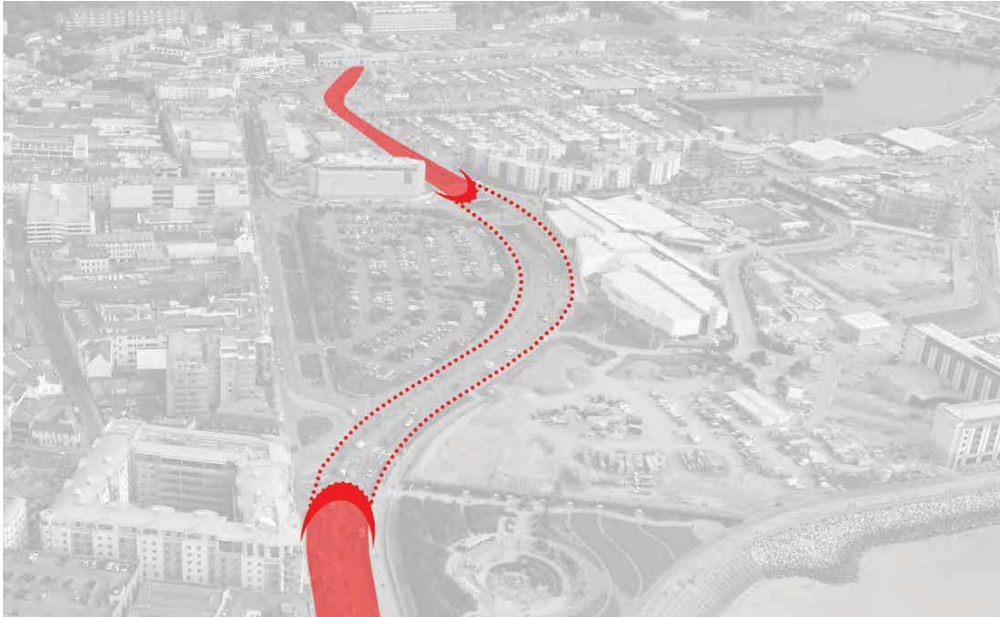
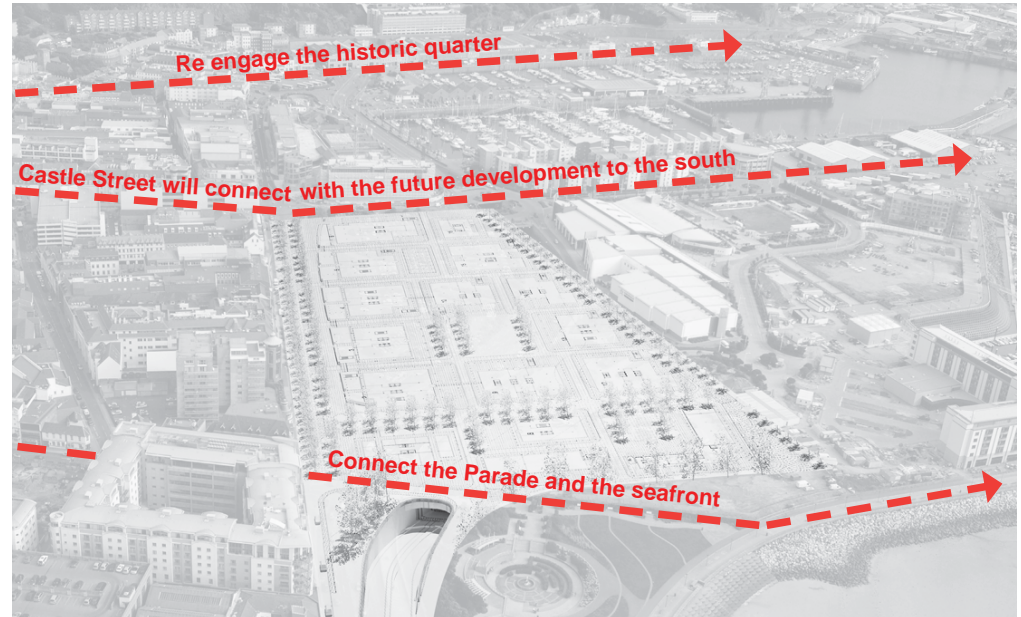


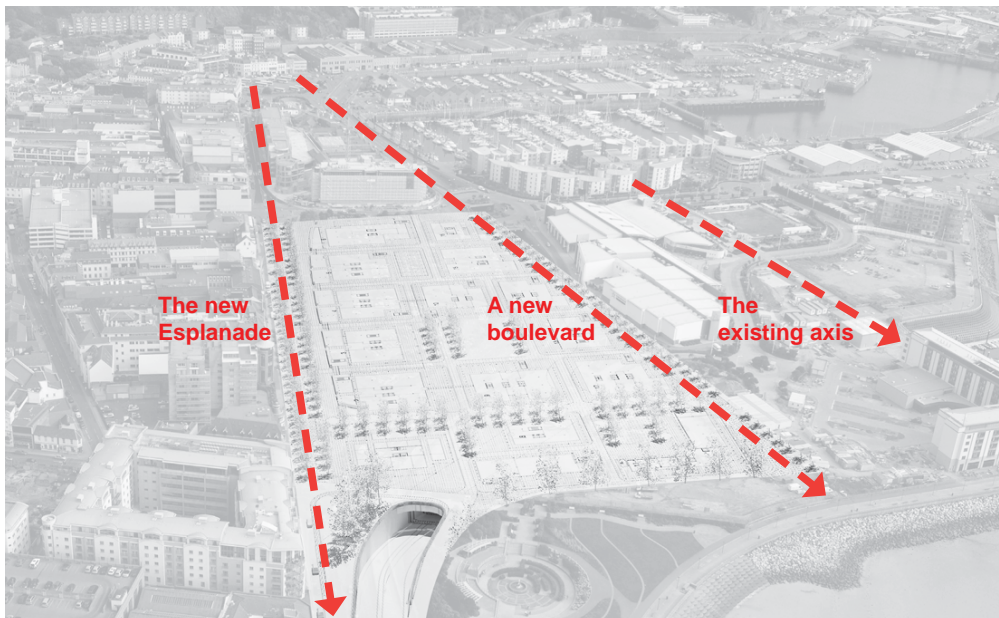
## If we can lower the road the town will seamlessly integrate with the waterfront ...



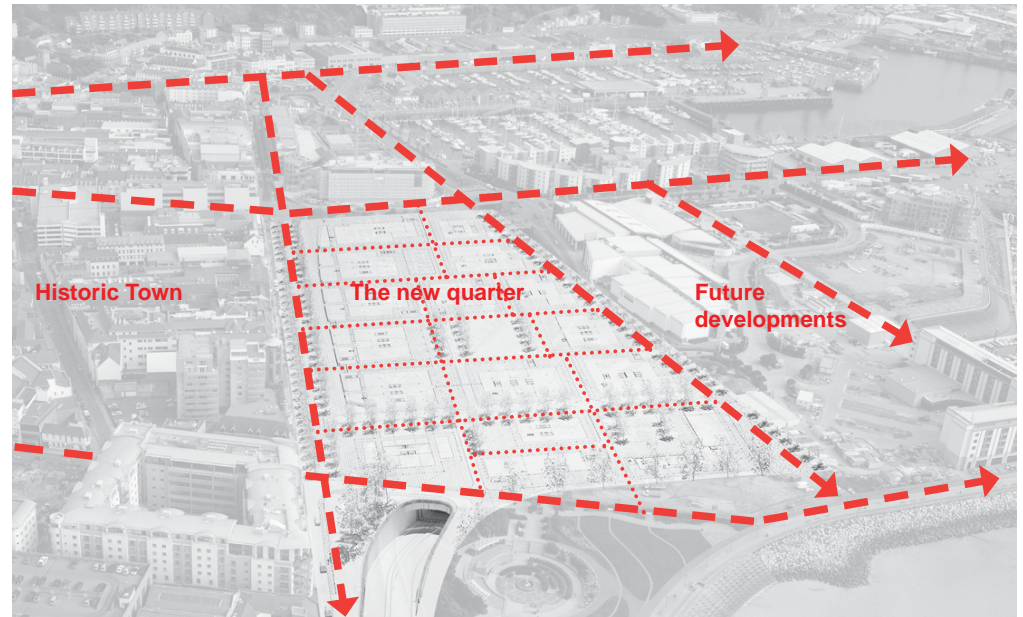
Step 1: Lower the road



Step 2: Extend the primary north / south routes



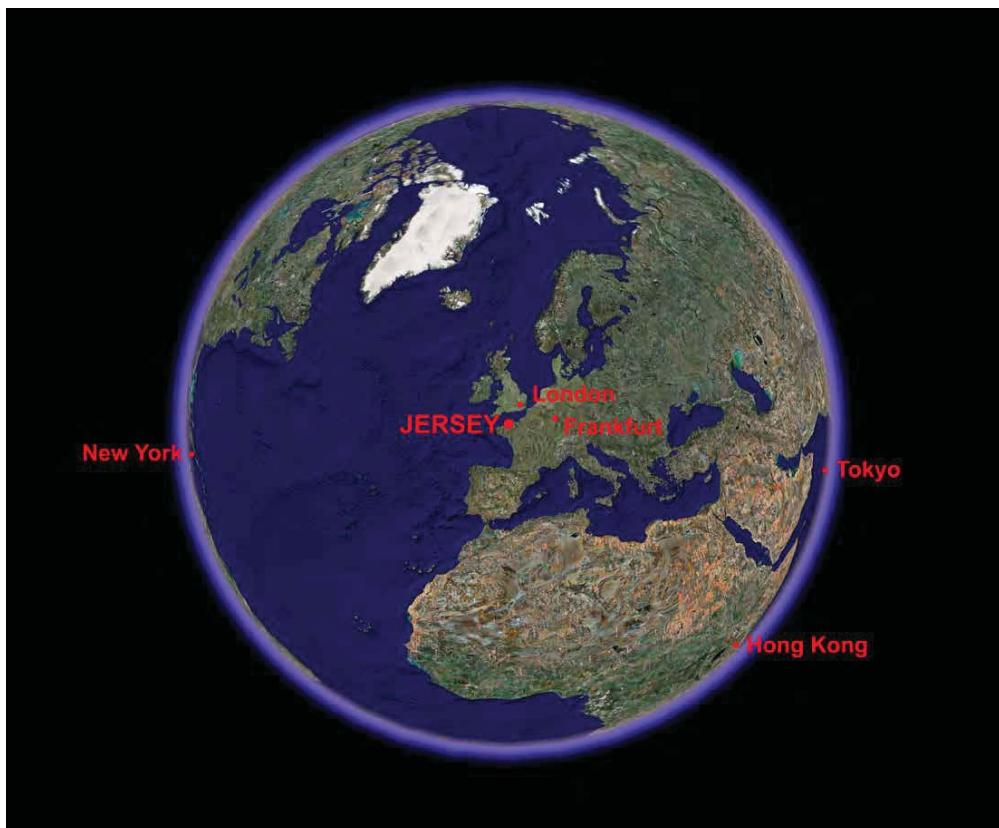
Step 3: Extend and create new east / west connections



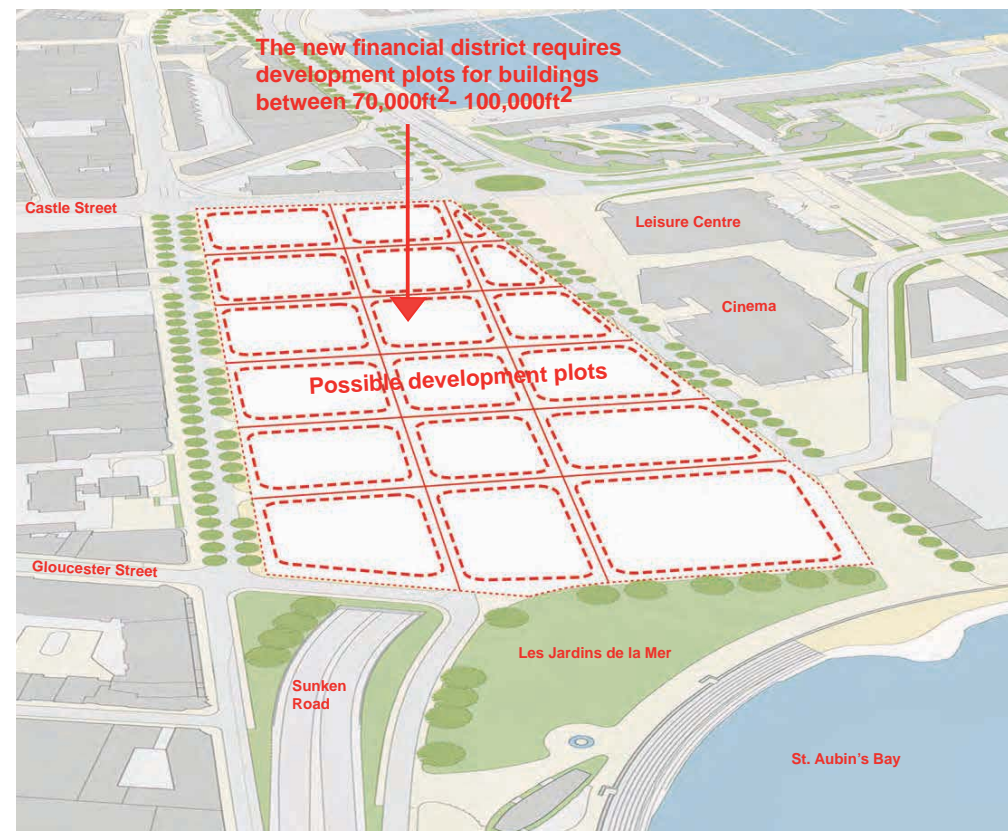
Step 4: Create an integrated and well connected waterfront



## Having created the site, how should we develop this new quarter for St Helier ?



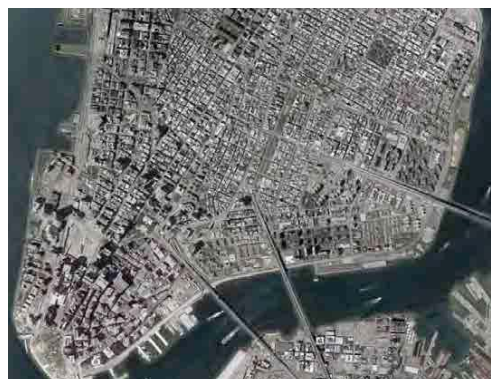
We should be building a state of the art financial district to firmly establish Jersey's position as a global financial centre.



The site must accommodate approximately 620,000 square feet of office accommodation, retail, leisure and residential together with parking for 1420 cars.



Edinburgh.



New York.



London.



Barcelona.

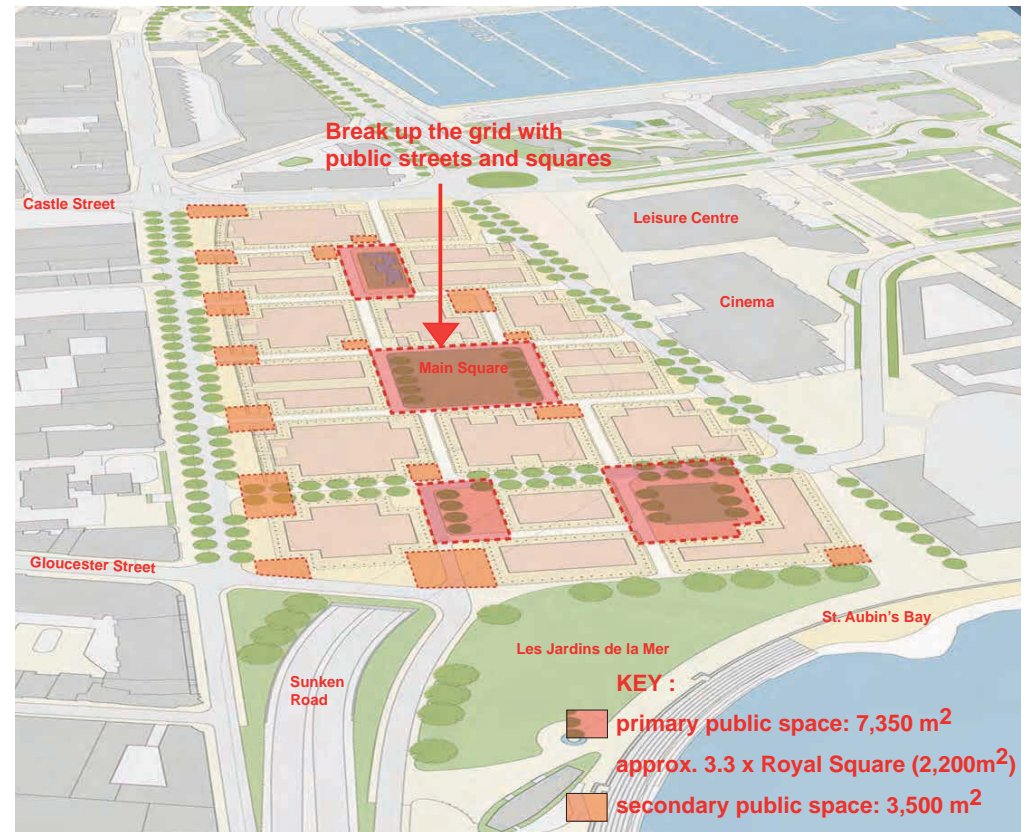
A grid approach to urban design is a well established precedent.



However, in many ways the spaces between the buildings are as important as the buildings themselves ...



St Helier has some world class public spaces.



The public realm within the new quarter will need to hold its own in terms of quantity, quality and presence.



Finsbury Square, Broadgate, London. (equivalent size to the proposed main square)



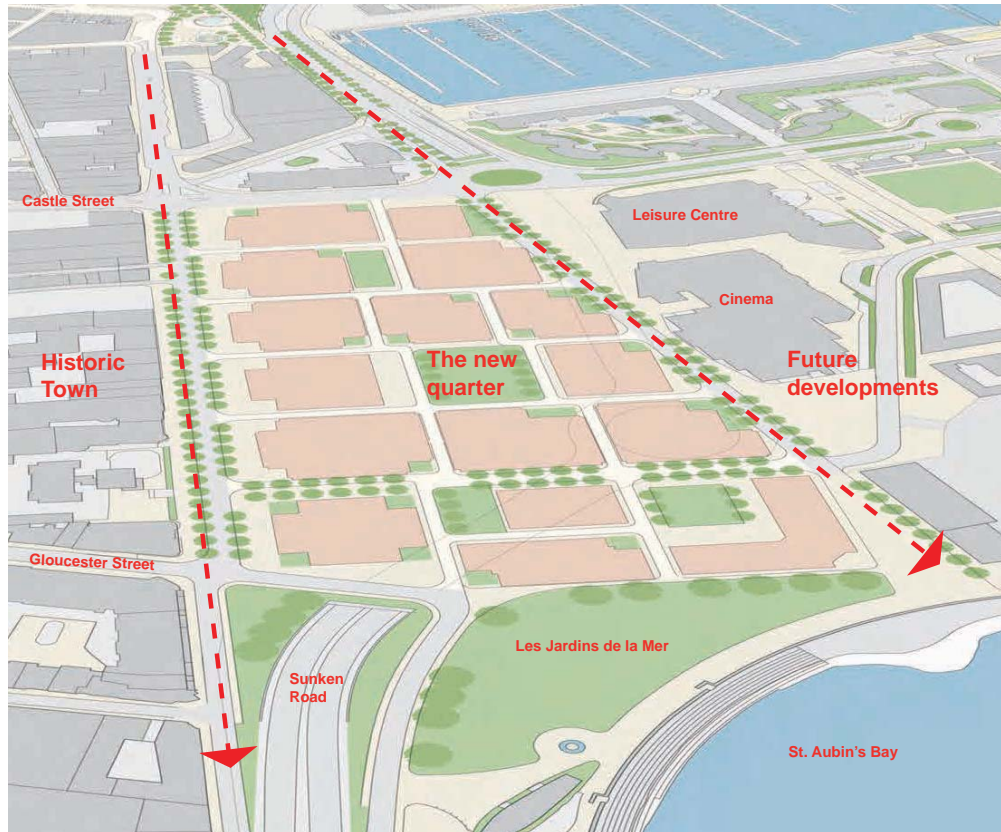
Brindley Place, Birmingham. (equivalent width to the proposed main square)



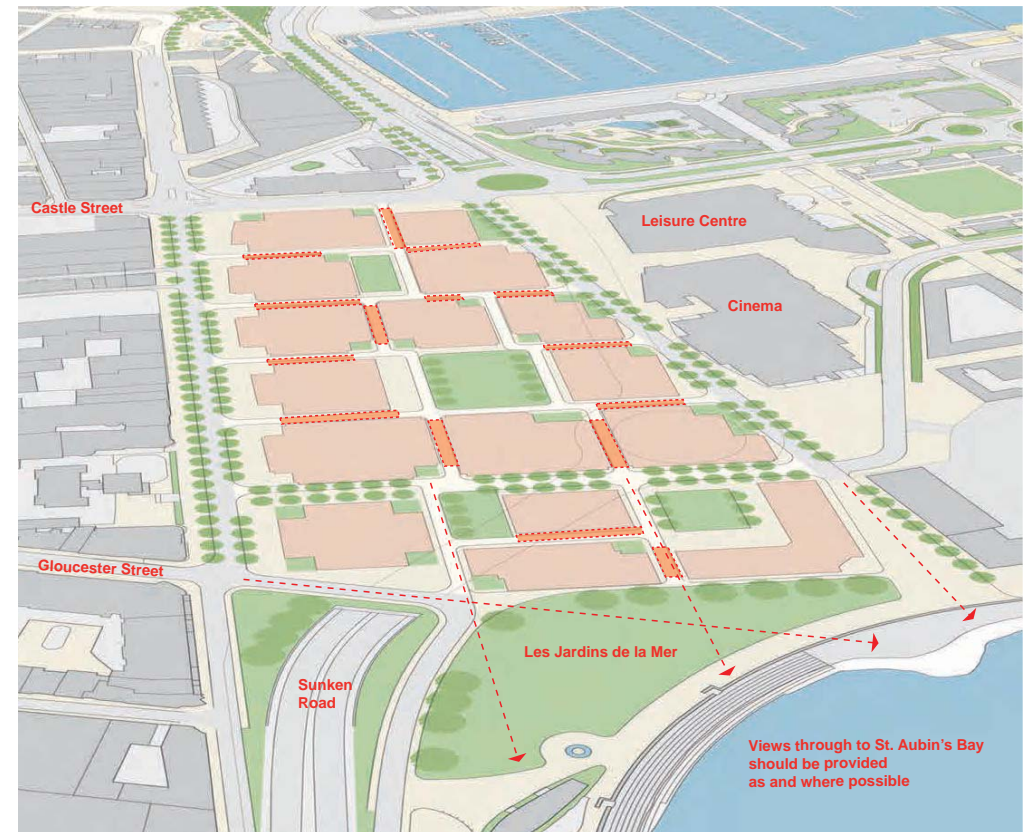
Plan of Royal Square with the new main square superimposed.



## Boulevards and streets connect the public spaces



Tree lined boulevards will neatly separate the distinct areas of the town.



All streets have been designed to be short and interconnect public places.



Boulevards as streets and as public places ...



Malta, streets with sea views at the end.





**We must not forget the sea frontage because this is an important elevation for the town ...**



Stockholm - a good northern European precedent



St Helier's new waterfront

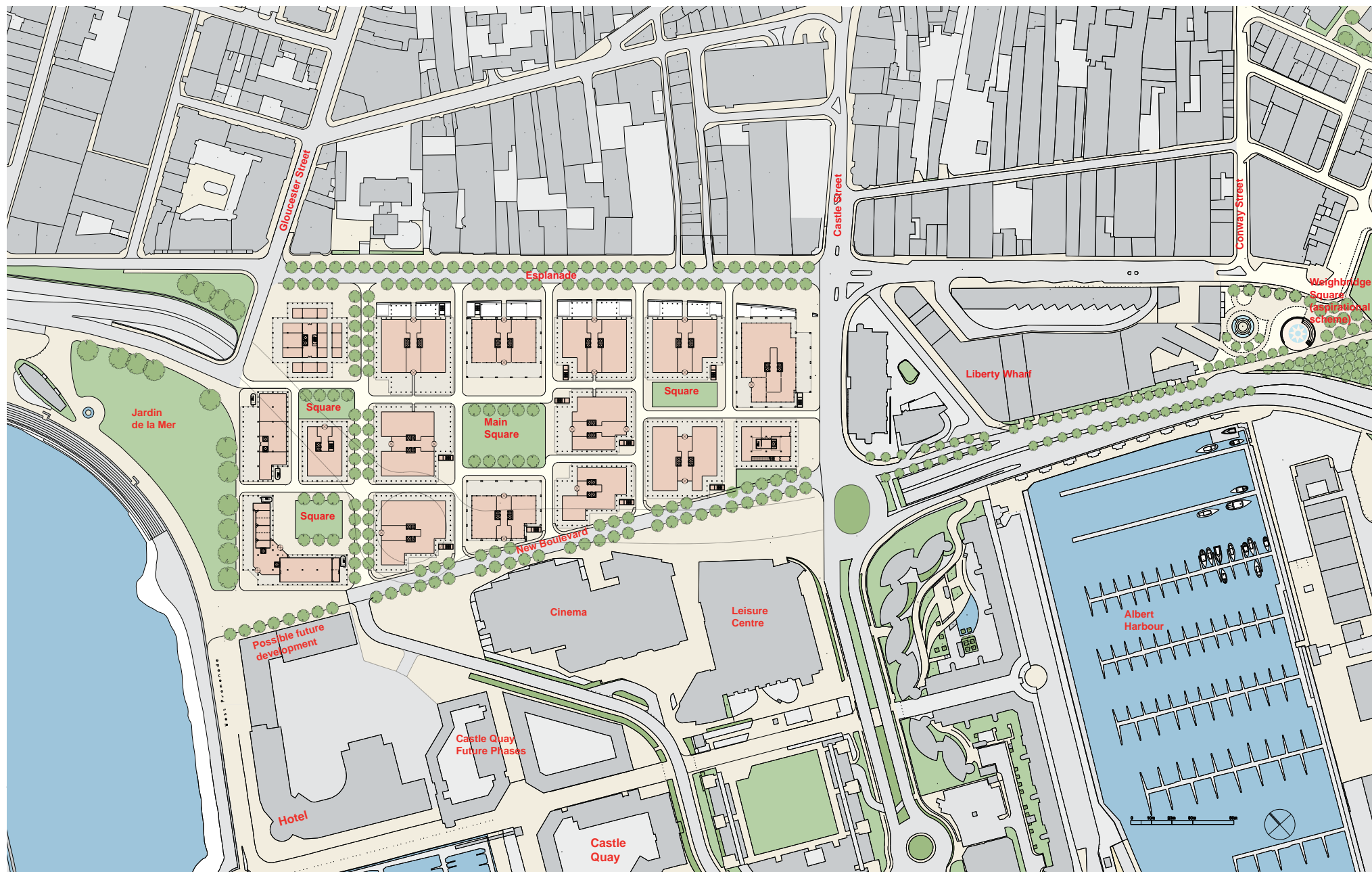


Currently St Helier's development within the waterfront is disparate and lacks unity



Saint Malo - a good local precedent

## All the elements of the public realm come together to create the masterplan



The Esplanade Quarter masterplan for the new financial district



## The proposed ground floor plan

The draft masterplan (2007)



The Esplanade Quarter masterplan

## The proposed typical upper floor plan





# The masterplan for the Esplanade Quarter

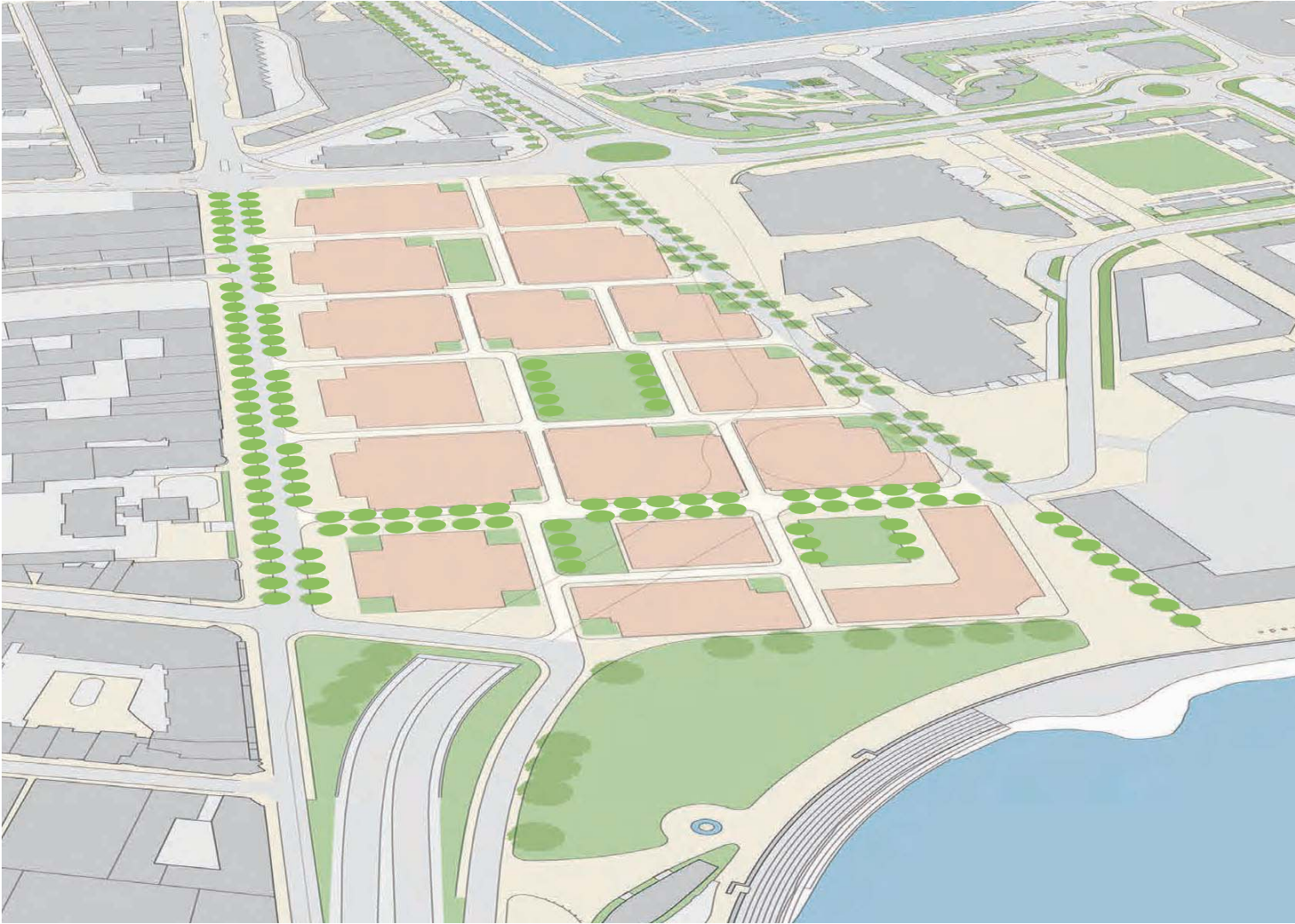
The draft masterplan (2007)

Indicative amounts of floor space have been proposed as part of the masterplan. The uses and areas are subject to further testing against the impact of traffic and transport; the socio-economic impact and the impact on the vitality of the existing town.

The floor area designated for retail use is broadly in line with the States retail strategy, and the proposal is that retail use will be restricted to small scale bars, restaurants and shops. An assessment will be required to demonstrate the likely impact on existing retail businesses in the town centre.

Proposed schedule of (net internal) areas and uses:

Class	Use	Total area (ft²)
1	Offices	620,706
	Car parking spaces	585
2	Retail comparison	24,475
2	Restaurants	53,030
2	Retail convenience	30,000
3	Residential units	316
	Area	237,373
	Car parking spaces	220
4	Leisure self catering	76,800
	Car parking spaces	65
4	Leisure boutique hotel	53,760
		30
	Public car park	520
	Total car park	1,420
	<b>Total (excluding car park)</b>	<b>1,096,144</b>
	<b>Total (including car park)</b>	<b>1,610,000</b>





## The massing of the scheme must not dominate the historic town

