

Pembrokeshire County Council Cyngor Sir Penfro



Goodwick Conservation Area Character Appraisal and Management Plan

Adopted November 2016

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Abbreviations

CA	Conservation Area
HLF	Heritage Lottery Fund
LB	Listed Building
LDP	Local Development Plan
PCC	Pembrokeshire County Council
SPAB	Society for the Protection of Ancient Buildings
TAN	Technical Advice Note – Welsh Government Planning Policy
TPO	Tree Preservation Order
T&CPAct	Town and County Planning Act 1990

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Executive Summary

- i This combined Conservation Area Character Appraisal and Management Plan has been prepared to define the special interest of the Goodwick Conservation Area in order to help preserve and enhance its character, and to provide a basis for making sustainable decisions about its future.
- ii Part 1 sets out the Conservation Area Character Appraisal analysis and Part 2 sets out the Management Plan and arrangements for monitoring and review of both.
- iii This document supports the Pembrokeshire Local Development Plan (LDP) 2013-2021, and will be a relevant consideration for any subsequently adopted development plan, in relation to the protection and enhancement of the historic environment within a Conservation Area. It is a material consideration in the determination of planning and listed building applications along with relevant Supplementary Planning Guidance.

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 and architectural detailing.
 - **Planning Policy Wales (PPW) Edition 8, January 2016** (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.
- iv Summarised below are the key elements that contribute to the special interest and character of the Goodwick Conservation Area:
 - A long maritime history - with evidence of pre-Roman settlement, the establishment of a fishing harbour to the founding of the ferry port.
 - Natural characteristics - the coastal landscape and underlying landforms have influenced the plan form and challenging street layout of the town as a whole and provide its dramatic coastal setting
 - The landform has provided steep slopes and ensured that built areas are generally visually prominent
 - Significant views into, out of and within the Conservation Area.
 - A diverse mix of building style and type, with the majority comprising

19th century buildings.

- Listed buildings and unusual buildings worthy of note which add interest and character to the street scene.
- Architecturally distinctive landmark buildings.
- Its strategic position in relation to links to Ireland
- The fine terrace of well preserved Victorian shop fronts along Main Street with living accommodation above.

Key Issues

- v A number of key issues have been identified that have a negative impact on the character of Goodwick Conservation Area. These form the basis for the Management Proposals outlined in part 7 (page 54) of this document and are summarised below:

i 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. The use of upvc windows is a particular problem for this Conservation Area.

ii 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.

iii Control of New Development

Some new development neither preserves or enhances the area and can detract from its character. Future proposals must be assessed in line with Planning Policy and Guidance and should complement the existing character of the area.

iv Public Realm

Unsympathetic developments and the use of inappropriate materials in the public realm is a problem in the Conservation Area and must be avoided in future. Obtrusive features such as telegraph poles and wires have a negative impact in certain areas.

v Open/ green spaces, landscaping and tree management

Appropriate landscaping can offer opportunities to enhance many of the public spaces and streets by adding texture, colour and increasing biodiversity. Neglected parcels of land, boundary fencing and walls can all impact upon the area's character.

vi *Shopfronts, signs and advertising*

Empty retail premises and the loss of traditional features detract from the historic core of the Conservation Area. Traditionally designed commercial premises are at risk of deterioration due to poor maintenance and pressures to develop for alternative uses.

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 Goodwick Conservation Area Appraisal and Management Plan;

Community involvement:

- Training and Development of Conservation Staff;
- Increase conservation awareness;
- PCC Conservation website development;
- Publication of Goodwick 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 as appropriate

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 site specific development briefs where appropriate

Part 1: Conservation Area Character Appraisal

1. Goodwick Conservation Area Character Appraisal

1.1 Introduction

1.1.1 Goodwick Conservation Area was designated in 1975, and recognises the historic and architectural interest of the historic core of the town, concentrating mainly upon the Victorian development which took place during the construction of the railway and port in the late 19th and early 20th Century.

1.1.2 Conservation Areas, designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) 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 buildings and on trees. Additional protection may be appropriate through the use of a Direction² across part of the Conservation Area, called an Article 4 Direction, this removes specified permitted development rights to alter or extend designated buildings therefore affording a greater degree of protection over the historic environment.

1.1.4 This appraisal defines and records the special architectural and historic interest of Goodwick Conservation Area, considers current issues and the current statutory and policy context, and identifies opportunities for enhancement, providing a framework for sustainable decision making 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, and provides a firm basis on which applications for development and proposals for enhancement within the Conservation Area will be assessed.

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

² Made under Article 4 of the General Permitted Development Order 1995, confirmed on 28th June 2010

³ Section 71 The Planning (Listed Buildings and Conservation Areas) Act 1990

⁴ Section 72 The Planning (Listed Buildings and Conservation Areas) Act 1990

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
- PPW Edition 8 (January 2016)
- Circular 61/96⁶ and Circular 1/98⁷
- Pembrokeshire Local Development Plan (LDP) 2013 – 2021.

1.2 Background

1.2.1 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.

1.2.2 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”.

1.2.3 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.

1.2.4 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.

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

1.2.5 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 Goodwick Conservation Area

1.3.1 The County of Pembrokeshire (excluding the Pembrokeshire Coast National Park) has 24 Conservation Areas, one of which lies within Goodwick.

1.3.2 Goodwick Conservation Area was designated by the former Pembrokeshire County in 1975. Nearby, Fishguard has two Conservation Areas, one for the Lower Town and one for the Upper Town.

1.3.3 The Goodwick Conservation Area has not previously had the protection of Article 4 Direction. This would remove existing permitted development rights, and bring in a requirement for planning permission to be obtained for repairs and extensions, to ensure that traditional buildings methods and materials are used. This would serve to halt the erosion and loss of essential architectural detail which gives the Conservation Area its 'area of special interest' status. Consideration has been given to the potential to introduce an Article 4(2) Direction at Goodwick Conservation Area. Further information about the Article 4(2) Direction process can be found at [Part 2 \(section 4.3\)](#) of this report.

1.4 Purpose and Scope of the Appraisal

1.4.1 On designation in 1975 Goodwick Conservation Area was recognised as being of special architectural and historic character which warranted preservation and enhancement.

1.4.2 The purpose of this study is to undertake a character appraisal⁸ for the Conservation Area as part of Pembrokeshire County Council's rolling programme of Conservation Area review. It describes the special architectural and historic interest of Goodwick Conservation Area and provides a detailed analysis of its character and appearance, concluding that its designation as a Conservation Area is clearly justified.

⁸ follows the general guidance set out in Historic England publication 'Understanding Place: Conservation Area Designation, Appraisal and Management, 2011.

1.4.3 This Character Appraisal supports the policies of the LDP for Pembrokeshire, and should be used as a material consideration in the assessment and determination of applications for development within the Conservation Area, guiding 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.**

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.

(former English Heritage 2006⁹)

1.5.1 The aim of this Character Appraisal is to reassess the designated area in terms of reviewing its boundary and to record its special architectural and historic interest in a concise manner, isolating the important elements of an area's character.

1.5.2 This appraisal will consider the Conservation Area using Conservation Area Designation, Appraisal and Management' Historic England Advice Note 1, 2016 as a guide, and the following objectives:

- I. Outline and explain the historical development and evolution of the area;
- II. 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 the assessment review the existing Conservation Area boundary, and
- IV. 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

⁹ In 2015 the Historic Buildings and Monuments commission for England changed its common name from English heritage to Historic England.

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 Conservation Areas as “*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 introduced the Historic Environment (Wales) Bill was introduced to the National Assembly for Wales on the 1st May 2015¹⁰.

2.1.4 This Character Appraisal should be read in conjunction with National Planning Policy and Guidance including PPW Edition 8 (January 2016) 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 and recognises 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 PPW Edition 8 (January 2016) which provides specific guidance for the designation, positive management and review of Conservation Areas. PPW 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 8 (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.

¹⁰ At November 2015, the Bill was at Stage 2 ‘detailed consideration by Committee of the Bill.

2.1.8 PPW is supplemented by a series of Technical Advice Notes (TANs). TAN 12: Design, for example, 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 local policies by providing greater detail on the special elements that give Goodwick Conservation Area its character, providing a firm basis on which applications for development 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 LDP¹¹ for Pembrokeshire 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 are the specific policies relating to the historic built environment, including:

- SP 1 Sustainable Development
- SP14 Hub Towns
- 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 Plan¹².

2.3 Enforcement Strategy

2.3.1 In terms of direct action within a Conservation Area, the powers available to

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

¹² [Pembrokeshire County Council Local Development Plan](#)

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 215¹³ 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 development plan, such designation should ensure consideration of potential archaeological issues at an early stage.

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

¹³ Town and Country Planning Act 1990

3. Definition of Special Interest

3.1.1 Although not an exhaustive list, this appraisal of the Goodwick Conservation Area concludes that the special interest of the area derives from the following key characteristics:

- A long maritime history - with evidence of pre-Roman settlement, the establishment of a fishing harbour to the founding of the ferry port.
- Natural characteristics - the coastal landscape and underlying landforms and steep topography have influenced the plan form and challenging street layout of the town as a whole and provide its dramatic coastal setting
- The landform has provided steep slopes and ensured that built areas are generally visually prominent
- Significant views into, out of and within the Conservation Area.
- A diverse mix of building style and type, with the majority comprising 19th century buildings.
- Listed buildings and unusual buildings worthy of note which add interest and character to the street scene.
- Architecturally distinctive landmark buildings.
- Its strategic position in relation to links to Ireland
- The fine terrace of well preserved Victorian shop fronts along Main Street with living accommodation over.

4. Assessing Special Interest

4.1 Location and Setting

4.1.1 Goodwick (Welsh: Wdig) sits 1 mile to the north of its twin town Fishguard on the north coast of Pembrokeshire and lies 17 miles north of the County town of Haverfordwest, in close proximity to the Pembrokeshire Coast National Park. Goodwick is derived from the Scandinavian 'Godvic' meaning good harbour

4.1.2 Goodwick town was originally a fishing harbour and is situated on the contours of well quarried slopes above a wide estuarine marsh valley known as Goodwick Moor. The moor forms a clear boundary between the towns of Goodwick and Fishguard and landscape designations prevent the coalescence of these settlements. The front of the moor, which is enclosed by a pebble ridge built across the bay, is known as The Parrog.

4.1.3 Goodwick Conservation Area currently comprises of 29.53 hectares and encompasses the historic core of this maritime town as well as some of the wider historical streets. This Character Appraisal analyses and appraises the current Conservation Area in terms of character and assesses whether any changes to the

boundary are appropriate, and consequently recommends on the future management of the area.

General character and plan form

4.1.4 Goodwick Conservation Area is mainly urban in nature, with a strong maritime association, and comprises of streets or terraces of mainly residential properties which sit in tiers on the hill above the bay and ferry harbour at Goodwick.



View of Goodwick taken from St Teresa's, Fishguard (26.3.15)

4.1.5 The character of Goodwick town is evidenced from the streets of mainly Victorian buildings which traverse the sharp gradient above the harbour area. Terrace houses and retail premises along Main Street which developed as a result of rapid expansion of the ferry port are of particular note with many being highly visible and looking out across the bay. There are also a number of individual buildings and groups of buildings, and the large areas of woodland and coastal slope outcrops which characterise the town.

4.1.6 Land to the south of the Conservation Area consists mainly of residential development set in tiers upon the coastal slopes, with areas of scrub and rock forming the banks, with many properties being built to take advantage of the fine coastal views. Properties on the south side of New Hill and Goodwick Hill, along Quay Road, Clement Road and part of Glanymor Road, for example, look out over the bay with the rear of properties presented along the roadside. To the southwest, but outside the Conservation Area boundary, Goodwick Hill turns sharply northwards and leads uphill to Heol Penlan which then links to the post WWII housing on Hill Street, Precelly Crescent, Cae Gerddi, Park Street, Brynawelan, and Maesgrug.

4.1.7 On the outskirts of the Conservation Area many of the original features of areas such as the Harbour Village to the north, have been altered and, although of an age consistent with many of the buildings within the Conservation Area, their character has been significantly diminished, so consequently they are excluded from the Conservation Area. Similarly to the north, and originally a separate settlement, is

the area known as 'Stop-and-Call'. A map of 1843 -1893 shows Stop & Call as a small hamlet of houses just beyond the north of Goodwick Hill, although this area now joins the north west of the town.

4.1.8 The natural harbour to the southeast of Goodwick town plays a significant role in defining the character and setting of the Conservation Area. The establishment of the Great Western Railway terminus and harbour at Goodwick (commercially known as Fishguard Harbour) at the end of the 19th Century and early 20th Century was a key stimulus for growth in the town, and hence a dominant factor in its historic character.



Goodwick Railway Commemorative Plaque, to the people of Goodwick who worked on the railway since its arrival in 1899, located at the entrance to Roslyn and Beach House, Station Hill (26.3.15)

Landscape setting

4.1.9 Goodwick sits on the south eastern side of the Pencaer peninsula and the main access roads are tiered to follow the coastal slope. Generally the surrounding landscape can be described as rural in nature, with rolling topography to the north and open moorland to the south, and attractive views both into and out of the area. A strong feature of the area is large swathes of undeveloped steep land, areas of exposed rock and natural vegetation such as gorse and heather. The cliff itself is a visually important feature of the Conservation Area and has served to confine the town's development. The visual and physical effects of the coastal slope make it a dominant feature in the character and appearance of the area.

4.1.10 To the north of the settlement there is little development as the topography is mainly rocky and steep, and to the north and west it is mostly scrubland with bracken, gorse and rocky outcrops. A mix of trees skirt the edge of the Conservation Area and include hawthorn, scrub oak, mountain ash, beech, sycamore and field maple. The densely wooded area to the north of the Fishguard Bay Hotel marks the north western boundary of the Conservation Area, excluding the properties of Harbour Village.

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

Early – 17th Century

4.2.1 Historically known for being a safe anchorage point, the bay at Goodwick was used as a harbour as far back as Roman times. In the latter part of the 10th Century Norse trading posts and settlements emerged, and the adjoining town of Fishguard was established along with the port at Goodwick between 950 – 1000AD.

4.2.2 Reference is made to the settlement, known also as Pwllgwdig, as early as 1074AD when the area formed part of the mediaeval Cantref Pebidiog, or Dewisland, and was held directly by the Bishop of St Davids.

4.2.3 The raised salt marshes at Goodwick Moor exhibit evidence of land reclamation, including canalisation of Goodwick brook and several earthworks. Historically the small hamlet at Dyffryn for example, lay on an island of enclosed salt marsh land and appears to have developed from a gentry house. The house, which may have been mentioned in a deed dated 1595, was certainly present in 1624, and still remains today.

18th – 19th Century

4.2.4 Historic maps of the area ([Appendix 1](#)) indicate that Goodwick House, to the north, is an example of a gentry house constructed on part of Pwllhir Common overlooking the harbour prior to 1702. A quay had been constructed on the site of the harbour breakwater by this time and is shown on a map of 1815.

4.2.5 The tithe map of 1845 shows three distinct elements of what was to become Goodwick - the fishermen's quay with a small settlement, a small cluster of houses at the crossroads on the foreshore, and the Dyffryn hamlet. This map shows a plethora of footpaths crossing the coastal slope, and a number of gravel pits marked along what is now New Hill. A man made stone groin on Goodwick beach was used as a fish catching enclosure and still is discernible from the air today.

20th Century

4.2.6 A new harbour was developed at Goodwick in 1906, capable of handling large ocean going steamers, and subsequently fast rail links were established by the then

Great Western Railway. The Great Western Railway brought with it new investment and the establishment of a new garden suburb for rail workers. It also brought about the extension and rebranding of Hotel Wyncliffe, previously owned by the Fishguard and Rosslare Railways and Harbour Company, as the grand Fishguard Bay Hotel. The Fishguard Bay Hotel remains one of the only examples in the region of a major purpose built railway hotel for transatlantic trade, and retains much of its original character today.

4.2.7 As well as providing the shortest ferry crossing to southern Ireland, and with fast train connections through to London, Goodwick handled significant traffic in the form of cross Atlantic Liners in the early part of the 20th Century. Liners sailed to and from Liverpool, and stopped in the bay to set down or pick up mail and passengers who were able to save a day on the Atlantic crossing. This remained the case until the opening up of Southampton as the main Atlantic port.

4.2.8 Despite changes in maritime trading, Goodwick port remained important throughout much of the 20th Century linking mainland Britain with Ireland. In 1972 a 'drive on, drive off' facility was installed at Goodwick harbour (now known as Fishguard Harbour), with the subsequent opportunity for heavy freight traffic and live animal export/import, which has ensured the future of the port.

4.2.9 In addition to the port and railway related industrial influences another major influence and employer of Goodwick during the early to mid part of the 20th Century was a brick works, established circa 1906. Linked to the railway a special railway siding was constructed for the transport of raw materials, with the works providing most of the brick for construction in the town. It continued to operate until the 1960's.

4.2.10 Finally, in terms of historical interest, it was from Goodwick that the first flight from England to Ireland was made in 1912, commemorated by a plaque off the A40 which reads: *"The 1st successful flight from Britain to Ireland was made from Goodwick village on 22.4.1912 by Denys Corbett Wilson flying a Bleriot X1"*.

Archaeology

4.2.11 Indications of early human occupancy of the area include a hammer stone thought to be of the Neolithic period found on the slope above Pen-cw-Point, and a possible flint working floor, round barrow and an important mediaeval penannular brooch retrieved from Goodwick sand.

4.2.12 There are also a number of tumuli or artificial mounds in the vicinity which indicate that fortifications were built here during the wars between the Welsh and the invading Saxons. Neolithic and Bronze Age sites nearby have been identified at

1. **Penrhiw** (SM942390) a Neolithic chambered tomb (SAM),
2. **Carreg Samson / Garn Wern** (SM 948390) a Neolithic chambered tomb cemetery which includes three burial chambers in close proximity (SAM),
3. **Garn Wern** (SM947390) a Bronze round barrow,
4. **Castell Mwrtach** (SM 953365) an Iron age defensive enclosure, and
5. **Y Caerau** (SM967366) an Iron age hill fort.

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.

1. **Station Hill** which connects Goodwick with Fishguard along the waterfront. It provides access into Goodwick from the south and splits to provide access to Ferry port to the east and Goodwick Station to the west before entering Goodwick.
2. **Quay Road** provides access to residential properties and Fishguard Bay Hotel.
3. **Goodwick Hill** provides access to Stop and Call and rises along the hillside. The road narrows in places and is without footpaths for the majority of its length. The route does offer views of Fishguard and its setting and sea views.

4.3.2 In terms of pedestrian access there are many off-street or informal footpaths running through the area, along with narrow passageways between buildings known as vennels. Many of the paths are historic in nature and can be found on historic maps of the town ([Appendix 1](#)). A number of public rights of way also connect up with the highway network and a 'Pilgrims Path', which links churches and important historical sites in the north of Pembrokeshire, also travels through the Conservation Area from north to south.

4.3.3 Generally the combination of steep inclines, narrow roads and tight corners

confine vehicular movement within Goodwick Conservation Area, and the lack of footways in some parts mean conflict can occur between vehicles and pedestrians/cyclists. Attempts were made in the 1980's to accommodate increasing vehicular demands on the town, with the road layout improved to the south of the town during the redevelopment of Wern Road and a new entrance to the port, drawing traffic away from congested areas of Main Street.

Public spaces open areas

4.3.4 Generally the steep topography of Goodwick town determines that there are very few formal public meeting places. The proximity of a number of road junctions, however, and the pathways which zig zag around the town, contribute to the "special character" of the town and result in informal nodal points.

4.3.5 Principal nodal spaces include:

- The Corner of Main Street which has been 'enhanced' to include public seating, a shelter, planting and link to a small car park at a lower level behind Myrtle Pharmacy.
- The junction with Station Hill, Quay Road and Goodwick Hill, in the vicinity of The Rose & Crown, is another nodal point, with views looking down hill and across the bay.



Public Area at the corner of Main Street / Goodwick Hill (26.3.15) Junction between Station Hill, Quay Road & Goodwick Hill (26.3.15)

- The area known as The Square, located in front of the Glendower Hotel and Court House, and at the junction between Goodwick Hill, Main Street and New Hill provides a vehicular focal point. Larger vehicles in particular can cause congestion problems in this area.



Junction between Goodwick Hill, Main Street & New Hill (26.3.15)

Key Views

4.3.6 Within the Conservation Area there are a number of important views and vistas which significantly contribute to the character of the area. The following list is not extensive but does demonstrate that within, and looking into and out of the Conservation Area, these views form an important component of the character and appearance of the Conservation Area and should therefore be preserved and enhanced wherever possible.

4.3.7 Important views and vistas in Goodwick town include Panoramic views across the bay from many points within the town; these are a key characteristic of the Conservation Area due to the position of the town on the side of a steep hill. Many of the houses in the Conservation Area, such as those on Goodwick Hill, Glanymor Road, New Hill and Main Street, are orientated to take full advantage of the magnificent sea views.



Views southeast from residential properties on New Hill (26.3.15)

4.3.8 Vistas of the town from the south, in the vicinity of Goodwick Beach and the Parrog, are equally important to the Conservation Area character. There are clear views of the imposing Fishguard Bay Hotel (with Harbour Village above) from the Parrog, and views across the bay of Lower Town Fishguard harbour that contribute significantly to the setting of Goodwick Town.



Views of the town from Goodwick Beach (26.3.15)

4.3.9 Many interesting shorter views within the town centre, such as the view south along Main Street towards St Peter's Church, and looking north, glimpses of the rugged coastal slope in the distance, are also important to the Character of the Conservation Area and its setting.



Views northeast along Main Street towards New Hill (26.3.15)

Landmark and Key Buildings

4.3.10 The early growth of Goodwick town was based around Quay Road, Main Street and Goodwick Hill, as shown by the Epoch 1 1843-1893 (Appendix 1). Important buildings along these routes, including the then Wyncliffe Hotel, Penrhyn, and religious buildings such as St Peters Church, remain prominent and strong points of reference in the Conservation Area today. The iconic Wyncliffe Hotel, now called the

Fishguard Bay Hotel, and The Beach House, formally a hotel but now in need of some attention, in particular are both large and imposing buildings that stand proudly against the backdrop of the cliff face and Goodwick town respectively, both prominent landmarks highly visible to the surrounding area.



The Fishguard Bay Hotel, overlooking Fishguard Bay (26.3.15), The Beach House, overlooking Goodwick Parrog and Harbour (26.3.15)

4.3.11 Groups of buildings such as the Victorian and Edwardian town houses further provide strong visual reference points within the Conservation Area. Goodwick Main Street in particular exhibits buildings with differing heights, a variety of pitched dormer roofs, first floor Oriel windows, ground floor bays with slated roofs, and in places an uneven building line, all of which adds to the interest and character of the streetscape.



Views southwest along Main Street Goodwick (26.3.15)



Station Hill Memorial Plaque (26.3.15)

Public Realm

4.3.12 Throughout the Conservation Area public realm elements such as street furniture, lighting and planting are a general mix of styles and materials, with a focal point at the corner of Main Street, where there is seating and shelter and planting (see photo 3) which incorporates elements of location specific detail, including decorative railings towards the car park below. Elsewhere, paving materials vary and have been patched, repaired and replaced with varied materials including tarmac, concrete and slabs. Informal paths are also features of the area. The ‘vennels’ are narrow passageways between buildings which traverse the steep topography through the area.

4.3.13 Important relationships between public realm and boundary treatments include the railings along the north side of Main Street, at the foot of Goodwick Hill and stone and brick walls and along Main Street and Glanymor Road. These provide positive and traditional materials in the main within the Conservation Area. There are however, public realm features which use standard modern materials and design, including the Main Street bus stop.

Open and Green Spaces, Trees and Landscaping

4.3.14 Despite there being little formal green or open space easily accessible within the core of the Conservation Area, the hillside setting of Goodwick town significantly contributes to its character and setting. Open green spaces and vistas and views of the sea and harbour are all important to the character setting, linking the hillside town with the surrounding rural and maritime landscape. Green spaces are maintained and improved by a local volunteer greening group.

4.3.15 Trees within Goodwick are dominated by a number of species, dependent upon their situation, which in-turn are defined by the land-use and topography. The Conservation Area includes a significant area of heathland vegetation of heather and gorse with emergent young mountain ash, willow, birch, ash and sycamore. This is very steep unworkable land with shallow soils over rock that frequently outcrops, to create strongly characteristic natural vegetation and dramatic terrain that comes to the heart of the settlement. Where gradients are slacker and soils a little thicker, small paddocks push out from the clusters of dwellings up the slopes. These would once have been used for the raising of animals or growing vegetables but have mostly become abandoned over the years and tree growth has invaded. This has tended to start in the boundaries which are typically defined by stone walls and is where the more mature trees are to be found. Owing to the way many houses and terraces have been cut into the steep hillside these neglected trees are now often seen to be towering over the back yards, garden and rooftops of the dwellings and provide a soft backdrop to the longer views of the settlement.

4.3.16 A mix of trees and moorland /scrub border the edge of the Conservation Area with a densely wooded area to the north of the Fishguard Bay Hotel. This marks the north western boundary of the Conservation Area which greatly contributes to its setting. Pant-yr-Ychain track which meanders northerly as a wooded valley through the Conservation Area. To the south west, the Conservation Area is bordered by residential development but retains the largely wooded and scrubland backdrop as the land rises to the skyline. The open landscape atop the hill at the end of Pant-Yr-Ychain and the woodland adjacent to it on the ascent to the top is important to the character of the Conservation Area and affords view into and out of it. The open landscape above Goodwick Hill itself actually allows the terracing of the town to remain visible from distance and there are other elements of green space between these terraces that allow a degree of separation that are important for this distinctive character within the Conservation Area.

4.3.17 Outside of the Conservation Area, but equally contributing to its setting, are a number of landscape designations, including those at Goodwick Moor, which protect the identity and setting of Goodwick town. Parts of Goodwick moorland are also designated as Recreational Open Space, and the area benefits from a number of nature designations as well as Green Wedge status. Furthermore there is a Historic

Park and Garden designation on land to the north and east of the Fishguard Bay Hotel, and an Amenity Open Space designation overlooking the main harbour. The largest collection of trees of any stature are to be found to the rear of The Fishguard Bay Hotel, where a long lineage of the same hotel land use has enabled a mature woodland to develop, characterised by exotic conifer and evergreen shrub species. These have however been neglected in recent years preventing pedestrian access and the shrub layer, predominantly laurel, has become tall and dominant. All of these designations contribute significantly to the setting of Goodwick town and hence the Conservation Area.

4.3.18 Fishguard Bay Hotel grounds are registered as a Historic Garden¹⁴ by Cadw. The gardens are a largely surviving Edwardian garden of extensive terracing and wooded areas, which were laid out when the hotel was taken over by the Great Western Railways Company in 1898. Whilst some fine specimen trees and shrubs remain from the Edwardian planting, which included tender and exotic species, the garden setting provides a distinctive character to the eastern edge of the Conservation Area with panoramic views out across Fishguard Bay.

4.4 Character Analysis

4.4.1 Goodwick Conservation Area can be divided into 3 separate character areas, each with its own characteristics. 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, individual qualities and detailing and historic development.

- **Town Centre** To include Back Lane, Glanymor Road (part), Goodwick Hill, Main Street, The Square, part of Clement Road, Pant yr Ychain
- **Land to the North** To Include Quay Road and New Hill
- **Land to the South** To include Plas y Gamil Road, Church Terrace and St Davids Place

4.4.2 The full extent of each character area is shown on the 'Character areas map' ([see Appendix 1](#)). Each section below briefly considers their historical development and summarises the principal features of the zone.

¹⁴ Carmarthenshire, Ceredigion and Pembrokeshire Register of Landscapes, Parks and Gardens of Special Historic Interest in Wales, Part 1 Parks and Gardens, Cadw 2002.

Character Area 1: The Town Centre

4.4.3 The town centre character area occupies the main Victorian core of Goodwick town and consists of the Main Street, Goodwick Hill, part of Glanymor Road, Clement Road and Pant-yr-ychain. A map of the Character Area Boundaries is at [Appendix 1](#).

Main Street

4.4.4 The original detailing and unity along Main Street make it a fine example of a Victorian commercial townscape, which would have been the focal point for the community and developed in response to the prosperity brought by the railway. Most of the shop fronts retain original features, including window and door styles, although many of the properties are now purely residential in use and have lost their signage. Many of the shops would originally have had hand painted lettering on the timber fascia's and probably had fold out awnings with advertising incorporated. The properties are capable of reinstatement as shops with living accommodation above should the opportunity arise.



View Traditional Shop Front on Main Street Goodwick, View of Gwalia House & north along Main Street (26.3.15)



4.4.5 In terms of character and style, the buildings along Main Street are mostly two to three stories, many with rooms created in the roof space. The eaves line is mainly continuous along Main Street, but is broken in places by gables, and with windows set at eaves level or above. Some properties have ground floor bay windows, others have first floor oriel windows, and some have continuous bays all constructed in timber and painted, and which serve to break up the rhythm of the street façade. The retained traditional windows are sliding sash, mainly four paned windows, but all have a vertical emphasis and are set into openings approximately 75 mm – 100mm from facades. There are quite a few instances of casement and top opening timber windows, but these are generally to be found away from the Main Street. Windows in three of the brick faced buildings have surrounds constructed of a different colour brick which emphasise and decorate the aperture

(see photo 11). Unfortunately, since the mid 1960's there has been a gradual loss of timber first floor windows, with a few having been replaced in upvc.

4.4.6 In terms of the character of materials and roofing, roofs are mainly 35 - 45 degree pitch, finished with locally quarried slate, and many have decorated clay ridge tiles, with a large number of decorative clay finials and well detailed brick chimneys. Many roof spaces have been adapted internally to provide additional rooms with 'Velux' style windows set into the pitches, even in buildings with more superior facades. Wall surfaces however are varied; some have a lime/cement render finish with raised plaster quoin details and around openings, some are painted, some have pointed stonework facades, with red brick detailing around the apertures, and some are of two tone brick.



View of Goedwig Villas, Main Street Goodwick
(26.3.15)

4.4.7 Along the north side of Main Street properties present two to three storeys, some with large steeply pitched dormer roofs which form part of the façade, and some with setback pitched roof dormer windows. Some ground floor bays are also present, with small front gardens enclosed by stone walls and painted wrought iron railings and gates. This combination and variety of features ensures a group of aesthetically pleasing, typically Victorian buildings, in a largely unaltered state creating a strong "group value" and forming a pleasing streetscape.

Goodwick Hill

4.4.8 Properties along the steep incline of Goodwick Hill are early to mid 19th Century, built on the side of the road facing south east across the bay. These properties traverse the steep slopes with a number of access spurs, and contain a range of building styles and ages, although generally they are two storey terraced dwellings or larger detached houses.

4.4.9 In terms of character and appearance no one architectural description fits but some unifying details include vertical emphasis sliding sash painted timber windows

with a variety of pane configurations from 2 to 12 panes. The variety of roof dormers and timber bay windows, some at ground floor with wood core rolled lead covered roofs, some at first floor, and some forming full height bays which form part of the structural façade, with timber windows set into the projections, some having almost flat lead covered roofs, and some have pitched slate roofs over separate to the main roof, and with decorative fascia boarding, adds greatly to the character and special interest of the street scene. Often forming an extension of the façade, many properties have steep pitches of 40 – 45 degrees, and decorative details such as ornate fascia boards, finials and ridge tiles, with windows set above, mid way or below the eaves line, and proportioned so that they are smaller than the ground and first floor windows, but match in style. Close set eaves with 150mm deep fascia boards and half round cast iron rainwater goods affixed, red brick chimneys, pointed stone or cement / lime painted rendered finishes, raised plaster bands around openings and raised plaster quoin details also add interest to the street scene. Many properties sited along the steep inclines of the roads have front retaining walls, mostly constructed in stone, and some with a rendered finish.



View of Stone Hall, Goodwick Hill (26.3.15)
View of Ty Glandwr & Gwylfa, Goodwick Hill (26.3.15)



Glanymor Road

4.4.10 Glanymor Road runs in the same direction as Goodwick Hill but is at a lower level and the properties on the northern side have developed incrementally. A three storey red brick Victorian property with four full height brick bays with individual roof details breaks up the plain lines of the other properties, with yellow brick banding details, and large decorative brick chimneys with clay pots.

4.4.11 Generally there is a well defined building line along Glanymor Road within the Conservation Area, with most properties contained and protected from the road side by small front gardens enclosed by brick or stone walls with gate piers and copings, some with good examples of late 19th Century wrought iron work, and a variety of gates in timber or painted wrought iron. There are no formal footpaths here, so it is seen as a lane, although there are two steep footpaths and a vehicle track called

Back Lane, which all link up to Goodwick Hill.

4.4.12 The terrace houses that sit within the Conservation Area along Glanymor Road consist of a number of pairs of modest two storey houses which indicate that the terrace was built incrementally, and each pair exhibit a variety of individual detailing which makes the street scene interesting. Unifying elements of properties include decorative red brick chimneys, 35 degree pitched natural slate roofs with butt jointed ridge tiles, vertical emphasis timber sliding sash windows with ground floor windows larger than first floor, decorative raised plaster bands above or around openings and quoin details at corners, close set eaves details with simple fascia boards and cast iron half round rainwater gutters and 75mm diameter down pipes affixed to the fronts. Renders vary from smooth painted lime based plasters, to spa dash self-coloured renders, with decorative details to include corncicing, raised plaster bands around openings and painted plaster quoins.



View of Rewey Terrace, Glanymor Road (26.3.15) and (Photo 18a) from French walk Fishguard

4.4.13 Rewey Terrace (above) to the western end of Glanymor Road consists of two pairs of mirror image Edwardian villas, each having full height projecting bays. Adjacent entrances with a single narrow canopy / balcony running between the bays and fine wrought iron decorative railings, smooth plaster finishes with horizontal plaster bands and raised quoin details, characterise the villas which sit as a horizontal terrace on the hillside.

4.4.14 In summary Glanymor Road consists of late 19th and early 20th Century modest two storey buildings, all with panoramic views across Goodwick Bay and beyond. These properties have developed incrementally since the construction of Glanymor and display a variety of styles and finishes, with much original detail still in evidence within the Conservation Area.

Clement Road and Pant-yr-ychain

4.4.15 Further north along the coastal slope in the vicinity of Clement Rd and Pant-yr-

ychain are a variety of early 19th Century houses, with some later properties on Clement Road, all of which take advantage of panoramic views across the bay. Buildings on the coastal slopes are generally orientated to take advantage of the sea views, overlooking the bay, and their setting, high up on the slopes set within the natural coastal landscape. The views from this section of the Conservation Area greatly add to the charm and special interest of the town when viewed from the south.

4.4.16 Clement Terrace at the northern end of Clement Road is a terrace of larger scale mid to late 19th Century properties with a grand end terrace of three pairs of two mirror image villas. Each villa has been built with bays rising to form large roof dormers above the eaves line of the property and with timber canopies over close coupled entrances. These tall properties are a striking feature of the town when viewed from the south.



Clement Terrace, north of Clement Road, Spring Gardens & Bronwydd, Pant-yr-ychain (26.3.15)

4.4.17 Pant-yr-ychain is a steep, tree lined valley at the mid northwestern point of Goodwick Conservation Area. Each property in the vicinity has its own individual character linked to its original purpose, either as quarry workers accommodation, work housing, or, as the population expanded and more wealth was accrued, larger, more aspirational country housing was added to the housing stock. Located at the most northern end of Pant-yr-ychain, in the vicinity of Phoenix House, is a former stone quarry.

4.4.18 Notable dwellings at Pant-yr-ychain include a group of four well preserved early to mid 19th Century stone cottages named Spring Hill, Cerrig Dwr, Spring Gardens and Bronwydd, the lower two having water feature running through which indicates probable evidence of their former use as mill buildings.

4.4.19 Furthermore at the top of this very steep lane is Penseran which presents as two 19th cottages. These cottages have a low pitched slate roofs and outbuildings to the north end, and unusually, face north east. The dormer windows of the cottages are larger than the ground floor windows and look out of scale, with random rubble

pointed limestone walls.



Penseren, Pant-yr-ychain (26.3.15)

4.4.20 Generally this Character Zone consists of the historic core of Goodwick town with historic buildings which vary in age from the early 1800's through to the early 1900's. These buildings were constructed as a result of the exploitation of the hillside for quarrying, and the historic map of 1843 ([Appendix 1](#)) shows three gravel pit locations along New Hill as well as quarries to the north and south of the town.

4.4.21 The town centre and terraces along Main Street are key to the character of this area, with well preserved Victorian shops and houses being the focal point of the Conservation Area in this character zone. Buildings along Main Street are of significant value, of both individually and collectively as a group value. The reinstatement of traditional features using traditional local materials in the wider town centre character zone should be encouraged if it is to retain its 'area of special interest' status.

4.4.22 Properties within the Conservation Area which spread along Goodwick Hill, on lanes north of Goodwick Hill (south of Precelly Crescent), along Glanymor Road and along Clement Road and Pant-yr-ychain have further features that significantly contribute to its character, despite the loss of detail on some properties. Amendments are proposed to the Conservation Area boundary in the area north of Goodwick Hill to include additional properties with important detailing, and their curtilages, as they contribute to the character of the Conservation Area.

Character Area 1: Summary and Recommendations.

Generally this Character Zone consists of the historic core of Goodwick town with historic buildings which vary in age from the early 1800's through to the early 1900's. These buildings were constructed as a result of the exploitation of the hillside for quarrying. There were three gravel pits located along New Hill as well as quarries to the north and south of the town.

The town centre and terraces along Main Street are key to the character of this area, with well preserved Victorian shops and houses being the focal point of the Conservation Area in this character zone. The commercial emphasis helps it to remain a focal point of the community although many properties are now residential they retain the historic shopfronts.

These qualities should be retained as they form a large component of the 'special interest' of the Conservation Area. Specifically, where changes to a commercial property are proposed, historic and traditional shopfronts should be retained.

There are several areas where panoramic views are possible although the absence of footways along Goodwick Hill is a significant hindrance to pedestrians. The opportunity for parking within curtilages is restricted by small front yards in most places and these should be retained to reinforce the character of the area.

This character area displays a variety of architectural form and structure, although unifying details include vertical emphasis sliding sash windows. Whilst some loss of detail has been noted, it is mainly the loss of traditional timber windows, and this loss is reversible. There are quite a few instances of casement and top opening timber windows, but these are generally to be found away from the Main Street. The Council should encourage the re-instatement of traditional local materials detailing through appropriate design guidance.

Within the Conservation Area there should be a general presumption against satellite dishes and utility wires and cables being affixed to the main façade of buildings, but essential wiring can be hidden, if run along the eaves line.

The use of materials within the public realm should be in keeping and sympathetic to the historic character of the area and seek to minimise modern styles and design.

In order to ensure that traditional building and construction materials are used, further investigation is recommended into the removal of Permitted Development rights of residents through an Article 4 Direction to help protect features that are key elements of the character and appearance of the

Conservation Area.

Amendments are proposed to the Conservation Area boundary in the area north of Goodwick Hill to include additional properties with important detailing, and their curtilages, as they contribute to the character of the Conservation Area.

Character Area 2: Land to the North



Views taking in the majority of Character Area 2 from the Parrog (23.11.15)

4.4.23 The Land to the North character area occupies the north eastern corner of the Conservation Area along New Hill and Quay Road. Because of the extreme topography, as well as the formal street network, a system of ancient footpaths carved out by use (later formalised to become public rights of way and permissive routes) denote this character zone (Appendix 1). These paths, developed around the town in the form of zig-zag slopes and steep spurs, create additional and more direct links from the northern streets, outlying fields, quarries etc., to the shore, town centre and housing along the steep coastal slope. Much of this land is currently overrun with ivy, and self seeded and decaying tree specimens which need to be lopped or removed in order to maintain the historic footpaths and links which form an intrinsic part of the character of the Conservation Area.

New Hill



4.4.24 New Hill runs north of Goodwick town centre and consists of a residential area reaching high above the harbour, eventually joining Harbour Village to the North, which lies outside of the Conservation Area. Reaching north past Berachah Presbyterian Church, a Grade II Listed Building which originally dates from 1830, New Hill is characteristically green and leafy in nature, with a mix of residential property types and

styles and a strong stone wall guiding you upwards to the north of the Town.



Above, Laurels Cottages, north of Berachah Presbyterian Church, New Hill. Left: Sunnyside, New Hill (26.3.15)

4.4.25 Significant properties within this character zone include Heather Cop, Coach House and Sunnyside. Heather Cop is a large traditional two story Victorian villa (built 1891-1912) set high up from the road level and up a steep drive way, with a 40 degree

pitched slate roof, rendered brick chimneys, two ground floor bay windows with slated pitched roofs and sliding sash windows above, and a central first floor window. Adjacent to Heathercop is Coach House (1891-1912), a property substantially modernised with most of its original late 19th Century features now removed. Sunnyside is the earliest of the grouping, and is shown on the historic map of 1843– 93 ([Appendix 1](#)) as New Hill Cottage. Sunnyside is a traditional 2 storey stone built house, with a 30 - 35 degree pitched roof, brick chimneys at each end, 'set in' sash windows, with contrasting decorative bands around openings and a modern blockwork front wall which provides separation from the road.

4.4.26 Two further notable semi detached residential properties at the very northern limit of the Conservation Area are Heatherland and Tenby House. These properties are typical large post Edwardian villas built between 1919 -1943 with continuous roof and eave lines, but differing facade and fenestration details. The two buildings have a striking presence on the hill side not least because of the imposing south facing gable end of Heatherland. There are a number of outbuildings to the rear of the properties, and one of these buildings was used as a small cinema during the 1950's.



Heatherland & Tenby House, New Hill and Photo 25: Landscape Cottage, New Hill (26.3.15)

4.4.27 The land to the north and east of these properties is currently excluded from the Conservation Area, as generally it is more modern development within the area known as Harbour Village. The exception to this are the properties known as New Hill Villas 9-14, which have similar features to New Hill Villas 1-8 and Upper and Lower Porthceri which are already included within the Conservation Area Boundary, and also a traditional single story road fronted cottage known as Landscape Cottage which is actually 2 stories when viewed from the southeast. Landscape cottage was originally the co-ordinating office for Harbour Village residents working on the railway and ferry construction. Such properties represent the edge of the historic core of Goodwick Town, and provide a strong boundary for the Conservation Area, before moving into the more modern Harbour Village.

Quay Road

4.4.28 Quay Road runs below New Hill and is made up of a number of individual early to late 19th Century buildings in a mix of styles and sizes. Buildings range from small scale simple 2 storey stone built workers cottages, to pairs of grand 3 storey villa style brick houses. Building finishes vary too from smooth painted render, ornate plaster mouldings, to those of stone with ornate brick detailing, some with plain slated roofs and some with large pitched dormer roofs. The earlier 19th Century buildings reflect the activities of the time which were predominantly linked to agriculture, fishing, and quarrying activities. Such properties were later joined by grander houses associated with the settling of wealthier residents attributed to improved accessibility by road and rail, and the increased popularity of Goodwick as a sheltered coastal town.

Siriole 1-2, Quay Road and Photo 27: Stanley House, Quay Road (26.3.15)



4.4.29 In terms of character and style, detailing mainly varies between two and two and a half storey Victorian and Edwardian buildings which have developed incrementally within this character zone. Most Buildings have retained their original details, and in particular, the multi paned traditional sliding sash bay windows with finely detailed mouldings for the mullions and transoms. Unifying details of the later Victorian and Edwardian buildings include ground floor bay windows with flat leaded

roofs, bays with vertical sliding sash windows set into the front and sides, mostly 40 degree pitched natural slate roofs, and double bay projections with tall pitched roof dormers forming an extension of the facades, and terminating above eaves level with separate roofs. The majority of properties have small, walled front gardens set above the road, and there is a variety of style in the wrought iron work as well as the wall construction, some are in pointed stonework, some rendered and painted stone or brickwork, and all with squared gate piers and copings, and a variety of original painted wrought iron railings and gates, which add texture and variety on the street scene. Furthermore many of the houses along Quay Road have steep, tiered gardens to the rear, which adds interest along the road, as they can be clearly seen in the gaps between the properties.

4.4.30 In terms of specific property detail, the end property along Quay Road, Rocket Cottage, has recently been substantially altered from its original form, extended with traditional and gothic style openings, modern roof dormers, and a modern conservatory and terrace built over 2 garages. It sits apart from the rest of the terrace but does not seriously detract from the mostly unspoilt, traditional housing along this road. Furthermore, just before the entrance to Fishguard Bay Hotel is Penrhyn, a large late 19th Century villa set well above the road level. It has all original details intact with distinctive Rococo plaster scroll details built above the eaves decorating the upstands at each side of the two dormer windows; it has elegant first floor windows with low sprung arched lintels, and finely detailed mullions and transoms to the ground floor bay windows.



Penrhyn, Quay Road (26.3.15)

4.4.31 Quay Road terminates at The Fishguard Bay Hotel (Photo 9), a Grade II listed building of great architectural presence, set against a dramatic woodland backdrop with spectacular views looking south across the bay and towards Fishguard. This building is an iconic landmark feature when viewed from the south along Goodwick Parrog and from Fishguard Town (Photo 1), as is the natural landscape setting

surrounding it.

Character Area 2: Summary and Recommendations

4.4.32 Development along the steep and rugged coastal slope of the northern aspect of Goodwick Conservation Area has been a gradual process limited by the steep topography. The housing has developed from early 19th Century workers cottages and work related buildings, through to the terraces of Victorian houses built to accommodate workers during the ferry and port expansion, and later more substantial Victorian and Edwardian individual properties built for the more wealthy professional workers. Some properties were built specifically as hotels, public houses or lodgings for travellers and holiday makers.

4.4.33 Much of the stone walling to footpaths and at road sides form part of the special interest and needs to be monitored and maintained. In terms of the loss of traditional features, mostly to windows and doors, much of this loss can be reversed and traditional timber windows and doors to be re-instated.

4.4.34 In terms of direct pressure on the Conservation Area, it is unlikely that there will be significant demand for development along the northern edge of the Conservation Area boundary due to the nature of the landscape and the strict settlement boundaries imposed by the adopted Development Plan for Pembrokeshire, and this approach should be retained in any future review or replacement of the Local Development Plan. However changes are proposed to the Conservation Area boundary in the vicinity of New Hill Villas and Landscape Cottage in order for them to be included and further protected by the Conservation Area designation.

4.4.35 Visual clutter is generally restricted to telegraph poles and joint street lighting and every effort should be made to ensure that it continues to be minimised. Guidance about the appropriate location of satellite dishes, cables and wiring at rear elevations would help to minimise visual intrusion.

4.4.36 The importance of the landscape setting and woodland area within this character zone should not be underestimated, and hence an extension to the Conservation Area boundary south of Quay Road is proposed. Generally this land is in private ownership and its long term management should be advised by the Council. Undeveloped land and small areas of land which have been neglected and poorly maintained within this character zone can contribute significantly to its character, owners should be encouraged therefore to appropriately maintain these areas to ensure they retain their role in

contributing to the character of the area. The Fishguard Bay Hotel Historic Gardens make a significant contribution and their retention and maintenance are important.

Character Area 3 : Land to the South

4.4.37 The Land to the South character area occupies the southern corner of the Conservation Area, mainly consisting of residential properties along Church Terrace and Plasygamil Road, St Davids Place and including Dyffryn House.

Church Terrace and Plasygamil Road

4.4.38 Church Terrace consists of a terrace of 8 properties located opposite the Grade II Listed Church of St. Peter's, a gothic style church built in 1910-1911 (see Appendix 1). Much detail of the original Church Terrace has been lost through modernisation, with the exception of number 5 which has retained all original detail and should be preserved as such – see below.



No.5 Church Terrace (26.3.15)

4.4.39 Church terrace links into the long terraces of Plasygamil Road, a traditional Victorian residential street of 40 properties. The continuous rendered frontage along the street is only broken by a small number of ground floor bays, and all have small front gardens enclosed by painted render stone walls topped with a variety of wrought iron railings and gates. The door and window apertures of the majority of dwellings have low arches, and many openings have raised plaster band surrounds, and continuous horizontal plaster architrave detailing between ground and first floor. The continuity of the ridge and eaves line, matching property widths with equidistant red brick chimney stacks, and similarity of detail to the frontages creates a striking and notable rhythm along the street, and like Main Street is a fine example of a Victorian townscape, although most properties now have poor quality upvc replacement windows.



Plasygamil Road, view towards the Church of St. Peters (26.3.15)

St Davids Place and Dyffryn House

4.4.40 At the southernmost edge of Goodwick Conservation Area is St Davids Place, a residential street which displays a very different style to those elsewhere in the Conservation Area. Properties here were built to accommodate a rapidly expanding workforce for the port's construction in the 1960's, and have little architectural connection to the rest of the town's historic development and separate detailing and material finishes. The properties are constructed with concrete, have high pitched red clay pyramid style roofs, and almost all have upvc replacement windows and doors and each has a first floor cantilevered bow window on a corbelled cill. The garden enclosure walls have been constructed from dressed concrete blockwork. The properties are built along short cul-de-sac spurs and dwellings at either end of the street are larger, suggesting that these were probably built for workers in managerial/supervisory positions.



St. Davids Place (26.3.15)

4.4.41 At the southern end of St Davids' Place is probably the earliest remaining house of Goodwick town, Dyffryn House, a Grade II listed former gentry house that dates from the 16th-17th Century (see Appendix 1).

Sadly Dyffryn House has suffered from much inappropriate alteration over recent years, including upvc windows fitted to the rear.

Character Area 3: Summary and Recommendations

4.4.42 Generally this character zone is distinguished by unpretentious small family homes, built using local building materials they are simple constructions built with individual detail. Even though some properties in the area have been modernised and there is a predominance of upvc windows, generally there remains enough original detail and unity to ensure that they retain a strong group identity and clearly reflect the period and reason for their construction.

4.4.43 St Davids Place, however, is quite different in style and form to other residential areas within this character zone. As outlined above, it mainly

consists of concrete clad buildings from 1960s with little remaining historic or architectural merit, and it is for these reasons that it is proposed to be excluded from any future Conservation Area boundary. Furthermore Dyffryn House, located to the south of St. Davids Place, should also be removed from the Conservation Area boundary as, despite its Grade II listed status, it has lost much historic detail in recent years. Removing the property will not affect its listed status, but it will allow a sharper focus to be placed upon the Victorian core of Goodwick town, particularly on Main Street.

4.4.44 Within the Conservation Area there should be a general presumption against satellite dishes and utility wires and cables being affixed to the main façade of buildings, but essential wiring can be hidden, if run along the eaves line.

4.4.45 The use of materials within the public realm should be in keeping and sympathetic to the historic character of the area and seek to minimise modern styles and design.

4.5 The Buildings of the Conservation Area

Building Types

4.5.1 There are no Scheduled Ancient Monuments in the Conservation Area but Goodwick has several Grade II listed buildings as well as unlisted buildings which contribute to the street scene and add interest to the Conservation Area.

There are individual buildings and terraces which are worth a mention because they contribute to the overall character of the town

- Rosslyn, Station Hill
- Goodwick Institute
- The Fishguard Bay Hotel
- Penrhyn, Quay Road
- St Peters Church
- Gwylfa, Goodwick Hill
- Swansea House
- 5 Church Terrace

4.5.2 Many of the buildings in Goodwick Conservation Area have developed incrementally and exhibit varying ages, resulting in no single architectural approach. That said, typically terraces of dwellings are mostly Victorian and generally

constructed of red brick and locally quarried limestone, with cementitious¹⁵ lime based renders and differing decorative plaster features, some having ashlar¹⁶ ruled facades, some constructed in yellow and red Victorian brick, and some with a pointed limestone finish. Roofs are generally natural dark blue grey slate, and many ridges have decorated red clay ridge tiles (a prevalent feature of the town), finials, and there are many pretty yellow and red brick chimney stacks, usually having four or more clay pots. There is a variety of roof dormers present, with some gable dormers forming an extension of vertical bays, and form part of the frontage of the building, some are smaller with separate pitched roofs over, and some are set back from the eaves. Windows have a vertical emphasis and are set in from the facades usually up to 75mm, some with surrounds picked out in brickwork or raised plaster bands.

4.5.3 Many houses have small front gardens, with solid enclosure walls built in stone or brick, some rendered to match the house. Such walls contain a variety of wrought iron railings and gates, and many rendered buildings are painted in a variety of soft pastel shades.

Listed Buildings

4.5.4 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. Goodwick Conservation Area currently contains 10 listed buildings, all Grade II. The majority originate from the 19th century.

Buildings at Risk

4.5.5 There are a number of historic buildings in need of routine maintenance and repair, particularly. In addition, several of the Listed Buildings within the Conservation Area are also showing signs of neglect, decay and deterioration due to a lack of funding or maintenance and as such they have the potential to affect the character of the Conservation Area. Funding opportunities for Historic Buildings may be available from Cadw or other sources, although qualifying criteria can be stringent.¹⁷

4.5.6 There are no buildings at risk on the Buildings at Risk Register at the survey date of September 2014. There are however two listed buildings which are

¹⁵ Cementitious materials comprise the glue that holds concrete together. They include traditional Portland cement or can be fly ash or limestone fines for example.

¹⁶ Finely dressed masonry, usually squared

¹⁷ Cadw website <http://cadw.gov.wales/historicenvironment/help-advice-and-grants/grants/historicbuildings/?lang=en> as at Sept 16

considered to be vulnerable on the Buildings at Risk Register. They are

1. The Lifeboat Memorial which provides historical interest is a plaque to the lives saved by successive Fishguard lifeboats from 1856 to 1961 which requires minor repair or maintenance
2. Rosslyn domestic property is vulnerable and requires both minor and major repairs.

4.5.7 It is important for the condition of buildings and sites at risk and vulnerable to be monitored and funding prioritised for those buildings identified within the County Council's Buildings at Risk Register. Funding opportunities for Historic Buildings may be available from Cadw or other sources, although qualifying criteria can be stringent.¹⁸

Key Unlisted Buildings

4.5.8 In addition to many of the listed buildings, the Conservation Area contains various unlisted, often historic, 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 add interest and vitality to the appearance of the Conservation Area. These include:

- The Beach House
- The Rose & Crown and Hope & Anchor
- Myrtle Pharmacy
- Ebenezer Chapel
- The Post Office
- Bethesda Chapel
- Goedwig Baptist Chapel
- The Former Police House
- Gwylfa
- Ty Glyndwr
- The Methodist Church
- Penrhyn

Building Materials and Local Details

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

- Walls: locally quarried limestone for walls, a variety of decorative plaster mouldings and stone built enclosure walls and rendered facades, some with

¹⁸ Cadw website <http://cadw.gov.wales/historicenvironment/help-advice-and-grants/grants/historicbuildings/?lang=en> as at Sept 16

raised plaster details

- Roofs: natural slate for roofs and dormers, red and yellow brick or limestone stone chimneys and decorative red clay ridge tiles are a prevalent feature in the town. There are differing roof heights and verges, some with dormers, some without.
- Windows: large dormer windows, some of which form part of the facade, a predominantly vertical emphasis of the sash casement windows, differing fenestration - some with 4 paned sashes, some with 12 paned sashes, so it must be emphasized that no one architectural description fits.
- Doors: ornate timber canopies across entrance ways

Local details include:

- Railings: with a variety of wrought iron railings and gates of differing style.
- Decorative cast and wrought iron work and cast iron rainwater goods remain. There are however cases where replacements have been made using modern materials.

Shop fronts, advertisements and signs

4.5.10 There are a number of wholly or partly altered shop fronts as well as good examples of retained historic shop fronts. There are a number of shopfronts which have been modernised using inappropriate materials and styling.

The most common problems are:

- Over deep fascias, hiding original features.
- Use of garish colours.
- Use of unsuitable plastic lettering.
- Inappropriate lighting.
- Use of inappropriate construction materials

4.5.11 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.

Ecclesiastical architecture

4.5.12 During the 18th and 19th century Goodwick saw significant growth in response to the growing seafaring trade and a number of chapels of different denomination were

built to accommodate the religious diversity. These chapels were on occasion built by the community and are an intrinsic part of the historic and current character of Goodwick and hold a prominent role of the character and special interest of the street scene.

Berachah Presbyterian Chapel, New Hill

4.5.13 Calvinistic Methodist chapel of 1906-7 designed by the Rev William Jones of Pentre, Rhondda, replacing a chapel of 1830. It cost £1,700. The unusual name refers to the Valley of Blessing where Josaphat and the men of Judah rested after being delivered from the forces of Ammon, Moab and Edom (II Chron. 20, 26). The chapel has rock-faced coursed brown stone with grey sandstone ashlar dressings, slate roof and red terracotta ridge tiles.

Bethesda Chapel, Main Street

4.5.14 Established in 1873, and clad in corrugated iron in 1908, this chapel on Main Street remained open until 1998. The corrugated iron was a quick and easy way to build places of worship at the time of the Welsh revival.

Ebenezer Welsh Independent Chapel, Goodwick Hill

4.5.15 An English congregational chapel built in 1828, restored in 1907 and again in 1928. The present chapel, dated 1828, is built in the Gothic style of the gable entry type.

Goodwick Baptist Chapel, Main Street

4.5.16 Established in 1873 as a non conformist chapel of rough pointed stone and arched windows doors and dressings

St Peters Church, Church Terrace

4.5.17 Grade II Listed, dating to 1910 this church is located on Church Terrace and forms a focal point in views along many of Goodwick's Streets, and more distant views from Fishguard and the south. By E M Bruce Vaughan of Cardiff in late Gothic style of unusual elaboration for the region. This parish church is rock faced coursed grey-brown Shanrock stone from Ireland with Box Ground limestone dressings and Bangor green slates to roof.

Negative or Neutral Factors (extent of intrusion or damage)

4.5.18 Between 1992-1996 a Town Scheme operated in Goodwick Conservation Area, which provided grants for traditional repairs and environmental enhancement works to improve the public realm. Despite this opportunity there are a number of elements which detract from the special character of Goodwick 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;
- Empty retail premises;
- Obtrusive telegraph poles and wires;
- Neglected parcels of land, boundary fencing and walls;
- The number of listed and unlisted buildings in poor repair,
- The neutral impact of more modern development, neither preserving nor enhancing character.

Neutral Areas

4.5.19 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 the areas, buildings are identified below:

- Unsympathetic design of early 20th century semi detached dwellings at New Hill which sit below the road level but are visible in views across from the south.
- St Davids Place where more modern properties are lacking in original design (This area is recommended for exclusion from the Conservation Area).

4.6 Summary of the Character of the Conservation Area

4.6.1 Goodwick is a historic maritime town whose core is based upon a concentration of fine Victorian buildings built in a relatively short period before the turn of the Century.

4.6.2 The contrasting 'character areas' within the Conservation Area range from the Victorian and Edwardian residential properties in the south, the woodland settings in the vicinity of Pant-yr-ychain and Quay Road, to the large areas of scrub and gorse covered coastal slope which form a back drop for the town as a whole. The majority of buildings are built on the side of steeply sloping road configurations on the side of the peninsular, most of which enjoy panoramic views across the sea to the west, and south across The Parrog, Fishguard and the rugged north Pembrokeshire coastline.

4.6.3 Main Street is a focal point for the community and forms the core of the Conservation Area. It has buildings of both individual and group value. There has been some infill of modern development in vacant plots, but this has not had a significant detrimental effect on the essential character of the Conservation Area.

4.6.4 There are developments which have marred the overall quality of the Conservation Area, for example the spurs off Goodwick Hill, but generally this is not

to the detriment of the overall character of the town, but does serve to reinforce the importance of the protection afforded to the 'core' of the town by its Conservation Area designation.

4.6.5 Unlike many Conservation Areas the use of modern materials has not generally had an excessively adverse effect upon the overall character of the town. The existing Conservation Area has suffered some loss of essential detail mainly with the use of upvc replacement windows, and some poor quality renovation work. These may be rectified using measures such as an Article 4 Direction, which clearly assesses the areas special architectural and historic qualities and effectively withdraws permitted development rights within the identified zone.

5. Boundary Review and Recommendations

5.1.1 The character and quality of the townscape of the historic maritime town of Goodwick is formed by a combination of the built form and the setting and open nature of the town.

5.1.2 As part of the Character Appraisal process a thorough survey of the existing boundary to the Conservation Area has been undertaken. This includes an assessment of:

- The history of the area and its development
- 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

5.1.3 The re-evaluation of the current Conservation Area boundary has identified proposed changes, with 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, and include land and properties that do contribute to the special qualities of the area. The map at [Appendix A](#) illustrates the changes proposed to Goodwick Conservation Area boundary set out in this Conservation Area Character Appraisal document.

Recommendations

5.1.4 The northern edge of Goodwick Conservation Area boundary generally runs along clearly defined contours i.e. sides of roads and field edges, so generally should remain unchanged. The exception to this is the area at the very northeast, land in the vicinity of Landscape Cottage and New Hill Villas. As described in the Character Analysis for Character Area 2 the properties in this area share similar architectural features to others contained within the Conservation Area and are of notable historic interest forming a natural boundary to the historic core of the Town, differentiating it from the more modern Harbour Village area.

Recommendation 1: that the Conservation Area boundary be amended to include New Villas 9-14 and Landscape Cottage and their curtilages within the boundary.

5.1.5 The Conservation Area boundary that borders the harbour area currently follows Quay Road. It is proposed that additional land below Quay Road be included within the Conservation Area boundary in this area as this land significantly

contributes to the setting of the area. This natural open landscape north of the railway track defines the character setting of the Conservation Area as a whole.

Recommendation 2: It is recommended that the boundary be amended to include open land south of Quay Road (north of the railway line).

5.1.6 The south western edge of the Conservation Area boundary again generally follows defined features, such as building curtilages and streets which are by and large appropriate. Properties along Plasygamil Road, for example, have generally retained most of their original detailing, with only the loss of traditional window units, a loss which is reversible. Changes are however needed to the Conservation Area boundary along St. Davids Place, where properties are more modern and have suffered loss of traditional detail.

Recommendation 3: That the Conservation Area boundary be amended to include properties northwest of Plasygamil Road, up to and including Oakleigh.

Recommendation 4: That the Conservation Area boundary be revised to omit properties along St Davids' Place, with the revised boundary terminating at the road junction between Main Street and Church Terrace.

5.1.7 Due to its location to the west of St Davids Place it is proposed to exclude Dyffryn House from the Conservation Area boundary. It is a Grade II listed building and so benefits from protection without Conservation Area status.

Recommendation 5: That the boundary be amended to omit Dyffryn House and its curtilage from the Conservation Area.

5.1.8 Finally, the existing boundary excludes more recent housing development to the southwest and the northwest of Goodwick, but includes individual buildings along Goodwick Hill up to and including Ebenezer Chapel, Carndeifo and Arosfa at the foot of Precelly Crescent, and the majority of properties along Glanymor Road. Changes are proposed to the boundary in this area to include additional properties that share similar characteristics to those already included within the Conservation Area, including properties south of Precelly Crecent including Oxford House, Craig Yr Eos and Cefn-eithin.

Recommendation 6: That the boundary be amended to include additional the land northwest of Goodwick Hill, up to and including Highridge and Berry Hill.

5.1.9 The proposed boundary revisions increase the size of the Conservation Area to 31.80 Ha, drawing a tighter boundary around the areas of special quality in terms of architecture and historic environment whilst including additional land that contributes to the setting of the Conservation Area. In order to preserve and enhance the special character of the Conservation Area every effort should be made to ensure that future developments have regard to the existing materials, style, detailing, form, scale, roofing and building line so as to be sympathetic to their surroundings. Important views and open spaces identified within the Conservation Area Character Appraisal should be preserved and enhanced.

6. Summary of Issues

6.1.1 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.

Negative/neutral sites and buildings

6.1.2 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 may have been identified as either negative or neutral buildings or sites.

Loss of architectural detail and minor alterations to historic buildings

6.1.3 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.

Building maintenance and repair (Buildings at Risk)

6.1.4 There are a number of historic buildings in need of routine maintenance and repair particularly in the town centre. In addition, several 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 no listed buildings 'at risk' and two buildings or structures that have been identified as 'vulnerable' within the

Conservation Area that are on the Council's Buildings at Risk Register¹⁹. It is important for their condition to be monitored and, when available, funding prioritised to those buildings identified within the County Council's Buildings At Risk Register as being at a high risk or vulnerable.

Control of new development

6.1.5 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.

Public realm

6.1.6 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.

Open spaces, landscaping and tree management

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

¹⁹ As at September 2014

7. Management Proposals

7.1.1 This 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 the County Council to implement the following recommendations as part of their management strategy for the Goodwick Conservation Area.

7.1.2 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.

7.1.3 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 Conservation Area 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.

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

Negative / neutral sites and buildings – opportunities for enhancement

7.1.5 The appraisal has identified 'negative' buildings and sites that detract from the special character and appearance of the Conservation Area and therefore present an opportunity for improvement and enhancement.

7.1.6 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 Goodwick 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.

Loss of architectural detail and minor alterations to historic buildings

7.1.7 Some listed and unlisted buildings within the Conservation Area have been adversely affected by the loss of original architectural details and/or 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 number 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.

7.1.8 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.
- To introduce an Article 4 Direction at Goodwick Conservation Area.

Building maintenance and repair (Buildings at Risk)

7.1.9 There are no²⁰ listed buildings 'at risk' and two that have been identified as 'vulnerable' within Goodwick 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. A number of historic buildings are in need of routine maintenance and repair, particularly within the town centre and a number of listed buildings are showing signs of neglect, decay and deterioration due to a lack of funding or maintenance, and which devalue the character of the Conservation Area.

7.1.10 Proposal:

- To continue to update the 2014 Buildings at Risk Register, a record of listed buildings within the Conservation Area at risk through neglect and decay. This currently stands at nil 'at risk' buildings and two '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.

Control of new development

²⁰ At the survey date of September 2014

7.1.11 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.

7.1.12 Proposal:

- Development proposals will be judged on their effect on the area's character and appearance as identified in this Conservation Area Appraisal, Article 4 Direction 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 LDP (adopted 2013) and any subsequent development plans.

Public realm

7.1.13 The impact of the public realm on the experience of the Conservation Area and its character is paramount. Loss of historic features and inappropriate and unsympathetic use of materials and methods can be detrimental to character and appearance.

7.1.14 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.
- The Council will consider carrying out an audit of all telegraph poles, 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, and good quality, well sited and low maintenance street furniture
- The Council will consider preparing guidance on the public realm.

Open spaces, landscaping and tree management

7.1.15 Whilst the appraisal has identified the importance of open and green spaces within the Conservation Area, these are mainly in the setting of the Character Area and streets and spaces have generally little or no landscaping. Appropriate landscaping offers opportunities to enhance many of the public and private spaces within the town, adding texture, colour and increasing biodiversity.

7.1.16 In terms of trees, whilst they are not a particular characteristic of the town centre, trees along Quay Road, New Hill and Pant-yr-ychain make a positive contribution to the area's character and appearance. Groups of trees within the

grounds of the hotel and larger houses also make a positive contribution to the character and appearance of the Conservation Area, many of which are in private ownership and the County Council could help to ensure their long term survival by providing guidance to owners about their care.

7.1.17 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.

Shopfronts, signs and advertisements

7.1.18 Generally there are a number of well preserved historic shop fronts in the Conservation Area, however there has been a loss of sign writing and many are now not in retail use.

7.1.19 Proposal:

- The Council will consider preparing Advertising/Signage and Shopfront Guides.
- Future changes to require the retention of shopfronts of historical or traditional interest.

8. Monitoring

8.1.1 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 – a photographic record was taken in 2015.

8.1.2 Regular updates supported by Planning / Listed Building/ TPO information will identify most development changes, and further historic research of the Conservation Area may 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.

Formal Review

8.1.3 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.

Part 2: Goodwick Conservation Area Management Plan

1. Summary of Special Interest of the Conservation Area

1.1.1 Goodwick has its origins as a fishing harbour and is mainly urban in nature. Its buildings are largely Victorian and traverse the sharp gradients about the harbour area and within the historic core forming terraces of buildings. Local topography has strongly influenced the street pattern and open spaces within the town. The historic core is also characterised by Victorian shopfronts – many now in residential use which developed as a result of the rapid expansion of the ferry port. There are 10 listed buildings within the Conservation Area.

1.1.2 The natural harbour to the southeast of Goodwick town plays a significant role in defining the character and setting of the Conservation Area. The establishment of the Great Western Railway terminus and harbour at Goodwick (commercially known as Fishguard Harbour) at the end of the 19th Century and early 20th Century was a key stimulus for growth in the town, and hence a dominant factor in its historic character.

1.1.3 A strong feature of the area is large swathes of undeveloped steep land, areas of exposed rock and natural vegetation such as gorse and heather. The cliff itself is a visually important feature of the Conservation Area and has served to confine the town's development. The visual and physical effects of the coastal slopes make it a dominant feature in the character and appearance of the area.

1.1.4 These features comprise a number of the key characteristics from which the special interest of the Conservation Area is derived.

Identification of Conservation Issues

1.1 General Conditions (SWOT Analysis)

1.2.1 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.

1.2.2 A summary of the key issues affecting the management of the Conservation

Area are:

Strengths:

- A historic fishing port strongly connected with safe anchorage and modern ferry developments
- The setting of the Pencaer peninsular and the natural landform providing a backdrop and influencing the form and layout of the streetscape
- Historic buildings which largely retain their traditional character and create a strong sense of place
- Landmark buildings which provide clear focus within the Conservation Area
- Re-opening of the Goodwick railway station
- Retention of local shopping opportunities
- Access to formal and informal recreation through public rights of way, including the narrow passageways or vennels, the National Trail, water front at the Parrog, play areas, pitches and Goodwick Moor boardwalk.
- Access to local community facilities including the Pheonix Centre
- Proximity to the Fishguard ferry port operated by Stena Line

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;
- A number of listed and unlisted buildings in a poor state of repair;
- Derelict and unused landmark buildings;
- Unsympathetic development and repair / renovation of buildings within the Conservation Area;
- Lack of cohesive and well designed public realm

Opportunities:

- Improvement of heritage building maintenance and management;
- Further sensitive regeneration of key sites and townscapes;
- 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;
- Build on opportunities for joint visits between the ferry port and Goodwick town and proposed marina development;
- Investment and employment opportunities from the proposed Fishguard marina;
- Achieving an appropriate balance between maintenance of informal open

Goodwick Conservation Area Character Appraisal and Management Plan
spaces and opportunities for biodiversity.

Threats:

- 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;
- Closure or down grading of the ferry port or Goodwick station;
- Infill and extension of the build area which erodes the essential spatial character;
- Sea level change or increased storm occurrence requiring greater maintenance at the Parrog or ferry port;
- Detrimental changes to the character of the area posed by insensitive development;
- Development and environmental pressures resulting from the marina development.

1.2 Positive Issues and Assets

1.2.1 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 built and natural environment, which capture and represent the essence of its character, including the relationship created by the topography and streetscape, wooded and heathland setting and coastal location.
- Individual buildings of historic significance, which have the potential to enliven the streetscape, such as St Peters Church, Ebenezer Chapel and other religious buildings, Rosslyn property, and Fishguard Bay Hotel. 10 listed buildings make significant contributions to the character of the Conservation Area.
- Significant groupings of buildings form integrated streetscapes and strong frontages of great variety and provide containment and definition to the distinctive urban places and spaces. Quay Road and Main Street including historic shopfronts provide examples.

1.3 Negative Issues and Problems

1.3.1 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, 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 at Station Hill.
- Some of the shops are vacant and others have vacant space on the upper floors. The lack of economic returns can result 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.

1.3.2 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;
- the addition of aerials and satellite dishes.
- inappropriate siting and scale of renewable energy proposals

Policy Guidance and Design Principles

2.1 Design Principles

2.1.1 *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 Goodwick 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 the Management Plan 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 5. Implementation Programme - Community Involvement for participation guidance;

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

Section 4 – Management Recommendations identifies the key actions to support the current Conservation Area planning procedures;

Principle 6 - Documenting and learning from decisions is essential

Section 4.5 – Conservation Understanding lists methods to inform both the community and the authorities.

2.2 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.”

2.2.1 Goodwick has the potential to play its part on achieving this vision.

2.3 Conservation Area Development Policy and Design Principles

2.3.1 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 Plan (LDP).

2.3.2 Policies relating to the conservation of the historic environment within Pembrokeshire County are available in the 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.

2.3.3 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.

2.4 Design Guidance for the Enhancement of Existing Buildings

2.4.1 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.

2.4.2 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 provided by the Institute of Historic Building Conservation, Society for the Protection of Ancient Buildings (SPAB), Historic England and Cadw²¹

²¹ Web addresses correct at November 2015

- www.ihbc.org.uk/page55/ihbc_publications/index.html
- <http://www.maintainyourbuilding.org.uk/main/>
- <https://historicengland.org.uk/advice/technical-advice/buildings/maintenance-and-repair-of-older-buildings/>
- <http://www.maintenancematterswales.org/>

2.4.3 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.

2.4.4 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

2.4.5 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.

Repair and Maintenance

2.4.6 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.

2.4.7 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.
- *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.

Roof-Scape

2.4.8 The roof-scape of an urban area can form 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 Goodwick allows views across and over the roof-scape from different parts of the area. The consistency, character and integrity of the

original roof-scape 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

2.4.9 The predominant roof covering of traditional buildings within Goodwick Conservation Area 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.

Rooflights and dormers

2.4.10 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

2.4.11 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.

Guttering and downpipes

2.4.12 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 or rainwater goods and poor quality material have a negative impact on the building's elevation.

Windows and glazing

2.4.13 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.

2.4.14 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

2.4.15 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

2.4.16 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

2.4.17 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

2.4.18 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.

2.4.19 Existing traditional shop fronts, or surviving components, should be retained and repaired wherever possible, including in cases where the property is no longer in use as a retail premises. 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.

2.4.20 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 sub-divided vertically to maintain proportions characteristic of the building and the context.

Fascias, signs, canopies and blinds

2.4.21 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

2.4.22 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

2.4.23 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

2.4.24 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.

2.5 Policies for new development within heritage areas

2.5.1 There has been relatively little 21st century development in the Conservation Area. It is expected that sensitive and appropriate redevelopment proposals of appropriate sites will enhance the character and quality of the area when they come forward.

2.5.2 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 streetscape 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 roofscape;
- 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.

2.5.3 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 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;

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

Specific Guidance for Buildings, Key Sites and Public Realm

3.1 Design of the Public Realm

3.1.1 The varied characteristics of Goodwick 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.

3.1.2 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 Goodwick and Pembrokeshire.

Management Recommendations

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

4.1 Local Listing in the Conservation Area

4.1.1 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:

- Rose and Crown Public House, Station Hill
- The Lynch and La Serena properties Quay Road
- Myrtle Pharmacy
- Goedwig Baptist Chapel
- Preswylfa, Main Street
- Ebenezer Chapel
- Clement Road Nos. 1-6
- Rose Cottages, New Hill

4.2 Reassessment of the Conservation Area Boundary

4.2.2 The Goodwick Conservation Area was originally designated in 1975. 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.”*

4.3 Article 4 Directions and Permitted Development

4.3.1 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.

4.3.2 It should be noted that such a Direction only applies to properties in use as dwellings, and not commercial use as commercial use does not have the same permitted development rights as residential property.

4.3.3 In February 2016 an Article 4 Direction for the residential development within the Goodwick Conservation Area was confirmed. Items of work that now require planning permission include:

- Alterations to or demolition of front boundary walls or railings;
- Provision of hard standing in front gardens;
- Enlargement, improvement, replacement 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, TV antenna or renewable energy proposals;
- Rainwater goods;
- Construction of porches and side extensions; and
- Painting of render and other finishes

4.3.4 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.

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.

[Return to paragraph 1.3.3](#)

4.4 Monitoring and Enforcement:

4.4.1 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 old photographs can be used to inform the accurate restoration of heritage properties and townscapes.

4.5 Conservation Understanding

4.5.1 Local knowledge and understanding are central to the conservation-based approach 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 guidance and information sharing.

4.6 Resource Needs

4.6.1 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.

4.6.2 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 appropriate finishes, rainwater goods, window and door treatments, This will encourage appropriate repairs, replacements and materials.

4.7 Equality Impact Assessments

4.7.1 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.

4.8 Sustainability

4.8.1 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.

4.8.2 Even though buildings contained in Goodwick'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 include:

- considering environmental sustainability in historic refurbishments through appropriate design;
- low impact improvements in air-tightness utilising draft excluders and heavy weight curtains 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;
- 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 natural 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
- 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.

4.8.3 The HLF publication *Planning Greener Heritage Projects*²², 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;

²² Available on the HLF website, hlf.org.uk in English and Welsh

- Soil, including peat;
- Timber;
- Biodiversity; and
- Visitor transport.

4.8.4 Energy efficiency can reduce bills, reduce use of fossil fuels and mitigate the impact of climate change. In general, however, historic buildings were built to breathe and are constructed of materials which can be damaged by modern measures, or the character significantly altered. Refurbishment of a building can provide an opportunity to improve energy efficiency. Measures affecting Listed buildings or those within an Article 4 Direction area should be discussed with the County Council.

4.8.5 In principle the energy efficiency measures should seek to make the least amount of change. Materials and methods should be comparable to the traditional fabric of the building. Careful design and sympathetic management can help to secure a sustainable future for historic buildings.

5. Implementation Programme

5.1 Resources for implementation in the Conservation Area

5.1.1 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.

5.1.2 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.

5.2 Action Plan Summary

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

Planning Policy & Strategy:

- PCC to adopt the Conservation Area Appraisal and Management Plan

Community involvement:

- Training and Development of Conservation Staff;
- Increase conservation awareness;
- PCC Conservation website development;
- Publication of 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 as appropriate

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; and
- Prepare of site specific development briefs where appropriate.

Monitoring

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

Formal Review

5.3.2 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.