

Pembrokeshire County Council Cyngor Sir Penfro



Haverfordwest Conservation Area Character Appraisal and Management Plan

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Haverfordwest Conservation Area Character Appraisal and Management Plan

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Executive Summary

This combined Conservation Area Character Appraisal and Management Plan has been prepared to define the special interest of the Haverfordwest Conservation Area in order to help preserve and enhance its character, and to provide a basis for making sustainable decisions about its future.

Part 1 sets out the Conservation Area Character Appraisal, Part 2 sets out the Management Plan, proposals and implementation and Part 3 the arrangements for monitoring and review of both Conservation Area Character Appraisal and Management Plan.

This document supports the Pembrokeshire Local Development Plan 2013-2021 in relation to protection and enhancement of the historic environment within the Conservation Area and is a material consideration for determination of planning and listed building applications.

The policy context for the appraisal is provided by

- **Welsh Office Circular 61/96** (para 20) states that the quality of place should be the prime consideration in identifying, protecting and enhancing Conservation Areas. This depends on more than individual buildings. It is recognised that the special character of a place may derive from many factors, including: the grouping of buildings; their scale and relationship with outdoor spaces, architectural detailing, and so on.
- **Planning Policy Wales Edition 6, February 2014** (para 6.5.17) states that if any proposed development would conflict with the objective of preserving or enhancing the character or appearance of a Conservation Area, or its setting, there will be a strong presumption against the granting of planning permission.

Summarised below are the key elements that contribute to the special interest and character of the **Haverfordwest** Conservation Area and Area of Article 4 Direction requiring preservation and enhancement.

- A long history inherently connected with the establishment of the Castle;
- Natural characteristics of the landscape and underlying landform that have influenced the plan form of the town;
- River Cleddau;
- Historic medieval street patterns, layout and burgage plots that remain evident in the modern town;
- Historic market town;
- Architecturally distinctive landmark buildings;
- Significant views into, out of and within the Conservation Area;
- A clear hierarchy of streets and spaces;
- A diverse mix of building styles and types with the majority comprising 18th and 19th century buildings;

- Many fine examples of well proportioned and elegant Georgian buildings and terraces;
- Two Scheduled Ancient Monuments and a large number of Listed Buildings;
- Four distinctive character areas with a mix of past and present land uses;
- Fine examples of historic shop fronts, and
- High concentration of religious buildings and ecclesiastical architecture.

Key Issues

A number of key issues have been identified that have a negative impact on the character of the conservation area. These form the basis for the Management Proposals outlined in Chapter 7 of this document and are summarised below.

Negative/neutral sites and buildings

There are a number of 'negative' buildings and sites which detract from the special character and appearance of the Conservation Area. More modern development has often contributed little to the character of the area, neither preserving nor enhancing it.

Loss of architectural detail and minor alterations to historic buildings

Most of the unlisted – and many of the listed – buildings in the conservation area have been adversely affected by the loss of original architectural details and building materials.

Building maintenance and repair (Buildings at Risk)

Some of the buildings in the conservation area are showing signs of deterioration due to lack of maintenance and their state needs to be monitored and funding prioritised accordingly.

Control of new development

Many modern developments do not harmonise with the historic character and appearance of the Conservation Area.

Public realm

There are many examples where the public realm has been poorly designed, constructed and maintained. Original historic details have been removed and replacement methods and materials are largely inappropriate or unsympathetic. The dominance of on street car parking within the Conservation Area adversely affects its character.

Open/ green spaces, landscaping and tree management

Many streets and spaces within the Conservation Area have little or no landscaping. Despite the Conservation Area being distinctly urban in character, appropriate landscaping offers opportunities to enhance many of the public spaces and streets by adding texture, colour and increasing biodiversity.

Shopfronts, signage and advertisements

Many traditional shopfronts have been spoiled by insensitive alterations or inappropriate signage.

River Cleddau

The Western Cleddau is one of the town's best assets that is at present not fully exploited. The redevelopment of sites along the riverside importantly needs to address the river.

Part 2, The Management Plan identifies current Conservation Area issues and sets out Management Proposals and arrangements for implementation, with the following actions identified for early implementation:

Planning Policy & Strategy:

- PCC to adopt the Haverfordwest Conservation Area Appraisal and Management Plan;
- PCC to prepare and adopt a Built Heritage Strategy; and
- PCC to prepare a programme for those responsible for monitoring change.

Community involvement:

- Identify and establish a Conservation Area Advisory Committee;
- Introduce Conservation education and training;
- Training and Development of Conservation Staff;
- Briefing for Members and Officers;
- Briefing(s) for property owners, architects and contractors;
- Increase conservation awareness;
- Information day for owners of heritage properties;
- PCC Conservation website development;
- Publication of Haverfordwest Conservation Bulletin(s); and
- Local availability of the Conservation Area Character Appraisal and Management Plan.

Planning Measures:

- Finalisation of draft Local List to inform the adopted Local Development Plan;
- Implementation of Buildings at Risk Strategy for those Listed Buildings at risk or vulnerable
- Identify Archaeologically Sensitive Areas; and
- Assessment of condition of Council owned land / buildings within the Conservation Area.

Framework for Design Standards:

- Prepare programme for preparation of additional planning guidance notes on conservation issues;
- Ensure opportunities for, and importance of, enforcement measures are understood and implemented throughout PCC;
- Promotion of Planning Guidance Notes and Cadw's 'Maintenance Matters' on website
- Prepare of site specific development briefs where appropriate; and
- Prepare a public realm and traffic management strategy and use the THI to undertake exemplar street improvement works for the Conservation Area.

Part 3 identifies requirements for monitoring and review.

Part 1: Conservation Area Character Appraisal

1. Haverfordwest Conservation Area Character Appraisal

1.1 Introduction

1.1.1 Haverfordwest Conservation Area, designated in 1975, recognises the architectural and historic interest of the historic core of the town centre, which has developed around its strategic location at the tidal limit of the western Cleddau river.

1.1.2 Conservation Areas, designated under the provisions of Section 69 of the Planning (LB & CA) Act 1990, are defined as an area “...of special architectural or historic interest, the character of which it is desirable to preserve or enhance”¹.

1.1.3 The designation confers protection on the area as a whole, on buildings / groups of buildings, on spaces between and on trees. Additional protection is afforded by a Direction², across part of the Conservation Area, that removes specified permitted development rights to alter or extend designated buildings.

1.1.4 This appraisal defines and records the special architectural and historic interest of the Haverfordwest Conservation Area, considers current issues and the current statutory and policy context and identifies opportunities for enhancement to provide a framework for sustainable decisions on its future and local involvement in implementation. It meets the requirements of the legislation, ‘to formulate and publish proposals for the preservation and enhancement’³ and, ‘in making a decision on an application for development special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area’⁴, provides a firm basis on which applications for development and proposals for enhancement within the Haverfordwest Conservation Area will be assessed.

1.1.5 The statutory and policy context is provided by:

- Planning (Listed Buildings and Conservation Areas) Act 1990⁵
- Town and Country Planning (General Permitted Development) Order 1995
- Planning Policy Wales, Edition 6, 2014
- Circular 61/96⁶ and Circular 1/98⁷
- Pembrokeshire Local Development Plan (LDP) 2013 – 2021.

¹ The Planning (Listed Buildings and Conservation Areas) Act 1990

² Made under Article 4 of the GPDO 1995, confirmed on 28th June 2010

³ Section 71 P(LB&CA)A 1990

⁴ Section 72

⁵ which replaced the former Civic Amenities Act of 1967

⁶ Planning and the Historic Environment: Historic Buildings and Conservation Areas

⁷ Planning and the Historic Environment: Directions by the Secretary of State for Wales

1.1.6 Haverfordwest is an historic market town with a clear hierarchy of streets and spaces and many architecturally distinctive buildings in a diversity of styles, largely comprising 18th and 19th century buildings, including fine examples of historic shop-fronts; a high concentration of religious buildings and ecclesiastical architecture; and well-proportioned, elegant Georgian buildings and terraces. There are approximately 350 listed buildings and two Scheduled Ancient Monuments - the Castle and the Priory. within the conservation area (see plan below). Haverfordwest Priory's medieval gardens have Grade 1 status in the Register of Landscapes, Parks and Gardens of Special Historic Interest in Wales.

1.1.7 The Conservation Area is urban in nature, comprising the compact historical core of the town. Much of the town's character is created by its medieval street pattern, which gives emphasis to the high ground and prominent buildings with an urban form and townscape that have been heavily influenced by the natural topography of the area. The historic growth of Haverfordwest and the urban form that has evolved as a consequence still features strongly in the current town structure with the medieval street pattern and deformed central grid still apparent despite the functional requirements of modern transport. Burgage plot layouts to High Street and Dew Street are clearly discernible. These features comprise one of a number of key characteristics from which the special interest of the Conservation Area is derived.

1.2 Background

1.2.1 A Conservation Area is an area “...of special architectural or historic interest, the character of which it is desirable to preserve or enhance”¹⁸.

1.2.2 Conservation Areas were created by the Civic Amenities Act of 1967 when it was decided that listing historic buildings individually was not enough to protect groups of buildings, which although not individually listed contributed to the character of the place as a whole, and their setting. It was also realised that the spaces between buildings and trees were also important elements. These whole areas were to be protected and designated as Conservation Areas.

1.2.3 Conservation Area designation should be seen as the prime means of recognising, protecting and enhancing the identity of places with special character. Quality of place should be the prime consideration in identifying Conservation Areas although there can be no standard specification for Conservation Areas. Designating a Conservation Area does not prevent future changes to buildings and their surroundings. It does mean, however, that the local planning authority, when considering planning applications, including those which are outside a Conservation Area but would affect its setting, must pay special regard to whether the proposed changes “preserve or enhance the character or appearance of the Conservation Area”.

¹⁸The Planning (Listed Buildings and Conservation Areas) Act 1990

1.2.4 The Act has now been incorporated and expanded into the Planning (Listed Buildings and Conservation Areas) Act 1990 which provides the statutory basis for planning control within Conservation Areas. This Act imposes a duty on local planning authorities to regularly review their designated areas, to designate new areas if appropriate and following designation draw up and publish preservation and enhancement proposals, and to exercise their planning powers for preservation and enhancement.

1.2.5 The designation of a Conservation Area is normally based on a detailed assessment of the special architectural and historic interest of the area. These assessments are known as Conservation Area Appraisals.

1.2.6 Conservation Area Appraisals are important for the local authority, for developers and for the public. They can be used in conjunction with existing planning policies and guidance; they can assist in the ongoing management of Conservation Areas; form the basis for enhancement programmes; and provide a sound basis, defensible on appeal, for local plan policies and development control decisions. Appraisals also have wider applications as educational and informative documents for the local community.

1.3 Haverfordwest Conservation Area

1.3.1 The County of Pembrokeshire (excluding the Pembrokeshire Coast National Park) has 24 Conservation Areas, one of which lies within the historic market town and county town, Haverfordwest.

1.3.2 Haverfordwest Conservation Area was designated by Preseli District Council in 1975. The designated area comprises the medieval core of the town including the Castle, St. Thomas Green, Market Street and High Street. It also encompasses the principle retail and commercial areas along Bridge Street, the Riverside and those areas adjacent to the Western Cleddau such as Quay Street.

1.3.3 This Conservation Area has been identified by Pembrokeshire County Council as a high priority for review due to it being one of Pembrokeshire County Council's Hub Towns⁹ (as identified in the Wales Spatial Plan) and one of the largest urban Conservation Areas within the County. For many years it has been suffering from dereliction and the unsustainable economic use of many of its important historic buildings. More recently it has been the focus of a Townscape Heritage Initiative (THI) which has sought to regenerate the heart of the county town through building conservation.

⁹ Hub Towns – Haverfordwest, Milford Haven, Pembroke, Pembroke Dock, Fishguard, Goodwick and Neyland

1.3.4 Significant parts of the Haverfordwest Conservation Area have the added protection of an Article 4 Direction. The Council has, by issuing an Article 4 Direction, removed permitted development rights. These are the rights that people have to extend or alter their property without first obtaining planning permission. By removing these rights, planning permission will be required for specific minor developments (which otherwise may not need permission) such as the replacement of windows or alterations to boundary walls etc. If rights are unchecked the 'special interest' of a Conservation Area could be undermined and eroded.

1.3.5 The Haverfordwest Article 4 Direction was made under Article 4 of the Town and Country Planning (General Permitted Development) Order 1995 and was confirmed on 28th June 2010.

1.3.6 The aim of an Article 4 Direction is to encourage the retention of high quality architectural features on buildings and to preserve and enhance the Conservation Area of which they are part. 'Like for like' repairs and reinstatement of architectural features will be encouraged along with the removal of previously unsympathetic changes to buildings.

1.4 Purpose and Scope of the Appraisal

1.4.1 On designation in 1975 the Haverfordwest Conservation Area was recognised as being of special architectural and historic character which warranted preservation and enhancement. Since its designation, a character statement for the Conservation Area was produced in 2003.

1.4.2 The purpose of this study is to undertake a character appraisal¹⁰ for the Conservation Area as part of the County Council's rolling programme of Conservation Area review. It describes the special architectural and historic interest of the Conservation Area and provides a detailed analysis of its character and appearance, concluding that designation as a Conservation Area is clearly justified.

1.4.3 This Character Appraisal supports the policies of the Local Development Plan for Pembrokeshire. It is to be used as a material consideration in the assessment and determination of applications for development within the Conservation Area and to help guide its future management.

This document will be a material consideration in the determination of planning applications.
Unlawful developments may result in enforcement action being taken.

¹⁰ follows the general guidance set out in English Heritage "Conservation Area Appraisals"

1.5 Methodology

[A Conservation Area appraisal] should be regarded as the first step in a dynamic process, the aim of which is to preserve and enhance the character and appearance of the designated area – and to provide the basis for making sustainable decisions about its future through the development of management proposals.

(English Heritage 2006)

1.5.1 The aim of this Conservation Area Character Appraisal is to re-assess the designated area in terms of reviewing its boundary and to record its special architectural and historic interest.

1.5.2 The approach of authorities in preparing appraisals varies greatly in terms of presentation and format. The best examples are those that are concise and which isolate the important elements of an area's character.

1.5.3 This appraisal will consider the Conservation Area using as a framework the guidelines set out in the English Heritage 'Guidance on Conservation Area Appraisals' (2006) and 'Guidance on the management of Conservation Areas' (2006). The appraisal will be approached through the following objectives:

- I. To outline and explain the historical development and evolution of the area;
- II. To define and analyse the special character and interest of the Conservation Area, and its surroundings, in relation to its architecture, topography, open spaces and landscape and the relationship between them;
- III. On the basis of this assessment; to review the existing Conservation Area boundaries, and
- IV. To identify potential opportunities and management proposals for the preservation and enhancement of the area.

2. Planning Legislation and Policy Context

2.1 National Legislation, Policy and Guidance

2.1.1 The Town and Country Planning Act 1990 and the Planning (Listed Buildings and Conservation Areas) Act 1990 (England and Wales) have consolidated earlier conservation legislation.

2.1.2 The Planning (Listed Buildings and Conservation Areas) Act 1990 requires local authorities to designate as Conservation Areas “any area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

2.1.3 Under section 69 of the Act there is a duty on local planning authorities to review Conservation Areas from time to time by preparing and publishing proposals for the preservation and enhancement of Conservation Areas and to consider whether further designation of Conservation Areas is called for. It is worth noting that Welsh Government is committed to introducing legislation on the historic environment to the National Assembly in 2015.

2.1.4 This Appraisal should be read in conjunction with national planning policy and guidance such as Planning Policy Wales, Edition 6 (February 2014), amplified by Circular 61/96 and Circular 1/98. These documents provide advice on the designation of Conservation Areas and in particular guidance for assessing their special interest.

2.1.5 Circular 61/96 (para 20) states that the quality of place should be the prime consideration in identifying, protecting and enhancing Conservation Areas. This depends on more than individual buildings. It is recognised that the special character of a place may derive from many factors, including: the grouping of buildings; their scale and relationship with outdoor spaces; architectural detailing; and so on.

2.1.6 The current context for land use planning policy in Wales is contained in Planning Policy Wales Edition 6 (February 2014) which provides specific guidance for the designation, positive management and review of Conservation Areas. Planning Policy Wales explains the role of local planning authorities in formulating Conservation Area policies and exercising development control functions within Conservation Areas. Specific reference is given to the preparation of Conservation Area character appraisals which can assist planning authorities in the exercise of their planning and development control functions.

2.1.7 Planning Policy Wales Edition 6, February 2014 (para 6.5.17) states that if any proposed development would conflict with the objective of preserving or enhancing the character or appearance of a Conservation Area, or its setting, there will be a strong presumption against the granting of planning permission.

2.1.8 Planning Policy Wales is supplemented by a series of Technical Advice Notes (TANs). TAN 12: Design is relevant to Conservation Areas as it outlines a number of objectives of good design including the need for development to respond to character and context.

2.2 Local Planning Policy and Guidance

2.2.1 This Appraisal will strengthen policies by providing greater detail on the special elements that give the Conservation Area its character and therefore provides a firm basis on which applications for development within the Haverfordwest Conservation Area can be assessed. It should be read in conjunction with the wider development plan policy framework produced by the County Council.

2.2.2 In terms of local planning policy relevant to this appraisal, the Local Development Plan for Pembrokeshire (LDP) was adopted in February 2013 and sets out the Council's policies for protecting and enhancing the historic environment.

2.2.3 Of particular importance within the LDP are the specific policies relating to the historic built environment and in particular Conservation Areas.

- SP 1 Sustainable Development
- SP 16 The Countryside
- GN.1 General Development Policy
- GN.2 Sustainable Design
- GN.3 Infrastructure and New Development
- GN.4 Resource Efficiency and Renewable and Low-carbon Energy Proposals
- GN.11 Conversion or Change of Use of Agricultural Buildings
- GN.37 Protection and Enhancement of Biodiversity
- GN.38 Protection and Enhancement of the Historic Environment

2.2.4 For a full description of the policies that provide the context for assessing development proposals within the County's Conservation Areas refer to the adopted Local Development Plan¹¹.

¹¹ [Pembrokeshire County Council Local Development Plan](#)

2.2.5 Enforcement Strategy

The powers available to Local Authorities include:

- Enforcement action against unauthorised development – planning contravention notices / breach of condition notices / enforcement notices / stop notices / and injunctions;
- Serving Repairs, Urgent Works and Section 215 notices;
- Compulsory Acquisition orders;
- Building Preservation Notices which extend Listed Building control over unlisted buildings for an interim period; and
- Identification and designation of Archaeologically Sensitive Areas as part of the preparation of the Local Development Plan such designation should ensure consideration of potential archaeological issues at an early stage.

Buildings and sites, just outside the Conservation Area but adjacent to the boundary, must be considered as part of its setting and therefore similar planning considerations need to be applied.

3 Definition of Special Interest

3.1 Although not an exhaustive list, this character appraisal concludes that the special interest of the Haverfordwest Conservation Area derives from the following key characteristics:

- Historic market town with a long history inherently connected with the establishment of the Castle;
- Natural characteristics of the landscape and underlying landform that have influenced the plan form of the town;
- The setting of the town on the banks of the River Cleddau;
- Historic medieval street patterns, layout and burgage plots that remain evident in the modern town;
- A clear hierarchy of streets and spaces;
- the integrity and completeness of the historic street pattern of the area reinforced by the consistency of the building line and overall scale and massing of buildings;
- Architecturally distinctive landmark buildings, providing focal points of interest within the town and from the wider area;
- Significant views into, out of and within the Conservation Area;
- the importance, variety and considerable number of high quality historic buildings and townscapes within the Conservation Area;
- A diverse mix of building styles and types with the majority comprising 18th and 19th century buildings;
- Many fine examples of well proportioned and elegant Georgian buildings and terraces;
- Two Scheduled Ancient Monuments and a large number of Listed Buildings;
- Four distinctive character areas with a mix of past and present land uses;
- Fine examples of historic shop fronts, and
- High concentration of religious buildings and ecclesiastical architecture.
- the benefits and improvements evident from the THI stage 1 initiative

4 Assessing Special Interest

4.1 Location and Setting

4.1.1 Haverfordwest is the county town of Pembrokeshire and is located in South West Wales, some 7 miles north of Milford Haven and 15 miles south of Fishguard. The town is centrally located within the County, in close proximity to the Pembrokeshire Coast National Park and within easy reach of the coast. It sits on the banks of the Western Cleddau and nestles in undulating topography. Today Haverfordwest has a population of 13,600 (Census 2001). The town can be accessed from the wider road network via the A40 to St. Clears and, beyond, to the M4.

4.1.2 The Conservation Area covers an area of approximately 49.25 hectares and comprises the historic core of the town, including the Castle, St. Thomas Green, Market Street and the High Street. It also encompasses the principal retail and commercial areas along Bridge Street, the Riverside and those areas adjacent to the Western Cleddau such as Quay Street.

The Article 4 Area boundary follows a much tighter line around residential streets and areas within the Conservation Area. The total area covered is approximately 200,700 sq m.

General character and plan form

4.1.3 The urban form and townscape of Haverfordwest has been heavily influenced by the natural configuration of the area. The Conservation Area is urban in nature comprising the compact historical core of the town. Much of the town's character is created by its medieval street pattern, which gives emphasis to the high ground and prominent buildings. The historic growth of Haverfordwest and the urban form that has evolved as a consequence still features strongly in the current town structure. The medieval street pattern and deformed central grid are still apparent despite the functional requirements of modern transport. Clearly the town's evolutionary pattern and layout is still evident today within the present Conservation Area, with burgage plot layouts to High Street and Dew Street clearly discernible. These features comprise one of a number of key characteristics from which the special interest of the Conservation Area is derived.

Landscape setting

4.1.4 As with the whole of Haverfordwest, the Conservation Area's physical character and setting derives from its relationship with the natural configuration of the landscape and underlying landforms. The Conservation Area is therefore largely affected by the Western Cleddau running through the river valley, with the town built on a pair of sandstone ridges either side. The high ground, split by the river valley creates views from hill to hill, down into the valley and out over the countryside. The prominent position of the Castle and the surrounding town immediately distinguishes it from the surrounding landscape.

‘Anyone approaching Haverfordwest by way of the main A40 road from the east – or from the north – is likely to focus on the castle first, a splendid ruin looming over the lower part of the town.’

(Haverfordwest Civic Society 2006)

4.1.5 As a result St Thomas’ Church, St Mary’s Church and the Castle are highly visible within the landscape. A number of streets within the Conservation Area reflect the topography with High Street, Market Street, Goat Street and the lanes around St Mary’s Church having steep gradients. There are very few flat areas within the Conservation Area.

4.2 Historic Development and Archaeology: The Origins and Historic Development of the Area

Pre – 17th Century

4.2.1 Evidence of a permanent settlement in the 12th century came with the construction of the Castle. The Castle became the focal point for social, administrative, economic and military activities in the area. It became the principal catalyst for the town’s evolution into a thriving commercial centre at the heart of Pembrokeshire, providing a secure military base with excellent river communications and links to the sea. Other earlier structures that developed as a result of increased commerce and trade were the Priory and the Crypt (The crypt is now encased within a rebuilt structure adjoining Market Street and High Street). By the end of the 13th century the Castle lay at the heart of a thriving borough, among the most populous and most important in Wales.

4.2.2 The right to hold a Sunday market in the town was granted in 1210, a lucrative concession and an indication of the increasing prosperity of the town. For hundreds of years the market was held in the area surrounding St Mary’s Churchyard. The town grew rapidly, initially around this area then spread into the High Street and continues along the principle routes into and out of the area along the banks of the Cleddau. In the 1340s the medieval town of Haverfordwest reached its highpoint prior to the outbreak of the Black Death. From 1349 onwards Haverfordwest suffered a major loss of population and economic decline that left much property in the town unoccupied.

4.2.3 In 1479 Haverfordwest received its Royal Charter and was granted the status of being both a town and county in its own right (this also granted the town the right to hold a fair). Haverfordwest served as both its administrative and commercial centre with rapidly developing industries and trades.

“During much of the medieval period the town’s prosperity was guaranteed by charters and special privileges conferred by a succession of noble or royal patrons. These gave exemption from tolls and granted a monopoly of particular trades.”

(Haverfordwest Civic Society 2006)

17th Century

4.2.4 During the 17th century Haverfordwest reached its highest point in terms of being one of the largest, wealthiest and most important towns in Wales before being ruined and impoverished by the Civil wars and plague that followed. The Castle had been partly destroyed and dismantled, no doubt becoming a source of limestone and sandstone for generations of builders, for rubble is the material of which the town is largely composed.

4.2.5 Although the town recovered from these events it never regained its former importance, being rapidly surpassed by other towns such as Swansea and Carmarthen. Despite this the town continued to grow steadily as market functions developed alongside those of those of the river port.

18th and 19th Century

4.2.6 Throughout the 18th and 19th centuries Haverfordwest became fashionable with the local gentry, many of whom built town houses in the High Street and Hill Street reflecting the town's position as the centre of Pembrokeshire society, life and economy. Fine buildings such as the Georgian Shire Hall in High Street and John Nash's Foley House at Goat Street became important elements of the townscape. Although much of the medieval street plan remains today, most of the buildings are predominantly of 18th and 19th centuries, at least in outward appearance. At this time Haverfordwest was described as:

“Consisting of numerous streets, some of which are regularly built, and contain the town residences of many of the neighbouring gentry, others are steep and narrow...”

(Lewis 1833)

4.2.7 The style and external appearance of town houses changed drastically in this period with the impetus for change derived partly from the development of Haverfordwest as a leisure town for the gentry.

“River crossings have largely determined the layout and pattern of streets within the town and as such the New Bridge in 1837 provided an improved approach to the town via the fine terraces of Victoria Place, which replaced crumbling medieval streets”.

(Dyfed Cultural Services Department 1992)

4.2.8 Other major improvements in the 19th century sought to redevelop the town with the laying down of pavements, the construction of prominent buildings such as the Shire Hall and Cornmarket. At this time, new and wide streets and spaces became the setting for many parades, fairs and celebrations within the town.

4.2.9 The importance of Haverfordwest as a port was recognised in the early part of the 19th century with many of the industries in the town being established along the banks of the river. A large number of stores and mills were built, in which goods were produced and stored. Whilst many of these buildings are still in existence today, by the 19th century the town had lost many of its medieval features.

4.2.10 However the arrival of the South Wales railway at the town in 1853 brought the rapid reduction in river traffic and sea trade that led to the eventual decline of the port and quayside area.

20th and 21st Century

4.2.11 The town continued to be the centre for the farming community and has remained the county town of Pembrokeshire despite a period of local government re-organisation in the early 1970s. It is argued by some that the second half of the 20th century was less kind to Haverfordwest, with conservation not much regarded, and ignorance widespread. On the opposite bank of the river to the Castle, the Riverside Quay pedestrianised shopping development with its multi storey car park has once more shifted the commercial centre of the town, downhill from St Mary's. However the town has also seen significant highways improvements, the establishment of large supermarkets and retail units out of the town centre and most recently a new leisure centre at St Thomas' Green.

4.2.12 Haverfordwest today is a typical small market town. Many of its important medieval features are still discernible along with town houses, prominent buildings and terraces of the Georgian period. Over the last couple of years a Townscape Heritage Initiative has helped transform historic properties in both Market Street and High Street. The town and in particular the Conservation Area has retained much of its built heritage with its existing medieval street pattern, the historic properties of High Street, Dew Street, Dark Lane, Goat Street, Market Street and many of the smaller streets north west of the Castle.

Archaeology

Iron Age

4.2.13 An Iron Age hill fort is believed to have once stood on the site of the castle given its wonderful defensive position and dominance overlooking the lowest fording point of the Western Cleddau however, the building of the castle has obscured any such traces of Iron Age remains.

Anglo Norman

4.2.14 Haverfordwest has its origins in the Anglo-Norman period with the establishment of both the castle and town at around 1110. The Castle, established on a ridge overlooking the west bank of the River Cleddau lies within the heart of the Conservation Area, forming part of the town's historic core. However, much of the original Norman Castle fortress has been destroyed.

Medieval

4.2.15 Most of Haverfordwest Castle as it is seen today dates from the 13th Century. A substantial portion of the Castle still survives today despite the Civil Wars. In what was the outer ward of the Castle is a bleak 19th century prison, now the County Record Office. The Castle is one of two Scheduled Ancient Monuments within the Conservation Area. Much of the town's character is formed by its medieval street pattern. These medieval characteristics including the discernable triangular grid pattern of the town, burgage plot layouts and churches remain evident today.

4.2.16 The three parish churches of St Mary's, St Thomas' and St Martin's built in the 13th century remain. These historic elements of the town along with Dark Street, St Mary's Street and the top of High Street provide the best examples of archaeological elements from the medieval period. The present Conservation Area boundary certainly demonstrates this.

4.2.17 Archaeological evidence of a few fragmentary medieval stone-built domestic structures survive today in the form of vaults and cellars found in the market area and which predate the houses built over them. Near the crest of the hill, opposite St Mary's Church, on the junction with Market Street is the entrance to the Crypt, a vaulted cellar of a 13th century house, now a listed building retained as part of a modern development on the site of Commerce House.

4.2.18 Another Scheduled Ancient Monument lies within the Conservation Area on the west bank of the River Cleddau. The Priory was built around 1200 on land given to the Augustinian canons by the lord of Haverfordwest. From 1983 a programme of excavations has taken place on the site of the Priory ruins, resulting in many of the original buildings being brought back to light and the discovery of a medieval garden laid out in raised beds, now with Grade 1 status, in the Register of Landscapes, Parks and Gardens of Special Historic Interest in Wales.

18th and 19th Century

4.2.19 Post medieval rebuilding within the town includes 18th and 19th Century buildings with town houses in the Georgian tradition (CCW 2003). The town we see today is essentially a relic of the 18th and 19th centuries. Many of the buildings that remain are of good quality and characterise significant archaeological elements of the town. These buildings and structures comprise the majority of listed buildings within the Conservation Area.

4.3 Spatial Analysis

Character and Interrelationship of Spaces within the Area

Routes

4.3.1 There is a clear hierarchy of paths within the Conservation Area that contain the main channels of movement. High Street, Dew Street and Barn Street are the principal paths within both the Conservation Area and the town. Both High Street and Dew Street along with Market Street have historically featured as the principal streets of the early settlement. High Street and Dew Street in particular provide a significant element of orientation and connection with the historic grid pattern. Importantly High Street also provides a key connection with Quay Street to the south and Bridge Street to the north along the banks of the River Cleddau.



View up High Street

4.3.2 Today the High Street remains full of important characteristics of historic interest. Moving westwards along High Street from Picton Place towards St Mary's Church, the street becomes more enclosed with number of three and four storey buildings that clearly define either side of the street creating a sense of enclosure and legibility in the street scene. In addition the street produces a series of views as it rises with a number of important marker buildings made more obvious by the rising topography. This view culminates with St Mary's Church.

4.3.3 Beyond this, High Street gives way to Dew Street with the County Library and surrounding area below representing a visually negative space that detracts from the character of the historic area around St Mary's Church.

4.3.4 Continuing westwards along Dew Street the street widens and the scale of the buildings reduces to predominantly two storey residential dwellings that reduce the sense of enclosure created previously along High Street. However this area still retains many examples of architectural richness and the use of strong, vibrant colours.

4.3.5 To the west of the Conservation Area are the historic streets of Market Street, Goat Street and Hill Street which comprise a grid of streets that linked the churches across the town. Today these historic routes still provide important links in the form of north-south routes across the Conservation Area from St Thomas Green to the High Street. However these routes no longer feature prominently as the main channels of movement and connections. Market Street provides a direct connection from St Thomas' Green to St Mary's and High Street. Along with Goat Street, Hill Street and Hill Lane the scale of these streets are smaller and more subtle than High Street comprising building heights of mainly two to three storeys. There is still a high degree of enclosure and legibility created by these street scenes.

4.3.6 Tower Hill, St Mary's Street and Dark Lane comprise a small network of streets around St Mary's Church. These narrow streets are mainly defined by three storey buildings that have very little or even no set back from the street. The height and narrowness of these streets heightens the sense of enclosure and frames the views along and at the end of the streets. These characteristics provide a strong visual link back to what this area would have historically looked like.

4.3.7 Quay Street forms the main riverside route from High Street towards the Priory. Whilst the street is enclosed at its northern end, the southern end has a much more open character that benefits from greenery and vegetation lining the banks of the river.

4.3.8 The pedestrianised streets of Bridge Street and the Riverside area opposite comprise the main shopping area of the town. Bridge Street joins Castle Square with Swan Square, two significant spaces within the Conservation Area. Like other streets within the Conservation Area its narrow width and height of the buildings helps to create a strong sense of enclosure.

Nodes

4.3.9 The principal spaces, meeting points or nodes within the Conservation Area include:

- St Thomas' Green;
- The old market place around St Mary's Church;
- Castle Square, and
- Swan Square.

4.3.10 St Thomas' Green lies at the junction of a number of important paths within the Conservation Area. It was formerly a significant setting and space for the old Infirmary building, however today the new leisure centre occupies and dominates this space. The current use of the green is a car park, however with the construction of the leisure centre this area has undergone significant landscaping and public realm works.

4.3.11 St Mary's Church is located within the old market square of the town at the convergence of Market Street, High Street, St Mary's Street and Tower Hill. The space is well defined and enclosed by buildings, however the streets that form the triangular pattern around St Mary's Church are dominated by traffic and as such the area offers little opportunity for people to stop and enjoy this space.

4.3.12 Castle Square, arguably the main nodal point within the Conservation Area today, is located at the convergence of the two principle commercial streets of the town. It is well defined by buildings of up to three and four storeys, many of which have lost their traditional features and are currently in poor repair.



Castle Square

Notwithstanding attempts by commercial premises within the Square to create a café culture, by offering outside seating areas, and a recent enhancement scheme, to improve paving and surfacing, there remains potential to improve the vibrancy and attractiveness of Castle Square as an open space.

4.3.13 Swan Square is situated west of the Old Bridge and despite its historical significance, being within close proximity to the Castle and a link to Castle Square it has become dominated by traffic and largely comprises negative and neutral buildings. As a result this space has lost any kind of definition or function within the Conservation Area.

Key Views

4.3.14 Within the Conservation Area there are a number of important views, many of which may have already been discussed. This is not an extensive list but it does demonstrate that within, looking into and out of the Conservation Area these views form an important component of the Conservation Area's character and should therefore be preserved and enhanced wherever possible.

Panoramic Views

- From Salutation Square towards the town centre
- From the Parade eastwards across the Western Cleddau River
- From the Castle across the town centre and beyond



Long Distance Views

- From the Priory up the river towards New Bridge
- From Victoria Place westwards up the High Street
- From Castle Square up the High Street
- Upper Market Street towards St Mary's Church
- Eastwards across St Thomas' Green

Short Distance Views

- From Hill Lane towards the Castle
- From St Thomas' Green towards St Thomas' Church
- From Mariners Square towards St Mary's Church

Landmark and Key Buildings

4.3.15 The early growth of the town was based on the visual links between prominent buildings heightened by the underlying landform. Today there are a number of landmark buildings within the Conservation Area dating back to the early 12th and 13th centuries, that remain strong points of reference from within and approaching the town. These influential buildings are situated in prominent positions immediately visible to the surrounding areas thus reflecting their important status. The ruins of the Castle and its surrounding environs dominate the skyline of Haverfordwest and when entering the town from the east, St Thomas's Church, St Mary's Church along with the Castle are the three prominent landmarks that are an immediate point of reference for the whole of Haverfordwest.

Haverfordwest Civic Society (2006) proclaims,

“Among the parish churches of Haverfordwest three stand out visually. Anyone arriving from the east might notice the tower of St Thomas’s before catching sight of the castle itself. It stands at the edge of the hill on the south side of the town, breaking the skyline. St Mary’s, with a clock in its stubby tower, is an inescapable focal point, closing off the view up High Street. And although St Martin’s is a little hidden away, its slender spire is conspicuous from many angles”.

4.3.16 There are a number of other prominent buildings constructed during the growth of the town that are now listed and lie with the Conservation Area, including Foley House, Shire Hall, Hermon’s Hill House and the former Cornmarket. In addition, the former Masonic Hall at Picton Place and the two terraces of four storey Georgian buildings that line either side of Victoria Place provide a strong visual gateway into the Conservation Area and town from the A40.



Masonic Hall



Shire Hall

Public Realm

4.3.17 Unfortunately there are very few historic public realm details left within both the Conservation Area and the town as a whole. Throughout the Conservation Area public realm elements such as street furniture, lighting and planting are a general mix of styles and materials with very little co-ordination. However there are a number of distinctive boundary treatments and details that influence the relationship of the buildings to the street. Most important are the stone walls and railings, a good example of which can be found along St Thomas’ Green, outside Shire Hall, No.8 and 8a Spring Gardens and around St Mary’s Church. Also some examples of historic pavements can still be found within the Conservation Area but these are few in number. The increasingly inappropriate use of modern street surface finishes such as concrete paving severely detracts from the Conservation Area’s historic character. Examples of poor paving are particularly noticeable along Quay Street and Dew Street where there is a mix of worn paving.

4.3.18 St Thomas' Green is the largest urban area of open space within the Conservation Area and represents a good example of a recent major development scheme which has enhanced the area with a well designed public realm and good use of landscaping. This has helped to soften this urban space which is dominated by car parking.

4.3.19 Whilst Castle Square and High Street have recently undergone a street enhancement scheme to improve their paving, Castle Square has become a largely empty space with little character and little to define this area apart from the paving and building frontages.

4.3.20 Today the public realm within the Conservation Area suffers from little remaining historic detailing, inappropriate materials and surfacing, a lack of coordinated public realm details, poor signage and visual clutter. The historic interest and character of the Conservation Area are therefore currently being undermined by a poor public realm that is increasingly becoming dominated by car parking and traffic. This current situation provides a key opportunity for enhancing the Conservation Area. Vital to this is the need to develop a consistent design approach for the public realm, which reinforces the distinctive character areas and historic elements of the Conservation Area and achieves a high quality finish that is appropriate and sympathetic to the historic setting.

Open/ Green Spaces, Trees and Landscaping

4.3.21 Despite the Conservation Area being largely urban in nature, there are still a number of mature trees and open/green spaces within the Conservation Area. These elements enhance the area by adding colour and texture within the townscape. Open/green spaces are important to the setting of the Conservation Area, linking the compact urban core to the surrounding rural landscape. Of particular importance are the three main churchyards within the Conservation Area which comprise important green spaces that add texture and colour to the character and appearance of the area. The newly landscaped area outside the leisure centre and along the car park at St Thomas' Green, sets off the area providing a pleasant approach and environment that reduces the dominance of the car park and tarmac. Another important area of open space is that which surrounds the Priory on Quay Street. The Priory is situated on the grassy banks of the River Cleddau on the outskirts of the town and thus is strongly linked to the surrounding rural landscape.

4.3.22 Also the steep and wooded hillside above Quay Street stretching up to the Parade and St Thomas' Church comprises mature trees and vegetation which creates a leafy, quiet area. Other vegetated areas which are important to the character and appearance of the Conservation Area are the terraced lawns and mature trees leading down from the Castle to Castle Lake car park and the banks of the River Cleddau at the north eastern boundary of the Conservation Area.

4.3.23 There are also a number of tree lined streets which add to the colour and texture of streets within the Conservation Area. In addition, small scale street planting can also be seen in a number of places within the Conservation Area. The Riverside Quay development comprises a tree lined shopping area situated on the banks of the River Cleddau. Whilst there are a number of open spaces and trees within the Conservation Area, many of the nodes and public spaces are devoid of landscaping. Therefore landscaping offers a huge potential to enhance many of the streets and spaces within the Conservation Area.

4.4 Character Analysis

The Haverfordwest Conservation Area can be roughly divided into four separate character areas each with its own characteristic. Whilst the boundaries of each area are neither fixed nor precise there is a noticeable difference between each character area in terms of current and past land uses and activities, building form, layout and individual qualities and detailing.

- Commercial
- Old Town
- Quayside
- Cultural

The full extent of each character area is shown on the accompanying 'Character areas map'. Each section below briefly considers their historical development and summarises their principal features.

Commercial

4.4.1 The commercial character area occupies the north eastern corner of the Conservation Area forming the retail heart of the town incorporating mainly Bridge Street, High Street and the Riverside. Whilst the commercial core of the town has historically centred on St Mary's Church and the surrounding streets at the top of the town, over the years the main retail core of the town has moved downhill along the riverside area. This area is defined in land use terms by a predomination of national chain shops and retail units. Within this area the retail offer is dominated by a number of mobile phone and low value stores.

4.4.2 The grand Georgian and early Victorian structures of Salutation Square together with Picton Place, the New Bridge and Victoria Place form the gateway and wide avenue into the town centre. These tree lined streets add colour and texture to the street scene further enhancing their character and grandeur. The High Street is the principal route through the town and comprises a high volume of traffic which detracts from the high quality of the street itself. The High Street is of a grander scale than adjacent character areas owing to the width of the street and the number of three to four storey buildings. Buildings within High Street are largely comprised of Georgian facades up to five storeys in height, traditional sash windows and mansard and pitched roofs. In terms of the scale, quality and density of these buildings, High Street is unlike any other town in Pembrokeshire.

4.4.3 There are many prominent and listed buildings in and around High street and Castle Square. However some of the buildings which occupy these prominent locations are out of character with the surrounding townscape and Conservation Area. Other buildings are currently in a poor state of repair and many have undergone a programme of restoration under the Townscape Heritage Initiative. The Shire Hall, a Grade II listed building in the town centre has recently been renovated under the Townscape Heritage Initiative which has brought the building back into prominence as the focal building in the town centre with a striking new colour scheme of Regency Red.

4.4.4 However, Bridge Street in comparison comprises a more enclosed and narrow street with smaller two storey buildings. There are few listed buildings within Bridge Street. The Riverside Quay shopping development and multi storey car park situated on the opposite side of the river to Bridge Street is of a more modern construction which creates a largely urban and concrete environment. The backs of the buildings along Bridge Street together with the Riverside Market and the Pound Stretcher building on Swan Square create a negative area within the Conservation Area which offers an opportunity for the redevelopment and enhancement of the area.

Quayside

4.4.5 The Quayside is an area between the Western Cleddau and the green wedge along the eastern boundary of the Conservation Area. It has a number of wharf type buildings and warehouses that face the river; however as with the buildings of Bridge Street which back onto the river, the treatment of the water edge is relatively anonymous with poor public realm detailing and an abundance of car parking. Whilst the buildings nearest High Street comprise small shops, they still create strong sense of enclosure due to their compactness and the narrow width of the street. The historic fabric of this street remains intact, however some areas are in need of enhancement and many of the buildings have been adapted to incorporate modern uses. In addition, the large warehouses towards the opposite end of the Quay Street form an important part of the townscape due to their scale.

These buildings offer the potential for redevelopment.

4.4.6 This end of the street is quieter and more heavily vegetated than the other character areas; however informal car parking lines the edge of the street along the majority of this area detracting from its character.

4.4.7 The remains of a 12th century Priory, a Scheduled Ancient Monument contained within Grade I registered medieval gardens , lies at the end of Quay Street on a level piece of land above the banks of the river. Recent enhancement works have made this area a valuable open space, however due to its distance from the town centre this space is often underused.

4.4.8 The former Post Office, situated on the eastern side of Quay Street is a prominent building that has a distinctive classical style constructed of ashlar bath stone masonry. However along the west side of Quay Street there are a number of enhancement opportunities and gap sites. For example, Vaughan's and The Workingmen's Club are more modern buildings which contrast sharply with the traditional buildings at both ends of the street.

Old Town

4.4.9 The old town comprises the historic core of the town and is located around the Castle, a Scheduled Ancient Monument, in what was once the Castleton area of the town, including North Street and Holloway. This area is principally residential with a network of small scale streets and spaces typical of the medieval period. The street layout is representative of the medieval period with a pattern of narrow lanes, alleyways and networks. This area also retains a number of small open and congregational spaces at Hayguard's Lane and Queens Square. Hayguard's Lane consists largely of disused scrub land with some poorly designed garages which create an unsightly view from the Castle above. Queens Square is now used as a car parking area for local residents but was once the market place for Castleton. These open spaces present an opportunity for public realm and landscaping works to enhance these areas. The area also contains several well proportioned and elegant Georgian terraces of historic interest such as Gloucester Terrace and Castle Terrace which comprise three storey town houses.



Castle Terrace

4.4.10 On the outskirts of this area at the bottom of Barn Street lies the Regency terrace known as Spring Gardens. This small residential terrace is one of the most attractive, picturesque and quaint locations in the Conservation Area. This is a unique, purpose built terrace of buildings created by the notable Haverfordwest Architect and Developer William Owen. The terrace is of exceptionally high quality and some of the alterations that have taken place to them e.g. the railings give them an additional level of historic interest.

4.4.11 The beginning of City Road comprises a residential area with a mix of large scale Georgian properties and small scale cottages which front the public highway and line this historic route out of the town to the north. This narrow and steep road sweeps around a tight corner creating a canyon effect. Whilst this area of City Road with its street layout, form and traditional style dwellings adds character to the Conservation Area, there are buildings further along this street that are still within the boundary yet offer little merit in terms of their character and visual impact. The majority of these properties have lost their traditional features, detailing and materials. The use of inappropriate and unsympathetic materials such as upvc is prevalent within this section of the street and terrace.

Cultural

4.4.12 The final character area that is distinguishable within the Conservation Area is the cultural area. This is situated to the south west of the Conservation Area and located around Market Street and St Thomas' Green. There is a mix of residential and individual specialist and local retailers. Market Street is a traditional retail area of the town that climbs steeply from St Mary's Church towards St Thomas' Green. This street is comprised of large scale three storey buildings with ground floor retail use. Whilst a number of properties have residential use above the ground floor, others have limited upper storey activity. The Townscape Heritage Initiative has had a significant impact on this street, repairing and restoring many traditional shop fronts as well as Commerce House and the Crypt site which occupies a prominent location where High Street meets Market Street.

Market Street has already been transformed from the uninviting street of many dilapidated buildings and unoccupied shops of five years ago to today's vibrant and active road, where tenants occupy most or all of the shops.

(Pembrokeshire County Council, 2009)

4.4.13 St Thomas' Green is an area of level open space which is predominantly used for car parking and which is also occupied by Haverfordwest Leisure Centre. It is possibly the most diverse part of the Conservation Area, encompassing a number of architectural styles and a mix of large and small scale residential, commercial and ecclesiastical buildings. The southern and western boundaries of the Green form part of the Conservation Area boundary comprising small two storey terraces, many of which have undergone modernisation and lost their traditional features and detailing. The streets that feed off St Thomas' Green comprise large scale predominantly Georgian terraces. The majority of properties along Upper Market Street and Hill Street are residential with a few shops and public houses dispersed amongst them. Many historic architectural features within Hill Street have been retained such as slate hanging gable ends, original decorative doors and forecourt walls and railings.

4.4.14 Hill Lane is a steep narrow lane that links the High Street to Hermon's Hill and Goat Street. The narrowness of the lane is further emphasised by the height of the three storey buildings to its east and a three metre high random rubble boundary wall to the west. Goat Street is another residential street comprising large Georgian properties.

The prominent Foley House situated on Goat Street is a Grade II* listed building of great distinction, designed by John Nash in 1794. Whilst externally this large detached townhouse retains much of its original form and character, it has been inappropriately rendered, roofed in concrete tile and lost many of its internal features.



Foley House

The Buildings of the Conservation Area

Building Types

4.4.16 Haverfordwest Conservation Area is a large area and contains many fine examples of religious, residential, commercial and public buildings. It is therefore host to a wide variety of building types and styles from different historical periods. However the majority of building types within the Conservation Area have been built within either the Georgian or Victorian periods or subsequently have been refronted or altered in Georgian and Victorian styles. Throughout the Conservation Area there are many fine examples of well proportioned, elegant Georgian properties and terraces. The large Georgian terraces that line both sides of Victoria Place are unique to Haverfordwest and whilst this scale and style of building mimics the Georgian buildings of Bath, Haverfordwest is the only town within the County to have this distinct style of architecture. There are also prominent Edwardian buildings such as the former 'Post Office' on Quay Street and late Victorian/ early Edwardian buildings such as No.7a High Street. In terms of building types there is a clear mix of three storey terraces, townhouses and smaller more modest traditional dwellings and cottages within the Conservation Area. The scale of development and traditional building lines provide a form and unity of development within the Conservation Area. The Conservation Area is also especially notable for a high concentration of exceptionally interesting places of worship.

Listed Buildings

4.4.17 A listed building is one that is included on the Government's Statutory List of Buildings of Special Architectural or Historic Interest. These buildings are protected by law and consent is required from Pembrokeshire County Council before any works of alteration, extension or demolition can be carried out. Haverfordwest Conservation Area contains 308 listed buildings, with 3

Grade I, 23 Grade II* and 282 Grade II. The majority of listed buildings within the Conservation Area are from the late 18th and 19th centuries.

4.4.18 A Building at Risk Survey was carried out in 2008 in order to assess the condition of listed buildings throughout Pembrokeshire. The Buildings at Risk Register for the town of Haverfordwest identifies 9 listed buildings that are currently at risk. The 9 buildings at risk are all Grade II listed. In addition there are 41 listed buildings that have been identified as vulnerable. Of these 41 vulnerable listed buildings, 1 is Grade I listed, 7 are Grade II* and 33 are Grade II.

Key Unlisted/ Positive Buildings

4.4.19 In addition to many of the listed buildings, the Conservation Area contains various unlisted buildings that make a positive contribution to the area. Generally, these 'positive' buildings are individual or groups of buildings that retain all, or a high proportion, of their original architectural detailing and that add interest and vitality to the appearance of the Conservation Area. These are identified on the townscape analysis map as positive buildings and include:

- County Offices, Tower Hill
- No.1 Upper Market Street
- No.8 Upper Market Street
- Commerce House, Market Street
- Former Tasker's School, Tower Hill
- No.19 Dew Street
- Cleddau Villa, Kiln Road
- No.16 Market Street
- No.20 Market Street
- No.33 Merlins Hill
- No.35 Merlins Hill
- Northgate House
- No's 5 and 7 Picton Place
- No.49 Quay Street
- No.51 Quay Street

4.4.20 The identification of positive unlisted buildings within the Conservation Area follows advice provided in English Heritage guidance on Conservation Area Character Appraisals which stresses the importance of identifying and protecting such buildings. Some of these positive buildings together with many of the listed buildings within the Conservation Area have been further identified as landmark buildings because they occupy a prominent site within the Conservation Area or are particularly fine buildings.

4.4.21 Most positive buildings in the Haverfordwest Conservation Area date to the late 18th and 19th centuries. However, within the Conservation Area the majority of these positive buildings are in fact listed buildings and are located within the older streets of the cultural and old town zones.

Building Materials and Local Details

4.4.22 Within the Conservation Area, the traditional building materials are as follows:

- Walls:
Local sandstone, built using random rubble construction techniques. Wall finishes are varied yet traditional stucco render is still widely used. Many terraced properties have been altered and now comprise a range of different finishes such as pebble dash, roughcast, smooth stucco render and painted in a variety of colours, many of which are inappropriate within the Conservation Area.

- Roofs:

Pitched roof of approximately 37 degrees with the traditional roof covering being Welsh Slate. Whilst some properties retain their original coverings, many have been covered in artificial slate which lacks the texture and colour of a natural slate.

- Windows:

Window styles vary greatly although many traditional double hung timber sliding sashes remain. The most common historic window being the Georgian pattern 12 pane sash window although later Victorian and Edwardian windows of varying patterns are also evident in many properties. Many of the unlisted buildings within the Conservation Area have received replacement windows in a non- traditional style using inappropriate materials that are out of keeping with the character of the Conservation Area.

- Doors:

Styles are wide and varied yet there are many fine examples of Georgian and Victorian period doors within High Street, Hill Street and Goat Street. Many entrances still retain their decorative fanlights, pillared and pilastered porticos of painted timber construction.

4.4.23 Local details include:

- Railings:

Examples of historic railings within the Conservation Area are most evident at No. 8 and 8a Spring Gardens, around the boundary of St Thomas' Churchyard and Georgian railings along Hill Street and outside the Shire Hall, High Street.

- Decorative cast and wrought iron work:

The cast and wrought iron work to No. 8 and 8a Spring Gardens are an attractive feature that is dramatic and different to other properties within the terrace. There are other buildings within the Conservation Area which incorporate wrought iron work but these are on a much smaller scale. For example, buildings on Victoria Place have examples of such details around window cills and the Shire Hall on High Street displays good examples of ornate iron work.

- War memorials:

The Conservation Area contains three war memorials. An additional memorial is situated below St Mary's Church on the High Street where a red granite column marks the spot where the Marian Martyr, William Nichol, was burnt at the stake in 1558.



War Memorial

Shop fronts, advertisements and signs

4.4.24 Shop fronts, advertisements and signs are a feature of the commercial, cultural and quayside areas. There are a number of whole or partly altered historic shopfronts and some good examples of modern replicas. However, many shopfronts have been altered or are completely modern. Many of the modern replacements which are evident in Bridge Street lack the quality of the originals. However under the Townscape Heritage Initiative many of the buildings on High Street and Market Street have had their traditional shop fronts replaced, with a significant positive effect on the character of the area. Buildings retaining all or parts of their historic shop fronts include:

- 12 Mariners Square
- No.5 Market Street
- No's 7 and 7a Market Street
- No's 2 - 6 High Street
- No.7 Dew Street
- No.10 Dew Street
- No's 10 and 12 Tower Hill

The most common problems are:

- Over-deep fascias, hiding original features;
- Use of garish colours;
- Use of plastic lettering and over-dominant lighting.

Road signs and traffic lights though necessary to control traffic and pedestrian movement, are sometimes poorly sited in relation to listed buildings and contribute to distracting visual clutter.



High Street

Ecclesiastical Architecture

4.4.25 The Conservation Area contains a large number and high concentration of ecclesiastical buildings, a sign of the town's important historic status. The three parish churches of St Mary's, St Thomas' and St Martin's were all built by the end of the 13th century forming a tight core around which the town evolved.

St Martin's is the oldest of the three whilst St Mary's is the most prominent in the Conservation Area with its tower visible from a number of locations.

There are many other examples of ecclesiastical architecture within the Conservation Area. Other chapels have rendered finishes with various styles and levels of decoration, some of which are in poor condition.



St Marys Church



St Thomas Church



St Martins Church

Negative Factors (extent of intrusion or damage)

4.4.26 There are a number of elements which detract from the special character of the Conservation Area, and which offer potential opportunities for enhancement. These include:

- The cumulative effect of alterations and extensions to many historic buildings which has resulted in a significant loss of traditional features, eroding the special character and appearance of the area;
- The number of listed and unlisted buildings in poor repair;
- Poorly designed, constructed and maintained public realm including inappropriate hardsurfacing and public realm details;
- Dominance of informal car parking within the Conservation Area resulting in a growing pressure for on street parking;
- Insensitive alterations to traditional shopfronts and inappropriate signage;
- Lack of usable outdoor space, trees and landscaping within some of the streets and nodes of the character areas, and
- Unsympathetic development
- Unexploited and underused Riverside sites

The extent of loss, intrusion and damage can be minimised if specific attention is given to sensitive design, choice of building materials and the scale of development.

Neutral Areas

4.4.27 More modern development within the Conservation Area tends to have a largely neutral impact upon the Conservation Area, neither preserving nor enhancing its character. Some of these areas / buildings are identified below:

- Riverside Quay shopping development
- Riverside multi-storey car park
- Swan Square
- Lidl
- Barn Court
- Wilkinson's
- Iceland
- Rear of Bridge Street
- Rear of Quay Street
- Rear of High Street / Castle Lake Car Park
- Former Haverfordwest Swimming pool site

Together with the identified negative buildings and sites, neutral areas may also represent potential enhancement opportunities within the Conservation Area.

4.5 Summary of the Character of the Conservation Area

4.5.1 Haverfordwest is a medieval market town that grew up around the Anglo Norman Castle. The settlement was built on a pair of sandstone ridges either side of the river valley and its morphology reflects the variations in land heights that determined where a successful settlement could occur. Its topography has determined where historic tracks and path-ways would become a local and subsequently more formal system of roads, but it has also meant that the waterway has a particular significance to the town. The Conservation Area covers the medieval core of the town as well as much of the surrounding urban area. The Conservation Area is distinct due to its large size and urban form.

4.5.2 The combined elements of building form, architectural style, layout, street pattern, materials, detailing and the influence of the underlying natural configuration of the area on its urban form and townscape determined the unique character and identity of the Conservation Area. The diversity of the area in terms of the variation in building and townscape scales and styles complements the historic pattern of streets and spaces within the Conservation Area. The layout of the area is not the result of planned growth but of the incremental evolution of the town that has been long connected to the establishment and development of the castle. A large concentration of Scheduled Ancient Monuments, listed buildings and architecturally distinctive prominent buildings, historic shop fronts and ecclesiastical architecture throughout the Conservation Area creates a strong sense of character and quality that is unique to this area. Due to the landscape setting, topography of the area and the layout and building form there are many significant views into, out of and within the Conservation Area.

5. Boundary Review and Recommendations

5.1 The character and quality of the townscape of the historic market town of Haverfordwest is formed by a combination of the built form, the wealth of architectural detail (that reflect the different periods and styles of development of the town), and the spaces (both open and enclosed) that the inter-relationship between the buildings creates. The potential impacts on, and threats to, the character of the Conservation Area are therefore dependant on all buildings and open spaces that have an influence on the spaces and streets within the boundaries of the Conservation Area.

5.2 The original boundary was drawn to protect the setting of the area and is clearly still important today. Whilst the majority of the Conservation Area boundary remains justified, there are however a number of areas which no longer merit inclusion in the Conservation Area.

5.3 As part of the Character Appraisal process, a thorough survey of the existing boundaries to the Conservation Area was undertaken. This included an assessment of:

- The appearance of the different character zones
- Analysis of spatial relationships
- The condition and fabric of the buildings
- The successful / negative impact of controls exercised within the Conservation Area
- The history of the area and its development

The re-evaluation of current boundaries of the Conservation Area has identified proposed modifications to exclude:

- Locations where the boundary includes buildings or sites that are no longer integral to the quality and form of the setting of the Conservation Area itself.
- Areas of new development that neither preserve nor enhance the character or appearance of the area.

Important note: A review of the Article 4 Area Direction boundary does not form part of this document.

Proposed revisions to the Conservation Area are described below.

5.4 Modification of the boundary line to exclude: No's 32, 34, 36, 38, 40, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77 City Road and Skew Corner property.

It is recommended that the boundary be revised to omit the above properties, with the revised boundary terminating at 'The Coach House' No. 30 City Road.

5.5 Modification of the boundary to exclude the modern development of the Lidl store. This recent development has meant that the Conservation Area boundary cuts through the middle of the store. This site has been identified by the character appraisal as a neutral area which is of no merit to the special character of the Conservation Area.

It is recommended that the boundary be amended to omit this site.

5.6 Modification of the boundary line to exclude: Hill Park School House, Hill Park Baptist Church, No's 25, 23, 21, 19, 17, 15 Bridgend Square and Former Ironmongers, Bridgend House, No's 1-5 and 12-21 Prospect Place. The post Conservation Area designation Riverside Quay development including the multi-storey car park neither preserves nor enhances the character and appearance of the area.

It is recommended that the boundary be redrawn to omit these developments, with the revised boundary following the western bank of the Western Cleddau.

5.7 The proposed boundary revisions reduce the size of the Conservation Area, drawing a tighter boundary around only those special areas that remain architecturally or historically interesting.

5.8 In order to preserve or enhance the special character of the Conservation Area every effort should be made to ensure that future developments should have regard to the existing; materials, style, detailing, form, scale, roof and building line so as to be sympathetic to their surroundings. Important views and open spaces that exist should be preserved.

6. Summary of Issues

6.1 A number of issues have been identified within the appraisal that have adverse impacts upon the character and appearance of the Conservation Area. These issues will form the basis of management proposals for the Conservation Area by importantly identifying potential opportunities for the enhancement and preservation of the area.

6.2 *Negative/neutral sites and buildings*

The appraisal has identified specific 'negative' buildings and sites i.e. those buildings and sites which detract from the special character and appearance of the Conservation Area and which therefore present an opportunity for improvement and enhancement. In addition, more modern development has often contributed little to the character of the area, neither preserving nor enhancing it. Subsequently many of the more modern buildings within the Conservation Area have been identified as either negative or neutral buildings or sites.

6.3 *Loss of architectural detail and minor alterations to historic buildings*

Many of the unlisted, and some of the listed buildings in the Conservation Area, have been adversely affected by the loss of original architectural details and building material. Unlike listed buildings, alterations on unlisted buildings within the Conservation Area can normally be carried out under permitted development rights without the need to obtain planning permission, unless an Article 4 Direction is in place. As a result a significant percentage of the unlisted buildings within the Conservation Area have lost traditional features, thus diluting the overall character and appearance of the area. The incremental loss of original building materials and detailing continues to erode the character and appearance of the area.

6.4 *Building maintenance and repair (Buildings at Risk)*

There are a number of historic buildings in need of routine maintenance and repair, particularly in the town centre. In addition, many of the listed buildings in the Conservation Area are also showing signs of neglect, decay and deterioration due to a lack of funding or maintenance and as such they are currently devaluing the character of the Conservation Area. There are 9 listed buildings 'at risk' and 41 that have been identified as 'vulnerable' within the Conservation Area that are on the Council's Buildings at Risk Register. It is important for their condition to be monitored and funding prioritised to those buildings identified within the County Council's Buildings At Risk Register as being at a high risk or vulnerable.

6.5 Control of new development

Some modern developments do not harmonise with the historic character and appearance of the Conservation Area. This applies to small extensions and garages as well as to larger development schemes.

6.6 Public realm

The appraisal indicates that throughout the Conservation Area there are many cases where the public realm has been poorly designed, constructed and maintained. Many of the historic details within the public realm have been removed and replacement methods and materials either inappropriate or unsympathetic. Another important issue is the dominance of on street car parking within the Conservation Area which adversely affects its character and appearance.

6.7 Open spaces, landscaping and tree management

Whilst the appraisal has identified a number of important open and green spaces within the Conservation Area, there are many streets and spaces with little or no landscaping. Despite the Conservation Area being distinctly urban in character, appropriate landscaping offers opportunities to enhance many of the public spaces and streets by adding texture, colour and increasing biodiversity.

Whilst trees are not particularly characteristic of the town centre, individual trees make a positive contribution to the area's character and appearance as do groups of trees within the grounds of places of worship and large houses. Many of these trees are in private ownership and the County Council could help to ensure their long term survival by providing guidance to owners about their care.

6.8 Shopfronts, signage and advertisements

There are a number of well preserved historic shopfronts in the Conservation Area. However it is evident that some have been spoiled by insensitive alterations or inappropriate signage. The provision of shopfront and signage guidance which could include detailed design guidance would help local business owners to achieve high standards of design.

6.9 River Cleddau

The Western Cleddau is one of the town's assets that is at present not fully exploited. The redevelopment of sites along the riverside importantly needs to address the river and provide an opportunity to secure riverside landscaping. There is also a need for coordination of the whole of the river as it passes through the town.

7. Management Proposals

7.1 The character appraisal has identified the features which contribute to the Conservation Area's special character and distinctiveness, and that should be conserved and enhanced. The following management proposals build upon the negative features which have also been identified, to provide a series of issues and recommendations for improvement and change. It will be important for Pembrokeshire County Council to implement the following recommendations as part of their management strategy for the Haverfordwest Conservation Area.

7.2 The following *Management Proposals* seek to achieve the preservation and enhancement of the Conservation Area's special character, by providing a series of recommendations for future action based on the issues raised in the *Conservation Area Appraisal*.

7.3 The proposals include recommendations for enhancement and policies for the avoidance of harmful change, many of which are the responsibility of the County Council. The proposals are written in the awareness that in managing the District's Conservation Areas the Council's resources are limited and therefore need to be prioritised. Financial constraints on the Council mean that proposals for which it is responsible may take longer than is desirable to implement. The structure and scope of this document is based on the suggested framework published by English Heritage in *Guidance on the management of Conservation Areas* (2006).

7.4 Both the Conservation Area Character Appraisal and the Management Proposals should be subject to monitoring and reviews on a regular basis.

7.5 The Character Appraisal and Management Proposals document will sit alongside the conservation policies contained within the LDP and be complementary to its aims of preserving and enhancing the County's Conservation Areas.

7.6 ***Negative / neutral sites and buildings – opportunities for enhancement***

Proposal:

- To ensure that negative / neutral buildings or sites are redeveloped with well designed contemporary development that either preserves or enhances the individual character areas of the Haverfordwest Conservation Area. Any new development must take into account the important features and character of the area as outlined in this document. Poor and inappropriate building design will therefore be resisted.
- Where a building or site has been identified as having a negative effect on the Conservation Area, the Council will seek to enhance that building or site.

- The Council will, after further research and analysis, seek to prepare design briefs for major 'negative' sites.
- The Council will, after further research and analysis, seek to prepare a planning and design brief for major 'negative' sites.

7.7 *Loss of architectural detail and minor alterations to historic buildings*

Proposal:

- To encourage property owners to reverse unsympathetic alterations and to put back architectural features such as windows, doors and boundary walls etc on historic properties in the style and materials of the original, especially timber windows, chimney stacks and original roof covering.
- The Council will consider preparing advisory guidance and best practice notes that would assist in retaining the area's prevalent historic character and appearance and promote an awareness of the value and importance of the Conservation Area.

7.8 *Building maintenance and repair (Buildings at Risk)*

Proposal:

- To continue to update the 2008 Buildings at Risk Register, a record of listed buildings within the town at risk through neglect and decay. This currently stands at 9 'at risk' buildings and 41 'vulnerable' buildings.
- To monitor the condition of all historic buildings within the Conservation Area, report findings and advise action as necessary. Where the condition of a building gives cause for concern, appropriate steps will be taken to secure the future of the building, including the use of statutory powers.
- To continue to operate a programme of grant aid using a criteria based assessment as part of the formal grant application process, to assist in the repair of historic buildings, in which funding will be prioritised to historic buildings 'at risk' on the Buildings at Risk Register.

7.9 *Control of new development*

Proposal:

- Development proposals will be judged on their effect on the area's character and appearance as identified in the Haverfordwest Conservation Area Appraisal together with relevant Development Plan policies and any other material considerations.
- The Council will continue to ensure that all new development accords with the policies in the Local Development Plan for Pembrokeshire (adopted 2013).

7.10 ***Public realm***

Proposal:

- To work with maintenance and highways departments and private developers to ensure high quality design, construction and maintenance of the public realm, using appropriate materials in keeping and sympathetic to the historic character and context of the Conservation Area.
- To work with the highways department to address on street car parking and its impact on character and appearance of the Conservation Area.
- The Council will consider carrying out an audit of all road signage and street furniture in the Conservation Area with a view to bringing about a simplified and more coordinated approach in line with principles set out in 'Streets for All', including the removal of items not absolutely required.
- The Council will consider preparing guidance on the public realm.

7.11 ***Open spaces, landscaping and tree management***

Proposal:

- To ensure appropriate landscaping forms an integral part of the design of any new development including works to the public realm within the Conservation Area. Development proposals should only be permitted where their design enhances landscaping and biodiversity of the site.
- The Council will consider preparing guidance about care and maintenance of trees in the Conservation Area.

7.12 ***Shopfronts, signs and advertisements***

Proposal:

- The Council will consider preparing Advertising/Signage and Shopfront Guides.

7.13 ***River Cleddau***

Proposal:

- The Council will seek to ensure that the redevelopment of the rear of Bridge Street, Quay Street and the Riverside Quay area fully exploits its location and natural asset, the Western Cleddau, and harmonises with other activities and proposals for the riverside.

Part 2

HAVERFORDWEST CONSERVATION AREA MANAGEMENT PLAN



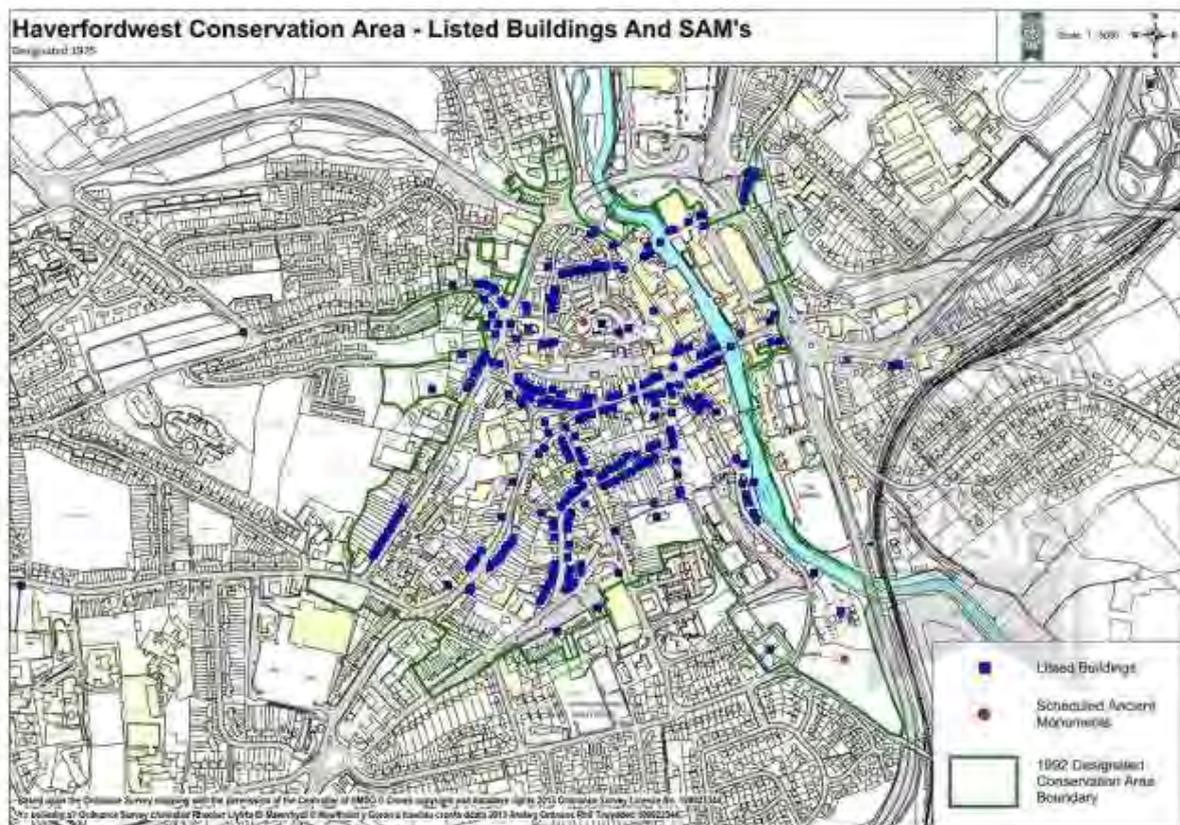


View along High Street, looking west towards St Mary's Church

Summary of special interest of the Conservation Area

Haverfordwest is a historic market town with a clear hierarchy of streets and spaces and many architecturally distinctive buildings in a diversity of styles, largely comprising 18th and 19th century buildings, including fine examples of historic shop-fronts; a high concentration of religious buildings and ecclesiastical architecture; and well-proportioned, elegant Georgian buildings and terraces. There are approximately 350 listed buildings and two Scheduled Ancient Monuments - the Castle and the Priory - within the conservation area (see plan below).

The Conservation Area is urban in nature comprising the compact historical core of the town. Much of the town's character is created by its medieval street pattern, which gives emphasis to the high ground and prominent buildings with an urban form and townscape that have been heavily influenced by the natural topography of the area. The historic growth of Haverfordwest and the urban form that has evolved as a consequence still features strongly in the current town structure with the medieval street pattern and deformed central grid still apparent despite the functional requirements of modern transport. Burgage plot layouts to High Street and Dew Street are clearly discernible. These features comprise one of a number of key characteristics from which the special interest of the Conservation Area is derived.



1.0 Identification of conservation issues

1.1 General conditions (SWOT Analysis)

Although the majority of the historic buildings and important townscapes have been retained, there are a number of concerns for its future that need to be addressed. This Management Plan needs to build on the specific local strengths and inherent qualities of the Conservation Area, to make certain the opportunities for its future are appreciated. Current concerns and problems are set out in a 'SWOT' analysis (strengths, weaknesses, opportunities and threats) with further detailing below.

A summary of the key issues affecting the management of the Conservation Area are:

Strengths:

- a historic market town with a long history inherently connected with the establishment and development of the Castle;
- natural characteristics of the landscape and underlying landform that have influenced the plan form of the town;
- the setting of the town adjacent to the River Cleddau;
- historic medieval street patterns, layout and burgage plots, which remain evident in the modern town;
- a clear hierarchy of streets and spaces;
- landmark buildings providing focal points of interest within the town and to the wider area;
- the importance, variety and considerable number of high quality historic buildings and townscapes within the Conservation Area;
- the integrity and completeness of the historic street pattern of the area reinforced by the consistency of the building line and overall scale and massing of buildings
- a diverse mix of building styles and types with the majority comprising 18th and 19th century buildings;
- many fine examples of well-proportioned and elegant Georgian buildings and terraces;
- two Scheduled Ancient Monuments and a large number of listed buildings;
- four distinctive character areas with a mix of past and present land uses;
- fine examples of historic shop fronts;
- high concentration of religious buildings and ecclesiastical architecture; and
- the benefits and improvements evident from the TH1 stage 1 initiative.

Haverfordwest Conservation Area Character Appraisal and Management Plan



Weaknesses:

- the cumulative effect of poor quality alterations, extensions, replacement materials and detailing to many historic buildings which has resulted in a significant loss of original architectural features and fabric, eroding the special character and appearance of the area;
- lack of appropriate maintenance and care for heritage details;
- the number of listed and unlisted buildings in a poor state of repair;
- derelict and unused landmark buildings;
- visual impact of vacant shops and upper floors;
- dominance of informal car parking within the Conservation Area resulting in a growing pressure for on street parking;
- insensitive alterations to traditional shop fronts and inappropriate signage;
- lack of usable outdoor space, trees and landscaping within some of the streets and nodes of the character areas;
- unsympathetic development
- unexploited and underused Riverside sites
- poorly designed, constructed and maintained public realm including inappropriate hard surfacing and public realm details with a lack of a cohesive and consistent strategy, approach and kit of parts:
- a weak retail base - the daytime economy in the town centre is still poor, with a number of businesses struggling to survive in the current economic climate;



Much of the car parking within the conservation area is concentrated in several 'back-land' sites, such as that to the rear of High Street (above)

Opportunities:

- improvement of heritage building maintenance and management;
- further sensitive regeneration of key sites and townscapes;
- more positive use of the river frontage areas currently poorly utilized (photo);
- reuse of underused and vacant floor space;
- increase in town centre economic viability and sustainability by targeting niche markets with the further development of specialist shopping and leisure sectors;
- marketing of town centre heritage with interpretation initiatives including walks tracing the history of the town and its buildings;
- traffic and parking management to reduce adverse impacts;
- increase in planning and design controls and guidance;
- promote living above the shop and live / work units;
- preparation of a development brief for the repair and redevelopment of key sites within the town;
- continued public realm upgrade applying a sensitive approach to the coordination and design of the public realm generally, to reinforce and enhance the heritage character of the town centre; and
- the on-going regeneration potential available through the THI Phase 2 initiative to attract continued investment into the town and secure its long term future.
- Potential for re-use/enhancement of the castle and environs to improve town tourist offer.



Threats:

- continued impact upon the economic wellbeing of the Conservation Area as a consequence of vacant or unattractive sites;
- long term vacancy of key heritage buildings and on-going deterioration of fabric with detrimental impact upon impressions of the Conservation Area;
- continuing economic difficulties for shops and businesses discouraging further private investment, accentuated by the dominance of the newer retail areas to the east of the river (photo);
- resistance to appropriate controls on historic building maintenance and alterations;
- inappropriate designs of new infill buildings, extensions, shop fronts & alterations;
- deterioration in the built fabric of the public realm or an erosion of local distinctiveness by poorly specified enhancements; and
- increasing traffic movement and parking impact.
- The recent closure of St Thomas Church, St Thomas Green.



1.2 Positive issues and assets

The positive heritage issues and assets that need to be protected and enhanced include:

The overall character of the Conservation Area represented by the combination of its townscape and key buildings, which captures and represents an important component of Haverfordwest's status as county town of Pembrokeshire, such as Quay Street (below left) and Market Street (below right).



Individual buildings of historic significance, which have the potential to enliven the streetscape, such as the County Hall (below right) restored as part of the THI Phase 1 initiative.



Significant groupings of buildings form integrated streetscapes of great variety and provide containment and definition to the distinctive urban places and spaces, such as High Street (below left) and Hill Street (below right). Approximately 350 listed buildings and 2 Scheduled Ancient Monuments.



A particularly high concentration of religious buildings and ecclesiastical architecture within the town, such as the Tabernacle Congregational Church (below left) and the Wesleyan Chapel (below right), both in Barn Street.



The variety of distinctive shop fronts that contribute to a rich, heritage townscape, such as 43 High Street (below left) restored as part of the THI Phase 1 initiative and shops in Market Street (below right).



1.3 Negative issues and problems

The key negative issues and problems within the Conservation Area include:

Unused and derelict buildings, that detract from the visual qualities of the heritage environment and discourage new investment in neighbouring buildings and the area in general. Lack of maintenance of these buildings leads to accelerated deterioration of the fabric, which further discourages any regeneration initiative, such as the Market Place (below left) and quayside (below right).



Some of the shops are vacant and others have vacant space on the upper floors. The consequent lack of economic returns is resulting in poor maintenance and inappropriate repairs as well as a degraded visual and physical environment within the town.



Poor building alterations and repairs leads to a loss of some of the traditional heritage qualities and character of buildings and on historic townscapes. The cumulative impact of many small changes has a significant impact on individual buildings and overall streetscapes.

Haverfordwest Conservation Area Character Appraisal and Management Plan

There is a need for statutory controls, particularly for:

- replacement of wooden sash windows with UPVC frames and different window designs;
- loss of heritage details and materials including low quality repairs;
- use of render and other non-heritage wall finishes;
- replacement of front doors with inappropriate designs and finishes;
- removal of heritage mouldings and other details;
- removal of chimney stacks and pots;
- inappropriate and poorly proportioned window openings and dormer windows (below left and right);
- the addition of aerials and satellite dishes (below centre).



Replacement shop frontages and signage with inappropriate designs and materials have a dramatic effect on the visual qualities of the conservation area. The street level impact of large, brightly coloured signs and the use of large areas of glazing is at odds with the traditional forms of the historic buildings (as below in Castle Square). This building is targeted for improvement in the THI Phase 2 initiative.



2.0 Policy guidance and design principles

'Conservation Principles for the sustainable management of the historic environment in Wales' CADW March 2011, identifies six key principles. These provide a basis for the policy and management recommendations identified in this document.

Principle 1 Historic assets will be managed to sustain their values

The role of this document is to identify the key issues and opportunities for management of the area;

Principle 2 Understanding the significance of historic assets is vital

The Haverfordwest Conservation Area Appraisal identifies, describes and locates the character and appearance of different parts of the area;

Principle 3 The historic environment is a shared resource

Section 2 of this document identifies policies and design guidance for the future of all buildings and places within the Conservation Area;

Principle 4 Everyone will be able to participate in sustaining the historic environment

In addition to the guidance in section 2, see section 3.4 - Community Involvement for participation guidance;

Principle 5 Decisions about change must be reasonable, transparent and consistent

Section 3 – Management Recommendations identifies the key actions to support the current Conservation Area planning procedures;

Principle 6 Documenting and learning from decisions is essential

Section 3.3 – Monitoring Change lists methods to inform both the community and the authorities.



2.1 Conservation area development context

The **Vision for Pembrokeshire to 2020** seeks to create a:

"..safe and attractive place to live, work and visit with a high quality marine and terrestrial environment. It will be based on an integrated network of sustainable communities with a long term future which maintains the diverse culture, language, heritage and traditions of Pembrokeshire."

As the Sub-Regional centre within Pembrokeshire, it is essential that the town seeks to meet the above vision and play a key role in achieving it.



To assist in the achievement of this vision, the **Regeneration Framework for Central Haverfordwest**, March 2008, was formulated by Nathaniel Lichfield and Partners. The aim of the Framework was to develop a coherent and overarching regeneration agenda for Haverfordwest as

"the initial stage in the process of 'kick starting' regeneration within the town, providing the framework upon which the detailed Regeneration Strategy can be created".

Eight regeneration framework objectives were set out in the Framework:

Objective 1: To re-invigorate the riverbank areas between Bridge Street and the River Cleddau, allowing them to act as a more effective connection between two disparate areas of retailing in the town centre – creating an active Western River Quay

Objective 2: To carry out townscape and urban realm improvements that improves the character and quality of Swan Square, Ebenezer Row and the Old Bridge area and provides an appropriate focus to the northern end of the retail area

Objective 3: To improve the shopping environment in Bridge Street, including full removal of daytime vehicle movements

Objective 4: To improve the attractiveness and ease of pedestrian connection between Castle Square, Castle Lake and the Castle

Objective 5: To ensure that the western riverbank south of Victoria Bridge continues to be enhanced through redevelopment whilst ensuring active ground floor river frontage

Objective 6: To secure continued upgrading of the wider area to the south of High Street, highlighting its attractive historic environment and raising its prominence with town centre users

Objective 7: To increase the attractiveness of, and revitalise, Haverfordwest Castle as a events space and historic tourist attraction.

Objective 8: The early redevelopment of a number of contingency sites and refurbishment of underused buildings surrounding the town centre should be encouraged in a way which supports the vitality of the town centre

These objectives were articulated into specific actions:

Direct action - Forming a 'Central Action Zone'

Supplementary actions - Designating three 'Areas of Improvement'

Promotion - Bringing forward key 'Opportunity Sites'

The central action zone incorporates the link between Castle Square and the Castle, (currently via the unattractive passageway and steps shown in the photo) The THI phase 2 initiative includes proposals to improve buildings fronting onto Castle Square including the upgrade of the link and passageway.



2.2 Conservation area development policy and design principles

Conservation Area designation introduces control over demolition and gives strengthened controls over development with the aim of preserving and enhancing the special interest of the Conservation Area. Planning applications for development within a Conservation Area will require Conservation Area Consent. All applications should be supported by full detailed drawings, and where necessary detailed landscaping proposals. This enables a proper assessment of the proposal and its impact on the Conservation Area. These should be read in conjunction with the adopted Local Development Plan¹²

Policies relating to the conservation of the historic environment within Pembrokeshire County are available in the Local Development Plan (LDP) which was adopted on the 28th February 2013. The LDP continues to emphasise and reinforce the importance of the county's Conservation Policies and set out clear guidance and priorities. In the case of Haverfordwest Town Centre there is a strengthening of policies to reflect the importance of the county town and its economic regeneration in and around the historic centre.

The application of policy and design guidance, both generic and local, with Conservation Area wide design advice and site specific recommendations, will need to be linked with the Development Plan as supplementary planning guidance. The positive assets described in section one need protection, while the negative problems need to be resolved or limited.

The following issues are discussed below in sections 2, 3 and 4:

- Guidance for existing and new development in the Conservation Area;
- Management framework for the public realm;
- Conservation and planning control measures;
- Community involvement; and an
- Implementation programme



¹² See section 2.2 of the Management Plan

2.3 Design guidance for the enhancement of existing buildings

Inappropriate modern alterations can adversely affect the subtlety, balance and proportions of building elevations and can also be physically damaging to the fabric of historic buildings. Important original features threatened by such alterations include shop fronts, timber sash windows, doors and door cases, cast iron handrails, railings, rainwater goods, and chimney pots and stacks. It is important, therefore, that property owners and occupiers adopt the right approach to repairs and the replacement of these features.

The following notes highlight the primary considerations for development control and the maintenance or replacement of heritage components within the Conservation Area. Additional advice on how repairs and alterations should be carried out is available from the following websites:

- www.ihbc.org.uk/stitch_in_time/index.htm;
- www.maintainyourbuilding.org.uk;
- www.english-heritage.org.uk/maintenance and repair; and
- www.maintenancematterswales.org

The key to the effective conservation of the built environment is in understanding it and the impact of any changes. Works should not be carried out without establishing:

- Why they are necessary;
- What they are trying to achieve; and
- Whether or not they might have any adverse consequences.



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This involves assessing each site in terms of its contribution to the character and appearance of the conservation area, its historic value, form of construction and technical performance, including the presence of defects or any other threats to the survival of its fabric. Expert advice should be sought on all major projects, preferably from an architect, building surveyor or planner who is experienced in working with historic environments. Even the simplest of operations should be based on an understanding of how a particular building 'works', in itself and in relation to its setting. Any work to larger buildings and buildings of exceptional historic value should be based on a comprehensively researched conservation plan. Conservation area designation does not prevent change but forms a framework in which the town can develop without losing any of the attributes which make it special.

Maintenance

Regular maintenance of a building is the best and most economical way of conserving its fabric. Looking after

a building is the responsibility of owners and occupiers. A building that is looked after will retain its value and the need for extensive repairs will be avoided. Protection from water and damp penetration is the most important issue. Roofs, gutters and down pipes should be the first to be repaired. Owners of large buildings might consider creating a maintenance plan based on annual visual inspections and a detailed survey every five years

Day-to-day maintenance

Building owners and occupiers should ensure that the following tasks are carried out on a regular basis:

- **Clearing leaves** especially after the autumn with particular focus on gullies and rainwater goods. A period of heavy rainfall is the best time to identify faults.
- **Controlling plant growth** that can accelerate decay and sometimes cause structural damage. Ivy should be killed by cutting near the ground and allowing it to wither before attempting to remove its roots from the wall.
- **Removing bird droppings** that contain damaging salts. However, there are health and safety issues involved and large deposits should be removed by a specialist firm.
- **Looking for insect attack and fungal decay** both of which can be caused by damp penetration and poor ventilation.
- **Checking ventilation** to ensure that any grilles which ventilate the spaces under floors are not blocked. Lack of ventilation may lead to

conditions in which fungal decay can take hold.

- **Clearing snow** which can accumulate in gutters and other areas, allowing moisture to bridge flashings and damp proof courses

Purpose

Regular maintenance should minimise the need for major repairs to all buildings and repair of original features should always be the first option to be evaluated. However, some elements will eventually reach the end of their life, in which case consideration will have to be given to replacing using traditional materials and proven techniques of repair. The alternative is the loss of the historic value of individual buildings and the gradual erosion of the special interest of the conservation area. The purpose of the repair of any buildings within the conservation area is to prevent, or at least slow, the process of decay without damaging or altering features which contribute to its historic / architectural importance.



Principles

The following principles of repair provide a good starting point from which to understand the approach and philosophy to historic building repair.

Minimise Intervention: Interventions must be kept to the minimum necessary to ensure long-term survival. *Avoid unnecessary damage:* The authenticity of an historic building depends on the integrity of its fabric. Replacement of historic fabric, no matter how carefully done, will adversely affect the appearance of a building, reduce its value as a source of historical information and erode local distinctiveness.

Analyse the cause of defects: To repair or replace decayed fabric without having understood why it needs replacement is to invite further problems.

Haverfordwest Conservation Area Character Appraisal and Management Plan

Let the building 'breathe': Most modern buildings are made of hard, strong and impervious materials. They rely on physical barriers such as damp proof courses and membranes, cavity walls and cladding to exclude moisture. Historic and traditional buildings are quite different. Many have solid walls and most have a porous fabric that absorbs moisture which then needs to evaporate, ie. to 'breathe'. To repair such buildings with hard, impervious materials will cause damage to fabric which may have survived for hundreds of years. It is particularly important that only high quality materials are used using proven techniques. Cheap, modern materials such as plastic might be perceived to offer advantages in the short term, but the long term future of the character and appearance of the area will be compromised. Traditional materials which will 'weather' into their setting are required. The extent of repair, reinstatement and improvement works required to a property should always be assessed within the context of the whole building and not on a vertical unit or shop front basis.



The topography of Haverfordwest means that there are frequent situations where there are direct views from an elevated position in line with the upper floors or eaves level of other nearby buildings, (as in the example above left). This makes the roof details and materials particularly important. The combination of chimney stacks and pots, dormers and ridge detailing has a significant impact on the profile and skyline of a building, (above right).

Roof-Scape

The roof-scape of an urban area forms the skyline and visual profile of a streetscape and is a significant part of its identity. The combination of materials, details, form and massing creates the 'hat', which sits above the building and is critical to its character. Although much of the detail may not always be visible from street level, the topography of Haverfordwest allows views across and over the roof-scape from many different parts of the area. The consistency, uniformity and integrity of the original roof-scape of the towns, has been lost through the use of alternative materials and the loss of chimney stacks and pots, the impact and significance of which can be appreciated where original examples are retained. The roof is, by its very nature, a critical part of a buildings defence against the elements and, as such, is one of the most significant focal areas for regular maintenance and repair. This offers frequent opportunities for reinstatement and improvement as part of a buildings on-going care.

Roof Coverings

The predominant roof covering of traditional buildings within Haverfordwest is natural Welsh slate, which should be used for any works of repair or replacement. Ridges, verges and other details should all be bedded in natural lime mortars. Plastic clips or other such trim should not be used. Concrete and clay tiles are not appropriate on heritage buildings. Apart from the detrimental visual impact of the much 'coarser' appearance, they can also weigh significantly more than the original slate materials with resultant problems in the timber supporting structure. Imported natural slates that match the grey or heather blue colour of the original Welsh slate are a more cost-effective solution but it is important to source the slates from a reputable quarry to avoid long term problems of the slates weathering. Artificial slate, although sometimes difficult to distinguish from natural material when new, weathers in a different way and will, over time, appear different from the genuine product. If insulation is introduced into the roof it should be placed at ceiling level, or between the rafters, subject to the provision of adequate ventilation (via eaves gaps, not proprietary vents fitted to the roof slope).

Insulation on top of the rafters will raise the profile of the roof causing potential problems of detailing at the eaves and where it abuts adjacent buildings. However, the introduction of high levels of insulation into older buildings can cause condensation and consequent decay. Flat roofs are not characteristic of the conservation areas within Haverfordwest and should be avoided.



Rooflights and dormers

Where loft spaces are converted and roof lights or dormers are a necessity, they should only be situated on rear elevations as they break up the plane of the continuous roof slope on the street side. New dormer windows should be avoided where possible, as they have a detrimental impact on the roof profile, scale and balance of the building's form and massing. Where original dormers exist, any changes to the proportions and overall size should be avoided. Consideration should be given to using modern, double glazed versions of early cast-iron roof lights (to the correct proportion and size, complete with a vertical glazing bar) to retain the character of the roof as much as possible.

Chimneys and Chimneypots

Chimney stacks and pots add to the interest and variety of the skyline and streetscape. Chimneys should be retained and repaired with new clay pots provided as necessary. The stability of some tall chimney stacks might have to be investigated by a structural engineer. Where an original stack has been reduced in height (often capped with concrete slabs) then it should be rebuilt to its original height. Where no evidence of the pattern of the original stack exists, the style should be kept simple, but always with over-sailing corbelled courses at the head. If possible concrete bricks should be avoided and chimneystacks should not be rendered. Lead flashing (the joint between the vertical surface and the roof covering) at the junction between the chimney and the roof should be stepped in the traditional manner and to Lead Sheet Association details.



The importance of chimney stacks and pots in the overall profile and skyline of the streetscape can be seen in the examples above. Removal is very noticeable with detrimental impact on rhythm and balance, particularly in a terrace of buildings.

Guttering and downpipes

Consideration should be given to using traditional cast iron (or cast aluminium) gutters when restoring heritage buildings. Simple half-round gutters should always be used on earlier buildings. Half-round and ogee pattern gutters are suitable for later buildings. Very little original guttering and downpipes remain, with the majority replaced by uPVC or, in a small number of cases extruded aluminium. However, these materials are not as robust as cast-iron or cast aluminium and are more susceptible to impact and weather damage.



Missing and damaged gutters should be repaired, to avoid water penetration and damage to buildings (above right). The clumsy design of rain water goods, and poor quality materials have a negative impact on the building's elevation (above left).

Upper Storeys

There is a great variety of elevational treatment in the built form within Haverfordwest. The degree of consistency or variety of scale, form, materials, fenestration and architectural details is a critical component in the overall character of the streetscape.



Original or replacement, timber, sash windows are always the preferred option (above left). Where uPVC materials are to be considered, the better designs incorporate a genuine sliding sash, with profiles and proportions to match the original timber designs (above right - left hand dwelling). Cheaper solutions may have the superficial appearance of a timber sliding sash, but do not have the recessed lower pane of a true sash window (above right – right hand dwelling). When open, the tilting windows are at odds with the balance and subtlety of the building's elevation as a whole.

Windows and glazing

Windows are the 'eyes' of a building and are the central focus of a house's character. The double-hung sliding sash window is typical of the majority of buildings that were built before the early 20th century. In this area, side or top hung casements are only characteristic of buildings of more recent development. Changes to the proportions of window openings and / or windows themselves invariably have a detrimental impact on the building facade as a whole. The incorporation of trickle vents should be avoided, due to their detrimental impact on overall character.

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Original sash windows should always be retained and repaired, unless completely unfeasible. Replacement is very rarely necessary. Decay is usually focussed on the lower parts of the window where new timber can be spliced in. The original crown or cylinder glass is thinner and more uneven in surface than modern float glass giving more subtle reflections and where it has survived, should always be retained. Heavier modern glass is likely to require heavier sash weights to counter-balance the window. Where the window has to be replaced, rather than repaired, the new window should be in timber and an exact match of the original. Original stone cills should be retained wherever possible. If the stone cill is damaged beyond repair a reclaimed stone cill to match is the best alternative, or a concrete cill to the same proportions.



Entrances and doors

Many of the issues that are relevant to windows and glazing are also applicable to entrances and doors. Where possible, traditional timber doors should be retained and repaired. Replacements, where necessary, should reinstate the original door style if known, or be in keeping with the period of original construction. Whilst traditional door patterns are, on the whole, more varied than windows there are some general principles that apply. Front doors were not generally glazed, where they have fanlights above, although later Victorian and Edwardian properties often had upper panels replaced by frosted and / or decorated glass. Fanlights, door cases and other ancillary features must always be preserved, repaired and maintained. The design and style of the ironmongery is also important and should match the design and style of the original door. External lever handles should be avoided.

Access for the disabled

It is necessary to provide access for the disabled, to conform with accessibility legislation. It is always important to ensure that the regulations and supporting guidance in the Equalities Act and in Part M of the Building Regulations are correctly interpreted for Listed Buildings and Conservation Areas. Where works of this nature are applied they should be done sensitively and with regard to the overarching principles of proportions, design, materials and workmanship that apply for the building as a whole. Early consultation with the building control department of Pembrokeshire County Council is recommended.

Street Level

The quality of buildings at street level is particularly important in the commercial areas where buildings are frequently built tight to the back of the pavement and the combination of shop fronts, signage, canopies and fascias form the dominant visual impression of an area's character.

Repairing and reinstating traditional shop fronts

The traditional shop front forms a 'frame' for the window display, comprising the fascia above, stall riser below and pilasters to either side.

The proportions of each component should form a balanced composition. Entrance to the building may be central or to one side depending on the width of the property.

Decorated steps in recessed doorways should be retained and repaired. The fascia should be finished at the top with a cornice moulding and contained on each side by a console or corbel, which acts as the capital to the pilasters.

The use of tiles on stall risers will help to repel water and provide for a traditional detail.

Existing traditional shop fronts, or surviving components, should be retained and repaired wherever possible.

Original features may be concealed beneath later facings. Where shop fronts have been completely lost but photographic evidence of their original design exists, a detailed replica is most appropriate.



Where no evidence of the original exists, a modern design that follows the principles of the original 'framing' could be used.

Where separate buildings have been combined to form a single unit, each building should have its own distinct frontage to maintain the rhythm and proportions of the streetscape. The same fascia should not be carried across both facades. The window should be subdivided vertically to maintain proportions characteristic of the building and the context.



Fascias, signs, canopies and blinds

The dimensions and proportions of the fascia is a critical component of the overall character and appearance of the shop front. The fascia board should, generally, be no deeper than 400mm and should be kept well below the level of upper floor windows or projecting bays. Hand painted or individually fixed lettering in simple styles are preferable and should normally be no larger than 225mm in height. Perspex, plastic or box type signs should be avoided. Well designed and crafted projecting signs can enliven the street scene, although symbols are usually more effective than writing. Retractable blinds and canopies, without lettering, should be encouraged and should be a minimum of 2.1 metres above ground level.



Illumination

Lighting associated with signage should generally be avoided within the conservation area. Discrete down-lighting or illumination of a hanging sign may be permissible subject to detailed approval.

Paintwork

Whilst stucco and render were always painted / pigmented, brick, stone and tiling rarely were. Timber joinery should be painted in strong dark colours, but vivid colours and / or strong contrasts should be avoided. Ironwork should be painted in black, dark green or a deep purple-bronze. In general, a limited range colours will be more successful and result in a more coordinated and subtle overall appearance. Some of the major paint manufacturers have specific heritage colour ranges, including Dulux, Farrow and Ball and Crown, which provide a good starting point for colour selection. Consultation with LPA officers is advised to ensure that appropriate colours are selected for buildings within the conservation area.

Boundary walls and railings

Although the retail areas of the town centres have buildings generally built tight to the back of the pavement, and therefore no boundary treatment is required, in many of the areas which were, or remain, in residential and commercial use, the boundary walls and railings are particularly important in their contribution to the overall character and quality of the street scene. Particular attention needs to be given to ensuring that boundary walls and railings are not removed to allow on-plot car parking.



Repairs or replacement should always be in the same material as the original. For example, the use of brick to repair a stone boundary wall (above centre) should be avoided.



Stone boundary walls are an important feature of the conservation area

2.4 Policies for new development within heritage areas

There has been relatively little new development in the conservation area in recent years. It is expected that the current regeneration initiatives will encourage sensitive and appropriate redevelopment of those sites that are detrimental to the character and quality of the area.

Recent, major developments, such as the new leisure centre, is a building form and typology not naturally suited to the more typical massing and form of the heritage buildings within Haverfordwest and therefore a good quality, contemporary design approach is perfectly acceptable.



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Generally, where new development and / or extensions are proposed it is important that they are guided by sound principles of urban design, as well as sympathetic detailing in relation to its historic context. All forms of new development within the conservation area should:

- Preserve and reinforce the distinctive pattern of traditional development, including street patterns, open spaces and trees, plot boundaries & boundary treatments;
- Have regard for existing building lines & the orientation of existing development;
- Respond to the particular rhythm and articulation of the subdivision of the street scape and individual buildings in terms of bays and openings that break up the façade;
- Reinforce the distinctive character and grain of the particular character area of the town centre, through an informed understanding of its building forms and styles, features and materials. Pastiche forms of development and the superficial echoing of historic features in new buildings should be avoided;
- Respect the scale and massing of surrounding buildings. It is essential that new development is not out of scale with existing buildings by way of its height, floor levels, size of windows and doors, overall massing and roof scape;
- Maintain key views and vistas within, into and out of the Conservation Area; and
- Where possible, minimise the visual impact of parked vehicles and the provision of parking areas on the streetscape and landscape setting of historic streets and buildings.

Where new development is proposed for areas that are adjacent to the Conservation Area, it will be equally important for care and consideration of the impact of the intended urban design and detailing. Where appropriate, all forms of new development should respect the principles listed above, with particular concern to:

- Ensure new development continues the local scale, form and materials in order to reinforce the distinctive architectural character of the immediate context;
- Consider the impact of new development on key views and vistas; and
- Ensure that new road layouts and parking arrangements have a limited impact on the streetscape qualities of the locality. Sensitive layout, designs and landscaping are required to reduce the areas of tarmac and lines of parked cars;

Good quality, contemporary designs may be appropriate in the Conservation Area, but the concern must be to avoid incongruous and low grade development.



Where extensions, changes to existing buildings and new structures are proposed, it is very important that they follow the core principles of good urban design and are respectful and responsive to their context. Crude designs which do not relate well to their neighbours are not acceptable.

2.5 Specific guidance for buildings, key sites and public realm

Design guidance for key sites

The THI phase 1 initiative has brought a significant number of the derelict, under-utilised and / or poorly maintained buildings back into active use, as well as restoring heritage features. Further key buildings in the conservation area are specifically targeted for enhancement as part of a proposal for an on-going THI enhancement programme. The proposed THI phase 2 project area is focussed on High Street / Dark Street / Market Street. The properties listed below have been identified as being part of the THI phase 2 initiative:

- 10, 10a Dew St
- Former Woolworths store, Castle Square
- 6 / 7 Castle Square
- 17 High St
- 29-33 High St
- 1,2,2b,3,3a Dark St
- 5 Market St
- 13 Market St – Kent House
- Others where appropriate

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There will also be funds available for grants to other properties within the THI phase 2 area and, subject to sufficient funds being available, it is intended to carry out public realm enhancements around St Mary's Church.



These properties in High Street are targeted for improvement as part of the proposed THI phase 2 initiative.

Design of the public realm

The varied characteristics of Haverfordwest reflect the respective history and development of different areas, and also of their scale, location, setting and patterns of use, both historic and contemporary. The treatment of the spaces between the buildings is critically important in the overall quality and character of an area, following sound principles of urban design. Specific issues to be addressed include:

- Context - an appreciation of the local setting and identity of an area coupled with a sympathetic choice of materials and details to respond to, and reinforce, the local character of the place.
- Creating spaces and places- the degree of openness or enclosure of a space, together with its scale, form and massing, helps to give it a character and identity and reinforces issues of safety, security, comfort, variety and interest.
- Encouraging activity- active frontages help promote on-street activity and vibrancy as well as providing over-looking and natural surveillance to a space or street.
- Variety and interest- like the buildings in a street scene, the public realm needs as much careful consideration of the balance of uniformity and variety, to create a range of opportunities and settings for a variety of users, amenities and social groups.

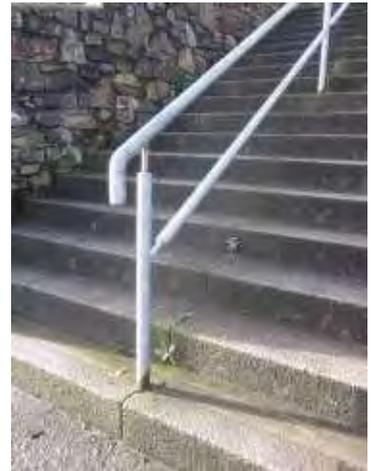


The quayside has great potential to create very attractive public spaces within the town and become a focus for regeneration. There are already elements of the public realm that can be enhanced to create an asset for the town centre and conservation area.

The aim should be to unify, rather than compete with, the rich variety of materials and designs used on the buildings and to form a simple and uncluttered public realm. To make wholesale changes to the town is unrealistic in the short term, but a holistic and integrated short, medium and long term strategy should be formulated that sets out a vision for the area. As part of this approach, public art provides a very direct mechanism for the public realm to respond to the heritage and the community of Haverfordwest and Pembrokeshire. There is an opportunity for artists to become involved with the heritage of the area if included within the public realm design team to ensure artworks are fully integrated and to give them the opportunity to respond to particular locations.

There have been a range of recent initiatives to enhance the public realm, including new paving and street furniture in High Street, Market Street and Castle Square. There are further public realm works proposed for the town centre that will extend these areas of improvement into other parts of the conservation area.

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Recent improvements to the materials and street furniture in High Street, Market Street (above left) and Castle Square (above centre) have given a simple, unified and high quality palette of materials for the conservation area. Other areas remain where further improvements can be made (above right and below)



3.0 Management Recommendations

3.1 Decision making including listing/local listing, boundary changes and Article 4 Directions

Local Listing in the Conservation Area

The purpose of Conservation Area designation is to provide added protection for the many buildings which do not possess the individual characteristics suitable for full Statutory Listing. The following properties and groups of buildings within the Conservation Area are identified in the Conservation Area Appraisal as being unlisted but making a positive contribution to the conservation area, and could be considered for inclusion on a local list:

- County Offices, Tower Hill
- No.1 Upper Market Street
- No.8 Upper Market Street
- Commerce House, Market Street
- Former Tasker's School, Tower Hill
- No.19 Dew Street
- Cleddau Villa, Kiln Road
- No.16 Market Street
- No.20 Market Street
- No.33 Merlins Hill
- No.35 Merlins Hill
- Northgate House
- No's 5 and 7 Picton Place
- No.49 Quay Street
- No.51 Quay Street

Reassessment of the Conservation Area boundary

The Haverfordwest Conservation Area was originally designated in 1975 with revisions in 1995. The Conservation Area Appraisal states that "*whilst the majority of the Conservation Area boundary remains justified, there are however a number of areas which no longer merit inclusion in the Conservation Area.*"

Article 4 Directions and Permitted Development

Article 4 Directions can be imposed by local planning authorities to control certain alterations to dwellings that would otherwise be automatically 'permitted development' under the Town and Country Planning (General Permitted Development) Order 1995 and not requiring planning permission. This extra planning control is primarily used where the character of an area of acknowledged importance would be threatened.

It should be noted that such a Direction only applies to properties in use as dwellings, and particularly terraces as a grouped unit of development. Much of the built development within the Conservation Area is in commercial use which does not have the same permitted development rights as residential property and is therefore less at risk from inappropriate changes and loss of heritage character. More effective planning application compliance is now required on commercial properties.

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In June 2010 an Article 4 Direction for the residential development within the Haverfordwest Conservation Area was confirmed. Items of work that now require planning permission include:

- Alterations to or demolition of front boundary walls;
- Provision of hard standing in front gardens;
- Enlargement, improvement or alteration to elevations fronting the street, including alteration to external doors, windows and porches;
- Alterations to roofs;
- Alterations to, or removal of, chimneys and pots;
- Installation of satellite dishes;
- Construction of porches and side extensions; and
- Painting of render and other finishes

The effectiveness of an Article 4 direction requires a photographic survey to provide a baseline for the known condition of properties. This must be updated at least every three years because enforcement action can only be taken against evidence of unauthorised changes carried out within the previous four years.

In the town centre, the emphasis must lie in robust development control over items such as shop fronts or the replacement of windows and roofing materials, and an equally robust approach to enforcement. Stewardship requires the Council's adoption of best practice and public understanding of the expectations.

3.2 Monitoring and Enforcement:

Article 4 directions are more likely to be effective if:

- There is a dated photographic record of the properties affected for the purposes of tracking any subsequent changes;
- Guidance is provided for homeowners on how the direction affects them with advice on appropriate repair and alteration;
- The local authority undertakes regular monitoring for compliance and appropriate enforcement;
- The need for the article 4 direction is reviewed if circumstances change.



Planning Policy

The current legislative and planning policy position is set out in Part 1 section 2.2



3.3 Monitoring change

Monitoring and regular review of the Conservation Area Character Appraisal and Management Plan will be required to encompass development changes and any new priorities and proposals. A key tool to monitor changes could include a new dated photographic survey of the Conservation Area. Regular updates supported by Planning / Listed Building/ TPO information will identify most development changes. Further historic research of the Conservation Area will be beneficial. Historic maps, drawings, paintings or engravings and the impressive number of old photographs can be used to inform the accurate restoration of heritage properties and townscapes. Provisions for monitoring and Review are set out in Part 3.

3.4 Community involvement

The success of the Conservation Area Character Appraisal and Management Plan, and ultimately, the regeneration of the town, is a shared responsibility, with individuals, community and organisations, working together in partnership. Views and opinions are sought from both those who live, work and visit Haverfordwest and from local and national organisations which have a responsibility towards the well-being of the town. This enables rounded consideration of all the conservation issues.

The THI initiative has been promoted to owners and occupiers of relevant buildings through leaflets, exhibitions, local press, the Council website and by word of mouth. The benefits and successes of the scheme have been publicised with regular features in the local press, in consultation workshops, tours of the town and through presentations.

It is intended that the scheme will continue to educate members of the local community and other organisations by holding further heritage in action events, heritage open days, skills and knowledge exchanges, tours of the town showing best practice and also advising other groups and authorities involved in heritage regeneration.

Conservation education and training

Local education and training measures are intrinsic to the conservation-based approach to the long-term management of the area. Pembrokeshire Council is keen to ensure that:

- appropriate conservation skills are available in the authority and the community;
- there is a proper awareness and understanding of the area's conservation value;
- conservation standards are implemented to ensure protection and enhancement; and
- owners' responsibilities are understood.

These aims can be delivered through a range of events and training activities:

Heritage in Action Events will be open to all, with professional guest speakers and recipients' of grants. The focus will be to engage the local community in restoring their heritage and will directly target local building owners providing best practice local examples of what has been achieved. A tour of completed and in-delivery schemes will be provided, to support the preservation of the conservation area and promote best practice. Pembrokeshire College will help to organise and coordinate these events alongside, HLF, and Pembrokeshire County Council Officers.

Heritage Open Days are about people and places; the tours will celebrate the community and reflect the importance of the built environment. Open to all and run on an annual basis, guided tours will be provided to celebrate the history of Haverfordwest. Access will be permitted to key buildings and places that define the town's history and there will be opportunity to learn and hear about Haverfordwest's heritage, its character and plans for the future.

Skills and Knowledge Exchange programmes can be provided and delivered with the support of Pembrokeshire College to educate and up skill the local community, construction contractors, and professional support services in the restoration and management of the conservation area, heritage properties and the environment.

3.5 Resource Needs

Additional capital funding will be needed to ensure appropriate heritage standards for both public and private expenditure on the built environment. Generally actions and intended outcomes are more likely to be levered through the provision of grant aid. Opportunities for funding will continue to be explored and investigated through partnership working with other service areas and stakeholders.

Continuing protection of the Conservation Area, appropriate to its heritage context, will require further detailed policy and technical guidance. There is a specific need for additional guidance on key principles, with good practice examples identified, including an update of the guidance on traditional shop fronts to discourage inappropriate repairs, replacements and materials. The following additional priority topics for guidance in the Conservation Area have been identified:

- **Advertising and signage** with recommendations on scale and design when used on shops, commercial properties and stand-alone hoardings within a conservation area;
- **Aerials and satellite dishes** including advice on location and scale of apparatus to be used;
- **Security: shutters, alarms, security lighting, CCTV cameras etc** that identifies inappropriate locations and suggests preferred designs and installations for different types of property; and
- **Needs for disabled:** advice on accessibility around the public realm and into public and private buildings.



3.6 Equality impact assessments

Equality and Community Cohesion Impact Assessments or Equality Impact Assessments are an important part of the Council's commitment to promote equality of opportunity for all citizens. The Council needs to consider diversity when developing, delivering and reviewing policies and services to ensure we meet the needs of all our citizens. Equality Impact Assessments provide a systematic process to doing this and therefore will help to improve service delivery and employment practice.

Action to implement any of the proposed Conservation Area management policies will require such an impact assessment.

3.7 Sustainability

The refurbishment and reuse of existing buildings is often more sustainable than, and more likely to have less of an impact on the environment, than starting from scratch with a cleared site. Attention needs to be given to meeting Biodiversity requirements.

Even though buildings contained in Haverfordwest's Conservation area are exempt from meeting the requirements of the building regulations on energy efficiency, these factors can be improved without detracting from the character of the building or the conservation area as a whole. Areas where improvements can be made to both environmental and energy efficiencies with the historic buildings of Haverford include:

- considering environmental sustainability in historic refurbishments through appropriate design;
- improvements in air-tightness utilising draft excluders around windows and doors, blocking up redundant chimneys and the use of secondary glazing or, for example, Histoglass – specially designed, thin double glazing (10mm) for installation into existing timber and metal frames without altering the fine detailing of the glazing bars;
- where appropriate, the use of renewable energy technology, as in the photo examples below;
- use of natural oil or water-based paints, varnishes and other finishes, giving both health and conservation benefits;
- restoration of historic features rather than replacement;
- utilising insulation materials that breathe and avoid the build-up of moisture;
- locally sourcing labour and materials;
- limiting waste by the re-use of materials, such as slate, brick and timber

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Photo-voltaic panels for electricity generation can be incorporated into the conservation area if sited carefully

- Working with PCC's in-house biodiversity team to assist in encouraging an informed and positive approach to working with wildlife to ensure that all projects within the conservation area are compliant with the latest legislation surrounding the protection of wildlife; and
- Reinforcing the links with Pembrokeshire College to allow the incorporation of further input into consideration of how individual projects within the conservation area might incorporate latest green thinking.

The HLF publication *Planning Greener Heritage Projects*¹³, February 2009 includes guidance and information on a wide range of aspects of sustainability in relation to heritage buildings and the provision of new buildings within a heritage context. The information covers topics including:

- Energy efficiency;
- Renewable energy;
- Water;
- Building materials;
- Construction waste;
- Soil, including peat;
- Timber;
- Biodiversity; and
- Visitor transport.

¹³ Available on the HLF website, hlf.org.uk in English and Welsh

4.0 Implementation Programme

4.1 Resources for implementation in the Conservation Area

Pembrokeshire County Council (PCC) will monitor and review the necessary resources to sustain the historic environment and manage the Conservation Area. Where appropriate and funds are available, PCC will coordinate such works with all involved agencies to achieve the heritage aims and to ensure the beneficial impact of a conservation-led approach to economic development and regeneration.

Timely management and skills input from all agencies working in the Conservation Area is essential to implement the programme, to ensure effective monitoring and enforcement, to prepare technical guidance and to inform the community. Additional capital funding will be needed to ensure appropriate heritage standards for both public and private expenditure on the built environment. Many of these actions and intended outcomes are more likely to be levered through the provision of grant aid and opportunities for funding will continue to be explored and investigated through partnership working with other service areas and stakeholders.

The Townscape Heritage Initiative Phase I has aided the implementation of some of the key aims and objectives in the Haverfordwest Regeneration Framework (2008).

4.2 Implementation Management

As part of the co-ordination and management of the regeneration of Haverfordwest, the Economy Overview and Scrutiny Committee at Pembrokeshire County Council has focussed on town centres to:

- Review the issues and challenges facing town centres in Pembrokeshire;
- Evaluate the impact that County Council services have on town centres;
- Identify opportunities for regeneration town centres; and
- Consider recommendations for improvement.

Consultation and co-ordinating activities take place between the various organisations within the town, including:

- PCC (Cabinet Member for the Economy and the Head of Regeneration) stakeholder engagement with the Town Council and Chambers of Commerce.
- Quarterly meetings between The Chamber of Commerce and PCC (Leader and Chief Executive).
- Regular meetings to co-ordinate town centre regeneration activity, between PCC (Head of Regeneration) and Haverfordwest Civic Society
- PCC Senior Officer Group to drive forward and co-ordinate Town Centre regeneration, comprising the Chief Executive with the Directors of Development and of Transportation and Environment, Heads of Property & Asset Management and of Highways & Construction.

4.3 Community awareness and training programme

The Phase 2 THI initiative includes “Heritage in Action”, “Heritage Open Days” and “Skills and Knowledge Exchange” learning and training events to showcase the heritage in Haverfordwest and to provide an educational and learning experience for all.

Pembrokeshire County Council is committed to supporting initiatives that build on and reinforce the objectives and achievements of the THI. A number of initiatives are proposed and described below, encompassing briefings, training events, public awareness raising and engagement initiatives.

Pembrokeshire College in Haverfordwest is an important partner in the THI Phase 2 initiative and in engaging in activities that will support the effective management of the conservation area. This includes the following actions:

1. Heritage Building techniques incorporated into Pembrokeshire College building full-time / part-time and apprentice courses;

College courses: teaching and practice can be supplemented to include conservation and traditional techniques. This will ensure all future students have an awareness of traditional building methods with opportunities for more specialised courses to assist with a recognised significant skills gap within the local construction industry.

2. Conservation awareness and skills seminars and the involvement of the local construction industry.

Conservation and THI **purpose and processes seminars** will be delivered through Pembrokeshire College and will be of particular interest to property owners, local agents for owners, architects, surveyors, developers and contractors.

Conservation building techniques workshops will be delivered by the College to cover technical issues including: mortars and renders; stonework and brickwork repairs; joinery including shop fronts and sash windows; lead work, wrought and cast iron; and general repair techniques.

3. Conservation Area guidance leaflet to be prepared to increase public awareness of conservation opportunities, benefits and processes.

4. Heritage Interpretation of the Conservation Area, which will include a collection of old photographs, records of historic buildings and interpretation of the history of the area to inform selection of heritage walks and talks and walks for school and local community organisations.

5. Briefings / Seminars / Good Practice study visits for local Members and relevant Council Officers.

4.4 Action plan summary

The following actions are identified for early implementation to further the awareness and achievements of conservation in the Haverfordwest Conservation Area:

Planning Policy & Strategy:

- PCC to adopt the Haverfordwest Conservation Area Appraisal and Management Plan;
- PCC to prepare and adopt a Built Heritage Strategy; and
- PCC to prepare a programme for those responsible for monitoring change.

Community involvement:

- Identify and establish a Conservation Area Advisory Committee;
- Introduce Conservation education and training;
- Training and Development of Conservation Staff;
- Briefing for Members and Officers;
- Briefing(s) for property owners, architects and contractors;
- Increase conservation awareness;
- Information day for owners of heritage properties;
- PCC Conservation website development;
- Publication of Haverfordwest Conservation Bulletin(s); and
- Local availability of the Conservation Area Character Appraisal and Management Plan.

Planning Measures:

- Finalisation of draft Local List to inform the adopted Local Development Plan;
- Implementation of Buildings at Risk Strategy for those Listed Buildings at risk or vulnerable
- Identify Archaeologically Sensitive Areas; and
- Assessment of condition of Council owned land / buildings within the Conservation Area.

Framework for Design Standards:

- Prepare programme for preparation of additional planning guidance notes on conservation issues;
- Ensure opportunities for, and importance of, enforcement measures are understood and implemented throughout PCC;
- Promotion of Planning Guidance Notes and Cadw's 'Maintenance Matters' on website
- Prepare of site specific development briefs where appropriate; and
- Prepare a public realm and traffic management strategy and use the THI to undertake exemplar street improvement works for the Conservation Area.

Part 3 Monitoring and Review

1. Monitoring

Progress with implementing the recommendations of the Conservation Area Character Appraisal and Management Plan should be monitored and recorded.

Separate arrangements will be put in place for monitoring the THI Stage II funded projects.

2. Formal Review

This document should be reviewed every five years from the date of its formal adoption. It will need to be assessed against Legislation, national and local policy in place at the time of Review. The review should encompass the following:

- A survey of the Conservation Area including a full photographic survey to aid possible enforcement action;
- An assessment of the extent to which recommendations have been acted upon, and how successful this has been;
- The identification of any new issues which need to be addressed, requiring further actions or enhancements;
- The production of a short report detailing the findings of the survey and any necessary action;
- Publicity and advertising.

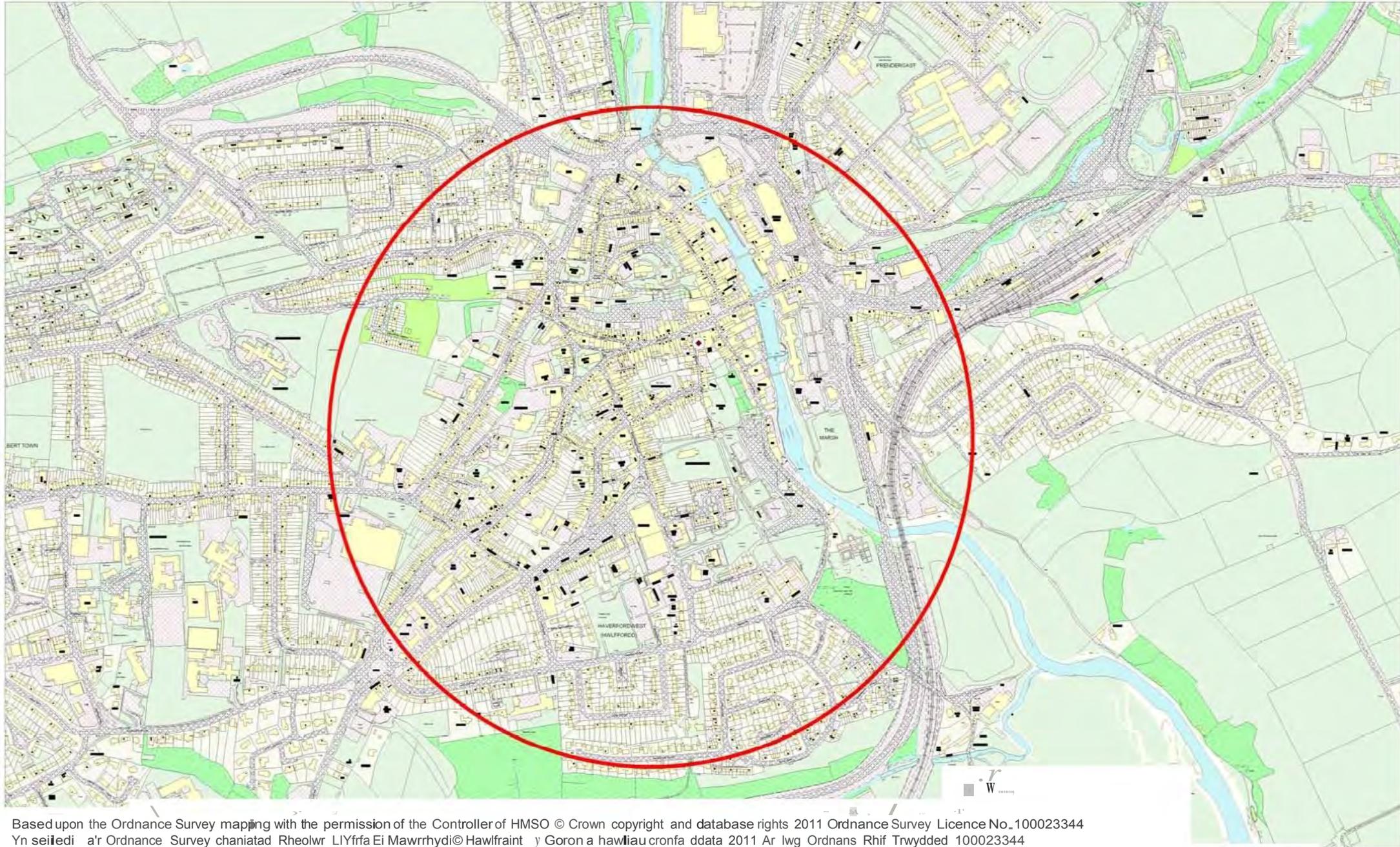
Appendix 1 Conservation Area Maps

- 1. Haverfordwest Conservation Area: Location Plan**
- 2. Haverfordwest Conservation Area: Boundary (1975)**
- 3. Haverfordwest Conservation Area: Article 4 Direction**
- 4. Haverfordwest Conservation Area - Listed Buildings and Scheduled Ancient Monuments**
- 5. Haverfordwest Conservation Area – Epoch 1: 1843- 1893**
- 6. Haverfordwest Conservation Area – Epoch 2: 1891 - 1912**
- 7. Haverfordwest Conservation Area – Epoch 3: 1919 – 1943**
- 8. Haverfordwest Conservation Area - Boundary Revisions (Proposed)**

Haverfordwest Location Plan



Scale: 1 : 5652



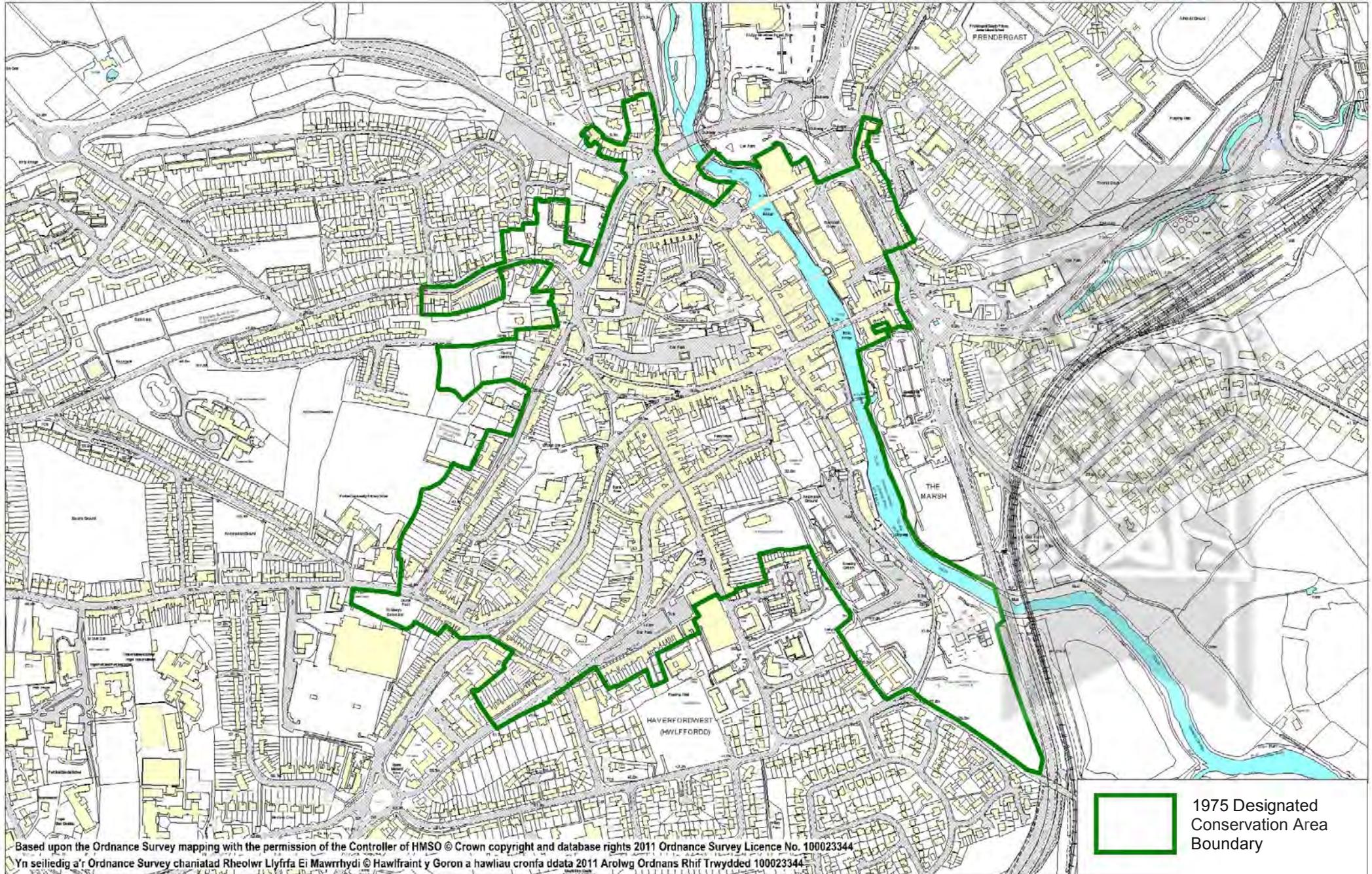
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Haverfordwest Conservation Area

Designated 1975



Scale: 1 : 5000



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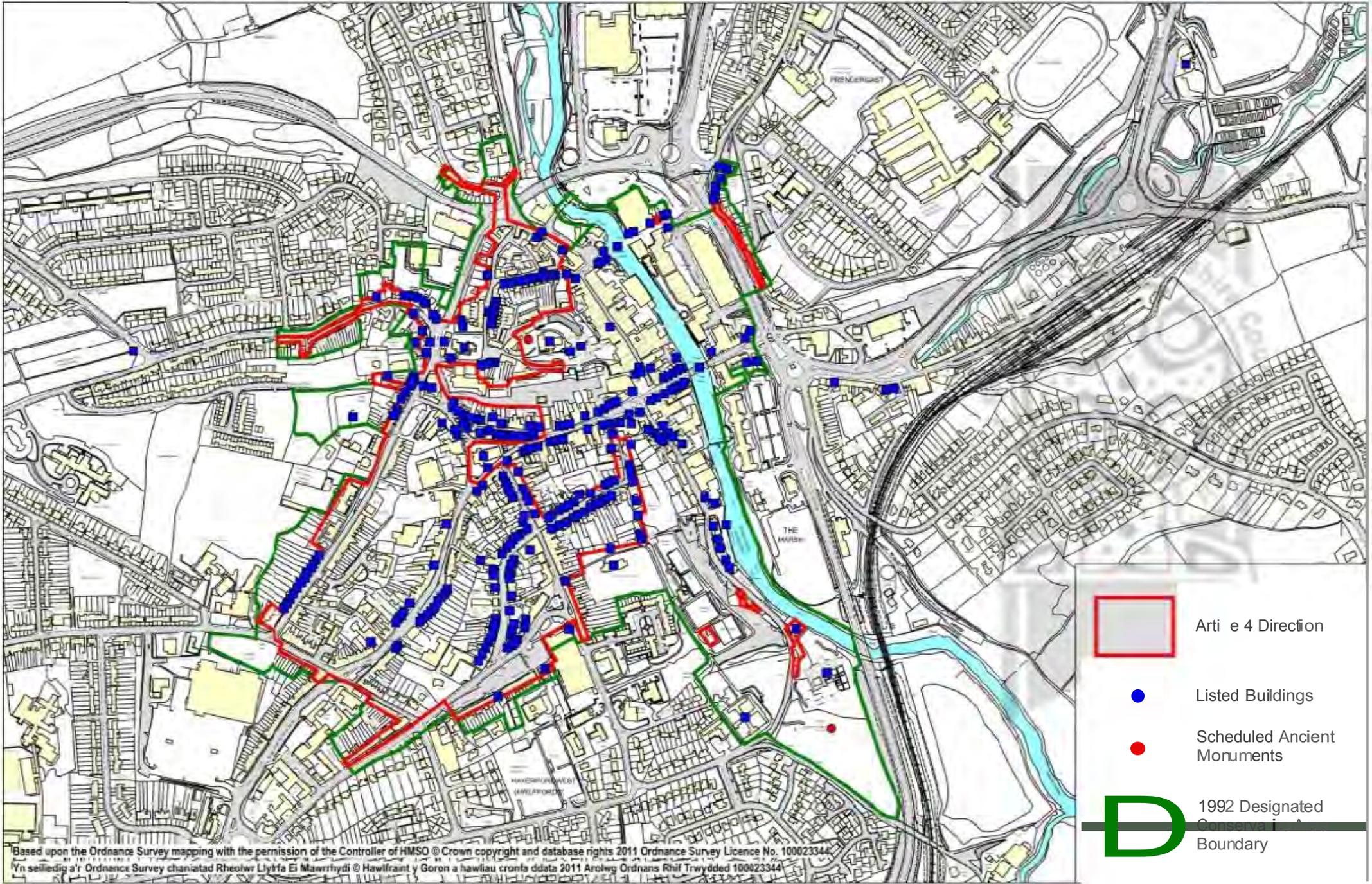
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Haverfordwest Conservation Area -Article 4 Direction Boundary

1978



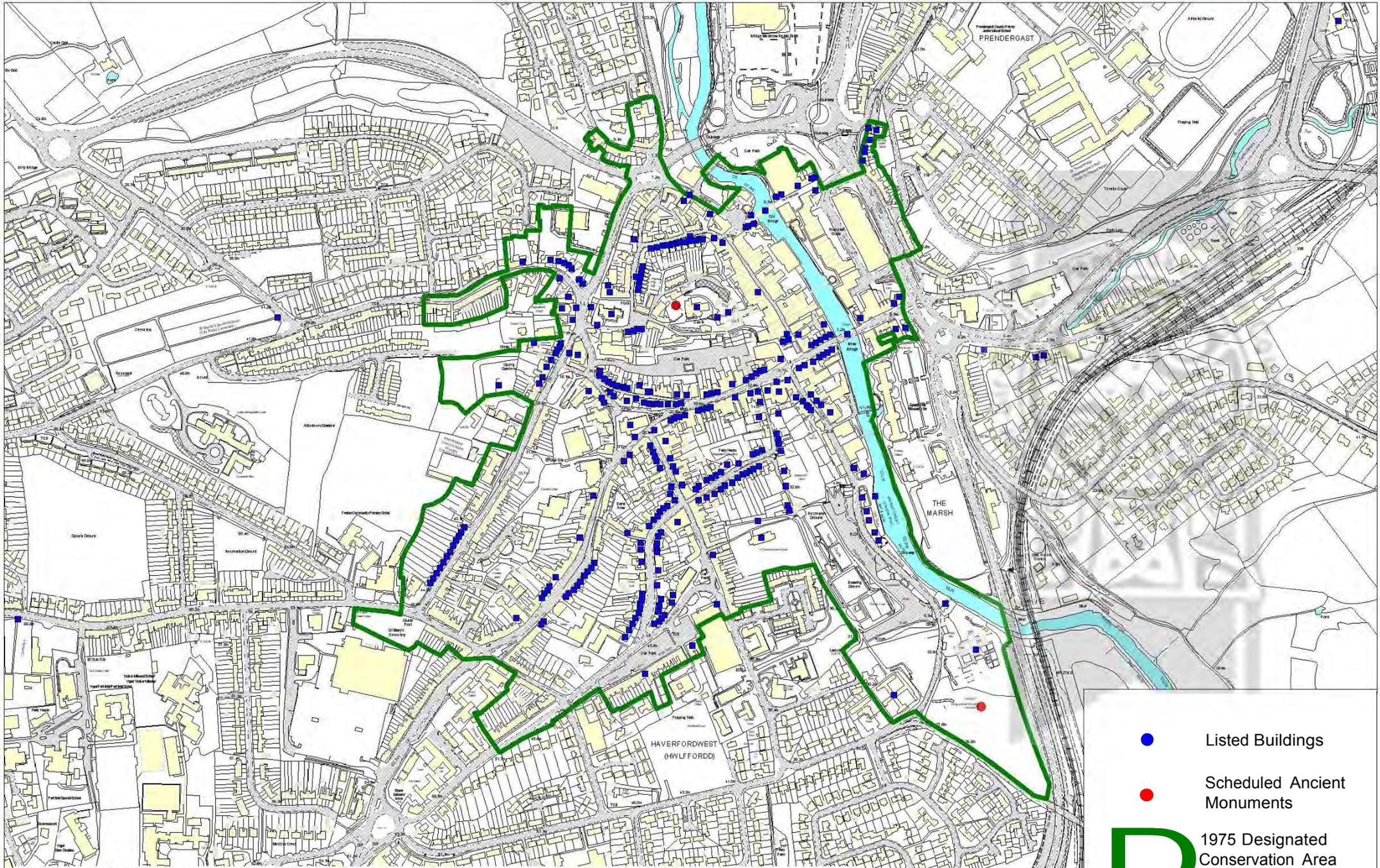
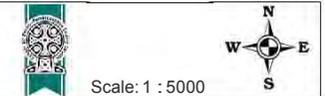
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-  Article 4 Direction
-  Listed Buildings
-  Scheduled Ancient Monuments
-  1992 Designated Boundary

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Haverfordwest Conservation Area - Listed Buildings and Scheduled Ancient Monuments



-  Listed Buildings
-  Scheduled Ancient Monuments
-  1975 Designated Conservation Area Boundary

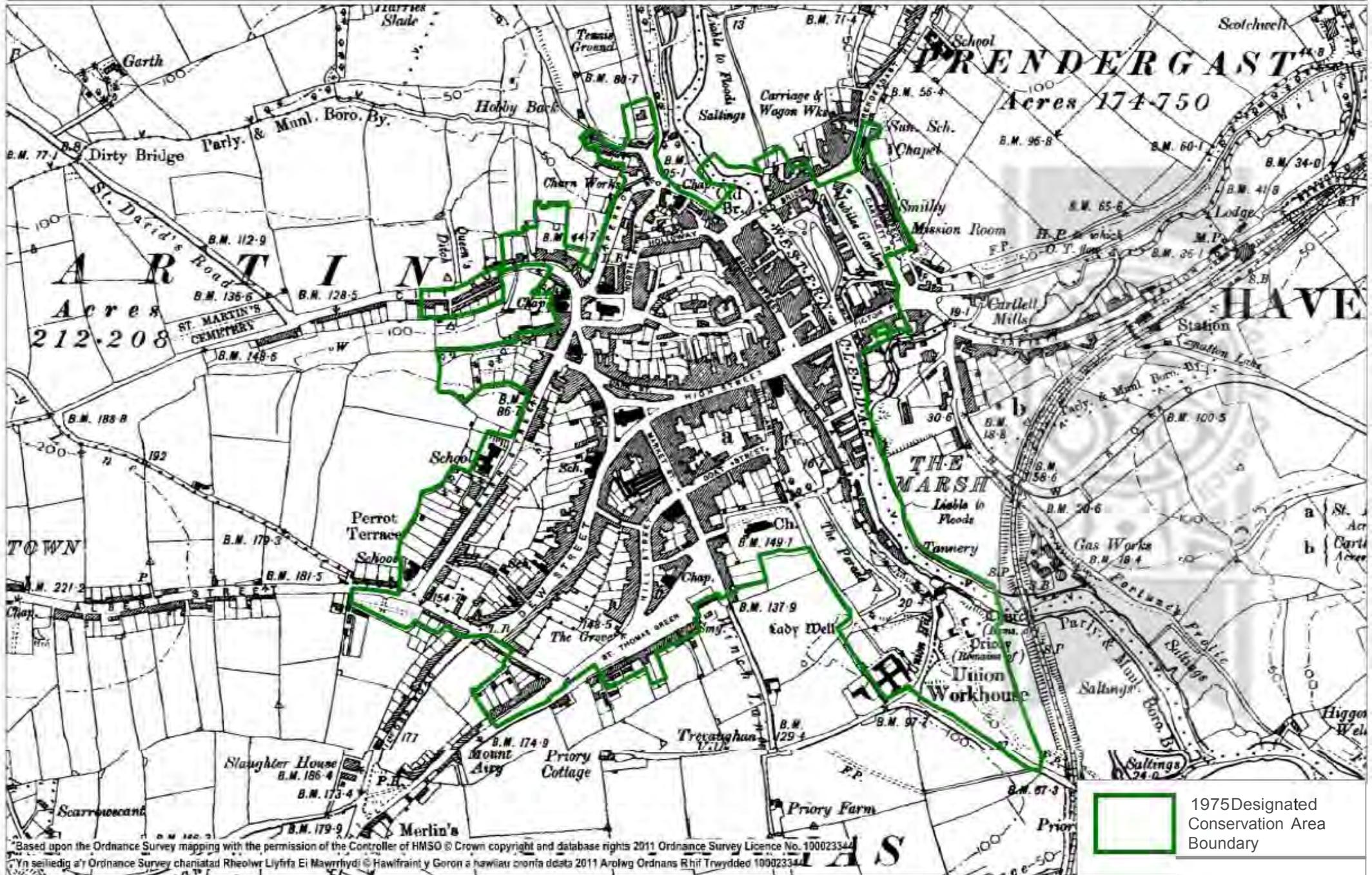
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Haverfordwest Conservation Area - Epoch 2 1891 - 1912

Designated 1975



Scale 1:5000



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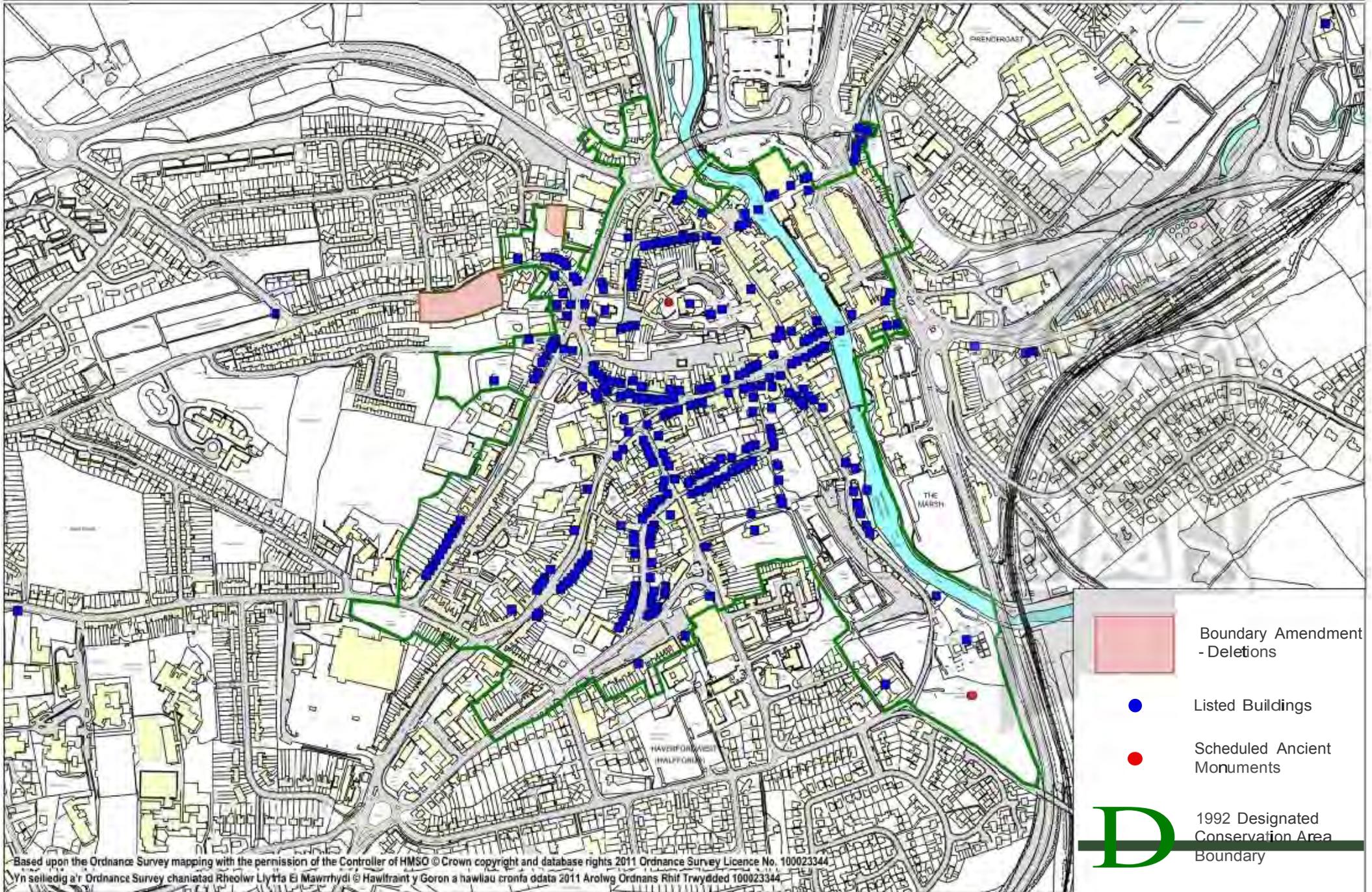
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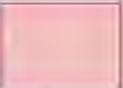
Haverfordwest Conservation Area - Proposed Changes

Designated 1975



Scale: 1 : 5000



-  Boundary Amendment - Deletions
-  Listed Buildings
-  Scheduled Ancient Monuments
-  1992 Designated Conservation Area Boundary

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Appendix 2: Summary of suggested format¹⁴ for Conservation Area Character Appraisals

Introduction (background to the study, scope and structure of the appraisal)

Definition (or summary) of special interest

Assessing special interest – suggested checklist headings:

Location and setting

- Location and context (including a Conservation Area map)
- General character and plan form
- Landscape setting (topography and land form; geology; setting of the Conservation Area and its relationship with the setting/landscape; identification of significant landmarks and panoramas).

Historic development and archaeology

- The origins and historic development of the area
- Archaeology, including scheduled monuments

Spatial analysis

- Character and interrelationship of spaces within the area
- Key views and vistas (both out of and into the area, viewpoints)

Character analysis

- Definition of character areas or zones – characterisation
- Activity and prevailing or former uses and their influence on the plan form and buildings
- The qualities of the buildings and their contribution to the area
- Unlisted buildings (including any recommendations for locally listed buildings)
- Local details
- Prevalent local and traditional building materials and the public realm
- An audit of heritage assets (if appropriate)
- The contribution made to the character of the area by green spaces and its biodiversity value
- The extent of intrusion or damage (negative factors)
- The existence of any neutral areas
- General condition (of the area and built fabric, identification of buildings at risk – BARs)
- Problems, pressures and the capacity for change

Community involvement (how the process was undertaken)

Suggested boundary changes (extension, deletions, if relevant)

Local generic guidance

Summary of issues (including need for statutory action)

Useful information, appendices and contact details

Management proposals (developing a management strategy)

¹⁴ English Heritage

Appendix 3: Local Generic Guidance

The Conservation Area contains a large number of historic buildings, many of which are not statutory listed. These properties have retained architectural features which help to maintain the character of the area and are a vital element of its special interest. Minor alterations and additions to properties may seem insignificant in themselves but when viewed collectively can have a damaging impact on the special interest of the Conservation Area. It is important that alterations are sympathetic to the special character of the Conservation Area.

The special interest of the Conservation Area is a result of the key qualities described in Chapter 3. Although some alterations to buildings may be 'permitted development' any development should seek to retain these key qualities. The guidance below sets out good practice for development in the Conservation Area.

Exterior Walls

The covering of an original historic wall, be this by rendering, some form of cladding, painting or any disfiguring treatment is not supported.

Repointing

When repointing it is important that; the joints are correctly prepared, new mortar of the same colour and texture as the original is used and the profile and finish of the original work is matched as closely as possible. Overzealous repointing can cause long term damage to the fabric of the building.

Roofs & Gables

Original decorative details in gables and on the roof, such as ridge tiles, finials and ornamental barge boards should be retained and repaired. Their removal will not normally be acceptable. Where these details have been lost their reinstatement will be encouraged as this will enhance the special character of the Conservation Area.

Re-roofing works often require planning permission. Where possible the original roofing material should be retained. If replacement is planned the scope for the re-use of the original roofing material should be assessed as roofing works proceed. Reclaimed or new natural slates and tiles are the best way to preserve the special interest of the building and wider Conservation Area. However, good quality replica slates are sometimes an acceptable alternative covering for an unlisted building in the Conservation Area.

Chimneys

The demolition of a chimney requires planning permission. It is important to ensure that steps are taken to maintain stonework or brickwork, the mortar and any details such as clay pots, even where the chimneys have become redundant. The removal of a chimney which makes a contribution to the Conservation Area will not normally be supported.

Rainwater Goods

Cast iron gutters and down pipes on prominent elevations should be retained where possible. Replacements should be in a style that is in keeping with the special interest of the Conservation Area.

Rooflights and Dormer Windows

Rooflights and dormer windows require planning permission wherever they are located on the roof. The insertion of new rooflights and dormer windows on prominent elevations appear incongruous, undermining the character of the Conservation Area.

Dormer windows and rooflights are more likely to be considered acceptable on rear elevations as they tend to be discrete locations. However where a rear elevation of a building is very prominent from the highway (excluding the rear service lanes) they are unlikely to be acceptable.

The alteration of a dormer window into a balcony or balconette is not a characteristic feature of the Conservation Area.

Windows & Doors

Window or door alteration and replacement normally requires planning permission, although an exact like for like repair or replacement often does not. The Conservation Team should be contacted to discuss this issue.

Original timber sash windows and doors should be retained and repaired whenever possible. Repair of timber decay not only is more environmentally sustainable, is often cheaper than complete replacement and has the benefit of retaining the original character of the building.

Where new windows have become necessary, their replacement shall carefully match the appearance, materials and function of the original windows, when planning permission is required, replacement of original timber sash windows with upvc windows will only be permitted where it is considered that they preserve the character of the Conservation Area. It should be noted that upvc often appears unsympathetic because structurally they must be made thicker. This can result in them having none of the lightness that characterises timber sash windows.

Where a building has modern, non-original windows and doors and where development opportunities allow, replacements that accurately reflect the appearance, materials and function of those originally fitted to the building will be encouraged as an enhancement to the character of the Conservation Area. The size of window and door openings should not be altered as this is likely to harm the appearance of the building and the group of which it forms part. New openings are unlikely to be acceptable on prominent elevations. Where inappropriate alteration has taken place and where development opportunities allow, the reintroduction of typical fenestration patterns will be encouraged.

Better energy efficiency, noise reduction and draught reduction can be achieved through benign methods, for example through the regular maintenance and appropriate repair of the windows or by the introduction of; secondary glazing applied to the inside of the windows, draught stripping and even by using thick curtains. These methods also have the advantage of not normally requiring planning permission.

Renewable Energy Devices, Communications Equipment etc

The attaching of additional equipment, for whatever uses, to buildings can have a significant impact on the character of the Conservation Area. If inappropriately located they can have a cumulative impact that is detrimental to the character of the Conservation Area.

Rear elevations or out buildings are often a more appropriate location, provided they are discrete and do not harm the character or appearance of the Conservation Area. Where this type of equipment is currently inappropriately located and when opportunities arise this visual clutter should be reduced.

Front Boundaries

Where originals front boundaries remain these will be retained in development proposals. Railings on top of boundary walls and gates would have once been a common feature however few originals remain. Where these details have been lost and when development opportunities allow, enhancement through their re-establishment will be encouraged.

Extensions & New Development

Whether a traditional or contemporary design approach is adopted, the success of new developments and extensions to existing buildings in the Conservation Area will require an understanding of its special interest.

Extensions to existing buildings and new development in the Haverfordwest Conservation Area will be required to preserve or enhance the character and appearance of the Conservation Area by respecting the area's historic context. This can be expressed in:-

- Existing vertical and horizontal rhythms in the built form.
- Retaining important views and vistas in, out of and within the Conservation Area.
- Respecting the existing land uses.
- Reinforcing the existing hierarchies of public and private space.
- Using materials and architectural details which are as high in quality as those used in existing buildings.
- Respecting established plot size and garden layout within the Conservation Area

Sign Guidance

Signs and Advertisements should compliment the appearance of the building to which they will be attached. Too many signs in a garden or on a building will detract from the quality of the building and can undermine a wider architectural composition or building group. Only signs that are necessary to identify the business to which it relates should therefore be installed. Signs should not obscure architectural features of the building behind.

Appendix 4: Useful Information

Contact:

Conservation Team / Y Tim Cadwraeth

Planning Dept / Adran Cynllunio County Hall /
Neuadd y Sir Haverfordwest / Hwlfordd
Pembrokeshire / Sir Benfro SA61 1TP

Tel: 01437 764551

Email: HistoricEnvironment@pembrokeshire.gov.uk

Website: <http://www.pembrokeshire.gov.uk/planning>