

**Draft Supplementary Planning Guidance – Le Masuriers Site  
Development Brief**

**CONSULTATION FINDINGS AND RESPONSE**

**A) Numerical response to questionnaire**

<b>Questions</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Don't know</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>No answer</b>
1. The removal of commuter parking from this site would be a positive environmental and social improvement	<b>4</b>	<b>7</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>0</b>
2. The redevelopment of this site for shops, residents & shoppers parking on the ground floor and new homes above represents the best use of this site.	<b>10</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>
3. It is important to provide a well-designed development that is efficient in terms of space, making best use of the area of land available.	<b>9</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
4. There is potential for a scheme of varying height, ranging from three and four storeys along the most prominent boundaries of the site, to up to five and six storeys in the core and on the north side	<b>3</b>	<b>8</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>
5. A new public pedestrian route should be created through the north part of the site connecting the new Town Park with Halkett Place via Rue de Funchal.	<b>9</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
6. The enhancement of pavements around the site, is a reasonable requirement of any redevelopment scheme at this site.	<b>11</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
7. The architecture of any new development on this site should reflect the architectural character of the area.	<b>5</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>
8. The architecture of any new development on this site should be unique and have its own character and identity.	<b>5</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>0</b>

## B) Response to representations received with the questionnaire returns

No	Representations / comments	Officer Response	Minister's Decision
<i>Q1. The removal of commuter parking from this site would be a positive environmental and social improvement</i>			
1	But agree that some shopper parking should be on the site	Agree - the brief encourages the provision of shopper and residents parking on the site.	No change
2	This site provides the perfect opportunity for the re-development of this part of Town	Agree – this area was identified in the North of Town Master plan as a key regeneration site	No change
3	the existing concrete block would be removed ,enhancing the area of the new town park	Presumably this is a reference to the Odeon Cinema building which is a listed building and does not for part of the brief.	No change
4	More and more parking is being lost from the parts of town where people need and want it. Pier road is not a viable option for commuters or shoppers - it is in the wrong place	The brief follows the States Sustainable Transport Strategy which seeks to reduce commuter parking in the town, but supports the provision of shopper parking in this area.	No change
5	It seems ridiculous to have such a valuable piece of development land only occupied by ground level use by way of car parking. It can better be utilised by a thoughtful and tasteful development with a mix of residential and commercial use.	Agree – the North of Town Masterplan identifies this site as a being a significant opportunity to regenerate this part of the town.	No change
6	Would clearly improve the area BUT needs to be catered for elsewhere	Noted	No change
7	The site is ugly and needs urgent developing. Parking should be part of the development	Noted	No change
	Even less parking for all the new/old shoppers	Noted - The current Le Masurier car park is private commuter parking and not available to the public for shoppers parking. However the brief proposes that shoppers parking be created on the site as part of the new development.	No change
	The current car park is a mess. Recent security changes have not enhanced it. The entrance is	Noted - however there will still be car parking on the site and your comment raises the issue that careful attention will need to be given to vehicular access and	Issue of vehicular

	a problem during rush hours.	egress, to ensure that the public realm and in particular pedestrian accessibility are not compromised.	access / egress to be addressed
8	Loss of parking in town at Gasworks site. Parking needed in town to increase shoppers footfall in central St Helier or shops will close	Noted – the brief requires shoppers parking to be provided on the site as part of the development.	No change
<i>Q2. The redevelopment of this site for shops, residents &amp; shoppers parking on the ground floor and new homes above represents the best use of this site.</i>			
9	This will bring vitality back to this part of the town. Also with the activity created by the new church this should become a very vibrant quarter of the town.	Agree	No change
10	The development will provide the much needed regeneration that this part of Town desperately requires.	Agree	No change
11	The development will spread footfall to the area	Agree	No change
12	Shops. There are too many shops in town now! We now have banks and estate agents in king street and where was a positive trading area a few years ago is now full of Charity shops. In the 1960s and 70s there were Jewellers shops from opposite the gates of Howard Davis Park to the far end of Cheapside. Now they exist from Snow Hill to the Town Hall. The shopping area is shrinking not expanding. Residents. On upper floors a good use of the area. Shoppers Parking. Vital in this area if the town center is to survive as a shopping area. This is made more urgent by the proposed removal of Minden Place Car Park. Where any multi storey car park is in operation could not the upper floors be made available for commuters with season tickets and the lower floors be for shoppers?	Noted - retail activity on the site will help revitalise this part of the town	No change

13	<p>One designated parking space for each apartment is essential in town.</p> <p>Shoppers' parking is the next priority but a three hour multi-storey on site next to the Art centre would resolve that. Finally, people who drive to town to work must also be catered for should be moved to multi-storey car parks on the town outskirts with park and ride option as the more convenient you make it for people to drive to work the more that people will drive. Shoppers should pay as they leave car parks with first hour free, £1 for second hour. £1 for third hour and £5 an hour after that with no wardens or fines.</p>	<p>Noted – the developer will be required to provide residents parking in accordance with the Minister's parking guidelines.</p> <p>In addition to this site, the masterplan requires shoppers parking to be provided below the Ann Court site.</p>	No change
14	<p>Attention should be given to parking issues associated with commerce.</p>	<p>Noted – the provision of shoppers parking on this site and the new pedestrian route will help the commercial viability of the site and the surrounding area.</p>	No change
15	<p>The current buildings are an eyesore (including the Odeon) and mews style housing/flats are needed for 1st time buyers (must be mixed housing) New park provides plenty of green space.</p>	<p>Noted – Odeon has recently been purchased by the Freedom Church who have plans to refurbish the building which does not form part of the brief</p>	No change
<p><b>Q3. It is important to provide a well-designed development that is efficient in terms of space, making best use of the area of land available.</b></p>			
16	<p>But efficiency of space shouldn't mean development that is out of character with the neighbourhood. How will internal and external space be defined?</p> <p>How can you ensure that the new flats will have adequate sun light and space?</p> <p>How will you ensure a sense of neighbourhood? - the long, anonymous,</p>	<p>Agree – the essential character of the neighbourhood needs to be maintained and the brief refers to the St Helier Urban Character Appraisal and the North of Town Masterplan, which identifies that a modern interpretation of the St Helier vernacular should be followed and there are good examples in this part of town where new designs fit neatly within the existing urban fabric because of this.</p> <p>The proposed development will need to demonstrate that the flats have a level of amenity that meets the Minister's minimum standard for new homes, as set out in SPG Policy note 6 minimum specification for new housing developments.</p>	<p>Engendering a sense of community through good design to be addressed.</p>

	corridors in Castle Quay do nothing to engender this neighbourliness and community and this shouldn't happen here.	It is agreed that long corridor access does nothing to engender neighbourliness and the architect will need to demonstrate that the new development addresses this issue.	
17	This is a fantastic opportunity to provide a lasting legacy for St. Helier. A balance must be maintained to secure the viability of the project to ensure that this private investment is commercially viable to proceed.	Noted	No change
18	Time the area was improved	Noted	No change
19	This is an economic fact!	Noted	No change
20	To a certain degree, yes, but with the caveat that the development would not give up all of the space to buildings and that some areas be kept open for planting etc.	Noted – the new development will be required to comply with the Minister's minimum specification for new housing which deals with the issue of amenity space.	No change
21	All accommodation needs to be bigger than Dandara 2 bed flats on waterfront as they are a failure to society in terms as asking people to live in a shoe box. They have the advantage of a view so get away with it but please ensure accommodation is fit for purpose and you would be happy for your kids to live in something that size. The site does not need a lot of shops but does need convenience stores to suit the residents of that area. Grocery, hairdressers etc. Town centre need to be defined and shop need to be kept full with tenants so a lot more shops will not be needed, Refer to Liberty Warf and waterfront for	Noted – the new development will be required to comply with the Minister's minimum specification for new housing which deals with the issue of amenity space.	No change

	evidence		
22	Stating the obvious really	Noted	Noted
23	The current site is poor use of land resources.	Agree	No change
24	Needs urgent regeneration of run down area	Agree	No change
Q4. There is potential for a scheme of varying height, ranging from three and four storeys along the most prominent boundaries of the site, to up to five and six storeys in the core and on the north side			
25	These should be maximum heights. How will you ensure that the character and context of the area is not damaged by a new development? The new development should respect and compliment the area not force an alien style; we already have this with the Odeon building. Can the existing shop fronts and facades onto Bath St be re-used? At least this helps retain some connection with the area.	Noted – the brief requires the architect to take account of the St Helier Urban Character Appraisal and the North of Town Masterplan, which require new development to respond to the character, which could be a modern interpretation of the existing urban fabric.	Context appraisal to be produced to understand townscape issues
26	This will provide the design interest to the development together with the required density to secure its viability.	Noted – the density will be consistent with that recently approved in the town, which is referred to in the brief.	No change
27	Would have to see the design	Noted	No change

28	The listed building frontages on Bath Street will almost force this style.	Noted – however the new elements of the development could be contemporary, reflecting the existing vernacular.	Context appraisal to be produced to understand townscape issues
29	Having read the brief the section 'Aims of Development' clearly outline what is needed and the best possible way of achieving it. As long as the Aims are adhered to!	Noted	No change
30	No higher than 3 stories across whole development	Noted – however in developing the draft brief, the Minister was mindful of the St Helier Urban Character Appraisal and the North of Town Masterplan, and Policy BE5 - Tall Buildings, which set out guidelines for building heights and require justification in respect of appropriateness to location and context; visual impact; impact on views; design quality; and contribution to the character of St Helier.	Context appraisal to be produced to understand townscape issues
31	We have no option but to start building five and six stories. I do not like it but agree it must be done. If we are to protect our Islands green zones.	Noted – see above comment	Context appraisal to be produced to understand townscape issues

32	Six storeys in the town centre landscape is to high visually	Noted – see above comment	Context appraisal to be produced to understand townscape issues
33	The best use of resources should be deployed. Again, attention to parking issues. Could there be opportunity for public/private partnership with regard to parking?	Agree – public / private partnerships could be an option, particularly in respect of the administration and policing of publicly accessible areas.	Public/private partnership could be explored, particularly with regard to publicly accessible areas.
34	Should also be in keeping with Jersey heritage No82 & N92 but should also encompass modern architecture as Jersey has always had a diversification of styles	Noted	Context appraisal to be produced to understand townscape issues
Q5. A new public pedestrian route should be created through the north part of the site connecting the new Town Park with Halkett Place via Rue de Funchal.			



35	<p>This new route has to be enticing, the image showed in the JEP looked like a 1970's shopping precinct, the trees seemed to crowd the space. This route could be something really special if designed well, Could it be covered with a glazed canopy? Could it be a Saturday market space, rather than a route through to elsewhere?</p>	<p>Agree – the new pedestrian route needs to be carefully designed. There are a number of challenges facing the designer, the new route has the potential to become a desire line, becoming a more efficient route to permeate the town; the space between the new development and the Odeon will need to be carefully designed and could take on alfresco use which could be open or covered; deciding how the pedestrians Cross Rue Funchal will necessitate the developer negotiating with the Parish whether pedestrian priority is given to the new route over the existing traffic route from Nelson Street carpark; Creating the route through to Halkett Place again needs to be careful thought through, it could be open or a covered arcade. Surveillance and people policing will need to be carefully considered and liaison with the Community Policing will be necessary at an early stage</p>	<p>Context appraisal to be produced to understand townscape issues</p>
36	<p>This will provide a positive contribution and integration to the scheme with Town.</p>	<p>Agree</p>	<p>No change</p>
37	<p>but to me it will always be James Street</p>	<p>Noted</p>	<p>No change</p>
38	<p>Easier access to the Library and give an alternative route from the Bath Street bottleneck/accident blackspot. Also with a cycle route please.</p>	<p>Noted – Transport &amp; Technical Services Highways Engineers will look at the feasibility of incorporating this route into the town cycle network.</p>	<p>Investigate feasibility of incorporating cycle access</p>
39	<p>If this is not done the Rue de Funchal will become a bleak dead end. It is also the shortest way of getting to Burrard Street and adjoining areas.</p>	<p>Noted</p>	<p>No change</p>
40	<p>Great idea. Perhaps add cycle track and bike parking</p>	<p>Noted – Transport &amp; Technical Services Highways Engineers will look at the feasibility of incorporating this route into the town cycle network.</p>	<p>Investigate feasibility of</p>

				incorporating cycle access
41		I think this is good but would worry about the lower part of the area becoming missed	Noted	Developer to investigate Street improvement in conjunction with Parish Roads Committee
42		Will draw shoppers into central St Helier from their residences and also provide footfall for the new retail outlets built	Noted	No change
Q6. The enhancement of pavements around the site is a reasonable requirement of any redevelopment scheme at this site.				
43		The improvement of the local public realm must be a responsibility of the development. Better pavements and well designed street furniture are essential. The Public have done their bit with a high quality town park and developers should respond accordingly, by ensuring their developments provide equal quality.	Noted – the planning brief will require improvements to the public to be of an equivalent quality and design standard.	Developer to investigate Street improvement in conjunction with TTS and Parish Roads Committee
44		This is reasonable if it relates to the scheme as a whole and not used as an opportunity to obtain free upgrades to other parts of Town.	Agree – any improvements to the public realm obtained through planning obligation agreement will need to meet the tests outlined in the SPG on planning obligation agreements	No change
45		Pavements are essential in what is a busy traffic area	Noted	No change

46		Common sense!	Noted	Noted
47		If not just for the safety aspect! Many of our granite paths are in a poor state of repair and as such dangerous and elderly pedestrians may easily sustain a fall.	Noted	No change
48		But do not need the "over the top" stone as used in the new Town Park	Noted	No change
49		With plenty of planting, trees, flowers and al-fresco	Noted – the brief will require a hard and soft landscaping scheme to be submitted with any development application.	No change
50		Should discourage all through traffic into central St Helier. Need to provide regular bus hopper services	Noted – the wider traffic and transport issues of the town are beyond the scope of this site specific brief	No change
Q7. The architecture of any new development on this site should reflect the architectural character of the area.				
51		This part of St Helier has a unique character and the new development shouldn't try to challenge this, it should compliment it.	Noted – the draft development brief requires the applicant to take account of the design guidance in the St Helier Urban Character Appraisal	Context appraisal to be produced to understand townscape issues
52		To ensure that it blends in from day one and provides a lasting legacy to St. Helier.	Noted	Context appraisal to be produced to understand townscape issues

53		New designs can be exciting	Agree	Noted
54		A matter for planning and the architect	Noted	Noted
55		As per the Aims of the development	Noted	No change
56		It is an ugly area in every aspect and mostly referred to as the poor part of town / bedsit land etc. Let this new development be the leader not the follower in terms of modern articature and the other properties with benefit from the more upmarket feel created by the style of the new development.  Listing the old Odean was a massive planning failure on behalf of the people of Jersey and those responsible should have gone as they failed to represent the view of the vast majority of the island population.	Noted  Noted – whilst the new development will need to acknowledge and integrate with the Odeon Cinema building, the old cinema does not form part of the development site.	No change  No change
57		Although the quality of buildings in the area are pretty poor it must not look like a UK clone, it must have a Jersey relevance		No change
58		This would link nicely with the new park.	Agree	No change
Q8. The architecture of any new development on this site should be unique and have its own character and identity.				

59	But in doing so it should relate to the context and character of the area. The architects should clearly demonstrate how their design respects the context, identifying proportion, materials and colour	Noted - the brief requires the designers to take account of the guidance provided in the St Helier Urban Character Appraisal.	Context appraisal to be produced to understand townscape issues
60	Not necessarily, it is important that it reflects the architectural character of the area.	Noted - the brief requires the designers to take account of the guidance provided in the St Helier Urban Character Appraisal.	Context appraisal to be produced to understand townscape issues
61	A matter for planning and the architect	Noted	Noted
62	But it must blend in easily with the existing architectural style without standing out too much.	Noted - the brief requires the designers to take account of the guidance provided in the St Helier Urban Character Appraisal.	Context appraisal to be produced to understand townscape issues
63	There is little of architectural merit existing in the area. The designing architect should be given a free hand but bear in mind the Victorian developments of character in nearby David Place.	Noted - the brief requires the designers to take account of the guidance provided in the St Helier Urban Character Appraisal.	Context appraisal to be produced to understand townscape issues
64	Should leave it up to the architect. Otherwise we don't need architects and we can plan by numbers!	Noted	Noted
Other comments			
65	The development of this site is long overdue	Agree	Noted

	and a great opportunity to regenerate this part of the town.		
66	Any developments should be coordinated with others like Ann Street so that the supply of parking spaces in this area is maintained.	Agree – that is one of the key objectives of the North of St Helier Masterplan.	No change
67	Given the current economic climate this proposal does not fit in with the other planning applications that have been approved. Whilst the idea behind redevelop of this area is fine. There appears no joined up thinking regarding planning applications in town. The majority of consumers that work in town work in the finance industry. These consumers spend most of their money Monday - Friday between 12 & 2:30. I.e. their lunch times. The recent planning applications such as the abbatoir, the new ogier building and the J1 plans appear to be pushing a vast number of finance companies and therefore consumers towards the waterfront area. Given that the vast majority of these people have an hour or less for lunch it is unlikely that they will walk the 15 minutes to the north of town just for a sandwich or a bit of shopping. The planning department should be looking at providing more facilities closer to these consumers or encouraging developers to build office space around the north of town instead.	Noted – the development of this site accords with the aims of the 2011 Island Plan and the North of St Helier Masterplan, which were approved by the States in June 2011.  The principle of focusing the central business area in the southern part of the town accords with the aims of the Waterfront masterplan. There are many sandwich bars and restaurants in that area with capacity for more to open up.	No change  No change
68	It is the developers job to develop and pay for it and it is their financial risk. It is planning's job to regulate it so it is in the best interest of the islands future population and to ensure the quality and size of units are fit for purpose. Developers will always try and cut corners on	Noted	Noted

	quality and it is planning's job to ensure the result is the best one possible without being unreasonable.	Noted	Noted
69	Housing should in the main be social rented, commercial rents should be affordable for small Jersey business, owners so to create a vibrant Jersey feel to the area. No UK chains and please do not call it "Parksidevillage" banal and meaningless, give it a name that truly reflects Jersey.	Noted – the North of Town Masterplan was approved by the States in June 2011 and requires the developer to make provision for a percentage of affordable homes.  Noted – the developer has suggested the name Parkside Village	No change  No change
70	Care should be exercised in providing for pedestrian access.	Noted – the Highway Engineers at Transport & Technical Services will be consulted on the pedestrian and vehicular access / egress.	Potential conflict of pedestrian and vehicular access / egress to be carefully considered.
71	Please allow commerce to flourish with too much micromanagement which seems to happen too often in Jersey. You have set the rules let the developers interpret them as they see fit. Please make a swift decision!!!	Noted	Noted

### C) Response to comments from key consultees

No	Consultee	Comments	Officer Response	<i>Minister's Decision</i>
	Parish of St Helier Roads Committee	1. The removal of commuter parking from this site would be a positive environmental and social improvement – Strongly disagree.	Noted – Sustainable Transport Policy seeks to reduce private commuter car parking	No change

		<p>2. The redevelopment of this site for shops, residents and shoppers parking on the ground floor and new homes above represents the best use of this site – Agree.</p> <p>3. It is important to provide a well-designed development that is efficient in terms of space, making best use of the area of land available – Strongly agree.</p> <p>4. There is potential for a scheme of varying height, ranging from three and four storeys along the most prominent boundaries of the site, to up to five and six storeys in the core and on the north side – Disagree.</p> <p>5. A new public pedestrian route should be created through the north part of the site connecting the new Town Park with Halkett Place via Rue de Funchal – Strongly agree.</p> <p>6. The enhancement of pavements around the site, is a reasonable requirement of any redevelopment scheme at this site – Strongly agree.</p> <p>7. The architecture of any new development on this site should reflect the architectural character of the area – Strongly disagree.</p> <p>8. The architecture of any new</p>	<p>Noted</p> <p>Noted</p> <p>Noted – Both the North of Town Masterplan and the St Helier Urban Character Appraisal recognise that this area has a potential for increased heights</p> <p>Noted</p> <p>Noted</p>	<p>No change</p> <p>No change</p> <p>Context appraisal to be produced to understand townscape issues</p> <p>No change</p> <p>No change</p>
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		development on this site should be unique and have its own character and identity – Strongly agree.	Noted	Noted
			Noted	Noted
	Jersey Chamber of Commerce	Chamber would like to highly commend Le Masuriers for having the insight to produce such a desirable development scheme which has been so skilfully put together. The commitment to the investment of such a large sum of private funding into the redevelopment of part of the town of St Helier, which is in urgent need of revitalisation, is more than welcome in this economic climate. It will have a tremendous impact not only for the construction industry but also for the retail industry and environmental standards are way above the minimum and are all to be applauded. Chamber's view is that this project should be supported by the Planning Department and the development should be allowed to commence as soon as is reasonably practicable and hopes that further opportunities might present themselves on adjoining and adjacent sites if the	Noted – the principle of regenerating this site is supported by the North of Twon Masterplan which identifies this site as a key regeneration site. On approval of the planning brief by the Minister, it will be forwarded to Le Masurier, who will be invited to submit a planning application.	No change

		<p>stakeholders can form a partnership and vision with similar professional skills demonstrated by the Le Masurier team.</p> <p>It is not agreed that commuter parking should be removed from the area as this would inevitably lead to congestion in other car parks. However, the presentation by Mr. McCarthy indicated that there will be approximately 150 parking spaces in the scheme which will be used predominantly for residents and shoppers but Le Masurier proposes to maintain control of the parking spaces with the intention of providing the best return by looking for multiple use.</p> <p>The Chamber fully supports the redevelopment of the site for whatever reason as the work is much needed but Chamber is very supportive of this particular scheme.</p> <p>Chamber would agree that any proposed scheme must be designed to make best use of the land in order to meet the aspirations of the Island Plan but this must be carried out in the context of the form and character of the surrounding buildings.</p>	<p>Noted – the removal of commuter parking will be replaced by a mix of residents and shoppers parking in accordance with the aims of the Sustainable Transport Strategy.</p> <p>Noted</p> <p>Noted - the draft development brief requires the applicant to take account</p>	<p>No change</p> <p>Noted</p>
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		<p>The pedestrian and cyclist routes proposed by the scheme must be applauded in order to create links between the various parts of the town. The landscaping of the roads and the widening of the pavements will undoubtedly enhance the experience of traversing the town. Planning for the provision of vehicles safely accessing the retail offer in the area needs to be advanced with the same level of professionalism demonstrated in the Le Masurier's proposals and at the same time.</p>	<p>of the design guidance in the St Helier Urban Character Appraisal and the North of St Helier Masterplan.</p> <p>Noted – there are potential conflict areas, such as pedestrians crossing Rue Funchal to access the new route into Halkett Place and the vehicular access points which cross the pavement to enter the site. All of these potential conflict areas will need to be carefully designed.</p>	<p>No change</p> <p>Potential conflict of pedestrian and vehicular access / egress to be carefully considered.</p>
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