


CHARACTER TYPE B: COASTAL PLAIN

LOCATION	CHARACTER AREAS
	<ul style="list-style-type: none">• B1. Grouville• B2. St. Clement St. Saviour• B3. South Coast - Urban• B4. Quennevais Dunes• BS. St. Ouen's Bay

NATURAL INFLUENCES

The coastal plain character type comprises the flat apron of land which fringes the coastline in the south-east, south and west of the Island. The underlying geology is very variable including both igneous rock and Jersey Shales. It is uniformly overlain by thick drift deposits of loess, blown sand, alluvium and peats. The alluvium and peats characterise the areas where the interior valleys wash out onto the plain, while the blown sand, generally lies adjacent to the coastal edge. The area contains some of the most important habitats on the Island including freshwater marsh and salt marsh and sand dunes. The sand dunes are recognised as being of outstanding International importance, while the wetlands are of Jersey importance.

CULTURAL INFLUENCES

The coastal plains have been used and modified by man from Neolithic times although the threat of sand blow and flooding has meant that they have always been marginal. The Grouville area for example was heavily used in Neolithic times but was abandoned during the Bronze Age as a result of a sea level rise. The plains have many place names signifying common land or marsh and in Medieval times dunes and salt marsh would have been grazed by stock and cut for hay. Human influence would also have impacted on the plains through the arrival in the Island, with the Normans, of the rabbit. The flat open plain lies open to the sea and has been successfully defended over the centuries with numerous fortifications dating from the seventeenth century to World War II. The landscape of the coastal plain has been transformed in the last two hundred years by the construction of sea walls, to control the extent of sea ingress around the Island. The fixing of the dunes enabled building to commence on them in the nineteenth century. This technological advance coupled with the growth of the tourist industry and improvements in the transport network along the southern and eastern coast has meant a marked increase in development pressure on the coastal plains.

Character Areas: The coastal plain divides into five distinct character areas based on the degree of development and relative intactness.

**B: COASTAL PLAIN
EVALUATION OF ENVIRONMENTAL FEATURES**

ATTRIBUTES AND SERVICES	REASON WHY IMPORTANT	SCALE OF IMPORTANCE	TREND/THREAT	RECREATABLE
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FEATURE: FLAT LAND, LOW COASTAL EDGE

Access to foreshore	Recreation and local economy (tourism)	Island-wide	In the past development along the coast has reduced access to the views of the shore.	No
Geological exposures	Geodiversity – environmental history	Island-wide-International	No change and no immediate threats. In the longer term rising sea levels and coastal erosion is a threat	No

FEATURE: DEEP DRIFT DEPOSITS

Peats – palaeo-environment resource	Archaeology	Island-wide - European	Threatened by drying out due to land drainage, ground water abstraction and development	No
Loess-creating rich deep soils for agriculture	Local economy	Jersey	No change	No

FEATURE: SAND DUNES

Varied habitat supporting a distinctive specialised flora and fauna (dry, calcareous dunes, dune slacks, etc) and habitat for birds	Biodiversity	International	Sand dunes which once were extensive over whole coastal plains are now isolated in 3 main areas. These are very vulnerable. Areas of habitat lost to: <ul style="list-style-type: none"> • Golf courses • Residential development • Sand quarrying Factors leading to reduction in habitat quality include: <ul style="list-style-type: none"> • Agricultural run off and pollution • Drainage • Salt water ingress • Fire and trampling 	No
Landscape feature (important open break along coastal edge)	Local character	Channel Islands	As above, in addition, development along edges, light pollution, etc threaten the natural character of the dunes.	Yes
Buried landscapes (Neolithic & Bronze Age)	Archaeology	UK	No immediate threats, but some recreational erosion and vandalism	No

ATTRIBUTES AND SERVICES	REASON WHY IMPORTANT	SCALE OF IMPORTANCE	TREND/THREAT	RECREATABLE
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FEATURE: WETLAND, FRESHWATER MARSH AND WET MEADOWS

Open water and marshland habitat – supporting distinctive flora and fauna	Biodiversity	Island-wide and some of Channel-Islands importance for birds	Threats include: <ul style="list-style-type: none"> • Drying out from increased water abstraction • Development including changes in water regimes resulting from development at edges • Pollution from agricultural run off The Jersey orchid is now only found at 2 sites on the coastal plain. Numbers of the Agile frog have steadily declined since the 1980's. L'Ouaisné is their last breeding site.	No
Distinctive landscape feature	Local character	Island-wide	As above, becoming increasingly isolated features, surrounded by development	Yes

FEATURE: SALT MARSH

Habitat supporting a distinctive and colourful flora	Biodiversity	Island-wide	Recorded by Frances Le Sueur in 1976 as a new habitat recently created behind the sea wall. These areas are vulnerable to erosion (carparks and recreation pressure) leading to loss of habitat.	Yes
Distinctive landscape feature	Local character	Island-wide	As above	Yes

FEATURE: NEOLITHIC – BRONZE AGE RITUAL AND DOMESTIC SITES

Intact sites (gallery & passage graves, megalithic cists and menhirs)	Archaeology	International	Recreational erosion, damage from agriculture (ploughing) and hedge roots are all cause for concern. Marine erosion threatens sites on the coastal edge	No
Distinctive landscape features on the flat plain	Local character	Island-wide	As above	Yes

FEATURE: ENCLOSED FARMLAND - VARIETY OF FIELD BOUNDARIES (Hedges and walls)

Shelter and protection for farmland	Local economy	Island-wide	Hedgerow and wall loss has increased exposure and potential for soil erosion	Yes, over time
Ecological networks and habitats	biodiversity	Island-wide	Hedgerow loss plus severe management regime (failing) has reduced habitat value	

ATTRIBUTES AND SERVICES	REASON WHY IMPORTANT	SCALE OF IMPORTANCE	TREND/THREAT	RECREATABLE
Record of past enclosure	Cultural history	Island-wide	Amalgamation of small fields has removed a 'layer' of landscape history	Yes
Distinct pattern of small fields (e.g. small scale domestic landscape, contrasting with adjacent seascape)	Local character	Island-wide	The removal of boundaries dilutes local character	Yes

FEATURE: TRADITIONAL PATTERN OF SETTLEMENT IN SHELTER OF ESCARPMENT

Vernacular buildings and settlement style	Cultural history	Island-wide	Twentieth century development out onto the coastal plain and top of the escarpment has diluted the traditional settlement pattern.	No
Important landscape features	Local character	Island-wide	As above	No

FEATURE: EIGHTEENTH AND NINETEENTH CENTURY COASTAL TOWERS AND FORTS

Historic artefacts	Cultural history	Island-wide	12 of the original 18 coastal towers along the coastal plain survive and are protected and managed. 3 towers along St. Ouen's Bay were destroyed by coastal erosion and 2 towers were destroyed in the war.	No
Circular towers – distinctive Jersey design important features on the flat coastal plain	Local character	Island-wide	No change, although inappropriate conversion (e.g. holiday accommodation or commercial use) is a threat.	No

No FEATURE: GERMAN OCCUPATION FORTIFICATIONS

Historic artefact (along St. Ouen's Bay)	Cultural history	Island-wide-European	Intact and preserved by the Occupation Society	No
Distinctive landscape feature	Local character	Island-wide-European	No change, although extensive erosion has occurred around individual structures	Yes

EVALUATION

The flat low-lying coastal plains which back the west, south and south-west coasts of Jersey are a very distinctive feature of the Island and provide access to the coastal edge. Each of the coastal plain character areas is very different in terms of degree of development and their intactness/integrity. All however contain at least one of the Island's most prized sand dune or wetland habitats. The coastal plains are also distinctive for their collection of archaeological and historic features, which date back to

the Neolithic and include defensive structures, forts and towers built over the last 300 years. Following completion of the sea wall extensive development has taken place on the coastal plain. This has had a major influence on their character and the natural landscape and habitats of marsh and dunes are now isolated, fragmented and very vulnerable.

MANAGEMENT GUIDELINES

The priorities for the character type are:

- Confirmation of proposed Geological, Biological and Ancient Monument SSI, plus monitoring and management to maintain quality.
- Protection of remaining open gaps in the undeveloped coastline.
- Protection and management of all areas of sand dune.
- Protection and management of all areas of wetland and establishment of appropriate buffer areas.
- Protection and management of the field boundary network.

LEVELS OF PROTECTION AND CAPACITY TO ACCEPT CHANGE

On the coastal plain the level of protection and capacity to accept further change varies greatly between the individual character areas. The intact, comparatively undeveloped coastal plain of St. Ouens, for example deserves the highest level of protection, while more developed areas may have some further capacity. A more detailed study of existing development edges will be required to determine precise capacity and generate design guidelines. For all areas of coastal plain the prime habitats (sand dune and wetland) must be protected from the effects of further development and important 'open gaps' in the coastline retained.

CHARACTER TYPE B: COASTAL PLAIN



The Jersey Round Tower at L'Ouaisné. Coastal defences and fortifications are a characteristic feature of the coastal plain.



Fragments of the historic wet meadow and marshland landscapes which would have once covered much of the coastal plain area support diverse wetland communities.

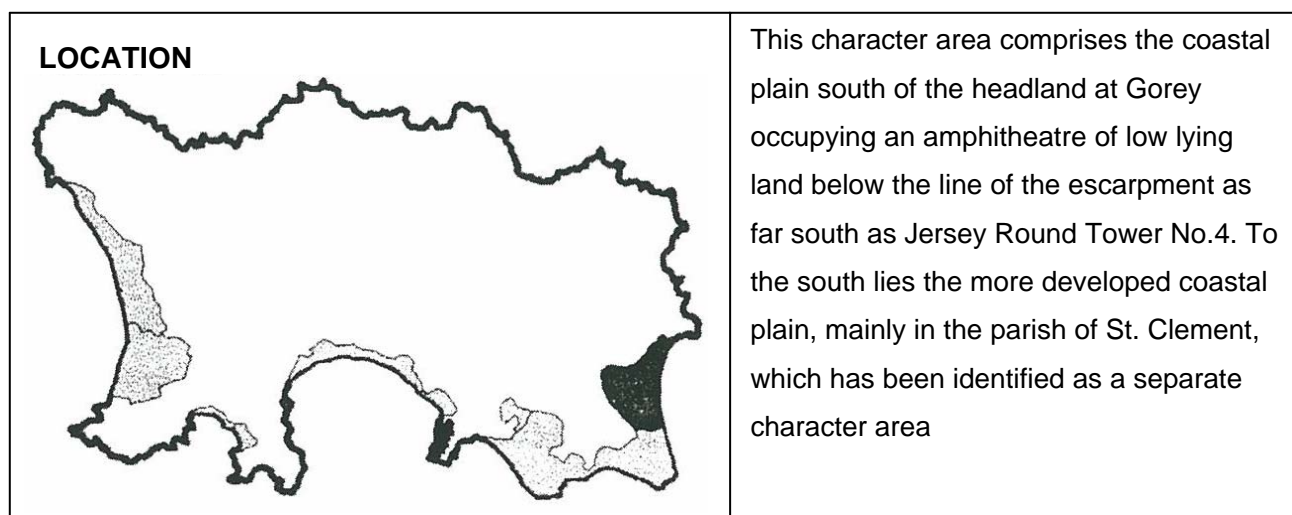


The dramatic sweep of the St. Ouen's Bay coastal plain lies open to the Atlantic creating an open, windswept landscape with long views of the sea and the sky. The Quennevais dune system is Jersey's prime wildlife site and also contains a wealth of archaeological interest.



The dramatic sweep of the St. Ouen's Bay coastal plain lies open to the Atlantic creating an open, windswept landscape with long views of the sea and the sky.

CHARACTER AREA B1: GROUVILLE COASTAL PLAIN



NATURAL INFLUENCES

Geology and Soils: The solid geology is composed by granites of the south-east igneous complex, although the influence of these rocks is obscured by recent deep drift deposits of loess, head, alluvium and blown sand, while deposits of peat underlie the Grouville Marsh area. The thick drift deposits create fertile, well drained soils. There are no sites of geological conservation interest within the character area.

Landform: The low-lying flat east facing coastal plain spreads out in front of the distinctive smooth arc of the escarpment and backs the sweeping Bay of Grouville. The only significant variation in topography being created by the rougher areas of blown sand forming the dune system adjacent to the bay.

Nature Conservation: Small, fragmented remnant habitats which formed part of the original coastal plain landscape remain, including sand dunes against the sea edge and fresh water marsh inland. These are now of prime importance in terms of biodiversity. Grouville Marsh is a complex mix of wet meadows, dense willow scrub and reed beds and has been identified as a proposed Biological SSI. It supports a diverse wetland flora, including several species of orchid and important bird populations including Cetti's warbler, reed warbler and provides a refuge for passage migrants and winter visitors. Along the coastal edge, the area of dunes held by La Commune de Gouray have become stabilised and are now covered by low dune grassland and gorse. The area is occupied by the Royal Jersey Golf Club and the areas of rough, combined with short grass, and stands of gorse and scrub now provide one of the best remaining habitats in the Island for Cirl buntings and is their only regular breeding site in the east of the Island. The dunes have particular landscape significance in providing an important open break in the coastline which is otherwise continuously developed all the way around to west as far as St. Aubin.

CULTURAL INFLUENCES

Archaeology and Past Land Use: The coastal plain around Grouville was well utilised by Neolithic settlers and it has been suggested that one of the two main focal points for Neolithic culture was on the high land of the escarpment at Mont Orgueil, overlooking this area. The plain was abandoned during

the Bronze Age as sand blow and waterlogged soils created unfavourable conditions for farming. No sites remain from the prehistoric period and no Ancient Monument SSI have been identified in this area. However, the peats underlying Grouville Marsh represent an important palaeo-environmental resource and have yielded information about the past landscapes of this area.

This area was historically marginal for agriculture with its matrix of dunes, wetland and marsh, although elements of the Medieval feudal system of farming can be traced in place names for example the Manor of les Pres and La Commune de Gouray. At this time, the land would have been communally grazed, while the sand dunes were utilised as part of the King's rabbit warren at Gorey. The drier areas excluding the sand dunes and marsh were enclosed, during the seventeenth century for orchard planting. Widespread drainage and the construction of coastal walls in the last 200 years has increased the agricultural value of the land in this area and enabled a greater range of farm enterprises to be implemented.

The coastline is distinguished by its Georgian fortifications which date to the late 1700s when Britain was at war with France. In the centre of the bay on Grouville Common is Fort Henry with its distinctive square tower, while just to the north is Fort William. Another landmark in the area is Jersey Round Tower Number 5, near Fauvic which forms one of a group of eighteenth century coastal towers, on the south-east coastline.

Settlement and Building Character: The two main historic settlement cores at Gorey village and Grouville developed just below the scarp which offered a degree of shelter and protection from flooding, and the nucleated settlements around the parish churches tucked just below the scarp remain a distinctive feature of the area. The Richmond Map of 1795 shows virtually no building on the coastal plain, however over the last 200 years, with the ability to control flooding, settlement has crept out onto the plain and along the coastal road as well as the road along the base of the scarp. Considerable post-war development has occurred in the hinterland of the southern part of the bay. Along the coastline only a small break composed of Grouville Marsh and Jersey Royal Golf Club now separates Gorey from coastal development which stretches right back to St. Helier.

The character of Gorey village is probably unique in Jersey and contributes to the character of the wider area. The long continuity of settlement based around successive strongholds at Mont Orgueil has given the village a degree of nucleation which is rare in the Island. The village still retains the feel of a compact fishing village despite the ribbon development to the south-west which has occurred in the last two hundred years. Many of the cottages date from the village's expansion in association with the oyster industry during the nineteenth century. The large number of similar cottages built at this time imparts a degree of unity to the village rare in Jersey. The open 'common' land lying in close proximity to the village is also a unique feature in the Island.

Current Use and Management: The area is well used for recreation with Gorey's striking castle and historic village making it a "honey pot" site within easy distance of St. Helier. The dune area behind the sea is now occupied by the Royal Jersey Golf Club although this use has partially served to fossilise the 'historic landscape' of sand dunes and prevented encroachment by development which has occurred to the south. Generally, this is a productive agricultural landscape characterised by mixed farming with

grazing on the wetter pastures at the base of the scarp where drainage is impeded, arable production on the light sandy loams as well as market gardening and horticultural production. Field boundaries which enclose small - medium sized fields are largely comprised of thin hawthorn/hazel hedgerows on low banks. Some mature oaks occur in boundaries around the pastures land and a further boundary element is provided by the coniferous shelterbelts around market gardening areas.

ESSENTIAL CHARACTER

- an amphitheatre of low lying flat land spreading out below an arc in the coastal escarpment and backing the sweeping curve of the Royal Bay of Grouville. Overlooked by the impressive Mont Orgueil on the headland to the north;
- remnant coastal plain landscapes of wetland (Grouville Marsh) and sand dune (Gorey Common) are important habitats as well as creating complexity and diversity in local character. The sand dunes are particularly important in providing an open break in development along the coastline;
- coastal fortifications and historic artefacts, including two eighteenth century forts and a Jersey Round Tower;
- reasonably intact agricultural landscape with small - medium sized fields. Arable and market gardening are predominant with some pasture on the wetter land at the base of the escarpment;
- field boundaries are mainly hedgerows dominated by hawthorn/hazel on low banks, with granite walls confined to the roadsides. Many hedgerows are thin and gappy;
- nucleated settlements at Gorey village and Grouville grouped around parish churches tucked beneath the escarpment, plus an attractive harbourside below Mont Orgueil;
- retains an attractive intact rural character and identity distinct from the encroaching suburbanisation and seaside development that characterises the coastal plain of St. Clement.

SUMMARY OF ENVIRONMENTAL FEATURES

CHARACTER TYPE	CHARACTER AREA
B: Coastal Plain	BI: Grouville Coastal Plain
Flat landform, low coastal edge	One of the few areas on the south and east coast where development does not 'hug' the coastline.
Deep, drift deposits	Overlain by extensive deposits of blown sand, alluvium, loess and head, plus peat at Grouville Marsh which is an important palaeo-environmental resource.

Sand dunes

The dunes at La Commune de Gorey are a remnant of the historic landscape of this area and provide an important open break in the coastline. They are also valuable in terms of biodiversity, particularly for birds (Channel Islands importance).

Wetland, freshwater marsh and wet meadows

A remnant area of the once more extensive coastal wetland remains at Grouville Marsh, a prime biological conservation site of Channel Islands importance for birds.

Salt marsh

A thin band of salt marsh has developed behind the sea wall, alongside the golf course and harbours, an attractive and colourful flora.

Neolithic and Bronze Age Sites

Neolithic and Bronze Age people are known to have utilised the area, although no evidence in the form of Ancient Monument sites remains.

Enclosed farmland, variety of boundaries

The Grouville area is particularly characterised by hedgerows, dominated by hawthorn/hazel on low banks, with granite walls confined to the roadsides. Many hedges are in a poor condition, thin and gappy. Further variation is provided by coniferous shelterbelts.

Traditional pattern of settlement in the shelter of the escarpment

The nucleated villages are distinctive. The attractive, compact fishing village, at Gorey is unique in Jersey.

Eighteenth and nineteenth century coastal towers and fortifications

Two Georgian Forts plus Jersey Round Tower No.5.

German Occupation Fortifications

On this east facing coast these are limited to minor additions to the existing Georgian Forts.

EVALUATION

Integrity of Character: The Grouville Coastal Plain retains features of the 'historic' coastal plain landscapes, namely sand dunes and freshwater marsh which were formerly much more extensive but have largely been lost from the coastal plains along the south coast. In addition the area contains a collection of other features which are locally important and together combine to create the local

character and distinct identity of the area. These include the eighteenth century fortifications along the coastline, the reasonably intact hedgerow network, patchwork of small fields and the attractive settlements. Of particular importance in terms of local character is the strategic open break in development along the coastline, created by the dunes which are one of the few open areas between St. Aubin's to Gorey. Generally, this area retains an intact rural feel and has the appearance of a productive agricultural landscape with identity distinct from the encroaching suburbanisation and seaside development that characterises the coastal plain of St. Clement and St. Saviour. Overall, it has a strong positive character, although with some evidence of degradation.

Key Environmental Capital

- Grouville Marsh has been identified as a proposed Biological SSI and is a site of Channel Island importance for Birds. The complex of wetland habitats is extremely important in the context of the Island as has been identified as a priority habitat and supports a number of rare and endangered species.
- The peats underlying Grouville Marsh are an important palaeo- environmental resource and have the potential to reveal much information about past landscapes and coastal change in this part of the Island.
- The golf course on the sand dunes of Gorey Common provides is the only regular breeding site in the east of the Island for Cirl Bunting. The site is identified as being of Channel Island Importance for birds.

Threats to Local Character

- Further loss of boundaries will be a major force for change within this area and result in a much bleaker, open landscape.
- Grouville Marsh has diminished both in extent and quality in recent years as a result of lowering of water levels (due to abstraction and encroachment of development), agricultural improvement, pollution from agricultural run off and lack of appropriate management. It remains threatened by development.
- Intensification of golf course maintenance regimes will result in the loss of the important grassland habitat.

MANAGEMENT PRIORITIES

This section should be read in conjunction with the general management guidelines identified for the Character Type: Coastal Plain.

- **Confirm SSI designation at Grouville Marsh** and include appropriate buffer zone to protect this important site. Instigate appropriate management, involving vegetation management through low intensity grazing and maintenance of water levels. Ensure changes beyond the boundaries of the site (agricultural improvement, drainage, development, etc) will not have an adverse impact on the site. In this respect, monitoring of habitat quality will be essential.

- **Restoration of wetland habitat including wet grassland** is a long term option for the pasture areas which occur along the foot of the escarpment, where the valleys wash out onto the plain (between Gorey village and Queen's Valley). This would require a more detailed feasibility study. These areas should continue in the farming system and be managed under low intensity grazing.
- **Retain present golf course management regimes** which are sympathetic to birds. The club should be advised against upgrading to a more manicured appearance.
- **Hedgerow planting and management** is a priority. This should include gapping up and thickening of boundaries and appropriate management through a more sensitive cutting/flailing regime. The maintenance of the network of small fields enclosed by hedges will be essential to maintain the intact, rural character of this area.
- **Habitat creation for farmland birds** is an objective for the whole area and particularly enclosed agricultural fields, around the golf course. This will involve: hedge planting along boundaries and management to create thick bushy hedges, management of field boundaries as 'conservation headlands' creation of small field corner patches of scrub (gorse, bramble and blackthorn), maintenance of a mosaic of grassland and arable cover, retention of winter cover and reductions in the use of pesticides.

LEVELS OF PROTECTION AND CAPACITY TO ACCEPT CHANGE

Capacity: There is very limited capacity to accept new development and it is recommended that this area should have high levels of protection.

Guidance: The only developments that can be justified in this area are small scale renewals or extensions to the existing buildings, and minor developments which are well located in relation to the existing urban areas, and the developed coastal strip to the south of the golf course.

Further expansion of Gorey village which has a compact character is extremely constrained by the coast to the east, 'common' land to the south-east, Grouville Marsh to the south-west and the steep topography of the escarpment to the north-west and north. It is essential that in order to conserve the special character of the village and the character of the area as a whole that development does not impinge on any of these areas and in particular does not close the gap between the village core and coastal strip development to the south. Any development in the vicinity of Grouville Marsh is likely to have a major effect on this important nature conservation area, resulting in further drying out and ultimately loss of this isolated wetland habitat. It is recommended that a wide buffer zone is included in the SSI designation to ensure that the site is adequately protected.

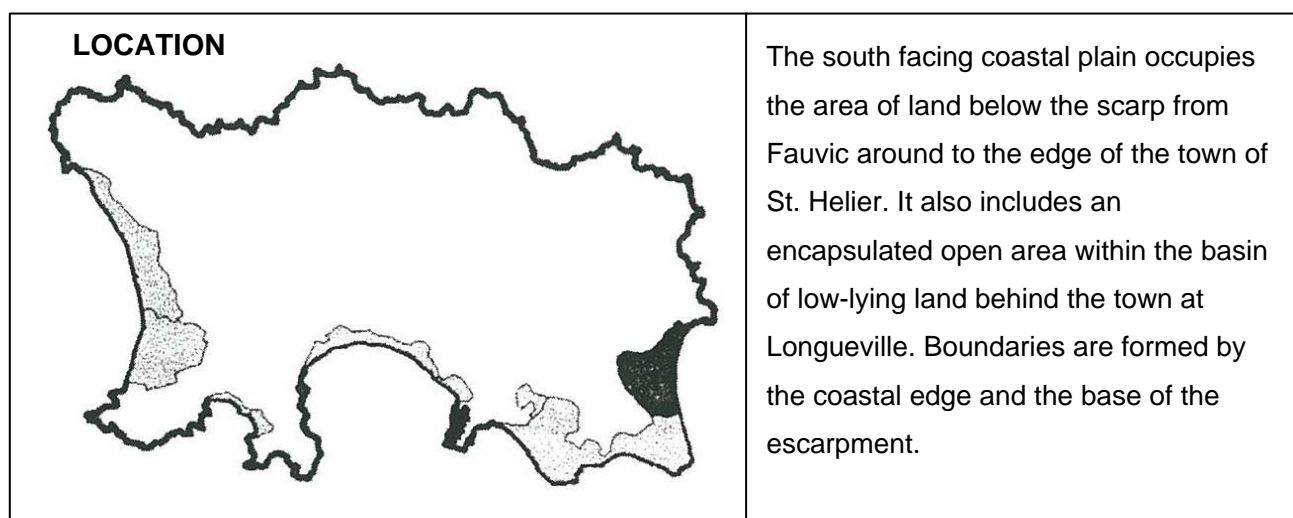
Factors which will need to be taken into account in determining the location of any new development include:

- Maintenance of the important wet land site at Grouville Marsh.
- Maintenance of uninterrupted views to Grouville Parish church and the undeveloped escarpment backdrop.

- Maintenance of the rural gap between Grouville and the coastal strip development.
- Maintenance of remaining gaps along the road which runs along the base of the escarpment from Le Verclut, through Gorey Village to the base of Queen's Valley.
- Maintenance of undeveloped gaps to the west of La Grande Route des Sablons which provide important rural views across the plain. Wholesale development on this side of the road would serve to create a character more similar to that of St. Clement.

The granting of permission for any new development within the character area should wherever possible, aim to procure the environmental enhancement and management measures outlined above.

CHARACTER AREA B2: ST. CLEMENT - ST. SAVIOUR COASTAL PLAIN



NATURAL INFLUENCES

Geology and Soils: The solid geology is composed of granites, diorites and gabbros of the south-east igneous complex, although these rocks are only exposed on the coastal edge. The area includes a proposed Geological Conservation SSI at Le Croc and Le Nez headlands, where the exposures show the relationship between the different rocks. Overlying the solid geology are thick deposits of loess, which occur at their greatest depth on the St. Clement's coastal plain, creating a smooth, level surface. There are also smaller amounts of blown sand and alluvium although these do not register in the landscape as they have been almost entirely developed. A fan of alluvium and peat mantles the basin of land behind the eastern part of the town of St. Helier, at Longueville, just north of the Manor of Samares. Thick, rich, well drained soils derived from the loess characterise the whole area, except for the areas of peat and alluvium which create heavier waterlogged soils.

Landform: The low-lying coastal plain spread as an apron of land below the steep escarpment including two virtually flat peninsulas at La Rocque and Le Nez Point. The line of the escarpment is convoluted and at Le Hocq it extends out as a knoll reducing the coastal plain to less than 100m width.

Nature Conservation: Development and agricultural improvement have largely obliterated the 'historic' coastal plain landscapes of marshland, wet meadow and sand dunes which would at one time have characterised this area. Only one remnant area of nature conservation interest remains at Longueville, a wetland area encapsulated by housing and warehouse development. This enclave, forming a bowl of land north of the Manor of Samares is very different in character to the rest of the coastal plain, being located on heavier, water logged soils composed of peats and alluvium, which have not been so responsive to agricultural improvement as the lighter loams on the loess and head. Today, it comprises grazed pasture enclosed by thick hedgerows and patches of wetland and reed beds. Part of Longueville Marsh, just south of the Rue des Pres Trading Estate, is a proposed SSI (Les Pres Dormant) and supports a diverse wet land flora and is one of the two only known sites for the Jersey orchid. The site is important for breeding wetland birds species and also contains the Island's largest heron and egret roost as well as being an important refuge for passage migrant and winter visitors.

CULTURAL INFLUENCES

Archaeology and Past Land Use: Evidence of Neolithic activity in the area is indicated by La Dame Blanche, a rare surviving menhir, originally the finest in Jersey with a height of 3.5 m. It is the only example of a standing stone in the eastern part of the Island and the only proposed Ancient Monument SSI in the character area. Historically, the inland areas would have been fairly marginal, with land cover a combination of marshy grassland and sand dunes. The large number of roads crossing the coastal plain and terminating at the shoreline would have been used since Medieval times for the haulage of vrac to improve the soils for cultivation. A combination of drainage and sea defences has allowed the land to be progressively improved for agriculture. By the time of the Duke of Richmond Survey in 1795, the St. Clement's coastal plain was largely enclosed with numerous apple orchards. Unimproved areas included the low-lying bowl of marshy land comprising Longueville and Samares and the coastal edge which comprised an area of sand dunes. At this time, a marshy area near the coast at Samares was dissected by a network of ditches related to the manufacture of salt and records indicate that Tenants of the fief of Samares were required to pay their feudal dues in salt. It is possible that the relatively intact nature of the Longueville and Samares Manor areas in the face of surrounding urban development may be a result of the relatively large size of these fiefs in Jersey, although natural limitations will have been imposed by the marshy conditions.

Towards the end of the eighteenth century this area saw the building of the first batch of Jersey Round Towers, in response to the threat of French invasion (Grouville No.4, Grouville No.3, Grouville No.2 Keppel Tower, Grouville No. 1, Platte Rocque and Le Hocq Tower). These towers which are all still in existence were all built before 1780 and are among the oldest on the Island. Today they create very distinctive vertical features on the flat coastal plain.

Settlement and Building Character: Prior to completion of the seawall, the low-lying coastal plain would have been subject to flooding and attracted little development. The only early settlement consisted of fishing villages on parts of the coast, such as La Rocque, which since the Middle Ages has provided a secure harbour and safe channel to the sea through the maze of intertidal rocks and reefs.

At the time of the Duke of Richmond Survey in 1795, this part of the coastal plain contained only scattered development along the foot of the escarpment, including a loose cluster around St. Clement's church and alongside the many roads which led across the area to the sea. By the middle of the nineteenth century the town of St. Helier had begun to encroach eastwards onto the coastal plain and by the early twentieth century sporadic development had occurred along the entire length of the coastal edge. This has subsequently been infilled and today, when travelling along the coast road, creates the appearance of a large and continuous urban development, although in some places it is only single depth housing. The character area contains a mix of Victorian 'seaside' architecture and inter-war bungalows and has seen some of the most unsightly post-war development, including high rise blocks which are very prominent in this low, horizontal landscape of the sea, intertidal sands and coastal plains.

Current Use and Management: The deep loess deposits have produced excellent soils for agriculture, which have responded well to drainage and annual applications of vrac. The good soils combined with

a location on the most southerly peninsular of land in the British Isles have made this the main area on the Island for market gardening. Until recently fields of outdoor tomatoes were a characteristic feature of the area and for this reason an area near to Samares was known as the 'Golden Mile'. The field boundaries are mainly hedgerows, dominated by hawthorn, although many have an ill kept, ragged appearance, possibly reflecting the decline of agriculture in this area. There is a concentration of glasshouses and polytunnels, particularly between Fauvic and Pontac, which are also used primarily for tomato growing. More recently some of these areas appear to have fallen into disuse as the land has been encroached upon by housing and become more highly valued for its development potential.

Development along the coast limits sea views although access to the foreshore and views over the extraordinary seascape can be obtained from a number of car parks along the coastal edge.

ESSENTIAL CHARACTER

- a low-lying apron of land below the convoluted line of the escarpment and including the two virtually flat peninsulas at La Rocque and La Nez and the basin of land behind the town of St. Helier at Longueville. Includes the most southerly point on the Island (and in the UK);
- the thick deposits of loess overlying the solid granite rocks are at their greatest depth here, creating a smooth, flat landform with rich loam soils;
- exposures of the solid geology of the south-east igneous complex occur along the coastline. A proposed Geological SSI is located at Le Croc and Le Nez headlands;
- the main location on the Island for market gardening, with a concentration of glasshouses and polytunnels, plus outdoor tomato production;
- an important wetland site remains at Les Pres Dormants, which is a proposed Biological SSI as well as being of Channel Island importance for breeding birds;
- numerous eighteenth century Jersey Coastal Towers provide particularly distinctive landmarks within this flat coastal landscape;
- declining agriculture, with poor ill-kempt field boundaries impart an urban fringe character to much of the area.

SUMMARY OF ENVIRONMENTAL FEATURES

CHARACTER TYPE:

B: Coastal Plain

CHARACTER AREA:

B2: St. Clement -St. Saviour

Flat landform, low coastal edge

Development has spread along almost the entire coastal edge, although access to and views of the shoreline are provided from a number of car parks.

Deep, drift deposits

The deposits of loess are at their deepest on the coastal plain of St. Clement providing a rich fertile soils for agriculture. The organic deposits at Longueville Marsh are likely to contain important ecological information on past landscapes in this part of the Island.

Sand dunes

All coastal sand dunes in this area have been levelled and developed.

Wetland, freshwater marsh and wet meadows

A remnant area of marshland remains at Longueville marsh, a prime biological conservation site of Channel Islands Importance for birds.

Salt marsh

There is no evidence of salt marsh occurring along this developed coastline.

Neolithic and Bronze Age Sites

A single standing stone La Dame Blanche provides evidence of prehistoric activity in this area.

Enclosed farmland, variety of boundaries

The field's boundaries are mainly hedgerows, dominated by hawthorn. Many have an ill kept, ragged appearance, reflecting the decline of agriculture in this area.

Traditional pattern of settlement in the shelter of the escarpment

Traditional settlement patterns have been obliterated by modern development along the coastal edge.

Eighteenth and nineteenth century coastal towers and fortifications

Traditional settlement patterns have been obliterated by modern development along the coastal edge.

German Occupation Fortification

The area contains the largest concentration of eighteenth century Jersey Round Towers. There are none on this south and east facing coastline.

EVALUATION

Integrity of Character: The St. Clement-St. Saviour area retains few of the features characteristic of a coastal plain landscape. Much of the area is degraded and has been encroached upon by urban development. The agricultural land is fragmented with views to development from almost every point. The high rise blocks at La Marais de Samares, in particular, are very prominent in this low, horizontal landscape of the sea, intertidal sands and coastal plains. These developments, combined with the boundary walls and hedges, together create a degraded, fragmented landscape with an urban fringe character. Nevertheless, isolated pockets of land which retain their intact rural character can be found

particularly along the lower edge of the escarpment. Overall, this area offers considerable scope for enhancement.

Key Environmental Capital

- The encapsulated wetland at (La Rue des Pres) Longueville. This area, although greatly diminished in extent and degraded in quality in recent years is of Channel Islands importance in terms of the flora and fauna it supports and provides a refuge for one species (the Jersey orchid) found at only one other location.
- The deep organic deposits underlying the wetlands have been identified as having the potential to yield important ecological information concerning coastal changes in this part of the Island during the Holocene.

Threats to Local Character

- The wetland habitat and underlying peats remain threatened by industrial expansion, housing development, agricultural intensification and lack of appropriate management.
- Further loss and degradation of the field boundaries.
- Future loss of agricultural land to development.

MANAGEMENT PRIORITIES

This section should be read in conjunction with the general management guidelines identified for the Character Type: Coastal Plain.

- **Confirm SSI designation at Longueville Marsh** with an appropriate buffer zone to protect this important site and instigate appropriate management. Ensure changes beyond the boundaries of the SSI (agricultural improvement, drainage, and development) will not have an adverse impact on the site.
- **Restore the network of boundary hedges**, by gapping up, thickening and reinstating a more environmentally benign management regime. The boundaries in this area have no particular local character (in terms of species or construction) and the creation of thick, mixed hedges provides an opportunity to create a new character for the area.
- **Wetland habitat creation and the restoration of wet grassland** is a long term option for the areas of pasture which occurs on the heavier soils within the Longueville/Samares area. This would require a more detailed feasibility study. These areas should continue in the farming system and be managed under low intensity grazing.

LEVELS OF PROTECTION AND CAPACITY TO ACCEPT CHANGE


Capacity: It is recommended that the St. Clement area has some capacity for change and can accept new development, providing this is carefully located and linked with appropriate environmental enhancement measures.

Guidance: Any development that does occur should be carefully located in relation to existing urban areas. Criteria influencing the location of new development are set out below:

- Development should avoid the semi-rural enclave north of the Manor of Samares and in sensitive wetland areas.
- The flat peninsular of land which extends out from the escarpment to La Rocque Point is comparatively undeveloped and should be retained as such. This area is important in the transition to the more rural coastal plain of Grouville.
- Gaps in linear development along the road at the base of the escarpment should be retained as these provide long views out over the coastal plain.

Rural views which can be obtained from the coastal road should be retained. The area has seen considerable development in the last forty years and a priority should be to upgrade the character of the surrounding agricultural land. The granting of permission for any new development within the character area should, wherever possible, seek to achieve the environmental enhancement and management measures outlined above.

CHARACTER AREA B3: SOUTH COAST URBAN

<p>LOCATION</p> 	<p>This area covers the coastal plain extending westwards of the town of St. Helier around as far as St. Aubin. It also includes the narrow strip of coastal plain backing St. Brelade's Bay, encompassing the sand dunes at L'Ouaisne.</p>
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NATURAL INFLUENCES

Geology and Soils: The solid geology is composed of the Jersey Shale behind St. Aubin's Bay and the south-west granites behind St. Brelade's Bay. These are overlain by deep drift deposits of blown sand against the coastal edge and alluvium on the bowl of land where St. Peter's Valley washes out onto the plain. Unlike the area to the east there are no deposits of loess, and consequently soils are thinner and less fertile.

Landform: The low-lying coastal plain forms a narrow curving arc of land below the escarpment, backing the wide sandy bays.

Nature Conservation: The 'historic' coastal plain landscapes of marshland, wet meadow and sand dunes which would have characterised this area prior to development have largely been lost. Nevertheless, areas of outstanding importance remain encapsulated within dense urban development. On the eastern side of St. Brelade's Bay is L'Ouaisné Common, which is a proposed Biological SSI. The importance of this area can not be overstated. It contains a transition in habitats through wet dune slacks, coastal dunes and heath land and has unusually high biodiversity. It is the last known breeding site on the Island for the agile frog and supports a rich and distinctive flora including sand crocus, yellow-horned poppy and fringed rupture wort. A remnant wetland area also remains at Beaumont Marsh on the peats and alluvium at the foot of St. Peter's Valley, although the biological interest of this area has diminished as a result of agricultural improvement and development.

CULTURAL INFLUENCES

Archaeology and Past Land Use: The Neolithic remains at Ville es Nouaux, in St. Andrew's Park, are of International importance. They comprise a gallery grave of two levels where remains included the distinctive Jersey bowls, together with a circular cist with a surrounding circle of stones. Both types of grave are rare in Jersey and they have been identified as a proposed Ancient Monument SSI. The area is now unrecognisable from its historic land cover of extensive sand dunes, wetland and marshland. In 1795, the Duke of Richmond Map shows St. Aubin and St. Helier as very distinct

settlements with scattered development on the coastal plain with many orchards clustered at the base of the escarpment. Extensive areas of wetland and dunes were undeveloped, although piecemeal enclosure of the dunes was already underway. Major alteration of the coastal plain in this area began in the early nineteenth century when Lieutenant-General Don levelled the dunes of St. Helier to create a parade ground. Further alterations were made towards the end of the nineteenth century and continued into the twentieth century. The final consolidation of the sea walls came with the German Occupation.

Settlement and Building Character: The Duke of Richmond Map captures the point just before the major expansion of St. Helier in 1795 the two towns were roughly equal in size. Over the next two hundred years the linking of St. Aubin and St. Helier by road and railway in the nineteenth century and the growth of tourism have turned the coastal plain into a prime development site and it has now been extensively built upon. Only fragmented undeveloped areas remain and the settlement character is dominated by the urban areas.

Current Use and Management: The area is now dominated by the busy A1 and A2 coastal roads which service St. Helier and St. Aubin. The St. Helier/St. Aubin railway was discontinued in the 1930's and its route paved over. The resulting foreshore esplanade is now a valuable recreational resource.

ESSENTIAL CHARACTER

- comprises the low-lying curving arc of land around the bays of St. Aubin and St. Brelade extending inland to the slopes of the escarpment;
- the solid geology of Jersey Shale and south-west granite is overlain by deep drift deposits of blown sand against the coastal edge and alluvium where the main interior valleys wash out onto the plain;
- includes L'Ouaisné Common, which is one of the Island's prime biodiversity sites and a proposed Biological SSI, comprising a complex transition of habitats including wet dune slacks, coastal dunes and heathland;
- includes important Neolithic remains at Ville es Nouaux, a proposed ancient monument SSI;
- the historic land cover of sand dunes, wetland and marsh has largely been lost as a result of land drainage, construction of the sea wall and subsequent development;
- the south coast plain has accommodated a large amount of development so that open 'countryside' is now confined to isolated locations.

SUMMARY OF ENVIRONMENTAL FEATURES

CHARACTER TYPE

B: Coastal Plain

CHARACTER AREA

B3: South Coast - Urban

Flat landform, low coastal edge

Development has spread along almost the entire area coastal edge. The foreshore esplanade is important in providing access and views to the bays.

Deep, drift deposits

Deposits of blown sand characterise the coastal edge, while alluvium and peats occur at the base of the valleys. There are no loess deposits.

Sand dunes

A very important area of sand dunes remain at L'Ouaisne. These are a prime biological conservation site.

Wetland, freshwater marsh and wet meadows

A remnant area of wetland remains at Beaumont marsh.

Salt marsh

There is evidence of salt marsh vegetation in the tidal channels on Beaumont marsh.

Neolithic and Bronze Age Sites

The Neolithic remains at Ville es Nouaux, in St. Andrew's Park, are of International importance.

Enclosed farmland, variety of boundaries

There are very few areas remaining in agriculture. A limited area of grazing pasture occurs around Beaumont marsh. Fields boundaries are mainly mixed hedgerows (poplar, Holm oak, oak and willow), and appear unmanaged.

Traditional pattern of settlement in the shelter of the escarpment

Traditional settlement patterns have been obliterated by modern development.

Eighteenth and nineteenth century coastal towers

The area contains four Jersey Coastal Towers, which are important landscape features, although are now contained within the existing urban areas.

German Occupation Fortification

There is an anti-tank gun emplacement at Millbrook.

EVALUATION

Integrity of Character: The South Coast Character Area has largely been urbanised and relict coastal plain landscapes are confined to a few isolated locations. Given the substantial development, there is no overall intactness or integrity of character. Despite this, the area contains an important part of the Island's total environmental capital at L'Ouaisné (Biodiversity) and Ville es Nouveaux (Archaeology). The remaining open areas, comprising the wet grassland of Le Marais de St. Pierre (Beaumont marsh), the agricultural land around Le Manoir de la Haule and the pine planted grass verges of the coastal roads, have great visual importance - as open areas within an otherwise densely developed coastal plain.

Key Environmental Capital

- The complex of wetland, heath land and sand dune habitats at L'Ouaisné are of International importance for their biodiversity.
- The Neolithic remains at Ville es Nouveaux are an internationally important archaeological site.

Threats to Local Character

- The wetland habitat and underlying peats at Beaumont remain threatened by industrial expansion, housing development, agricultural intensification and lack of appropriate management. Their biodiversity interest is already greatly reduced.
- Further loss of remaining areas of open land, which have great visual importance, to development.
- The important habitats at L'Ouaisné are threatened by: encroachment of scrub and bracken on the drier areas and Phragmites on the damper slacks, erosion by vehicle access and recreation pressures and pollution by agricultural and domestic run off. The most important change in this area is the lowering of the water table, through ground water abstraction and alterations in the natural drainage pattern brought about by the development of the escarpment which lies behind the site.

MANAGEMENT PRIORITIES

This section should be read in conjunction with the general management guidelines identified for the Character Type: Coastal Plain.

- **Confirm SSI designation at L'Ouaisné** and undertake appropriate management, through management agreements, to conserve this important site. All the site targets in the Draft Biodiversity Strategy should be implemented, and in addition, a further study should be undertaken to investigate method of re-instating water levels
- **Confirm SSI designation for the archaeological site** and investigate appropriate management.
- **Restoration of Wetland Habitat** through appropriate management of land at Beaumont Marsh is a long-term opportunity. These areas should continue in the farming system and be managed under low intensity grazing.

- **Restoration of the network of field boundaries** is a target for the remaining agricultural land. Hedges should be gapped up and thickened. An environmentally benign management regime reinstated.

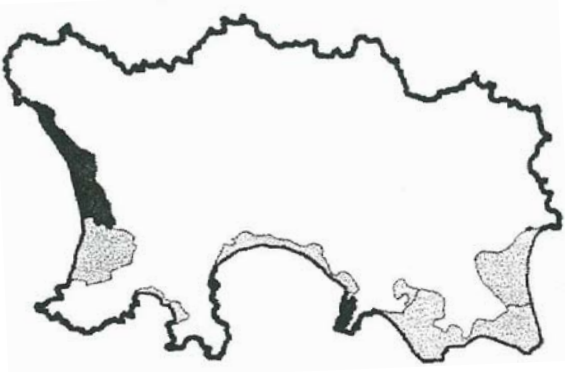
LEVELS OF PROTECTION AND CAPACITY TO ACCEPT CHANGE

Capacity: It is recommended that the South Coast Urban area has some capacity for change and can accept some new development. A more detailed study of the existing urban area will be required to assess capacity.

Guidance: The remaining open gaps in the developed area are very important and any development that does occur should be carefully located to ensure that it does not involve further fragmentation of the remaining intact landscapes. Further development must avoid areas which have the potential to affect the sites at L'Ouaisné and Beaumont Marsh.

The granting of permission for any new development within the character area should, wherever possible, seek to achieve the environmental enhancement and management measures outlined above.

CHARACTER AREA 84: THE QUENNEVAIS DUNES

LOCATION	
	<p>An area of wind blown sand in the southern part of St. Ouen's Bay, on the west coast of Jersey. Boundaries of the character area are defined by the extent of unenclosed land and, in addition to the area of dunes known as Les Blanches Banques, the character area includes the golf courses to the north and south and the sand extraction area at Les Mondrins to the north . The northern boundary is marked by the B41 road, while the eastern and southern boundaries are formed by the hard edge of surrounding development. The shoreline forms the western boundary. The area has very particular conservation and management needs and has been identified as a separate character area distinct from the rest of the coastal plain. It does, however, form an integral part of the overall character of St. Ouen's Bay.</p>

NATURAL INFLUENCES

Geology: The underlying solid rocks of the Jersey Shale Formation have been blanketed by comparatively recent (Holocene) deposits of Blown Sand, brought inshore by strong westerly winds. The sand has been blown up to 3km inland, banking up against the coastal escarpment to depths of up to 15m and bringing the eastern edge of the area level with the interior plateau surface. The soil conditions are very varied ranging from the young calcareous soils towards the coast to the more acidic soils on the landward side reflecting the age of the dune system. There are no Geological Sites of Special Interest.

Landform: Layers of sand mask the underlying topography, overlying the escarpment, infilling valleys and mantling the coastal plain. In so doing it has created its own unique landform and varied microtopography swelling up from the flat land of the bay with an unusual, undulating surface. The more stable, less exposed dunes on the landward side have been aged at around 3,000 - 4,000 years old, while on the more exposed plateau the dunes are steeper and less stable and the soils are younger suggesting a date of about 300 - 400 years old. Although the majority of the dune surface is now stable and bound by close grazed dune grassland, there are small areas where active dune formation is occurring. On the seaward side, new sand enters the system where the sea wall built by the Occupying forces has been buried.

Nature Conservation: The flora and fauna of the dunes has been extensively studied and they are without doubt the Island's premier wildlife site. The majority of the area Les Blanches Banques, has been designated as a Biological SSI. The varied microtopography contributes to habitat diversity and includes fixed dry dune grassland, damper slacks and hollows, marram grassland, maritime dunes, open sand as well as gorse scrub and, in the north-east corner, a small area of lichen rich woodland.

The crushed shells in the sand supply a high lime content and allow calcareous plants, which occur nowhere else on the Island, to thrive. These factors all contribute to the very high biodiversity of the area with more than 460 plant species, including a large number of Red Data Book Species that are known to be very rare, vulnerable or endangered in the British Isles. Of particular importance are the dry dune species of Southern Europe and the Mediterranean, such as the spotted rock rose, which are at the extreme northern limit of their range, and do not occur in the other Channel Islands or the British Isles. The dunes are also of great importance for invertebrates, supporting more than one third of the total invertebrate flora of the Island including many rare species. They are particularly noted for their butterfly community, which include large populations of the rare Glanville and Queen of Spain fritillaries, and are one of the prime areas on the Island for the green lizard which is absent from the rest of the British Isles. Ornithological interest reflects the diversity of habitats. The dunes and the adjoining golf course at La Moye are a particularly important area for skylark and Cirl bunting which have been declining from farmland, as well as serin and linnet.

The unique and diverse flora is not only botanically interesting but it also makes a striking contribution to the spring and summer landscape when the short dune turf is transformed by drifts of colourful flowers including dwarf pansy, spring vetch, forget me knot, lady's bedstraw. These contrast with the creamy white flowers of the burnet rose, the blue-silvery leaves of sea holly and the greys and greens of dune grasses which include the distinctive hares tail, a small annual grass with delicate stem and soft, white cottony flowers. Another plant worthy of special mention is the Jersey thrift, a Mediterranean species on the edge of its range at Quennevais. It is abundant on the western side of the dunes and the pink clad slopes are a spectacular sight in summer. Colourful and aromatic turf of wild thyme is another feature of great natural beauty.

CULTURAL INFLUENCES

Archaeology and Past Land Use: The three granite standing stones (menhirs) are important features contributing to the character of the area and alluding to its antiquity and all are proposed Archaeological SSI. Excavations have found that the ossuary, broken menhir, little menhir are all set in the same pre-sand land surface providing evidence of a complex Neolithic landscape. It is one of the few known Neolithic settlement sites in the Channel Islands and is assumed to be relatively undisturbed under the sand dunes. It is possible that all the lower Quennevais is a rich final Neolithic and early Bronze Age settlement site and that a whole landscape may be preserved.

The dunes have also been exploited by humans in the past and it has been suggested that the name Quennevais derives from the old French word *cannvis* (hemp), and that this was one of Jersey's main hemp growing areas in the seventeenth century when the material was used for making rope sails and clothing. The characteristic short-cropped dune grassland would have also traditionally have been grazed by cattle or sheep. More recent uses include the site of a prisoner of war camp from the time of the German Occupation. Numerous myths and legends are attached to this unusual area and folk memory persists of a sandstorm in 1495, which created the dunes in a single event and destroyed the fertility of the land. Legend has it that this was a divine event intended to punish the people of St. Ouen's Bay for making fortunes from wrecking.

Settlement and Building Character: There have been no buildings or settlement on the dunes since the Bronze Age, although the area has been encroached on by development at the boundaries. The most significant on these being the large residential development at Quennevais/Red Houses at the top of the dune system on its eastern edge.

Current Use and Management: The area is now recognised for its outstanding importance as a dune habitat and many conflicting uses have been removed from the area. Other current land uses include golf with La Moye golf course located at the top of the dunes on the southern boundary, and Les Ormes golf course on the eastern edge. Sand extraction is also taking place at Les Mondrins immediately to the north of the SSI designated area. A number of small, informal car parks are tucked into the area around the edge of the dunes providing access to the coast along St. Ouen's Bay.

ESSENTIAL CHARACTER

- deep deposit of wind blown sand, banked up against the escarpment with an unusual, undulating microtopography;
- the Island's premier wildlife site with a range of dune habitats, and remarkably high biodiversity, with importance recognised Internationally. The majority of the area has been designated as a Biological SSI. The area is also identified as being of Channel Islands Importance for Birds;
- the colourful and characteristic short cropped dune turf flora creates a striking landscape feature in spring and summer;
- three granite standing stones all proposed as Ancient Monument SSI. It is possible that a whole Neolithic and Bronze Age landscape is preserved beneath the sand surface;
- the dunes are one of the few unenclosed landscapes on the Island which combined with the unusual topography, lack of development and long views create a special quality of remoteness, wilderness and isolation.

SUMMARY OF ENVIRONMENTAL FEATURES

CHARACTER TYPE	CHARACTER AREA
B: Coastal Plain	B4: Quennevais Dunes
Flat landform, low coastal edge	The blown sand here completely blankets the coastal plain, creating an unusual elevated
Deep, drift deposits	The blown sand is up to 15 m depth in places.
Sand dunes	The most extensive area of sand dune habitat on the Island with importance recognised at the European level.
Wetland, freshwater marsh and wet meadows	Not present
Salt marsh	A thin band of salt marsh exists adjacent to the sea wall.
Neolithic and Bronze Age Sites.	It is possible that all the lower Quennevais is a rich final Neolithic and early Bronze Age settlement site and that a whole landscape may be preserved
Enclosed farmland, variety of boundaries	Not present.
Traditional pattern of settlement in the shelter of the escarpment	Not present
Eighteenth and nineteenth century coastal towers and fortifications	Not present
German Occupation Structures	Evidence of a prisoner of war camp within this area and German Bunkers on the Blanchés Banques.

EVALUATION

Integrity of Character: The Quennevais dunes are the Island's premier wildlife site, one of the most outstanding dune systems in Europe with importance recognised internationally. They are remarkable for their high biodiversity which includes many rare, vulnerable and endangered species. In addition, they are also extremely important archaeologically, preserving a buried Neolithic-Bronze Age

landscape. Today, they represent the only unenclosed, undeveloped terrestrial area on the Island and for this reason are highly prized for their unique quality of remoteness, wilderness and isolation.

Key Environmental Capital

The whole area represents important environmental capital. The dunes are unique and non-recreatable and extremely fragile.

Threats to Local Character

- Recreational pressures including trampling and erosion and fire risk.
- Continuing sand extraction at Les Mondrins on the northern boundary, which has destroyed areas of dune habitat and created a large industrial landscape in this otherwise remote area. Other concerns include the threat of salt water ingress into the deep pits and changes in hydrology which could have a serious effect on the wider ecology of the area.
- The isolation of the dunes within a very contained area, ring fenced by development. Boundaries are now formed by three golf courses to the east, south-west and north, the sea wall to the west and housing development to the east. **In** addition to their high visual impact, these developments also have an impact on the ecology, blocking the wildlife corridor and links with areas of dunes to the north.
- Stabilisation of the dunes as sand supply is cut off by the sea wall.
- Loss of qualities of remoteness and isolation with through the impacts of adjacent developments.

MANAGEMENT PRIORITIES

The Quennevais Dunes have very specific management needs. The priorities are to:

- **Continue to control/manage recreational** access on the dune surface.
- **Monitor ecosystem components** for diversity and undertake management action to halt any deterioration.
- **Maintain current management regimes** on the golf course at La Moye with areas of long and short rough grass as a habitat for Cirl bunting.
- **Monitor effects of sand extraction** on the adjacent area and ensure appropriate restoration (habitat re-creation).

LEVELS OF PROTECTION AND CAPACITY TO ACCEPT CHANGE

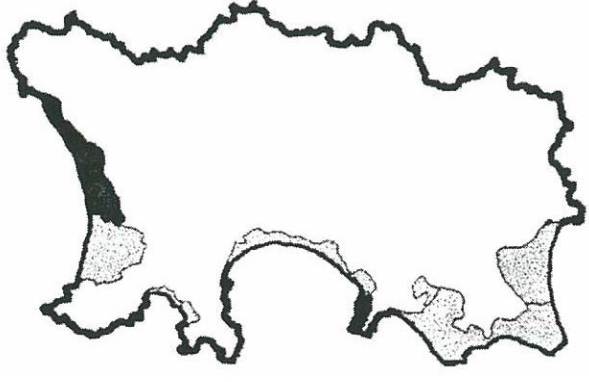
Capacity: It is recommended the Quennevais dunes should have the highest level of protection. The area is unique on the Island in being entirely undeveloped and should remain as such. There is no capacity to accept any development. Even small scale proposals such as extensions to existing car parks or creation of new parking areas will not be appropriate within this unique area.

Guidance: Any development or change in land use on the Quennevais or the fringes of the character area has the potential to have a serious impact on this extremely sensitive and vulnerable environment.

Any proposals for development in the adjacent areas should be carefully scrutinised for their potential impact on the dune system, and in most cases a full environmental assessment should be undertaken. This not only includes visual impact but also features such as light pollution, changes in hydrology, and risk of pollution.

Where developments in the adjacent area are permitted opportunities should be taken to achieve the environmental enhancement measures listed above.

CHARACTER AREA B5: St. OUEEN'S BAY COASTAL PLAIN

<p>LOCATION</p> 	<p>INFLUENCES Geographically, the coastal plain of St. Ouen is a very distinct character area contained by the shoreline to the west and below the long, sweeping line of the escarpment to the east, with the billowing landform of the Quennevais sand dunes lying directly to the south.</p>
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NATURAL INFLUENCES

Geology and Soils: The softer Jersey Shales which underlie this area have been eroded by the constant action of the Atlantic waves to create the distinctive long, curving shoreline. Deposits of blown sand overlies the solid rocks, although unlike the area of the Quennevais dunes to the south, the sand has not accumulated to a great depth. The bay also includes peat deposits associated with the 'submerged forest' and thin sandy soils overlies the area. In addition there are some small areas of made ground arising from the infilling of sand extraction sites. No Geological SSI have been identified within the character area.

Landform and Aspect: The flat low lying land surface is only slightly raised above sea level. The principle factor responsible for the appearance of this area is its westerly aspect and exposure to the full force of the prevailing winds blowing in from the Atlantic. It is an open, windswept landscape with long views of the sea and sky.

Nature Conservation: The area contains a number of features which are valuable for nature conservation. The most important of these is St. Ouen's Pond (La Mare au Seigneur) which is the largest naturally occurring body of fresh water in Jersey. It forms the central feature of a larger wetland area, including reed swamp and wet meadow. These are rare habitats in Jersey and the site supports an exceptionally rich and distinct flora and fauna and for these reasons is a proposed Biological SSI. The pond is of crucial importance for breeding water fowl as well as over-wintering species, and the wet meadows host important numbers of wintering ducks, geese and wading birds. The wet meadows also have an exceptional floristic diversity including many rarities such as the Jersey orchid and southern-marsh orchid.

The coastal strip between the sea wall and Five Mile Road provides a unique series of habitats, where the blown sea spray encourages the growth of salt loving plants, many of which occur here and nowhere else in the Island including greater sea-stock, sea spurge and Alderney sea-lavender. Sea holly, childing pink and prickly salt-wort are here in far greater abundance than elsewhere, whilst yellow horned poppy, sea-kale and pyramidal orchids also occur in significant amounts. Further habitat

diversity is provided by the small areas of unenclosed sand dunes in the area around la Mielle de Morville. The whole area of coastal plain, comprising the mix of sandy pasture and arable fields has considerable habitat potential under appropriate management.

CULTURAL INFLUENCES

Archaeology and Past Land Use: The peat deposits on the bay provide a palaeo-environmental record of past landscape changes, resulting from rising sea levels and the activities of prehistoric inhabitants, following the last glacial period. Conspicuous evidence of Neolithic - Bronze Age activity is provided by Les Trois Rocques standing stones and the White Menhir which are thought to relate to the Neolithic occupation of Les Blanchés Banques. Today, they form distinctive landscape features on the flat, western coastal plain. Both are proposed as Ancient Monument SSI.

The north and western parishes were historically the area in which the main concentration of sheep in the Island were found and the sandy grassland in the bay would have been grazed from an early period. Early enclosures include the area to the east of St. Ouen's Pond, below the settlement at Val de Mar and the fields below the settlement at L'Etacq. The antiquity of these enclosures is unknown. The possibility of an extensive Neolithic - Bronze Age landscape based around the Quennevais dune system mean that some could even date back to this period, although this would need to be confirmed by detailed archaeological research. The majority of the plain remained unenclosed covered by extensive dune grassland until the nineteenth century when further small fields were created. These enclosures were still mainly used for grazing and the windswept bay saw none of the orchard planting which covered much of the rest of the Island. The open aspect and exposure allowed few trees to grow and the area is characterised by the field boundaries comprised of low earth banks and granite walls which contribute to the distinct local identity of the St. Ouen's area.

Settlement and Building Character: Defences and coastal fortifications are a characteristic feature of the bay. One of the oldest surviving buildings is the powder magazine at La Caumine it Marie Best, built in 1765, on the edge of the coast marking the centre of the Bay. The building with its steep pitched roof, now whitewashed as a day mark for shipping is owned by the National Trust. A similar building, La Votte, a seventeenth century guard house and ammunition store is located in the northern corner of the Bay. On the coastline, Square Fort, built in 1778, survives although a line of eighteenth century Jersey Towers have been destroyed by coastal erosion. Two nineteenth century Martello towers, Lewis Tower and Kempt Tower, are prominent landscape features, the latter being used as an Interpretation Centre. During World War II, St. Ouen's Bay was considered as the most likely beach for an Allied landing and the Occupying Forces constructed a large number of defensive structures throughout the area. Two main lines of defence existed along the coastal edge and along the higher ground at the base of the escarpment. Features, visible today, include the anti-tank sea wall, canals extending north and south of St. Ouen's Pond and the heavy machine-gun turret at Val de Mar.

The coastal plain of St. Ouen is one of the few areas on the Island where the traditional pattern and style of settlement can still be discerned. Dwellings, dating to the eighteenth and nineteenth Centuries, involved solid two storey farmhouses, built of granite with steep pitched roofs, originally thatched but now with pantile or slate. The dwellings are tucked into the base of the escarpment, a site which

provides both shelter in this exposed landscape, as well as being set far back enough from the sea to minimise flooding, creating a linear pattern of settlement. Individual houses follow a characteristic layout; they are usually set at right angles to the road running along the base of the escarpment and have a blank gable end facing towards the sea. Rows of such dwellings occur at L'Etacq and along Le Val de Mar, and with their muted grey, granite walls and lichen encrusted pantile or slate roofs, form an organic part of the landscape. Narrow lanes, originating as routes to the bays for fishing and the collection of vrac, run down to the sea from the settlements.

This historic settlement pattern has been substantially altered and diluted by twentieth century development, which has included infilling gaps along the base of the escarpment and more significantly new buildings out in the middle of the coastal plain or on the sea edge including some large hotel and tourist developments. The inter-war period saw the construction of many summer bungalows and beach huts throughout the area, while post-war has seen their replacement with substantial new buildings.

Current Use and Management: Today, the land is primarily in agricultural use with the light sandy soil improved by regular applications of vrac primarily used for arable crops (potato). There is also some improved pasture and a small area of glasshouses. The small fields are still enclosed by low earth banks and granite walls and only a few wind sculpted trees and hedgerows survive below the escarpment. The twentieth century has seen the planting, for shelter, of a large number of 'exotic' species which are able to withstand exposure to the westerly gales and strong salt laden winds. These now contribute to the distinctive identity of the area and include the wiry pink stems of tamarisk, silvery leaves of argentum, grey greens of pittosporum and dark, shiny dark greens of privet and euonymus. Inland from the extreme coastal edge, pine shelterbelts are a prominent feature.

During much of the twentieth century the bay has been exploited for sand extraction and refuse disposal, although over the last twenty years, this land has been reinstated as a natural landscape. Sand extraction continues at a small area in the centre of the Bay near Le Mielle de Morville. A more recent change has involved the construction of an eighteen hole golf course and driving range in the southern part of the Bay, adjacent to the Quennevais dunes.

Guidebooks at the beginning of this century described the windswept bay of St. Ouen's as 'desolate and weird'. In the later part of the twentieth century it was regarded as a place to be exploited for sand extraction and waste disposal. This same area is now one of the Island's most prized landscapes and is described as Jersey's National Park. It is an important recreational and tourist resource and has been called 'Jersey's best green tourism attraction'.

ESSENTIAL CHARACTER

- clearly defined geographic area, with the flat coastal plain bounded by the long embayment of the shoreline to the west and the steep escarpment to the north and east, and the billowing landform of the Quennevais dunes to the south;
- lying open to the full force of the Atlantic and prevailing, westerly winds. An exposed windswept landscape with long views of sea and sky;
- intimate juxtaposition between the domestic landscape of small fields, enclosed by diminutive earth banks and walls with the wilder coast and Atlantic Ocean;
- hedges and shelterbelts composed of 'exotic' species including tamarisk, privet, pittosporum, argentum and orache are a particularly distinctive feature of the area;
- contains the largest area of freshwater and reed swamp on the Island surrounded by exceptionally rich wet meadows. This area is of great biological importance and is a proposed SSI. It has also been identified as a site of Channel Island importance for birds;
- unique and colourful salt-tolerant flora occur alongside the sea wall, creating a highly characteristic landscape feature and an important habitat;
- the presence of standing stones alludes to the antiquity of the area and provides evidence of Neolithic-Bronze Age activity. Two proposed Archaeological SSI;
- one of the few areas on the Island where the traditional pattern and style of settlement can still be 'read' in the landscape. Many of the older buildings appear as an organic part of the landscape and form an integral part of the character of the area;
- an intact rural character with a sense of wilderness, remoteness and tranquillity.

SUMMARY OF ENVIRONMENTAL FEATURES

CHARACTER TYPE	CHARACTER AREA
B: Coastal Plain	B5: St. Ouen's Bay Coastal Plain
Flat land, low coastal edge	The coastal edge is largely undeveloped allowing uninterrupted views and access to the sea. The only large coastal open space left on the Island. In St. Ouen's Bay changes in ground levels arising from sand extraction, landfilling and the creation of earth mounds and bunds have altered the natural flat topography.
Deep, drift deposits	The area is entirely covered with deposits of blown sand. There are also some peat deposits.

Sand dunes

The blown sand which forms a relatively level surface has largely been enclosed into small fields. Small areas of dunes exist at La Mielle de Morville.

Wetland, marsh and wet meadows

St. Ouen's pond is the largest naturally occurring body of freshwater in Jersey. The open water forms part of a more extensive wetland area including reedswamp and wet meadow.

Salt marsh

The coastal strip between the sea wall and Five Mile road is a unique habitat and includes a number of plants which occur nowhere else on the Island.

Neolithic and Bronze Age Sites

The standing stones and menhir are thought to relate to Neolithic occupation of the Quennevais area. Possible that this was one of the main areas of Neolithic - Bronze Age settlement on the Island.

Enclosed farmland, variety of boundaries

The small fields enclosed by walls or low earth banks are a particularly distinctive feature of the area. Hedges composed of species which are able to withstand the strong salt laden winds including tamarisk, privet, argentum, pittosporum and orache are also characteristic.

Traditional pattern of settlement in the shelter of the escarpment

Rows of dwellings built in the traditional style in a linear pattern along the foot of the escarpment are an integral part of the character of the area.

Eighteenth and Nineteenth century coastal fortifications

Eighteenth century guardhouses, forts and the nineteenth century Martello towers are prominent and distinctive features.

German Occupation Structures

St. Ouen's Bay contains numerous structures relating to the German Occupation built to deter an Allied landing.

Additional Features

Remoteness, Wilderness and Tranquillity

This is the only coastal plain landscape to possess these special qualities.

EVALUATION

Integrity of Character: The plain of St. Ouen's Bay is unique in being the only large open coastal plain landscape left on the Island. It is also the only agricultural coastal plain backed by a virtually undeveloped escarpment. Its character is derived from the interaction between the physical features, namely the flat topography, Atlantic edge, westerly aspect combined with human use of the area over the millennia. Together, these forge a distinct local identity found nowhere else on the Island. The area retains an intact rural character and through the combination of a relative lack of development, long Atlantic views of sea and sky, and the visual containment provided by the escarpment possesses qualities of remoteness, wilderness and tranquillity. A special part of its character is created by the unique juxtaposition of the intimate, domestic enclosed agricultural landscape contrasting with the expansive wilderness of sea and sky, and in this respect the landscape structure created by the diminutive fields bounded by low earth banks and granite walls is particularly important. Overall the area has a very strong, positive character; with many valuable features, which are of great importance and are essential to conserve.

Key Environmental Capital

The area contains among the best examples of all the environmental features associated with the coastal plain, including:

- St. Ouen's Pond - the largest area of freshwater and reed swamp on the Island surrounded by exceptionally rich wet meadows. This area is of great biological importance and a proposed SSI.
- Standing stones providing evidence of Neolithic-Bronze Age activity and which are proposed Ancient Monument SSI.
- The distinct settlement pattern and style of vernacular architecture.
- Distinctive landscape pattern created by the field boundaries.
- The whole habitat mosaic comprising of a mix of sand dunes, arable land, grazed pasture and open water has very high biodiversity potential under appropriate management.

Threats to Local Character

- A major cause for concern are changes in the traditional farming practices. The trend appears to be for land coming out of agriculture altogether, with consequent pressures for development and conversion of redundant farm buildings. This will inevitably lead to erosion of the essential landscape structure created by the patchwork of small fields, with pressures for development and subdivision of part of fields as gardens, or land being neglected and boundary walls overtopped by scrub. A particular problem, in this area, relates to the conversion of larger farm buildings to commercial industrial uses bringing increased traffic onto the quiet narrow lanes.
- Another major change relates to the impact of new development/conversions that do not follow local patterns in terms of location or design. The style, proportion and colours of many of these

new developments have made them especially prominent features. Some developments painted white or brightly coloured are completely alien in this subdued landscape, while others have created a pastiche of the traditional style which is equally discordant. Larger scale developments including some widespan farm barns and tourism buildings do not sit easily within this exposed, flat landscape, while the developments that have occurred on the extreme sea edge have a major visual impact, standing out against the Atlantic seascape.

- A special part of the character of the St. Ouen's coastal plain is created by the visual containment provided by the virtually undeveloped escarpment - a feature unique on the Island. The area is especially vulnerable to land use change and development on the escarpment slopes and ridgeline. The latter can have an extremely damaging impact on skyline views and the sense of remoteness. In addition to the visual impact, the 'spilling over', into the bay, of light pollution from developments at Red Houses such as the new floodlit sports facilities, has a major impact on the quality of the areas 'night skies'.
- The area around St. Ouen's Pond is vulnerable to all the pressures affecting wetland sites in general on the Island, including the encroachment of more intensive land uses, plus changes in the quality and quantity of water, due to pollution and abstraction.
- The area is an important recreation resource and the Island's best green tourism attraction, although poor visitor management is having a number of potentially damaging impacts. A main cause of concern the large number of car parks located on the extreme coastal edge along the sea wall. In addition to their prominent visual impact these have eroded away the very fragile sea edge habitat to bare substrate, with loss of the important flora. In busy times traffic and parking along the Five Mile Road can also be a major safety hazard as well as causing the erosion of the roadside verges.
- Sand extraction continues at one area in the north of the Bay (In addition to the sand extraction at Les Mondrins, within Character Area B4: Quennevais Dunes). The planning permission is due to expire in 1998. The successful restoration of the former extraction sites and landfilled pits around Les Mielles has been a positive landscape change in the bay over the last ten years.
- During the last ten years a major change in the character of the area has arisen from the creation of the new eighteen hole golf course in the southern part of the bay. The bright green grassland which cuts across the whole width of the bay is very visible in this subdued, muted landscape and visually severs the coastal plain from the sand dunes of the Quennevais, as well as blocking any habitat continuity through the area. The potentially damaging impacts of ground water abstraction and fertiliser and herbicide run-off remains, as yet, unknown.
- In addition to the major threats and forces for change outlined above there are many further small scale, incremental changes that cumulatively result in the gradual erosion of the area's unique local character. These include alteration of the flat topography through earth mounding and bunding, further enclosure and construction of inappropriate boundaries including coniferous hedges, chain mesh fencing etc all of which fragment and disrupt the open,

exposed character of the landscape. Road widening and kerbing create a more suburban character. Use of powerful security lighting on houses has a major impact on the quality of the bay's night skies.

MANAGEMENT PRIORITIES

This section should be read in conjunction with the general management guidelines identified for the character type: Coastal Plain Management Priorities for the St. Ouen's Bay Coastal Plain are:

- **The whole area should be a target for management under an agrienvironment scheme.** The aim should be to retain the coastal plain as an agricultural landscape, with small fields in a mix of pasture, hay meadows, arable and wetland and managed under an appropriate low-intensity regime.
- **Restoration and management of the boundary features** is a priority. The low earth banks and stone faced banks must be repaired in the traditional style.
- **Confirm proposed Biological SSI at St. Ouen's Pond** and instigate appropriate management to enhance habitat diversity. This very vulnerable SSI should include a wide buffer zone, which could be managed under an agreement (low intensity grazing).
- **Confirm proposed Ancient Monument SSI** and ensure appropriate management.
- **Develop a recreation management strategy**, involving re-location of car parks away from the sensitive coastal edge and provision of safe access to the beach. The design of new car parks will need to be sensitively implemented and in a way which is in keeping with the open landscape (i.e. not formalised and without engineered bunding). Eroded areas on the coast should be treated to promote natural regeneration of the characteristic sea edge flora.

LEVELS OF PROTECTION AND CAPACITY TO ACCEPT CHANGE

Capacity: The St. Ouen's Coastal Plain must have the highest level of protection. There is no capacity for any new development.

Development should be restricted to the renewal, conversion and small scale extension of existing buildings. However, even these can have a major impact on the unique character of St. Ouen's coastal plain and some criteria are set out below:

- The area along Val de la Mare where the main concentration of farm buildings are located should retain its intact rural, agricultural character.
- As some farm buildings become redundant for agricultural use, some may be appropriate for conversion (e.g. holiday lets) however very careful attention should be given to style and design and standard of conversion to ensure that the character of the building and its immediate surrounds are conserved.
- In this sensitive area, in which the small fields are such a special part of the local character, conversion of agricultural buildings should not include the use or subdivision of fields for gardens, driveways or other non-agricultural uses. In the granting of planning permission for

conversion of buildings or any other development conditions must be attached regarding the creation of new boundaries in this otherwise open, exposed landscape. Dense plantations or earth mounds and bunds are not appropriate.

- In general, in this remote area where access is along very narrow lanes, the larger farm buildings are not appropriate for conversion to industrial or commercial uses. Some smaller historic structures should not be converted and should be conserved or preserved.
- As proposals come forward for the renewal of the older tourist developments, these should where possible be encouraged to relocate, particularly those that are on the extreme coastal edge. Detailed attention to the design and detailing of the coastal edge developments (cafes, etc) will be required to ensure 'fit ' with local character.
- Detailed design guidance specifically targeted at the St. Ouen's area is required. This should include guidance on appropriate colour, scale, materials, design, lighting, boundaries etc and must be adhered to when proposals come forward for the renewal of existing residential beach huts /bungalows.
- All developments, including small scale proposals such as car park relocation must be subject to a full environmental assessment.

The impact, on the coastal plain, of any development in the adjacent character area (C3. St. Ouen's Escarpment) should be taken into account. Development along the scarp top, for example, will have a major impact on the skyline view from the plain. The granting of permission for any development within the character area should, wherever possible aim to procure the environmental enhancement and management measures outlined above.