

Southwest St Helier Waterfront

Summary of Community Consultation

November 2021





Above: Screen grabs taken from the consultation website

Since August 2020, Iceni Projects have worked as part of the Gillespies led design team, supporting the Jersey Development Community (JDC) in undertaking extensive consultation with the local community on the Southwest St Helier Visioning Framework proposals.

By way of background, the Southwest St Helier Planning Framework was adopted by the Environment Minister following extensive community engagement and a formal public consultation exercise in December 2019.

The purpose of the adopted Supplementary Planning Guidance (SPG) is to:

- Establish a vision, general planning principles and to identify certain 'key opportunity sites' which will guide the development of the Southwest Quarter of St Helier;
- Establish the need for developers to undertake community consultation prior to the submission of planning applications;
- Advise as to the delivery mechanisms for improvements to the public realm;
- Replace the Esplanade Quarter Masterplan (2008), amendment to the Masterplan (2011), the Design Code for the Esplanade (2008) and the Waterfront Supplementary Planning Guidance Note (2006)

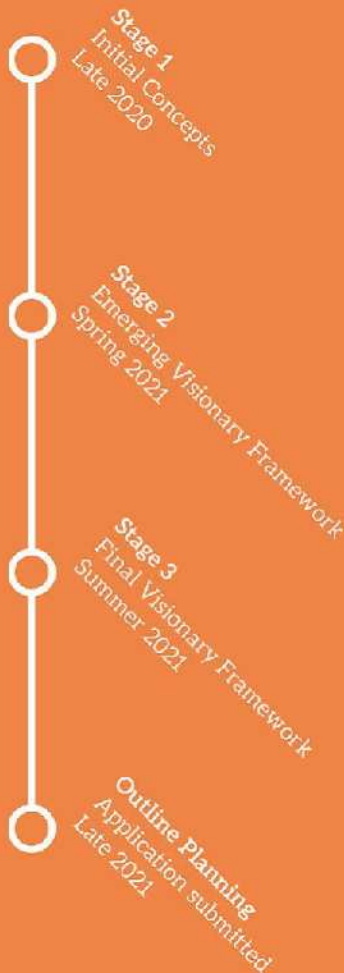
The purpose of the further consultation undertaken and summarised in this report, was to share more detailed concepts with the community, illustrating how the principles set out in the adopted Southwest St Helier Planning Framework could come to life.

The key success factors identified by the Government of Jersey (GOJ) to ensure the successful development of the St. Helier waterfront were reflected in the work.

The community consultation period has been undertaken during the Covid-19 pandemic. Through a combination of online and in person sessions, questionnaires, digital engagement exercises, videos, walk and talks, site visits, workshops and public exhibitions, meaningful engagement has been achieved.

This report summarises the consultation launch and three stages of consultation, and sets out how we have considered comments at each stage to shape the outline planning application Framework proposals.

A copy of the consultation material used throughout the engagement process, including a full breakdown of consultation results for each stage, is appended and also available to download via the dedicated consultation website: <https://sthelierwaterfront.je>



Above, Summary graphic of the engagement process taken from the consultation website

The consultation website was launched in Autumn 2020 and to date has had more than 14,900 visits with over 32,000 page views. The consultation work has generated over 1,000 responses during the three main stages of engagement, with good representation from all ages across the community.

Initial consultations took place in Autumn 2020 and Spring 2021, helping to shape the proposals presented for the third and final engagement with the public over July and August 2021.

A summary of the engagement process is outlined below:

Consultation launch – October 2020

- Consultation website launched
- Introductory 'meet the design team' and Design Council videos
- Widespread media campaign requesting feedback from residents

Stage 1 consultation: Initial Concept - November - December 2020

- Initial vision concepts for the waterfront shared
- Widespread media campaign, including 2 week radio campaign
- Online questionnaire
- Online video
- 2 Online sessions with the community

Stage 2 consultation: Visionary Framework – May - June 2021

- Refined and more detailed concept plans, strategies and sketch visuals for the waterfront shared
- Widespread media campaign including large scale banners in town centre
- 3 online sessions with the community
- 2 in person sessions with the community
- Engagement with young people via education establishments
- Physical display of exhibition boards with pop up banners
- Digital Engagement exercise
- Facebook and Instagram campaign
- Online Survey

Consultation Launch: October 2020

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Above: Launch advert



Above: Launch street
hoarding

An interactive consultation website was launched with a dedicated email account, info@sthelierwaterfront.je, in October 2020. We made the website as interactive as possible and included several 'meet the design team' videos, an introduction from JDC and a video from Victoria Lee, Design Council, outlining their role on the project to date.

As part of the launch and Stage 1 consultation we took out 12 adverts in the Jersey Evening Post, including the front page and a full-page article. We ran a radio campaign for two weeks and undertook an interview with BBC radio Jersey, alongside the hoardings at Trenton Square and multiple social media campaigns. We also contacted all local high schools and used the Town Crier.

The launch asked the community 'What would make the waterfront redevelopment a success for you, your family and your friends?'. This resulted in 72 written suggestions.

The feedback was insightful and wide ranging, with clear support for the initial concepts shown. It also showed clear areas of commonality in terms of key issues for the local community and areas for the team to consider.

In response to the question, 'What would make the waterfront a success for you, your family and your friends?', the top three responses from those people who wrote to us were:

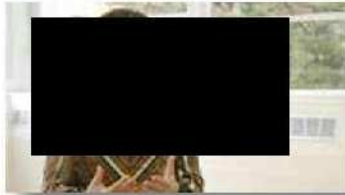
- Buzzy/lively environment (cafes/restaurants/shops)
- Green spaces
- Cinema

Followed by:

- Activities for children/ young people
- Pool (lido or indoor)

Stage 1 Consultation: November – December 2020

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Above: Stills taken from design team videos

During November and December 2020, we shared some initial vision concepts with the community as part of the Stage 1 consultation, this included:

- Feasibility strategy diagrams
- Strategic context and principles
- A precedent mood board
- Site Analysis
- CGI perspective imagery
- Strategic design moves and concept diagrams

We undertook widespread advertisement and sent a dedicated email to community stakeholders, notifying them of the consultation period, asking them to publish the consultation with their members/ community where possible/ appropriate and provide feedback.

As part of the Stage 1 consultation, the team undertook two online sessions. One was a stakeholder only workshop, with representatives from local groups, and the other was a community workshop, open to all. The sessions were held via video on 26 November and 3 December to explore and discuss the initial design concepts.



Above: Screen grab from website

The consultation website invited people to register their interest for the online workshop. We also emailed all of those who had registered their email addresses via the consultation website when it launched, to ask them if they would like to attend. Virtual joining details and an agenda were sent to those who had registered their interest, along with reminders in the lead up to the event.



Above: Screen grab from online session

The workshop was facilitated by Iceni Projects and commenced with an introduction from them, then Lee Henry from the Jersey Development Company provided an overview followed by a video from the Design Council summarising previous waterfront engagement work with the community and the next steps for Southwest St Helier Visioning Framework. The design team then presented their initial design thoughts focusing on aspirations for the waterfront, connectivity and open spaces. The presentation was followed by a group discussion. Separate meeting notes for each of the workshops are appended and can be downloaded from the consultation website.

We received 247 completed online questionnaires. In addition, during Stage 1 several members of the community wrote directly to the team with their ideas and thoughts.



Above: Conceptual images taken from the online Stage 1 Consultation

164 people provided an email address for future correspondence.

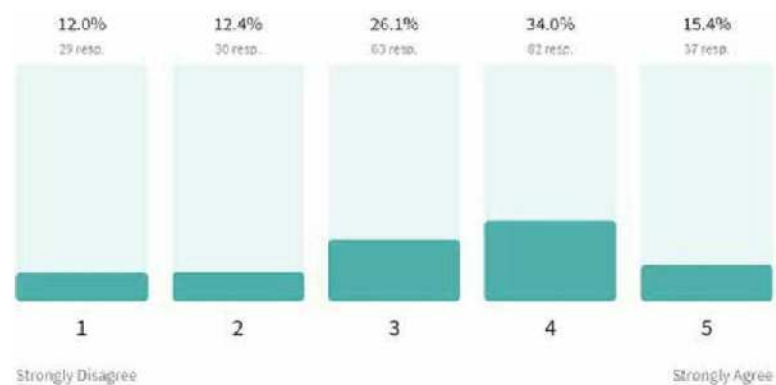
The questionnaire results and comments received by email to the team can be read in full [here](#). A copy of the Stage 1 consultation boards is appended.

Stage 1 online feedback form response summary

• Stage 1 Online Questionnaire Results Breakdown

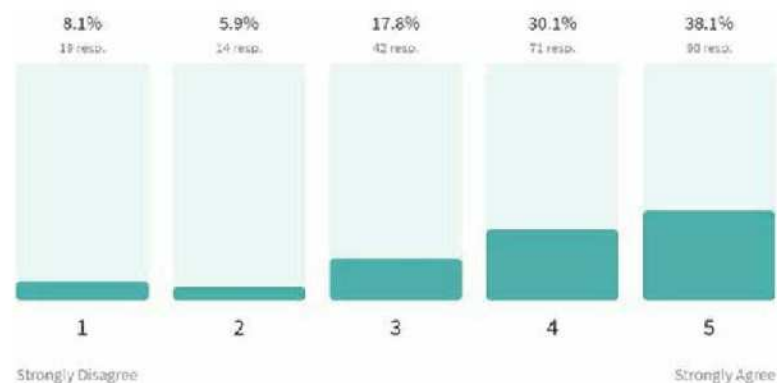
Do you think the proposals address the disconnect between the waterfront and the town centre?

241 out of 247 people answered this question.



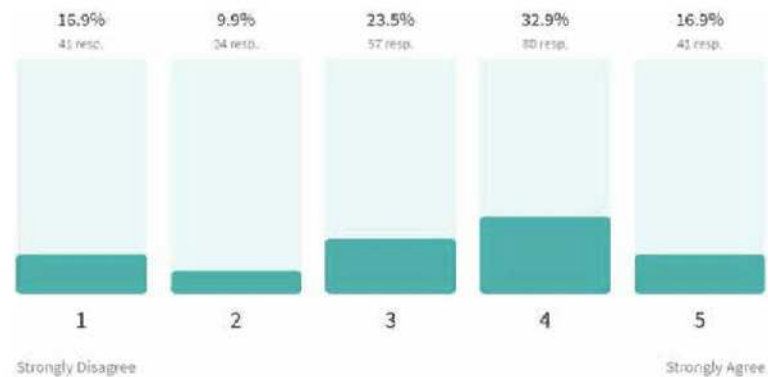
Do you support the initial ideas for the outdoor public spaces?

236 out of 247 people answered this question.



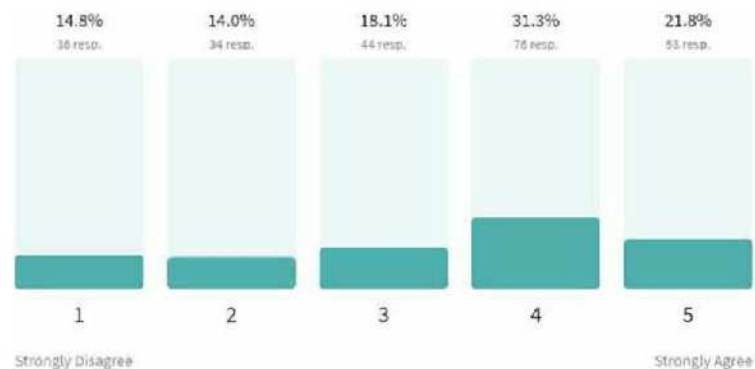
Do you think the mix of uses shown will complement the existing town centre offer?

243 out of 247 people answered this question



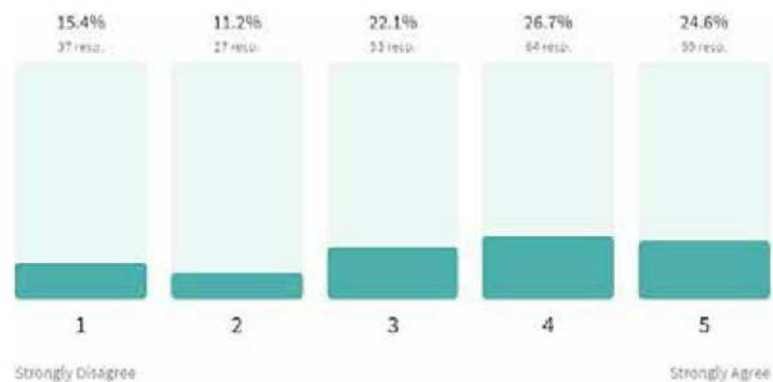
Do you think the concepts shown have the potential to successfully integrate the proposed new development into the existing surroundings?

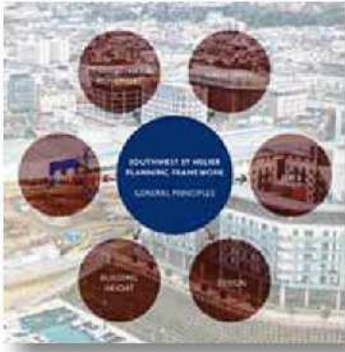
243 out of 247 people answered this question



Do you think we have created exciting new views and vistas?

240 out of 247 people answered this question

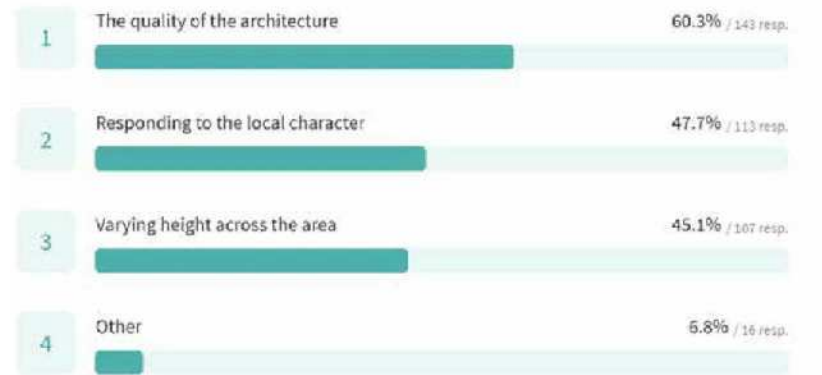




Above: Stage 1 Consultation
General Principles graphic

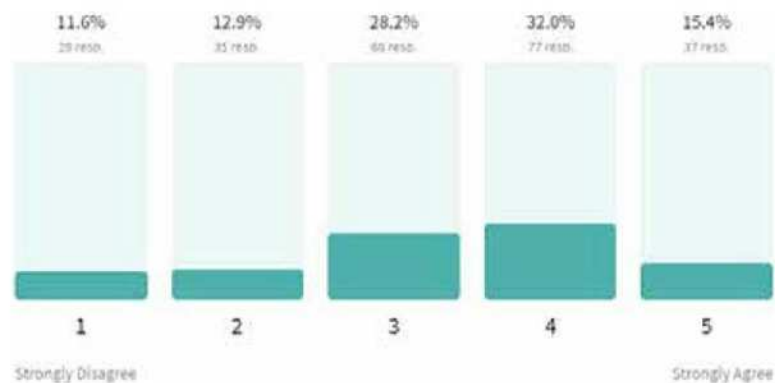
What do you think the most important consideration will be when we look at height as part of the next stage of work?

237 out of 247 people answered this question (respondents were able to select more than one option)



Overall, do you think the initial concepts shown meet the objectives set out in the Southwest St Helier Planning Framework?

241 out of 247 people answered this question





Above: Park CGI taken from the online Stage 1 Consultation

Stage 1 Free Text Comments Analysis

We provided a space for further comments under each of the questions above. The comments were reviewed in detail and the headline findings are set out below. The full analysis is set out within the Stage 1 consultation report appended to this report.

Open spaces

155 of the 247 respondents answered this question. The top 3 comments were:

- 33 responses suggested uses for the open space. Spaces for exercise came up frequently as well as the opportunity for outdoor performance space such as an amphitheatre.
- 24 responses felt it important that the amount of open space is prioritised over buildings for commercial or residential use.
- 23 responses stated that the open spaces should be maximised. Most comments centred on the need to see more open space included in the proposals.



Above: Views and Vistas diagram taken from the online Stage 1 Consultation

Views and vistas

138 of the 247 respondents answered this question. The following provides an overview of the top 3 topics raised.

- 30 responses focused on the need to protect existing views and vistas. Concern that the development would block views was frequently raised.
- 24 responses highlighted the opportunity for the landscape and architecture proposals to enhance existing views.
- 21 responses were supportive of views and vistas presented.
- Height
- 139 of the 247 respondents answered this question. The following provides an overview of the top 3 topics raised:
- 51 responses highlighted concern about inclusion of taller buildings.
- 28 responses raised local character. Most responses referenced a need for the height to be in keeping with the local area.
- 22 responses welcomed the current height proposals or supported the inclusion of taller buildings.



Above: Land Use diagram taken from the online Stage 1 Consultation

Uses

144 of the 247 respondents answered this question. The following provides an overview of the top 3 topics raised:

- 22 responses focussed on the food and beverage offer of the proposals highlighting the opportunity for waterside cafes, restaurants and bars.
- 21 responses focussed on the leisure offer of the proposals, often commenting on the opportunity for a new cinema.
- 20 responses emphasised the importance of the waterfront avoiding competition with the town centre.

Design

140 of the 247 respondents answered this question. The following provides an overview of the top 3 topics raised:

- 32 responses made general comments welcoming the design proposals presented.
- 32 comments emphasised the need for high quality and iconic architecture. Materials were referenced and a desire to move away from local glass and metal precedents.
- 27 comments highlighted a need for the design proposals to draw influence from Jersey's character.
- Connectivity & mobility
- 144 of the 247 respondents answered this question. The following provides an overview of the top 3 topics raised:
- 24 responses commented on the pedestrian experience. Most comments focussed on the need to prioritise pedestrian space and routes.
- 20 responses mentioned the land bridge park, mostly welcoming the idea. There was a desire to see more than one pedestrian bridge.
- 18 responses expressed a desire to see more connections and routes as a part of the proposals. The need for links in all directions outside of the waterfront was commented on as well as fully connecting with the town centre.

Overall comments

124 of the 247 respondents answered this question. The following provides an overview of the top 6 topics raised:

- 12 responses focussed on connectivity and mobility. Comments mostly emphasised the importance of connecting the town centre to the waterfront and the need for stronger pedestrian links with

the local area. Access and roads were also raised.

- 11 responses focussed on use. Most comments highlighted a need to think about uses for young people and children alongside welcoming the opportunity for a new outdoor swimming pool.
- 10 responses made general positive comments, welcoming the proposals presented.
- 10 responses mentioned open spaces. Comments mostly emphasised the importance of providing significant open spaces. People also mentioned a need for more greenery and encouraging biodiversity.
- 10 responses emphasised the importance of thinking about the needs of Islanders when designing the proposals. It was felt the waterfront should be a space that is welcoming and open for use by all.
- 10 responses highlighted the need to think about character of St Helier, ensuring that this is reflected in the design proposals.

Summary of Stage 1 Consultation Feedback

The design team found the Stage 1 consultation invaluable, with local knowledge and passion for community providing insights that could help develop concept proposals further. A summary of the key topics raised by the community during the first stage of consultation are listed below:

- The pride and interest of the local community and key stakeholders in the future of this part of St Helier, and the desire to be meaningfully and regularly engaged in the vision and planning process.
- The need for improved connectivity and movement.
- Concern around the inclusion of taller buildings.
- Island-wide traffic issues and the negative impact on St Helier in terms of pedestrian and cycle connectivity, noise, and air pollution.
- The importance of high quality open and green spaces.
- The need for community facilities, shops, cafés, and restaurants which remain lively during the evenings and at weekends all year round.
- The need for views to be protected or enhanced.
- The need for high quality architecture which considers the local character.
- That young people should have a say in the future of the waterfront.

Respondents were supportive overall, noting however that they wanted to see much more detail, and this then became a key focus for the timing and content of the second stage of consultation.

Stage 2 Consultation: May – June 2021

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Above: Stage 2 Consultation
Session in the Town Hall



Above: Stage 2 Consultation
advert/flyer

The second stage of consultation to develop the future vision of Southwest St Helier Waterfront took place between May and June 2021. This stage of consultation provided an update on the work that had been undertaken to date and presented the community with a revised and more detailed concept Visioning Framework. We shared the feasibility work that had been undertaken in the interim period, in particular a design response to Stage 1 consultation feedback and further information on transport and market demand studies that had shaped the revised concept shown.

We held several online and in-person consultations alongside a continuous exhibition of the updated concepts for public view from 13 – 18 May. We also posted the materials on the consultation website, including a full video presentation of the proposals. We encouraged feedback on the proposals through a short questionnaire, with the deadline for submission on the 3 June.

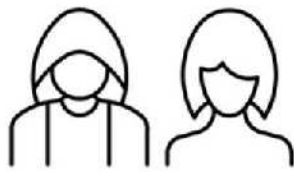
We asked participants a total of 17 questions which covered landscape design, connectivity, public realm, the overall mix of uses, cultural and community uses, building height, and consideration for young people, as well as more general questions asking what they liked about the proposals in their current form and what we should prioritise going forward.

Anyone who had provided an email address was notified when the Stage 2 material was made live on the website and invited to events.

Three online sessions were undertaken, one on 14 May and two on 18 May alongside two in person sessions at the Town Hall. The workshops were facilitated by Icon Projects with full presentations from the design team followed by question and answer sessions. Separate meeting notes for each of the sessions are appended and can be downloaded on the consultation website.

• Stakeholder Meetings

By this point in the process in excess of 20 statutory and regulatory workshops and meetings had been undertaken by JDC and the design team with relevant Government of Jersey departments, the Parish of St Helier, JEC Utilities, the Jersey Architectural Commission, Jersey Arts and Jersey Sport. The coordinated work with these stakeholders was reflected within consultation material shared with the community.



5 sessions with
16 – 18 year olds

• Engagement with Young People

Led by the Government of Jersey's pledge to put children first and the community feedback that we should engage young people in more detail, we undertook specific engagement with young people during Stage 2, working with education establishments. The team pre-recorded a video explaining their profession and then went through an explanation of the Southwest St Helier Waterfront site and the emerging concept proposals. The design team asked the students for their ideas and what they would like to see explored on the waterfront.

The comments received from 16 – 18-year-olds helped enrich the development of more detailed public and private realm concepts and we continued the discussions, with JDC taking a group of young people on a site visit to discuss ideas in more detail later on in the process.



Stage 2 consultation received 331 completed online questionnaires alongside 16 paper copy responses. In addition, during Stage 2 several members of the community wrote directly to the team with their ideas and thoughts.

The questionnaire results and comments received by email to the team during Stage 2 are appended and can be read in full [here](#). A copy of the stage 2 consultation material is appended.



Online feedback form responses summary

1. What do you like about the proposals?

271 people answered this question. The top 6 key themes are listed below:

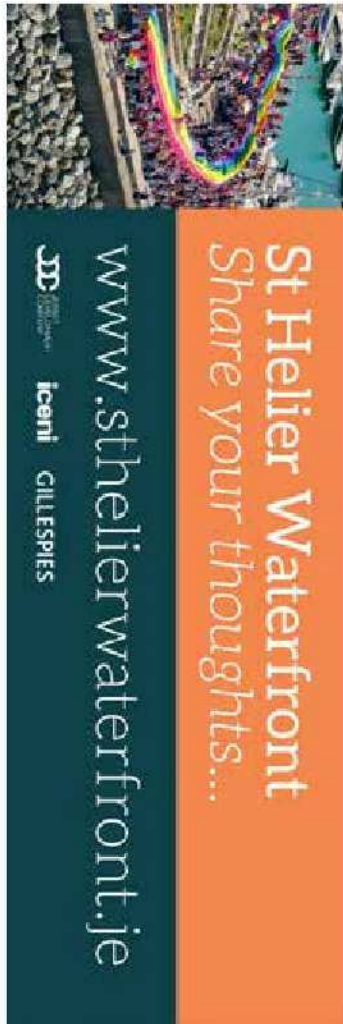
- General standalone negative comments with people stating that they do not like the proposals i.e. 'nothing' (56)
- Support for the green spaces and planting proposed (51)
- Support for the new outdoor public spaces proposed (34)
- General supportive and positive comments on the proposals i.e. 'very nice plans' (27)
- Support for the overall design and landscaping (22)
- Support for the community, social and cultural uses, including places to meet, performance spaces, and the food and beverage offer (21)



Above: Stage 2 Consultation website material

2. Do you think the proposals complement the existing town centre?

- 341 people answered this question. 57.4% of respondents were neutral, agree or strongly agree that the proposals complement the existing town centre.



Above: Stage 2 Consultation roadside banner

3. Do you have any other comments on how the proposals complement the existing town centre?

232 people answered this question. The top 6 key themes are listed below:

- The need for a strong entertainment/ food and beverage/ retail offer. Alongside making suggestions for potential uses, people felt this would support placemaking and encourage footfall (31)
- The feeling that the proposals do not complement the town centre, but have no strong feelings on this (31)
- The need for the proposed transport connections to be improved (29)
- General negative comments with people stating that they do not like the proposals (23)
- Improving the architectural look and feel of the buildings (21)
- Statements that respondents had no further comments (21)

4 What do you think about the approach to landscape design?

- 289 people answered this question. The top 6 key themes are listed below:
- General supportive comments on the landscape design (70)
- The need to increase the amount of green space and planting (44)
- General standalone negative comments on the landscape design i.e. rubbish (44)
- The look and feel of the landscape design. Whilst some people were supportive others felt the proposals could go further (19)
- The need for more information to be able to comment (17)
- Generally neutral towards the landscape design (15)

5. Do you agree with the more developed ideas for the outdoor public space?

- 346 people answered this question. 73.3% of people are neutral, agree or strongly agree with the more developed ideas for the outdoor public space.

6. Do you have any comments on the more developed ideas for outdoor public space?

208 people answered this question. The top 7 key themes are listed below:

- The feeling that the green space could be improved. Most people commented on the need for the green spaces to feel 'natural' and 'wild' with more planting (32)
- General negative comments on the overall proposals for outdoor



Above: Stage 2 Consultation
Annotated Sketch proposals

- space i.e. 'leave it alone' (22)
- Concerns around other aspects of the development encroaching on the outdoor space (22)
- The need for sufficient sports and health facilities, with the majority of these making specific comments on the new pool (18)
- The need for open space to be social and interactive (17)
- The look and feel of the outdoor public space. Whilst some people were supportive others felt the proposals could be more exciting and 'fun' (14)
- The need to cater to young people/ teenagers (14)

7. Do you agree with the approach to improving connectivity?

- 346 people answered this question. 79.8% of respondents are neutral, agree or strongly agree with the approach to improving connectivity.

8. Do you have any other comments on the approach to improve connectivity?

181 people answered this question. The top 6 key themes are listed below:

- Emphasis on the importance of having sufficient pedestrian/ cycling routes and facilities, with most of these responses positive about the current offer whilst some calling for a new bridge or tunnel to avoid traffic on the Rue de Liberation (36)
- Statements that respondents had no further comments (23)
- There is too much traffic on the Rue de Liberation and the road will need to be sunk/ buried to achieve the kind of flow/ connectivity suggested in the proposals (20)
- Potential impacts on congestion and the need for a strong traffic management plan (15)
- The need for improved connections to surrounding areas i.e. town centre, waterfront (15)
- General negative comments on the overall proposals i.e. 'leave it as it is' (15)

9. Do you think we have got the mix of uses (housing, commercial and community) right?

- 343 people answered this question. 56% of respondents are neutral, agree or strongly agree that the mix of uses is right.



Above: Stage 2 Consultation
Character Areas Diagram

10. Do you have any other comments on the mix of uses (housing, commercial, community)?

217 people answered this question. The top 7 key themes are listed below:

- The need for vibrant entertainment and food and beverage spaces, especially along the waterfront (alfresco dining, bars, events spaces etc) (46)
- Concern around the number/ density of residential units (27)
- Statements that respondents had no further comments (23)
- Preferences on the type/ mix of accommodation i.e. affordable, social housing, buy to let, luxury etc (19)
- Concerns about height and massing (18)
- General standalone negative comments on the overall proposals, these people were generally against the principle of redevelopment (15)
- Concerns about the number/ type of commercial units, with the majority of these responses against office spaces (15)

11. Do you think the approach to height is well thought through?

- 340 people answered this question. 75.1% of respondents are neutral, agree or strongly agree that the approach to height is well thought through.

12. Do you have any comments on the approach to height?

206 people answered this question. The top 6 key themes are listed below:

- Generally concerned that the buildings will be too tall (56)
- Generally in favour of taller buildings (26)
- Questions and suggestions around the design of the buildings i.e. number of stories, layout (20)
- Statements that respondents had no further comments (18)
- The feeling that the proposals are out of character with the local area (15)
- General negative comments on the overall proposals (15)

13. Do you think there is enough for young people within the proposals?

- 341 people answered this question. 68% of respondents were neutral, agreed or strongly agreed that there was enough for young people within the proposals.



Above: Stage 2 Consultation Framework Plan

14. Do you have any other comments on the uses for young people within the proposals?

183 people answered this question. The top 7 key themes are listed below:

- Statements that respondents had no further comments (25)
- The need for indoor leisure and entertainment facilities i.e. cinema, bowling alley (22)
- The need for interactive, social public spaces where young people feel safe and welcome (21)
- The need for housing/ affordable housing for young people (21)
- The need for outdoor leisure and entertainment facilities (20)
- Design a skatepark into the proposals to replace the old skatepark (14)
- Ensure there is a safe play area for children (11)
- The need for more information / direct consultation with young people (11)

15. Do you have any ideas for possible community and cultural uses to occupy the ground floors?

228 people answered this question. The top 6 key themes are listed below:

- The need for bars, cafes, restaurants, clubs and alfresco dining options (37)
- A space for sports activities and leisure facilities, for example an activities centre, tennis courts, a climbing wall, gyms, martial arts, yoga etc (29)
- The need for arts, music and cultural venues such as galleries, outdoor theatre and music and performance spaces, craft centres and a cinema (64)
- Statements that respondents had no further comments (25)
- The need for spaces for community events including a community centre and a youth club (24)
- A space for pop-ups and markets i.e. food markets, craft fairs (22)

16. What do you think the key priority is for the team as we progress to a more detailed design stage?

251 people answered this question. The top 6 key themes are listed below:

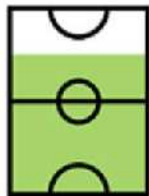
- Limit the number of housing units and ensure they are affordable and well suited (34)
- A quality build and landscape design (longevity, appearance,



4675m² of new civic space -
That's nearly 2 and 1/2 more
liberation squares



14,500m² of new planting.
That's 116 Olympic swim-
ming pools



4800m² of new Play and
Fitness offerings within the
Proposal- That's 3/4 of a
premier ship football field

Above: Stage 2 Consultation
Infographics

- sustainability etc) (32)
- Conserve green space and the natural environment (26)
- Regular consultations throughout the process (25)
- General negative comment towards the idea of development in the area (24)
- A range of social and leisure facilities i.e. cinema, pool, restaurants etc (20)

Summary of Stage 2 Consultation Feedback

As noted above, 347 people responded to the consultation. The feedback resulted in a valuable set of findings for the team. Analysis showed strong support for the proposed outdoor public spaces, with participants especially excited about the proposed green spaces. People were also supportive of the landscape design, suggesting it had been well considered both aesthetically and practically.

Green space, however, remained a sensitive issue. Aside from the generally positive reaction to the proposed green spaces, some people did suggest improvements, including more parks, wilding, and natural growth.

People were overwhelming in favour of the improvements to connectivity, with increased pedestrian and cycle priority paths a major factor in this. There were still concerns over the severance and traffic volumes on La Route de la Liberation as residents noted an eagerness to establish a genuine pedestrian connection between the waterfront and the town centre for pedestrians.

People were excited by the idea of a new, vibrant waterfront with lots of bars, restaurants, and cultural venues. The general feeling was that the proposals provided an opportunity to give the area a cultural boost and a new identity.

A summary of the key topics raised by the community during the second stage of consultation are set out below:

- Widespread support for the connectivity improvements although respondents were keen to point out the importance of having sufficient pedestrian/ cycling routes and facilities, with some calling for a new bridge or tunnel to avoid traffic on La Route de la Liberation
- Widespread support for the overall approach to height although still concerns that some of the buildings would be too tall and several calls for a reduction in the height of the development.
- Support for the approach to complement the town centre and the proposed mix of uses
- Some negative comments with respondents stating they did not like

the overall proposals

- Widespread support for the green spaces and planting proposed alongside the landscape design
- The need for a strong entertainment, food and beverage and retail offer.

Stage 3 Consultation Process: July 2021

6



Above: Stage 3 Consultation
Town Hall exhibition



Above: Advert with
interactive QR codes to 360
visualisations



Above: Childrens' wildlife
hunt stickers

The community feedback from the stage 1 consultation in Autumn 2020 and then the stage 2 consultation in May 2021, helped shape the Stage 3 proposals shown in July 2021.

The third stage of consultation activities included a combination of online sessions, in-person walk & talk events around the Waterfront, an exhibition at the Town Hall, digital 360-degree concept visualisations of the architectural scale, character and public realm and interactive displays at four different locations around the Waterfront. In summary, we undertook:

- 3 virtual sessions with the public
- 2 walk and talks with the public
- Site visit with school (16 – 18 year olds)
- Displayed an interactive exhibition along with waterfront, with
- 4 plinths combining traditional interpretation panels with digital content, QR codes, 360 visualisations and a wildlife hunt and competition for children
- Physical display of exhibition boards in Assembly Rooms with pop up banners
- Digital Engagement exercise
- Facebook and Instagram campaign
- Online material and survey with dedicated email address
- Widespread advertising
- Leaflet distribution

A total of 537 people completed the Stage three feedback form. In addition, a number of islanders joined the walks and talks and online events proving feedback and also provided detailed written feedback.

The design team and JDC had reduced the height of the building massing directly based on stage 2 community feedback, reducing buildings to no more than 8 storeys with lower variations across the framework south of La Route de la Liberation. The exception to this change was the gateway building on the junction of the Esplanade and La Route de la Liberation which is proposed to be 12 storeys in alignment with Government of Jersey Policy.

Also based on the consultations' feedback and positive support from the community, the public realm concepts were revised to expand the amount of leisure and play activities, as well as Open spaces were also increased to facilitate local art and culture in the public realm.



62,000 views of our
social media ads

Landscape topography, trees and planting were considered to create microclimates across the framework. This included the positioning of buildings, public kiosk shelters and building colonnades.

Respondents to the Stage 1 and 2 consultations asked to see more detail, and the four 360-degree visualisations provided illustrative concept interpretations of the potential scale of public spaces and framework massing. This helped to engage with the community and receive more meaningful responses about the proposals.

The Stage 3 consultation report is appended and can be read [here](#). A copy of the stage 3 consultation material is appended.

Stage 3 Feedback

537 people have responded to the feedback form. 532 online responses were received as well as 5 paper hard copies. The section below breaks down the responses provided for each question.

When answering free text questions, respondents often include several points or topics in their response. To accurately understand feedback, we record each individual point as a separate comment related to the theme or topic.

Online feedback forms

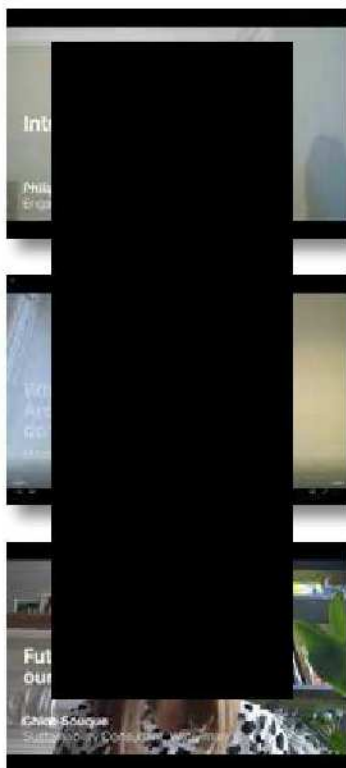
Do you support the outline proposals shown?

486 people answered this question. 60% of responses were either in total support or broadly positive towards the proposals, 34% were either opposed to or broadly negative towards the proposals, and 6% were mixed, unsure, or neutral. A full breakdown is detail below.

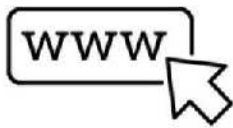
- 'Yes' or an equivalent response showing general support for the proposals (261)
- 'No' or an equivalent response showing general opposition to the proposals (160)
- Broadly positive with suggested improvements (31)
- Broadly negative with suggested improvements (5)
- Responses presenting a neutral view (1)
- 'Not sure' or an equivalent response showing indecision (18)

Analysis by Age (not everyone provided their age)

Under 25s (91 responses) – Supports (84%), Opposes (7%), Broadly Positive (5%), Neutral (2%), Unsure/ Mixed (2%)



Above: Video stills taken from
school session



14,900 individual visits to the website

25-44s (187 responses) – Supports (63%), Opposes (23%), Broadly Positive (7%), Neutral (3%), Unsure/ Mixed (2%)

Under 45s (278 responses) – Supports (70%), Opposes (18%), Broadly Positive (7%), Neutral (3%), Broadly Negative (1%), Mixed/ Unsure (1%)

45-65s (154 responses) – Opposes (47%), Supports (37%), Unsure/ Mixed (7%), Broadly Positive (5%), Broadly Negative (3%), Neutral (1%)

Over 65s (31 responses) – Opposes (58%), Supports (23%), Broadly Positive (13%), Neutral (3%), Unsure/ Mixed (3%)

A number of other comments were also made, key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- Comments expressing concerns about the height and density of the development (22)
- Comments on the balance and quality of the commercial/ residential offer, including suggestions for the new Lido and Cinema, and the need to reduce housing and increase the number of commercial units (bars, restaurants, shops etc) (21)
- Comments discussing ideas for connectivity and the public realm, including the need for more green/ open space and concerns about the feasibility of pedestrian access on the Rue de la Liberation (14)
- Comments expressing concerns about the overall look and feel of the design (11)



Above: Interactive Plinths and Childrens' Hunt

Do you have any questions/ comments for the team?

482 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- No comment, i.e. 'No' or 'don't think so' (159)
- Questions about the cultural, leisure and commercial offer in the proposals. Prominent themes included suggestions for the size of the lido to be increased, the need to prioritise bars/ restaurants over retail, the need for a commercial rather than arthouse cinema, and the importance of prioritising local businesses over chains (54)
- Comments expressing concerns about the height and massing of the development, with some of these recognising an improvement from the previous proposals (52)
- Comments on ideas for connectivity in the proposals, with people generally excited about improvements to pedestrian/ cycle access but concerned about increased congestion on the Rue de la Liberation (35)
- Comments about the environment, climate, and sustainability, including the need for more biodiversity and green space,



Above: Stage 3 Consultation physical feedback form

consideration of the windy climate, and sustainable design/ construction techniques (33)

- Comments on the look and feel of the design/ landscaping. The majority of these were around the architectural style and open spaces whilst others were generally positive towards the designs (27)
- General negative comment about the proposals (2/)
- Uncategorisable or non-applicable comments, for instance comments around the pandemic (24)
- General positive comment about the proposals i.e. 'great project' (21)
- Comments expressing concerns about construction delivery and maintenance i.e. timeline, cost, noise etc (19)
- Comments expressing concerns about the loss of existing amenities, including Aqua splash, the old cinema, and Le Frogate Café (15)
- Comments highlighting the need for more information and continuous, frequent consultations with various demographics (15)
- Comments expressing concerns about parking provision in the proposals (13)
- Comments expressing concerns about density and affordability of housing (10)

About you

Are you:

537 out of 537 answered



Which age range are you in?

537 out of 537 answered





Above: Example Stage 3 Consultation advert/flyer

Hard copy feedback forms

A total of 5 hard copies of the feedback form were collected from the Town Hall exhibition. Out of the 5 who participated, two were aged over 65s, two 45–64-year-olds, and one unknown.

Responses were split, two supporting, three opposing.

Those who did not support the proposals cited issues with the presentation itself, the look and feel of the design, and the need for buildings with 'local character'.

Email feedback

A total of 18 emails were received providing feedback on the proposals. The feedback here was broadly in response to a request for public comment, with answers not confined to a specific question.

In general, the majority of responses presented a positive view with some suggested improvements. Key themes are listed below (themes/comments are shown in no particular order):

- Expressed satisfaction with the arts, culture, and commercial offer in the proposals
- The need for sufficient parking provision.
- Comments highlighting the importance of finding an alternative solution to crossing the Rue de la Liberation, such as a tunnel or bridge.
- Comments highlighting the need for the design to reflect the local character of the area.
- Comments expressing concerns about the impact of taller buildings on the wind/ climate on the seafront.
- A mixture of positive and negative comments on the housing provision and density of the development.
- Comments highlighting the importance of providing enough green space and biodiversity in the area.
- Comments expressing concerns about noise and dust during construction.
- Comments highlighting the need for more information.
- Comments about the overall look and feel of the design.



Above: Stage 3 Consultation example online questionnaire screen grabs



Above: Walk and talk event

Walk and talks

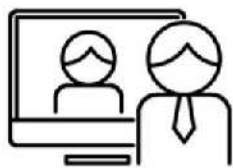
The team hosted two walk and talk sessions to encourage live feedback from the local community. The sessions took place on Thursday 22nd July from 1pm – 2pm and 6pm – 7pm. A total of 16 people attended. Notes from each session are detailed below.

Session one (7 attendees)

- Residents highlighted the need for sufficient parking provision in the proposals.
- There was confusion surrounding the necessity of the gateway building
- Some concerns amongst residents about the height of the development
- The layout of the buildings should enable views from the seafront and exposure to the sun.
- Comments on the computer generated images (CGIs) - road narrows to one lane, doesn't look like 3 lanes.

Session two (9 attendees)

- Questions about how social and affordable housing will be funded.
- The need for sufficient parking space for motorbikes.
- Conflicting views about the cycling and pedestrian access, with some people suggesting they should be integrated with the overall landscape and others suggesting routes should be segregated from cars.
- The need to observe Vancouver for a successful cycling provision.
- Questions about whether there will be access to private parking spaces
- Concerns about the route down Rue de Letau, which is already congested, with people mounting the pavements and ignoring the yellow lines.
- Concerns about consideration of the windy climate
- Concerns about traffic, noise, and contamination on the site.
- Also the raised areas on the promenade, graduates towards the road level
- Some concerns about the architecture, with specific reference to the 'pipe arch in the plaza photo' and a suggestion that the CGI indicates more work needs to be done.



7 virtual and physical sessions with the public

Online sessions

Online sessions were also conducted, giving the community another chance to provide live feedback on the proposals. These were split into three sessions - 20th July 6pm-7pm, 27th July 12pm-1pm, and 27th July 6pm-7pm. A total of 31 people attended. A list of key questions and comments from each session are detailed below.

Where time did not allow for a full response to questions or people submitted a question after the session, written responses were provided to all those who attended.

Session one (12 attendees)

- Clarification is needed on the height of Castle Quay – is it 8 storeys?
- Really pleased you're taking account of the views of Elizabeth castle. Can you provide more info on the arts and cultural facilities?
- When will we get the results of the stage 2 consultation?
- Why has the sinking of the Rue de la Liberation been dismissed in favour of a slow traffic area?
- How will greenhouse gases be offset?
- Are you proposing to demolish the leisure pool?
- How does the moving of the slip affect Victoria Lake - will it be improved?
- What's really lacking in Jersey is somewhere to go apart from food – will there be any rooftop pools to host events? Gym pool doesn't seem to offer much fun. Cafes all look to be on the ground floor – any mid/rooftop cafes with outdoor views? (balcony/terrace areas) The space for the ice rink seems wasteful – why not put something there full-time like bowling/arcade.
- What are the plans for the Radisson hotel?
- La Fregate should stay. It is not at risk of climate change, this is a world class piece of architecture. The Jardins and waterfront area should be left alone. La fregate can be lifted and moved.
- I didn't see the views of Fort Regent (grade 2 listed). In stage 1 there was a variety of rooftop styles and design, but everything now looks concrete - is that the intention? It would be good to have placemaking on a human scale that relates to human nature, rather than on a 'corporation scale'.
- It's been a great presentation
- Will there be fountains/water features for children?
- What are the plans for public toilets?
- You need to avoid wind canyons between buildings
- Is the winter garden happening? Which spaces are going to be used for the winter?
- At what stage will you be thinking about public art?
- Is it fair to say 73% will be green when Jardin de la Mer is already green?



Above: Stage 2 Consultation social media campaign

- What about the well-loved La Fregate? Can it not be moved to become the ticket office?
- Is there a plan for the underground area to demonstrate the potential excavation of the site?
- How will JDC reduce the amount of HGVs coming and going from the site?
- How far have you got with incorporating Jardin de Meleches into the masterplan?
- What is going to be the ownership structure of the buildings so Jersey can retain a vested interest in the mixed-use buildings?

Session two (6 attendees)

- Content is well thought through.
- Climate change approach – is fantastic
- It won't be easy changing the car-first mindset of people in the area.
- What will happen with the displaced parking?
- Clarity needed on proportion of parking that will be publicly accessible.
- Very positive
- Satisfied with the mixture of public spaces
- Why get rid of La Fregate Café? What about saving it, jacking it up? Tenant has said its in poor shape. No disabled access.
- At grade crossing points – helps the permeability. Already got traffic lights at Gloucester Street/ castle at roundabout. Weighbridge - also adjacent to commercial buildings at the tunnel.
- Are you going to sync the lights?
- Is the existing pool building going to be retained? Yes but facilities integrated – leisure zone.
- Good to remove the cinema but still have facilities?
- Yes, support this
- Like the proposals
- Satisfied with the scale and grade of the proposals
- Suitable mix of designs in the future – need different styles. Need to be carefully developed – include local architects in the process.
- Break down facades to reflect building width in Jersey – more intimate (pot size).
- Reconsider roof space

Session three (7 attendees)

- EV roofs
- Type of plants and how high will this be
- Don't move the slipway – historic
- Positive – looks good



Over 600 written
responses received

Summary of Stage 3 Consultation Results

As noted above, the design team had responded to comments by reducing the height of the taller corner buildings by three storeys to a maximum of eight and bringing the gateway building down from 16 storeys to a maximum of 12.

The earlier consultations had received a high level of requests for increased areas of leisure across the site, including enhanced public realm, more open space to play, additional water features and more opportunities for art and culture and respondents welcomed their inclusion as part of stage 3.

A key topic raised during the first stages of consultation was the effect of wind in and around the development. The team has ensured the design and positioning of buildings integrated with landscaping features, trees and planting and colonnades to provide good shelter and respite.

The consultations highlighted that people were enthusiastic about the proposed leisure facilities, especially the outdoor lido located in the new Les Jardins de la Mer. Feedback from under-25s highlighted that the current waterfront is 'outdated' and they are excited by the idea of something new. There was also considerable support for pedestrian and cycle routes, with a desire for sustainable travel to be a key part of the final planning proposals.

Other suggestions included ideas for cultural and commercial uses on the development, including more leisure facilities and a selection of cafes bars and restaurants. Consultees supported the Stage 3 proposals for taking on board previous comments on reducing building heights. More than 20 per cent of those that took part in the third stage consultation were under the age of 25.

Significantly, 84 per cent of the under 25s supported the updated proposals which will ensure the design, style and content of the southwest St Helier site meet their aspirations.

Overall, 60% of those who responded to the online questionnaire were in full support of the proposals.

Next Steps

JDC are committed to ensuring the proposals remain in line with high levels of support and working with the community on an ongoing basis.

Appendix A: Stage 1 Consultation Material

Right: Stage 1 Consultation
Press Advert for Jersey
Evening Post

St Helier Waterfront

We want your views

Stage 1

Consultation



The Jersey Development Company are developing a Visionary Framework to transform the Southwest waterfront area of St Helier.


Thank you for your comments so far. The design team have been working on some initial concepts.

Take a look and tell us what you think by completing the short questionnaire:

www.sthelierwaterfront.je/questionnaire

You can also email us at info@sthelierwaterfront.je. We will review the feedback received and use it to develop more detailed proposals over the coming months.



Right: Stage 1 Consultation
school advert

St Helier Waterfront

Get Involved!

The Jersey Development Company are developing a plan to transform the Southwest waterfront area of St Helier.

The design team have been working on some initial concepts and would love to hear from young people like you.

Take a look and tell us what you think of the ideas by completing the short questionnaire online:

www.sthelierwaterfront.je/questionnaire

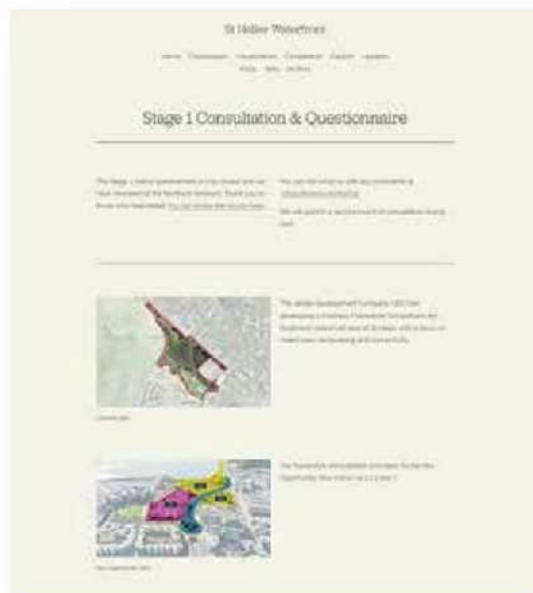
Email us at info@sthelierwaterfront.je if you would like to be involved and kept up to date with progress!







Right: Stage 1 Consultation web pages



Appendix B: Stage 1 Results and Community Session Notes

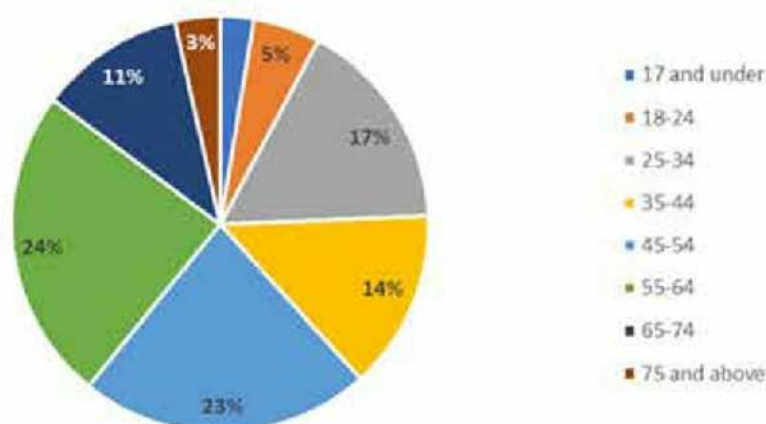
Stage 1 Consultation Feedback Report

A Summary of Respondents

247 people responded to the Stage 1 online feedback form. We also received 29 emails and 1 letter with additional feedback directly. We undertook two workshops, one with the community and one with key stakeholders. Separate meeting notes for each of the workshops can be downloaded.

This report details the online feedback form responses. We have also summarised the feedback received separately to the team at the end of the report.

A breakdown showing the ages of respondents is shown below:



Of those who chose to identify their gender at the end of the questionnaire, 66 were female and 155 male.

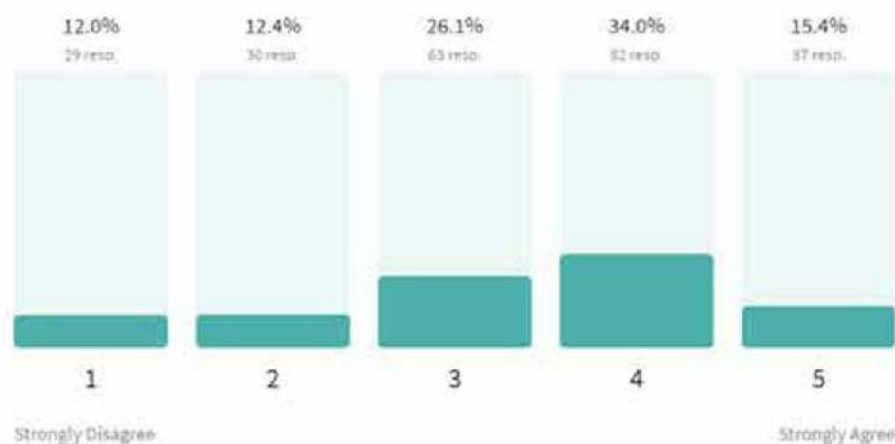
All 247 respondents answered the question below. Please note respondents were given the opportunity to select multiple options.



1. Questionnaire Results Breakdown

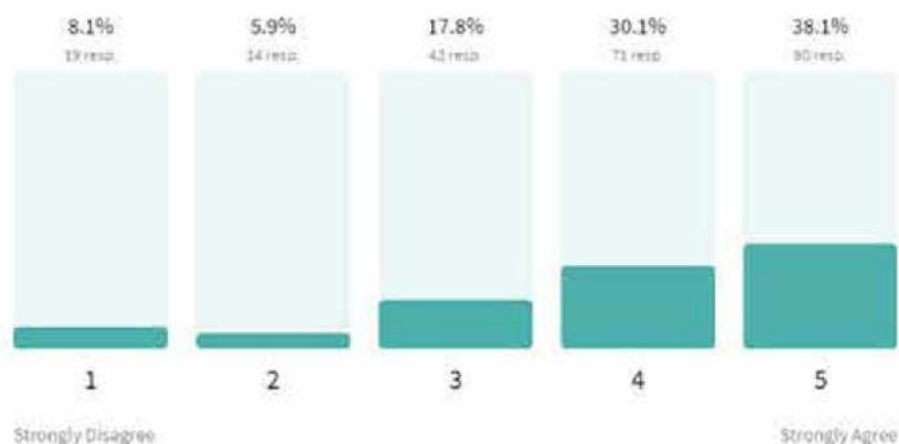
Do you think the proposals address the disconnect between the waterfront and the town centre?

241 out of 247 people answered this question



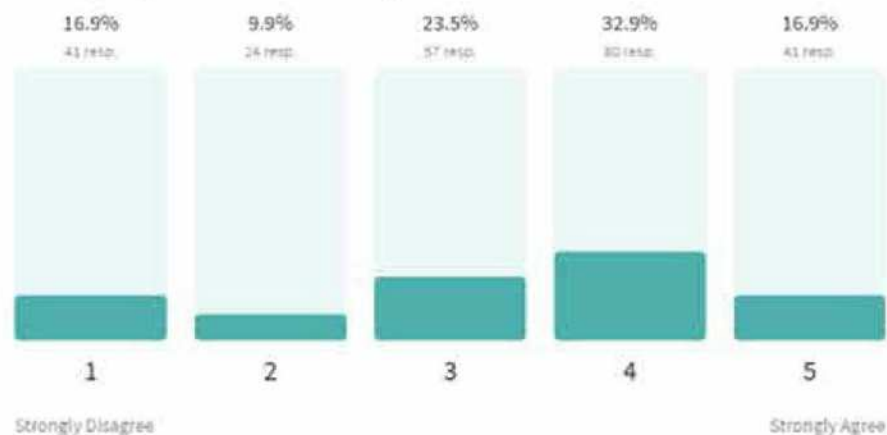
Do you support the initial ideas for the outdoor public spaces?

236 out of 247 people answered this question



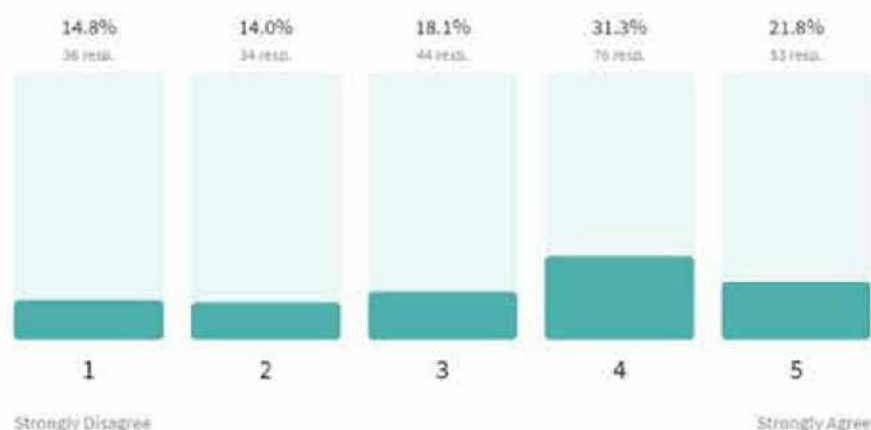
Do you think the mix of uses shown will complement the existing town centre offer?

243 out of 247 people answered this question



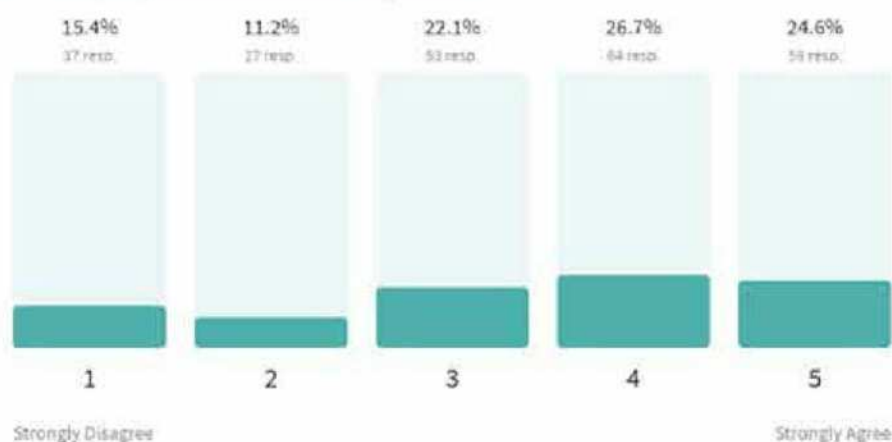
Do you think the concepts shown have the potential to successfully integrate the proposed new development into the existing surroundings?

243 out of 247 people answered this question



Do you think we have created exciting new views and vistas?

240 out of 247 people answered this question



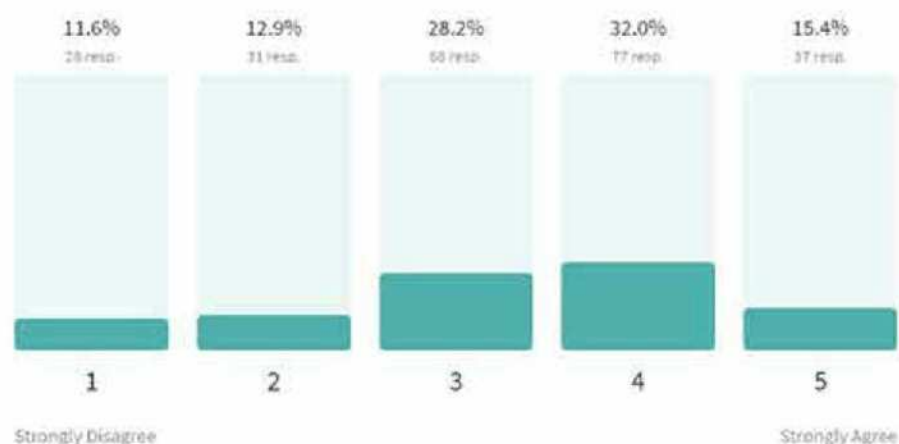
What do you think the most important consideration will be when we look at height as part of the next stage of work?

237 out of 247 people answered this question. Respondents were able to select more than one option.



Overall, do you think the initial concepts shown meet the objectives set out in the Southwest St Helier Planning Framework?

241 out of 247 people answered this question



2. Free Text Comments Analysis

Under each of the questions set out in section 2 above, we provided a space for further comments. Those comments have been reviewed in detail and the findings are set out below.

Please share any other comments you have on the open spaces

155 of the 247 respondents answered this question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their response.

- 33 responses suggested uses for the open space. Spaces for exercise came up frequently as well as the opportunity for outdoor performance space such as an amphitheatre.
- 24 responses felt it important that amount of open space is prioritised over buildings for commercial or residential use.
- 23 of the responses stated that the open spaces should be maximised. Most comments centred on the need to see more open space included in the proposals.
- 18 of the responses made enthusiastic comments, welcoming the design proposals for the open spaces.
- 17 responses highlighted the need for the proposals to draw influence from the local area and natural landscape. This included incorporating wild and native planting and considering seasonality.
- 12 responses mentioned the need to carefully consider how the maritime environment/ climate might impact the open spaces.
- 12 responses felt it important that the open spaces are open to all. Encouraging multi-generational use and the need for the spaces to feel welcoming were mentioned frequently.

- 11 responses made general negative comments about the redevelopment of the waterfront. These were largely unrelated to the open spaces but against the principle of redevelopment.
- 10 responses mentioned the inclusion of an outdoor swimming pool, mostly welcoming the idea. It was highlighted that any sea water pool should consider the impacts of water pollution.
- 9 responses directly commented on the design features of the open spaces, referencing the need to maximise spaciousness, introduce interesting and fun design elements and creative use of materials.
- 7 responses felt it important that the open spaces become a 'destination' that draws people to the area.
- 6 responses highlighted a need for facilities such as seating, tables, bins and toilets to be included in the proposals for the public realm.
- 6 responses mentioned parking. These comments mostly highlighted the need to make sure the provision of open space does not compromise needed parking spaces.
- 6 responses referenced existing local spaces, mostly mentioning the need to utilise or improve these before creating new spaces.
- 5 responses focussed on a need for the open spaces to be accessible.
- 4 responses highlighted the need to maximise biodiversity in the open spaces.
- 4 responses raised the need for the open spaces to be well maintained.
- 4 responses mentioned the opportunity for the open space proposals to improve feelings of wellbeing.

Please share any other comments you have on views and vistas

138 of the 247 respondents answered this question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their response.

- 30 responses focused on the need to protect existing views and vistas. Concern that the development would block views was frequently raised.
- 24 responses highlighted the opportunity for the landscape and architecture proposals to enhance existing views.
- 21 responses were supportive of views and vistas presented.
- 13 responses commented on the design proposals in general. These were often unrelated to the views mentioning connections, character and quality of architecture amongst other topics.
- 14 responses emphasised a need for the proposals to maximise and enhance sea views.
- 12 responses felt that more information and images were needed in order to comment.

- 11 responses felt that there is little opportunity to create new views. These comments were often related to concern around the new buildings blocking views, or statements that the views referred to in the material shown already exist.
- 11 responses commented on the height and density of the buildings, stating this as excessive.
- 7 responses were related to use, highlighting the opportunity for observatories, viewing points and rooftop spaces for people to experience the views.
- 6 responses referenced character, mostly mentioning the need to ensure views of the development do not negatively impact the character of St Helier.
- 5 responses highlighted the opportunity to create new views.
- 4 responses felt that views and vistas should be freely accessible for all to experience.

Please share any other comments you have on height

139 of the 247 respondents answered this question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their response.

- 51 responses highlighted concern about inclusion of taller buildings.
- 28 responses raised local character. Most responses referenced a need for the height to be in keeping with the local area.
- 22 responses welcomed the current height proposals or supported the inclusion of taller buildings.
- 18 responses referenced the need for taller buildings to be of high-quality design. Comments expressed a desire for the architecture to be interesting and iconic.
- 14 responses highlighted a preference for a variation of different heights to be spread across the site.
- 11 responses felt that views should be considered when thinking about height. The need to preserve sea views was frequently raised alongside ensuring that any new buildings do not block existing views.
- 11 responses mentioned the design of taller buildings. A need to consider materials used as well as the shape of the buildings was raised.
- 9 responses raised use, mostly highlighting viewing and tourism opportunities.
- 4 responses highlighted a need for more information and images in order to comment.

Please share any other comments you have on uses

144 of the 247 respondents answered this question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their response.

- 22 responses focussed on the food and beverage offer of the proposals highlighting the opportunity for waterside cafes, restaurants and bars.
- 21 responses focussed on the leisure offer of the proposals, often commenting on the opportunity for a new cinema.
- 20 responses emphasised the importance of the waterfront avoiding competition with the town centre.
- 20 responses emphasised the need for any new uses to be for the local community and residents. The need for community space was also raised.
- 18 responses requested cultural uses be included such as a performance space.
- 12 responses raised commercial uses. These comments mainly focussed on office space and the need to balance with the other proposed uses.
- 12 responses felt that there was too much residential space proposed.
- 11 responses made other comments on residential use. Some comments focused on the design of the spaces, whilst others highlighted the importance of a housing offer for local people.
- 10 responses focussed on the retail uses proposed. Comments were divided with some people requesting a good shopping offer with others less keen on retail uses.
- 9 responses focussed made general positive comments supportive of the uses presented.
- 9 responses raised open space mostly highlighting a need for more to be included as a part of the proposals.
- 7 responses made general negative comments, generally against the principle of redevelopment.
- 6 responses expressed a desire to create a 'buzzy' atmosphere.
- 5 responses highlighted the need to ensure the proposed uses, particularly restaurants, bars and cultural spaces do not disturb residents.
- 5 responses mentioned the opportunity for the proposed uses to encourage tourism.
- 5 responses highlighted the need to include sports facilities as a part of the proposals.
- 5 responses highlighted the need for further consultation on the proposed uses.

Please share any other comments you have on design

140 of the 247 respondents answered this question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their response.

- 32 responses made general comments welcoming the design proposals presented.
- 32 comments emphasised the need for high quality and iconic architecture. Materials

were referenced and a desire to move away from local glass and metal precedents.

- 27 comments highlighted a need for the design proposals to draw influence from Jersey's character.
- 26 comments raised concerns around the height and density of the proposals.
- 15 responses noted a need for more detail in order to be able to comment on the proposals.
- 14 responses highlighted perceptions on the appearance of the buildings presented.
- 11 responses expressed a desire for the design proposals to be modern.
- 10 responses made general negative comments about the design proposals, often against the principle of redevelopment.
- 9 responses highlighted the need to consider the sustainability credentials of the proposals.
- 8 responses highlighted the importance of green spaces as a part of the proposals.
- 6 responses emphasised the importance of the connections as a key part of the design proposals.
- 4 comments felt it important that the design proposals are people focussed.

Please share any other comments you have on connectivity & mobility

144 of the 247 respondents answered this question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their response.

- 24 responses commented on the pedestrian experience. Most comments focussed on the need to prioritise pedestrian space and routes.
- 20 responses mentioned the land bridge park, mostly welcoming the idea. There was a desire to see more than one pedestrian bridge.
- 18 responses expressed a desire to see more connections and routes as a part of the proposals. The need for links in all directions outside of the waterfront was commented on as well as fully connecting with the town centre.
- 17 responses highlighted the importance of new cycle routes. Comments often requested that pedestrian and cycle paths be separated.
- 16 responses raised the design of the new connections including the opportunity to add more greenery.
- 14 responses expressed a desire to sink the main road running through the site.
- 11 responses made general negative comments about the overall design proposals.
- 10 responses raised questions around the need for new connections and routes, often

stating that they were happy with the existing provision.

- 9 responses focussed on roads and on the whole felt that these were the greatest challenge to overcome when thinking about the connectivity of the site.
- 7 responses highlighted the need to think about disabled access.
- 7 responses mentioned public transport mostly highlighting the need for busses and trams to be able to service the site.
- 6 responses highlighted the importance of minimising the use of cars on site.
- 6 responses felt it important that sufficient parking be included as a part of the proposals.
- 5 responses made general positive comments, welcoming the connectivity and mobility proposals presented.
- 5 responses focussed on current connectivity issues including congestion issues around the waterfront and feeling disconnected.
- 4 responses felt that existing and future office space close to the waterfront might limit connectivity with the wider area.

Do you have any other comments overall?

124 of the 247 respondents answered this question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their response.

- 12 responses focussed on connectivity and mobility. Comments mostly emphasised the importance of connecting the town centre to the waterfront and the need for stronger pedestrian links with the local area. Access and roads were also raised.
- 11 responses focussed on use. Most comments highlighted a need to think about uses for young people and children alongside welcoming the opportunity for a new outdoor swimming pool.
- 10 responses made general positive comments, welcoming the proposals and work presented.
- 10 responses mentioned open spaces. Comments mostly emphasised the importance of providing significant open spaces. People also mentioned a need for more greenery and encouraging biodiversity.
- 10 responses emphasised the importance of thinking about the needs of islanders when designing the proposals. It was felt the waterfront should be a space that is welcoming and open for use by all.
- 10 responses highlighted the need to think about character of St Helier, ensuring that this is reflected in the design proposals.
- 9 responses mentioned consultation with residents on the proposals. Most comments

requested a greater level of engagement highlighting a need to consider historic feedback on the redevelopment of the Waterfront.

- 8 responses raised height and density and a need to ensure that this is not excessive.
- 8 responses commented on timescales and a desire for the proposals to be realised quickly.
- 8 responses made general negative comments, mostly against the principle of redevelopment.
- 7 responses focussed on design often referencing use of materials or the need for bold and innovative ideas.
- 6 responses stated that more information on the proposals is needed.
- 5 responses expressed a desire to see less commercial or residential space included as a part of the proposals.
- 5 responses focussed on the environment mostly referencing the need to think about sustainability. Remediation works were also raised.
- 4 responses raised questions around who will live in the new homes including a desire to avoid foreign investment purchases.
- 4 responses raised the need to ensure there is sufficient parking provision on site
- 4 responses reiterated the importance of the opportunity to redevelop the waterfront

We would like to contact you when the next stage of consultation is undertaken. If you would like to be included, please provide your email address below.

201 of 247 people answered this question with 164 providing an email address for future correspondence.

Emails/ letters received direct to the team

We have been liaising with members of the community over email and phone with regard to their contact details, signposting to material online and responding to queries. In addition to this general communication with the community we received 29 emails and 1 letter with further detailed feedback during the Stage 1 consultation period. This has been reviewed in detail and is wide ranging, the key common theme (noted by 11 respondents) was the need for a concert venue as part of the framework, with some noting it should be iconic in architectural terms.

Appendix C: Stage 2 Consultation Material

Introduction & Update

The Southwest St Helier planning framework was adopted by the Environment Minister in December 2019 as a Supplementary Planning Guidance (SPG) following extensive public consultation. The Framework replaces the Esplanade Quarter Masterplan and also provides guidance on adjacent land and properties.

The adoption of the Guidance has enabled the Jersey Development Company (JDC) to develop a **Visionary Framework** to transform the Southwest St Helier Waterfront.

Within the Visionary Framework the concept proposes to provide; new homes, community and leisure facilities, extensive landscaping and public open spaces. JDC's objective is to create an attractive, sustainable and enjoyable place to live, work and play.



The framework will establish design principles for the Key Opportunity Sites known as 1,2,3 and 7 (shown above).

The development of the Key Opportunity Sites aims to address the disconnect between the waterfront and the town centre through a landscape-led design, which prioritises sustainability and a 'people first' approach.

The Purpose of this Consultation

The purpose of this second stage of consultation is to show the community a revised and more detailed concept for Southwest St Helier, explain the work that has been undertaken to date and gain further views from Islanders on the emerging proposals.

We are keen for as many people as possible to view the material and comment before we develop the concept more comprehensively.

We will engage the community again in July prior to an Outline Planning Application being made. The planning application stage will importantly include a full Environmental Impact Assessment.

We will review all the feedback received in detail and publish the responses in full on the consultation website as we did with Stage 1.

We would be grateful for comments before 3 June.

The Team

Jersey Development Company - the Government of Jersey's property development arm, responsible for completing the development of the St Helier Waterfront and regenerating Government owned property no longer required for the delivery of public services.

Gillespies is leading the consultant team, providing urban design, public realm and landscape design.

Heta architects is leading on architecture.

Aecom is advising on coastal alignment.

Iceni Projects is providing community and stakeholder consultation.

MS Planning is advising on planning matters.

Waterman Group is providing technical input on civils and infrastructure.

WSP is providing economics, traffic and transport advice.



The Work Undertaken So Far

Site Analysis

Since being appointed the team has undertaken detailed site analysis and a number of critical feasibility studies including transport and economics.

Technical Workshops

In excess of 20 statutory and regulatory workshops and meetings have been undertaken by JDC and the design team with relevant Government of Jersey departments, the Parish of St Helier, Utilities, the Jersey Architectural Commission, Jersey Arts and Jersey Sport.

Consultation Process

A consultation website was launched in Autumn 2020 and to date has had more than 3,000 visits with almost 13,000 page views.

A summary of the key topics raised by the community during the first stage of consultation are listed below:

- The pride and interest of the local community and key stakeholders in the future of this part of St Helier, and the desire to be meaningfully and regularly engaged in the vision and planning process.
- The need for improved connectivity and movement

- Island-wide traffic issues and the negative impact on St Helier in terms of pedestrian and cycle connectivity, noise and air pollution.
- The importance of high quality open and green spaces.
- The need for community facilities, shops, cafés and restaurants which remain lively during the evenings and at weekends all year round.
- The need for views to be protected or enhanced.
- The need for high quality architecture which considers the local character.

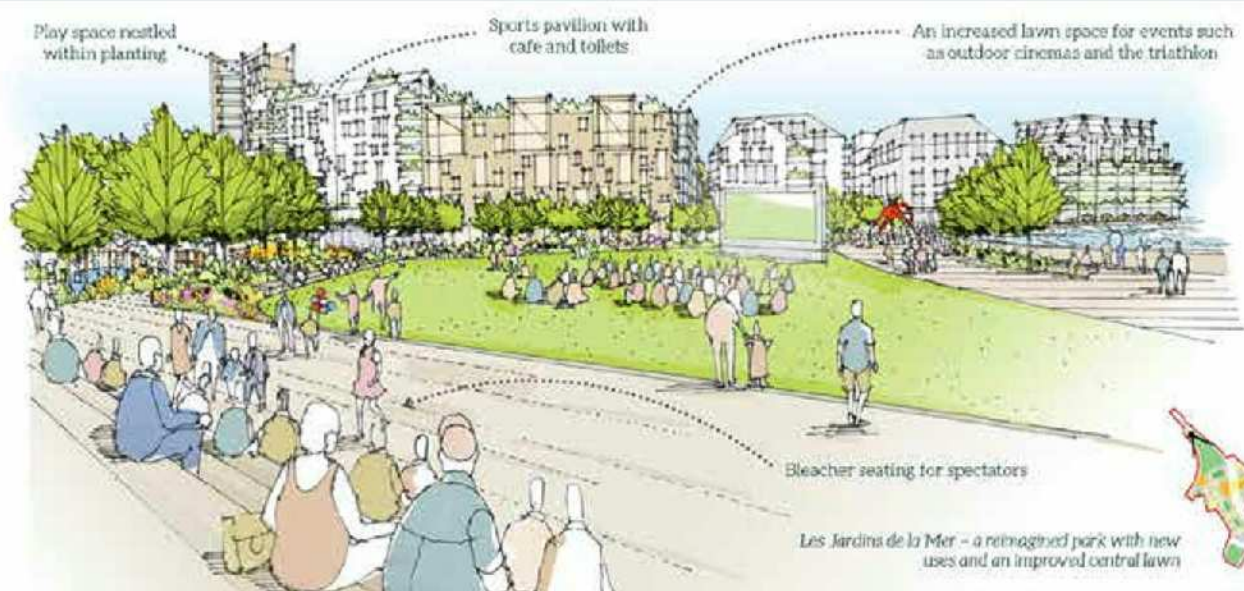
The consultation results can be read in full on the consultation website.

Engagement with Young People

More recently we have undertaken engagement with young people by working with education establishments. The comments received from 16 – 18-year-olds have helped enrich the more detailed public realm concepts shown and we are continuing the discussions with young people.

We would like to thank everyone who commented during Stage 1.

The team have used the site analysis, consultation results and findings from the feasibility studies to prepare the concept now shown for Southwest St Helier.



The Vision for Southwest St Helier

Jersey Development Company is focussed on delivering a compelling Waterfront that is recognised internationally as an exemplar in sustainability, landscaping and architecture that the Island can be proud of. The remaining Waterfront sites will deliver much needed new homes to help address the Island's housing needs.

It will be key to ensure a distinct character across the entire area, creating a landmark and prestigious district for the town.

The team are focussed on maintaining a level of flexibility to ensure the plan for the area is adaptable to facilitate future change in social, cultural, economic and environmental demands.

The key issues explored by the team over the last few months include:

- The scale and siting of buildings;
- How to deliver the landscape, public amenity and connectivity requirements
- Meeting the need for new homes
- The phasing of community infrastructure
- Traffic and Transport needs and assessment
- Economic viability
- Creating sustainable communities

The plans shown as part of this consultation are subject to design evolution and change, taking on board comments from the community through this second stage of engagement. Further stakeholder engagement sessions, alongside ongoing discussions with the Government of Jersey and other statutory bodies, will also continue to inform the Visionary Framework development.

Once you have reviewed the material we look forward to hearing what you think and answering any questions you may have.



The Waterfront Gardens - A new play and amenity hub complements the adjacent leisure uses



Landscape Framework

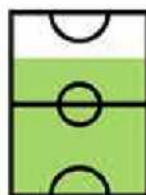


Above: The principal aim of the landscape framework is to create a range of external spaces that invites users to dwell along the waterfront while complementing the use of the proposed buildings. The proposal improves connections to the wider area by providing engaging, legible and freely accessible public spaces.

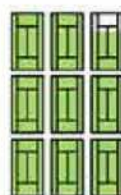
Procession Through a Space - A sequence of public spaces and central median trees improve La Route de la Libération



4,675m² new civic space.
That's 2.6% Liberation Squares.



4,800m² new play & fitness amenity space.
That's 1/4 of a football field or 8 1/2 tennis courts.



14,500m² new planting.
That's 11 1/2 Olympic swimming pools.

Framework Concept



Design Parameters & Brief



Revised Visioning Framework



Character areas



Connectivity - Pedestrian Movement



Connectivity - Cycle Movement



Connectivity - Vehicle Movement

Feasibility Studies: Key Findings

Traffic Study: La Route de la Libération

La Route de la Libération, known as Key Opportunity Site 7, is an integral part of the plan given the importance of improving connectivity as set out in the SPG. It serves the main east/ west route across the Island together with the Port and Town Centre.

A comprehensive traffic study has been undertaken to review the layout of La Route de la Libération and the underpass to assess if there are ways to address the severance the road currently creates.

The study confirms that without a shift towards sustainable transport modes and significant reduction in the Island's traffic volumes (>30%), the current provision of six lanes and underpass would need to be retained. In addition, the Island's economic performance is reliant on a safe and efficient transport network through this area, particularly from the Port.

How can we improve La Route de la Libération?

The current concept includes interventions to address the severance and is in line with SPG guidelines, by:

- Providing a new single phase pedestrian and cycle crossing between the Gloucester Street and Castle Street junctions;
- Significantly improving pedestrian and cycle crossings at the Gloucester Street and Castle Street junctions
- Supporting the network of new crossings with improved walking and cycle routes - fully segregated where possible;
- Incorporating bus lanes/bus gates to further promote sustainable travel;
- Greening and softening of the infrastructure with the inclusion of tree lined streets, verges and central median;
- Reducing speeds through the pedestrian zones and
- Designing the infrastructure on a human scale.

The proposals will be designed to ensure that they do not prejudice the long-term possibility of improving La Route de la Libération, or potentially downgrading it to four lanes, should there be fundamental change in travel habits.

It is however felt the cost and disruption of implementing a major intervention to downgrade La Route de la Libération would be detrimental to the Island economically and is therefore not supported by the Government of Jersey and confirms the view of the public expressed during design charettes on the planning framework during 2019.

A summary of the transport study can be read on the consultation website.

The decisions we take now need to ensure we can facilitate future change in social, economic and environmental demands.

Economic Study: Market Demand Analysis

The team looked at the island's population growth, child yields and wider demographic trends, including tourism and commercial related trends, and projections and the evolving nature of the St Helier economic base to set out a market demand analysis for the development area.

This has guided us on the volume and type of non-residential uses (ground floor commercial and community uses) needed to make the area a success without impacting on the Town Centre's viability.

The team has been mindful of the need to balance the uses, so they complement and reinforce other town centre functions, rather than detracting from it.

A summary of the Market Demand Analysis can be read on the consultation website.

Providing New Housing

The draft Bridging Island Plan identifies the need for 4,000 new homes to the end of 2025. The 2019 Objective Assessment of Housing Needs calculated that based on an annual increase of 1,000 in population, 7,000 new homes would be needed by the end of 2030.

The Waterfront has a key role to play in delivering new homes in an urban setting, in close proximity to amenities and places of work thereby reducing pressure on green-field development and reducing additional vehicle congestion during the am/pm peak hours.

The number of new homes and building heights

To meet housing need we are proposing 1,100 new homes. All homes will have private amenity space such as a balcony or terrace area.

The built form proposed varies in height and the concept sketches give an indication of the approach. This includes between 6 to 8 storeys along La Route de la Libération with higher massing allocated to the corners of blocks - up to 11* floors to bookend and create accent features in architecture. Along Rue de l'Etai the massing height reduces to 5 to 8 floors. Two new office developments proposed on KOS 1 follow the principle set by the IFC buildings and are proposed at no more than 6 floors.

In accordance with the policies outlined in the SPG document, a town gateway residential building is proposed of up to 16* storeys that will sit adjacent to the office developments.

The approach to height maximises the level of green space and access to sunlight, particularly in relation to the new landscaped areas and courtyards. Detailed solar analysis has been undertaken to inform the approach, increasing height at points where sunlight will not be affected.

** It is important to note that these heights are just proposals at this stage subject to consultation.*

Tell Us What You Think!

Tell us what you think before we develop the proposals over the summer:

- Do you support the more developed ideas for the outdoor public spaces?
- Do you support the approach to improving connectivity?
- Do you think we have got the mix of uses (housing, commercial and community) right?
- Do you think there is enough for young people within the proposals?
- Do you think the proposals complement the existing town centre offer?
- What do you think about the approach to landscape design?

- Do you think the approach to height is well thought through?
- What do you think the key priority is for the team as we progress to a more detailed design stage?
- Do you have any other comments?

Please fill in a questionnaire online to tell us what you think or email the team with your thoughts.

The deadline for comments is 3 June.

There will be further opportunities to comment in July when we will undertake another stage of consultation with the community.



Appendix D: Stage 2 Results and Community Session Notes

Southwest St Helier Summary of Stage 2 Feedback

Feedback Forms

347 people have responded to the feedback form. 331 online responses were received as well as 16 paper hard copies. The below breaks down the responses provided for each question asked. We also received 15 emails directly with a wide range of feedback, all of which has been passed to the design team.

When answering free text questions, respondents often include several points or topics in their response. To accurately understand feedback, we record each individual point as a separate comment related to the theme or topic.

Topics that were raised in 4% or less of the responses have not been included in the summary due to their low number.

1. What do you like about the proposals?

271 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- General standalone negative comments with people stating that they do not like the proposals i.e. 'nothing' (56)
- Support for the green spaces and planting proposed (51)
- Support for the new outdoor public spaces proposed (34)
- General supportive and positive comments on the proposals i.e. 'very nice plans' (27)
- Support for the overall design and landscaping (22)
- Support for the community, social and cultural uses, including places to meet, performance spaces, and the food and beverage offer (21)
- Support for the pedestrian focus of the proposals (15)
- Transport/connectivity. Some comments were supportive whilst others felt further improvement could be made (11)
- People liked the connections made between the town centre and the Waterfront (11)
- Support for swimming facilities (10)
- People liked the sport and leisure facilities proposed (9)
- Concerns about the residential offer including density and affordability (9)
- Support for the residential offer (8)
- The feeling that more information is required to be able to comment on the proposals (8)
- Support for the proposed cycle routes and facilities (8)
- The feeling that the green/open spaces could be improved (7)
- The feeling that the overall design and landscaping proposals could be improved (7)
- Concerns around the proposed height & massing (7)
- The commercial and retail offer. Whilst some people supported the commercial uses others felt too high a quantity was proposed (4)

- Support for the mix of different spaces and uses (4)
- The need to improve proposed swimming facilities (4)
- Concern around the impacts of an increased population on local infrastructure (4)

2. Do you think the proposals complement the existing town centre?

- 341 people answered this question.
- 57.4% of respondents are neutral, agree or strongly agree that the proposals complement the existing town centre.

3. Do you have any other comments on how the proposals complement the existing town centre?

232 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- The need for a strong entertainment/ food and beverage/ retail offer. Alongside making suggestions for potential uses, people felt this would support placemaking and encourage footfall (31)
- The feeling that the proposals do not complement the town centre, but have no strong feelings on this (31)
- The need for the proposed transport connections to be improved (29)
- General negative comments with people stating that they do not like the proposals (23)
- Improving the architectural look and feel of the buildings (21)
- Statements that respondents had no further comments (21)
- The feeling that the proposals do not complement the town centre and this is a negative thing (17)
- The feeling improvements need to be made to the town centre (16)
- Concerns around the residential uses proposed including affordability and density. Respondents often cited a need for homes for younger and elderly people. (15)
- The need for the proposals to fit in with local character (13)
- Concerns around height and massing (12)
- The need for public realm improvements (11)
- The need for inclusion of more greenery (10)
- The need for greater parking provision (10)
- The feeling that the proposals do not complement the town centre but that this is a positive thing (9)
- General supportive and positive comments on the proposals i.e. 'good ideas' (7)
- The need for cultural uses (5)

4. What do you think about the approach to landscape design?

289 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- General supportive comments on the landscape design (70)
- The need to increase the amount of green space and planting (44)
- General standalone negative comments on the landscape design i.e. rubbish (44)
- The look and feel of the landscape design. Whilst some people were supportive others felt the proposals could go further (19)
- The need for more information to be able to comment (17)
- Generally neutral towards the landscape design (15)

- Concerns around height and massing (14)
- Supportive of the amount of green space and planting proposed (12)
- The need for leisure, food and beverage, and performance spaces (10)
- The need for more consideration of the climate/ coastal environment in the designs (9)
- The need for a balance of different types of green/ public spaces (8)
- How the landscaped spaces will be maintained (7)
- Concerns around density of the proposed buildings (6)
- The need for uses and amenities for children and young people (6)
- The need for improved transport connections (5)
- The need for outdoor amenities i.e. seating (5)

5. Do you agree with the more developed ideas for the outdoor public space?

- 346 people answered this question
- 73.3% of people are neutral, agree or strongly agree with the more developed ideas for the outdoor public space.

6. Do you have any comments on the more developed ideas for outdoor public space

208 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- The feeling that the green space could be improved. Most people commented on the need for the green spaces to feel 'natural' and 'wild' with more planting (32)
- General negative comments on the overall proposals for outdoor space i.e. 'leave it alone' (22)
- Concerns around other aspects of the development encroaching on the outdoor space (22)
- The need for sufficient sports and health facilities, with the majority of these making specific comments on the new pool (18)
- The need for open space to be social and interactive (17)
- The look and feel of the outdoor public space. Whilst some people were supportive others felt the proposals could be more exciting and 'fun' (14)
- The need to cater to young people/ teenagers (14)
- Statements that respondents had no further comments (13)
- The need for arts, cultural and entertainment venues i.e. galleries, live music, cinema (13)
- The need for improved connections and a pedestrian focus (9)
- The need for more information to be able to comment (9)
- Uncategorisable or non-applicable comments, including 'Keep La Fregate (Café)' and 'V&A waterfront Cape town should be studied' (9)
- Could the need to consider the climate/ coastal environment in (7)
- The need for more bars, restaurants, and cafes (6)
- The need for greater parking provision (6)
- The need for more open space to be included (6)
- Support for flexible spaces/uses (5)
- The need to maximise the value of the seafront/waterfront location (5)

7. Do you agree with the approach to improving connectivity?

- 346 people answered this question
- 79.8% of respondents are neutral, agree or strongly agree with the approach to improving connectivity.

8. Do you have any other comments on the approach to improve connectivity?

181 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- Emphasis on the importance of having sufficient pedestrian/ cycling routes and facilities, with most of these responses positive about the current offer whilst some calling for a new bridge or tunnel to avoid traffic on the Rue de Liberation (36)
- Statements that respondents had no further comments (23)
- There is too much traffic on the Rue de Liberation and the road will need to be sunk/ buried to achieve the kind of flow/ connectivity suggested in the proposals (20)
- Potential impacts on congestion and the need for a strong traffic management plan (15)
- The need for improved connections to surrounding areas i.e. town centre, waterfront (15)
- General negative comments on the overall proposals i.e. 'leave it as it is' (15)
- The need for more public transport options i.e. hopper busses, trams (13)
- Desire for a new pedestrian-only bridge (11)
- Uncategorisable or non-applicable comments, including 'limit immigration' and 'free Wi-Fi outdoors' (10)
- More concerned about other aspects of the development (9)
- The need for greater parking provision (4)
- The need for sustainable transport options (4)

9. Do you think we have got the mix of uses (housing, commercial and community) right?

- 343 people answered this question
- 56% of respondents are neutral, agree or strongly agree that the mix of uses is right.

10. Do you have any other comments on the mix of uses (housing, commercial, community)?

217 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- The need for vibrant entertainment and food and beverage spaces, especially along the waterfront (alfresco dining, bars, events spaces etc) (46)
- Concern around the number/ density of residential units (27)
- Statements that respondents had no further comments (23)
- Preferences on the type/ mix of accommodation i.e. affordable, social housing, buy to let, luxury etc (19)
- Concerns about height and massing (18)
- General standalone negative comments on the overall proposals, these people were generally against the principle of redevelopment (15)
- Concerns about the number/ type of commercial units, with the majority of these responses against office spaces (15)
- The need for a strong retail and commercial offer, with a focus on local shops and businesses (14)
- The need to prioritise green space (14)
- The need to prioritise community uses in general (13)
- Concerns around affordability of the new homes (13)
- Uses for children/young people (7)
- The need for public realm improvements (7)
- The architectural look and feel and the desire for a mix of different buildings with

different styles (6)

- The feeling that more information is required to be able to comment on the proposals (6)
- General positive comments on the mix of uses i.e. 'great' (6)
- The need to prioritise housing in general (5)

11. Do you think the approach to height is well thought through?

- 340 people answered this question
- 75.1% of respondents are neutral, agree or strongly agree that the approach to height is well thought through.

12. Do you have any comments on the approach to height?

206 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- Generally concerned that the buildings will be too tall (56)
- Generally in favour of taller buildings (26)
- Questions and suggestions around the design of the buildings i.e. number of stories, layout (20)
- Statements that respondents had no further comments (18)
- The feeling that the proposals are out of character with the local area (15)
- General negative comments on the overall proposals (15)
- The feeling the height of buildings should generally be lower at the waterfront (10)
- Concern the buildings will obstruct views from the waterfront (9)
- The need to prioritise green space (9)
- Concerns around daylight/sunlight and wind tunnels (8)
- Concerns around density/overcrowding (8)
- Uncategorisable or non-applicable comments, including 'will rooftops be accessible?' and 'needs a skatepark' (6)
- The feeling that more information is required to be able to comment on the proposals (6)

13. Do you think there is enough for young people within the proposals?

- 341 people answered this question
- 68% of respondents were neutral, agreed or strongly agreed that there was enough for young people within the proposals.

14. Do you have any other comments on the uses for young people within the proposals?

183 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- Statements that respondents had no further comments (25)
- The need for indoor leisure and entertainment facilities i.e. cinema, bowling alley (22)
- The need for interactive, social public spaces where young people feel safe and welcome (21)
- The need for housing/ affordable housing for young people (21)
- The need for outdoor leisure and entertainment facilities (20)
- Design a skatepark into the proposals to replace the old skatepark (14)
- Ensure there is a safe play area for children (11)

- The need for more information / direct consultation with young people (11)
- The need to consider a range of age groups (9)
- General negative comments on the overall proposals, against the principle of development (9)
- The feeling there are insufficient uses for young people in the proposals (8)
- The need for social and cultural infrastructure to boost nightlife and attract young people (bars, clubs, events spaces etc) (8)
- The need to consider a range of age groups within the category of 'young people' (8)
- The need for a youth and/or community centre (6)
- The feeling there are sufficient uses for young people within the proposals (6)
- Uncategorisable or non-applicable comments, including 'make it more European,' and 'noise reduction is important' (6)

15. Do you have any ideas for possible community and cultural uses to occupy the ground floors?

228 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- The need for bars, cafes, restaurants, clubs and alfresco dining options (37)
- A space for sports activities and leisure facilities, for example an activities centre, tennis courts, a climbing wall, gyms, martial arts, yoga etc (29)
- The need for arts, music and cultural venues such as galleries, outdoor theatre and music and performance spaces, craft centres and a cinema (64)
- Statements that respondents had no further comments (25)
- A space for pop-ups and markets i.e. food markets, craft fairs (22)
- The need for spaces for community events, including a community centre and a youth club (24)
- General negative comments, mostly against the principle of redevelopment (16)
- A strong retail offer including affordable shops, practical stores and tourist shops (15)
- Spaces for study/ teaching i.e. lectures, evening classes, maker spaces (11)
- The need for uses for young people i.e. play spaces, soft play an arcade etc (9)
- The need for community and cultural uses to be affordable for businesses (i.e. rents) as well as the users (8)
- The need for spaces for smaller, local businesses (7)
- Uncategorisable or non-applicable comments, including 'petting zoo' (6)
- The opportunity for spaces/ activities involving nature such as community gardening spaces, a nursery for plants, and a covered garden space (5)
- Spaces and uses that reflect local history (5)

16. What do you think the key priority is for the team as we progress to a more detailed design stage?

261 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- Limit the number of housing units and ensure they are affordable and well suited (34)
- A quality build and landscape design (longevity, appearance, sustainability etc) (32)
- Conserve green space and the natural environment (26)
- Regular consultations throughout the process (25)
- General negative comment towards the idea of development in the area (24)
- A range of social and leisure facilities i.e. cinema, pool, restaurants etc (20)
- Accommodating the local community and local businesses i.e. preserve existing

- amenities, introduce new community hubs etc (19)
- Creating a place that is specific to Jersey and helps build the area's identity (16)
- Reduce the height and massing of the development (15)
- A fast and cost-effective delivery of the project (13)
- The approach to reducing traffic and increasing cycling/ pedestrian access on/ across the Rue de Liberation (13)
- Ensuring a balance of residential, commercial and community uses (10)
- Establishing a connection with the town centre and waterfront (9)
- Uncategorisable or non-applicable comments, including 'think carefully' and 'consider Le Jardin de Meleches' (9)
- Ensure young people are catered for (8)
- Increase parking facilities (7)
- A new integrated bridge over the Rue de Liberation (4)
- Creating a place that attracts tourists to the island (4)

17. Do you have any other comments?

188 people answered this question. Key themes are listed below (themes/comments are shown in order of frequency with the number of times raised referenced in brackets):

- Statements that respondents had no further comments (32)
- General negative standalone comments against the principle of redevelopment (26)
- The need for affordable housing (14)
- General standalone positive comments on the proposals like 'looks great' (14)
- The likely cost of the proposals and the need for efficient delivery (14)
- Transport and connectivity, including the need to focus on solving problems with the Rue de Liberation (congestion, new tunnel etc) as well as the need to consider public transport (12)
- The design often referencing use of materials or the need for bold and innovative ideas (10)
- The need for a regular, productive consultation with residents (10)
- The environment, mostly referencing the need to think about sustainability including green roofs and electric car charging points (7)
- Local character and heritage. Most responses referenced a need for the development to feel a part of the local area (7)
- The preference for a more traditional architectural style (7)
- The need to prioritise green space above all uses (7)
- Uncategorisable or non-applicable comments, including 'Make Fort regent into a university' (7)
- Taking inspiration from other waterfronts across the world (6)
- A desire to see sports facilities on site (5)
- The need for cultural spaces including galleries, performance venues, public art, and a cinema (5)
- Concerns around height and massing (4)

Continued

About You

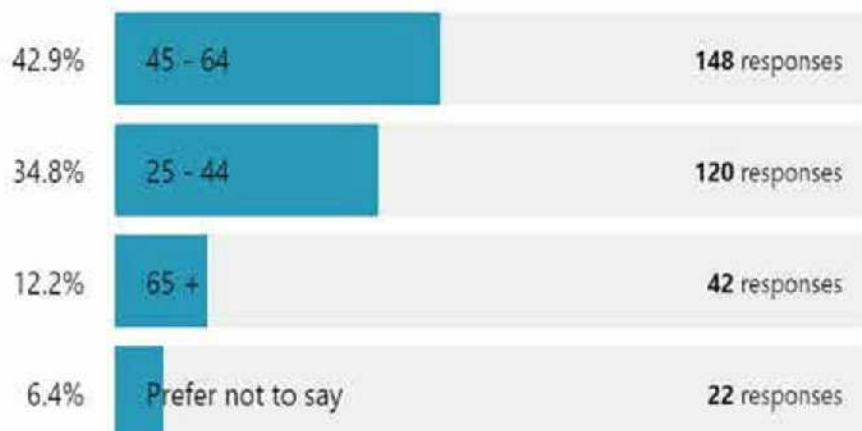
Are you:

345 people answered this question



Which age range are you in?

345 people answered this question



Appendix E: Stage 3 Consultation Material

The Purpose of this Consultation

The Jersey Development Company and their design partner Gillespies are working to develop a waterfront for everyone to enjoy.

You can view the Stage 3 Consultation below.

The community feedback from our stage 1 consultation in Autumn 2020 and the more recent stage 2 consultation in May 2021, has helped us shape the current proposals for the Southwest St Helier Waterfront.

We have reconsidered height, reducing to no more than 8 storeys with lower variations. The exception will be the gateway building on the Esplanade which is proposed to be 12 storeys.

Based on the consultations' feedback and positive support from the community, the public realm concepts have been reviewed to expand the amount of leisure and play activities which will increase the potential for art and culture, enhanced public realm and open space ideas.

Landscape mounding, trees and planting have been considered to shelter the area from wind mitigation, this includes the position of buildings, public kiosk shelters and building colonnades.

Respondents to the consultations asked to see more detail, so 360-degree visualisations have been produced to provide an illustrative interpretation of the proposals.

This is an important step in the process to bring the framework to life, illustrating how the high-quality Waterfront proposals enhance St Helier's unique sense of place and provide a legacy for the people of Jersey.

We'd like to thank everyone who has taken the time to be a part of the consultations so far. We look forward to continuing the conversation during this final stage of consultation.

You can contact us with any questions or comments at info@sthelierwaterfront.je



View 1: Les Jardins De La Mer



View 2: Waterfront Plaza



View 3: St Helier Plaza



View 4: The Laneway

View the 360 Degree Visualisations

Visit www.sthelierwaterfront.je to view the 360 visualisations. You can also use your smartphone to scan this QR code to view the visualisations.



Tell us what you think (in under a minute!)

Tell us what you think to help us develop the proposals. Visit www.sthelierwaterfront.je to complete our online questionnaire. You can also use your smartphone to scan this QR code to take you to the online questionnaire.



Updated Framework Concept



The Framework - Summary Diagram



Connectivity - Vehicular Movement



Public Realm Character Areas



Connectivity - Pedestrian



Urban Character Areas



Connectivity - Cyclists

[illegible]

Updated Sketch Framework



Key

1. New castle ticket kiosk and cafe
2. Proposed new slipway
3. West park gateway with garden rooms, outdoor picnic seating and opportunity for shade canopies
4. Extended promenade to the west of the German bunker
5. Interpretation of German casemate
6. Bus stop and new bus priority lane
7. Two-way cycleway
8. Accessible footpath
9. Mounding and amphitheatre seating
10. Children's park play hub
11. Flexible flush lawn space (130% increase in existing lawn, 2700m² consolidated lawn proposed)
12. Pool kiosk, cafe and toilet amenities
13. 25m long, 4 lane Lido
14. 10m wide waterfront promenade
15. Existing revetment retained
16. Flexible waterfront plaza with tree grove, water feature and public art
17. St Heller Plaza – a sheltered plaza for art & culture
18. A new kiosk allows for animation of the plaza and access to the basement public cycle hub
19. Commercial plaza
20. Pedestrian crossings
21. Cycle crossings
22. 'Slow Zone' road treatment
23. Planted central median
24. Pedestrian lane
25. Pedestrian arcades
26. Public pocket plaza
27. Hopper bus drop off
28. Private communal gardens
29. Waterfront Gardens play hub with cafe and amenity kiosk
30. Residents amenity podium garden
31. Pedestrian connection to Trenton Square
32. Landscape interface to Trenton Square
33. Bus gate
34. Extension of Esplanade cycleway
35. Pocket park integrated with existing heritage wall

The Work Undertaken So Far



7 virtual and physical sessions with the public



Over 600 written responses received



5 sessions with 16 – 18 year olds



14,900 individual visits to the website



62,000 views of our social media ads

Site Analysis

Since being appointed the team has undertaken detailed site analysis and a number of critical feasibility studies including transport and economics.

Technical Workshops

In excess of 25 statutory and regulatory workshops and meetings have been undertaken by JDC and the design team with relevant Government of Jersey departments, the Parish of St Helier, Utilities, the Jersey Architecture Commission, Jersey Arts, Jersey Sport and Jersey Heritage.

Engagement with Young People

More recently we have undertaken engagement with young people by working with education establishments. The comments received from 16 – 18-year-olds have helped enrich the more detailed public realm concepts shown and we are continuing the discussions with young people.

We would like to thank everyone who commented during during Stages 1 and 2.

The team have used the site analysis, consultation results and findings from the feasibility studies to prepare the concept now shown for Southwest St Helier.

Feasibility Studies: Key Findings

Traffic Study: La Route de la Libération

La Route de la Libération, known as Key Opportunity Site 7, is an integral part of the plan given the importance of improving connectivity as set out in the SPG. It serves the main east/ west route across the Island together with the Port and Town Centre.

A comprehensive traffic study has been undertaken to review the layout of La Route de la Libération and the underpass to assess if there are ways to address the severance the road currently creates.

The study confirms that without a shift towards sustainable transport modes and significant reduction in the Island's traffic volumes (>30%), the current provision of six lanes and underpass would need to be retained. In addition, the Island's economic performance is reliant on a safe and efficient transport network through this area, particularly from the Port.

How can we improve La Route de la Libération?

- The current concept includes interventions to address the severance and is in line with SPG guidelines, by:
- Providing a new single phase pedestrian and cycle crossing between the Gloucester Street and Castle Street junctions;
- Significantly improving pedestrian and cycle crossings at the Gloucester Street and Castle Street junctions;
- Supporting the network of new crossings with improved walking and cycle routes - fully segregated where possible;
- Incorporating bus lanes/bus gates to further promote sustainable travel;
- Greening and softening of the road infrastructure with the inclusion of tree lined streets, verges and central median;
- Reducing speeds through the pedestrian zones and
- Designing the infrastructure on a human scale.

The proposals will be designed to ensure that they do not prejudice the long-term possibility of improving La Route de la Libération, or potentially downgrading it to four lanes, should there be fundamental change in travel habits.

It is however felt the disruption of implementing a major intervention to downgrade La Route de la Libération would be detrimental to the Island economically and is therefore not supported by the Government of Jersey and confirms the view of the public expressed during design charettes on the planning framework during 2019.

A summary of the transport study can be read on the consultation website.

The decisions we take now need to ensure we can facilitate future change in social, economic and environmental demands.

Economic Study: Market Demand Analysis

The team looked at the island's population growth, child yields and wider demographic trends, including tourism and commercial related trends, and projections and the evolving nature of the St Heller economic base to set out a market demand analysis for the development area.

This has guided us on the volume and type of non-residential uses (ground floor commercial and community uses) needed to make the area a success without impacting on the Town Centre's viability.

The team has been mindful of consultation feedback to create a destination Waterfront that contains a mix of ground floor uses, as well as the need to balance the uses, so they complement and reinforce other town centre functions, rather than detracting from them.

A summary of the Market Demand Analysis can be read on the consultation website.

Providing New Housing

The draft Bridging Island Plan identifies the need for 4,000 new homes to the end of 2025. The 2019 Objective Assessment of Housing Needs calculated that based on an annual increase of 1,000 in population, 7,000 new homes would be needed by the end of 2030.

The Waterfront has a key role to play in delivering new homes in an urban setting, in close proximity to amenities and places of work thereby reducing pressure on green-field development and reducing additional vehicle congestion during the am/pm peak hours.

The number of new homes and building heights

To meet housing need we are proposing approximately 1,000 new homes. All homes will have private amenity space such as a balcony or terrace area.

The built form proposed varies in height and the concept sketches give an indication of the approach. This includes between 6 - 8 storeys along La Route de la Libération. Along Rue de l'Étau the massing height reduces to 5 - 8 floors. Two new office developments proposed on KOS 1 follow the principle set by the IFC buildings and are proposed at no more than 6 floors.

In accordance with the policies outlined in the SPG document, a town gateway residential building is proposed of up to 12 storeys that will sit adjacent to the office developments.

The approach to height maximises the level of green space and access to sunlight, particularly in relation to the new landscaped areas and courtyards. Detailed solar analysis has been undertaken to inform the approach, increasing height at points where sunlight will not be affected.

Appendix F: Stage 3 Results and Community Session Notes

Factsheet One : Stage 3 Consultation

A summary of key topics is provided below - the full consultation material can be view on the website.

Providing New Activities for all

The proposals for the waterfront include a new mixed-use ground floor with food and drink offerings, retail and commercial space, plaza's for arts and culture and a range of leisure activities.

A large central lawn, park run loop, children's play hub and outdoor lido would be provided. An arthouse cinema fronting a new cultural plaza will replace the existing Cineworld on the waterfront. In line with the current Island proposals the Cineworld will be replaced with the multiplex cinema at Fort Regent.

Increasing the amount of Open Space in Southwest St Helier

The existing site comprises of 73% hard materials and 18% planting and lawn.

With the inclusion of green roofs, the Southwest St Helier framework proposals would dramatically improve this to 25% hard and 75% planting and lawn.

The proposals focus on a landscape-led waterfront to include 1.45 hectares of new planting - that's 11.6 Olympic sized swimming pools, and up to 1.6 HA of green roofs, achieving the 0.4 urban greenery factor (in line with London Plan 2021 standards), providing a significant boost to biodiversity on the island.

Height and Massing

Building heights and overall massing will respect and respond to the existing historic town centre building typologies and topography through careful distribution of density. The framework will respond to its adjacencies drawing inspiration from the rhythm and form of the historic Town Centre, the Esplanade and the New Waterfront.

The remaining building heights will be limited to a maximum of 8 storeys with variations reducing to 5 storeys.

The proposals include one, elegant 12 storey building bookmarking the gateway to Southwest St Helier.

There is a detailed height and massing diagram included as part of the consultation material.

Improving Connectivity

The proposals improve connectivity between the town and the Waterfront with a single phased pedestrian crossing. Six new pedestrian streets and dedicated shared cycle routes are provided.

Promoting Sustainable Travel

With the fundamental goal to make Jersey Carbon net Zero by 2030 and to drive sustainable means of transport, the Southwest St Helier movement strategies look to emphasise low carbon transport and improve cycle and pedestrian connections.

E-bike and standard cycle spaces will be provided within a basement for residents. A major community cycle hub is provided under St Helier Plaza which will include all ability bike storage lockers, shower facilities and a cycle fixing station. Public cycle spaces are also placed throughout the public realm.

The proposals will contain private and public car and motorcycle parking and car pool initiatives.

A hop on, hop off bus route is proposed with a bus stop on Rue de l'etau to ensure shorter walking distances.

The Le Petit Train route continues along the new promenade with the opportunity for new stops added.

Improving Sustainability Credentials

The Southwest St Helier Framework uses 9 benchmark themes to ensure it creates a more sustainable and resilient future for Jersey. The 9 themes are noted below with a summary of the key objectives the proposals:

1. **Energy:** incorporate passive design measures, design highly efficient M&E and promote use of on-site & off-site renewable energy procurement
2. **Circular economy:** Reduce embodied carbon promoting lean design and construction principles, follow the waste hierarchy with a priority around reuse, specify products with a low environmental impact
3. **Well-being:** Encourage active travel, promote indoor well-being (e.g. thermal comfort, low VOCs, biophilic design) and improve connections to nature (e.g. role of urban greening and SuDS as amenities)
4. **Heritage and place:** Protect the heritage assets and celebrate the local culture, creating a sense of place through public realm beautification
5. **Ethical supply chain:** Source products manufactured ethically and support growth and opportunities within the local economy
6. **Low carbon transport:** Support the electric transition, enable mobility as a service (MaaS) and facilitate active travel.

7. **Natural Capital:** Avoid habitat loss and increase ecological value throughout the proposals, minimising pollution impacts on biodiversity (air, water, ground)
8. **Water resources:** Reduce potable water consumption and incorporate sustainable urban drainage measures to mimic the natural water cycle.
9. **Futureproofing:** is a cross-cutting theme for the proposals, aiming to build resilience to respond to a changing climate.

Improving the Coastal Defence

A recent study on the effects of coastal defences in Jersey of climate change caused by global warming has highlighted the requirement to increase the Sea wall height to protect the town.

This would require the land and sea wall to be raised by 1.2m to improve sea defences and to withstand flooding whilst maintaining views for pedestrians, cyclists and motorists. The proposals include a relocated slipway and new Elizabeth Castle ferry facilities.

Ensuring Local Character is built into proposals

The proposals illustrate an indicative architectural character only.

The work to date has included a detailed analysis of the existing town, drawing inspiration from the experiences, details, colours and materials found walking the streets of St Helier.

The outline planning application developed will be supplemented with Design Codes that fix parameters such as height, profiles, facades and land use.

The illustrative designs will be developed further as part of the individual detailed applications submitted in the future.

