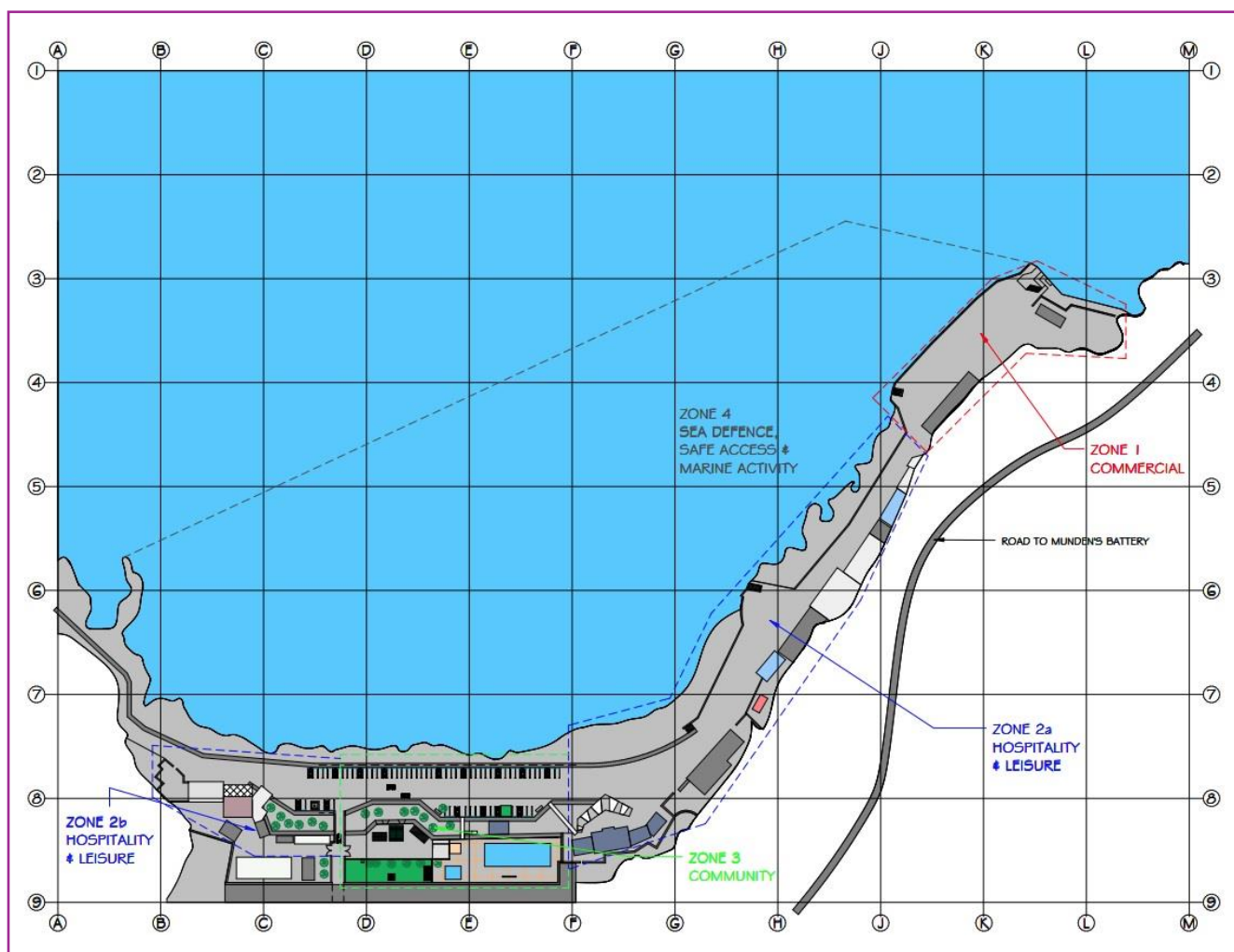


JAMESTOWN WHARF & SEAFRONT REDEVELOPMENT OPTIONS REPORT



JUNE 2025

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1. Ideas & Suggestions (current working group, stakeholders & general public involvement)

Part 1

1 Introduction and Objectives

1.1 Introduction

St Helena Island, located in the South Atlantic Ocean, boasts a rich heritage and a distinctive coastal landscape. As the island continues to open up to the world through increased connectivity and tourism, the development of a modern and sustainable seafront has become both a strategic necessity and an opportunity. This proposal sets out a plan to enhance the island's seafront to better accommodate commercial, recreational, and environmental needs while preserving its cultural and historical integrity.

1.2 Development Objectives

The primary goals of the Jamestown wharf and seafront redevelopment are to:

- Improve public access and usability of the coastal area.
- Strengthen climate resilience through sustainable infrastructure.
- Support tourism growth and economic diversification.
- Enhance the aesthetic appeal and environmental health of the waterfront.
- Create spaces that promote community engagement, leisure, education and local enterprise.

1.3 Site Overview

The proposed development area covers the existing seafront and wharf within Jamestown, the island's capital. This area currently serves multiple purposes including cargo handling, non-commercial fishing activities, passenger access, and local recreation. While functional, the seafront lacks cohesive planning, modern amenities, and climate-resilient infrastructure.

Key site features:

- Historic wharf and existing port facilities that caters for cargo operations, tourist ships and yachts
- Limited pedestrian access and open public space
- Exposure to sea-level rise and coastal erosion
- Proximity to key tourism landmarks and businesses

1.4 Proposals

This report proposes the following key interventions within 3 options along 3 different zones:

- **Redesign of the Promenade:** A pedestrian-friendly walkway with seating, lighting, green landscaping, and historical markers.
- **Upgraded Marine Infrastructure:** Modernization of docking and mooring facilities to support fishing, leisure, tourist and sea defence.

- **Public Spaces:** Creation of open-air gathering areas, markets for local crafts and food vendors, and shaded rest zones.
- **Sustainability Measures:** Coastal defences, waste and storm water management, solar lighting, and environmentally sensitive materials.
- **Heritage Integration:** Restoration of historical structures and storytelling elements to celebrate St Helena's unique past.

1.5 Expected Benefits

Economic:

- Increased tourism revenue
- New business opportunities with expansion / growth and support for existing businesses

Social:

- Greater public access to the waterfront with limitations on vehicular access
- Community events and recreational use
- Educational learning and training opportunities

Environmental:

- Improved coastal resilience
- Greener infrastructure and reduced pollution

Cultural:

- Preservation and promotion of historical sites
- Strengthening of island identity
- Maritime heritage educational programs

1.6 Challenges and Considerations

Continued operations:

- Boat maintenance and repairs could create a no-go space for the general public or hinder other development within the immediate area due to health and safety concerns.
- While much of the port operations will be transferred from James Bay to Ruperts Bay, the ship/boat works and chandlery operations which are and will be conducted by Solomons & Co Ltd. in the foreseeable future will continue on the wharf in James Bay. Operations like this will require suitable facilities that includes but not limited to, workshops and storage buildings, covered areas and safe & secure open spaces, access to and manoeuvrable space for heavy equipment. This operation also causes industrial noise, vibrations, dust and disturbances that are incompatible with a new leisure and tourism development. However, more importantly are the legal challenges with regard to health and safety concerns.

Development Cost:

- High cost: Construction and engineering are expensive
- Could reduce the appeal of some businesses and general public
- Could present a challenge to balance the historic conservation with new development of this magnitude

Part 2

2 Working Group Methodology

Forming the sea front development proposal was a multidisciplinary task that benefitted greatly from the formation of a structured working group methodology. It would ensure a collaboration among stakeholders, technical experts and the public while balancing environmental, economic and social concerns.

Below are the details for the working group formation and the methodology followed:

2.1 Formation of Working Group

Core Steering Committee:

- Michael Ormrod (Trade and Investment)
- Nikita Crowie (Property)
- Matthew Joshua (Tourism)

The steering committee formed the working group which consisted of the following members:

- Paul Scipio (Project Consultant & Chairperson of the Group)
- Alexandria Thomas (Amin)
- Karl Thrower (Counsellor representing the Chamber of Commerce)
- Jillian Brooks (Counsellor representing Jamestown Community)
- Shane Williams (Planning Officer)
- Adam Sizeland (St Helena Heritage Society Representative)
- Kyle Snow (SHG Leasehold Manager)
- Dianne Venning (Tourism)

- Elizabeth Clingham (Marine)
- Jason Thomas ((Solomons)
- Mia Henry (Head of Maritime)
- Simon Lee (Harbour Master)
- Paul Gasteen (Solomons) (Paul replaces Jason Thomas)

2.2 Methodological Phases

Phase 1. Initiation & Scoping

- Action:
 1. Working group meeting (13th March 2025)
 2. Site visit (14th March 2025)
- Goals:
 1. Define the development proposal vision and strategic objectives
 2. Revision of previous sea front development reports to determine which proposals aligns with current ideas and suggestions
 3. Identify regulatory and environmental constraints
 4. Identify possible zone allocations for the entire area
 5. Understand the scale of individual areas
 6. Understand tidal patterns, erosion risk, sea level rise projections
 7. Map existing port boundary

Phase 2. Consultation Process

- Action:

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1. Boat Owners and Public Consultation Meetings held in the Jamestown, Longwood and St Pauls Communities (from the 24th March to 27th March 2025)
2. St Helena Secondary School Student Body Consultation Meeting (7th April 2025)
3. National Trust Consultation Meeting (9th April 2025)

- Goals:

1. Invite ideas and suggestions from the broader public and stakeholders
2. Ascertain mind-sets regarding the public's overall vision for any proposed Sea Front and Wharf development

Phase 3. Concept Proposal Development

- Action:

1. Working group meeting (15th April 2025)

- Goals:

1. Incorporate feedback into refined proposals
2. Translate concept proposals into zone allocations
3. Create options within the development report based on the above

Part 3

3 Review of Previous Reports and Proposals

3.1 Previous Reports

- JWIP
- Colliers
- Jamestown Vision 2020
- St Helena Safe Landing Study 2006 (Royal Haskoning, Haskoning UK Ltd.)
- Proposed Safe Landing Facility at James Bay Wharf – October 2004 (Chief Engineer, Bill Scanes)

3.2 Summary of appropriate proposals from previous reports

Many of the previous reports have been written outlining proposals for safe landing facilities, sea defences, commercial space and leisure activities along the sea front and wharf areas.

The proposals within were sensitive to the heritage environment of the area and called for the retention of historic structures, central to making the sea front an area of character and authenticity.

Some even called for the removal of modern built structures not appropriate to the heritage environment.

It was also noted in previous reports that boat maintenance should continue to take place on the wharf, thus creating a wharf that is most likely to remain an attractive and vibrant part of island life if there is lots of activity on the quayside,

on the water and in the buildings, where people can enjoy watching activities like maintenance of boats.

While much of the concept idea proposals in the previous reports are conducive to a vibrant waterfront development, there is a need for realism when considering the viability of options given the small size, and relatively low-affluence of the population, and the relatively modest amount of tourism likely over the medium term.

However, people arriving by cruise ships are a significant consideration because, even with a relatively small number of arrivals, they could inject substantial expenditure into businesses at the sea front and the island as a whole.

Therefore, the proposal within the Colliers Master Plan report for a jetty and improved landing facilities is one that can become an integral part of this development options report. Not only will it provide an improved, safer landing facility, it will also make provision for access to the water for leisure activities, preferably via a slipway and via more user-friendly entry / exit points for swimmers, something that the St Helena public and stakeholders requested during the public consultation meetings.

This jetty and improved landing proposal will also be a crucial defence in safeguarding the seafront and wharf infrastructure due to the possible effects

of climate change on the sea levels around St Helena within the next 30 to 50 years.

Figure 1: Plan for protected jetty

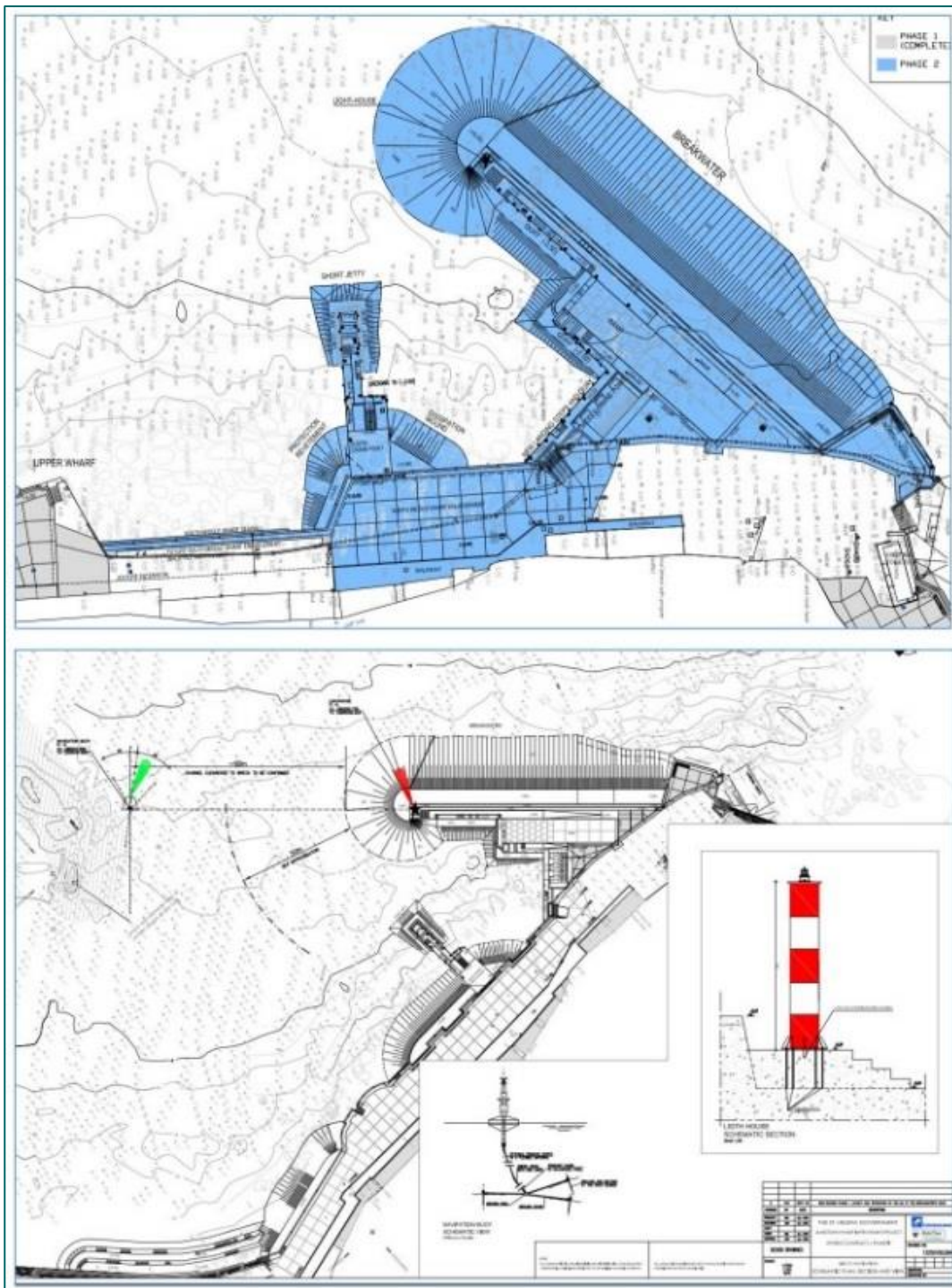


Figure 2: Artist impression for protected jetty



Part 4

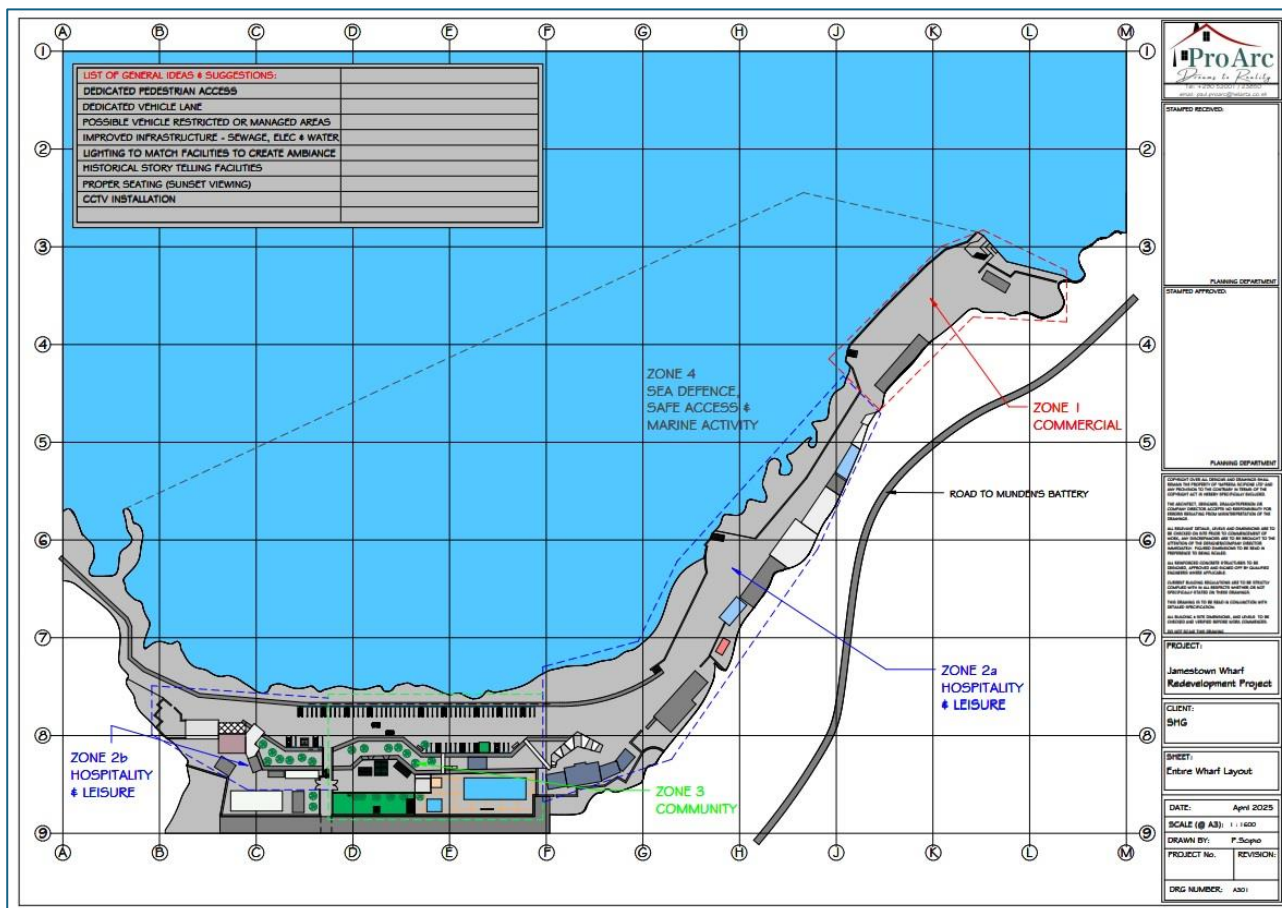
4 Zone Allocation

4.1 General Zone Layout

The following is a list of ideas and suggestions that can become part of the general zone:

- Dedicated pedestrian access
- Dedicated vehicle lane
- Possible vehicle restricted or managed areas
- Improved infrastructure - sewage, electricity & water
- Lighting to match facilities to create ambiance
- Historical story telling facilities
- Proper seating (sunset viewing)
- CCTV installation

Figure 3: Wharf layout showing zone allocations



4.2 Zone 1: Commercial

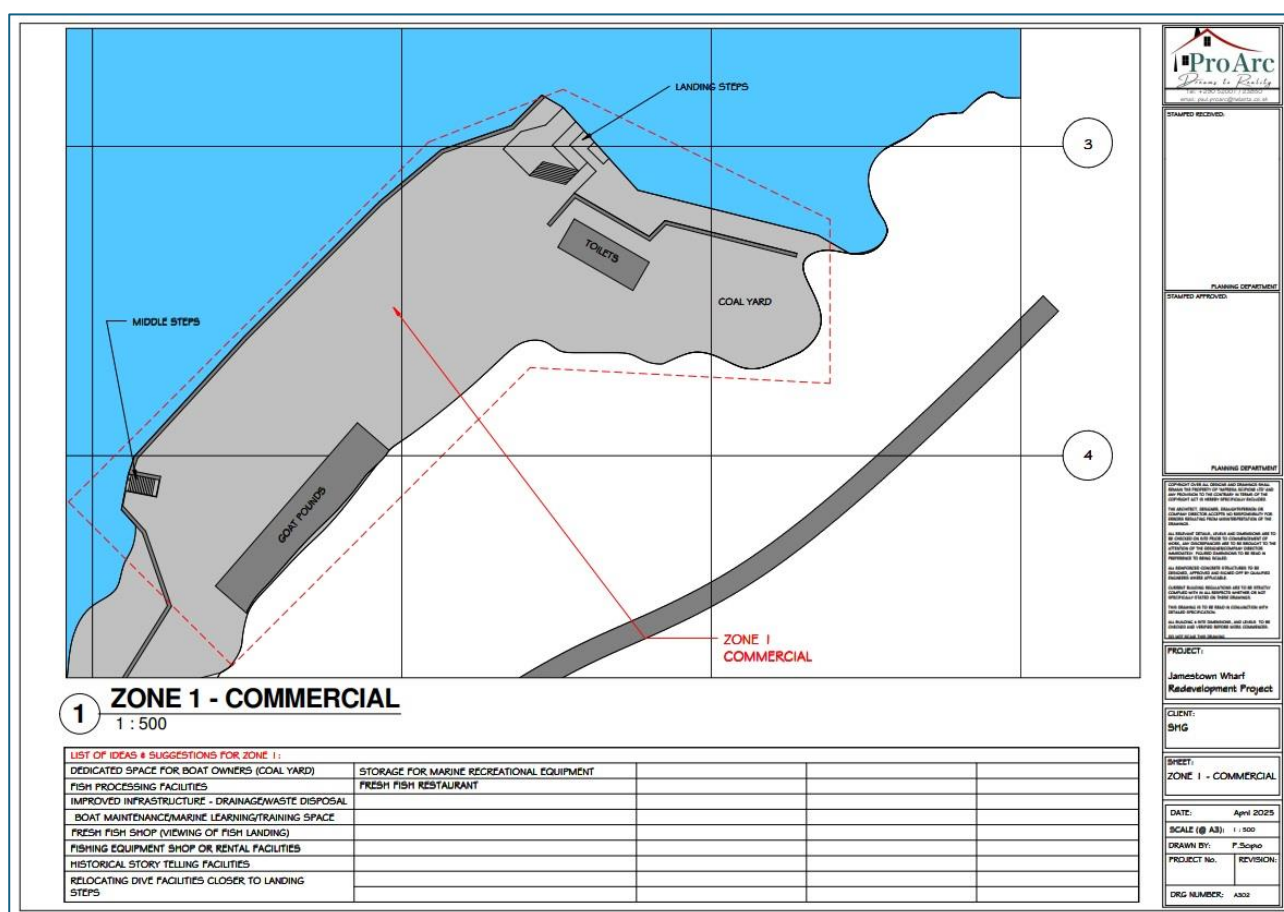
Ideas and suggestions for Zone 1:

- Dedicated space for boat owners (coal yard)
- Dedicated buildings and open work space for Solomons & Co (port operations stevedores)
- Fish processing facilities
- Improved infrastructure - drainage/waste disposal

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- Boat maintenance/marine learning/training space
- Fresh fish shop (viewing of fish landing)
- Fishing equipment shop or rental facilities
- Historical story telling facilities
- Relocating dive facilities closer to landing steps
- Storage for marine recreational equipment
- Fresh fish restaurant

Figure 4: Zone 1 - Commercial



4.3 Zones 2a & 2b: Hospitality & Leisure

Ideas and suggestions for Zones 2a & 2b:

- Slip way & Landing facilities (developing area between Thompsons Crane steps and middle landing steps)
- Marine activity launch & landing space
- Shop for marine activity merchandise
- Mobile food vendors (making use of sea views)
- Pop up stalls
- Ice cream parlour
- Lighting to match facilities to create ambiance
- Outdoor training/exercise facilities
- Repurposing customs building for community use
- Education outreach
- Historical story telling facilities
- Relocating dive facilities closer to landing steps
- Storage for marine recreational equipment
- Additional public showers
- Proper seating (sunset viewing)

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- Kiosks available for seasonal rent
- Sushi bar
- Cafes, pastry shops, bakery, health bar, smoothie shop
- Laundromat
- BBQ, fish fry, picnic area
- Storage containers for businesses within the yard adjacent to the maritime education centre

Figure 5: Zone 2a – Hospitality & Leisure

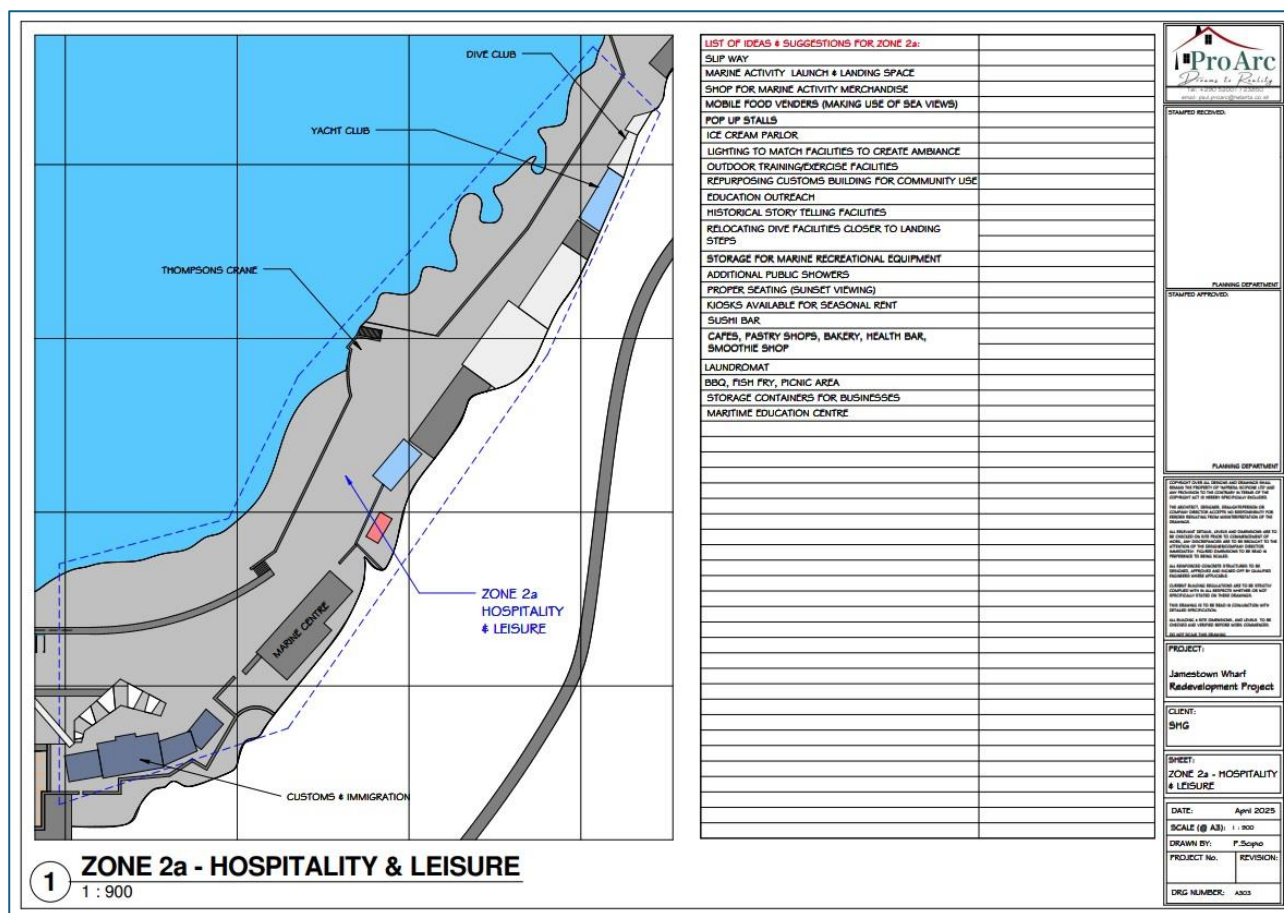
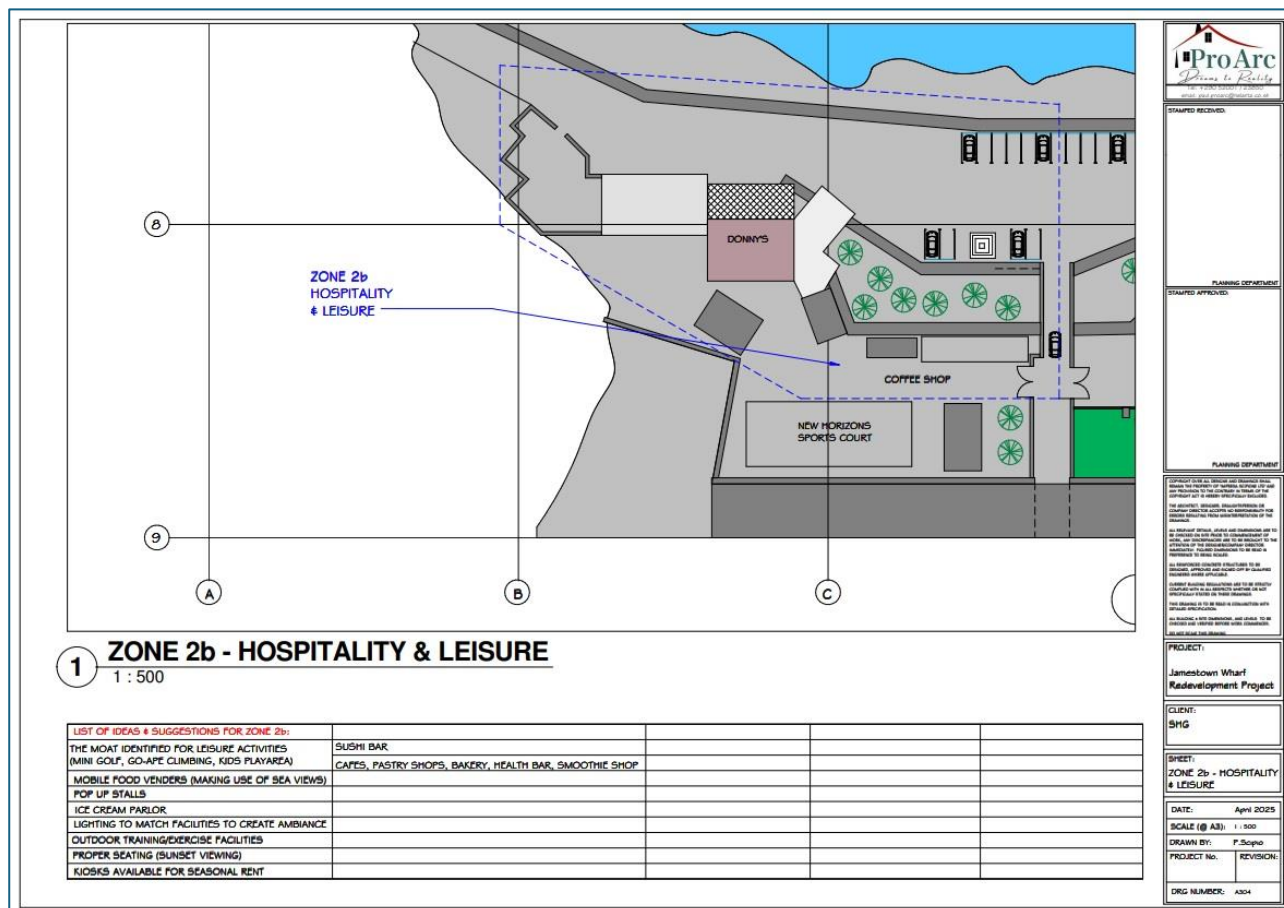


Figure 6: Zone 2b – Hospitality & Leisure



4.4 Zone 3: Community

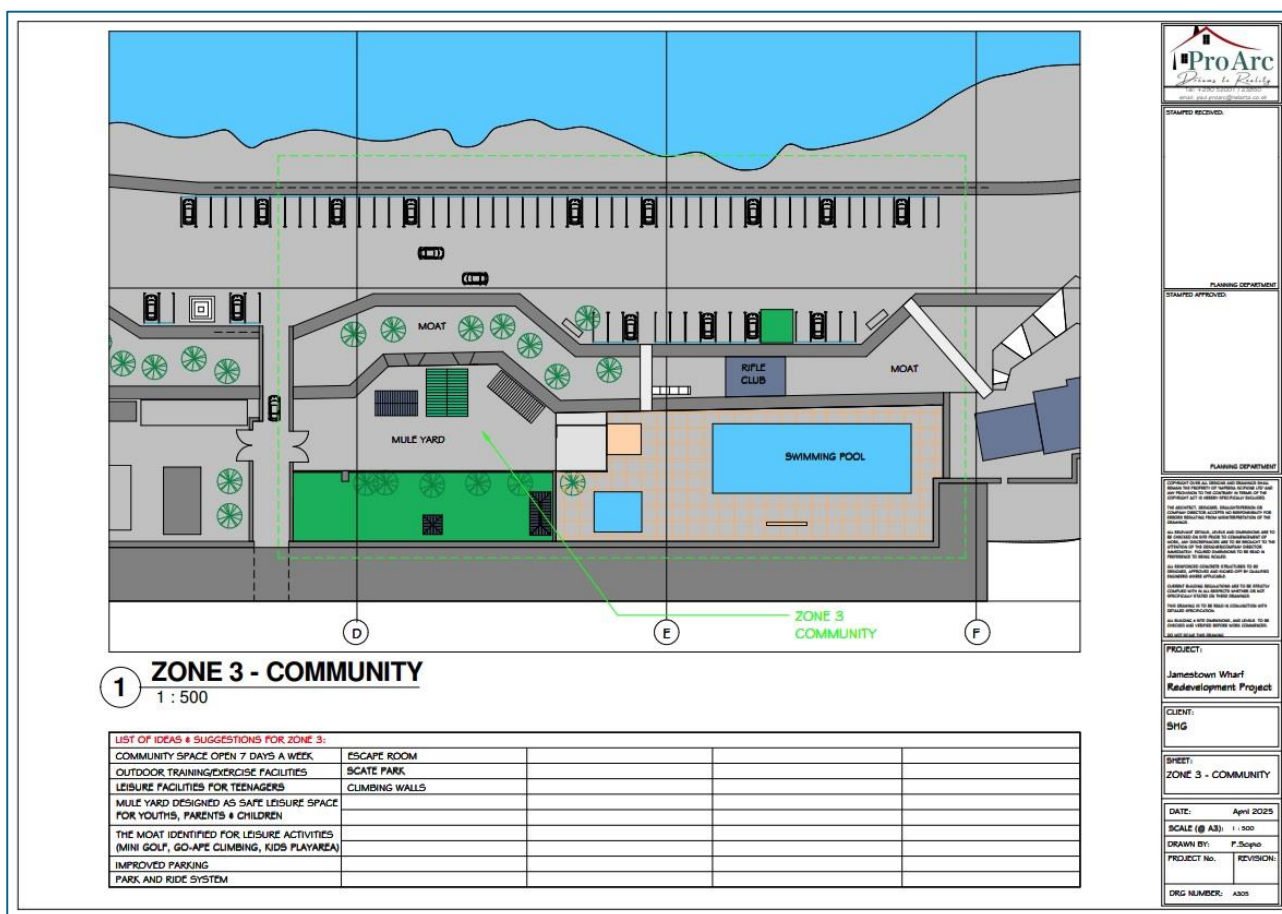
Ideas and suggestions for Zone 3:

- Community space open 7 days a week
- Outdoor training/exercise facilities
- Leisure facilities for teenagers
- Mule yard designed as safe leisure space for youths, parents & children
- The moat identified for leisure activities (mini golf, go-ape climbing, kids playarea)

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- Improved parking
- Park and ride system
- Escape room
- Skate park
- Climbing walls

Figure 7: Zone 3 – Community

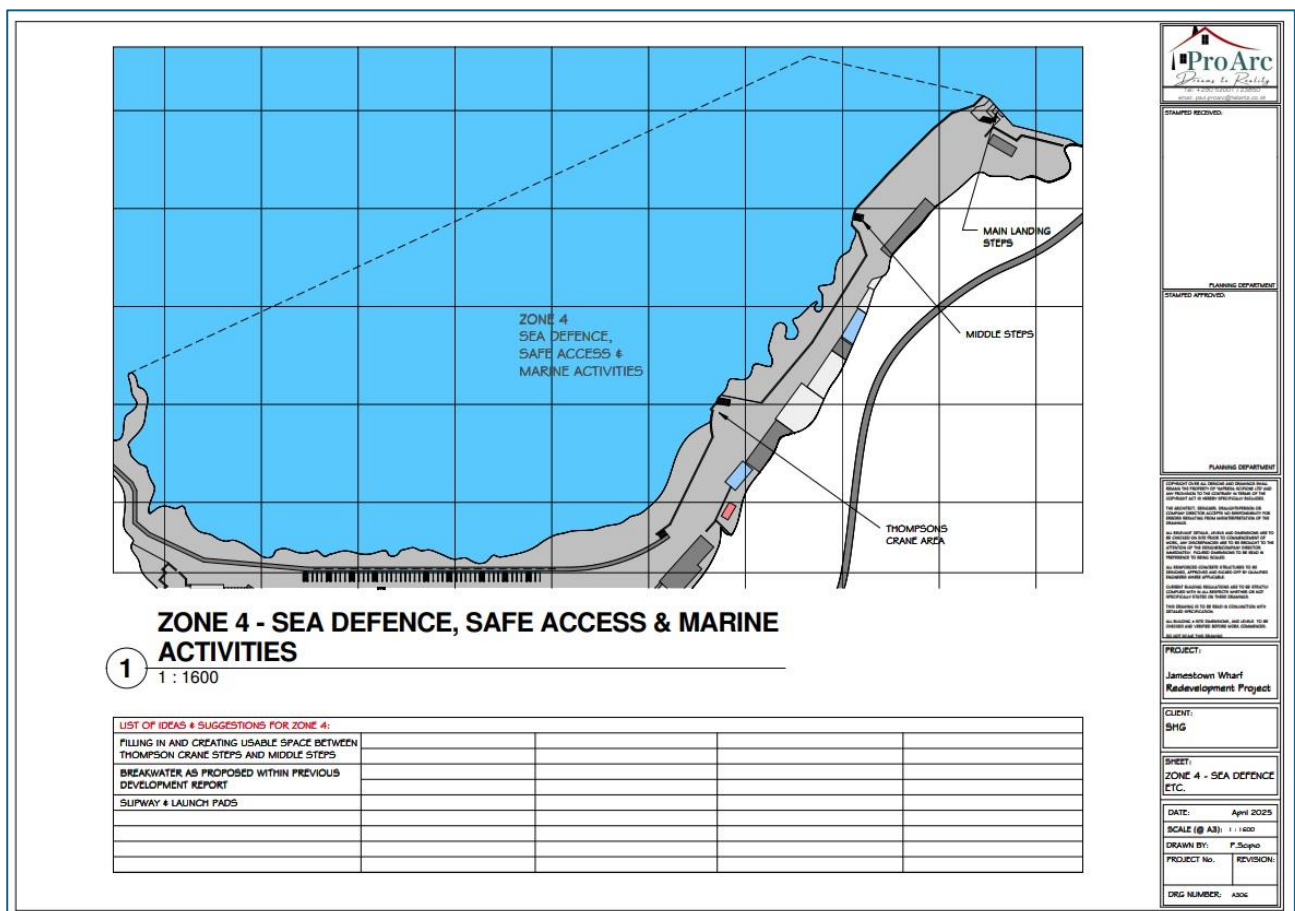


4.5 Zone 4: Sea defence, safe access & marine

Ideas and suggestions for Zone 4:

- Filling in and creating usable space between Thompsons Crane steps and middle steps
- Breakwater as proposed within previous development report
- Slipway & launch pads
- Sea defence in front of entire sea wall north of the swimming pool and the Mule Yard

Figure 8: Zone 4 – Sea defence, safe access & marine



Part 5

5 Option 1, 2 & 3:

5.1 Option 1: Complete re-development that considers an eco-resilient Seafront & Wharf

Focus on: Sustainability & Climate Resilience

Key Features:

1. Sea defences
2. Dedicated commercial areas
3. Major construction works
4. Dedicated leisure areas
5. Dedicated community spaces

Zone 1: Commercial

- Breakwater: Sea level rise and storm surge mitigation (see figure 1) This proposal also includes ideas from zone 4.
- Dedicated space within the Coal Yard for boat owners to perform boat maintenance and repairs. Possible covered areas for boat protection during extended repairs.
- Dedicated safe spaces for learning and training within the boat maintenance and repair trade, possibly within the entrance area to the coal yard. This will allow for engagement with the general public and possible tourist and therefore will require major health and safety risk mitigation strategies.

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- Dedicated facilities that includes a workshop, storage space, a covered area and a safe & secure open space to allow ship/boat works and chandlery operations undertaken by Solomons & Co Ltd. It is likely that the buildings referred to as the “goat pounds” can be rebuilt fit for purpose to cater for this need allowing the existing open space to the east of these buildings for continued operations by Solomon & Co Ltd. It is worth noting that any proposed development construction will want to take into consideration possible changes in operations in the future and thus can function under a change of use.
- Suitable storage and manoeuvrable space for heavy equipment. This space will also require cordoning off on operation days to restrict access and create a secure space.
- Dedicated pedestrian access to the lower landing steps to allow the public access to the water. This access will be a continuation through all of the zones. Possible cordon off walkway with large planters and lighting adjacent to the sea wall.
- Restricted vehicle access to the commercial zone.

Zone 2a & 2b: Hospitality & Leisure

- Due to the commercial zone being a dedicated space for boat/ship operations from both boat owners and the continued ship/boat works and chandlery operations undertaken by Solomons & Co Ltd. it would be strategic from a health and safety standpoint to create a clear demarcation between commercial and leisure. This separation could be at the existing barrier east off and adjacent to the existing dive club.
- Proposed construction development of the area between Thompsons’ crane steps and the middle landing steps. Entire area enclosed with a concrete platform at a low level to allow for marine activity, launch and landing space, a slipway, popup stalls and seating when sea conditions allows. Access to the platform can be constructed

in a vehicle ramp configuration from the Thompsons' crane side. Development at a low level will also limit sea defence engineering and will not affect the existing design layout of the wharf access roads, walls etc. thus safeguarding the heritage aspect of the area. This proposal also include ideas from zone 4.

- The buildings from the dive club to the marine centre will stay in their original structural format with allowances for development that complies with the built heritage policies within the Land Development Control policy 2012-22 (LDCP). Many of these buildings will continue with their current occupancy e.g. dive club, yacht club and marine centre. Some will become vacant due to the commercial operations in zone 1 and thus can be utilized along with other spaces within zone 2a and 2b as shops and storage for marine activity merchandise and equipment, food venders, cafes, etc. with outside seating (see figures 5 & 6)
- While the marine centre will remain as it was designed for, there is the possibility of an extension to the building to allow for a maritime education centre and historical story telling facilities.
- Continuation of the dedicated pedestrian access as in zone 1, also adjacent to the sea wall/railings, with large planters and lighting that creates an ambiance and character of the area and the different proposed developments.
- Seating along the pedestrian access in areas that allows the space for it.
- Possible mini roundabout and drop off zone near the Thompsons' crane area to facilitate the vehicle restriction at the lower wharf.
- The existing customs building, if not earmarked for specific occupation and the open space to the north of it can also be used for the proposal ideas set out in figure 5.

Zone 3: Community

- Protection to the sea wall in zone 3, possible ideas include the following:
 1. Place boulders along and adjacent to the entire sea wall as a continuation of the area in front of the marine centre.
 2. Place interlocking tetrapods along and adjacent to the entire sea wall as a protection to the existing wall only.
 3. Place interlocking tetrapods 30 meters out from the existing sea wall along the sea front to create a modest breakwater that not only protect the sea wall but allow for the build-up of sand shore side to create a community swim/chill area
- Revamp of the Mule Yard to create a community space that's accessible to families 24/7. The revamp to include leisure facilities for youths and parents with young children as listed within figure 7.
- Develop proposals for the moat areas that allows for the preservation of all trees but create leisure activities as also listed within figure 7.
- Continuation of the dedicated pedestrian access as in zones 1 & 2a, also adjacent to the sea wall/railings, with large planters and lighting that creates an ambiance and character of the area and the different proposed developments.
- Seating along the pedestrian access in areas that allows the space for it.
- Vehicle parking to be limited or completely removed from the sea front area and a park and ride proposal to be put in place.

Pros:

- Effective sea defence, designed to accommodate sea-level rise

- Improved landing capabilities, attracting tourism and investment
- Economic Growth: Attracts more visitors, boosting local tourism, retail, and service revenues.
- Job Creation: Provides direct and indirect employment opportunities (hospitality staff, construction, maintenance).
- Creates the amalgamation of leisure, community and commercial spaces

Cons:

- High cost: Construction and engineering are expensive
- Noise & Pollution: Increased activity can affect quality of life for nearby communities.
- Could reduce the appeal of some businesses and general public
- Could present a challenge to balance the historic conservation with new development of this magnitude

5.2 Option 2: A leisure and lifestyle destination

Focus on: Tourism and Recreation

Key Features:

- Beach cabanas, cafes and waterfront restaurants.
- Water sports zones
- Event spaces, outdoor leisure, and night markets.
- Promenade with sculptural lighting and landscaping
- Heritage sites, historical points of interest

Zone 1: Commercial can become commercial and leisure with the relocation of Solomons & Co Ltd operations out of James Bay)

- Dedicated space within the Coal Yard for boat owners to perform boat maintenance and repairs. Possible covered areas for boat protection during extended repairs.
- Dedicated safe spaces for learning and training within the boat maintenance and repair trade, possibly within the entrance area to the coal yard. This will allow for engagement with the general public and possible tourist and therefore will require major health and safety risk mitigation strategies.
- Re-development of the buildings referred to as the “goat pounds” and reviving the historic structure adjacent to the middle landing steps to allow for possible fish processing facilities, fresh fish shop, fishing equipment shop and rental facilities and fresh fish restaurant. To accommodate all of the above and more there will require improved drainage and waste disposal infrastructure.
- Rebuilding of public toilets within the lower area within a design that allows for the relocation of the St Helena dive club and dive businesses to be in close proximity to the lower landing steps.
- Suitable storage and manoeuvrable space for heavy equipment required by boat owners. This space will also require cordoning off on operation days to restrict access and create a secure space.
- Dedicated pedestrian access to the lower landing steps to allow the public access to the water. This access will be a continuation through all of the zones. Possible cordon off walkway with large planters and lighting adjacent to the sea wall.
- Restricted vehicle access to the commercial zone.

Zone 2a & 2b: Hospitality & Leisure

- A demarcation between commercial and leisure is not required.
- The buildings from the existing dive club to the marine centre will stay in their original structural format with allowances for development that complies with the built heritage policies within the Land Development Control policy 2012-22 (LDCP). Many of these buildings will become vacant due to possible relocations and thus can be utilized along with other spaces within zone 2a and 2b as shops and storage for marine activity merchandise and equipment, food vendors, cafes, etc. with outside seating (see figures 5 & 6)
- While the marine centre will remain as it was designed for, there is the possibility of an extension to the building to allow for a maritime education centre and historical story telling facilities.
- Continuation of the dedicated pedestrian access as in zone 1, also adjacent to the sea wall/railings, with large planters and lighting that creates an ambiance and character of the area and the different proposed developments.
- Seating along the pedestrian access in areas that allows the space for it.
- Possible mini roundabout and drop off zone near the Thompsons' crane area to facilitate the vehicle restriction at the lower wharf.
- The existing customs building, if not earmarked for specific occupation and the open space to the north of it can also be used for the proposal ideas set out in figure 5.

Zone 3: Community

- Place interlocking tetrapods 30 meters out from the existing sea wall along the sea front to create a modest breakwater that not only protect the sea wall but allow for the build-up of sand shore side to create a community swim/chill area
- Revamp of the Mule Yard to create a community space that's accessible to families 24/7. The revamp to include leisure facilities for youths and parents with young children as listed within figure 7.
- Develop proposals for the moat areas that allows for the preservation of all trees but create leisure activities as also listed within figure 7.
- Continuation of the dedicated pedestrian access as in zones 1 & 2a, also adjacent to the sea wall/railings, with large planters and lighting that creates an ambiance and character of the area and the different proposed developments.
- Seating along the pedestrian access in areas that allows the space for it.
- Vehicle parking to be limited or completely removed from the sea front area and a park and ride proposal to be put in place.

Pros:

- Creates the amalgamation of leisure, community and commercial spaces
- Economic Growth: Attracts more visitors, boosting local tourism, retail, and service revenues.
- Job Creation: Provides direct and indirect employment opportunities (hospitality staff, construction, maintenance).

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- **Community Amenity:** Improves quality of life with new restaurants, cafés, and entertainment spaces.
- **Enhanced Aesthetic & Identity:** Provides a revitalized and attractive waterfront area.
- **Increased Property Values:** Can raise nearby property values and stimulate further investment.
- **Improved Infrastructure:** May lead to investment in access, transportation, and public spaces.
- **Year-Round Destination:** Enables a multi-season appeal if designed with all-weather spaces.

Cons:

- **Environmental Impact:** Risk of disrupting marine ecosystems, coastal habitats, and water quality.
- **Cost of Development:** High upfront capital and long-term maintenance costs.
- **Overcrowding:** Increased visitor numbers can strain local services and infrastructure.
- **Loss of Public Space:** Commercialization may limit access for residents and traditional uses.
- **Seasonal Dependence:** Profits may be highly reliant on tourist seasons and weather.
- **Risk of Gentrification:** Could raise living costs and displace long-standing local businesses.

5.3 Option 3: A naturalistic approach

Focus: Culture, History with a Work & Play integration

Key Features:

- Minor development.
- Event spaces, outdoor leisure.
- Lighting and landscaping
- Heritage sites, historical points of interest

Zone 1: Commercial

- Dedicated space within the Coal Yard for boat owners to perform boat maintenance and repairs. Possible covered areas for boat protection during extended repairs.
- Dedicated safe spaces for learning and training within the boat maintenance and repair trade, possibly within the entrance area to the coal yard. This will allow for engagement with the general public and possible tourist and therefore will require major health and safety risk mitigation strategies.
- Suitable storage and manoeuvrable space for heavy equipment required by boat owners. This space will also require cordoning off on operation days to restrict access and create a secure space.
- Dedicated pedestrian access to the lower landing steps to allow the public access to the water. This access will be a continuation through all of the zones. Possible cordon off walkway with large planters and lighting adjacent to the sea wall.

Zone 2a & 2b: Hospitality & Leisure

- A demarcation between commercial and leisure is not required.
- The buildings from the existing dive club to the marine centre will stay in their original structural format with allowances for development that complies with the built heritage policies within the Land Development Control policy 2012-22 (LDGP). Many of these buildings will continue to be occupied by existing tenants and utilized along with other spaces within zone 2a and 2b as shops and storage for marine activity merchandise and equipment, food vendors, cafes, etc. with outside seating (see figures 5 & 6)
- The marine centre will remain as it was designed for.
- Continuation of the dedicated pedestrian access as in zone 1, also adjacent to the sea wall/railings, with large planters and lighting that creates an ambience and character of the area and the different proposed developments.
- Seating along the pedestrian access in areas that allows the space for it.
- The existing customs building, if not earmarked for specific occupation and the open space to the north of it can also be used for the proposal ideas set out in figure 5.

Zone 3: Community

- Revamp of the Mule Yard to create a community space that's accessible to families 24/7. The revamp to include leisure facilities for youths and parents with young children as listed within figure 7.

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- Develop proposals for the moat areas that allows for the preservation of all trees but create leisure activities as also listed within figure 7.
- Continuation of the dedicated pedestrian access as in zones 1 & 2a, also adjacent to the sea wall/railings, with large planters and lighting that creates an ambiance and character of the area and the different proposed developments.
- Seating along the pedestrian access in areas that allows the space for it.
- Vehicle parking to be limited or completely removed from the sea front area and a park and ride proposal to be put in place.

Pros:

- Preserves Heritage: Celebrates local culture and history, making the site unique and meaningful.
- Authentic Identity: Attracts visitors seeking genuine, place-based experiences.
- Environmental Sustainability: Supports coastal habitats and biodiversity.
- Educational Value: Provides opportunities for learning about heritage, nature, and conservation.
- Community Engagement: Involves local residents, fostering a sense of pride and belonging.
- Recreation & Wellness: Provides spaces for families, play areas for children, and natural spaces for relaxation.
- Low Impact: Enables a softer approach to development that blends with the coastal environment.

Cons:

- **Limited Commercial Appeal:** Might generate less direct revenue compared to intensive hospitality or retail-focused developments and options.
- **Higher Maintenance Needs:** Natural spaces, play areas, and heritage installations can require ongoing upkeep and management.
- **Balancing Interests:** Difficult to satisfy both heritage conservation and visitor activity needs.
- **Environmental Constraints:** Regulations and sensitivity of habitats may limit design and access.
- **Seasonal Variability:** Attractiveness and usage may fluctuate with weather and tourist seasons.
- **Potential Conflicts:** Increased visitor activity can disturb natural habitats or diminish heritage site integrity.
- **Limited Job Creation:** Compared to the large-scale projects within the options above, it may offer fewer long-term employment opportunities.

Part 6

6 Summary & Conclusion

6.1 This report outlines 3 options that consist of the ideas and suggestions collated by a working group in conjunction with stakeholders and members of the public for the proposed development of the Jamestown wharf and seafront area into a vibrant, multi-purpose space that integrates leisure, community and commercial activities. The concept proposals aims to revitalise the area, attract visitors, stimulate economic activity and provide a welcoming environment for residents and businesses alike.

The Objectives were:

- To create an attractive, accessible and safe seafront space that serves as a focal point for the local community and visitors.
- To balance leisure and recreational facilities with spaces for social interaction, commerce and small business activity.
- To support sustainable economic growth by introducing retail units, cafés, restaurants and entertainment spaces.
- To allow for incorporate resilient design and infrastructure that adapts to climate and environmental changes.

The general approach from the public at consultation meetings and from stake holders was extremely positive, bearing in mind the amount of consultants' reports there were in the past to no purpose. There is a general desire to keep any proposed development simple and to make it work for the benefit of the island's population and not just for tourists.

It was evident that the public wants to see a flexible mixture of uses rather than an artificial demarcation between leisure and a 'port' area, this is key when deciding on which proposed option or options to approve and develop.

Fishing, fish selling, boat building and repairs mixed in with small cafes and maritime related retail and displays can work. The historic buildings need to be respected architecturally but no more so than as required in the Land Development Control Policy (LDCP) Built Heritage policies. It is also important to note that there weren't any objections to new buildings and extensions as long as they follow these policies; not all of the buildings are historic anyway.

Therefore, the main planks of policy should be:

1. Flexibility to encourage small enterprise within a conservation context
2. Control of vehicular traffic both in volume and speed to make it all pedestrian friendly
3. The more costly but desirable infrastructure such as the slipway and breakwater to be planned for in the overall scheme, their sites and access to them protected, and to be afforded when they can, but not to hold up the more immediate enterprises.

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All information details within this report were obtain, collated and formulated by the Working Group.

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Signed:

Date: 24th June 2025

APPENDIX

Ideas and Suggestions (current working group, stakeholders & the general public involvement)

Boat Owners Meeting

IDEAS AND SUGGESTIONS FROM THE MEETING:

- A dedicated space for commercial and recreational boat owners, with the Coal Yard being the preferred location.
- Consideration for a sheltered or covered area.
- Enhancements to the physical space, including the possibility of utilising areas beyond the Coal Yard.
- A clear policy direction from SHG regarding boat repair and maintenance Health and safety measures, including: Rock fall protection around the Coal Yard area Addressing congestion and crowding during cruise ship days.
- Boat owners are aware of the operational needs during such busy times, as this is current practise.
- The wharf currently serves both commercial and recreational boat owners effectively, and members believe it can be managed properly. Ensuring protected access to the Coal Yard, with its main use dedicated to boat owners.
- From a leisure/ recreational perspective: Slip ways and a launch pad for jet skis and water sports.
- The wharf being a more reasonable location for these facilities compared to Ruperts.
- Fish cleaning facilities, including stainless steel benches, fresh water, and a proper disposal system.
- Consideration for fish waste to be used for composting.
- Feedback from Tourists or visitors that they like to come to the wharf and watch people work on their boats.

- Logistics and operations:
 1. A dedicated lane for vehicles.
 2. Pedestrianizing certain areas
 3. A roundabout and permanent railings for better traffic flow.
 4. Speed bumps and parking spaces for boat owners
 5. Improvements to utilities such as sewage, electricity and water.
- Overall, boat owners expressed support for redevelopment and indicated their willingness to compromise, provided that there is a dedicated space for boat owners in any proposed plan. Boat owners also requested to be kept informed throughout the process, particularly as options are finalised.

1st Public Consultation Meeting: Jamestown Community

IDEAS AND SUGGESTIONS FROM THE MEETING:

- One of the key questions raised was whether the development is aimed at tourism or domestic use. The working group confirmed that the development will cater to tourism, domestic, and commercial needs.
- An attendee mentioned that currently, there are businesses offering similar services, with no significant differences or a broad range of ideas. Some concerns were raised about the island's population being too small to support further development.

A member of the public provided the following suggestions:

- An area for community use, open seven days a week during daylight hours.
- Preservation of heritage and culture.
- A fresh fish shop, allowing people to view fresh fish being landed.
- Availability of fishing equipment for sale or rent.

- Shops offering beachwear, such as sunglasses, etc.
- Mobile food vending, with focus on sharing the view.
- Designated spaces for pop-up stalls.
- A “Go Green” initiative.
- An ice cream parlour
- Prominent and well-maintained clean-up services.
- Pedestrianizing of the area
- Conducting an impact study
- Ensuring safety in the area
- Proper lighting installation
- Vehicle control measures
- Other suggestions from the public included:
- Outdoor training facilities.
- A leisure facility for teenagers.
- Repurposing the Customs building for community use
- Education outreach programmes
- Maintaining the historical feel of the wharf, including storytelling about its history.

A working group member proposed considering the Mule Yard as a space for youth activities, noting that in past years, it was always open for public use. Suggestions for the Mule Yard include:

- A leisure facility or play area
- A safe place where parents can leave their children
- The Moat was also identified as a potential location for activities such as mini golf or other leisure options.

A Dive Club representative provided the following additional suggestions:

- Relocating diving facilities closer to the steps for easier access to diving gear.
- Providing storage for diving equipment and other recreational gear such as kayaks, wakeboards, and paddleboards.

- Maintaining the cultural and heritage connection to fishing and maritime activities.
- Improvements to sewage and drainage systems.
- More public showers.
- A café' nearby offering food and hot beverages.

The public was also asked about their thoughts on sea defence proposals. The majority of members supported the idea of a sea defence believing it would allow tourist ships to disembark passengers and crew. They were also in favour of widening the space between Thompson's Crane and Middle Steps.

2nd Public Consultation Meeting: Longwood Community

IDEAS AND SUGGESTIONS FROM THE MEETING:

- One key item raised during this session was also whether the development should focus more on tourist or locals. Many felt it would be better to prioritise residents and returning Saints, as this could encourage them to return home more frequently.
- **Additional Ideas:**
- A pedestrianised zone
- Improving the parking situation, including the introduction of a park-and-ride system.
- Proper seating throughout the area.
- Walkways for easier movement.
- Designated spaces for pop-up vendors.
- Small kiosks available for seasonal rent.
- Transforming the Mule Yard into a mini leisure park.
- Creating a secure play area for children.
- An escape room.
- Controlling vehicle access in key areas.
- Installing CCTV for safety.

- Low-cost outdoor leisure and exercise facilities.
- A fresh fish shop or fishmonger.
- A sushi Bar.
- Improved toilet and shower facilities.
- A laundromat.
- Vending machines
- Cafes, pastry shop and bakery.
- Health bar and smoothie shop.
- Designated sit-out areas for BBQs, fish fries and picnics.
- Recreating activities from the past to preserve the area's history.
- Opening the seafront during cruise ship visits.
- Keeping the St Helena culture alive.
- Storage containers facilities for businesses operating on the sea front
- Establishing a maritime education centre.
- Supporting collaboration between businesses.
- Incorporating the heritage of the area.
- Providing opportunities for school children to learn boat maintenance and related trades.
- It was noted that the seafront should be a place where both locals and tourists can gather and enjoy, while also considering the presence of other businesses in Jamestown. A balance must be found to ensure that a bustling seafront does not negatively impact these businesses.
- Majority of the public supported the need for sea defence infrastructure in terms of: A breakwater, Slipways & Launch pads
- Facilities for non-powered equipment.
- There was also an acknowledgement in favour of widening the space between Thompson's Crane and Middle Steps.

3rd Public Consultation Meeting: St Pauls Community

IDEAS AND SUGGESTIONS FROM THE MEETING:

- Currently the Yacht Club holds weekly fish fry's, which have proven to be successful, attracting both locals and tourists. This demonstrates the potential for such events. However, the main issue is a lack of space, therefore, members of the public would like to see the area in front of the Yacht Club expanded to accommodate larger gatherings.
- Activities for children are needed: The Moat could be repurposed for this, featuring attractions like rope climbing ventures, mini-golf, and a maze.
- Offering more sports diving and fishing activities
- Implementing traffic control measures, such as speed bumps
- Creating smoke-free zones
- Providing Wi-Fi connectivity
- Offering rental equipment for water sports and fishing activities
- Installing water slides
- Developing a skate park
- Adding a wave pool
- Installing a climbing wall
- Designing dedicated spaces with shelter to accommodate pop-up stalls for events such as Marine Awareness Week, Carnivals, and Fishing Festivals
- Establishing pedestrianised zones
- Upgrading parking facilities
- Preserving heritage while recreating historical elements
- Adding steps to the seafront railings, allowing people to sit and enjoy the ocean view
- Improving the sewage system
- Increasing the number of toilets and shower facilities
- Incorporating cobblestone walkways
- Designating a specific area for yacht owners to store their own boats when

coming ashore

- Providing a respite area for Yachters to extend their stay on land.
- Regarding sea defence proposals, the majority of public expressed support, highlighting the potential benefits for passenger disembarkation.

From the Tourist Office:

- A dedicated sheltered area for cruise ships passengers.
- Initial idea for making the wharf more social, and event friendly- seating areas with string lights. Paint concrete in areas like Thompsons Crane to make more aesthetic/welcoming.
- Clear the Moat for appearance reasons- but also create extra and new space for eventual business opportunities / activities etc.
- Encourage more of an effort to keep the entire area clean and appealing. E.g. higher quantity of attractive bins, regular cleaning/ community cleaning projects, murals/public art to discourage vandalism and encourage artistic pride- and increase general wharf appeal.
- Develop a seating area at the Thompsons Crane Area. Do this by using concrete pillars and chains (Same as what's in front of yacht/dive club now) to cordon off the area (this will keep vehicles out and keep it cleaner and less spillage of pollutants). Install benches in that area (Some recycled plastic ones maybe). String lighting over the whole area, would be a really nice vibe at night. Maybe a wooden slat shade structure over the seating area to provide shade in the day (Easy to hang lights on this as well). Also having bigger plants in the area, such as palms in big concrete/metal or timber planters.

JAMESTOWN WHARF & SEAFRONT REDEVELOPMENT OPTIONS REPORT

- At the Thompsons crane steps, have a proper rope swing that reaches further out, would be quite fun and make it a nice swim/hangout spot for tourists and locals. Those steps could also do with some improvement. And then just painting of the walls in those areas so they aren't just grey and bland (Simple Colours).
- An underwater monument/artificial reef in the sandy areas (If Conservation Groups approve). Could have accompanying info boards on land. Also potential to develop a coral planting program for dive tourists/other marine conservation tourism.
- Development of the existing buildings for small businesses such as Rental companies, Cafes, bars etc. with large potted plants scattered throughout the wharf area in general.
- Pop up spaces for restaurants (seafood etc.)
- Walk in barber shop
- Café
- Cocktail bar
- Tourist souvenir shop
- Pop up information stall for cruise ships visits
- 2 and/or 3 storey buildings towards the end nearest the main landing steps. Not replicating what was there in the past but maybe a more modern, practical and ergonomic design that could accommodate several large units ideal for small business leasing. Businesses that you would typically find on prime seafront locations, i.e. a dessert parlour, a lunch cafe, a fine dine style restaurant, a marine tour ticket office, a shop selling souvenirs, swimsuits, flip flops, sun hats, sunscreen, water, sunglasses, etc.

JAMESTOWN WHARF & SEAFRONT REDEVELOPMENT OPTIONS REPORT

- A state of the art, art gallery/wine bar combo
- Vertical gardens incorporated into some of the new buildings or landscaping designs. Could be planned around a trendy illuminated logo or a saint saying.

From the St. Helena Secondary School Student Council:

- The Dive and Yacht clubs should be more inclusive and accessible for all age groups, with the area being open at all times, not just for specific events or upon request.
- Increased organized swimming and diving activities for the young people.
- Improve the safety of swimming platforms
- Additional sports courts for basketball and other sports
- Offer rentals for water sports equipment
- Create a designated picnic area
- Add water slides
- Install street lamps for adequate lighting
- Create sheltered seating areas, making the space ideal for weekends and school holidays
- Design play areas for toddlers and younger children
- The Customs Building could be repurposed as a souvenir shop and tourist information centre, or used similarly to the Market
- Designate a space for pop-up stalls to accommodate larger events, such as Carnival and Festival of Lights

- Introduce a night market

- Activities and spaces to enhance the seafront and wharf experience making it fun and engaging for young people:
 - Kayaking
 - Swimming
 - Paddle boarding
 - Jet Skiing
 - Water slides
 - Beach development with protective features
 - Breakwater
 - Table tennis
 - Pool
 - Basketball court
 - Arcade
 - Outdoor board games
 - Slipway for easy access
 - Food outlets
 - Stage for outdoor entertainment
 - Souvenir shops
 - Ice cream vendors
 - Sit-out areas with table and chairs
 - Diving boards

From the National Trust

- The main point that was addressed by the National Trust was that within any development proposal, demolition of any of the buildings associated with St. Helena's heritage be avoided.

- Upgrade to the infrastructure- sewage/ electricity
- Additional showers/toilets
- Include a slip way/Jetty
- Improve the yacht club- revert to its original use. To service yachts and Yachters. As currently the yacht club is being used more as a club/bar. Have a separate building to entertain.
- Vehicle access, only for service vehicles
- Cater for all abilities.
- Wine/coffee bar
- Fish and chip shop
- Make it a learning experience for all who uses the wharf- showcasing what the wharf is all about
- Utilise the moat
- Upgrade the steps below the railings north of the honey moon chair