This section deals with the ways in which the character of St Helier can be maintained and enhanced through the process of development control. It consists of three parts:

1) overarching design principles that should be considered during the design and development control phases when development change is proposed

2) a set of guidelines – character area design guidance – for each area

3) advice on the deployment of the design guidance as part of the process of development control including how the guidance should be monitored and adapted over time

Taken together these provide a basis for a targeted and effective assessment of the design aspects of planning applications and future development. Their purpose is to maintain and enhance the quality and character of the built environment of each distinct area of St Helier and the town as a whole.

The approach to design guidance

The consultant team philosophy is based on a distinct view of design guidance, design briefing and the respective roles of planners, developers and their architects in the planning process. In general terms, the purpose of urban design and planning guidance in relation to urban character is to set out broad guidance which maintains or enhances the essential features which contribute to local character. The purpose of guidance should not be to try and control the detailed development of architectural design, as designing buildings is not a planner’s job - similarly, designing towns, or parts of towns, is not an architect’s job. Planners and architects rarely have any training or skills in each other’s fields and it is important to separate out different specialists’ roles and responsibilities. The intention of this guidance is therefore not to provide a straightjacket for development but to:

• provide a set of simple principles to protect and enhance genuinely significant urban characteristics

• give architects and developers flexibility to respond in a positive way

• create conditions that encourage the development of sensitive and creative urban outcomes

• improve communication and participation among developers, designers, planners and residents in the design development process

1) Design Principles

Good design in towns is about creating ‘places’ where every building and space contributes in a positive way to the character and function of the wider townscape.

Development can be said to have been ‘successful’ when:

• site planning and massing has responded to the larger context of the townscape and the region

• architectural expression relates to the neighbourhood context

• the street facade creates a safe and interactive pedestrian environment

• public amenities and activities enliven adjacent streets and open spaces

• arrangements for vehicular access and parking have a minimal impact on the pedestrian environment

All development in St Helier should be assessed on its individual merits but also in terms of the contribution it makes to the efficiency and vitality of the town and to the quality of the wider townscape. Specifically, new development should:

Minimise environmental harm

Buildings and landscapes should be designed, constructed and operated in an environmentally responsible manner. Sustainable design and construction reduces energy and water use, reduces solid and hazardous waste, prevents indoor and outdoor pollution, and uses materials efficiently. From conserving water and energy to recycling and reusing construction materials, sustainable design considers the costs and benefits over the entire life of the building, landscape and infrastructure. Development proposals should be assessed in terms of their environmental impact but also in their ability to be flexible and adapt to future change.
Contribute to distinctiveness and integrate with surrounding townscape
The role of the development site within the urban structure of the wider town should be recognised.

Developments should help to shape distinctive neighbourhoods to reinforce local identity. Reference should be made to adjacent natural and built features and to special relationships between forms or features. New developments should not cause unsympathetic change but should emphasise, retain or enhance the image and identity of the relevant character zone.

The use of landmarks, vistas, focal points and existing landscape or built features gives urban areas a unique character and memory.

Improve first impressions and legibility
Developments should enhance the appearance and maintain the character of arterial routes. New developments along key approaches and at entry points to the town should be of particularly high quality urban design and architecture. This should include the proper consideration of the setting of the development.

Protect important views
Views to and from established landmarks, hills and skylines should be protected and enhanced. The visual impact of development on distinctive character areas, layers of built form, backdrops and town silhouettes should be carefully assessed. The potential impact on strategic views from major access routes and public vantage points should also be carefully considered.

Make coherent layouts
Developments should form an integral part of a clear and coherent spatial structure and show robust connections with the surrounding urban pattern. It should sensitively address adjacent development form and character. New development should reinforce the indigenous block grain and street pattern.

Contribute to the vitality of the town
Mixed uses and human scale give vitality and create attractive places that contribute to safe and vibrant towns. Consideration should be given to the incorporation of a diverse range of uses, buildings and tenures. This fosters activity and greater security throughout the day and helps to create a balanced community. Mixed use development can also reduce the need for commuting and car travel to facilities.

Make positive relationships with public space
Where relevant, new development should enhance existing spaces and/or provide new open space as spaces are an effective means of integrating and linking development and creating a shared community focus. Open spaces should be configured to provide visual interest but especially to accommodate activity. Buildings should give positive definition and enclosure to public space; active and transparent frontages facing onto public space provides surveillance and encourages a range of activities to take place.

Strengthen and extend the network of routes and spaces
Development should aim to maximise the extent and quality of the existing street and public space network. The network should provide a choice of routes to maximise connectivity and linkages and aim to link areas of amenity, recreation and environmental interest.

Integrate car parking
Almost all developments require car parking. This can be catered for inside the boundary of the development, outside the site (usually on street) or underground. Proposals should consider how to integrate parking without allowing it to dominate the development, the street scene or adjacent developments.

2) Character Area Guidance
Area-specific guidance was set out for each of the ten character areas identified during the analysis phase of the study. The format for the guidance for each character area includes a description of:

a) what the area is like - a summary description of the area’s characteristics
b) what we think can be achieved - a statement of the aims for the character area
c) how these can be achieved - a plan showing the controls applied with brief narrative under each building characteristic

The design guidance is intentionally simple and straightforward. Its purpose is not to unduly constrain development but to provide
a springboard which architects and developers can use creatively while ensuring that the urban character is not undermined.

Initial drafts of the assessment criteria were tested by States of Jersey planners and the list was eventually distilled to 12 building characteristics that were considered to be distinct, definable and able to be applied as guiding principles. They incorporated: horizontal/vertical emphasis, whether or not the building turns a corner well, the colour and materials used in the development, the massing of the building, its building line and envelope, the relationship of the building to its neighbours, co-ordination, frontage proportion, scale of detail, roof characteristics, the interface with the street and what happens on exposed gables. A more detailed explanation of these aspects is as follows:

1 HORIZONTAL/VERTICAL

This refers to the key features of a building’s elevation that contribute to the rhythm of the individual façade and/or the whole street. A vertical or horizontal emphasis is formed through the predominant direction and proportion of the main building elements (eg windows, doorways, panels, string courses, ornamentation etc). Creating a predominant emphasis one way or the other can help a building blend with or stand out from its neighbours.

Most of the urban townscape of St Helier is characterised by buildings with a distinctively vertical emphasis but there are some notable exceptions, especially along parts of the waterfront and on the rising ground to the north.

A reference to neighbouring properties and the wider street will usually provide the necessary evidence for the appropriate treatment for new elevations.

2 TURNS THE CORNER

Corners are important elements of the townscape as they define nodal points and can be very significant factors in the overall legibility of the town.

The intricate, organic street pattern of St Helier means that corners are often prominent landmarks. This has traditionally been recognised and reinforced through the use of embossed date plaques, elaborate plaster sculptures and distinctive window treatments. Other corners are more subtly celebrated however, especially on buildings dating from the 1930s onwards when simpler, more streamlined architectural styles were favoured.

The treatment of new corners does not always have to be overtly ‘showy’ but it is often an opportunity for visual emphasis and for the introduction of valuable landmark or skyline features.

3 COLOUR

Historically the predominant colours found in towns were characterised by a palette of colours derived from indigenous natural materials and locally available pigments. The original colour palette for St Helier was probably based on the browns, yellows and pinks of the local stone combined with the white, orange/pink (‘salmon yellow’) and green (‘sea green’) of traditional stuccoes.

The development of synthetic paint colours and the increased availability of paints over the last hundred years have allowed opportunities for a far greater diversity of colour and for the introduction of strong accent colours. This has proved to be especially popular in holiday seaside locations like St Helier, but has not always been used in a way that is sympathetic to the intrinsic colours and character of the location.

Colour treatments can produce harmony, diversity or disharmony. The use of colour on a single building, particularly in an urban setting, can be discordant if it is not considered in relation to its neighbours and the street scene as a whole; a limited palette will tend to produce more a more coherent, harmonious townscape.

There is a slightly different approach to colour in different parts of St Helier; for new developments, reference should be made to the recommended colour palettes described later in this section.

4 MATERIALS

Stone and stucco were traditionally the two main materials for St Helier building facades. Indigenous stone is expressed in an especially robust way throughout St Helier, most notably in the complex mosaics of massive blocks that can be seen around the old harbours, in various fortifications and large scale retaining walls. Stone and stucco have been supplemented by other materials such
as timber (eg for utilitarian buildings), concrete (especially for 1930s Deco buildings) and brick (popular in the 1970s and 80s before the removal of local brickworks in the 19th century).

The choice of materials for a building can produce harmony, diversity or disharmony within a single elevation or between adjoining buildings, depending on colour, texture, the manipulation of the material and its unit size.

Today, stone and stucco (or modern equivalents) are still often the most sensitive choice of material in St Helier, but the fluidity of concrete can be surprisingly successful (as evidenced by the Havre des Pas pool), as can glass and metal finishes. Generally, small unit materials such as brick do not complement the character of St Helier.

5 MASSING

The mass of a building is a reflection of its height and footprint proportions. Modern buildings can easily clash with older neighbours, either through being overscale or underscale relative to the wider context.

The scale of buildings affects the scale of streets and spaces and is a strong determinant of urban character. Much of St Helier is of a markedly human scale, comprising a general matrix of buildings between 2.5 and 3.5 storeys in height. This is interspersed with discrete clusters of buildings up to 6 storeys in height and the very occasional high rise.

Cues should be taken from the immediate context to determine the appropriate height and massing of new development.

6 BUILDING LINE

The building line defines the edges and scale of the street and a consistent building line has a pronounced influence on the sense of cohesion along a street. The vast majority of St Helier streets have very consistent and uninterrupted building lines that can be easily identified and adopted in new development.

There are some examples of setbacks from the building line which have created attractive ‘incidents’ in the street, but this device should be only occasionally and very judiciously used; ill-considered setback areas can become unused, litter-strewn spaces that detract from the wider street environment.

7 DIVERSITY/HOMOGENEITY

Some parts of the St Helier townscape are more consistent and homogeneous than others. Parts of Havre de Pas, for example, are highly coordinated, with a very consistent use of scale, style, detail and colour. Other parts of the town are inherently more diverse, with a mix of individualistic architectural approaches.

Where new development is taking place in an area that is conspicuously coordinated it is important that new buildings adopt elements of the significant local architectural themes. Where diversity is typical however, a less contextual approach is acceptable.

8 FRONTAGE PROPORTION

The proportion of a building frontage is a function of the plot width and building height. The dimensions of the frontage contribute to the underlying pattern of urban grain as well as establishing a visual rhythm along the elevation of the street. This rhythm is reflected in the articulation of the frontage through the spacing of door and window penetrations and the subdivision of gardens (or in rear lanes, yards, outbuildings etc)

In many parts of St Helier there are strong and consistent patterns of plot widths and building heights which is makes an important contribution to the urban character of different neighbourhoods. An assessment of typical frontage proportions adjacent to a development site will help guide the design treatment – and where necessary subdivision – of the frontage.

9 SCALE OF DETAIL

The details on a building elevation provide visual interest and give it scale and character. Certain architectural approaches favour elaborate or decorative detailing whilst in other cases details are minimal and the approach simpler and more utilitarian.

There are a number of characteristic approaches to this in St Helier. There are many parts of the town, such as in the harbour areas for example, where simple robust detailing is typical; in other areas, delicate detailing, decorative additions and ornamental flourishes
are the norm. Where there is an observable pattern to the scale of the detail, new development should respect and complement that pattern.

10 **ROOF SHAPES AND FINISHES**

This refers to the treatment of eaves line, roof planes and roofline silhouette, all of which are important in St Helier, especially as there are several important vantage points from which to look down onto the roofscape of the town.

Pitched roofs, flat roofs and mansards are all common in St Helier so it is difficult to make blanket rules about what is appropriate; in general, reference should be made to immediate neighbours for an indication of the most suitable approach.

There are some locations where a consistent eaves line is a significant characteristic of a street. In these areas it is important that adjacent eaves lines are not more than half a storey above or below the norm.

In a number of particularly visible locations such as along the waterfront or on the ridge above the town, the roof silhouette is important. Although no particular guidelines are required, careful consideration should be given to the overall composition of - and impact on - the skyline.

11 **ACTIVITY AND STREET INTERFACE**

The treatment of the ground floor of development has a profound impact on the character and animation of the street. The more transparent and active the ground floor, the safer, more interesting and attractive the street feels. A proper consideration of these factors will ensure that new buildings make a suitable contribution to the vitality of the adjacent street and the wider area.

12 **FLANKS**

‘Flanks’ are rear or side elevations of buildings that become important where they – often unintentionally – become particularly conspicuous. They can be as important as corners in some places, especially where they terminate a vista or mark an important junction. The articulation of the exposed elevation through the organisation of materials or the use of details or penetrations for example, is important to avoid a blank or over-scaled appearance.

3) Deploying the Guidance

The purpose of this study has been to define character areas for St Helier and to devise policies and proposals which will maintain and enhance these areas. One of the reasons for this work was a realisation that positive action was needed to improve the quality of design submitted to the States through the planning application process.

The planning application process is often a source of some tension between those who approve or refuse applications, and developers, architects, businesses and individuals who wish to obtain planning permission – this is the case not just in Jersey but throughout the United Kingdom. Some of the complaints about the planning application process include:

- a lack of certainty about what will be approved and what will be refused
- the time taken to deal with applications
- poor quality results

Design guidance can improve these matters by:

- encouraging the planning authority to set out their visual policies for areas and sites in a form that can be included in development plans and/or supplementary planning guidance
- enabling the planning authority to influence the designer during the conceptual stage of the proposal before time and money have been spent and before attitudes have hardened – this can lead to fewer abortive submissions
- allowing the planning authority to concentrate on those aspects of design which they consider to be most important – and spend less time on minor applications

Adoption of design guidance will appeal to developers and their architects who will value a higher degree of certainty about what is acceptable and what is not.
Design guidance and its accompanying mechanisms of design guides, design briefs and development briefs do require planners to do more work on strategy and less on dealing with day-to-day applications. To be successful, it requires a degree of 'letting go' of the application process. If applications meet the design guidance parameters they should be approved – all other matters being satisfactory. This will not apply to applications in Conservation Areas or to Registered Buildings.

**Monitoring the Character Areas**

The design guidance proposed in this study is a carefully compiled response to St Helier as it seems in 2004-2005. But successful towns and cities are dynamic places and it would be surprising if the guidance laid out in this document was totally appropriate in five years time. The guidance was compiled to reflect current development pressures and an assessment of area sensitivity in the town in 2004 – these will doubtless change. The current relationships between the character areas, development pressure and development sensitivity is shown on the diagrams opposite. Monitoring of these factors and change in the parameters of the design guidance from time to time will be central to success. The design guidance should not be frozen in time.
Character Area Sensitivity Analysis versus Development Pressure

Revised Development Control Process
Character Area 1
West Esplanade and Elizabeth Castle

DESCRIPTION

Context:
- occupies the low-lying, level coastal edge; the large tidal range gives a deep sandy beach at low tide; Elizabeth Castle occupies a rocky outcrop linked to the shore by a causeway that is passable only at low tide
- the area is defined by extensive scenic, panoramic views across St Aubin’s Bay and southwards to open sea
- the sea wall represents an abrupt and significant edge
- the area marks the western edge of St Helier and there is an important inter-relationship between this area and the New Waterfront (Character Area 6) and the Parade and Esplanade (Character Area 7)
- the boundaries between St Helier and First Tower are blurred by continuous development – the Town Edges and Slopes (Character Area 10) has a marked effect on this area
- Elizabeth Castle is an ‘iconic’ landmark, one of the most memorable and important landmarks in St Helier

Grain / Scale / Texture:
- the character of the area is dominated by the natural features - open expanses of sea and sky
- the natural features contrast with manmade sea walls, the causeway and the cluster of structures that make up Elizabeth Castle and the Hermitage

Use and Activity
- activity is predominantly leisure-related, especially walking and cycling along the waterfront
- ramps and steps give access to the beach
- activity is predominantly leisure-related, especially walking and cycling along the waterfront
- ramps and steps give access to the beach
- it is an important starting point for tourists walking or being ferried to Elizabeth Castle

Spatial Issues
- Elizabeth Castle is a significant, recognisable place
- the Esplanade forms part of the wider St Aubin’s Bay water’s edge open space and part of the historic waterfront of St Helier
- there is a distinct promenade character created by the robust sea wall, with evenly spaced lighting columns strung with coloured lights and traditional timber shelters at regular intervals

Built Heritage
- the castle and related buildings are significant historical structures (proposed SSI)
- the castle and Hermitage are significant cultural sites, having played a role from the earliest origins of St Helier through to the second world war

CHARACTER AREA OBJECTIVES
- to protect the outstanding visual qualities of Elizabeth Castle and St Aubin’s Bay
- to enhance first impressions of St Helier at this important arrival point from the airport and the west of the island
- to manage the transition between the coastline of the bay and the edge of the town
CHARACTERISTIC       | CRITERIA                                                                                                                                                                                                 |
---                   |-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
1 horizontal / vertical | area a - no new build, area b only - horizontal                                                                                                                                                        |
2 turns the corner    | not applicable                                                                                                                                                                                         |
3 colour              | waterfront palette                                                                                                                                                                                     |
4 materials           | area b only - concrete, granite, glass                                                                                                                                                                  |
5 massing             | area b only - single storey above existing sea walls area c only - below existing building outlines as seen from shore                                                                               |
6 building line       | not applicable                                                                                                                                                                                         |
7 coordination        | not applicable                                                                                                                                                                                         |
8 frontage proportion | not applicable                                                                                                                                                                                         |
9 scale of detail     | area b only - robust, maritime                                                                                                                                                                           |
10 roof shapes and finishes | area b only - flat                                                                                                                                                                      |
11 activity and street interface | should contribute to promenade activity                                                                                                   |
12 flanks             | not applicable                                                                                                                                                                                         |
Character Area 2
La Collette

DESCRIPTION

Context:
• occupies reclaimed ground that extends the natural promontory that divides St Aubin’s Bay from St Clement’s Bay; surrounded on three sides by the sea
• La Collette power station chimney is an iconic landmark visible from throughout St Helier and beyond
• views to La Collette are more significant than views from La Collette to the surrounding area
• the coastline represents a strong edge between land and water

Grain / Scale / Texture:
• industrial estate and harbours to the west, storage areas to the east and south
• industrial buildings are predominantly utilitarian - usually large scale structures designed for storage and industrial processes;
• buildings and roads are laid out to facilitate vehicle movements and industrial processes; there are no ‘streets’ as such
• buildings are usually set back from road and external open areas are used for storage, parking and deliveries etc
• conventional storey-height delineations or references are often absent

Use and Activity:
• designed specifically for industrial/business uses
• daytime business activity only; little other public activity, except for coastal walkway/cycleway cutting through

Spatial Issues:
• an area defined by its function
• physically and functionally distinct from the rest of St Helier

Built Heritage:
• identifiable as a major post war industrial/public utility development

CHARACTER AREA OBJECTIVES
• in the short to medium term, to manage the industrial character of the area
• in the medium to long term, to seek change through regeneration potentially including...
## CHARACTERISTIC CRITERIA

|   | CHARACTERISTIC          | CRITERIAhopeful
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>horizontal / vertical</td>
<td>both</td>
</tr>
<tr>
<td>2</td>
<td>turns the corner</td>
<td>not applicable</td>
</tr>
<tr>
<td>3</td>
<td>colour</td>
<td>not applicable</td>
</tr>
<tr>
<td>4</td>
<td>materials</td>
<td>utilitarian: concrete, concrete block, glass, steel, cladding</td>
</tr>
<tr>
<td>5</td>
<td>massing</td>
<td>not critical at present - large scale structures could be effective</td>
</tr>
<tr>
<td>6</td>
<td>building line</td>
<td>not applicable</td>
</tr>
<tr>
<td>7</td>
<td>coordination</td>
<td>not applicable</td>
</tr>
<tr>
<td>8</td>
<td>frontage proportion</td>
<td>not applicable</td>
</tr>
<tr>
<td>9</td>
<td>scale of detail</td>
<td>robust, industrial</td>
</tr>
<tr>
<td>10</td>
<td>roof shapes and finishes</td>
<td>not applicable</td>
</tr>
<tr>
<td>11</td>
<td>activity and street interface</td>
<td>not applicable</td>
</tr>
<tr>
<td>12</td>
<td>flanks</td>
<td>not applicable</td>
</tr>
</tbody>
</table>
Character Area 3
Havre des Pas

DESCRIPTION

Context:
- occupies low-lying, level coastal land; a large tidal range creates a deep beach at low tide studded with extensive ranges of rocky outcrops
- the coastline of the bay represents a significant edge between land and water
- the distinctive architecture and location of the Havre de Pas bathing pool makes it a major local landmark and focal point in the bay
- there are sweeping views across St Clement’s Bay and southwards to the open sea
- views of the sea along key north-south streets bring a seaside flavour well inland

Grain / Scale / Texture:
- a medium density built up area mostly comprised of terraces and semi-detached villas
- mixture of wide and narrow plot widths
- buildings are predominantly set back from the street with small gardens in front
- buildings are predominantly 2½ - 3½ storeys with a cluster of tall buildings on the water’s edge and two high rise residential blocks

Use and Activity:
- uses are predominantly residential and tourism or leisure related
- the waterfront, beach and bathing pool are magnets for visitors and residents in the summertime
- the moderately dense residential population increases significantly during holiday periods

Spatial Issues:
- Havre de Pas is an identifiable, named neighbourhood
- it is part of the wider St Clement’s Bay water’s edge open space
- the public realm is predominantly simple and functional but with a characteristic promenade and “seaside town” treatment along the water’s edge; there is an example of a contemporary themed ‘pocket park’ on the waterfront
- Howard Davis Park is a well-used formal public green space that has an additional role as a venue for events

Built Heritage:
- this is a predominantly historic area with its origins in the early part of the 19th century
- there is a high proportion of High Victorian middle class residential buildings; there are numerous streets where there is a high proportion of original fabric that is extant
- there are several examples of BLI_RB and PSSI_RB registered buildings
- the decorative Victorian guesthouses and hotels on the waterfront give a particularly strong and identifiable character to the whole area

CHARACTER AREA OBJECTIVES

- to retain and enhance this seaside suburb as a discrete and distinctive urban quarter
- to ensure the survival of the period feel and bohemian flavour of the area
- to maintain the predominantly residential character of the area but to accept that part of this is a diversity of use including garages, workshops, small shops, business space as well as tourism, cafes and bars
### AREA DESIGN GUIDANCE: Character Area 3 - Havre des Pas

<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 horizontal / vertical</td>
<td>vertical</td>
</tr>
<tr>
<td>2 turns the corner</td>
<td>opportunities for corner emphasis as shown</td>
</tr>
<tr>
<td>3 colour</td>
<td>waterfront palette</td>
</tr>
<tr>
<td>4 materials</td>
<td>concrete (in certain circumstances), glass, granite, stucco, slate</td>
</tr>
<tr>
<td>5 massing</td>
<td>generally 2.5 - 3.5 storeys (5.0 m to 7.0 m) or eaves no more than ± 1m to neighbour</td>
</tr>
<tr>
<td>6 building line</td>
<td>should be consistent with street context and respect historic context and layout</td>
</tr>
<tr>
<td>7 coordination</td>
<td>match to street context - can be high or low levels of variety or conformity</td>
</tr>
<tr>
<td>8 frontage proportion</td>
<td>match to street context - existing large hotel plots trigger design briefs</td>
</tr>
<tr>
<td>9 scale of detail</td>
<td>robust, maritime at waterfront - intricate, residential to north</td>
</tr>
<tr>
<td>10 roof shapes and finishes</td>
<td>should protect historic context - avoid lumpen mansards - slate</td>
</tr>
<tr>
<td>11 activity and street interface</td>
<td>a consideration along seafront and around shops and focal points</td>
</tr>
<tr>
<td>12 flanks</td>
<td>minimise blank side elevations of seafront buildings</td>
</tr>
</tbody>
</table>
Character: Area 4
Fort Regent

Context:
- a large, steep-sided rocky outcrop, topped with historic fortifications and a 20th century modernist roof structure
- the rock outcrop creates a series of edges that are important in separating the main part of St Helier from the Havre de Pas area
- Fort Regent is an iconic landmark, it’s silhouette being one of the most recognisable images of the town
- it is an important vantage point; 3600 views can be gained to the sea, St Aubin’s and St Clement’s Bays, into the town centre and north to the countryside beyond

Grain / Scale / Texture:
- a unique monolithic landmark structure covers the summit

Use and Activity
- Fort Regent is a major community leisure facility that acts as a significant draw; however, the limited and discreet nature of the access to the Fort means that very little visible activity is generated in surrounding areas
- a complex of Council offices and the Pier Road car park generate some street activity during business hours

Spatial Issues
- Fort Regent is an identifiable and named ‘place’
- it is a significant green feature in the town and an environmental resource; it accommodates a variety of recreational open spaces

Built Heritage
- it is a significant historical site; the fort is registered PSSI_RB

CHARACTER AREA OBJECTIVES:
- to protect and enhance the iconic nature of this important St Helier edifice
- to promote architecture of distinction for the town’s most visible location
- to promote better public access and a more vibrant range of uses
- to protect the natural landform, greenery and outstanding views
- to encourage business and cultural use
- to ensure conservation and interpretation of the historic fort
- retention of significant areas of public open space
- to improve pedestrian access
### AREA DESIGN GUIDANCE
#### Character Area 4
Fort Regent

<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 horizontal / vertical</td>
<td>vertical</td>
</tr>
<tr>
<td>2 turns the corner</td>
<td>not applicable</td>
</tr>
<tr>
<td>3 colour</td>
<td>topographical palette</td>
</tr>
<tr>
<td>4 materials</td>
<td>concrete, stucco, glass, steel, granite</td>
</tr>
<tr>
<td>5 massing</td>
<td>limit new build to areas a - 4 storeys max and b - 3 storeys max. Silhouette not to project above line of natural landform or the historic fort structure - when seen from harbour</td>
</tr>
<tr>
<td>6 building line</td>
<td>not applicable</td>
</tr>
<tr>
<td>7 coordination</td>
<td>not applicable</td>
</tr>
<tr>
<td>8 frontage proportion</td>
<td>areas a and b - take from context</td>
</tr>
<tr>
<td>9 scale of detail</td>
<td>robust, large</td>
</tr>
<tr>
<td>10 roof shapes and finishes</td>
<td>areas a and b - flat or pitched</td>
</tr>
<tr>
<td>11 activity and street interface</td>
<td>not applicable</td>
</tr>
<tr>
<td>12 flanks</td>
<td>not applicable</td>
</tr>
</tbody>
</table>
Character: Area 5
Old Harbours

Context:
- the harbours occupy the low-lying, level coastal land; there is a backdrop to the east of steeply rising ground
- the water’s edge is now entirely manmade and represents a strong, indented edge defining the southern limits of the town; a major road now separates the harbours from the historic town edge and Esplanade
- a series of colourful, visually prominent new apartment blocks on the western edge of the old harbours act as major local landmarks
- views into and across the various harbour basins provide important visual reminders of the historic role of St Helier as a harbour town
- the Old Harbours have strong, if under-developed links with adjoining character areas, especially the Town Centre

Grain / Scale / Texture:
- the area contains a strip of dense development set back from the harbour edges
- there are a significant number of broad plots containing large scale industrial or warehouse buildings
- frontages are always flush with the pavement
- the area is predominantly 2½ - 3½ storeys with taller buildings on the northern margins at the interface with the town centre and on the rising ground of South Hill

Use and Activity
- uses are mostly industrial, with some commercial activity and a small number of residential properties; the various harbours are used for both leisure and commercial purposes; the harbour edge itself is used for storing equipment and boat maintenance
- northern and eastern areas are busy public areas during working hours and there is a nightlife focus at the Weighbridge
- it has an active, colourful, living water’s edge

Spatial Issues
- the area has a distinctive identity as an historic harbour area
- the harbour edges provide attractive informal public open space looking out over the boats moored in the water and to the sea beyond
- the area also includes examples of contemporary public open space at Liberation Square and the Steam Clock
- the harbour-side is a rich and attractive environment with distinctive qualities that arise from the use of especially robust materials, with traditional detailing and evident craftsmanship

Built Heritage
- the piers and harbour structures originate from the early 19th century and retain much of their period detailing
- distinctive early 19th century maritime/industrial buildings have a strong presence, especially where they create an uninterrupted frontage along the east side of the harbour; the impact of this elevation is exaggerated in places by strong colour treatments
- the Maritime Museum is PSSI_RB registered

CHARACTER AREA OBJECTIVES:
- to maintain and enhance the area’s charm, grain, texture and authenticity
- to retain genuine maritime uses wherever practical
- to limit the over-commodification of the area by leisure uses and to ensure genuine mixed use
- to encourage animation of the water
- to recognise the large scale engineering set against the domestic scale of much of the architecture
<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 horizontal / vertical</td>
<td>vertical</td>
</tr>
<tr>
<td>2 turns the corner</td>
<td>limited opportunities but nevertheless important</td>
</tr>
<tr>
<td>3 colour</td>
<td>waterfront palette</td>
</tr>
<tr>
<td>4 materials</td>
<td>concrete, stucco, glass, steel, granite</td>
</tr>
<tr>
<td>5 massing</td>
<td>maximum 3 storeys except area a - max 6 storeys</td>
</tr>
<tr>
<td>6 building line</td>
<td>must adhere to existing street configuration or quayside setbacks</td>
</tr>
<tr>
<td>7 coordination</td>
<td>strong level of variety</td>
</tr>
<tr>
<td>8 frontage proportion</td>
<td>take from context</td>
</tr>
<tr>
<td>9 scale of detail</td>
<td>robust, large for engineering and new - domestic for infill of traditional environments</td>
</tr>
<tr>
<td>10 roof shapes and finishes</td>
<td>not important to exercise too much control over this</td>
</tr>
<tr>
<td>11 activity and street interface</td>
<td>very important along quaysides and links to town centre</td>
</tr>
<tr>
<td>12 flanks</td>
<td>important to ensure that blank side elevations are minimised for large new build</td>
</tr>
</tbody>
</table>
Character: Area 6
New Waterfront

DESCRIPTION

Context:
- the new waterfront occupies reclaimed land which has extended the low-lying, level coastal strip
- the realigned coastline has created a new edge that has widened the distance between the historic town and the water
- distinctive new buildings and open spaces have created a series of landmarks
- there are attractive views internally to the new marina but also externally to St Aubin’s Bay/Elizabeth Castle and back to the elevation of the town facing the Esplanade

Grain / Scale / Texture:
- the development and therefore the ultimate grain of the area is incomplete; completed buildings are relatively dispersed and await a uniting structure
- the plot width is not readily identifiable
- buildings tend to be set back from the street edge, often with planting between the road and the building
- buildings are 4-6 storeys tall

Use and Activity
- the area is focussed around a major new leisure development with pool, cinema and eating and drinking facilities; it is a focal point for night time activity
- activity is mostly internal to the leisure development although there is some walking and cycling along the water’s edge and a focal point for young people at Les Jardins de Mer
- industrial and transport-related activities take place on the water’s edge to the south around the ferry landing point

Spatial Issues
- the new waterfront is distinguishable from the rest of the town by its contemporary architecture and street layout
- vacant areas remain but are intended to be developed
- there are examples of contemporary public open spaces at Les Jardins de Mer and adjacent to the pool
- extensive public areas are paved with palettes of manmade materials; this has established a unique streetscape character for the new waterfront

Built Heritage
- exclusively recent development

CHARACTER AREA OBJECTIVES
- to raise the quality of development in the new waterfront area
- to establish a quality business district
- to build a network of connected streets and places that link easily to the traditional streets of the old town – no culs-de-sac, dead vehicle service areas or underused pedestrian areas
- to ensure mixed use within a human scale design framework
- to build on the distinctive St Helier character rather than importing alien street, waterfront and building forms from world cities
- to protect views to Elizabeth Castle
### Character Area Appraisal

**October 2005**

**Willie Miller Urban Design**

<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 horizontal / vertical</td>
<td>both</td>
</tr>
<tr>
<td>2 turns the corner</td>
<td>opportunities throughout development area</td>
</tr>
<tr>
<td>3 colour</td>
<td>waterfront palette</td>
</tr>
<tr>
<td>4 materials</td>
<td>concrete, stucco, glass, steel, granite</td>
</tr>
<tr>
<td>5 massing</td>
<td>subject to separate supplementary planning guidance</td>
</tr>
<tr>
<td>6 building line</td>
<td>create new street system build to it - contrast street and quayside setbacks</td>
</tr>
<tr>
<td>7 coordination</td>
<td>strong level of variety</td>
</tr>
<tr>
<td>8 frontage proportion</td>
<td>take from Esplanade - older examples</td>
</tr>
<tr>
<td>9 scale of detail</td>
<td>robust, large for engineering and small for residential development</td>
</tr>
<tr>
<td>10 roof shapes and finishes</td>
<td>not important to exercise too much control over this</td>
</tr>
<tr>
<td>11 activity and street interface</td>
<td>very important along quaysides and links to town centre</td>
</tr>
<tr>
<td>12 flanks</td>
<td>important to ensure that blank side elevations are minimised for large new build</td>
</tr>
</tbody>
</table>

**Area Design Guidance**

Character Area 6
New Waterfront
Character Area 7
The Parade and Esplanade

DESCRIPTION

Context:
- situated on low-lying level land in the western part of the town
- the Esplanade represents an historic built edge that used to form the southern elevation of the town facing the sea
- the hospital acts as a major local landmark, both as a large scale and recognisable building but also as an important public facility; the Opera House is a minor local landmark
- there are attractive open views across the formal green space of the Parade

Grain / Scale / Texture:
- the area around the park is densely built up on an historic street pattern
- it comprises a mix of narrow and wide plot widths
- frontages are virtually always flush with the pavement
- most buildings in the area are 2½ - 3½ storeys but there is a sizeable zone of 4-6 storey offices and civic buildings between the Parade and the Esplanade

Use and Activity
- the hospital is a key land use; it is surrounded by a mix of residential and commercial uses; business and office use predominates in the east
- the area is busy during working hours; small focal points for night time activity occur where there are clusters of restaurants or bars
- there is a relatively small but growing residential population

Spatial Issues
- the park represents an identifiable ‘place’ that lends its name to the wider area
- the Parade is the only significant public green space in the town centre
- the character of the park stems from the formal arrangements of street trees around areas of lawn, augmented with seasonal ornamental flower displays
- there is a hard paved space at the south, partially used for café terraces; several key town memorials are located within the park which gives it a civic and cultural significance

Built Heritage
- parts of this area originated in the late 18th century and some of the original street and block pattern is retained
- the area includes some of the earliest St Helier buildings (SSI_RB registered), many BLI_RB and several PSSI_RB registered buildings
- there is a mix of Victorian middle and working class residential buildings to the west and north with early 19thc maritime/industrial buildings to the south
- there are significant areas of post-war redevelopment, especially between Gloucester Street and Kensington Place

CHARACTER AREA OBJECTIVES
- to create better links between the Parade, the Town Centre and the Esplanade
- to achieve a higher standard of new development - especially along the Esplanade
- to protect the street pattern of the area
- over time, to remedy the impact of uncoordinated overscaled architecture
- to support developments that foster mixed use, active frontages and that focus on the Parade as a high quality urban green space
- in the Peoples Park area, to manage the transition between urban character and the more open character of the coastal Character Area 1 at this important entry point to the town
CHARACTERISTIC | CRITERIA
---|---
1. horizontal / vertical | vertical
2. turns the corner | opportunities throughout character area - important sites trigger design brief
3. colour | central palette
4. materials | concrete, stucco, glass, steel, granite
5. massing | 2.5 - 3.5 storeys except area a - maximum 6 storeys and area b maximum as existing
6. building line | retain existing street systems and setbacks
7. coordination | more uniformity than variety
8. frontage proportion | take from context - historic proportions
9. scale of detail | small, intricate around Parade - can be larger scale on Esplanade
10. roof shapes and finishes | flat or pitched - minimise mansards
11. activity and street interface | very important along links to town centre, the Parade, Esplanade and linking streets
12. flanks | important to ensure that blank side elevations are minimised
Character Area 8
Town Centre

DESCRIPTION

Context:

- the town centre lies in the centre of the low-lying, bowl-shaped basin where St Helier originated
- the States Buildings, Parish Church and Central Market are all major civic landmarks; Wesley Church is a distinctive building that acts as a major local landmark and the Arts Centre is a more minor local landmark
- tightly framed views defined by narrow streets are typical; distant views to the east and south often terminate in the vegetated and partially built rising ground that surrounds the town
- there are examples of dramatic axial views terminating at landmark buildings, most notably: Halkett Place to Wesley Church and Beresford/Peter Street to the old Wesley Street Church

Grain / Scale / Texture:

- the town centre core is the most densely built up part of town,
- some historic narrow plots remain but many have become amalgamated to create larger, more commercially valuable sites
- building frontages are virtually always flush with the pavement

Use and Activity

- the northern part of the core area is consistently 2.5 - 3.5 storeys; areas of taller buildings lie between the retail core and the harbour area
- this is the town’s retail core and includes key civic functions and commercial activities; it is therefore the primary focus of daytime activity and a vibrant, colourful place during business hours
- there is a small proportion of residential uses
- clusters of bars or restaurants attract people to localised parts of the town centre at night

Spatial Issues

- the town centre core contains a series of distinctive places that link to create an complex network of streets and spaces of varying scale and character
- this area incorporates the civic heart of St Helier which is focused around the main civic/ceremonial space of the town (Royal Square), the Parish Church and the States building
- the pedestrianised streets and other incidental spaces are important components of the public open space of the town, being popular as places to pause, people-watch and socialise
- the public realm is of a relatively high quality throughout the area; local granite has historically been used for kerbs and footways; more recent decorative stonework in the pedestrianised areas has created a new and distinctive streetscape character for the central area

Built Heritage

- the town centre core is the historic heart of the town; many of the streets, spaces and block patterns were shaped during the earliest days of St Helier’s development; these characteristics provide a visual consistency that overrides the diversity of architecture in the central area
- there are many BLI_RB, several PSSI_RB and SSI_RB registered buildings
- the historic buildings are predominantly Victorian and Edwardian commercial buildings but they now heavily interspersed with a wide variety of 20th century buildings

CHARACTER AREA OBJECTIVES:

- to maintain and create a revived, repopulated and distinctive urban core, with a lively mixed economy of shops, markets, cultural and entertainment venues; new workplaces; and city living apartments
- to reconnect the town centre with the waterfront
- to nurture the town’s distinctiveness and authenticity through conservation and new development
- to encourage diversity and cosmopolitanism
- to animate streets and public spaces
- to accommodate changing pressures for business and residential space
## CHARACTERISTIC

<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 horizontal / vertical</td>
<td>vertical</td>
</tr>
<tr>
<td>2 turns the corner</td>
<td>opportunities throughout character area - important corner sites trigger design brief</td>
</tr>
<tr>
<td>3 colour</td>
<td>central palette</td>
</tr>
<tr>
<td>4 materials</td>
<td>concrete, stucco, glass, steel, granite</td>
</tr>
<tr>
<td>5 massing</td>
<td>up to 4 storeys</td>
</tr>
<tr>
<td>6 building line</td>
<td>retain existing street systems and setbacks - but can be altered through design briefs or historic accuracy or historic green space</td>
</tr>
<tr>
<td>7 coordination</td>
<td>between varied and uniform - neutral</td>
</tr>
<tr>
<td>8 frontage proportion</td>
<td>take from context</td>
</tr>
<tr>
<td>9 scale of detail</td>
<td>small, intricate</td>
</tr>
<tr>
<td>10 roof shapes and finishes</td>
<td>generally pitched - eaves no more than ± 1m to neighbour - consider appearance from above</td>
</tr>
<tr>
<td>11 activity and street interface</td>
<td>very important along ground floors and main streets including those linking to waterfront</td>
</tr>
<tr>
<td>12 flanks</td>
<td>important to ensure that blank side elevations are minimised</td>
</tr>
<tr>
<td>13 other</td>
<td>important setpiece views to be protected + important sites trigger design brief</td>
</tr>
</tbody>
</table>
Character Area 9
Town Centre North

DESCRIPTION

Context:
- the town centre north area lies low-lying level land, defined to the north by the escarpment slopes
- the Ring Road represents a significant boundary or barrier around the area’s northern flanks
- St Thomas’s Church is an iconic landmark for St Helier; other significant landmarks include St Mark’s Church, the gasometer, the Odeon Cinema, the brewery on Ann Street and the Masonic Temple on Stopford Road
- axial, framed views along streets laid out in an orthogonal pattern are common in this area; there are distant views to the west, north and east of the vegetated and partially built up slopes of the escarpment

Grain / Scale / Texture:
- this area is moderately densely built up
- there is a variety of plot widths but a relatively high proportion of narrow plot widths compared to adjacent areas
- frontages are predominantly flush with the pavement in southern parts of this character area; setbacks become more common further north - shallow hard or soft spaces between the road and building elevation are important features of certain key streets
- the area is predominantly 2½ - 3½ storeys with scattered small groups of taller buildings; there are three high rise residential blocks

Use and Activity
- the area is predominantly residential in the north; there is a higher proportion of commercial and retail uses in the south
- there are scattered, isolated examples of leisure, civic and industrial uses
- street activity is generally minimal although Springfield Stadium becomes a major generator of activity during key events
- this area contains the highest density residential population in the town; it becomes less dense towards the margins

Spatial Issues
- notable ‘places’ include Springfield Stadium and ‘Town Park’
- most open space is private; there is very little public open space besides the Stadium
- basic utilitarian materials are used for streetscape

Built Heritage
- several streets comprise a high proportion of original fabric that is extant
- west of Bath Street Victorian working class residential buildings predominate; middle class Victorian residential buildings are more common in the east and Regency buildings are found in northern areas
- there are many BLI_RN and several PSSI_RB and SSI_RB registered buildings

CHARACTER AREA OBJECTIVES:
- to maintain and enhance the residential scale and character of the area
- to ensure the retention of historic environments, buildings and artefacts together with the street pattern
- to accommodate a degree of mixed use which ensures the future use of a wide range of small to medium sized non-residential properties that contribute to the character of the area
- to accommodate potential for larger scale development in the Town Park / Gasworks area
<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 horizontal / vertical</td>
<td>vertical</td>
</tr>
<tr>
<td>2 turns the corner</td>
<td>opportunities throughout character area</td>
</tr>
<tr>
<td>3 colour</td>
<td>north central palette</td>
</tr>
<tr>
<td>4 materials</td>
<td>concrete, stucco, granite</td>
</tr>
<tr>
<td>5 massing</td>
<td>2.5 - 3.5 storeys unless specified in design brief</td>
</tr>
<tr>
<td>6 building line</td>
<td>generally, either smallsetback (1 - 2.5 m) or building line at heel of footway with no setback but more important to control by context and neighbouring developments</td>
</tr>
<tr>
<td>7 coordination</td>
<td>more uniformity than variety</td>
</tr>
<tr>
<td>8 frontage proportion</td>
<td>take from context</td>
</tr>
<tr>
<td>9 scale of detail</td>
<td>small, intricate, domestic generally</td>
</tr>
<tr>
<td>10 roof shapes and finishes</td>
<td>flat or pitched - eaves no more than ± 1m to neighbour</td>
</tr>
<tr>
<td>11 activity and street interface</td>
<td>important at nodes and junctions</td>
</tr>
<tr>
<td>12 flanks</td>
<td>important to ensure that blank side elevations are minimised</td>
</tr>
<tr>
<td>13 other</td>
<td>important setpiece views to be protected + important sites trigger design brief</td>
</tr>
</tbody>
</table>
Character Area 10
Town Edges and Slopes

Context:
- this character area centres on the steep slopes curving around the north and eastern margins of the town
- the steeply sloping ground represents a significant boundary that defines the most densely built up part of the town
- several iconic landmark buildings perch on the slopes or the ridge above the town and are visible from over a wide area – e.g. Victoria College and Almorah and Victoria Crescents
- the rising ground forms an important green backdrop to many town centre street-scenes
- there are important views from the higher ground down to the town rooftops as well as to the coast and sea beyond

Grain / Scale / Texture:
- the grain is more dispersed than in central areas; it comprises mostly villas or apartments set into gardens or other green space
- plots are generally larger and often encompass sizeable gardens
- buildings are usually set back from the pavement, often with significant front garden space
- most buildings are 2½ - 3½ storeys although there are scattered groups of taller buildings, including a number of conspicuous tall landmark structures

Use and Activity
- this is a predominantly residential and low density area
- street activity is minimal except where public facilities (such as schools) draw large numbers of people at key times

Spatial Issues
- this character area contains few instantly recognisable ‘places’
- there is little formal public open space; most open space is private or part of the landscape setting; some important semi-private resident’s gardens form part of the setting for formal building arrangements (e.g. Almorah and Victoria Crescents)
- there is important greenery and some distinctive statuesque trees on the sloping ground and ridge (although tree cover is becoming significantly eroded in places)

Built Heritage
- buildings are predominantly 20th century and often undistinguished; however, there are some examples of important registered buildings, including set-piece terraces such as Almorah and Victoria Crescents

CHARACTER AREA OBJECTIVES
- to protect the topographical frame of the town by maintaining and strengthening the landscape of the slopes as part of any new development proposals
- to ensure that the setting of landmark buildings is protected
- to ensure the improvement of some of St Helier’s important entry points
## AREA DESIGN GUIDANCE

**Character Area 10**

**Town Edges and Slopes**

<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 horizontal / vertical</td>
<td>both</td>
</tr>
<tr>
<td>2 turns the corner</td>
<td>opportunities throughout character area</td>
</tr>
<tr>
<td>3 colour</td>
<td>topographical palette</td>
</tr>
<tr>
<td>4 materials</td>
<td>concrete, stucco, granite, glass, steel - garden walls and property boundaries important</td>
</tr>
<tr>
<td>5 massing</td>
<td>maximum 6 storeys unless specified in design brief - no taller than a pine tree on ridge line</td>
</tr>
<tr>
<td>6 building line</td>
<td>use context</td>
</tr>
<tr>
<td>7 coordination</td>
<td>variety</td>
</tr>
<tr>
<td>8 frontage proportion</td>
<td>not applicable unless along established garden less streets</td>
</tr>
<tr>
<td>9 scale of detail</td>
<td>small, intricate, domestic generally</td>
</tr>
<tr>
<td>10 roof shapes and finishes</td>
<td>flat or pitched - not critical</td>
</tr>
<tr>
<td>11 activity and street interface</td>
<td>less important than in other areas</td>
</tr>
<tr>
<td>12 flanks</td>
<td>important to ensure that blank side elevations are minimised</td>
</tr>
<tr>
<td>13 other</td>
<td>landscape + retention of trees on slopes important - proposals should have external works and landscaping plans submitted for approval - maintain focus of long views from centre</td>
</tr>
</tbody>
</table>
The Colour Palettes

A photographic survey and analysis of the ten character areas revealed a wide variety of colours and colouring techniques throughout the town. The analysis suggests that while there is a general St Helier range of colours that are popular as well as appropriate, the maintenance and enhancement of character throughout the town could be enhanced by limiting the scope of colour to particular palettes which relate to particular areas. Four palettes are proposed:

- **waterfront palette** - for all waterfront areas including Character Areas 1, 3, 5 and 6
- **topographical palette** - for Fort Regent and the escarpment slopes which enclose the town
- **town centre** - for the broader town centre including the Parade and Esplanade areas
- **town centre north** - for the predominantly residential areas north of the central core

The adoption of these palettes is not to overly constrain the choice of colours that can be used but to maintain and enhance the character of the ten areas.

These palettes have been divided up into general pastel colours for walls, and colours for smaller areas especially details such as timber work, doors, windows and decorative features. There is a tradition in the town of using two pastel colours to paint larger areas of walling and this generally to be encouraged.

The British Standards Colour Range (BS) has been used as the basis for the palettes - the colours are general recommendations and could differ by shade. While the BS Colour range provides a degree of certainty, it is not necessarily the best solution in all circumstances - for example, specialist manufacturers produce ranges of heritage paints which offer degrees of subtlety that is absent from the BS range (for example Farrow and Ball, Paper and Paints, and Real Paint and Varnish Company). It is also noted that in the case of Registered Buildings, there is a case for proper research into the original range of paints used in the town.
Waterfront Palette

large areas

small areas
Town Centre North Palette

large areas
- 14C31 Glacial Green
- 22B15 Pearl Gray
- 22B17 Pale Lavender
- 06B15 Ash Gray
- 08C31 Magnolia
- 08B17 Honey Beige
- 04E35 Pastel Pink
- 04B17 Dusty Pink
- 08C31 Honeydew Cream
- 06C35 Peach
- 06C31 Ivory
- 14B15 Creamy White
- 10B17 Oatmeal
- 10C35 Pale Primrose
- 10C31 Ice Blue
- 10C33 Vanilla
- 12B15 Sea Foam
- 12B17 Green Mist
- 10C31 Porcelain Blue

small areas
- Black
- White
- 06A39 Flint Gray
- 06A31 Storm Gray
- 06C37 Charcoal Gray
- 06C39 Coffee
- 04E37 Autumn Brown
- 04C39 Bence Red
- 04A13 Vandyke Brown
- 04A28 Dark Olive
- 04D45 French Mustard
- 10D28 Dresden Blue
- 10D45 Mineral Green
- 10D45 Spruce Green
- 10D45 Midnight Green
- 06A49 Duchess Blue
- 10C39 Royal Atlantic
- 06C41 Sapphire Blue
- 06C45 Deep Purple
- 06C49 Moss Green
- 06C49 Regal Violet
Topographical Palette

<table>
<thead>
<tr>
<th>Large Areas</th>
<th>Small Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ash Gray (00A06)</td>
<td>White (00A00)</td>
</tr>
<tr>
<td>Magnolia (0B815)</td>
<td>Flint Gray (00A03)</td>
</tr>
<tr>
<td>Honey Beige (0B817)</td>
<td>Storm Gray (00A13)</td>
</tr>
<tr>
<td>Pastel Pink (0B413)</td>
<td>Clover Pink (0C7F7)</td>
</tr>
<tr>
<td>Dusty Pink (0B4F9)</td>
<td>Deep Plum (0B5F9)</td>
</tr>
<tr>
<td>Honeydew Cream (0C81C)</td>
<td>Salve (0C5F5)</td>
</tr>
<tr>
<td>Soft Pink (0C5C5)</td>
<td>Beaver Brown (0B815)</td>
</tr>
<tr>
<td>Ivory (0C5F5)</td>
<td>Autumn Brown (0C7F7)</td>
</tr>
<tr>
<td>Blue Mist (0B817)</td>
<td>Gunmetal Red (0C5F7)</td>
</tr>
<tr>
<td>Cream Mist (0B817)</td>
<td>Misty Red (0C5F7)</td>
</tr>
<tr>
<td>Ice Blue (0C5F5)</td>
<td>Caramel (0C5F5)</td>
</tr>
<tr>
<td>Crystal Blue (0C5F5)</td>
<td>Coffee (0C5F5)</td>
</tr>
<tr>
<td>Sea Foam (0C81C)</td>
<td>Salmon Red (0C658)</td>
</tr>
<tr>
<td>Sage (0B817)</td>
<td>Charcoal Gray (0C7F7)</td>
</tr>
<tr>
<td>Creme (0B817)</td>
<td>Saddle Brown (0C5F5)</td>
</tr>
<tr>
<td>Peachy Pink (0C81C)</td>
<td>Turtle Green (0C5F5)</td>
</tr>
<tr>
<td>Coral (0C81C)</td>
<td>Vandyke Brown (0C5F5)</td>
</tr>
<tr>
<td>Pale Lavender (0B817)</td>
<td>Dark Olive (0C5F5)</td>
</tr>
<tr>
<td>Lilac (0C81C)</td>
<td>French Mustard (0C5F5)</td>
</tr>
<tr>
<td>Ivory (0C81C)</td>
<td>Rarer (0C5F5)</td>
</tr>
<tr>
<td>Pearl Gray (0B817)</td>
<td>Fathom Blue (0C5F5)</td>
</tr>
<tr>
<td>Pale Lilac (0C81C)</td>
<td>Dresden Blue (0C5F5)</td>
</tr>
<tr>
<td>Mineral Green (0B817)</td>
<td>Midnight Green (0C5F5)</td>
</tr>
<tr>
<td>Spruce Green (0C5F5)</td>
<td>Duchess Blue (0C5F5)</td>
</tr>
<tr>
<td>Icy Green (0C5F5)</td>
<td>Sapphire Blue (0C5F5)</td>
</tr>
<tr>
<td>Deep Purple (0C5F5)</td>
<td>Moss Green (0C5F5)</td>
</tr>
<tr>
<td>Regal Violet (0C5F5)</td>
<td></td>
</tr>
</tbody>
</table>
Design Brief Template

This is a typical structure for a design brief but it is important to note that not all of the issues outlined below are relevant to any given site. In particular, when setting out the site-specific guidance the only topics that should be included are those that are considered to be essential to the eventual successful integration of the development.

The amount of detailed guidance should be kept to a minimum so that critical design parameters are established early in the design process whilst still giving designers flexibility and opportunities for the creative resolution of the client’s brief.

<table>
<thead>
<tr>
<th>SECTION HEADINGS</th>
<th>EXPLANATION</th>
</tr>
</thead>
</table>
| **1 Introduction** | Purpose of the brief  
| | Background  
| | Key background documents |
| **2 Description of the site** | Site boundary/extent  
| | Historical development  
| | Site sensitivity |
| **3 Planning context** | What characteristics of the site have triggered a design brief  
| | Relevant planning policies/objectives  
| | Environmental, heritage or landscape designations  
| | In or near the site  
| | Planning history |
| **4 Consultations** | Where these have already taken place/if consultation is required  
| | Bodies consulted  
| | Outcomes and implications of consultation |
| **5 General urban design objectives** | States of Jersey objectives for urban quality, for example  
| | Vision for the site/area  
| | Land use, planning or property dynamics, for example  
<p>| | Short/medium/long term issues affecting the site/area |
| <strong>6 Character area description</strong> | Relevant extract from the Urban Character Appraisal |</p>
<table>
<thead>
<tr>
<th>Character area design guidance</th>
<th>Relevant extract from the Urban Character Appraisal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site-specific guidance</strong></td>
<td><strong>Not all of the issues below will be important for every site but this list can be used as a checklist of potentially relevant topics</strong></td>
</tr>
</tbody>
</table>
| views/visual issues           | • will the development be especially visible  
                                 • if visible, does this require a sensitive approach or should it be exploited  
                                 • are there existing views in or around the site that should be protected or exploited |
| landscape                     | • are there natural features that should be protected  
                                 • is there a landscape type/character that should be maintained in the new development |
| topography/levels             | • will level changes affect the development  
                                 • is there a preferred way of designing with the topography |
| traffic/vehicle circulation/parking/servicing | • what are existing traffic circulation arrangements  
                                              • are there preferred arrangements for access and principal circulation  
                                              • are there preferred arrangements for dealing with parking and servicing |
| pedestrian circulation       | • are there rights of way/existing pedestrian access points  
                                 • are there key desire lines that should be accommodated  
                                 • is there a need for innovative traffic management techniques  
                                 • is there a need to give particular consideration to people with special needs, the elderly or children |
| public space                  | • is there a specific requirement for open space on the site  
                                 • what type of space is required, for what use/user group  
                                 • is it public or private |
| public transport              | • is there a need to relate to public transport eg create pedestrian links to bus stops |
| distinctiveness/diversity/integration | • should this development aim to integrate seamlessly into the adjacent context or can it stand out |
| vitality/animation            | • is this development exclusively private or should it have public uses  
                                 • are there preferred locations on the site for public uses  
                                 • is there a particular requirement for active ground floor uses anywhere on the site |
| boundaries/edges | • are any of the site boundaries especially sensitive  
• how should those boundaries be treated – open/enclosed, soft/hard, large scale/low |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>horizontal/vertical</td>
<td>• is there a case for the development to have a vertical or horizontal emphasis to the elevation, or could either be justified</td>
</tr>
</tbody>
</table>
| corner treatments | • should the corner be celebrated as a landmark feature, kept simple and elegant, or could a case be made for either  
• if it is to be a landmark, is there a preference for how that might be done eg tower, setback, projection |
| colour | • is there a need to specify a certain palette or recommend an especially striking, subtle or contextual colour choice |
| materials | • is there a need to specify certain types or colours of materials to stand out or blend with the immediate context |
| massing and frontage proportions | • is there a need to specify the height, width and bulk of the building envelope or main elevations  
• are there particular parts of the site where the scale of the development needs to be controlled |
| building line | • should the building adhere to a prescribed building line  
• should setbacks or projections be considered |
| scale of detail | • are there specific issues about the richness of detail in surrounding buildings that should be taken into account |
| roofs/roofscape | • is the roofscape especially visible from above  
• is there a case for precluding a particular roof shape  
• is the height of eaves line a significant design issue  
• is there a case for recommending a specific material or colour |

**Next steps**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission requirements</td>
<td></td>
</tr>
<tr>
<td>Approvals process</td>
<td></td>
</tr>
</tbody>
</table>