

Pembrokeshire County Council Cyngor Sir Penfro



Pembroke Conservation Area Character Appraisal and Management Plan

Adopted
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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&CP Act	Town and County Planning Act 1990

This Character Appraisal and Management Plan has been prepared following community consultation between 12 September and 24 October 2016 and between 26 June 7 August 2017. Responses to the consultation were taken into account in drafting this document.

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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 Pembroke 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, and Part 2 sets out the Management Plan, proposals and implementation and arrangements for monitoring and review of both Conservation Area Character Appraisal and Management Plan.
- 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 the Conservation Area. It is a material consideration for determination of planning and listed building applications along with relevant Supplementary Planning Guidance.

The policy context for the appraisal is provided by

- **Technical Advice Note 24** 'The Historic Environment' May 2017 which states that Conservation Area designation provides the basis for policies designed to preserve or enhance all the aspects of character or appearance that define an area's special interest; this might include the pattern of settlement and the organisation of space and routes as well as the style and type of building, and the use of materials and detail.
- **Planning Policy Wales Edition 9, November 2016** (para 6.5.21) states There will be a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level..... Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area's character or appearance or leaves them unharmed.

- iv **Summarised below are the key elements that contribute to the special interest and character of the Pembroke Conservation Area requiring preservation and enhancement.**

- A long history inherently connected to Pembroke Castle and unique medieval town
- The Town Walls and towers
- Natural characteristics of landscape and underlying limestone ridge landform that have influenced the form of the town.

- Historic linear street pattern along Main Street that remains evident in the modern town and without side streets or spurs.
- Architecturally distinctive landmark buildings including Pembroke Castle and their setting.
- Significant views into, out of and within the Conservation Area, including onto and from the Castle, Mill Pond, Castle Pond and Quay.
- A diverse mix of historic building style, type and architecture with the majority comprising 18th and 19th century buildings and resulting in a varying building and roofline of interest
- Many fine examples of well-proportioned and elegant Georgian and Victorian buildings and terraces and retention of traditional features and colours.
- Fine examples of original and historic shop fronts.
- The waterways, Millponds, wildlife and open spaces and opportunities for wildlife
- Medieval Burgage plots and walls
- The Commons, including the diversity of trees

Key Issues

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

i Negative/neutral sites and buildings

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

ii 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.

iii 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.

iv Control of new development

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

v Public realm

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

vi Open/ green spaces, landscaping and tree management

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

vii Shopfronts, signage and advertisements

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

viii Traffic impact

Although the traffic flow through Main Street is one-way, it contributes to a busy and distracting traffic flow through the Conservation Area.

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 Pembroke Conservation Area Appraisal and Management Plan;

Community involvement:

- Training and Development of Conservation Staff;
- Briefing for Members and Officers;
- Increase conservation awareness;
- PCC Conservation website development;
- Publication of Pembroke 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 web based 'Maintenance Matters'
- Prepare site specific development briefs where appropriate.

Part 1: Conservation Area Character Appraisal

1. Pembroke Conservation Area Character Appraisal

1.1 Introduction

1.1.1 Pembroke Conservation Area was designated on 25 July 1973 and covered an area of approximately 50 hectares, recognising the architectural and historic interest of the historic medieval town of Pembroke. The Conservation Area boundary was reviewed in 2017 and extended to cover approximately 97 hectares. Largely focused on the castle, Millpond, town centre and the Commons, the Conservation Area closely reflects the historic development of the town. This Character Appraisal analyses and appraises the current Conservation Area in terms of character and sets out changes to the boundary, and consequently recommends on the future management of the area.

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

1.1.3 The designation confers protection on the area as a whole, on buildings / groups of buildings, on spaces between and on trees. Additional protection may be appropriate through the use of a Direction² for part of the Conservation Area. Called an Article 4 Direction, it 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 the Pembroke Conservation Area, considers current issues and the current statutory and policy context and identifies opportunities for enhancement to provide a framework for sustainable decisions on its future and local involvement in implementation. It meets the requirements of the legislation, ‘to *formulate and publish proposals for the preservation and enhancement*’³ and, ‘in making a decision on an application for development *special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area*’⁴, provides a firm basis on which applications for development and proposals for enhancement within the Pembroke Conservation Area will be

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

² Made under Article 4 of the General Permitted Development Order 1995

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

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

assessed.

1.1.5 The statutory and policy context is provided by:

- Planning (Listed Buildings and Conservation Areas) Act 1990⁵
- Town and Country Planning (General Permitted Development) Order 1995
- Planning Policy Wales, Edition 9, 2016
- Technical Advice Note 24 'The Historic Environment' May 2017. The Historic Environment (Wales) Act 2016⁶
- Pembrokeshire County Council 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

⁵ which replaced the former Civic Amenities Act of 1967

⁶ The Historic Environment (Wales) Act 2016 received Royal Assent on the 21 March 2016. Additional provisions came into force on the 31 May 2017. It was enacted to make important improvements to the existing systems for the protection and management of the Welsh historic environment and requires Welsh Ministers to maintain a historic environment record including details of every conservation area designated.

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.

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 Pembroke Conservation Area

1.3.1 The County of Pembrokeshire (excluding the Pembrokeshire Coast National Park) has 24 Conservation Areas, one of which lies within Pembroke. Pembroke Conservation Area was designated by the former Pembrokeshire County Council in 1973.

1.3.2 Pembroke Conservation Area has not previously had the protection of an Article 4 Direction. This would remove existing permitted development rights, and bring in a requirement for planning permission to be obtained for all specified 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. Further information about the potential for an Article 4 Direction 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 1973 the Pembroke 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 appraisal⁷ for the Conservation Area as part of the County Council's rolling programme of Conservation Area review. It describes the special architectural and historic interest of the Conservation Area and provides a detailed analysis of its character and appearance, concluding that designation as a Conservation Area is clearly justified.

1.4.3 This Character Appraisal supports the policies of the Local Development

⁷ follows the general guidance set out in the former English Heritage "Conservation Area Appraisals"

Plan for Pembrokeshire. It is to be used as a material consideration in the assessment and determination of applications for development within the Conservation Area and to help guide its future management.

**This document will be a material consideration in the
determination of planning applications.**

**Unlawful developments may result in enforcement action being
taken.**

1.5 Methodology

‘A conservation area appraisal is the foundation for positive management. It provides a detailed picture of what makes an area special and can be used to identify opportunities and priorities for action. The appraisal offers a shared understanding of character and importance, and highlights problems and potential, which can be used as the basis for a more detailed management plan supported by a robust local policy framework’

(Cadw 2017⁸)

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. This appraisal will consider the Conservation Area using ‘Managing Conservation Areas in Wales, Cadw May 2017 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.

⁸ Managing Conservation Areas in Wales, May 2017, paragraph 3.1

2. Planning Legislation and Policy Context

2.1 National Legislation, Policy and Guidance

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

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

2.1.3 Under section 69 of the Act there is a duty on local planning authorities to review Conservation Areas from time to time by preparing and publishing proposals for the preservation and enhancement of Conservation Areas and to consider whether further designation of Conservation Areas is called for. The Historic Environment (Wales) Act 2016 received Royal Assent on 21 March 2016.

2.1.4 This Appraisal should be read in conjunction with national planning policy and guidance such as Planning Policy Wales, Edition 9 November 2016 amplified by Technical Advice Note 24 ‘The Historic Environment May 2017.. These documents provide advice and guidance on the designation of Conservation Areas and in particular guidance for assessing their special interest.

2.1.5 Technical Advice Note 24 ‘The Historic Environment’ May 2017 which states that Conservation Area designation provides the basis for policies designed to preserve or enhance all the aspects of character or appearance that define an area’s special interest; this might include the pattern of settlement and the organisation of space and routes as well as the style and type of building, and the use of materials and detail.

2.1.6 The current context for land use planning policy in Wales is contained in Planning Policy Wales Edition 9 which provides guidance for locally specific policies for Conservation Areas within Local Development Plans. Planning Policy Wales explains the role of local planning authorities in formulating Conservation Area policies and exercising development control functions within Conservation Areas. Specific reference is given to the preparation of Conservation Area character appraisals which can assist planning authorities in the exercise of their planning and development control functions.

2.1.7 Welsh Government has undertaken consultation on 'Managing Conservation Areas in Wales' as part of a wider consultation on secondary legislation to support the Historic Environment (Wales) Act 2016 and has issued best practice guidance documents. Managing Conservation Areas in Wales includes guidance on designation, management and review of Conservation Areas.

2.1.8 Planning Policy Wales Edition 9 (para 6.5.21) states that there will be a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level

2.1.9 Planning Policy Wales is supplemented by a series of Technical Advice Notes (TANs). 'TAN 12: Design' is relevant to Conservation Areas as it outlines a number of objectives of good design including the need for development to respond to character and context. TAN24 'The Historic Environment' was published in May 2017 and provides useful specific guidance in relation to Conservation Areas.

2.2 Local Planning Policy and Guidance

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

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

- SP 1 Sustainable Development
- SP 14 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 Environment⁹

2.3 Enforcement Strategy

2.3.1 In terms of direct action within a Conservation Area, the powers available to Local Authorities include:

- Enforcement action against unauthorised development – planning contravention notices / breach of condition notices / enforcement notices / stop notices / and injunctions;
- Serving Repairs, Urgent Works and Section 215 notices¹⁰;
- Compulsory Acquisition orders;
- Building Preservation Notices which extend Listed Building control over unlisted buildings for an interim period; and
- Identification and designation of Archaeologically Sensitive Areas as part of the preparation of the Local Development Plan such designation should ensure consideration of potential archaeological issues at an early stage.

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

⁹ Please refer to the Local Development Plan for the full text and reasoned justification of Policies.

¹⁰ Town and Country Planning Act 1990

3. Definition of Special Interest

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

- A long history inherently connected to Pembroke Castle and unique medieval town
- The Town Walls and Towers
- Natural characteristics of landscape and underlying limestone ridge landform that have influenced the form of the unique town.
- Historic linear street pattern along Main Street that remains evident in the modern town and without side streets or spurs.
- Architecturally distinctive landmark buildings including Pembroke Castle and their setting.
- Walkways from Main Street and at the Mill Ponds, Commons, Town Walls and Castle
- Significant views into, out of and within the Conservation Area, including onto and from the Castle and Mill Pond and Quay.
- A diverse mix of historic building style, type and architecture with the majority comprising 18th and 19th century buildings and resulting in a varying building and roofline of interest
- Many fine examples of well-proportioned and elegant Georgian and Victorian buildings and terraces and retention of traditional features and colours.
- Fine examples of original and historic shop fronts.
- The waterways, Millponds and Quays, wildlife and open spaces and opportunities for wildlife
- Medieval Burgage plots and walls
- The Commons, including the diversity of trees
- Pembroke's place in history

4. Assessing Special Interest

4.1 Location and Setting

4.1.1 Pembroke lies along the Pembroke river within south Pembrokeshire in south West Wales, 10 miles south of the County town of Haverfordwest, in close proximity to the Haven Waterway and south east of Pembroke Dock. It lies within the Milford Haven Waterway Historic Landscape.

4.1.2 The historic built centre of Pembroke is situated on a Carboniferous limestone ridge which extends from Tenby to Pembroke (The Ridgeway). There is evidence of early human occupation along this limestone belt. Flint tools from at least the Mesolithic era found in the 'Wogan', a cave beneath Pembroke Castle support this. Given the position of the town, on a naturally defensive inlet of Milford Haven, it is

probable that there was occupation and settlement in the area before the Norman Conquest. Pembroke Castle was built on the site of earlier Welsh constructions, probably a llys or courthouse and along with paired nearby ecclesiastical buildings were overlaid by Norman and later medieval buildings.

4.1.3 Pembroke Conservation Area covers an area of 97.54 hectares. Focussed on the Castle, Millponds, Quay, town centre and the Commons, the Conservation Area closely reflects the historic development of the town.

General character and plan form

4.1.4 The Conservation Area is largely urban in nature comprising the historic commercial core of the town centre along Main Street, which forms a linear road radiating east from the castle. It is characterised by a built linear frontage along its length for the most part. There are no spurs south or north off Main Street, and pedestrian access to both the Mill pond to the north and the Commons to the south is via alleyways and lanes. Main Street contains a variety and age of buildings and building styles. Much of the town's character comes from the relationship of the castle with the Pembroke River, the Commons and Main Street. Their relationship to each other, the close knit frontage, size, colours and variation in the roofscape, the linear street pattern and the opportunities within the street for glimpses or views of the Castle provides a dramatic sense of place and character.

4.1.5 Medieval fabric can be found in the castle, St Mary's Church and in part of Westgate Hill. At Westgate Hill, as in the rest of the town, there has been considerable successive redevelopment: the ground level has been lowered significantly and the arrangement of floors and undercrofts now difficult to determine. Externally, much of the character of the town belongs to the regrowth of the eighteenth century and especially to the period when Pembroke Dock was established at the start of the nineteenth century. The increased prosperity of this period resulted in much rebuilding and remodelling of earlier buildings, all with a late Georgian appearance. In many cases, earlier buildings were probably re-fronted and remodelled with more fashionable facades. Throughout the nineteenth century the building tradition in the town retained the essence of late Georgian character with only limited variations in architectural style or embellishment.

4.1.6 The late nineteenth century saw the expansion of suburb housing with short sections of terrace built beyond the walled limits of the town, such as those associated with the railway to the east of the town, and terracing to the north and south of expanding size and sophistication.¹¹

4.1.7 The Parade lies to the south of Main Street and runs parallel for half its length. It contains modern development including retail, residences and car parking. Substantial fragments of the original Town Walls remain. The Parade runs south to join Common Road, and the Common itself. The Lower Common Park is largely open

¹¹ Pembroke: Understanding Urban Character, Cadw 2015

area with trees and stream running towards the coast. There are areas of car parking and children's play area which provide amenities for local and tourists.

4.1.8 Further west the Conservation Area encloses Bridgend Terrace, Church Terrace and Monkton Priory Church and Vicarage before sweeping through fields and around to the north of the river barrage. The Conservation Area includes the Castle Pond and Mill Pond and areas of built development along its northern banks.

Landscape setting

4.1.9 Pembroke's landscape setting is formed by the limestone ridge which stretches eastwards, and includes built development running north from Northgate Street where Mill Bridge crosses the River Pembroke and allows access to the south. From the river level the land rises to the north and likewise, whilst descending from the limestone ridge to the Commons to the south, it rises again along St Daniels Hill and Norgans

Hill and into the countryside. Easterly, development has taken place along Station Road and Holyland Road and the land in-between.

4.1.10 The topography is such that the castle and Main Street stand on higher ground than the surrounding countryside and its character and development owe much to its location of the spur of higher ground between two narrow valleys.

4.1.11 Immediately to the north is an impounded area of water, the Mill Pond, while to the south an area of former salt marsh has been drained and reclaimed to form an area of public open space. A tidal creek and pill of the Pembroke River envelopes the western end of the spur, on which is situated the Castle. All these surrounding areas lie between 0 and 3 metres above the high water mark of medium tides. The Pembroke River travels north-westerly to enter the main Ria of Milford Haven some 2 miles away.

4.2 Historic Development and Archaeology: Origins and Historic Development

Viking – 10th-Century

4.2.1 Archaeological evidence indicates a human presence in the area from prehistory, however the present day settlement of Pembroke was founded by Arnulph de Montgomery, one of the Norman Lords who followed William I in 1066 on his conquest of England. In 1093 Arnulph landed and established a bridgehead, erecting a simple wooden defensive castle on the site of the present castle. The local population was subdued and land divided between Arnulphs' followers. The defensive position of the castle enabled him to stave off the Welsh revolt unlike most of the Norman Lords and their castles elsewhere.

12th – 17th -Century

4.2.2 The settlement continued to expand and increase in importance and after the collapse of the Belleme revolt against Arnulph in 1102 Henry I threw a garrison into

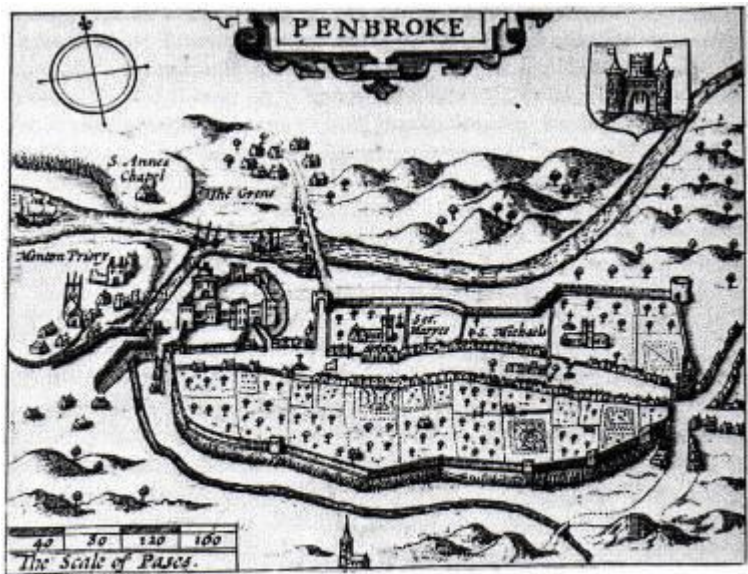
Pembroke (recently escheated¹² to him) and entrusted its custody to a knight named Saer. In 1138 the Marcher Lordship of Pembroke was created as an earldom and County Palatine, under Gilbert Fitz Gilbert, although the first earl seems to have been his son, Richard de Clare. Henry established a system of Crown control over the region, based on that already established in the English shires. He installed a sheriff at the castle and awarded a borough charter to the town, which effectively gave it a degree of self-governance and financial control through the creation of a market (along with Tenby, Haverfordwest and Wiston). By 1138 Pembroke had become the most important settlement within the area and in that year become the seat of an Earldom and later became the focus of administrative and business duties for the southern part of the county.

4.2.3 In 1189 William Marshal married Isabella and became Earl of Pembroke 1189 – 1219. During the latter part of the 13th century, the town was enclosed with walls confirming its long, narrow layout ‘without any cross streets’ as noted by Elizabethan George Owen. This layout and the characteristic narrow burgage plots fronting onto the single main street within the enclosing Town Wall, was perhaps determined by an existing route along the ridge to the castle. The circuit of the town walls was probably complete by about 1324 and served to protect the town from invasion. The earldom was eventually resigned to King Edward IV, and whose son Edward Prince of Wales was Earl of Pembroke.

4.2.4 Pembroke continued to grow in importance during Medieval and Tudor times and in January 1457 Henry Tudor was born at Pembroke Castle. Although a large and important military town, Pembroke never really prospered as a commercial centre in its own right. From the early twelfth to the mid fourteenth century there had been steady growth to 228 burgages but, by the 15th century, 20 of those had been abandoned and this number has increased to 44 by the end of that century. The burgage plots defined ownership and were used as gardens or to contain livestock. By 1602, failing trade and a decline in the income of the Lords, coupled with a decline in the prosperity of the town lead to its decline. The stability of the Tudor Dynasty lead to the neglect of unneeded fortifications. Pembroke however played a prominent part in the Civil War in Pembrokeshire and when held for the King by Poyer, Cromwell himself commanded its siege. Once it had fallen he ordered the castle’s destruction.

4.2.5 The available documentary evidence would suggest that the peak medieval population of the town settlements of Pembroke and Monkton combined did not exceed 2,000 persons. The 1349 Black Death (bubonic plague) and Civil War took a heavy toll and the 2,000 population mark of circa 1340 was probably not reached again until the eighteenth century. The 1670 Hearth Tax Returns suggest a population then of some 1,800 persons.

¹² Escheat – common law doctrine that transfers the property of a person who died without heirs to the Crown or State



Map of Pembroke by John Speed, 1611

18th Century

4.2.6 Growth in trade at the start of the 18th century was reflected in the revival of Pembroke as the main port and town of the Milford Haven area and saw it dealing in wool, grain, fish and coal. Because of its maritime connections and importance as a trading port, it grew into one of the largest and richest towns in south Wales.

4.2.7 During this time, the once tidal inlet at the Commons began to dry out and became marshy and was subsequently used for industrial purposes, keeping of livestock and for dumping of rubbish by the town's inhabitants.

19th and 20th Century

4.2.8 By the early 19th century, however, decline was obvious again and in 1813 the town appeared to be 'destitute of the air of business' and a place of 'cheap retirement for families of slender incomes'¹³. Pembroke remained a market town but its status was heavily eroded when Haverfordwest became the new county town at the beginning of the nineteenth century. By 1820 the prosperity that Pembroke had achieved through the dominance as a sea port was also beginning to wane. beginning of the nineteenth century. By 1820 the prosperity that Pembroke had achieved through the dominance as a sea port was also beginning to wane. By the early 1830s the town was effectively politically and financially bankrupt. The 1832 Reform Act changed the electoral system and a single member constituency was created across a number of boroughs in the area.

¹³ See Pembroke: Understanding Urban Character, Cadw 2015 for further detail and source.

4.2.9 The first national census of 1801 gives a population of approximately 2,500 for a similar area after correction for the low male returns due to the Napoleonic Wars. During the nineteenth century there were various extensions to Pembroke and Monkton. Nearby the building of a new settlement at Pembroke Dock some 2 miles north west of the old town in association with the new Naval Dockyard began in 1814 and greatly rejuvenated life within the town.

4.2.10 In the later nineteenth century suburbs expanded beyond the medieval limits. There were some earlier settlements around the Green to the north, Monkton to the south-west and to the east. After the Pembroke and Tenby Railway was completed in 1863 the Green and an area to the east of the town developed further. A large new suburb to the south, Orange Gardens, originally named Orange Town was constructed to house workers from the Naval Dockyard at Pembroke Dock. The streets were laid out in a grid plan, with most of the terraces being single storey, small cottages. Thomas Telford's road building programme provided significant transport links to other regions of Wales during the mid 19th century. Prior to this, stronger connections were by sea and helped influence the dominance of the English language.



Passenger train leaving Golden Hill Tunnel for Pembroke Dock around the end of the 19th Century

4.2.11 The castle was partly restored in the 1880s, and then again to a high standard in the 1930s. Further alterations were made for military purposes during the Second World War, following which the castle and the Town Walls have been largely cleared of debris and extensively restored and is now a scheduled Ancient Monument.

4.2.12 The area around the Commons saw a development of industry during the nineteenth century.

4.2.13 Twentieth century private and council housing estates have considerably increased the extent of the town, along with redevelopment, new space standards, smaller families, and the adaptation or conversion of former dwelling houses for other purposes. Further expansion past Monkton to the west was carried out from the 1960s to house workers for the oil industry. The area had been laid out as housing from at least the middle of the nineteenth century, but was cleared during the 1950s and 1960s and new housing estates were constructed. Although the town is small it acts as a service and marketing centre for the surrounding and predominantly agricultural area, and complementary to Pembroke Dock. The town has also become increasingly important as a tourist centre in association with tourism over the whole of the south-west Pembrokeshire.

Archaeology

4.2.14 Pembroke Castle and Pembroke Town Walls Scheduled Monuments are located within the Conservation Area and reflect the defensive location and medieval importance of the town (although Pembroke Castle stands on a site which has had human occupation, albeit not continuously, since prehistory). Near the town, the Priory Farm Cave has provided evidence of Mesolithic-Palaeolithic (early Stone Age) human settlement. There is also a burial chamber and medieval sites in the vicinity.

1. **Pembroke Castle** (SM981016) Medieval castle
2. **Pembroke Town Wall** (SM989014) Defensive medieval town wall
3. **Priory Farm Cave** (SM978018) Prehistoric monument/ cave above the Haven Waterway producing finds of Mesolithic-Palaeolithic age
4. **Monkton Priory Dovecot** (SM976017) medieval dovecot
5. **Bowett Wood Camp** (SM972007) prehistoric enclosure

4.2.15 In addition to Scheduled Monuments there are 268 historic environment assets recorded on the regional Historic Environment Record held by Dyfed Archaeological Trust. The majority of these are medieval or post medieval buildings and other structures'.¹⁴

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

¹⁴ Dyfed Archaeological Trust Historic Environment Record provides information on individual sites and objects and is constantly updated.

<https://www.cofiadurcahcymru.org.uk/her/chi1/arch.html?county=Pembrokeshire&lang=eng>

the main channels of movement.

4.3.2 Main Street The modern road network is strongly influenced by the west-east direction of Main Street, which provides a one way system for vehicular traffic to the west and subsequently loops south and west along the commons along **Orange Way** and **Commons Road**, passing the castle at **Westgate Hill** to provide a circular route around the town.

4.3.3 Radial Routes There are a number of radial routes which branch from the historic core of the Conservation Area, including Northgate Street (A4139) which runs north to Pembroke Dock, Bridgend Terrace (B4320) which runs south to Monkton. West Street and Thomas Street which run south into the suburbs of Pembroke whilst St Daniel's Hill leading to the B4319 largely bypasses the residential areas of Pembroke before heading south. To the east of Main Street, the East End roundabout node provides access to the south and into the one way system, east to Lamphey and north to the A477.

4.3.4 Pedestrian Alleyways Main Street has a number of gaps between buildings which provide pedestrian access to the Mill Ponds to the north and form part of a walkway along the Mill Ponds and around the castle. Alley-ways to the south of Main street lead pedestrians through car parks and along steps down towards the Commons.

Nodes

4.3.5 The principal spaces, meeting areas or nodes within the Conservation Area include:

- The site of the old corn mill at Northgate Street, provides a focal point
- Main Street near East back and St Michael's Church. There is a small paved area and nearby bench where the roads intersect and this provides opportunities to meet.
- Millpond walkway and the quay provides access to the riverside, views of the Castle and informal areas to meet.
- The Commons provide extensive opportunities for meeting areas with focal points at key buildings, play areas and bridges.
- Entrance to the Town Hall, Main Street which is flanked by canons on pedestals

4.3.6 There are however, a limited number of well defined meeting places or nodes at Main Street where gaps between buildings are limited and buildings are generally

fronting directly onto the pavement.

Public spaces open areas

4.3.7 The focus of the Conservation Area is mainly upon the urban centre of the town and around the Castle, where the roads can be narrow and there is little space or opportunity for public space or open areas.

1. **The Quay** car park adjacent to Northgate Street. This is a car park in the main but can be closed off for fetes and fairs.
2. **The Commons** provide large areas of open space and children's play area. The Foundry House Community centre provides a community meeting place. The building itself dates from 1839.
3. **The Castle and Mill pond path provide** access the water's edge via a circular walk. There are many opportunities to stand or sit and admire the views from the waterside.
4. **Castle Grounds** / Although entrance is payable, this provides a potential open space and events including re-enactments and concerts take place.
5. **The Castle and Mill Pond.** Whilst no longer available for boating, the Annual River Rally takes place each August to exercise the ancient right to navigate the river.

Key Views

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

Panoramic Views

4.3.9 Views from the castle are panoramic, and available from the high level walkways, towers and keep. These enable views across the townscape and onto the wider rolling countryside. There are rewarding views of the Mill Ponds, including the tidal areas. Further views are available across the roofscape of Main Street, highlighting the varied and interesting mix of historic buildings, aspects and proportions. The skyline here is however punctuated by electricity pylons. To the west there are views onto Monkton Priory Church and the countryside beyond. To the north, modern development has been allowed to encroach closer to the castle and this area no longer provides an open backdrop. Development is also gradually extending to the skyline and has the potential to compromise the setting of Pembroke and the castle within the landscape.

Long views

4.3.10 From many points within the Conservation Area there are fine views of the castle or glimpses over the roof tops. Main Street, Bridgend Terrace, Northgate Street and from across the river at Rocky Park, parts of Woodbine Terrace provide views of the castle from within and outside the Conservation Area.

4.3.11 Castle and Mill Pond walks to the north of the historic town centre, including the front at Rocky Park and Northgate Street provide fine views towards the castle and across the Castle and Mill Ponds, although public views are limited from the northern side of the Mill pond where residential development meets the waterfront in places. Prolonged views are available of the castle from Bridgend Terrace directly to the south, although views from the Commons toward the Castle are constrained by intervening development. Distant views from roadways to the south are likewise constrained by vegetation or buildings.

4.3.12 Views into Pembroke from the north are obscured until approaching Golden Hill Road where the vista opens and both the castle and town entrance are in view. To the south, views of the castle and town are possible from St Daniel's Hill.

Landmark and Key Buildings and Spaces

4.3.13 The early growth of the area is largely lost to subsequent development phases and changes to façades to match the fashion of the time.

Pembroke Castle



4.3.14 The location presented key advantages in terms of a defensible position and sheltered access to the Haven Waterway and was originally the site of a partial ringwork with earthen ramparts and timber palisade, built by Arnulf de Montgomery in 1093 following the Norman invasion of Britain. It was rebuilt in stone during the 12th Century by William Marshal. This early stone structure is reflected in the current character of the castle, and he was probably responsible for most of the early masonry still visible, including the massive circular keep, and the curtain walls of the inner ward. It was Marshal or his successors who constructed the Town Walls and consolidated Pembroke's linear layout. Behind the two main rows of houses were burgage plots, sloping down to the walls, many of which remain and form an important element of the Conservation Area.

4.3.15 Pembroke was granted to William de Valence, half brother of Henry III, in

1247 and he too initiated a construction programme. The large outer ward was walled in stone complete with cylindrical guard towers and Great Gatehouse. By the 14th Century the castle and Pembroke were in a period of decline.

4.3.16 Pembroke Castle was besieged for seven weeks by Cromwell during the Second Civil War when in 1644 John Poyer declared his support for King Charles I. When the castle, held by Poyer eventually surrendered (when Cromwell cut off its water supply), Cromwell demolished the outer walls of the barbican and towers in the curtain wall were demolished. These were only restored when the castle was purchased by Major-General John Ivor Phillips in the 1920s and restoration continued until the Second World War. Internally, the restoration is more obvious with concrete floors in the outer ward towers and gatehouse, and introduction of hooded fireplaces. The castle has been a Grade I Listed Building since 1958 and is a Scheduled Ancient monument.

Pembroke Town Hall

4.3.17 Construction commenced in 1819 and the relatively plain façade details four upper floor openings of unequal width small pane tall sash. The ground floor with well-tooled limestone ashlar with blind round arches until 1909 lead into the open market. The hall was modernised and extended in 1993 and accommodates the town council chamber. Murals depicting the history of Pembroke from the stone-age to 20th Century at Pembroke Town Hall were commenced in 2006, and are expected to be completed 2017.

Clock Tower



4.3.18 The original tower was built in 1825 with clock dated 1829. The lower flanking wings were added in 1899 and twice since altered and finally altered to three storeys in 1899 when the tower was given a drum and clock stage with cast iron coronet. The painted render and stone quoins as well as the grey ashlar render to the ground floor, make a distinctive building in the street scene. The narrow ground floor interior was modernised in the late 20th century. Later renovations were completed in early 2017.

Churches and Chapels

4.3.19 Two large churches remain at Main Street, St Mary the Virgin and St Michael's. During the 19th century a number of chapels of different denominations were built to accommodate diversity of religious worship.

These chapels now form an intrinsic part of the history and development of the town. They are also form a prominent role in forming the character and special interest of the street scene.

4.3.20 St Mary's, now situated behind properties at Main Street, may almost be missed. It has a late 12th century nave and a fourteenth century tower and chancel and a barrel vaulted roof of 14th/15th Century. Its ground floor chamber is elaborated by a groined vault with wide flat ribs. The elongated south porch runs up to the street between houses. The church was restored by Pearson during the 1870's following its closure due to a state of disrepair. Pearson added geometric tracery, a new tall chancel arch and roofs. The stained glass windows are by Kempe & Co in 1907 representing the crucifixion. Two south chancel windows and others depict Welsh saints and historical figures.

4.3.21 St Michael's originally medieval, was remodelled in 1831 by Thomas Rowlands who created a wide nave, demolished the transepts and chancel relocating the latter north of the tower, and built a porch to the south. Further work in 1887 by Lingen who tried to bring Victorian propriety to the interior, dividing the nave with a four bay arcade and lengthening the chancel westward. Neither altered the medieval chapel which has a pointed barrel vault roof.

4.3.22 Westgate Presbyterian Church (formerly Calvinistic Methodist Chapel, Westgate Hill). A simple Venetian Gothic style in grey native limestone with sandstone and red brick dressings of 1866 and 1875 by K.W. Ladd. The façade has a polygonal stair turret an adaption to the steeply sloping site.

4.3.23 Mount Pleasant Baptist Chapel, East Back

Was enlarged by Rev. Thomas Thomas in 1877. Retains a buttressed façade of limestone with bath stone dressings and large traceried windows to both storeys. The odd proportions may have been dictated by the previous chapel by John Copper in 1860. Inside the gallery of 1877 runs round three walls with attractive panels of pierced ironwork.

4.3.24 Tabernacle United Reformed Church, Main Street

Also by Thomas Thomas of Swansea, the design is less restrained and undisciplined Gothic front with buttressed turret to one side, capped by a slender spire and a gabled star turret on the other side. Large traceried window above twin doors, with conventional interior of three sided gallery and coved ceiling. Grade II Listed and renovated 2013.

4.3.25 Wesleyan Chapel, St Michael's Square

Sitting within the junction of East Back and Main Street, and built by K W Ladd, it represents his only known venture into classical 'Italianate' style but unconventional with most detail Gothic. Stuccoed and pedimented façade with giant arch, rusticated corner piers and three quarter Corinthian columns of sandstone. Large traceried windows in the outer bays. The interior has been partially removed.

Public Realm

4.3.26 Within the built part of the Conservation Area, public realm elements such as street furniture, lighting and planters are largely modern but sympathetic in style to the character of the Conservation Area.

4.3.27 Railings are decorative and signposts traditional in style at Westgate Hill and Main Street junction. Utility junction boxes and satellite dishes at Main Street detract. Planted beds and containers atop of railings are largely modern in design. They do however enhance community space through the summer. Public Realm at the Town Hall is largely devoted to hard landscaping at its entrance with seating and canons on stone mounts provide an attractive space. At East Back, modern street lighting is functional (See Pembroke Town Hall photograph above).

4.3.28 Public space enhancements where New Way meets the Commons Road have introduced sett paving, painted metal bollards and retained traditional lighting, providing a sympathetic and attractive pedestrian and vehicular environment.

4.3.29 Along Commons Road pathway, the historic town stone wall and benches set back from the road provide seating places which give views onto the Commons.

Open/ Green Spaces, Trees and Landscaping

4.3.30 There is little green space along Main Street apart from small courtyard front gardens and trees where East Back splits from Main Street, and trees abutting the roadside further to the east. The castle, Mill Pond and Commons provide extensive areas of open space, including green spaces, play areas and waterside. Sloping areas at the Parade are overgrown and greenery poorly maintained.

4.3.31 Within the Commons, the reclaimed salt marsh retains a small stream flowing towards the Castle Pond and stands of mature and replanted trees amongst the close mown grass.

Historic Gardens

4.3.32 The following Historic Gardens are identified within the Cadw Register of Landscapes, Parks and Gardens of Special Historic Interest in Wales, 2002. The boundaries are shown at Appendix 1.

1. 111 Main Street, Pembroke – Wall and terraced formal garden.
The rare survival of a late eighteenth-century town garden of some grandeur, attached to one of the most important town houses in Pembroke. Its structure and main features, including terraces, fine brick piers flanking the central axis and an octagonal brick gazebo remain.
2. Monkton Old Hall and Vicarage – Walled and compartmentalised garden, with a series of terraces.
The survival of a compartmented and terraced garden in an exceptionally fine

position overlooking Pembroke Castle. The garden is associated with the medieval priory and parts probably date to this period, making them a very rare example of a walled medieval garden. The terraces probably date to the mid nineteenth century.

Burgage Plots

4.3.33 Leading north and south from the main street, the town is divided into long narrow burgage plots defined by boundary walls. This layout largely survives today, both in the system of divisions and the rubble walls themselves. There has been some loss of the burgage divisions, particularly in the areas for car parking south of Main Street created in the twentieth century.

4.4 Character Analysis

4.4.1 Pembroke Conservation Area can be roughly divided into five 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 and individual qualities and detailing.

1. **St Michael's Church and East**
2. **Millpond and Rocky Park**
3. **Castle pond area**
4. **Commons and Bridgend Terrace**
5. **The Castle and Main Street**

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

Character Area 1: St Michaels Church and East

4.4.3 The eastern part of the Conservation Area approaches the East End Roundabout and is influenced in character by the radial transport routes and buildings at East End Square which does not follow the linear frontage of Main Street.

4.4.4 East End Square extends beyond the line of the original medieval Town Walls, and now forms a focal point for traffic traversing the one way system and travelling on to the south and east. Many of the buildings in and around the roundabout are in commercial and community use and some vacant.

4.4.5 St Michaels Church to the west of the character area sits back from Main Street and faces its junction with East Back. Medieval in origin it was extensively remodelled in the 19th century. Currently vacant, it is at risk of deterioration. To the fore a car park and remodelled public space with block pavier surfacing is located on the site of four houses demolished in the 1960s. Whilst breaking the frontage of Main Street, this did allow views onto St Michael's church.



Adjoining the entrance to the car park, a terrace of three 90-94 Main Street 19th century houses retain modest proportions although remodelling has altered openings.

4.4.6 To the rear of the terrace an early 19th century two storey house and shop retains vernacular interest with small paned sash and shopfront windows.



104 Main Street retains its original 1907 shopfront addition with painted stucco and slate roofs. Upper floors have imitation sash and satellite dish to front.

4.4.7 To the east of the church a terrace of domestic and commercial properties built between the early Edwardian and late 19th century and incorporating earlier, possibly medieval property in some cases. Both sides of Main Street here vary between modest two storey houses and three storey. There is great variety in the roofscape and façades which mostly retain sash openings with two or four panes. Ashlar effect stuccoed exteriors are likely to be hiding rubble walls of local limestone.



4.4.8 A gap site, the site of the former service station has recently received planning permission for a retail store with flats above. The photo below from the early 1970s shows the incongruous relationship between buildings created by the break in an otherwise continuous frontage. The replacement development for this site was intended to maintain the building line fronting Main Street and reflect the existing historic character.





Recent modern upvc windows have replaced the timber sash and original sash style and openings lost although original raised plasterwork is retained

narrow tree lined walkway

town but was created following the demolition of the Black Horse former public house in 1958. To the west, the narrow walled gardens extend down to the town wall and retain their original burgage plots. Many plots would have enclosed smaller dwellings and outbuildings used by servants and workers for the burgesses or townspeople who held land or tenements of the Norman landlord. The burgage plots are walled, and were generally rebuilt following the siege by Cromwell or during the Georgian era. Their condition can vary considerably.

4.4.9 Bisected by the Black Horse walk which provides pedestrian access from Main street north to the Mill Pond, the replicates the character of the

4.4.10 The entrance at the Mill Pond is close to surviving parts of the Town Wall and Barnard's tower which is a 13th century three storey tower and Scheduled Ancient Monument (SAM) overlooking the Mill Pond and forming part of the town wall. Built of roughly course rubble, the walls are some 2 metres thick.



4.4.11 At Holyland Road, Harcourt Terrace presents a row of Victorian terrace, with plain render finish and sash openings, although all window and doors replaced with upvc.

4.4.12 East End Square, set back from Main Street and a modest row of plain houses probably dating from the 1840's, although 5 and 6 are set back and may be more recent. Varying between one and three bays, with brick or rendered

stacks retained above. The middle property is in use as a shop with modern paraphernalia and shopfront signage. The Hope Inn boasted a front parlour and rear kitchen both used for drinking, with a cellar under and burgage plot behind.



East Square and Hope Inn with original openings largely retained and in sash four-pane, although upvc evident.

4.4.13 To the west, Gooses Lane follows the line of the town wall which has largely disappeared above ground level, with the exception of at 1 Gooses Lane. It originally ran down to the Southeast Tower. Lewis Terrace and Rock Terrace at Gooses Lane were built between 1885 and 1908 whilst the eastern side includes modern infill dwellings.

4.4.14 Community and former community buildings in this part of Pembroke include St Michael's Church Hall which provides a visual stop to Main Street. Late Victorian building with the main elevation fronting Station Road and dressed stone and buttressed with the original doors and windows. The elevation is set back from the road with a low stone wall with ornate railings. The remaining elevations are painted render with modern extensions attached to the southwest and south elevations removed. Utilitarian railings above a stone rubble wall and seating area provide an open view onto the square, but do not replicate the original Victorian wrought iron railings onto Station Road. In the ownership of the County council, the property is currently vacant.

4.4.15 The former school (closed 1970) and lately boxing club venue at East End Square remains a fine example of a dressed limestone building of 1873, now lacking original fenestration and boarded windows detract in this prominent location.

Character Area 1: Summary and Recommendations.

Crossing beyond the line of the original Town Walls local character is strongly influenced by road layout and traffic movement including access from Main Street. Road alignment and alterations have been carried out to accommodate traffic flows.

The development in the vicinity is both residential and commercial in nature and of historic importance. It should be protected from further inappropriate development or demolition. The variety in scale and design of buildings adds interest and help to form the character of the area.

Pathways to the Commons at Gooses Lane and the more recent Black Horse walk re-inforce the townscape character and movement and their maintenance and materials should remain sympathetic to and re-enforce the historic character of the area. Where possible modern clutter and minimising modern materials.

Residential stock is in generally good condition with no derelict buildings however buildings in public ownership show signs of neglect and deterioration and are vacant. Alternative uses, sympathetic to the historic fabric of the property and retaining their essential character are best able to secure their long term maintenance and viability. This may require disposal by the Authority.

Street clutter created by signage requires review and consolidation. In general, street furniture here is modern and utilitarian and consideration should be given to replacement which draws it more closely to the historic character of Main Street and its street furnishings.

Satellite dishes are not currently an issue in this part of the Conservation Area.

The gap site adjacent to 137 Main Street provides an opportunity to consolidate the street frontage whilst respecting the overall form and character of the nearby properties which are domestic in scale and nature and of varied interest.

Character Area 2: Mill Pond and Rocky Park

4.4.16 The Mill pond was formerly part of a tidal creek which extended to the east. The tidal movement has been restricted since the 13th century with the construction of a tidal mill (demolished in 1958 following a fire in 1955), and more recent barrage north-west of the castle in the 1970s maintains water levels within the Mill Pond. The Mill Pond provides a distinctive open water space that provides a fine setting to the old town and separates the predominantly modern development to the north of the Conservation Area. The Mill pond walk provides a key recreational and nature conservation resource for Pembroke.

4.4.17 The quay side to the north of Northgate Street housed warehouses reflecting the busy port activity at Pembroke upto the early 18th Century when the port was overtaken by activity at Haverfordwest and Milford Haven. Prior to this, the dominance of the port at Pembroke was established by 12th Century charters. The north quay wall was built in the 1860's onwards and faced with squared stone. To the west there are more regular squared blocks and the west end corner has rock faced sandstone quoins. There is rougher grey limestone squared masonry to the east in front of the Cornstore which reflects periods of building and extension and likely to have been a store for the mill which stood on the bridge. There are steps to the water near the Cornstore.

4.4.18 The Cornstore is an 18th century building of three stories, and originally an

agricultural store. The exterior has walls of squared grey limestone of irregular size, nogged brick eaves cornice and renewed slate roof. At the east gable doorways open at upper floors to allow loading straight into the store. The front door faces the river and would have allowed ships to tie up and load or unload direct into the store and moved within the building via the winch. The Cornstore is currently in commercial use as a café and store and Grade II Listed, although North Quay buildings remained in use into the 20th century where goods were unloaded from sailing ships.

4.4.19 Behind, Croft Court and Rocky Park have been developed and provide an imposing three storey residential development which approaches the waterside and maximises views onto it. Whilst they are not of historic character, they impact upon views from the Castle and waterside.



4.4.20 The Green, further to the east provides the main road access into Pembroke from the north. The row of terraced houses at Springfield Terrace which were built following the Pembroke and Tenby Railway which was completed in 1863. They provide varied and interesting frontage. Bounded by low stone walls to the front and are set behind small courtyards.



4.4.21 To the North of the Mill Pond, there are relatively few exceptional buildings, and largely modern and unremarkable housing development. In some cases, residential development has encroached towards the water and has had a negative impact on the sense of seclusion when walking the Mill pond. Wildlife at the Mill Pond is known to include swans and other water birds, otters and dragonflies and invertebrates.

4.4.22 Properties which retain original character and features include Devon House, Lake House and Greenwood House which are late Edwardian.



Devon House, Lake House and Greenwood House. They retain original sash and bay window openings, with variously decorative finials, raised plaster work, decorative stone reveals and narrow sills. Original iron railings frame the street access for Devon House.

Character Area 2: Summary and Recommendations.

The Mill Pond forms the key feature of this character area, with the majority of buildings to the northern edge of the character area modern and not closely reflecting the local vernacular. There are several notable buildings, including the Watermans Arms, Cornstore, Devon, Lake and Greenwood Houses. Residential development to the edge of the Mill Pond in some cases, has encroached to the waterside and impacted upon the sense of seclusion at the Mill Pond

Retention of traditional features within historic properties to be encouraged.

Maintenance of the Mill Pond to support nature conservation should be a priority. Existing public access maintained and where possible the experience enhanced through retention and improvement of the tree and vegetation visual buffer to the northern edge and the maintenance of burgage boundary walls to the south. These define the edge of the Mill Pond.

Information and meeting points should be maintained.

Commercial activity at the former North Quay properties, should continue to be

tourism related and encourage access to the Mill Pond walkway and enjoyment of views of the Castle.

Character Area 3: Castle Pond Area

4.4.23 This character area is significant in providing an open and undeveloped setting for Pembroke Castle (SAM and Grade I Listed Building). The majority of views from the castle look onto historic or modern development and this view provides an additional interest and a sense of history. The undeveloped nature of these fields is important in maintaining the setting of the castle.

4.4.24 The walkway to the foot of the castle walls allows access to Wogan's cave and views out across the water. The walkway to the outside of the waterway provides classical views onto the castle and the built development backdrop. The walkways provide a key recreational resource and access to unimpeded views to the castle.

4.4.25 Following the walk to the north, the eye is drawn to the modern development at Rocky Park and the 1970s barrage to help mitigate the risk of flooding to properties from tidal flooding and controls outflow from Pembroke River.

4.4.26 The barrage housing is faced in rubble stone with full height access doors facing the walkway. Safety railings are utilitarian and lacking in sympathetic aesthetic to the conservation area. Railings at the viewpoint to the castle are contemporary but are well designed and preserve character and interest. The maintenance of the housing is variable. Elsewhere along the walkway, benches provide resting points and bollards provide vehicular restriction in places.



4.4.27 A fine view is available from the barrage onto Monkton Priory Church and associates with the castle in the wider panoramic. This view across open fields is part of the spatial relationship between these buildings.



Area 3 Summary and Recommendations

Retain and maintain the open nature of the fields to the west of the Castle Pond which provide both setting for the castle and Monkton Priory church and views.

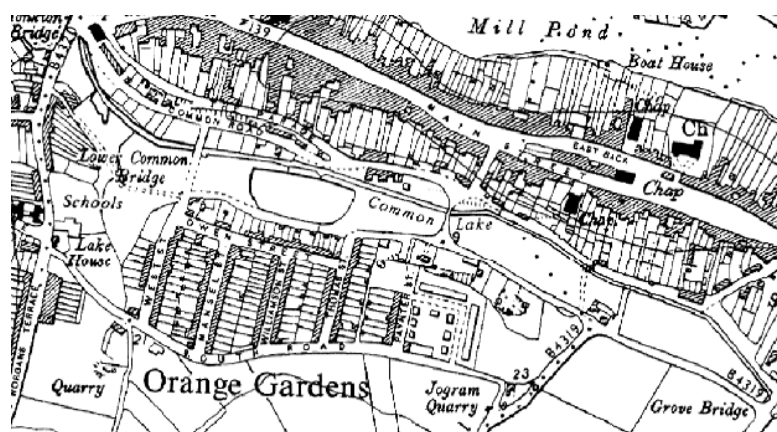
Provide maintenance to the barrage and housing to improve its visual appearance.

Improve / provide nature conservation and historic information boards at appropriate places along the walkway if possible.

Restrict any further encroachment of development beyond development able to be implemented under current planning consents or supported by the adopted Local Development Plan.

Character Area 4: Commons and Bridgend Terrace

4.4.28 This character area is unified by the Commons, the former tidal area and build development to its west comprising Bridgend Terrace, Church Terrace, Monkton Priory Church, the Vicarage and Priory Farm.



4.4.29 The Commons has been subject to extensive flooding in the past and the barrage has reduced the potential for future flooding. The lower common contained a lake which was a subject to dumped rubbish and sewage from the south side of Main Street until drainage was installed in the 1940s.

The lake is still visible in the 1962 map of Pembroke Commons

4.4.30 Unfortunately the lake became stagnant in dry weather when there was insufficient fresh water from the commons stream and gradually became silted up. The pond is no longer in existence, having been filled following the demolition of Bankers Row in the 1950s and forming the current recreation area. The Commons is also known to have been used for industry once the area started to silt up and from the 1800s the Gas Works, the town tip, an Iron Foundry, a Tannery and an abattoir were sited in this area.¹⁵ The current use of the Commons for car parking assists the tourist industry and provides an open location for events and fairs. The recreational and play areas are open and accessible and provide historic context for the built area of the Conservation Area. Softening of the waterway has provided addition alleviation against flooding and increased biodiversity opportunities.

4.4.31 Building within the Upper Common is limited to the former foundry, now used as a community centre following refurbishment in 2007. The building dates from 1839, and production of iron ceased by 1878.



Views onto the Commons show the car parking, stream which runs through it and areas of mature trees.



¹⁵ Reference : http://www.pembrokestory.org.uk/The_Commons.php.

4.4.32 Towards the west, this Character Area is bounded by Bridgend Terrace where it meets Commons Road and Westgate Hill. The junction dominates as does highway and street furniture making for a cluttered and distracting view onto the Castle. The road at Bridgend terrace is narrow and tightly bounded both sides with little or no pavement. Vehicular traffic is only able to pass through in single file and consequently is stop/start as a result. The stone wall on the western side at Monkton Bridge



gives strong definition to the road edge. The eastern side is lined by buildings of Bridgend Terrace which are all of a domestic scale and appearance and two storeys high. The Victoria, externally has fake Tudor beam appearance is currently vacant. Whilst there has been some redevelopment, Bridgend Terrace provides a neat terrace of two storey dwellings, single storey cottages and although alterations and loss of detailing have affected the group value, the properties line an impressive entrance onto views of the Castle from the south.



4.4.33 Monkton Priory Church is the oldest of all Pembroke's churches and was founded for the Benedictine order in 1093. It was altered in the 14th century and eventually fell in to a ruinous state. It was restored in the later 19th century. The church is a prominent local landmark with a fine tower. The churchyard is separated from Church Terrace by a stone wall which has received a modern render which is at odds with the character of the church. A fine row of mature trees sit behind the church boundary wall and add amenity value to this area.

4.4.34 Monkton Old Hall, which is regarded as one of the oldest domestic dwellings in Pembrokeshire dates from around the 14th century and sits opposite Church Terrace. The Old Hall is thought to have been either the Prior's House or a guest house for visitors to Monkton Priory. The house was repaired when leased in 1879 by J.R. Cobb. J. R. Cobb in 1880 noted that the fallen roof of the cross-wing had been dated 1819 and that the vault of the porch had recently fallen, that of the NE wing in more remote times. He turned the hall door back to a window, reopened the crossing



SW door, and built a two-storey service wing on old foundations. His windows were sashes, replaced by leaded lights after 1950. Minor alterations were made by Clough Williams-Ellis in 1950 and now owned by the Landmark Trust.

Area 4 Summary and Recommendations

The Commons provides an important community open space and

accommodates large areas of car parking. Public access to this open area and contribution to the setting of the Conservation Area are two characteristics which should be maintained as should its cohesive character.

All public realm space should be maintained to reflect the historic character of the area and the Foundry to retain remaining historic detail.

Assess the potential to consolidate and reduce the level of signage and visual clutter near Monkton Bridge.

Character Area 5 : The Castle and Main Street

4.4.35 Main Street originates from the 11th century onwards and was encircled by the defensive wall. There are known to have been three gateways within the walls to the north and east and west. Originally surrounded by water bodies on three sides, the character area is defined by typography as much by its built development. To both south and north sides of Main Street, burgage plots were laid out behind properties and ran down to the water on either side of the limestone ridge, reflecting the local topography. Movement through the town also retains its original layout in large part with access from Westgate Hill, Northgate Street, and the Eastgate.

4.4.36 An island of housing was created prior to the 17th century where the marketplace for St Michael's parish was formerly held and providing its rear elevations to East Back.

4.4.37 Much of the core of Pembroke reflects its medieval origins, in the medieval plot pattern and varied buildings as each building was built independently albeit with later buildings on those plots, mostly Georgian in appearance and dating from a time of prosperity for the town.



4.4.38 The oldest buildings within the Town Walls are at Westgate Hill, where Nos 8-11 are medieval in origin. The rock exposure beneath resulted from road lowering. The houses are thought to have been lime rendered but now exposed rubble stone with slate close-eaved roofs. The irregular spacing of sash windows. No 11 outside face wall is of rough masonry and formed the town wall.



4.4.39 Commercial buildings around the top of Northgate tend to be three storey and imposing in the street scene and have been adapted from early 19th century town houses in some cases.

4.4.40 Westgate House, a stuccoed town house at the end of terrace retains a small rendered west end

chimney stack and at three storeys with five bays is typical of the properties in commercial use without a dedicated shopfront. With plate glass horned sash windows with cambered windows at the second floors. Nearby the Lion Hotel, now operating as café and tea rooms dates from the early 19th century (Late Georgian). By 1857 it had 13 bedrooms and stabling with coach access through from a now blocked arch in the front wall.



4.4.41 Main Street is for the most part dominated by retail and commercial uses at ground floor with sash windows retained at upper floors, including Georgian smaller paned. Original Georgian and Victorian shopfronts remain and add considerably to the character, interest and sense of heritage within the street scene. These shopfronts typically are painted timber, with ornamental detail to pilasters and cornices and slender glazing bars. Discreet well considered signage does not detract from the charm of original shopfronts.





4.4.42 There are however also a number of examples of poor quality shopfronts which coupled with poor and inappropriate shop signage detract from the character of the area and lack the refined detail of the original.

4.4.43 Often the shopfronts display clumsy detailing with no depth, oversized timbers or upvc and no cornice or corbel details. In addition, they will often be painted in garish colour schemes and may have signs in modern materials which

include large lettering all of which can combine to dominate the streetscene in an unsympathetic way.



4.4.44 Main Street is enlivened by variety in the roofscape, colour and composition of building façade. It is unified by narrow burgage plots, and rhythm and consistency of the street frontage as well as original and heritage design detailing. Narrow gaps between properties and passageways provide

pedestrian access to the north and south off Main Street.



Willings Passage (left) is a public shopping arcade but is believed to have formerly provided private service access for 11 Main Street.

4.4.45 Further east the street widens to Orielson Terrace, also known as the 'Chain Back' on the north side. The Chain Back is at a higher level than Main Street and the buildings are a mix of two and three storey. Interestingly the three centre buildings provide a set piece and have a parapeted front elevation. The next pair of houses are taller three storey and mid 19th century. The change in road level between the Main Street and the Chain Back is defined by a local stone retaining wall with iron railings

providing a barrier above ground level. The front boundaries of the Chain Back buildings are defined by stone walls and railings which is a contrast to the Main Street where building fronts sit directly behind the pavement.



4.4.46 Chain Back leads to East Back which is separated from Main Street by the island of Hamilton Terrace, located at the site of the St Michael's marketplace. Property at East Back does not display the grandeur of Main Street and buildings are more modest in scale and functional in character. There remains an industrial character including the former blacksmiths / engineers shop at 10-12 East Back. It is clear that there is a dominance of traffic at East Back.



4.4.47 Development at the Parade and Commons Road is intrinsically linked to Main Street, through footpaths, at Willing's Passage, The Drangway and New Way, and through vehicular movement. It forms the back drop to the Commons with buildings which are either in community and public use or business or residential. Large areas of car parking enable access to Main Street.



4.4.48 Residential property at The Parade attempts to echo the modest proportions and detailing at East Back, but lacks sympathetic window openings.

4.4.49 At Commons Road and Rock Terrace there is both modern and historic development.



Here, visible examples of the Town Walls which are likely 12th century in origin and included medieval towers, and later gazebo and lime kiln. The walls of rubblestone are partly built on bedrock and help to form part of the unique character of Pembroke.

5 Common Road is an early to mid 19th century house at the foot of a burgage plot and attached to the Town Walls. Painted render of rubble walls and 4 pane sash.

4.4.50 Where this character area meets the Mill Pond to the north, stone walls, railings and walkway provide a firm edge which aligns with the Town Walls. Visible development here is limited to the western end where views from public paths and Northgate Bridge is marred by the intrusive square box of modern retail development. To the west of the Bridge, at South Quay there is the potential to re-instate and bring vacant buildings back into viable use and consider direct access to the Castle Pond.



Area 5 Summary and Recommendations

The castle is located on high ground and this, together with its scale, combines to ensure that it is prominent in many views within the Conservation Area and in most views from outside. Main Street forms a continuous character area from west to east, including the burgage plots and buildings at the fringe of the Town Walls. Main Street slopes as it travels to the east which limits close views of the

castle from within the Town Walls.

Consider the potential to re-instate buildings at South Quay and provide direct access to the water at Castle Pond.

The Georgian buildings along Main Street, largely in commercial use, the passages, burgage plots and Town Walls form key components of the character.

Buildings provide a variety of styles and facades and retain interest. Renovation and redevelopment opportunities should retain traditional detail.

The use of materials within the public realm should continue to be in-keeping with and sympathetic to the historic character of the area and seek to minimise or replace modern design and style.

Alternative and viable uses should be sought for vacant buildings which is the best way to ensure their maintenance and repair. Such buildings also require an approach which retains interest in the street scene.

Shopfronts are in some cases inappropriate to the character of the area and when opportunities for renovation or replacement shopfronts arise, they should ensure that the strong identity and authentic detail resonate with the character area and retain historic detail.

There is a general absence of satellite dishes within the Conservation Area and this should be maintained.

Windows style and window openings are a particularly feature and every effort should be made to resist the replacement of traditional window treatments with upvc which weakens the special quality of the area.

4.5 The Buildings of the Conservation Area

Building Types

4.5.1 Scheduled Ancient Monuments in the Conservation Area are Pembroke Castle and part of the Town Walls, Barnards and Gazebo Towers. 'Scheduled Ancient Monuments are considered to be of national importance and cover a diverse range of archaeological sites. The aim of scheduling is to ensure the long-term preservation of a site'. The town has a large number of Grade 2 Listed Buildings, as well as unlisted buildings which contribute to the street scene and add interest within the Conservation Area.

4.5.2 There are individual buildings and terraces worthy of mention because of the contribution they make to the overall character of the town, both listed and unlisted. There are also a number of public fonts within the Conservation Area which make a positive contribution to the street scene.

1. Devon House
2. Lake House, the Green
3. Greenwood House, the Green
4. Cartreff – East Back
5. Baptist Manse
6. Main Street
7. The Hope Inn, East End Square, Main Street
8. St Kevin, Main Street
9. Monkton Priory Church Hall
10. Monkton Priory complex
11. Outbuildings at East back
12. St Mary's and St Michael's churches
13. The clock tower (Clock House)
14. 81 Main Street
15. Barnard's Tower
16. Brick House, Main Street
17. Elm Cottage, and Elmside, East Back
18. 5 Common Road
19. Fonts at East Back, Main Street and the Clock Tower.



Fonts at Main Street and East

Back

Listed Buildings

4.5.3 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. Pembroke Conservation Area contains 116 listed buildings, with 4 Grade I, 5 Grade II* and 107 Grade II. The majority of listed buildings within the Conservation Area are from the 19th century period.

Buildings at risk

4.5.4 There are a number of historic buildings in need of routine maintenance and repair, including vacant commercial property within the town centre. In addition, several of the listed buildings on the Conservation Area are also showing signs of neglect, decay or deterioration due to a lack of maintenance and as such they have the potential to devalue 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.¹⁶

4.5.5 The latest available buildings at risk survey (September 2014) identifies 7 listed buildings considered to be at risk and 14 as vulnerable within the Conservation Area.

The buildings at risk are as follows (September 2014)

1. Walls on line of medieval Town Walls, including two medieval towers, gazebo and lime kiln
2. Gatepiers and gates to St Michaels Churchyard
3. Church of St Michael

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

4. No 16 East Back and adjoining shop
5. No 36 Main Street
6. 2-4 Northgate Street
7. No 7 Northgate Street

Vulnerable Buildings are (September 2014)

1. Garden Walls to rear of Nos 611 Westgate Hill
2. No 3. Westgate Hill
3. The Lion Hotel, Main Street
4. Telephone call box outside Town Hall
5. NE and W Walls to the churchyard of the Church of St Mary
6. No 28 Main Street
7. Garden walls to rear of car park behind Nos 27-35 Main Street
8. Garden walls to rear of Nos 37 -43 Main Street
9. Telephone call box outside garden wall of Hamilton House
10. Forecourt wall gates and gateposts to Tabernacle Congregational Church
11. Gates and Railings at Mount Pleasant Baptist Church
12. Mount Pleasant Baptist Chapel
13. Front garden wall gates to No 113 main Street
14. Barnard House with forecourt railings and gate

4.5.6 Whilst the condition of some buildings may have changed since the survey was undertaken, there may be unlisted properties which require attention.

Key Unlisted/ Positive Buildings

4.5.7 The overall impression is one of great variety in building width, in roof heights, façade colour, and with only a few exceptions, properties are well cared for and in good general condition. There are considerable concentrations of listed buildings within Main Street and Westgate Hill whilst some face onto Commons Road. The majority are Grade 2 listed.

4.5.8 In addition to many of the listed buildings, the Conservation Area contains various unlisted buildings that make a positive contribution to the area. Generally, these 'positive' buildings are individual or groups of buildings that retain all, or a high proportion, of their original architectural detailing and that add interest and vitality to the appearance of the Conservation Area. These include buildings of a religious origin, residential, civic and commercial properties. See section 4.5.1 above.

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 raised plaster details.
- Roofs: natural slate for roofs and dormers, red and yellow brick or limestone stone chimneys and grey clay ridge tiles are a prevalent feature in the town. There are differing roof heights some with dormers or rooflights and some without.
- Windows: generally neat dormer windows and possible oriel windows to first floor, some of which form part of the façade. A predominantly vertical emphasis of the sash casement windows, differing fenestration types - some with 4 paned sashes, some with 12 paned sashes, so it must be emphasized that no one architectural description fits. Shopfronts are largely Victorian or Georgian in character.
- Doors: ornate stone canopies across entrance ways or plain painted render entrances.

Local details include:

- Railings: with a variety of wrought iron railings and gates of differing style although not predominant within Main Street.
- Decorative cast and wrought iron work: cast iron rainwater goods

Shop fronts, advertisements and signs

4.5.10 There are a number of wholly or partly altered shop fronts as well as a few good examples of modern replicas, however there are a number of shop fronts 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 and large paned windows.
- Road signs and utility boxes are a detraction in relation to buildings particularly in the vicinity of East Back and East End Square

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.

Negative Factors (extent of intrusion or damage)

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

- The cumulative effect of alterations and extensions to historic buildings which has resulted in a significant loss of traditional features, eroding the special character and appearance of the area;
- Some poorly designed, constructed and maintained elements within the public realm including inappropriate hard surfacing, guard rails, litter bins and public realm details;
- Unsympathetic development and modernisation through renovation;
- Insensitive alterations to shop fronts to include inappropriate signage and inappropriate illumination, as well as creating street clutter through free standing advertising ;
- Neglected parcels of land, creating gap sites, poorly maintained or derelict property in private or council ownership, unauthorised intrusive development, poorly maintained footpaths, including around the Castle;
- Empty commercial, religious or community premises and the deterioration in their appearance;
- Main Street forms part of the road network to the south of Pembrokeshire. Increasing traffic flows have meant a loss of amenity for residents and pedestrians, and whilst this contributes to passing trade, cars can park on paving and result in an overall negative impact on amenity of residents and visitors; Public convenience facilities are provided in utilitarian buildings unsympathetic to the historic context
- Littering at the entrance to the town affects perceptions and visual appearance

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

4.5.14 Whilst architectural detailing has largely been maintained within Main Street, there has previously been a gradual introduction of modern development into the periphery of the Conservation Area. There has been re-modelling of some window pane arrangements and the loss of traditional shop fronts and traditional shop signage. There is an increasing amount of upvc windows in some properties which weakens the historic architectural impact within the Conservation Area.

4.5.15 In particular, the existing Co-op store at 6-10 Main Street offers a poor infill and discordant property within the street scene. The store is redeveloping a vacant site at the east-end of Main Street, however future uses or redevelopment of the existing store which is in private ownership is uncertain.

Neutral Areas

4.5.16 More modern development within the Conservation Area tends to have a largely neutral impact upon the Conservation Area, neither preserving nor enhancing

its character. Some of these areas / buildings are identified below:

- The Parade
- Gooses Lane
- Rocky Park
- Woodbine Close
- Commons Road

4.5.17 Together with the identified negatives, neutral areas may also represent potential enhancement opportunities within the Conservation Area.

4.6 Summary of the Character of the Conservation Area

4.6.1 Pembroke sits on top of the limestone ridge at the mouth of Pembroke River. The valley slopes to north and south descend from the ridge and made this a defensible position for the Castle. Much of the character of the area comes from the castle and Town Walls originally Norman. Poyer held the Castle for the King during the 2nd civil war and it was subsequently ordered to be destroyed by Cromwell. The walled town generally comprised the long narrow Main Street with burgage plots behind.

4.6.2 Access to the tidal waterway at the Haven facilitated fishing and coastal trading into and from the town, which maintained its economic position until the early 18th century. The river flow was used for milling activities although the corn mill on Northgate Bridge was not rebuilt following a fire in the 1950s.

4.6.3 The buildings within the Conservation Area reflect its economic prosperity in the early 18th century and reflects in the wide variety of building design and dating from mid 1700's through to the early 20th century at the periphery and less prominent locations of the Conservation area. In many cases there remain remnants of earlier buildings behind facades or within basements and lower floors. Interiors can retain undercrofts and corbelled chimney stacks, panelling and staircases which add significantly to the character of properties.

4.6.4 Because of the topography, the town is not generally visible in wider views being hidden by rising land to the north and south, or trees and hedgerows in near views. Where views are possible, they present an interesting a varied roofscape which incorporates variety of shapes and sizes, and including steeples, and occasional dormer windows with pitched roofs, decorative brick or stone chimneys.

4.6.5 The building stock is varied but there are many unifying details and much use of locally produced materials which include locally quarried limestone and red brick, dark blue grey slate for roofs, vertical emphasis timber sliding sash windows set in from the facades by 100mm, cast iron rainwater goods, render finishes, some fine raised plaster

detailing, bright paint colours and where the street frontage permits, small front gardens enclosed with a variety of wrought iron railings and gates.

4.6.6 Terraces of property have important group value, most having retained the majority of unifying detail, and there are many individual buildings which make a contribution to the Conservation Area's special interest, and although there are some areas where there has been use of upvc window units, there has not been a substantial loss of original architectural detail and the overall impression of the town centre and historic residential areas is still one of great charm in the variety and style of buildings presented along the street scene.

4.6.7 There is enough traditional detail retained to ensure that the character and special interest of the town is still apparent, and the piecemeal loss of detail, where this has occurred, in many cases could be reversed.

Identification of Conservation Issues

4.7 General conditions (SWOT Analysis)

4.7.1 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) below.

4.7.2 A summary of the key issues important to the community (identified through public consultation) affecting the management of the Conservation Area are:

Strengths:

- The overall setting of the medieval town
- Pembroke Castle, its setting, physical, historic character and heritage and its role in attracting tourists to the area
- Historic and listed buildings which retain their traditional character, original architecture and create a strong sense of place
- Landmark buildings which provide clear focus within the Conservation Area
- The rare medieval town structure of castle and defensive town perimeter and burgage walls and occasional towers
- Burgage gardens
- Access to formal and informal recreation through public rights of way, water front at the Mill ponds, the Commons and its play areas
- Strong community cohesion and identity and access to the community centre at The Foundry
- Numerous community groups including social, museum and historical groups,

litter picking, care of Mill Pond and Upper Mill Pond and Holyland Wood, Castle Management and walking routes, repair of perimeter Town Walls

- Nature and biodiversity at the Mill Pond
- Ability of Main Street to benefit from passing trade
- Accountability for actions within the Conservation Area on historic building facades, methods and materials and maintaining historic fabric
- Retention, protection and maintenance of open spaces / recreational facilities including Mill ponds and Commons
- Growing awareness and pride in the unique heritage of Pembroke
- Re-instatement of historic character with attractive results including recent refurbishments through 'paint scheme' and 'shopfront scheme'
- The Conservation Area status
- Pembroke still sits comfortably with its rural setting and retains geographical features and the unifying effect of Pembroke Castle and Main Street
- Reduced flooding at the Commons

Weaknesses:

- The cumulative effect of poor quality alterations, extensions, replacement materials and detailing to historic buildings which has resulted in a loss of original architectural features and fabric, reducing the special character and appearance of the area;
- Lack of appropriate maintenance and care for heritage details;
- The number of listed and unlisted buildings in a poor state of repair or vulnerable;
- Derelict and unused landmark buildings;
- Unsympathetic development and repair / renovation of buildings within the Conservation Area
- Narrow and constrained pedestrian access north south through the historic core with poorly signed and maintained narrow alleyways
- Intrusive and heavy traffic through Main Street, including speed and pollution and resulting lack of safe crossing places at Main Street and Westgate Hill, vibration to property and obstruction from unauthorised parking.
- Lack of national and international promotion of the history of Pembroke and its Castle
- Lack of police involvement
- Lack of guidance or enforcement against building decay and upvc windows, illuminated signs, tv aerials, satellite dishes, plastic windows and highway signage and insufficient drive
- Shopfront signage including inappropriate illuminated signs
- Poor design and styling of public toilets
- Spoilt views to the west due to abandoned old machinery, and towards the rear of Main Street from the Commons
- The Co-op building
- Unsuitable housing development allowed on green spaces (Rocky park,

Riverside, Bush Hill)

- Historic buildings need to be well maintained also street furniture and pavements maintained and replaced to an appropriate standard
- Lack of investment including in commercial and domestic property
- Lack of town centre focal point
- Apathy and neglect of majority of perimeter and burgage plots and walls as well as development pressure for inappropriate development
- Lack of public space at Main Street or facilities for children (play area on Commons only)
- Vacant premises suggest a run down and unattractive town, including those owned by the Local Authority
- A diminished public sector financial resource to undertake repair works
- Lack of variety in shops and businesses
- Poor leadership and lack of vision

Opportunities:

- Improvement of heritage building maintenance and management
- Further sensitive regeneration of key sites and townscapes
- Public realm upgrade applying an appropriate approach to the coordination and design and quality of materials of the public realm generally, to reinforce and enhance the heritage character of the town
- Founding of community groups and improved co-operation between local action groups
- Seek long term grant funding for maintenance
- Address traffic issues at Main Street, including potential for altering the flow of traffic or making pedestrianised
- Increase tourism and local business related activities and improve promotion of the town for visitors and residents across a range of activities beyond the castle
- The positive re-use, including contemporary design, of sites including vacant property and the 'former' co-op store site, St Michael's Church and church yard.
- Restoration of the original Town Walls and retention of medieval footprint
- Increase in interest in heritage and raised awareness of hidden history
- De-clutter signage including highways signage
- Improve commercial street scape
- Restoration of land and gardens e.g. community garden on land to the rear of Tabernacle church
- Creation of a focal open space within the town centre

Threats:

- Resistance to appropriate controls on historic building maintenance and alterations;
- Inappropriate designs of poorly sited new buildings, extensions, shop fronts &

alterations;

- Deterioration in the built fabric of the public realm or an erosion of local distinctiveness by poorly specified enhancements; and
- Continuing underuse of vacant land and buildings and unimplemented development proposals, decline in the number of shops
- Increased traffic movement and its impact and inappropriate controls over traffic movement
- Litter and rubbish storage has a negative impact
- Poor quality re-instatement of materials through renovation or development
- Inappropriate historic detailing,
- Lack of knowledge and maintenance to the historic fabric of the town including the burgage and Town Walls
- Threat from backland development which could involve the loss of listed perimeter and burgage walls.
- Reduced local and tourism support for the town centre
- Loss of community facilities
- Lack of available funding
- Poor management and decision making
- Felled or lost trees not replaced, loss of green spaces
- Outflow into the Mill pond
- Development which detracts from the visual appeal of the town
- Loss of views entering the town

4.8 Positive Issues and Assets

4.8.1 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 between the Castle and Main Street, the Commons and Town Walls; its historic buildings both residential and commercial and intrinsic character from street layout and pedestrian routes from Main Street to the north and south.
- **Individual buildings** of historic significance, which have the potential to enliven the streetscape, such as the historic hotels, shops, chapels and churches, town hall and Castle.
- **Significant frontages and groupings** of buildings form integrated streetscapes of variety and provide containment and definition to the distinctive urban places and spaces, such as terraces of town houses and commercial frontages at Main Street. Approximately 106 listed buildings make a significant

contribution to character.

- The **historic heritage** of the town and the role it has played makes a key contribution to the sense of place and character of Pembroke.

4.9 Negative issues and problems

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

- Unused and derelict buildings that detract from the visual qualities of the historic environment and discourage new investment in neighbouring buildings and the area in general. Lack of maintenance of these buildings leads to accelerated deterioration of the fabric, which further discourages any regeneration initiative, including failure to clear vegetation from town and burgage walls.
- Some of the shops are vacant and others have vacant space on the upper floors. The lack of economic returns is resulting in poor maintenance and inappropriate repairs as well as a degraded visual and physical environment within the town.
- Poor building alterations and repairs lead to a loss of some of the traditional heritage qualities and character of buildings and historic townscapes. The cumulative impact of many small changes has a significant impact on individual buildings and overall streetscapes.
- Inappropriate use of materials in the renovation or refurbishment of property or heritage features. In some cases local stone is being taken out of the area and could be used for rebuilding walls.

4.9.2 There is a need for statutory controls, particularly for:

- replacement of wooden sash windows with UPVC frames and different window designs;
- loss of architectural 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 aërials and satellite dishes.
- Inappropriate siting and scale of renewable energy proposals

5. Boundary Review and Recommendations

The boundary revisions set out below were adopted by the Authority in January 2018 and result in an overall increase in the size of the Conservation Area to approximately 97 hectares. Please refer to Appendix 1 Conservation Area Maps.

5.1.1 The character and quality of the townscape of the medieval town of Pembroke is largely formed by a combination of the built town, the Commons, Millponds and castle.

5.1.2 The boundary is linked to the historic built area and setting of the castle and Town Walls and Main Street in particular. It does not include areas of wider landscape and is largely divorced from topographical features.

5.1.3 The eastern edge of the boundary is linked to the railway line in part and prominent buildings at East End roundabout before descending Well Hill. The boundary here includes buildings of historic character and whilst the tyre fitting business does not provide a positive contribution to the Conservation Area, this site is closely related to the Commons and existing development at East End. Any future redevelopment proposal should be required to preserve or enhance the character of the Conservation Area. The boundary at Well Hill should remain unchanged.

5.1.4 The Commons in itself forms an intrinsic element of the character of the Conservation Area. The boundary here should remain unchanged to ensure that the special character of this area is recognised.

5.1.5 The boundary along the southern edge of the Conservation Area includes the Common and West street carpark and adjacent field. Land further to the south at Grove Hill and east of St Daniel's Hill is largely built and modern in nature. It does not provide an enhancing contribution to the Conservation Area and whilst there may be views into the Conservation Area as the roads descend into Pembroke, this is not sufficient to warrant its inclusion within the boundary. No amendment to the boundary is proposed in this location.

5.1.6 Orange Gardens comprises a grid based road network of compact cottages along narrow streets and generally fronting onto the pavement. To the rear of Owen Street, property boundaries meet Orange Way and can be two or three storeys. Whilst this area has character, it is divorced from Main Street and Pembroke Castle. It is proposed that the edge of the Commons remain the appropriate boundary for the Conservation Area here.

5.1.7 From further to the west, the Castle is visible atop the limestone ridge edge from built areas in proximity to Westgate Hill. The Castle pond is bordered by a footpath and provides access to scenic views across to Pembroke Castle. The boundary here does not follow visible features well and amendment is required to ensure that property curtilages and areas forming the setting to the Castle are appropriately included.

5.1.8 In general, there is not sufficient architectural character to support inclusion of further areas within the Conservation Area boundary north of the Mill Pond. Modern housing and school do not lend themselves to historic character. For the most part, development is not visible from the Mill Pond due to the mature tree buffer at the pond edge which obscures views. Further isolated features such as the railway bridge at Golden Lane do not have a good spatial relationship with the Conservation Area and are not subject to pressure for change or development. Several properties adjacent to the Mill Pond have historic character and are proposed for inclusion within the Conservation Area. These are Rose Cottage, Golden Farm and The Diary at Golden Lane. This will also help to re-inforce the undeveloped edge of the Mill Pond.

5.1.9 On balance, there is no justification for inclusion of further extensive areas to the north of Mill Pond. However, there is a need to ensure that the boundary relates well to development which has taken place since its initial designation and minor amendments are required to achieve this, and to include properties with historic character at Golden Lane.

5.1.10 Land to the east of the existing Conservation Area and crossing the railway line to include the Upper Mill Pond, Holyland Woods, and terraces of properties along Station and Holyland Road. Much of the undeveloped land here is a Local Nature Reserve and recognised as a unique environment. Properties at Station Road do not retain sufficient character to justify inclusion within the Conservation Area and located beyond the full stop created by St Michael's Church Hall.

5.1.11 Terraced properties at Holyland Road do not have a spatial connection with the Conservation Area and whilst there are properties with character, on balance inclusion of isolated rows of terraces here would not generate a practical boundary. Properties at Rocky Park sit within the existing Conservation Area boundary and form part of the setting for the Castle. It is proposed to retain this area within the Conservation Area boundary to ensure that design standards and development reflect the historic context of this location.

5.1.12 There is a need for small adjustments to the boundary of the Conservation Area elsewhere to ensure that properties and curtilages are appropriately included. Amendments are proposed and discussed below.

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

- The 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

5.1.14 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 Conservation Area boundary Revisions Map at [Appendix 1](#) illustrates the changes proposed to Pembroke Conservation Area boundary discussed earlier in this Conservation Area Character Appraisal document.

Recommendations to Amend the Boundary

5.1.15 Modern development has taken place at Ashdale Lane. The boundary should be aligned here to exclude modern property which does not enhance the special architectural or historic interest whilst ensuring that unbuilt land facing the Mill Pond is retained within the Conservation Area. The boundary of the Conservation Area to the north of the Mill Pond should generally remain as the existing boundary. Minor changes are proposed however which better align to physical features on the ground and exclude modern development except where Conservation Area control is required to ensure the green buffer to the Mill Pond is not further eroded.

Recommendation 1: that the Conservation Area boundary is amended to align with the front boundaries of 21-25 Springfield, to include the curtilages of 22-24 The Green and the rear of Paradise Row. Property at Nos 1 and 2 the Chardist and the building footprints of proposed development at Riverside Close are excluded. The boundary is proposed for amendment at Riverside Accommodation and Woodbine Terrace to align with recognisable boundary features. 1-6 Herons Reach, and 63-81 Ashdale Lane building footprint are excluded. Properties at Golden Lane, Rose Cottage, Golden Farm and the Dairy, are included within the boundary.

This recommendation was adopted by the Authority following its Cabinet meeting in January 2018.

5.1.16 A proposed extension to the Conservation Area boundary is recommended to the west of the existing Conservation Area. This area currently forms part open countryside, part Pembroke River leading to the Haven, part woodland and part is the existing development at Monkton Priory (largely already included within the Conservation Area) and Bush Hill Nursing Home and Garden Cottage, Bush Hill. Part is also allocated for residential development within the Local Development Plan. Together these areas provide the remnant of unbuilt land within the setting of the Castle and conservation area and provides an important dimension to the character of the Conservation Area. Any future development here, and within the Conservation Area will be required to support the special character of this area, and its setting.

Recommendation 2: that the Conservation Area boundary adjacent to the Mill Ponds is extended to include the entire building footprint of Priory Farm Listed building and fields to the north and east of Priory CP School. The boundary is proposed to align to the eastern boundary of Castle Quarry Long Mains (to continue to exclude it), north towards Pembroke School (and continue to exclude it) and to include Garden Cottage, and Bush House Nursing Home, Bush Hill and fields to the south where it meets the current Conservation Area boundary.

This recommendation was adopted by the Authority following its Cabinet meeting in January 2018.

5.1.17 The proposed boundary revisions result in an overall enlargement in the size of the Conservation Area, drawing a justifiable boundary around only those special areas that remain architecturally or historically interesting. The proposed changes to the boundary increase the size of the Conservation Area to approximately 98 Ha.

The boundary is extended to ensure that features which contribute to the special character of the Conservation Area and its setting are preserved

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

6. Summary of Issues

6.1.1 A number of issues have been identified within the appraisal which 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 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 materials. Unlike listed buildings and commercial properties, alterations on unlisted residential 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 residential buildings within the Conservation Area have lost at least some traditional features, 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, many of the listed buildings in the Conservation Area are also showing signs of neglect, decay and deterioration due to a lack of funding or maintenance and as such they are currently devaluing the character of the Conservation Area. There are 7 listed buildings 'at risk' and 14 that have been identified as 'vulnerable' within the Conservation Area that are on the Council's Buildings at Risk Register¹⁷. It is important for their condition to be monitored and, when available, funding to be prioritised to those buildings identified within the County Council's Buildings At Risk Register as being at a high risk or vulnerable. Funding opportunities for Historic Buildings may be available from Cadw or other

¹⁷ As at survey date of September 2014

sources, although qualifying criteria can be stringent.¹⁸

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. In some cases, modern development has been out of keeping with the linear character of the historic town centre.

Public realm

6.1.6 The appraisal indicates that throughout the Conservation Area there are cases where the public realm would benefit from improvement to design and maintenance. There is however a distinct difference in approach between the main thoroughfare of Northgate Street and Main Street and the Commons, and elsewhere within the Conservation Area. In general, public realm away from the main thoroughfares is more likely to be neglected and poorly maintained. This may be evidenced through lack of repair within these areas, litter or graffiti. Historic details within the public realm are at risk from replacement methods and materials which are either inappropriate or unsympathetic. The siting and design of utility boxes is also a concern.

Open spaces, landscaping and tree management

6.1.7 Whilst the appraisal has identified key open and green spaces within the Conservation Area, there are streets and spaces with little or no landscaping. This may be due to the street form however at the Parade overgrown and unkempt vegetation is an issue. Care is required to ensure that any removal of vegetation does not adversely affect the structure and integrity of historic walls. Despite the Conservation Area being largely urban in character, appropriate landscaping offers opportunities to enhance many of the public spaces and streets by adding texture, colour and increasing biodiversity.

6.1.8 The availability of funding within the present climate is severely limited and for both capital and revenue projects. Enhancement proposals require successful bids to external funding whilst an ongoing commitment is required from the Council regarding the annual revenue costs associated with maintaining improved or enhanced open space.

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

7. Monitoring

- 7.1.1 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 complete photographic record has not been undertaken in recent years.
- 7.1.2 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 old photographs can be used to inform the accurate restoration of heritage properties and townscapes. The Cadw Publication 'Pembroke: Understanding Urban Character' (2015) provides a useful reference and has been used to inform this document.

Formal Review

- 7.1.3 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: Pembroke Conservation Area Management Plan



1. Summary of special interest of the Conservation Area

- A long history inherently connected to Pembroke Castle and unique medieval town
- The Town Walls and Towers
- Natural characteristics of landscape and underlying limestone ridge landform that have influenced the form of the unique town.
- Historic linear street pattern along Main Street that remains evident in the modern town and without side streets or spurs.
- Architecturally distinctive landmark buildings including Pembroke Castle and their setting.
- Walkways from Main street and at the Mill Ponds, Commons, Town Walls and Castle
- Significant views into, out of and within the Conservation Area, including onto and from the Castle and Mill Pond and Quay.
- A diverse mix of historic building style, type and architecture with the majority comprising 18th and 19th century buildings and resulting in a varying building and roofline of interest
- Many fine examples of well-proportioned and elegant Georgian and Victorian buildings and terraces and retention of traditional features and colours.
- Fine examples of original and historic shop fronts.
- The waterways, Millponds and Quays, wildlife and open spaces and opportunities for wildlife
- Medieval Burgage plots and walls
- The Commons, including the diversity of trees
- Pembroke's place in history

2. Management Proposals

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

2.1.2 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*.

2.1.3 The proposals include recommendations for enhancement and policies for the

avoidance of harmful change, many of which are the responsibility of the County Council. The proposals are written in the awareness that in managing Conservation Areas the Council's resources are limited and therefore need to be prioritised. Financial constraints on the Council mean that proposals for which it is responsible may take longer than is desirable to implement.

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

Negative / neutral sites and buildings – opportunities for enhancement

2.1.5 Proposal:

- To ensure that negative / neutral buildings or sites are redeveloped with well designed contemporary or traditional development that either preserves or enhances the individual character areas of the Pembroke 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 be resisted.
- Where a building or site has been identified as having a negative effect on the Conservation Area, the Council will seek to enhance that building or site.
- The Council will, after further research and analysis, seek to prepare planning and design briefs for any major 'negative' sites.

Loss of architectural detail and minor alterations to historic buildings

2.1.6 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 framed windows, chimney stacks and original roof covering.
- The Council will consider preparing advisory guidance and best practice notes that would assist in retaining the area's prevalent historic character and appearance and promote an awareness of the value and importance of the Conservation Area.

Building maintenance and repair (Buildings at Risk)

2.1.7 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 7 'at risk' buildings and 14 '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

2.1.8 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, including those which impact upon the setting of the Conservation Area.

2.1.9 Proposal:

- Development proposals will be judged on their effect on the area's character and appearance as identified in the Pembroke Conservation Area Appraisal, any 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 Local Development Plan for Pembrokeshire (adopted 2013) and any subsequent development plans.

Public realm

2.1.10 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.

2.1.11 Proposal:

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

2.1.12 The appraisal has identified key open and green spaces within the Conservation Area. The Mill Ponds, the Castle and the Commons provide the main open spaces. Small hard landscaping areas are evident throughout the Conservation Area.

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.
- Maintaining the northern edge of the Mill Pond for nature conservation and to maintain the character of the Mill Pond.

Shopfronts, signs and advertisements

2.1.13 There are many well preserved historic shop fronts in the Conservations Area, however there has been a loss of traditional signage and the introduction of modern shopfronts, signage and in appropriate colouring

2.1.14 Proposal:

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

3. Policy guidance and design principles

3.1 Design Principles

3.1.1 *'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 Pembroke Conservation Area Appraisal identifies, describes and locates the

character and appearance of different parts of the area;

Principle 3 - The historic environment is a shared resource

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

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

In addition to the guidance in section 2, see Section 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 – Monitoring Change lists methods to inform both the community and the authorities.

3.2 Conservation area development context

The **Vision for Pembrokeshire to 2021** seeks to create a:

"..To ensure that Pembrokeshire is prosperous and that it remains vibrant and special by creating: a network of strong urban and rural communities in Hub Towns, Service Centres, Service and Local Villages supported by a robust, sustainable, diverse high value – adding economy underpinned by the Area's unique environment, maritime access to the Milford Haven Waterway and Fishguard Harbour and internationally important energy and tourism opportunities"

3.2.1 Pembroke has the potential to play a leading role in achieving this vision.

3.3 Conservation Area Development Policy and Design Principles

3.3.1 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) and relevant supplementary planning guidance.

3.3.2 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.

3.3.3 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.

3.4 Design Guidance for the Enhancement of Existing Buildings

3.4.1 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.

3.4.2 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 Cadw:¹⁹

- 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/>

3.4.3 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.

¹⁹ Web addresses correct at November 2015

3.4.4 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, planner or conservation officer who is experienced in working within the historic environment. 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

3.4.5 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

3.4.6 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.

3.4.7 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, i.e. 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 (façade) or shop front basis alone.

Roofscape

3.4.8 The roofscape of an urban area forms the skyline and visual profile of a streetscape and is a significant part of its identity. The combination of materials, details, form and massing creates the 'hat', which sits above the building and is critical to its character. Although much of the detail may not always be visible from street level, the topography of Pembroke allows views across and over the roofscape from the Castle and wider area. The consistency, uniformity and integrity of the original roofscape of the town, 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 building's 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 building's on-going care.

Roof Coverings

3.4.9 The predominant roof covering of traditional buildings within Pembroke 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).

3.4.10 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

3.4.11 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

3.4.12 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

3.4.13 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.

Windows and glazing

3.4.14 Windows are the 'eyes' of a building and are the central focus of house 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.

3.4.15 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

3.4.16 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

3.4.17 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

3.4.18 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

3.4.19 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.

3.4.20 Existing traditional shop fronts, or surviving components, should be retained and repaired wherever possible. Original features may be concealed beneath later facings. Where shop fronts have been completely lost but photographic evidence of their original design exists, a detailed replica is most appropriate. Where no evidence of the original exists, a modern design that follows the principles of the original 'framing' could be used.

3.4.21 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

3.4.22 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

3.4.23 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

3.4.24 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

3.4.25 Although the retail areas of the town centre 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.

Town Walls and medieval burgage boundary walls

3.4.26 The Town Walls and burgage plot boundary walls are a key element of the special interest of the Conservation Area. Their retention, maintenance and repair should be undertaken with traditional materials and appropriate techniques.

3.5 Policies for New Development Within Heritage Areas

3.5.1 There has been relatively little new development in the Conservation Area in recent years. It is expected that sensitive and appropriate redevelopment proposals

will come forward for those sites that are detrimental to the character and quality of the area.

3.5.2 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.

3.5.3 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;

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

4. Specific guidance for buildings, key sites and public realm

4.1 Design of the public realm

4.1.1 The varied characteristics of Pembroke 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.

4.1.2 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.

5. Management Recommendations

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

5.1 Local Listing in the Conservation Area

5.1.1 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. 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:

5.2 Reassessment of the Conservation Area boundary

5.2.1 The Pembroke Conservation Area was originally designated in 1973. The Conservation Area Appraisal states that *“The boundary is extended to ensure that features which contribute to the special character of the Conservation Area and its setting are preserved”*

5.3 Article 4 Directions and Permitted Development

5.3.1 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, as Amended 2013, and not requiring planning permission. This extra planning control is primarily used where the character of an area of acknowledged importance would be threatened.

5.3.2 The process for serving an Article 4(2) Direction requires that as soon as practicable after an Article 4(2) Direction is made, notice of the Direction must be given by publication in a local newspaper and by service on the owners / occupiers of the properties covered by the Direction. An Article 4 Direction is effective immediately after the notice is served or published. It does however expire after six months unless the Local Planning Authority has decided beforehand to confirm the notice. In making that decision the Authority must take into account any representations received as a result of a public notice, and particularly those of any occupiers and owners in the area covered by the Direction. 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. For listed buildings, listed building consent is required for properties where demolition, alteration or extension would affect the building’s special interest.

5.3.3 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.

5.3.4 An Article 4 Direction for the residential development within the Conservation Area was considered in October 2016. No Article 4 Direction is proposed for the Pembroke Conservation Area. This decision reflects the commercial nature of much of the property at Main Street, the number of listed buildings within the historic core of the town and the existing loss of character at residential properties. This decision will be reviewed if circumstances change.

5.4 Monitoring and Enforcement:

5.4.1 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.

5.4.2 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.

5.5 Conservation Understanding

5.5.1 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.

5.5.2 These aims can be delivered through a range of guidance and information sharing.

5.6 Resource Needs

5.6.1 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 are very constrained but will continue to be explored and investigated. Partnership working with other service areas and stakeholders, and the community, provides an opportunity for collaboration and cost savings and will be continued.

5.6.2 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.

5.7 Equality impact assessments

5.7.1 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.

5.8 Sustainability

5.8.1 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.

5.8.2 Even though buildings contained in Pembroke'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.

5.8.3 The HLF publication *Planning Greener Heritage Projects*²⁰, February 2009 includes guidance and information on a wide range of aspects of sustainability in relation to heritage buildings and the provision of new buildings within a heritage context. The information covers topics including:

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

5.8.4 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.

5.8.5 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.

²⁰ Available on the HLF website, hlf.org.uk in English and Welsh

6. Implementation Programme

6.1 Resources for implementation in the Conservation Area

6.1.1 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.

6.1.2 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.

6.2 Action Plan Summary

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

Planning Policy & Strategy:

- PCC to adopt the Conservation Area Appraisal and Management Plan;

Community involvement:

- Training and Development of Council Staff;
- Increase conservation awareness;
- PCC Conservation website development;
- Potential to publish 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 of site specific development briefs where appropriate.

6.3 Monitoring

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

6.4 Formal Review

6.4.1 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.