Welcome

Jersey Development Company (JDC) is the Government of Jersey's regeneration arm. We are a delivery vehicle for major property regeneration and development for the Government.

JDC have been working with the community and statutory stakeholders to create a Visionary Framework for the regeneration of Southwest St Helier Waterfront, providing new homes, community and leisure facilities, extensive landscaping and public open spaces.

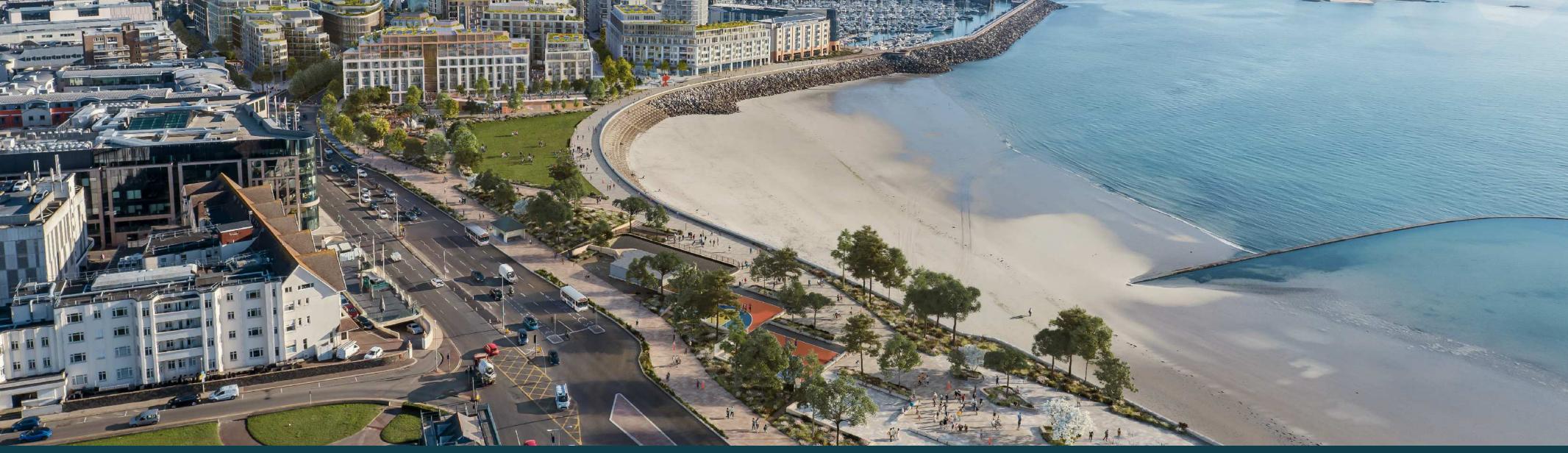


For more information, visit our website: www.sthelierwaterfront.je

You can also use your smartphone to scan this QR code to take you to the website.



Illustrative computer generated image of the Framework



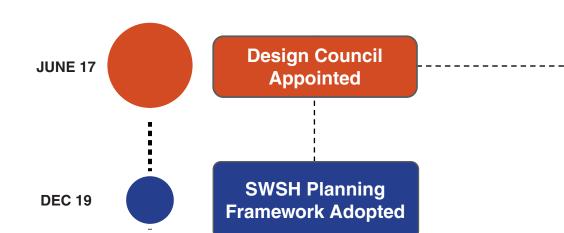


Update

How did we get here...

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

Here's a reminder of the timeline of this journey...



Island Plan Reviews

Commences

2017 - 2019

Review of Waterfront Masterplan

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



Island Plan Review

Outline Planning OCT 20 Process Commences Stage 1 consultation workshops Jersey Architecture **Commission (JAC) NOV 20** meeting 1 Stage 1 community **DEC 20** consultation sessions Jersey Architecture Commission (JAC) **JAN 21** meeting 2 Jersey Architecture **Commission (JAC) FEB 21** meeting 3 Stage 2 community **MAY 21** consultation sessions Jersey Architecture **MAY 21 Commission (JAC)** meeting 4

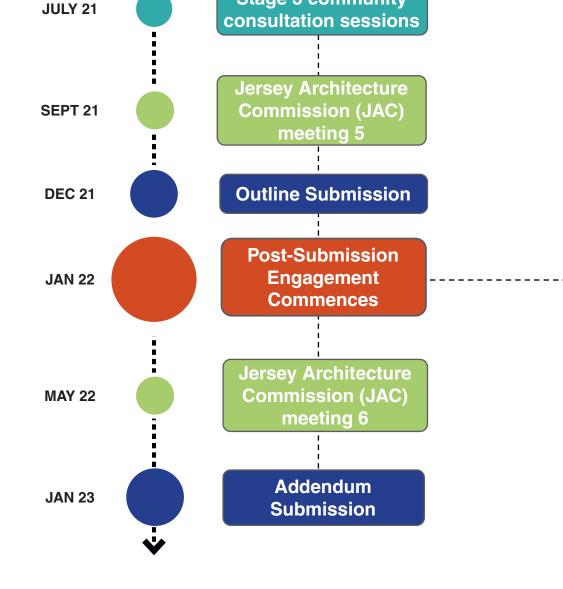
Stage 3 community

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

2020 – 2022 Outline Planning Process

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





Addendum to Outline Planning

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

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



The Visionary Framework



Park



The Built Environment

Zone 4: Apex

This parcel located on Key Opportunity Site 1 on the northern side of La Route de la Libération, in line with the SPG opportunities, will accommodate a special apex building 'bookending' the entrance' to St Helier with community and arts uses on the ground floor. This signature plot aspires to create a sense of arrival to St. Helier.

Parkside

New Parkside Quarter to include: 25m heated Lido with associated pavilion, kiosks, café, toilet / changing facilities. Active Garden rooms with ball courts, play hub, water gardens and lawned event/picnic space.

Zone 1: Mixed-use

The Mixed-Use area will become a central hub within the new waterfront community. It will be an inviting place with a multifunctional town square at it's heart surrounded by cafés, craft shops, maker spaces and community facilities, along with spaces for activities such as bouldering, indoor skating, with residential above.

LES JARDINS DE LA MER

Zone 1:

Mixed Use

Zone 2:

Residential

So

Zone 5: Commercial Quarter

This area will be comprised of two office plots that will extend and complement the existing IFC and dovetail into the town square and gateway. Ground floor uses will contribute to the Arts and Culture cluster around the Esplanade Square including an Art Gallery.

Zone Zone 5: Commerical Quarter LA ROUTE DE LA LIBERATION

UCESTER

Zone 3: Leisure Zone

This area will include a landmark Leisure Centre with the training swimming pool, gym and Kids Zone facilities replacing AquaSplash and residential units on the upper floors. The new leisure facilities will work in synergy with the redeveloped Marina Gardens.

Zone 2: Residential

The Residential Quarter will form a quieter and more tranquil part of the development. It will comprise residential plots with green courtyards connected by a pedestrian lane from Les Jardins de La Mer to the new Leisure Centre in the southern end of the development.

ELIZABETH MARINA

Built environment zones diagram

Phase 1 2025-2027

Phase 2 2026-2028

Phase 3 2027-2029

Zone 3:

Leisure Zone

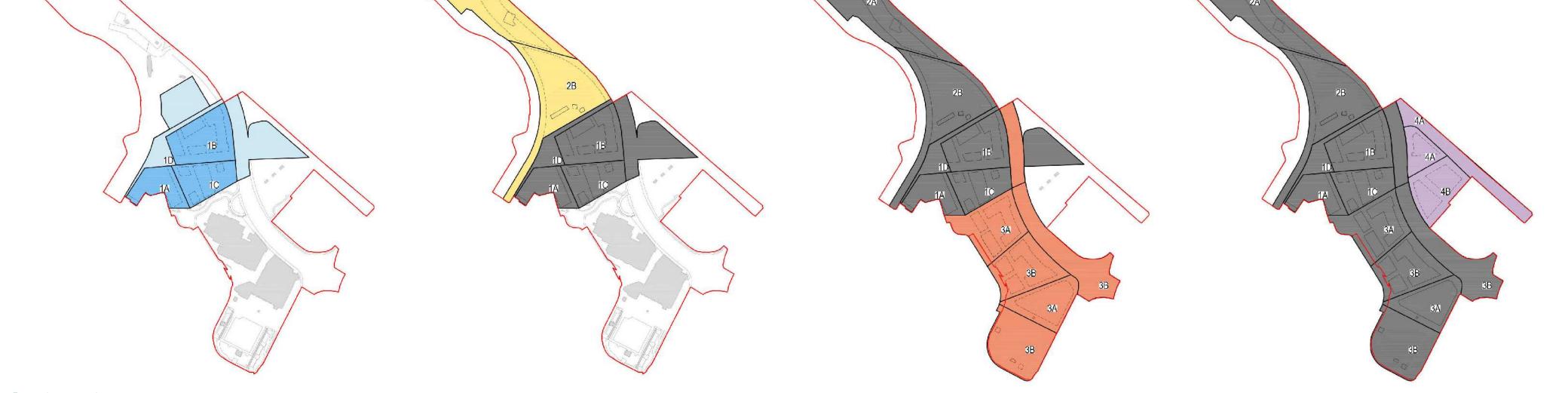
MARINA GARDENS

RUE DE L'ETAU

LA ROUTE DU PORT ELLEABETH

Phase 4 2028-2029

SAINT HELIER MARINA



Phasing Diagrams

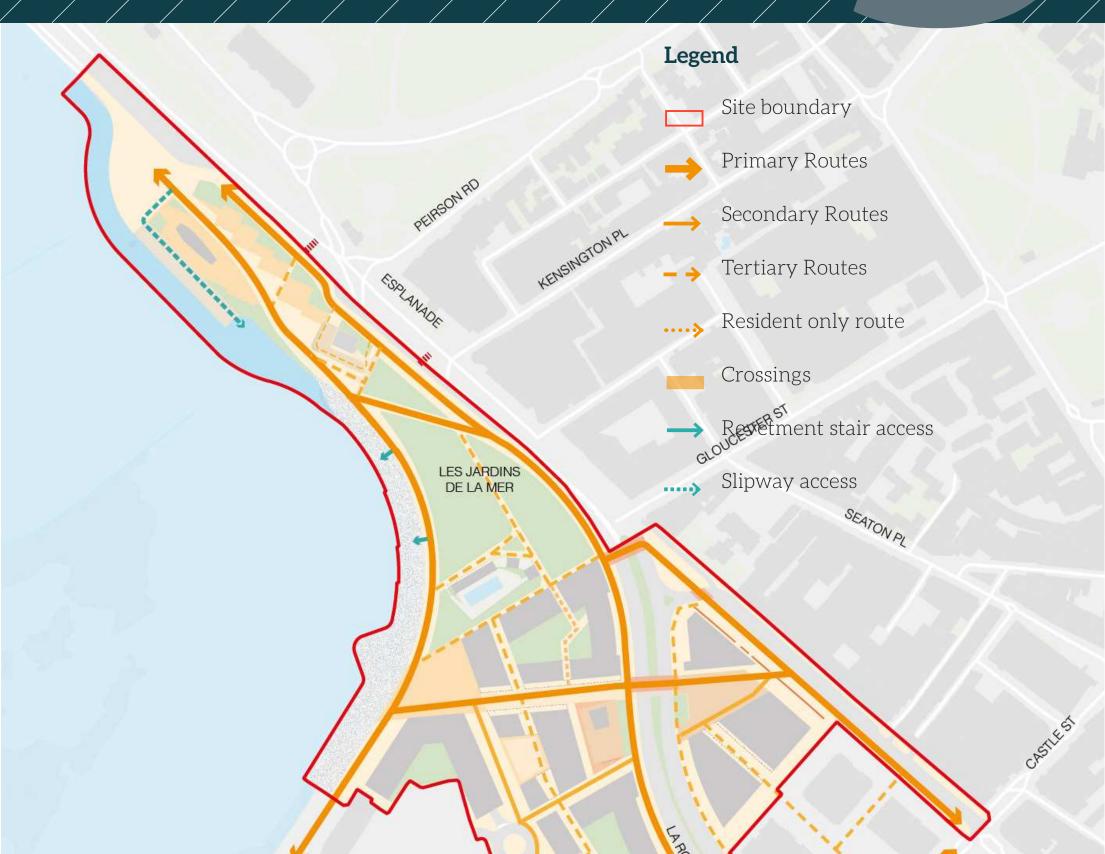


Connectivity

A key driver for the Waterfront vision has been to address the pedestrian and cycle severance of the Waterfront from the town caused by La Route de la Liberation.

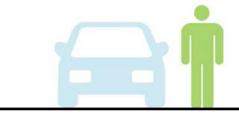
The movement and connectivity strategy has been developed to provide a car free, safe and attractive environment for all and to facilitate easy access to St Heliers new Waterfront area.

Convenient connections are provided to, from and within the site with a priority focus on pedestrians and cyclists. New cycle facilities are provided including a 388 space public cycle hub with showers and secure, dry parking under the Central Square.





1704 SPACES Long stay residential cycle parking



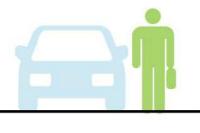
384 SPACES Maximum optimum private residential car parking



388 SPACES Public cycle hub



335 SPACES Public car parking



368 SPACES

Public

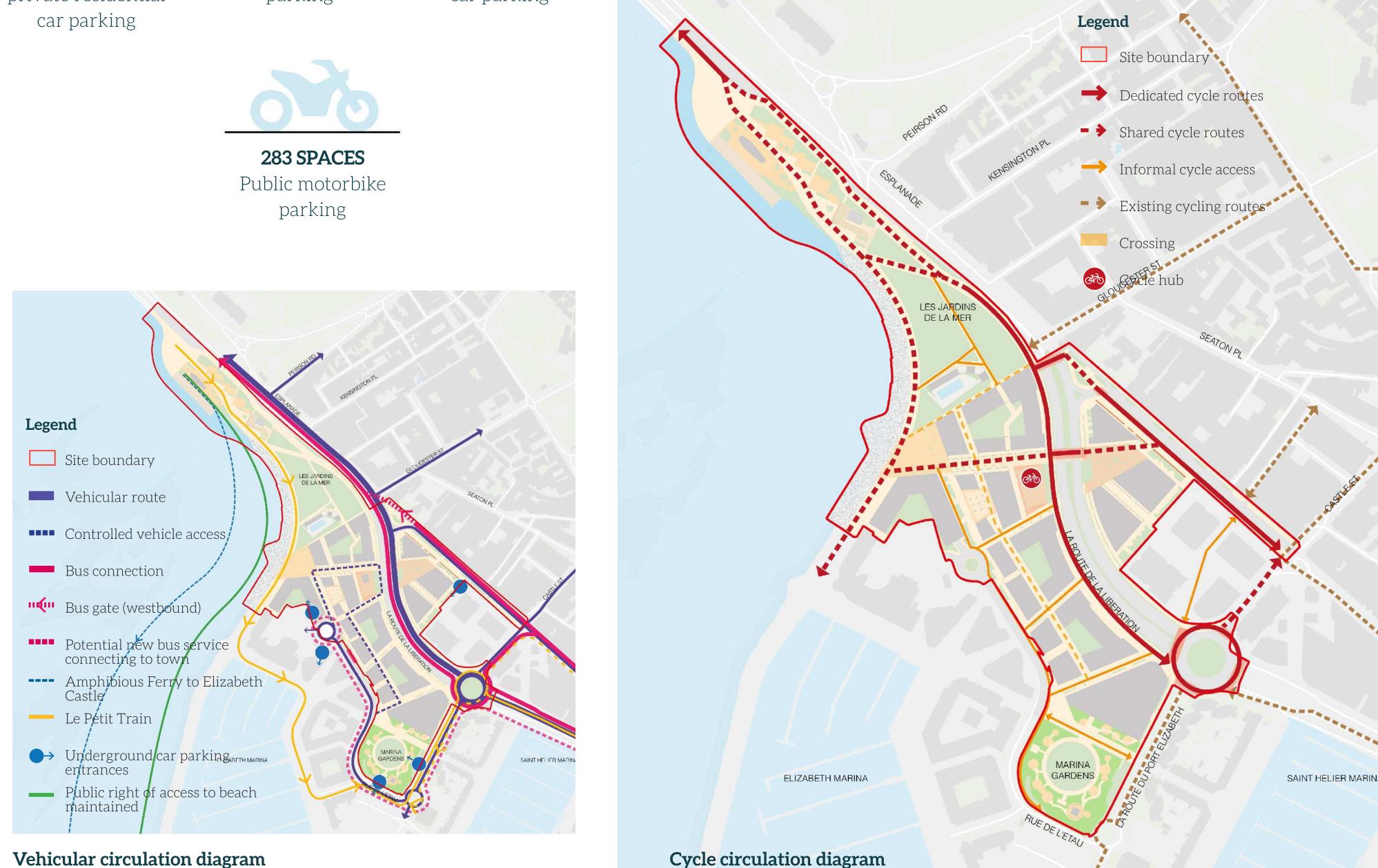
short stay

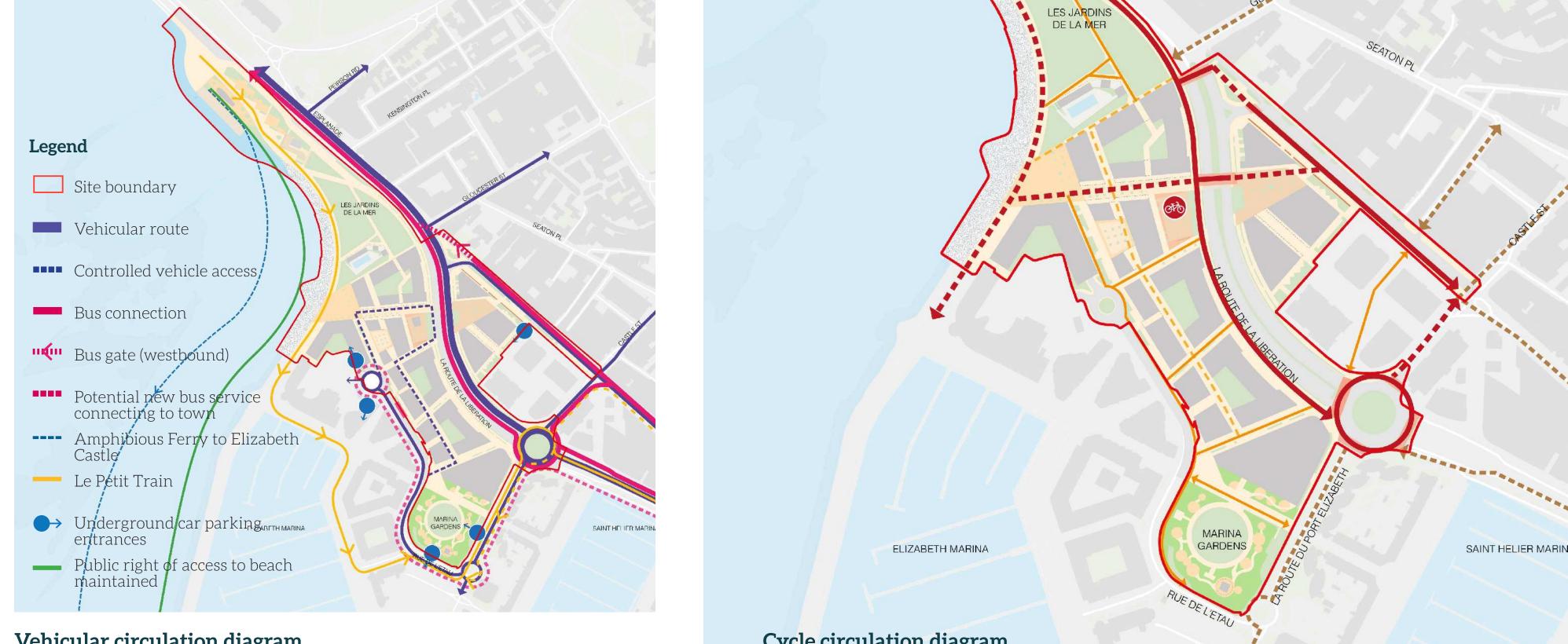
85 SPACES Commercial car parking



283 SPACES parking









Work Undertaken

To build a Framework it takes a community.

The Framework design team and JDC have been inspired and energised by the passion, ideas and constructive feedback from Jersey residents, businesses and Government.

Consultation and feedback from the community and stakeholders has helped to shape the brief for the Waterfront development from the outset.

Subsequent feedback has been taken on board and has been a key factor in the evolution of the design to date. Key changes made as a result of community feedback include:

• Lowering height

The design team responded to comments by reducing height across the development to a maximum of 8 storeys including reduction of the Apex building from 16 to 8 storeys.

• Improving the landscape approach

Feedback highlighted the desire for increased areas of leisure across the site, including more open spaces to play, enhanced public realm, additional water features and more opportunities for art and culture.





A Landscape-Led Approach

The proposals for St. Helier Watefront are rooted in a landscape-led approach which sets new buildings within a framework of vibrant, active public realm spaces whilst seeking to address the challenges of climate change and biodiversity decline.

The design includes a series of linked open spaces, each activated by the inclusion of social infrastructure, heritage interpretation and recreational facilities.



Illustrative image of Marina Gardens with new pavilion and play-hub

New and enhanced public greenspace including the revitalised Jardins de la Mer and Marina Gardens which include space for play, sports and relaxation.

Extended park to include new garden rooms with outdoor sports provision.

The Waterfront promenade which passes through new green spaces and strengthens the relationship to the shoreline. New play hub in Les Jardins de la Mer.

> New civic spaces including the Central Square and Waterfront Square designed for multiple activities and communal gathering.

A network of streets and lanes which stitch the development to its surroundings and prioritise pedestrians and cyclists.

Landscape character areas diagram





Green streets

New play hubs

New play hub in Marina Gardens.



Outdoor sports provision

Communal private spaces include courtyards and rooftop amenity space, to provide quieter areas for residents to relax and play.



New lido



New squares and civic spaces



Approach to Architecture

APEX BUILDING

This mixed use building is a point of uniqueness to the Western approach, that also relates to both the Commercial Quarter and Public Square.

COMMERCIAL QUARTER The commercial buildings are an

extension of the adjacent commercial IFC Architectural typology.

SQUARE

Architectural typology within the Square will link the Old Town to the new waterfront and respond to the vibrant mix of cultural use and residential.

NEIGHBOURHOODS

LEISURE QUARTER

the Marina Gardens.

The leisure building will have its own unique

housed within and the adjacent parkscape of

character defined by the leisure activities

The architecture of the residential blocks create their own self-contained neighbourhoods whilst tying in to the existing Horizon and Castle Quay areas.

WATERFRONT

A visible and important part of the emerging ribbon of development along seafront and marinas that forms the new outer edge to St Helier. Buildings here will be defined by their coastal aspect and relationship to adjacent Parkside.

PARKSIDE

Parkside architectural approach relates to the adjacent public space and provides a backdrop to the vibrant new park whilst celebrating long views across the bay.

The SWSH Visioning Framework consists of a series of architectural typologies that have been developed to create a rich variety of distinct places and experiences within the new waterfront development.



These typologies have been carefully developed to respond to local context in their scale, massing, form and detailing.

The outline application defines the principles for each area whilst detailed architectural design will be developed at the Reserved Matters stage.

Illustrative image showing new Central Square activated by ground floor use



Sustainability

Promoting active travel and more sustainable transport methods.

Sustainable design has been a guiding principle for proposals at the Waterfront and is critical to delivering an environmentally and socially conscious exemplar.

A number of sustainability strategies have been embedded in the framework and have been informed by statutory policies, guidance and international standards of best-practice.

56% of proposed development will be open space.

> Greenspaces, tree planting and biodiverse roofs that exceed best-practice benchmarks for urban greening, helping to counter urban heating and improve site biodiversity.

Improved climate change resilience for St. Helier through major public infrastructure improvements to the existing sea wall, fully funded by the development.

Circa 28,300m2 biodiverse planting and green roofs.

A diverse and climate resilient planting scheme with a particular focus on priority species for Jersey.

A minimum of 500 new trees planted across ground floor and roofscapes.

Circa 4,400m2 rain gardens and bioswales included as part of Sustainable

Drainage Strategy.

Sustainable drainage systems integrated into public spaces, streets and roofscapes.

Proposals exceed the recommended target Urban Greening score of 0.4 for residential-led development.



Local Benefits



A mix of ground floor land uses has carefully crafted to serve the needs of the new residents



of Southwest St Helier as well as the existing community and visitors.

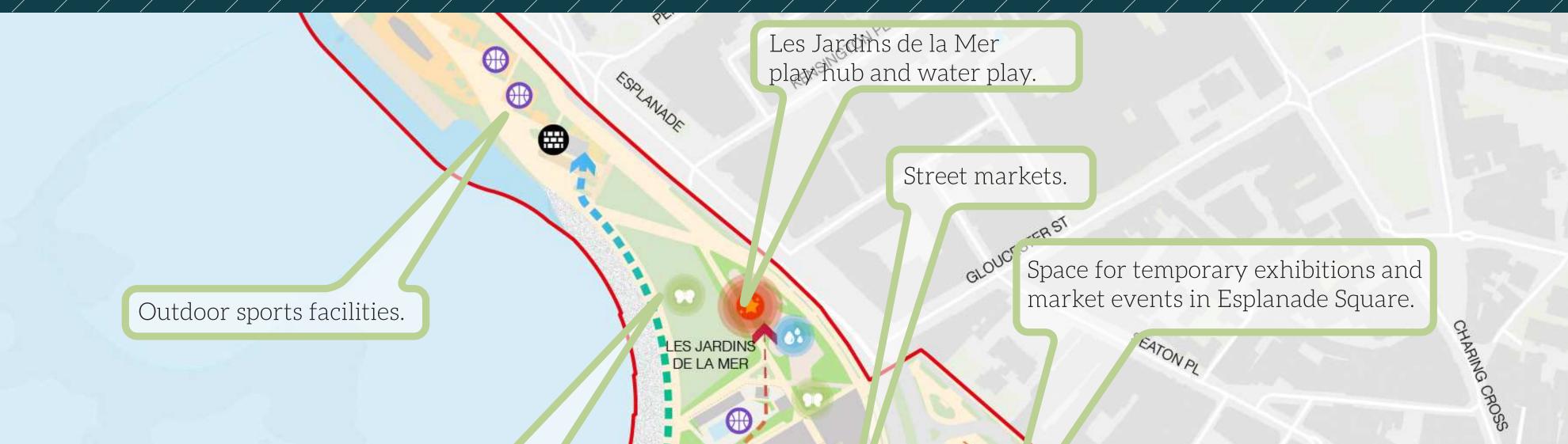
The Waterfront will become a new destination offering a wide range of activities. Food and beverage, retail and leisure facilities are clustered around the key public spaces.

Based on the developments yield and phasing, JDC will meet the estimated public infrastructure cost of £150m without seeking Government funding.

Illustrative image of the new Waterfront Square



Bringing the Waterfront Proposal to Life for Jersey Residents



Flexible lawn space for events and free play.

Legend

- Play hub destination play
- 🐼 Water play
- Parks and gardens natural play
- Sports facilities active play and recreation
- Heritage play
- Public open space Squares
- Community courtyards -Doorstep play
- Neighbourhood 'Incidental' playable space along the way
- Waterfront 'Incidental' playable space along the way
 - **Play Strategy Diagram**

Water play within Square

Events space in Cental Square.

Marina Gardens play hub.

ELIZABETH MARINA

Incidental play along key pedestrian routes.

E

FLA LIBERATION

LA ROUTE DU PORTE

LAROUTE

MARINA GARDENS

RUE DE L'ETAU

Doorstep play in courtyards.

SAINT HELIER MARINA

COMMERCIAL ST

Play for all ages, as well as aspects for inclusive play, is located throughout the framework as dedicated informal and formal play spaces.



Public spaces and building uses are designed to promote physical recreation and active travel.

Proposals will complement and support Jersey art, culture and leisure, including circa 2,470m² floorspace for arts, culture and community uses and new and improved outdoor spaces for events and street markets and opportunities for culture, sport and leisure.

Illustrative image of the new play space and lido within Jardins de la Mer

