

Visioning Framework for South West St Helier Waterfront, Jersey

Possible Ground Floor Uses & Analysis

Updated 11th May 2021



Visioning Framework for South West St Helier Waterfront, Jersey

Ground Floor Development

Categories

Potential ground floor uses

Social Infrastructure	Retail + F&B	Leisure/ Recreation	Cultural/ Community	Business/ Workspace
<ul style="list-style-type: none"> • 2 GPs practice • Approx 70sq m per 1,000 people • Approx 200 sq m in total • Small dental practice • Assume smaller than primary healthcare facility approx. 150 sq m in total • Childcare/nursery provision • Assume 3m sq per child for 170 child facilities • Approx 510sq m in total 	<ul style="list-style-type: none"> • One large local/convenience store • Approx 450 sq m • Additional niche food related store • Approx 400 sq m • Cafes (6) • Expect approx. 27sq m per, 1,000 population • Approx. 500 sq m in total • Restaurants (4) + 2 bars • Approx 2,400 sq m in total 	<ul style="list-style-type: none"> • Gym studio space with some stations • Approx 1,500 sq m in total • Roller/Ice Rink/indoor skate/bouldering centre • Approx 1,200 sq m 	<ul style="list-style-type: none"> • Flexible cultural/community space • Expect 0.06m sq per person • Approx 795 sq m • Arthouse Cinema • Approx 440 sq m 	<ul style="list-style-type: none"> • Flexible/shared workspace • Based on 25 hotdesks plus 1 x 6-person conference room • Approx 260 sq m in total

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Ground Floor Development

Totals

Social Infrastructure	Retail + F&B	Leisure/ Recreation *	Cultural/ Community	Business/ Workspace
• Approx 860sqm	• Approx 3,750sqm	• Approx 2,700sqm	• Approx 1,235sqm	• Approx 260sqm

- Total ground floor space allocated = 8,805 sqm (64%)
- Available space = 13,670 sq m
- Remainder = 4,865 sq m

* Excludes Leisure Quarter

Visioning Framework for SWSH, Jersey

Public Consultation Report



Visioning Framework for South West St Helier (SWSH), Jersey

Ground Floor Development – types and mix of use

In order to achieve the vision for South West St Helier (SWSH) of a vibrant and sustainable new waterfront area for the town, it is important that very careful consideration is given to the mix of non-residential uses that will be incorporated into the development scheme. A number of key principles have been considered in determining this mix, in particular the different types of uses and activities that will benefit the new residents who come to live in the area, but also contribute additional value and quality to the wider town centre offer in order to create a destination for islanders and visitors to enjoy.

A range of use categories have been incorporated into the mix, including new social infrastructure such as healthcare and early years facilities to meet immediate community needs, as well as broader activities such as food and drink, leisure, sport and art&cultural activities. In order to determine what is right for South West St Helier and the wider urban area, a number of important factors and ongoing changes have been assessed and these are outlined below;

- **Population change** – island-wide – the population of Jersey is forecast to continue increasing into the future which means that, in general, more facilities will be needed to ensure that the needs of all residents are catered for. This will include new services and amenities in and around St Helier.
- **Additional population and ‘child yield’** – this is the new residential population that will be triggered by the development itself, as more people come to live here. We expect the development to generate a population of around 2,400 people, with approximately 200 being younger children. It will be important that this population has access to necessary services such as healthcare, childcare and leisure facilities.
- **Existing uses/offer** – in the town centre – we have been very careful to consider a need for complementary development that reinforces coherence and attractiveness of the existing St Helier town centre offer. The SWSH waterfront proposal will add value and benefit to the existing town centre and help strengthen its position as an important retail and leisure destination.
- **Other major planned developments & characteristics/provisions** – there are a number of other nearby development proposals also likely to generate new populations and thus additional demand for services
- **Tourism trends** – visitor numbers and spend per head – annual and daily averages. We have looked at tourism trends and the possibility of more visitors coming to Jersey and using the various shops and facilities in St Helier town centre. This has been factored into our assessment of needs.
- **Commuting patterns and numbers** – St Helier town centre is clearly the most important employment location on the island. This generates a significant number of incomers on weekdays and therefore an additional segment of demand for facilities and uses.
- **‘Footfall’ patterns and trends** – across the town centre, its carparks and other key assets (e.g. the bus station) – there is a substantial volume of footfall in the waterfront area generated by travel, parking and various forms of visitation which can also be catered for by new facilities at this SWSH location.

Visioning Framework for South West St Helier (SWSH), Jersey

Ground Floor Development – types and mix of use (contd)

Taking into consideration all of the various factors of influence, we have produced a portfolio of uses and activities for the ground floor of the SWSH development scheme which we feel will add vibrancy and promote the social and economic sustainability of the location. We have been very conscious of the need to ensure the long-term economic health of the wider town centre area, particularly given recent trends in retail and leisure patterns associated with consumption and spending. Furthermore, we have also thought about how behaviours might change in the future, especially about choices around work location and the use of technology that will facilitate more of a blend of working from offices, sometimes from home and also possibly from shared work spaces in attractive locations.

The nature of the SWSH waterfront site means that it will form part of a wider visitor and leisure offer and can add something very valuable to the whole town centre area. Our proposed mix of non-residential uses includes the following:

- **Social infrastructure** – this is a very important element of the new use mix. A town centre community which is increasing in size will need more in the way of health, wellbeing and childcare facilities. Therefore we propose: a small GP practice, with possibly 2 to 3 GPs; a small dental practice which will serve SWSH Waterfront residents and also visitors to the town; childcare/nursery provision serving both an immediate and wider population.
- **Retail and Food & Beverage** – in our assessment, we have been careful not to propose anything that would detract unnecessarily from the current town centre offer and therefore the emphasis here is on new food and drink elements. Our proposals include: one large local/convenience store serving the new community; an additional niche food related store; up to four restaurants and two additional bars; as well as cafes – up to six - placed around the development and which will offer a variety of options for residents and other town centre users.
- **Leisure & Recreation** – we feel it is important that the SWSH Waterfront development scheme offers valuable opportunities to partake in exercise and leisure activities and for this reason, we propose a large, fully functioning gym, as well as a possible indoor skate/bouldering centre that could operate as either an indoor skate/wheels/activity centre or roller rink. These activities would strengthen the overall nature of the St Helier leisure experience for both residents and visitors.
- **Cultural & Community** – these types of facilities are very important in generating positive social impact, helping to integrate new and existing communities, as well as strengthening the amenity offer of the town centre. For this reason, our plans propose the inclusion of a new ‘arthouse’ cinema, as well as a community art & cultural space that could include a National gallery or used flexibly by a variety of different community groups and artists for exhibitions and performances.
- **Shared workspace** – as we move into a ‘post-COVID’ era where there is possibly an increased utilisation of remote working, we feel it is important to incorporate some flexible workspace into our development. This will increase the attractiveness of the location to business users and support a broader and more resilient mix of uses and evolving work styles.