

SECTION 3: JERSEY 2011 - THE WAY FORWARD

INTRODUCTION

- 3.1 The Island Plan provides a framework of policies and proposals for land-use planning for Jersey to 2011. The broad aims were established at the beginning of the review. To achieve the aims of the Plan and ensure that it moves in the right direction, a long-term vision of Jersey's future has been developed, with a set of objectives to work towards that vision over the Plan period. This section sets the direction for the Plan through the discussion of the aims, vision, objectives and strategies.

AIMS, VISION AND OBJECTIVES

Aims

- 3.2 The broad aims of the Island Plan are detailed below.

Aims of the Island Plan

- to strengthen the plan-led system and ensure the new Island Plan becomes the pre-eminent document in land-use planning and the first consideration in reaching decisions on planning proposals throughout the Plan period;
- to put in place a high quality, up-to-date Island Plan, which:
 - responds effectively to the major planning, social and land-use issues facing the Island and the concerns and priorities of the local community;
 - anticipates and accommodates (guides, influences and controls) likely change over the next ten years;
 - involves a continuous process of monitoring and review; and
 - can be easily and properly maintained.
- to create an orderly use of land and a suitably refined physical background for the lives and activities of Island residents and visitors;
- to ensure land-use planning is approached in a positive, corporate manner, by translating the strategic aims and objectives of the States of Jersey (as found in the Strategic Policy Reviews, the States' Environmental Charter, international commitments and other relevant documents) into a Plan which combines a broad framework of strategic land-use policy with detailed proposals and policies for the development and use of land;
- to produce land-use policies and proposals, which are consistent with the concept of 'sustainable development' and which reconcile the need for development with the need to protect and enhance the built and natural environment;
- to identify opportunities for change and to provide a policy framework to facilitate that change, both in a pro-active way through encouraging appropriate development, and in a reactive way by providing the basis for development control;

- to establish the likely requirement and make adequate provision for development (for example, homes and workplaces) in order to meet essential economic and community requirements and to enhance the quality of life and economic and social well-being of the community;
- to appraise the suitability of land for essential development, as appropriate;
- to set out environmental management and assessment criteria for various forms of development;
- to bring development and land-use issues before the public;
- to provide opportunities for developers, landowners, interest groups and the public to become involved in the planning process and to participate in planning choices about where development should be accommodated in future;
- to develop a common agenda for action with States' departments, public bodies and private agencies on the future planning of the Island; and
- to develop partnerships for action with other States' departments, public bodies and private agencies which have an influence on the future well-being of the Island.

The Vision for Jersey

- 3.3 A clear long-term vision for Jersey is fundamental to the new Island Plan. Without a vision for the future there is a danger of planning for the short term. There is a need to identify objectives to move towards the vision. The vision and the objectives are the driving force behind the Plan, providing the values to be followed and giving direction and a framework for developing the strategies and policies.
- 3.4 The new Island Plan will primarily guide development for the ten-year period. It also must provide a long-term approach to the development of Jersey in order to ensure that the social, cultural, environmental and physical resources of the Island are sustained for future generations to enjoy. The Vision for the new Island Plan therefore looks beyond the Plan period and strives to define how Jersey should look and feel in the future. In the context of the ten-year plan, it provides a framework for objectives and policies.
- 3.5 The vision for Jersey incorporates the States' strategic policies and the Vision for a Sustainable Future as set out in the context chapter and summarises these into a single statement about what Jersey should be like in the future.

The Vision for Jersey

Jersey will be a distinctive place where everyone is able to enjoy a high quality of life in a way that respects the environment and culture of the Island and keeps it special for future generations. It will be an Island:

- in which everyone is able to fully share in the life of the community and be valued for their contribution;
- where all Island residents have a place to call home;
- where individual parishes and local communities can thrive;
- within which economic development and prosperity are sustained and residents are able to be employed in fulfilling work;
- which has a high quality environment, which is safe and secure, protected from pollution, and where the wildlife, landscape and physical resources are sustained not compromised;
- where all residents have access to a wide range of services and facilities and can take pleasure in the attractions and qualities of the Island;
- where access for people and goods is provided in a manner which minimises the need to travel and the impact of transport on the environment; and
- which has a clear sense of identity and place in the UK, Europe and the world.

Key Principles

3.6 Clearly, this Vision for Jersey looks beyond the Island Plan period. A purpose of the Plan is to set out the direction of change required to move towards this Vision. This requires that the Plan and the process of developing the Plan for adoption by the States are founded on five general principles:

1. **sustainability:** ensuring that development takes place to provide for the needs of the present without compromising the ability of future generations to meet their own needs;
2. **inclusion:** making sure everyone is able to take part in Jersey society and in planning for its future, regardless of gender, age or ability;
3. **partnership:** encouraging States' committees, parishes, interest groups, businesses, communities and individuals to work together to achieve the Vision and objectives;
4. **flexibility:** making sure the Plan is able to adapt to economic, environmental, social and cultural changes; and
5. **equity:** making sure as far as possible that the impacts of development do not fall unduly onto particular communities.

Island Plan Objectives

- 3.7 The Island Plan objectives summarise what the Plan is trying to achieve. They provide the framework within which policies and proposals have been developed and evaluated and will later be monitored.

Island Plan Objectives

1. **Manage natural resources wisely to avoid depletion and irreversible damage;**
2. **Protect the character of the coast and countryside;**
3. **Protect and promote biodiversity and maintain and enhance the Island's ecosystems;**
4. **Minimise the impact of Island activities on the local and global environment, including the minimisation of production of waste, greenhouse gases and pollutants;**
5. **Promote the regeneration and enhancement of the built environment and the re-use of buildings and land, required for development, within the existing built-up areas;**
6. **Promote high quality design in materials, layout and landscaping, density, safety and security, environmental context and accessibility;**
7. **Protect and promote the Island's built, cultural and archaeological heritage;**
8. **Encourage the environmentally sustainable use of existing buildings and land resources;**
9. **Maintain the rôle of the town of St Helier as a major centre, providing homes, shops and jobs along with community and other facilities;**
10. **Protect and enhance the local character of urban and rural communities and the identity of the town and local centres;**
11. **Support the provision of adequate homes for all residents;**
12. **Encourage a balanced and more diverse economy and assist all sectors of the economy to adapt to change in the market place;**
13. **Assist the development of facilities to meet health, education, social and community needs;**
14. **Assist the development of a vibrant social and cultural scene;**
15. **Support the development of appropriate tourism and recreational activities and facilities;**
16. **Promote and encourage the use of public transport and other more environmentally sustainable forms of transport through integrated land-use and transport planning and reduce the detrimental social, economic and environmental impacts of current transport modes; and**
17. **Assist the protection and development of adequate transport and communication links to the UK, Europe and the rest of the world.**

ISLAND PLAN STRATEGIES

- 3.8 The new Island Plan is a policy document that primarily determines the way land will be used over the Plan period. The strategies of the new Island Plan set the framework for land-use to achieve the objective of sustainable development. This section outlines:
- **the Spatial Strategy** – addressing where development should be located;
 - **the Economic and Community Strategy** – addressing the approach to promoting and facilitating development opportunities for employment, housing, shopping, recreation and tourism;
 - **the Environmental Strategy** – discussing the approach to protecting and enhancing the environment;
 - **the Transport Strategy** – outlining the approach to transportation and its relationship to land-use.
- 3.9 Together, the four strategies present an integrated approach to the development and use of land over the Plan period.
- 3.10 While the strategies are very similar to those of the 1987 Island Plan, since it was approved the States has embraced the concept of sustainability. Recognising that building cannot go on forever, the new Plan puts greater emphasis on re-using buildings and land and on restricting development to the built-up area. Some will see this as saving the countryside at the expense of St Helier but the Planning and Environment Committee does not take this view. It sees an opportunity to re-shape the town of St Helier into an exciting place to live.

SPATIAL STRATEGY

- 3.11 There are six key elements to the strategy for the spatial distribution of land-uses in the Plan:
1. **Integration with the Built-up Area** – ensuring as far as possible that new development is stitched in to the existing built-up area rather than encroaching into the countryside;
 2. **Efficiency of use of land-use resources** – making use of land and buildings which have previously been developed in preference to using green field sites and clearing existing development without serious examination of the potential for re-use or adaptation;
 3. **Accessibility** – locating development in areas where there are safe opportunities for using other modes of travel from the car and improving the alternatives;
 4. **Minimising environmental impacts** – ensuring that areas of environmental importance are not used as development locations, reducing possible impacts of development and seeking opportunities to bring environmental benefit;
 5. **Constraints and implementation** – selecting sites which are least constrained by issues such as access and drainage and ensuring that development does not lead to additional constraints for future activities; and

6. Equitable distribution – considering the distribution of proposed land uses in order to seek an equitable distribution of impact from development between the Island communities.

3.12 The elements of the spatial strategy provide the means for determining where development should be located over the Plan period, with the overall aim of achieving sustainable development. The strategy forms the basis for the evaluation of land proposed for development in the new Island Plan, as well as for evaluating other sites which will come forward during the Plan period.

Integration with the Built-up Area

3.13 Appropriate integration of development with the existing built-up area will help to achieve the new Island Plan objectives by limiting encroachment into the countryside, reducing the need to travel, making best use of resources and sustaining communities. Options for the location of development over the Plan period have been identified and assessed to determine which types of location would best meet the objectives of the new Island Plan and sustainable development. Settlements have been classified into types of locations and a hierarchy has been developed according to how each category matches the strategy.

Options for the Location of Development

3.14 As the Spatial Strategy was worked up the following options were considered:

- development within the main built-up area of St Helier;
- extension of the main built-up area of St Helier;
- key urban and rural settlement development and expansion;
- new village/settlement;
- infill development in rural clusters; and
- isolated development in the countryside.

3.15 The options were examined to see how they would meet the objectives of the new Island Plan as well as the wider objectives for achieving sustainable development. The main advantages and disadvantages of each option are summarised in Table 3.1.

3.16 It became clear that no single option would meet the objectives of the new Island Plan and sustainable development. A mixed strategy is considered to be the most appropriate way forward, combining:

- development within the main built-up area of St Helier;
- extension of the main built-up area; and
- key urban and rural settlement development and expansion.

3.17 This approach best meets the new Island Plan objectives but in a manner that recognises the limitations of St Helier for accommodating *all* needs. It also offers a range of locations and thus provides choice for Island residents.

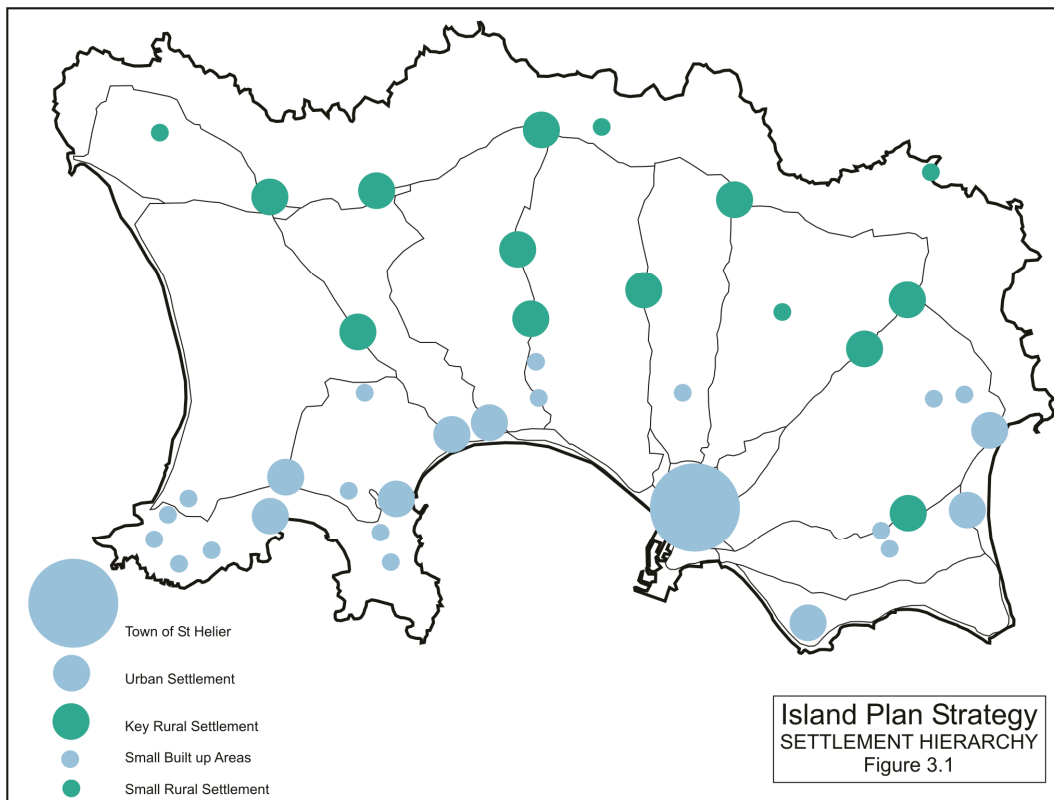
Table 3.1: Assessing the Options for the Location of Development against Objectives

Option	Advantages	Disadvantages
1. Concentration of development within St Helier	<ul style="list-style-type: none"> • Protects natural resources and countryside; • Allows for the reuse/redevelopment of brown field sites where appropriate; • Greatly minimises the need for car travel and reduces journey distances; • Supports urban vitality and viability of facilities and services. 	<ul style="list-style-type: none"> • Density needs careful handling to ensure a high quality of life. Town cramming must be avoided; • Some sites will not lend themselves to the full range of housing types required.
2. Extension of the main built-up area	<ul style="list-style-type: none"> • Allows for the reuse/ redevelopment of brown field sites where appropriate; • Provides an opportunity to provide for a range of housing types; • Supports the vitality and community life of the main built-up area; • Infrastructure and services efficient to provide. 	<ul style="list-style-type: none"> • Likely to result in the loss of countryside; • Potentially could lead to urban sprawl and suburbanisation of some existing countryside; • Could exert pressure upon centrally located services.
3. Key village/ settlement expansion	<ul style="list-style-type: none"> • Good transport links; • Support for local services and facilities; • Provides a good opportunity to provide for a range of housing types and meet local need; • Allows for the provision of mixed uses areas. 	<ul style="list-style-type: none"> • May result in the loss of countryside; • May result in some encroachment and the suburbanisation of the countryside; • Reliant on longer journey times to St Helier; • Risk of shifting the focus away from main urban area.
4. New village/ settlement	<ul style="list-style-type: none"> • Easy to service from a transport perspective; • Could offer an opportunity for accommodating a reasonable proportion of development needs; • Could offer an opportunity to create new tourism and leisure facilities; • Efficient way of developing. 	<ul style="list-style-type: none"> • Likely loss of natural resources; • Encroachment into countryside in a previously undeveloped area; • Likely to be out of character due to scale; • High risk of shifting the focus from the main urban area; • Could put pressure on existing central services.

Option	Advantages	Disadvantages
5. Infill development in rural clusters	<ul style="list-style-type: none"> • Enables low density and high quality development that meets people's aspirations. 	<ul style="list-style-type: none"> • Likely loss of natural resources; • Likelihood of encroachment into the countryside; • Likely to increase the need to travel; • Difficult to serve by public transport; • Unlikely to provide for a range of housing types, particularly affordable housing.
6. Isolated development in the countryside.	<ul style="list-style-type: none"> • Enables high quality of development, which may meet people's aspirations for rural living. 	<ul style="list-style-type: none"> • Likely loss of natural resources; • Likely to lead cumulatively to a suburbanisation of the countryside; • Could lead to a loss of community identity; • Likely to increase the need to travel; • Unlikely to provide for a range of housing types, particularly affordability.

Extent of the Built-up Area and Settlement Hierarchy

- 3.18 The next task was to define the extent of the built-up area and grade it into a hierarchy of settlement types in order to convert the strategy into specific locations for development. This was not simple. Historically, settlement concentrated on St Helier with wide dispersal across the rural parishes. The pattern of larger rural settlements developed only in the second half of the twentieth century.
- 3.19 The settlement 'hierarchy' proposed is based on the recognition that a pattern of settlements now exists and these can be defined according to their rôle (such as the administrative centre for a parish). Size, identity and the range of community facilities, in particular local shops, a primary school, churches and a community hall were also considered. The different types of settlement identified are indicated at Figure 3.1.



Town of St Helier

- 3.20 The 'town of St Helier' comprises the continuous built-up area of the town, extending westwards to include First Tower, and northwards to Mont à L'Abbé and Five Oaks and eastward to include the immediately adjacent urban area of St Clement. This area is the favoured location for accommodating development but this should take place only at a level compatible with ensuring a high quality of life and environment. An assessment of the capacity of the town of St Helier has been undertaken to provide this information.

Urban Settlements

- 3.21 The urban settlements are those which are considered to have a mainly urban rôle and character, indicated by the level and density of development and provision of facilities. In particular they may have a range of shopping and restaurants, some local employment, an administrative function and a range of community, health, recreation and education facilities. They vary in form and character, with the St Clement and Grouville urban areas being linear developments and Gorey and St Aubin mainly focused around harbours.
- 3.22 Urban settlements are appropriate locations within the strategy for future development, but certain settlements, particularly Les Quennevais/Red Houses, have absorbed a substantial amount of development since the 1987 Island Plan. St Aubin, St Brelade's Bay and Gorey are limited in their capacity because of their historic character and coastal setting so it is unlikely that they can be developed significantly in the future.

Urban Settlements	
• Les Quennevais/Red Houses	• Gorey
• Beaumont	• St Clement Coast
• Bel Royal	• Grouville Coast
• St Aubin	• St Brelade's Bay

Key Rural Settlements

- 3.23 The key rural settlements have an important rôle for administration and services in their respective parishes. They have a clear concentration of housing and community facilities. Some do not have the full range of local facilities; for example not all parish churches are within the key rural settlements. They are however, big enough to be considered as important settlements. The villages of St John, St Martin and St Peter in particular have a full range of facilities including a primary school, churches, community/ parish hall, public houses and local shops.

Key Rural Settlements	
• Grouville Church	• St Mary's Village
• Le Carrefour Selous, St Lawrence	• St Ouen's Village
• Maufant, St Martin/St Saviour	• St Peter's Village
• Sion, St John	• Trinity Church
• St John's Village	• St Lawrence Church
• St Martin's Village	

- 3.24 Generally, key rural settlements are appropriate locations for future development within the strategy. Some, however, are very restricted in capacity due to their local environment, historic character, landscape setting and physical constraints, such as access. Examples include the rural settlements around the parish churches of Grouville and St Lawrence.

Small Rural Settlements

- 3.25 Within the rural areas of Jersey there are settlements which mainly comprise housing and do not have a particular focus or many community facilities. These are distinguishable from the urban developments in that they are either historic settlements or settlements with community services and facilities, rather than modern estates in the countryside. As with the isolated urban developments, they are identified as part of the built-up area but are not generally viewed as locations where future development should take place beyond small-scale infill. The priorities will be to conserve the character of these settlements and ensure that facilities are available.

Small Rural Settlements	
• Rozel, St Martin	• Victoria Village, Trinity
• Mont Mado, St John	• St George's Estate, St Ouen

Other Small Built-up Areas

- 3.26 There are a number of small built-up areas that have an urban form and density but are not urban settlements. They mainly comprise housing, and do not have a physical focus or community facilities. These are identified as part of the built-up area but are not locations where development should take place beyond small-scale infill. The priority for these developments is to minimise their impact on the wider countryside and ensure that transport links are available.

Small Built-up Areas	
<ul style="list-style-type: none">• Highfield Estate/Le Clos du Mont Sejour, St Helier• Le Clos de L'Atlantique/Le Feugerel, St Brelade• Le Clos du Parcq, St Brelade• Le Mont Nicolle, St Brelade• Le Parcq de L'Oeilliere, St Brelade• Les Fourneaux Estate, St Brelade• St Saviour's Hospital, St Saviour• Grouville Arsenal, Grouville• Teighmore Park, Grouville	<ul style="list-style-type: none">• Petit Port Close and adjacent development, St Brelade• Le Mont Felard, St Lawrence• Mont ès Croix Estate/La Clos D'Avoine, St Brelade• St Brelade's Park/Valley Road, St Brelade• La Verte Rue/Clos des Ormes, St Lawrence• Le Clos du Roncier, St Clement• La Rue Fondon/La Rue Cappelain, St Peter

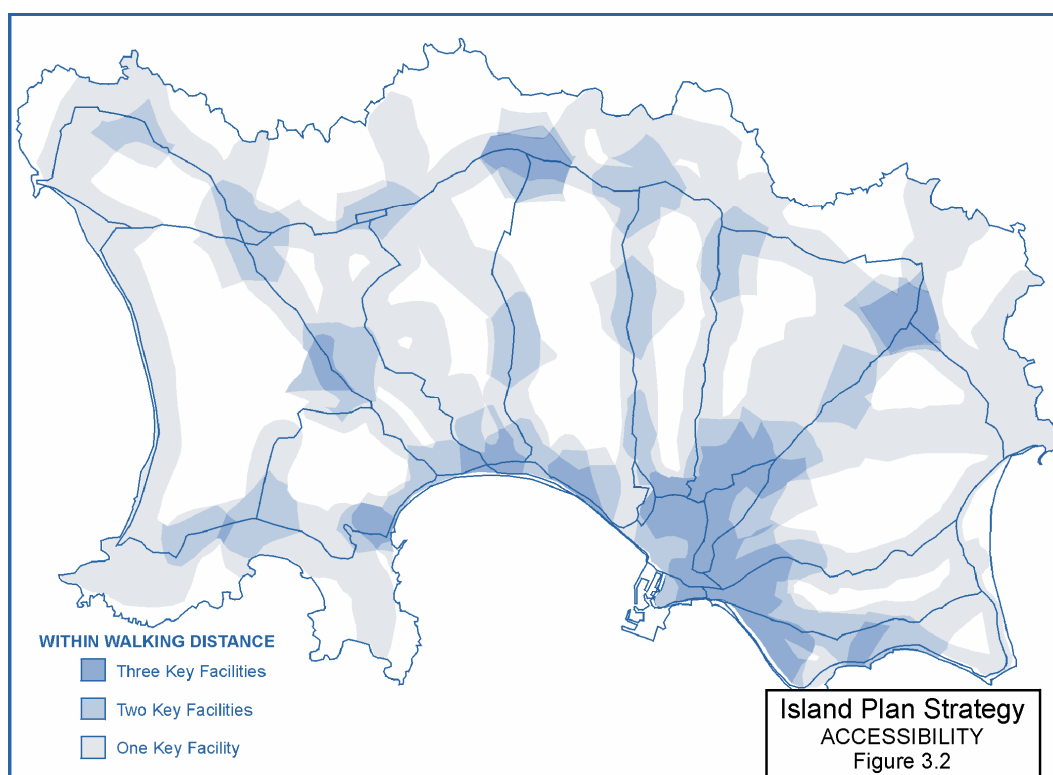
- 3.27 All other development not included in the four categories above is considered to be outside the built-up area and, therefore, part of the countryside.
- 3.28 In choosing locations for development, the order of priority is to accommodate development:
- within the main built-up area of St Helier (according to the assessment of the realistic capacity of the town);
 - in extensions of the main built-up area; and
 - in other urban and key rural settlements.
- 3.29 The isolated urban developments (small built-up areas) and small rural settlements are not generally considered to meet the strategy for integrating development within the built-up area. There are however, a small number of sites within these settlements that may warrant further consideration.
- 3.30 The settlement hierarchy provides the criteria against which individual sites can be assessed. There are certain categories of development, however, that cannot be easily accommodated within the built-up area or key settlements. This is due to special land-use requirements or their level of impact on adjacent land-uses. Such uses include some types of industry, the Airport, waste processing and incineration and the Prison. The location of these will each be considered on their merits in relation to the other elements of the strategy.

Efficient Use of Land

- 3.31 The Committee cannot stress too highly the importance it attaches to re-using existing buildings and sites. The re-use of existing buildings and sites may reduce the amount of material for disposal and the need to import new building materials. Careful and thoughtful re-use of redundant commercial sites in St Helier will improve the life of town residents and cut down the pressure to develop the countryside.
- 3.32 The Committee favours the re-use of a previously developed site over developing land not previously built-upon. Green field sites should only be developed where this is the only realistic option. It is recognised that the potential for development on 'brown field' sites is somewhat limited in Jersey because the Island does not have the legacy of past industry of the UK and Europe. The Committee would also like to see the re-use of existing buildings where this represents the most sustainable option.
- 3.33 Opportunities over the Plan period will arise from the development of reclaimed land on the Waterfront, redevelopment of sites in current use and from some redundant agricultural sites, if they meet the other criteria of the Spatial Strategy. The development of some green field land will also be necessary to meet the balance of requirements that cannot be accommodated by previously developed land or buildings or specific proposals inappropriate to the built-up area.

Accessibility

- 3.34 Ensuring that development takes place in locations accessible on foot, by cycle and/or by public transport will help meet the objectives of the new Island Plan and sustainable development by:
- making the best use of existing or proposed transport infrastructure;
 - reducing the need for motorised travel and thus reducing associated energy consumption and pollution;
 - ensuring that those who do not always have access to a car can gain access to facilities and services and are therefore able to participate in society; and
 - helping people to live healthier lives by encouraging walking and cycling.
- 3.35 The first priority of the strategy is for housing development to be located within walking distance of jobs, facilities and services and *vice versa*. The second priority is for development to be within walking distance of a bus route. Accessibility relates not only to the distance to jobs and services, but also to the availability of a safe route. Levels of accessibility have been measured throughout the Island using standard indicators and Figure 3.2 illustrates the areas that are currently most accessible (as at March 2001). As might be expected, the larger communities are most accessible and thus best meet this element of the strategy. There are other locations where development might take place, but they would need additional facilities such as a shop, public transport service or primary school within walking distance.



Environmental Impact

3.36 The strategy seeks to avoid developing in areas of environmental importance. It aims to protect land in agricultural use from development, as far as possible, and seeks to promote opportunities for environmental enhancement; for example by identifying sites which can provide amenity space or landscape areas within the urban area – the so-called ‘green lung’. The environmental impact of development can be assessed in terms of:

- character of the landscape;
- heritage impact;
- visual impact;
- habitats and biodiversity; and
- community impacts.

Avoiding Constraints and Ensuring Practicality

3.37 In addition to physical capacity, settlements and sites have a range of other constraints, which affect the potential to absorb new development. In particular, these constraints may affect the timescale for achieving development. In order to make best use of limited resources (both physical and financial), development should take place in locations where there are fewest constraints and thus where the impact, costs and resource implications will be minimised. Constraints include:

- physical site constraints such as topography and existing buildings/structures;
- the water supply and drainage;

- hazard, safety and noise zones such as those associated with the Airport;
 - capacity of energy supply and information and communications technology infrastructure;
 - site access and existing traffic problems;
 - capacity of schools and other community and social facilities; and
 - ownership and legal constraints such as covenants.
- 3.38 Some of these issues, such as the hazard zones, prevent development completely whereas others are factors that affect implementation, development costs and timescales.

Equitable Distribution

- 3.39 The Committee considers that as far as possible, the distribution of development should be equitable in that it should not place an undue burden on a particular area in terms of its capacity to accept new development either physically or relating to community life. In this respect, there may be sites that would fulfil the other requirements of the Spatial Strategy but would, when developed in conjunction with other sites in an area, lead to overburdening of a particular community. The balance of development between communities is therefore the final element of the Spatial Strategy.

Summary of the Spatial Strategy

- 3.40 The strategy of the new Island Plan sets the framework for land-use to achieve the objectives of sustainable development and protection of the Island's environment, cultural life and economy.
- 3.41 The strategy aims to confirm the approach of the 1987 Island Plan and Strategic Policy reports by restricting development, as far as possible, to the existing built-up area. It seeks to keep the environmental impacts of development to a minimum. It also proposes a step-change in approach from the 1987 Island Plan, to encourage the re-use of existing buildings and sites and other resources, and to improve accessibility. It seeks to ensure an equitable distribution of land uses, where possible in relation to the other elements of the Spatial Strategy. The underlying aims and implications for development for each of the six key elements of the Spatial Strategy are summarised in Table 3.2.
- 3.42 The elements of the strategy provide the means for determining where development should be located over the Plan period. They form the basis for the evaluation of sites included for development in the new Island Plan as well as others which will come forward during the life of the Plan.

Table 3.2: Summary of the Spatial Strategy

Strategy Element	Aim	Proposal
1. Integration with the built-up Area	Ensuring that new development is stitched into the existing built-up area rather than encroaching into the countryside.	➤ <i>Development will take place in and around St Helier, the urban settlements and the key rural settlements.</i>
2. Efficiency of land-use	Maximising use of land and buildings which have previously been developed in preference to using green field sites and clearing existing development without serious examination of the potential for re-use or adaptation.	➤ <i>Sites which have been previously developed should generally be taken forward ahead of green field land, which should only be released where this is the only option. Development proposals should seek, where possible, to retain existing buildings.</i>
3. Accessibility	Locating development in areas where there are safe opportunities for using travel modes other than the car as well as improving the alternatives.	➤ <i>Development will take place in the communities where the level of accessibility is highest (generally St Helier and its surrounding area), the urban settlements and the key rural settlements) or where additional facilities can be provided to improve the level of accessibility.</i>
4. Minimising environmental impacts	Ensuring that areas of environmental importance are avoided as development locations, reducing possible impacts of development and seeking opportunities to bring environmental benefit.	➤ <i>Development will take place in locations where the impact on the environment is least: preventing the loss of areas of high quality landscape character; minimising impacts on SSI's or Conservation Areas; avoiding locations of visual prominence; avoiding locations where there would be an impact on sites of recognised international importance for habitats; or where there would be negative impacts on community life.</i>
5. Constraints and implementation	Selecting sites which are least constrained and will be the most efficient to develop, requiring the least works and ensuring that development does not lead to an increase of constraints on future activities.	➤ <i>Development should take place in locations where there are least constraints and thus where the impact, costs and resource implications will be least.</i>
6. Equitable distribution of development	Reviewing the distribution of otherwise suitable sites to seek a distribution that does not place an undue burden on particular communities.	➤ <i>Where there are a number of sites otherwise meeting the Spatial Strategy, the sites selected should be those that provide the best balance of development between communities.</i>

ECONOMIC AND COMMUNITY STRATEGY

- 3.43 Achieving the vision and objectives of the Plan requires that the new Island Plan promotes and facilitates development opportunities essential for the Island's economy and community life. This includes opportunities for employment, housing, shopping, recreation, tourism and community facilities. Providing such opportunities is also crucial to a sustainable future for Jersey. Sustainability is not just about the environment but also sustaining the cultural, social and economic life of the Island.
- 3.44 The Economic and Community Strategy of the Island Plan provides the agenda for the requirements and opportunities that the Plan must seek to translate into specific policies and proposals in the topic chapters. The elements of the strategy are set out below.

Industry and Commerce

- provide sufficient land and opportunities to meet the future requirements of the office and industrial sectors, including the emergence of new industries;
- enable the development and expansion of existing businesses through extensions, relocation and infrastructure improvements;
- protect and enhance the centre of St Helier as the focus of commercial, retail and evening activities;
- support local employment in urban settlements and key rural settlements;
- support the provision of shopping and services within local centres; and
- assist diversification in the agricultural sector to appropriate tourism, industrial and commercial activities.

Housing

- allocate sufficient land and opportunities in order to accommodate the requirements for homes in Jersey over the Plan period;
- ensure there is an appropriate balance between housing provided by the States for rent and first time buyers, housing for private rent and purchase and lodging accommodation, in order to cater for those who have difficulty in affording homes of an appropriate standard for their needs;
- secure the most efficient use of land while ensuring sufficient amenity space is provided and a high quality of urban living can be achieved;
- provide for choice and suitability, including homes for the elderly and those with mobility impairments, family homes, homes for smaller households, and those with or without residential qualifications; and
- create vibrant and mixed-use communities where housing forms part of a mix of land-uses, ensuring that new housing developments contribute to community life and do not strain resources and facilities.

Tourism and Recreation

- support the tourism industry in a flexible manner to maintain its vital contribution to the economy of the Island;
- support appropriate development and further improvement of tourist accommodation, attractions, facilities and services;
- resist the loss of prime tourist accommodation sites from the industry;
- support greater countryside access for walking and cycling; and
- provide, or encourage the provision of, appropriate new recreational opportunities (both formal and informal) for which there is unmet demand or which fulfils an identified need.

Community Facilities

- promote the provision and enhancement of health, community and social facilities;
- support the sport and leisure needs of the community, education and tourism sectors; and
- support the enhancement, improvement or replacement of outworn sport and leisure facilities.

- 3.45 The Economic and Community Strategy supports development to improve the quality of life of Jersey residents. But it is recognised that this must be balanced in each case with the need for development to be sustainable and in accordance with the elements of the Spatial Strategy, Environmental Strategy and the Transport Strategy.

ENVIRONMENTAL STRATEGY

- 3.46 The strategy for the environment in the new Island Plan covers the three key components of Jersey territory: the countryside, the marine environment and the built environment as well as the minimisation of impacts of activities on the local, European and global environment and resources.
- 3.47 The Vision for Jersey sees 'an Island which has a high quality environment, safe and secure, protected from pollution, and where the wildlife, landscape and physical resources are sustained not compromised.' A key principle of the Plan is that of sustainability - ensuring that development takes place to provide for the needs of the present without compromising the ability of future generations to meet their own needs.

The Countryside

- 3.48 The thrust of the Countryside Strategy is to both protect and enhance its varied resources. The approach is holistic, finding a balance between the many demands placed upon the countryside, and ensuring the sustainability of all countryside resources. The key elements in the strategy are:
- the wise stewardship of all countryside resources through co-ordinated management;

- the conservation, management, enhancement and restoration of countryside character;
- the promotion and enhancement of biodiversity;
- the protection from non-essential development of the countryside and the designation of three levels of protection;
- the appropriately managed promotion of tourism, recreation and access to the countryside;
- the safeguarding of agricultural land from development;
- the diversification of agricultural activity; and
- the controlled use of buildings and sites developed initially for agriculture and horticulture.

The Marine Environment

3.49 Again, the main thrust of the strategy for the marine environment is to protect its rich resources, largely those of biodiversity, through an holistic approach recognising the need for sustainability and the mutual dependence of all marine resources and activities. The key elements in the strategy are:

- the safeguarding and enhancement of marine habitats and biodiversity;
- the protection and enhancement of the seascape;
- the minimisation of marine pollution;
- the protection of fish stocks for sustainable fishing and fish farming;
- the safeguarding of the marine and coastal environment from all development except that essential for navigation and fishing;
- the promotion of sustainable marine recreation; and
- the management of the shoreline in a balanced and wise manner.

The Built Environment

3.50 The basis of the strategy for St Helier and the other settlements is the protection and enhancement of the built environment so that it becomes a desirable place in which to live, work and play. The key elements of the strategy are:

- the promotion of the regeneration and enhancement of the built environment;
- the re-use of land and buildings within the existing built-up area for development;
- the promotion of high-quality design in both buildings and the public domain;
- the protection and enhancement of the built, cultural and archaeological heritage;
- the encouragement of sustainability in building design, construction and the use of energy;
- the maintenance of St Helier's rôle as the major service centre;
- the protection and enhancement of local character and distinctiveness; and
- to reduce the adverse effects of traffic throughout the urban areas.

- 3.51 In all territories of the Island, (the countryside, marine environment and built environment), the Island Plan seeks to minimise the impacts of Island activities on the local, European and global environment and resources through:
- protecting water resources, both water quality and usage;
 - encouraging the use of renewable energy and the energy efficiency of land-uses;
 - seeking to reduce the need to travel by the location of new development and positive measures to encourage the use of walking, cycling and public transport modes;
 - managing mineral workings wisely to control and mitigate impacts and encourage recycling and re-use of materials; and
 - seeking to minimise the amount of waste produced and making best use of that which is produced.

TRANSPORT STRATEGY

- 3.52 The Transport Strategy for the Island Plan has been developed from the 1995 *Strategic Policy Review – 2000 and Beyond*, the Environmental Charter and the Sustainable Island Transport Policy.
- 3.53 The 1995 Strategic Policy Review includes policy objectives relating to traffic and transport, which aim to:
- reduce the detrimental impact of traffic on people's lives;
 - limit the impact of noise and other nuisances;
 - raise levels of environmental awareness and responsibility;
 - encourage the provision of the best possible air and sea transport and telecommunication services in terms of their quality and cost; and
 - make better provision for those with a disability.
- 3.54 The Environmental Charter 1996 contains a clear statement with regard to future transport and planning policies, as follows:
- 'to develop transport and planning policies which encourage the use of public transport and minimise the use of other vehicles. The policies will support the provision of facilities for, and encourage, cycling and walking, and encourage a policy of fuel efficiency'.*
- 3.55 In May 1999 the States approved a Sustainable Island Transport Policy. This followed a request in the 1995 *Strategic Policy Review – 2000 and Beyond* for the Public Services Committee to bring to the States:
- 'a sustainable Island transport policy which must ensure inter alia the provision of a comprehensive Island-wide public transport service and which will give higher priority to the interests of the pedestrian and cyclist'.*
- 3.56 The new transport policy focuses on the need to lessen the impact of traffic on people's lives and on the environment by reducing overall levels of motorised traffic, improving air quality, and minimising the effects of traffic noise. In developing the policy, the Public Services Committee took account of the need to:

- maintain and improve accessibility for all;
- promote the use of energy-efficient modes of transport;
- reduce the environmental impact arising from the use and development of the transportation network;
- promote the highest possible standard of safety throughout the network;
- integrate different modes of transport to facilitate choice;
- assist economic development by permitting the effective movement of people and goods and by reducing congestion costs; and
- use information technology to improve the efficiency and attractiveness of the transport network;

and considered that the main elements of the strategy should be to:

- lessen the impact of traffic on people's lives and on the environment by reducing overall levels of motorised traffic, to improve air quality, and to seek to minimise effects of traffic noise;
- develop and improve the bus services including the school bus service;
- develop and improve other public transport services, especially taxis and cabs;
- promote improved access to public transport for the disabled;
- improve facilities for pedestrians Island-wide with safe routes along roads and adequate crossings;
- improve facilities for cyclists Island-wide, with safe routes and adequate parking;
- complete the St Helier Ring Road proposals and introduce other traffic management measures, remove unnecessary motorised traffic from residential areas, and to increase safety for all road users, particularly children and the elderly;
- improve access to the town centre, provide additional off-street car parking spaces where required, and to implement park-and-ride and residents' parking schemes where appropriate;
- work in partnership with schools to promote safe routes to schools, and with public and private sector businesses to set up green travel strategies;
- further extend the scope of public parking charges and, where possible, use the income to fund provision of improvements in the transport network;
- continue the operation of the Public Services Committee's 'Sustainable Transport Steering Group' to ensure that the proposed policies are co-ordinated across relevant States' Committees, public participation is achieved and that a package of measures is implemented without delay; and
- monitor the effectiveness of the proposals in conjunction with a programme of traffic monitoring and, if necessary, review.

3.57 It is against this background of policy documents and the objective of the new Island Plan to promote sustainable forms of transport through integrated land-use and transport planning and reduce the social, economic and environmental impacts of current transport modes, that the Transport Strategy has been developed.

- 3.58 An efficient transport system is vital to the Island's economy. However, continued growth in travel by private car and the impact it has, clearly challenges the aspirations of achieving sustainable development in Jersey. There is a requirement to reduce travel by car, which is largely a consequence of land-use location policies, and to develop and promote more environmentally sustainable modes of travel, namely walking and cycling and the provision of public transport.
- 3.59 The Plan recognises that achieving a more environmentally sustainable pattern of transport use is a significant challenge given that:
- Jersey has one of the highest car ownership levels in the world;
 - there are very high levels of private parking in the centre of St Helier; and
 - the dispersed settlement pattern and size of population is difficult to serve efficiently and viably by public transport.
- 3.60 Recognising these constraints, but seeking to develop a more sustainable, more efficient, more equitable and less environmentally damaging pattern of transport use in the future, the elements of the Transport Strategy to be encompassed within the policies and proposals of the Plan are to:
- **Reduce the need to travel:** through the Spatial Strategy and development policies that influence the location of development relative to transport provision (in accordance with the Spatial Strategy element of accessibility);
 - **Provide alternatives:** put in place a more energy efficient and environmentally sustainable transport system for the Island, giving an enhanced rôle for public transport, walking and cycling and enabling more people to make an alternative choice to car travel;
 - **Influence travel demand and choices:** increase public awareness of the implications of travel and introduce traffic measures to encourage use of alternatives;
 - **Make efficient use of existing transport infrastructure:** including improvements to, and maintenance of, the road network;
 - **Improve safety and security for transport users:** including accident reduction measures and giving priority to pedestrians, cyclists, the mobility-impaired and public transport users over the car; and
 - **Manage travel within the centre of St Helier:** put in place a movement strategy for the town centre that gives priority to the pedestrian, cyclist and those with mobility impairments and assists the town centre to be a vibrant and an attractive place in which to work, shop, visit or live.

ACHIEVING A BALANCE

- 3.61 The Vision for Jersey in 2011 will only be accomplished if the right balance is struck between the spatial, economic and community, environmental and transport strategies and each of their elements. For example, while one part of the strategy aims to ensure integration of development within communities, a balance has to be achieved to make sure that existing communities are not *over* developed. This would lead to a loss of identity, quality of life and damage to the environment. It is also essential that providing homes and allowing the economy to grow and diversify must be met within the environmental constraints and the need to protect the countryside. A declining economy and shortage of homes would not sustain the life of Jersey as an Island community, nor would it help to protect the countryside, which requires ongoing stewardship.
- 3.62 The policies set out in each of the topic sections aim to achieve a balance between growth and restraint, change and conservation and will help to move towards the Vision for Jersey.