



WMUD

DECEMBER 2020

ST BRELADE

CHARACTER APPRAISAL

Baseline Report

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Willie Miller Urban Design
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Introduction: Baseline report

In September 2020, the Government of Jersey appointed a consultant team led by Willie Miller Urban Design (WMUD) with Benton Scott-Simmons and Nick Wright Planning to carry out a Character Appraisal of St Brelade with a particular emphasis on St Brelade's Bay, the rising ground that visually encloses the Bay and the plateau lands beyond. The Les Quennevais area is also part of the study area although it is not the prime focus.

This is the baseline report of the study and consists of:

- 01 Introduction
- 02 Historical development
- 03 Landscape and Townscape Analysis
- 04 Stage One Engagement - a separate report



Fig 1.01

*the west end of
St Brelade's Bay*

Fig 1.02

*St Brelade's Parish
Church on the west
side of the bay*



Historic development: built form and landscape

The Parish of St Brelade and St Brelade's Bay appear on several maps dating from the 17th and mid 18th Centuries. The John Speed edition of 1627 and the Faden map of 1782 are particularly noteworthy. However, it was not until the late 18th Century that a detailed map of the area became available.

In 1795, the Duke of Richmond commissioned the first accurate and detailed map of Jersey. At St Brelade's Bay, the map shows a scattered collection of farms and associated buildings. Apart from St Brelade's Church, some of these buildings exist today - for example, La Valeuse, La Rue de la Valeuse, a fine example of an intact Georgian farmhouse. The house dates from the mid-late 18th century with associated outbuildings.

There are two church buildings at the west end of the Bay; the Parish Church, and the Fishermen's Chapel. They occupy the site of the original wooden church built by St Brelade in the 6th century.

Also of note on the Duke of Richmond map is St Brelade's Tower which dates from circa 1778. The tower is significant as an integral part of a group of surviving Conway towers in Jersey that not only illustrates the changing political and strategic military history of the island in the late 18th and 19th century, but represents a turning point in the history of defence strategy across Europe, and global trends in the history of war.



Fig 2.01

far left
St Brelade's Bay
- the Faden map
from 1782

Fig 2.02

left
the Richmond
map from 1795

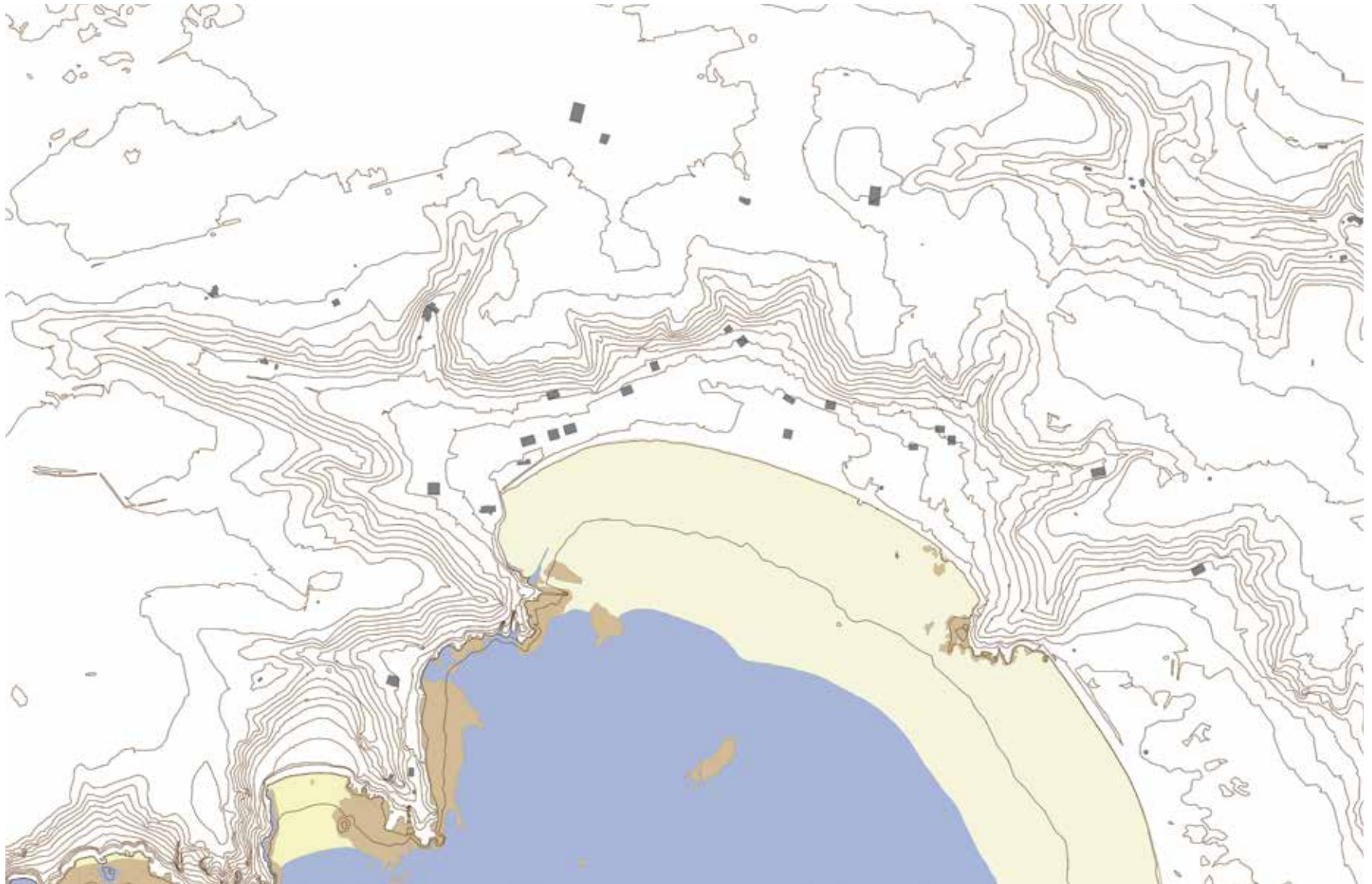
Fig 2.03*St Brelade*
1849

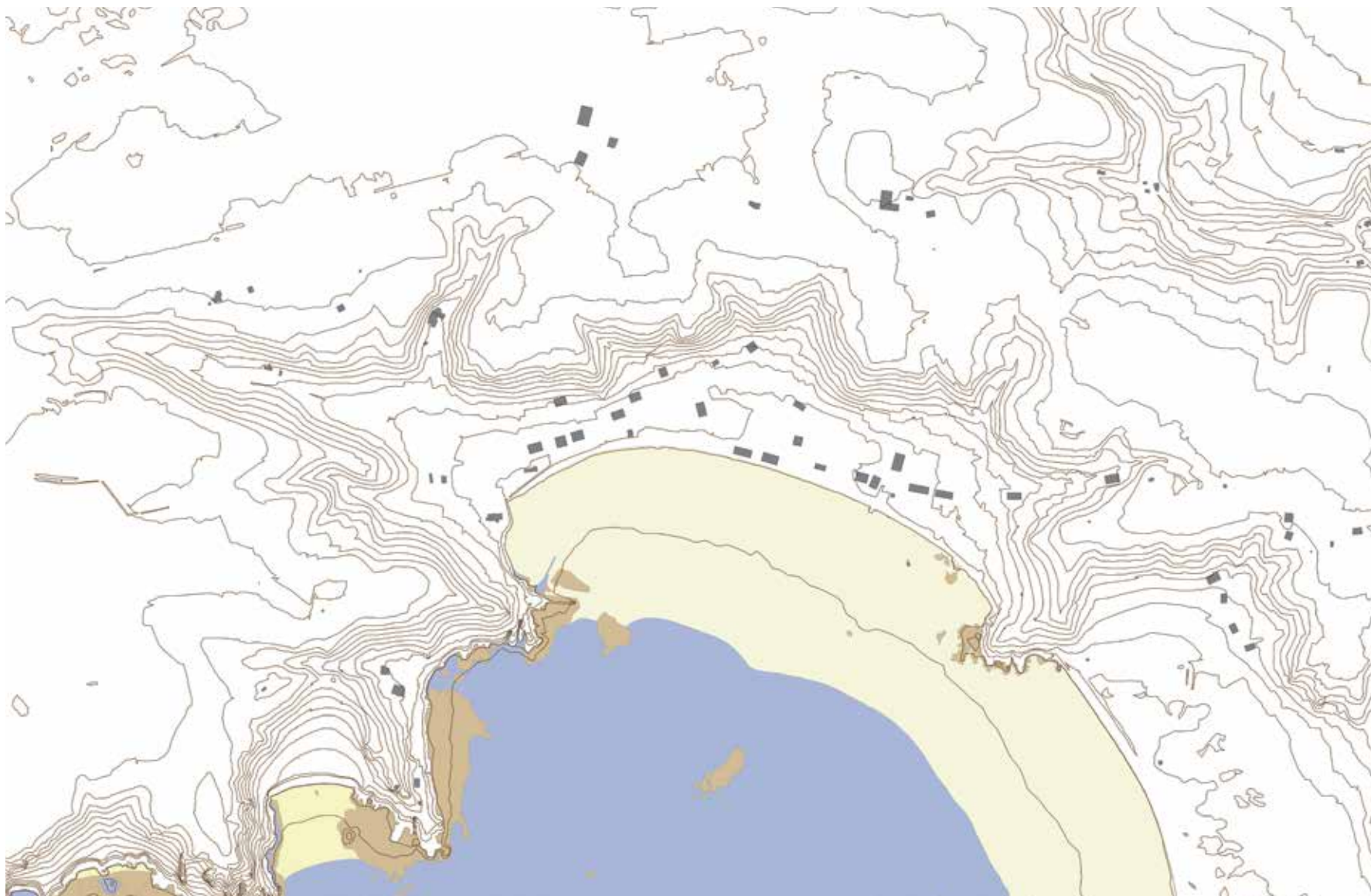


Fig 2.04
top left
St Brelade's Bay
in 1846

Fig 2.05
top right
St Brelade's Bay
in 1846

Fig 2.06
bottom left
St Brelade's Bay
in 1870

Fig 2.07
bottom right
St Brelade's Bay
in the 1890s

Fig 2.08*St Brelade*
1902

The growth of tourism has been instrumental in the development of the Bay as it is today, typified by two of its well-known hotels. The first of these is St Brelade's Bay Hotel, which was initially called the Pic-nic Hotel, and appears under that name on the Commander Richards military map of the island dating from 1867.

Stead's Picture of Jersey, written in 1809, mentions an inn near the church '*where excellent accommodation will invite the tourist to stay a night*'. It is difficult to confirm that this is the same hotel, but research indicates that the Pic-nic Hotel was certainly in existence by the mid-19th century. The construction of a road from St Aubin, down Mont Sohier into the heart of the Bay, and then up to La Marquanderie at the western end, encouraged some landowners to build houses. However, the relative isolation of the Bay ensured that development was still minimal right up to the Second World War.

Through most of the 19th century, the landscape of the bay area was open and dominated by agriculture. The Jersey ILSCA 2020 reports that:

'In 1900 the escarpment above St Brelade's Bay was largely open and used for cõtils. However, the construction of hotels and large houses in the area led to the planting of the escarpment with exotic garden species and ornamental trees. These are often evergreens, including Monterey pines, cypress and holm oak. These ornamental plantings, which have now matured, create a distinctive character and backdrop to the Bay, and also provide a home for red squirrels.'

The 1902 figure-field map (Fig 2.08) shows little change from the 1849 plan except for the beginnings of ribbon development along the road from St Aubin down Mont Sohier to the Bay.

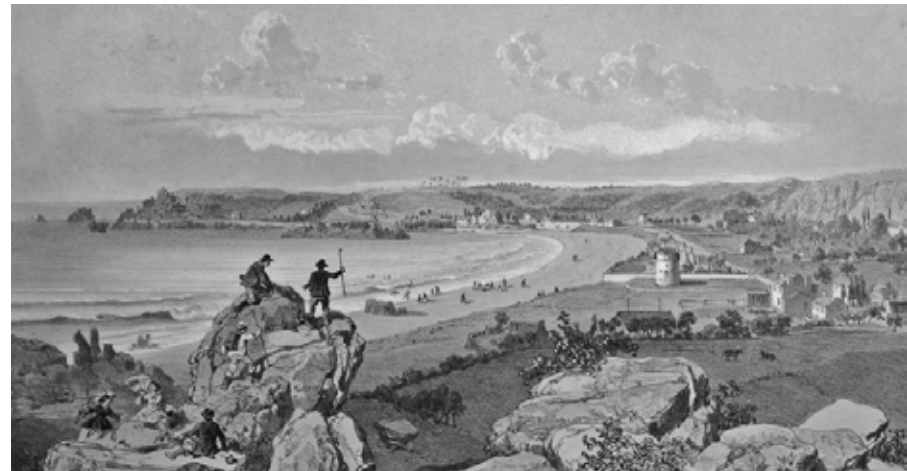
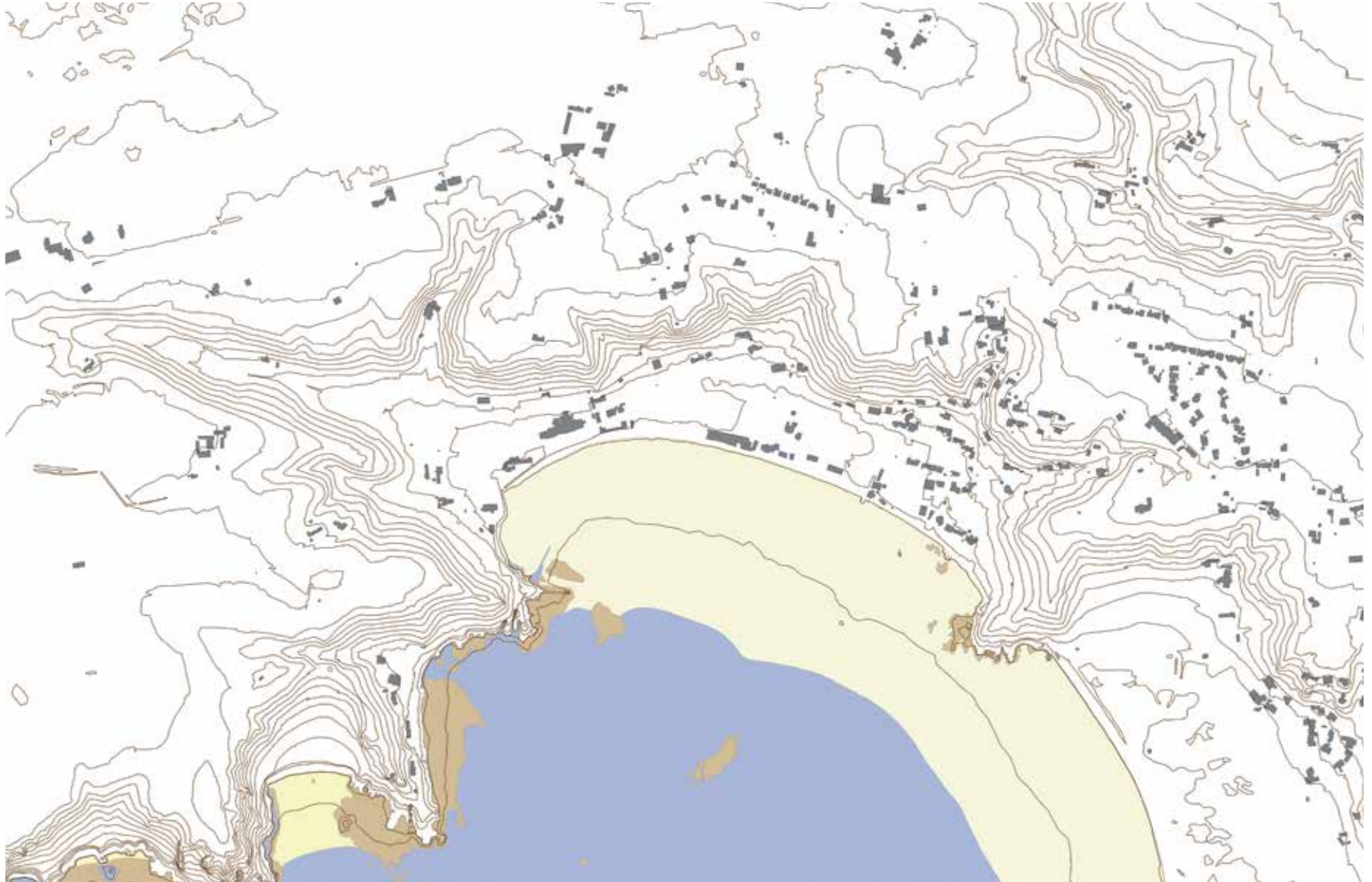


Fig 2.09
St Brelade's
Bay in 1846 -



Fig 2.10
St Brelade's
Bay in 1900

Fig 2.11*St Brelade*
1935

The 1935 figure-field map (Fig 2.11) shows some intensification of development around the Bay, particularly the enlargement of hotels. During the 1930s, St Brelade had become a popular and established tourist resort. The popularity of St Brelade's Bay, both for tourists and islanders, increased its draw as a place to live. This resulted in some residential growth in the bay area, and as Fig 2.11 shows, a scatter of buildings across the broader landscape, north of the escarpment towards Red Houses and also significant roadside developments along La Route des Genets.

Residential development along the bay included seaside bungalows. These were removed by the Germans during the Occupation and were not replaced after the war. (Fig 2.15)



Fig 2.12, 2.13
Holidays in the 1930s - note that the seawall had not been constructed

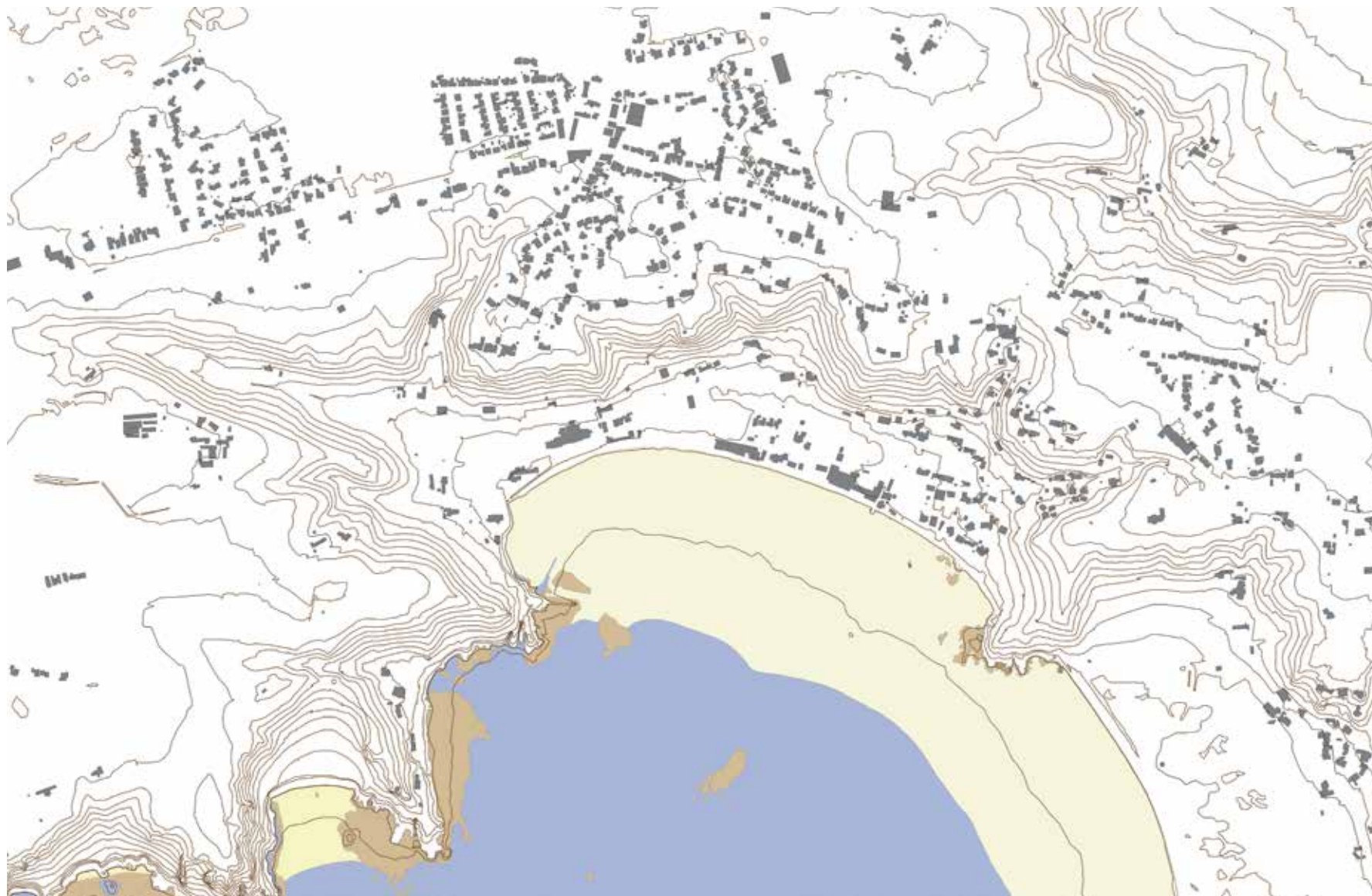


Fig 2.14
*far left
The beach in the 1930s*

Fig 2.15
seaside bungalows in 1939 were removed during construction of the anti-tank seawall

Fig 2.16

St Brelade
1958



The German Occupation during the period from 1940 to 1945 saw many changes in the Parish of St Brelade. The Island of Jersey was seen as part of the German's Atlantic Wall fortifications and much of the coastline saw the installation of bunkers, anti-aircraft facilities, strongpoints and action posts.

At St Brelade's Bay, the most significant development was the construction of the anti-tank seawall (PZM). This completely changed the relationship between the dunes and the beach area, introducing a limited number of access points. In addition to this, Le Grouin was heavily fortified and became a strongpoint, and the headlands at Beauport and Portelet saw the installation of substantial concrete gun emplacements and defences.

Other developments during this period included the use of the St Brelade Bay Hotel as a Soldatenheim or Soldier's Home. Also, the St Helier to La Corbière west railway was re-opened by the Organisation Todt to facilitate the movement of construction materials for the sea defences.

The distinctive St Brelade valleys which cut into the escarpment around the bay retained much of their natural appearance until fuel shortages in 1944 led to considerable felling of trees. The bare hillsides of the escarpment can be seen in many immediately post-war images.

The wartime years and occupation were traumatic times for Jersey and St Brelade, but they have left a legacy of military artefacts and infrastructure, which make an important contribution to the tourism product of the island. The seawall at St Brelade's Bay has created an attractive, if narrow, promenade which unites the Bay and to a degree, limits and controls access.

In 1958, just 14 years after the war, the figure-field map of the parish shows a considerable amount of new development, especially to the north of the escarpment edge on the upper plateau leading to Red Houses and along Route Orange. The crossroads at Red Houses was already well-formed and the Park Estate area largely built out.

Along La Route de la Baie, there were minimal changes. The road still maintained a largely open character except around what is now the L'Horizon Beach Hotel and Spa. Car and bus parks had been created for the influx of tourists and day-trippers.



Fig 2.17
The beach in the late 1940s showing the loss of tree cover during the war years

Fig 2.18

St Brelade
1965



Fig 2.18 shows the Parish of St Brelade in 1965. There are only limited and small scale changes to the area around St Brelade's Bay but changes north of the escarpment edge into the plateau running north and west of Route Orange are extensive.

The acquisition of land at Les Quennevais by the States of Jersey started in 1925 and 1926 with the public acquisition of Clos des Quennevais and Clos des Sables, as well as the car park at Red Houses crossroads.

The process continued after the Second World War. In 1960, negotiations began for the sale of Les Quennevais Racecourse on the western edge of the settlement. It had been the Island's major horse racing venue for years and which was relocated to Les Landes in St Ouen. The acquired land is now a housing area.

The 1960s saw the construction of Les Quennevais Precinct which provided the area with a central retail location. Unsurprisingly for the time, this is a very car-orientated shopping area.

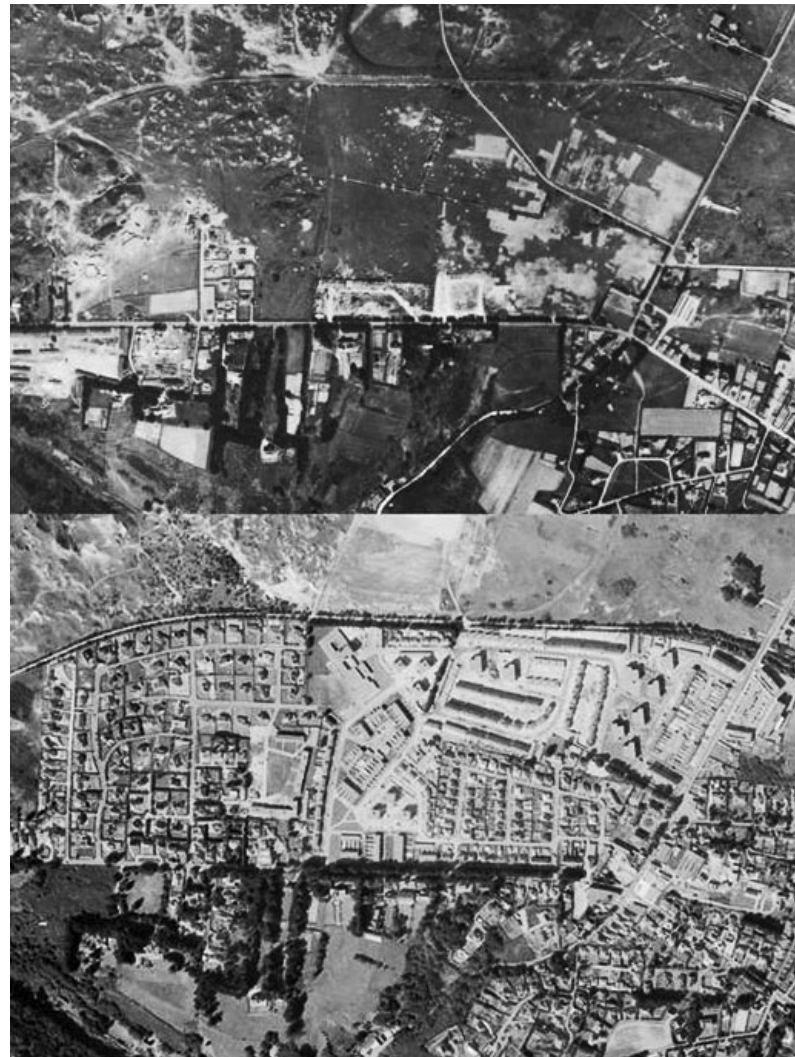


Fig 2.19
Les Quennevais in 1943 (top) and in 1965 (below) showing the spectacular postwar growth of the

Fig 2.20
far left Les Quennevais Precinct in the 1960s

Fig 2.21*St Brelade*
2020

The final figure-field in this sequence is shown in Fig 2.21 and covers the period 1965 to 2020.

An early and important contribution to the area was the construction of the Churchill Memorial Park to the north of La Route de la Baie in 1965. This has matured into a popular amenity and is a rare example of substantial public sector investment in the amenity of the area.

At first glance, the changes in the area over the past 55 years seem relatively small but there have been significant new trends, namely:

- several developments, which are larger than in previous periods, including substantial extensions to hotels, retail developments at Red Houses, schools, residential developments and healthcare facilities
- over 50 new developments in the lower slopes of the St Brelade's Bay area, some of which are considerably larger than the norm established over the preceding decades
- on the upper edges of the escarpment and on the plateau area to the north, around 30 new residential properties (new build and extensions) which appear to be larger in scale than the previous norm
- substantial areas of new suburban development including Le Mont es Croix, Le Mont Sohier and the northern reaches of Les Quennevais - these do not impinge on the core study area
- a focus on housing, retail and education land uses - but less focus on cultural or employment uses



Fig 2.22
2020 aerial
view of the
centre of
Les
Quennevais



Fig 2.23
the result of
planning for
the car at Les
Quennevais
Sports Centre
and Les
Quennevais
Park

Fig 2.24

*Old and new:
250 years of
history and
building at
St Brelade's Bay*



Analysis:

Landscape and townscape

1.0 LANDSCAPE PROTECTIONS

[Fig 3.01: Landscape Protections]

Setting:

The Parish of St Brelade has a rich and diverse landscape that includes agricultural land, rugged shorelines and dunes, wooded valleys and rocky escarpments, scenic bays and beaches. It is rich in valuable ecological, geological, archaeological and historical features (being especially notable for its WWII defensive structures) and is a popular destination for tourists. It is the second centre of population on Jersey after St Helier, and while the majority of residents live in the sprawling 20th century suburbs of Red Houses and Les Quennevais, the surrounding countryside is also scattered with individual country houses, farm buildings, hamlets and small suburban estates.

Several important pieces of island infrastructure are in the Parish, including HM Prison at La Moye and La Rosiere desalination plant to the southwest.

States of Jersey Revised 2011 Island Plan

The Island Plan shows that the parish is extensively covered by planning protection zones, with some especially sensitive features protected by multiple layers of protection and guidance. The largest and most significant protected zones in the Parish of St Brelade are:

The Coastal National Park:

This designation provides the highest level of protection against development, reflecting the national and even international importance of the natural beauty, wildlife and cultural heritage of the National Park.

Policy NE6 sets a strong presumption albeit not an absolute moratorium against development within the Park where it would detract from its landscape character. The Island Plan states that

'The National Park will be given the highest level of protection from development and this will normally be given priority over all other planning considerations. In this area there will be the strongest presumption against all forms of development'.

The Green Zone:

This covers parts of the interior agricultural landscapes of the plateau and coastal plain not already covered by the National Park. Although the Green Zone is not seen as being quite as sensitive as the National Park, there will still be a general presumption against any development in order to retain the quality and distinctiveness of the countryside and ensure that its distinct character remains intact.

Policy NE7 explains that there will be a general presumption but not an absolute moratorium against development within the Green Zone. It states that exceptions may be made but that *'... the key test is the capacity of the site and its context to accommodate development without serious harm to landscape character'.*

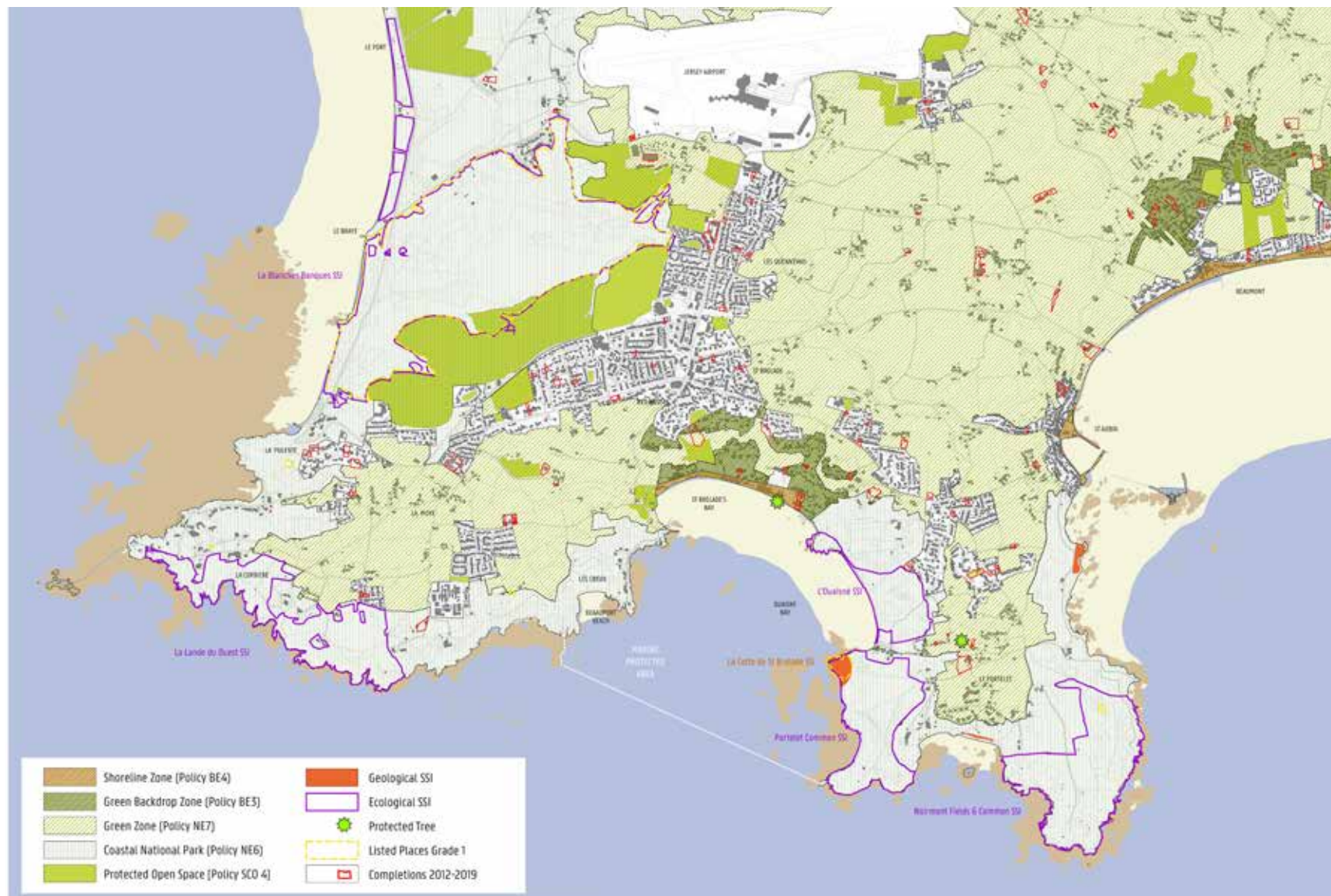
Two other protection zones are smaller in scale but of particular importance at St Brelade:

The Green Backdrop:

This zone recognises the importance of landscape setting for the character of the built-up area, and the enjoyment of views to and from the settlement.

Policy BE3 aims to promote a lower density of building in the

*Landscape
protection
areas*



Green Backdrop Zone accompanied by enhanced open space and planting that complements the existing character of the Bay. The policy states that development will only be permitted where *'...the landscape remains the dominant element in the scene and where the proposed development is not visually prominent or obtrusive in the landscape setting, where it retains existing trees and landscape features, or where proposals for new planting will serve to maintain and strengthen the landscape setting and character of the area.'*

The Plan acknowledges that: *'... greater resolve in its application is needed than has been applied in the past and that greater attention to the requirements for new and enhanced landscaping in this zone, as an integral element of new development proposals...'* It states that more attention may be needed to relevant policies such as Policy NE 4 'Trees, woodland and boundary features' and Policy GD 5 'Skyline, views and vistas.

The Shoreline Zone

St Brelade's Bay is one of several shorelines along the southern coast of Jersey where built up areas meet the sea and where communities have most access to the shore. This is consequently where the impact of development on landscape and seascape is most pronounced. These shoreline areas therefore warrant special consideration and Policy BE4 seeks to restrict certain types of development to protect the quality and character of the setting, optimise accessibility for the public and protect scenic views.

The Island Plan makes note of the importance of the St Brelade's Bay shoreline by stating that:

'St. Brelade's Bay is generally regarded as one of the most beautiful

natural bays in the Island. Successive development plans have sought to retain and protect its natural beauty and character whilst recognising its role as an attractive place for tourists and Islanders to visit and as a place to stay and live. Development affecting the coastal strip of this bay, as defined by the Shoreline Zone, has the potential to affect the special character of the whole bay.'

Particular care is, therefore, required to ensure that the redevelopment of existing buildings, involving their demolition and replacement; does not seriously harm the character of St. Brelade's Bay. Accordingly, replacement buildings here should generally not be larger than that being replaced: in the case of tourism accommodation coming out of this use there is the possibility of reducing the visual impact of these often large buildings by some or all of: a reduced visual scale, mass and volume of a building, particularly where existing buildings are large; more sensitive and sympathetic siting and design; materials, colours and finishes more sensitive to the character area.

Policy BE4 seeks to ensure that any development proposals in the Shoreline Zone are sympathetic to the existing scale and character of the Bay, that there is appropriate protection of landscape and scenic views, and that public access and the quality of the public realm is enhanced.

The policy highlights that: *'Within the Shoreline Zone for St. Brelade's Bay, the...redevelopment of a building, involving demolition and replacement, where the proposal would be larger in terms of any of gross floorspace, building footprint or visual impact than the building being replaced...will not normally be approved.'*

Other protections that are relevant to St Brelade include:

Protection of Open Spaces

The Island Plan recognises that the provision of open space for public amenity and recreation is especially important in built up areas and sets out to protect identified spaces from inappropriate development.

Policy SCO4 promotes the protection of recreational and amenity space and identifies key protected greenspaces within St Brelade's Bay including:

- The historic area at the west end of the Bay including St Brelade's Parish Church, Hall, Rectory, churchyard and environs
- The primary formal public park in the centre of the settlement, Churchill Memorial Park

Protected greenspaces adjacent to Les Quennevais include:

- Extensive areas of sports grounds hard up against the west boundary of the built-up area including La Moye golf course, the Sports Centre, school pitches and the Football Club
- The Elephant play park behind the shopping precinct
- Other small greens within residential areas

Tree protection

The Island Plan acknowledges the unique contribution made by trees and hedgerows to the landscape and townscape of the island. Policy NE 4 states that trees, woodlands and boundary features - walls, fosses, banques and hedgerows - which are of landscape, townscape, amenity, biodiversity or historical value, will be protected by:

refusing development proposals which will result in their loss or damage

Sites of Special Interest

The former Department of the Environment (now IHE) has designated certain Natural Sites of Special Interest (SSIs) that are legally protected because of their special zoological, ecological, botanical or geological interest.

Natural SSIs are selected using scientific criteria established in the Biodiversity Strategy for Jersey and may include public or private land. Landowners or occupiers of land within a Natural SSI need to apply for prior permission to carry out any activities that are listed as not permitted for that site.

It is relevant when considering the SSIs in the Parish of St Brelade to note that SSIs can be valuable because of the way they have been managed rather than their intrinsic natural qualities.

There are seven Ecological SSIs near St Brelade's Bay. Two are of direct relevance to St Brelade's Bay, since they protect natural landscapes that are recreational destinations for the community while also forming composite parts of the iconic scenic views from the Bay:

- Ouaisné: remnants of a dune system; diverse habitats including wet dune slacks and bog
- Portelet Common: Coastal Heathland and Cliff Slopes; this also incorporates a Grade 1 listed Place and Geological SSI at La Cotte de St Brelade headland

One SSI is of particular significance to Les Quennevais since it is occupying the territory between the west edge of the built-up area and the sea:

- La Blanches Banques Dune system; this is also a Grade 1 Listed Place

Other SSIs are less directly important to the study area but are still significant to the quality and character of the wider landscape setting:

- **La Lande du Ouest:** Coastal heathland and Cliff Slopes
- **Noirmont Fields** 685 & 683: Buffer zone for Noirmont Common
- **Noirmont Field** 684: Dry grassland, important for migratory birds
- **Noirmont Common:** Coastal heathland

Habitat connectivity

The former Department of Environment (now IHE) commissioned the Amphibian and Reptile Trust to determine priority areas for protected species and habitats and to identify connecting routes between them to improve the function of Jersey's ecological network. The resulting 'Jersey multi-species distribution, habitat suitability & connectivity modelling' document identified several high priority wildlife corridors including several in the St Brelade and Les Quennevais area:

- from La Corbière, eastward to St Brelade's Bay
- from west to east following the escarpment behind St Brelade's Bay seafront
- between Le Mont Sohier, Ouaisné, Portelet and Noirmont; linking these areas
- north from St Brelade's Bay (mid-bay carpark) to the south-eastern corner of the airport
- along the southern edge of the airport through Les Ormes Golf Club and on to Les Blanches Banques
- from above Pont Marquet (Maison St Brelade residential home), going west / northwest across the top of Les Quennevais and through Creepy Valley on to Les Blanches Banques

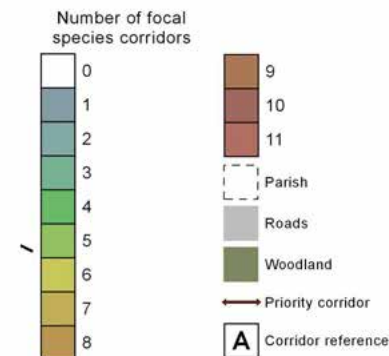
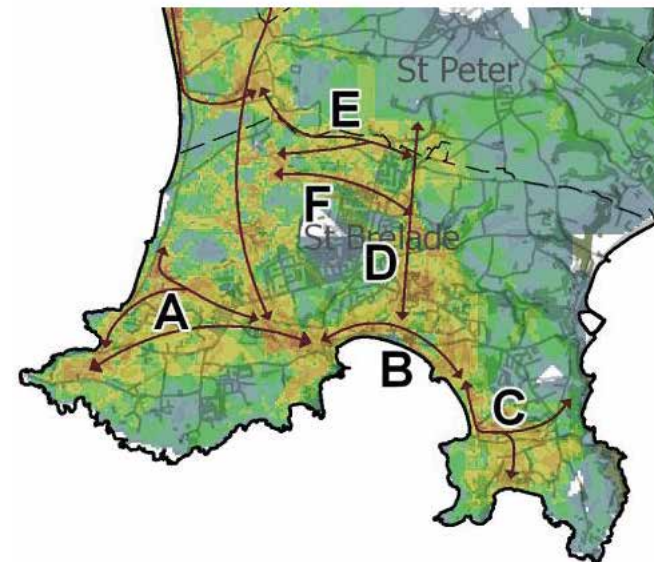


Fig 3.02

Priority map of species corridors from Jersey Multi-Species Distribution, Habitat Suitability & Connectivity Modelling Research Report, Government of Jersey 2018



2.0 FORMAL LANDSCAPE CHARACTER ANALYSIS

[Fig 3.03: ILSCA Landscape Character Types]

The Jersey Integrated Landscape and Seascape Character Assessment [ILSCA, Fiona Fyfe 2020] provides a comprehensive and detailed examination of the unique landscape character of the island and its surrounding seas. It identifies 10 distinctive Character Types covering terrestrial, intertidal and marine environments and these Character Types are divided into 34 smaller Character Areas, each of which has a distinctive sense of place. The ILSCA also identifies 14 Coastal Units which provide an additional layer of assessment focussing on the most complex coastal areas where many different Character Types and Areas meet and/or are inter-visible.

An overview of the Character Areas shows that the landscape character is relatively simple on the plateau and more fine-grained around the southern coast, especially at St Brelade's Bay. There are expansive 'urban' areas in the centre of the parish, mostly within the extensive, contiguous built up area of Red Houses/Les Quennevais, but also other small developments scattered amongst the agricultural land on the high ground.

Outside of the built-up urban areas there are seven Landscape Character Types in the St Brelade area:

Cliffs and Headlands: incorporates the South West Heathland Character Areas framing the Bay to east and west. These are areas of remote and rugged high land with outstanding sea views. They were important historically for defensive purposes, exploiting the natural vantage points found there. The focus of the recommendations in the ILSCA is to protect its scenic natural character and enhance its habitat potential while addressing adverse impacts of growing visitor pressure.

Coastal Plain: incorporates Les Quennevais Dunes Character Area to the west and Ouaisné Coastal Plain Character Area to the immediate east of St Brelade's Bay. These areas occupy mostly flat or low-lying dune land lying between the escarpment and the coast. Land use is diverse but includes semi-natural dune and wetland habitats, agriculture and golf courses; built development is scarce here. Both Character Areas are in the Coastal National Park and part of the Ouaisné Coastal Plain Character Area is occupied by the Ouaisné Ecological SSI. The dune system at Les Quennevais is by far the largest of its kind in Jersey. It is of particular importance, with multiple designations that reflect its value for prehistoric archaeology and the range and extent of habitats which are found there. Recommendations focus on protecting and connecting the habitats found here, protecting the open sea views and managing the impact of visitors.

Escarpment: steeply sloping ground between the coastal plain and the interior plateau and the one of the most important character areas in terms of visual prominence, particularly when seen from the shore and sea. It is diverse, with rocky outcrops interrupted by patches of agricultural land and, since the 19th and 20th centuries, by housing plots and hotels, attracted by the outstanding views to the sea. The St Brelade's Bay Escarpment Character Area has been made even more distinctive by the addition of exotic trees such as Monterey Pines, cypress trees and holm oaks. However, in recent years it has suffered from some erosion of planting because of the demand for sea views for new residences on the crest of the scarp. Recommendations include protecting the overall green and rural character, increasing native tree planting, and protecting the steepest parts of the landform from new development, especially where buildings could breach the skyline. Of note are the recommendations to

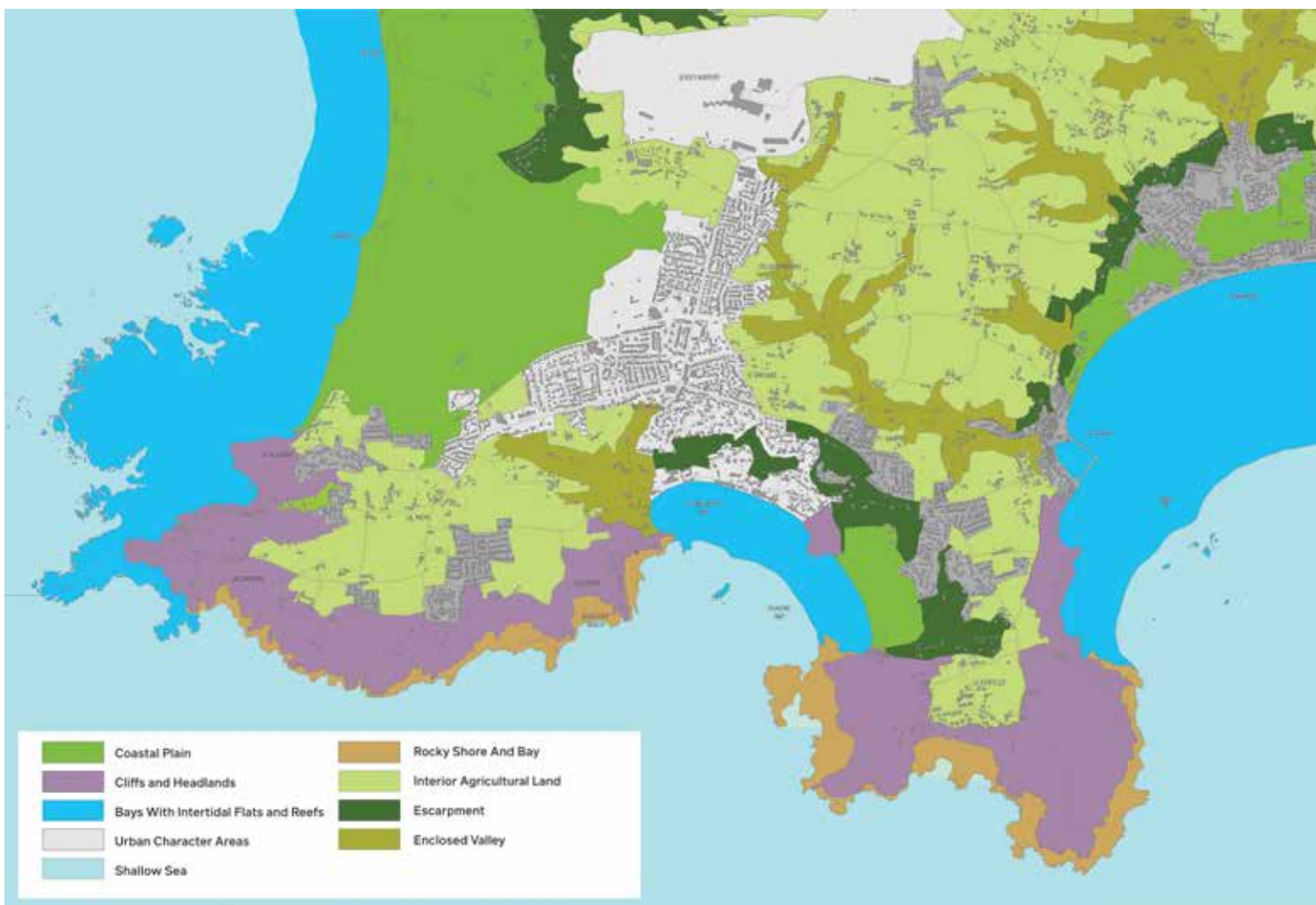


Fig 3.03

ILSCA Landscape character types

consider further protection for trees and woodlands to prevent felling by property owners who wish to have sea views.

Enclosed Valley: enclosed, often densely wooded valleys with steep sides and watercourses running along the bottom. They contrast with more open, light places in other character areas and with little development often have a secretive, tranquil feel. The St Brelade's Valleys Character Area includes private houses along the valley floors, with exotic tree species spreading up the valley sides. The guidelines promote restrictions on significant further built development and the protection and enhancement of the intimate, wooded character of the valleys. There is potential to link green spaces and improve public access and the report suggests that consideration be given to expanding the Coastal National Park to include of parts of this Character Type.

Interior Agricultural Land: This Character Type includes the historical, managed agricultural land that dominates the rural heartland of the whole island. The patches of Western Coasts and Farmland Character to the east, west and north of St Brelade's Bay is more open and exposed than others in this Character Type, with fewer farms or villages. However, very substantial areas of 20th century development, including the airport, prison, La Moye and Les Quennevais/Red Houses have supplanted the original farmland; remaining agricultural areas now provide a rural setting for those distinctly urban areas. The guidance seeks to protect the remaining historic and rural character by discouraging sprawl and promoting sensitive design that respects and complements the established surrounding landscape character.

Rocky Shore and Bay: incorporating the intertidal area around the

southwest headlands either side of St Brelade's Bay. It is a steep, rugged and rocky interface between sea and land. It supports important intertidal habitats on both the inaccessible cliffs and secluded beaches that are revealed at low tide. This character area includes the cliff caves at La Cotte a la Chèvre, in St Ouen, and La Cotte de St. Brélade, with their evidence of early human occupation. The atmosphere of these areas is ever-changing, heavily influenced by passing weather. The guidelines support the protection of the natural rugged nature of these zones and the delicate habitats that survive there. They recommend that there is a general presumption against development within this Character Type – or in adjacent areas where it might have an impact this Character Type - and the exclusion of new manmade features that might dilute the visual drama of the cliffs. the report suggests that consideration be given to expanding the Coastal National Park to include of parts of this Character Type.

Bays with Intertidal Flats and Reefs: the intertidal seascapes, beaches, rocks and reefs which are exposed at low tide. The St Brelade's Bay Intertidal Zone is a notable example of a dynamic place changing with the rhythm of the tides that at low tide leaves an intimately scaled sandy beach which at low tide is a popular recreational destination. Distinctive rocky headlands act as bookends to the bay while a further rocky promontory at Le Grouin divides the bay into two parts. Most the landward edge of the beach is confined by a wall and promenade (German defences in part). The backdrop to the beach frontage is a distinctive, well-treed escarpment with buildings scattered between. The guidelines promote the protection of the 'naturalness' of the character area and of its rare habitats. It also recommends protecting historical cultural features such as towers, lighthouses and castles, including their settings. The necessity of appropriate management of the beach is emphasised, to enhance the

environment for visitors but also to protect vulnerable habitats.

That consideration be given to expanding the Coastal National Park to include more sensitive areas is a recommendation under each of the Character Types described above.

The ILSCA includes detailed and nuanced guidance for a sensitive approach to landscape design that can help protect the unique characteristics of the Jersey landscape. It includes advice on accommodating new development, enhancing the rural character, and protecting views within the context of the different Character Types. The guidance is a valuable reference for those seeking to protect existing landscape features and adopt a design approach that is sensitive to the established and distinctive character areas of the island.

3.0 LANDSCAPE AND TOWNSCAPE ANALYSIS

PARISH OF ST BRELADE

Urban patterns [Fig 3.04: Solid and Void]

Throughout the parish, development has been heavily constrained by topography with residential development historically occupying sheltered valleys and narrow strips of buildable land on low land by the shore (St Brelade's Bay, Les Creux, La Pulente). Since the 20th century however, a significant amount of development has spread out over the flatter lands of the plateau (Red Houses/Les Quennevais, Le Mont es Croix).

Generally, steeper escarpment slopes and cliffs have proven too

challenging for anything other than occasional one-off houses, although there is some recent evidence of renewed efforts to tame these areas.

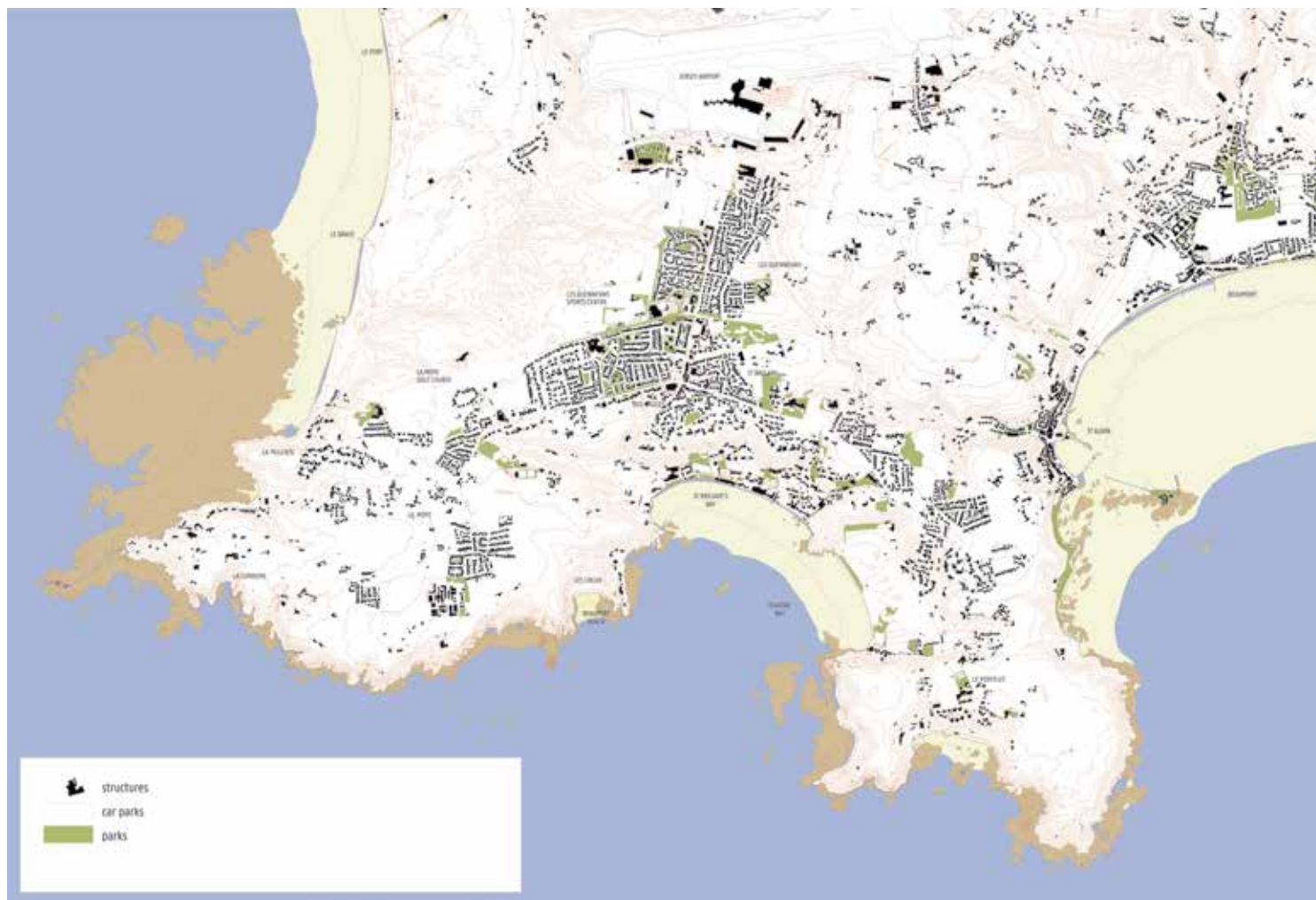
Red Houses/Les Quennevais show a rather consistent suburban grain organised around the five historical streets radiating out from Red Houses. The grain is generally low density with relatively few large floorplate buildings loosely scattered across the built-up area and countryside (these are generally hotels, apartment blocks, retail units and sports facilities).

Large houses in expansive private grounds are dotted across the surrounding agricultural land but are also found concentrated around the edge of high ground, where there can exploit the sea views. A recent introduction is private houses with unusually large footprints on the high ridges overlooking the various beaches and bays.

St Brelade's Bay has a linear form aligned to the water's edge and constrained by the crescent-shaped escarpment to the north. The zone immediately behind the waterfront, north of Route de la Baie and south of the escarpment, is by contrast rather varied and fragmented, lacking a clearly defined urban pattern.

Most development in the bay is confined to the low ground around the shoreline, but some suburban development flows up the somewhat lesser gradients leading eastwards up a valley to the plateau at Mont Sohier.

There is a distinct contrast between the built-up waterfront at St Brelade's Bay and the undeveloped land along the edge of Ouaisné.

Fig 3.04*Solid and void*

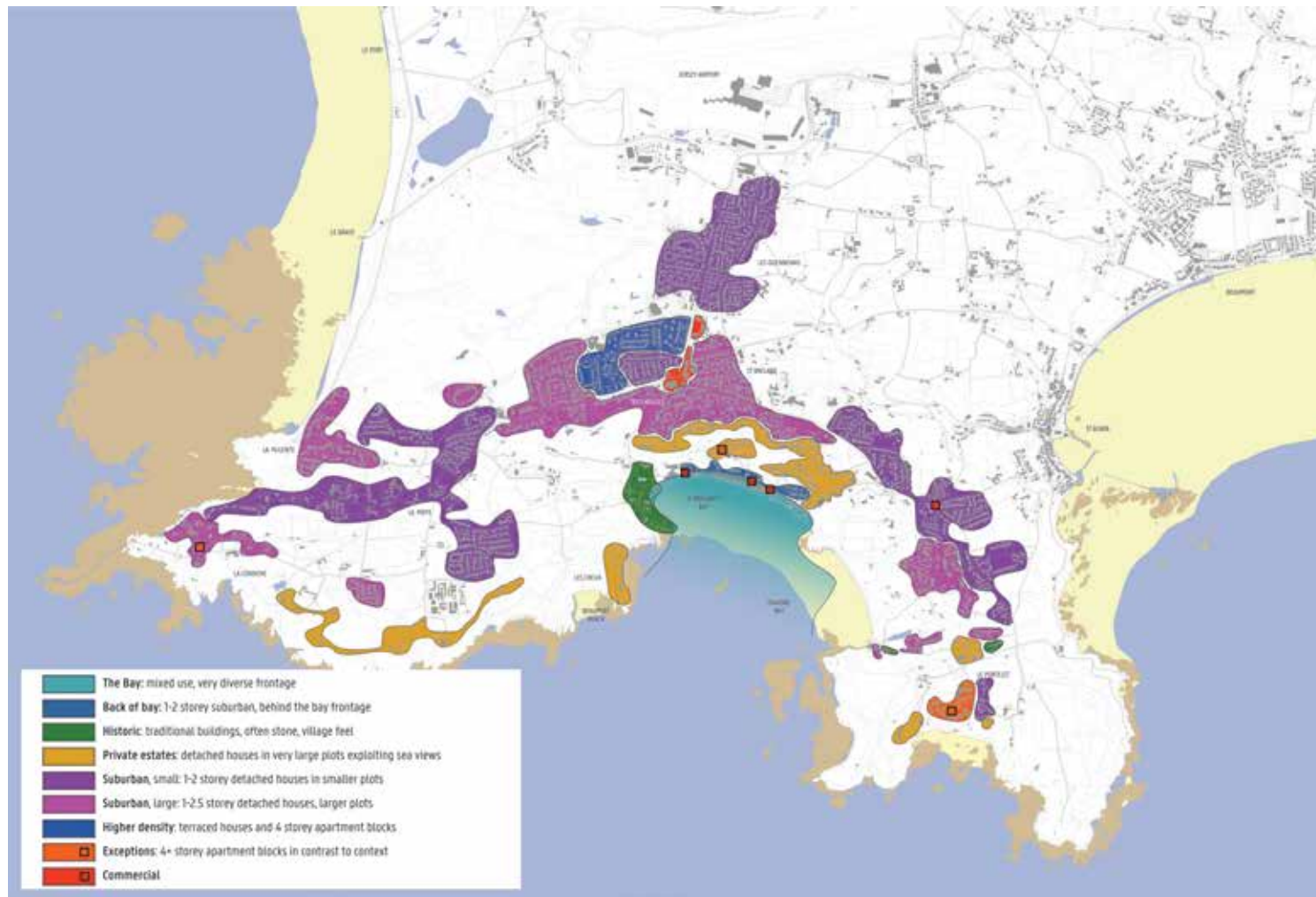


Fig 3.05

Townscape form

Townscape Character [Fig 3.05: Townscape Form]

The main built-up area of Red Houses/Les Quennevais is dominated by detached buildings that are 1-2 storeys high. In the surrounding countryside, amongst the scattered farms buildings and country houses, there are other small hamlets and housing estates that mimic the suburban density of the centre. These outlying settlements tend to lack community facilities of their own, so Red Houses and Les Quennevais provides the civic focus for those communities too.

There are examples of apartment blocks that, because of their large scale and urban contemporary character, stand out in contrast to their surroundings. These include:

- a complex of apartment blocks at Portelet Bay, built in 2010, which replaced a former holiday village [within the Green Zone]
- the Seacrest Apartments at Mont du Petit Port which replaced a former hotel and restaurant [within the Coastal National Park]
- apartments at Chateau Valeuse, Rue de la Valeuse, St Brelade, given consent in 2007, replacing a hotel [within the Green Backdrop Zone]

Neighbourhood retail, commercial, banking, and medical services are focused along La Route des Quennevais, connecting two main centres:

- **Les Quennevais Parade** – the larger of the two centres, with Iceland as its anchor food store, but also including pharmacies, cafés, beauty shops, stationery outlets and the like.
- **Red Houses** - with anchor stores Marks and Spencer and Waitrose, plus secondary retail including a pharmacy, florist, beauty shop and café.

Both centres are well served by car parking, but the environment is less than hospitable for people moving about on foot. There is one modest, somewhat outdated seating area at the Red Houses crossroads, but

otherwise no clearly discernible neighbourhood focal point or significant area of quality public realm. The area is well served by public green space however, with a popular and large play park behind Les Quennevais Parade (Elephant Park), The Pont Marquet Country Park to the east, and the Les Quennevais Sports complex to the west, where there are public sports pitches, cycle track, swimming pool, indoor gyms and sports halls.

ST BRELADE'S BAY**First impressions and views** [Fig 3.06: Approach and Views]

There are two primary routes that lead to the bay, one from the east (St Aubin) and one from the north and west (the airport and Red Houses). Both approaches lead from higher ground on the plateau, carving down along narrow roads with steeply banked sides lined with trees, hedgerows and walls, before arriving at the bay. The screened off views along these approaches heighten anticipation and there is a palpable sense of discovery when the full panorama of beach and sea is finally revealed at the St Brelade's Bay Hotel or Churchill Seafront Gardens.

Arriving in the bay from the east means passing along the rear elevation of buildings facing the beach. The street is very narrow, with buildings on the south side placed hard up against the carriageway. This contributes to a sense that pedestrians may step right into the road, meaning that drivers cannot leisurely take in their surroundings or find their way about.

The scene along La Route de la Baie is very varied, with constantly changing edge conditions including randomly juxtaposed neat front gardens and unsightly service yards, enclosing hedges and walls but also open car parks, formal public gardens and exotic plantings but also undeveloped sites. There is a wide variety of boundary styles and a significant amount of both commercial and traffic-related signage in the view.

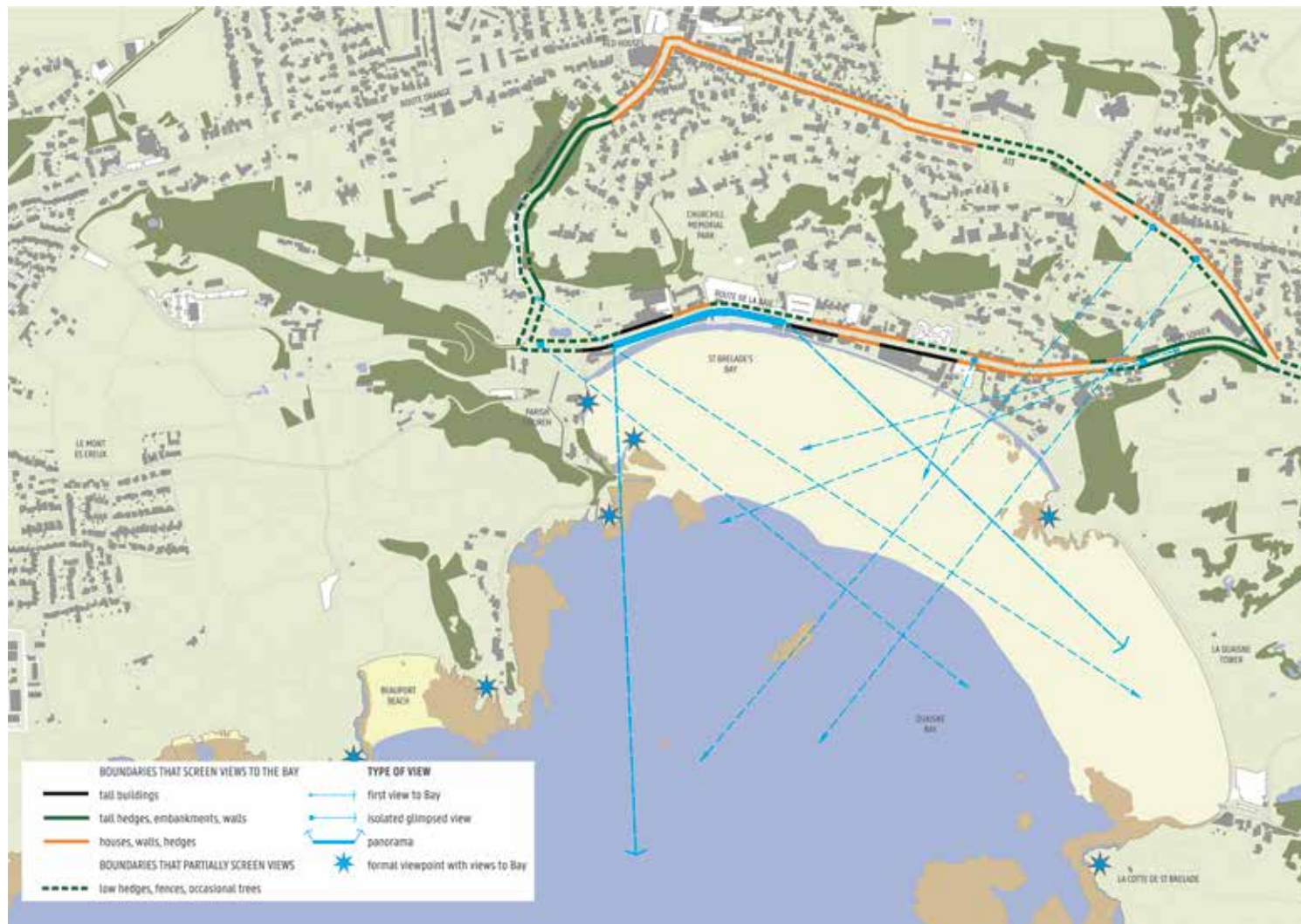


Fig 3.06

Approach and views

The character changes from residential in the east to hard and urban at Hotel l'Horizon and the Golden Sands Hotel. Continuing west and arriving at Churchill Seafront Gardens the view suddenly opens to reveal the dramatic panorama of the bay. Along the open stretch there is an almost continuous series of planted strips and gardens, many with exotic and manicured colourful planting that provides a distinctive and attractive foreground to views out to the bay.

One feature undermines this attractive stretch of beachfront - the messy street level deck of the Crab Shack and Oyster Box structure.

To the west, La Route de la Baie approaches the most attractive part of the bay, typified by a cluster of historic red roofed buildings linked by Jersey granite walls with mature trees framing views and well-kept gardens sitting neatly in the foreground. The road ends at the landmark Parish Church churchyard sitting above the old harbour walls; this is the evocative, leafy, historic and cultural heart of the bay.

The bay is overlooked from the crescent of high ground to the west, north and east, and several vantage points on promontories and rocky bluffs around the edge of the bay have become formalised as public viewpoints. Those on the east side of the bay provide particularly scenic panoramas at sunset and are popular evening destinations for visitors.

Private plots with sea views are also highly prized, and sites with unimpeded views – especially along the scarp edge and the beach frontage itself - are particularly sought after. New developments often seek to maximise any available view and some recent proposals to remove trees to facilitate this have been controversial among bay residents.

Moving around the bay [Fig 3.07: Movement]

The bay is effectively only served by one vehicular route, La Route de la Baie. It links eastwards to St Aubin via Mont Sohier and La Route des Genets, and north to Red Houses and Les Quennevais via La Marquanderie. There is a third, secondary, vehicular link leading north to the La Route des Genets via the green lane at Mont Gras d'Eau. A fourth route climbs up out of the bay from behind the Parish Church via Mont es Croix, leading up towards La Moye and Corbiere.

There are buses that stop at the seafront that come from Red Houses in the north, Corbiere in the west and St Aubin and St Helier to the east.

There is a series of car parks on the north side of La Route de Baie that are free of charge.

Moving about St Brelade's Bay on bike or on foot is challenging:

- The four roads leading out of the bay are steep, and so narrow that they cannot generally accommodate a footway
- Sections of remote footpath have been installed along La Marquanderie to create a connected pedestrian link from St Brelade's Parish Church up to Red Houses
- Two other footpaths link the bay to Red Houses, following the east and west boundaries of Churchill Memorial Park, but all of the footpaths linking to Red Houses ascend over 50m and are much steeper than would be required to meet conventional accessibility standards. They are also too narrow for two buggies to pass easily
- La Route de la Baie has a footway on one side only but it is often very narrow (less than 1.5m wide) and is not continuous along the length of the road. There are many locations throughout St Brelade's Bay where pedestrians must use the carriageway and rely on drivers moderating their speed to make it safe

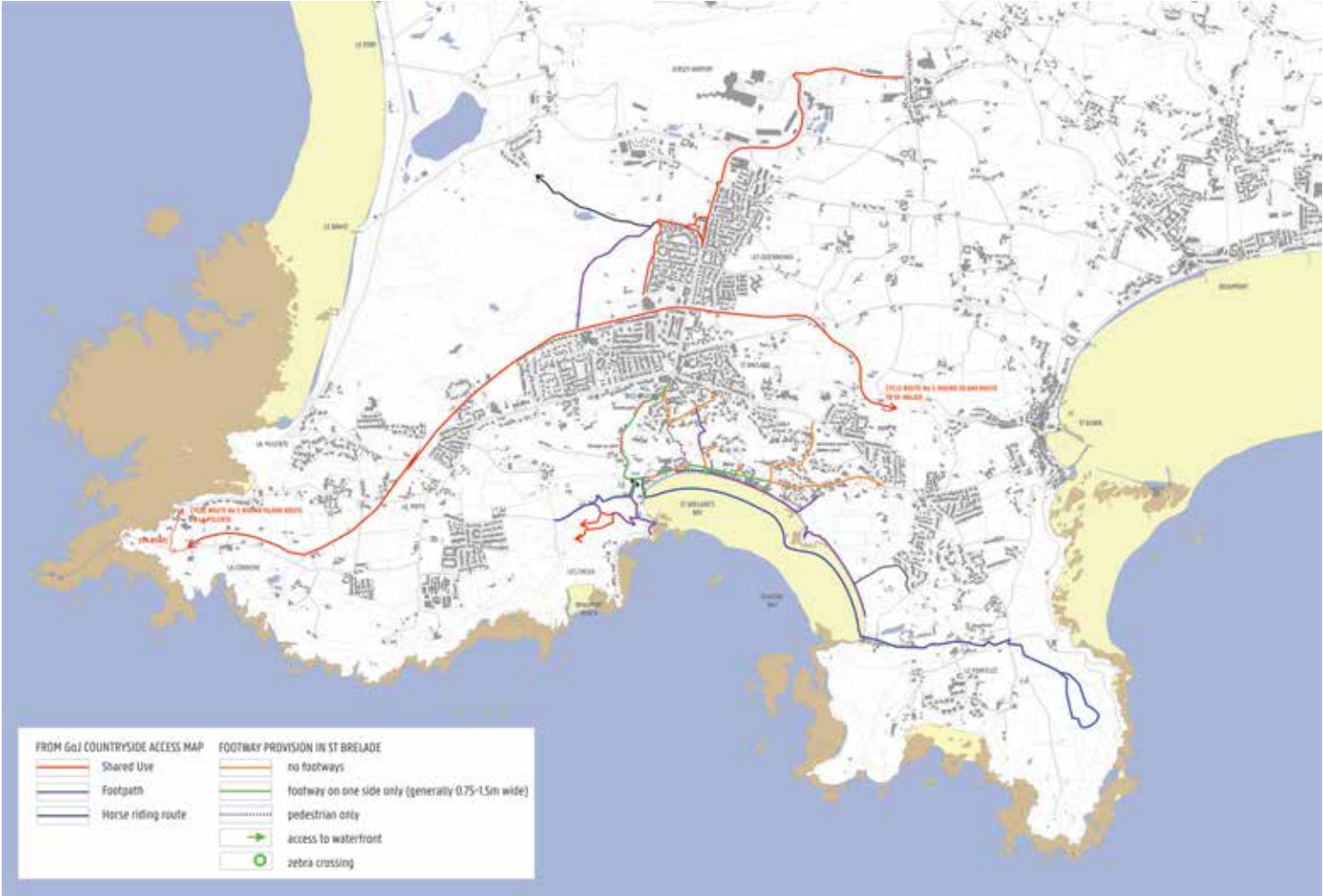


Fig 3.07
Movement

- The promenade is so narrow in places that two families, people in wheelchairs or with buggies cannot pass easily
- Dedicated cycle provision is extremely limited; cyclists have to share the very steep and narrow roads with vehicles

The beach becomes an important route for pedestrians getting from east to west, especially for people exercising dogs or walking for leisure purposes. There are only four public access points linking from La Route de Baie to the promenade, but numerous staircases leading from the promenade down to the beach, as well as a slipway in the centre of the bay. Two other slips, one at the western end of St Brelade's Bay and one at Ouaisné, can also accommodate vehicles.

The Railway Walk is a useful and attractive long-distance footpath and cycle route (Route 1) linking St Helier with St Brelade and the west coast at Corbière, following the disused railway line. There are many other attractive countryside walks too, especially around the coast and linking to various landmark viewpoints with vantages over the coast and the sea beyond.

The waterfront [Fig 3.08: Seafront Elevation, Fig 3.09 Landmarks]

The view north from the beach is layered, with the buildings along the beach frontage largely screening a more open and fragmented 'back of bay' area. A green backdrop of mature trees and cliffs rises up the escarpment behind to terminate in a serrated skyline of trees that is broken in places by the roofs of houses on the ridge.

The seafront buildings create the postcard view of the bay and are seen from all around the east, west and south parts of the bay as a single panoramic composition. Although there are landmarks amongst the

frontage buildings, the seafront's attractiveness is highly dependent on the 'whole' rather than the 'sum of the parts'.

The beachfront is dominated by three large hotel complexes, each 4-4.5 storeys high, which contrast with the other, more domestic-scale buildings lying between. There are two key openings in the built-up frontage that allow views out to the bay, at St Brelade's Tower (Martello Tower N° 2) and between Pizza Express and the St Brelade's Bay Hotel gardens. (The land around St Brelade's Tower currently has the benefit of planning permission for redevelopment).

The most distinctive and attractive features of frontage are:

- The Parish Church, Church Hall, Fisherman's Chapel and accompanying churchyard trees and harbour walls
- St Brelade's Bay Hotel – large but with intricate massing, detailing and roofline
- The wooded backdrop and skyline silhouette – the trees unify, screen and frame; they are fundamental to the 'naturalness' of the bay
- St Brelade's Tower – an iconic historic feature in the east part of the beach where there is little evident history
- The rocky, tree covered promontories at either end of the bay - proving rugged, untouched landscape features
- The seawall and staircases – brutalist in character but now intrinsic to the character of the beach

The beach

The beach is approximately 1km from east to west and the surrounding strongly enclosing landform gives it an intimate and human scale. The combination of the comfortable scale, scenic natural landscape, a wide range of facilities and general liveliness of the beachfront makes the bay an important destination for the local community and tourists alike.

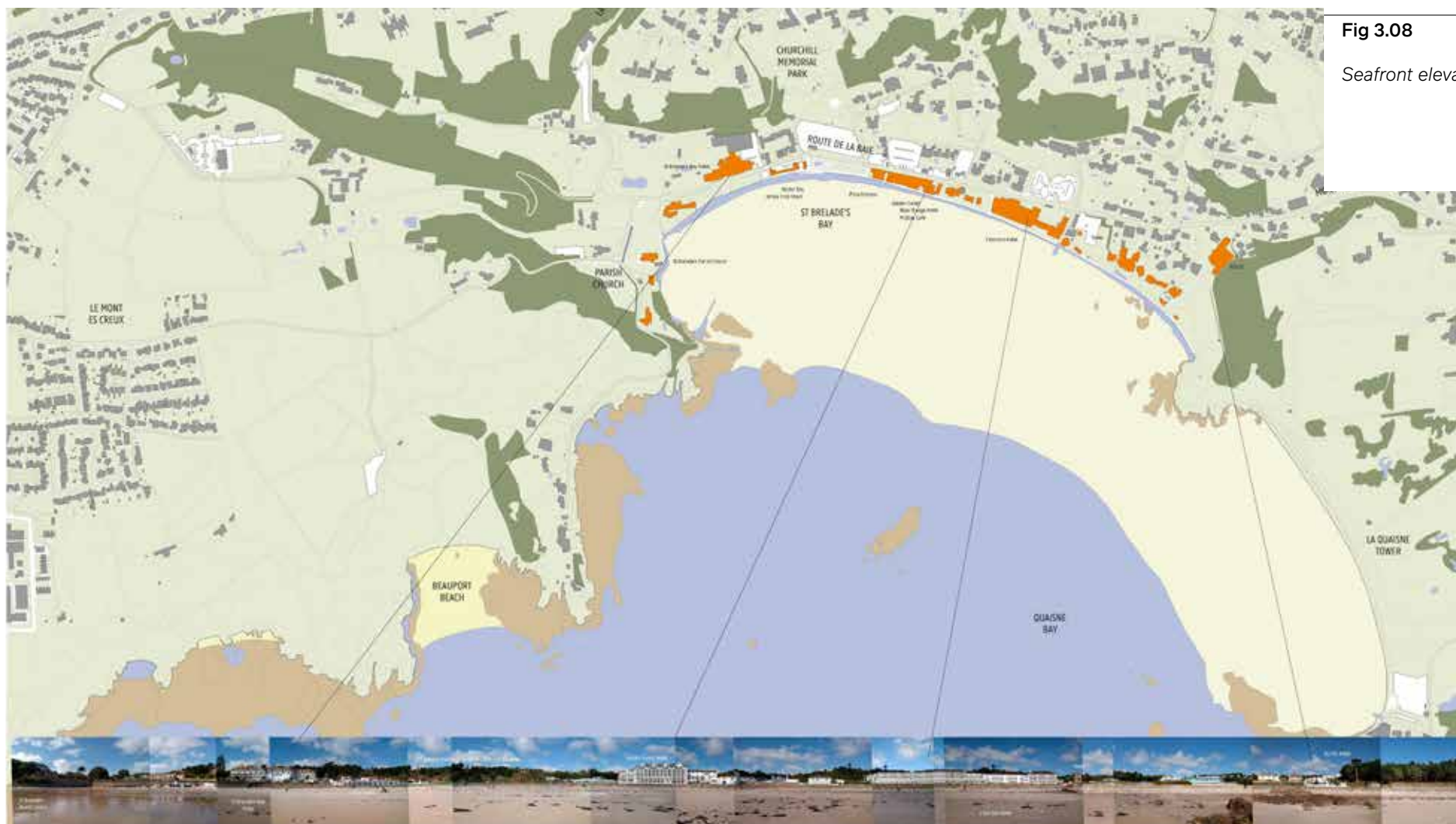
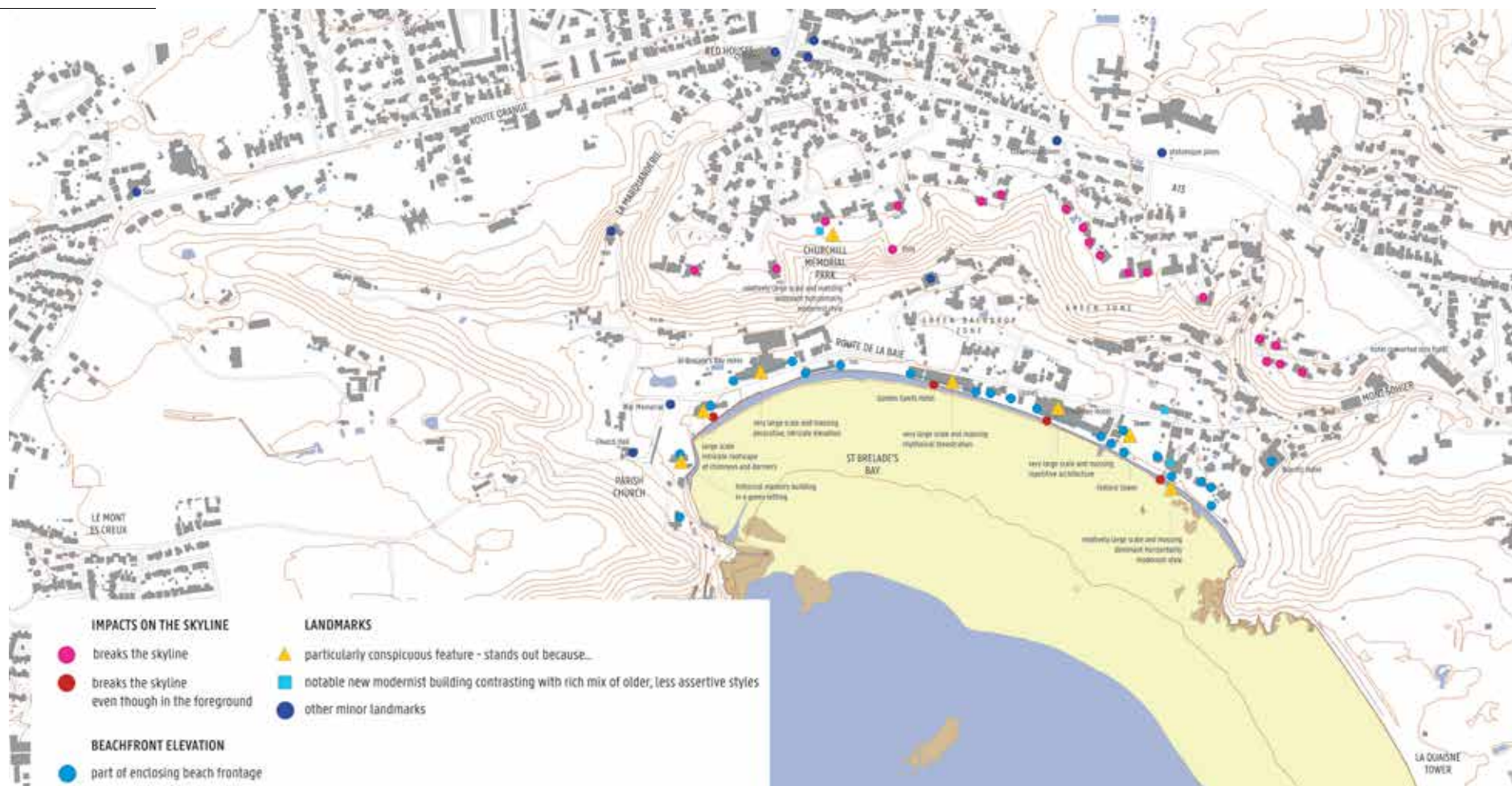


Fig 3.08

Seafront elevation

Landmarks



The granite cliffs and mature trees in the backdrop provide a large scale, continuous, green and natural element running from east to west around the north margin of the bay. The tree covered promontories at La Cotte and Le Coleron are important 'book ends' to the beach, while the rocky outcrop at Le Grouin divides the bay into two beaches with different characters: the active, more lively St Brelade's Bay and the quieter, more secluded Ouaisné.

People come to the bay to walk along the sea wall or play on the beach before visiting the cafes and restaurants lining the promenade. There are public toilets and deck chair hire. The clear water and shallow, shelving beach attract swimmers, especially during the high season when lifeguards are present, and the beach is regularly cleaned. There is provision for water sports including wind surfing, kayaking, paddle boarding and pedalos, while there are also slipways that allow people to deliver boats onto the beach.

The character of the bay

The beach is the largest and most important public space in the bay. Views looking outwards to the sea and the enclosing cliffs and escarpment are central to the bay's identity. The nature of the views is ever-changing, with weather and light conditions continuously affecting the atmosphere. The sea and the rocky outcrops and cliffs to south, west and east are rugged and sometimes wild; the treed slopes and rocky outcrops to the north have helped to screen or frame much of the built development in the bay, and although there are some very large buildings, the wide expanses of sea and beach as well as the wooded backdrop mean that nature – or the landscape, at least – still dominates the view. Although the balance has become increasingly delicate, arguably the natural environment has not yet been overwhelmed and still dictates the overall character of the bay.

There are important and attractive historical buildings and features in the bay – as described previously, most notably the cluster around the St Brelade's Parish Church – but the dominant built form in St Brelade originates from the 20th century. In terms of details the architecture of that time could be rather diverse, but now it has a broadly cohesive overarching character resulting from a consistent approach to colours, materials and building hierarchy. Until recent years even very large 20th century buildings had a complementary, somewhat domestic architectural style, as can be seen in the hotels on the seafront and around the high land surrounding the bay, but in the last 10-15 years, some prominent, starkly modernist buildings have been introduced that are in pronounced contrast to the wider scene in terms of scale, massing, fenestration and approach to detailing. Some especially visible and therefore controversial examples of this have been:

- Apartment block at Chateau Valeuse: redevelopment of a hotel
- Zanzibar Café: conversion to residential
- South Prospect: demolition of an existing house and replacement with a new residence
- Wayside Café and adjoining sites: proposed development for apartments and cafe

Other contemporary developments include some that are by contrast very discreet, most notably the Pizza Express, Crab Shack and Oyster Box developments on the seafront. These are set down low into the ground so that only one elevation is exposed; they manage to exploit the views out over the beach without blocking the view themselves.

Landscape sensitivities

It was argued above that the ratio of built to unbuilt is delicately balanced at present, and this is an important consideration if the valued rugged coastal character of the bay is to be retained. Consequently, protecting

Fig 3.10

Spatial enclosure

open spaces, wooded areas and parks and private gardens, as well as promoting more planting, natural boundary treatments and less intrusive outdoor lighting will be an essential part of retaining the natural character of the bay. The more that manmade features replace or conceal the natural features of the bay, the less distinct, remote and unique the bay will feel. This effect will be compounded if new interventions are 'international' in style or otherwise borrow their character from other parts of the world.

Development that is on the beachfront or on the skyline is more dominant than buildings seen against a backdrop of vegetation or rising ground or, indeed, if it is set behind other development [Fig 3.10 Spatial Enclosure]. This means that the parts of the bay that are most sensitive to new development are the ones that are most prominent in views – the beach frontage and the scarp edge. At the same time, the view from these locations mean that they are the most desirable sites for redevelopment, and so the challenge is particularly acute: how to allow views to the landscape and sea without undermining the quality of views from these surrounding areas.

It is also worth noting that buildings on the beach frontage can also break the skyline when seen foreshortened from below on the beach. This reinforces the need for particular sensitivity when making changes along the beachfront, and the importance of using a holistic and contextual design approach.

4.0 SUMMARY OF KEY ISSUES

Designations and existing protections

- The area is extensively protected by designations and planning

restrictions but despite this, some recent new developments have still proved to be controversial. There are some unusual (arguably incongruous) developments inside zones where there is a presumption against development and a stated intention to protect the existing character. The dynamics at play here need to be better understood.

- The ILSCA recommends extending the Coastal National Park to include more sensitive landscapes and habitats. Whether this could be effective and worthwhile needs to be tested.

New forms of building

- Traditionally, prominent buildings were usually associated with public uses – hotels, shops, schools and sports facilities. Over recent years individual private houses have begun to be introduced to the area that are unusually large and visible; the capacity to absorb these without detrimental impact on the character of the wider bay needs to be assessed.
- There are some conspicuous 21st Century modernist, 'international' or resort-style introductions that contrast with the established architectural character in terms of scale, massing, fenestration and approach to detailing. A case needs to be developed for either allowing or discouraging this style; ensuring that the argument has legitimacy in the eyes of all parties concerned is key.
- There are apartment blocks in the parish that look incongruous in a rural setting, by far the largest and most visible of which overlooks Portelet Bay. The increasing demand for housing means that there may well be pressure for more large-scale apartment developments and the significance of the Portelet example as a precedent must be given consideration and a rationale developed for future consent or refusal.

Les Quennevais

- Les Quennevais lacks a natural, central neighbourhood gathering spot, urban square or landmark. The shopping parade is now looking outdated and the paved area outside is car-dominated and inhospitable for people on foot. Residents from elsewhere in the parish drive to Red Houses/Les Quennevais to access civic facilities which unfortunately reinforces the demand for parking and places an emphasis on car-based design in the urban core. Regardless of this, perhaps there is an opportunity for some restructuring to create a civic space as a focal point for Les Quennevais.
- The crossroad at Red Houses has a small, paved square and seating in one corner, but traffic and roads design still dominate the wider environment. There may be an opportunity to reconfigure parts of the public realm around the crossroads to create more higher quality open space and to improve provision for pedestrians.

The Bay

- The historic area around St Brelade Parish Church is distinctive and attractive as well as a unique historic and cultural reference point for the bay. The buildings, landscape and townscape details in this area are precious, both separately and together, as an integrated townscape. They have been well protected and should remain so.
- The beach is one of the most prominent public spaces in the parish. It is an immensely popular destination and currently serves both nearby residents and visitors well. It is used successfully for a multitude of different uses and is well managed. Effective management will continue to be critical but also potentially more challenging, especially if the capacity of the beach continues to be further tested.
- The rocky headlands and Ouaisné beach are valued as semi-wild green areas away from other more developed areas but there is a sense that their remoteness is being threatened by encroaching suburban

development (eg developments at Beauport, Portelet). In future it may be important to consider more broadly the potential impacts from development in the wider surrounding area.

- The beachfront is dominated by three large hotel complexes that are the landmark buildings in the composition of the bay frontage. If in future any of these were to be redeveloped, the change could fundamentally affect the character of the bay. Therefore any proposals for the redevelopment of the large hotels on the seafront would need to be assessed not just on individual merit but for their fit within the seafront panorama and the potential impact on the context of the wider bay.
- Recent developments include some that are very discreet because they are below eyeline - Pizza Express, Crab Shack, Oyster Box - but the impact of some of the associated features such as vents, screens, service, and storage areas could be improved.
- The east approach to St Brelade's Bay is less attractive, distinctive and cohesive than the western approach. It would contribute to the character of the bay to improve the quality and consistency of boundaries, signage and planting on the eastern approaches.
- Moving about the bay on bike or by foot is challenging, but this is mostly a consequence of intrinsic geographical constraints and so for the foreseeable future cyclists and pedestrians will continue to have to share territory with vehicles. It is therefore essential that motorists share the space that is available fully and willingly, and further design measures may be required to reinforce this concept and transform behaviour on key traffic routes, especially on La Route de la Baie.

The 'back of bay' area

- the area between the seafront and the escarpment is especially varied and fragmented; opportunities should be sought to:
 - infill vacant sites and help rationalise the building line; more radical concepts involving land exchanges should be explored to test whether parking can be dealt with more innovatively, thereby

releasing car park land for more productive uses such as public green space or facilities

- improve north-south pedestrian connections, especially between the beachfront and Churchill Memorial Park
- improve the condition of the street edge ie boundary treatments, planting, signage and the like

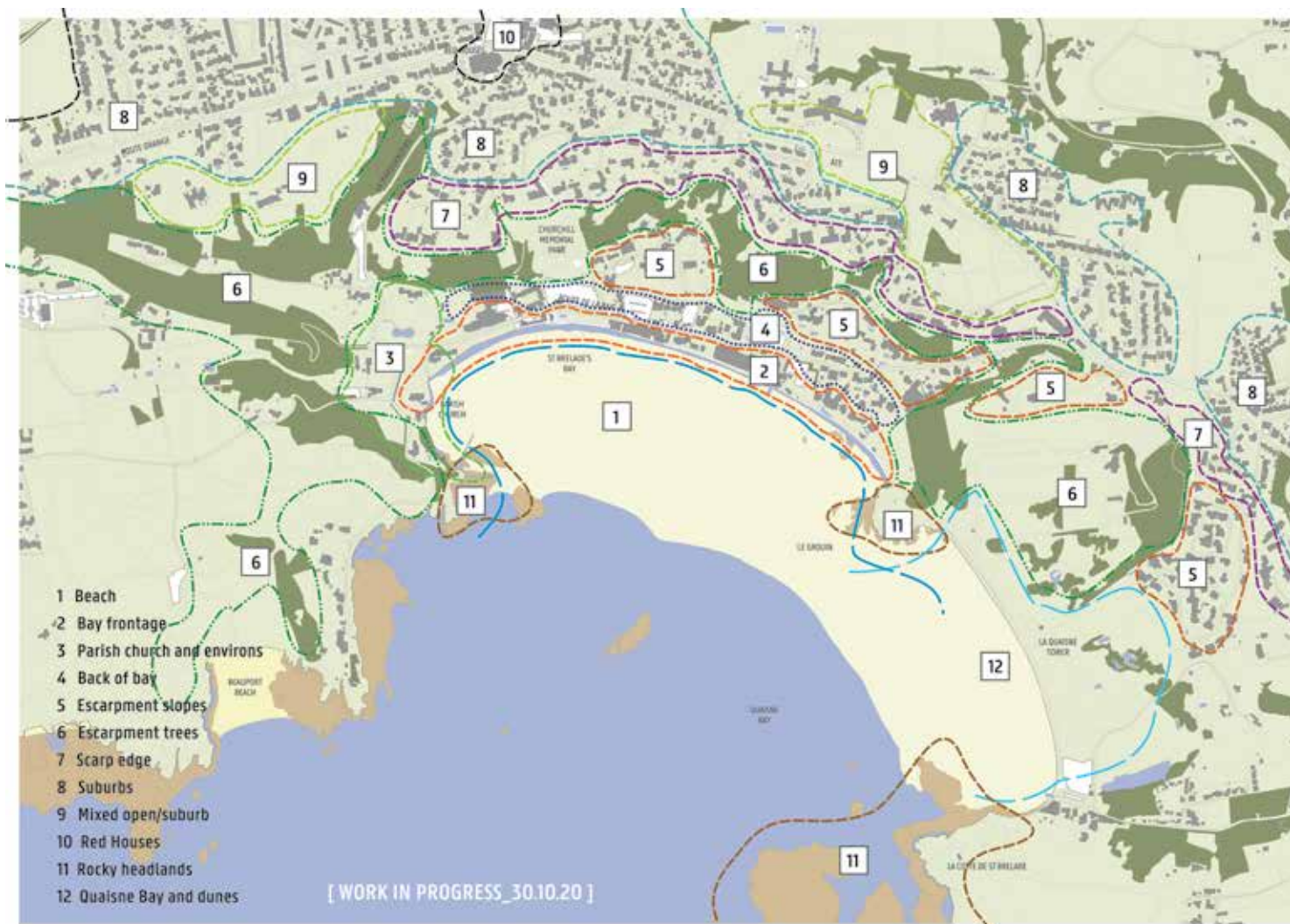
The escarpment and backdrop

- the backdrop of mature trees on the steep rocky slopes above the bay provides a large scale, cohesive, green and natural feature that helps define the character of the bay. Protecting and enhancing this feature is critical to retaining the unique character of the bay.
- Large houses in expansive grounds are concentrated around the

edge of high ground to take advantage of the sea views; their scale and architectural treatment mean they are sometimes very visible (especially where trees have been taken down to ensure there is a view) and this can disturb the otherwise rural character of the bay. Existing trees require further protection and plans are needed for further reinforcement tree planting.



Fig 3.11

Draft character areas

CA N°	Name	Description	Issues
1	Beach	Open, public and natural. At times busy, colourful, lively. A sheltered space that has a comfortable human scale. The beach is a generous active public space at low tide. It is a dynamic space, changing in atmosphere and function with the weather and tides.	The central iconic feature of the area. It performs a multitude of roles for the bay in terms of movement, public space, amenity, sport and recreation. The balance of private and public interest can be delicate; maintaining an appropriate balance between commercial use/activity and nature/tranquillity is important. Management of recreation and the protection of habitats will be a key ongoing challenge.
2	Bay Frontage	Varied, with contrasting scales and an intricate silhouette. 3 landmark large-scale hotels dominate. Development all faces south creating a distinct back and front (visitors first arrive at the 'back'). It is very active, with the commercial heart having a busy and bustling feel during popular times; some people are fond of the 'chic/shabby' feel of that area whereas others find it tired and outdated. Most of the development is modest in style but the most distinctive and attractive features are clustered at the west end – arguably these are what people think of when they think of St Brelade's Bay.	Character: 'quaint' may be being replaced by something smarter; will this be a net loss or gain? Uses: The diversity of uses and businesses helps attract people to the bay and needs to be supported; the impact of current change-of-use trends needs to be carefully assessed. Public realm: pedestrian territory is constrained and quite poor quality in places; further efforts may be required to improve safety, accessibility, connectivity and amenity in the public realm. Buildings: The frontage needs to work as a composition, not individual sites; (try and extend the attractive character of the west end eastwards or accept more than one character?) Buildings on the beachfront are sky-lined when seen from the beach – wide flat roofed buildings are now in fashion, but these contrast with the more involved silhouettes of old.
3	Parish church and environs	Historic buildings in a green setting with stone boundary walls, civic monuments and mature trees. Solid, cohesive, traditional, old, distinctly 'Jersey'	The cultural and civic heart of St Brelade's Bay. Protection and conservation of the buildings and landscape features are key, but the wider landscape setting is also important.

CA N°	Name	Description	Issues
4	Back of Bay	<p>Fragmented, diverse; a haphazard mix of built and unbuilt, public and private.</p> <p>About 30-40%% of this zone is car parking.</p> <p>This zone is performing many essential functions, but some conflict and it lacks a clear character.</p> <p>The pedestrian environment lacks quality or legibility.</p> <p>The significant quantity of planting here has made an impact - it is quite exotic and decorative in places - but it still struggles to compensate for the large expanses of roadscape.</p>	<p>Car parks lie between the residential areas to the north and the beachfront, severing key desire lines. Churchill Memorial Park is separated from the Churchill Memorial Seafront Park by the public Woodford Car Park ; could these gardens benefit by being better united?</p> <p>Dealing with public parking in a sensitive way that does not undermine environmental quality is a key challenge for the whole bay – innovative solutions may be required.</p> <p>This area may benefit from a spatially driven masterplan focusing on rationalising movement, parking and public space.</p>
5	Escarpment slopes	<p>Buildings sit on terraces on rising ground but are seen against a backdrop and often mixed in amongst trees.</p> <p>Mostly simple suburban buildings do not individually draw the eye; they combine to form a patchwork of walls and roofs of similar scale, shape and colour.</p> <p>Views to the buildings are also often interrupted by vegetation or other buildings which moderate their visual impact.</p>	<p>There is a need to protect the ratio of built to unbuilt and the scale of new buildings and extensions.</p> <p>The more vegetation that is removed, the larger the buildable area becomes and the larger the buildings that are likely to follow. This will inevitably lead to more visual impact that will in turn undermine the existing character of the place (see Escarpment trees below)</p>
6	Escarpment trees	<p>Wooded areas, including exotic species.</p> <p>There are some striking tall and/or attractively shaped individual trees within the wider wooded matrix.</p> <p>The silhouettes of the canopies of trees on the scarp edge are a distinctive feature.</p>	<p>These trees are critical to the character and amenity of the bay and need to be protected and augmented.</p> <p>The methods of achieving this may be complex and need to consider trees of different types and importance, and those in both private and public ownership.</p>

CA N°	Name	Description	Issues
7	Scarp edge	<p>Distinctive individual buildings on the ridge taking advantage of the scenic panoramas over the bay. Large plots, large villas and mansions, varied architectural styles.</p> <p>Historically, even though the houses were large they were recognisably domestic in nature. Recent introductions tend to have larger proportions and are more overtly modernist 'resort' in style.</p>	<p>These buildings are conspicuous landmarks around the edge of the bay and affect the wider character.</p> <p>Whether to - and how to - control the character, scale or nature of these buildings needs to be assessed.</p> <p>Are there opportunities to do more to screen or frame buildings to lessen any negative visual impact?</p>
8	Suburbs	<p>There are two densities – smaller homes on small plots and larger villas on larger plots.</p> <p>The character is uniformly suburban, with houses of a familiar and unremarkable style, in soft colours and usually with well-kept gardens.</p> <p>These areas are uniform enough to read as one but varied enough to absorb diverse individual small-scale accretions, additions and extensions.</p> <p>Streets and lanes tend to be narrow and often have a rural feel with no footways or hard kerbing.</p>	<p>These housing areas may be uncontroversial.</p> <p>The informal character of many streets and lanes is distinctive and attractive; efforts to standardise roads design could erode that character.</p> <p>Residential neighbourhoods may benefit from efforts to provide more public facilities, enhance legibility or provide a focal point, or make better provision for people on foot or bike; this needs further assessment.</p>
9	Mixed open/sub-urb	<p>An area that stands out because of the remnant agricultural land there, surrounded by suburbia. It creates a blurred rural-suburban boundary so that there are animals grazing within the built-up area.</p> <p>There are also some important landmark groups of trees.</p>	<p>It is anticipated that there will be development pressure on the fields even though they are in the Green Zone. If so, retaining generous public green corridors, spaces and footpath connections through the area would be important; this would protect habitats, improve connectivity and retain some of the amenity currently provided by the fields.</p> <p>Some of the southern margins may be visible on the scarp edge seen from the bay, so if they were to be developed special consideration of views from the bay might be warranted.</p>

CA N°	Name	Description	Issues
10	Red Houses	There is a group of commercial buildings of several different styles, each separated from the other by busy roads. A crossroads that is not convivial for pedestrians moving between shops and does not function well as a civic hub.	Provision of parking is essential to support the uses here, but the expanses of parking has contributed to the generally poor environment for people on foot. This area could perhaps benefit from a spatially driven masterplan to rationalise spaces, uses and movement, to test the potential to become a more effective community focal point.
11	Rocky headlands	Rocky, rugged, natural. These help to define and enclose the two beaches. They are important landmarks and add rugged framing features to views to the built-up bay frontage.	It is important that these striking promontories continue to be protected in their natural form. Developments further afield can still affect the feeling of remoteness on the shoreline; addressing these indirect impacts may need further consideration.
12	Ouaisné beach and dunes	More natural and unspoilt than St Brelade's Bay. A pleasant, less lively alternative to St Brelade's Bay. Ouaisné beach is in the Coastal National Park; the southern portion is an ecological SSI; and Ouaisné Tower (St Brelade No.1) is a grade 1 listed building. It is an attractive, wild and open contrast to other more cultivated and built up areas nearby.	Sensitivities include: The preciousness of the cluster at Smuggler's Inn – it's intimacy and fine-grained character is special. The quieter, less developed beach. The dune habitats are protected and should remain so; they also provide the setting to the grade 1 listed Ouaisné Tower. Having an area with such unspoilt feeling so close to built-up areas is especially valuable but can lead to conflicts such as pressure on footpaths and overlooking. Developments around its edge or even further afield can affect the feeling of wildness and addressing these indirect impacts may need further consideration.

