

Planning Officer's Report – LDCA NOVEMBER 2025

APPLICATION	2025/76 – Proposed Internal Alterations & Installation of Signage & Awnings with Bank of St Helena Branding
PERMISSION SOUGHT	Full Permission
REGISTERED	12 August 2025
APPLICANT	Solomon & Company Plc
PARCEL	JT080028
LOCALITY	The Bazaar, Jamestown
ZONE	Intermediate
CONSERVATION AREA	Jamestown Historic
CURRENT USE	Vacant
PUBLICITY	The application was advertised as follows: <ul style="list-style-type: none">▪ <i>The Sentinel</i> Newspaper on 15 August 2025.▪ Re-advertised in <i>The Independent</i> Newspaper on 26 September 2025 with revised development description.▪ A site notice displayed in accordance with Regulations.
EXPIRY	28 August 2025
REPRESENTATIONS	One
DECISION ROUTE	Delegated / LDCA / EXCO

A. CONSULTATION FEEDBACK

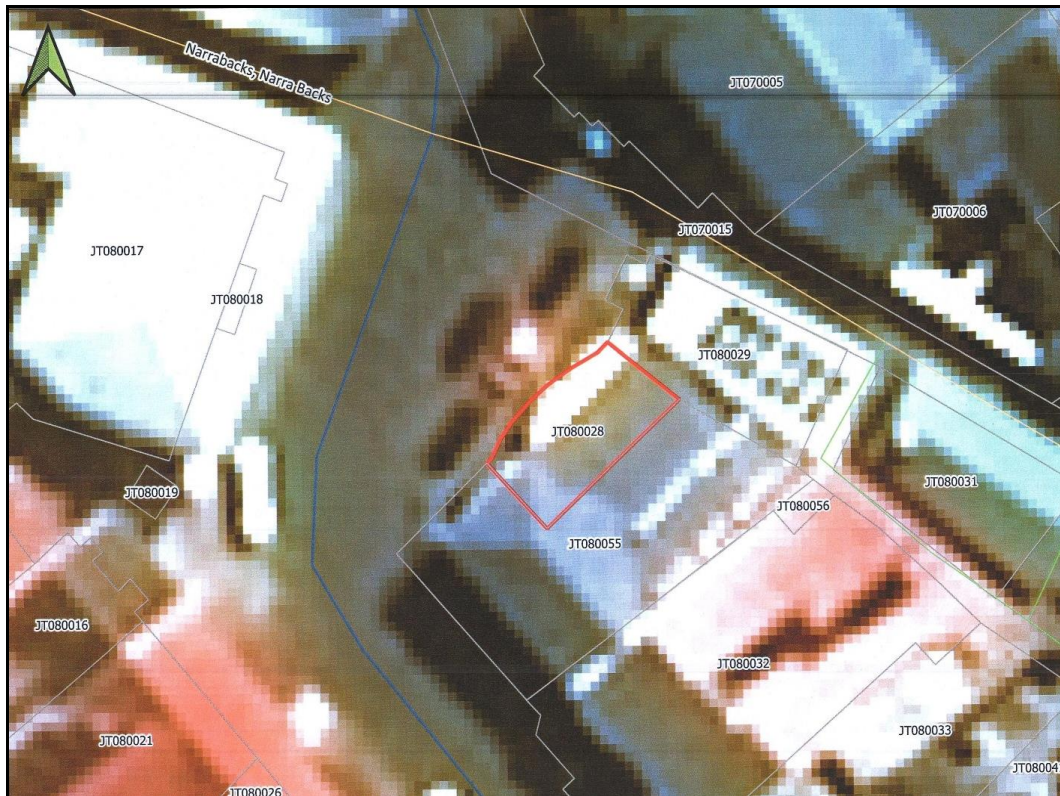
1. Sewage & Water Division	Objection
2. Energy Division	No Response
3. Fire & Rescue	No Objection – Comment (made on revised version)
4. Roads Section	No Objection
5. Property Division	No Objection
6. Environmental Protection	No Objection
7. Environmental Health	No Objection
8. Agriculture & Natural Resources	No Response
9. St Helena Police Services	No Response
10. Aerodrome Safe Guarding	No Response
11. Economic Development	No Objection
12. National Trust	No Objection
13. Sure SA Ltd	No Objection
14. Heritage Society	No Objection
15. Maritime	Not Applicable

B. PLANNING OFFICER'S APPRAISAL

LOCALITY & ZONING

This development site is at *The Bazaar* on Market Street, Jamestown, where the plot is designated within the Intermediate Zone and Jamestown Historic Conservation Area. *The Bazaar* is a Grade II Listed Georgian Building with a notable and rare, architectural feature in the form of a bow shop front.

Diagram 1: Location Plan



PROPOSED DEVELOPMENT

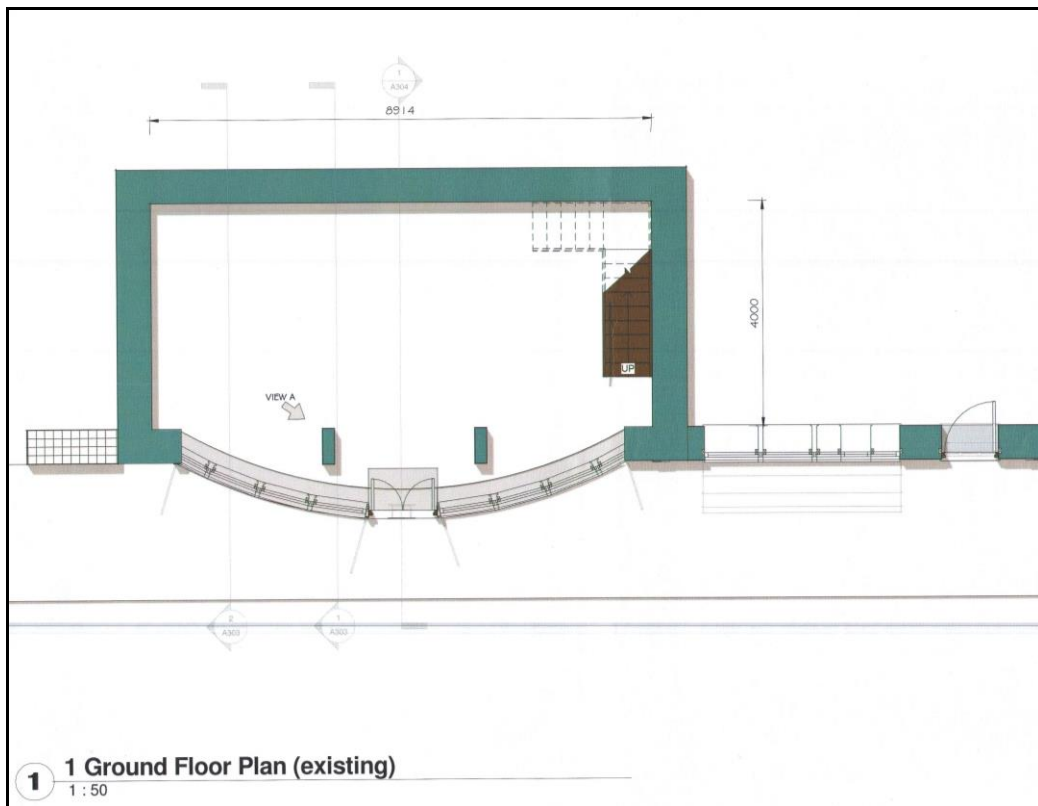
This development proposal is for internal alterations and installation of signage and awnings with the *Bank of St Helena* branding, to the Grade II Listed building known as *The Bazaar* on Market Street, Jamestown.

The Developer is the owner of the application site, albeit the *Bank of St. Helena* will utilize this building to provide Financial and Professional Services. Therefore, to adapt the building to make it fit-for-purpose, the applicant (on behalf of the *Bank of St. Helena*) is proposing to make some internal modifications that includes constructing timber stud partition walls to create an office and door enclosure/internal porch on the Ground Floor and a kitchen and toilet facility on the First Floor. Externally, the installation of awnings on to each side of the front door and a *Bank of St. Helena* sign placed centrally in between the awnings and above the door, will also have the *Bank of St. Helena* branding to match that of the existing awning next door.

Works have already been undertaken to remove existing fittings, including a first floor toilet, to provide a “blank canvas” for the proposed works.

Diagram 2: Existing & Proposed Ground Floor Plan Layout

Ground Floor Existing



Ground Floor Proposed

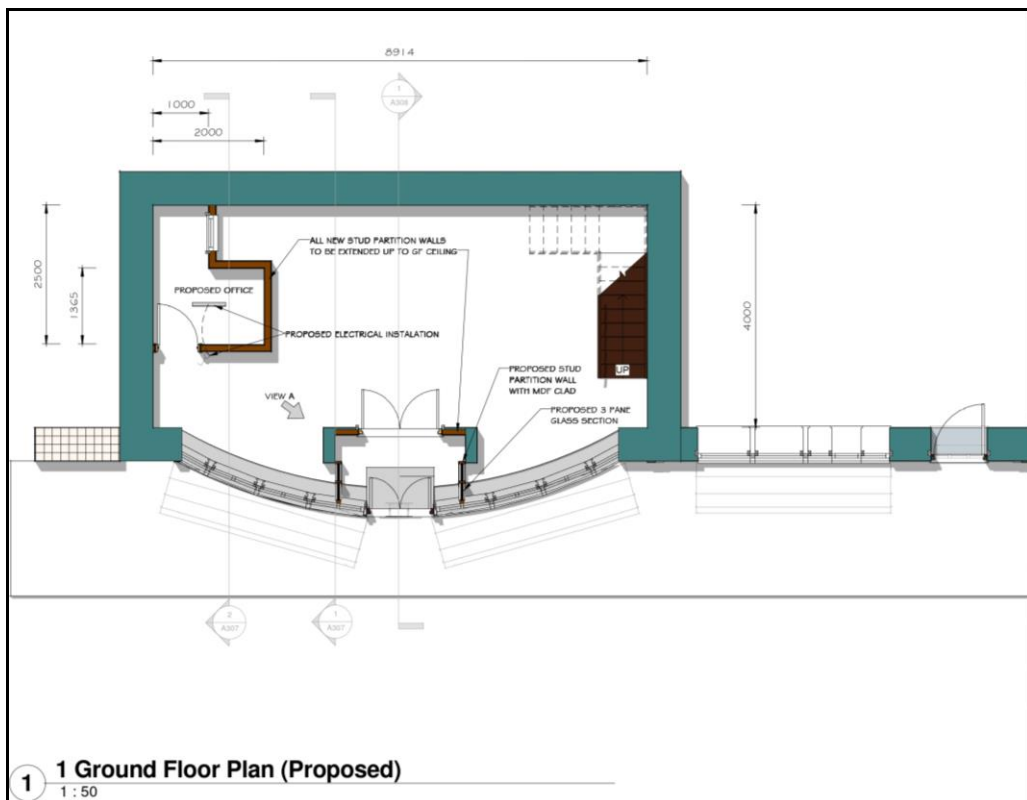
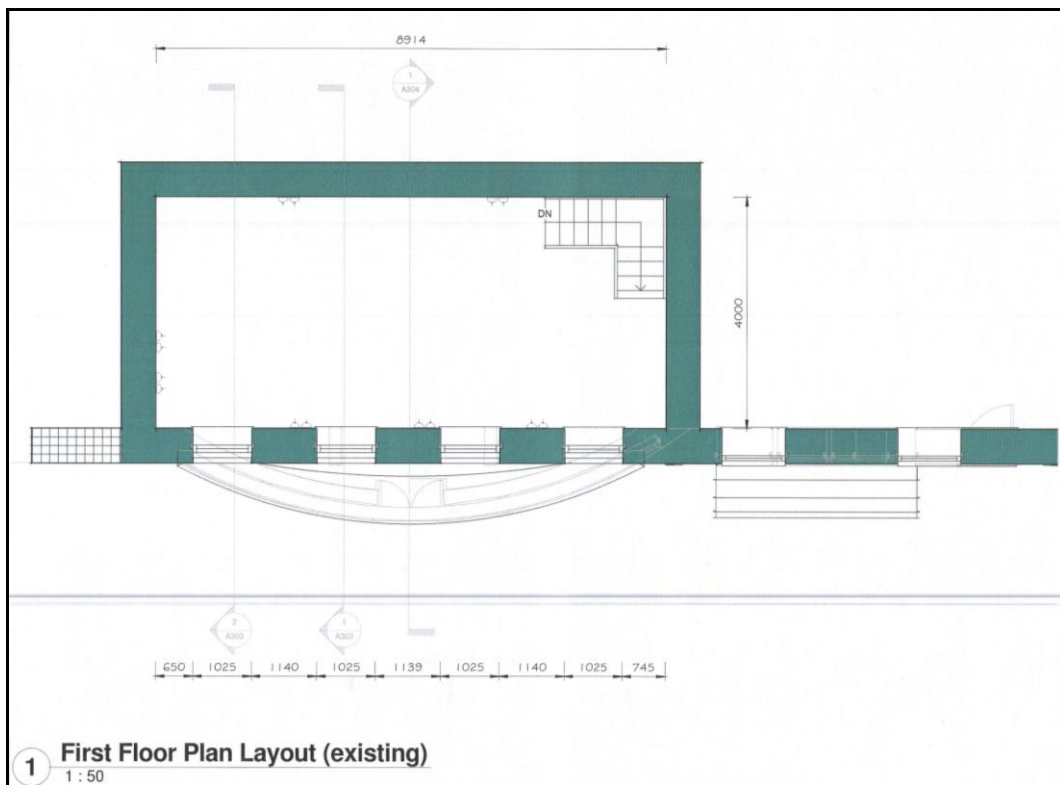


Diagram 3: Existing & Proposed First Floor Plan Layout

First Floor Existing



First Floor Proposed

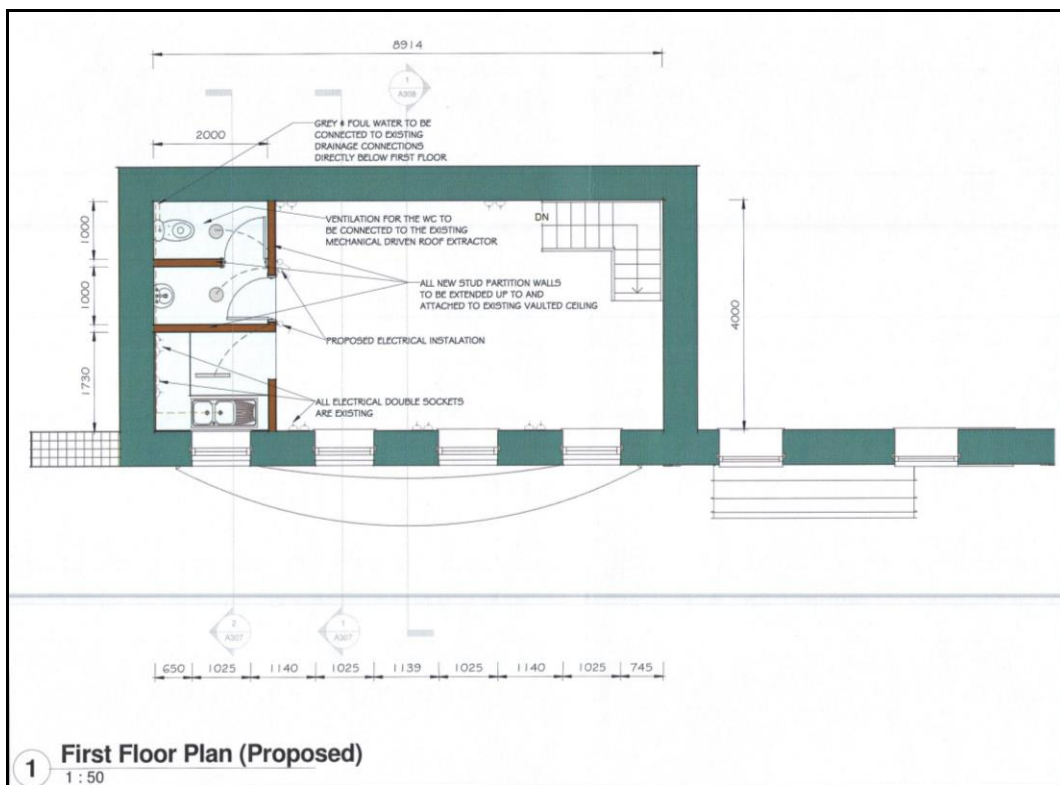
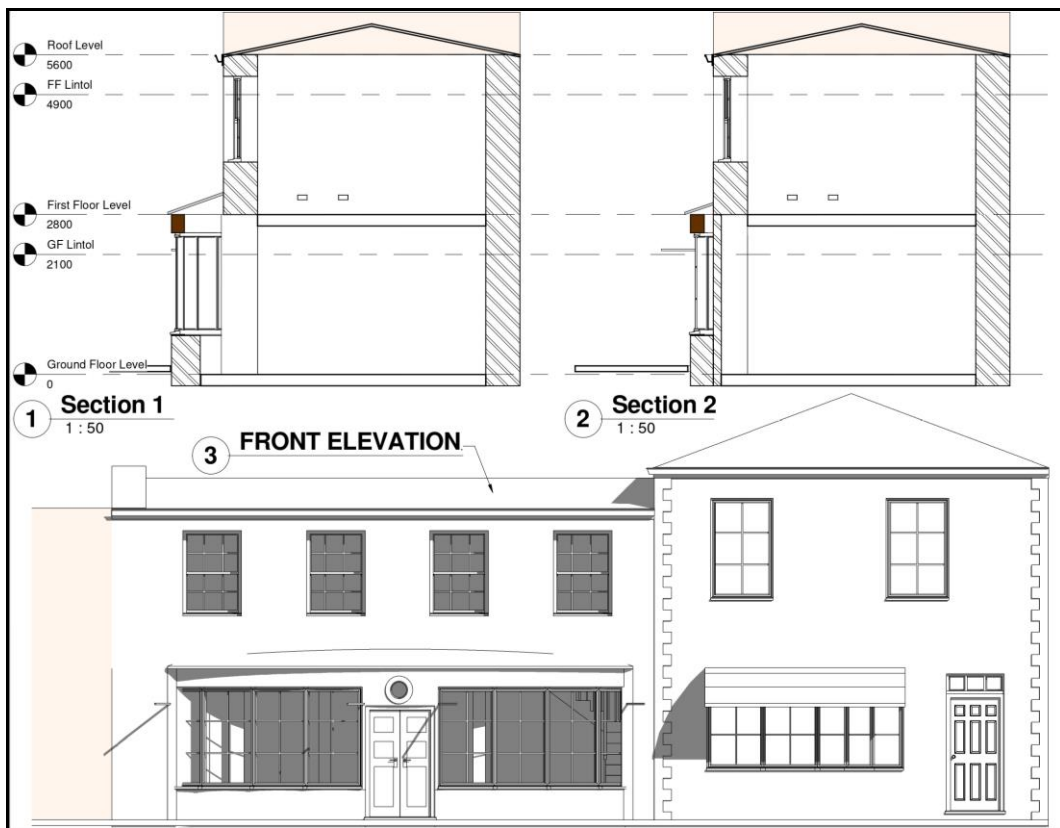


Diagram 3: Existing & Proposed Front Elevation and Sections

Existing



Proposed

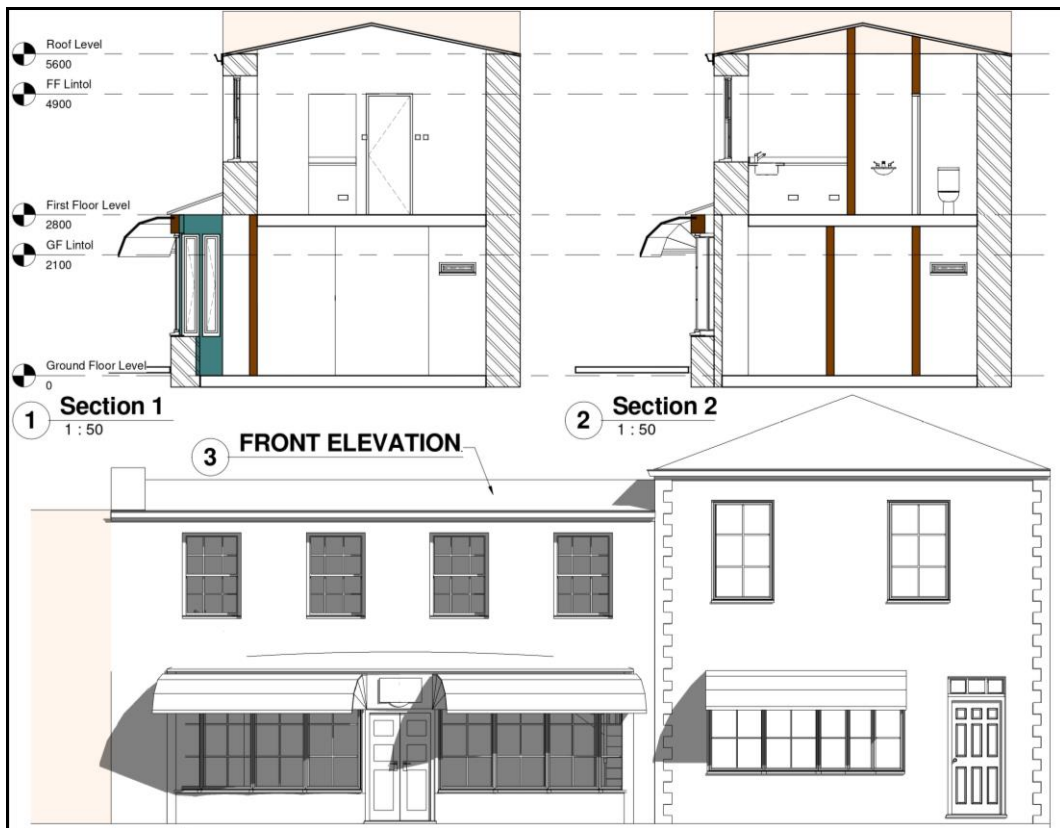
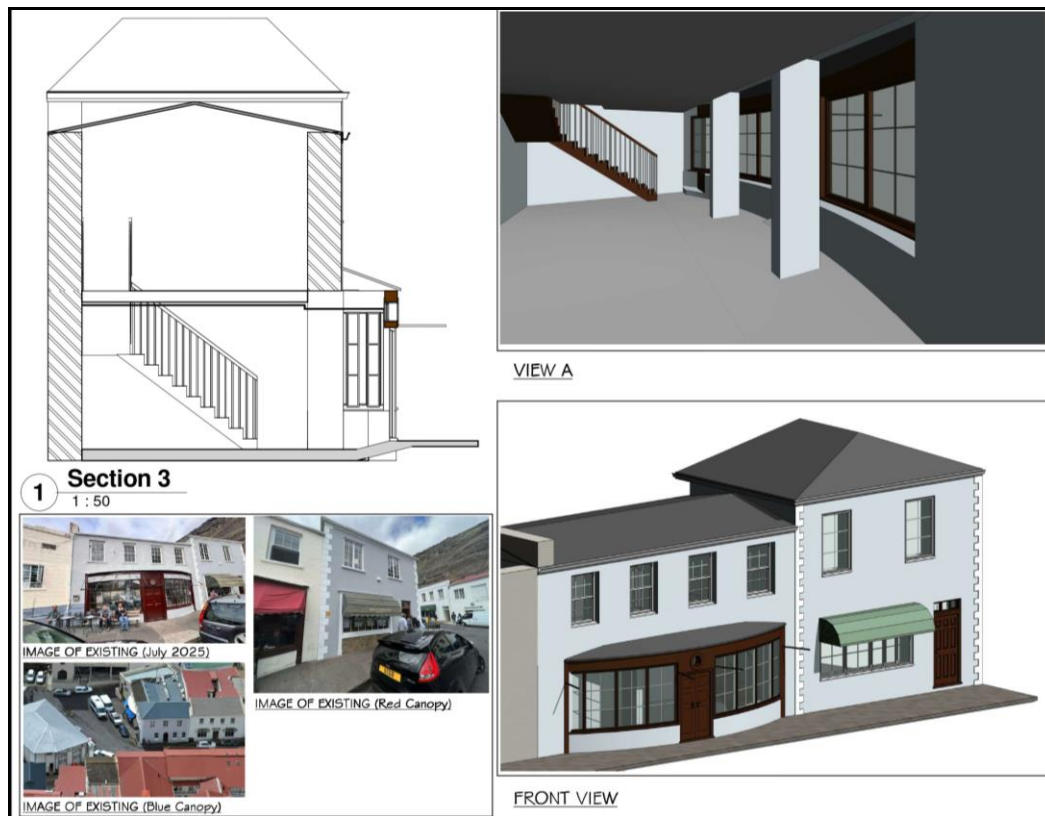


Diagram 4: Section, Images & Three 3D Visuals of Existing Building



STAKEHOLDER FEEDBACK & REPRESENTATIONS

A representation was received from a member of the public as detailed below. A comment was also received from a stakeholder, *St. Helena Fire & Rescue Service*, as outlined far below—

Representation 1

The architectural value of this bow-windowed shopfront has long been overlooked. It is therefore not surprising this application fails to recognise its potential to contribute to the quality of the town.

Bow windowed shopfronts are archetypally Georgian. Originating in England around the 1740s they were designed for their delightfulness. Today very few survive but each one is treasured. The two bow windows at the Canister are part of the 1960 building and were intended to emulate Georgian shopfronts. The Bazaar bow is certainly much earlier with the wide bow depicted on the Mellis map of 1839.

At 30 feet wide, the Bazaar bow is unusual when compared to those in England, as they are much narrower. Its centrally position door is also very rare. There are two Georgian bow shopfronts in Bath with central doors dating from 1793, and a later one exists in Liverpool. The Bazaar bow window is certainly unique in St Helena, and it is probably unique in the world.

LDCP Built Heritage policy BH1 obliges applications relating to listed buildings in conservation areas to demonstrate conservation in the proposal.

This application includes two rectangular Dutch awnings placed against the curved facade. This will have the effect of masking the bow and implying it is instead a triangular shape. The delight of the bow will be hidden. Therefore the application cannot be claimed to include conservation and so it should not be permitted.

In the application this problem is not clear because it omits a critical plan that shows the curve and the proposed rectangular awning together.

The application requires further work to enable the bow window to be a worthy enhancement of the conservation area. I would like to suggest an improvement to the design but in a subsequent email

Continuation of Representation 1

Follow my representation of 28 August I would like to suggest a way forward with this application by using the frieze above the windows which is purpose built for a shop sign. Therefore, perhaps 'Bank of St Helena' could be written on the frieze each side of the door, as in the example at Argyle Street, Bath.



The current proposal hides the frieze behind the awning. Also the additional of an internal door would appear to detract from the delight of this shop front and should perhaps be removed.

[Officer comment: While the above representation is, in part, looking for an alternative to the submitted proposal, this application can only be assessed on the details submitted by the applicant. Amendments had been sought by Planning Officers to ensure that the porch detail does not interfere with the downward lines of the existing frontage window. However the application, as submitted, is to be assessed on its own planning merits]

St. Helena Fire & Rescue Service

The SHF&RS have seen the plan whereby passive & active firefighting media has been added. An accompanying report has also been sent to Solomon's & Co Plc.

LEGAL AND POLICY FRAMEWORK

The relevant policies of the Land Development Control Plan (LDCP 2012 - 2022) that are applicable in the assessment of the proposed development are set out below:

- Intermediate Zone: Policy IZ1 (a, b, d and f)
- Built Heritage: Policies BH1, BH2 and BH5
- Water: Policy W2
- Sewage, Storm and Drainage: Policies SD1 (b, c), SD3, SD4 and SD7

OFFICER'S ASSESSMENT

In evaluating this development proposal for *The Bazaar* in Jamestown for; internal alterations and installation of signage and awnings with the *Bank of St Helena branding* to the façade, the primary consideration is for the external, material and visual impact to the Grade II Listed building and the Jamestown Historic Conservation Area.

The *Bank of St. Helena*, will occupy this building to provide Financial and Professional Services. Therefore, the adaptation of the building to make it fit-for-purpose is crucial for the functionality of this professional entity.

As the internal modifications will be constructed using timber stud partition walls to create the necessary individual rooms/ spaces, this can be considered a light-touch approach, as opposed to other methods of construction that could have a 'heavier' material impact internally.

Externally, the installation of awnings to either side of the centrally-located front door and a *Bank of St. Helena* sign placed in between the awnings and above the door would match the *Bank of St. Helena* branding to that of the awning next door and can be considered a natural continuation of the existing *Bank of St. Helena* main hub, situated immediately next door which is considered to be acceptable in respect of visual amenities.

The concept of leaving the rare, Georgian feature of the bow shopfront exposed under the proposed awnings is considered to be for both the sentiment of architectural appreciation and aesthetics. Notwithstanding, the commercial space faces north and is subject to full sunlight in the summer with unbearable searing temperatures and with many rainy days in the depths of winter, it is considered beneficial that the proposed awnings which have always been a feature to this building throughout its lifespan, give some respite from the natural elements if there was to be a queue forming outside the building and for the benefit of the public in general. Additionally, the awnings are not considered to have any permanent adverse effect materially, neither does it have a detrimental effect visually to the locale. Details of the material for the awnings can be submitted under a suitably-worded condition.

To conclude, the proposal would have no significant adverse impact on the character and appearance of the Jamestown Historic Conservation Area or the Listed Building, or on the general amenity or aesthetic of the immediate area. The proposal complies

with the Intermediate Zone and Built Heritage policies and therefore can be supported.