

Introduction

The Broad Street Public Realm Improvements highlight the Government of Jersey's commitment to enhancing public spaces in St Helier, making Jersey an Island that is welcoming, vibrant and accessible.

This presentation explains the Broad Street scheme, including further information, imagery and the historical context that has influenced the project design.

The Vision

Since the closure of Broad Street to general traffic following the pandemic, it has become established as a pedestrian priority area while still allowing essential deliveries.

From consultation and engagement, a clear vision for the historic Grande Rue area emerged, including Broad Street, with public realm linkages onto the Royal Square and the Parade.

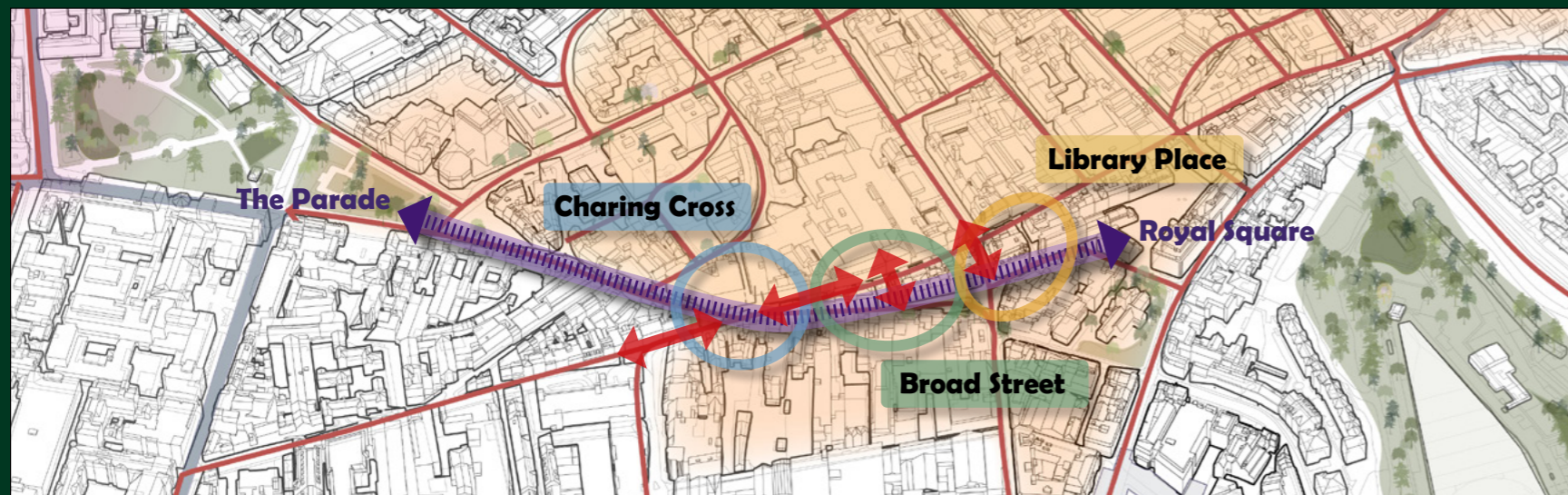
Following on from the completed improvement works in New Cut and King Street, the ambition to dramatically improve the public realm in the heart of St Helier continues with funding in place for the coming years.



Artist's impression of a birds' eye view of Broad Street

The ambition is to enhance the character of the Grande Rue District and create an area where it is comfortable for all to walk and necessary servicing is allowed to support the vibrancy of the district.

La Grande Rue



As part of the public realm strategy, a vision for 'La Grande Rue' has been developed.

This describes the core area extending from Parade Gardens, through Charing Cross, along Broad Street and into Royal Square.

High quality public realm and green infrastructure will enhance this key pedestrian route for active travel and appeal to visitors, businesses and residents.

The first area of improved Public Realm in the district was the creation of a continuous pedestrian precinct over the King Street junction with New Cut.

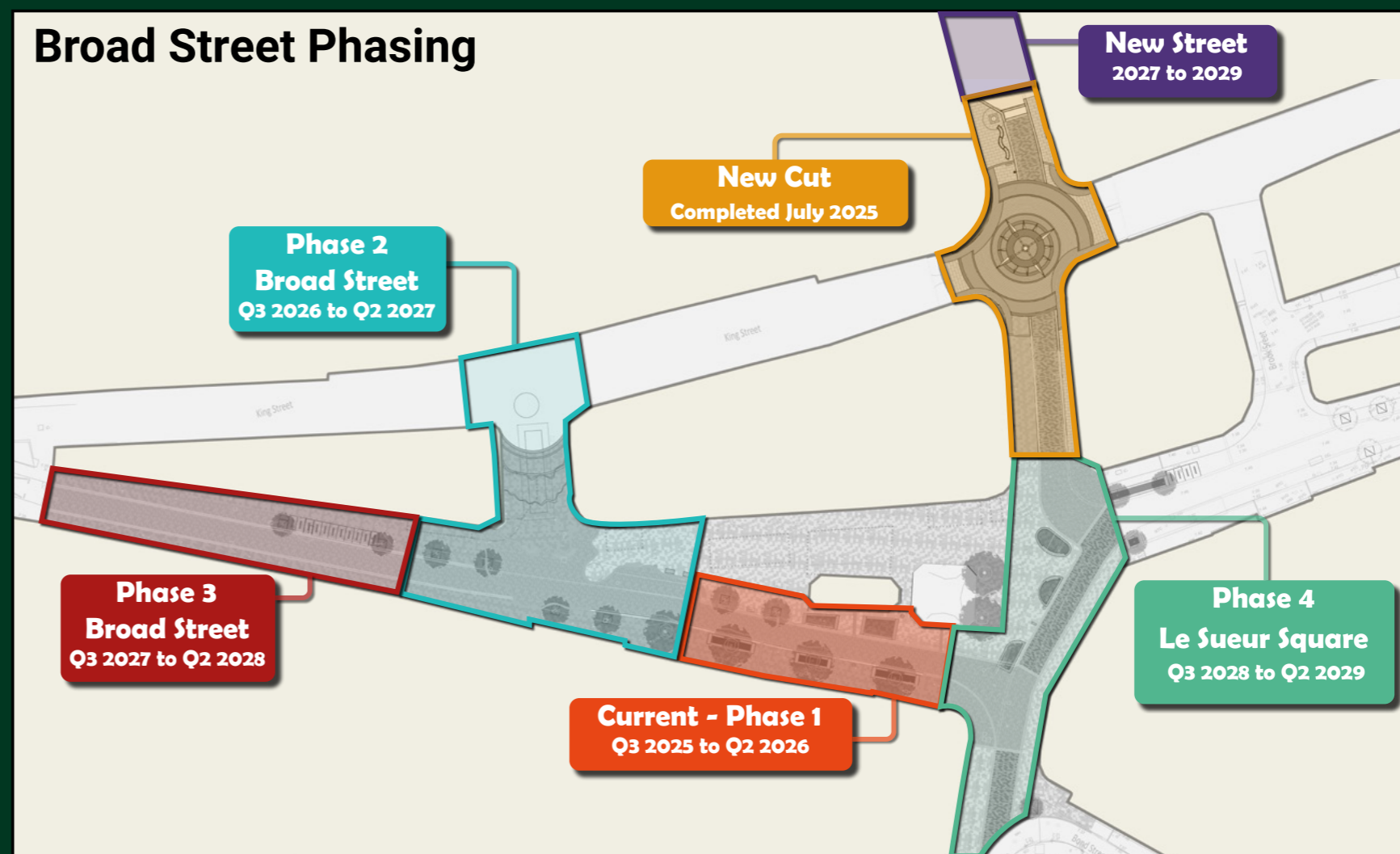
The current phase of the Broad Street Public Realm improvement is the 'Threshold' of the street from Lloyds Bank to the Post Office.

A successful public engagement was held for this phase in November 2024 and the design was progressed. It is under construction and due for completion in March 2026.

Details of the next phases will be described in this exhibition.

The proposed phasing will be reviewed as we progress the design and engagement with the stakeholders.

Broad Street Phasing



St Helier Public Realm and Movement Strategy

Stage 3 Report

Government of Jersey
March 2021



The Government of Jersey's St Helier Public Realm and Movement Strategy (2021) identifies a number of principles for the enhancement of St Helier's network of streets.

These aim to encourage the growth of a **Vibrant Core in the cultural and economic heart of St Helier**. Within this area **pedestrians will be prioritised, and high quality and distinctive public realm will be provided**, creating attractive and inclusive environments for people walking and cycling.

The improvements at Broad Street will be **essential in enhancing this key pedestrian route for active travel and is appealing to visitors, businesses and residents alike**.

The Five Virtues, below, were developed to summarise the objectives for public realm improvements.



Healthy Streets

Reprioritise the street in favour of pedestrians



Sustainable Travel

Encourage behavioural change to sustainable modes of transport



Economic Resilience

Support employment and retail opportunities



High Quality Design

Create a high quality attractive environment that builds on local distinctiveness and character



Vibrancy and Animation

Stimulate activity and dwelling

Broad Street Threshold

Public Realm Improvements - In Progress

Construction of the Broad Street threshold scheme began in October, extending from Lloyds Bank to the Post Office.

It's expected to be completed by late Spring next year, continuing the delivery of high-quality public realm and building on the town centre improvement, as seen in the King Street/ New Cut project.

Pedestrian priority

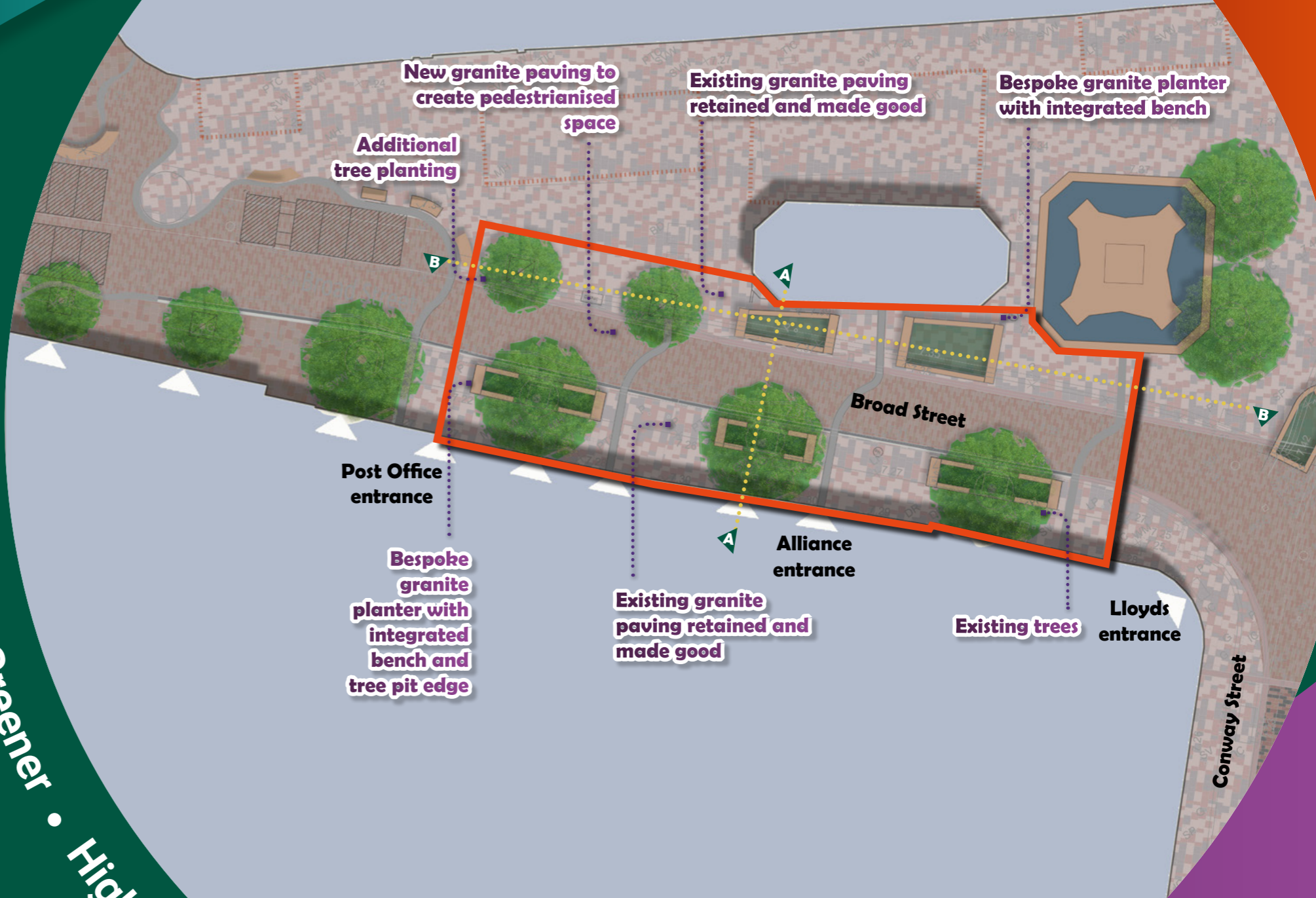
Greener

High Quality

Distinctive

Vibrant

Welcoming





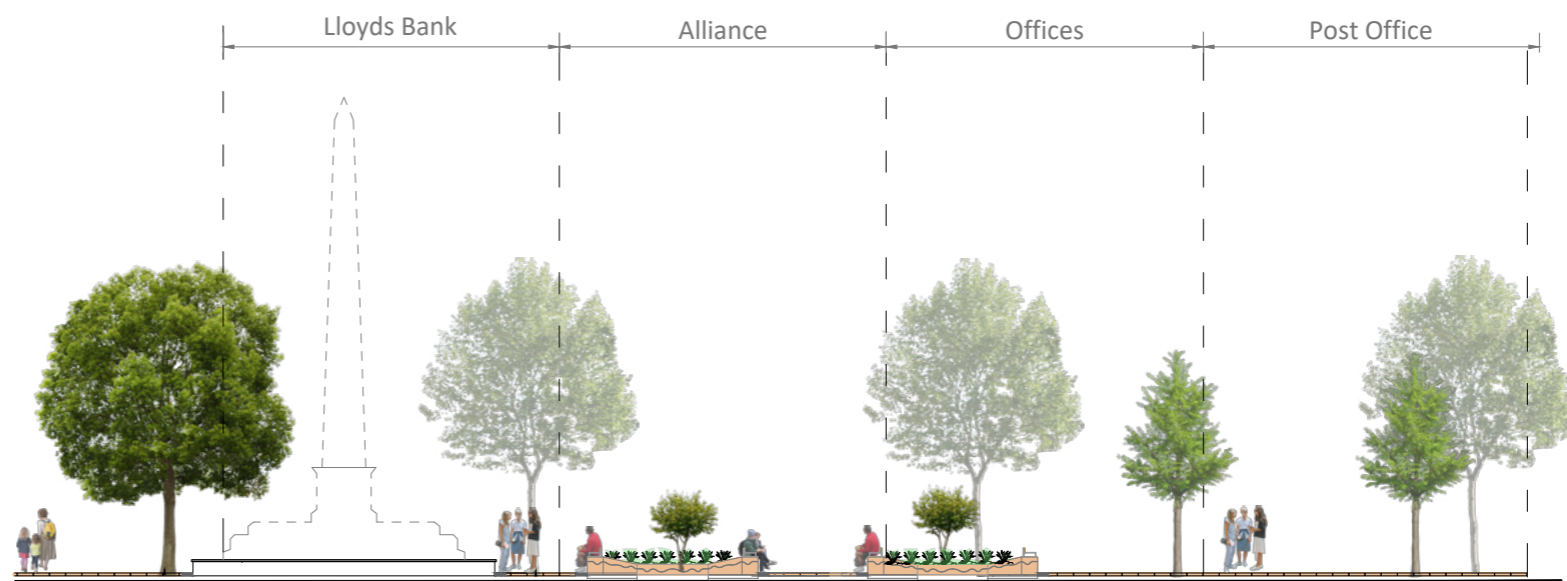
*artist's impression (not the actual design)

Broad Street Threshold – Key Improvements

- ✓ **Pedestrianised street**
(with commercial deliveries up to 10am only)
- ✓ Fully paved with a **flush granite surface** across the full extent
- ✓ Door frontages **decluttered and emphasised**
- ✓ **Planters** to announce a **change in character** and the entrance to the pedestrianised area
- ✓ Additional **planting** to **enhance the character and biodiversity**
- ✓ Subtle details and **historic reference** to **create a sense of place**



Section A-A



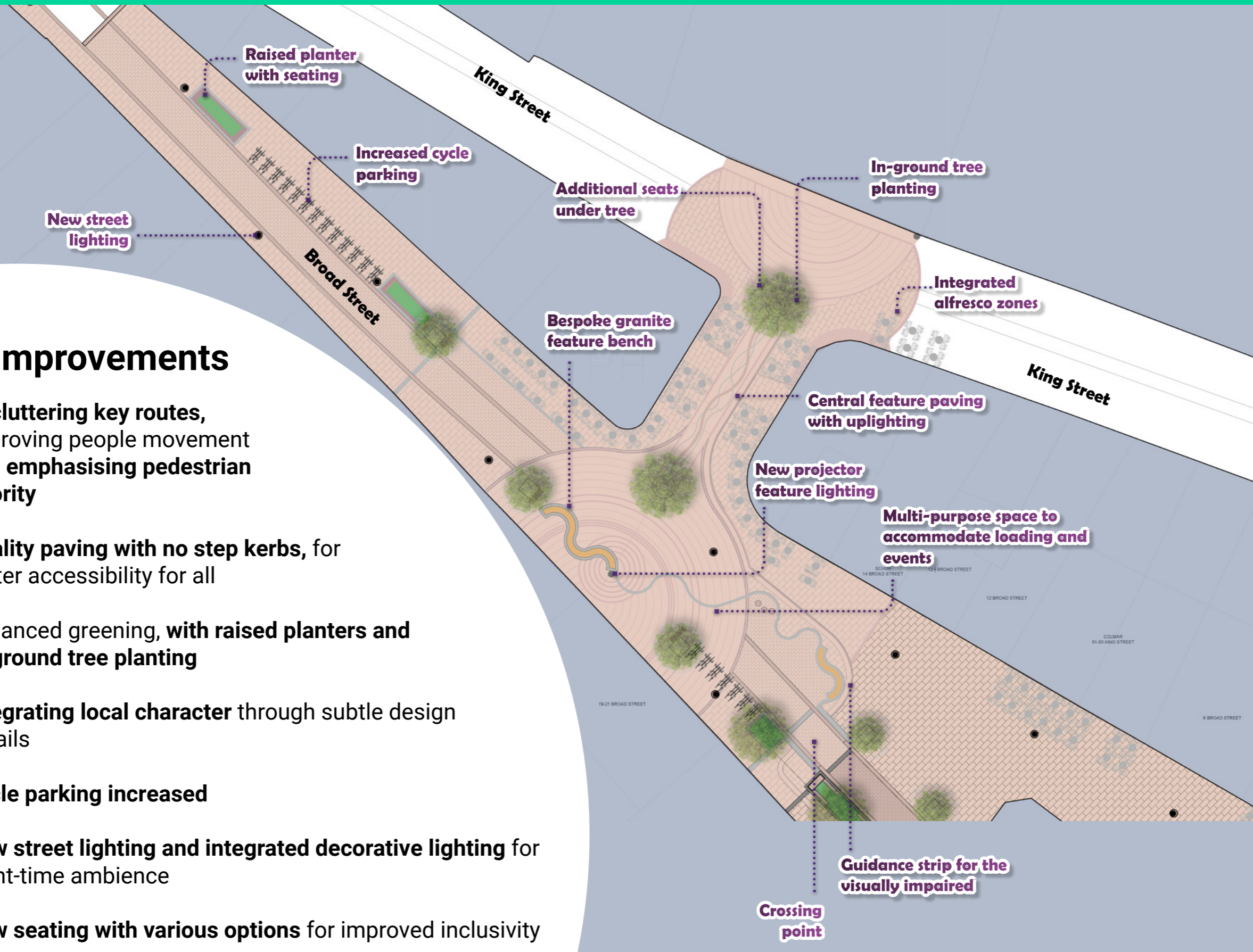
Section B-B

Broad Street to Charing Cross

Public Realm Improvements

Key Improvements

- ✔ Decluttering key routes, improving people movement and **emphasising pedestrian priority**
- ✔ **Quality paving with no step kerbs**, for better accessibility for all
- ✔ Enhanced greening, with **raised planters and in-ground tree planting**
- ✔ **Integrating local character** through subtle design details
- ✔ **Cycle parking increased**
- ✔ **New street lighting and integrated decorative lighting** for night-time ambience
- ✔ **New seating with various options** for improved inclusivity
- ✔ **Alfresco areas defined and integrated** into the design
- ✔ **Vehicles prohibited after 10am**



The Broad Street Public Realm improvements highlight the Government of Jersey's commitment to enhancing public spaces in St Helier, making Jersey an Island that is welcoming, vibrant and accessible.

This next phase will realise the ambition to transform Broad Street into a public space that can be enjoyed by everyone. Linking Broad Street better with King Street and encouraging better footfall between the two routes.



Broad Street to Charing Cross

Public Realm Improvements



*artist's impression (not the actual design)

Looking towards Le Sueur Monument from the Blue Note Bar



*artist's impression (not the actual design)

Looking towards the Blue Note Bar from The Post Office

Broad Street to Charing Cross

Public Realm Improvements



*artist's impression (not the actual design)

Looking towards Charing Cross from Broad Street



*artist's impression (not the actual design)

Looking towards Broad Street from King Street



Night-time view over Broad Street

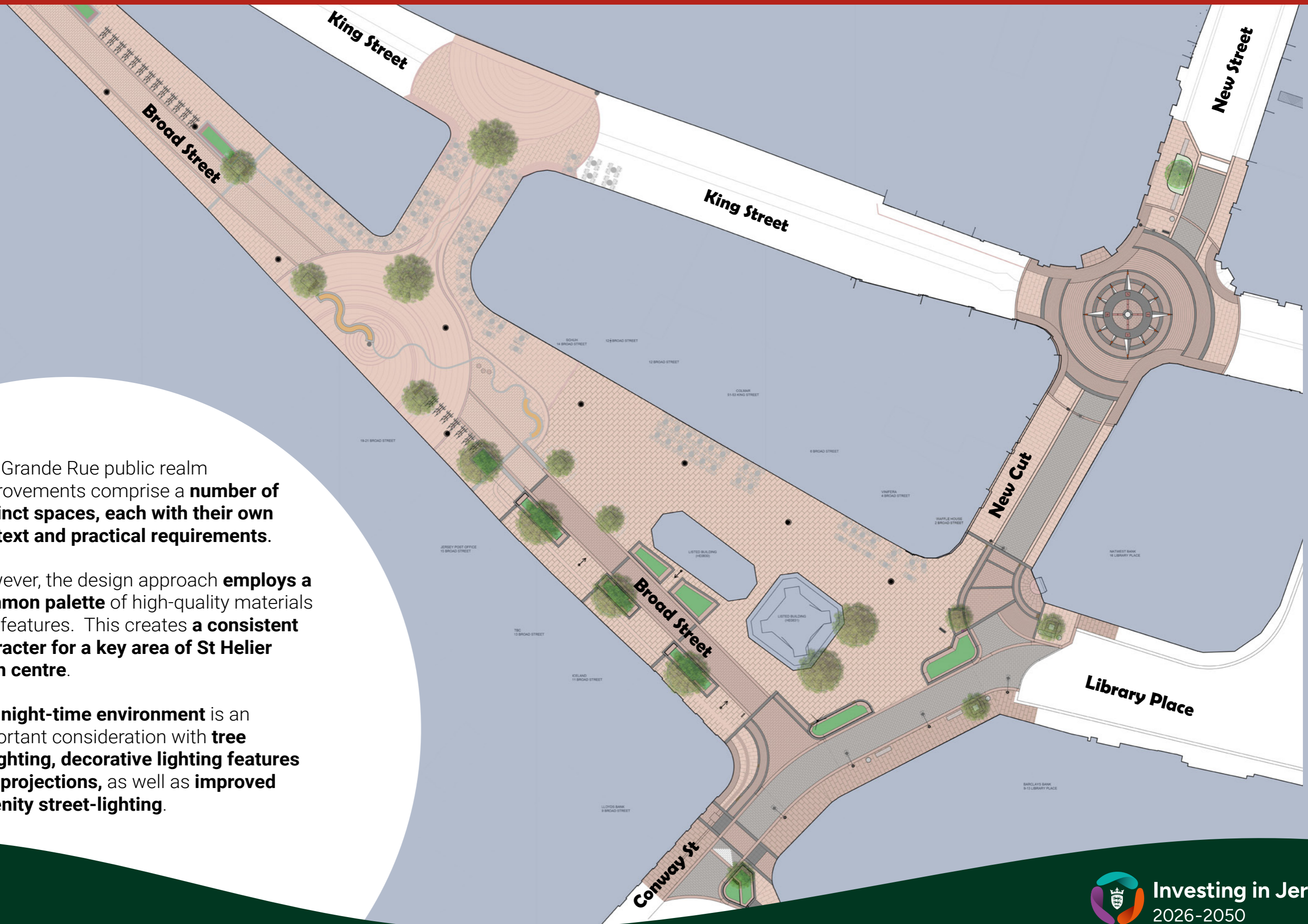
La Grande Rue Masterplan - Concept Design

Public Realm Improvements

The Grande Rue public realm improvements comprise a **number of distinct spaces, each with their own context and practical requirements.**

However, the design approach **employs a common palette** of high-quality materials and features. This creates **a consistent character for a key area of St Helier town centre.**

The **night-time environment** is an important consideration with **tree uplighting, decorative lighting features and projections, as well as improved amenity street-lighting.**



Design Approach

Public Realm Improvements

The Broad Street Concept has an overarching theme relating to the story of Broad Street's historic relationship to the sea, as it once fronted the town along the original sea wall, and how this town area was drained to expand the town development.

The theme of the movement of water in relation to the streams that drained the town and the natural ebb and flow of the tides has been integrated in subtle ways into the design in paving, artistry, lighting, furniture and planting.

Ambient lighting




Enhanced greening



Next Steps
The scheme design of Broad Street is progressing.

Construction of Phase 2 will take place from Autumn 2026.

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For more information please visit



Seating with various options



Local character through subtle design

