

# STATES OF JERSEY



## NORTH ST. HELIER MASTERPLAN

---

**Lodged au Greffe on 11th May 2011  
by the Minister for Planning and Environment**

---

**STATES GREFFE**

## **PROPOSITION**

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

to endorse the intention of the Minister for Planning and Environment to adopt the North St. Helier Masterplan dated 10th May 2011 as an agreed development framework.

MINISTER FOR PLANNING AND ENVIRONMENT

- Notes:
1. The Revised Masterplan dated 10th May 2011 has been published separately.
  2. This proposition replaces P.190/2010, which is withdrawn.

## REPORT

### BACKGROUND TO THE MASTERPLAN

#### Introduction

1. Since 1995, there have been repeated calls for a Town Park to be created on the site of the Old Gas Works as a way of marking the Millennium, and numerous ideas and plans have been suggested as to how this should happen.
2. However, whilst they have all been proposed with the best of intentions, they had failed to address fundamental principles such as how the new park can be stitched into the existing urban fabric and become an integral part of the town, and how the project, including the provision of alternative parking, could be funded. Town Park funding and delivery has now been secured and commenced.
3. This Masterplan is the first attempt to put the new park into its proper urban context, which respects the townscape and creates a park that repairs the urban character of this part of the town, creating a meaningful open space that is available to all, but in particular that the residential community of the area can use and enjoy. By creating additional linked amenity space on nearby or adjoining sites it significantly increases the amount of open amenity space in other parts of the area.
4. The Masterplan centres on the site of the proposed Town Park and covers the area from Rouge Bouillon in the north to West's Centre in the south, and St. Saviour's Road in the east to Halkett Place in the west.
5. In March 2009 the Minister for Planning and Environment appointed Hopkins Architects, in conjunction with Robert Townshend Landscape Consultants and prominent local firm Naish Waddington Architects, to prepare a Masterplan for the northern part of St. Helier.
6. Hopkins Architects is one of the top architectural and masterplanning practices in the world and have won many international accolades for their pioneering, often complex, high quality projects. In consultation with local architects Naish Waddington, the practice developed a Masterplan of the highest quality for the future development of the north part of town.
7. Hopkins' plan demonstrates their careful understanding of how this part of town evolved, how it currently works and their expert interpretation of how it could work in the future. Their plan demonstrated how a new urban park can be carefully stitched into the fabric of the town to repair the townscape and provide meaningful space for the people who live there and those who pass through the area daily, be they shoppers, commuters, school-children or tourists.
8. The recent decisions on the Town Park and the commencement of its construction has caused the Minister for Planning and Environment to re-appraise the proposals, and to engage with the landowners of large sites close to Town Park to evaluate the contribution they can make towards achieving the original aims of the Masterplan. Several meetings have taken place since

the start of 2010 between the Planning, Transport and Technical Services and Property Holdings Departments, with the owners of Le Masurier's, Jersey Gas and the Jersey Brewery about their own proposals, and how they might contribute to the aims of the Masterplan.

9. The earlier public consultation on the Masterplan and more recent engagement with States Members has produced many thoughtful and encouraging comments which have helped to refine the final version of the Revised Masterplan and the Minister for Planning and Environment now seeks endorsement from the States Assembly for its adoption.

## **THE MASTERPLAN CONSULTATION**

10. Work on the Masterplan commenced in March 2009 and the draft was published for public consultation on 26th September 2009. Comments were invited on the following issues:
11. The principle of regenerating the Northern part of Town.
  - The redevelopment of Ann Court to include residential development around three sides, enclosing a central public open space, with underground shoppers' and residents' parking.
  - The creation of a new town park, with perimeter residential development and underground commuters' and residents' car parking;
  - The redevelopment of Minden Place car park with a mixed use development with public open space plus the retention of shopper car parking.
  - Environmental improvements to Bath Street and David Place consisting of a one way north-bound traffic flow with wider pavements and landscaping.
  - The redevelopment of the Parish of St. Helier's Belmont Gardens car park which proposed a small residential development and public open space.
  - The creation of new pedestrian routes to connect Bath Street to Halkett Place, and Gas Place to Belmont Road.
  - The redevelopment of Green Street car park to provide additional commuter and residential parking to replace that lost in Gas Place, and residential development.

### **The Public Response to Consultation**

12. The public consultation took place over 3 months and attracted over 450 responses, obtained from public exhibitions, surveys and written responses.
13. The Public supported –
  - The principle of regenerating the North of Town;
  - The principle of providing more public open space in the town;

- The provision of a town park on the Gas Place and Talman sites;
- The creation of underground parking;
- The redevelopment of Ann Court for residential, open space and underground parking uses;
- The provision of open space and commercial development at the site of Minden Place car park once the car park reaches the end of its design life;
- Environmental improvements to Bath Street and David Place and increased pedestrian permeability;
- The provision of mixed-tenure housing to include affordable, social rent and homes for the elderly; and
- The principle of funding the public amenity and environmental improvements from development receipts.

14. Concern was expressed over –

- The development of buildings on the Talman site and Gas Place and the impact this would have on the size of the park.
- The loss of parking for residents and businesses at Gas Place, with potential damage to the viability of existing hotels and small businesses in the area as a result of less parking for clients. Extending parking capacity for commuters at Green Street car park was not considered to be a reasonable alternative.
- The loss of parking at Minden Place which would be a problem for the elderly and infirm;
- The creation of a one way system in Bath Street, which could be detrimental to emergency services and existing businesses.
- The construction of buildings on Belmont Road car park which would be detrimental to neighbouring residential property;

#### **Picnic in the Park Event**

15. In addition to the Minister's formal public consultation, the Millennium Town Park Support Group held the Picnic in the Park event, which resulted in 230 comments and provided the following indication –

- Nearly everyone who commented (221 people) supported the idea of creating open space in the town;
- 95 people specifically wanted a park with no new development on the site;
- Only 10 people disagreed or felt the money should be spent on other things.

## **Ann Court Petition**

16. On 27th November 2009, Deputy J.A. Martin of St. Helier, lodged a proposition (P.202/2009) containing and supporting a petition containing 2,588 signatures opposing the (then) proposal to construct an above ground multi-storey car park on the site of Ann Court (to replace the spaces lost at the Town Park site and Minden Place car park). The Deputy's proposition, which the States agreed, was to abandon the car park proposal and charged the Council of Ministers to bring forward alternative proposals for the Ann Court site as part of the North of Town Masterplan.

## **THE REVISED MASTERPLAN CHANGES**

### **Open Space**

17. The overwhelming message from both the Minister's consultation, and the Picnic in the Park event, was that more public open space should be created in the town. Accordingly, the proposals to include housing development on the Gas Place, Talman and Belmont Gardens sites have been removed.
18. However, development is proposed on the Jersey Gas site at the western end of the Town park site for the following purposes –
  - To regenerate the area, particularly the residential community, which will help the Island's housing needs;
  - To repair the townscape by providing attractive, appropriate scale, buildings for that part of the town. The buildings will provide a framework to the Town Park and in townscape terms will provide a counterpoint to the enclosure provided by the Odeon Cinema site at the western end of the new town park;
  - To provide 'people policing' to ensure a safe community environment, all of the time, through natural surveillance of the Town Park;
  - To help revitalise that part of the town, providing a community focal point, where people can meet and relax; and
  - To generate economic benefits, employment and activity, through increased property values, cafes, restaurants, open air events and so on.
19. The Masterplan seeks to deliver over 9 vergées of new public open space as shown in the table below. In addition, the development of the Jersey Gas site, the Jersey Brewery site and the Le Masurier's site will increase these figures

### Approximate areas of new public open space

Town Park	<b>12,710m<sup>2</sup></b>	7v
Belmont Gardens	550 m <sup>2</sup>	0.3v
Ann Court	2480 m <sup>2</sup>	1.36v
Site of Minden Place CP	260m <sup>2</sup>	0.14v
Facing Old Fire Station	400 m <sup>2</sup>	0.22v
<b>Total</b>	<b>16,400m<sup>2</sup></b>	<b>9.02v</b>

### Pedestrian and Cycle Links

20. The Revised Masterplan proposes a number of new or improved pedestrian and cycle linkages through the north of Town area. These include –
- A major route running north-south along Oxford Road, from Springfield Stadium to the Town Park, extending across the Park to Belmont Road, Providence Street, Ann Court and Peter Street to West's Centre;
  - A link from the Town Park, past the Odeon site and Old Fire Station to Halkett Place, provided as part of the development of the Le Masurier's and Odeon sites, and properties owned by the company to the west;
  - A link from the Town Park through the Jersey Gas site to St. Saviour's Road;
  - A link from the Town Park, south to Belmont Place, then east to St. Saviour's Road as part of the development of the Jersey Brewery site; and
  - A link from the Town Park, via the Wine Warehouse and the former Le Masurier's Warehouse, then past the new Salisbury Crescent development to the bottom of Wellington Road.

### Car Parking

21. The loss of public car parking from Gas Place was a major concern and the originally proposed alternative for commuter parking at Green Street was considered to be too far from the area it serves. Accordingly the redevelopment of Green Street car park has been completely removed from plan, parking beneath Ann Court has been increased, and the provision originally intended below the Town Park, will now be made up as part of the development of nearby private sites, including the Jersey Gas and Jersey Brewery sites. Public parking has also been retained on the Minden Place site and will link to new public parking provision as part of the Bath street redevelopment proposals.
22. Although Green Street car park has been removed from the plan, it is clearly an opportunity site for the States which will come forward as a separate development initiative in the future.
23. Minden Place car park remains a popular and convenient shopper car park, and will remain in use until it reaches the end of its design-life in 2020. If a States decision is made to redevelop, an element of parking will be retained on

site and further public car parking will be provided in the immediate vicinity of Bath Street.

24. The proposed underground car parks are based on traditional basement construction and conventional parking format. However, there are parking systems using state of the art technology which can significantly improve operational efficiency and reduce costs. Accordingly, if the plan is endorsed by the States, the Minister for Planning and Environment will ensure that the most appropriate and cost effective approach to underground parking is adopted.

Ann Court

25. The proposition P.202/2009 was considered by the States on 10th March 2010 when it was agreed that the proposal to develop Ann Court for an above-ground multi-storey car park should be abandoned. The Revised Masterplan proposes 300 underground car parking spaces for shoppers (185) and residents (115).

Minden Place

26. The relocation of Minden Place car park to Ann Court was a concern particularly for disabled drivers. Accordingly, if at the end of the current car park’s design life, a redevelopment is proposed via a States decision, then this should incorporate 10 disabled, short stay car parking spaces at street level, 100 underground shopper parking spaces plus 25 underground car parking spaces for residents.
27. In summary, proposed future public parking will be provided as shown in the table below. This provides more shopper parking into the North of Town area than was there prior to the commencement of the town park.

<b>Site</b>	<b>Public parking</b>
Le Masurier’s site	210
Jersey Brewery site	110
Ann Court	185
Jersey Gas site	138
Minden Place (until 2020)	110
<b>Total</b>	<b>753</b>

**THE MASTERPLAN**

**Key Intervention Sites**

28. The Masterplan takes a pragmatic look at the interventions that can be made and sites that can be developed by the States themselves.
29. There are several sites owned by the Public and privately owned, the development of which can be co-ordinated to achieve the aims of the

Masterplan. A balance between the costs of public realm improvements and the capital released from States development and contributions from private developments has been sought, with the intention that the developments will finance the public realm and parking improvements.

30. It is considered important that the States can actively start development with its own funding stream without reliance on private finance. The States will take an active role to pump-prime the regeneration of the north of town area by creating the Town Park and redeveloping Ann Court. The Jersey Gas company has indicated that it is prepared to release its site for development, as part of an arrangement where the company relocates its operations from Tunnell Street to States land at la Collette. The same potential exists with proposals by Le Masurier. This pro-active approach will send a clear signal to local landowners that the North Town is an area worth investing in.
31. The improved public realm, reduced traffic congestion, new parks and new developments will set the quality benchmark for other future, privately financed developments.

#### **Privately-owned Development sites**

32. Other privately owned potential development sites have been looked at as part of the preparation this Masterplan, and discussions have taken place with most of the owners. Advice has been given on use and massing. The consultation has already prompted a number of key private land owners to think about redevelopment and discussions have taken place in advance of the Masterplan being endorsed by the States. The sites, and the outline design and development guidance, comprise Appendix 3.

#### **Housing**

33. The original Masterplan brief (March 2009) asked for 100 lifelong and sheltered homes. Overall, the housing development proposed on Ann Court could yield around 180 two-bedroom apartments, although the actual number, mix of units and tenure will be decided when the schemes are implemented under the policies of the existing or new Island Plan.
34. All private residential development sites identified on the Masterplan Proposals Map, which do not already have planning permission, will be required to provide affordable housing at the rate of 12.5% of the total number of homes provided.
35. This requirement will apply immediately after the Revised Masterplan is adopted. This rate will increase to 20% over the first five years of the new Island Plan, following its adoption.

#### **Public Realm Improvements**

36. Public realm interventions proposed by the Masterplan can be summarised as follows –
  - Reinforcing the main artery in the north town - Bath Street and David Place.

- Creating new pedestrian and cycle routes as part of States and private development schemes.
- Locating public spaces on pedestrian routes.
- Locating car parks, where feasible, below ground to free up space above ground for public realm and beneficial development.
- Considering the creation of additional routes north-eastwards for residents and school children as part of future developments.
- The particular needs of children in this area were highlighted during the consultation. Many of them live in apartments and bed-sits with no access to safe open space or private gardens. Family friendly local parks, gardens and squares, carefully planned throughout the area and linked by a safe pedestrian route, are therefore vitally important for this area.

37. A safe pedestrian and cycle route which links Springfield stadium with Snow Hill is illustrated on the Masterplan.

### **KEY SITE PROPOSALS**

38. The following sites have specific proposals in the Revised Masterplan:

#### **Gas Place and Talman sites**

39. These sites will deliver the new Town Park, although there will be no underground car parking or perimeter residential development as outlined in the original Masterplan.
40. Remediation of the site has commenced and will be followed by laying-out the Town Park which will be completed during 2011.

#### **Ann Court**

41. The Revised Masterplan proposes up to 15,000m<sup>2</sup> of housing development (approximately 180 dwellings depending on size and mix), enclosing public open space, with 300 underground car parking spaces for shoppers and residents.

#### **Minden Place car park site**

42. If a States decision is taken to redevelop the site at the end of the useful life of the car park, then this site is suitable for residential use on the upper floors, and retail and/or food and drink use on the ground floor. The development should be four storeys. The Revised Masterplan proposes approximately 30 residential units with 25 underground car parking spaces for residents only and 10 on-street spaces for disabled drivers. A small south-facing public square is proposed as part of this development fronting Minden Place.
43. The existing car park has a possible 10 years of life before it requires replacement, and will remain in place for this time. An underground car park of 100 spaces is proposed for shopper parking if redevelopment is agreed.

44. The following proposed environmental improvements are also possible:
- Minden Place can become a narrower road with wider pavements and on-street disabled parking and a more pedestrian-friendly crossing at the Bath Street junction.
  - Bath Street and David Place can be improved visually with public realm improvements, although it will remain two-way in traffic flow.

#### **Jersey Gas site**

45. This large site is suitable for a significant new development for residential or other purposes, should it become surplus to the Gas Company's requirements. This will only occur if the company can extend its site at La Collette onto States land. Discussions have taken place with the International Energy Group (the parent company) which has indicated a willingness to work with the States to achieve the States and its own commercial objectives.
46. The Revised Masterplan proposes 24,000m<sup>2</sup> of housing development (approximately 250-300 dwellings), enclosing public open space, with underground car parking spaces for residents.
47. Any new buildings should be predominantly 5 storeys and will enclose further open amenity space and provide a pedestrian route to St. Saviour's Road. A review of the existing listed buildings on St. Saviour's Road will be undertaken to see if they merit their listing.
48. The site will be required to deliver 138 car parking spaces for general public use, which will be subject to a management agreement with Transport and Technical Services. The site must be fully remediated as part of the redevelopment.

#### **Improvement of Bath Street/David Place**

49. Bath Street and David Place will remain two-way for traffic, the opportunity will be taken though to improve pavements, to introduce trees and shared-space principles adopted. Future consideration will be given to extending this approach to Stopford Road, Victoria Street, Val Plaisant and St. Mark's Road.

#### **Bath Street to Halkett Place link and Bath street/ Odeon Proposals**

50. Major proposals are in train for the redevelopment of Le Masurier's land holdings in this area to provide commercial, residential and retail space. As part of this 210 publicly accessible parking spaces will also be delivered. Any demolition of the Odeon will only be considered through the planning application process when alternative high quality proposals can be weighed against the heritage issues.
51. A pedestrian route can be created that connects Bath Street with Halkett Place to provide a much needed east-west connection in this area. This link will follow the development of Le Masurier's Bath Street and Odeon Cinema sites, including properties to the west of the Nelson Street car park site.

### **Belmont Gardens**

52. This Parish-owned site currently used as the market trader's car park is suitable for redevelopment as a small local park, providing around 2,500m<sup>2</sup> of public open space. This project can go ahead once parking provision for the market traders is made available in Ann Court, the Jersey Gas site or the Le Masurier's site.

### **Nelson Street car park site**

53. This site is suitable for residential use and open space, possibly associated with the Old Fire Station and the development of the Odeon Cinema.
54. Proposals for the development area must ensure that the front of the Old Fire Station building is set within an appropriate urban setting, with suitable public space in front and furthermore, a route is provided that connects Bath Street with Halkett Place to provide a much needed east west connection in this area. This link is dependent on the development of the Le Masurier's and Odeon sites being approved, when submitted as an application.

### **PLANNING GUIDANCE FOR OTHER SITES WITHIN THE MASTERPLAN AREA**

55. There are numerous sites ripe for redevelopment in northern St. Helier totalling around 220,000m<sup>2</sup>.
56. All private residential development sites identified on the Masterplan Proposals Map, which do not already have planning permission, will be required to provide affordable housing at the rate of 12.5% of the total number of homes provided.
57. This requirement will apply immediately after the Revised Masterplan is adopted. This rate will increase to 20% over the first five years of the new Island Plan, following its adoption.
58. It is also expected to introduce a developer tariff across the Masterplan area, and to achieve public transport improvements and contributions to a town hopper bus service.
59. The Masterplan makes specific recommendations for the following sites:

### **Former Le Masurier's Warehouse**

60. As a going concern, this site could retain its existing warehouse use. However, if this site was to be redeveloped, it could offer an alternative site for residents' car parking or an opportunity for residential development. Future development should be contained within the existing building heights.
61. Any development should include a pedestrian route linking the Salisbury Crescent site with the historic buildings on the wine warehouse site, through to the Town Park on Gas Place.

### **Wine Warehouse**

62. Redevelop existing historic structures suitable for small scale retail together with food and drink use.
63. Any new development should be sympathetic to the scale and materials of the existing historic structures and include provision for the proposed pedestrian route from Salisbury Crescent to the proposed town park.

### **Britannia Place site**

64. This site could be developed as a new 3 storey commercial/residential scheme with the main facades presented towards the new park. The property is in multi-ownership which may militate against a comprehensive redevelopment. It is hoped that the added-value of a view over the park, and the opportunity to increase the yield with a further floor of development will overcome this potential problem.
65. Consideration will be given to establishing design codes to guide future development for this project.
66. In redeveloping this site, service access should be provided from Tunnell Street, and consideration given to closing Robin Place and incorporating it within the public realm of the town park.

### **Former Jersey College for Girls**

67. Proposals for residential apartments and town houses are already in preparation. The site now includes the rear section of the site, which was formerly occupied by Centre Point. This increases the total development area of the site by more than 60% to 3.4 acres and as such offers one of the largest residential regeneration opportunities in this part of St. Helier. Further development opportunities may become available on the Mont Cantel site currently occupied by Janvrin School.

### **Le Bas Centre**

68. This site could be considered for a suitable community use, for residential use or for public car parking. If residential, due attention should be given to the air quality and noise issues associated with the proximity of the site to St. Saviours Road.

### **Wesley Chapel**

69. This site has permission for a mixed use redevelopment with a public square facing Wesley Street. A proportion of any residential development will be required to be developed as affordable housing. The site could be developed in conjunction with the adjoining Le Coin site and warehouse.

### **Jersey Brewery site**

70. The listed buildings on Ann Street and St. Saviour's Road should be retained and the site redeveloped, possibly with a commercial development at ground floor. The heights of any new buildings on Ann Street and Simon Place will reflect surrounding buildings. Development could be considered of up to 5 storeys within the centre of the site, and possibly 6 storeys to the west of the site to relate to the height of the listed Brewery Building.
71. The site will be required to deliver up to 110 car parking spaces for general public use, which will be subject to a management agreement with Transport and Technical Services.

### **Charles Street (south) sites – (Le Coin and warehouse)**

72. These sites should be developed as a 4 to 5-storey residential scheme.

### **Mayfair Hotel site**

73. This site could be developed for residential accommodation. Any new development should address the air quality and noise issues associated with locating residential accommodation near a main, and heavily trafficked, road. The development should be of 3 storeys adjacent to St. Saviour's Road and Brooklyn Street, and up to 4 storeys on Ann Street.

### **Robin Hood Roundabout site (Springfield)**

74. Subject to it being acceptable in traffic terms, consideration should be given to removing the Petite Rue Du Val Plaisant and incorporating the land into an improved soft landscape area to the Springfield Stadium. The roundabout site would be suitable for multi storey long stay parking or parking with residential use over. If residential use is considered, due attention should be given to the air quality and noise issues associated with the proximity of the site to the Springfield Road, perhaps by incorporating a set back with soft landscaping to the north of the site.

### **Masonic Temple Car Park site**

75. The Masonic Temple car park site would be suitable for a 3 story residential development.

### **Le Seilleur Building**

76. The Masterplan recognises the opportunity to bring forward the regeneration of this building for potential community uses.

## **ASSESSMENT OF TRAFFIC IMPLICATIONS**

77. The Masterplan does not propose any significant change in traffic routing but it does acknowledge that the parking and traffic situation will need to be reviewed every two years in order to inform the redevelopment of sites proposed. The aim over time to move parking to the ring road area and the

delivery of the Sustainable Transport Policy will eventually improve traffic conditions in the North of Town area, as it will allow almost direct access to the Ring Road and obviate the need for traffic to penetrate the town centre.

78. The emerging proposals for private sites will need to be considered carefully in the context of the cumulative impact of different developments on traffic generation. The proposals for the sites referred to which are predominantly for residential use, are likely to be relatively benign in their impact as most work and shopping journeys will be made on foot.
79. The Masterplan also provides a framework for development contributions towards a town hopper bus service which will alleviate traffic implications from the private car.

## **FINANCIAL AND MANPOWER IMPLICATIONS**

80. The Revised Masterplan is significantly different from the Original Masterplan as far as funding is concerned, as the loss of development value on the Town Park site will result in an inability to fund all the proposed infrastructure projects, such as car parking provision and street improvements, unless these can be achieved by the development of private sites. The original Masterplan would have effectively paid for itself, but the Minister is confident that the Masterplan is viable based on the proposed combination of private and States development.

### **Planning Gain and Tariffs**

81. It is proposed that the shortfall in car parking provision will be made up through private development projects, principally at the Jersey Gas and Jersey Brewery sites which can be directly accessed from the Ring Road, and the Le Masurier's scheme will also contribute additional shoppers' car parking. This is likely to involve the States in revenue rather than capital expenditure. All three sites will have the capacity overnight to accommodate parking by residents of the North of Town Area.
82. Developers of the private sites will be invited to make a financial contribution towards the public realm and public transport improvements proposed in the Revised Masterplan. These will be negotiated through the Planning Obligation Agreement procedure, and are based on the premise that developments will benefit from the creation of parks, other open spaces, improved pedestrian routes and more attractive streets.
83. The Revised Masterplan does not make any distinction between open market and affordable housing at this stage. Market housing at Ann Court would clearly deliver a capital return to the States which can fund some infrastructure provision, but it would be necessary to find an alternative States site to accommodate affordable housing. Private residential development on the identified sites will be required to provide a proportion of affordable housing in line with the draft Island Plan policy H3, which will apply immediately after the Revised Masterplan is adopted. The requirement will be to provide affordable housing at the initial rate of 12.5% of the total number of homes provided. This rate will increase to 20% over the first five years of the new Island Plan, following its adoption.

## CONCLUSION

84. In conclusion, the development and improvements proposed in the Revised Masterplan afford us the opportunity for the States to pump-prime the regeneration of the northern part of central St. Helier. Development by the States of public sites, and the associated developments of the Le Masurier's, Jersey Gas and Jersey Brewery sites will substantially increase the quantity and quality of public space and, for the most part, resolve car parking issues in the area. Repair and improvements to the area will encourage further development of privately-owned sites, which can also provide the benefits of public car parking and open amenity space. Housing development, not just for social housing, will increase the population in the area which will benefit retailers and service providers in the northern part of the town centre and David Place. Attractive and safe routes for pedestrians will permeate the area, and the overall proposals will have a traffic-calming effect in Bath Street and David Place as well as restoring the grandeur of this principle artery.