

Key proposals plan for the town centre

**KEY: PROPOSALS PLAN**

Flagship Projects:

- I. Western Quayside: Library /TIC/ Gallery
- II. River Corridor
- III. Eastern Riverside Redevelopment
- IV. Heritage Centre (no site identified)

Development Sites:

- A. Fred Rees Garage
- B. Former Library/ Swimming Pool
- C. Telephone Exchange: site with future development potential

Reuse of Vacant Properties:

1. Church of St. Thomas
2. Former Agricultural Co-op
3. Foley House
4. Former Ocky White Store
5. Former County Gaol
6. Shire Hall
7. Former Post Office

THI 'Critical' scheme

THI 'Priority' scheme

Public Realm Enhancement:

- Bridge Street
- The Lanes
- Western Quayside
- Castle Square Venue
- Castle Link: enhancement
- Enhanced riverside realm
- Environmental enhancement
- Landscaping enhancement

Movement and Legibility:

- Swan Square
- Salutation Square
- Riverside promenade
- New pedestrian river crossing
- Gateway signage proposals
- Improved linkage to station
- Promotion of river usage
- Quayside/ mooring potential
- Skate Park
- Leisure Centre
- Scheduled Ancient Monument

## 4.0 FLAGSHIP PROJECTS

4.1 Four 'flagship' projects have been identified. The first focuses upon the town's main natural feature - the River Cleddau. Two focus upon existing sites whilst the fourth, a new visitor attraction, has yet to have specific site identified.

4.2 These projects will serve to:

- Signal a change in approach to regeneration within the town;
- Provide evidence of action;
- Engender support and interest;
- Inspire investor confidence; and
- Encourage others.

### River Cleddau Corridor and Riverside Promenade

**Promotion and enhancement of the riverside corridor, and completion of a circular riverside route, providing access to both sides of the River Cleddau.**

4.3 Whilst the river currently provides an attractive focus to limited elements of the town centre much of the town turns its back to this key resource - a result of its historic usage. Proposals for increased usage of the river corridor focus upon opportunities:

- On the river: Waterborne activity along the river frontage including potential mooring opportunities and a 'signature' vessel in addition to water based events.
- Along the river: The 'Town & Country' theme which involves improving, enhancing and publicising the opportunity for riverside walks from the centre of town out to the nearby countryside and vice versa.
- Over the river: Potential new opportunities for footbridge connections, possibly close to the site of the existing Friary which will augment the Town and Country theme and improve pedestrian connections and general waterfront activity.

4.4 There are potentially excellent links between the town and outlying countryside. A themed 'town' and 'country' approach could both be a key marketing and branding tool, and also strengthen and encourage greater movement between the two.

4.5 A public footpath currently stretches northwards on the western side of the river to the Old Mill Grounds nature reserve. Similarly pedestrians can walk southwards, along the eastern side of the river, to Fortune's Frolic and St. Ismael's Church, Uzmaston. There has been improvement in riverside access within the town centre over recent years, although flood prevention works have resulted in the introduction of numerous steps and also a flood gate case, limiting accessibility.

4.6 The potential to create a 'circular' route should be investigated, linking the existing routes through improved signage and new pedestrian river crossings to the north and south of the town. The circuit would target those who simply desire an attractive, reasonably level, stroll which is unimpeded, as far as possible, by steps and steep gradients. Access for all should be the key message, with a route capable of use by those with young children in buggies and those with restricted mobility.

4.7 The introduction of a pedestrian river bridge to the west of Freemans Way would encourage visits to the under used Priory on the western banks of the river, to the southern end of the town centre.

4.8 A second crossing point should be investigated to the north of the town, allowing movement between the east and west banks to complete the circular route. Any crossing of the river will need to take in account the flood risk and ensure that any structure does not exacerbate the current situation. It will also need to be designed and constructed in a manner which minimises any nature conservation impacts.

4.9 The proposed route should link to extended pedestrian routes including the proposed Haverfordwest to Narberth Shared Use Path, a walking and cycling route connecting to National Cycle Network Route 4 at Haverfordwest, and also to Bluestone and the Pembrokeshire Trail. The Haverfordwest to Narberth Shared Use Path is proposed for delivery in the period 2015 to 2020, but there is no current



Attractive riverside setting to the historic former warehouses on Old Quay

- Local Transport Fund grant commitment. The Western Cleddau also has the potential to act as a recreational resource and provides a means of drawing people into the town. Given that Pembrokeshire is a focus for those who want to undertake more adrenalin fuelled pursuits the river should be targeted as a means of providing waterborne activities. This should be highlighted within a future tourism strategy.
- 4.10 There is also an opportunity to create walking routes which build on the biodiversity assets of the river as part of the 'Town and Country' concept. This might include viewing points/hides and interpretation boards for key species found along the river such as otters and herons.
- 4.11 Biodiversity considerations will be important, in the context of the statutory protection that is afforded to the whole of the river corridor, though this should be an area where ecologists and regeneration officers work together.
- 4.12 Development sites adjacent to the river should be promoted for appropriate development, in accordance with flood guidance. In some quieter locations, residential or even office/studio use may be appropriate whilst sites close to the commercial core could lend themselves to shops, leisure and cultural uses, bars, cafes and restaurants.
- 4.13 The potential to create mooring opportunities to the south of the weir should be investigated as part of a future study into the prospects of encouraging greater navigation of the river.
- 4.14 Flood risk must be taken into consideration in the evaluation of development proposals in the Western Cleddau river corridor. Appendix 1 explains that Haverfordwest town centre is vulnerable to both fluvial and tidal flooding. The position is complex because other rivers, including Cartlett Brook and Merlins Brook, feed into the Western Cleddau. There are complex interactions between the various rivers in and around the town.
- 4.15 Natural Resources Wales (NRW) has prepared a new hydraulic model for the town and the river corridors that lead into it. This looks at flood risk, both in terms of probabilities of flood events of different severities occurring and in terms of their likely consequences. For fluvial flooding, account is also taken of the anticipated impacts of climate change. This is based on the requirements set out in the Welsh Government's Planning Policy Wales and Technical Advice Note 15 (TAN 15) documents.

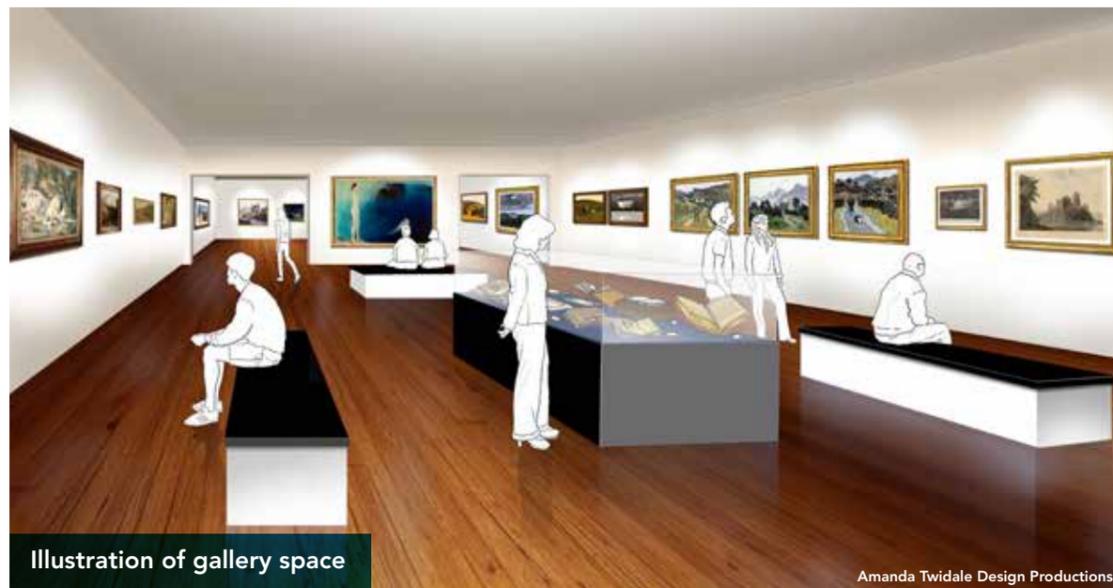
- 4.16 The Welsh Government's Development Advice Maps (DAMs) indicate three flood zones - A, B and C. Zone C is subdivided into categories C1 and C2. Appendix 1 elaborates on how these are defined. Much of Haverfordwest town centre is within Zone C2. TAN 15 says that new development should be directed away from Zone C, although there are some circumstances where it may be accepted, as explained in Appendix 1. Generally, applications for new, highly vulnerable, development and for emergency services should not be permitted in Zone C2. Also, new development projects must not make things worse for others in the same river catchment.
- 4.17 Land management outside the town centre, particularly in upstream locations, can influence development within the study area in positive and negative ways. Generally, complex ecosystems are good at holding water, slowing its release into water courses. Therefore, appropriate upstream land management has the potential to slow the release of water, which will in turn reduce flood impacts downstream by spreading the flows over a longer time period. Such measures can also help to improve water quality and biodiversity value, so the benefits are not restricted to flood risk reduction.
- 4.18 In recognition of the potential benefits accruing from upstream land management, Pembrokeshire County Council recently commissioned Environment Services Ltd to assess the current ecosystem service regulating capacity across Pembrokeshire. This is the first step towards developing catchment-based measures to help reduce flooding in Pembrokeshire's towns. The consultancy modelled the current ability of land across Pembrokeshire to prevent flooding. An Opportunity Map was then prepared to show locations where there would be benefits to undertaking natural flood management measures. These would include planting wet woodland and shelter belts across slopes, promotion of mob-grazing, contour ploughing and swale creation.



## Western Quayside: Market Redevelopment

**Exploit a key riverside location and maximise potential of an under utilised town centre site. Deliver a first class library, visitor centre and gallery at the heart of the town.**

- 4.19 PCC are progressing proposals for the redevelopment of the riverside market to provide library accommodation, gallery space and a new site for the town's Tourist Information Centre. Its new function will provide a vibrant new focus to the western side of the river.
- 4.20 Routes around and through the new facility will be carefully designed to encourage greater pedestrian movement along the western riverside. Similarly the treatment of its elevations will encourage inter-visibility between both internal and external spaces, and adjacent spaces, allowing views from across the river to promote movement from the eastern bank.
- 4.21 There have been extensive discussions with existing market tenants regarding the potential relocation of these businesses within close proximity to their existing site. Vacant properties within Bridge Street would appear to be the most obvious relocation opportunities.
- 4.22 The project is currently running to timetable with the planning decision anticipated in September 2016. It is expected that the project will start on site towards the end of 2016.



## Eastern Quayside: Riverside Quay Shopping Centre

**Capitalise on the shopping centre's prime position and its potential to accommodate a more contemporary town centre offer.**

- 4.23 A recent change in ownership provides the opportunity for the current owners to address changing retail patterns and address the town's wider requirements. The recent purchase of the Wilkinson Store, to the northern side of Old Bridge, extends the ownership of the Riverside Quay Shopping Centre. This provides an opportunity to reconfigure the northern end of the town centre, encouraging a range of use, including leisure uses, which will extend the length of time that the town centre is 'open'.
- 4.24 Redevelopment at Riverside Quay has the potential to be a catalyst for the regeneration of the town. The combined site has the potential to:
- Accommodate new leisure uses, including a multi-screen cinema, and provide a high quality attraction for the town centre, encouraging increased footfall and usage over an extended time period, thus supporting the town's evening and night-time economy. Consideration could also be given to the potential for new hotel accommodation.
  - Address size limitations of some of the town centre's current retail units through remodelling/ redevelopment of the existing offer, whilst continuing to provide accommodation for established tenants.
  - Enhance legibility of the northern end of the town centre through reconfiguration of buildings/frontages and improved linkages with both the town centre and arrival points.
- 4.25 Its redevelopment would provide an opportunity to enhance the 'face' of Haverfordwest to those travelling past on the A487. Currently visitors are greeted by a rear service elevation. Proposals for this site would create a new gateway to the town. They could also enhance riverside linkages, through the orientation of uses which encourage activity and provide natural surveillance of the riverside footpath, whilst retaining significant levels of town centre car parking.
- 4.26 Increased leisure uses (including a hotel and cinema) if incorporated into the existing Town centre would drive an increase in visitor numbers to Haverfordwest and represents a significant regeneration opportunity.

## Town Centre: Heritage Centre

**Establish a Flagship Heritage Centre for Pembrokeshire to showcase the County's rich heritage and culture and inspire further exploration.**

- 4.27 The town's historic and architectural heritage is currently underplayed and should, with the appropriate level of marketing, encourage visitors to explore the wider town. An educational/heritage centre could provide both a draw to visitors and provide a wider educational role.
- 4.28 A recent interest in the provision of a Pembrokeshire-wide heritage centre, telling the history of the County and its rich heritage, has resulted in the funding of a commission to consider the feasibility and location of such an attraction within Haverfordwest. Such a facility will assist in developing the role of tourism within the town.
- 4.29 There are a number of significant historic buildings which are currently vacant within the town which may be suitable for conversion to such a use. The feasibility study will determine the demand and assess the need for such an attraction, and the suitability of Haverfordwest as the location. It will also consider the potential sites within the town in relation to accessibility, existing constraints, compatibility with historic designations and capability of conversion. A specialist consultancy has been appointed to undertake this study.
- 4.30 Current thinking anticipates that the heritage experience will last between half an hour to an hour, with an interactive exhibition, live interpretation and associated café and shop. The history of the building within which the centre is based may also form part of the offer.
- 4.31 Examples of similar attractions could include:
- <http://canterburytales.org.uk/>
  - <http://jorvik-viking-centre.co.uk/>



## 5.0 ARCHITECTURAL HERITAGE

5.1 Haverfordwest’s unique collection of buildings has been given prominence through the listed status of many properties. Some of these are of such architectural and historic interest that a significant change of use would be inappropriate. However this should not preclude their potential being maximised as a means of providing key attractions within the town centre, ensuring ongoing maintenance and safeguarding their future.

### Haverfordwest Castle

5.2 The Grade I listed Castle is an outstanding architectural and historical monument immediately adjacent to the town centre. It is currently in Council ownership, and is one of the town’s key landmarks. The castle has suffered from a lack of interest due to limited investment, poor quality access and under promotion. Consequently there is potential for enhanced promotion and for enhancement to pedestrian access. The attraction would also benefit from improved interpretation material, signage and pedestrian access.

5.3 Given that the remains of the medieval castle comprise the shell of the great keep and two towers, options for its use are limited - particularly given the protection afforded by its listing. The castle currently hosts an annual beer and cider festival. This successful example of how the Castle can be used should be built on and encouraged through a programme of outdoor festivals and assistance with facilitation.

5.4 A strategy and management plan is needed to guide the Castle’s longer term future. Such a strategy may address lighting to enhance night-time orientation and enhance its key architectural elements. It might also take into account the potential redevelopment of the former County Gaol, together with the grassed areas and car parking. The castle should become a more attractive and more used part of the town centre, creating greater interest and providing a focus for historical interpretation of this key asset.

5.5 An example of the successful promotion and rebranding of other castles within local authority ownership is Oystermouth Castle, Mumbles (Grade 1) owner City & County of Swansea.

<https://thewelshhorizon.wordpress.com/2015/03/26/oystermouth-castle-re-open-after-3-1m-renovation/>  
<http://www.swansea.gov.uk/oystermouthcastle>

### Haverfordwest Priory

5.6 CADW currently manages this historic site. The remains of the Priory of Saint Mary and Saint Thomas the Martyr are Grade I listed and a Scheduled Monument. The excavated remains of early thirteenth-century Augustinian priory have the only surviving ecclesiastical medieval garden in Britain.

5.7 There is little promotion of the site within the town, and directional signage is limited. The opportunity to promote this important historical asset should be investigated, perhaps in association with an extended riverside walk.

### Re-use of Vacant Historic Properties

5.8 This study has highlighted a number of significant buildings within the heart of the town which are currently vacant and therefore have been identified as being potentially at risk, either as a result of under use or lack of maintenance. The ability to be able to adapt to ever changing needs, whilst continuing to protect a building’s key characteristics, is integral to the success of the ongoing viability of the town.

**Actively encourage the re-use of key buildings within the town to ensure their on-going maintenance and preservation of the town’s heritage, whilst providing opportunities to accommodate new and innovative uses to reinvigorate the town centre.**

5.9 When considering the future of historic buildings and the designated Conservation Area within which they sit, it is important not only to protect and enhance such assets but also to consider the following:

- Perceptions are important - vacancy is a clear symbol of decline
- A flexible approach to policy may be required
- Owners and developers need to work closely with relevant officers
- Meantime/Pop up uses may be better than vacancies
- Holistic thinking is more likely to deliver solutions

5.10 All of the buildings highlighted below are key landmarks which lie within the town’s Conservation Area, as such any development proposals will need to take into consideration relevant planning law and policy. The re-structuring of internal elements (where appropriate) to provide more usable spaces, together with the relaxation of policy in relation to usage, would provide greater potential for the re-use of many of the town’s Grade II listed properties.



## Former Post Office

- 5.11 The former Post Office building in Quay Street is Grade II listed and was included for 'its special architectural interest as a finely designed neo-Georgian post office in Bath stone'. It forms part of the wider western riverside to the south of the New Bridge; an area comprising a number of historic and attractive buildings including the former agricultural Co-op warehouse on Old Quay.
- 5.12 This attractive building provides an exciting development opportunity adjacent to the river. It currently remains vacant and would benefit from attention before there is any significant form of deterioration. Later additions to the rear of the property currently result in an unattractive rear elevation onto the river however this could be addressed through redesign.
- 5.13 The reuse of this building would contribute not only to the vibrancy of Quay Street, but equally to the riverside, providing a focus to New Quay and encouraging footfall to the south of New Bridge.
- 5.14 The position, size and configuration of the building lend themselves to a multi-use approach to its redevelopment, encouraging engagement with the local arts culture. The Post Office could provide an arts base for the town, hosting creative events and providing studio and display space, to enable local artists to showcase their work. Festivals and markets could be afforded undercover accommodation within the existing outbuildings. Alternatively developers might wish to exploit its riverside setting, providing facilities for appropriate river based activities. Other mixed-use proposals could include health related primary care centres, with some residential development to create a lively and well used water side setting and restaurants or bars.
- 5.15 In order to progress the redevelopment of this site its extent and ownership should be determined and the landowner approached to discuss their aspirations for the building. The former Post Office is adjacent to the river and, as such consideration will need to be given to potential flood risk issues and sensitivities surrounding the river corridor's ecological designation.



An indicative illustration of how the former Post Office site could look following redevelopment



### Former Agricultural Co-op Warehouse, Old Quay

- 5.16 The Grade II listed former agricultural co-op warehouse and adjoining warehouse provide an exciting opportunity for the redevelopment of the southern end of Old Quay. Listed for their group value and special architectural interest, the warehouses form part of a larger group, all of which are noted as being of visual importance on the quay.
- 5.17 Ground floor uses might include a base for water based and/or cycle activity, linked with a small café, with small business units or flexible office / co-working spaces above. Alternatively the building might be suitable as the site of the town's proposed Heritage Centre. Like the Old Post Office, the Warehouse Buildings might lend themselves to conversion to restaurants.
- 5.18 Applications for the reuse of the quayside warehouses will need to be mindful of potential flood issues and the appropriateness of new uses in this regard.



## Foley House

- 5.19 This Grade II\* detached villa, listed for its special architectural interest as an important early work of John Nash, is set within its own grounds and benefits from extensive views, including those of the Castle.
- 5.20 Originally designed by Nash in 1790 as a private villa, it was sold to the County Council in 1947 and remains in Council ownership. It has been used variously as a school annex and for the magistrates' courts offices. Accessed via Goat Street, it is located within an attractive area of the town.
- 5.21 Foley House is currently on the market. Any future use should be compatible with its architectural and historic importance. Given that its original purpose was a family residence a sympathetic renovation as a boutique hotel and/or small conference venue would appear to be an appropriate use.



Foley House

## Former County Gaol

- 5.22 The former records office (originally the County Gaol) adjacent to the Castle, has been vacated leaving a key building standing empty within the setting of the Grade I listed castle and Scheduled Monument. The Grade II listed building is included for its special historic interest as fabric of a substantial late Georgian prison building with fine gatehouse front.
- 5.23 The re-use of this building will need to be sympathetic to its setting. It has the potential to provide an extended visitor experience for the castle and/or the wider town.
- 5.24 A feasibility study should be commissioned to provide a basis on which the future use of this building and the Castle and its environs can be progressed, in tandem with the preparation of options for its future ownership and management.



Former County Gaol

## Shire Hall

- 5.25 Built in 1835-7 for assize courts, the Grade II\* Shire Hall was designed by William Owen as part of his redesign of the centre of Haverfordwest, and is considered to be one of the most distinguished early C19 public buildings in the region.
- 5.26 Following a period in local authority ownership the Shire Hall is now privately owned. A more permanent use needs to be found for the building which, due to its protected status, size and the economic downturn is currently vacant, despite the owner's attempts to introduce a number of business ventures. In recent years the building has been in receipt of Townscape Heritage Initiative (THI) funding.
- 5.27 Given its historic merit and scale it is imperative that the Shire Hall is brought back to some beneficial use which will provide an attraction at this prime position on High Street.
- 5.28 Examples of the successful re-use of a number of other historic buildings of similar significance and size include:
  - Bodmin Shire Hall (Grade II\*): Visitor Centre and Courtroom Experience <http://www.bodminlive.com/things-to-do/courtroom-experience>
  - Monmouth Shire Hall (Grade I): Events and Courtroom Experience <http://www.shirehallmonmouth.org.uk/>
  - Stafford Shire Hall (Grade II\*): Gallery, Craft Shop and Courtroom Experience <http://www.staffordshire.gov.uk/leisure/museumandgalleries/shirehallgalleries/home.aspx>



Shire Hall

### Church of St. Thomas a Becket

- 5.29 St. Thomas a Becket's Church occupies a prominent position on the southern edge of the Conservation Area. The Grade II listed church was first mentioned in 1210 however it was mostly rebuilt in the 19th century, with the exception of the 15th century tower. It's listing is the result of its special historic interest as a town church with a late medieval tower and good monuments.
- 5.30 The closure of the church has resulted in a large vacant building which will prove to be a challenge to find an appropriate re-use for. A building trust or similar body could take the project on to determine the longer term future of this key building.



Church of St. Thomas a Becket

### Former Ocky White Department Store (7 Bridge Street)

- 5.31 Previously a milliner's shop, an inn and a draper's store, and more recently a department store, this building is currently vacant and occupies a key position on the eastern side of Bridge Street, with frontages onto both the shopping street and riverside.
- 5.32 Pembrokeshire County Council is seeking to identify opportunities to redevelop the former Ocky White building.



Former Ocky White Department Store

### Townscape Heritage Initiative (THI)

- 5.33 The second phase of the Townscape Heritage Initiative (THI) is focussed upon the restoration of an area which was once the vibrant market place within the medieval core of the town. It centres on Castle Square, High Street and Market Street. The THI's aim is to revitalise the area by renovating and conserving its properties so that they can become more attractive and commercially viable.
- 5.34 The second phase has highlighted two 'critical' buildings of and nine priority ones, as identified below:
  1. 10 & 10a Dew Street - Critical
  2. 1 Castle Square - Critical
  3. 5 Market Street - Priority
  4. 13 Market Street - Priority
  5. 14 Market Street - Priority
  6. 17 & 17a Market Street - Priority
  7. 29 High Street - Priority
  8. 31 & 33 High Street - Priority
  9. 2 Castle Square - Priority
  10. 6 & 7 Castle Square - Priority
  11. 2 Victoria Place - Priority
- 5.35 Enhancements to St. Mary's Church public realm have also received funding via the second phase of the THI scheme.
- 5.36 The town's Heritage Trail should be re-launched, as it provides a means of encouraging people to explore the wider town. In order to keep children interested a treasure hunt element might be included. Information provided within the Heritage Trail leaflet or app could be linked to more detailed interpretation within the town's Heritage Centre.



## 6.0 DEVELOPMENT OPPORTUNITIES

**Support the redevelopment of identified, under utilised and vacant sites, encouraging the introduction of a mix of uses to assist in the diversification of the town centre.**

6.1 This document shows three key development sites within the town centre, two of which have been highlighted for redevelopment within policy and previous studies. The third has been identified as an opportunity site.

### (A) Fred Rees Garage Development Site

6.2 The Fred Rees site is located adjacent to the river and accessed via Perrot's Road. It is at a key gateway to the northern end of the town centre.

6.3 This 0.31ha (0.76 acre) site has been allocated for retail (comparison units) development within Policy GN.13 of the adopted Local Development Plan (February 2013). The policy highlights that the development of this site should be designed to maximise connections with existing and proposed townscapes, and that any proposals should be of exemplary design, integrating positively with existing development.

### (B) Former Library/ Swimming Pool Development Site

6.4 The decision to relocate the town's library will complete the vacating of a large site to the western end of the town centre. The site of the former Grammar School/ County Library/former swimming pool/ community centre and IT facility, provides the opportunity for PCC to release a substantial development site in the town centre.

6.5 Future development of the 1.41ha (3.48ha) site should encourage a strengthening of the town's economy through its usage. Users of the site will provide a source of revenue for Haverfordwest and its businesses, and encourage activity at the western edge of the town centre.

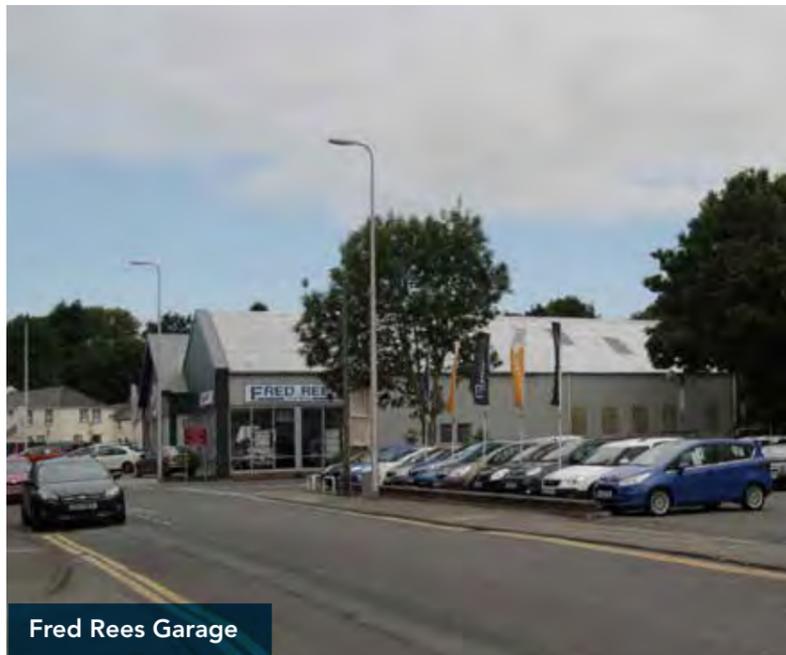
6.6 Development of the site has the potential to draw people northwards along High Street and may provide a catalyst for its regeneration. It is anticipated that the development would comprise a mix of uses, including an element of residential.

6.7 A development brief and disposal strategy should be prepared for the site.

### (C) Telephone Exchange: Development Opportunity Site

6.8 The telephone exchange at Castle Lake is an unattractive building set within a 0.2ha site close to the Castle. This building has been highlighted as an opportunity site as its demolition and replacement, subject to its future needs, would serve to enhance the setting of the Castle and quality of the surrounding townscape.

6.9 In order to progress the redevelopment of this site its extent and ownership should be determined and the landowner approached to discuss their aspirations for the building. Town centre residential development or hotel could be considered appropriate within this location.



Fred Rees Garage



Former Library



Telephone Exchange

## 7.0 PUBLIC REALM ENHANCEMENT

7.1 This element of the document addresses public realm enhancements for the town centre's key routes and spaces. The management and use of these spaces are often interlinked with the public realm and, where relevant, are included within this section.

### Bridge Street

**Transformation of Bridge Street to an attractive, vibrant 'market place', which provides the opportunity for wide range of businesses to showcase their products within a distinctive environment.**

7.2 Quay Street has already branded itself as 'A little bit different' and offers not only a mix of independent retailers and services. A number of the buildings have been brightly decorated, with attractive shop frontages/ displays and painted signage, the retail offer is complemented with various A3 uses.

7.3 Similarly Market Street boasts a strong independent retail/ commercial base which provides an attraction at the 'top' of the town. Its links to the residential area, existing leisure facilities including the Palace Cinema and links to The Parade, together with its proximity to the new leisure centre has resulted in a thriving, mixed use quarter of the town.

7.4 Bridge Street, as the town's key/main retail street, needs a new image, to enable it to become a desirable destination at the heart of the town. It is an important route linking a number of key spaces and, as such has the potential to extend the intimate scale and vibrancy of Quay Street, whilst also accommodating more mainstream retailers.

7.5 More could be made of Bridge Street's pedestrian zone status. Between the hours of 11am and 4pm traders could be encouraged to inhabit the street, introducing external displays and seating. The street should adopt a unifying theme to form the basis of its new character, and act as a means of drawing people along its length. The introduction of coloured awnings would provide additional cover and a degree of uniformity.

7.6 Shopfront design and signage should be targeted when alterations are made, enhancing the quality and visual amenity of the street through tighter development management.

7.7 All of the properties within Bridge Street are currently designated within the LDP as 'primary retail frontage' (Policy GN12). The Council will need to consider whether appropriate changes to policy need to be considered, as part of the LDP Review process, to allow for more flexible uses within the town centre.



Bridge Street



Examples of enhanced quality & enlivened streetscene



## The Lanes

**Strengthen the existing pedestrian linkages between the western riverside and Bridge Street, and encourage them to be a destination/ attraction in their own right.**

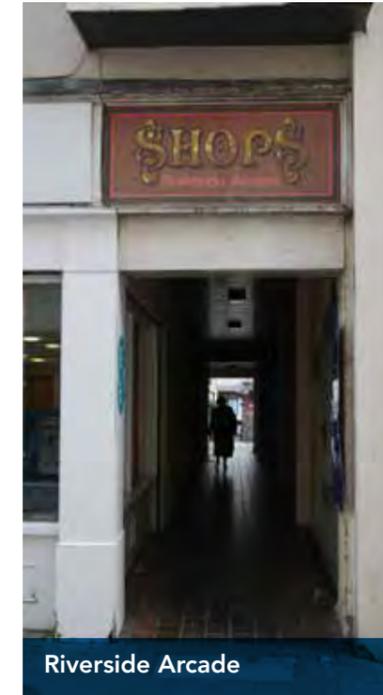
- 7.8 Friar's Lane, Riverside Arcade, Hole in the Wall and Skinners Lane provide pedestrian links between the western riverbank and Bridge Street. At the time of preparing this report these historic linkages provide functional but uninspiring routes to and from the western riverside. The entrance to each should be clearly distinguished from Bridge Street - undertaken with a consistent approach, such as the inclusion of detailing within the floorscape of Bridge Street and/ or signage to either end of the lanes.
- 7.9 Skinners Lane: the view eastwards along Skinners Lane currently focuses upon the rear of the Riverside Market building. Once this is transformed by conversion to the new library/ visitor centre, the lane will form a key route between Bridge Street and the new facility. The narrow linear nature of the lane limits the amount of intervention possible; however redecoration, lighting and artwork would all assist in drawing people along this key route.
- 7.10 Hole in the Wall: provides the opportunity to extend the commercial offer between Bridge Street and the western riverside. The 'stepped' nature of the route creates places in which to linger which could be utilised as external display or seating areas. The vacant stone building to the northern side of the 'lane' provides a renovation opportunity overlooking the river.
- 7.11 Riverside Arcade: is the only one of the four lanes which is covered for part of its length. Due to its containment the route through to the Riverside Shopping Arcade is dark and unwelcoming. This space would benefit from improved signage and enhanced lighting.
- 7.12 Friar's Lane: the view eastwards along Friar's Lane provides the only opportunity of the four routes to glimpse the eastern riverbank, however this is not exploited and resultant space is characterless. The inclusion of a feature, visible from both banks of the river may assist in improving the legibility of this area of the town centre/ riverside.



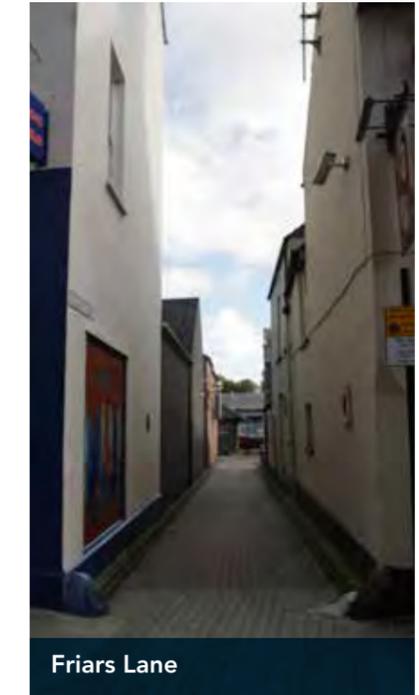
Skinners Lane



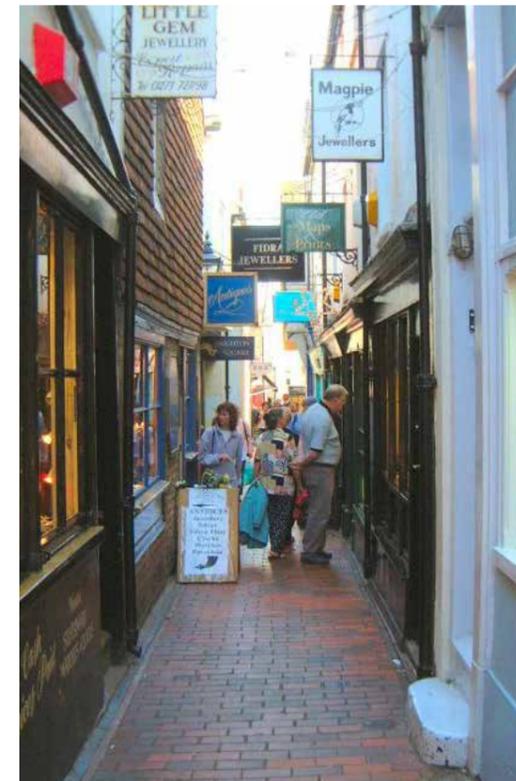
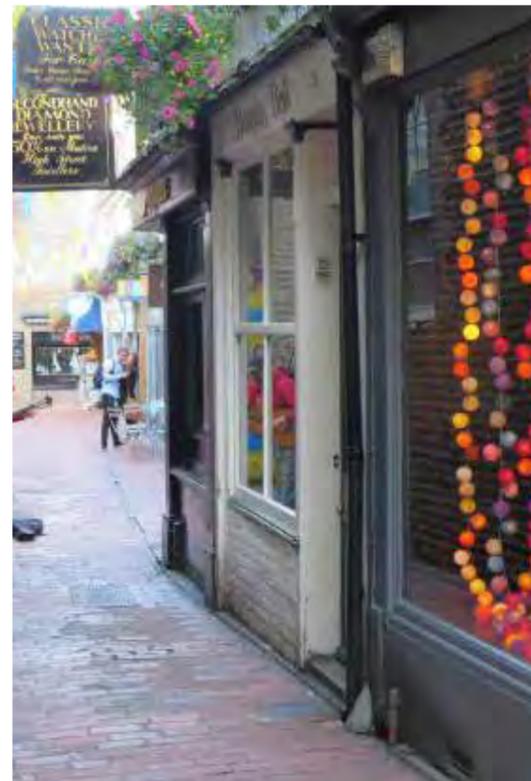
Hole in the Wall



Riverside Arcade



Friars Lane



## Western Quayside Enhancement

**Capitalise on the accessible, open spaces adjacent to the western riverside to extend the pedestrian experience of the town's river frontage, complementing the spaces and routes located along the eastern bank.**

- 7.13 Historic plans and photographs illustrate that the western quayside was once inhabited by warehouses and workshops servicing the river trade. Currently much of the western quayside is dominated by the rear of Bridge Street properties and their associated servicing. This is often the first view visitors to the town experience on arrival from the Riverside multi-storey car park and its current condition does little to encourage movement westwards into Bridge Street.
- 7.14 Enhancement of the 'backland' of Bridge Street is to be achieved through:
- Improvements to the appearance of rear service areas of Bridge Street properties – including new boundary and floorscape treatments.
  - Encouraging Bridge Street properties to introduce dual orientation of existing buildings where possible to encourage active frontages overlooking the river.
  - Investigating the potential to introduce temporary 'kiosks' to encourage activity on the western riverside.
  - Finding opportunities to replace areas of low quality car parking with green space.
- 7.15 The enhancement of the existing pedestrian bridge over the river should aim to provide a more attractive crossing point, with improved 'landing' spaces to either end.



## Castle Square Link

**Improve accessibility between the town centre and Haverfordwest Castle, encouraging increased visitor numbers to the historic asset.**

- 7.16 Funding has now been secured and designs agreed for a key pedestrian link between Castle Square and Castle Lake car park. The implementation of this scheme will both improve both connectivity and the physical environment, providing an attractive new route to the town's key square whilst also encouraging greater footfall between the town centre and the town's historic castle.
- 7.17 The rear of the properties through which the link enters the square should be given careful consideration, as these will provide the façade to those entering the town via Castle Lake. The introduction of a management strategy for these rear servicing areas should be investigated, instigating a common approach to forms of enclosure and storage facilities. Improvements to facades overlooking Castle Lake should be encouraged as part of a wider building enhancement scheme at town gateways.
- 7.18 The public realm proposals should be extended to include enhanced routes to the Castle itself. A better arrangement of parking spaces in the Castle Lake Car Park should be introduced at the same time. Access, directional signage and interpretation all need improvement to maximise the potential of this key historic asset. The potential to integrate the grassed terraced areas to the south of the Castle should be explored as a means of enhancing the Castle's setting and providing additional green space within the town centre.
- 7.19 More ambitious schemes which sought to deck over the car park have been suggested in the past. The top deck could provide a green space to complement the Castle above, with the car parking below. Whilst this would be expensive it would provide a more comprehensive solution than trying to retrofit what already exists.





An indicative illustration of how the Castle Square could look following enhancement

## Castle Square Arrival Point and 'Venue'

**Creation of a key focal space to impart a sense of arrival and provide a flexible event/ performance space at the heart of the town.**

- 7.20 Following the enhancement of the floorscape of the town's historic Castle Square, the next stage of the regeneration of this key space is to encourage its use for a wide variety of events in order to encourage vitality at the eastern end of High Street/ southern end of Bridge Street.
- 7.21 The potential for this area to expand into the existing highway, to provide an enlarged congregational area should be investigated, as should appropriate forms of temporary structure in which key events could be based. Given the listed status of many of the buildings overlooking the square such a structure is likely to need to be freestanding.
- 7.22 Castle Square will be a primary arrival point for those accessing the town centre from Castle Lake car park and as such would benefit from some form of visitor orientation point and interpretative material.
- 7.23 The reintroduction of street trees or potential to use public art to introduce a new feature (which could be a water feature or fountain) should be considered as a means of recreating a focus and greening of the square. Such measures would also benefit other parts of the town centre.
- 7.24 The quality of the existing retail / commercial offer is low within this key space, and this is exacerbated by the poor signage and shop front design of a number of the properties. The town centre would benefit from the introduction of clear town centre design guidance, to enhance visual amenity.



Illustration: Castle Square/ Castle Lake link



## Swan Square

**Enhance Swan Square's public realm - a pedestrian gateway to the north of the town centre.**

- 7.25 Swan Square forms a key junction to the northern end of Bridge Street and western end of the Old Bridge. With aspirations to enhance both the quality and provision of facilities on the eastern bank, Swan Square's potential to provide a congregational space, to complement that at Castle Square, should be maximised. This would need to involve a better sense of enclosure to provide a more intimate space.
- 7.26 The extension of recent high quality public realm works to the front of 44 and 41 Bridge Street will create an opportunity to extend the town's ability to accommodate markets and festivals, and create a more coherent space and the junction of two key routes within the town.
- 7.27 The 1970's 'Poundstretcher' building (former site of the Swan Hotel) would benefit from enhancement in the short term, and potentially redevelopment in the long term, to provide a building commensurate with this key position, which provides the end point of two principal view corridors. In the meantime, vertically greening the building would help to improve the aesthetics.

## Salutation Square

**Enhance Salutation Square's public realm - a pedestrian gateway to the east of the town centre.**

- 7.28 As Castle Square previously, Salutation Square would benefit from some form of orientation point for those arriving in the town from the east and, in particular on foot from the station.
- 7.29 Larger scale landscape management works should be undertaken to open views towards the town centre as currently tree planting on the traffic roundabout and to the east of the former Masonic Hall (Grade II) screens views, impacting upon legibility.



## 8.0 MOVEMENT AND LEGIBILITY

- 8.1 The town is currently dominated by the county road network, the purpose of which was to protect the town centre from heavy traffic. Unfortunately the consequence of the success of this network is reduced number of visitors stopping in the town centre. As things stand, it is difficult to see very much of the River, the Castle and the other key historic buildings from the key county roads. Some of this is down to the urban grain of the town which makes better and clearer signposting an absolute priority.
- 8.2 This section of the document considers arrival into the town, movement around the town centre and linkages, together with wayfinding and signage.
- 8.3 Whilst PCC has spent time investigating transport master-planning over the past few years, this now needs to be articulated as part of a clear vision. Public realm improvements should be closely aligned to the specific interventions required to make Haverfordwest a more attractive and accessible town centre, whilst balancing the need to meet statutory duties to maintain traffic flows on the network, minimise the risk of accidents and provide for pedestrian safety. This also needs to incorporate proposals for better cycling provision.

- 8.4 Broader transportation aspirations for south west Wales are contained in the joint Local Transport Plan (2015) although this will focus on a particular issue. It is important to recognise the wider regeneration objectives of the town and how the two can dovetail. Public consultation strongly suggests that more should be done to reduce traffic impacts in the town centre and also from the roads running north from Salutation Square. Encouraging a modal shift, better and clearer cycling provision and a more legible and walkable town centre will be key to meeting this aspiration.

### Gateways

- 8.5 Whilst once there was a series of key squares which provided focal points and aided legibility within the town, many of these either no longer exist or have changed out of all recognition, generally as a result of highway works. Consequently there is a lack of any 'sense of arrival' at the town.
- 8.6 The town centre's gateways are now heralded by vehicle dominated roundabouts at Salutation Square and Bridgend Square, and traffic lights at the Churnworks. The railway station and the bus station adjoining the multi-storey car park provide the 'front door' to the town for those travelling by public transport. As a pedestrian, it can be difficult to negotiate the myriad of busy roads and junctions that fringe the town centre.

### Salutation Square

- 8.7 The Salutation Square roundabout junction sits at the heart of the town and should provide a more effective gateway to Haverfordwest.
- 8.8 This is one of the busiest trafficked junctions in the County. There are clearly potential conflicts between highway / transport planning imperatives and regeneration aspirations at this location. Notwithstanding this, the need to make this a more attractive and safer location for pedestrians and cyclists and a better gateway to the town centre is critical. The pedestrian route from the Station to the town centre via this roundabout is particularly difficult as currently configured.
- 8.9 This space needs to be re-balanced to enable it to better serve the needs of pedestrians and cyclists. Better spatial management and public realm enhancement resulting from a town-wide audit would benefit the area.
- 8.10 Views through the square would assist in the orientation of visitors. Landscape management works would be beneficial, opening up vistas through to the Former Masonic Hall (Grade II), War Memorial (Grade II) and County Hotel (Grade II). The proximity of the War Memorial to the junction also seems unsatisfactory and there is concern that the current position has been compromised by changes to the built environment and highway network since it was originally constructed. Consideration needs to be given to what might be done to provide a more respectful setting for the Memorial.



## Bridgend Square

- 8.11 The removal of the current subway would provide an opportunity to deliver more attractive pedestrian access into the heart of the town centre from the north and east, via surface level pedestrian crossings. This could be incorporated into a wider scheme to release additional land allowing for highway modifications and the creation of new public spaces, supporting the development of adjacent sites. This is likely to require compromises - in highway and transportation terms. On the other hand, there is more than anecdotal evidence that the current underpass causes concern for personal safety, particularly at night and for more vulnerable sections of the community. In truth, subways are an outmoded way of relegating the needs and desires of pedestrians below the requirements of drivers and motor vehicles.

## Railway Station

- 8.12 Pedestrians walking from the railway station to the town centre are confronted with a number of physical, visual and perceptual barriers to easy movement. This route would greatly benefit from public realm enhancement works to enhance the journey.

## Bus Station

- 8.13 The bus station is well located in relation to the town centre however its position between the rear of Riverside Quay and the multi-storey car park results in a functional rather than attractive arrival point. The potential to further soften the multi-storey through the use of planting, together with an enhanced floorscape should be investigated. Coach parking has emerged as an issue in the town. There is potential to re-configure the bus station area to provide for this. Historically, St. Thomas Green and Rifleman's Field car parks have functioned as pick up and drop off points for coaches, although such use has diminished since parking charges were introduced. Rifleman's Field might be re-designed to provide an element of coach parking if the bus station proposal cannot be progressed.

## Cartlett Road: Multi-storey Car Park

### Improve the town's eastern gateway through the enhancement of the Riverside multi-storey car park.

- 8.14 The multi-storey car park adjacent to Cartlett Road currently provides a mix of short, long stay and reserved spaces, together with limited free (15 minute) provision. On the site of a former park, its massing currently forms a physical and visual barrier between those travelling along the county road and the town centre.
- 8.15 During the preparation of the document three options have been considered:
1. Enhance existing facility
  2. Redevelop on current site
  3. Include within wider area redevelopment proposals
- 8.16 Given the updated flood modelling, likely budgetary constraints, and a desire to promote realistic improvements within the town centre, this iteration of the document proposes the enhancement of the current provision.
- 8.17 The car park would benefit from works to reconfigure its current design, both in terms of its 'usability' and aesthetic. Vehicular movement between floors is difficult due to the narrow nature of the ramps. The redesign of these ramps, improvement in directional signage, lighting and bay layout would result in a more accessible, attractive car park which forms one of the town's key arrival points.
- 8.18 The pedestrian stairwells are in need of redecoration and enhanced lighting. However, it is further suggested that the Car Park as a whole is in need of a major makeover.
- 8.19 Planning permission has recently been granted for new toilets to be constructed on a site adjacent to the existing ones (15/0414/PA). Given that this may be a visitor's first impression of the town the inclusion of orientation boards at each exit point would assist in informing visitors of the town's various attractions and directing them to the retail centre.
- 8.20 Environmental enhancement to the Cartlett Road corridor and pedestrian footbridge should be encouraged, to improve the pedestrian environment and visual experience for those travelling along it.

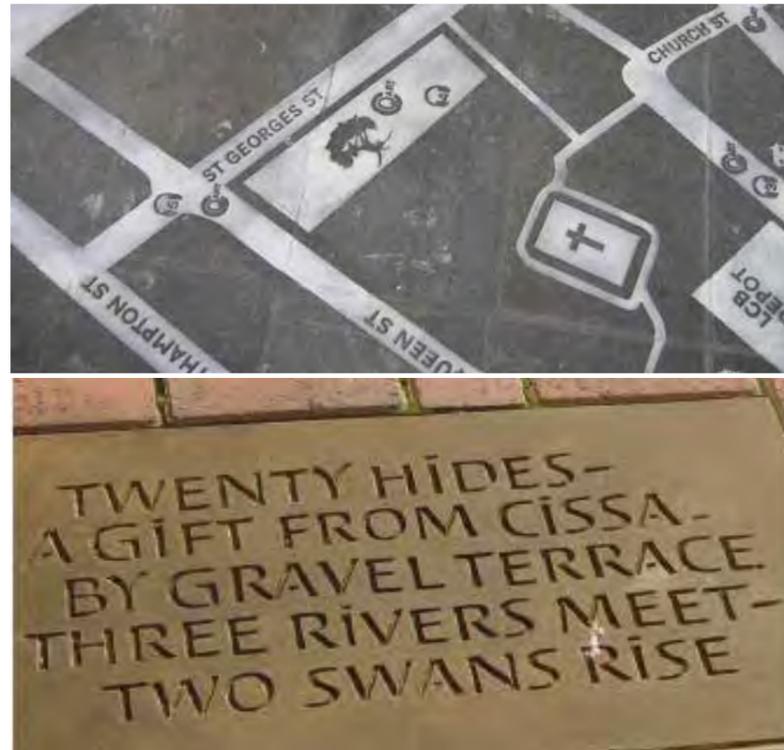


## Signage and Wayfinding

- 8.21 More people are likely to use Haverfordwest Town Centre if there are clear directions on where it is, what it offers and, for drivers, where to park. The Trunk Roads and A Roads provide a network of highways that take people around the edge of Haverfordwest and measures which would encourage people to visit the town centre must be considered.
- 8.22 There is a need to review the effectiveness of signage, both at gateways and within the town centre, for both vehicular and pedestrian traffic. An audit of the existing road signs would determine the current extent of signage, highlighting key locations where signage should be enhanced or located to ensure that the town's car parks and attractions are enhanced. A review of the signage should also ensure that those travelling into the town are directed towards the most appropriate car park.
- 8.23 Visitors need to see what the town has to offer and then quickly find their way from public transport or to a parking space to allow for more detailed exploration. This could be achieved through encouraging better public transport facilities and signage to and from these points of alightment and more movement along Victoria Place and into High Street with enhanced signage to the Castle Lake car park and Old Quay.

8.24 Whilst the reintroduction of greater numbers of vehicles into High Street may be considered by some as negative proposition, and there would be issues of congestion and air quality (this is an air quality management area), provided this is mitigated by improved crossing and public realm, the exposure of the riverside, Castle Square and High Street could result an overall benefit to the economic health of the town centre, particularly if easy access to shorter term parking could be facilitated. It is acknowledged that this will not be universally popular but there is strong evidence to support the theory that vibrant busy and prospering town centres are also heavily trafficked - Oxford Street in London is one of the most heavily trafficked streets in Britain but it is enormously popular with pedestrians and shoppers, too. At the other end of the scale, St Mary's Street in Cardiff has suffered hugely from higher vacancy rates and also the nature of uses - there is a discernible increase in charity shops, takeaways and other non-A1 uses since it was pedestrianised.

- 8.25 A strategy to improve the visitor experience should be prepared which provides:
- Orientation at key arrival points (e.g.: car parks and the station)
  - Sufficient interpretation to enable visitors to identify the retail core together with key attractions and services within the town
  - Wayfinding at key intersections.
- 8.26 Improved signage would provide enhanced linkages between the town centre and key environmental assets including Haverfordwest's parks which offer attractive areas of formal green space in close proximity to the town centre.
- 8.27 The revitalisation of Haverfordwest Town Centre will require the provision of safe and attractive routes alongside enhanced gateways to the town centre.





BEVAN  
&  
BUCKLAND  
CHARTERED  
SURVEYORS  
ESTATE AGENTS  
PROPERTY PRACTITIONERS

THE OLD COURT HOUSE

TOTEPOOL

AVAILABLE / INSURED

SPARK

## 9.0 MANAGEMENT

- 9.1 The following section of the report addresses a diverse range of management issues including vacancy rates; architectural heritage; public realm; attractions and activity, and; marketing and branding. Whilst not necessarily site specific, there is a need for Haverfordwest to consider each in order to revitalise its town centre.
- 9.2 Town centre vacancies need to be reduced. This may be achieved through a number of ways, including:
- Increased flexibility which it is anticipated will result from forthcoming changes to Planning Policy Wales Chapter 10 and TAN 4: Retailing and Town Centres
  - Encouraging 'Meantime Uses': such as pop-up shops, business incubators, community ownership and window dressing
  - The reduction of rates to encourage less established businesses to have a 'shop window' within the town (Welsh Government responsibility).
- 9.3 Improved management measures for Haverfordwest are included in the Implementation Plan at Appendix 1, linked to the proposals in this document



### Town Centre Living

#### Create town centre living opportunities in a new role for High Street

- 9.4 Many of the properties in High Street are no longer viable in terms of retail usage due to scale, location and the changing face of our town centres. The need to find alternative, viable uses to ensure the future of some of the town's most important historic streetscapes is paramount.
- 9.5 Increasing the amount and quality of residential development within the town centre would present an opportunity to boost activity and vitality in the evenings and weekends, and support local businesses and facilities. Clearly, there is an argument that if residential replaces A-class uses, then it might reduce vitality of the town centre. However, there are high vacancy rates in the town centre, and in that context bringing buildings back into use through residential conversion, with a contraction of the core retail and commercial areas, this may be the best option available. Should the hoped for improvements begin to take place, PCC will need to take a flexible approach to the commercial areas expanding once again.
- 9.6 In particular, the conversion of some properties within High Street to residential use would create new town centre living opportunities, and provide a new role for this key street.
- 9.7 Some of the requirement for residential parking provision resulting from such a change in usage may be accommodated within an area of previously amalgamated land to the rear of properties to the southern side of High Street. Formerly back gardens, an area was cleared and remains within the ownership of the property owners. An access has been maintained from Goat Street through the grounds of Foley House.



## Enhance Existing and Encourage New Attractions

- 9.8 Haverfordwest has the potential to become a destination for Pembrokeshire, given the correct levels of investment and opportunity and intervention. There is a particular opportunity to cater for wet weather days by introducing and/or encouraging some headline attractors to encourage a wider demographic of both residents and tourists to visit the town.
- 9.9 The potential for complementary commercial and community uses which would encourage greater vitality over extended periods should be investigated. Such uses might include:
- Boutique hotel in one of the many listed properties in the town centre
  - Destination restaurant, possibly linked to boutique hotel or key riverside site
  - Cinema - multi-screen to serve wider general public, and subsequent reinvention of the Palace Cinema (Upper Market Street) as niche/ art house venue
  - Town community arts venue
  - Flagship Heritage Centre
  - Leisure attractions linked to the river
  - Cultural attractions
- 9.10 The town's historic and architectural heritage is currently under promoted. An effective marketing drive would help encourage visitors to explore the wider town. A heritage centre could provide both a draw to visitors and provide a wider educational role.
- 9.11 The greatest potential to enhance the existing retail offer is to build upon the small number of independent shops, restaurants and cafes. Haverfordwest should aspire to become a 'home town' not a 'clone town' - that is a town where independent shops are successful alongside national chains. There are a number of examples where such an approach has been successful, including Totnes, Lewes and Whitstable and more locally Narberth and Newport. Appropriate proposals for national multiples would also be supported in the town, of course.

## Events and Festivals

- 9.12 Many towns encourage visitors through organised events and festivals, something which the town appears to have taken on board.
- 9.13 There is potential to use events to highlight particular areas of the town, for example as a one off, High Street could accommodate:
- a water slide similar to the one used in Park Street, Bristol <http://www.bbc.co.uk/news/uk-england-bristol-2727450>
  - an urban zip-wire which would exploit the topography and encourage people to use the whole street. <http://www.liverpoolwire.co.uk/media.html>
- 9.14 During the day existing businesses would have an increased footfall and pop-up shops could be encouraged to provide additional vitality. A day long 'High Street Park' could also provide an alternative use within this key space.
- 9.15 Castle Square and Swan Square provide excellent venues for events and festivals, whilst the riverside and Bridge Street could exploit their linearity to accommodate markets. A farmers market already takes place on the Riverside and this should be encouraged to develop and grow.

- 9.16 Examples of towns which are renowned for their events and festivals include:
- Ludlow: Ludlow (population 11000) has become famous as the gastronomic centre of Shropshire. Its ruined castle has become a venue for festivals, open-air theatrical performances and other events throughout the year. Several festivals are held each year, attracting visitors from across the country, including the main Ludlow Festival. It has led the 'Slow Food Movement' and became Britain's first Cittaslow town in 2004.
  - Brecon: Brecon (population 8000) hosts an annual music festival every August, which has been host to jazz musicians from across the world. A fringe festival organises alternative performances at various venues throughout the town.
  - Hay-on-Wye: Hay (population 1500) hosts an annual ten day literature, music and film festival. Established in 1988, the festival now attracts international speakers and regularly attracts up to 250,000 visitors.
- 9.17 Many of the most successful events started at a very small scale, often only involving a small core of people. Marketing and safety are key in the organising of any event, and town centres benefit from a varied calendar of events to maintain interest throughout the year.



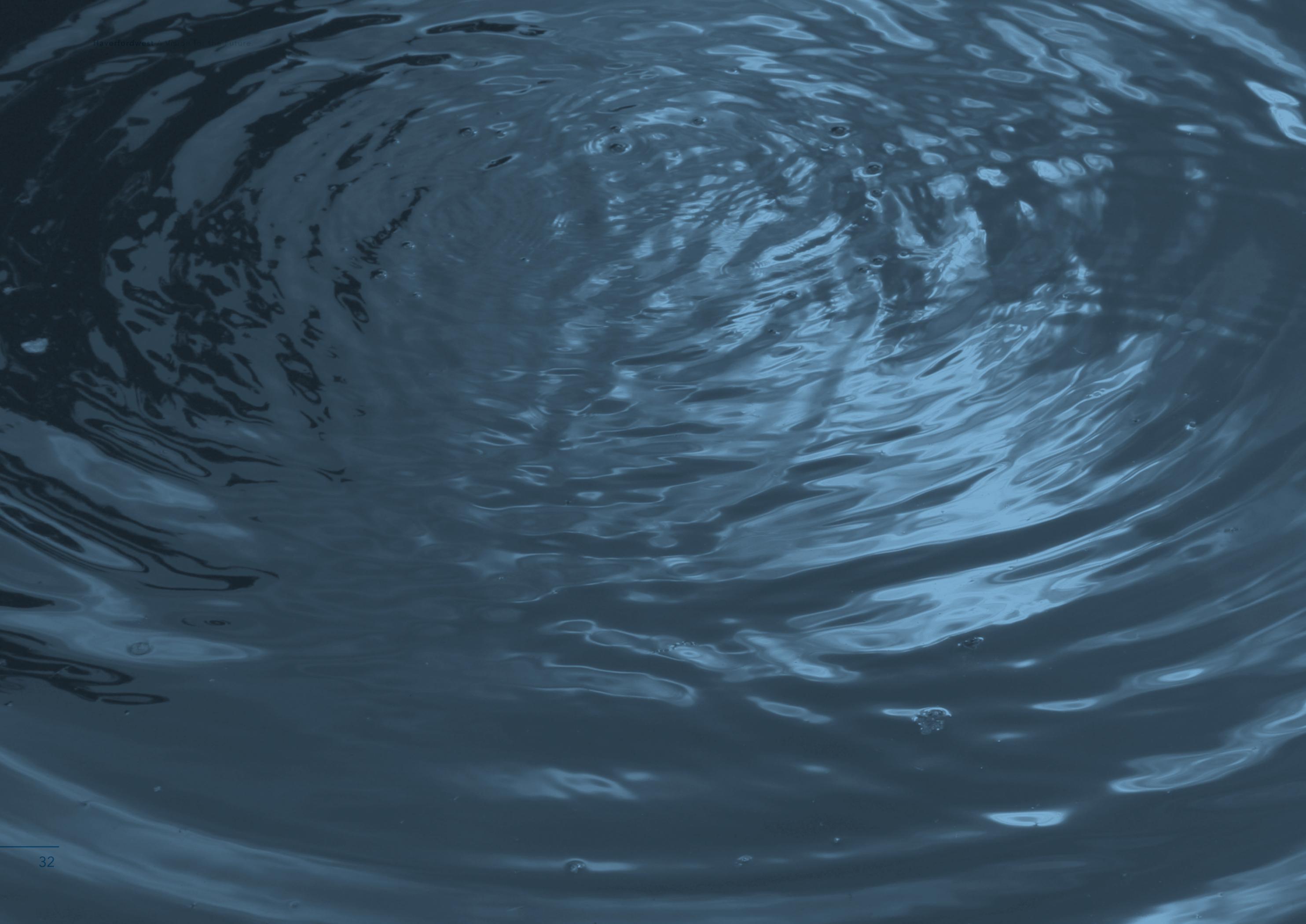
- 9.18 Malton, in Yorkshire, has branded itself a 'Yorkshire's Food Town'. Haverfordwest could similarly brand itself as 'Wales' Adventure Town' based on the local availability of coasteering, surfing, kayaking and rock climbing locations.
- 9.19 Pembrokeshire is already well-known as a destination for adventure sports (e.g. ironman), so this could link in to a bigger agenda. Another possibility would be to develop the town as a centre for production and performance of music. This is already a major strength in a broader south west Wales context.

### Marketing and Branding

- 9.20 The town would benefit from a Marketing Strategy, with branding based upon its emerging (aspirational) strong local identity. There are also opportunities to draw on other marketing projects, for instance Visit Wales' Year of Adventure.
- 9.21 Such a strategy would:
- Provide an understanding of the town's target audience
  - Establish an appropriate, high quality and consistent branding
  - Promote an image that is consistent with the town's vision
  - Encourage greater levels of activity through a consistent marketing campaign for various events to draw people to the area
  - Develop a website that evokes the town as a brand and provides a convenient source of information on shops, attractions and events
- 9.22 Numerous market towns have 'reinvented' themselves through community participation including Narberth, Cardigan and Ruthin (source: National Assembly for Wales (Enterprise and Business Committee) Regeneration of Town Centres January 2012).

- 9.23 Regeneration through the arts: Folkestone Creative Foundation is an independent visionary arts charity dedicated to enabling the regeneration of Folkestone through creative activity developed around five key projects. <http://www.creativefoundation.org.uk/>
- 9.24 Norwich Lanes is an area of great historical interest which sits adjacent to the city centre. The mainly pedestrianised lanes and alleyways are home to some of the most creative independent retailers, eateries and public houses in the UK. <http://www.norwichlanes.co.uk/>
- 9.25 Folkestone has taken forward a major regeneration project recently. Whilst there is still a great deal to be done in the town, the key message is that the first steps have been taken.
- 9.26 Initiatives such as the introduction of 'town loyalty cards' provide a means of rewarding customers for shopping locally. Stamp cards (buy 5 coffees and get the 6th free) are a simple way of getting a loyalty scheme off the ground for relatively little cost.
- 9.27 During the summer of 2016 Haverfordwest has introduced both a town loyalty card and town centre Wi-Fi.





# APPENDIX 1: FLOOD RISK

- AP1.1 The Welsh Government's Development Advice Maps (DAMs) already highlight those areas vulnerable to flooding within the town centre. National Resources Wales (NRW) has prepared a new hydraulic model for the town - formally available later in 2016. The new modelling provides an additional, more detailed level of information concerning potential flood extent. It is designed to predict both fluvial and tidal flooding within the town, taking into account the Western Cleddau River, Cartlett Brook and Merlins Brook.
- Ap1.2 The development advice map contains three zones:
- A: Considered to be at little or no risk of fluvial or coastal/tidal flooding
  - B: Areas known to have been flooded in the past
  - C1: Served by significant infrastructure, including flood defences
  - C2: Without significant flood defence infrastructure
- AP1.3 Planning Policy Wales advises caution in respect of new development in areas at high risk of flooding. This is supported by Technical Advice Note (TAN) 15: Development and Flood Risk which sets out a precautionary framework to guide planning decisions.
- AP1.4 Paragraph 6.2 of TAN 15 states that new development should be directed away from Zone C. However applications for development within zones C1 and C2 may be permitted if it can be demonstrated that:
- Its location in zone C is necessary to assist, or be part of, a local authority regeneration initiative or a local authority strategy required to sustain an existing settlement; or,
  - Its location in zone C is necessary to contribute to key employment objectives supported by the local authority, and other key partners, to sustain an existing settlement or region;
- and,
- It concurs with the aims of Planning Policy Wales (PPW) and meets the definition of previously developed land (PPW fig 2.1); and,
  - The potential consequences of a flooding event for the particular type of development have been considered, and in terms of the criteria contained in sections 5 and 7 and appendix 1 (of TAN 15) found to be acceptable.
- AP1.5 However applications for 'highly vulnerable' development and emergency services should not be permitted in Zone C2. Highly vulnerable development includes:
- Residential premises, including hotels and caravan parks
  - Public buildings (eg schools, libraries and leisure centres)
  - Especially vulnerable industrial development (eg power stations, chemical plants and incinerators)
- AP1.6 Discussions with NRW indicated that the following approach is likely to be taken when they are consulted on planning proposals in the town centre:
- It will seek to ensure that if capacity to hold flood water is displaced by new development, this will not make the situation worse for someone else.
  - If a regeneration proposal relating to an existing building comes forward, there is unlikely to be outright objection if the mitigation provided will improve on the current situation. However, if the building's footprint increases, there could be an objection.
  - If a new building is proposed on currently undeveloped land (or land used for vehicle parking which could potentially hold flood water), this will reduce the capacity to hold flood water and objections are likely to be forthcoming.
  - Where residential conversions are proposed, these may attract objections, as residential use is classified as highly vulnerable.
- AP1.7 Under new Welsh Government legislation, such as the Well-being of Future Generations Act, sustainable development principles are expected to be embedded in the work of public bodies. In a town centre context, a long term approach to dealing with flooding issues is desirable and efforts should be made to ensure that risks are minimised. New development projects must not make things worse for others in the catchment.
- AP1.8 Land management outside the study area has the potential to influence development within the study area either positively or negatively in a flood risk context. Appropriate upstream land management has the potential to improve water quality and biodiversity value. It could also slow down the release of flood water to areas further downstream. It must also be remembered that new development in the study area has the potential to affect land areas elsewhere in the catchment.

## APPENDIX 2: BIODIVERSITY

- AP2.1 It is important to note that the Western Cleddau is of UK (SSSI) and European (SAC) importance – as a protected site and as a location which has potential to maintain and enhance the biodiversity through natural resource management. Specific designations include:
- The Cleddau Rivers SAC;
  - Pembrokeshire Marine SAC;
  - Western Cleddau Rivers SSSI; and,
  - Milford Haven Waterway SSSI.
- AP2.2 With regard to European Protected Species, otters and bats (including Horseshoe bats) are known to be present. There are also Nationally Protected Species and Local Biodiversity Action Plan species found along the river corridor.
- AP2.3 These designations do not stop development (or re-development). However they are considerations (through Habitats Regulation Assessment) that should form a component of plans and projects on or close to SACs.
- AP2.4 Development needs should be balanced against protection of what makes the area special in terms of both the built and natural environment.
- AP2.5 The Well-being of Future Generations Act stresses the importance of access to green and blue space in the well-being of residents. The river corridor through Haverfordwest has the potential to make a major contribution to the well-being of local residents and visitors, to sense of place and to local distinctiveness.
- AP2.6 Specific development project requirements for protected sites / species will be picked up during the appropriate consenting processes at application stage.
- AP2.7 The potential to exploit the river as a recreational resource for water-based activity in a more intensive manner is clear. However, this needs to take place in a way that protects and enhances areas with nature conservation designations and the protected species that are present. Activities that disturb and damage habitats and species and adversely affect designated sites are undesirable.
- AP2.8 A further aspect to consider from a biodiversity viewpoint is lighting. Significant increases in lighting along the river corridor and around the Castle could have adverse impacts on roosting and foraging bats. Lighting proposals must be developed in a manner that takes due account of the potential implications for European Protected Species.
- AP2.9 A Biodiversity Planning Toolkit is available using this link:  
[http://www.biodiversityplanningtoolkit.com/stylesheet.asp?file=613\\_full\\_list\\_of\\_european\\_protected\\_species](http://www.biodiversityplanningtoolkit.com/stylesheet.asp?file=613_full_list_of_european_protected_species)

## APPENDIX 3: IMPLEMENTATION PLAN

AP3.1 The following Implementation Plan sets out the actions that emerge from the Vision Document. It is not intended to be exhaustive and should be used as a living document to be updated and revised.

AP3.2 In terms of categorisations, the cost and timescale indicators provide no more than an informed estimate and will require more detailed analysis if more accurate figures are required. However, it may be useful to consider the following as a guide:

### Cost

Low: below £10k

Medium: £10k - £75k

High: £75k plus

### Timescale

Short: Less than 6 months

Medium: 6-18 months

Long: Over 18 months.

## HAVERFORDWEST: The Vision Implementation Plan

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Timescale	Potential Costs
<b>1. Enhancing the town's offer (improvement of existing and creation of new)</b>	Redevelop the Market at Western Quayside to deliver a first class library, visitor centre and gallery at the heart of the town.	PCC, National Gallery of Wales, WG, Haverfordwest (4C) Town Team, HALT, Wales Tourist Board	New library, visitor centre and gallery Internal/External funding and grant bids	Medium/Long	High
	Investigate options to relocate existing market tenants. Vacant properties within Bridge Street could be a potential option.	PCC – Property Department. Tenants, Property Owners	Property Search Liaison with Tenants/Property Owners and options assessment.	Short/Medium	Low
	Investigate options to redevelop Riverside Quay to encourage a range of uses which extend the town's 'opening times'. This could include new leisure uses, including a multi-screen cinema, a hotel, provide a better size range of units and enhance legibility.	Private Investors/Developers, PCC, Haverfordwest (4C) Town Team, HALT	Development Brief Planning applications	Short/Medium	Low
	Prepare a development brief and disposal strategy for the Former Library/Leisure Centre development site. It is anticipated that the development would comprise a mix of uses, including an element of residential.	PCC, Haverfordwest (4C) Town Team, HALT	Development Brief and Disposal Strategy	Medium/Long	Low
	Investigate potential mechanisms to encourage the re-use of key buildings within the town to ensure their on-going maintenance and preservation of the town's heritage, whilst providing opportunities to accommodate new and innovative uses to reinvigorate the town centre and improve perceptions.	PCC, Property Owners, Haverfordwest (4C) Town Team, HALT, Confluence Group and the public.	Meetings with owners. Building re-use strategy/guidance	Short/Medium	Low
	Prepare a development brief setting out acceptable uses and PCC's aspirations to encourage activity at the southern end of the quay.	PCC, HALT, Haverfordwest (4C) Town Team	Development Brief	Medium/Long	Low
	Investigate mechanisms to enable a management agreement to be set up to provide residential parking at the land to the rear of the properties to the southern side of the High Street.	PCC, Owners	Management Agreement	Short/Medium	Low
	Continue to lobby for business rate relief for particular uses.	PCC, Assembly Members, Members of Parliament	Political Lobbying	Medium/Long	Medium
	Prepare Town Centre Design Guidance, which will include advice on shopfront design.	PCC, possibly in conjunction with LDP review	Supplementary Planning Guidance	Medium/Long	Low/Medium
	Investigate the opportunity to introduce wet weather uses into Haverfordwest Town Centre. This could include an in-town multi-screen cinema or an indoor climbing centre (or similar).	PCC, Private Sector, Haverfordwest (4C) Town Team, HALT, Wales Tourist Board	Management Plan Planning Applications	Medium/Long	Medium
Investigate potential waterborne activities for the Western Cleddau River and associated facilities adjacent to the river. This should include the potential of developing a Maritime Facility, mooring opportunities and greater use of the river itself. This should be in tandem with the 'Town and Country' enhanced circuit walk.	PCC, Haverfordwest (4C) Town Team, HALT, Wales Tourist Board, Pembrokeshire Rivers Trust, National Rivers Authority, Natural Resources Wales, Welsh Government, Private Sector	Development Brief External Funding and Grant Bids	Long	Medium	
<b>2. Re-establishing a sense of arrival</b>	Create a key focal space at Castle Square to impart a sense of arrival and provide a flexible event/performance space at the heart of the town.	PCC, Haverfordwest (4C) Town Team, HALT, Interest Groups/Confluence	Public Realm Improvements Events/performances	Medium/Long	Low
	Capitalise on the accessible, open spaces adjacent to the western riverside to extend the pedestrian experience of the town's river frontage towards Bridge Street. This should include strategies in enhancing the 'backland' of Bridge Street.	PCC, Haverfordwest (4C) Town Team, HALT, Traders, Property Owners	Public Realm Improvements Planning Applications Supplementary Planning Guidance	Medium/Long	Medium
	Identify opportunities to open up views towards the town centre and create some form of orientation point for those arriving in the town from the east via Salutation Square. In particular, investigate potential landscape management works to create this gateway to Haverfordwest.	PCC	Landscape Management	Medium/Long	Low/Medium

## HAVERFORDWEST: The Vision Implementation Plan

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Timescale	Potential Costs
<b>3. Improving accessibility and linkages (town and country)</b>	Promote and support the redevelopment of Fred Rees Garage development site. The development of the site should be designed to maximise connections with existing and proposed townscapes, be of exemplary design and integrate positively with existing development.	PCC, Owner, Developers.	Planning Application	Medium	Low
	Strengthen the existing pedestrian linkages between the western riverside and Bridge Street and encourage them to be a destination/attraction in their own right. This could include: 1. Increased legibility 2. Enhanced lighting 3. Redecoration and renovation	PCC, Haverfordwest (4C) Town Team, HALT	Movement Strategy Public Realm Improvements	Medium	Low/Medium
	Improve the accessibility between the town centre and Haverfordwest Castle. This would include seeking public realm improvements in signage, building and route enhancements and car parking.	PCC, Castle Owners, Haverfordwest (4C) Town Team, HALT, CADW, Civic and Historic Societies, External Consultants on behalf of PCC	Public Realm Improvements Signage Strategy Movement Strategy External funding or grant bid	Medium/Long	Medium/High
	Enhance Swan Square's public realm to provide a potential congregational space to accommodate markets and festivals.	PCC, Haverfordwest (4C) Town Team, HALT, Market operators and interest groups	Public Realm Improvements	Medium	Medium
	Investigate potential mechanisms which could help encourage a modal shift towards cycling and walking. This could include better and clearer cycling provision and a more legible and walkable town centre, including key pedestrian and cycle routes into the town, notably from the train station and bus station.	PCC, Haverfordwest (4C) Town Team, HALT, Sustrans, Bus Companies, Arriva Trains Wales/ Network Rail	Movement Strategy Marketing Campaign Signage Improvements Public Realm Improvements	Medium	Low/Medium (Implementation costs likely to be higher)
	Investigate the feasibility of removing the current subway at Bridgend Square to deliver a more attractive pedestrian access into the heart of the town centre.	PCC, WG (Highways Agency)	Feasibility Report	Medium/Long	Low (Implementation costs likely to be higher)
	Undertake an audit of the existing road signs to determine the suitability and quality of signage. This should highlight key locations where signage should be enhanced or located to improve legibility of Haverfordwest town centre and surrounding environmental assets.	PCC	Signage Audit	Short/Medium	Low/Medium
	Develop a strategy to improve visitor experience which investigates: 1. Public transport facilities, including provision for coaches to park 2. Orientation at key arrival points (e.g. car parks and the station) 3. Sufficient interpretation to enable visitors to identify the retail core together with key attractions and services within the town 4. Wayfinding at key intersections	PCC, Public Transport Operators, Haverfordwest (4C) Town Team, HALT External Consultant on behalf PCC	Visitor Experience Strategy	Medium	Medium
	Investigate the potential to create a 'Town and Country' circular route which provides access to both sides of the River Cleddau. This should look to link to the existing routes around Haverfordwest and create new pedestrian river crossings to the north and south of the town.	PCC, Haverfordwest (4C) Town Team, HALT, Pembrokeshire Rivers Trust, NRW	'Town and Country' circular route WG funding	Medium/Long	Medium

## HAVERFORDWEST: The Vision Implementation Plan

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Timescale	Potential Costs
<b>4. Maximising the townscape quality, historic assets and setting of the town</b>	Investigate opportunities for a Flagship Heritage Centre for Pembrokeshire, to showcase the County's rich heritage and culture, and investigate the potential of converting vacant historic buildings within the town to such a use.	PCC, WG, Haverfordwest (4C) Town Team, HALT, Wales Tourist Board, CADW, Planed, Confluence	New Flagship Heritage Centre External funding and grant bids	Long	High
	Implement the second phase of the Townscape Heritage Initiative to enable two 'critical' buildings and nine priority buildings to be renovated and conserved into more attractive and commercially viable buildings. St Mary's Church public realm should also be prioritised.	PCC, CADW	Townscape Heritage Initiative	Medium	Medium
	Investigate the extent and ownership of the Telephone Exchange and seek to discuss potential redevelopment opportunities. A feasibility study and development brief should be prepared for the site.	PCC, Building Owner	Feasibility Study and Development Brief	Short/Medium	Medium/Low
	Re-use the Former County Gaol, potentially as an extended visitor experience for the castle and/or the wider town. A feasibility study should be commissioned to understand the future use of the building and options for its future ownership and management.	PCC, Owner, Haverfordwest (4C) Town Team, HALT, Wales Tourist Board, CADW	Feasibility Study	Medium	Medium
	Transform Bridge Street to an attractive and vibrant 'market place' for local businesses. This could include inhabiting the street, introducing external displays and seating. The town centre as a whole would benefit from the implementation of clear town centre design guidance in the form of Supplementary Planning Guidance.	PCC – Planning department in conjunction with shop owners	Supplementary Planning Guidance	Medium	Medium
	Investigate the potential for complementary commercial and community uses which would encourage greater vitality and vibrancy over time. Seek to introduce appropriate planning policies which seek to allow diversified uses within the town centre. This should include town centre living opportunities and would require relaxation of policy if it were to apply to ground floor uses and the potential contraction of parts of the commercial centre.	PCC – Planning department, Traders, Haverfordwest (4C) Town Team and HALT	Review of Local Development Plan	Medium	Medium
	Investigate the feasibility to improve the riverside multi-storey car park. Recommended improvements should focus on works to reconfigure its current design both in usability and aesthetics. Better signage and information, informing visitors of the town's various attractions and directing them to the retail centre, is also considered necessary.	PCC, Users	Feasibility Study and Development Brief	Medium	Low
	Develop a management plan to guide the Haverfordwest Castle's longer term future. The strategy should address use, the castle environs, accessibility and lighting to enhance night-time orientation and potential redevelopment of the former County Gaol.	PCC Development Directorate and Tourism Services Department, Owners, Haverfordwest (4C) Town Team and HALT External Consultants on behalf of PCC	Management Plan	Medium	Low
<b>5. Harnessing local ideas and creativity</b>	Encourage, engage and embrace groups, forums and those with an enthusiasm and interest in town centre related activities, events and proposals.	PCC, Haverfordwest (4C) Town Team and HALT	Activities, Events and Proposals	Short/Medium/Long	Low
	Investigate the extent and ownership of the Former Post Office site and seek to discuss potential opportunities for the site. A feasibility study and development brief should be prepared for the site.	PCC, Owner	Vacant unit re-use scheme, Feasibility Study and Development Brief	Short/Medium	Low
	Investigate initiatives such as the 'town loyalty cards' to reward customers for shopping locally.	Traders, Haverfordwest (4C) Town Team, Halt	'Shop local' campaign	Medium	Low
	Seek to agree an events schedule for the centre based on the town's assets and links. This could seek to include a large-scale event in order to begin to create a 'destination'.	PCC - Tourism Services Department, Haverfordwest (4C) Town Team and HALT	Events Schedule to form part of the overarching Marketing campaign for Haverfordwest	Short	Low
	Seek to relaunch the town's Heritage Trail.	PCC	Town Heritage Trail	Short	Low





Nathaniel Lichfield  
& Partners

Planning. Design. Economics.

[www.nlpplanning.com](http://www.nlpplanning.com)