

# 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](http://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

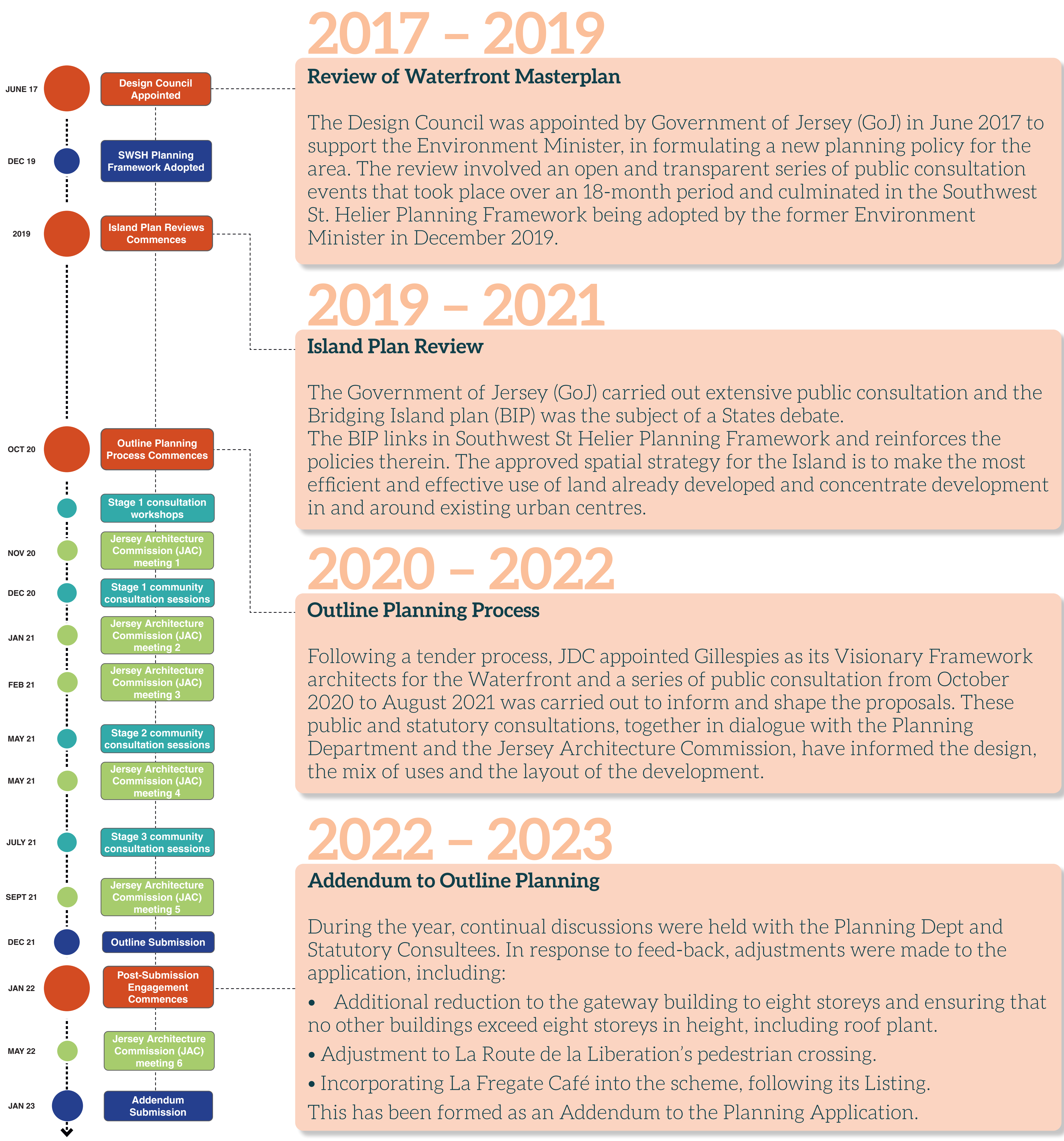


## How did we get here...

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...



# The Visionary Framework

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## Park

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

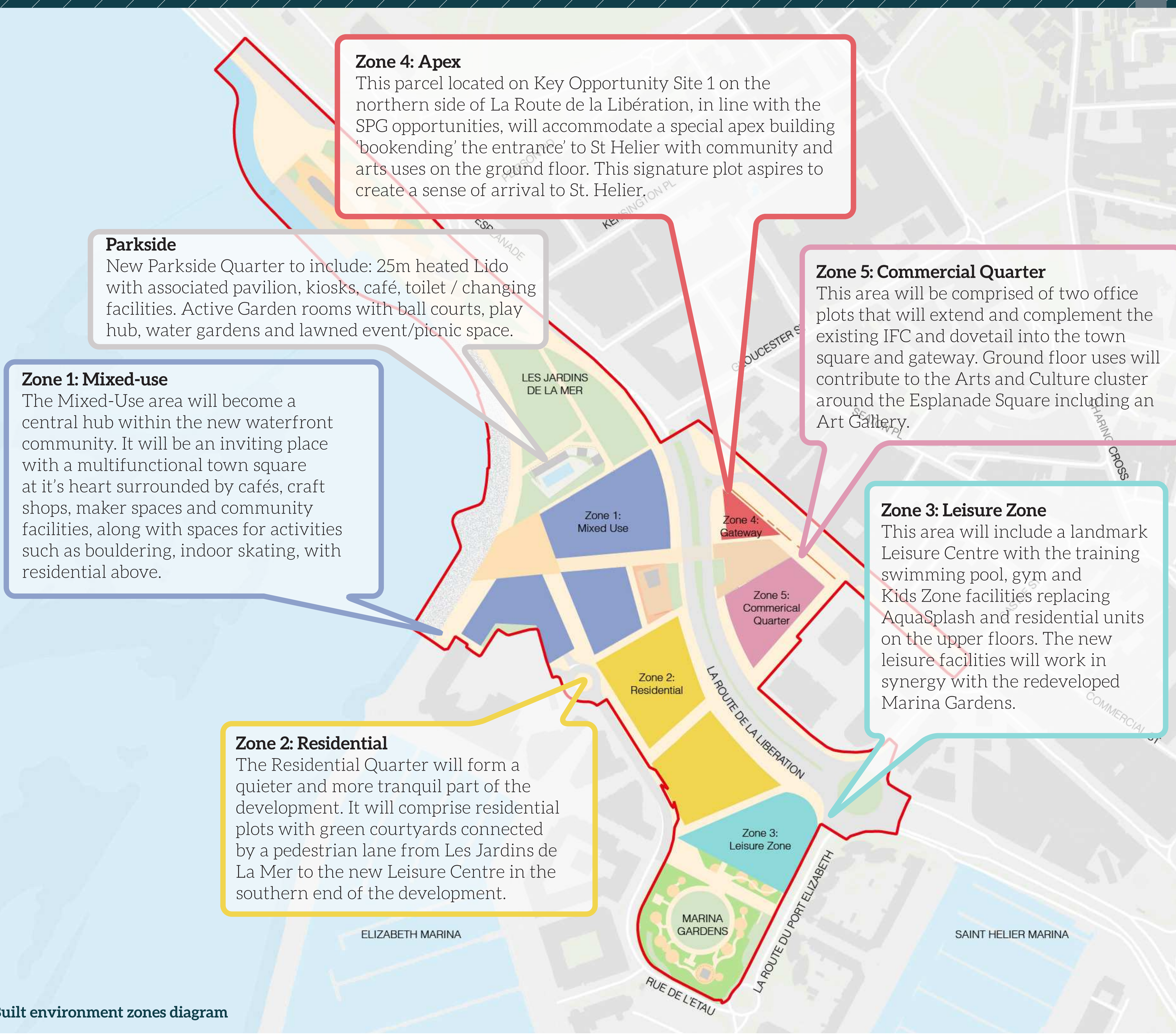
## Mixed-use Waterfront

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

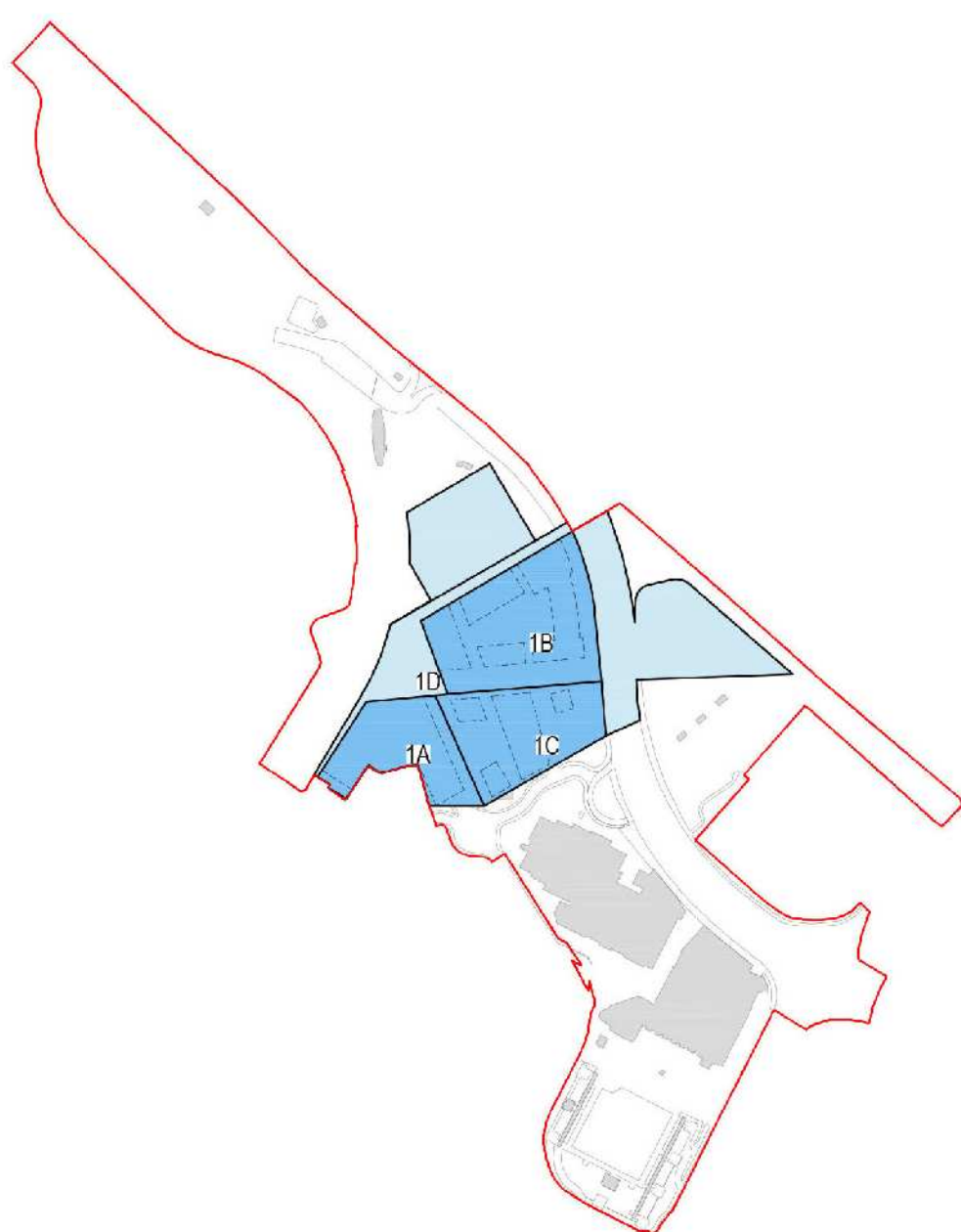
**St Helier's waterfront will be transformed** into a vibrant community area, anchored by new destinations for everyone.

The initial phase of development includes 473 new homes, public parking within basement Phase 2A, alongside the art house cinema, associated shops, food and beverage offers.

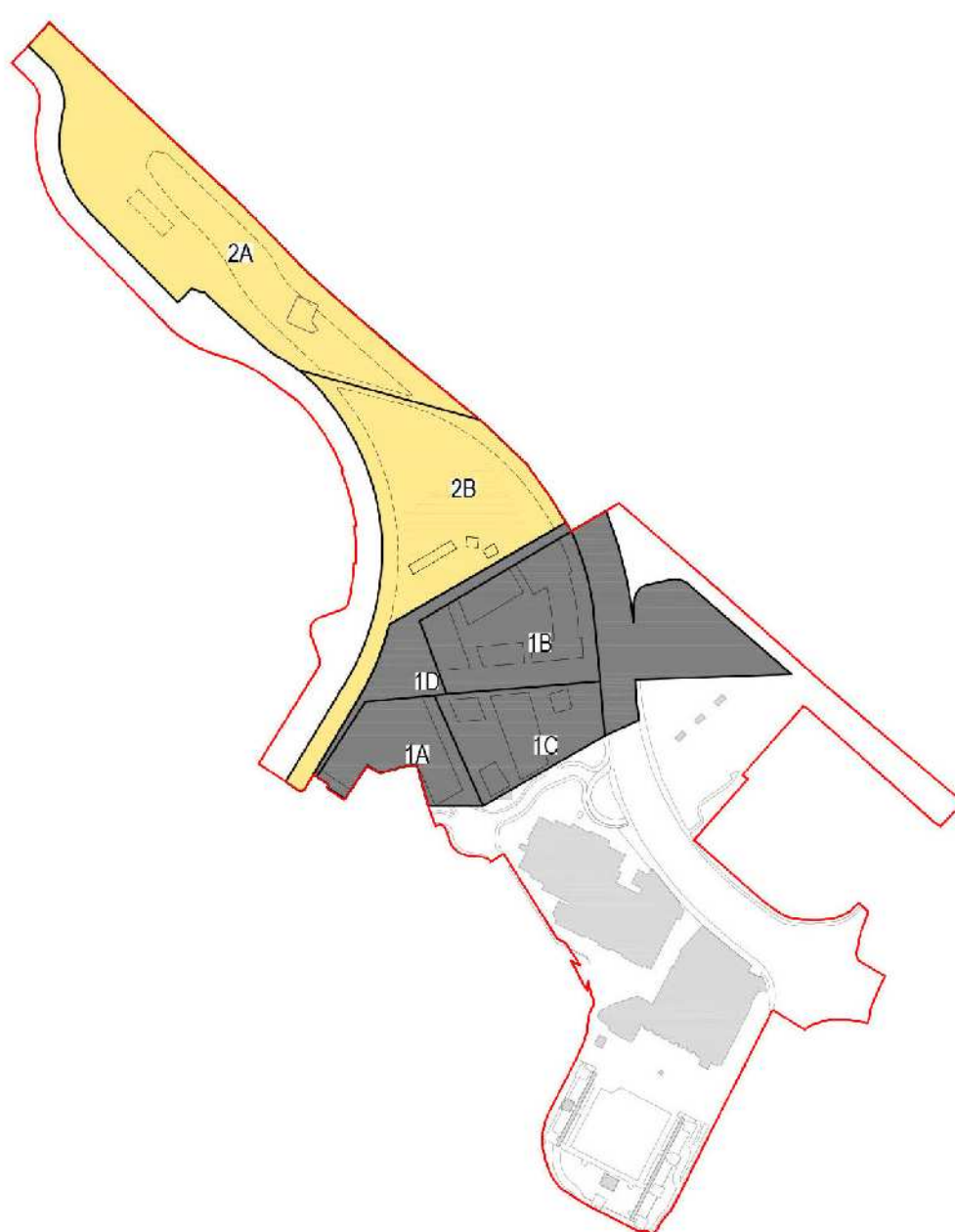
# The Built Environment



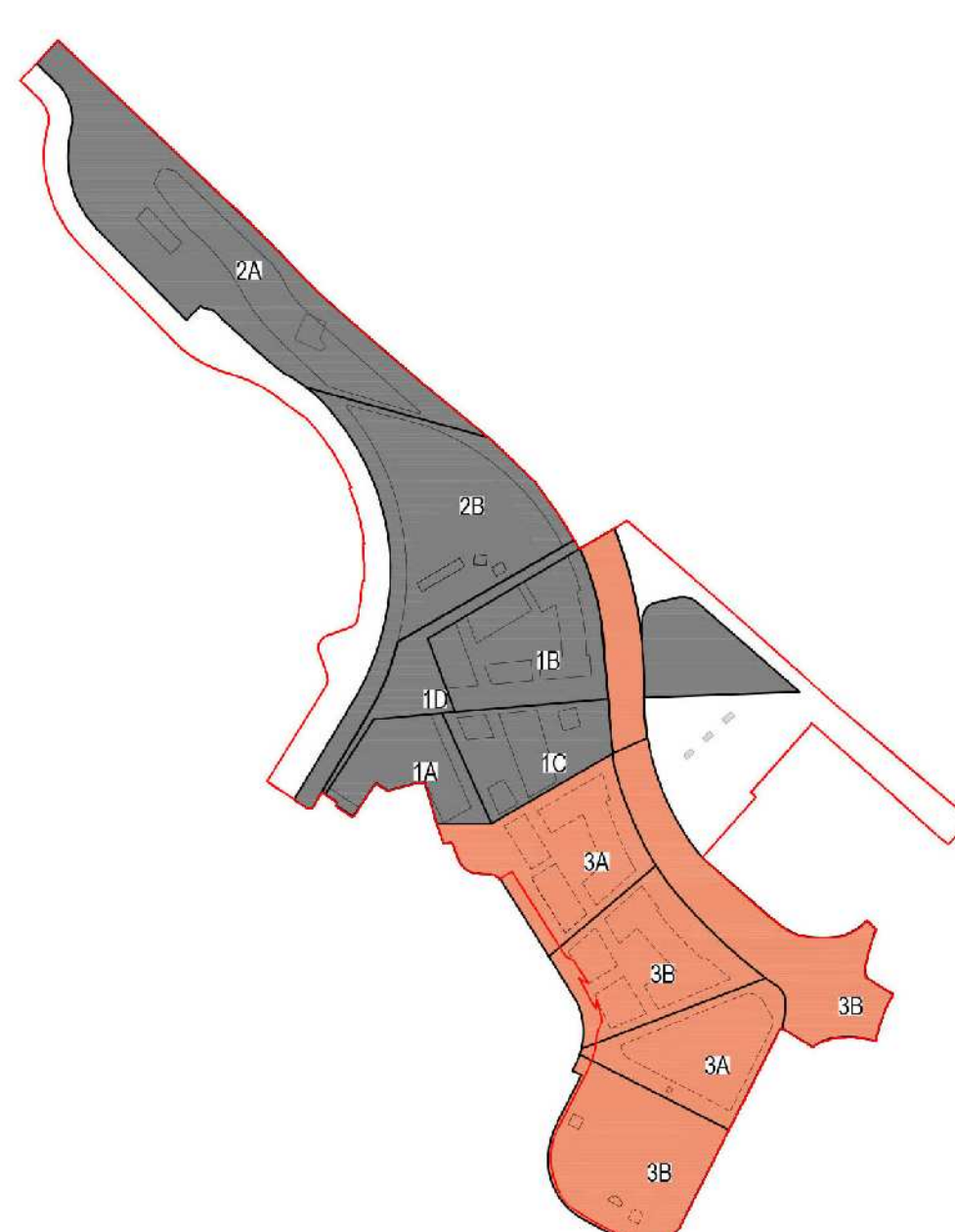
Phase 1  
2025-2027



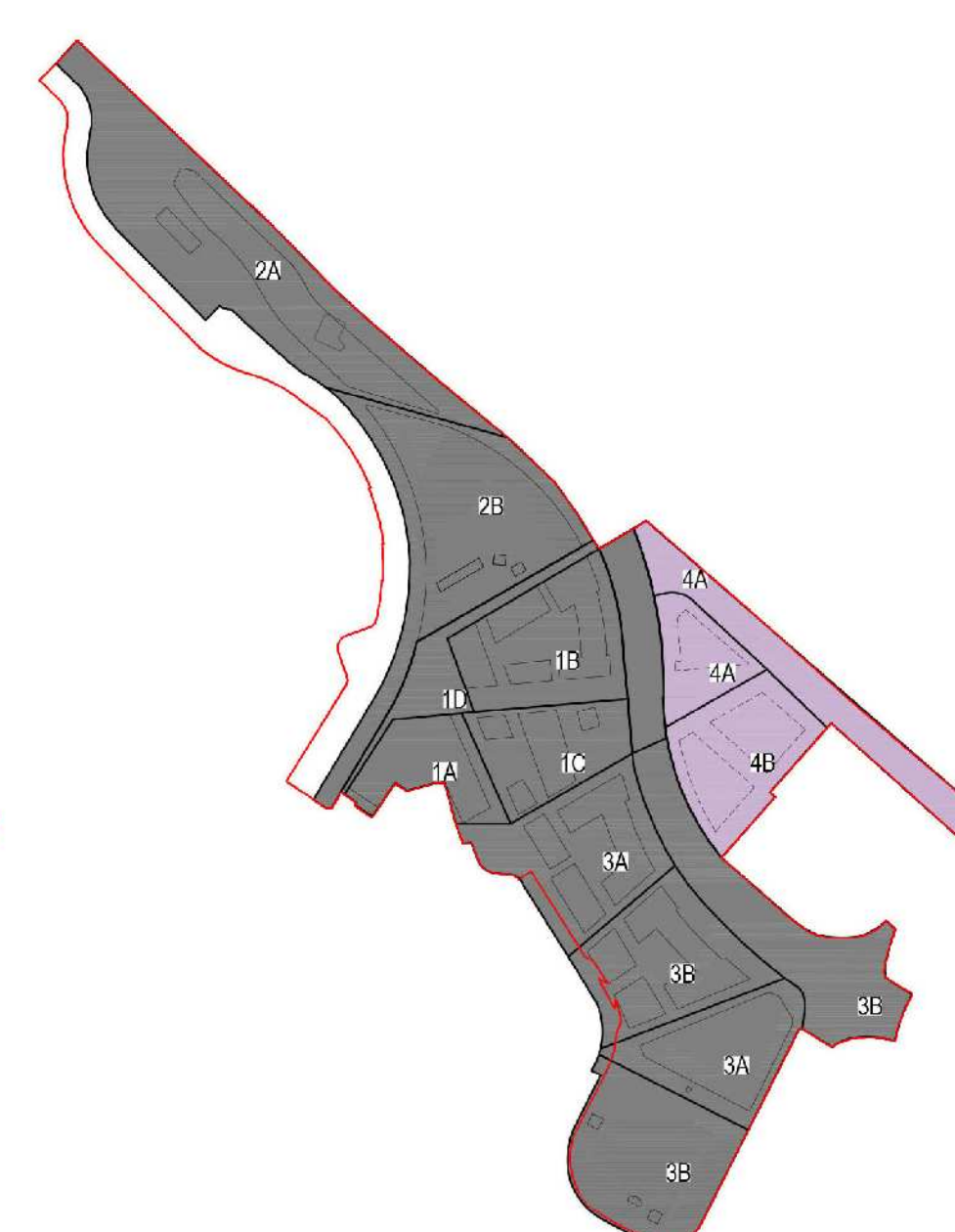
Phase 2  
2026-2028



Phase 3  
2027-2029



Phase 4  
2028-2029






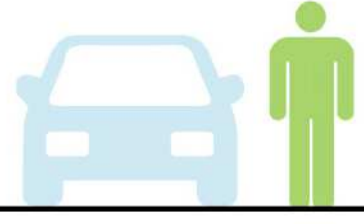

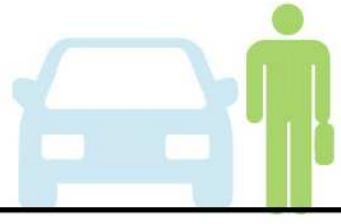

Phasing Diagrams

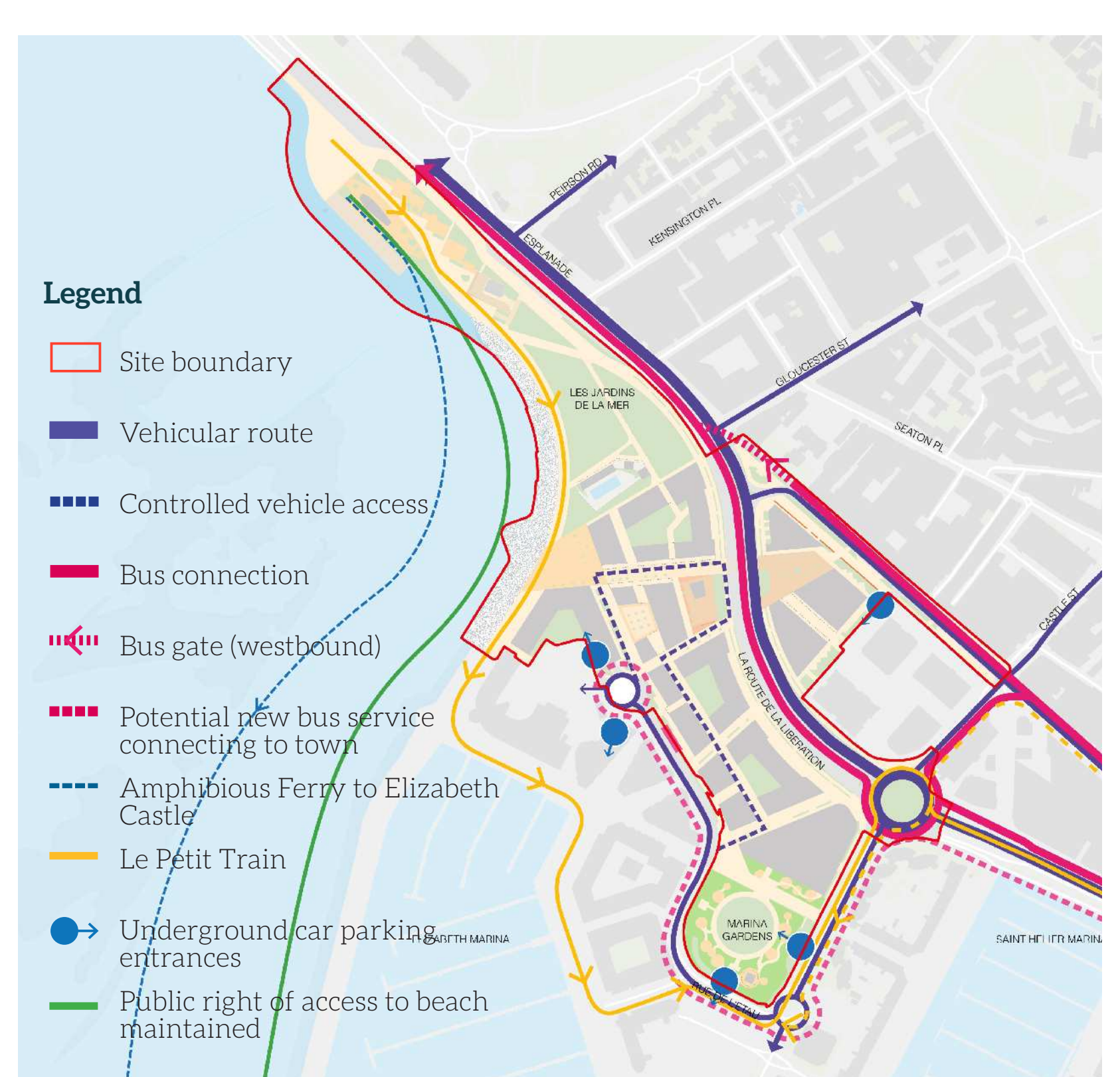
# Connectivity

**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.

 <b>1704 SPACES</b> Long stay residential cycle parking	 <b>388 SPACES</b> Public cycle hub	 <b>368 SPACES</b> Public short stay
 <b>384 SPACES</b> Maximum optimum private residential car parking	 <b>335 SPACES</b> Public car parking	 <b>85 SPACES</b> Commercial car parking
 <b>283 SPACES</b> Public motorbike 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.

## Legend

- Site boundary
- Parcels
- Public realm
- Key open spaces
- Community space
- Public parks/ gardens
- Arcades
- Slow traffic area
- Crossings
- Key destinations/ attractions
- Apex building
- Key routes
- Important connections/axis
- Waterfront promenade

Framework Summary Diagram



# A Landscape-Led Approach

The proposals for St. Helier Waterfront 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



Landscape character areas diagram



Green streets



New play hubs



Outdoor sports provision



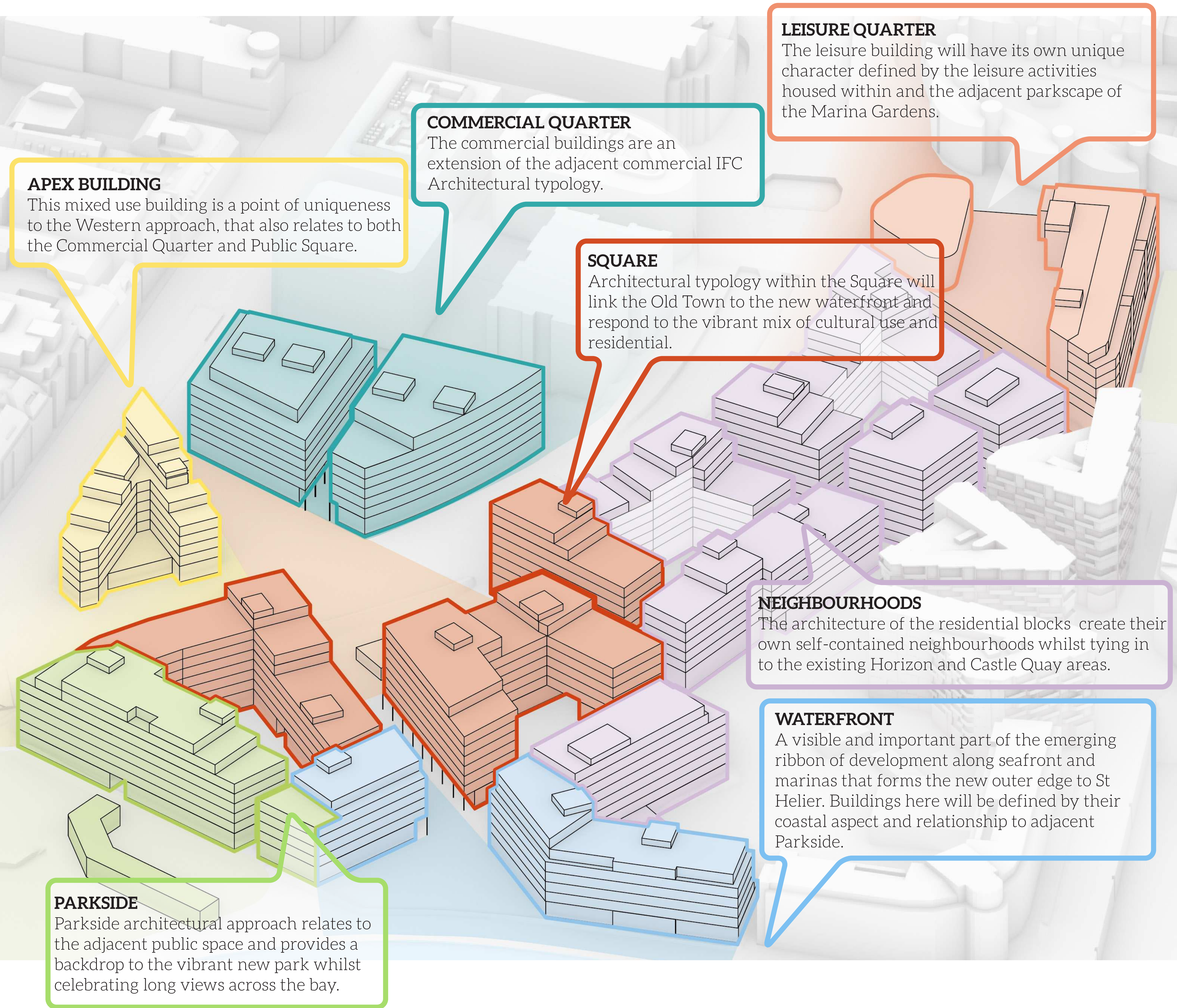
New lido



New squares and civic spaces

# Approach to Architecture

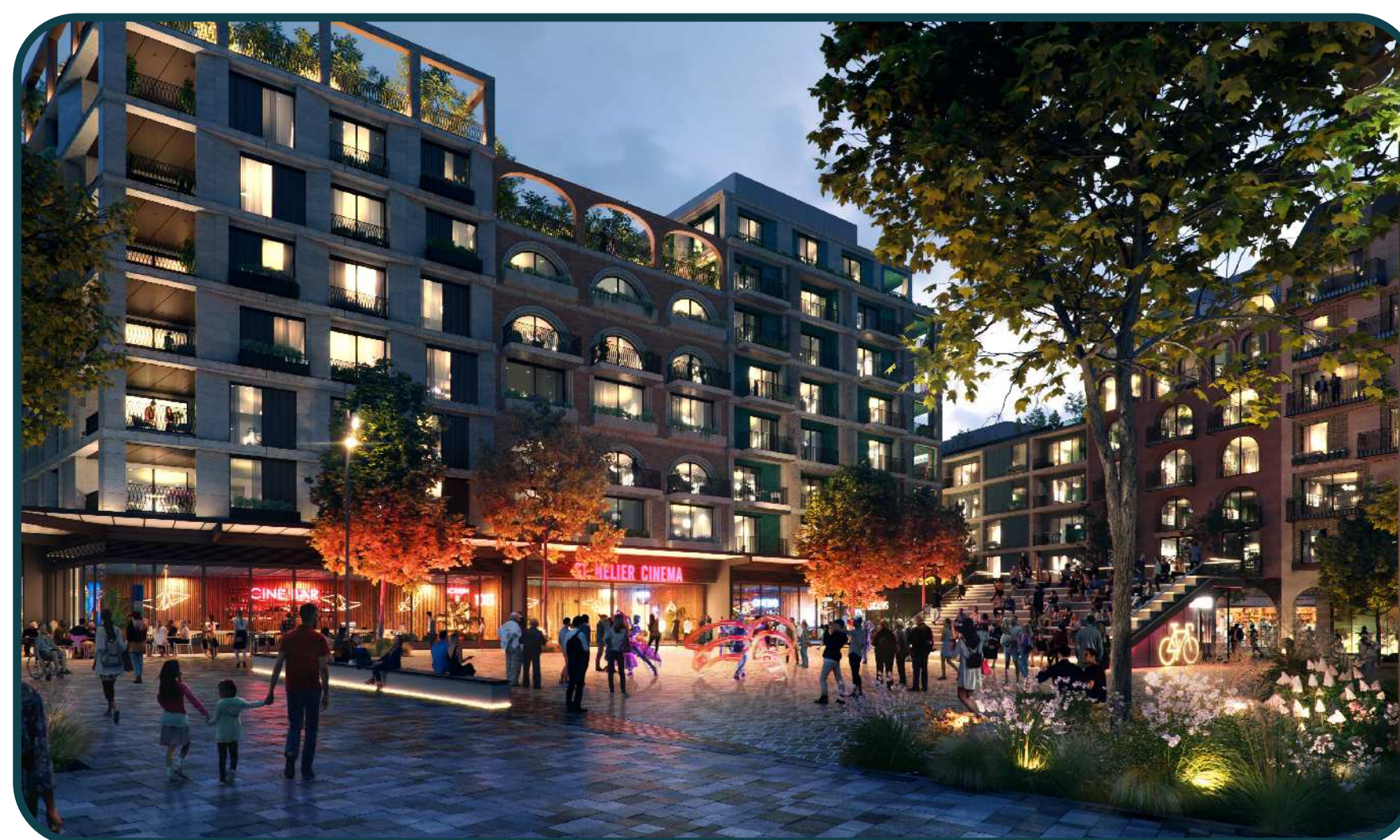
# 8



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

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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.

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

Circa 28,300m<sup>2</sup> biodiverse planting and green roofs.

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

Circa 4,400m<sup>2</sup> 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

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## Legend

- Site boundary
  - Retail
  - Food & Beverage
  - Food & Beverage - 4 restaurants (in A1, C2, G1 - rooftop) and 2 bars (in B1)
  - Leisure in F1 - Leisure Centre (Kids zone, swimming pool, fitness)
  - Leisure in B1 - Community use: roller/ ice rink/ indoor skate/ bouldering centre
  - Leisure in C1 - Gym (linked to the outdoor pool)
  - Arts, Culture & Community in A1 - Arthouse cinema
  - Arts, Culture & Community (in G1, G2, G3) - flexible cultural/ community space
  - Arts, Culture & Community in D2 - flexible community space
  - Social infrastructure - 2 GP's (E1 and A1) dental practice (D2); nursery (D2)
  - Flexible workspace (C1)
  - Office/ commercial
  - Substations/ servicing
  - Cores
- A1 Plot index

## Ground Floor Land Use



**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



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 2,470m<sup>2</sup> 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