

# STATES OF JERSEY



## ISLAND PLAN 2022-25: APPROVAL (P.36/2021) – FIFTY-EIGHTH AMENDMENT

### ST. BRELADE'S BAY DEVELOPMENT

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Lodged au Greffe on 12th July 2021  
by the Connétable of St. Brelade

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STATES GREFFE

**PAGE 2 –**

After the words “the draft Island Plan 2022-25” insert the words “except that –

- (a) within Policy GD9, the final paragraph should be replaced with the following paragraphs –

“Skyline and strategic views in St Brelade’s Bay shall include:

- existing views of its skyline from its beach;
- existing views of its skyline and its listed buildings on its shoreline from the following public viewpoints:
  - a. its pier,
  - b. Portelet Common (Ouaisné headland above La Cotte)
  - c. Le Grouin and its headland; and
  - d. the cliff path behind St Brelade's church towards Beauport Bay; and
- existing views of listed buildings on St Brelade’s Bay shoreline from the public terraces or guest rooms of visitor accommodation and dining and entertainment areas of premises in daytime and evening use.

Within the shoreline zone:

1. the development of new buildings or infrastructure, new structures or extensions to existing buildings will only be supported if the development overall does not obstruct views (in the case of private residential development) or significant views (in the case of daytime and evening use premises or publicly owned buildings) to, or involve the loss of open spaces which provide views to, the shoreline and sea;
2. the footprint, scale and mass of any replacement, redeveloped or extended building in private residential use will only be permitted to be larger than the footprint, scale and mass of the building it replaces in minor respects; and
3. the overall benefit to the community of any proposal shall not include any luxury housing development.

Redevelopment and /or extension of existing development in the shoreline zone should be sensitive to its landscape context in terms of scale, design, materials and colour and should include ancillary 'green' landscaping complementary to the wooded scarp areas of the Bay.”; and

- (b) the Les Ruisseaux Estate and other existing built area in and above Ouaisné Bay as far as the Route des Genets to the north should be re-designated as Green Backdrop Zone, with the Draft Bridging Island Proposals Map Part A amended accordingly.

CONNÉTABLE OF ST. BRELADE

**Note:** After this amendment, the proposition would read as follows –

**THE STATES are asked to decide whether they are of opinion –**

to approve, in accordance with Article 3(1) of the Planning and Building (Jersey) Law 2002, as amended by the Covid-19 (Island Plan) (Jersey) Regulations 2021, the draft Island Plan 2022-25, except that –

(a) within Policy GD9, the final paragraph should be replaced with the following paragraphs –

“Skyline and strategic views in St Brelade’s Bay shall include:

- existing views of its skyline from its beach;
- existing views of its skyline and its listed buildings on its shoreline from the following public viewpoints:
  - e. its pier,
  - f. Portelet Common (Ouaisné headland above La Cotte)
  - g. Le Grouin and its headland; and
  - h. the cliff path behind St Brelade's church towards Beauport Bay; and
- existing views of listed buildings on St Brelade’s Bay shoreline from the public terraces or guest rooms of visitor accommodation and dining and entertainment areas of premises in daytime and evening use.

Within the shoreline zone:

4. the development of new buildings or infrastructure, new structures or extensions to existing buildings will only be supported if the development overall does not obstruct views (in the case of private residential development) or significant views (in the case of daytime and evening use premises or publicly owned buildings) to, or involve the loss of open spaces which provide views to, the shoreline and sea;
5. the footprint, scale and mass of any replacement, redeveloped or extended building in private residential use will only be permitted to be larger than the footprint, scale and mass of the building it replaces in minor respects; and
6. the overall benefit to the community of any proposal shall not include any luxury housing development.

Redevelopment and /or extension of existing development in the shoreline zone should be sensitive to its landscape context in terms of scale, design, materials and colour and should include ancillary 'green' landscaping complementary to the wooded scarp areas of the Bay.”; and

(b) the Les Ruisseaux Estate and other existing built area in and above Ouaisné Bay as far as the Route des Genets to the north should be re-designated as Green Backdrop Zone, with the Draft Bridging Island Proposals Map Part A amended accordingly.

## REPORT

Policy GD9 of the draft Bridging Island Plan 2022-25 seek to protect ‘skylines, views and vistas’, effectively replacing Policy GD5 of the current Island Plan.

This Policy has yet to be developed to identify specific strategic views and skylines. This may have been to the detriment of views of St Brelade’s Bay and Ouaisné Bay from coastal national park areas with headlands offering spectacular views of both bays on popular coastal walks in the area.

The Bay is a high profile and popular scenic seaside resort that has been identified as a Tourist Destination Area in the draft Bridging Island Plan 2022-25. It also has proved popular for wealthy residents and speculative developers to construct and extend private residences.

A proposed development of luxury residential accommodation on the seafront of St Brelade’s Bay recently was approved despite an adverse impact on views of its historic and iconic Conway Tower from a public path on the Le Grouin headland (as well as from the western side of its public beach).

Ouaisné Bay and St Brelade’s Bay have been identified, along with Beauport Bay, as the St Brelade’s Bay Coastal Unit in the Integrated Landscape and Seascape Character Assessment (ILSCA) which has provided landscape guidance in respect to development in this larger area.

However, the ILSCA:

- (a) has not studied, or sought to improve, the views of St Brelade’s Bay and Ouaisné from the pier, the coastal footpaths that descend into the two bays from Portelet Common (Ouaisné headland) and from Beauport Bay as well as from Portelet Common itself;
- (b) falls sort of encouraging landscaping in the shoreline zone that would be sympathetic with the wider landscape context of St Brelade’s Bay for which landscape guidance in the 1989 Environmental Improvement Plan (which the States Assembly through its approval of paragraph 4.86 of the current Island Plan sought to continue to make relevant in future Island Plans) encouraged tree planting over dune land; and
- (c) falls short of addressing the sprawling residential development in the shoreline zone and the built areas in Ouaisné Bay so that it is better integrated into their surrounding landscaped areas has been at the expense of the scenic charm of both bays.

In the space of ten years, a demand for sites for residential development has prejudiced the possible future acquisition of land in the shoreline zone for public amenity areas or premises for day and evening economy use of its local tourism industry. Land in the shoreline that acquires value for residential development usually becomes unviable to acquire for public amenity or day and evening economy use.

It remains uncertain if Proposal 17 of the draft Bridging Island Plan 2022-25 for a St Brelade's Bay Improvement Plan will be progressed, or if it is progressed, if that

progress will be at a rate or have content that would succeed in curtailing further residential spread at the expense of the Bay's green infrastructure and potential increase of areas supporting future public amenities and daytime and evening economy premises.

The report of the public engagement exercise carried out in connection with the St Brelade's Bay character appraisal, that is part of the core evidence base for the draft Bridging Island Plan 2022-25, found:

1. an 'overwhelming' concern that the Bay 'should be for the local community and visitors, not an elite or exclusive residential domain for the ultra-rich as it is increasingly becoming', and;
2. a concern expressed by most of the Bay's tourist businesses that 'the tourism offer needs to be supported or tourism businesses will continue to decline'.

This amendment seeks to go some way towards enabling the gradual improvement of views from the public viewpoints mentioned through encouraging appropriate landscaping to integrate built areas with surrounding areas. It also imports further restrictions on developments in the shoreline zone so that land that has potential tourist economy and public amenity development value is better preserved for the benefit of the wider community.

#### **Financial and manpower implications**

There are no financial or manpower implications in relation to the proposed amendments.

#### **Child Rights Impact Assessment implications**

These amendments have been assessed in relation to the [Bridging Island Plan CRIA](#). Improved well-being of children will arise from improved public access to, and improved enjoyment of, a public beach and recreation area.