



JAMESTOWN



A VISION FOR 2020

FOREWORD

Jamestown is at a key point in its growth and development. With the arrival of Air Access to St Helena, and the shift of cargo and freight operations to Rupert's Bay over the next 4 years, Jamestown needs to re-define its role as its function as the gateway to the Island disappears.

Jamestown has to recognise that the changes to access to the Island will lead to opportunities within the confines of the town as warehousing, shipping, and wholesaling operations relocate, the St Helena Government further consolidates its operations, and new opportunities for tourism related activities arise.

This document sets a bold Vision for the future which we hope will be shared by residents, visitors, businesses and investors alike.

Accessibility of the centre and the quality of its environment must be addressed and opportunities for new investment must be created. This Vision addresses these issues and envisages a future course for development and improvement to provide Jamestown with the sustainable and lively uses it needs and deserves.

This Vision Document, prepared by Enterprise St Helena, is all about creating the right environment for businesses to succeed, for social cohesion to be enhanced, and for Jamestown to reach its future potential.

I hope you are challenged by what you read and can engage with us on this exciting journey.

Stuart Planner

Commercial Property Director
Enterprise St Helena

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VISIONING: PURPOSE AND PROCESS

St Helena is at a pivotal point in its history with the arrival of Air Access to St Helena, and the shift of cargo and freight operations to Rupert's Bay over the next 4 years. Jamestown, the Islands Capital, needs to re-define its role as its function as the gateway to the Island disappears.

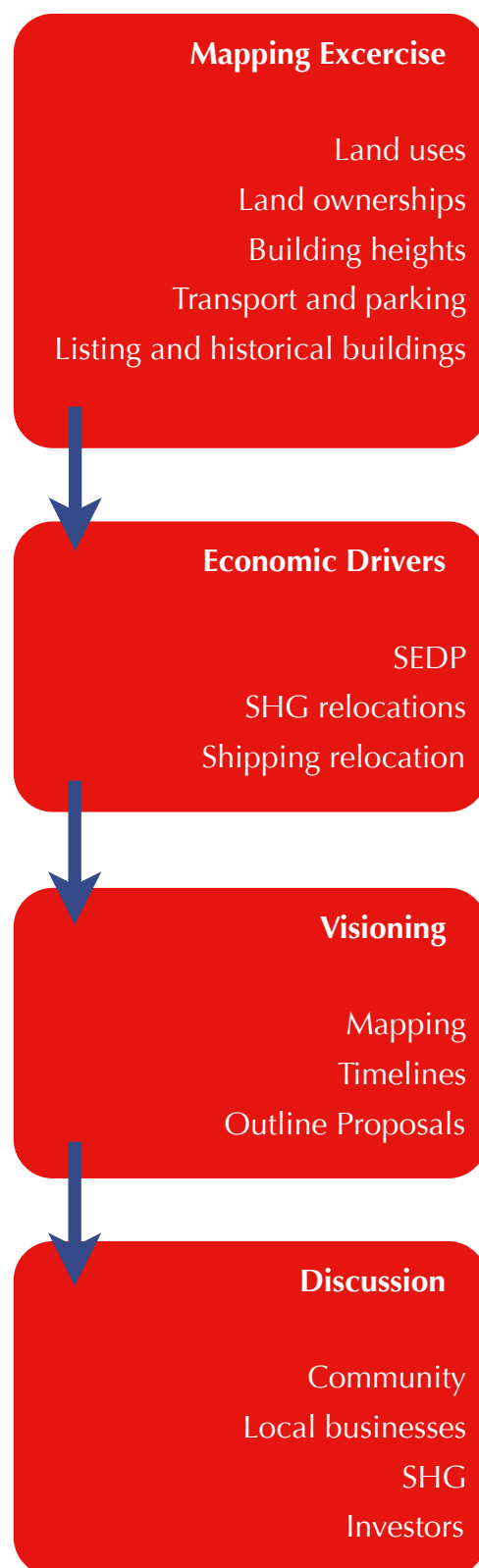
Jamestown has to recognise that the changes to access to the Island will lead to opportunities within the confines of the town as warehousing, shipping, and wholesaling operations relocate, the St Helena Government further consolidating its operations, and new opportunities for tourism related activities arise.

This document sets a bold Vision for the future which we hope will be shared by residents, visitors, businesses and investors alike.

Accessibility of the centre and the quality of its environment must be addressed and opportunities for new investment must be created. Not to do so will be a failure to plan for the changes that will come, potentially leaving Jamestown without a focus and putting off investment. This Vision addresses these issues and envisages a future course for development and improvement to provide Jamestown with the sustainable and lively uses it needs and deserves.

This vision has been produced by Enterprise St Helena, with the assistance of MWAI Architects and PLC Architects. Its development has taken place over the period August 2012-January 2013. At its core is the adoption of the principles contained within the Sustainable Development Plan, the Sustainable Economic Development Plan, and the Land Development Control Plan.

This vision document is intended as a discussion document which will then lead into a consultation process for the development of a Masterplan for Jamestown, which will help direct decision making by the Saint Helena Government, the Planning Board, and private investors alike.



ECONOMIC IMPERATIVE: THE CASE FOR CHANGE

This vision document sets out a comprehensive programme of proposals and improvements that will transform the prospects for Jamestown over the next ten years or so. This will involve periods both prior to and post airport opening.

and restaurants, improve key public spaces and deliver new cultural and leisure facilities for all to enjoy.

The Sustainable Economic Development Plan sets out a vision for making the Island self funding and sustainable in the long term. A significant but relatively modest number of visitors, 30,000 per annum (500-900 visitors per week), is needed to make Saint Helena financially self-sustaining. The scale of change, whilst very large in Saint Helena terms, is what is already envisaged and is in absolute terms relatively modest.

Whilst plans exist for a substantial development at Broad Bottom, Jamestown has an important part to play in the development of this tourism industry on St Helena. As the Island's capital, with a wealth of cultural heritage, Jamestown has the opportunity to take a huge leap forward in aspiration.

Current evidence is that there is modest private sector interest in development in the town. That interest has to be nurtured and encouraged. Post air access the demand for development is likely to intensify greatly, but it is essential that SHG, ESH, and their partners play their part by seeking the right mix of development, by securing the high quality development expected by this vision, by negotiating the best outcomes from developer contributions and by providing the framework of public sector investment and infrastructure which is so essential for generating private sector confidence.

Jamestown has entered a period in its development where major opportunities for change and regeneration can be realised. These have the potential to increase the attractiveness of Jamestown, provide additional retail and local residential development, new tourism facilities including the provision of hotel accommodation

JAMESTOWN: CONTEXT AND PURPOSE

Jamestown is the capital and principal town of St Helena, and at present the main access to and from the Island with all shipping activity taking place on the wharf. Founded in 1659 by the English East India Company the town has always been the seat of power on the Island, with the establishment of the original fort and latterly the castle at the entrance to the town, and Island. Although small, the town was granted City status by Queen Victoria in 1859 as is formally known as the City of James Town.

The town is the focus of the main economic activity on the Island, with the majority of the retail outlets, the headquarters of the main merchants and businesses, the concentration of Governments administrative functions, and the majority of tourism accommodation.

In early 2016 access to the Island changes completely with the introduction of the Island's first air service. An airport is currently being developed on Prosperous Bay Plain to the east of the Island. This will lead to the cessation of passenger traffic being only by sea, and will also lead to the relocation of freight traffic from James Bay to Rupert's Bay. Such a fundamental shift in access will have a profound effect on the activities which take place in Jamestown.

This document promotes a vision of how the town can embrace the changes ahead, developing a role for itself as the principle tourism location on the Island, and yet retain the charm which exists with multiple uses sitting side by side.

*The City of
James Town, the
heart of St
Helena with an
intricate
relationship with
the sea*



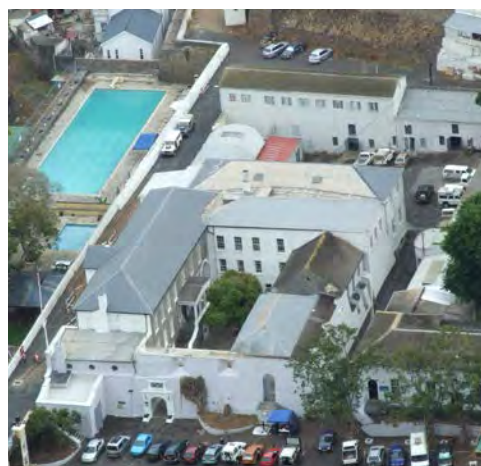
St Helena Gateway

Jamestown is currently the Gateway to St Helena with all shipping and access coming through one point.



Government

Jamestown has been at the heart of Government on St Helena, with the Castle acting as the main administrative centre of power.



The Sea

Jamestown has an intricate relationship with the sea, with shipping operations on the Wharf, passenger operations, and a home for the fishing fleet.



Military Presence

Jamestown is a garrison town, with former barracks, parade squares and defensive positions readable in the streetscape



Community

Jamestown is the centre of the Island's cultural life, with events, parades, and announcements taking place in the town



Georgian

Main Street still exhibits one of the most complete Georgian streets in everyday mixed use in the world



JAMESTOWN: A VISION

Jamestown will be a successful, attractive and vibrant place for Saints and Visitors alike, being at the very centre of St Helena's economic revival, providing a world class tourism experience within a sustainable economic climate, recognising and embracing the arrival of air access to St Helena.



An Accessible Town Centre

- Easy for people to get to with public transport at its heart
- Clear, safe links into the centre for pedestrians
- Adequate, safe and well located parking
- Easy for people of all abilities to use and move around within the centre
- Walkable with the Market at its centre and the major uses within a ten minute walk

Achieving High Quality Design and Development

- For buildings and public spaces
- Clean and safe by day and in the evening
- A mix of uses providing a daytime and night time economy
- Redevelopment of poor quality and underused buildings and sites

Based on Sustainable Development Principles

- In transport and building design
- Encouraging energy efficiency and biodiversity
- Respect for the needs and amenities of Town Centre residents
- Encouraging mixed-use developments on all sites and adaptable building design
- Encouraging people to live back in the town centre, and in lower Jamestown in particular

Maintaining a Distinctive Character

- Retaining the Town's unique assets – its scale, compactness, mix of uses and distinct character areas
- Celebrating the Town's relationship with the sea
- Protecting the Town's rich architectural heritage
- Distinctive new buildings, street furniture and public art
- Developing Jamestown's cultural and leisure attractions
- Inclusiveness through active participation of all sections of the community in events and activities

A World Class Tourism Destination

- Enabling the development of individual and unique hotel experiences
- Celebrating the history of Jamestown and St Helena with showcase exhibition space and interpretation
- Providing Saint and visitor access to the historical heart of the town
- Enabling a night time economy to evolve

TRANSPORT: MOVEMENT AND PARKING

Allowing the town to flourish through careful displacement of the car and rebalancing the relationship between pedestrian and street scene, and embracing alternative means of transport.

Access to Jamestown is currently dominated by provision for the car. A significant proportion of Lower Jamestown space is given over to on and off-street parking spaces, particularly along Main Street and within Grand Parade. Much of the parking within these areas is commuter traffic generated by the location of SHG's offices in the Castle and along Main Street.

The main roads into town, from Sidepath and Ladder Hill, converge at the Canister at the top end of Main Street, creating a pinch point within what is the established principle retailing location. This leads inevitably to conflict between

motor vehicle and pedestrian movements.

St Helena is an Island which does rely upon the private motor vehicle. Whilst initiatives will be introduced for greater levels of public transportation, there is an acknowledgement that private vehicles will still need to access Jamestown. However, in order to fully realise the vision set out it is essential that traffic is more controlled, and kept, as far as possible, outside of the main public realm areas so as to maintain the attractiveness of the town centre for Saints and visitors alike.

*Main Street,
currently
dominated by
the motor car to
the detriment of
the street scene*



Over arching aims

- Minimise traffic in the lower parts of Jamestown
- Improve and upgrade pedestrian routes into the town centre and identify new ones
- Ensure the provision of high quality and accessible services for bus users and operators
- Ensure integration between various elements of public transport – buses, taxis, funicular rail systems
- Rationalise surface and on-street car parking within the town whilst ensuring adequate safe off-street car parking is provided at strategic points around the town centre

Main proposals for walking

- A new pedestrian link between Jamestown Community Centre and Market Street, linking two newly formed car parks to the retail heart of the town



- The upgrading of the Run footpath to provide a linear park and safe walking route from Upper to Lower Jamestown

- A narrowing of the roads and widening of the pavements in the Bridge area
- Further delineation of footpaths from Pilling School down to Market Street

Main public transport proposals

- Provision for bus / park and ride stops at the Jamestown Community Centre, DOE Playground, Grand Parade, Pilling School, and the General Hospital
- Relocation of Taxi ranks to the Stand in front of the Canister
- Provision of a Taxi rank on the Wharf
- Improved signage and street lighting to identify bus stops

Traffic management elements

- The creation of a new link road connecting Sidepath through to Market Street running through what is presently Colin's garage site and bridging the run
- Narrowing of the roads on the Bridge
- Extending the one way system along Narra Backs and returning up Shy Road, re-joining Market Street at the Victoria, this then being the principle service road for buildings on the west of Main Street
- Creating a one way system using the road from Sidepath past the Standard coming down Nose Gay Lane, and Napoleon Street one way going up fro the Canister to Nose Gay Lane
- Extending the road to below Sisters Walk to service the buildings on the eastern side of Main Street
- Restricting access to Main Street to deliveries, residents, and public service vehicles (including Taxis for hire)

Car parking proposals

- A removal of much of the car parking on Main Street
- Re-setting out of car parking on Grand Parade in conjunction with the creation of more public realm areas / open spaces for recreational use
- Creation of a car park within the upper part of the DOE playground
- Creation of a car park on the Colin's Garage site at Brewery Yard
- Creation of a car park at Pilling School site in conjunction with its re-use as Offices
- Creation of additional linear on-street parking in Narra Backs on the one-way system
- Introduction of parking charges within key areas to encourage use of more remote car parks



Town Walks Alternative Connections

It is proposed that a series of strategic walks be developed to link together key areas of the town, particularly the key tourist sites and facilities. These walks will link with existing and proposed public open spaces, encouraging their use by the community and visitors alike.

Design principles will be established for each of the walks to indicate the typical character of the routes. The detailed design will include development of standardised signage and interpretation along each of the walks to provide orientation, links to other parts of the town and other walks, and historical information. The use of distinctive street furniture, lighting elements, paving and landscaping details to highlight walks will also be part of the design approach. Developers will be encouraged to create additional open spaces for either public or private use adjacent to the strategic walks.

Proposed Walks

- **Sisters Walk:** a restoration and enhancement of the existing Sisters Walk with linkages then through to the Wharf, and Castle Gardens, through the new theatre / cinema complex
- **The Run:** a restoration and improvement (including safety) to the Run as a linear park connecting Upper Jamestown and Lower Jamestown
- **Castle Gardens to the Museum:** re-instating the terrace as a pedestrian route only
- **Jamestown Community Centre to Market Street:** re-establishing a pre-existing route and bridge over the run
- **Mundens / Rupert's:** improvement and restoration of the traditional walking route between James and Rupert's Bay, linking through to Mundens Battery and connection to the Wharf.

Being located in a deep valley limits the transportation options available to the town, and yet at the same time offers up an option to create a transportation system which in itself could become a tourism attraction.

Jamestown was one of the first places in the world to have a funicular railway, with the inclined plane designed by J.W. Hoar opening in 1829. Operating until 1871 until it was dismantled the remnants are now forming the famous Jacobs Ladder. With increased activity in both Jamestown and in Ladder Hill there is an opportunity to re-establish a funicular railway link between these two areas, including the potential then for a park and ride system to alleviate parking pressures within Jamestown itself.

To facilitate a future development of a funicular railway space will be allocated for a landing station close to the base of Jacob's Ladder, and a feasibility study undertaken with a view to developing a railway within the timeframe of this plan.



PUBLIC REALM: A HIGH QUALITY ENVIRONMENT

The 'public realm' – the spaces around and between buildings including streets, squares and parks – has a major part to play in the character, attractiveness and success of any town. It is also important in encouraging sustainable modes of travel such as walking, cycling and public transport.

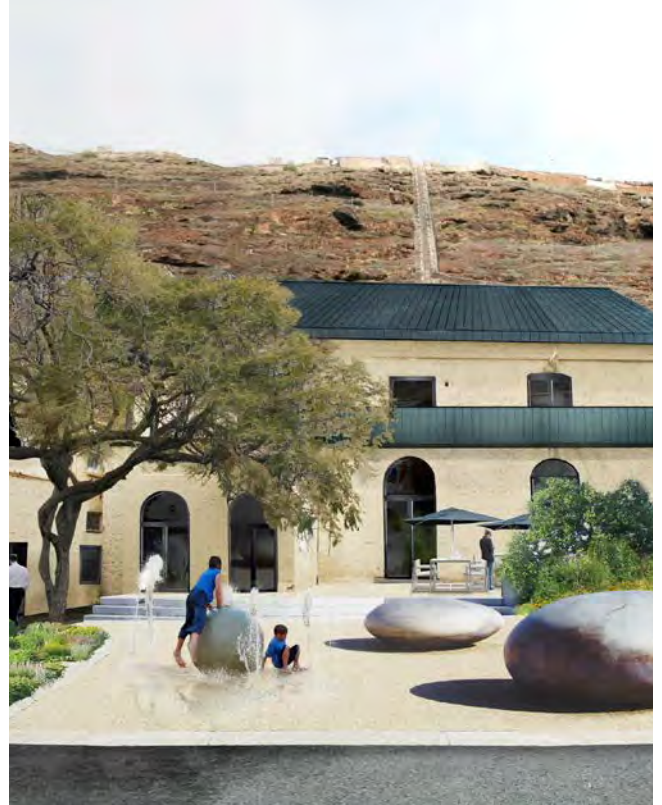


Jamestown Vision 2020



Artistic views:

1. The Bridge area including the Market
2. Grand Parade



The Importance of Public Realm

The creation and maintenance of a healthy public realm for Jamestown is essential to the achievement of a thriving, vibrant, sustainable and attractive Town that everyone can enjoy and take pride in. As well as being able to move around easily, it is important that people feel the Town is a safe and welcoming place. The Town's key public spaces need to be versatile and provide for people from the different cultural or age groups (including children, the disabled and the elderly) who will use spaces in different ways. In addition to everyday use, the public spaces must be able to accommodate other activities, community events, cultural activities and festivals. They need to be designed and laid out with flexibility and robustness in mind, in order to accommodate this broad range of activities and to encourage everyone to use the Town at any hour – young and old, families and children.

Jamestown's Public Spaces

The character of towns is determined as much by their spaces as by the facades of the buildings that front those spaces. Indeed Jamestown does possess an obvious and distinguished architectural heritage. Further, Jamestown has a sense of place, an individual character, which makes it an interesting and distinctive town and this is due in no small part to its public realm, much of which evolved out the need for space to assemble the troops in this true Garrison town.

The town has been fortunate in the preservation of a series of pleasing public spaces, which open and close in turn from Grand Parade and Castle Gardens, through to the DOE Playground, the Run and indeed the Wharf.

Over the last ten years little has been achieved to improve the quality of the public realm within the Town Centre. Recent works to Main Street sought to improve the public realm along this important

thoroughfare. Outside of Lower Jamestown, however, pedestrian experiences are hampered by narrow and fragmented footways, awkward and inconvenient road crossings, excessive and inappropriate parking, and poor quality materials and street furniture provision.

Key Public Realm Issues

Any significant Improvements to the public realm will have to be made in parallel with the development opportunities that have been identified and with changes in the main strategic transport movements.

The key public realm issues identified are:

- Regain ownership of the Grand Parade as a true public realm through the displacement of the motor car as the principal occupant.
- Add to and enhance the existing network of interconnected public spaces including the improvement of pedestrian routes to the Castle Gardens through the PWD Yard to the Wharf, and connections through to Sisters Walk
- Ensure that new public spaces are overlooked by high quality development with active uses on the ground floor.
- Improve the space on the Bridge between the Market and Greenlands

General Design Principles for the Public Realm

It is envisaged that a Public Realm Strategy will be developed to promote quality public spaces and routes that are attractive, convenient and safe for all. This visioning document identifies major improvements to the existing public realm and also recognises opportunities to create a number of new, high quality public spaces and routes. These additions to the public realm will support the existing network of spaces and routes and

enhance the setting of Jamestown's historic townscape and facilitate well-connected, inclusive pedestrian routes to and within the Town Centre.

The following principles will apply to the redesign of the existing public realm and the creation of new spaces and routes:

- Ensure a quality public realm by protecting and enhancing existing spaces and routes and creating new spaces and routes which respond to Jamestown's recognisable variety and hierarchy of backs, lanes, streets, squares, parks and the Run.
- Create pedestrian routes that are clear, direct, convenient, safe and well-signed, and can be used comfortably by everyone.
- Ensure that new public spaces and routes through developments are defined by buildings. Frontages to the public realm should be designed to be as 'active' as possible and contain windows and well-defined main entrances, and have activity generating uses on the ground floor.
- Avoid large blank elevations, unrelieved enclosures and ground level parking as they reduce the vitality and surveillance of the street.
- Ensure an integrated approach to landscape design in any development scheme. This includes co-ordinating the overall layout, access, railings, hard landscaping, lighting services, street furniture, surface materials and public art.
- Ensure that the existing biodiversity resource within the Town Centre is protected and enhanced within the public realm. Consider the scope to encourage wildlife and deliver biodiversity gain in the detailed design of spaces and landscaping.
- Promote public art and bespoke features to enhance spaces and buildings..
- Provide new street furniture of a high quality, contemporary design to complement and enhance the urban context, rather than install "off the peg" reproductions of past styles. Seek 'quality' before 'quantity' in the selection of street furniture.
- Ensure that planting proposals make a specific contribution to any development - to provide interest on streets, to soften buildings, to create structures and delineation, or to establish landmarks where necessary. Promote tree planting and landscaping appropriate to the particular context. Require agreements (enforceable though appropriate planning conditions) to secure long-term maintenance of new soft landscape.
- Incorporate high quality lighting design including architectural lighting of buildings and features.
- Ensure spaces that are well lit, avoiding dark corners, with lighting designed to be in context and also to minimise 'light pollution'.
- Encourage innovative and attractive multi-use street furniture and co-ordinate all items within the public realm, including traffic and other signage, to minimise street clutter.
- Consider the need for maintenance, resistance to vandalism and access to underground services at the initial design stage in any streetscaping scheme and in the selection of street furniture, not as an after thought.
- Consider the needs of the weekly markets and other events and festivals in the design of public spaces.

We envisage the need to provide concept designs for several public spaces. Enhancements to the public realm will both reinforce and complement the urban design and transport proposals.

Together these improvements will enhance the legibility of the Town for shoppers, workers and visitors. The proposals will create a series of spaces that are attractive, welcoming and accessible for all. The balance between vehicular and pedestrian priorities can be addressed through parking provision which is better integrated into the streetscape to ensure a co-ordinated design that minimises potential conflict between different users.

The designs for the public spaces will reflect the historical Georgian character of the town whilst putting forward contemporary design solutions of high quality. There is a need to have a unifying theme rather than a range of street furniture types. The choices of materials will reflect existing materials in the Town and complement building facades. Integral planting can soften the interface between buildings, provide seasonal interest and diversity, whilst emphasising the newly created spaces.

Overall the approach to the design of the public realm design will seek to make the best use of Jamestown's existing assets and to create the potential for lively spaces in the centre of the town that will be welcoming to all. Hand in hand with the public realm improvements, there is a need to ensure a good mix of uses that will be attractive to a wide range of groups. This is essential to avoid parts of the Town becoming empty at certain times of the day or certain groups feeling marginalized and unsafe. The evening economy is important here and diversification is a key to ensuring that the 'drinking culture', and the potential for anti-social behaviour associated with it, does not dominate.

This visioning document provides public realm enhancement concept designs for the following parts of the Town Centre.

- **The Wharf:** creating a true promenade space on the sea front, exchanging the dominance of the motor vehicle with the dominance of the pedestrian, providing open space for fun days and events in front of the towns night life centre
- **Grand Parade:** removing of the majority of car parking from the Parade and sensitively creating a number of more intimate public spaces relating to the various new functions surrounding Grand Parade, whilst reflecting on its former military functions
- **Main Street:** a major reduction in traffic movements, enhancement of the pavements and street furniture and removal of parking spaces to provide an open street scene to highlight the historic Georgian architecture

- **The Bridge:** putting the pedestrian back in charge in the heart of this retailing zone through road narrowing, pavement enlargements, provision of street furniture, and bringing together through hard landscaping of the various buildings surrounding the bridge
- **Public Park to south of Brewery Yard:** the opening of a currently underused open space to public use through the creation of a less formal park

Design Palette

Currently there is a wide range of different furniture and surfacing treatments in evidence across all the spaces that make up the public realm. They create a disparate and incoherent sense of character across the Town. In addition in some cases furniture which is in poor condition or is poorly sited detracts from the function of the spaces. A new approach to furniture and surfacing treatments is needed which integrates the whole public environment and signals in design terms the quality of the key public spaces in the Town.

A cohesive design scheme can utilise a common palette of surfacing and furniture elements to create a recognisable identity for the public spaces in the Town. Replacing the current furniture with modern suite of complementary elements, including bins, benches, bollards etc will create new spaces that work to address the needs of pedestrians. "Quality" before "quantity" will be the watchword in the selection of new street furniture. This should be supported by a quality surfacing, subtle detailing and tree and shrub planting appropriate to the location to create well designed spaces.

The public realm works will include the integration of new public art, building on current work within Castle Gardens. We recognise the important role that public art can play in enlivening the atmosphere and quality of public spaces as well as enhancing local character and distinctiveness and acting as a vehicle for involving local artists, schools and the community.

URBAN DESIGN: GUIDING PRINCIPLES

New development must be sympathetically designed to ensure that it builds on the distinctive character and sense of place within Jamestown, and protects environmental assets wherever possible.



This Section sets out guidance on the design of the built form within Jamestown and needs to be read alongside the previous section which provides guidance on design within the Public Realm.

This document envisages new development of the highest quality in terms of architecture and the quality of the public realm. New development must be sympathetically designed to ensure that it builds on the distinctive character and sense of place within the Town, and protects environmental assets wherever possible. Best practice in the implementation of energy efficiency and sustainability in built development is encouraged.

We would like to see that all applications for development within the Town will be expected to follow this guidance. The guidance seeks to encourage high quality, sustainable developments which:

- Are appropriate to their context in respect of scale and compatibility with their surroundings;
- Secure positive improvements to the landscape, biodiversity, streetscape or place where they are located;
- Create safe environments where crime and disorder or fear of crime do not undermine quality of life;
- Encourage strong and positive relations between people from different backgrounds within neighbourhoods;
- Make efficient and prudent use of natural resources;
- Develop a cohesive pattern of uses capable of being economically sustainable; and
- Address the needs of all in society.

All of Jamestown is designated a Conservation Area. As such all applications for development within the Conservation Area will be expected to respond to the LDCP's requirements in this regard, and also to adhere to the principles set out in the Conservation Management Plan (when adopted) for Jamestown.

Furthermore we envisage that the Planning Board will require all planning applications to be

accompanied by Design and Access Statements. In the statements applicants should demonstrate a clear understanding and sensitive response to the characteristics of the site and the context. No two places are identical and there is no such thing as a blueprint for good design. Good design arises from a thorough and caring understanding of place and context. In our view applicants should demonstrate to the Planning Board that the guiding design principles set out within this document have been considered and fulfilled. If they do this, determination of the application should be speedier by avoiding the need for modifications. If they fail to do this, however, their designs are likely to be unacceptable and refused planning permission.

The Character of Jamestown

At present Jamestown is characterised by piecemeal development over a period of 500 years with little in the way of overall strategic town planning, with an extraordinary array of mixed uses alongside one another due to necessity with Jamestown being not only the commercial and political hub, but also the main entry point for goods and passengers to the Island. It made every sense that activity be concentrated, and this has, inevitably led to buildings being re-used and re-modelled for differing purposes over the years. In character by era the town is Georgian in feel, although much of this is younger due to the rebuilding of much of Lower Jamestown following infestation of white ant brought onto St Helena.

One of the characteristics of the town which will inevitably be lost is the mix of quasi-industrial warehousing within the residential, commercial and retail frontages and backland. With a relocation of wharf operations to Ruperts the warehousing and wholesaling operations are likely to follow, and indeed are encouraged, to free up development space within Jamestown. This, then, potentially offers up significant opportunities for growth, and in this regard care needs to be taken to ensure that appropriate mixes of uses are generated, complementing one another where appropriate, and separated where needed for social reasons.

Another characteristic which will change is the strong presence of the St Helena Government's office functions in Lower Jamestown. Through re-organisation of Government functions, and identification of appropriate spaces to deliver public services, it is accepted that SHG will relocate many of its functions to secondary positions, releasing valuable sites for economic growth. This is a commitment SHG has under the MOU signed with DFID as a precursor to the airport contract and is enshrined in the Estates Strategy and the Land Disposal Policy.

We envisage that zoning will be introduced within Jamestown to identify the appropriate prominent uses within a particular area. This is not to say it is to the exclusion of all other uses, but merely the intention that an area has an identifiable prominent use characteristic. The zones being proposed are:

- **The wharf:** as a centre for daytime leisure activity and a night time economy
- **A cultural quarter:** encompassing part of the terrace, the the north west corner of Grand Parade, the south of Castle Gardens, and parts of the Castle
- **A tourism accommodation sector:** comprising the area generally below the Canister running down to the Terrace
- **A retail heart:** being the area from the Canister up to just beyond the DOE playground site
- **Lower Jamestown office district:** being the area from Solomons head office up Napoleon Street to Nose Gay Lane
- **Mid Jamestown office district:** being the area comprising the Haven, Seals Corner, Pilling and AVEC sites

Distinctiveness – A town with its own identity

A key design objective of the overall vision for Jamestown is the promotion of character in townscape and landscape by responding to, and reinforcing, the locally distinctive patterns of development, landscape and culture. New

development should enrich the qualities of the Town Centre.

In promoting and protecting local distinctiveness we consider that the following principles should apply:

- To ensure high quality in urban design, architecture and landscape design, developers and property owners commissioning development proposals within the Town should ensure that their schemes are prepared by appropriately skilled and experienced designers.
- A high quality design will be sought using layout, form, scale, massing, detailing and materials in the design of buildings and external spaces appropriate to the character of the street, place and Town in general. Design inspiration should be sought from the particular local materials, building forms and features of character within the Town.
- There will be a presumption in favour of retaining buildings and open spaces of quality and marrying them into new development.
- New development should respect the historic street patterns, intricate grain and vertical and horizontal rhythms (e.g. the building widths, the proportion and scale of windows and doors etc.) of the Town. Opportunities to repair street pattern and grain where this has been lost should be exploited.
- Adjacent building heights, roofs and cornice lines should be respected and development should generally respect the two to four storey scale of Jamestown, with buildings located at the back of pavement. Single storey street facades within Lower and Mid Jamestown will be unacceptable.
- Any proposal for a high building, however, will be subject to careful consideration of its effect on local landmarks, its impact on the skyline, the quality of its architecture and the particular relationship to adjacent buildings and spaces, existing and proposed.
- Relationships between developments of different scales may be resolved by 'wrapping' large spaces with smaller buildings; 'stepping' a large

mass down to its neighbour; and ensuring that the ground level is as active and interesting as possible. Where 'stepping down' is adopted the change in height should arise out of the requirements of the designer's brief and should avoid a lop-sided appearance in the new building which merely emphasises the difference in height between it and the neighbouring building.

- Developments should be designed to have 'active' frontages, which add interest, life and vitality to the public realm. This includes frequent doors and windows with few blank walls; narrow frontage buildings; well articulated facades (e.g. with bays and entrance porches/ canopies); and easily visible internal uses, which may in some circumstances have scope to spill onto the street. Solid security shutters and blank boundary walls and fences, facing the public highway and ill-defined open spaces are not acceptable.
- Utility elements in any development require careful siting and design attention. This includes bin storage, cycle storage, meter/inspection boxes, service entries, ventilation and cooling systems, and other service equipment. These elements should be designed to fit inconspicuously but accessibly within the building/site envelope and minimise visual and noise intrusion. Details should be submitted with applications.
- Where historic precedents are adopted they must be followed closely and authentically. The embellishment of developments with randomly applied historic elements should be avoided.
- Materials used for new buildings and spaces need to be selected for high standards of visual attractiveness, durability and environmental performance, not economy. Detailed design must pay attention to all elements of the building (e.g. elevations, corner treatments, roof lines, entrances and windows etc) and must maintain the interest, variety and liveliness of the Town Centre scene.
- High quality Public Art can make a major contribution to the quality of development and the creation of a successful, distinctive place, and

should be incorporated into all major developments within the Town.

Continuity and Enclosure — a town centre where public and private spaces are clearly distinguished

In pattern and urban form the core part of Jamestown is relatively compact and fine-grained. In general, building lines are clearly defined and building frontages are contiguous. In particular Main Street, Napoleon Street and Market Street have continuity of street frontages providing good enclosure. However, a number of areas to the rear of these principal streets provide poor continuity of street frontage. The continuity and enclosure of street frontages is an important characteristic of the Town which must be respected and reinforced in new development.

This vision embraces the following principles of continuity and enclosure:

- Development should be in the form of secure perimeter blocks which clearly distinguish between public fronts and private backs, and follow a coherent building line.
- Projections and occasional set-backs from the building line can be used to add emphasis but the function of any space created must be clearly defined.
- The primary access to buildings should be directly from the street.
- Where potential exists to create new pedestrian routes, the development should provide positive frontages (with entrances and windows to active rooms) which overlook these routes in order to maximise natural visual surveillance of the street.
- Private yards or rear servicing areas should be enclosed as far as possible by the rear of other properties; otherwise the extent of private ownership should be clearly defined by the

detailed design of walls, railing, gates, entrance arches, signage and paving.

- Development should seek to enhance safety, security and surveillance and minimise the opportunities for crime and anti-social behaviour. Security should be achieved through a coherent approach to the design of the development rather than by adopting add-on measures that overtly create an impression of fortification.
- An important influence on the character of a place is the arrangement of car parking. Vehicles should not dominate the space, or create inconvenience to pedestrians and cyclists. Off-street parking is best located in secure, well overlooked rear courtyards. Larger developments may provide the opportunity to provide parking under buildings.

Legibility – A place that has a clear image and is easy to understand

At present the legibility of Jamestown is fragmented and for the tourist it may not be obvious where various functions are located. There is a need to have visual connections that knit together the various parts of Jamestown.

Our vision includes the following approach on legibility of design:

- New development at key gateways to Jamestown should be distinctive, welcoming and memorable emphasising a 'sense of arrival' and assisting people to orientate themselves.
- The need to respect or add new local landmarks. Consider how proposals may contribute to the linked series of markers that make it easier for people to find their way around Jamestown. The form and architecture, and not just the height, of buildings will give them landmark status.
- Emphasise the hierarchy of the Town by creating new landmarks at main centres of activity, where they are the focus of converging streets.

- Create a skyline which adds visual interest and conveys particular activities and concentration of uses. This is particularly important where the large swathes of roofing are removed as warehousing and wholesaling operations are relocated.
- The main entrances to public and other major buildings should be emphasised through carefully designed streets, lighting, signage and paving.
- Existing important views and vistas should not be blocked or compromised by new development. In new development the opportunity to create new views and vistas that will contribute to the legibility of Jamestown should be considered.
- Development at strategic corners should emphasise their importance through the use of building height, prominent entrances and other architectural features
- Close attention to the detailing and quality of materials should be provided especially at ground floor and building entrances that are very visible to pedestrians.

Adaptability – A place that can change easily

Places and buildings should be robust, versatile and capable of being adapted to new uses and able to respond to future social and technological changes. This includes ensuring that buildings and spaces address the needs of everyone, and especially those with pushchairs, people with disabilities and the elderly. A linked principle is the encouragement of sustainable development that is designed for energy and resource efficiency.

Adaptability can be achieved by applying the following principles:

- New development should incorporate adaptable buildings with flexible layouts which can sustain a variety of uses and help buildings to change over time. Particularly care should be taken to ensure that ground floors are designed to be adaptable, with active frontages, including

separate access ways to upper floors, and fire and sound proofing to good standards.

- Residential development should provide the opportunity for studio workspace to be provided on the ground floor.
- Residential development should provide lifetime homes that can adapt to people's changing circumstances. The opportunity to extend and create additional bedrooms should be considered as an integral part of the initial design.
- Private amenity space to the rear of properties should demonstrate that it is usable for a number of different activities, particularly for traditional family houses.

Diversity of Uses – A town of variety and choice

Jamestown is compact and offers relatively easy access to a wide range of facilities. These characteristics contribute to the attractiveness of the Town as the variety of uses on offer, and convenience of a place will determine how well it is used. If Jamestown is to be successful in the future and create a new identity for itself it is important that people should continue to have easy access to varied facilities, including shopping, leisure, and work opportunities. However, there is a presumption that uses will tend to migrate towards the zoned areas identified earlier, with the prominent uses within those zones emerging.

Higher densities will help ensure it remains lively, with local facilities at hand.

Our vision seeks to promote diversity in the following ways:

- All new development will be expected to consider the opportunity to encourage a mix of uses that contribute to the economic and social 'health' of the area. Complementary uses can be mixed horizontally (side by side) or vertically (on different floors of the same building).
- Large residential development proposals should provide a mix of housing type, form and tenure. A compatible mix of uses should include live/work units.
- Within Jamestown higher densities will be sought. In high density development particular care will be expected to:
 - ensure buildings, streets and places are of human scale;
 - moderate the mass of the development so that it steps up or down to its neighbour harmoniously;
 - use high quality landscaping to soften the appearance and add to the quality of the public realm.

A Sustainable Place

The principles of sustainable development are incorporated throughout this vision, which seeks to ensure the economic, social and environmental regeneration of Jamestown. Future development will be expected to comply with the aspirations of St Helena in becoming a green island.

Developments should follow the principles of sustainable construction and design to reduce the demand for energy, use energy more efficiently and generate more energy from renewable sources.

Developments should not only avoid, mitigate or compensate for harm but also seek ways to enhance, restore and add to biodiversity. The incorporation of biodiversity features within urban design promotes healthy living, gives a strong sense of local identity and contributes to an aesthetically pleasing environment.

Sustainability will be encouraged in the following ways:

- The opportunity to re-use good quality existing buildings should always be examined before demolition or replacement is considered.
- Developments must follow the energy hierarchy by:

- Reducing the demand for energy (e.g. avoid/reduce cooling requirements) by managing solar gain.
- Using energy efficiency measures to meet demand.
- Incorporating energy efficient and renewable energy equipment on site to reduce predicted carbon emissions of the development by at least 10%.
- Incorporating measures to reduce water demand and recycle greywater and rainwater. Consideration should be given to the use of sustainable urban drainage systems (SUDs) designed to limit the waste of water, and reduce water pollution and flood risk.
- Incorporating recycled materials into developments. Best practice indicates that at least 10% of the total value of materials used should derive from recycled and reused contents in the materials and products selected.
- Using wood from sustainable and managed forests.
- Using, where possible, locally sourced materials in constructing buildings and urban spaces.
- Adopting best practice in dealing with construction and demolition site waste including the source segregation of re-usable and recyclable materials.
- Adopting the maximum use of recycled or secondary aggregates feasible in construction projects.
- Reducing air pollution the ensuring acceptable air quality.
- Providing recycling capacity in developments including building in recycling facilities for organic and other wastes.

KEY DEVELOPMENT OPPORTUNITIES

With changes to the function of Jamestown, the shift of functions to other areas of the Island, and the need to embrace change, this gives rise to a number of key development opportunities.



THE WHARF

With the relocation of shipping activities to Rupert's Bay post air access this allows for the Wharf to be considered for alternative uses, utilizing the heritage buildings existing on the Wharf and embracing the new found opportunity for leisure uses to enjoy better sea access.

Jamesstown Vision 2020



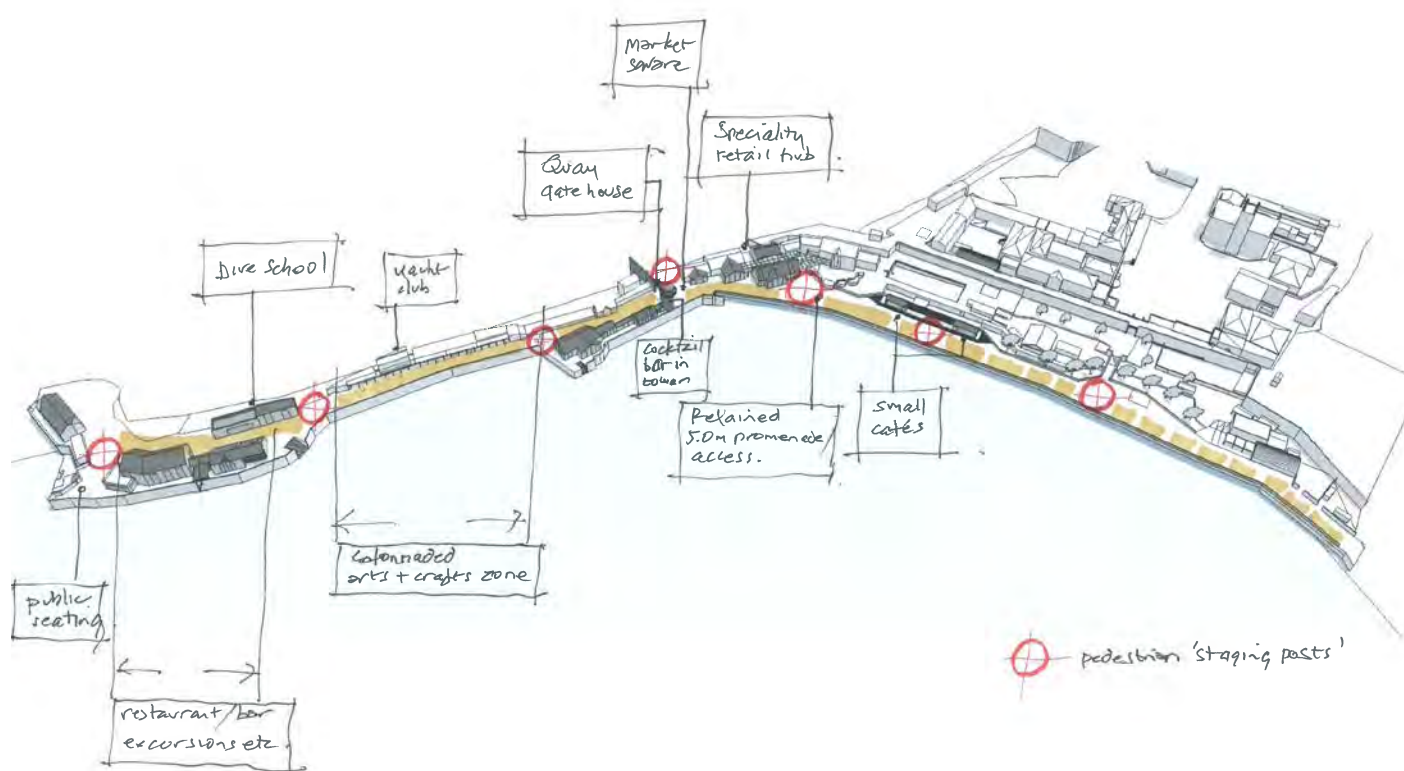
A development of sensitive re-use of existing structures and complementing with architectural excellence to provide a mix of uses to create a vibrant leisure / tourism complex with both day and night time uses

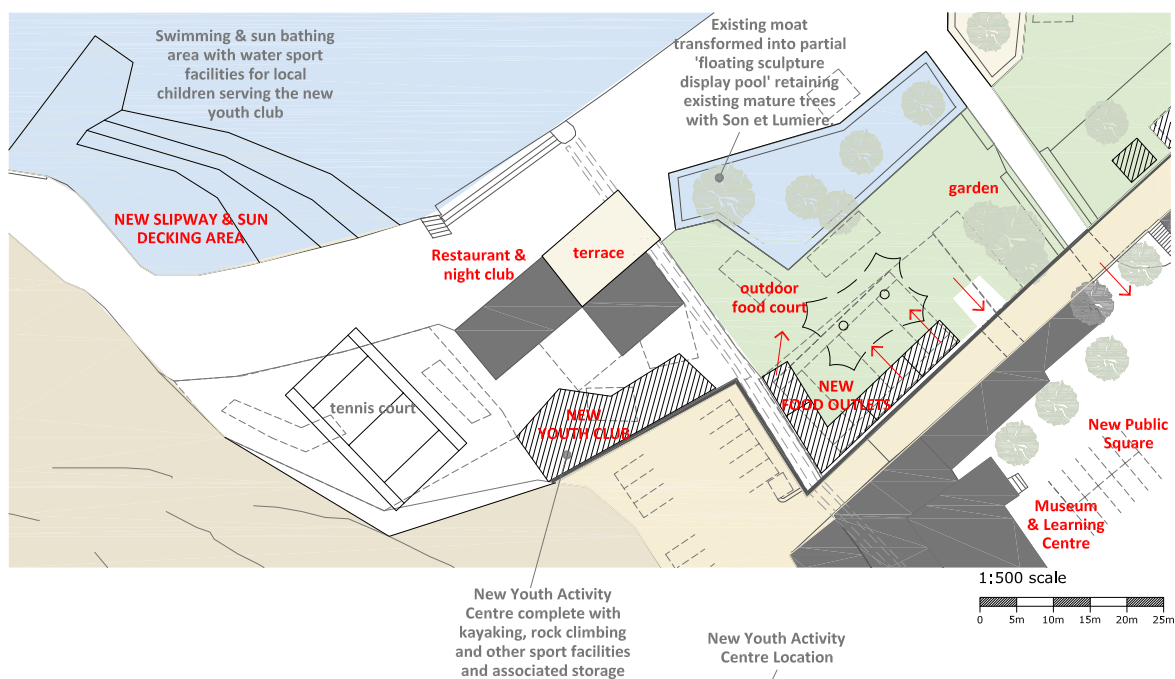
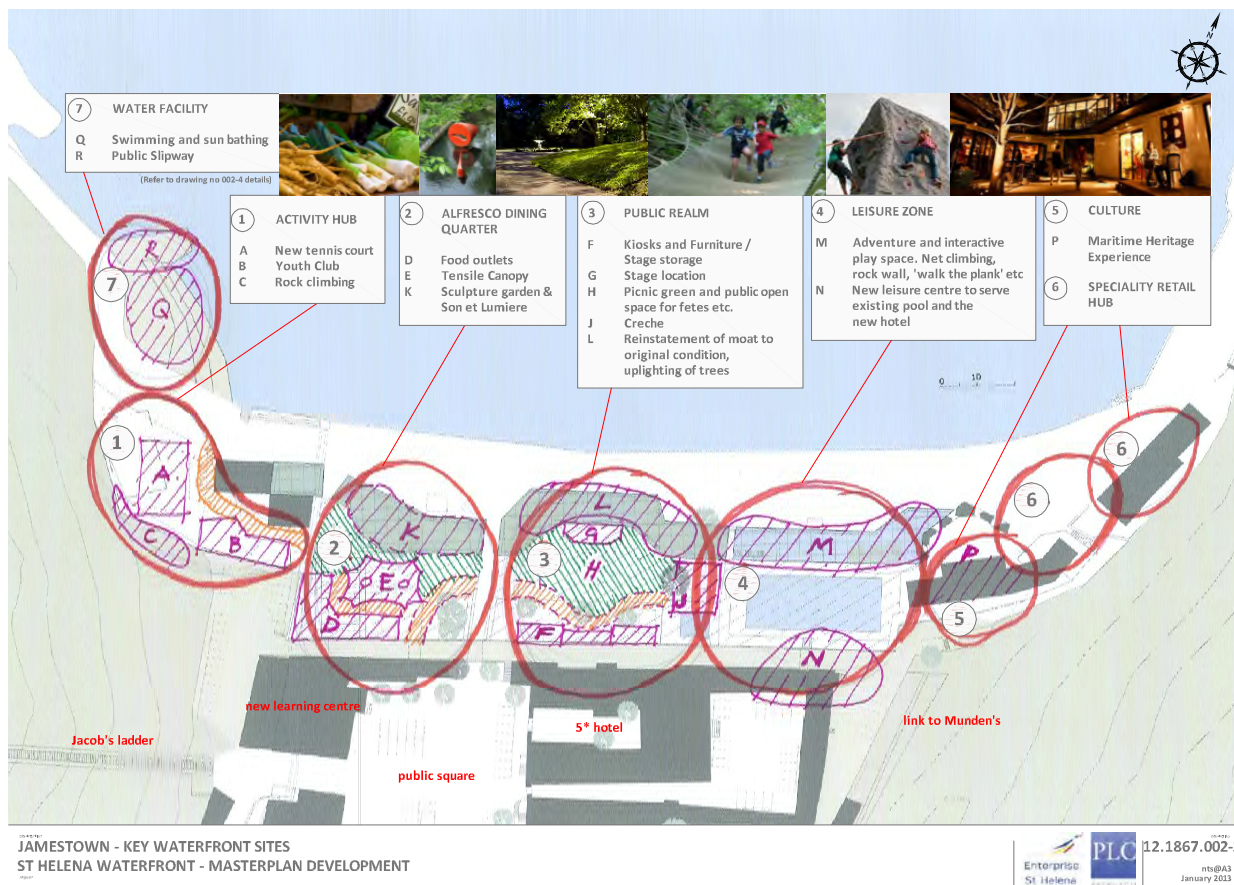


A The Wharf in Jamestown has a long history back to the turn of the 16th century as a point of disembarkation of passing European ships, although it appears that the first permanent structures did not appear until the early 18th century, this being a timber crane, to be joined shortly thereafter by another crane and landing steps. The development of the wharf over the intervening period has taken into account the high swell experienced by sailors, as well as the need for defensive positions.

Although small, the wharf at Jamestown played a key role in international trade for several centuries. The present buildings along the wharf are a mix of underused and currently occupied warehouse buildings dating from the early 18th century to the mid-late 20th century. Many are constructed of grey or red stone rubble or coursed red stone blocks and nearly all are heavily rendered and/or painted. Some are what remains of earlier buildings which have now been partially demolished. Others are more modern concrete block structures.

In looking forward post air-access to the Island, it is important to acknowledge that the function of the Wharf must change and new uses identified for this important waterfront complex. The needs for conservation of the historic fabric, and for investment in a facility that is central to the economic and social functions of the island clearly presents various challenges and choices, as does the need to identify and develop functions that provide income streams sufficient to undertake this investment.





MUNDENS

The Mundens Complex occupies one of the most prominent locations in St Helena, with a commanding view over the sea with a 180 degree aspect. It offers opportunities to create world class leisure based businesses with an intimate relationship with the sea.

Jamesstown Vision 2020



Set between James and Ruperts Bay, Mundens has seen centuries of development activity overlaid as its continued to bolster its defensive position

Mundens Battery has a long a distinguished history as a prominent defensive position. The point, named after Captain Richard Munden who had commanded the English force, first saw guns mounted in 1673. This was the start of 300 years of military history for this site.

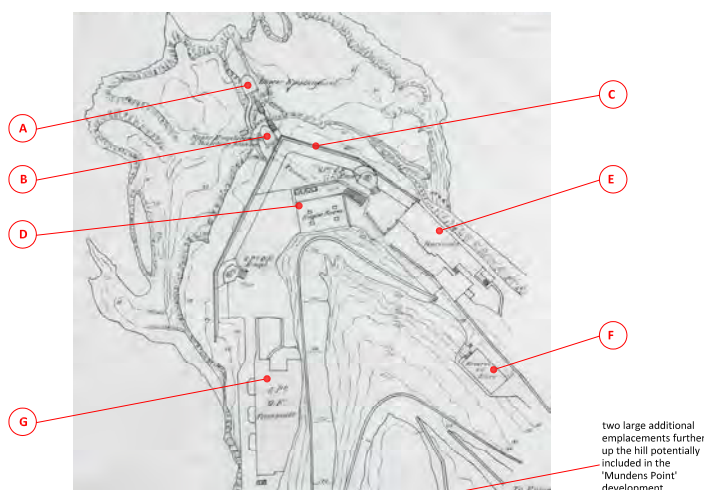


The buildings on site are a mix of styles and ages. The two storey house close to the entrance to the complex known as Munden's House which was probably built in the late 19th century as a guardhouse. A local resident Edward Thomas lived here from 1920 to 1940 which fact he recorded on an old gun lying at Munden's Hill East Battery. During the Second World War while Munden's Point was being used as a searchlight station, units of the Royal Engineers were billeted at Munden's House. In 1946 it is known that another local resident "Bishop" Young was residing there.

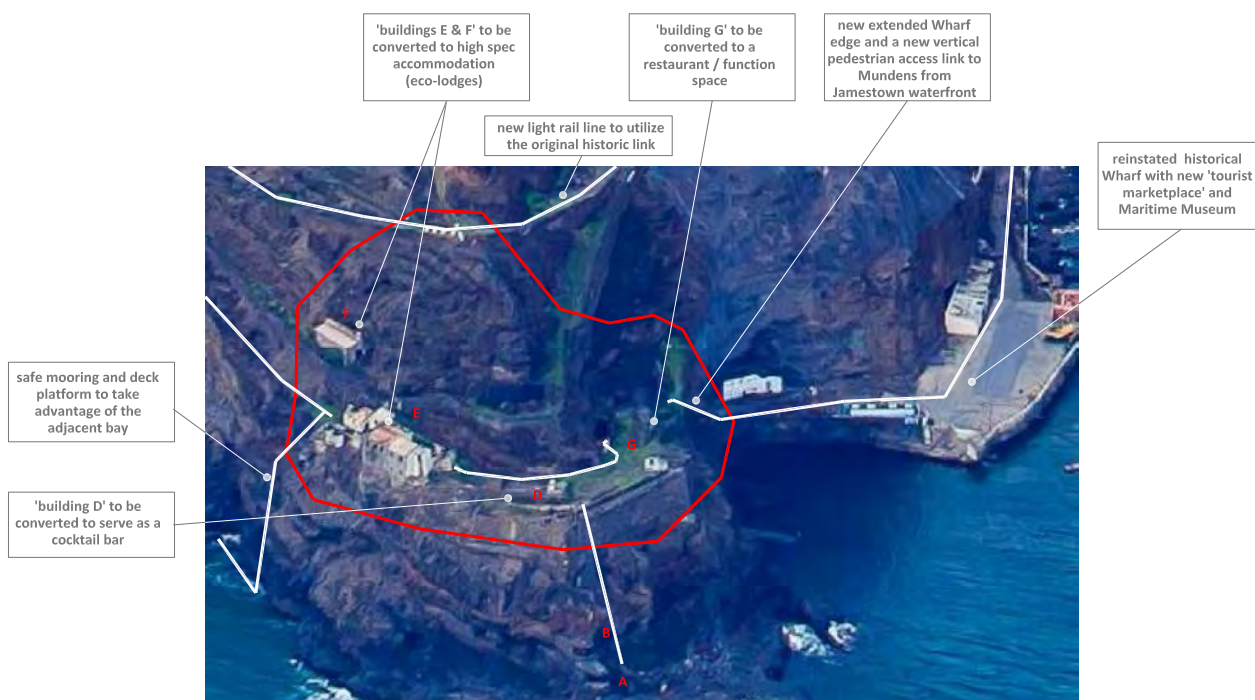
In 1957 Munden's House was chosen as the prison for three political prisoners from Bahrain who were sent into captivity on St. Helena. This incarceration was a continuation of a history on the Island which has included Napoleon, Prince Dinuzulu, and over 6,000 boers.

Munden's Battery today is merely a historic relic which is serving no current purpose, but it is within easy walking distance from Jamestown and provides a splendid view of the Harbour and the coastline right along to Sugar Loaf Hill. With its breathtaking views over the water this site forms an important development opportunity.

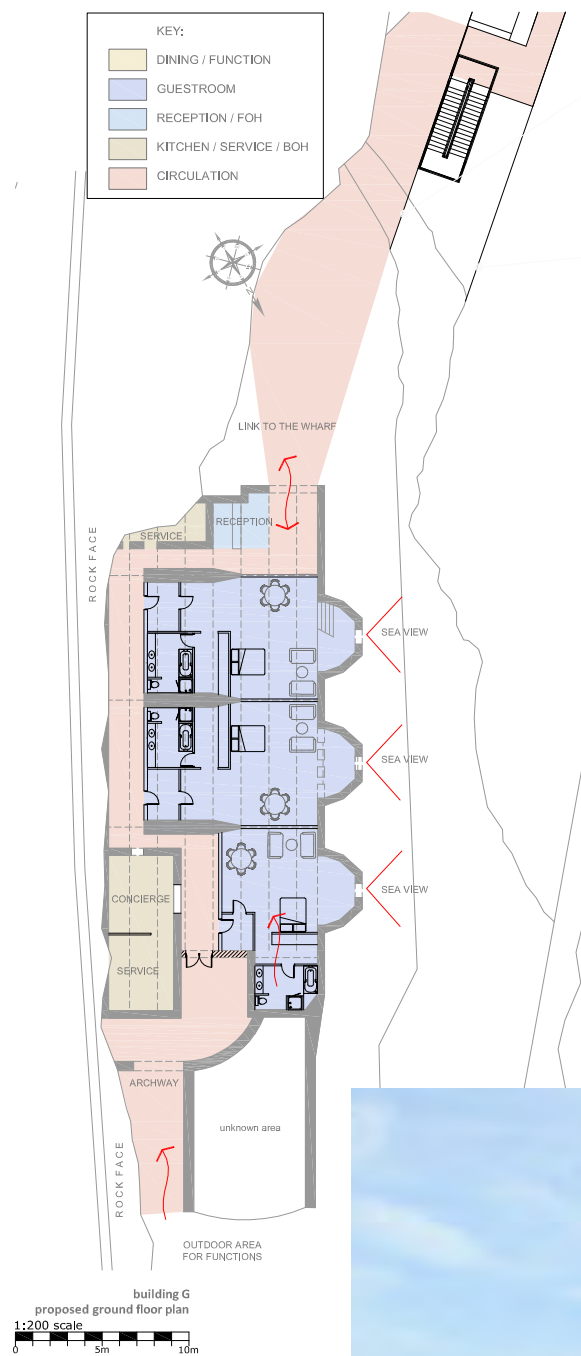
OFFERING: UNIQUE, SUSTAINABLE, SMALL BUT EXCLUSIVE ACCOMMODATION, HIGH SPECIFICATION B&B 'ECO-LODGE' TYPE ROOMS IN AN UNUSUAL AND HISTORIC LOCATION; AN INDEPENDENT RESTAURANT OVERLOOKING THE HARBOUR WITH AN EXTENSIVE OUTDOOR AREA FOR EXCLUSIVE AND PRIVATE FUNCTIONS.



Existing historical Royal Engineer's drawing extract above, showing the location of the Munden's Barracks and associated buildings

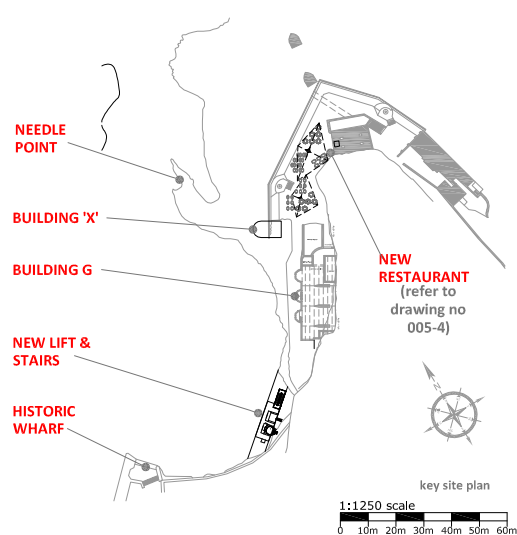


BUILDING LOCATION KEY

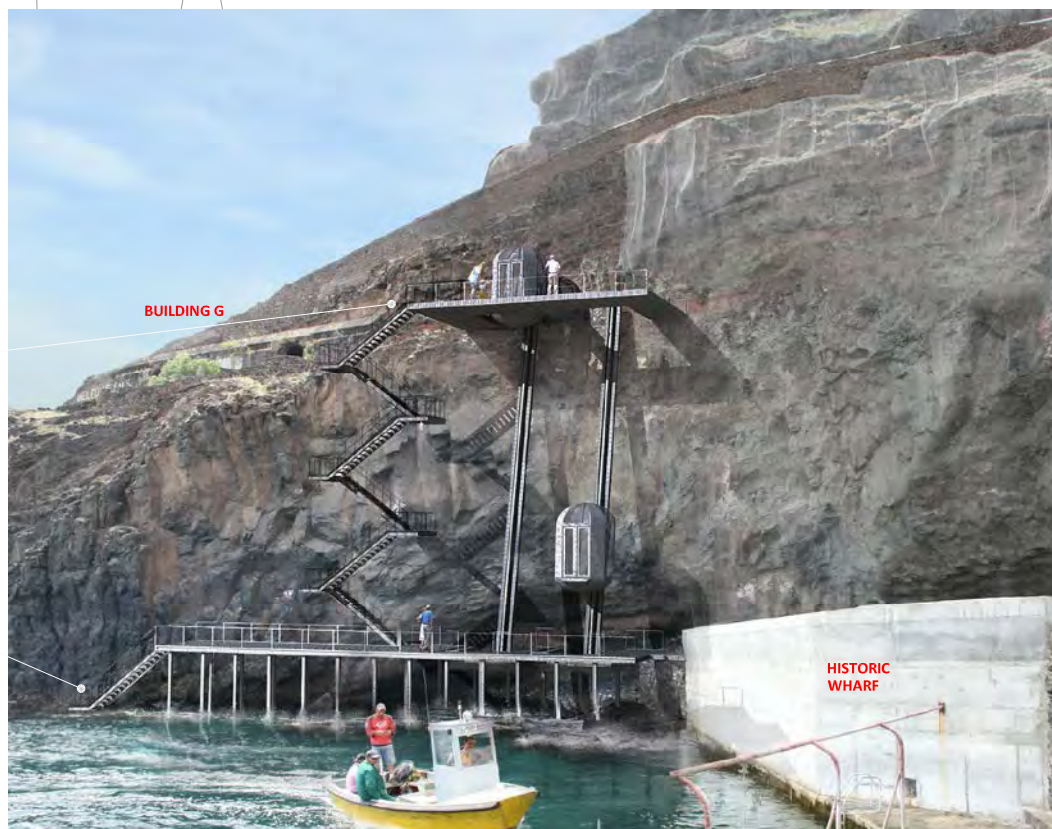


new lightweight walkway, staircase and lifts to upper level connects Munden's to historical Wharf

new 'extended promenade' linking the historical Wharf to Needle Point on Ground Level

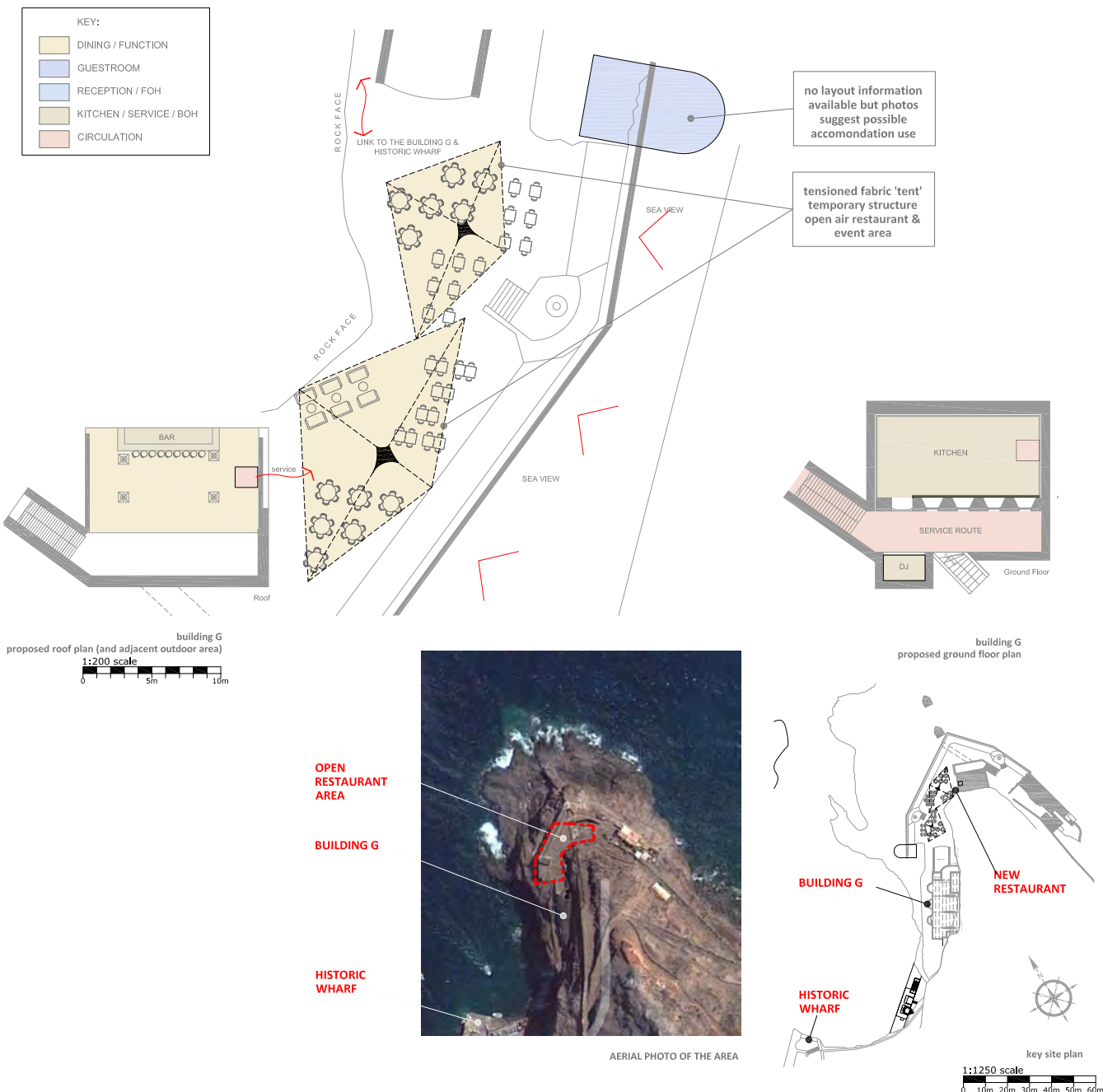


existing photograph of the Munden's from the Historic Wharf



CGI image of the proposed link for the Munden's from the Historic Wharf

PLEASE NOTE THIS DRAWING IS INDICATIVE ONLY AND SUBJECT TO A DETAILED SITE SURVEY.



THE TENSION FABRIC STRUCTURE IS SUPPORTED BY ONE CENTRE POLE / COLUMN WHICH WOULD BE IDEAL FOR OUTDOOR EVENTS AND SPACES. IT IS LIGHTWEIGHT, TEMPORARY AND CAN BE SET UP QUICKLY WITHOUT HAVING A PERMANENT IMPACT ON ITS SURROUNDINGS. THE FABRIC CAN BE CUSTOM SCREEN PRINTED WITH GRAPHICS.



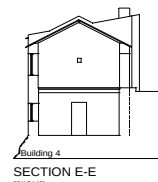
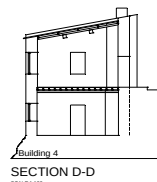
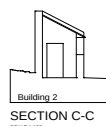
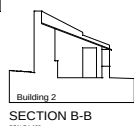
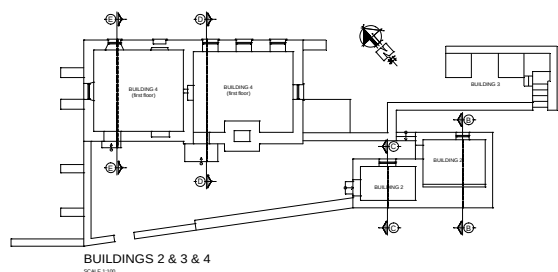
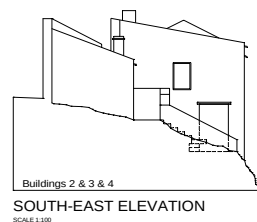
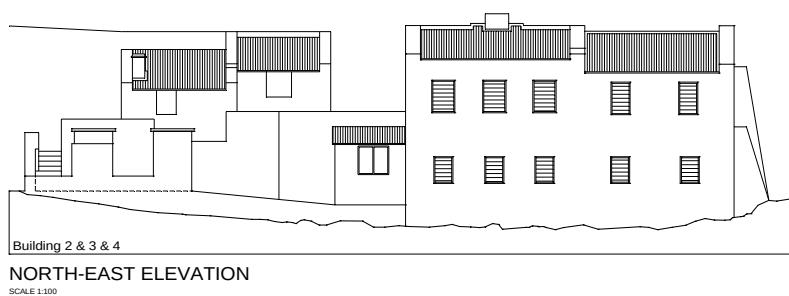
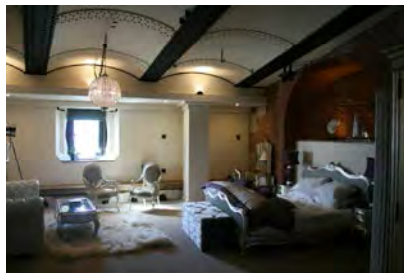
example photographs of the proposed OUTDOOR RESTAURANT AREA

PLEASE NOTE THIS DRAWING IS INDICATIVE ONLY AND SUBJECT TO A DETAILED SITE SURVEY.

MUNDEN'S POINT -OPTION B- BUILDING 'D'
ST HELENA DEVELOPMENT



12.1867.005-4



THE CASTLE COMPLEX

Built in 1659 the Castle, originally James fort, was developed as part of the defensive lines to Jamestown and become the Governors residence. Now the home of the main Government administration functions the complex offers a unique opportunity to provide tourism related accommodation and activities.

The Castle sits on the site of the former James Fort. The original Castle was founded in 1708 by Governor Roberts, as a residence for the Governor and as an administrative centre, within the confines of a defensive position. Modest in nature the original castle was single storey, with some compartments underneath of low height.

The Castle Terrace was erected in 1714 and this set the limits of development of the Castle complex. An upper floor to the Castle was added in 1776, and this form

remained for around 100 years until the Castle was ravaged by white ant, leading to the redevelopment of the Castle in its current form in 1867.

The current occupation by SHG has seen the Castle complex subdivided to form office accommodation, and some inappropriate alterations. The space is considered inappropriate for today's office functions and causes in-efficiencies in the delivery of public service.

Jamestown Vision 2020

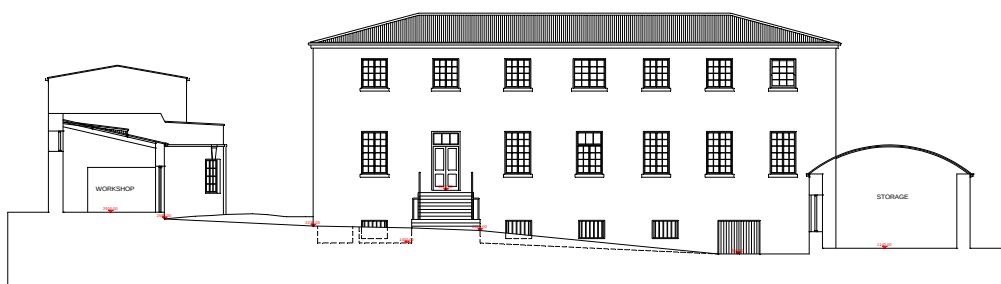
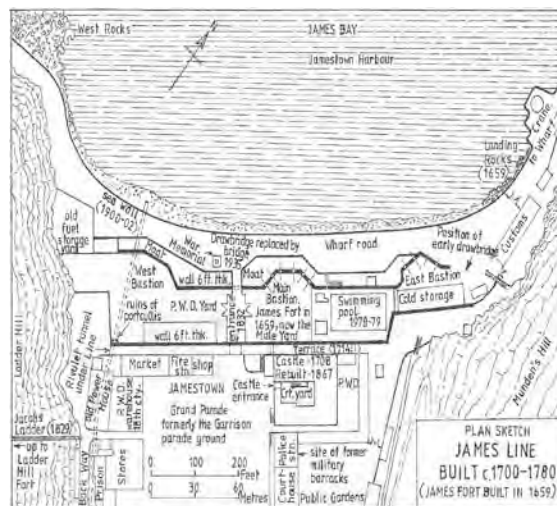
The Castle and rear PWD Yard area as viewed from Ladder Hill.



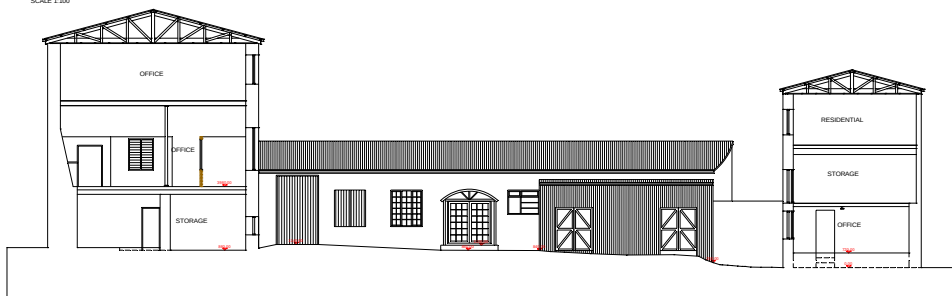
A relocation of SHG from the Castle will lead to the potential for re-use of this important asset.

In considering the potential for re-use, the Castle complex can be considered to two distinct parts - the main Castle, and the PWD yard. Both can be considered separately, or together, as plans for SHG relocations evolve.

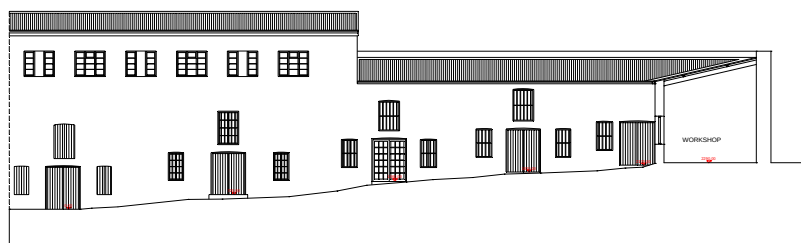
The imagery shown in this Vision document relate primarily to the PWD yard, which will become available sooner than the main Castle according to current plans.



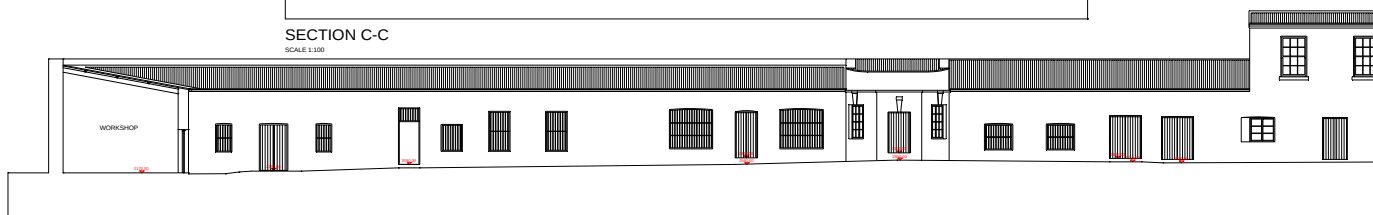
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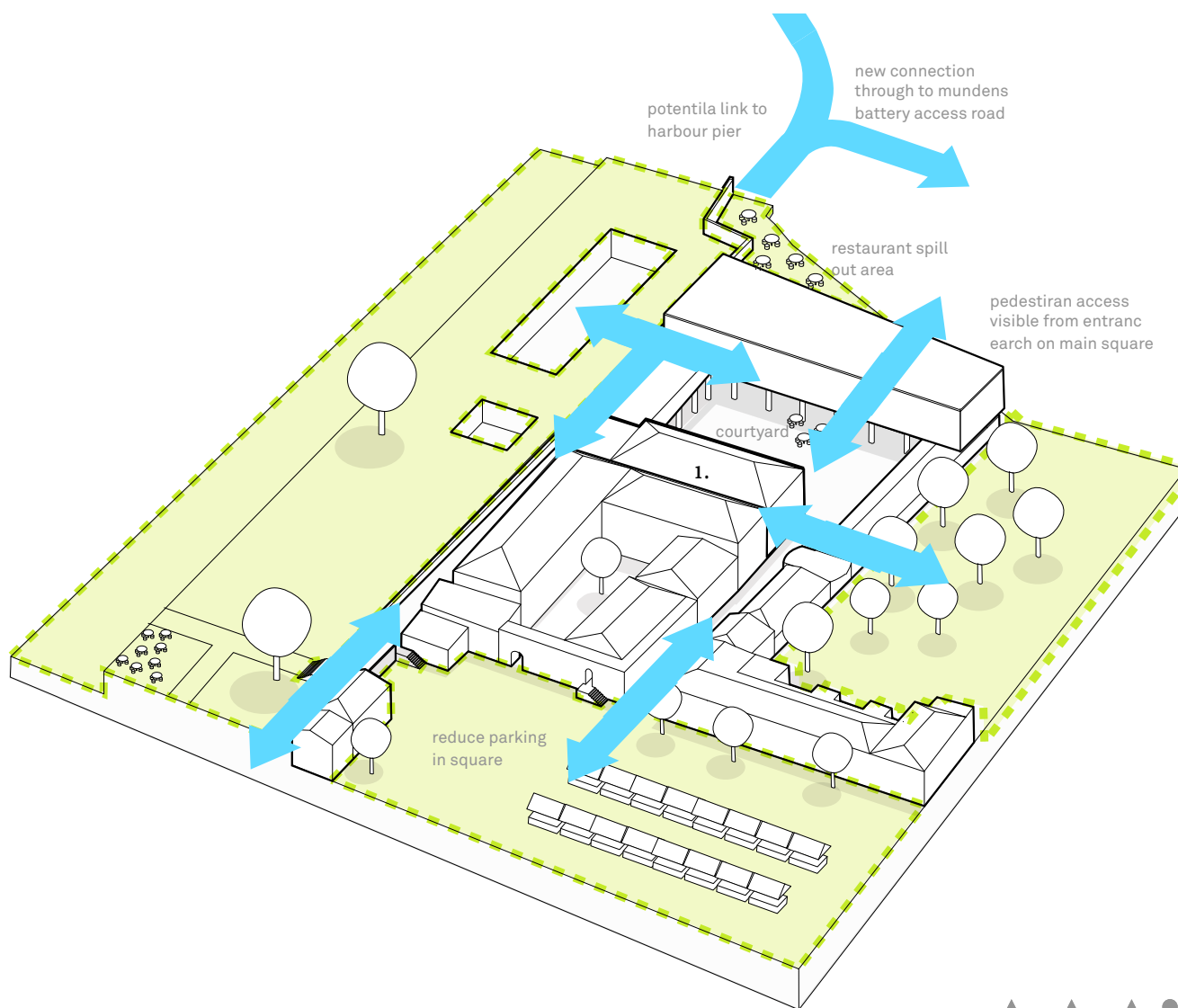
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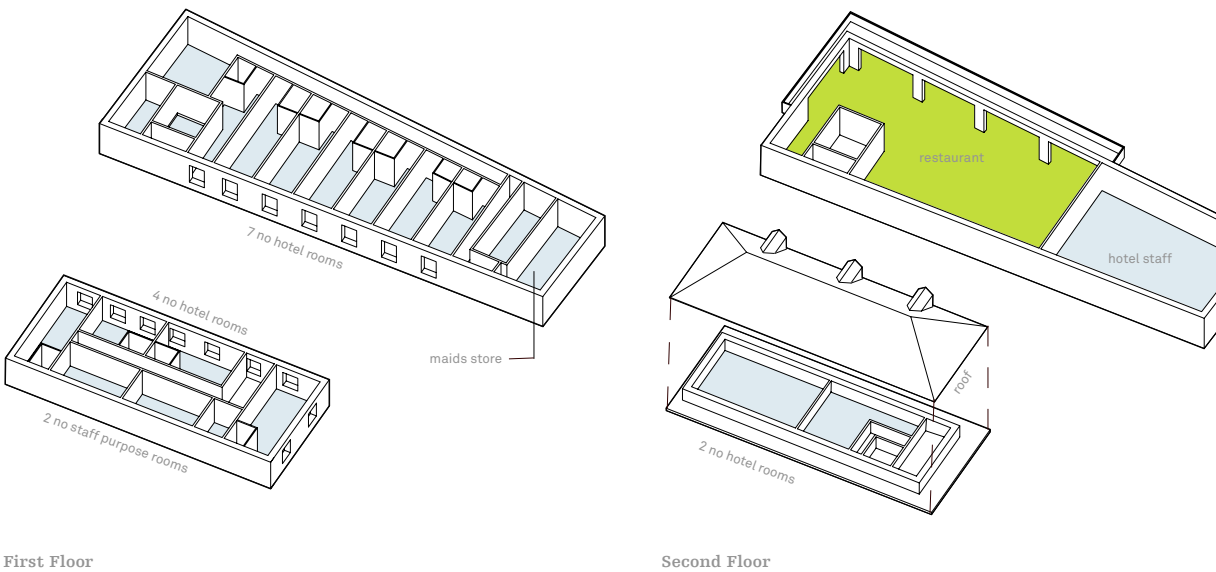
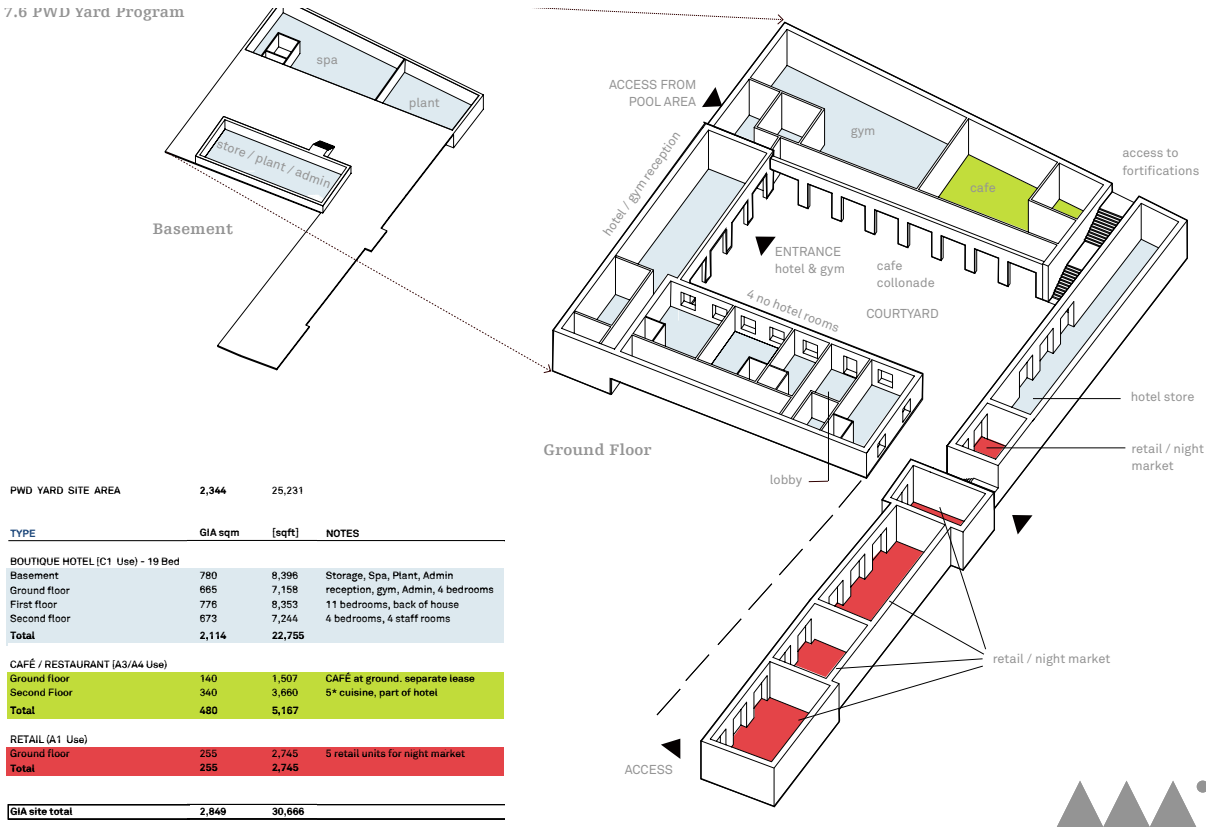
SECTION C-C
SCALE 1:100



SECTION D-D
SCALE 1:100



7.6 PWD Yard Program



1,2,3 MAIN STREET

A fine terrace of Georgian houses fronting lower Main Street offering potential for new uses.

1,2 and 3 Main Street are fine examples of Georgian architecture within Main Street which have not been overly developed or altered in the past. Coming out of Government use as offices these three buildings now offer the opportunity to contribute in new ways to the local economy.

The former houses, on 2/3 stories, have extensive rear gardens, enabling sympathetic extensions to add to the overall footprint. Their re-use offers an opportunity to redress some of the poor alterations and modern replacement items, such as the casement windows which replaced former sliding sash units.

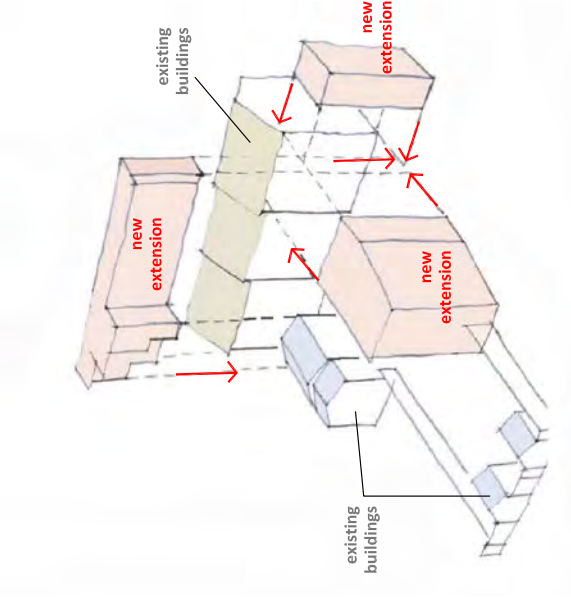
Being within Lower Jamestown there is a presumption that the re-use will contribute towards the tourism economy, and for many years the buildings have been favoured for hotel use. Initial plans have been produced to show the scale of hotel which can be accommodated on the site.



CGI views of the rear elevation

*1,2,3 Main
Street as part of
the Georgian
street scene
within
Jamestown*





CGI views of the rear elevation

PROPOSED CGI VIEWS OF THE NEW HOTEL AND EXAMPLE FINISHES
ST HELENA DEVELOPMENT, 1-3 MAIN STREET

Drawn by: 12/18/2020
Project: 12.1867.028



example finishes

Enterprise
St Helena

PLC
ARCHITECTS

12.1867.028

GRAND PARADE SOUTH: PRISON, OGBORN, AND RICKMERS BUILDINGS



*A complex of
three linked and
interlinked
buildings
fronting the
Grand Parade*

The relocation of the Prison service from Jamestown is necessary to provide appropriate housing conditions for prisoners. This then provides an opportunity to develop new uses in this prominent building. The prison complex is interlinked with Ogborn House, home of the Police chief and immigration service. Relocations of the Police force from here and from the police station opposite will enhance the development opportunity in this end of town.

The Rickmers building makes up the third building of the complex. This substantial stone structure is currently used as a store by Solomons, a function which will continue to be required in the short term until a replacement is identified, likely within Ruperts Bay following the relocation of shipping activities.

The Rickmers building was once a hotel and a reversion to this use, along with the adjacent Ogborn House and Prison would seem appropriate. There are many examples worldwide of prisons being converted to hotel use, to provide unusual and unique guest experiences. The

advantages of this complex is its prominent position on Grand Parade, providing an opportunity to contribute to the public realm on the Parade.



GRAND PARADE NORTH MUSEUM AND PWD STORE

A key strand of the Sustainable Development Plan for St Helena is the strengthening of community life and the enhancement of education on the Island. The PWD store offers a unique opportunity to enhance the education offering by creating a modern library facility for the Island.

The current museum has been open for a little over 10 years now in what was the old power station. As well as being a major tourism attraction in its own right, it is an important educational facility for promotor of life-long learning on the Island. Adjacent lies the former PWD store which has laid empty for a number of years.

The move of the library to the PWD store, and the development of this alongside a re-modeling of the museum, will see an enhancement of the education role of both. In addition a new home for the archives can be provided,

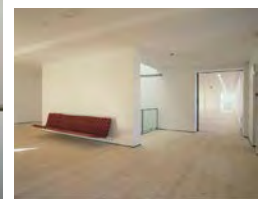
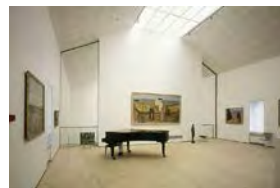
with access then available in a controlled environment to the Islands historic records.

The museum is a source of much pride on the Island and the enhancement of the facility should be seen as a major benefit to the local community.

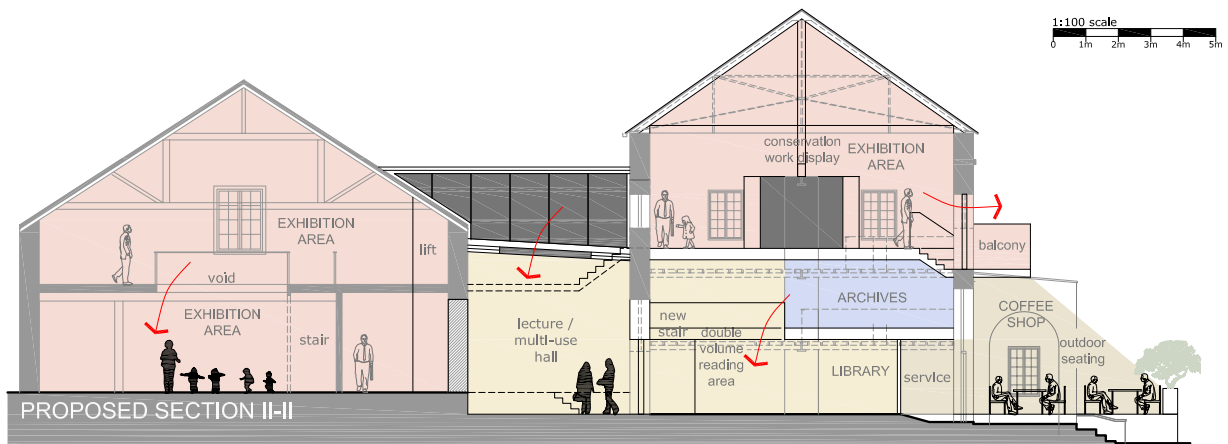
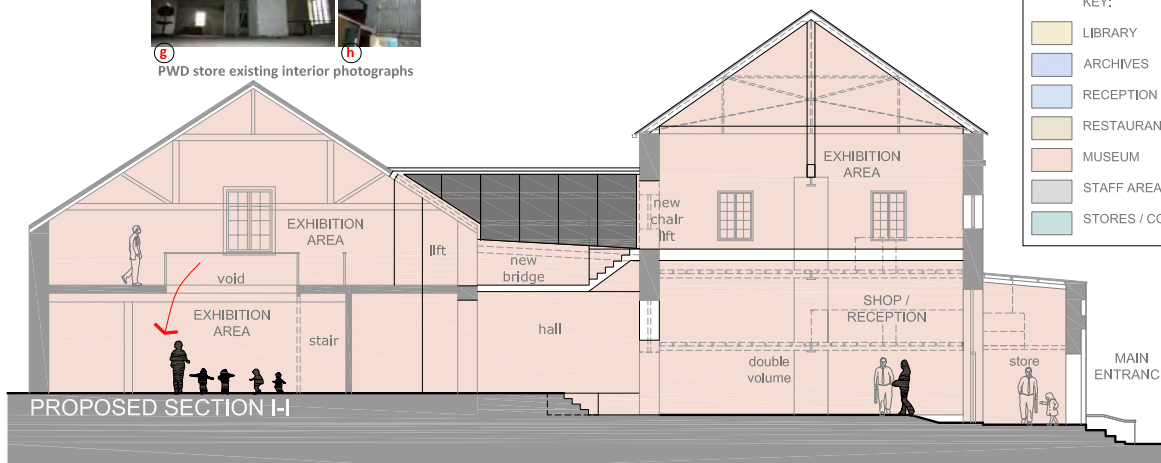
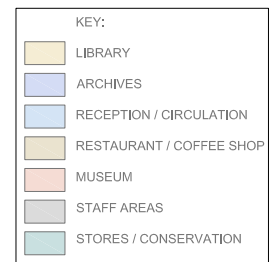
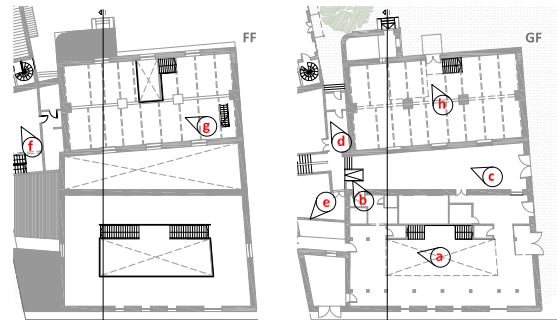
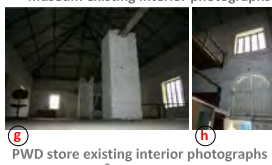
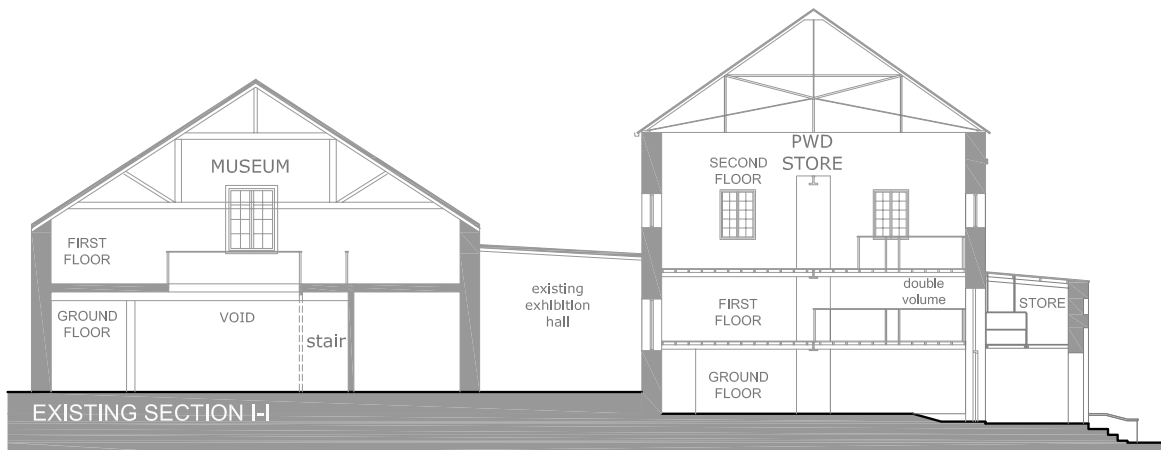
Jamesstown Vision 2020

Lying vacant for a number of years the PWD store now provides an opportunity for an enhanced library provision for the Island.





example finishes for the new 'learning centre' interior



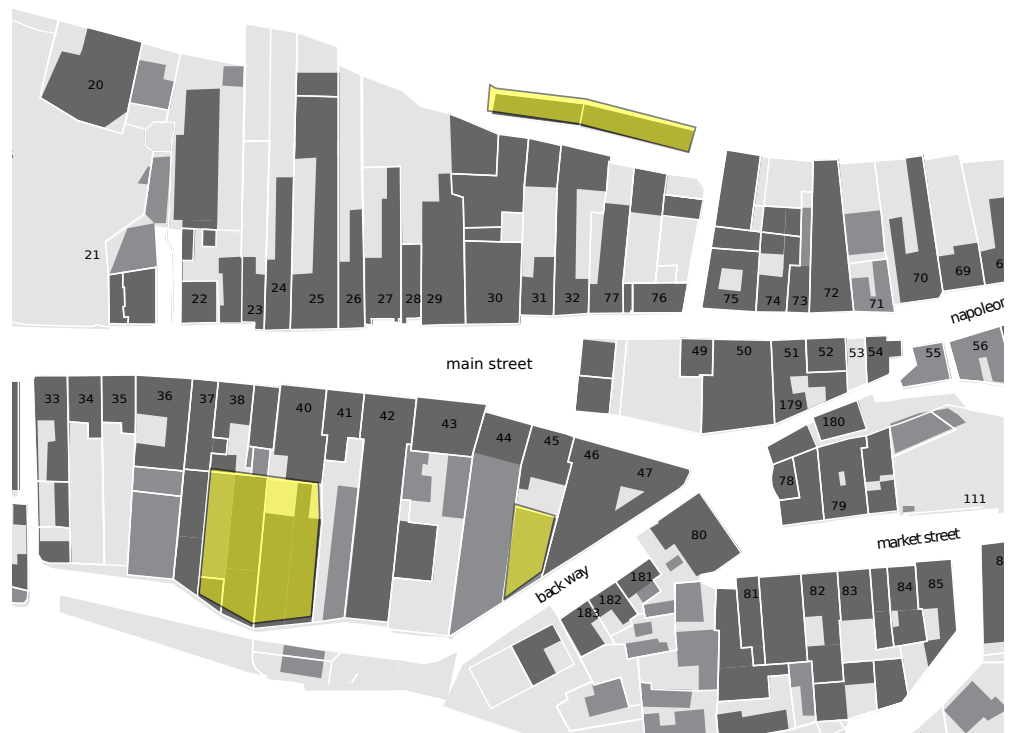
The development proposals as drawn seek to utilise space currently occupied by third parties. This vision document shows how these functions can be accommodated elsewhere into more appropriate facilities.

Options have, however, been formulated to exclude these areas if the moves cannot be made, and for a phased approach to be undertaken.

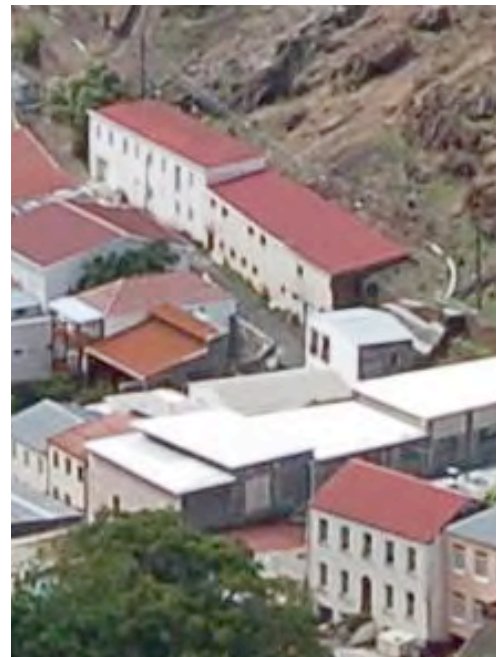


WAREHOUSE SITES: HOUSING OPPORTUNITIES

The relocation of warehousing operations to Ruperts Bay opens up opportunities within the town for other uses, including residential units for the local population, bringing people back into the heart of town.



Jamesstown Vision 2020



Lower Jamestown has seen a remarkable reduction in residences over the last 30 years as commerce has expanded and SHG expanded its footprint. Within recent history Essex House, 1,2 and 3 Main Street, and indeed some of the Castle had people living there.

With the changes to the town there is an opportunity to create more houses within the lower parts of Jamestown. The housing strategy for the Island seeks to ensure appropriate and adequate housing provision is made, and the opportunity presented here will enable designers to consider new forms of housing development for town centre living. It is important that this housing is provided for a local resident population to provide life to the lower parts of town on a permanent basis. What is very clear at present is that out of work hours Lower Jamestown has little activity.

The sites to be made available are generally within the back areas of the town, where warehousing operations have been relocated to Ruperts.



CASTLE GARDEN SOUTH

An important group of buildings and sites which face onto both Main Street and Castle Gardens, which together provide an opportunity to contribute to the social, cultural and economic good of Jamestown

The complex, comprising Annes Place, the Thorpes Warehouse site, Corkers garage site, and a private residence, provides an important opportunity to create a new cultural and arts centre within the heart of Jamestown.

The warehouse was formally the cinema for the Island, but fell into disuse following the introduction of terrestrial television services. It is accessed between Broadway House and New Porteous House, a gap on the street line which could, if all parcels are amalgamated, be redeveloped to complement the neighbouring buildings in Main Street. The warehouse access could then be from Castle Gardens, with the building providing a cultural activities place,

including cinema, theatre, lecture space, art gallery space. With a new entrance in Castle Gardens this could provide a way through to additional facilities, including a re-vamped restaurant and bar at Annes Place, letting rooms, and smaller function rooms.

Such a development may in fact assist the owners of New Porteous House with identifying appropriate uses, and also allow the National Trust to focus their efforts of a show case working office and museum within Broadway House.

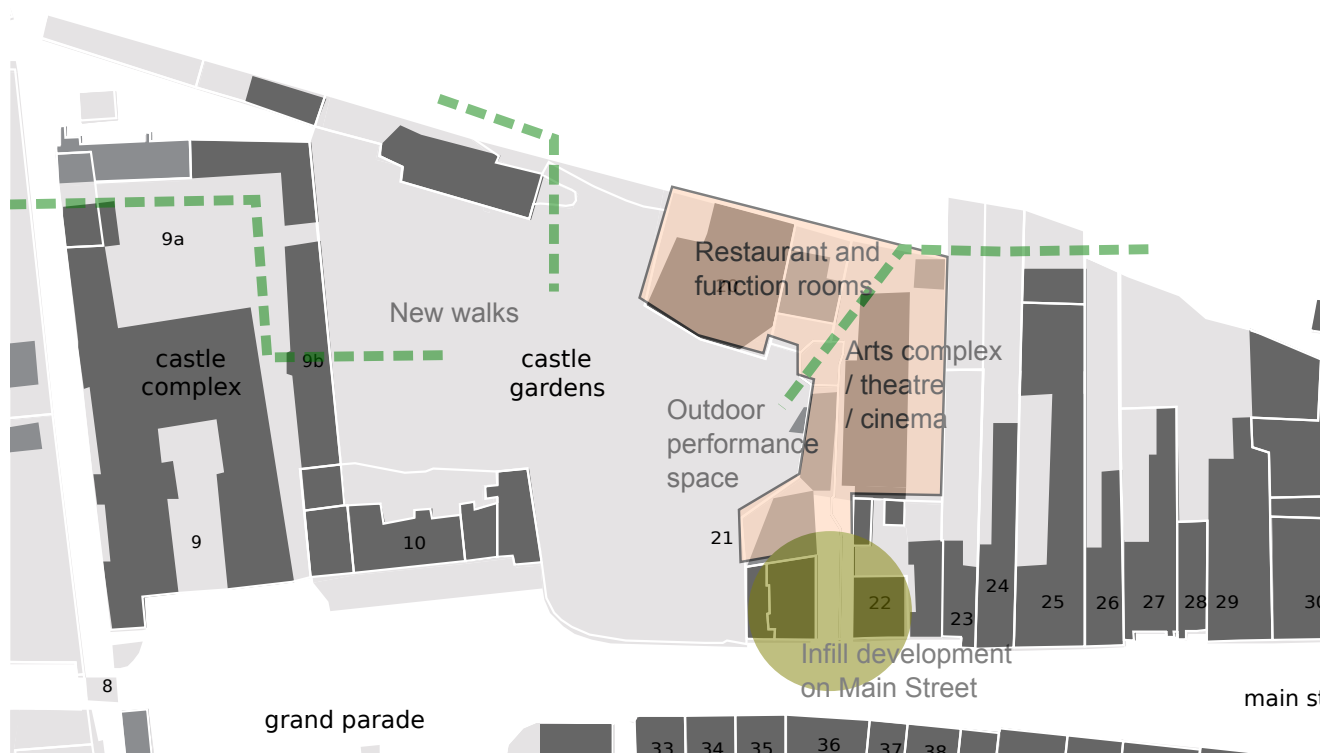
The Land Development Control Plan is keen to ensure that a mix of uses takes place within the town, including uses which enhance the social development of the Island.

Unlocking the potential through site amalgamation



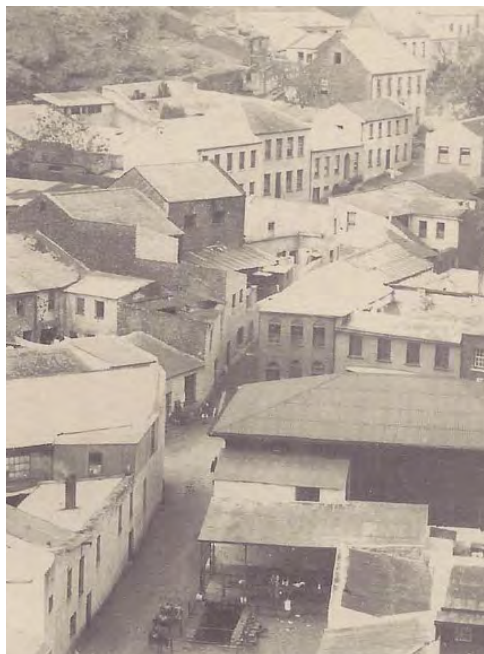
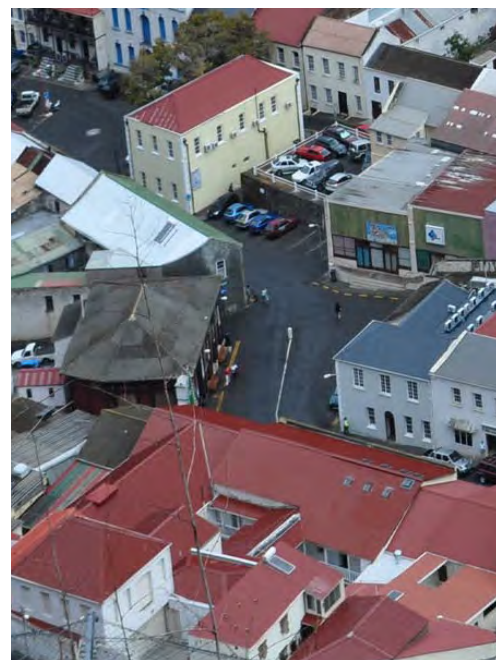
This site provides such an opportunity without hindering other purely commercial led tourism related developments within the town, and brings back a long for facility for the local population and visitor alike.

Such a development would also allow the public realm within Castle Gardens to be enhanced through the linkages then to be made from this complex to the PWD Yard and the Wharf through a series of new walks, the location of new seating and outdoor dining opportunities in the Gardens, and even the potential for outdoor performance space in conjunction with the location of the Broadcasting corporation within the former school house / audit office.



THE BRIDGE

The heart of the retailing community is found at the Bridge, with the Market acting as a focus of activity , and the opportunity to enhance the offering through the development of a new bank, the refurbishment of Greenlands and Cafe St Helena, and the creation of new public space.



The “Bridge” area of Jamestown at the junction of Main street and Market street is one of the key civic spaces within the town. The area has the potential to house a number of significant developments including the refurbishment of the existing market, the re-furbishment of the existing Greenlands store, re-modelling of Cafe St Helena and a new bank building on the currently vacant site behind the Cannister.

In light of these proposed developments it is important that the area is treated as a whole, encompassing the needs to review transport infrastructure, key architectural merits, and the public realm.

Jamestown’s historic Market is situated at the Junction of Main Street and Market Street within Jamestown, dominating the West Side of the ‘Bridge’, a bustling junction.

Until its conversion and refurbishment in 1990, the market was used as it was originally intended – an open air market communal structure. At this time the market played an important role within the town, acting as the meat and vegetable market for locals and visitors. Its once important civic purpose and status is very much reflected in the Victorian frontage and its position within the town.

More recently the Market has been used to house a small number of small shop outlets, a butcher, fishmonger, cafe and the St Helenean Growers

Association. It has lost much of its status amongst as a civic centrepiece, although it still acts as a backdrop to local community activities on the ‘bridge’ (sport days) and everyday Jamestown activity.

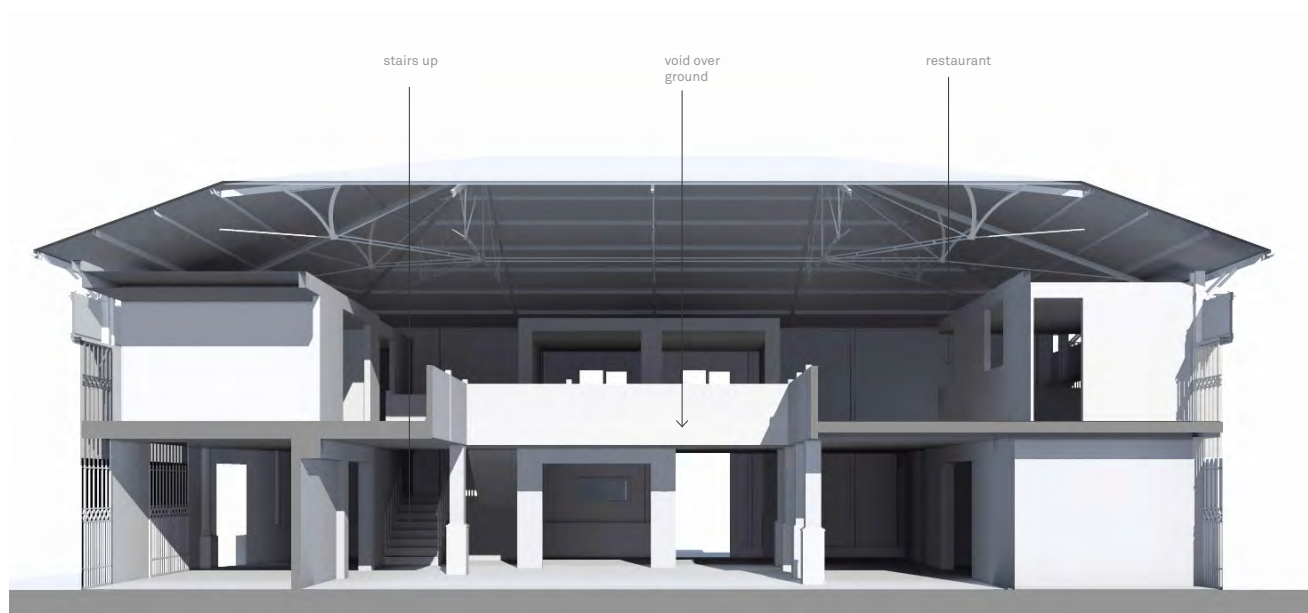
The market is now in need of renovation and repair. This Vision Document proposes to restore the market into a vibrant, community relevant, public building.

The Jamestown market is Grade I listed. It is described by Hugh Crallan (1974) in his report ‘Listing and Preservation of Buildings of Architectural and Historic Interest’ as follows:

“Prefabricated cast iron building by Gwynne & Co. Doric columns and entablature (unorthodox) with gates and grilles in 5 larger opening & timber in fill to the smaller.

A very attractive example of an early cast iron technology, imported after the termite attack. Curious gutter brackets (or roof supports) not being used as intended. Iron trussed roof does not appear to fit design, but surely must be original.”

Until its refurbishment in 1990, the Jamestown market was used for its original purpose – an open air communal market structure. As late as the 1980’s, the slaughtering of cattle took place within the current loading bay. Fish catches were also landed and gutted in the main hall.



Except for a different painting scheme, the building elevation appears to have changed little between 1961 and 1990. Clearly however, by this date the decorative iron guttering and roofing seen in the original 1910 photograph has been replaced. An asbestos roof has been added and new fixed panels have been installed to the front openings.

In the late 1980's the building (c.1990 hand over) was refurbished by SHG public works department, inserting the current curious 2 storey concrete structure into the original market hall. The concrete frame looks to be cast against the original cast iron structure, using the painted iron sheeting as permanent formwork. At this stage the market use was changed from open air, to enclosed cellular shop units.

Following its conversion it became apparent that an open air structure would not be suitable for the design of the shops and restaurant, and therefore the current translucent corrugated cladding was added to the grilled openings. At this stage a large majority of the open grills were boarded up, the seating was added to the front and holes for windows and doors cut into the rear facade.

Latterly, a semi-public WC has been added to the rear apron, the rear loading bay steps improved and the rear store shed refurbished for the use of the Saint Helenean Growers Association (SHGA).

The core concept for the restoration of the market is re-engage (physically) the market with the community, and give it new life by directly connecting it to a newly created public realm on the bridge.

We think that the facade and layout of the market has the potential to act as a backdrop to a key new public space within Jamestown.

By removing the existing translucent corrugated sheeting and the iron sheet cladding to the gates, the market can be reconnected to the public realm, creating a light filled uplifting inside space, but also engaging with activity on the bridge.

The existing gate - (that we believe exists, but has never been used) can be reinstated. Principally, the gate in the 4th bay of the front elevation.

Opening up the market to pedestrian movement transforms a visitor's experience of the bridge, allowing circulation through the market, and changing the current poor quality experience of walking into the space. Circulation through the space allows the front half building to act as public realm, - an inside / outside public space. A space for the community.

Approach:

1. to set a new building inside the Grade I listed main structure, subservient to the existing, set off and celebrating the original market's status.
2. provide a multi-functional utility space - practical, but poetic
3. to provide a multi-functional space and setting (framed by the new installation) for public use both inside and outside the market
4. to reduce the amount of retail (from existing) and re-engage with the original purpose of ground floor use - public community interaction.
5. to provide a practical front / back to the building.

Operation:

1. 4 new retail units, with 3 new barrow units.
2. the barrows can be combined or retailed separately from the retail units.
3. retain the SHGA offices at rear, or on mezzanine.
4. allow rear access to service yard for units only.
5. Use the existing WC's and SHGA dry store for retail storage
6. keep the public to the face of the building, re-engaging with the public realm.
7. dry box storage for units on mezzanine floor.



Concept Perspective Section



OPTION 1 . historic referencing - polished sheet metal cladding - Gwynne and Co.



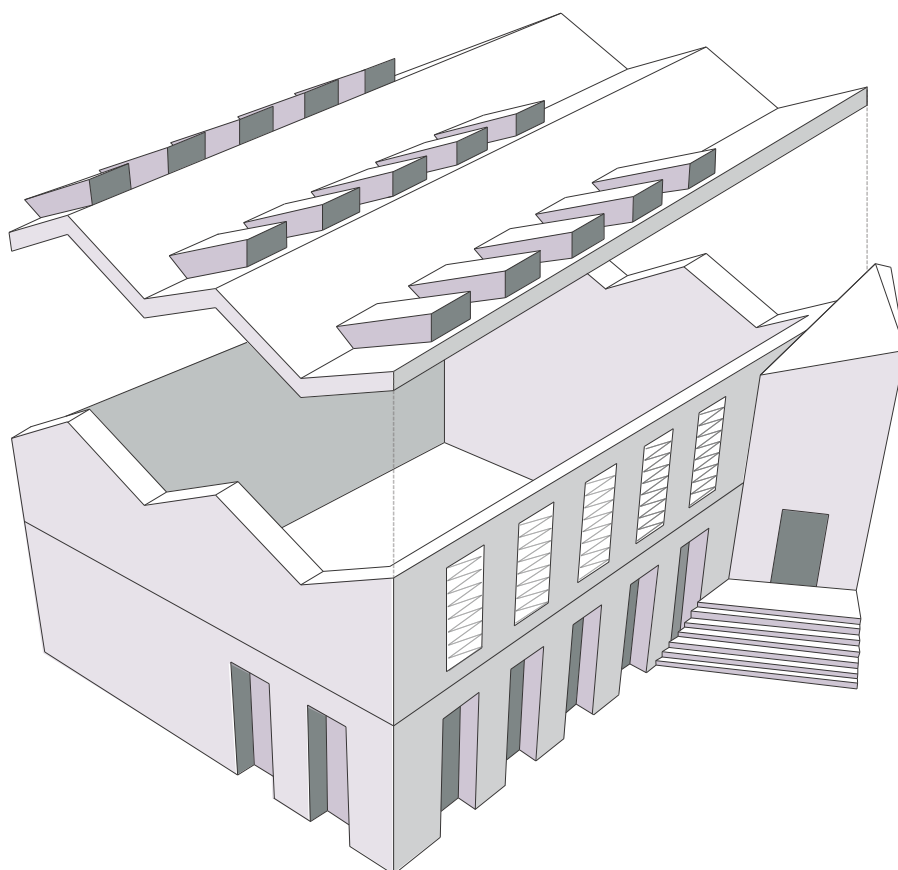
Greenlands, the former supermarket building, lies opposite the market and has just as important position within the street scene at the bridge.

Owned by Solomons the building has laid empty for number of years and is only now being proposed to be refurbished. Current proposals are for the building to be formed into a department store, enabling the relocation of Solomons Warrens operation and expansion of general retailing.

character. This can be addressed through the design of an appropriate facade to the Bridge, and also a new roof in keeping with the design statements set out earlier in this vision document. The facade needs to carefully reflect and complement the setting of the Market as the key listed building within the vicinity, and also must relate sensitively to the proposed new public realm works to be undertaken on the Bridge.



The building offers the potential to provide a substantial amount of retailing space over two stories. Key to the success will be the visual appearance of what is at present a rather plain looking building which does not fit in with the





The vacant site behind the Canister is an anomaly within what is generally a coherent street scene.

The site has not always been vacant, and the photo below shows the site between 1870 - 1890.



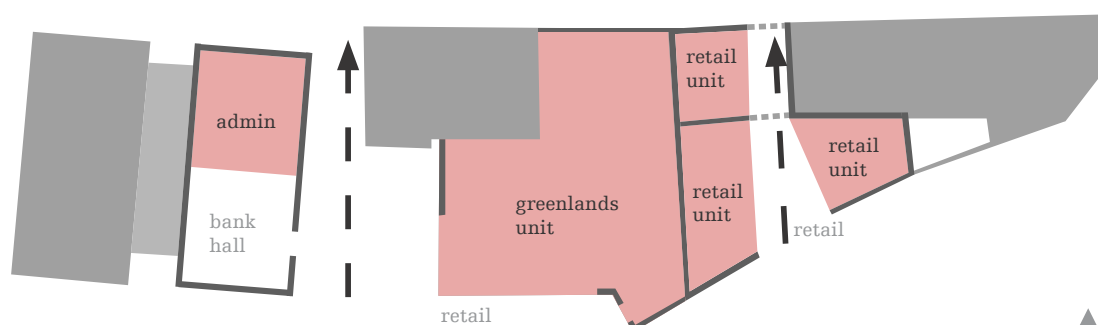
This contrasts with the current site where street building lines on both Main Street and Napoleon Street are disjointed.

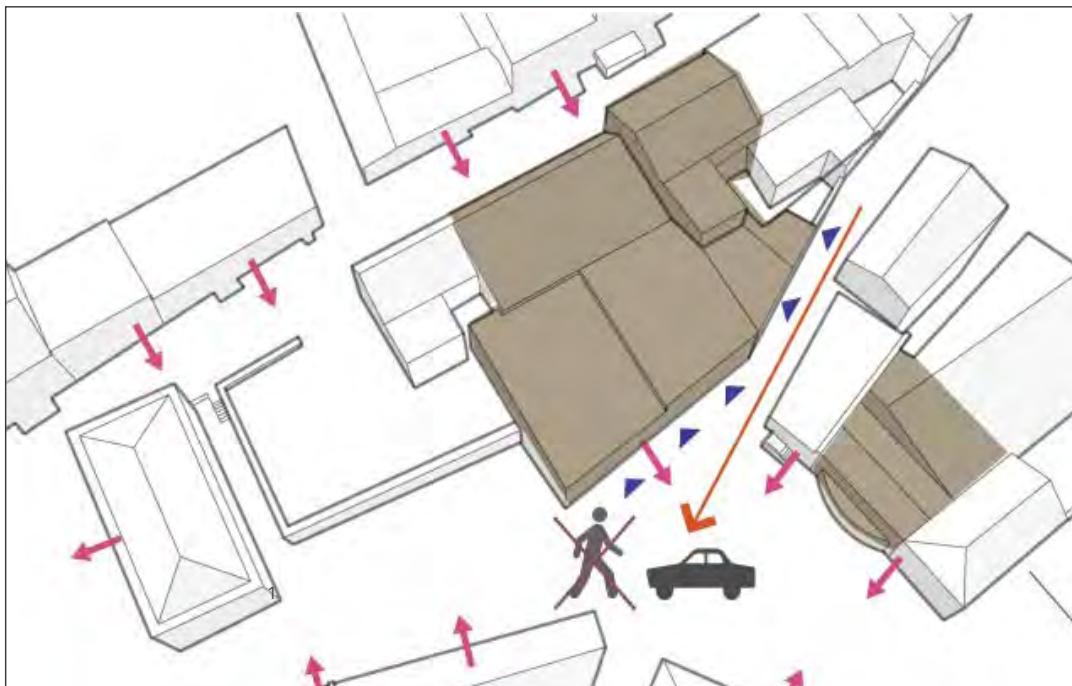


A Crallen recognised this as an anomaly and drew plans for infill development back in 1974, with a retail scheme facing Main Street, and a residential scheme to Napoleon Street.

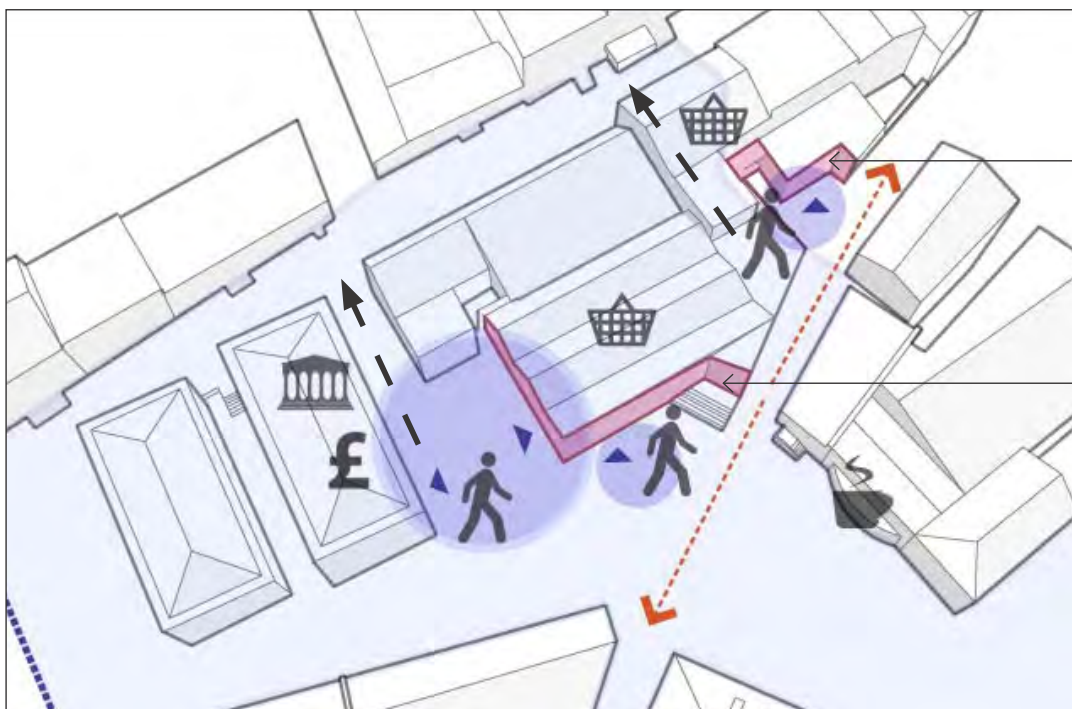
The LDCP guides that development along Napoleon Street at that point should be offices. This then provides a dilemma for the site, with a need to provide a mixed use scheme capable of meeting these criteria. The Bank of St Helena has recognised that their existing premises are too small for an expanding economy as is expected. They have a need to remain in a centrally accessible position, and therefore this location could provide the uses to meet the site constraints, with a banking hall at ground floor on the Main Street frontage, and offices over and running to the rear to the Napoleon Street frontage.

A scheme such as this would fill in the street building lines and provide the bank with a high quality presence in a central location. The displacement of the car parking can be accommodated through the new car park provisions already identified earlier in this Vision document.





Existing



Proposed

Proposals:

1. Re orientate the facade of Greenlands to create pedestrian space in front of a new retail facade.
2. Extend the Greenlands facade to define the end of Nose Gay Lane. Create a stepped access stoop into Greenlands to respond to the change in level.
3. Create a new public space adjacent to a new Bank of St Helena - backing onto the rear of the Cannister. Access the bank and Greenlands off this space - away from road traffic.
4. Locate a new cafe in the old shoe shop opposite the Market.
5. Create a new entrance courtyard to the Cafe St Helena - connecting through to Napoleon street - picking pedestrian links from the end of the run.



MID-JAMESTOWN OFFICE PARK

The potential for the relocation of the Primary School from the Pilling School site as a result of the Education Reforms currently being debated should be recognised and new uses for this significant mid-Jamestown site identified. This can include new offices as well as new housing.



The extent of the office park encompasses the Pilling School complex, the Education Learning Centre, the AVEC site, and the Haven



The Pilling School site, formally the Jamestown Barracks of the East India Company, dates back to 1830, and was converted to a school in 1941. Surrounding this site are other education and government uses, including the Adult and Vocational Education Centre (AVEC), the Electricity HQ, and the DIU offices within the former Haven.

With a possible re-organisation of the delivery of education on the Island and the formation of a new central primary school, this potentially gives rise to a development opportunity on the site, to include not only the Pilling site but also the AVEC complex.

Such an opportunity will allow for the relocation of significant SHG functions from lower Jamestown, enabling development as envisaged in this Vision document to take place.

The main Pilling School building is a robust adaptable structure, and therefore is well suited to take the new Government office accommodation. In considering such a use it is important to recognise that the seat of government of an country is an important building, and needs to demonstrate its status in its appearance & design. The current seat of Government - 'The Castle', demonstrates its high status through its prominent position, scale and imposing architecture. The council chambers and main civil service functions are contained within this building.

When considering a move of the main government offices from the Castle to the Pilling School site it is important to understand the necessary civic public and private interface necessary to create a sense of territory and status and pride within the new offices.

Key building ingredients are as follows:

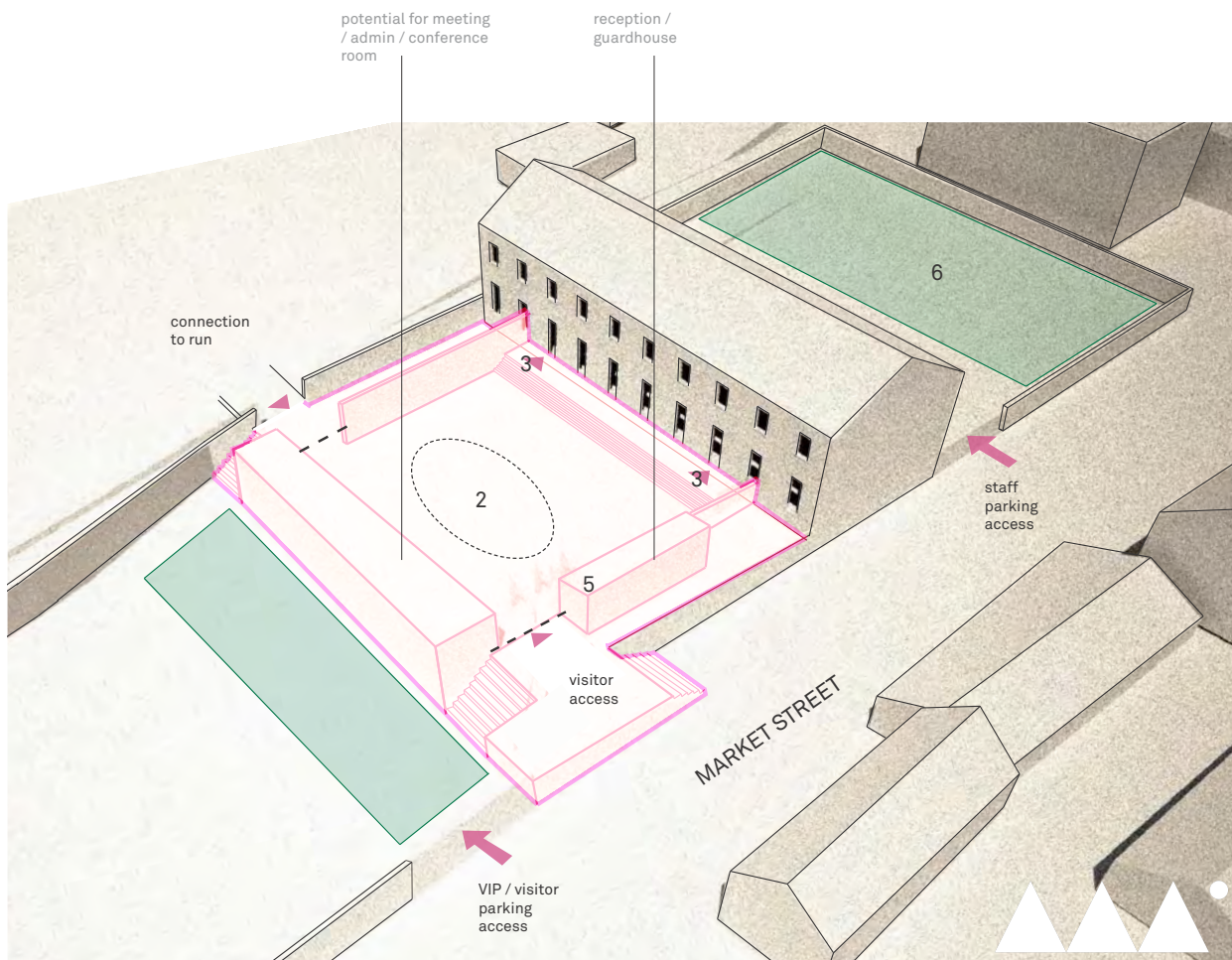
1. A Grande civic entrance and building
2. Visual status
3. High quality public realm

Key public / private interface issues:

1. Clear separation between government activities and public realm. Government admin activities are private and separate.
2. Public interface is often controlled at the first threshold.
3. Large scale circulation space is important.
4. Civic function rooms must be in the public realm

Key room functions:

1. Public / private function room
2. One stop shop - type function
3. Reception / guardhouse - orientation
4. Meeting rooms
5. Public access WC



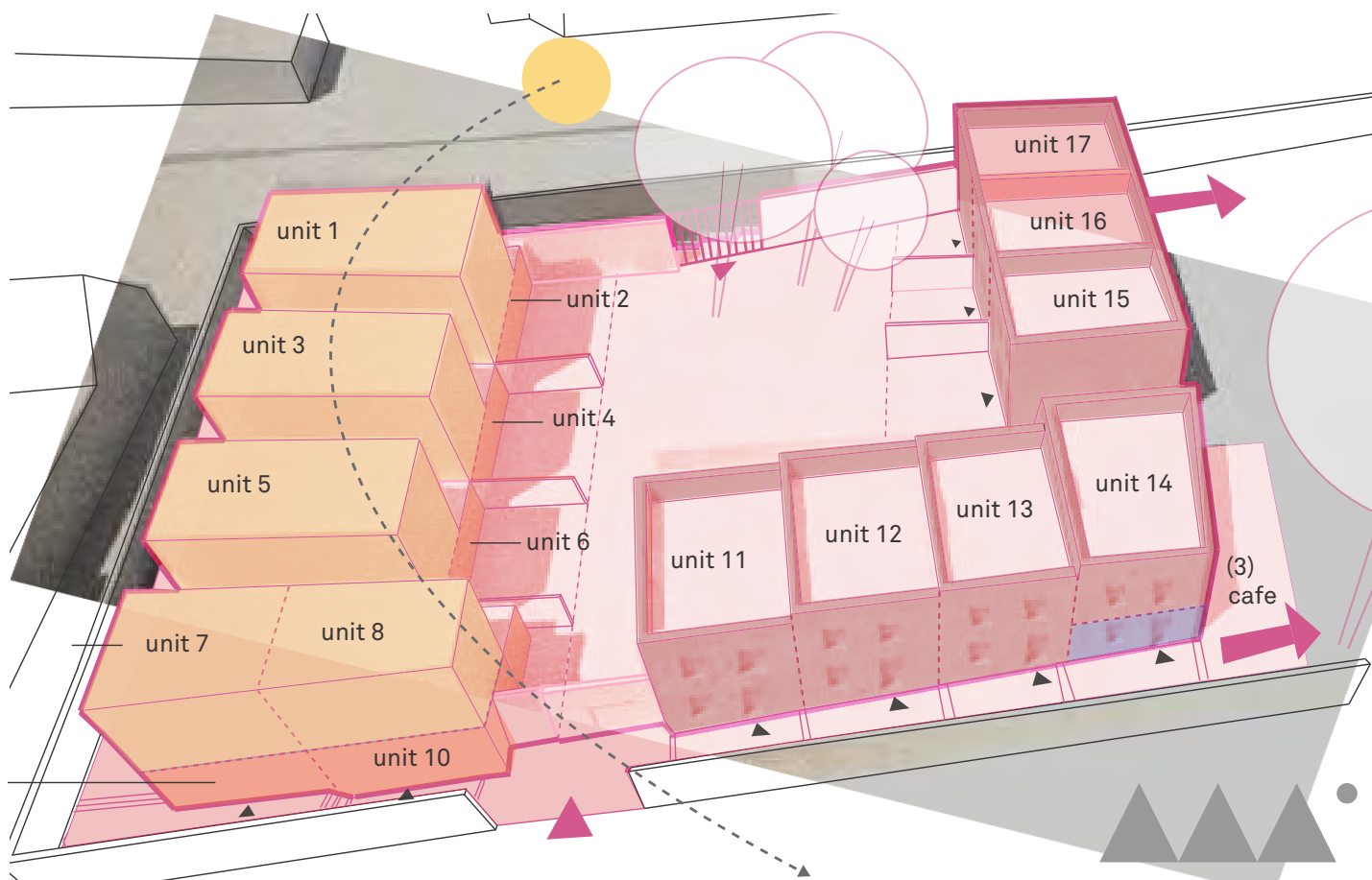
The new government office:

1. The current design of the barracks block is well suited to the administration function of the civic offices, but does not provide adequate foreground civic interface structure for the public / social functions.
2. An open QUAD (courtyard) in foreground of the existing building provides a new interface for the offices. The courtyard acts as entrance territory, providing the space for the necessary reception, meeting and entertaining space. It also acts as an informal social space for the Government employees.
3. The two existing entrances into the existing building are retained.
4. A new raised walkway replaces the two stepped entrance stairs into the barracks block - engaging the existing ground floor with the new QUAD. The existing ground floor windows are broken down to ground - allow circulation into ground floor offices from the courtyard.
5. A new Guardhouse/reception/ orientation point is placed at the primary entrance into the QUAD.
6. Covered parking for staff (up to 35 cars) is provided behind the building. This links with a new staff entrance and delivery access at the rear.



The lower portion of the Pilling site, current location of the Education Directorate, could be used for residential accommodation, adding to the housing stock in the town.

The approach taken has been to provide a modern interpretation of St Helena vernacular, reflecting modern living needs.



IMPLEMENTATION

The Vision Document is the first step. With consultation and acceptance of the principles, the creation of a masterplan for Jamestown will enable all parties to have a strategy to work towards for the benefit of Jamestown, and wider St Helena. It will assist in prioritization exercises and direct public policy.

This vision covers the period from 2013 to 2022. Some of its proposals are complex and long term, whilst others are simpler and can be delivered more quickly. Some, such as the public realm improvements to Main Street, are in the hands of Enterprise St Helena. Others, such as the link road and public transport improvements, rely on decisions and funding from St Helena Government.

However, most of the proposals will rely on individual investment decisions by private developers, investors, retailers and other businesses. In this context the role of this vision document is to demonstrate the potential that exists within Jamestown and to start the debate on creating the conditions and the policy framework to encourage these private interests to develop and invest in Jamestown. ESH and its partners will actively engage with these private interests in order to promote the implementation of this vision.

It is proposed that following this Visioning exercise a masterplan is created and an Action Plan developed setting out each of the key proposals, indicating the likely timescales and identifying the lead body for implementing the proposal and the likely sources of finance.

The design guidelines and principles set out in this document, and the development aspirations for particular sites, are intended to be applied to all proposals submitted for development in

Jamestown, and each proposal is intended to be tested against them.

Costs and Funding

As far as costs are concerned, the main ones of concern from a visionsing point of view are those related to public programmes and proposals. These need to be funded and possible sources are identified below. There are of course costs associated with private developments too, but these are undertaken on a commercial basis with the expectation of creating value and generating development profit.

There are three main sources of funding identified to implement the visions proposals:

Private Sector Investment

We anticipate that the vision will increase private sector confidence on the Island and help create an environment for investment. Funding through private sector investment will be crucial in making things happen on the ground. A number of other sites are attracting developer interest, particularly for hotel development opportunities. An ongoing dialogue is required with these developers and consortiums to ensure high quality development can be achieved on these important sites.

Public Sector Funding

St Helena Government and Enterprise St Helena could allocate significant funds in their respective capital programmes specifically for improvements in the Town Centre, particularly in the public realm and infrastructure. A level of investment will need to be sustained over the medium term to ensure the implementation of the public realm strategy and other improvements. Such investment can also be used as the basis for match funding bids to other organisations. A funding and bidding strategy will need to be developed. The vision, and subsequent development and adoption of a masterplan and action plan provides a rationale for securing funding for new projects by demonstrating they form part of a comprehensive and coherent regeneration strategy for Jamestown. SHG can also ensure that its other funds and programmes which impact on the Jamestown are properly programmed and coordinated. There are major transport infrastructure improvements proposed in the town which are fundamental to the delivery of a future Masterplan, including the R2 project for the road network to Ruperts Bay.

Developer Contributions

To ensure that development in Jamestown makes its full contribution to mitigating its impact on the environment and on the demand for community facilities and infrastructure the Planning Board will seek to enter into legal agreements with private developers under Section 40 of the 2008 Planning Ordinance. These could include agreements for:-

- The improvement, extension and creation of new public spaces.
- Amending traffic circulation and improving facilities for pedestrians and cyclists and car parking.

- Public transport services and infrastructure.
- Affordable housing.
- Contributions to community facilities, arts and culture and recreation.
- Town Centre security.

In determining the extent of such obligations consideration will, of course, need to be given to the financial viability of schemes.

Partnership Investment

In certain circumstances development could take place through new development partnerships, with the aim to create St Helenian registered companies to own (either freehold or through long term lease arrangements) assets placed in the company by key partners, and then used as lending security to access funds from private share subscription, equity funding from ESH, and / or traditional bank lending through BOSH.

Land Ownership

SHG does own key pieces of land in the Town Centre which, subject to appropriate financial appraisal, it will make available through ESH to help to deliver the programme set out in this vision document. Some of this land is in key development sites such as 1,2,3 Main Street, the Prison, and the Castle. Public space and Highway land will also be used where necessary to deliver public realm schemes. SHG also has powers to acquire land compulsorily. It could make use of these compulsory powers where necessary in order to ensure the delivery of key proposals in this vision.

Utilities and Infrastructure

The major utilities and service providers have been consulted in the preparation of this vision document. As a precursor to any major development, however, a scheme for the disposal of sewerage will be required as identified under the Land Development Control Plan. Other than this there are no anticipated difficulties in servicing the proposals set out in this vision document. ESH and SHG will continue to liaise with providers to ensure that any issues are identified and addressed.

Assessing Other Development Proposals

The Planning Board will continue to deal with planning applications for Jamestown in the light of the LDGP. It is anticipated that this vision document will go through to consultation with a view to developing a Masterplan. Following the development of a Masterplan then the Planning Board will use such as a material consideration in assessing proposals.

Marketing

Marketing and promotion of St Helena, and the opportunities available within Jamestown, will be an essential component in attracting investment and in generating awareness of development opportunities. Enterprise St Helena will lead this activity, promoting the Island and its tourism and development opportunities both locally and internationally.

Key Development Sites and Public Realm Proposals

Enterprise St Helena will develop Project Plans and establish Project Teams to secure the delivery of the key development sites and the major public realm improvements set out in this document.

It will work with relevant private parties, landowners and other agencies to deliver these projects.

Appropriate project managers will be appointed to oversee and deliver the projects.



Amstovon Vision 2020
December 2012
Draft v 1.1

- Legend
- Blue: Town Center
 - Red: Town Square
 - Green: Town Park
 - Pink: Town Residential
 - Yellow: Town Commercial
 - Grey: Town Industrial

