

INTRODUCTION

This presentation explains the Broad Street – Gateway Section scheme, which is to be constructed later this year.

This is the first phase of a wider public realm improvement project for the Grande Rue district.

This will be delivered in stages over the following years.

THE VISION

“ The continued closure of Broad Street to general traffic following the pandemic drew a mixed response from Islanders. Many felt there was a lack of vision for the future of this area which was once the town’s high street, as well as the district of ‘La Grande Rue’.

Since then, it has become established as a pedestrian priority street while still allowing essential deliveries. Following a well-attended workshop of interested parties a clear vision for a vibrant Broad Street has emerged with public realm linkages onto the Royal Square and the Parade.

Following on from the current improvement works in New Cut and King Street, and with funding in place for the coming years, there is now the opportunity to work with the Broad Street communities, those who visit, work, shop or run businesses, to dramatically improve the public realm in the heart of St Helier.

We hope that you will engage with the project so that the best possible outcome for the character of this cherished street can be achieved.”

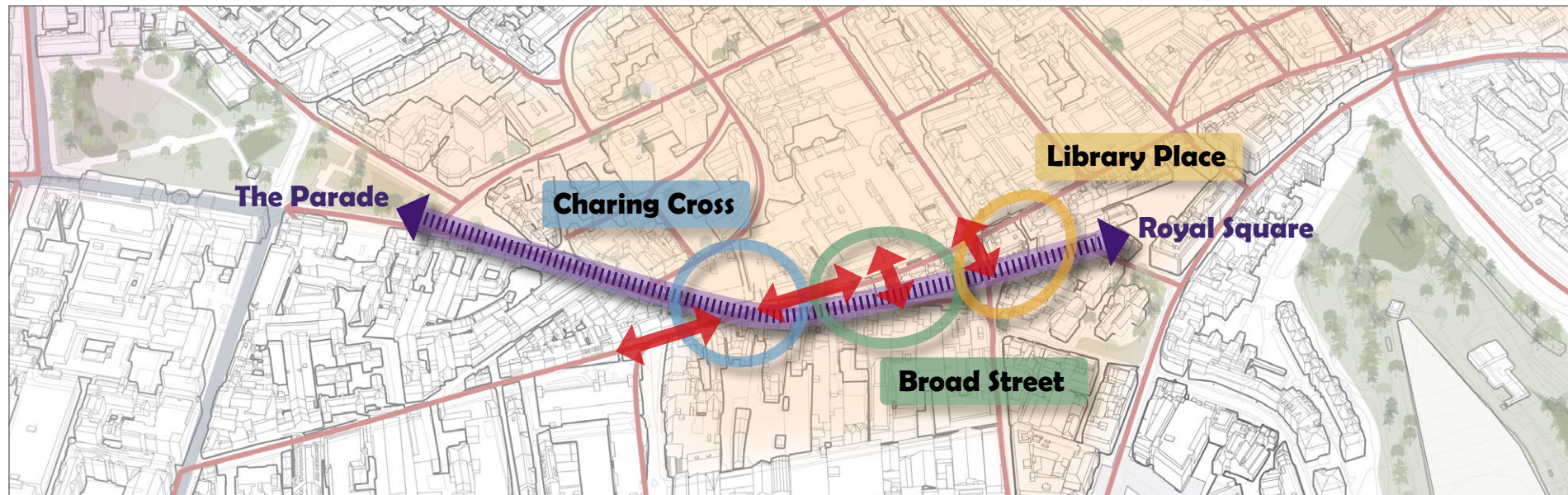
**ANDY JEHAN, MINISTER FOR INFRASTRUCTURE AND
SIMON CROWCROFT, CONSTABLE OF ST HELIER**



Artists impression of the entry to the Grande Rue area from Conway 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.

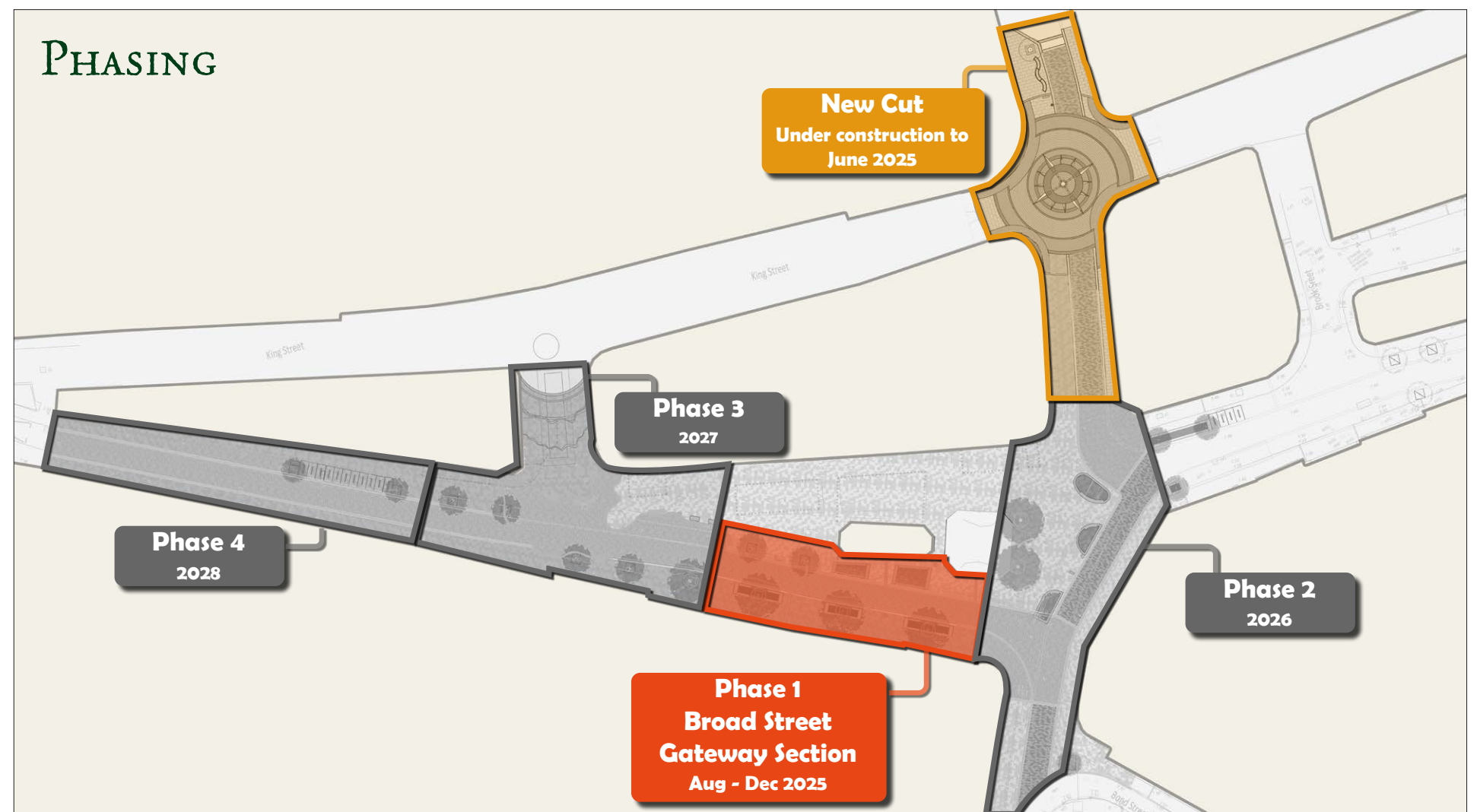
This describes the core area extending from Parade Gardens, through Charing Cross, along Broad Street and into Royal Square.

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 is the works currently creating a continuous pedestrian precinct over the King Street junction with New Cut. The first phase of Broad Street Public Realm improvement will be the 'Threshold' of the street from Lloyds Bank to the Post Office starting late summer this year and finishing before the peak of Christmas shopping.

After this phase paving and planting will continue to be constructed in further phases as shown on the plan, with construction avoiding high summer and Christmas peak retail periods.

PHASING

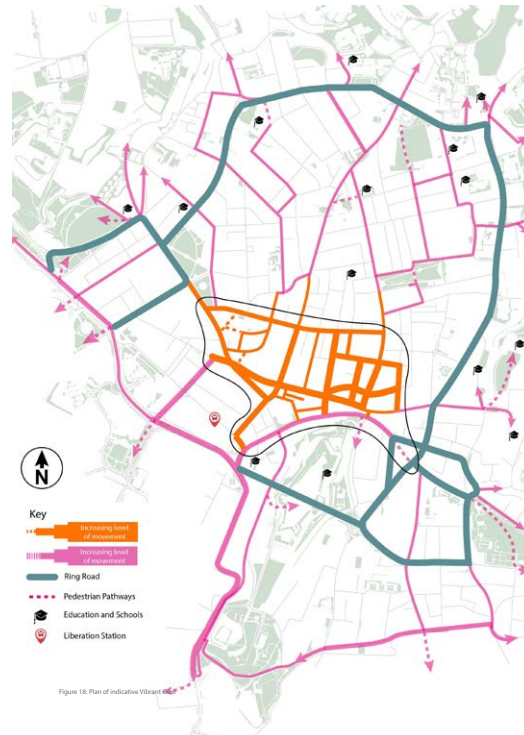


POLICY BACKGROUND & KEY BENEFITS

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.

These proposals are currently being implemented in the ongoing works in King Street and New Cut and guide the design proposals for Broad Street.

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



Healthy Streets

Reprioritise the street in favour of pedestrians



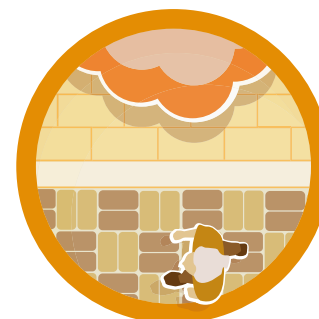
Sustainable Travel

Encourage behavioural change to sustainable modes of transport



Economic Resilience

Support employment and retail opportunities



High Quality Design

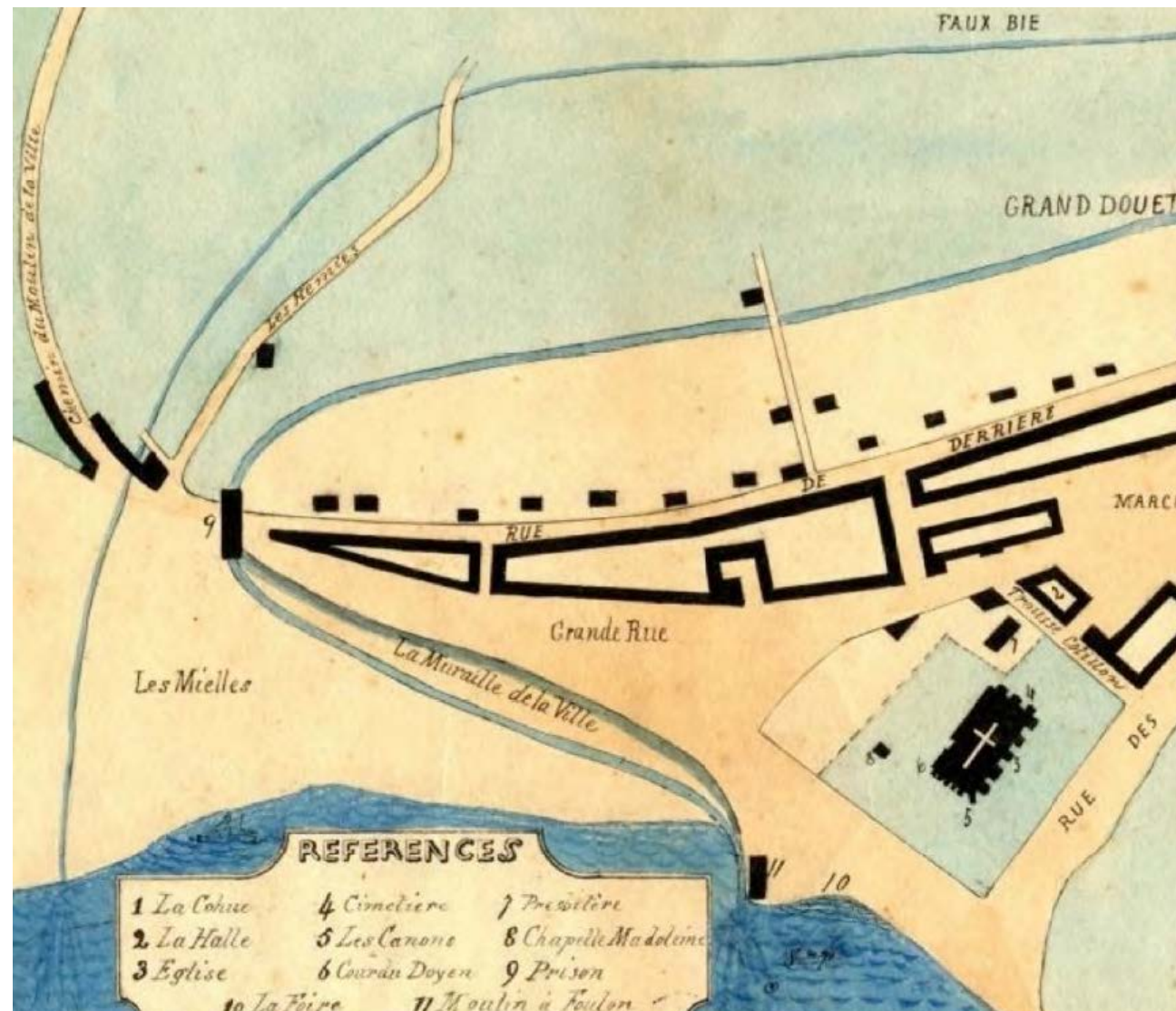
Create a high quality attractive environment that builds on local distinctiveness and character



Vibrancy and Animation

Stimulate activity and dwelling

LOCAL IDENTITY & DESIGN INFLUENCES



As seen in this 1694 map, the current Broad Street was formerly on the seafront of St Helier and known as La Grande Rue. It was bound by two streams running through sand dunes to the sea.

Development within the confines of the old town increased in pace at the end of the 17th century. New buildings were constructed on the south side of Broad Street, some of which extended southward toward the town's dilapidated sea wall. These new commercial premises were indicative of a desire of the town's merchants to make better use of the waterfront.

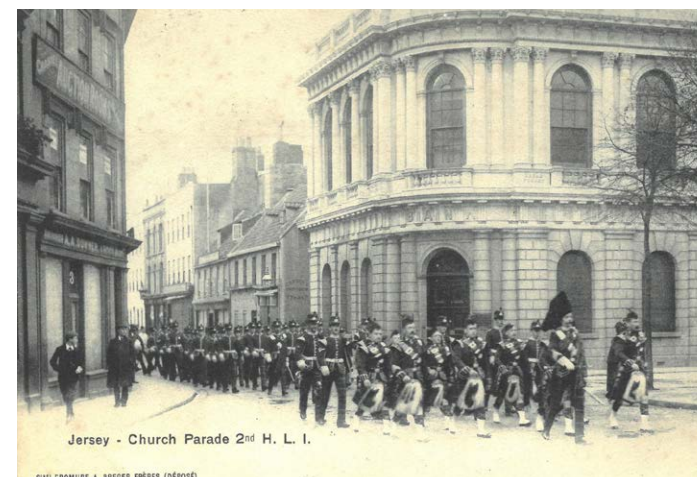
HISTORY

Broad Street was a busy area of trade and commerce. It was also the location of the Cattle Market, with the main vegetable market connecting along Library place to the Royal Square.

During the 17th century, Jersey's fishermen expanded their operations to establish profitable takings from Newfoundland's cod fisheries, and Jersey's knitting. Stockings and shirts in particular emerged as the island's primary export product.

At one point, it was recorded that over 6,000 pairs of stockings were produced for export per week

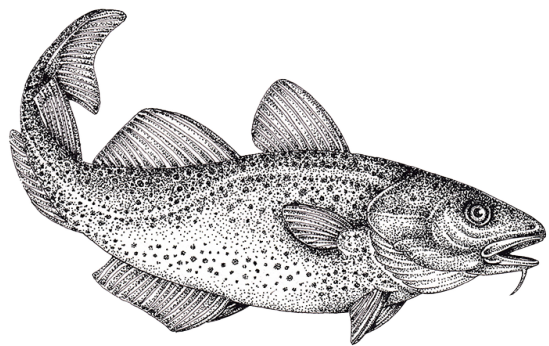
In 1828 La Rue Derriere was renamed as King Street and replaced Broad Street as the site of the town market.



LOCAL IDENTITY & DESIGN INFLUENCES

INSPIRATION

The historic proximity of Broad Street to the shoreline, and the watercourses that defined its extent, will influence the public realm design. Serpentine features will suggest the flow of water, currents and tides, as well as the movement of people through the space.



STAKEHOLDER FEEDBACK

The views of local businesses and stakeholders has already been sought, with a workshop in Spring 2023 and further engagement in Autumn 2024. This word cloud summarises the most common themes, with selected comments below.



Keep improvements in keeping with local/heritage style/feeling.

I want the area to be fully developed, not piece by piece, should have events and markets etc.

I like the paving style done on Charing cross Sand Street.

I feel the signage on Broad Street area is confusing. And priority not clear.

Create a good quality realm which is matching the standard of other European tourist destinations; There shouldn't be just paving but something more meaningful to create an interest and a sense of place.

I feel the signage on Broad Street area is confusing. And priority not clear.

I'm supportive of the proposed improvements, especially keen on decluttering the link between King Street and Broad improve the connectivity and increase footfall.

I would like more garden style with planting. I liked the paving completed on Halkett Street.



PROPOSED DESIGN



Pedestrians

A pedestrian-priority environment for all to be created with improved more accessible surfaces and public realm.



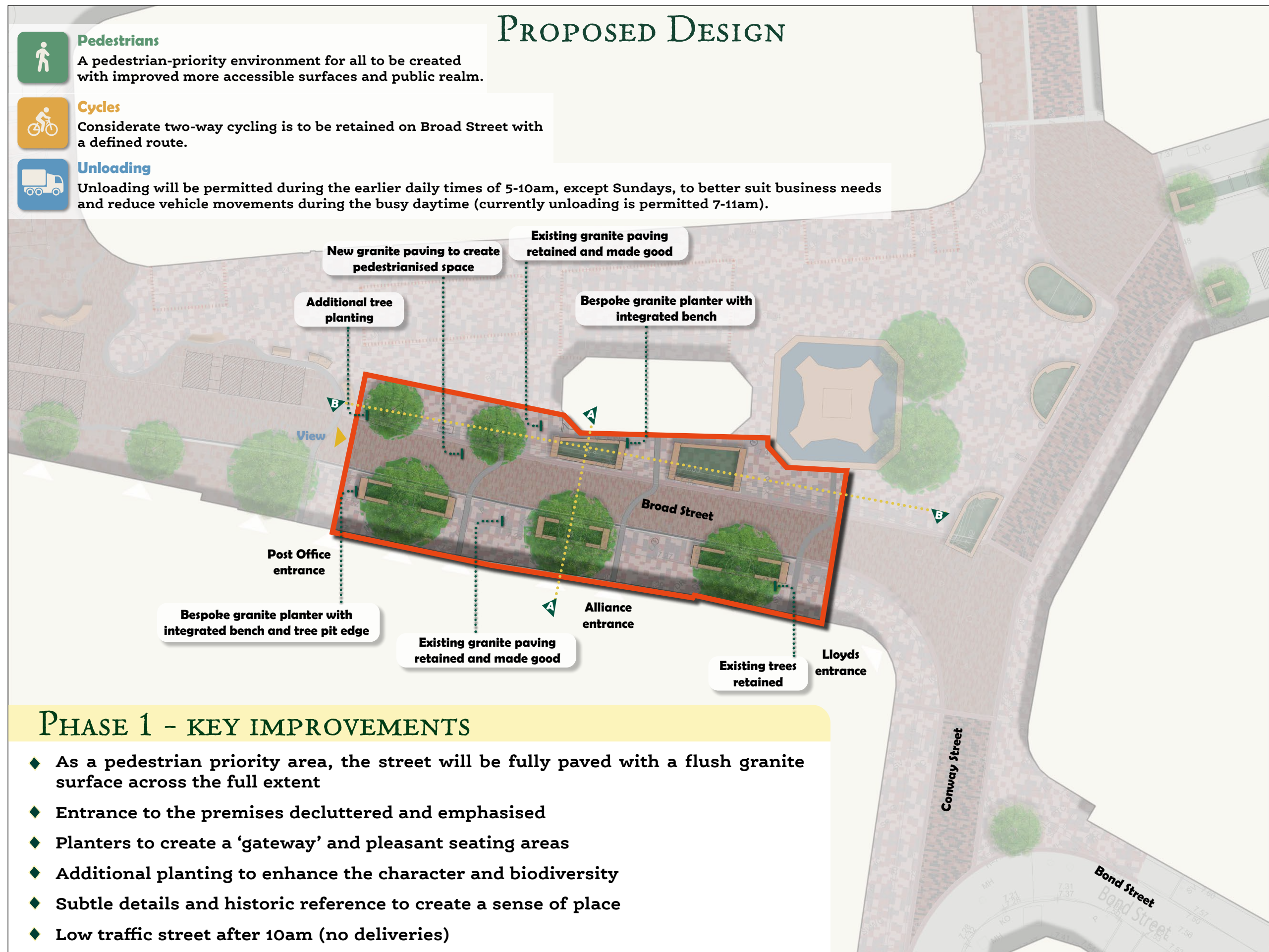
Cycles

Considerate two-way cycling is to be retained on Broad Street with a defined route.



Unloading

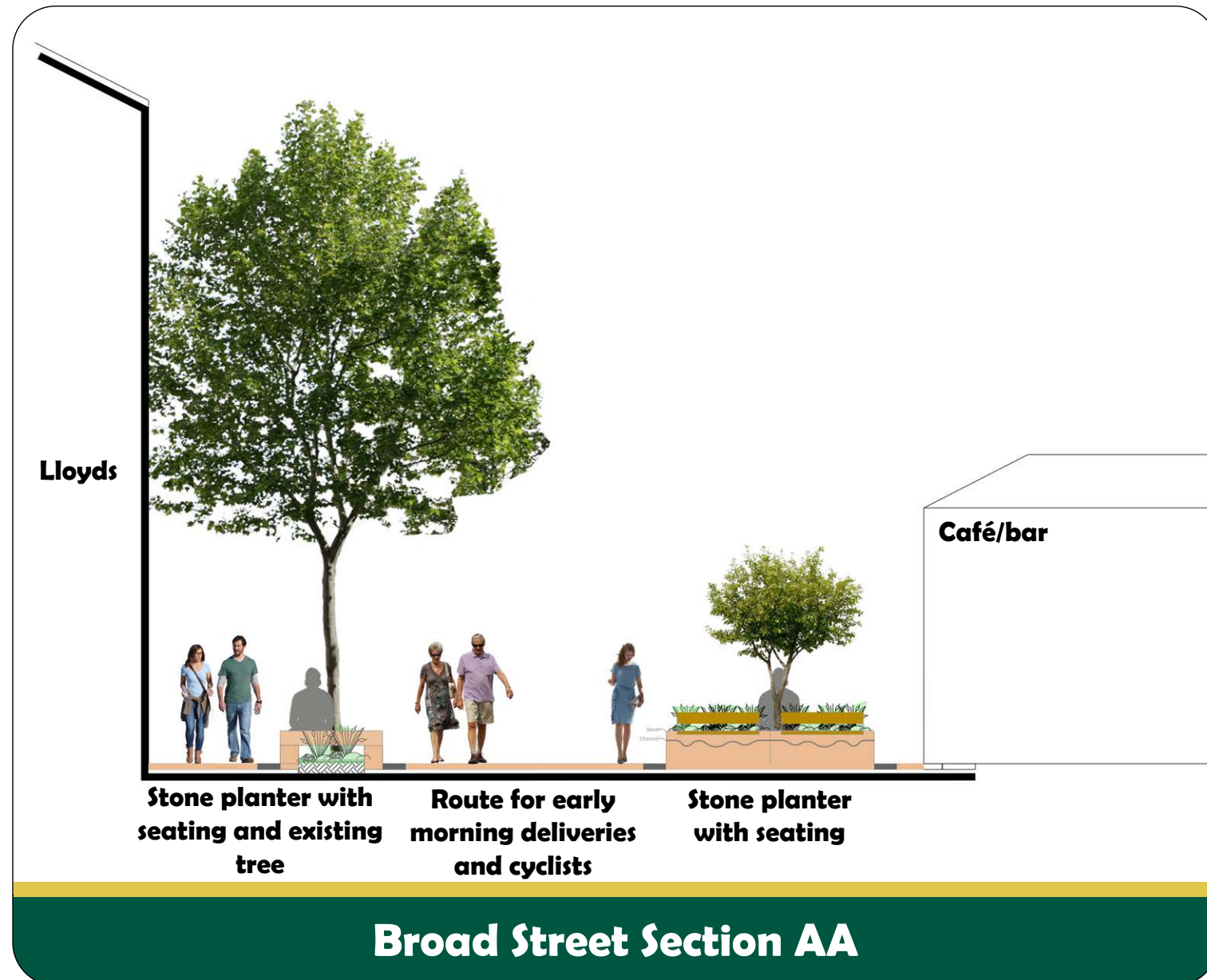
Unloading will be permitted during the earlier daily times of 5-10am, except Sundays, to better suit business needs and reduce vehicle movements during the busy daytime (currently unloading is permitted 7-11am).



PHASE 1 - KEY IMPROVEMENTS

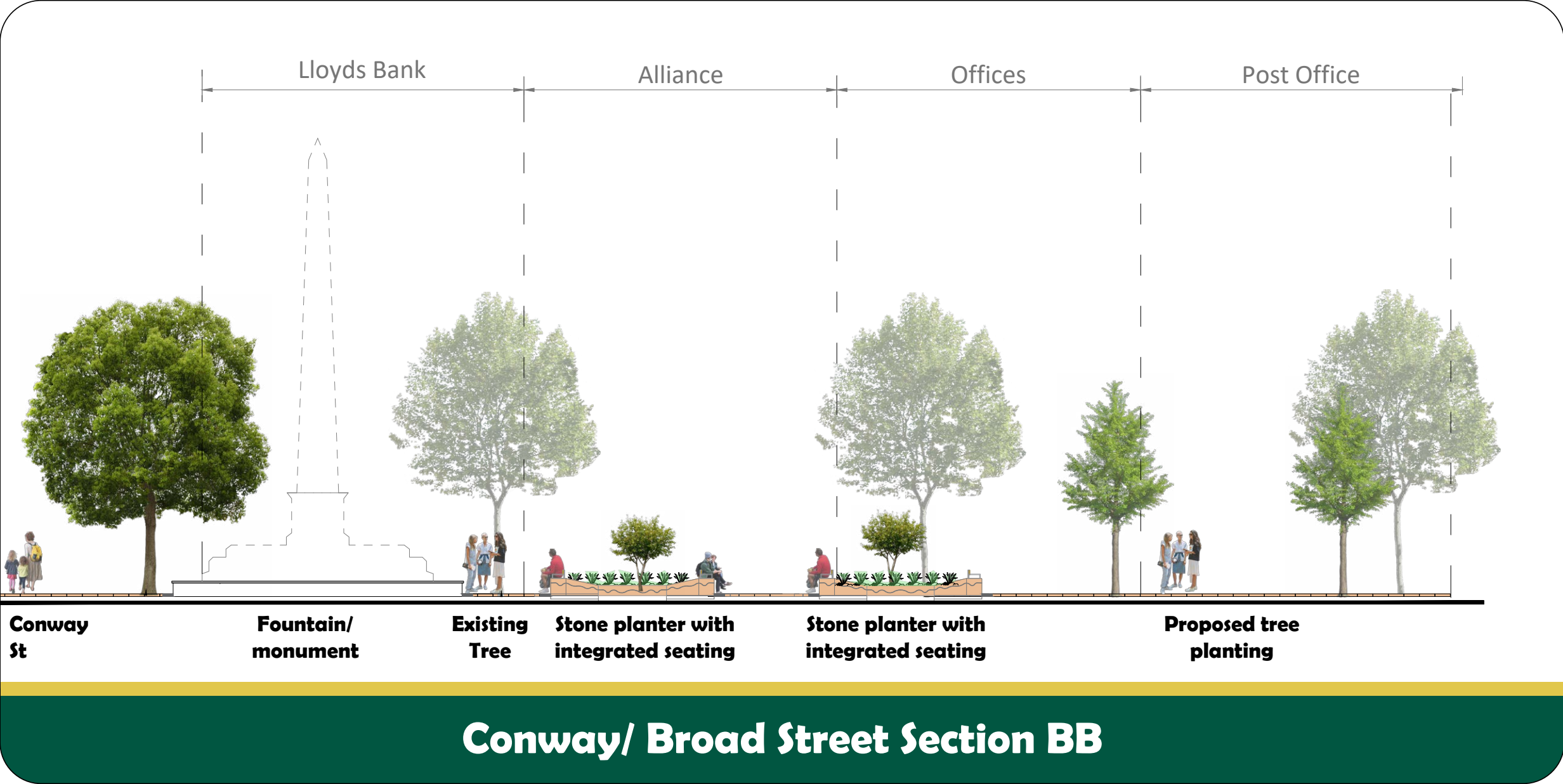
- ◆ As a pedestrian priority area, the street will be fully paved with a flush granite surface across the full extent
- ◆ Entrance to the premises decluttered and emphasised
- ◆ Planters to create a 'gateway' and pleasant seating areas
- ◆ Additional planting to enhance the character and biodiversity
- ◆ Subtle details and historic reference to create a sense of place
- ◆ Low traffic street after 10am (no deliveries)

PROPOSED DESIGN





PROPOSED DESIGN





NEXT STEPS & CONTACT DETAILS

The scheme design of the Broad Street Gateway Section is progressing, and construction will take place from August to December 2025.



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