



JERSEY  
DEVELOPMENT  
COMPANY



# Building an inclusive Jersey



Creating an inclusive  
Waterfront where Islanders  
can live, work and play.

#LoveYourWaterfront



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Printed on recycled paper

The displayed images are intended to provide an illustration depiction of the Visionary Framework.



# Building a better Jersey

## About JDC

Jersey Development (JDC) is the Government of Jersey's (GoJ) regeneration arm. We are a delivery vehicle for the GoJ carrying out property development and major regeneration for the long-term benefit of the people of Jersey. ▶▶▶▶



Mixed-Use  
Regeneration



New  
Homes



Public  
Realm



Commercial  
Office Space



## Mixed-Use Regeneration

We invest in the island's future by carrying out major regeneration

- › Co-ordinating, planning and delivering major regeneration developments
- › Balancing the financial, social and environmental elements



## Public Realm

We create and maintain many public squares and gardens

- › We deliver inclusive public realm as part of our developments
- › Creating new public open spaces for all to enjoy
- › We maintain the Weighbridge, Marina Gardens, Les Jardins de la Mer and Trenton Square
- › Supporting Jersey's infrastructure and community well-being, mental and physical health



## New Homes

We construct new homes

- › Delivering much needed new homes, with a focus on sustainable living
- › Supply of new homes targeting first-time buyers and right-sizing
- › 35% of our open market homes have been purchased by first-time buyers
- › 15% of future units will be shared equity



## Commercial Office Space

We construct 'Super Prime Grade A' Office Space

- › Supporting Jersey's premier industry by providing high quality, flexible office accommodation
- › BREEAM 'Outstanding' environmental rating on future buildings



# Southwest St Helier Waterfront Scheme

Creating a thriving Waterfront where Islanders can live, work and play.

Jersey Development Company has developed a new landscape-led Visionary Framework to significantly regenerate the Southwest St Helier (SWSH) Waterfront into a well-connected, highly sustainable mixed-use development.

JDC aims to deliver a compelling Waterfront for St Helier – one that the people of Jersey can be proud of, and that is recognised internationally as an exemplar in sustainability, landscaping and architecture.

## The scheme will deliver:

- › A climate-resilient neighbourhood with improved accessibility and connectivity
- › A network of pedestrian friendly streets and green spaces
- › Significant new indoor community spaces including art, culture, sport and leisure facilities
- › 984 new homes
- › Over 65,000m<sup>2</sup> of vibrant fully accessible public space

- › Opportunities for habitat creation and biodiversity enhancements.

## Placemaking and creating sustainable communities is at the heart of JDC and our vision... "To Build a better Jersey".

JDC is focussed on creating quality and engaging places that are active, interesting and visually attractive, where people want to live, work and play.

The health, happiness and well-being of local people is crucial to an area's success and improving quality of life. Creating extensive landscaped areas and public amenities is central to our vision for the Waterfront.



# Key Metrics



**11.8 HA**  
Site Area



**984**  
Homes  
(of which 15% affordable)



**31,125 Sq M (GFA)**  
Non-residential uses



**40,590 Sq M**  
Green Space



**1,830 Sq M**  
Required  
Minimum Play  
Provision



**13,392 Sq M**  
Approx. Private &  
Communal Accessible  
Open Space



**Net Zero**  
Carbon Dioxide  
Emissions Target For  
Development



**575**  
New Trees



**Biodiversity  
Net Gain**



**1704 Spaces**  
Private Residential  
Cycle Parking



**388 Spaces**  
Public Cycle Hub



**384 spaces**  
Public Short Stay



**384 Spaces**  
Private  
Residential  
Car Parking



**335 Spaces**  
Public Car Parking



**85 Spaces**  
Private Commercial  
Car Parking



**283 Spaces**  
Public Motorbike  
Parking



# Framework Plan

The public realm will be a canvas for everyday life; a place to know your neighbours, a place to spend your weekends and a place for the island communities to gather for events and festivals.

Within this Framework, the landscape and public realm comprise a number of key components to satisfy various requirements and functions. These include provision of public, semi-private and private open spaces, formal and informal play spaces for residents and general public use and passive and active recreational spaces. Other landscape features include sustainable drainage systems integrated into the landscape, biodiverse plantings and living roofs.

## Park

1. Relocated La Frégate Café to provide ticket office for Elizabeth Castle and Cafe
2. Proposed new slipway alignment
3. Active Garden rooms – table tennis, pétanque and 3x3 basketball courts
4. Extended promenade to the south of the German casemate
5. German casemate retained and interpreted
6. Bus stop and bus priority lane
7. Two-way cycleway connecting to the Esplanade and Castle Street
8. Landscape mounding
9. Park playground
10. Flexible flush lawn space
11. Pool kiosk, cafe and toilet amenities
12. 25m long, 4 lane Lido
13. 10m wide waterfront promenade
14. Existing revetment retained

## Mixed-use Waterfront

15. Flexible waterfront square with tree grove, water animation and public art
16. The Central Square is animated by an arthouse cinema and the cycle hub
17. Esplanade Square acts as an outdoor exhibition space
18. The Pocket Square offers a quiet retail spill-out area anchored off of the lane
19. Creation of tree lined boulevard, on section of La Route de la Liberation
20. Pedestrian lane
21. Pedestrian arcades
22. Private residents courtyard
23. Bus link to town
24. Marina Gardens play hub with cafe and amenity kiosk
25. 1st floor residents amenity podium garden
26. Pedestrian connection to Trenton Square
27. New pedestrian crossing on La Route de la Liberation
28. Bus gate
29. Extension of Esplanade cycleway
30. Access to Sport and Leisure Building





The public realm will be a canvas for everyday life; a place to know your neighbours, a place to spend your weekends and a place for the island communities to gather for events and festivals.





**56%** of the proposed Waterfront will be open space

**Designed to achieve Urban Greening Factor targets (a tool outlined in The London Plan 2021 and now used as international best practice).**

**Urban Greening Factor:**

- › Evaluates and quantifies the amount and quality of greening in an urban context
- › Seeks to ensure the new developments meaningfully contribute to urban green infrastructure

**Benefits include:**

- › Improved air and water quality
- › Reduced urban heat island effect and ecological resilience
- › Enhanced vibrant and greener public realm
- › Promoting greenery and biodiversity

# Making the Waterfront work for everyone

**Inclusive design & access**

The proposals have been designed to meet the highest standards of accessibility and inclusion so that all potential users, regardless of disability, age or gender can use them safely and easily.

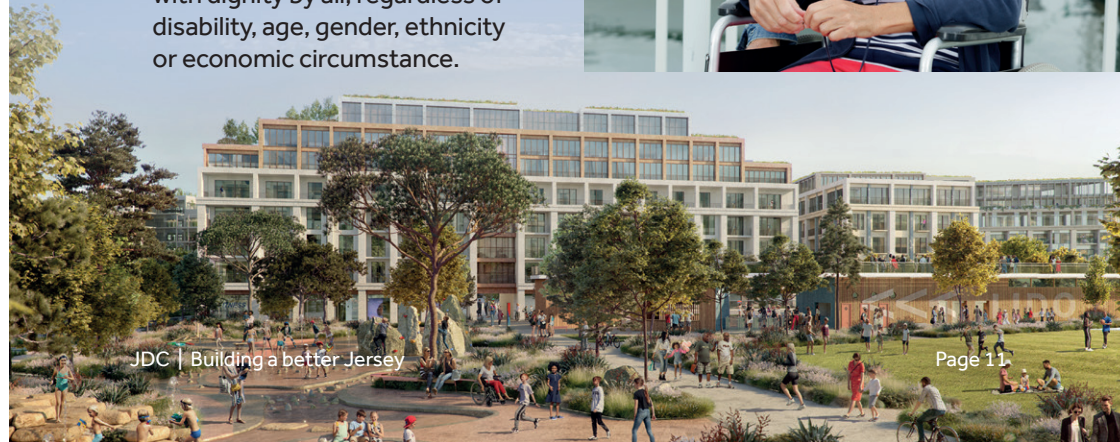
The scheme aims to promote inclusive access by eliminating barriers: physical, attitudinal and procedural, which may otherwise inhibit the involvement of the whole community. The ultimate aim of inclusive access is that the design and layout of the development should enable everyone to enter, use the facilities and leave safely, independently and with ease.

The objective for an inclusive development is to ensure the scheme:

1. Can be used safely, easily and with dignity by all, regardless of disability, age, gender, ethnicity or economic circumstance.

2. Is convenient and welcoming with no disabling barriers, so everyone can use them independently without undue effort, separation or special treatment.
3. Is realistic, offering more than one solution to help balance everyone's needs.

**The aim is to provide an inclusive environment for all**





**Public Realm considerations**

The strategy for the proposed public realm includes increasing north/south permeability between the waterfront and the Esplanade, to provide easier-to-negotiate pavements, increase the number of level crossings along the roads and places to sit and rest.

**Key features include:**

- › New and improved at grade pedestrian crossings along La Route de la Liberation
- › Increased pedestrian crossings to Rue de l’Etau
- › Improved streets will be well proportioned and easy to navigate, drawing people into the Framework, to access the range of amenities on offer
- › Cycle stands and street furniture will be incorporated carefully, to ensure the streets are uncluttered

- › Furniture with back and arm rests will be spaced at a maximum of 50m to ensure adequate resting points across the Framework
- › Provision of seating throughout the public realm to support people with limited mobility and encourage people to stop and sit, providing active surveillance
- › Accessible public WC provision to be located at every major public square/park
- › Step-free new routes from Gloucester Street junction to Les Jardins de La Mer
- › A new slipway with dedicated pedestrian zone of minimum 1.8m wide with further opportunities to incorporate wheelchair access
- › Enhancements to pedestrian and cycle connections provided at Castle Street roundabout

**Play**

Play and playability is a fundamental part of successful placemaking and community shaping. The landscape strategy provides a generous and diverse combination of public and private playable space, significantly improving the offering to the Waterfront.

**Amenities**

We are committed to ensuring that these new landscaped areas have adequate public amenities (WC’s, changing facilities, cafes and rest points).

**Key principles:**

- › Developing an environment which encourages outdoor play and social interaction

- › Elements of sensory, balancing, climbing, sliding and spinning will be integrated in Les Jardins de la Mer play hub
- › The play space includes various play elements to test gross and fine motor skills, spatial, balance and climbing practice, social play, changes in level with undulating planted topography and areas to dig and build
- › Aspects of inclusive play has been considered for wheelchair user accessible zones. A range of sensory play activities (including touch, smell, sound and visual) will be included that enable all children to play together – no matter what their ability





## Mixed Use - Key Metrics



**1,024 Sq M**  
**Social Infrastructure**  
 2 GP Practices  
 1 Dental Practice  
 1 Nursery  
 Flexible Workspace  
 Flexible Community Space



**2,478 Sq M**  
**Arts & Culture**  
 Art-House Cinema  
 Flexible Arts, Culture &  
 Community Space



**6,568 Sq M**  
**Leisure**  
 2 Gyms  
 Training Pool  
 Outdoor Lido  
 Kids Zone With Flumes  
 Roller/ Ice Rink/ Indoor  
 Skate/ Bouldering  
 Centre



**1,296 Sq M**  
**Convenience Retail**  
 1 Large Convenience Store  
 6 Smaller Local Retail Units to  
 support the new community



**3,004 Sq M**  
**F&B**  
 4 Restaurants  
 2 Bars  
 10 Cafes



**16,755 Sq M**  
**Office Space**







## How did we get here...

Jersey Development Company has developed a new landscape-led Visionary Framework to significantly regenerate the Southwest St Helier (SWSH) Waterfront into a well-connected, highly sustainable mixed-use development. A series of public consultations took place before and after the former Environment Minister adopted the Southwest St Helier Planning Framework. Here's a reminder of the timeline of this journey.

### 2017 - 2019

#### Review of Waterfront Masterplan

The Design Council was appointed by Government of Jersey (GoJ) in June 2017 to support the Environment Minister, in formulating a new planning policy for the area. The review involved an open and transparent series of public consultation events that took place over an 18-month period and culminated in the Southwest St. Helier Planning Framework being adopted by the former Environment Minister in December 2019.

### 2019 - 2021

#### Island Plan Review

The Government of Jersey (GoJ) carried out extensive public consultation and the Bridging Island plan (BIP) was the subject of a States debate. The BIP links in Southwest St Helier Planning Framework and reinforces the policies therein. The approved spatial strategy for the Island is to make the most efficient and effective use of land already developed and concentrate development in and around existing urban centres.

### 2020 - 2022

#### Outline Planning Process

Following a tender process, JDC appointed Gillespies as its Visionary Framework architects for the Waterfront and a series of public consultation from October 2020 to August 2021 was carried out to inform and shape the proposals. These public and statutory consultations, together in dialogue with the Planning Department and the Jersey Architecture Commission, have informed the design, the mix of uses and the layout of the development.

### 2022 - 2023

#### Addendum to Outline Planning

During the year, continual discussions were held with the Planning Dept and Statutory Consultees. In response to feed-back, adjustments were made to the application, including:

- › Additional reduction to the gateway building to eight storeys and ensuring that no other buildings exceed eight storeys in height, including roof plant.
- › Adjustment to La Route de la Liberation's pedestrian crossing.
- › Incorporating La Fregate Café into the scheme, following its Listing.

This has been formed as an Addendum to the Planning Application.





There's been much speculation and questions by the public who have not taken part in the public consultation process, here's some answers to those popular questions:

### **Why more housing in St Helier.**

JDC is supporting the GoJ in addressing housing supply, along with Andium, ensuring that the GoJ achieves the mix of housing supply across all income levels and housing categories.

In 2022 The States Assembly approved the Bridging Island Plan. The Bridging Island Plan states: "Most of the homes to be delivered will be in the island's built-up areas, where higher density of development will be encouraged to make sure we make the best use of Jersey's limited supply of land. Denser more compact forms of development such as... apartments..., can create thriving and vibrant communities and places where people want to live."

There's however, a balance to be struck between the drive to use land more intensively, delivering much needed homes, whilst still creating a vibrant destination with plenty of open green space and a wide-range of amenities.

The Visionary Framework will create a well-connected, highly sustainable mixed-use development which will include significant inclusive community spaces, including culture and leisure facilities. 56% of the Waterfront will be open space.

### **Why has La Fregate Café been moved in the plans?**

La Fregate Café has been granted Grade 2 Listed status. The café cannot be retained in its current location due to the need to raise the sea wall to mitigate the rise of future flooding. However, it is intended to relocate the structure within the Waterfront scheme to a new location, adjacent to the new slipway where it will serve a new purpose as the ticket office for Elizabeth Castle, as well as accommodating a café.

### **Will there be a Cinema and indoor pool facility?**

JDC is committed to ensuring that the Island is not left without a cinema or a public swimming pool in St Helier and will ensure that replacement provisions are up and running in advance of closing the existing buildings.

The proposals deliver a new indoor public swimming pool and gym on the Waterfront.

The current forecast phasing plan earmarks the Aquasplash for redevelopment in 2029-31. This remains subject to a future agreement with the Government as they have a long lease on the premises.

We are at the Outline Application stage and if we secure approval we will then be preparing and submitting detailed applications for each phase. These detailed applications will provide the information and logistics on replacement facilities and these proposals will be developed in line with GoJ / Jersey Sport requirements with further stakeholder engagement.

### **What are the plans for public toilets?**

Public toilets and baby changing facilities will be located within the new Elizabeth Castle ticket office, lido pavilion, the cycle hub and within Marina Gardens. Art, community and cultural facilities are also located within the framework which will have publicly accessible toilets. The existing toilet facility attached to the German Casemate will be removed to restore the casemate. All public toilets will have level thresholds and will be accessible.

### **How is all this going to be funded?**

Based on the development yield and phasing, JDC will meet the estimated public infrastructure cost of £150m without seeking Government funding. The feasibility of development is finely balanced to ensure it is viable and supports the needs of all Islanders.