

# St Helier Waterfront Stage 3 Consultation

Summary of Feedback | October 2021







# A Reminder of the Work Undertaken during Stages 1 & 2



Above: Session in the Town Hall

## 1. Site Analysis

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

## 2. 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 Architectural Commission, Jersey Arts, Jersey Sport and Jersey Heritage.

## 3. Engagement with the Community

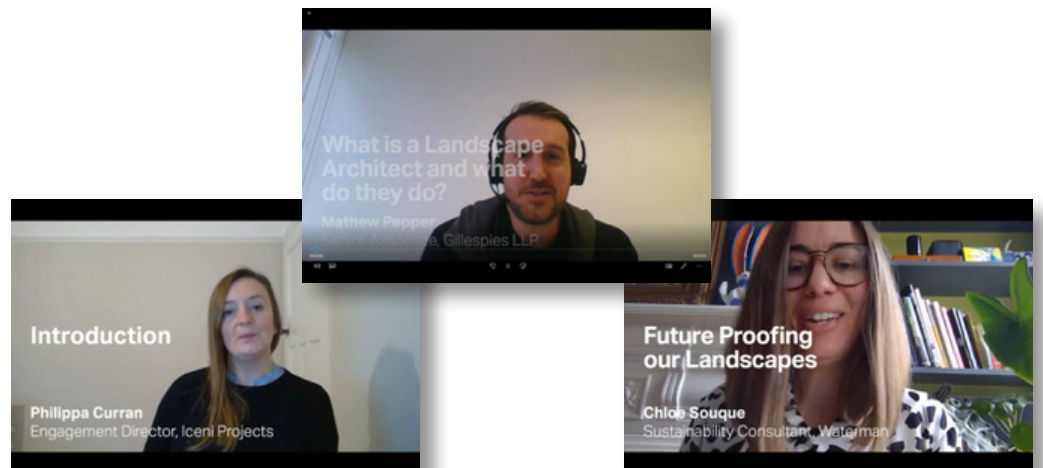
Two stages of engagement have been undertaken, with online workshops, drop-in sessions and structured questionnaires. Feedback reports have been prepared at each stage.



5 sessions with 16 - 18 year olds

## 4. 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.



Right: Video stills taken from school session



14,900 individual visits to the website

## 5. Consultation Process

A consultation website was launched in Autumn 2020 and to date has had more than 14,900 visits with over 32,000 page views.

A summary of the key topics raised by the community during the first and second 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 for Stage 1 can be read in full [here](#).  
The consultation results for Stage 2 can be read in full [here](#).

Right: Stage 2 Consultation leaflets and banners

**St Helier Waterfront**

We would like to share fresh and more detailed concepts for the Southwest waterfront area of St Helier.

It would be great to hear your thoughts, explain the feasibility work that has been undertaken to date and offer an informal, open discussion with the design team.

We are holding several online and in person presentations & discussions. To book and attend a session, please email us at [info@sthelierwaterfront.je](mailto:info@sthelierwaterfront.je)

**Come along - in person or online!**

**Fri 14 May** Live session in the Town Hall  
12.30 - 1.30pm

**Fri 14 May** Virtual session  
4.30pm - 5.30pm

**Sat 15 May** Live session in the Town Hall  
11.30am - 12.30pm

**Tue 18 May** Live session in the Town Hall  
11.30am - 12.30pm

An exhibition of the updated concepts will be available on public view in the Assembly room, Town Hall (York Street) from Thursday 13 May - Tuesday 18 May.

The material will also be available to view online at [sthelierwaterfront.je](http://sthelierwaterfront.je) from Thursday 13 May where you can leave your comments.

Your feedback will help us develop detailed designs.

**St Helier Waterfront**  
Share your thoughts...

[www.sthelierwaterfront.je](http://www.sthelierwaterfront.je)

JDD JERVIS DEVELOPMENT COMPANY | iceni | GILLESPIES

# 1. Introduction & Update

The Southwest St Helier planning framework was adopted by the Government Minister in December 2019 as a Supplementary Planning Document (SPD) to Jersey's existing public consultation. The Framework replaces the Framework Quarter Mission and also provides guidance on development and priorities.

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

Within the Visionary Framework the concept proposes to provide new homes, community and green facilities.

# 2. 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 stakeholders 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 update the responses in full on the consultation website as we did with Stage 1.

We would be grateful for comments before 2 June.

## The Team

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

Clifford's is leading the consultant team, providing urban design, public realm and landscape design. Hella and Hectors is leading on architecture. Ancom is advising on costed alignment.

Levi's Projects is providing community and stakeholder consultation.

MS Planning is advising on planning matters.

Watersford Office is providing technical input on sites.

# 3. 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 40 statutory and regulatory workshops and meetings have been attended by JDC with the design team with relevant Government of Jersey departments, the Parish of St Helier, Cliffeau, the Jersey Architecture Commission, Jersey Arts and Jersey Sport.

## Consultation Process

A consultation website was launched in February 2020 and to date has had more than 1000 visits with almost 10000 page views.

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

- The scale and impact of the housing community and key stakeholders in the design of the layout and the desire to be meaningful and visually engaged in the vision and planning process.
- The need for improved connectivity and movement.
- How to create public spaces and sustainable communities.

# 4. The Vision for Southwest St Helier

Jersey Development Company is focused on delivering a compelling Watersford that is recognised internationally as an exemplar in sustainability, landscaping and architecture that the land can be proud of. The remaining Watersford 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 focused 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 addressed 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 planning 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 refine the Visionary Framework development.

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

# 6. Framework Concept

# 8. 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 proposal?
- Do you think the proposal complements 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 or 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.

Let the old Cliffeau - a street that connects to the watersford.

Right: Stage 2 website material

# Stage 3 Consultation Process



7 virtual and physical sessions with the public

As part of the Stage 3 consultation process we undertook:

- 3 virtual sessions with the public
- 2 walk and talks with the public
- Site visit with school
- Displayed an interactive exhibition along with waterfront, with 4 plinths combining traditional interpretation panels with digital content, QR codes, 360 visualisation in situ and a wildlife hunt 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

Right: Example leaflet

## St Helier Waterfront

Have your say on the final stage of the Public Consultation process

Thank you to those who contributed during Stage 2, your comments have been reviewed and we have now developed the proposals in more detail.

Visit our website from Friday 16 July to see the Stage 3 consultation material and tell us what you think by completing a short questionnaire.

**Come and talk to us!**

We will be holding an online session with a presentation from the design team and an opportunity to ask questions. Please register in advance by contacting [info@stheliewaterfront.je](mailto:info@stheliewaterfront.je) to be sent joining instructions.

**Session date:**  
Tuesday 20 July 6pm - 7pm

Visit [www.stheliewaterfront.je](http://www.stheliewaterfront.je) to find out more.

**Walk and Talk tour at the Waterfront with JDC**

We will be holding two 'walk & talk' sessions at Les Jardins de la Mer which will co-inside with four 3D displays. Pop down and speak to us to find out more.

**Session times:**  
Thursday 22 July 1pm - 2pm and 6pm - 7pm

**Prefer to see the designs in person?**

**St Helier Town Hall**  
From Wednesday 21 - Friday 30 July, the material will be on display at the Town Hall - Ground floor meeting room.

**Les Jardins de la Mer - 3D Displays**  
From Thursday 22 July - Friday 19 August, four 3D Displays will be installed at Les Jardins de la Mer which will showcase the designs and enable you to visualise the future of the Southwest St Helier Waterfront. Simply take your phone and scan the QR code to take a tour of the proposed new development.

## Get Involved!

## Latest News

You can now view the Stage 3 Consultation material here. You can also view a series of 360 degree presentations here.

Missed the online O&A sessions? We recorded one of the presentations and you can watch it here.



Design team Gillespie, present the Stage 3 proposals.

### Stage 3 Consultation

The design development team and planning have been working to develop a vision for the waterfront area. This includes the location of buildings, public spaces and building materials.

You can view the Stage 3 Consultation here.

The community feedback from our stage 3 consultation in August 2016 and the most recent stage 3 consultation in May 2017, has helped us shape the current proposals for the waterfront.

We have incorporated your feedback into the proposals. It shows we have listened. The proposals will be a mix of new buildings and existing buildings which will be a mix of new and existing buildings.

Based on the consultation feedback and public support that has been received, the proposals have been reviewed to report the amount of office and retail space which will be included in the proposals and the impact on the waterfront.

Phase one steps at the new development will be a mix of new buildings and existing buildings.

We look forward to continuing the consultation during this stage of consultation.

Right: Grabs taken from the consultation website ([www.sthelierwaterfront.je](http://www.sthelierwaterfront.je))

### Framework Concept

#### The Framework - Summary Diagram

The framework concept sets out the vision for the waterfront area. It shows the location of buildings, public spaces and building materials.

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### Missing - Height Distribution

Building heights and overall massing will support the waterfront area. It shows the location of buildings, public spaces and building materials.

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### The Work Undertaken So Far

Various and related activities have been undertaken. It shows the location of buildings, public spaces and building materials.

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### Feasibility Studies: Key Findings

Traffic Study - La Route de la Liberation. It shows the location of buildings, public spaces and building materials.

Feasibility Study - Market Demand Analysis. It shows the location of buildings, public spaces and building materials.

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### Southwest St Helier Planning Framework

The Southwest St Helier planning framework was developed by the Environment and Planning Committee in October 2015. It shows the location of buildings, public spaces and building materials.

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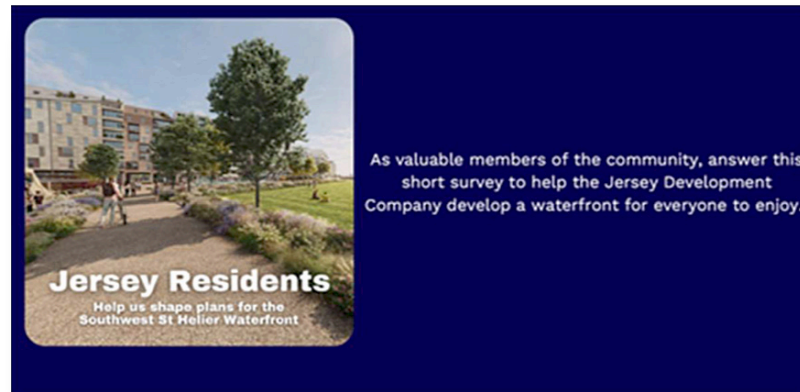


Right: Interactive Plinths and Childrens' Hunt

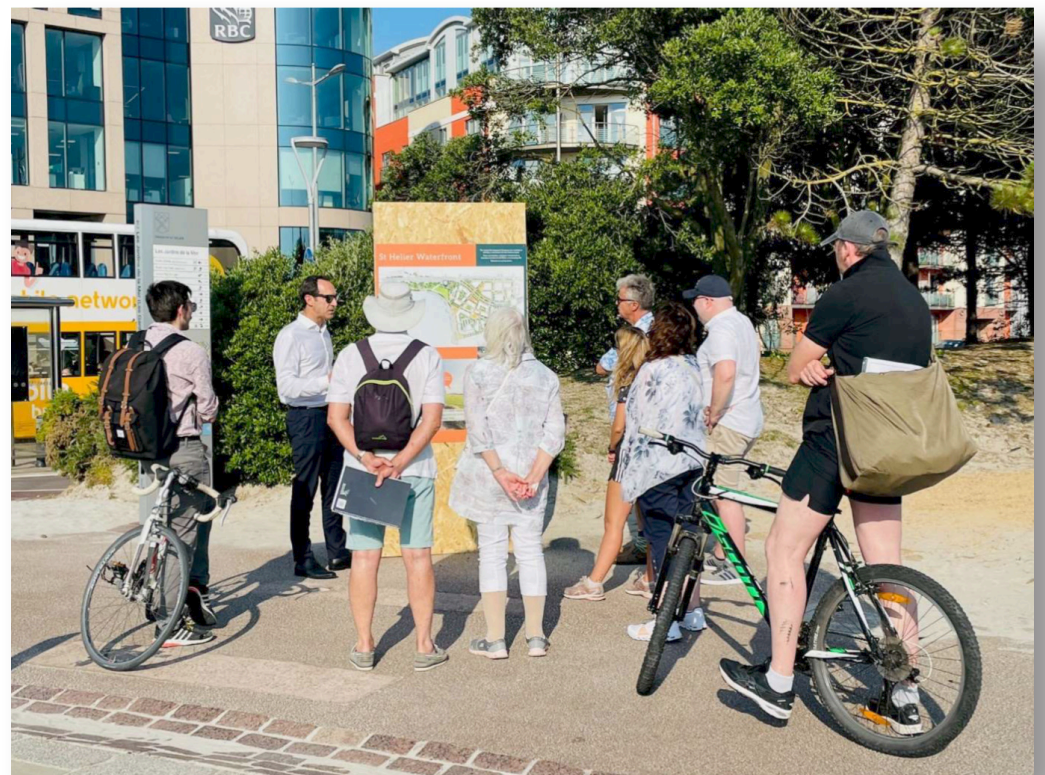


Right: Physical display

Right: Social media campaign, example advert



Right: Walk and Talk





Over 600 written responses received

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 (11)
- '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%)

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



62,000 views of our social media ads

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)

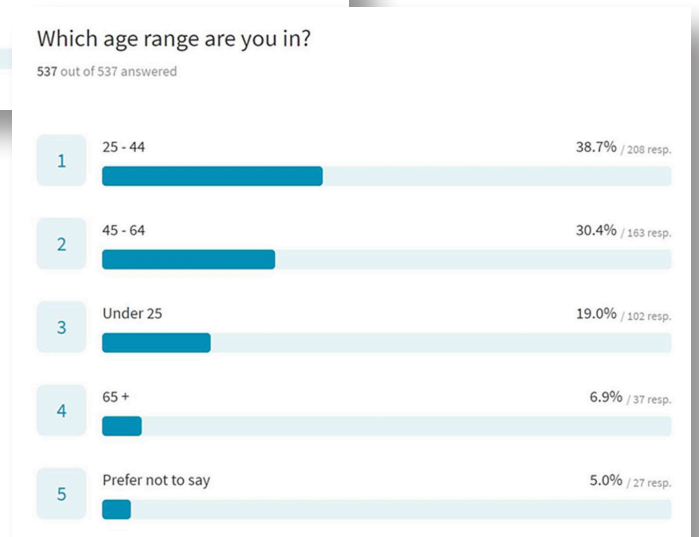
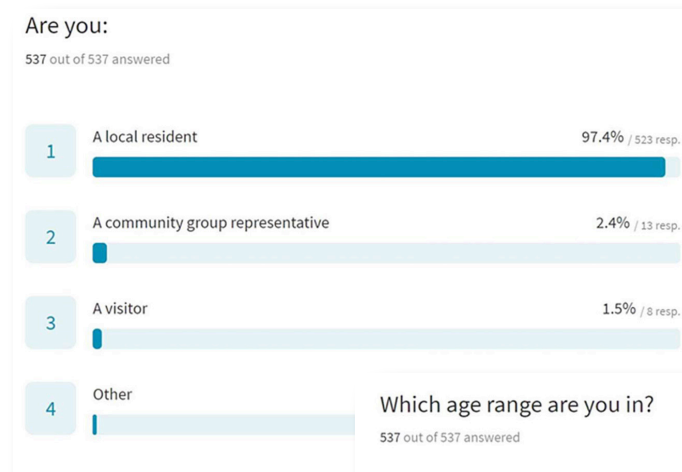
### *Do you have any questions/ comments for the team?*

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, 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 (27)
- 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 Fregate 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



## **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.

## 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 L'etau, 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.

## 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?



- 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 Melechès 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

# Appendix

## Stage 3 Consultation Material

Right: Stage 3 Consultation exhibition boards

### The Purpose of this Consultation

The Jersey Development Company and their design partner GLL are working to develop a waterfront for employment activity.

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 layout, relating to how more than a range with better connections. The extension will be the primary building on the Waterfront which is proposed to be 12 storeys.

Based on the consultation 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 an active and vibrant public realm and open space ideas.

**Landscaping, tree and planting** have been considered to define the area from hotel extension, this includes the potential for buildings, public realm shelters and seating connections.

Respondents to the consultation asked to see more detail on 20-storey situations. We have provided to provide an illustrative interpretation of the proposal.

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 part of the consultation so far. We look forward to continuing the conversation during the final stage of consultation.

You can contact us with any questions or comments at [info@sthelierwaterfront.co.uk](mailto:info@sthelierwaterfront.co.uk)



**View the 360 Degree Visualisations**

Visit [www.sthelierwaterfront.co.uk](http://www.sthelierwaterfront.co.uk) 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 in under a minute by visiting [www.sthelierwaterfront.co.uk](http://www.sthelierwaterfront.co.uk) to complete our online questionnaire. You can also use your smartphone to scan this QR code to complete our online questionnaire.



St Helier Waterfront 

### Updated Framework Concept



The Framework - Summary Diagram



Connectivity - Urban Movement



Public Realm Character Areas



Connectivity - Pedestrian



Urban Character Areas



Connectivity - Cycles

St Helier Waterfront 

### Ground Floor Land Use & Height



Concept Framework Ground Floor Land Use



Building Height Distribution

St Helier Waterfront 

### Updated Sketch Framework



Key:

1. New water front building
2. Employment blocks
3. Leisure park (leisure and public realm)
4. Employment blocks (leisure and public realm)
5. Employment blocks (leisure and public realm)
6. Employment blocks (leisure and public realm)
7. Employment blocks
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30. Employment blocks

St Helier Waterfront 

### 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 25 statutory and regulatory workshops and meetings have been undertaken for JDD and the design team with relevant Government of Jersey departments: the Jersey of St Helier, Jersey Airports Authority, Civil Aviation, Jersey Police and Jersey Fire.

**Engagement with Young People**

More recently we have undertaken engagement with young people by working with education establishments and by working with the more detailed public realm concept. However, we are continuing the engagement with young people.

We would like to thank everyone who participated during August 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.

**7 virtual and physical visits to the public**

**Over 600 written responses received**

**10 sessions with 16-18 year olds**

**14,900 individual visits to the website**

**62,000 views of our social media site**

St Helier Waterfront 

### Feasibility Studies: Key Findings

**Traffic Study La Bonne de la Liberation**

The Jersey Development Company has commissioned a traffic study to assess the impact of the proposed development on the local road network.

The study confirmed that without a suitable transport network in place the proposed development would have a significant impact on the local road network.

A comprehensive traffic study has been undertaken to assess the impact of the proposed development on the local road network and to identify ways in which the impact can be mitigated.

**How can we improve La Bonne de la Liberation?**

- Improving the layout of the road network to address the identified issues and to improve the safety for all road users.
- Providing a new single phase pedestrian and cycle crossing between the Glasshouse House and Glasshouse Street.
- Providing a new pedestrian and cycle crossing at the Glasshouse Street and Glasshouse Street junction.
- Improving the network of cycle routes with improved lighting and signage, particularly along Glasshouse Street.
- Improving the bus stop to provide further passenger facilities.
- Creating and defining the road hierarchy and signage to improve the safety and efficiency of the road network.
- Making space through the pedestrian zones and to improve the safety of the road network.
- Providing the local network with a bus lane.

The proposals will be designed to ensure that the road network can support the development and to improve the safety and efficiency of the road network.

The proposed development will be designed to provide a high quality of life for the residents of the area and to provide a legacy for the people of Jersey.

St Helier Waterfront 

# Appendix

## Digital Marketing Campaign

Right: Sample grab from digital marketing campaign

