

Pembrokeshire Coast National Park Authority

Portclew

Conservation Area Proposals



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

Draft for Consultation - March 2011



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PORTCLEW CONSERVATION AREA PROPOSALS

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Appendix A: Key to Conservation Area Features Map

March 2011

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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 Portclew'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 Portclew in a clear hierarchy from the underlying philosophies to the details of implementation.

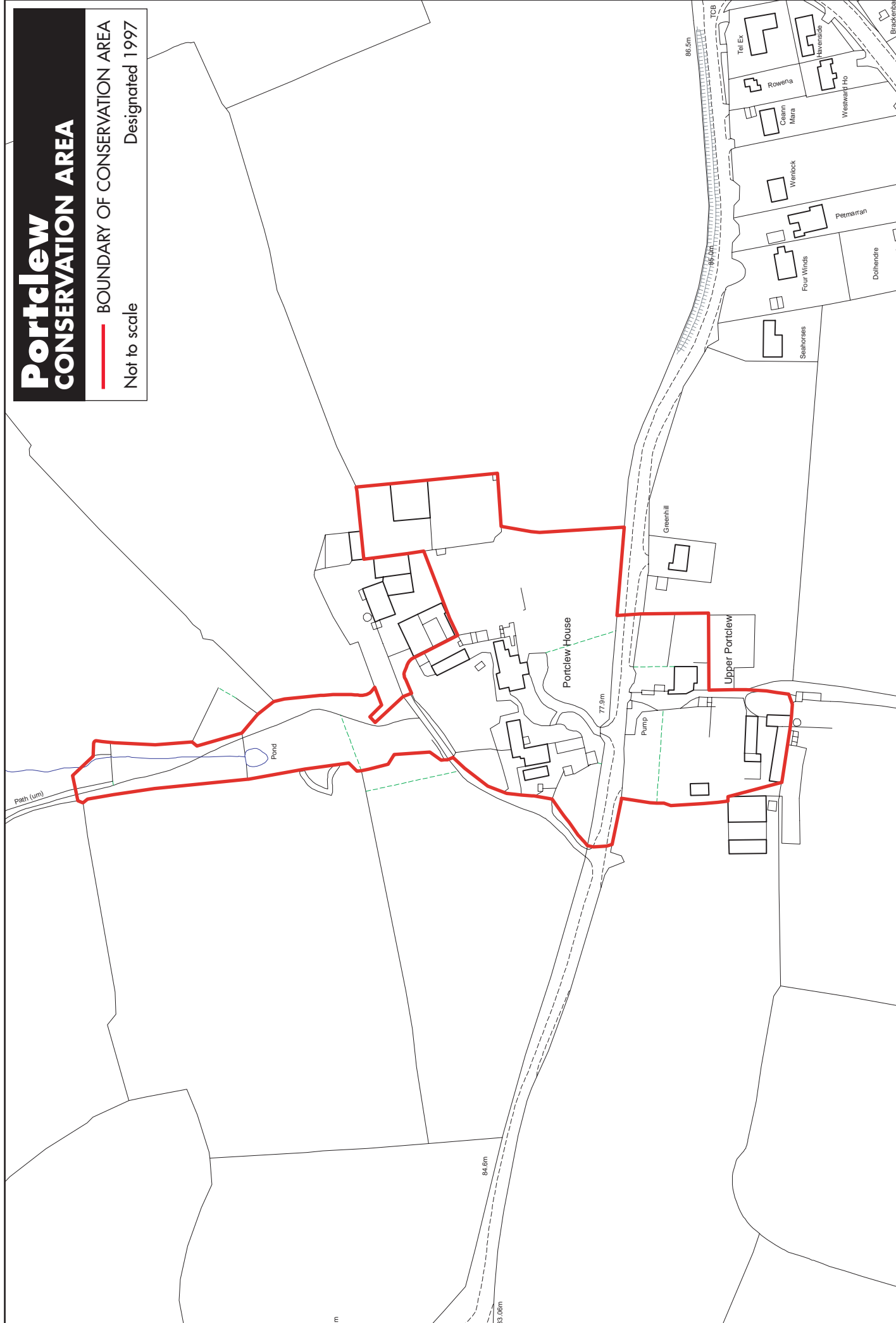
Sections 5 to 12 (inclusive) develop a range of integrated proposals that aim to address the issues raised in the S.W.O.T. analysis in line with the principles established in the P.O.S.T. analysis.

Section 13 considers boundary issues.

Sections 14 & 15 explores delivery.

Portclew CONSERVATION AREA

— BOUNDARY OF CONSERVATION AREA
Not to scale
Designated 1997



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 Portclew was **designated** a Conservation Area in 1997.

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 Lamphey Community Council together with Officers of the PCNPA. Following extensive consultations, a public exhibition, and approval by the Lamphey Community Council, the Conservation Area **Character Statement** for Portclew was formally approved by the National Park Development Control Committee at their meeting on the 13th February 2002 (**This report should be read in conjunction with the Portclew'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 Lamphey Community Council and subsequently approved by the PCNPA.

1.6 It is proposed that the PCNPA will adopt 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 Portclew Conservation Area.

1.7 This report seeks to set out **proposals** to show how the character of Portclew Conservation Area can be preserved and enhanced.

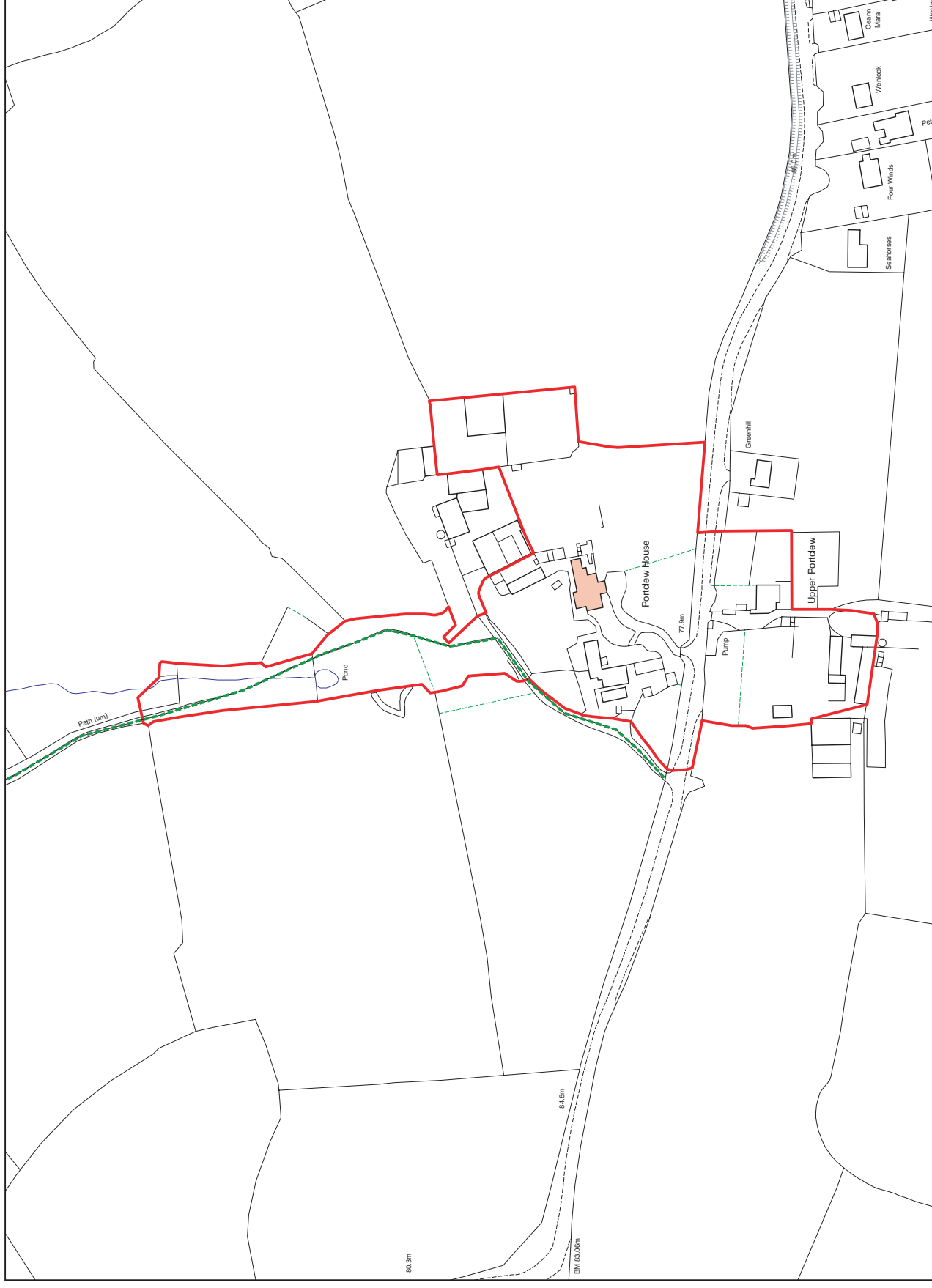


Portclew

Conservation Area: Statutory Conservation Designations



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Portclew
Conservation Area
Designated 1997

Key

- Conservation Area Boundary
- Listed Building
- Public Right of Way

Scale



Pembroke Coast
National Park



2 SYNOPSIS OF CHARACTER

This synopsis should be read in conjunction with the Portclew Conservation Area Statement (March 2002).

2.1 THE CHARACTER OF PORTCLEW 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 Portclew dates at least to the medieval period, recorded in the Black Book of St Davids (1326) with 17 husbandmen in occupation.
- Portclew originally belonged to the bishops of St Davids, part of their extensive Lamphey domain.
- Following the Reformation, the manor of Portclew passed to the Devereaux family, then to the Owens of Orielson in 1683 and the Mathias family in 1822.
- During the C19, with the intensification of agricultural practices, the buildings of Portclew were extensively remodelled and the surrounding field systems altered.

2.3 PHYSICAL CONTEXT, APPROACHES AND VISTAS

- Small hamlet situated on the B4584 between Lamphey and Freshwater East demarked from afar by its prominent stand of trees amid a relatively featureless landscape.
- The approaches, views and vistas are set out in detail in the Character Statement.
- The main view of the Conservation Area is from Trewent Hill showing rear of Upper Portclew House, farm buildings and trees,

2.4 THE SETTLEMENT

Archaeological Significance and Potential

- Little is now evident of any medieval settlement,

save the medieval remains of Portclew chapel, which lies outside the Conservation Area.

- Portclew House while of early C19 appearance retains C18 masonry, while features within its grounds and former grounds also belong to a pre-C19 phase



Architectural & Historic Character of Buildings

- Dominantly C19, overlaying earlier fabric at Portclew and Upper Portclew Houses, both elegantly stuccoed, with sash windows and simple stuccoed detail.
- Contrasting farm buildings, most converted to residential use, but retaining their original vernacular character.



Prevalent & Traditional Building Materials

- Walls. Traditionally of local limestone or red sandstone, pre-Victorian buildings usually rendered or whitewashed.
- Roofs Traditionally of Welsh slate; some corrugated

iron/asbestos. Chimneys of dressed stone or render.

- Windows/doors Traditionally of painted timber

Characteristic Local Detailing

- Roofs Welsh slate; sheeting to some farm buildings. Plain eaves and verge details to farm buildings, bargeboards or bracketted eaves to main houses. Plain ridgetiles. Gable chimneys, rendered or of dressed stone.
- Walls. Houses finished in smooth stucco, scored to imitate blockwork. Outbuildings generally of rubble stone, some with traces of whitewash
- Doors & Windows. Houses have vertical sliding sashes, 12-paned or of plate glass. Where they survive, simple mullions to outbuildings; converted outbuildings with simple glazing. Panelled doors to houses, simple boarded doors to outbuildings.

Character and Relationships of Spaces within the Area

- Settlement largely comprises of two large properties set back in spacious grounds each side of the road, both associated with working farms
- Larger grounds to Portclew House, including walled gardens and a stretch of river valley containing mature trees and hedgebanks



Streetscape

- Standard tarmac road with grass verges; no pavements



Important Open Spaces

- Main spaces include the lawned grounds of Portclew Houses and the front garden of Upper Portclew
- Less formal spaces include the area between the lane and farmbuildings of Upper Portclew to the south-west and the river valley behind Portclew House



Trees

- The mature stands of beech around Portclew House are of particular importance, including the woodland to the east of the house.

2.5 IDENTITY

The 'character' of Portclew 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

Portclew's biodiversity is important in local terms and is set out in the Character Statement. The mature trees and woodland provide valuable shelter, feeding and nesting habitats for garden and farmland birds, while boundaries such as hedgebanks and walls support woodland edge and 'wall' flora. 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 and other species (e.g. bats and barn owls). 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-natural environment.





Pembroke Coast
National Park

Portclew

Prominent views into Conservation Area



Portclew

Conservation Area
Designated 1997

- 1 View from Trevent Hill showing rear of Upper Portclew Farmhouse, farm buildings and trees.
- 2 View of Conservation Area from the Dell Road near entrance to Bee Hall. Group of trees prominently visible on horizon.
- 3 View of Portclew from South Hills showing prominent group of trees on horizon.
- 4 View of Portclew from the Ridgeway near 'The Glint' showing prominent group of trees on horizon.

Scale



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National Park



3 PORTCLEW 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 Portclew 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 spatial 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

National Park Conservation Area Designation
Fine Landscape setting

1.2 Archaeological, Architectural & Historic significance (see Character Statement)

Well conserved Conservation Area of definite character
One Listed Building within Conservation Area
Strong support for archaeology and local history
Un-designated archaeological historic sites and features (garden feature at Portclew House)

1.3 Architectural significance

Varied palette of material and forms
Strong structural contrast between formal (houses) and ancillary (outbuildings)

1.4 Nature Conservation and biodiversity of European, National and Local Importance

Local biodiversity – important habitats (field, hedgerows, gardens, buildings and stone walls)
National and European Law in place to protect species whilst undertaking works

(e.g. bats)

1.5 Important National Tourist destination

Guest house and self catering accommodation in Conservation Area
Range of tourist accommodation in surrounding area (Hotels, Guest Houses, Self Catering and Caravan Parks)
Range of tourist activities in surrounding area
Proximity of popular tourist destination (Freshwater East)

1.6 Accessibility

Improved road network to Pembrokeshire
Public Rights of Way /permissive pathways

1.7 Proposed enhancement schemes and community projects

Portclew Chapel
Pride of Place "few properties needing repair"
Planned Action Plan

1.8 Culture & Folklore

Documented ancient and modern history of local significance
Continuing strong interest in the area in local heritage

1.9 Active Community Spirit

Community Council
Generally welcoming atmosphere
Historically good quality of life
Volunteer groups

2.0 WEAKNESSES

2.1 Economy/Resources

Fragile Local Economy*
Lack of employment opportunities*
Area heavily dependent on tourism, brevity of visitor season*
High percentage of employment is low-paid and unskilled and perceived to be low status*
Outward migration of young/inward migration of aged persons*
Poor availability of services (Dental care, health)*

2.2 Public Realm Authorities and Stakeholders

Perceived lack of consultation from the public realm*
Perceived failure in communications between partnerships*

2.3 Visitor Management

Decline in train services to the county*
Inadequate/interpretive provision for visitors
Difficulty in receiving TV-Local Broadcasts in surrounding area

- 2.4 Loss of identity or character of area/streetscape**
Changes in agricultural practices leading to changes in character of landscape and identity*
Intrusive poles and overhead wires
- 2.5 Management of public and open spaces**
Footpath maintenance
- 2.6 Biodiversity**
Loss of habitats
Introduction of inappropriate methods and materials damaging to wildlife
Disturbance/loss of bat roost sites, owl habitats as result of building work, demolition etc.
- 2.7 Traffic Management**
Unresolved traffic management issues (speeding, and signage)
Seasonal traffic flow
Pedestrian / traffic conflict
- 2.8 Building Conservation Awareness**
Historic fabric in need of constant care
Inappropriate materials, design and details in the historic built environment
Lack of awareness and skills deficit in building conservation
- 2.9 Development**
Poor public perception of planning system (transparency, consistency and certainty)
- 3.0 OPPORTUNITIES**
- 3.1 Economy/Resources**
Grant Aid and Partnership Initiatives (European, National, Welsh Assembly, Cadw, WTB, WDA, CCW, PCC, Regional, Lottery, Community Regeneration Unit, PLANED, Voluntary)*
Encouragement of partnership working and engagement of private sector
Increase in job opportunities based on natural resources of the area*
Sustainable and sympathetic progression through the 21st Century
Further development of E-Commerce/IT Infrastructure* (Broad Band)
Need for common tourism industry strategy*
- 3.2 Public Realm**
Need for greater cohesion between partners when approaching projects
Continue engagement of public sector in infrastructure and environmental improvements
- 3.3 Loss of identity or character of streetscape**
Undergrounding of wires
Rationalize signage
Sensitive lighting scheme in Conservation Area
- 3.4 Biodiversity & Geology**
Increase awareness of links between biodiversity and building conservation (e.g. wall flora, bats and barn owls)
- 3.5 Management of Open Areas**
Tree management and introduction of new planting of appropriate species
Recognition of historic lanes, tracks and walls and their sense of enclosure
Identify and improve neglected and/or inappropriate landscaping, planting or detailing to open areas
Investigate provision of increased pedestrian access/footpaths/historic trails
- 3.6 Traffic Management**
Resolve traffic management issues
Integrated approach to traffic management – signage, car parking, disabled access, footpaths
Enforcement of speeding restrictions*
- 3.7 Loss of identity or character of streetscape**
Encourage conservation best practice in use of surfacing, detail and junction layouts
Investigate conservation alternatives for intrusive standardized road markings in the Conservation Area
Improvement & rationalization of directional signage
- 3.8 Community Projects and Recreation**
Provision of portrayal of heritage and history
Attract new enterprise, assisting life work balance opportunities through information technology*
Improvement of community co-ordination
Support and promote established community schemes and events (Action Plan-PLANNED)
Promote and support interpretation of the area's heritage
Continuation of recording local traditions and folklore
Potential for Youth Hostel in surrounding area
- 3.9 Awareness/Visitor Management**
Retain special character & identity
Maintain the balance between tourism and the needs of the locals*
Provision for cyclists and walkers in surrounding areas

3.10 Building Conservation

Investigate awareness of financial assistance
Increase awareness of existing grant schemes
Encourage use of appropriate materials and design in the historic built environment
Opportunity for sensitive implementation of the requirement of the DDA
Encourage appropriate boundary treatment
Improve awareness and skills deficit in building conservation
Opportunity for recognition of un-designated archaeological sites

3.11 Biodiversity

Increase awareness of species conservation issues when undertaking building works (building conservators, architects, builders and owners)
Ensure that the application of the principles of building conservation best practice and habitat management are applied during works which affect statutorily protected species.
Tree Management Scheme
Sensitive management of habitats (i.e. non-protected species)

3.12 Development

Encourage sustainable and sympathetic development and redevelopment
Prevent unsympathetic development

3.13 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

3.14 Awareness

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

4.0 THREATS

4.1 Economy/Resources

Effect on surrounding landscape and community of agricultural decline*
Continuing outward migration of younger generations*
Increasing economic dependency on tourism*
Increasing competition from overseas package holidays*

4.2 Public Realm

Neglect and "untidiness" resulting from decreasing local government investment*
Increased inappropriate standardisation of products and specifications (e.g. street furniture, signage)
Potentially piecemeal approach to projects

4.3 Biodiversity

Loss of habitats (danger of urbanisation "tidying up" areas)
Threat to biodiversity by lack of awareness when undertaking building works

4.4 Traffic Management

Inability to satisfactorily address traffic issues (speed)
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/curtilage walls

4.5 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
Level of care for historic fabric
Complacency ("Familiarity breeds contempt")
Degradation of open/green areas and historic views

4.6 Development

Continued pressure from development
Developments which are not in character
Inappropriate development within Conservation Area
Increased use of homogenous products, materials and design
Unavailability of local materials and skills.

4 PORTCLEW 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 Portclew Conservation Area.

Objectives

- To ensure that the special qualities which contribute to the character of the Portclew 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. 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 Portclew Conservation Area which sets out why the area has been designated and what its special qualities are.
 - Produce a comprehensive Proposals Document for Portclew 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

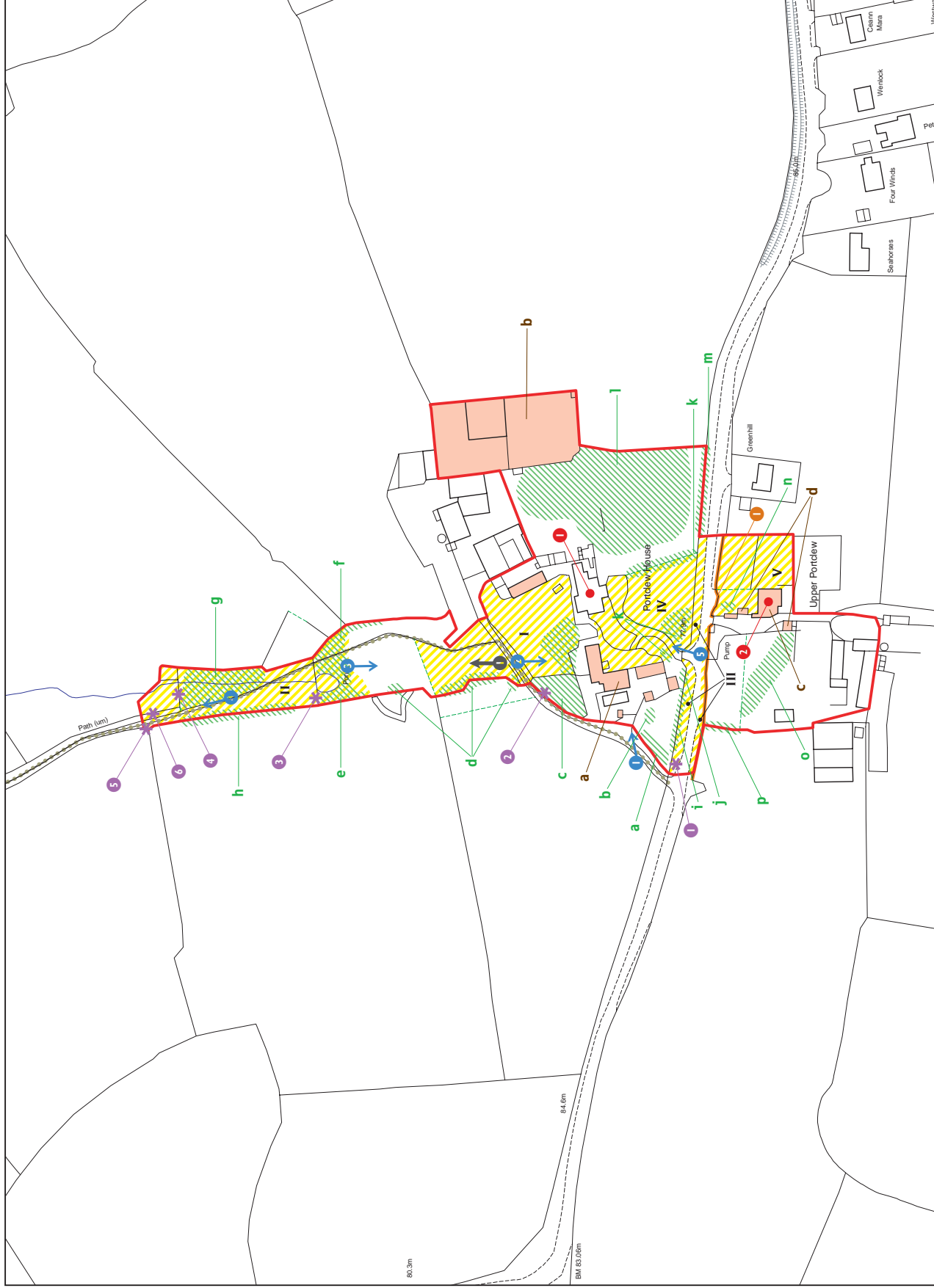
and these are detailed in sections 5-12 inclusive.

Portclew

Conservation Area: Features



Pembroke Coast
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Portclew Conservation Area Designated 1997

Key

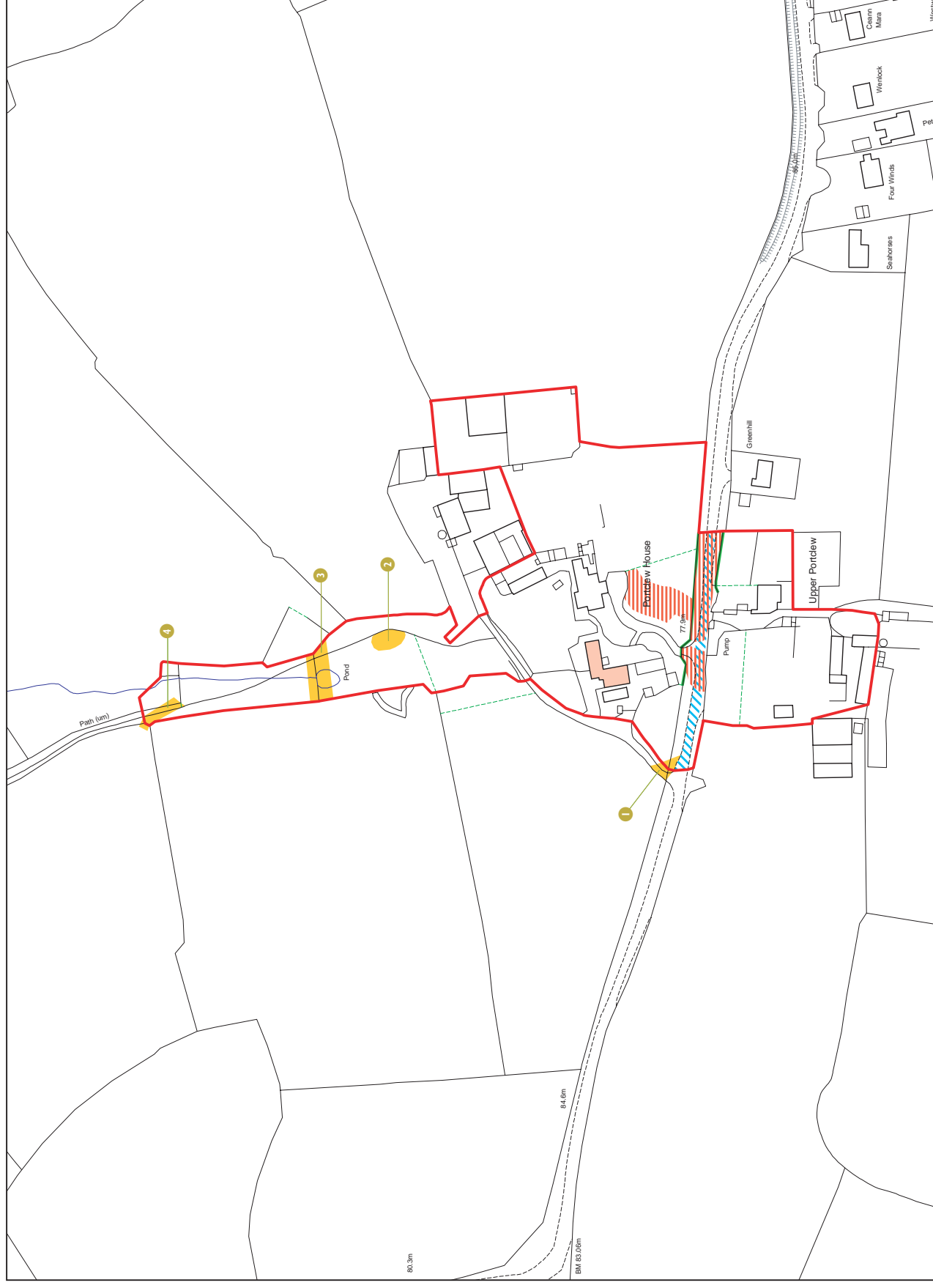
- Conservation Area Boundary
- Landmark Buildings
- Buildings of local significance
- * Local features
- ↑ Key views
- Glimpses to an object/landmark/point of interest
- Key carriages/frontages
- Important open spaces
- Important pedestrian route
- Trees important to the setting of Conservation Area

Scale



Pembroke Coast National Park





5 RESOURCES

5.1 CONSERVATION FUNDING - CADW GRANTS

There may be limited funding available from Cadw for schemes within the Conservation Area for repairs to historic buildings.

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.

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

Principles

National Park Authority in conjunction with Cadw currently offer grants to property owners in Tenby, St Davids and Saundersfoot to encourage the appropriate conservation and enhancement of historic buildings within the Conservation Area. The Authority is negotiating with Cadw to extend these grants to all Conservation Areas.

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.

Partners

Potentially PCNPA, Cadw, WAG, Community Councils and property owners.

Programme

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

5.3 NON-BUILDING CONSERVATION FUNDING

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

Principles

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

- Funding already allocated to the area is used so as to (inter alia) 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

o 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 Portclew's 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:

- Under grounding unsightly cables (subject to archaeological and geological considerations).
- Rationalising the design and locations of street furniture
- Sensitive lighting schemes
- Minimise light pollution
- 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 municipally owned open spaces (verges and greens)
- Developing a tree management scheme
- Integration of biodiversity with conservation of the built environment at all opportunities.

Place

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

- Poles and wires at southern approach to Caerfarchell
- Poles and wires between Corner House and Lower House
- Poles and wires in village centre (radiating)
- Poles and wires south and west of Tŷ Newydd
- Poles and wires at northern approach to Caerfarchell

Partners

All those agencies involved in the public realm but especially:

- PCC
- Environment Agency, British Telecom, Telecommunications Operators, Western Power, Transco, Dwr Cymru, CCW
- Lamphey Community 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

Motorised transport (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)



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 enjoyment and safety of pedestrian and other users (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 acknowledge Section 62 of the Environment Act 1995 and follow conservation best practice (e.g. surfacing and detail) (Traffic Management in Historic Areas Cadw (2001))

Priorities

The whole of the Conservation Area and its setting.

Partners

PCC, Dyfed Powys Police Authority, Lamphey Community Council, residents and PCNPA.

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:-

- Explore potential for tree planting scheme

Partners

Lamphey Community Council, PLANED, PCC (CRU), PAVS, PCNPA. Dyfed Archaeological Trust, local groups and individuals involved in community support.

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.



Portlew House (1996)
before restoration



& after restoration

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 (Appendices H-K), 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, chimneys, rainwater goods, balconies etc
- Commercial signage and illumination schemes
- Public realm works – lights, surfaces, signage etc
- Landscape detail – historic stone gate posts/joms, walls and garden features
- Provision of sensitive interpretation
- Retention of the atmosphere of the settlement

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
- PCNPA.
- PCC.

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 Lamphey Community 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

Partners/Developers

Developers, Environment Agency, PCC, PCNPA, 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 Caerfarchell 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 the local authorities 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 but 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, PCNPA.

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 and to regularly update the database.
- 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 and types and sources of traditional building materials e.g. stone, brick, slate, tiles, lime renders and mortars, local blacksmithing for architectural ironwork etc.
- Research into local traditions and folklore
- Research into medieval history (field systems, Portclew Chapel)
- Research into garden of Portclew House

Place

Across the Conservation Area and its setting.

Partners

Dyfed Archaeological Trust, Cadw, PCNPA, 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

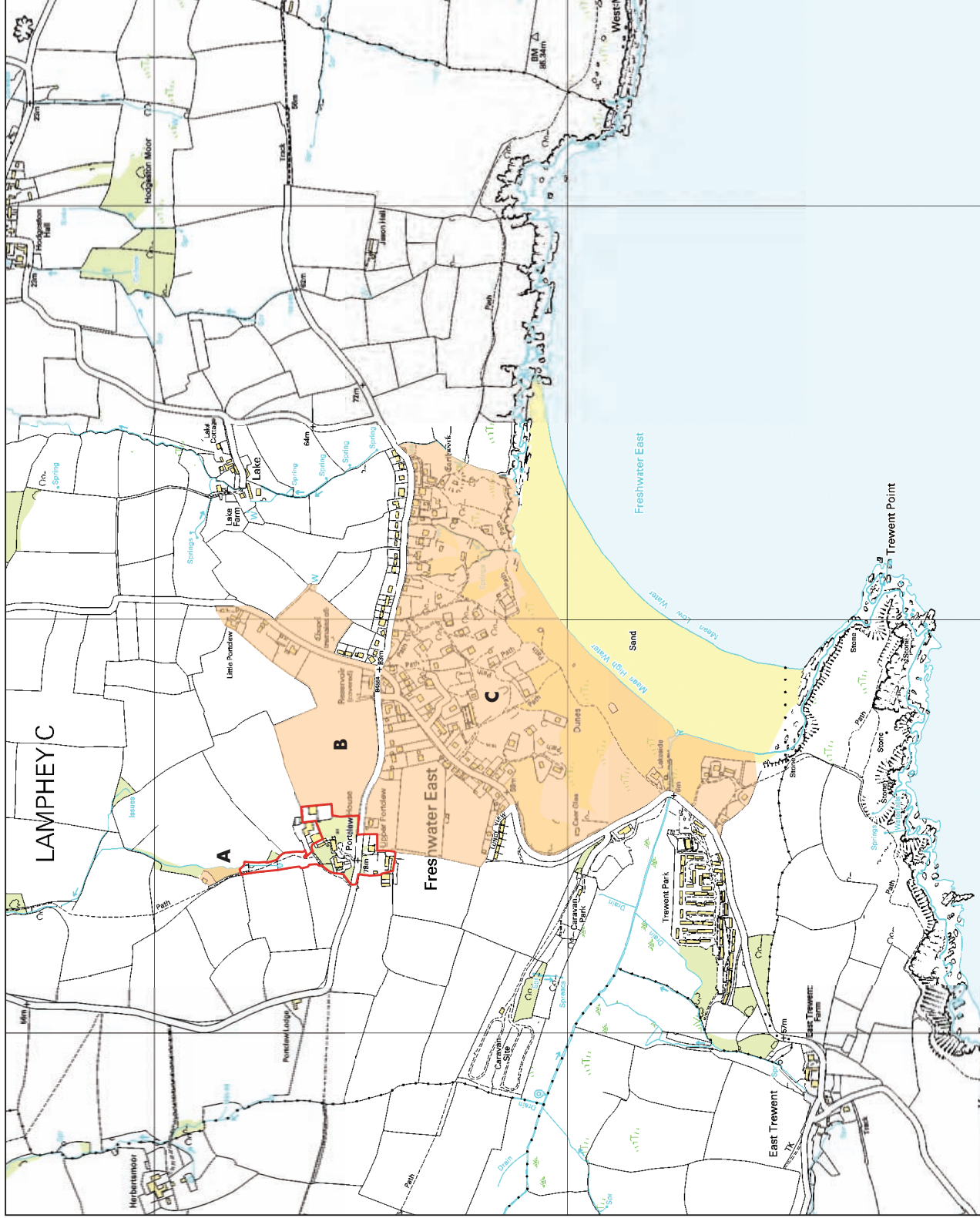
The landscape setting of Portclew and the coastal setting of Freshwater East is of historic, archaeological and ecological importance. The impact on the Conservation Area of development on sites close to and prominently visible from within the boundary of the Conservation Area should be considered. The 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: -

- Northern part of river valley to rear of Portclew House
- Little Portclew
- Portclew Chapel

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



Portclew Conservation Area Designated 1997

- A** Continuation of attractive and historic sunken lane, including northern portion of stream valley. Historic cottage amid copse of trees.
- B** Little Portclew forms part of the historic settlement of Portclew and comprises of an unspoilt traditional farmstead. Medieval Portclew Chapel is of architectural and historic importance. Other properties include Little Portclew Cottage and Little Portclew Farm.
- C** Freshwater East Village (The Burrows)
Early C20 settlement associated with the Mathias family of Lamphey Court. Some original bungalows survive amid the shrub-clad burrows, with breathtaking sea views. Earlier settlement indicated by presence of earthwork.

Scale



Pembroke Coast
National Park



14 NEXT STEPS

- The PCNPA proposes to adopt 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 Portclew Conservation Area.
- It is proposed that the on going management and monitoring of the proposals set out in the document be undertaken by the Lamphey Community 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 PORTCLEW 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 | | | | | |
| | PCNPA, Cadw, PCC, WDA, WTB, property owners | Explore potential for 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 | | | | | |
| | PCC, PCNPA, Environment Agency, BT, Telecommunications Operators, Western Power, Transco, Dwr Cymru, Hyder | Respond to initiatives of external funders | PCNPA | | | | | |
| Public Realm | | Approach relevant organisations with a view to agreeing working accords | PCNPA | | | | | |
| | | Respond to initiatives of relevant organisations | PCNPA | | | | | |
| Traffic Management | PCC, PCNPA, St Davids Council, Dyfed Powys Police Authority | Traffic management scheme for Caerfarchell (PCC) | PCNPA/PCC | | | | | |
| | | Approach relevant organisations with a view to agreeing working accords | PCNPA | | | | | |
| Community Projects | St Davids City Council, PCNPA, local groups and individuals, PLANED, PCC (CRU), PAVS | Response to initiatives of relevant organisations | PCNPA | | | | | |
| | | Approach relevant organisations to aid the community to conserve and enhance the Conservation Area | PCNPA | | | | | |
| Awareness | | Reactive support for community projects involving building conservation | PCNPA | | | | | |
| | Property owners, tradespeople, statutory undertakers, National Regional and local bodies and societies PCNPA | The development of a communications strategy | PCNPA | | | | | |
| Development | Developers, PCNPA | Phased implementation of communication strategy | PCNPA | | | | | |
| | | Phased preparation of development briefs | PCNPA | | | | | |
| Control Study & Research | | Reactive (planning & Listed Building applications/queries) | PCNPA | | | | | |
| | Developers, property owners, PCNPA | Review of the Conservation Area | PCNPA | | | | | |
| Conservation Area Boundary Review | Cambria Archaeology, Cadw, The Royal Commission on Ancient and Historical Monuments in Wales, local historical societies | Ongoing study and research | PCNPA | | | | | |
| | PCNPA & Community Working Group | Ongoing management and monitoring of the proposals | PCNPA/City Council Working Group | | | | | |
| | | Review of the Proposal Document | PCNPA | | | | | |
| | Public, PCNPA | Review of the Conservation Area boundary | PCNPA | | | | | |

16 ABBREVIATIONS USED

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

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

1. Portclew House
2. Upper Portclew

BUILDINGS OF LOCAL SIGNIFICANCE – brown circle, lower case text

- a. Outbuildings of Portclew House
- b. Former walled gardens at Portclew House
- c. Upper Portclew
- d. Outbuildings at Upper Portclew

LOCAL FEATURES-purples circle, white text

1. Stone gatepost at side of public footpath
2. Limestone west boundary wall to Portclew House
3. Stone dam to pond (early garden feature?)
4. Lower earth/stone dam to stream
5. Pair of stone gate-joms flanking narrow gateway
6. Pembrokeshire sunken lane

KEY VIEWS - black arrow, white text

1. View of Lamphey village and church tower with Preseli Mountains to background. Dominant pylons

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

1. Rooftop of Portclew House, gardens and outbuildings from footpath
2. View of rear of Portclew House
3. Distant view of rear of Portclew House amid trees
4. View down unspoilt sunken lane
5. Glimpse through trees of Portclew House towards Preseli Mountains

KEY CURTILAGES/FRONTAGES - orange circle, white text

1. Front boundary walls/railings to Upper Portclew

IMPORTANT OPEN SPACES – black text

- i. Rear garden of Portclew House including copse and pond
- ii. Copse and pond to stream valley
- iii. Verges alongside by-road
- iv. Front garden of Portclew House
- v. Front garden enclosures of Upper Portclew

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

- a. 2 sycamores to west boundary of Portclew House
- b. Sycamore on boundary of Portclew House
- c. Copse of sycamores in north-west corner of Portclew House grounds
- d. Sycamores on hedgerow along Conservation Area boundary
- e. Copse of sycamore
- f. Hedgerow (including blackthorn, hawthorn, and sycamore)
- g. Copse of sycamores alongside stream
- h. Hedgebank including sycamores and evergreen oak
- i. Hedgerow on north side of road
- j. Pair of beeches at entrance to Portclew House
- k. Trees in front garden of Portclew House
- l. Woodland east of Portclew House
- m. Hedgerow on north side of road
- n. Flowering cherry, Upper Portclew
- o. Sycamore in front garden of Upper Portclew and enclosure to west
- p. Sycamore along west boundary of Conservation Area, including single specimen alongside farm entrance.

KEY TO PORTCLEW CONSERVATION AREAS OPPORTUNITIES MAP

IMPROVEMENTS OF FORECOURT CURTILAGE/BOUNDARIES

- Front garden wall of Portclew House
- Front garden wall of Upper Portclew

ENHANCEMENT OF BUILDING

- L-plan outbuilding, Portclew House

OPPORTUNITY FOR ENHANCEMENT OF AREA –lime green circle, white text

1. Stone dams to stream valley
2. Stone gate joms
3. Stile, boundary and gateway along public footpath
4. Stile on western approach to settlement

OPPORTUNITY FOR PUBLIC REALM ENHANCEMENT

- Overhead poles and wires running north- south through Conservation Area
- Sensitive lighting scheme

OPPORTUNITY FOR ADDRESSING TRAFFIC ISSUES

- Speed issues west-east
- Pedestrian safety between settlements of Portclew and Freshwater East