

Pembrokeshire Coast National Park Authority

Tenby

Conservation Area Proposals



Supplementary Planning Guidance
to the Local Development Plan for the
Pembrokeshire Coast National Park

Adopted 12 October 2011



**Parc Cenedlaethol
Arfordir Penfro**
**Pembrokeshire Coast
National Park**

TENBY CONSERVATION AREA PROPOSALS

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October 2011	

PEMBROKESHIRE COAST NATIONAL PARK



FOREWORD

This document sets out:

In Section 1 to introduce the legal and procedural background and purposes of the Character Statement and Proposals Documents.

Section 2 is a brief synopsis of the character of the Conservation Area.

Section 3 is a summary of the main issues involved, in the form of a S.W.O.T. analysis drawn up by the working group highlighting Tenby's Strengths, Weaknesses, Opportunities and Threats.

Section 4 sets out the underlying conservation and enhancement principles by means of a P.O.S.T. analysis (Purpose, Objectives, Strategy and Themes) which sets out a co-ordinated structured approach for preserving and enhancing the character of Tenby in a clear hierarchy from the underlying philosophies to the details of implementation.

Sections 5 to 12 (inclusive) develop a range of integrated proposals that aim to address the issues raised in the S.W.O.T. analysis in line with the principles established in the P.O.S.T. analysis.

Section 13 considers boundary issues.

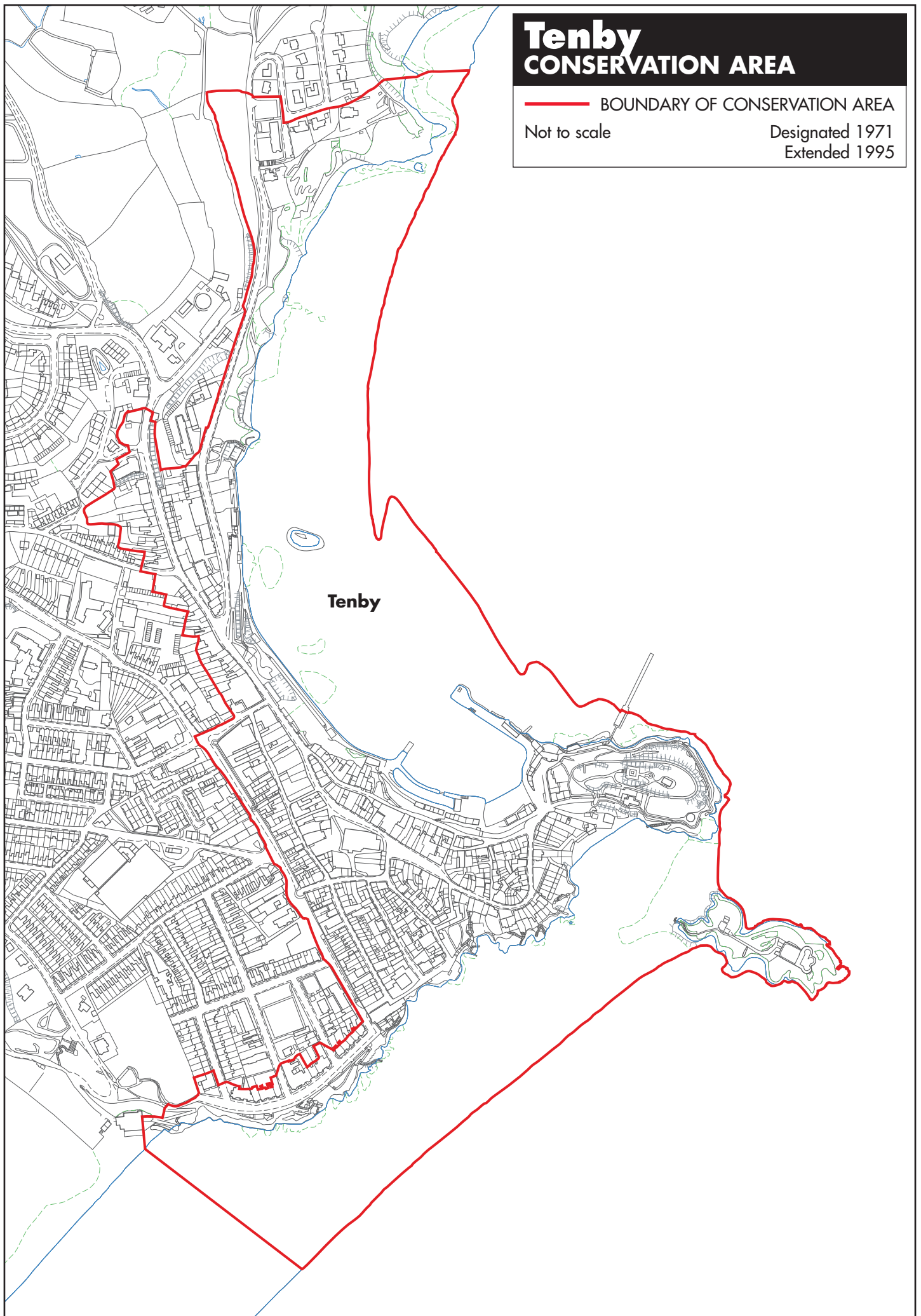
Sections 14 & 15 explores delivery.

Tenby CONSERVATION AREA

— BOUNDARY OF CONSERVATION AREA

Not to scale

Designated 1971
Extended 1995



1 INTRODUCTION

- 1.1 The introduction of Conservation Areas resulted from the growing awareness that as well as individual buildings, trees and features, whole areas could be of interest and value. Conservation Areas were first proposed under the Civic Amenities Act 1967 and are now governed by the Planning, Listed Building & Conservation Areas Act 1990. Under the 1990 Act local planning authorities are required to designate Conservation Areas, (Section 69.2) which are “areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”, (Section 69.1).
- 1.2 The historic core of Tenby was designated a Conservation Area in 1971. Following extensive consultations the Conservation Area boundary was extended in July 1995.
- 1.3 Once designated, local planning authorities are required to formally produce Proposals for the preservation and enhancement of Conservation Areas. (Section 71).
- 1.4 The PCNPA undertook this work in two distinct stages, each with extensive community consultations:
 - i) Preparation of a statement of existing character – In 2002 a statement of character was drafted by a working group nominated by Tenby Town Council together with Officers of the PCNPA. Following extensive consultations, a public exhibition, and approval by the Town Council, the Conservation Area Character Statement for Tenby was formally approved by the National Park Development Control Committee at their meeting on the 12th August 2002 (This report should be read in conjunction with the Tenby’s Conservation Area Character Statement, a synopsis of which is set out in section 2.0).
 - ii) The second part of the work involved the preparation of a Proposals Document setting out how the character of the Conservation Area can be preserved and enhanced. A draft Proposals document was prepared by the working group formed part of a local public exhibition inviting comments and suggestions. The draft was widely circulated, inviting comments from a range of interested partners.

- 1.5 Following the receipt of comments, the draft together with a synopsis of the comments received on it was considered by Tenby Town Council, and subsequently approved by the PCNPA.
- 1.6 The National Park Authority has adopted the Proposals Document as Supplementary Planning Guidance to the PCNPA Local Development Plan (LDP). The Statement will set the context for considering the effect of development proposals on the character and appearance of the Conservation Area. The Proposals Document will support the policies of the LDP and will be a material planning consideration in determining applications for development affecting Tenby Conservation Area. Policy 2 ‘Tenby Local Service and Tourism Centre’ sets out the land use priorities for Tenby.
- 1.7 This report seeks to set out proposals to show how the character of Tenby Conservation Area can be preserved and enhanced.



Tenby north

Conservation Area: Statutory Conservation Designations



Pembrokehire Coast
National Park

Tenby

Conservation Area
Designated 1971
Amended 1995

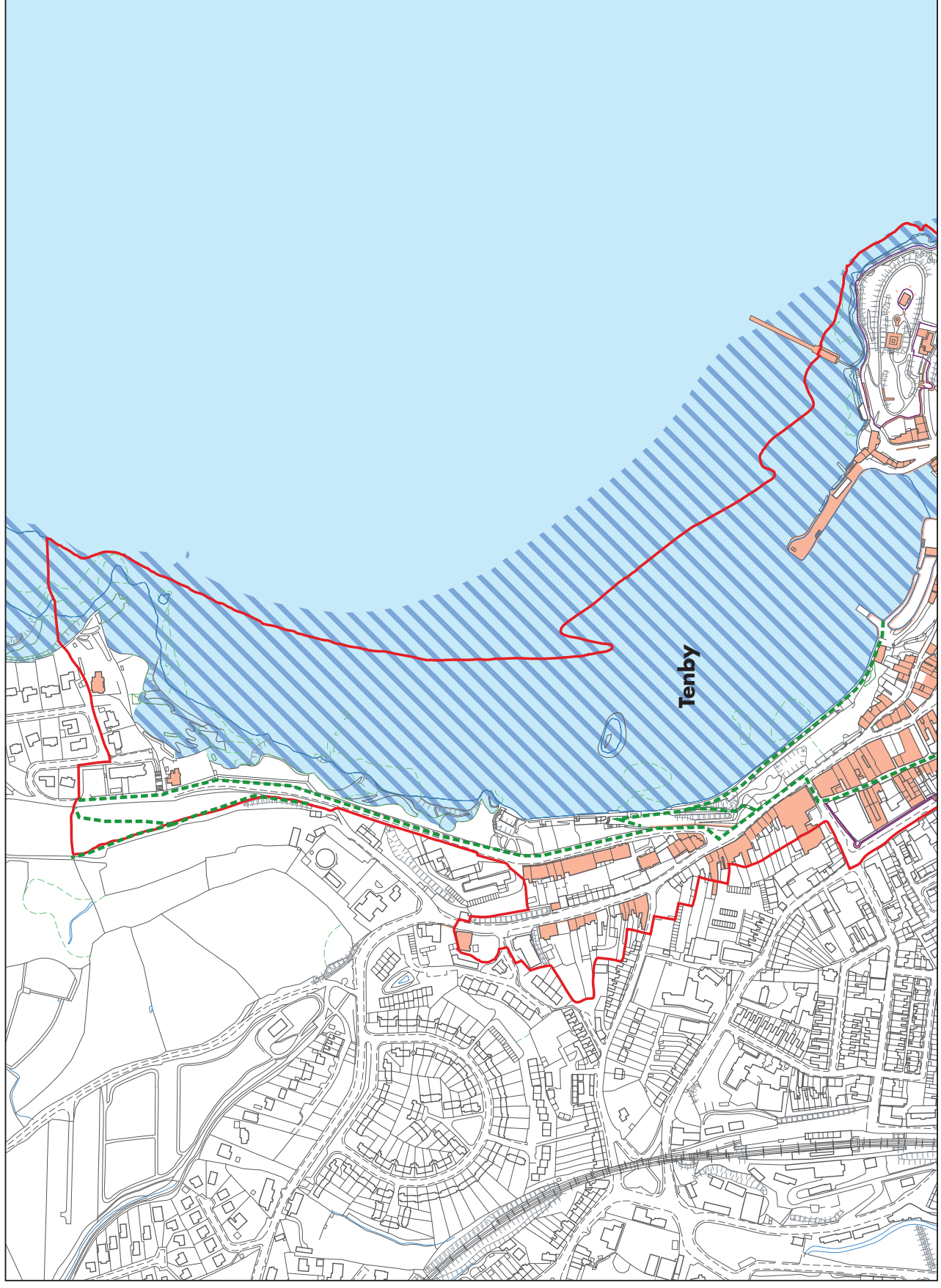
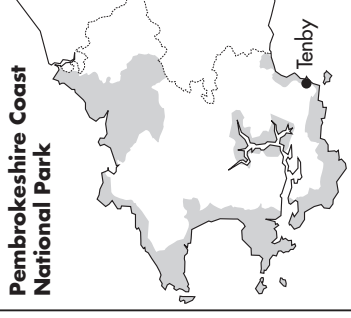
Key

- Conservation Area Boundary
- Listed Building
- Scheduled Ancient Monument
- Site of Special Scientific Interest
- Special Area of Conservation
- Public Right of Way/Coast Path

Scale

0 80 160 m

Pembrokehire Coast
National Park



Tenby south

Conservation Area: Statutory Conservation Designations



Pembrokeeshire Coast
National Park

Tenby

Conservation Area
Designated 1971
Amended 1995

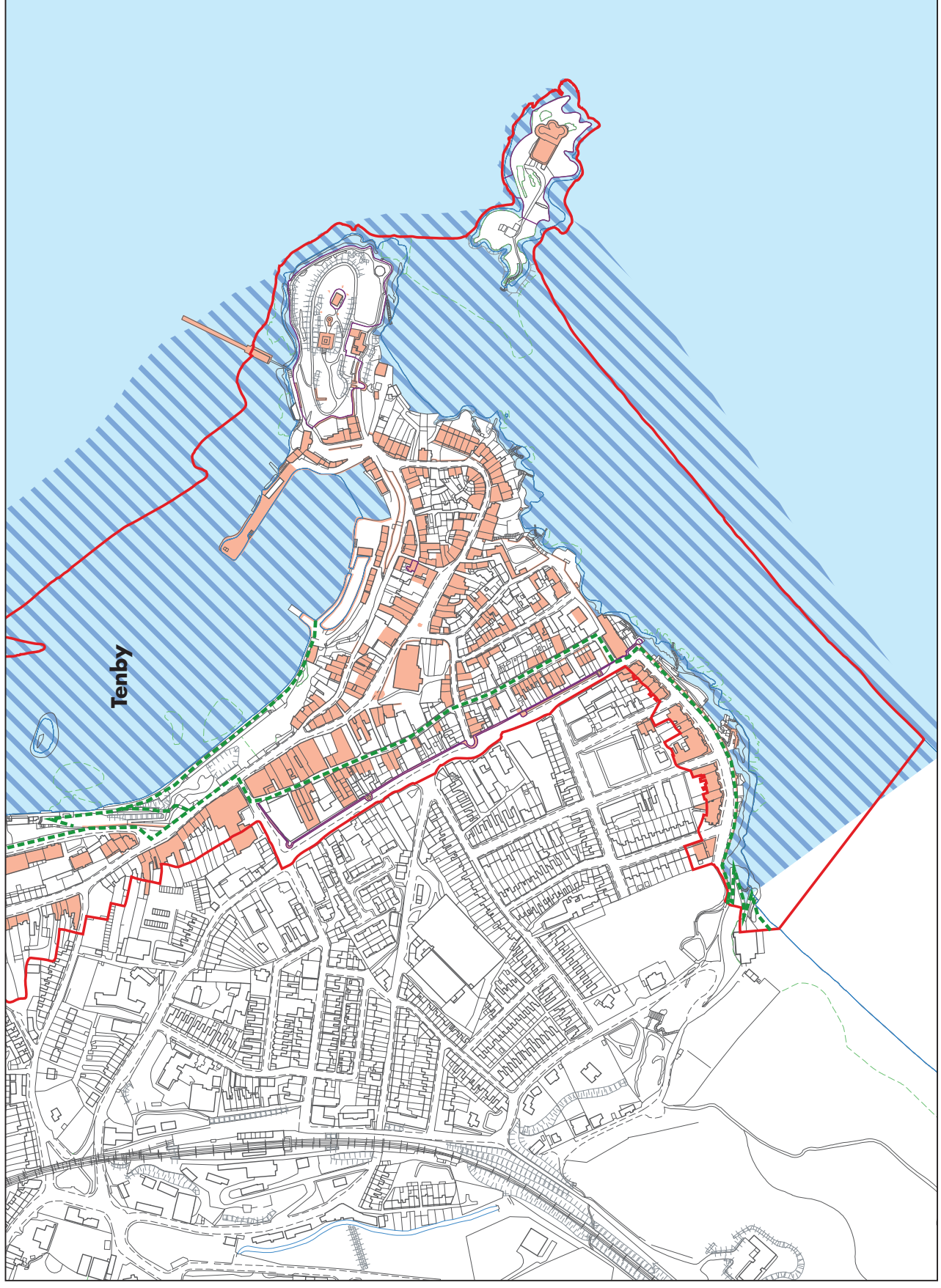
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- Public Right of Way/Coast Path

Scale

0 80 160 m

Pembrokeeshire Coast
National Park



2 SYNOPSIS OF CHARACTER

This synopsis should be read in conjunction with the Tenby Conservation Area Statement (August 2002). The Authority has also adopted Supplementary Planning Guidance on Landscape Character Assessment (June 2011). Tenby Conservation Area is within LCA 2 'Tenby'.

2.1 THE CHARACTER OF TENBY CONSERVATION AREA IS IMPORTANT:

- to the quality of local life
- as an attraction to visitors
- as tangible evidence of a rich historic and architectural legacy
- to ensure the future vitality and viability of its historic centre
- in developing a sense of ownership, civic pride and identity
- in encouraging a sustainable future involving the promotion of local skills and products
- in integrating the arts, heritage, local industries and urban design
- in promoting cultural tourism and marketing

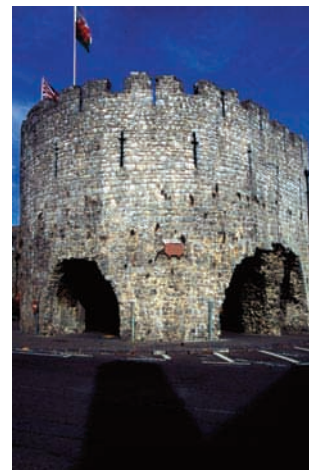


2.2 ORIGINS & DEVELOPMENT

- The settlement of Tenby probably dates back to the early Christian period, with abundant prehistoric remains in the vicinity.
- With the occupation by the Normans, Tenby became a leading port, trading with Ireland, France and Spain with strong links to Bristol, strongly fortified by a castle and town walls, which were constantly strengthened

throughout the medieval period.

- The medieval town was densely developed within the walls, centred on St Mary's Church, with suburbs outside the north and west gates.
- Tenby reached its zenith by the late C15/early C16 as evidenced by the fine town houses recorded by the early C19 artist, Charles Norris.
- The town declined in the C17 and C18 with the loss of overseas markets, due to the wars with France and Spain in Elizabeth's reign.
- Revival as a holiday resort, close on the heels of the Prince Regent's Brighton began in 1781 when the medieval fishermen's chapel was converted into a bath house. Extensive rebuilding took place during the early C19 and the townscape within the walls is largely of this date.
- Following the arrival of the railway in 1863, the town expanded in the Southcliffe area, comprising grand seafront terraces with lesser terraces of boarding houses behind.



2.3 PHYSICAL CONTEXT, APPROACHES AND VISTAS

Town strikingly set on a peninsula, enclosed on landward side by medieval walls; fine sandy beaches to south and east. "Iconic" view of harbour and pastel-shaded cottages set against Castle Hill, the latter crowned by the castle ruins and prominent Albert Memorial deeply rural hinterland. This contrasting rural backdrop, comprising of sloping open fields, studded with small areas of woodland is important in giving Tenby its special character as a small seaside resort.

There are a number of important approaches set out in detail in the Character Statement, each providing fine

distant views of the town, either from the outlying rural approaches or dramatic panoramic views from the sea. In addition, the three pedestrian approaches from the main car parks (Butts Field, Salterns and Multi Storey) are important in giving visitors their first impression of Tenby.



2.4 THE TOWNSCAPE

The Character Statement divides the Conservation Area into three zones:

ZONE 1 – The Walled Town and St Catherine's Island

Archaeological Significance and Potential

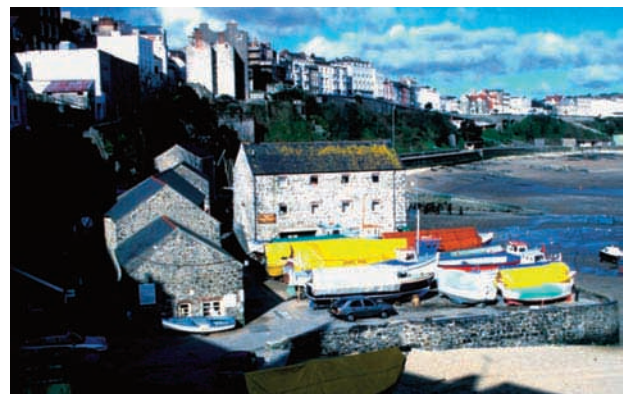
- Although much rebuilt, the town preserves its medieval street pattern and plot layout intact
- Major medieval buildings survive, including St Mary's Church, the town walls and castle, and the Tudor



Merchants House. Many other smaller features (undercrofts, chimneys, doors, windows, corbelling etc.) have survived later rebuilding.

Architectural & Historic Character of Buildings

- Dominantly C19 streetscape. Majority of buildings in informal terraces, elegantly stuccoed and coloured with simple late Georgian style detail
- Commercial area (High Street, Tudor Square, Upper Frog Street) generally with larger three storey buildings, many improved in the late C19 with typical plate glass shop-fronts and stuccoed detail
- Harbour area comprises a mix of cottages, mercantile buildings to working harbour, and grander early C19 houses above



- Outlying streets (e.g. St Mary's Street, Cresswell Street) generally have cottage-like terraced houses, with taller sea-front development
- Most houses set behind shallow railed forecourts or directly front the pavement, conforming to the medieval winding street pattern. Exceptions include Lexden Terrace and 3/4 Rock Terrace, set back behind front courtyards



Most chimneys of imported red brick.

- Majority of windows are timber vertical sliding sashes with painted finish. Several canted bay windows. Doors generally of a simple solid panelled timber design.
- Many fine Victorian and Edwardian shopfronts
- Many buildings set behind small forecourts with iron railings, (some made locally.)



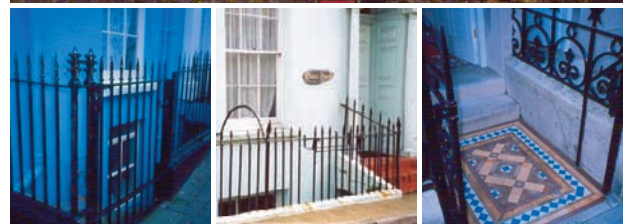
- Gaps between properties do little to disturb almost unbroken street frontages and often provide fine sea views
- Streetscape is interspersed by some C20 buildings, mostly respecting the townscape in scale if not always in detail/materials.

Prevalent & Traditional Building Materials

- Traditionally of local limestone, almost universally smooth-stuccoed, lined out as blockwork (sometimes rusticated) and coloured.
- Much use of slatehanging, particularly on seaward-facing elevations of St Julian's Street.



- Some late C19 use of exposed stonework (e.g. Prize House, Fisherman's Flats, St Julian's Church).
- Roofs traditionally of Welsh slate with plain ridges; ornamental ridges on many later C19 buildings.



Characteristic Local Detailing

- Roofs generally pitched at 40°, usually with plain eaves and verge details. Some brick 'sawtooth' eaves. Many larger buildings have plain parapets. Some Victorian/Edwardian decorative bargeboards. Ridgertiles usually of butt-jointed type, some later decorative ridgertiles. Chimneys generally of imported orange/red brick with pots of various designs.
- Walls generally in scribed stucco imitating blockwork, often with simple architraves and mouldings of stucco. Much use of slate-hanging to rear of sea-facing elevations.
- Doors & Windows generally 12, or later 4, paned sashes, doors in a variety of simple panelled designs. Many houses have pedimented doorcases of timber or stucco complete with elegant fanlights. Later doorcases generally pilastered with heavy cornices and plain over lights. Doors generally 6 or 2-panelled, later doors generally 4-panelled with the 2-panelled design persisting.



- Several surviving 'flying toilets' cantilevered from buildings following the arrival of later C19 sanitation: most are modest in scale, with those to 3/4 Rock Terrace a prominent exception.



- Regency style verandas survive at Lexden Terrace: records indicate that several more existed in town; that at Tenby House recently reinstated.



Character and Relationships of Spaces within the Area

- The walled town is densely developed along the original medieval narrow winding streets, off which are narrow alleyways and lanes leading towards the sea.



- In contrast is Tudor Square, the result of early C19 civic improvements, which provided a fine vista of St Mary's Church, the open space later given a fountain as a centrepiece.



- Much of C19 Tenby was rebuilt on the medieval street pattern, with a few exceptions (e.g. Lexden Terrace) set back behind a broad forecourt.



Streetscape

- Most streets with imported 'cobbles' installed during late C20 enhancement schemes, otherwise standard tarmacadam. Pavements with limestone kerbs, some original sand stone slabs in St Julian's Street and early cobbling in Upper Frog Street.



- Street furniture and lighting of simple reproduction design.
- Some fine Victorian cast iron manhole covers, many stamped and dated.



Important Open Spaces

Key important open spaces include: -

- St Mary's Churchyard
- Castle Hill
- The Harbour and Castle Square
- Paxton's Road
- Brother Thomas' Garden
- Public area adjacent to Sandygate, St Julian's Street
- Courtyard adjacent to Southcliffe House, St Julian's Street
- Lexden Terrace forecourt

Trees

Relatively few trees. Some distinctive trees or groups of trees occur, important to the streetscape, e.g.

- Trees in St Mary's Churchyard
- Holly tree at Lexden House, Lexden Terrace
- Trees to the rear of the old lifeboat house, Castle Sands
- Trees along the cliffs above North Beach
- Chestnut trees along South Parade



ZONE 2 – The Norton/Northcliffe Area

Archaeological Significance and Potential

- The Norton ('North town') is a medieval suburb, retaining its original road layout and typically long narrow plots.

Architectural and Historic Character of Buildings

- Dominantly C19 streetscape. Majority of buildings in short terraces or groups, elegantly stuccoed and coloured, with simple late Georgian detail. Croft Terrace, began (1833 onwards) is Tenby's longest sea-facing terrace.



- Some distinct Victorian buildings stand out in terms of style and materials, including St Stephens and Nyth Aderyn, both in a tile-hung 'Queen Anne' style, the Venetian Gothic Cliffe Norton Hotel and the Gothic Town & Country Club.
- Many larger hotels converted from private houses, e.g. Cliffe Norton: prominent Gatehouse Hotel was Tenby's largest purpose-built Victorian hotel. Lesser cottages to rear of seafront terraces. Detached houses along Northcliffe, set in large sea-facing gardens.

Prevalent and Traditional Building Materials

- Walls traditionally of local limestone, usually smooth-stuccoed and lined out imitating blockwork.
- Roofs traditionally of Welsh slate with plain ridges and ornamental ridges on later buildings. Chimneys rendered, or of imported brick.
- Windows; majority are timber vertical sliding sashes with painted finish; some canted bays. Solid timber panelled doors.
- Sea-facing buildings set behind railed forecourts (some made locally).

Characteristic Local Detailing

- Roofs are generally pitched at 40°, usually with plain eaves and verge details. Some ornamental bargeboards, e.g. Ocean Hotel.
- Walls generally smooth stuccoed and coloured, often with simple architrave mouldings in stucco. Some tile-hanging (St Stephens, Nyth Aderyn) and some exposed polychromatic stonework/brickwork e.g. Town & Country Club, Cliffe Norton Hotel (the latter painted over) and same slatehanging (Fairfield).
- Windows generally 12, or later Victorian 4-paned sashes, doors in a variety of solid panelled designs. Some pedimented timber doorcases and some decorative fanlights. Decorative 'Gothic' casements to Ocean Hotel.
- Properties along the Croft fronted by railed forecourts (some made locally), Croft Terrace retains fine wrought iron balconies.



Character and Relationships of Spaces within the Area

- In contrast to the winding route of the Norton, Croft Terrace was laid out as a broad straight street c.1830 with terraced gardens on the seaward side of the road.
- The upper stretch of the Croft and Northcliffe is semi-rural, with larger detached seaward-facing houses set in their own grounds.

Streetscape

- Roads are of standard tarmac finish with concrete slab pavements

- Some fine Victorian cast-iron manhole covers, some stamped and dated
- Modern utilitarian lighting, some intrusive; standard street furniture.

Important Open Spaces

Key open spaces include:

- Public area adjacent to Town & Country Club
- Cliff-top gardens opposite Croft Terrace
- Public gardens opposite Croft Court

Trees

The following trees/groups of trees are of importance:

- Belt of trees opposite Bell Tree House
- Trees along the cliffs above North Beach, including large oak at the foot of the zigzag steps.
- Holly tree opposite 8 The Croft
- Two sycamores in the cliff garden of the Fourcroft Hotel
- Group of trees on the south boundary of the public gardens opposite Croft Court
- Groups of trees flanking the road north of Croft Court
- Trees on the valley side west of the Croft-Northcliffe Road
- Trees in the front garden of 'Fairfield'
- Pine trees along Northcliffe near the Park Hotel and Nyth Aderyn



ZONE 3 – The Esplanade

Architectural and Historic Character of Buildings



- Later C19 streetscape of mostly 3-4 storey bay-windowed seafront terraces in simple classical style, structured and coloured. Atlantic Hotel has two storeys, the result of later alterations
- Houses set behind broad pavements, shallow railed forecourts with basement steps.

Prevalent and Traditional Building Materials

- Traditionally of local limestone, smooth stuccoed and lined out as blockwork and coloured. Much use of rustication, moulded architraves, cornices and raised panelwork, all in stucco
- Roofs traditionally of Welsh slate with plain ridges, some original dormers., Chimneys of imported red brick with terracotta pots
- Timber vertical sliding sash windows with painted finish, many set in bays. Solid timber panelled doors
- Cast iron forecourt railings, some first floor balconies.



Characteristic Local Detailing

- Roofs are pitched at circa 40° and set behind parapets, most of which have panelled detailing in stucco. Roofs generally of Welsh slate with butt-jointed ridge tiles
- Walls in scribed stucco with much use of moulded architraves and rustication, openings with a variety of segmental, round-arched, shouldered and flat heads
- Windows and Doors; windows generally plate glass, of 4 or 2-paned design. Rear facing windows generally small-paned sashes with marginal paned sashes to stairwells. Doors generally four-panelled
- Some late C19 'flying toilets', notably that to Carnock House, which is slate-hung
- Cast iron forecourt railings (made locally) and some good cast iron balcony balustrades. Cast iron seafront railings incorporating some original Victorian detail.



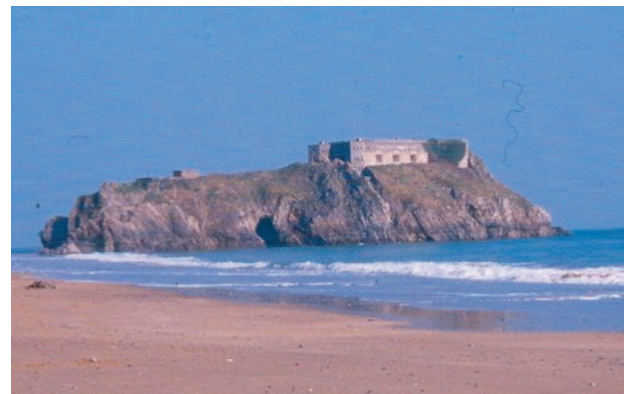
Character and Relationships of Spaces within the Area

- Characteristic late C19 seafront development of short terraces between intersections of grid-plan street layout with wide road and broad 'promenade' pavements with seafront railings incorporating viewing platform.



Streetscape

- Recently resurfaced road in tarmacadam with setts demarking parking bays on seaward sides
- Recently resurfaced wide pavements in concrete slabs with granite kerbs
- Reproduction Victorian style street lighting and street furniture.



Important Open Spaces

- Clifftop gardens belonging to the seafront terrace provide a green oasis and are important to the setting of the Esplanade when viewed from the sea.



2.5 IDENTITY

The 'character' of Tenby comprises of more than the landscape, buildings & structures – it has been fundamentally shaped by its people. Stories, traditions and events are all important keys to understanding and conserving the town. The character statement includes a separate Identity Section, outlining these contributions.



2.6 BIODIVERSITY AND GEOLOGICAL CONSERVATION

Tenby's biodiversity is important in European, national and local terms and is set out in detail in the Character Statement.

Where SSSIs are concerned, the NPA has obligations under Section 28G of the Wildlife and Countryside Act 1981 as amended by the Countryside and Rights of Way Act 2000 (CROW Act 2000) to take reasonable steps to further the conservation and enhancement of the flora, fauna or geological features by reason of which the site is of special scientific interest.

Diverse plant communities exist on cliffs and intertidal communities on rocky and sandy shores on the mainland and on St Catherine's Island. Goscar Rock is of significant marine biological interest. Old stone walls and buildings are significant biodiversity resources supporting characteristic flora and fauna. Private gardens also provide shelter and food sources for insects, birds and bats.



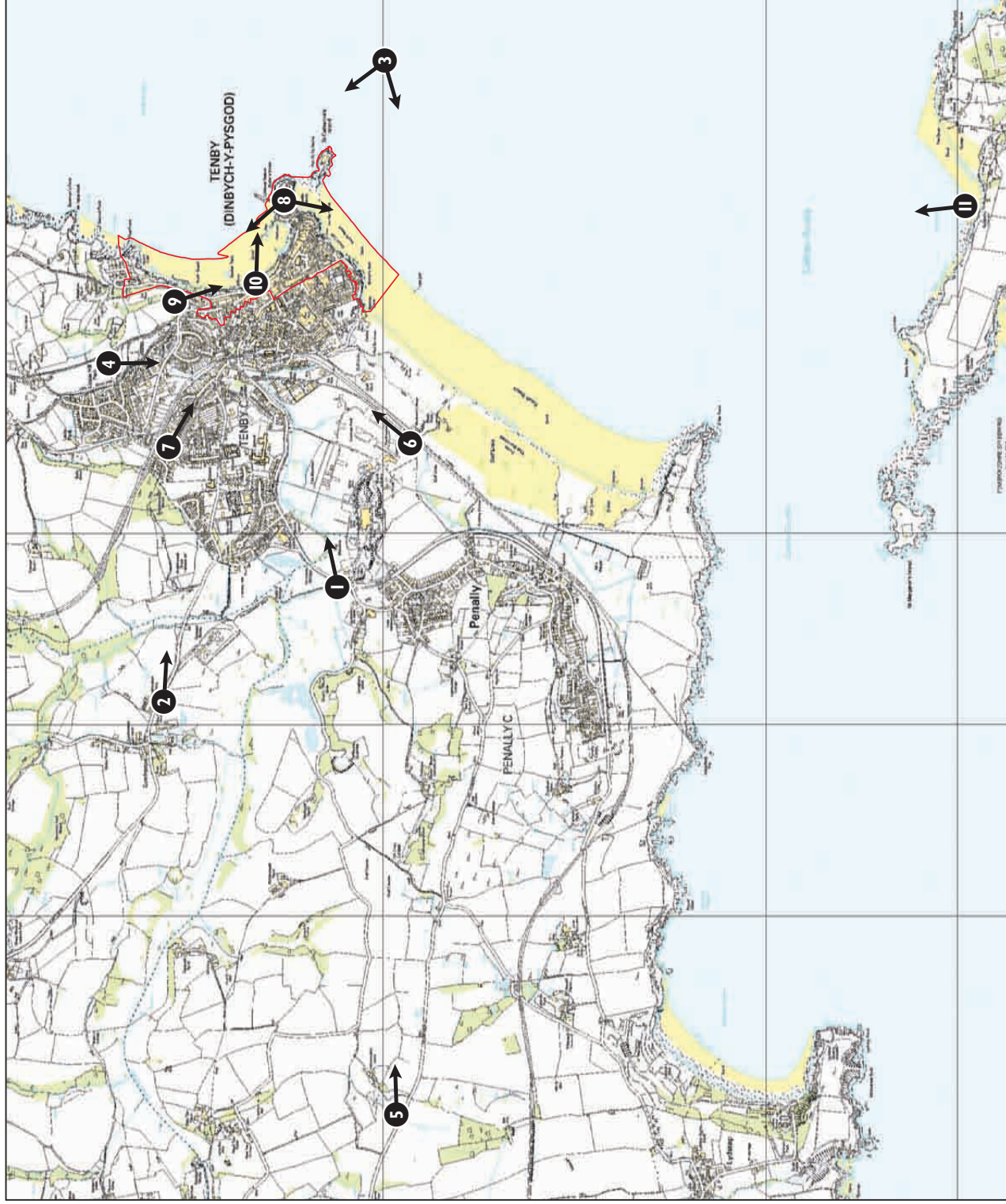
It is important to recognise that management of existing/potential habitats should take account of the conservation requirements of protected species (e.g. bats). Almost all British bats are dependent on man-made structures at some point during their annual lifecycle (e.g. buildings and walls) as the majority of natural roost sites have been destroyed or are subject to disturbance. All species of bats and their roosts are protected by national and European legislation, a vitally important dimension to biodiversity in the urban or semi-urban environment.

Tenby

Prominent views into Conservation Area



Pembrokeshire Coast
National Park



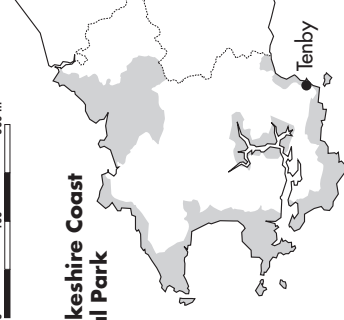
Tenby

Conservation Area
Designated 1971
Amended 1995

- 1 From A4139 Pembroke/Tenby Road towards townscape and cliffs punctuated by prominent buildings such as St Marys Church: coastal backdrop.
- 2 From B4318 Tenby - Sageson Road at Gurniffraston; panoramic views of the townscape with coastal backdrop; prominent church spire.
- 3 From the sea - dramatic views dominated by seafront terraces with Castle Hill headland dividing late C19 Southcliffe area from the walled town to the north.
- 4 View from cemetery looking over the walled town punctuated by spires of St Marys, St Johns and Cemetery Chapel, with Laxden Terrace and St Catharines Island prominent. Coastal backdrop with Caldey Island prominent.
- 5 Panoramic distant views of town from Ridgeway with St Marys Church spire dominant and coastal backdrop.
- 6 Unusual views from semi-rural golf links towards townscape, set on rocky plateau.
- 7 View of roofscapes from Broadwell Hayes.
- 8 Fine wide-ranging panoramic view of whole town from variety of positions on Castle Hill, showing rooflines, slated sea facing elevations, street pattern, St Catharines and elevated stuccoed terraces along the Norton and Croft.
- 9 Splendid views of rooflines centred on sweep of Tenby Harbour flanked by Castle Hill and St Marys Church spire.
- 10 Iconic view of Tenby Harbour and Castle Hill from High Street.
- 11 Distant views of beaches, Castle Hill and sea-facing terraces from Caldey Island.

Scale 0 400 800 m

Pembrokeshire Coast
National Park



3 TENBY S.W.O.T. ANALYSIS

Based on the 'Character Statement' the working group has identified what it feels to be the main

Strengths

Weaknesses

Opportunities

Threats of Tenby Conservation Area

The aim must be to build on strengths and seize opportunities while at the same time converting weaknesses into strengths and threats into opportunities.

This S.W.O.T was developed by the working group and includes many items that strictly fall outside the purpose and scope of the Conservation Area Proposals exercise. This wealth of other material, opportunities etc. (shown by an asterisk in the following schedule) can be pursued through other appropriate channels.

Many of the issues contained within the SWOT analysis are not exclusive to the Conservation Area itself: many relate to the area in general or Pembrokeshire as a whole.

1.0 STRENGTHS

1.1 Location

Dramatic location on the coast with a beautiful seascape
National Park / Conservation Area Designation
Caldey Island
Traditional seaside resort with sandy beaches and attractive harbour

1.2 Archaeological & Historic significance

Well-conserved historic walled town
273 Listed Buildings and 4 Scheduled Ancient Monuments within Conservation Area
350 Listed Buildings and 8 Scheduled Ancient Monuments within Town Council Area (inclusive of Caldey)
Surrounding area rich in commercial, industrial, agricultural and maritime heritage
Strong support for archaeology and history
Undesignated Archaeological historic sites and features
Growing artistic and "quality of life" community

1.3 Architectural significance

Strong palette of material and forms, well preserved historic fabric
Fine Medieval; Georgian and Victorian

Townscape

"Icon" buildings of outstanding significance (Tudor Merchants, St Mary's)

Victorian resort legacy

Generally good level of care for historic fabric

Tenby railings

Successful Historic Town Scheme running for over 20 years

- 1.4 Nature Conservation and biodiversity of European, National and Local Importance**
Tenby Cliffs and St Catherine's Island SSSI (Sites of Special Scientific Interest) includes Tenby Cliffs Geological Conservation Review (GCR) Site – nationally important for geology).
Lydstep Head to Tenby Burrows SSSI
Carmarthen Bay and Estuaries Marine SAC (includes parts of foreshore that are also in the two SSSIs above)
Important habitat (cliffs; open areas; garden terraces; buildings and stone walls including the town walls)

- 1.5 Important National and International Tourist destination**
High percentage of income derived from a well developed tourist trade.
Features strongly in country and national tourism marketing; core of WTB strategy
High level of investment and range of quality attractions, activities and events and in surrounding area
Popular location for both visitors and locals throughout the year
Relatively small scale resort
Wide range of tourist accommodation

- 1.6 Accessibility**
Improved regional road network
Accessible by train
National Cycle Path / National Trail / PROW and other historical
Successful Park and Ride

- 1.7 Diversity of shops, services and amenities**
A wide range of visitors suitable serviced
Good range of accommodation in the area (Hotels, Guest Houses, B&Bs and Caravan Parks)
High number of serviced bed spaces in the Tenby area
A number of good retail shops
High percentage of independent traders
Scarcity of empty retail premises in town centre
Numerous pubs, clubs restaurants
Able to satisfy local requirements
Facilities for youth education and provision of health services
Superb water sports and beach recreational activities

	Harbour and moorings available for leisure and commercial fishing.		Lack of integration between traders / uncoordinated winter closing* Perceived lack of affordable hotel accommodation and eating establishments* Decline of quality hotel stock* Lack of recognised grading and subsequent monitoring of B&Bs and guesthouses* Decline of town's quality retail base (high local rates, seasonal visitor variation, influence from other non historical resorts – decline in tourist expectations)* Perceived 'lack of things to do' in wet weather or with children* Lack of evening entertainment facilities other than public houses*
1.8	Existing and proposed Community Enhancement Schemes and Community Projects Harbour Tenby Harbour Arches Tenby Enhancement Initiative Tourism Growth Area		
1.9	Strong identity and "Unique Sense of Place" Clear evidence of trading roots Town has strong visual appeal with a picturesque harbour Characteristic colour scheme Tenby railings		
1.10	Culture & Folklore Documented ancient and modern history and National Continuing strong interest in the area for local and Celtic heritage Growing artistic and "quality of the life" community	2.3	Public Realm Lack of consultation from the public realm*
1.11	Vibrant community spirit Numerous well supported clubs & societies Active Town Council Active community Religious and spiritual needs catered for Strong community desire for change Generally welcoming atmosphere	2.4	Authorities and Stakeholders Failure in communications between partnerships* Poor access to Harbour and therefore Caldey Island*
2.0	WEAKNESSES	2.5	Visitor Management Lack of common tourism industry strategy* Poorly presented town "gateways" Decline in train services to the area* Poor public relations and links with Kiln Park* Inadequate interpretative provision for visitors Visitor Centre (not on a gateway route)*
2.1	Economy/Resources Fragile Local Economy* Lack of overall vision* Lack of employment opportunities Lack of investment in small, medium enterprises* Changes in retailing structure and patterns* Retailing sector heavily dependent on tourism* High percentage of employment is low-paid and unskilled and perceived to be low status* High winter unemployment numbers* Outward migration of young / inward migration of aged persons* Distance from major population centres*	2.6	Loss of identity or character of streetscape Piecemeal approach to projects Intrusive poles and overhead wires Some inappropriate street lighting schemes Proliferation of inappropriate and intrusive commercial, directional and informational signage Inappropriate street furniture
2.2	Tourism "Product Quality" Decline in agriculture leading to changes in character of landscape and identity* Need to maintain environmental quality Effects of "bussed" holidays on resort (Dependence of hotels on bus companies, removing tourists from the town to other Pembrokeshire attractions)* Highly seasonal tourism trade* Lack of visitor management strategy*	2.7	Management of public open spaces General litter problem throughout the town Dog fouling* Neglect and / or inappropriate landscaping, planting or detailing to open areas.
		2.8	Biodiversity & public open areas Erosion (Cliff erosion to North Beach; Dune erosion to South Beach; Castle Beach) Loss of habitats
		2.9	Traffic Management Unsolved traffic management issues (congestion, parking, flows and signage)* Heavy seasonal traffic flow* Perceived poor public transport service /use of* Perceived poor organisation of available parking*

Inadequate enforcement of parking and speed restrictions*
 Inadequate car park maintenance, access & safety
 Poor servicing of the surrounding area

2.10 **Loss of identity or character of streetscape**

Vehicular impact on historic fabric
 Inappropriate standardised junctions, signage, traffic markings, road and pavement surfacing
 Loss of forecourts to car parking provision

2.11 **Awareness**

Building Conservation
 Historic fabric in need of constant care
 Inappropriate modern materials, design and detail in the historic built environment
 Poor repairs to some areas of the town walls
 Inappropriate boundary treatments or disrepair
 Need for higher recognition of historic trading routes, roadways & paths
 Perceived poor advertisement of Tenby Historic Town Scheme
 Lack of awareness and skills deficit in building conservation

2.12 **'Pride of place'**

28% Properties in good condition (55% needing minor repair)
 Unkempt appearance to rear of properties and yards
 Invasive plants on boundary walls

2.13 **Biodiversity**

Introduction of inappropriate methods and materials damaging to wildlife
 Compliance with National and European Law with regard to protected species whilst undertaking building works, i.e. bats

2.14 **Development**

Housing
 Shortage of affordable housing / decrease in social housing stock
 Increasing price of houses
 Enforcement (poor public perception of development control)

2.15 **Other**

Need for new innovative sensitive developments
 Poor harbour infrastructure and facilities

3.0 **OPPORTUNITIES**

3.1 **Economy/Resources**

Grant aid and Partnership initiatives (European, National, Welsh Assembly; Cadw; WAG; CCW; PCC, Regional; Lottery; Community Regeneration Unit; PLANED, Voluntary)*

Re-establishing the collaborative, multi-agency, approach to encouraging and implementing improvements in town centre*
 Encourage partnership working and engagement of private sector
 Increase in job opportunities based on natural resources of the area*
 Pedestrianisation/infrastructure funding boost*
 Innovative and sensitive new developments and enhancements
 Sustainable and sympathetic progression through the 21st Century
 Further development of E-Commerce / IT Infrastructure*
 Expansion of Area learning network

3.2 **Tourism**

Need for common tourism industry strategy*
 Recognition of Tenby as part of a wider tourism product within Pembrokeshire*
 Caldey Island to be promoted and serviced as an integral part of Tenby*
 The appointment of a Town Co-ordinator – to market and promote, co-ordinate and liaise with providers and users of the town's facilities and services and to organise and manage the implementation of agreed action programmes and initiatives*
 Need to service range of visitors over a longer season*
 Increase tourism training – A quality up shift – to make Tenby a training and business development centre*
 Scope for further upgrading the town's museum and gallery
 Short break tourism*
 Promote the Celtic Link

3.3 **Retail**

Need to attract quality shops within the town walls
 Adopting and actively promoting policies that have a presumption in favour of encouraging on improved and specialist retail environment
 Opportunity to move lower end of the market retailers to other sites*
 Attract artists and craftsmen – creation of a welcoming environment, studio workshops on easy in-easy out terms*
 "Loyalty" or Gold Card scheme for residents

3.4 **Public Realm**

Visitor Management
 Need for greater cohesion between partners when approaching projects
 Continue engagement of public sector in infrastructure and environmental improvements
 Improvement of Harbour infrastructure and facilities

Relaxation of licensing Regulations*

3.5 Loss of identity of character of streetscape

Undergrounding of wires
Identity and implement appropriate lighting Scheme
Rationalise signage
Develop design of street furniture and replacement programme

3.6 Biodiversity & Public Areas

Increase awareness of links between biodiversity and building conservation (i.e. wall flora, bats)

3.7 Biodiversity & Geology

Castle Beach & Iron Bar Beach Coastal Erosion Survey
Cliff stabilisation scheme needs to take into account geological requirements and undertake formal consultation CCW

3.8 Management of Open Areas

Tree management to improve views and introduce new planting of appropriate species
Recognition of historic lanes and alley and their sense of enclosure
Identify and improve neglected and / or inappropriate landscaping, planting or detailing to open areas
Encourage improvements to the rear of properties, ancillary buildings & yards
Investigate issues of litter throughout the Town*
Investigate issues of dog fouling*

3.9 Traffic Management

Resolve traffic management issues
Re-education of residents and visitors re traffic to encourage pedestrians throughout the Town
Integrated approach to traffic management – signage, car parking, park and ride services
Enforcement of speed and parking restrictions

3.10 Loss of identity or character of streetscape

Encourage conservation best practice in use of surfacing, detail and junction layouts
Sympathetic replacement of pavements /forecourts in village
Investigate conservation alternatives for intrusive standardised road markings in the Conservation Area
Improvements & rationalisation of directional signage

3.11 Community Projects & Recreation

Provision of hi-tech portrayal of heritage and history
Increase childcare facilities for residents and holidaymakers*

Reinstatement of craft market for local products within the town walls (meeting / incentive markets, specialist retail and crafts outlets, events, festivals, activities*
Attract new enterprise, assisting life work balance opportunities through information technology, low cost easy-terms business premises*
Attract new enterprise, assisting life work balance opportunities through information technology, low cost easy-terms business premises*
Drop-in centre for young people*
Improvement of community co-ordination
Promote awareness of available recreational facilities*
Support and promote established community schemes and events
Promote and support interpretation of the area's heritage
Businesses' and private individuals' floral displays to be further encouraged*
Continuation of recording local traditions and folklore
Promote local communication and consultation

3.12 Awareness

Visitor Management
Investigate need for further interpretative provision
Retain special character & identity
Raise quality of resort thereby increasing the expectation for a quality product
Maintain the balance between tourism and the needs of the town and locals*

3.13 Loss of identity or character of streetscape

Encourage use of appropriate materials and design in the historic built environment
Improved lighting scheme to harbour
Encourage appropriate boundary treatment
Improve inappropriate commercial advertisement
Conservation of Tenby's present appearance and move towards improvement

3.14 Building Conservation

Increase awareness of Tenby's historic Town Scheme Partnership and other grant schemes
Opportunity for sensitive implementation of the requirements of the DDA

3.15 Biodiversity

Increase awareness of species conservation issues when undertaking building works; building conservators, architects, builders and owners
Explore the potential of the suggested extension to the Conservation Area boundary
Improve awareness and skills deficit in building

conservation

3.16 Development

Strong support for continuing enhancement
Low key sensitive use of St Catherine's Island
and improvement of access and interpretation
Detailed analysis of potential for a spa facility
and associated winter gardens
Opportunities for improvements to sporting
facilities (all weather pitch, purpose built
facility for skateboarding and roller blading –
and improvements to the swimming pool)*
Re development of Francis Yard*
Re development of Sergeants Lane
Strategic plan for Butts Field*
Consideration of schemes for The Salterns*
Re development of De Valance Pavilion*

3.17 Study & Research

Address deficit of skills and research in Building
Conservation
Built Heritage training
Research into local archaeology, history and
folklore
Encourage appropriate modern materials,
techniques and technology

4.0 THREATS

4.1 Economy/Resources

Effect on surrounding landscape & community
of agricultural decline*
Potential impact of dredging and coastal
erosion*
Continuing outward migration*
Increasing economic dependency on tourism
"all eggs in one basket"
Further decline in number of hotels and
guesthouses*
Loss of workday character of harbour
Loss of "Quality Shops"
Further decline in quality of accommodation*
New Hedges Park & Ride / Supermarket
proposal
Increasing competition from overseas package
holidays*
Slippage to lower end of leisure market,
currently mixed messages in marketing the
resort.
Competition from other resort*
In-ability to react to change in market
requirements*

4.2 Public Realm

Strain to health service / community facilities
(ageing population)*
Impact of the economic and environmental
health of the surrounding hinterland on the
Town*
Continuing proposals for unrealistic, non viable

schemes*

The continuing poor co-ordination of
businesses and other organisations in
attracting visitors, and meeting and exceeding
the expectations of those visitors*
Neglect and "untidiness" resulting from
decreasing local government investments*
Increased inappropriate standardisation of
products and specifications
Maintenance of municipal areas (parks,
gardens and railings)

4.3 Traffic Management

Inability to satisfactorily address traffic issues
Increasing traffic flow and parking problems
(decreasing the public's enjoyment)
Inappropriate standardisation of products,
design and materials
Loss of historic fabric and damage to buildings
and environment from vehicles and their
emissions
Opening up of forecourts/cartilage walls to
accommodate cars

4.4 Awareness

Increasing inward migration linked to loss of
culture & traditions and reduced social and
community spirit / drive *
Inappropriate products, materials, design and
detail
Loss of historic fabric, culture, skills, language,
traditions and names
Complacency ("familiarity breeds contempt")
Threat to biodiversity by lack of awareness
when undertaking building works
Degradation of open / green areas and historic
views

4.5 Development

Continued pressure from development
Decline of hotel stock leading to increase in
flats
Harbour developments which are not in
character
Inappropriate development on edge of infill &
redevelopment of Conservation Area
Increased use of homogenous products,
materials and design
Unavailability of local materials and skills

4 TENBY CONSERVATION AREA P.O.S.T. ANALYSIS

The Strengths, Weaknesses, Opportunities and Threats identified in section three need to be addressed as part of a co-ordinated structured approach: One such approach is to use a P.O.S.T (Purpose, Objectives, Strategy and Themes) analysis which structures thinking in a clear hierarchy from the underlying philosophies to the details of implementation.

Purpose

- To preserve and enhance appropriately and where possible, sustainably, the special architectural, archaeological and historic qualities which contribute to the character of Tenby Conservation Area.

Objectives

- To ensure that the special qualities which contribute to the character of the Tenby Conservation Area are appreciated, conserved, and enhanced for their historic, architectural and aesthetic value and for the contribution they make to the quality of our lives and the local economy.
- To ensure that all new works and development respect and add to the special character of the Conservation Area and that no new works detract from or harms its character.
- To ensure that the use and management of the Conservation Area respects and adds to its special qualities and that no future use or management detracts from or harms its character.
- To ensure the protection and enhancement of the setting of the Conservation Area.
- To ensure that development and uses comply with the policies set out in the LDP (within this document key policies are highlighted but it should be noted that the LDP is to be read as a whole and therefore other policies could also be relevant) and the objectives set out in the National Park Management Plan and the Community Plan.
- To ensure that historic buildings are conserved using best conservation practices (e.g. Society for the Protection of Ancient Buildings (SPAB), Cadw etc.), retaining maximum exterior and interior historic fabric, using traditional and where possible, sustainably sourced materials.

Strategy

- To work with local people to:
 - Produce a comprehensive Character Statement of Tenby Conservation Area which sets out why the area has been designated and what its special qualities are.
 - Produce a comprehensive Proposals Document for Tenby Conservation Area setting out how its special qualities can be preserved and enhanced for both now and the future.

- To ensure that these documents are based on:
 - Thorough research
 - Extensive consultation
 - Widespread ownership of the initiative

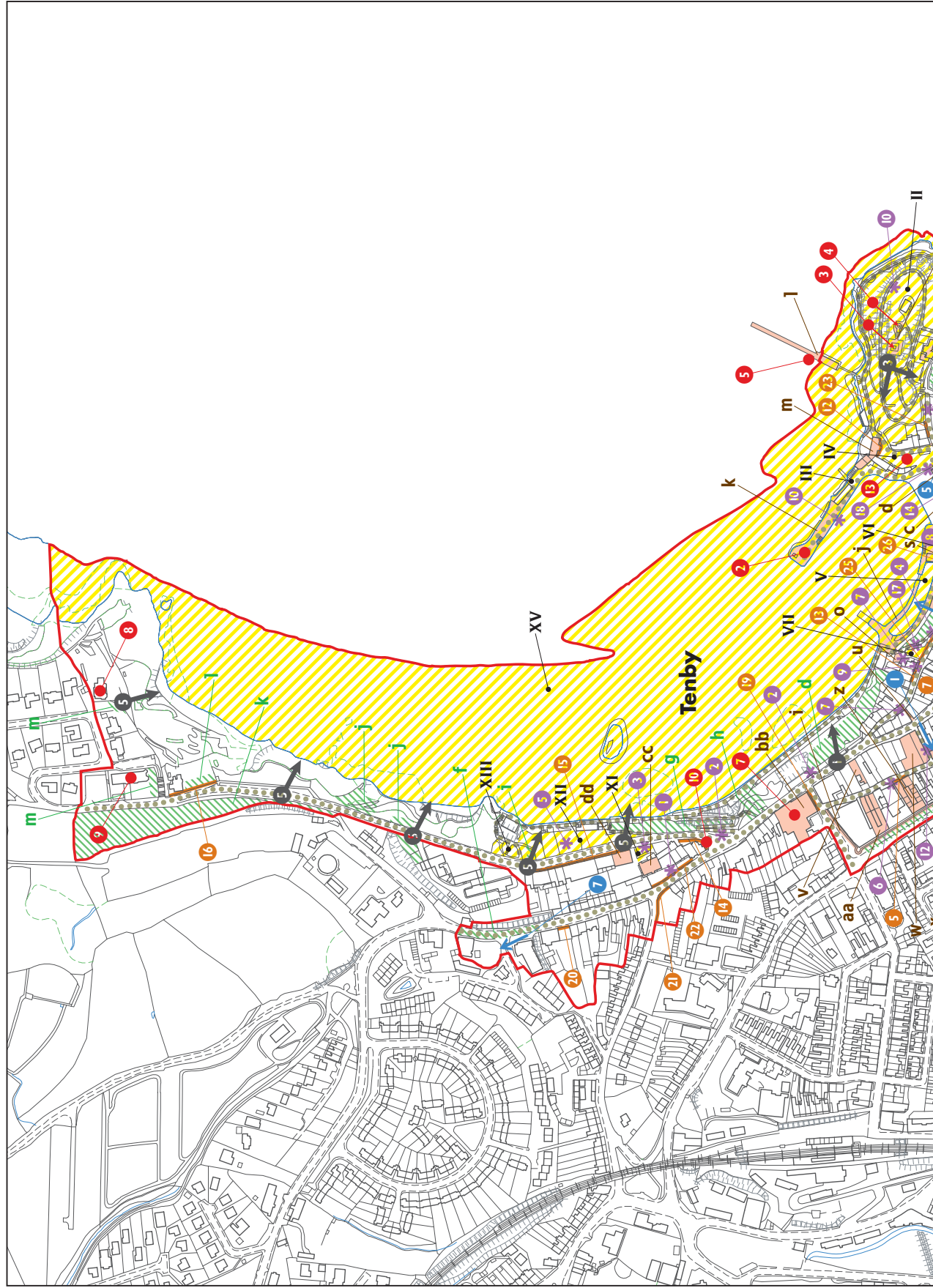
Themes (Tools)

- To develop and implement a co-ordinated programme of proposals based on the following themes:
 - Resources
 - Public realm
 - Traffic management
 - Community Projects
 - Awareness
 - Development
 - Control
 - Study & Research

and these are detailed in sections 5-12 inclusive.

Tenby north

Conservation Area: Features



Tenby

Conservation Area Designated 1971 Amended 1995

- Key**
- Conservation Area Boundary
 - Landmark Buildings
 - Buildings of local significance
 - Local features
 - Key views
 - Glimpses to an object/landmark/point of interest
 - Key curtilages/frontages
 - Important open spaces
 - Important pedestrian route
 - Trees important to the setting of Conservation Area

Scale

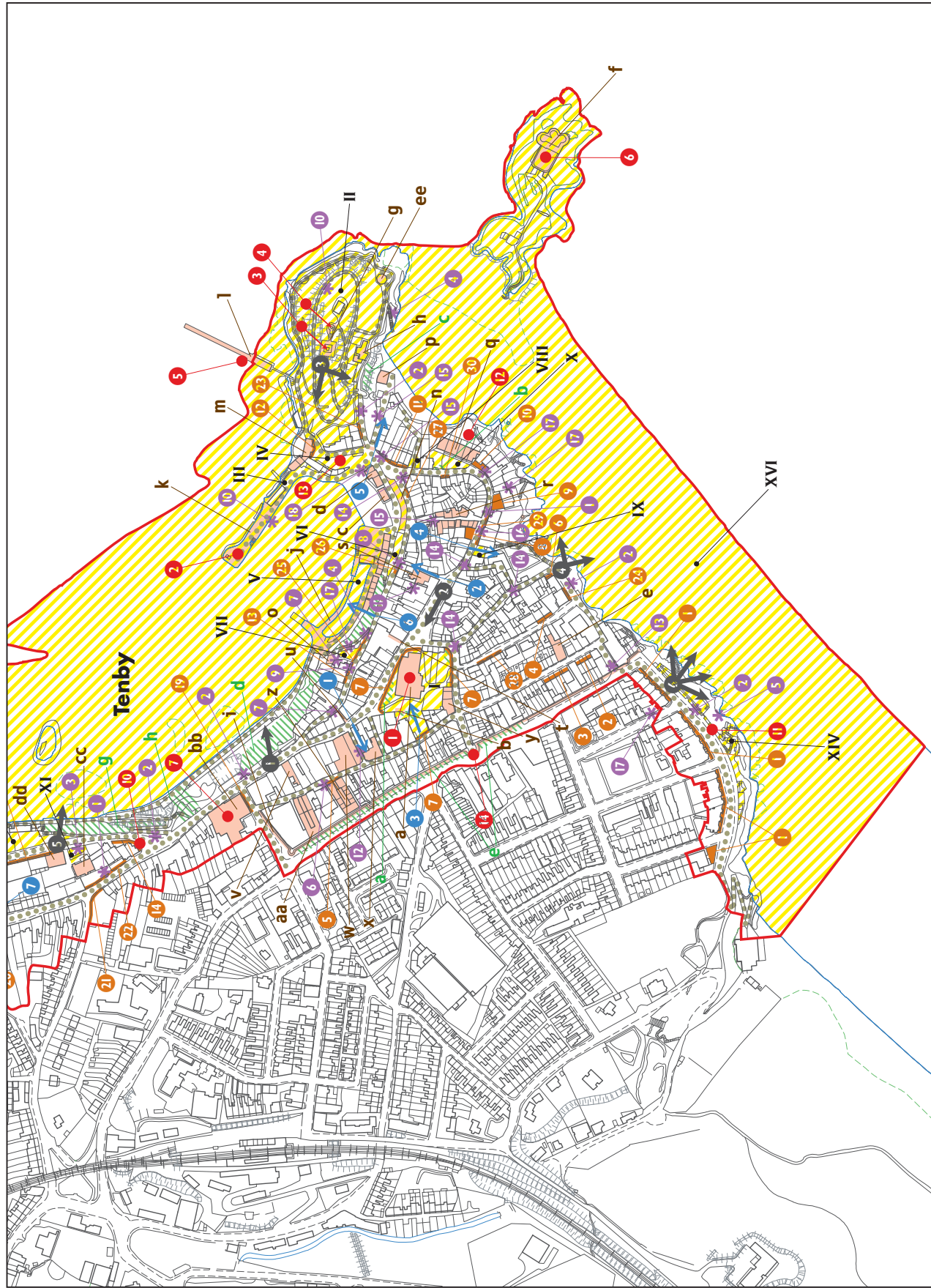
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**Pembrokeshire Coast
National Park**



Tenby south

Conservation Area: Features



Tenby

Conservation Area
Designated 1971
Amended 1995

- Key**
- Conservation Area Boundary
 - Landmark Buildings
 - Buildings of local significance
 - Local features
 - Key views
 - Glimpses to an object/landmark/point of interest
 - Key curtilages/frontages
 - Important open spaces
 - Important pedestrian route
 - Trees important to the setting of Conservation Area

Scale

0 80 160 m

Pembroke Coast National Park



Tenby north

Conservation Area: Opportunities



Pembroke Coast
National Park

Tenby

Conservation Area
Designated 1971
Amended 1995

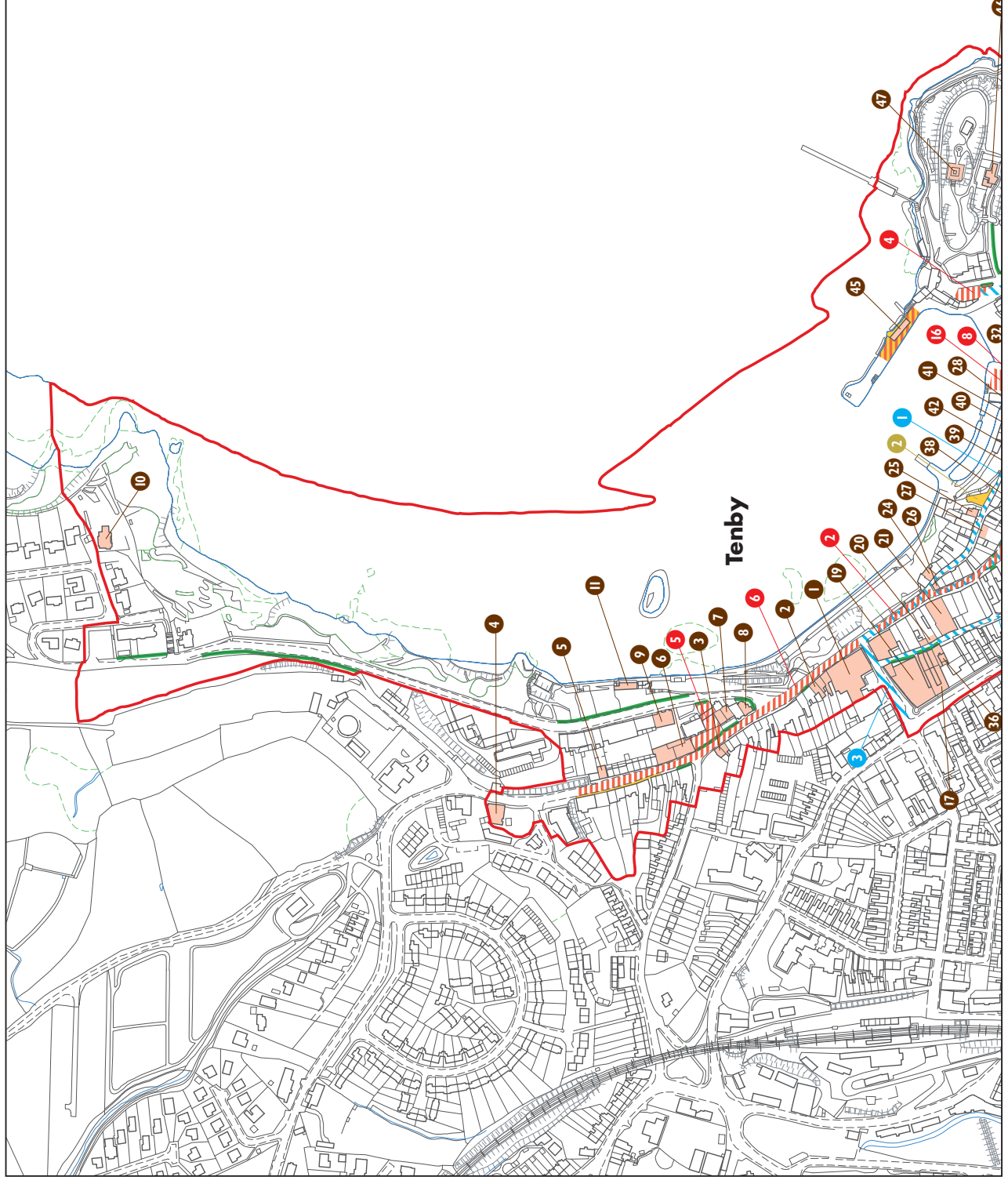
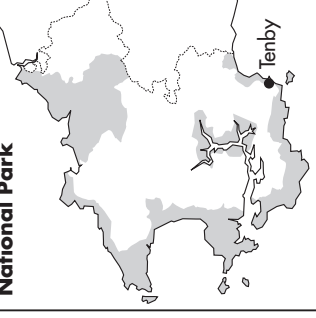
Key

- Conservation Area Boundary
- Opportunity for improvement of forecourt/curtilage/shop fronts
- Opportunity for enhancement of building
- Opportunity for enhancement of area
- Opportunity for public realm/features enhancement
- Opportunity for addressing traffic/pedestrian conflict

Scale



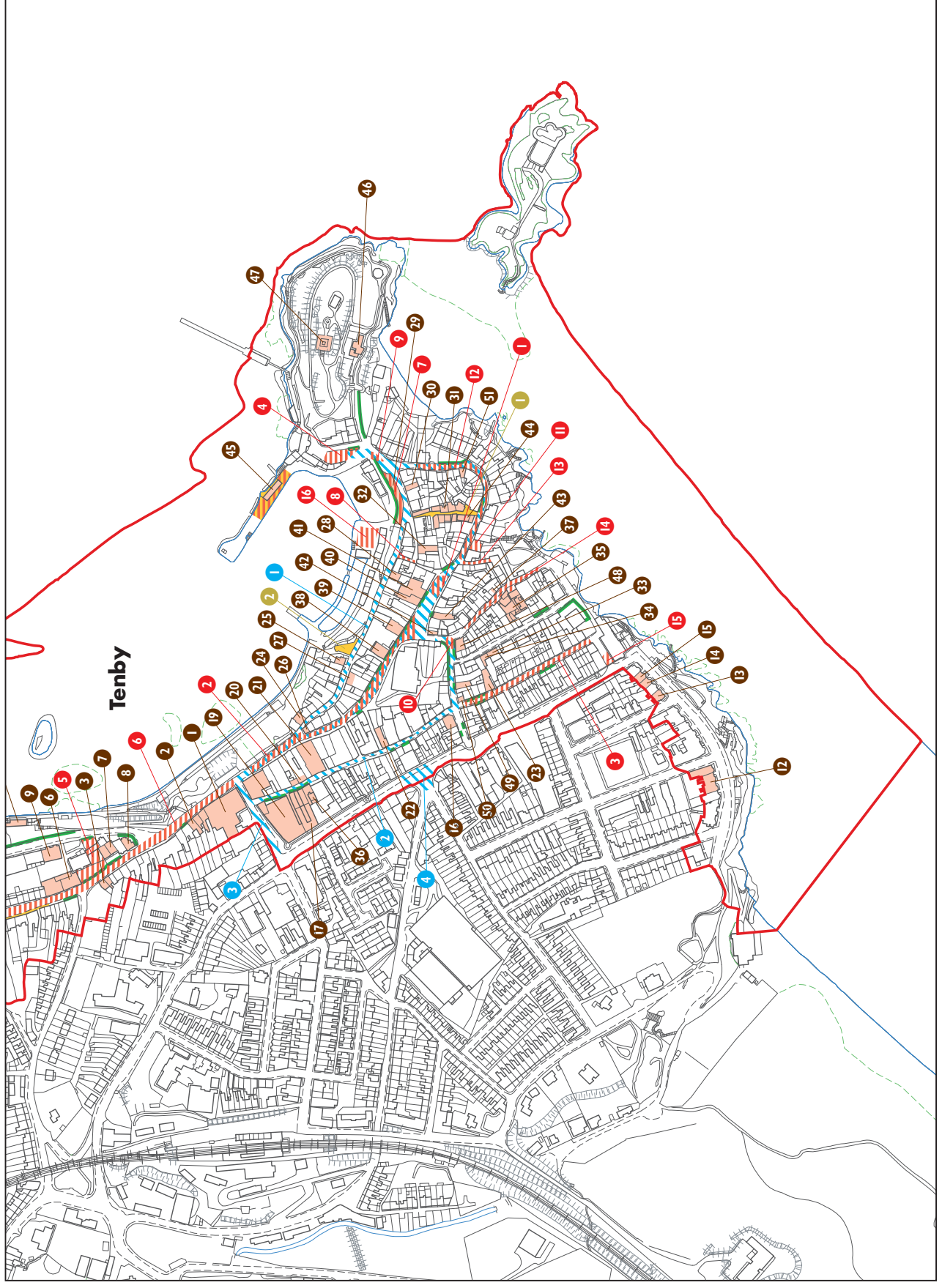
Pembroke Coast
National Park





Tenby south

Conservation Area: Opportunities



Tenby

Conservation Area
Designated 1971
Amended 1995

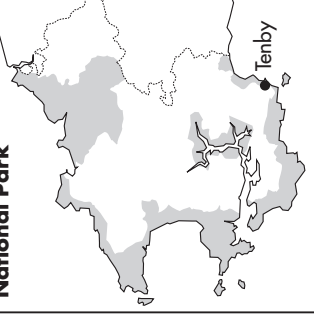
Key

- Conservation Area Boundary
- Opportunity for improvement of forecourt/curtilage/shop fronts
- Opportunity for enhancement of building
- Opportunity for enhancement of area
- Opportunity for public realm/features enhancement
- Opportunity for addressing traffic/pedestrian conflict

Scale



Pembroke Coast
National Park



5 RESOURCES

5.1 CONSERVATION FUNDING- HISTORIC TOWN SCHEME PARTNERSHIP GRANTS (PCNPA)

Principles

National Park Authority in conjunction with Cadw can offer grants to property owners to encourage the appropriate conservation and enhancement of historic buildings within the Conservation Area.

Key Policy

- LDP Policy 8 (Special Qualities)

Proposals

To establish a scheme under Section 57 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and secure funding from a wide range of partners.

Priorities

To define those buildings, qualities and works that contribute most to the special character of the Conservation Area and to prioritise grant payment towards their conservation and enhancement. Themed works and priority properties have been identified by the PCNPA and Cadw during recent review of the historic townschemes partnerships. Priorities include:

Properties:

- Royal Gatehouse, Norton
- Kent / Milford Houses, Norton
- Mayville, Norton
- Bell Tree House, Norton
- Ocean House, Croft
- Town & Country Club, Croft
- Nyth Aderyn, Northcliffe
- Giltar Hotel, Esplanade
- Carnock House, Esplanade
- Buckingham, Esplanade
- St Agatha's Esplanade
- The Mews, Upper Frog Street
- Ashley House, Upper Frog Street
- Bay of Bengal, Crackwell Street
- Etnam House, Crackwell Street
- Harbour Arches, Harbour
- Gwynne House
- Buildings, Sergeants Lane
- Bide-a-wee, Bridge Street
- 3 Olive Buildings, St Mary's Street
- Lion Hotel, High Street
- Craig's Dairy, High Street
- Peacocks, Tudor Square
- Tenby Rock and Fudge, Tudor Square
- Llewelyn Sports, Tudor Square
- Boro House, St Julian's Street
- Tenby Museum, Castle Hill
- Albert Memorial, Castle Hill

Themes:

- Railings
- Doors
- Architectural mouldings
- Rainwater Goods
- Shopfronts
- Garden Walls and outbuildings

Place

To define areas, buildings and themes, the conservation and enhancement of which will contribute most to the special qualities of the Conservation Area and to focus grants (at 40%) towards them. Priorities include :-

The Norton

- The Zanzibar
- Nos 20 – 21 Norton
- North Beach House
- Glendower House

Lower Frog Street

- Royal British Legion

Upper Frog Street

- Joy's Gifts
- The Spinnaker

Crackwell Street

- Clock House (Handicotts)
- Rear of Jasperley House (Boots)
- Sea Vista

St Marys Street

- 2, Olive Buildings
- Tenby House Cottage

High Street Tudor Square

- Craigs Dairy
- Lloyd's Bank
- HSBC Bank
- Peacocks

St Georges Street

- Wimpey's
- Fecci's
- Tenby Rock and Fudge

Partners

The formal partnership will comprise PCNPA, Cadw and property owners. Funding will be from as wide a range of other partners as possible, including Pembrokeshire County Council (PCC), Welsh Assembly Government (WAG).

Programme

To regularly approach key partners with a view to agreeing funding.

Practice

The scheme will be managed by the Building Conservation Officer of PCNPA.



5.2 CONSERVATION FUNDING - CADW GRANTS

While Cadw jointly funds the Historic Town Scheme Partnership grants, there may be limited funding available for additional schemes.

Principles

Cadw offers two grants:

- Works to outstanding buildings (Historic Buildings and Ancient Monuments Act 1953).
- Works which make a significant contribution towards the preservation or enhancement of the character of a Conservation Area Planning (Listed Buildings and Conservation Areas Act 1990).

Key Policy

- LDP Policy 8 (Special Qualities)

Proposals

To ensure that existing Cadw grants are:

- Fully utilised to conserve and enhance the special qualities of the Conservation Area.
- Utilised so as to complement all other grant regimes.
- Targeted on key properties and places.

Priorities

To advise all those involved in the conservation and enhancement of the special qualities of the Conservation Area, of the availability of Cadw grants.

Place

To advise all those involved with key buildings and areas, of the availability of Cadw grants.

Partners

Cadw, PCNPA, property owners and project champions.

Programme

Part of general awareness campaign.

Practice

On-going liaison with Cadw, property owners and project champions.

5.3 NON-BUILDING CONSERVATION FUNDING

(e.g. housing grants, highways infrastructure budget, WAG grants, statutory undertakers budgets, Countryside Council for Wales (CCW) etc.

Principles

The local economy is fragile (largely reliant on tourism, agriculture and public services) and conservation work can be costly. It is accordingly important to ensure that:

- Funding already allocated to the area is used so as to (interalia) help conserve and enhance the special qualities of the Conservation Area.
- External funding for conservation and enhancement works is maximised and co-ordinated so as to help sustain the local economy.

Key Policy

- LDP Policy 8 (Special Qualities)

Proposals

- **Pro-active:** to agree common objectives with external funders towards formalising "working accords" with each in line with Section 62 of the Environment Act 1995.
- **Reactive:** to respond to the initiatives of external funders drawing their attention to the importance of conserving and enhancing the special qualities of the Conservation Area through their existing programmes.

Priorities

- To focus on works/management, which have greatest impact on the conservation /enhancement of the special qualities of the Conservation Area.
- To encourage the implementation of a visitor management strategy.

Place

To focus on areas and buildings which are of greatest importance to the conservation and enhancement of the special qualities of the Conservation Area

Partners

All those investing in the area, especially PCC, PCNPA, statutory undertakers, WAG.

Programme

- **Pro-active:** to regularly approach key partners with a view to agreeing working accords.
- **Reactive:** to work closely with external funders

with a view to positively influencing their existing programmes of work.

Practice

To provide a copy of this document to the key officers in each of the relevant funding agencies.

6 PUBLIC REALM

While the conservation and enhancement of private properties within the Conservation Area are important, public areas and features (e.g. streets, lanes, alleys, pavements, poles, overhead cables, signage, lighting, benches etc.) as well as Tenby's unique biodiversity have significant effects on the special qualities of the area.

To compete economically town centres need to identify and exploit their unique “personality” so that they offer different reasons for visits. A well designed public realm of high quality can help create a “sense of place” in communities which add to their attraction beyond the immediate area (Planning Policy Wales TAN12: Design paragraph 5.14.3 (2009))



Principles

- To ensure that public areas, qualities and the biodiversity are managed and improved so as to help ensure the conservation and enhancement of the special qualities of the Conservation Area.
- To aim at making historic buildings which provide services for the public accessible to everyone (Overcoming the barriers: providing physical access to historic buildings, (Cadw 2002)).

Key Policies

- LDP Policy 8 (Special Qualities)
- LDP Policy 9 (Light Pollution)
- LDP Policy 16 (Open Spaces & Green Wedges)
- LDP Policy 29 (Sustainable Design)
- LDP Policy 55 (Powerlines and Pipelines)

Proposal

- **Pro-active:** to agree common objectives with the relevant organisations towards formalising “working accords” with each in line with Section 62 of the Environment Act 1995.
- **Reactive:** to respond to the initiatives of the relevant organisations drawing their attention to the importance of conserving and enhancing the special qualities of the Conservation Area through their existing programmes.

Priorities

All of the Conservation Area and its setting but with particular focus on:

- Undergrounding unsightly cables (subject to archaeological considerations).
- Rationalising the design and locations of street furniture
- Sensitive lighting schemes
- Minimise light pollution (especially harbour and retail core)
- Appropriate design and placing of street furniture
- Appropriate signage
- Appropriate road markings
- Retention of special features (e.g. railings, manholes and gulleys, street signs)
- Encourage management of public open spaces
- Developing a tree management and cliff vegetation scheme
- Integration of biodiversity with conservation of the built environment at all opportunities.



Place

All of the Conservation Area but with a focus on :-

- Tudor Square
- High Street
- Lower Frog Street
- Castle Square
- Norton
- Paxton's Road
- Quay Hill
- Cresswell Street
- St George's Street
- St Julian's Street
- Cob Lane

Partners

All those agencies involved in the public realm but especially:

- PCC
- Environment Agency (EA), British Telecom (BT), Telecommunications Operators, Western Power, Transco, Dwr Cymru, CCW
- Tenby Town Council
- PCNPA

Programme

- **Pro-active:** to approach relevant organisations with a view to agreeing working accords within twelve months
- **Reactive:** to work closely with relevant organisations with a view to positively influencing their existing programmes.

Practice

All in accordance with:

- Cadw Guidance "Overcoming the Barriers - Providing Physical Access to Historic Buildings
- Welsh Office Circular 60/96 Archaeology and Historic Areas
- Cadw Welsh Historic Monuments (n.d.) Traffic Management in Historic Areas
- English Heritage (1993) Street Improvements in Historic Areas
- English Heritage (1995) Development in Historic Environment
- English Heritage (1997) Conservation Issues in Local Plans
- English Heritage (June 1993) Conservation Area Practice: guidance on the management of Conservation Areas
- Welsh Assembly Government (1997) Technical Advice Note 10: Tree Preservation Orders
- Welsh Assembly Government (2009) Technical Advice Note 12: Design
- Welsh Assembly Government (Edition 3, July 2010) Planning Policy Wales

7 TRAFFIC MANAGEMENT

The historic core of Tenby was not designed to cater for motorised transport which (especially during the tourism season) can adversely affect the conservation and enjoyment of the special qualities of the Conservation Area.

In established urban and rural neighbourhoods, traffic management measures should be adopted to improve the street environment and promote road safety (Planning Policy Wales Edition 3, July 2010 paragraph 8.4.1)

Traffic management has been a key issue in Tenby during the past three decades or so, during which time several measures were introduced (e.g. pedestrianisation of the Five Arches, weight/time restrictions, one-way systems). In the summer of 2002 a trial pedestrianisation scheme was introduced for the major part of the walled town, repeated in July and August 2003. Discussions on the merits and disadvantages of the scheme continue between the various authorities and stakeholders.



Principles

- To prevent physical damage to the special qualities of the Conservation Area.
- To reduce congestion (including inconvenience, inefficiency etc.) and improve safety in the Conservation Area.
- To improve pedestrian enjoyment (by reducing speed, intrusions such as noise, smell, dust etc.) of the Conservation Area.

Key Policy

- LDP Policy 52 (Sustainable Transport)

Proposals

To encourage PCC to bring a traffic management scheme to fruition in line with Section 62 of the Environment Act 1995, for the Conservation Area as part of a wider transport strategy for the area including:

- Consideration of pedestrianisation / pedestrian friendly schemes, traffic calming, residents / visitors parking, disabled access, cycling and walking networks.
- Restrictions on vehicular weight, length, delivery, loading, access, time etc.
- The enhancement of main approaches.
- Investigation of vehicular usage.
- Conservation best practice in use of surfacing, detail and junction layouts (Traffic Management in Historic Areas Cadw (2001))

Priorities

The whole of the Conservation Area and its setting needs to be incorporated in any traffic management scheme.

Place

The whole is important but the walled town with its narrow winding streets is a particular conservation priority.



Partners

PCC, Dyfed Powys Police Authority, PCNPA, Tenby Town Council, Tenby Walled Town Residents Association, Tenby 2020 and the Civic Society.

Programme

- **Pro-active:** to approach relevant organisations within twelve months with a view to agreeing working accords.
- **Reactive:** to work closely with relevant organisations with a view to positively influencing their existing programmes and practices

Practice

In accordance with

- Cadw Welsh Historic Monuments (n.d.) Traffic Management in Historic Areas
- English Heritage (1993) Street Improvements in Historic Areas
- Welsh Assembly Government (2009) Technical Advice Note 12: Design

- Welsh Assembly Government (Edition 3, July 2010)
Planning Policy Wales
- Civic Trust (1993) Traffic Measures in Historic
Towns – an introduction to good practice
- Welsh Assembly Government (1998) Technical
Advice Note 18: Transport (2007)

8 COMMUNITY PROJECTS

Local people and organisations have much to contribute to the conservation and enhancement of the special qualities of the Conservation Area.



Principles

To enable, support and encourage local people and organisations to contribute towards the conservation and enhancement of the Conservation Area.

Key Policy

- LDP Policy 8 (Special Qualities)

Proposals

- To help build community capacity to enable local people to contribute to the enhancement of the Conservation Area and wider setting.
- To foster a sense of 'pride of place' in the Conservation Area and its wider setting.
- To help influence/support local initiatives to ensure that they contribute to the enhancement of the Conservation Area and its wider setting.

Priorities

- **Pro-active:** To encourage key community partners to develop a programme of capacity building.
- **Reactive:** To react to community aspirations and provide the necessary support and advice.

Place

Throughout the Conservation Area and for example:-

- Beatrix Potter Garden
- Name plaques – pavement plaques
- Brother Thomas Garden
- Jubilee play area
- Harbour Lighting Scheme

Partners

Tenby Town Council, PCNPA, Pembrokeshire Local Action Network for Enterprise and Development (PLANED), PCC Community Regeneration Unit (CRU) & Harbour Commission, Pembrokeshire Association for Voluntary Services (PAVS), Dyfed Archaeological

Trust, local groups and individuals involved in community support (Tenby Walled Town Residents Association (TWTRA), Civic Society, Tenby 2020 etc).

Programme

- **Pro-active:** To aid the relevant organisations within 12 months in encouraging them to help the local community in the conservation and enhancement of the area.
- **Reactive:** To help support community projects with support and advice.



9 AWARENESS

Through awareness comes understanding, and through understanding comes care. This is vital for the conservation of the historic built resource. Across Wales generally the public's level of knowledge and understanding of the historic resource is low.

Numerous small inappropriate alterations have contributed significantly to the erosion of the special qualities of the Conservation Area. Many of these alterations are undertaken through lack of understanding and consideration of the built heritage and the availability of inappropriate building materials and fittings.

It is important that awareness of the value of the local environment and the quality of its care is increased so that at the very least, decisions affecting the Conservation Area can be made on an informed and enlightened basis.

It is a WAG objective 'to preserve and enhance the historic environment, recognising its contribution to economic vitality and culture, civic pride and the quality of life and its importance as a resource for future generations' (Planning Policy Wales Edition 3, July 2010)



Principles

To increase the level of awareness and understanding of the special qualities of the Conservation Area so as to ensure their conservation and enhancement.

Key Policies

- LDP Policy 8 (Special Qualities)
- LDP Policy 29 (Sustainable Design)

Proposals

To develop and implement a Communications Strategy embracing key conservation and enhancement principles using a variety of media including Leaflets, posters, events, TV, Internet, radio, walks, talks, etc and aimed at key target audiences.

Priorities

While it is important that all of the special qualities of the Conservation Area be enhanced, particular attention needs to be paid to:

- Domestic details – windows, doors, 'flying toilets', locally made railings, slatehanging, Victorian manholes and rainwater goods, balconies etc
- Commercial signage, shutters and illumination schemes
- Public realm works – lights, furniture, street surfaces, signage etc
- Provision of sensitive interpretation
- Retention of the atmosphere of the town



Place

Throughout the Conservation Area.



Partners

All those involved in the management of the Conservation Area but especially:-

- Individual property owners & tradespeople
- Statutory undertakers
- National Park Authority
- National, Regional and local bodies and societies

Programme

The development of a Communications Strategy within 12 months, followed by a phased programme of implementation.

Practice

To develop good working relationships with the Town Council and local groups, to develop new awareness initiatives and to further existing initiatives.

10 DEVELOPMENT

It is important that new development respects the character of the Conservation Area in terms of scale, materials and detail. The sensitive redevelopment or upgrading of buildings for housing, business and other uses will result in a greater capital value for the owner which will in turn encourage inward investment and confidence in the area.

Good development should avoid both insensitive modern design and also the superficial echoing of historic features in new building (Building in Context - new development in historic areas CABE (2001))

Principles

To ensure that new development and redevelopment conserves and enhances the special qualities of the Conservation Area.

Key Policies

- LDP Policy 8 (Special Qualities)
- LDP Policy 29 (Sustainable Design)
- LDP Policy 30 (Amenity)

Proposals

- To identify opportunities for development in line with the LDP
- To prepare design/development briefs for key sites and buildings
- To work with developers at pre-application stage to ensure that their proposals conserve and enhance the special qualities of the Conservation Area
- To develop a general guidance note for applicants
- To encourage full, detailed planning/listed building applications of all development and redevelopment proposals (including drawings of the neighbouring structures/areas).
- To ensure wide consultation on all development proposals in the Conservation Area

Priorities

- Continue to fulfil principles set out in P.O.S.T. analysis on a reactive development-led basis.
- To help bring forward potential sites for enhancement, improvement and development.

Place

Throughout the Conservation Area but especially potential sites / buildings for re-development / enhancement within the Conservation Area as follows: -

- North Beach House, Norton
- Regency Court, Norton
- North Beach Café and Public Conveniences
- Royal Gatehouse, White Lion Street
- De-Valence Pavilion & Fecci & Sons Ice Cream Parlour, Upper Frog Street

- Bali Hai Café and N.E. Thing, Upper Frog Street
- St Mary's Court, St Mary's Street
- Site adjacent to the Hope and Anchor (Beer Garden), St Julian's Street
- Site in Lower Frog Street (workshop adjacent to Oxford House)
- Rear of Boots, Crackwell Street
- RAF Hut, Harbour
- Sergeants Lane
- Harbour Arches

Partners/Developers

Developers, Environment Agency, PCC, CCW, Architects, Surveyors, Builders, etc.

Programme

Proactive: preparation of/ assistance with development briefs

Reactive: to applicants proposals

Practice

All in accordance with:-

- CABE (2000) By Design - urban design in the planning system: towards better practice
- CABE (2001) Building in Context - new development in historic areas
- CABE (2001) The Value of Urban Design
- English Heritage (1995) Development in Historic Environment
- Welsh Assembly Government (1996) Technical Advice Note 7: Outdoor Advertisement and Control
- Welsh Assembly Government (2009) Technical Advice Note 12: Design
- Welsh Assembly Government (Edition 3, July 2010) Planning Policy Wales

11 CONTROL

If the Conservation Area is not adequately conserved and enhanced, then planning legislation provides for the introduction of additional controls. While it is hoped that all those involved in the future of the Conservation Area promote the conservation and enhancement of its special qualities, it is important that there are procedures in place to prevent the inappropriate actions of those who do not.

Principles

- To prevent development and uses that have an unacceptable impact on the archaeology, historic fabric and character of the Conservation Area.
- To ensure that new development / uses preserves or enhances the character or appearance of the Conservation Area.
- To prevent development where it would damage or destroy the amenity value of trees or groups of trees.
- To prevent development and uses that would adversely affect the integrity or coherence of the Landscape of Historic Interest in which the Conservation Area is set.
- To prevent development which damages the physical context of Tenby along with its approaches and views as set out in the Character Statement.
- To encourage measures which would maintain and prevent the loss of existing features of value.

Key Policies

- LDP Policy 8 (Special Qualities)
- LDP Policy 11 (Protection of Biodiversity)
- LDP Policy 29 (Sustainable Design)
- LDP Policy 30 (Amenity)

Proposals

- All applications for development in the Conservation Area be fully considered by the National Park Authority in accordance with the principles set out in the LDP.
- All decisions of the Authority be carefully monitored, and, where appropriate, enforced
- That, where appropriate, Repairs/Urgent Works Notices and Enforcement Notices be served under the Planning, Listed Buildings and Conservation Areas Act 1990
- Consideration be given to recommending spot-listing historic buildings where appropriate
- Article 4 directions can be used by local authority to control small scale alterations which fall within 'permitted development rights' (e.g. the alteration of windows, removal of curtilage features, protecting buried archaeological remains etc.) and consideration is to be given to the introduction of these.

- Consideration be given to revoking, making and administering Tree Preservation Orders where appropriate

Priorities

All details which have a significant impact on the character of the Conservation Area in particular fenestration, doors, signage, satellite dishes/aerials and their fixings, boundary features and trees.

Place

All of the Conservation Area.

Partners

Developers, property owners, and all those wishing to make changes to the special qualities of the Conservation Area.

Programme

It is proposed that the Conservation Area be reviewed to evaluate the effectiveness of the policies twelve months after the adoption of this Proposals Document. A report setting out the situation will then be considered by the National Park Authority with recommendations as to whether or not Article 4 directions need to be introduced.

12 STUDY & RESEARCH

It is important that all decisions affecting the Conservation Area are based on sound knowledge of its archaeological, historic and architectural qualities, relating not only to individual buildings but also layout, land use and local identity.



Principles

It is important that the conservation and enhancement of the area is based upon a good understanding of its special qualities.

Proposals

- To collect and collate all existing reports and research on the special qualities of the Conservation Area and to regularly update the database.
- To make sure this database is available to inform all judgements on works in the Conservation Area.
- To develop and maintain a photographic archive of the appearance of the Conservation Area.
- To commission further research into both the special qualities of the Conservation Area and both historic and modern techniques for its conservation and enhancement.
- To monitor changes in the character of the Conservation Area leading to a review of this Proposals document

Priorities

- Research into local historic building techniques (e.g. types of mortar and application, railings, flying toilets, manholes and rainwater goods).
- Research into local traditions and folklore
- Research into shopfrontages and Tenby trades

Place

Across the Conservation Area and its setting.

Partners

Dyfed Archaeological Trust, Cadw, The Royal Commission on Ancient and Historical Monuments in Wales.

Programme

Proactive: To monitor the Conservation Area's character and review this Proposals document within 10 years.

Reactive: Ongoing.

13 CONSERVATION AREA BOUNDARY

13.1 OUTLYING AREAS IMPORTANT TO THE SETTING AND CHARACTER OF THE CONSERVATION AREA

The immediate landscape setting of Tenby is of historic, archaeological and ecological importance. The following map shows the outlying areas important to the setting and character of the Conservation Area.

13.2 CONSERVATION AREA BOUNDARY REVIEW

Under Section 67 of the 1990 Listed Buildings and Conservation Areas Act, the National Park Authority is required to review Conservation Areas from time to time. The Conservation Area Working Group has suggested extending the boundary to include:-

- to the south west; Sutton Street, Picton Terrace, Victoria Street, Southcliff Street, Picton Road, Culver Park, Trafalgar Road, Church Park, Rectory Field car park and South Beach car park and area adjoining the golf links and Queens Parade
- to the north west; St Johns Church, Deer Park, Rocky Park, White Lion Street and Lower Park Road
- to the north; Narberth Road from the Old Rectory, Slippery Back and including the cemetery; St Johns Hill
- In addition the working group has suggested a large area for inclusion to the west, the boundary formed by the railway line as far north as the viaduct, including the railway station.

These suggestions will be considered in closer detail as a separate legislative process and will be subject to full public consultation.



Tenby

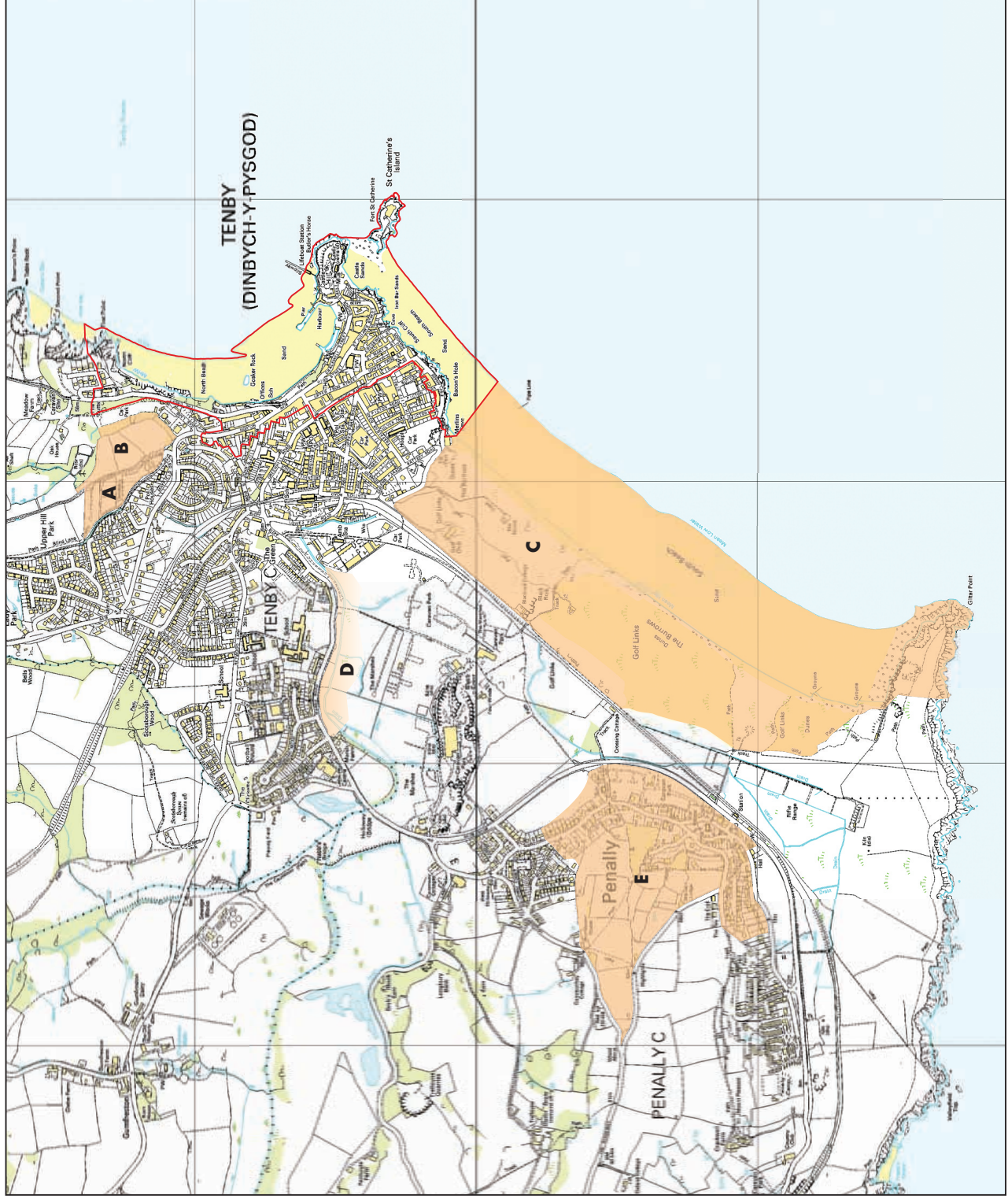
Conservation Area
Designated 1971
Amended 1995

- A** Tenby Cemetery forms part of backdrop to views of Tenby from the south. Fine panoramic views from cemetery over town and coastline beyond. Former Victorian mortuary chapel, gates and adjacent memorials listed Grade II. Cemetery itself of historic and social importance.
- B** Fields east of Slippery Back. Attractive tree lined rural lane and fields form important green backdrop to townscape when viewed from the south. Fusion of rural scenery, coastline and townscape underpin Tenby's unique setting.
- C** Scrub-covered sand dunes form backdrop to fine setting of South Beach and the townscape itself when viewed from the west. Of high ecological value. Golf links form pleasant semi-rural setting to townscape; part of important early C19 land reclamation scheme. Steep cliffs of Gillar Point close vista of South Beach.
- D** Rites Valley and marshes of ecological value and important to setting of townscape when viewed from the west. Historically important as former navigable route inland.
- E** Penally and environs forms good semi-rural sloping backdrop to south-west, a typical seaside villa studded with trees, large villas and cottages.

Scale



Pembroke Coast
National Park



14 NEXT STEPS

- The PCNPA has adopted the Proposals Document as Supplementary Planning Guidance to the Local Development Plan. It will support the policies of the LDP and will be a material planning consideration in determining applications for development affecting Tenby Conservation Area.
- It is proposed that the on going management and monitoring of the proposals set out in the document be undertaken by the Town Council nominated working group and National Park officers on (initially at least) a twice yearly basis with reports on progress being made publicly available.

15 TENBY CONSERVATION AREA PROGRAMME

Themes (Tools)	Potential Partners	Practice	Land Organisation	Timetable				
				2011/2012	2012/2013	2013/2014	2014/2015	
Resource Conservation Funding - Cadw Grants	Cadw, property owners & project champions	Ongoing Liaison with Cadw, property owners and project champions	PCNPA					
Conservation Funding – Historic Town Scheme Partnership Grants (PCNPA)	PCNPA, Cadw, PCC, WDA, WTB, property owners	Management of Historic Town Scheme Partnership	PCNPA/Cadw					
Non-Conservation Funding	PCC, statutory undertakers, WDA, WTB, landowners	Approach key partners with a view to agreeing working accords	PCNPA					
Public Realm	PCC, Environment Agency, BT, Telecommunications Operators, Western Power, Transco, Dwr Cymru, Hyder	Respond to initiatives of external funders	PCNPA					
		Approach relevant organisations with a view to agreeing working accords	PCNPA					
Traffic Management	PCC, Tenby Town Council, Dyfed Powys Police Authority	Respond to initiatives of relevant organisations	PCNPA					
		Finalise traffic management scheme for Tenby & Caldey Island (PCC)	PCNPA/PCC					
Community Projects	Tenby Town Council, local groups and individuals, PLANED, PCC (CRU), PAVS	Approach relevant organisations with a view to agreeing working accords	PCNPA					
		Response to initiatives of relevant organisations	PCNPA					
		Approach relevant organisations to aid the community to conserve and enhance the Conservation Area	PCNPA					
		Reactive support for community projects involving building conservation	PCNPA					
Awareness	Property owners, tradespeople, statutory undertakers, National Regional and local bodies and societies	The development of a communications strategy	PCNPA					
		Phased implementation of communication strategy	PCNPA					
Development	Developers	Phased preparation of development briefs	PCNPA					
		Reactive (planning & Listed Building applications/queries)	PCNPA					
Control Study & Research	Developers, property owners Cambria Archaeology, Cadw, The Royal Commission on Ancient and Historical Monuments in Wales PCNPA & Community Working Group	Review of the Conservation Area	PCNPA					
		Ongoing study and research	PCNPA					
		Ongoing management and monitoring of the proposals	PCNPA/Community Council Working Group					
Conservation Area Boundary Review	Public	Review of the Proposal Document	PCNPA					
		Review of the Conservation Area boundary	PCNPA					

16 ABBREVIATIONS USED

BT	BRITISH TELECOMMUNICATIONS
CROW	COUNTRYSIDE AND RIGHTS OF WAY ACT 2000
CRU	PEMBROKESHIRE COUNTY COUNCIL (COMMUNITY REGENERATION UNIT)
EA	ENVIRONMENT AGENCY (WALES)
LDP	LOCAL DEVELOPMENT PLAN
PAVS	PEMBROKESHIRE ASSOCIATION OF VOLUNTARY SERVICES
PCC	PEMBROKESHIRE COUNTY COUNCIL
PCNPA	PEMBROKESHIRE COAST NATIONAL PARK AUTHORITY
PLANED	PEMBROKESHIRE LOCAL ACTION NETWORK FOR ENTERPRISE AND DEVELOPMENT
SPAB	SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS
TWTRA	TENBY WALLED TOWN RESIDENTS ASSOCIATION
WAG	WELSH ASSEMBLY GOVERNMENT

KEY TO TENBY CONSERVATION AREA FEATURES MAP**LANDMARK BUILDINGS – red circle**

1. St Mary's Church.
2. Tenby Pier.
3. Albert Memorial.
4. Castle Ruins.
5. Tenby Lifeboat Station.
6. St Catherine's Fort.
7. Royal Gatehouse Hotel.
8. Nyth Aderyn.
9. Park Hotel.
10. Ocean Hotel.
11. Terraces along Esplanade.
12. Lexden Terrace.
13. Houses along Castle Square/Pier Hill/St Catherine's Terrace.
14. The Five Arches.

BUILDINGS OF LOCAL SIGNIFICANCE – brown circle, lower case text

- a) St Mary's Church (medieval).
- b) St Mary's College (medieval).
- c) St Julian's Church (religious).
- d) Fishermen's Rooms (social).
- e) Former Presbyterian Chapel (religious).
- f) St Catherine's Fort (military).
- g) Castle Ruins & Albert Memorial (social).
- h) Tenby Museum (social).
- i) Tenby Town Walls/Brechmaenichine Tower/Whitesands Gate (medieval).
- j) The Sluice and surrounding buildings (industry).
- k) The Pier (industry).
- l) Lifeboat Station (social).
- m) Laston House (social).
- n) Harbour Arches (industry).
- o) Former Mortuary (social).
- p) Former Lifeboat House (social).
- q) Lexden Terrace (social).
- r) Sergeant's Lane (industry).
- s) Tudor Merchant's House and Plantaganet (medieval).
- t) Former Liberal Club (social).
- u) Sun Alley (medieval).
- v) Prize House (social).
- w) Town Hall & Market (industry).
- x) T P Hughes (industry).
- y) Medieval Town Hall complex (medieval).
- z) Brychan Yard (social).
- aa) Harrison's Yard (social).
- bb) Royal Gatehouse Hotel (social).
- cc) The Guildhall (social).
- dd) Town & County Club (social).
- ee) Bandstand (social).

LOCAL FEATURES – purple circle, white text

1. Victorian manhole covers.
2. Traditional "municipal" railings.
3. Railings re-used from Victorian Pier.
4. Zigzag walks with locally made iron stanchions.
5. Clifftop terraced gardens (Esplanade & Croft).
6. Traditional cobbling, Brychan Yard.

7. Medieval jettying, Sun Alley.
8. Medieval doorways, Quay Hill.
9. Deadmen's Steps & former mortuary.
10. Cannons (Castle Hill & Harbour).
11. Medieval circular chimneys (Tudor Merchant's, Plantaganet).
12. "Bridge" building, T P Hughes.
13. Belmont Arch & niches abutting 'Quaintways'
14. Traditional iron street nameplates.
15. Traditional limestone gulleys.
16. Traditional sandstone pavement flags.
17. Prominent "flying toilets" (n.b. several samples survive, less visible but most of historic/architectural significance.)
18. Pembrokeshire slate roof, Fishermen's Rooms

KEY VIEWS – black arrow, white text

1. View from High Street over Harbour and Lifeboat Station.
2. View from Tudor Square towards St Mary's Church.
3. Panoramic vista of town and coastline from Castle Hill.
4. Views from Paragon towards St Julian's Street & seawards to Caldey.
5. Views towards Harbour from Croft Terrace and Northcliffe.
6. Panoramic views towards South Beach, Penally, Caldey Island, St Catherine's, St Julian's Street & Castle Hill.

KEY GLIMPSES TO AN OBJECT/LANDMARK/POINT OF INTEREST – blue arrow, blue circle white text

1. View through jettied Sun Alley.
2. Glimpse of harbour through Quay Hill.
3. View of church from Upper Frog Street.
4. Seaward views from garden adjoining Sandygate.
5. Seaward views through Whitesands Gate.
6. View of sluice from Crackwell Street.
7. Glimpse of former mortuary chapel among trees.

KEY CURTILAGES/FRONTAGES – orange circle, white text

1. Railed forecourts, Esplanade.
2. Railed forecourts, Frogmore Terrace, Lower Frog Street.
3. Forecourts, Frogmore Villas, Lower Frog Street.
4. Railed forecourts, Woodbine and Vine Cottages, Lower Frog Street
5. Cobbled forecourt, Brychan Yard.
6. Railed enclosure, Gunfort Mansions, Paragon.
7. Railings, St Mary's Churchyard.
8. Lock House forecourt, St Julian's Street.
9. Railed forecourt of 3-4 Rock Terrace, St Julian's Street.
10. Railed forecourt of East and Grey Rock Houses, St Julian's Street.
11. Railed forecourts of St Julians Terrace, St Julian's Street.
12. Railed forecourt of Laston House, Castle Square.
13. Railed forecourt of 8-10 Bellevue, Crackwell Street.
14. Railed forecourt of Ocean Hotel & St Stephens, Croft.
15. Railed forecourts of Croft Terrace, Croft.
16. Garden to front of Fairfield, North Cliff.
19. Colonnade to Royal Gatehouse Hotel, White Lion Street.
20. Walled garden to Norton House, Norton.
21. Garden wall of 21, Norton.
22. Forecourt to Guildhall and Glendower Houses, Norton.
23. Railed forecourt, St Catherine's Terrace, Castle Hill.
24. Frontage of Paragon House, Paragon.
25. Walls and gates to Brother Thomas' Garden, Crackwell Street.
26. Railed forecourts, Harbour View, Crackwell Street.
27. Railed forecourts, Gwynne House & Kemendine, Bridge Street.
28. Railed forecourts, Olive Buildings, St Mary's Street.
29. Railed forecourts, St Julian's Street, St Julian's Street
30. Railed forecourts, Avondale Villas.

IMPORTANT OPEN SPACES – black text

- i. St Mary's Churchyard.
- ii. Castle Hill.
- iii. The Pier.
- iv. Castle Square.
- v. The Sluice.
- vi. Paxton's Road.
- vii. Brother Thomas' Garden.
- viii. Garden adjacent to Sandygate.
- ix. Car park adjacent to Southcliffe Lodge.
- x. Lexden Terrace forecourt.
- xi. Public garden south of Town & County Club.
- xii. Clifftop gardens, Croft Terrace.
- xiii. Public gardens opposite Croft Court.
- xiv. Clifftop gardens, Esplanade.
- xv. North Beach.
- xvi. South Beach, Iron Bar Sands & Castle Sands.

TREES IMPORTANT TO THE SETTING OF THE CONSERVATION AREA – green text

- a. Trees in St Mary's Churchyard (sycamore, hollies, limes, chestnut and elm).
- b. Holly in forecourt of Lexden House.
- c. Small group of sycamore coppice and one beech to rear of old lifeboat house.
- d. Trees on cliffs below Crackwell St, High St (sycamore coppice, elm, alder, willow).
- e. Red Horse chestnut trees and two pines along South/Florence Parades.
- f. Mature trees opposite Bell Tree House (holm oak, sycamore, ash).
- g. Trees on cliffs below The Croft (sycamore coppice, elm).
- h. Trees below The Norton (holly, holm oak, weeping ash, sycamore).
- i. Semi mature sycamores & ash in public garden, The Croft.
- j. Sycamores flanking road from Croft to Northcliffe.
- k. Belt of sycamore, ash & pine east of Butt's Field.
- l. garden of Fairfield House (holly, holm oak, sycamore, birch, ash).
- m. Pine trees along Northcliffe.

KEY TO TENBY CONSERVATION AREA OPPORTUNITIES MAP

OPPORTUNITIES FOR IMPROVEMENT OF FORECOURT/CURTILAGE/SHOP FRONTS – green tone

The Norton

- Zanzibar
- Guildhall forecourt
- Glendower Houses
- Albany Hotel

Croft

- Ocean Hotel
- Park Hotel
- Timber fence, Croft-Northcliffe Road
- Railings opposite Croft Terrace, T.I.C forecourt

Lower Frog Street

- Frogmore Villas
- Fecci's

Upper Frog Street

- Rugby Club forecourt
- De Valence Pavilion

Harbour

- Harbour Arches

High Street

- Boots Chemist
- Shoe-fayre
- Oliver's Shoes
- Woolworths
- Dale's Music
- Abbey National

Tudor Square

- Lloyd's Bank
- Rembrandt Jewellers
- Kazbar
- HSBC Bank
- Peacocks
- Llewelyn's Sports
- John Francis
- Victoria Wine
- Klicks

St George's Street

- Wimpey's
- Fecci's
- Tenby Rock and Fudge
- Arch House
- Five Arches Gifts
- Churchyard Railings

St Julian's Street

- Lexden Terrace walls and gate piers

St Catherine's Terrace

- Railings on south side of road

Paragon

- Forecourt to Paragon House

OPPORTUNITIES FOR ENHANCEMENT OF BUILDING – brown circle, white text

The Norton

1. Royal Gatehouse Hotel/Kent and Milford Houses
2. The Zanzibar
3. Nos 20 – 21 Norton
4. Bell Tree House
5. North Beach House
6. Regency Court
7. Glendower Houses

The Croft

8. Ocean Hotel
9. Town and Country Club
10. Nyth Aderyn
11. North Beach Café & w.c.s

Esplanade

12. Giltar Hotel
13. Carnock House
14. The Buckingham
15. St Agatha's

Lower Frog Street

23. Royal British Legion

Upper Frog Street

16. Joy's Gifts
17. The Mews
18. De Valence Pavilion and Feccis Café
20. Bali-hi Café and N.E. Thing
21. Ashley House
22. The Spinnaker
36. Coach & Horses

Crackwell Street

24. Bay of Bengal Restaurant
25. Etnam House
26. Clock House (Handicotts)
27. Rear of Jasperley House (Boots)
28. Sea Vista

The Harbour

29. Harbour Arches

Bridge Street

30. Gwynne House
32. Bide-a-Wee

Sergeants Lane

31. Sergeants Lane & Cwrt-y-wylan

St Mary's Street

33. 3, Olive Buildings
34. 2, Olive Buildings
35. St Mary's Court

Cresswell Street

37. Tenby House Cottage

High Street / Tudor Square

38. Craigs Dairy

39. Lloyd's Bank

40. HSBC Bank

41. Peacocks

42. Tenby Rock & Fudge

43. Llewelyn Sports

St Julian's Street

44. Boro House

51. Hope & Anchor Beer Garden

Harbour

45. R.A.F. Hut, Pier

Castle Hill

46. Tenby Museum

47. Albert Memorial

St Georges Street

48. Wimpey's

49. Fecci's

50. Tenby Rock & Fudge

OPPORTUNITIES FOR IMPROVEMENTS IN SIGNAGE/ADVERTISEMENT/LIGHTING SCHEMES**The Norton**

Zanzibar

Upper Frog Street

All-a-Pound

The Mews

Stewart's Seconds

Spinnaker

Famous £1 Shop

Lower Frog Street

Washeteria

Harbour

Harbour Café

St George's Street

Present Company

Second to None

£1 Shop

Fecci's

Tenby Rock & Fudge

Five Arches Gifts

High Street

15 High Street

Sun Inn

Shoe Fayre

Oliver's Shoes

Woolworths

Dale's Music

Tudor Square

Kazbah

Tenby Rock & Fudge

St Julians Street

F. B. Mason

Castle Square

Ticket Office

Harbourmaster's Office

OPPORTUNITIES FOR ENHANCEMENT OF AREAS – lime green circle, white text

1. Sergeant's Lane
2. Brother Thomas's Garden

OPPORTUNITIES FOR PUBLIC REALM/FEATURES ENHANCEMENT – red circle, white text

1. Tudor Square (road, pavements, loss of fountain, signage, litter bins, seats)
2. High Street (road, pavements, signage)
3. Lower Frog Street (road & pavement delineation, signage)
4. Castle Square (signage, drainage, car spaces, litter bins)
5. Glendower Houses / Guildhall forecourts
6. Pavements and street lights, Norton
7. Paxton's Road (surfacing, seating)
8. Quay Hill (surfacing, railings)
9. Signage, Castle Square / Penniless Cove Hill
10. Signage, Cresswell Street / St George's Street
11. Seating area, Sandygate
12. Pavements, St Julian's Street
13. Signage, Cob Lane
14. Cresswell Street (weeds and signage)
15. Belmont Arch / Town Wall (weeds, signage, cables, litter bins)
16. The Hard (Parking)

OPPORTUNITIES FOR ADDRESSING TRAFFIC / PEDESTRIAN CONFLICT – blue circle, white text

1. Circuit of Lion Corner, High Street, Tudor Square, St Julian's Street, Castle Square and Crackwell Street
2. Upper Frog Street, St George's Street and Church Street
3. White Lion Street
4. Junction of South Parade with Lower Park Road and Trafalgar Road