

Southwest St Helier Planning Framework Consultation Summary Document



Your Island
Your Say

Contents

Partnership and thanks	1
Foreword	2
Our vision	3
Status of summary document, Key Opportunity Sites, sustainable transport and future hospital	4
Six principles	5
Key Opportunity Sites	
1. Esplanade East	7
2. Esplanade West	8
3. Aquasplash / Cineworld	9
4. Elizabeth Terminal and Freight Handling	10
5. Ports and Harbours	11
6. Liberation Square, Weighbridge Place and the Steam Clock	12
7. La Route de la Liberation	13
8. Commercial Buildings	14
9. Fort Regent	15
10. South Hill	16
Timeline	17
About supplementary planning guidance	21



Partnership and thanks

The Southwest St Helier Planning Framework has been prepared with the community in mind and with the community as a key and collaborative partner in the process.

My thanks must, therefore, go out to those local residents, States Members and officers, business owners, architects, agents and students who gave up their time to take part in the various workshops or ‘charrettes’ during 2017 and 2018. The contribution that Members of Save our Shoreline (Jersey), Jersey Action Group and the West of Town Community Association made to the charrettes is fully appreciated and has, I hope, been successfully incorporated into the framework.

I would also like to offer my thanks to the Ports of Jersey and to the States of Jersey Development Company who are major landowners in the framework area and, as such, well placed to secure the delivery of many of the framework’s objectives. Representatives from Jersey Electricity were also involved in the participatory charrettes.

Lastly, I should like to extend my gratitude for the dedication, expertise and critical advice given by Design Council:CABE and their Built Environment Experts who made a significant contribution to the whole process of review and design of the new planning framework and who facilitated the charrettes with impartiality, professionalism and encouragement.

Your contribution played a major part in shaping the framework that will guide the regeneration and long-term and sustainable future of Southwest St Helier.

Thank you!

Deputy J H Young
Minister for the Environment



Minister’s foreword

Whether as a home, a place to work, or somewhere to enjoy restaurants, shops and parks, Jersey’s thriving capital plays an important role for the entire population. St Helier is steeped in history, and has a unique character and charm that has attracted people for centuries and which still survives. It is a town that has moved with the times and is the source of much of our prosperity.

The necessity of reclamation of land from the sea to the south of the Esplanade in the late 1970s presented the longer term opportunity to create a new quarter of town, with its own distinct character; thus the Waterfront was born. Successive attempts have been made to realise the vision with mixed success. However, the Waterfront, to the south of La Route de la Liberation, with its mix of new homes, hotel, leisure facilities and businesses is establishing itself as a lively quarter with a unique identity and is becoming a destination in its own right.

However, there remains a fundamental disconnect between the Waterfront and the town centre because of the major highway which has significantly damaged the urban quality of our town. The community vision of Waterfront 2000 set the principles of reintegrating town with the Waterfront, and reconnecting St Helier with the sea. To achieve this, vision the 2008 Esplanade Quarter Masterplan represented a bold attempt to address this disconnection, primarily by ‘sinking’ La Route de la Liberation whilst also providing an opportunity to develop this new quarter of the town for prime office space, housing, hotel, car parking and a publically-accessible enclosed winter garden. However, the delivery of the Masterplan’s objectives and, in particular, the sinking of the road have been rendered by events as being unrealistic in the medium term.

For this reason, and following feedback from community-based workshops focussed on re-imagining the Esplanade Quarter, my predecessor wisely expanded the scope of the review of the 2008 Masterplan to include a much wider area, encompassing the southwest quarter of St Helier. The St Helier Waterfront is an integral part of the town and needs to be treated as such. I also want to foster a ‘people first; buildings second’ approach to this new planning framework. We need to plan for people and I am hoping to facilitate a new and exciting phase of development with a mix of uses which will strengthen the sense of community and vibrancy in this quarter of St Helier. We should also create a network of linked streets and spaces for all to enjoy whilst creating development opportunities that help meet the island’s needs.

The new planning framework will not be without its own challenges. Difficult decisions will have to be made on the balance between density and height of buildings; between the flow of motor traffic and the need to give pedestrians and cyclists greater priority; and between competing land-uses. These decisions should, wherever possible, be community-led in line with the guiding principles of the framework.

Deputy J H Young
Minister for the Environment



Our vision

Our vision is for Southwest St Helier to be a place:

- with the community at its heart and where the community has helped shape its development
- with excellent open spaces and public realm
- where physical and cultural links between the sea and the town are reconnected
- where we all feel safe, and we feel we belong
- which we want to visit and which has public amenities and activities that enliven the spaces
- where pedestrians and cyclists do not feel dominated or threatened by motor traffic
- where site planning has responded to, and is respectful of, the wider context of the townscape
- where high quality architecture relates to the local context.
- to experience innovative and exciting ways to cross La Route de la Liberation. Given the context, an option might be to bridge La Route de la Liberation with a wide and attractive pedestrian / cyclist raised thoroughfare that also provides ease of access for the less mobile members of our community. The design of such a structure might be well suited to an international competition focused on design excellence.

Do you support this vision?

Go to gov.je/consultations before Saturday 28 September 2019



Status of the summary document

This Summary Document is intended to serve as an easy to follow guide to the framework document itself (the Technical Document).

If you wish to comment on any part of the Southwest St Helier Planning Framework, you should study the relevant part of the Technical Document and then visit our consultation web page at gov.je/consultations before the consultation closes on 28 September 2019.

Key Opportunity Sites

Ten sites (listed in this document) will be key to creating a distinct sense of place and in helping build a vibrant community hub. These Key Opportunity Sites (KOSs) are currently vacant, in need of improvement, underused, or likely to be re-developed over the short to medium term.

You can give your view on the proposed vision for each KOS.

The characteristics and wider context of each site differ, and each will require bespoke solutions, but they will be governed by overarching principles, which are set out overleaf.

Sustainable transport

La Route de la Liberation currently forms a major barrier to pedestrian and cycle flow. The road is a primary route through the town and, therefore, any changes would need to be carefully considered and analysed in traffic and transport terms.



Creating safe and generous crossing points, and transforming the highway into a street or boulevard, will help improve connectivity and encourage the use of sustainable transport. Some of these improvements can be delivered in the short term without compromising the medium or long-term aspirations for the area.

Site for a future hospital

A thorough process of island and stakeholder communication and engagement, alongside technical and financial assessments of deliverability, is underway to identify a preferred site for a future hospital. In the event that the preferred site affects land embraced by the Southwest St Helier Planning Framework this supplementary planning guidance will require further review and amendment.

Six principles

This framework is founded on six general principles that were created collaboratively with the community. They complement, rather than override, the requirements of the Island Plan and will be a material consideration in the determination of planning applications for new development within the framework area.

1. There will be improved connectivity and movement

The community expects:

- to feel a re-connection between the town and the sea and between the community and the St Helier’s heritage;
- to be enabled and encouraged to move freely between town, the Waterfront and the ports by foot and by cycle, and with friends and family of all ages and levels of mobility without feeling threatened or disturbed by vehicular traffic;
- to enjoy the experience of walking or cycling through the area along a network of varied and interesting routes with attractive spaces where the view or facilities offered can be enjoyed;
- to be offered a circular walking / cycling route around the Waterfront and marinas with consideration given to bridging the water in key locations to provide a continuous and interesting circuit;
- to encourage the concept of ‘Slow Town St Helier’ where quality of life and environment is key; and
- to be connected throughout the whole of the area to the latest in industry standard fast, wireless telecoms network.

2. There will be open space

The community expects:

- to feel invited to enter into and to explore open spaces, where islanders can enjoy relaxing, playing and socialising in them safely with friends and family;
- to enjoy new streets and sheltered squares and to experience different views and emotions as the townscape changes; and
- to establish and maintain key views, vistas and landscaped ‘corridors’ or passages.

3. There will be a wide range of viable uses

The community expects:

- to enjoy a vibrant and colourful district with community facilities, shops, cafés and restaurants which remain lively during the evenings and at weekends, all year round; and
- to feel that this is a new, inclusive and sustainable community.

4. The quality of architecture and space around buildings will be exemplary

The community expects:

- That new developments are founded on the principles of green and healthy place-making with opportunities for outdoor activities and community events; and
- To experience high-quality architecture set within pleasant spaces and to feel that new developments have a sense of ‘St Helierness’ about them.

5. Proposals for major new developments will be accompanied by a height analysis detailing the context of the wider area, street width and impact on views. The views of the community and the impartial Jersey Architecture Commission will be listened to, and architectural competitions will be encouraged

The community expects:

- to experience interesting architecture, with engaging facades, active street frontages, without feeling hemmed in by tall buildings all around; and
- to feel that buildings relate to a human scale and that any tall building is elegant and of an excellent quality in terms of architecture and its relationship with the character and heritage of St Helier.

6. Views will be protected or enhanced

The community expects:

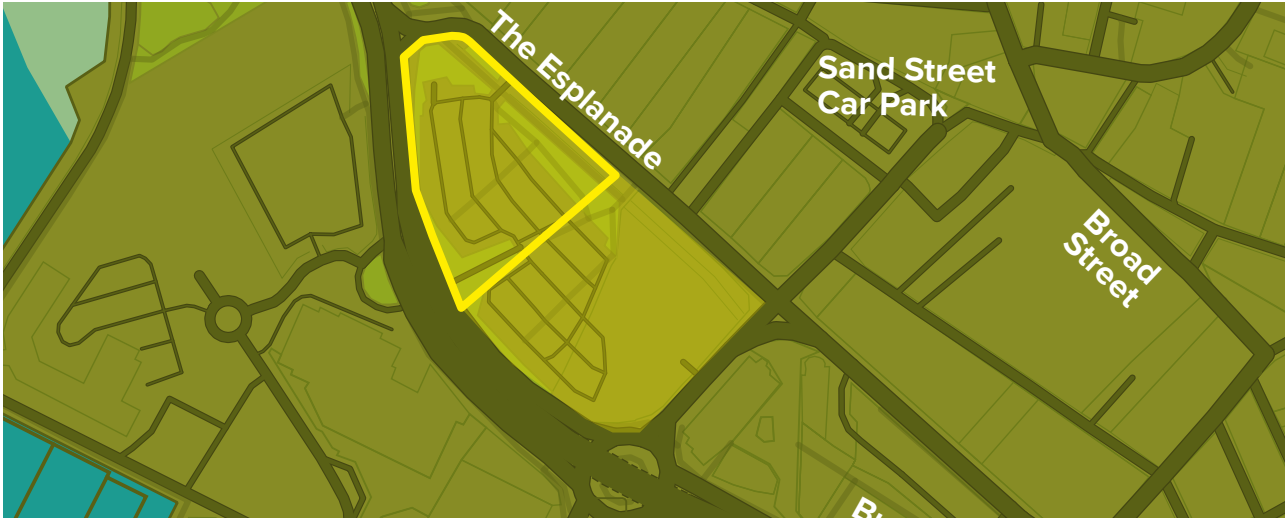
- to be able to sit and enjoy favourite views and wider vistas; and
- to still get open or framed views of the open sea, Elizabeth Castle, the historic harbours, Fort Regent and across the bay towards Noirmont headland.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don’t know

Go to gov.je/consultations before Saturday 28 September 2019





KOS 1 - Esplanade Quarter (East)

The Esplanade / La Route de la Liberation to Jersey International Finance Centre (IFC Jersey).

Proposal for the area

Public realm:

- an inviting, safe and attractive open space linking the Waterfront and town that's easily accessible for pedestrians and cyclists
- Existing views towards Elizabeth Castle and Noirmont maximised or enhanced

Built space:

- Additional office buildings to supplement the International Finance Centre with ground floor spaces that contribute to the area's vibrancy, particularly during evenings and at weekends.
- Potential for residential / visitor accommodation or a cultural / leisure facility.

- At least 520 public car parking spaces, as specified in the 2008 Masterplan (possibly spread across Esplanade Quarters East and West). Any new buildings or uses on the site should be served by sufficient car parking, in line with relevant standards.

Considerations

This is a key site for connecting the town and waterfront, and commuter routes.

Crossing routes will be improved for pedestrians and cyclists at the busy junction of Gloucester Street and La Route de la Liberation

The department may review the required level and location of new public car-parking as developments progress in the framework area.

Applicants for development will be encouraged, from the outset, to incorporate cafes, small retail outlets and other outlets that attract people out of office hours.

The site may be able to accommodate a tall, elegant building of mixed use. An architectural competition will be encouraged for any proposal for a tall building here.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019



KOS 2 - Esplanade Quarter (West)

The Les Jardins de la Mer temporary car park and an area to the north of the Radisson Hotel.

Proposal for the area

Public realm:

- Views towards Elizabeth Castle, Noirmont and Fort Regent will be maintained and enhanced, and views back into the site from the beach and the western approach into St Helier will also be considered.

Built space:

- It is essential to successful place-making that new public open space and lines of connection with other open spaces and facilities are planned first, before any building plots are mapped out. This approach will ensure that the person, rather than the building or the motorcar, will feel dominant and comfortable in the space.

- New buildings should relate naturally to the coastal setting, in terms of form, outlook and design and should be of varied heights that respond to an informed analysis of building heights in the locality.

Considerations

The priority is to grasp the opportunity to create an attractive and safe link between the Waterfront and town.

New development could take its cue from the historic waterside development on the northern side of the Esplanade with relatively narrow gables facing the sea punctuated by narrow lanes or pathways linking the sea to open space within the site.

The site could accommodate a dynamic mix of leisure /

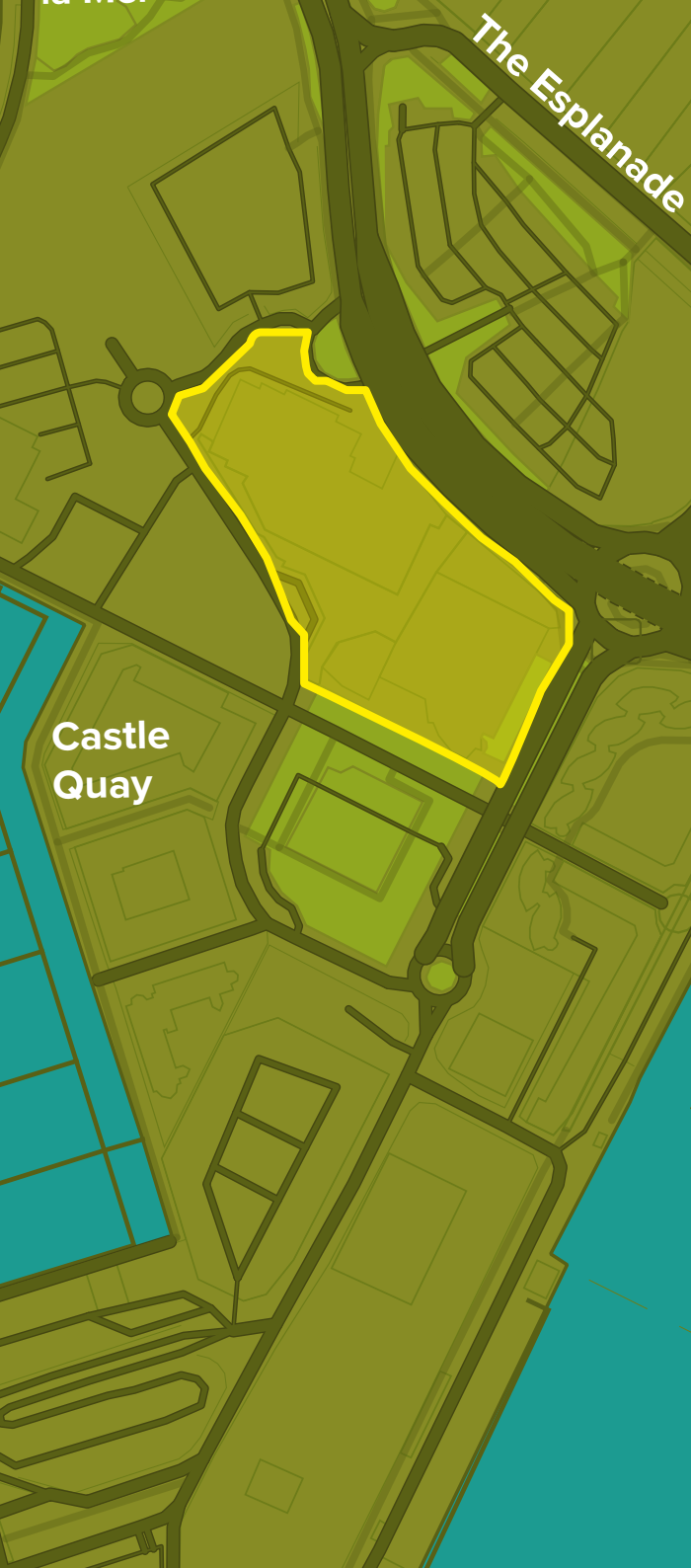
recreational facilities and a significant number of new homes and, perhaps, visitor accommodation. Small scale commercial units at street level will be encouraged, where they complement other uses in and around the site.

The site could also be used for some of the car parking requirement referred to in KOS 1, and small-scale commercial units at ground floor level may be acceptable where they complement the other uses on and close to the site.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019



KOS 3 - Aquasplash / Cineworld

The leisure and recreation complex on the southern side of La Route de la Liberation, immediately west of the Castle Street roundabout, dominated by two very substantial buildings.

Proposal for the area

Public realm:

- The existing buildings currently present a hard, visual barrier that does not invite people to cross from the town towards the Waterfront. Any redevelopment of the site will have to address this issue and improve accessibility through the site for pedestrians and cyclists.
- Views into the site from the northern side of La Route de la Liberation will be made more attractive with suitable tree planting and pathways leading to the Waterfront gardens.

Built space:

- In line with the Esplanade Quarter, new public open space

- and lines of connection with other open spaces and facilities must be planned first, before any building plots are mapped out.
- New buildings should present attractive facades on all sides with those on the northern side of the site serving to reflect some element of St Helier's special character.

Considerations

The need to create an attractive and safe link between the Waterfront and town.

New development should be attractive from all sides and should not act as a hard, visual barrier alongside La Route de la Liberation.

The site could accommodate a dynamic mix of leisure, recreational

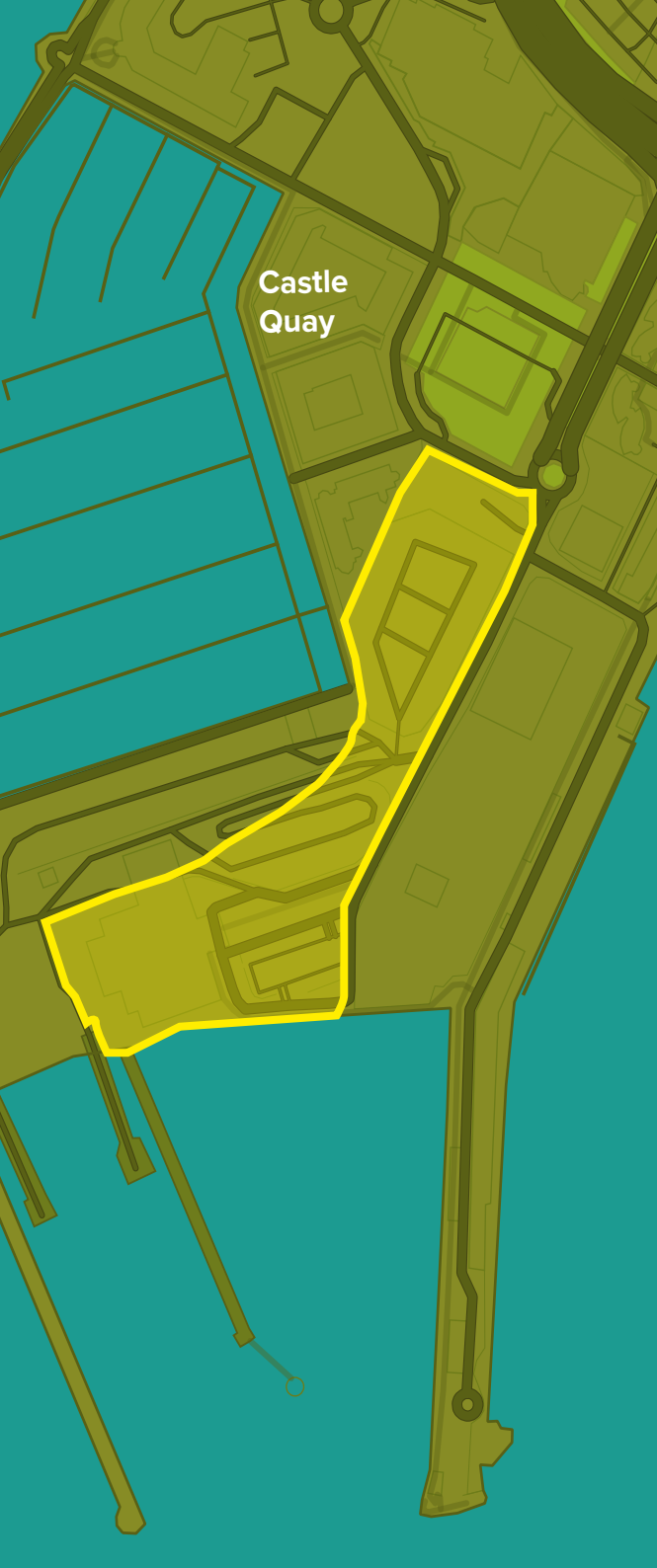
and/or sporting facilities. The balance of such facilities will be informed by an adopted sporting facilities strategy which will be likely to include Fort Regent as a provider for some of these facilities.

The site could also be used for some of the car parking requirement.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019



KOS 4 - Elizabeth Terminal and Freight Handling

The operating passenger ferry terminal and freight sheds / trailer park at the southern end of La Route de Port Elizabeth are visible from other piers and on the approach to the island by sea.

Proposal for the area

Public realm:

- Given the operational nature of the site and the volume of traffic generated, opportunities for new or enhanced public realm are limited.

Built space:

- It is accepted that any new buildings will have to be designed to ensure that they are fit for purpose and that the facilities can adapt to future demand and changes in the sector.

Considerations

It is essential that the ferry terminal and freight handling facility continue to function in a safe and efficient manner to serve the island's essential needs.

The transfer of freight from larger lorries off the ferries into local delivery vehicles requires transit sheds and efficient infrastructure in order to keep the island supplied with fresh produce and other 'just in time' requirements.

Forecasts indicate that further capacity at the Elizabeth Terminal will be required in the near future and that an additional berth to accommodate larger vessels may be needed.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019



KOS 5 - Ports and Harbours

The piers, quays, marinas, La Folie and other sites administered by Ports of Jersey, excluding the areas covered in Key Opportunity Site 4.

Proposal for the area

Public realm:

- Enhance the piers and to allow greater public access to some of St Helier's maritime heritage.
- Open up views of the sea, heritage assets and other sights of interest;
- Innovative and artistic pedestrian links across pier heads and, potentially, across the marinas in order to improve connectivity.

Built space:

- If commercial operations currently on the New North Quay are relocated, a new, vibrant maritime quarter could be created. Encouragement will be given to building

forms that pay homage to St Helier's maritime past without replicating it as a pastiche.

Considerations

It's essential that the ports and harbours continue to function safely and efficiently, but development opportunities will arise if facilities are relocated or rationalised.

If and when the island needs to increase its volume of imports, new infrastructure will be required to improve load-on, load-off freight handling in either Elizabeth Terminal or at La Collette. If freight handling relocates, the stretch of water between New North Quay and Albert Pier will become available for more recreational water-based activities, with 24-hour access.

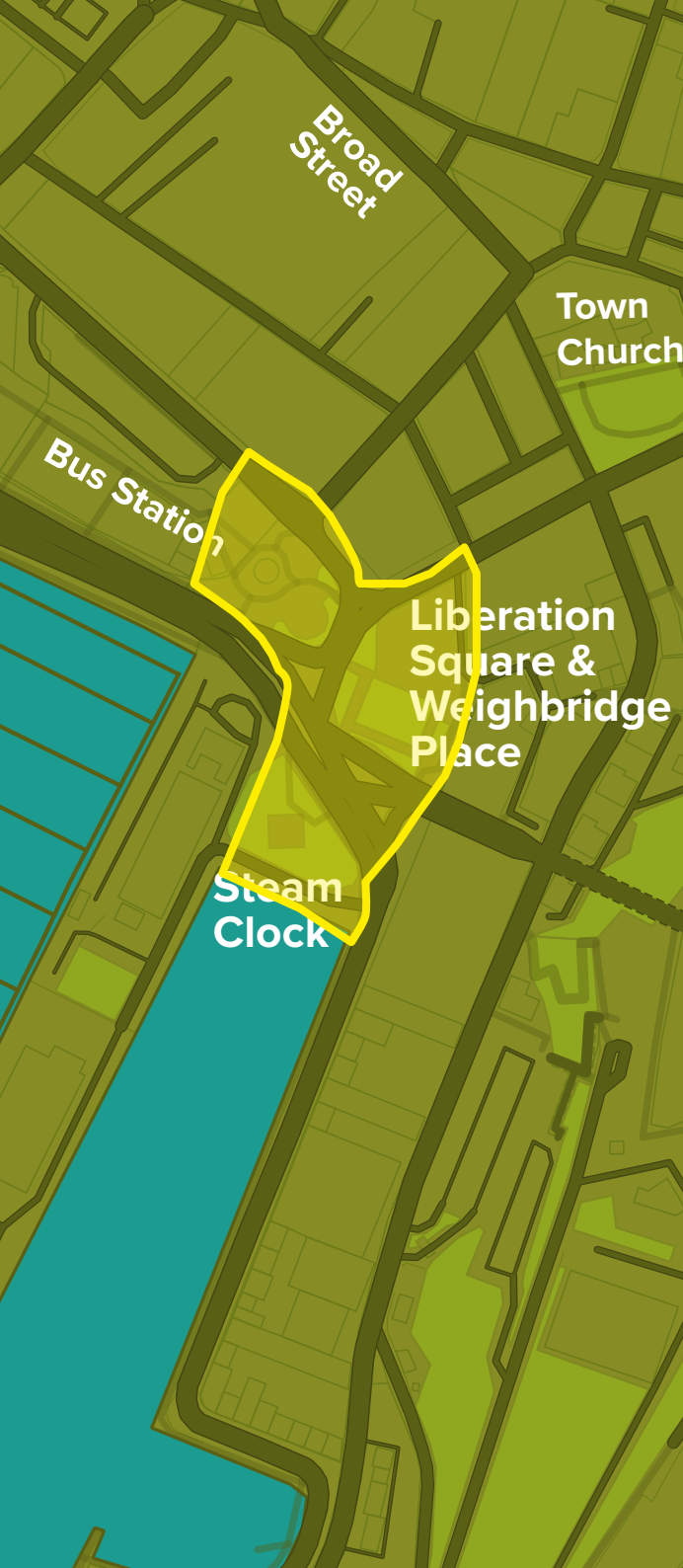
In the short-term, opportunities could arise for the enhancement or redevelopment of underused sites at La Folie and the Steam Clock.

Any new development could take its cue from the historic waterside development on the southern side of town but could also feature high quality, original architecture that responds well to the history of the area.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019



KOS 6 - Liberation Square, Weighbridge Place and the Steam Clock

The three areas of public open space clustered around the eastern end of La Route de la Liberation which are separated from each other by the main road and by the southern spur of the Esplanade.

Proposal for the area

Public realm:

- The three spaces should be unified into a single useable space that could accommodate social and cultural events throughout the year. This could be achieved by improving the crossing point on La Rue de la Liberation, creating an attractive single-phase crossing allowing pedestrians and cyclists a greater priority over the traffic and by making the Esplanade spur a pedestrian priority with only limited vehicular access (eg: buses only or road closures on Sundays / Bank Holidays).
- Linking across to an enhanced Steam Clock site would also allow for the opening up of

views of the historic harbours and would re-connect the town with its maritime heritage and, in particular the New North Quay.

Built space:

- The opportunity for new buildings in this Key Opportunity Site will be limited. There may be scope for some form of development on the Steam Clock site, but this would have to respect the historic harbour-side setting and enhance views of the maritime heritage assets.

Considerations

A successful balance must be found between the need to maintain the free and safe flow of motor vehicles along La Route de la Liberation and the need to allow pedestrians of all ages and mobility to move

safely within the unified space.

The works to unify the spaces and to improve connectivity over to the Steam Clock site may be achievable within the short term, as part of the Island's Liberation 75 celebrations.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019



KOS 7 - La Route de la Liberation

The primary east-west highway running from the tunnel to West Park.

Proposal for the area

Public realm:

- Transform the highway into a street or boulevard and remove the physical and psychological barrier currently presented by the road.
- Create safe and generous 'at grade' - in other words, level with the roadway crossing points, incorporating a change in surface material and a raised area to define the pedestrian and cycle dominance;
- Introduce hedging and planting within the central reservation to break up and soften the expanse of tarmac road;
- Move the central lighting columns and replace the standard overhead street lights with elegant, smaller-

scale, more frequently spaced fixtures to the pavements on both sides in order to enhance the pedestrian experience, rather than the motorist's;

- Incorporate a line of medium to large scale trees, of appropriate species, on the southern side of road to create a 'boulevard' effect to the road edge;
- Incorporate a mix of large-scale and upright street trees on the northern side of the boulevard to further soften the street edge;

Built space:

- Any new buildings alongside La Route de la Liberation should not 'turn their back' onto the road. Instead, the road should be seen as an opportunity to create dynamic elevations that help to soften

and give interest to the hard edge currently presented by the road.

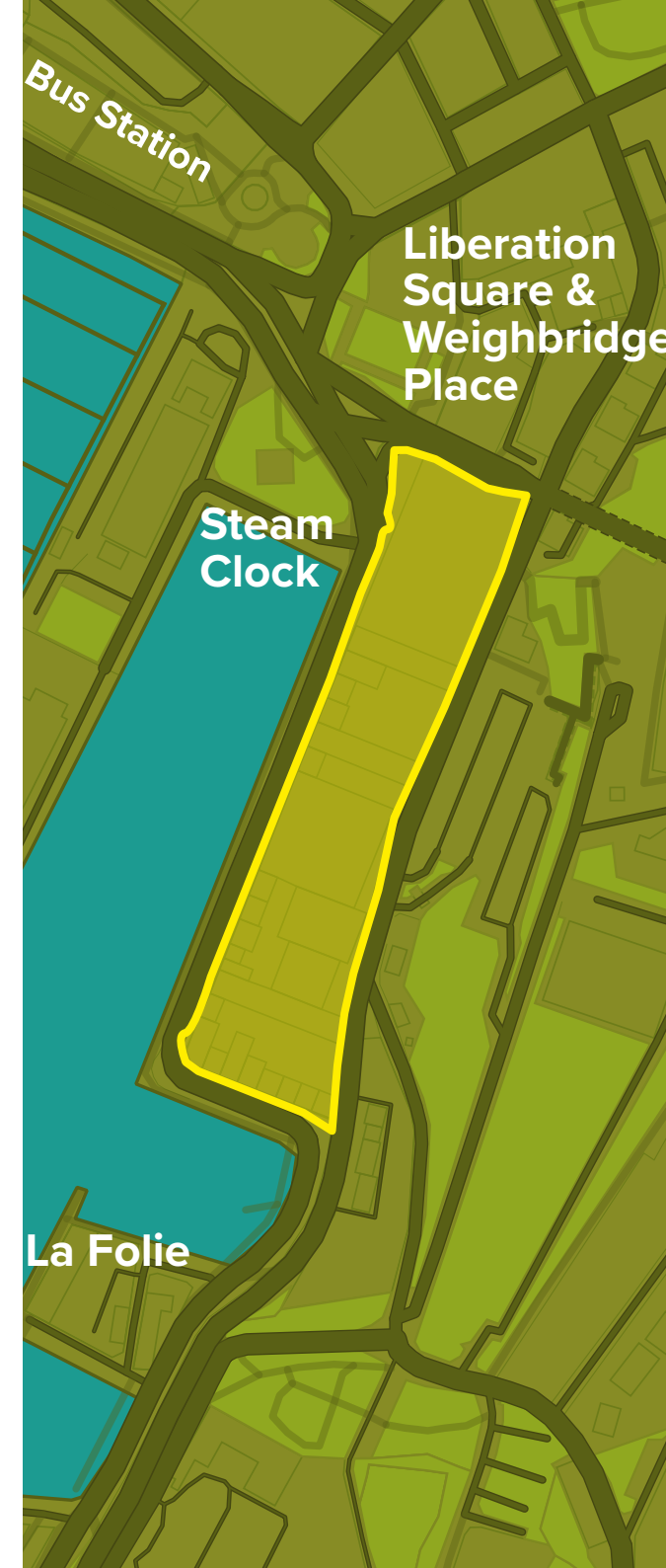
Considerations

La Route de la Liberation is one of the main barriers to creating a successful reconnection between the town and the Waterfront and ports. However, improvements can be made to existing crossing points; especially at its junction with Gloucester Street; the roundabout and; between the Steam Clock site and Liberation Square / Weighbridge Place.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to [gov.uk/consultations](https://gov.uk/consult/condirect) before Saturday 28 September 2019



KOS 8 - Commercial Buildings

Privately-owned and occupying a prime position to the south of the western approach to the tunnel, overlooking the Old Harbour, a selection of retail, storage, industrial, residential and leisure based facilities.

Proposal for the area

Public realm:

- A wider promenade and cycle corridor along the quayside would encourage a more vibrant use of ground floor units potentially supporting alfresco dining, shopping and marine leisure related uses.
- The public realm should, ultimately, link through to that provided or enhanced through works associated with KOS 6.

Built space:

- The buildings fronting the quayside are mainly listed because of their heritage value and, in the event of the site being released for redevelopment, could be

suitable for a sensitive conversion with residential accommodation on upper floors and a vibrant mix of retail, food and drink and marina related uses on the ground floor.

Considerations

As many of the buildings, including areas to the rear of some of the large shed structures, are listed for their heritage interest, care must be given to their retention and sensitive conversion in the event that some form of redevelopment is proposed.

The feasibility of re-routing the existing road to the rear of Commercial Buildings, potentially within a tunnel to allow for building above may warrant exploration.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to [gov.uk/consultations](https://gov.uk/consult/condirect) before Saturday 28 September 2019



KOS 9 - Fort Regent

Fort Regent sits above the town to the east of the harbours and is unmissable with its historic rampart walls, signal mast and modernist white dome.

Proposal for the area

Public realm:

- Any future redevelopment of the site should include for public access, especially to the viewing areas on the ramparts.
- Encouragement will also be given to the use of Fort Regent and its grounds for 'meanwhile' uses – short term uses or events that bring vibrancy and vitality to an area. Concerts, markets and community events can all help bring a site or an area to life and can help focus efforts on local regeneration strategies.

Built space:

- Options for KOS 9 will need to be the subject of a

separate study to identify constraints and opportunities for alternative forms of development. The site may be suited for a redevelopment to provide a new swimming pool and sporting / cultural facilities although the viability of such options will be the subject of a forthcoming Sports Facility Strategy.

Considerations

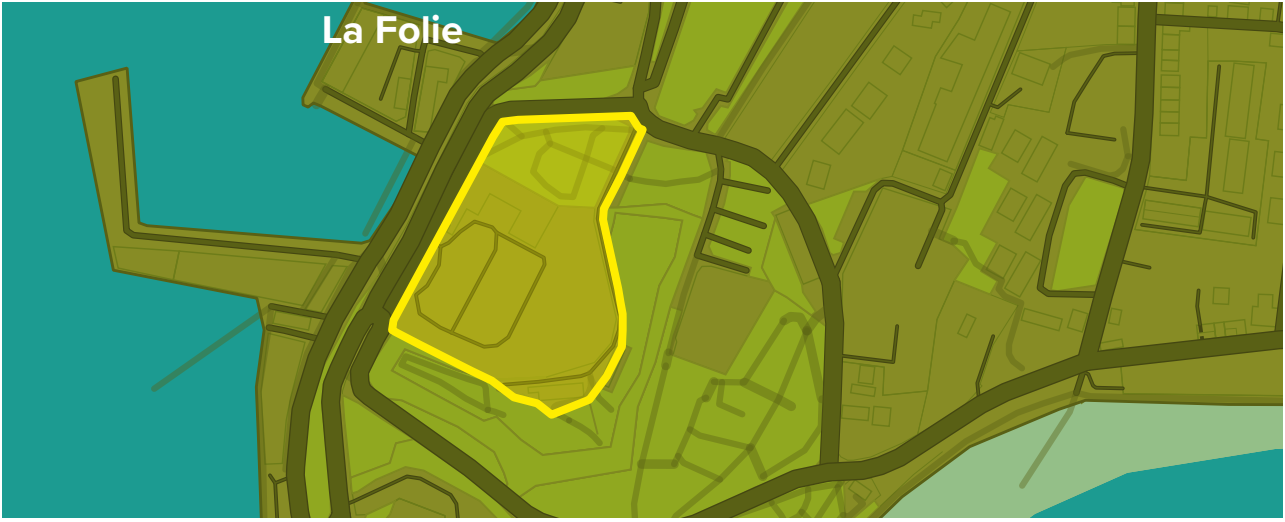
Fort Regent is a key heritage asset and landmark visible in both short and long views, including the view across the bay from St Aubin's village. Extreme care needs to be taken in the design of any new development at the site.

Vehicular and pedestrian access to Fort Regent is far from ideal and any future redevelopment of the site should address the issue. Opportunities exist for establishing a new pedestrian access from Snow Hill, whether by a lift or other means and also improving the visitor

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019



KOS 10 - South Hill

Government offices on South Hill were built in the 1960s and are now considered to be of sub-standard construction. The site lies just south of Fort Regent.

Proposal for the area

Public realm:

- Any redevelopment of this site should reflect the need to plan building plots around new areas of communal open space. Opportunities to create new areas of public realm are likely to be limited, but will, nonetheless be explored.

Built space:

- A development brief to guide the future redevelopment of the site will be produced in due course.

Considerations

The site would lend itself to a high quality residential development and / or hotel that responds to the site's topography and which takes into account the fact that the site is highly visible in views from the harbours and beyond.

Do you agree with this vision?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Go to gov.je/consultations before Saturday 28 September 2019

July 2019

August 2019

September 2019

October 2019

Late July / early August
Consultation Launch

Early September
Community event -
'Ask Us, Tell Us'

28 September
Consultation ends

Framework adopted

Consultation period

Review

About supplementary planning guidance

The Minister for the Environment may publish guidelines and policies (supplementary planning guidance) in respect of; development generally; any class of development; the development of any area of land; or the development of a specified site. Supplementary planning guidance may cover a range of issues, both thematic and site specific, and can provide further detail about policies and proposals in the Island Plan and other issues relevant to the planning process. It can also be used to provide information about how the planning system operates.

Where relevant, supplementary planning guidance will be taken into account, as a material consideration, in making decisions. Supplementary planning guidance is issued in a number of different forms including:

- Advice notes, which offer more detailed information and guidance about the ways in which Island Plan policies are likely to be operated, interpreted and applied in decision making;
- Policy notes, which can be issued by the Minister, following consultation with key stakeholders, in-between reviews of the Island Plan, to supplement and complement the existing planning policy framework;
- Masterplans, development frameworks and planning briefs provide more detailed information and guidance about the development of specific sites and areas of the Island; and

The current supplementary planning guidance is listed and can be viewed on the Government of Jersey website at gov.je/planningguidance.



Your Island Your Say

Help shape Jersey's
environment.

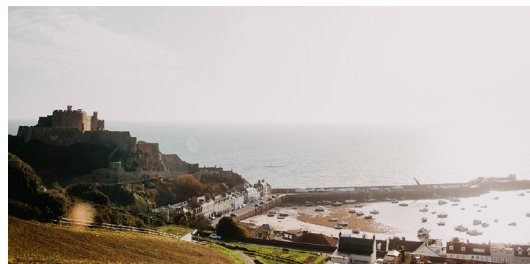
gov.je/yourisland

Get involved in four initiatives:



Island Plan 2021 - 2030 consultation

Help shape how we manage building development and land use over the coming decade.



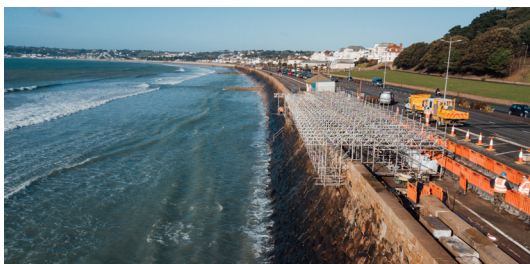
Climate Emergency – get eco active

A climate emergency has been declared – find out how you can help reduce Jersey's carbon emissions.



Southwest St Helier consultation

Give your views on the masterplan for how the area might look for businesses, residents and visitors.



Shoreline Management Plan consultation

Comment on how Jersey's coastline defences will be adapted to meet rising tides over the next century.