



Conservation Area Character Appraisal and Management Plan

Priory Street Conservation Area

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Executive Summary

The Priory Road Conservation Area was designated in 1971. It is now appropriate and necessary to take stock of the significance of this area, consider whether the existing boundaries are appropriate and to produce a robust appraisal document which will guide the future management, preservation, and enhancement of the area. That is the aim of this document.

The area has a multi-layered history, derived from Roman occupation of the town up to its 19th Century development. This historic evolution has left a legacy of architectural interest and character which it is desirable to preserve or enhance. The following are considered to be the key significant characteristics of the area:

1. The location of the Roman town of Moridunum and the amphitheatre
2. Location of several historically significant buildings and structures including the Medieval Priory, infirmary, and old oak
3. Its topography and setting which offers far reaching views to, from and within the CA
4. A series of landmark buildings of national and local importance

It is concluded that the areas' conservation area status should remain, but that four alterations should be made to the boundary to reflect its current condition and include previously overlooked yet significant areas.



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1.0 Introduction

1.1 Purpose and Scope of the Report

This report has been prepared by Donald Insall Associates (Insall) in response to a brief issued by Carmarthenshire County Council (CCC) for the preparation of a Conservation Area Appraisal and Management Plan for the Priory Street Conservation Area in Carmarthen Town. This report has been funded through a grant from the Community Renewal Fund. The aim of the project is to study and assess the existing Conservation Area to understand and articulate what makes it special, consider whether the existing boundaries are appropriate and to produce a robust appraisal document which will guide the future management, maintenance, and development of the area. This document is intended for use by building owners who wish to undertake work on their properties, by architects and developers when considering change to existing buildings and by Local Authority staff to aid them in making decisions.

The report is set out in 4 parts:

1. Understanding the area: This consists of a summary of the area, its historic development and significance.
2. Site appraisal: This sets out key elements of the Conservation Area (CA) and how they contribute to its character, appearance, and significance.
3. Issues, threats, and management: The report continues with observations around specific issues and threats and sets out a series of principles to help guide future development whilst ensuring that the special interest of the area is preserved and where possible enhanced.

4. Opportunities: This section elaborates on opportunities that have been identified to inform the concluding section.

1.2 Defining Conservation Areas

Conservation areas are 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'

CA's are distinct parts of the historic environment designated by Local Planning Authorities for their special architectural or historic interest. Architectural interest could include a good example of a particular type of settlement, town planning, or a group of buildings of distinctive regional or local style or of high architectural quality. Historic interest is associated the historic evolution of a place, a particular period or with social, economic, or cultural movements such as early industrial housing and areas where archaeological, architectural, or topographical evidence of the origins and main periods of development have survived particularly well. Character is expressed through such things as building styles, materials, street layouts, land use and periods of development.

Within the planning system, applications for change within a CA are assessed to understand the effect that the development might have on significance. Significance is one of the guiding principles running through Planning Policy Wales 2021 (PPW). This may be archaeological, architectural, artistic, or historic significance and it may derive not only from a physical presence but also from its setting.

Additional regulatory controls are placed upon certain works within CAs, including demolition, works to trees and advertisements. All planning decisions are required to be assessed against the significance of the area to ensure it is maintained and where possible enhanced.

This document sets out the significance and character of the area to aid those applying for change or making decisions can understand where proposals may impact upon this and determine whether this is a positive or negative change.

1.3 Summary of Related Legislation, Policy, and Guidance

The key provisions for conservation area designation and management are set out in legislation, government planning policy and guidance. This includes:

The Planning (Listed Buildings and Conservation Areas) Act

Well-being of Future Generations (Wales) Act 2015

Planning Policy Wales, Edition 11 February 2021

Planning Policy Wales Technical Advice Note 24: The Historic Environment, 2017

Managing Conservation Areas in Wales, Cadw, 2017

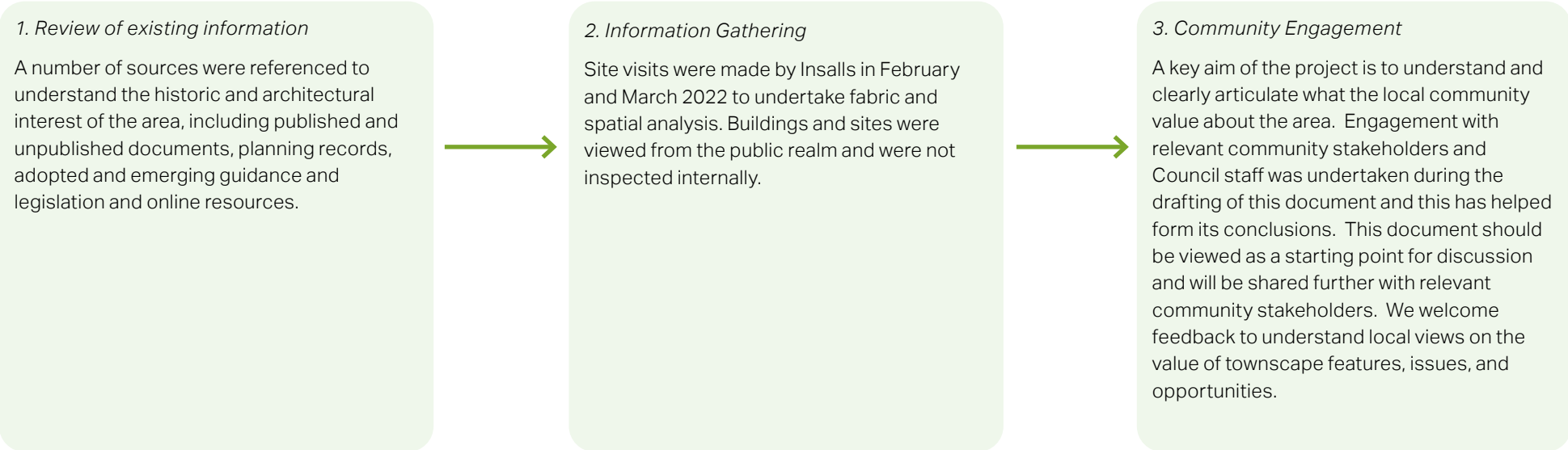
South West Wales Regional Economic Delivery Plan, September 2021

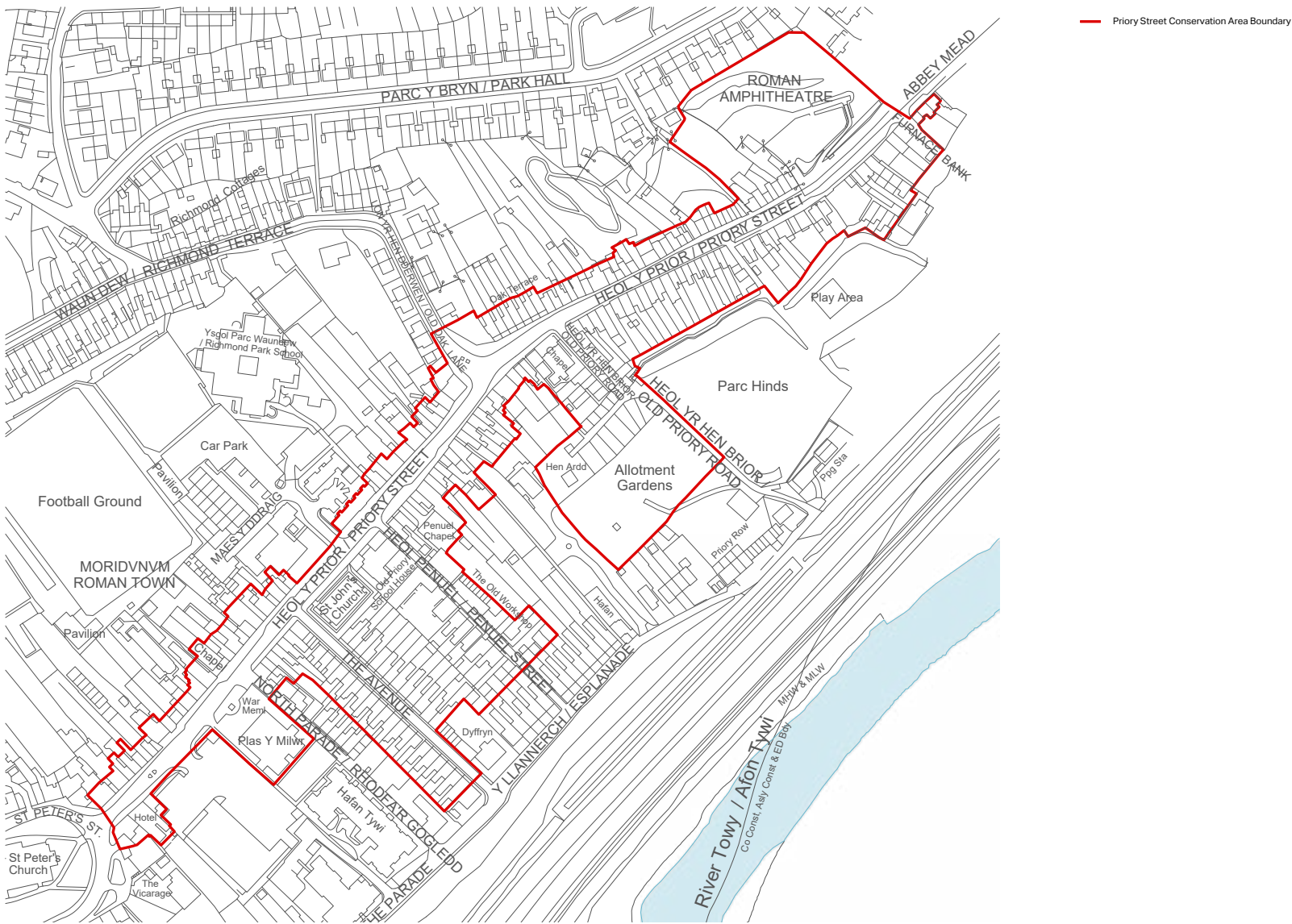
Carmarthenshire Economic Recovery and Delivery Plan, April 2021

A summary and links to these documents can be found in an appendix to this document.

1.4 Method Statement

The following has been undertaken through the preparation of this report:





2.0 Understanding the Site

2.1 Summary of Significance and Character

The key characteristics of the area and items of significance are summarised below (a more expansive list can be found in section 7).

- Largely surviving historic street pattern from the Roman creation of the town through the growth seen within the 18-19th Centuries
- Historic location of Moridunum and Old Carmarthen
- Contains the scheduled monuments of the Roman amphitheatre and Old Priory
- High archaeological potential
- Several associations with notable events and people including the Old Oak
- Site of the former Infirmary
- A series of significant views to, from and through the area due to its topography
- Local and national buildings of significance
- The war memorial and associated public realm
- A strong feeling of enclosure interspersed with areas of green, and wider glimpsed views
- Surviving historic boundaries including metalwork and rubble stone
- Illustrative of the 18th to early 20th Century growth of the town
- A series of notable religious buildings set back from the street edge



Amphitheatre



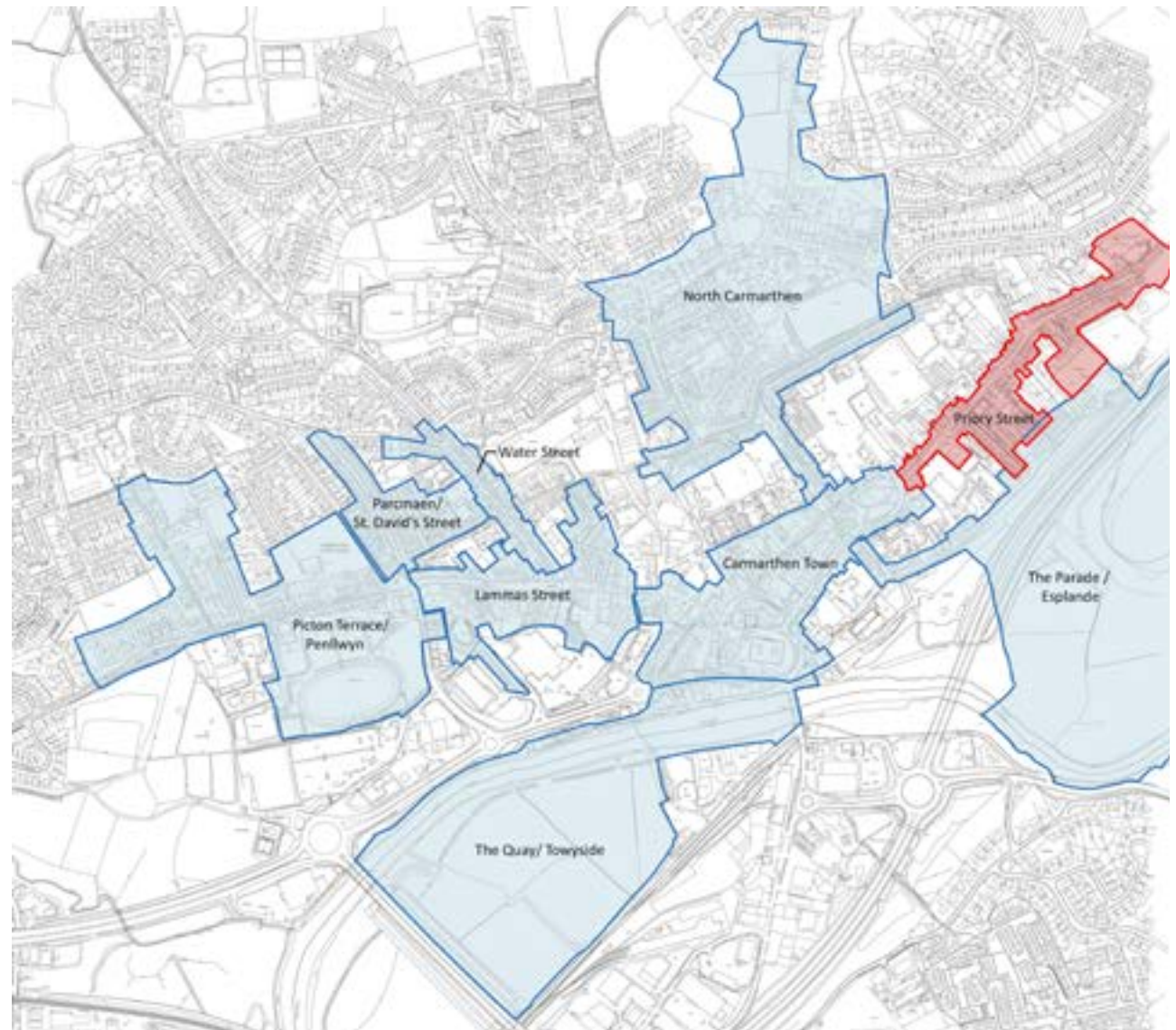
The junction at Old Oak Lane

2.2 Location

The Priory Town CA lies to the east of Carmarthen Town which is the county town of Carmarthenshire and the oldest recorded and continually inhabited town in Wales. The CA is bordered by Carmarthen Town CA to the west and The Parade/ Esplande CA to the south. The form of the CA is principally established by its historic layout which remains largely intact, forming a main thoroughfare through the town centre from east to west, with buildings generally fronting onto the streets. The Roman amphitheatre lies on the eastern border of the CA.

2.3 Topography and setting

The town is situated on the north-western bank of the river Tywi, about nine miles from Carmarthen Bay and commands some of the finest views in the Vale of Towy due to its topography, rising steeply up to the north and providing wide panoramic views of the countryside beyond. Priory Street itself is relatively flat, bordering the Carmarthen Town CA to the west and offering far reaching views between them as well as to the landscape to the east of the town. The numerous breaks and junctions with branch roads to the north and south offer landscape views outwards along the length of the street.



3.0 Historic Development

Summary of the Historic Development of Carmarthen Town

Moridunum

Commonly believed to be the oldest town in Wales, Carmarthen was built on the great Roman road, at the point where two branches rejoined. Known as Moridunum ('Sea Fort') the earliest settlement is dated around AD75 and the town has been an important administrative centre and strategic location since this time. The town was recorded in the Antonine Itinerary, a register of Roman stations and distances along roads, with the station thought to have occupied the site upon which the castle was subsequently erected. The Roman amphitheatre within the Priory Street CA is one of only seven surviving amphitheatres in Britain and only two in Roman Wales. A harbour was established to the west of the town with a bridge downstream offering access across the River Tywi. After the departure of the Romans, the town became the principal seat of government within South Wales. The Roman town is believed to have largely incorporated the majority of the Priory Street CA, set within the earthen and turf ramparts that led to an external ditch, likely located to the west at St Peter's church, to the east at Old Oak Lane, to the south at the banks of the river Tywi and to the north around Richmond Terrace. Remains of the town defences can still be seen in the earthworks within Parc Hinds with the drop to the east showing where the rampart fell towards the river's edge.

The Roman Amphitheatre was probably located outside of the town defences and remains one of the only recognisable pieces of Roman Carmarthen which

survives above ground. Believed to date from the 1st to the 4th Century it had an estimated seating capacity of 4500-5000 illustrating the size of the Roman town during its peak. The amphitheatre had an elliptical structure constructed by cutting into the northern hillside and using the excavated soil to make up the south bank of the seating area. The amphitheatre was discovered in 1944 when the Carmarthen borough surveyor, George Owens, took an interest in an oval hollow of land where a new housing estate was due to be built. In 1968, archaeological excavation proved that this was an amphitheatre.

The Middle Ages

During the Middle Ages the settlement became known as Llanteulyddog and was one of the seven principal seats in Dyfed, one of several Welsh kingdoms that emerged after the Roman occupation. A church, probably a monastic settlement, occupied by the Welsh pre-Anglo Normans, now referred to as Old Carmarthen, was likely established from St Peter's eastwards along Priory Street, largely following or incorporated within the Roman settlement. A market as well as 100 burgage plots are reported to have been established here, as well as a religious house dedicated to St Teulyddog. The church was granted to Battle Abbey before the end of the 11th Century and seems to have been a monastic cell. The monks departed when ownership passed to the Bishop of St David's in 1125 and a house of Augustinian Canons was instituted in their place. This was dissolved in 1536 when there were 12 canons and around 80 people who visited the Priory on a daily basis. Following the dissolution, parts of the building were



Suspected plan of the town in the 12th century



Suspected plan of the town in the 15th century

converted into a house. The Black Book of Carmarthen, written at the Priory, is thought to be the earliest surviving manuscript written solely in Welsh, and among other poetry, contains the Arthurian legends.

The strategic importance of the town was recognised by the building of the castle in around 1094, although the first recorded evidence of occupation for the castle is in 1116 by William of Gloucester. Located at the lowest crossing point of the River Tywi on a high terrace above, the castle became the centre of English power and the local Anglo-Norman lordship in the south west of Wales, with 'New Carmarthen' town developing around it.

The castle seems to have been the object of continual attack during the hostilities that prevailed between the English and Welsh, destroyed a number of times until its rebuilding in 1223 when permission was given for a town wall and crenelations, making Carmarthen one of the first medieval walled towns in Wales.

Franciscan Friars became established in the town in the 13th Century and by 1284 had their own Friary buildings in Lammas Street, now on the site of the shopping precinct. The double-cloistered Friary was as large as any provincial friary in Britain, eventually dissolved in 1538 along with the Priory.

The town flourished in the 13th Century due to the rights and privileges conferred on the town by Henry II and later King John. In 1353, Carmarthen was declared the sole Welsh Staple Port, illustrating its strategic importance in Wales. The black death from 1347-1350 swept through the town and caused the population of the town to dramatically decline in the latter half of the 14th Century.

15th – 16th Centuries

In 1415, a grant to extend the town walls was approved to include those burgage plots on King Street and Spilman Street to adjoin New Carmarthen and Old Carmarthen.

At this time, the Castle became the seat of royal government in South Wales. Edmund Tudor, father of Henry VII, took possession of the castle during the Wars of the Roses, although Yorkist troops captured the castle in 1456, imprisoning Edmund who died a prisoner here. Buried in the Friary, his tomb was later moved following its dissolution.

The free grammar school was founded in 1587 by Elizabeth I who granted it a charter of incorporation, situated on the site of the Carmarthenshire Infirmary in Priory Street. The endowment was increased by the Reverend William Jones, who gave a house and garden adjoining the schoolroom. The school has received many notable ministers, including John Jones, the compiler of the first Greek and English Lexicon, and Dr Abraham Rees, author of the Encyclopaedia.

The port declined towards the end of the Medieval period due to silting of the river, causing large ships to unload downstream. Four mills served the town at this time. With the dissolution of the Priory, Friary, the Castle's government role at an end and the increased industrialisation in the southeast, Carmarthen lost its status as Wales's largest and most important town, nevertheless it continued to prosper.

17th – 18th Centuries

After the Acts of the Union, Carmarthen became the judicial headquarters of the Court of Great Sessions of south-west Wales and was made a county corporate by Henry VIII, confirmed by James I in 1604 under the designation of 'the County of the borough of Carmarthen'. During the Civil War, it was defended by an extensive bastioned circuit, parts of which survive to the west of the town and have been stated by Cambria Archaeology as the best examples of Royalist town fortifications to survive in Britain.

In 1648 Carmarthen Castle reverted to the parliament and was ordered by Cromwell to be dismantled in which state it remained until 1787 when the principal part was incorporated within the new county jail, completed in 1792 by John Nash and demolished in 1936. A new Borough Charter was granted in July 1764 by George III, creating a common council to be elected by the mayor and burgesses. At this time, the towns dominant pursuits were agriculture and related trades including woollen manufacture. Although never destined to follow other industrial towns, it was an early centre for tinplate manufacture, with a blast furnace and tin mills built in the mid 18th Century on the site of the former Priory, causing the remaining buildings to be demolished. The construction of the railway which followed in the mid 19th Century removed any remaining above ground remnants.

In 1659 or 1660, an oak tree, known as Merlin's Oak or the Old Oak once stood on the corner of Old Oak Lane and Priory Street, likely planted by a schoolmaster to celebrate the return of King Charles II of England to the

throne. Legend stated that if the oak ever fell, disaster would befall the town. The oak is believed to have died in 1856, with a branch moved to the County Museum in 1951. In 1978, the surviving stump was removed and put on display in St Peter's Civic Hall in Nott Square. A replacement was planted in 2009.

19th Century

Much of the town's success is due to its port. In the 1720s, 57 vessels were registered in Carmarthen, and its tonnage at that time was twice that of Cardiff. Ships were also built in the vicinity of the present-day Quay Centre. Trade increased through the port in the 1840s, before Carmarthen joined the railway network. Carmarthen was still regarded as a port town in the 1860s but was being eclipsed by coastal harbours where larger ships could dock. The last commercial vessel visited the port of Carmarthen in 1938. Although originally built in the 1550s, the surviving quay walls were rebuilt in their present form in the 19th Century.

Carmarthen Infirmary was built on the former site of the grammar school in 1857-8 by William Wesley Jenkins of London. It was extended a number of times between 1899 and 1934 eventually being taken over by the NHS in 1948, in whose hands it remained until the late 20th Century when it closed. The rear extensions were subsequently demolished in 2002 and the building was converted into a block of flats.

Tithe maps of the early 19th Century shows that the layout of the CA is still very much as can be seen today, with Priory Street running east to west, and The Avenue, Old Oak Lane and Old Priory Road, which led to the



Priory Street OS Map - 1888 (Reproduced with the permission of the National Library of Scotland)

former Priory, to the north and south. Burgage plots can be seen lining both sides of the street with a few scattered buildings to the river's edge. At this time there is a large gap to the street edge between The Avenue and Old Oak Lane.

OS maps from the late 19th Century show a similar layout, but the infirmary, grammar school, engine sheds and railway are now evident, as well as the tin plate works and old gravel pit to the eastern end of the CA opposite the site of the amphitheatre. There are still a number of gaps to the southern street edge with Penuel Street now established.

North Parade was infilled with development from the early 20th Century onwards, being completely occupied by the later half of the 20th Century. In the early 20th Century, the infirmary, school, four chapels, three public houses and a post office are listed. The Avenue was constructed in the late or early 20th Century.

A monument to those killed in WWI was erected in front of the former infirmary in the mid 20th Century.

Notable residents

Carmarthen has seen a number of notable residents including the Reverent Lewis Bailey, author of the 'Practice of Piety'; Sir Walter D'Evereaux, the first Earl of Essex was born in Carmarthen and is buried in St Peter's Church; Sir Richard Steele is said to have composed his play 'The Conscious Lovers' at his residence in the town and is also buried at St Peter's. The town also played a major role in the emergence of Welsh non-conformity, with many leading personalities of the



Priory Street OS Map - 1907 (Reproduced with the permission of the National Library of Scotland)

movement born here, eventually becoming the home of the Welsh book of trade in the late 19th Century. Sir Rhys ap Thomas, one of Henry Tudors main allies and a hero of the Battle of Bosworth, and Charlotte Dalton, granddaughter of George III are buried in St Peter's Church. In Priory Street, the Old Oak was reportedly planted by a descendent of US President Adams and the predecessor of Reverend Joshua Watkins who established the Penuel Independent chapel, Reverend MJ Rhys, emigrated to America and may have been the first European to cross the continent.

Present day Priory Street

Little remains of Moridunum or Old Carmarthen, with the amphitheatre being one of the few prominent above ground structures visible from that period. The chief surviving feature of the Priory is the late medieval gatehouse, now divided into four houses, but retaining an arched entrance. A small fragment of the church is preserved in the wall at the southern corner of Parc Hinds playing fields and some footings and lower courses of the precinct wall are preserved in the northwest wall. Other elements, including the east range of the cloister and part of the monk's cemetery have been located by excavation and it is likely that other archaeological remnants are still below ground within the allotment gardens and Parc Hinds, including those dating to the Roman Town. The buildings which can be seen today are mostly 19th Century with some mid to late 18th Century buildings. Although earlier signs of the CA's development have been mostly lost to

redevelopment, the street layout, following the original Roman settlement have been preserved and still dictate the way one experiences and move through the area.



Priory Street OS Map - 1954 (Reproduced with the permission of the National Library of Scotland)

4.0 Spatial Analysis

4.1 Views into, within and from the CA

The impact of proposed developments should include consideration of views into, within and from the CA. The following are noted without excluding other viewpoints and can be seen on the following map.

Street views

The long and relatively straight nature of Priory Street and secondary roads to the north and south create long uninterrupted views and allows the buildings to be read together, although a slight bend in the road at the junction of Old Oak Lane breaks this at the eastern end. Both smaller scale cumulative changes and large developments along this road could interrupt this characteristic. This can already be seen where buildings have been removed from the street edge, leading to blank gable ends, as well as larger contemporary developments which disrupt the roofscape. This would also include developments which would terminate these views which are outside of the CA. Larger buildings are typically set back from the street edge so that one discovers them when walking from east to west. Junctions and breaks along the street provide a series of views out to the wider countryside. The allotment gardens provide an interesting and varied view of the rear of the properties and to the wider landscape beyond. The amphitheatre also offers a more open view and being raised from the street edge allows one to see over the street, roofscape and to the landscape beyond. There are also a series of shorter and glimpsed views between buildings which encourage discovery as one moves from one end of the CA to the other.

Street views of note, without excluding others are noted below:

Priory Street to Old Oak Lane

Abbey Mead to Old Oak Lane

Priory Street to Old Priory Road

Priory Street to Penuel Street

Priory Street to St Peter's Church

Spires and Towers

Much of the roofscape within Carmarthen is characterised by the tall spires, towers and gables of the churches and chapels. These provide important landmarks emphasised by the lower storey heights which are typical of the CA. Developments which interrupt these views could have a negative impact on the area. This includes views of;

St Peter's Church (outside of this CA)

St John's Church

Old Priory Schoolhouse

Y Priordy Chapel

Surrounding landscape and open spaces

Due to the density of buildings to Priory Street, views to the landscaped setting to the south and north are typically glimpsed views where roads or gaps in buildings are present or at branch roads. At the eastern end of the CA, due to the topography of the area one gains distant views of the surrounding hills.



Priory Street to The Avenue



Priory Street from St Peter's Church



Priory Street towards St Peter's Church

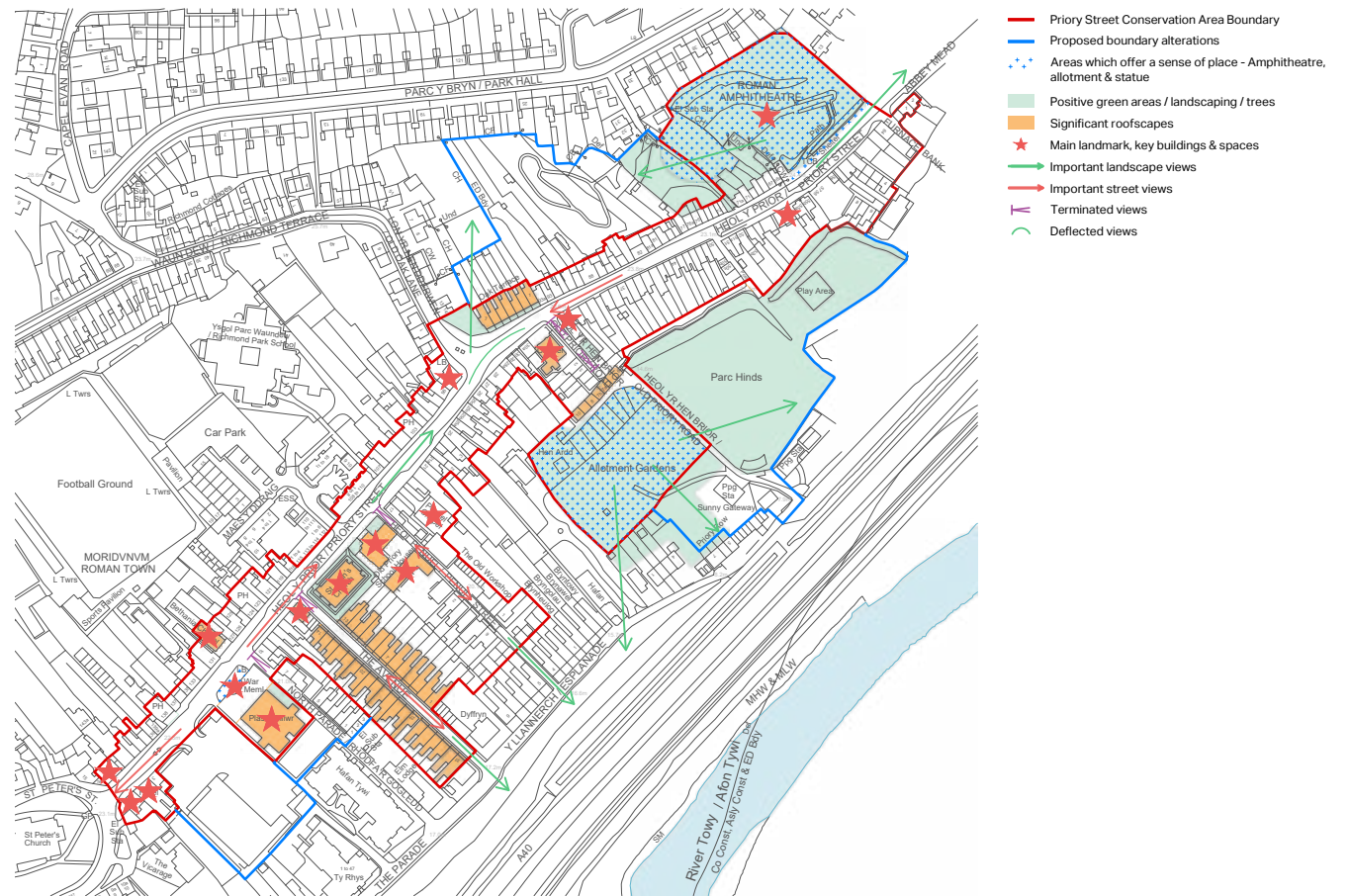
The rear gardens behind houses to the east of Old Oak Lane can be seen from Priory Street through trees which extend above the roofscapes and is a visual reminder of the historic development of the site as agricultural land. There is a particularly characterful view at the junction with Old Oak Lane where a gap in the building line provides open views to the north.

In contrast to much of the CA, the allotment gardens and amphitheatre provide not only important places for rest and contemplation outside of the urban street network, but also spaces which can provide panoramic views of the surrounding landscape to the south. The topography of the land which slopes away to the south exaggerates these views, from both the gardens and when looking down secondary roads from Priory Street, and are positive aspects of the CA.

Terminated and enclosed views

Alongside the linear view down Priory Street, the glimpsed views down side streets, between buildings and along back streets are also an integral and important part of the character of the area and there are a number areas where these can be gained.

These offer an interesting contrast to the more formal elevations to the street as well as a reminder of the historic development of the area through the priory, Roman town and associated burgage plots. Penuel Street is the only secondary road whose view is terminated by a building rather than a view of the landscape beyond.



4.2 Main Landmarks and key buildings

Priory Street has 21 listed buildings and structures within the town which stands as a testament to its high quality of architecture and the historic associations and development which are an essential part of its character.

Listed Buildings and Structures

Roman Amphitheatre

A scheduled monument to the eastern boundary of the CA which is of local, national, and international importance, due to its potential to enhance our knowledge of Roman urban organisation. Retaining a large amount of surviving above ground fabric, it is a noted historic site as well as a valued and unique open space within the town.



War Memorial

The memorial in front of the former infirmary and stone bench are listed grade II and offer one of the few areas of public realm within the CA as well as a distinct landmark to the street. Built in 1923-4 to the fallen soldiers of the WWI it consists of a bronze statue on a granite pedestal with inscription. The memorial was designed by EV Collier and created by Sir William Goscombe John who was a leading Welsh sculptor in the early 20th Century.



Church of St John

A grade II listed Anglican church opened in 1890 by the Bishop of St Davids and built as the Welsh language church for the parish of St Peter to designs by Middleton, Prothero & Philot of Cheltenham. Built in a perpendicular Gothic style with rock-faced Llanelli stone the church is a well-designed Victorian town church which still adds substantially to the streetscape, including its churchyard, trees, and bell tower.



Former Priory Street School

Former National School and church of 1869 called St Peter's School-Church, superseded by St John's when it was built next door. The school was closed in 1988 and converted into offices for Lloyds Bank in 1991 and later used as studios for BBC Wales. The building is Grade II listed and alongside St John's makes up the block between The Avenue and Penuel Street.



Penuel Baptist Church

The painted roughcast and stucco Grade II listed chapel on this site was first built in 1786 but was rebuilt in 1817 and again in 1909 to designs by JH Morgan. The site was bought from John Morgan Sr of the Carmarthen tin works for the General Baptists, who were founded in 1757 and whose first chapel was in Old Chapel Yard opposite. The schoolroom to the rear was built in 1886 and is of square rock-faced rubble with a red terracotta rope-mould between 2 courses of black brick and a large Romanesque arched window to the rear elevation viewed from Penuel Street.



Y Priordy Independent Chapel

A prominent corner chapel designed by George Morgan, a noted Welsh architect of chapel design. Built in 1875 as an independent chapel, it is the first major work of Morgan in his Romanesque style which became his trademark. Its corner plot, decorative roofscape and principal elevation of roundels, arched headed stained-glass windows, engaged columns and stone detailing are particularly characterful additions to the street.



Carmarthenshire Infirmary

A purpose-built infirmary of 1857 by William Welsley Jenkins of London which was taken over by the NHS in 1948 and closed in the late 20th Century. Now grade II listed, the rear additions built between 1899-1934 were demolished in 2002 and it has now been converted to flats. Set back from the road edge with the listed war memorial outside, the Italianate design with bright orange stucco is particularly striking, made even more prominent by the empty retail plot which adjoins it to the east providing a full view of the side elevation from Priory Street.



Oak House

A Grade II listed end of terrace house which stands at the junction of Old Oak Lane and the site of the Carmarthen Old Oak which was removed in 1978. The house is mid to late 18th Century, altered in the later 19th or early 20th Century and converted to flats. Listed as a surviving 18th Century house its location affords it long ranging views from the east of Priory Street, in particular its roofscape and surviving chimneys.



Red Lion Public House

A grade II listed early 19th Century inn in a late Georgian style which borders the entrance to the CA and creates a group with Numbers 1 and 144 Priory Street which celebrates this gateway.



1 Priory Street

A Grade II listed end-of terrace house and shop, probably early 19th Century with a late 19th Century or early 20th Century shopfront. Of group value with Numbers 2 and 144 which mark the entrance into the CA. There may have been another house to the west which was demolished when the road was widened before 1880. The garden which occupied this corner, possibly associated with the Vicarage, has been lost to a single storey extension which may reuse the 19th Century garden wall. The redesign of this extension or introduction of greenery would be of benefit to the setting of this prominent corner.



144 Priory Street

An end of terrace house which is Grade II listed and of late 18th or early 19th Century origins. Previously two houses with a central passageway between, the elevation to the street is likely of late 19th Century. Like Number 1, the house to the west was demolished when the road was widened. Being higher than the buildings either side, alongside the timber doorcase, decorative eaves and rusticated ground floor storey, the building creates a characterful entrance into the CA.



31 Priory Street

Located opposite the Y Priordy Independent Chapel on the corner of Priory Street and Old Priory Road, the former Three Cranes Inn is of early to mid-19th Century origins and is Grade II listed. Now a house and formerly a shop, the elevation to Priory Street still contains a simple 19th Century shopwindow. Conceived as a corner building, it is one of the few gable ends to the street with windows. Due to the southern slope of Old Priory Road, its height is exaggerated making it a prominent part of the easterly views along Priory Road.



Unlisted buildings of note

The following buildings are not statutorily listed but reinforce the character of the area, provide an important landmark or are a part of Carmarthen's heritage due to architectural, historic, or archaeological significance, and are recognised as irreplaceable heritage assets. As such, we propose their inclusion on a local list of buildings of merit; this would not grant a building statutory protection nor would works to a locally listed building require listed building consent, but the special interest of the building would be a material consideration in the planning application process.

Bethania Chapel

A former Calvinistic Methodist chapel, constructed in 1902 in the Arts and Crafts style by the architectural practice George Morgan and Son of Carmarthen. The chapel terminates the view from North Parade and positively adds to the setting of the Infirmary and war Memorial opposite.



Buildings to the rear of the former Priory Street School

An L-shaped single storey building range in the grounds of the former school, likely encompassing a rear extension which had schoolrooms for girls to the east and infants to the west. Part of a group with the school building, of a contemporary date and utilising similar design and materials.



16 Priory Street

Of unknown date, but likely early to mid-20th Century, this corner building has a distinctive roofscape and projecting first floor bay with arched headed windows which are an uncharacteristic but attractive addition to the street. A blocked opening to the west elevation has removed some of the symmetry to this façade. On a prominent corner block which is visible when moving easterly along Priory Street and adds to the setting of St John's Church.



60 Priory Street

Part of a mid to late 19th Century terrace of houses which is opposite the amphitheatre. It is noted for its surviving detail, including its quoins, sash windows, stucco relief detail to openings and decorative keystone and door surround, although it has lost its chimney stack and external joinery. Adding to the setting of the scheduled monument, the houses remains a good example which could inspire the regeneration of surrounding buildings.



Shopfronts of note

Shopfronts can make an important contribution to the CA and represent an important period of development in the mid-late 19th Century when this part of Carmarthen saw considerable development. As there are relatively few examples with surviving historic fabric, remaining examples are of great importance and should be preserved. It can be presumed that further historic fabric may be hidden by large fascia's or over-faced with contemporary materials. Partial areas of fabric should also be considered valuable and reinstating lost elements should be encouraged. The following shopfronts are noted as those which retain all or part of their 19th Century shopfront and as such make a characterful addition to the streetscape.

1 Priory Street

56-57 Priory Street (unlisted)

100 Priory Street (unlisted)

133 Priory Street (unlisted)

136 Priory Street (unlisted)

137 Priory Street (unlisted and seemingly now a dwelling)

143 Priory Street (unlisted)



56-57 Priory Street



100 Priory Street



137 Priory Street

4.3 Important Green and Natural Spaces

The CA benefits from many mature trees, green spaces, and natural habitats, which contribute to the area and provide breaks to the high density of building to the street. There are a number of areas of green within the CA which greatly add to its character and provide important breaks to the high density of building to the street and places for rest, contemplation and spaces to view your surroundings. They also offer benefits of well-being of those who use them and as such have cultural and community value also. Key features and spaces include;

- Allotment gardens
- Roman Amphitheatre
- Trees and gardens to the rear of Priory Street to the east of Old Oak Lane
- St John's Church grounds
- Green junction at Old Oak Lane
- Rear gardens

Green spaces and local features are shown on the following map.



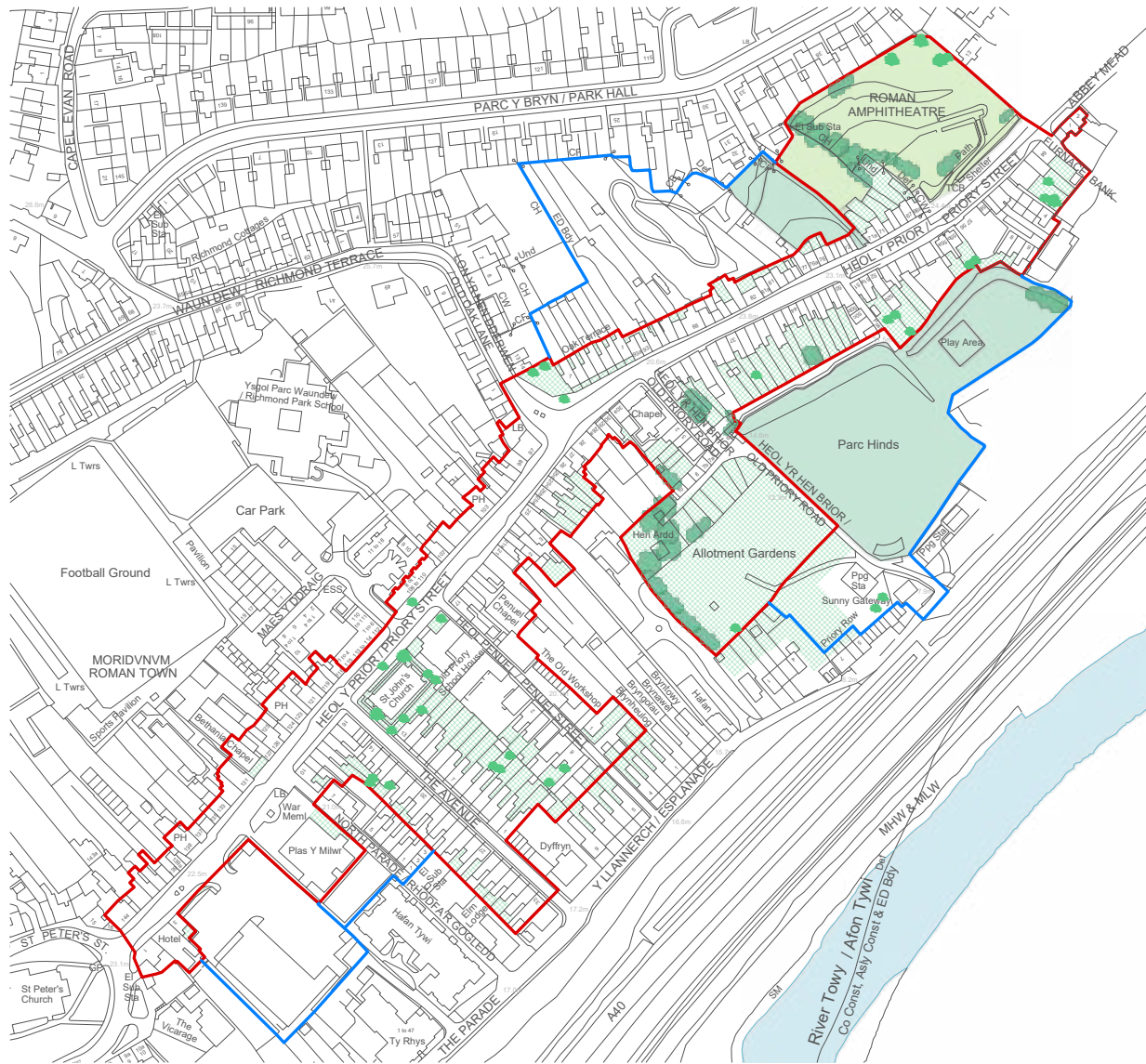
Allotment gardens



Old Oak Lane junction



St John's Church grounds



- Priory Street Conservation Area Boundary
- Proposed boundary alterations
- Green spaces
- Parks
- Private / semi-private gardens
- Trees
- Group of trees

5.0 Character and Appearance

This section describes the character and appearance of the area as it exists at the time of this study.

5.1 Townscape features

The CA is principally set out along a historic linear road and within the former walls of the Roman and proceeding Medieval town of Old Carmarthen with buildings set on or back from the street edge. Several secondary roads intersect this to the south and north with the topography of the area providing several views out towards the landscape beyond. There are also a series of breaks in the building line to the street which provide glimpsed and wider views out. This variety creates both a feeling of enclosure and openness which continuously fluctuates as one moves through and experience the area. However, this can be to the area's benefit and detriment. For example, glimpsed views between buildings can provide an insight into the more informal elevations behind the street edge, but where buildings have been demolished, they can create large gaps which disrupt the view through and create unintended views such as to blank gable ends and secondary elevations. Secondary streets can also often be overlooked and as such can suffer from poor maintenance and inappropriate alteration, but their impact upon views through the CA should not be undervalued.

The spire of St John's provides a visual landmark in the roofscape through much of the western half of the CA, allowing one to orientate oneself, with pitched roofs, chimneys and various storey heights adding to this variety. St John's, Bethania Chapel, Y Priordy Independent Chapel, and Peniel Baptist Church offer

designed breaks in the road and a series of landmarks to encourage through movement and discovery. Where contemporary developments are of increased height, dormers have been introduced or chimneys removed; these typically detract from the roofscape. Due to this variety, well designed alterations to this view may be successfully integrated but require control and their impact needs to be carefully considered. The eastern end of the CA as well as The Avenue are more consistent and as such changes which interrupt this are more conspicuous and potentially detracting. Peniel Street is the only secondary road whose view is terminated by a building rather than a view of the landscape beyond.



The avenue looking north



Priory Street looking east at the junction of Peniel Street

This area has seen a number of contemporary developments to both Priory Street and secondary streets which has often had a negative impact due to their architectural design, material use and increased bay width. This has resulted in the significance of the area vulnerable to being overlooked by those unfamiliar with its historic development. Increased interpretation, high quality contemporary development and stricter controls on demolition may help regain some of this understanding.

Traffic dominates much of the CA, which can perhaps be expected due to its layout following a main thoroughfare. The introduction of off-road parking alongside hardstanding and garages to secondary streets has begun to impact movement as well as views through.

The area in the main is of residential use, alongside religious and some commercial uses to the western half. This dilutes the commercial core of the town which lies to the west into the CA as well as offering a natural break at the junction with Old Oak Lane, whereas a more consistent residential use exists to the east of this.

The allotments and amphitheatre are unique spaces both within the CA and wider town, both of historic and aesthetic value but whose significance could be easily overlooked. These sites require continued protection and management to ensure development does not impact them and they remain as valued public spaces.

The western entrance into the CA is celebrated by early 19th Century buildings which retain a large amount of historic fabric. However, the integrated extension and hardstanding has removed sections of the historic

garden wall, weakening the southern edge to the detriment of this entrance. In contrast, the eastern entrance is more diluted, with the amphitheatre to the northern edge and residential terraces to the south. As such, it is not clear when one has entered the CA. Due to the topography of the area, buildings at the intersections of secondary roads to the south tend to be prominent and provide a series of landmarks which mark these junctions. The junction to Old Oak Lane is particularly notable for its views outwards, historic railings, street trees and green verge which help celebrate this corner.



Old Oak Lane junction looking west



Easton gateway into the conservation area

5.1 Building materials

The following images and list provide examples of the materials used within the CA which either enhance or preserve the characteristics of the area.

To larger landmark buildings, typically of a religious nature

- Rock faced stone
- Stucco (plain & ashlar coursed)
- Dressed stone details
- Black brick
- Terracotta detailing

Common materials seen throughout the CA

- Painted render, stucco and roughcast
- Painted random rubble stone
- Slate roofing
- Leadwork
- Painted timber joinery
- Cast iron rainwater goods

Boundary materials

- Rubble stone, coursed and uncoursed
- Cast/ wrought ironwork
- Red brick with metal railings to The Avenue



5.2 Building heights and relationships to plots

Buildings are typically 2-3 storeys but with variety in storey heights offering interest to the roofscape and views of gable ends where buildings are higher than those surrounding them. Where buildings are located on corner plots to the south of the road, the downward slope of the road increases the visible height of these buildings, in turn increasing their prominence in street views. The exception to this is the chapels and churches which stand within their own grounds. Typically set back from the street edge, their impact on street views is reduced, but their roofs are often visible over the reduced heights of the surrounding buildings.

The rear streets offer more variety presenting views towards rear elevations, single storey extensions and outbuildings interspersed with terraces of 2 storeys. The Avenue, constructed over a relatively short period in the mid-20th Century, offers more consistency with front gardens and bay windows creating an interesting and varied streetscape but still retaining a hard line to the pavement.

Throughout the CA, buildings are situated on the street edge with breaks at the chapels and churches, although with boundary walls and railings keeping a consistent line to the street. At the junction with Old Oak Lane there are also a series of front gardens with low boundary walls supporting railings above.

Where buildings have been removed from the street, this creates noticeable breaks in the building line and creates unintended views. This is particularly noticeably at Priory Street where, for example, the empty retail plot to the west of the former infirmary has created prominent views of the side elevation of the Infirmary and contemporary development to the south. Due to the more varied age and design of buildings to secondary streets, gaps to the street edge are not necessarily negative but any additional development or removal of buildings needs to be carefully considered against the setting of the neighbouring buildings and views which might be disrupted.

The burgage plots which once defined the area are now lost, although the narrower 2-bay width building plots retain some of this historic character. Buildings which exceed this proportion without breaking down the mass of the building to the street have been less successful.



Old Oak Lane junction looking east



Priory Street to the western end

5.3 Typical or significant details

To landmark buildings, including those of a religious nature

Decorative ironwork gates and railings (often locally produced)

Expressed quoins

Arch-headed windows

Carved stone details

Decorative ridge treatments

Towers and spires



Consistent details throughout the CA

Pitched roofs

Chimneys

Colourfully painted renders

Door canopies

Panelled timber doors

Expressed window surrounds

Bay windows with slate or lead canopies

Timber sash windows, typically 1 over 1, 6 over 1 and 6 over 6

Stone or stucco cornice or string banding

Plinth detail

Timber shopfronts

Rubble stone boundary walls often with a apex flaunching

Painted metal railings



5.4 Public realm; surfacing, street furniture and signage

Roads are tarmac throughout with double yellow lines along much of the street edge, making way for on-street parking at various locations along Priory Street. Where parking lines the street edge this disrupts street views and can hinder movement. Pavements are a mixture of tarmac to the eastern end and concrete paving slabs to the east. Side streets are all tarmacadamed and in various conditions, with patch repairs diluting the character of these areas. On-street parking defines all the southern streets disrupting views and narrowing the pavements so that they do not encourage through-movement.

There is limited public realm furniture, with one bench by the amphitheatre and a stone bench to the open area of public realm at the War Memorial. As such there are limited areas for people to stop, appreciate their surroundings and discover more about the CA. The area around the monument could provide one of these moments, however, the poor condition of the buildings opposite and the removal of the trees to the street when the Infirmary was developed do not currently encourage people to stop. There are two interpretation boards; one at Old Oak Lane and one at the amphitheatre, but these can be easily overlooked, being situated at busy junctions. As such, the CA is mostly characterised by an encouragement to move through it.

Street furniture as would be expected along a main thoroughfare, is characterised by various traffic signs and two crossing points. The quantity and location of these does not currently detract but any additional signs

need to be carefully considered so as not to obscure key buildings or views. The one sign which does currently have a negative impact is located at the Old Priory School and effectively obscures the street tree behind as well as reducing the relationship between this and St John's, effectively stopping one being able to view these buildings together.

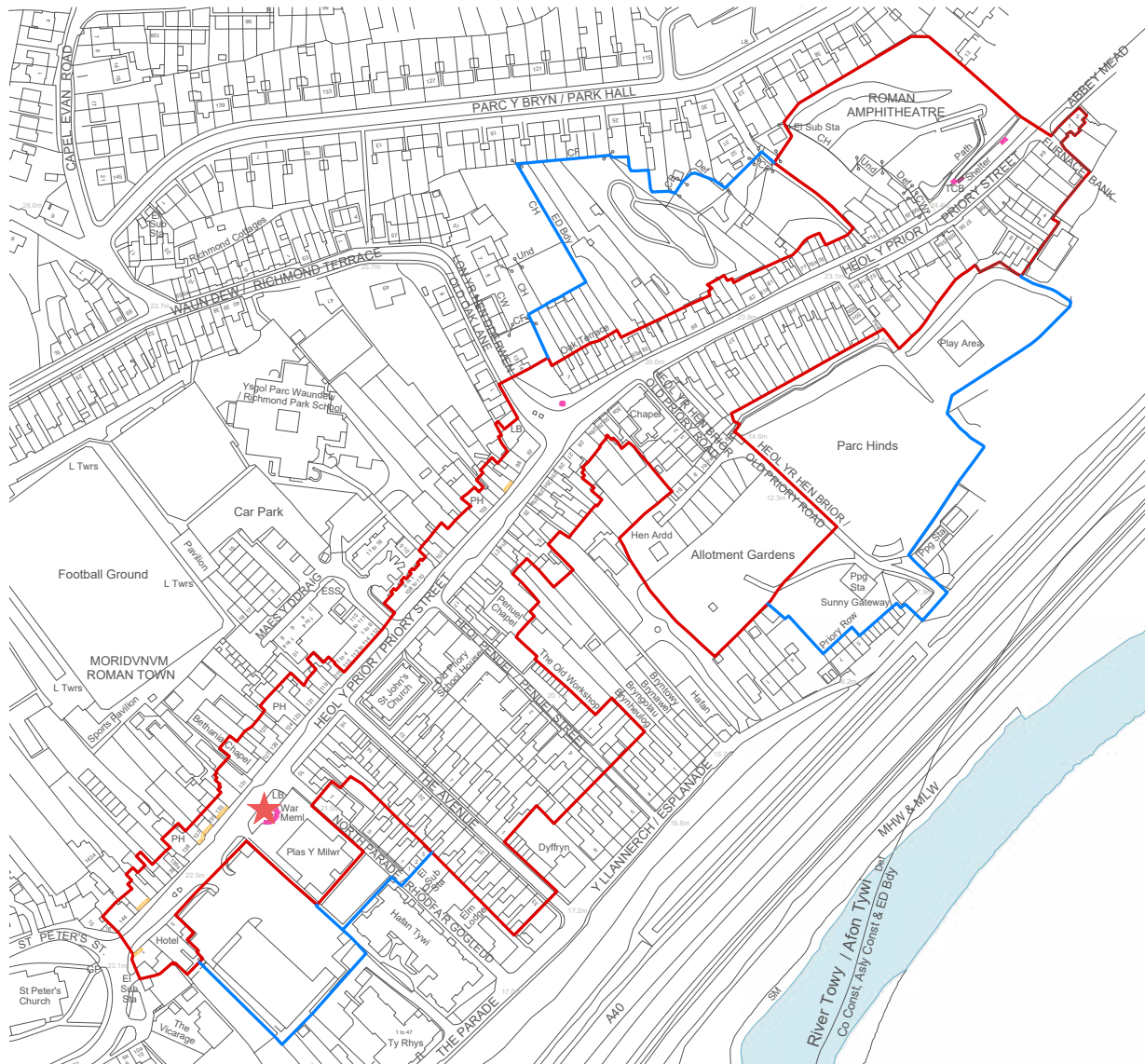
The amphitheatre and allotment gardens are two areas which offer respite away from the main thoroughfare but provide quite different experiences. The allotments, although private, provide open views to the wider landscape and across the CA, and a sense of the historic layout of the area developed from burgage plots and agriculture around the Priory. In contrast, the amphitheatre is less publicly obvious, being quite enclosed, elevated above the road and being set within a hollow, effectively restricting views out but offering a place of peace and rest outside of the urban core of the CA. This area could be enhanced to increase visitors understanding of the significance of this space.



War memorial



The amphitheatre



- Priry Street Conservation Area Boundary
- Proposed boundary alterations
- ▭ Historic shopfronts
- ★ Townscape feature
- ▭ Street furniture

5.5 Boundary materials and treatments

Surviving historic boundary walls are typically built of rubble stone, with some surviving medieval fabric to the allotment gardens and adjoining park. A number of these have an apex flaunching which is a unique detail to this CA. There are also a series of decorative metal railings and gates, as well as rubble stone walls to the churches and chapels and at the junction, also fronting residential buildings to the east of Old Oak Lane. There are several examples of contemporary boundary treatments, including high metal security fencing to the empty retail plot beside the Infirmary, open mesh railings to pavements at the eastern end, red brick walls and timber bollards. These are noticeably at odds with their historic counterparts due to their material and detailing and detract from the area. Timber fencing to the allotments is contemporary but being set away from the main thoroughfare and associated with the allotments allows them to sit more comfortably within their surroundings.

A section of boundary wall to the western junction on the southern edge may have been integrated from the former garden wall to the Vicarage. This has now been roofed over to form an extension to the neighbouring building and weakens this otherwise characterful entrance into the CA past St Peter's Church.

The Avenue has the most consistent boundary treatments within the CA, with low red brick walls and railings above with front gardens behind. These are in various conditions and have been painted in varying colours, removing some of this uniformity. In comparison, Penuel Street and Priory Street are more

varied, with a series of hardstandings, garages together with stone, block, brick and rendered walls of various heights enclosing views at some points and opening them up to the landscape and rear of properties at others. This can create a characterful streetscape, although where contemporary materials or details have been used or they are in a poorer condition, they detract from the street views.

There are limited examples of green boundaries to Priory Street, with the replacement oak tree to the corner of Old Oak Lane, the landscape setting and trees to St John's Church and Old Priory School and a limited number of front gardens being the exceptions. However, the numerous views outwards create a continuous association with the wider landscape beyond. The amphitheatre is set directly upon the road edge behind a series of timber bollards which do not provide it with the stature one might expect from a site of such historic significance. Front gardens to secondary streets add more greenery to these streets, although these are all set behind boundary walls or railings.



Front gardens to houses at Old Oak Lane



Front boundary wall to the Y Priory independent chapel



Boundary wall to the allotment gardens

6.0 Building analysis

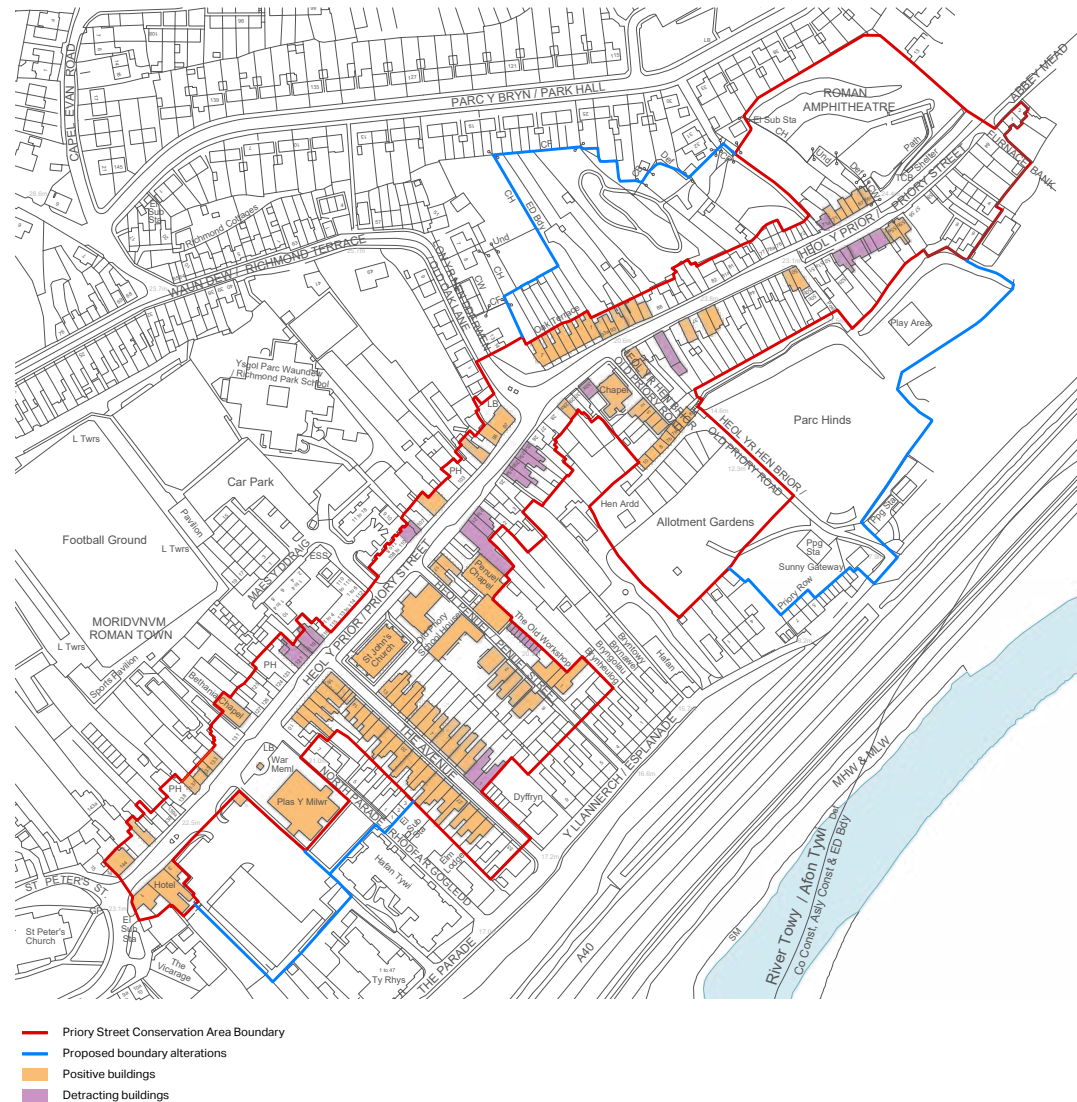
6.1 Buildings which make a positive contribution to the Conservation Area

In addition to those buildings of note set out in section 4.1, for several different reasons many more modest buildings make a positive contribution to the character and quality of the conservation area. These include their townscape contribution, quality, and decorative features, or historic or cultural associations.

Whilst there are numerous buildings which make a positive contribution to the conservation area, in many instances their architectural quality has been compromised by poor alterations. With respect to domestic properties, this tends to be through the loss of historic features such as timber sash windows. Despite this, these buildings still exhibit strong qualities and positive contributions that could be greatly enhanced by remedying the detracting alterations. Applications to undo unsympathetic alterations either as a standalone application or as part of a wider redevelopment would be supported.

6.2 Buildings which detract from the Conservation Area

Negative buildings are identified as those which, due to their scale, detailed design, or materials, are incongruous in relation to the predominant character of the conservation area. These may be considered as candidates for wholesale redevelopment, although in some case, it may be suitable to retain the shell of these buildings, avoiding the embodied carbon associated with large scale redevelopment.



7.0 Significance

One of the guiding principles to managing change within the historic environment is an understanding of the significance of that asset, be it a building, place, or something more intangible. Best practice suggests assessing significance against a series of values which are set out below:

Evidential Value; The physical remains and surviving fabric which still exists in the area

Historical Value; How the area can inform us of past people, events or aspects of life

Aesthetic Value; Whether the area is pleasing to walk around and experience

Communal Value; The value it has to the people who live, work and visit the area

Each of these values might exist in varying levels from low to high and this is also important to understand. It is also important to recognise those items which may fall outside of these categories or fall within multiple categories to differing levels. This can particularly be the case when considering those characteristics which create a sense of place.

The following summary sets out the key items of significance for the Conservation Area. This is followed by a more detailed examination of each item and is concluded by indicating how each relates to evidential, historical, aesthetic, and communal values and to what level.

- Largely surviving historic street pattern from the Roman creation of the town through the growth seen within the 18-19th Centuries
- Historic location of Moridunum and Old Carmarthen
- Contains the scheduled monuments of the Roman amphitheatre and old Priory
- High archaeological potential
- Several associations with notable events and people including the Old Oak
- Site of the former Infirmary
- A series of significant views to, from and through the area due to its topography
- Local and national buildings of significance
- The war memorial and associated public realm
- A strong feeling of enclosure interspersed with areas of green, glimpsed, and wider views
- Surviving historic boundaries including metalwork and rubble stone
- Illustrative of the 18th to early 20th Century growth of the town
- A series of notable religious buildings set back from the street edge

Historic street pattern

Priory Street largely follows the eastern and western boundaries to the Roman town of Moridunum and the medieval town which followed. The road remains as the principal dominating axis through the CA and as such still largely informs development and the way one moves through and experiences the area.

Moridunum and Old Carmarthen

This area of Carmarthen is the point at which the foundation of the present town can be traced, retaining areas of surviving fabric as well as less tangible links to the past through its surviving street pattern and links with historic events. As such it is of great historic significance to the town and what it can tell us of its development and origins.

Scheduled Monuments

Both the amphitheatre and the Priory scheduled monuments are recognised sites of significant historic value due to what they can teach us about the development of Carmarthen as well as being examples of historic developments which can inform our wider knowledge of these periods in history. The amphitheatre is one of only seven surviving amphitheatres in Britain, only two in Roman Wales and has retained several above ground fabric remnants. The Priory has now almost entirely been lost to redevelopment, but fragments of the medieval walls remain in surrounding boundary walls, and the location and arched entrance to the gatehouse are still recognisable.

Archaeological potential

Due to its Roman and medieval origins, the area still retains a high potential for archaeological discovery through finds as well as the knowledge one can gain of the town's development and wider historic insight. This can be easily overlooked, being in general below ground potential, but development requires careful control to avoid any potential damage to these important finds.

Notable events and people

The CA has witnessed several notable historic events, has been home to several notable residents and retains a physical connection to many of these through built structures. This includes: The Black Book of Carmarthen, written at the Priory, and thought to be the earliest surviving manuscript written solely in Welsh; the free grammar school which was founded by Elizabeth I and has received many notable ministers, including John Jones, the compiler of the first Greek and English Lexicon, and Dr Abraham Rees, author of the Encyclopaedia; site of many of the industrial sites which helped shape the towns growth in the 18th Century including the tinsplate factory; the site of the Old Oak reportedly planted by a descendent of US President Adams; Reverend MJ Rhys of the Peniel Independent chapel may have been the first European to cross to the continent to America; Sir William Goscombe John who was a leading Welsh sculptor in the early 20th Century created the WWI memorial; the Y Priordy Independent Chapel was designed by George Morgan, a noted Welsh architect of chapel design and the first in his Romanesque style which became his trademark.

Former infirmary

Although now converted to flats, the main principal structure of the former Carmarthenshire Infirmary can still be recognised. It served the town for almost 150 years as the principal hospital and as such was both an essential and recognisable structure within the town. Its conversion has likely removed a large amount of original fabric but even so, retains its link to an important part of the history of the town and one which served the local community.

Significant views

The topography of the area creates a series of significant views to, from and through the CA, including long street views contrasted against the shorter enclosed views and wider views outwards to the landscape beyond. Each of these views provides a different perspective of the area, how it has developed and alters the way one moves through and experiences each part. The spire of St John's, as well as the war memorial are also significant landmarks within the streetscape.

Local and national buildings of significance

There are a series of listed buildings throughout the CA which are protected due to their architectural quality and their surviving historic fabric. As such they not only present a high-quality aesthetic but also allow one to understand how one may have experienced the area in the past. Where there is surviving historic fabric, this can also guide the reinstatement of lost details and inspire future development which is derived from the high-quality character of the area.

The War Memorial

The war memorial, stone bench and historic railings are listed structures in their own right but also stand within a widened area of pavement outside the former Infirmary and offer the only urban public space within the CA. It's height and prominence in the street create a landmark and destination and one of the only areas to stop and consider one's surroundings. Although currently negatively impacted by on street parking, the hardstanding behind and the condition of the buildings opposite, it still retains its prominence and use which could be further enhanced.

Enclosure and views out and between

The area is made up of buildings to the street edge with gaps at junctions, larger buildings set back from the street edge and gaps due to demolition and redevelopment. This creates a series of long enclosed street views interspersed with glimpses between buildings, wider panoramic views at breaks, and views of the roofscapes and gable ends which create variety and interest as one walks through and experiences the area. This can be both to the enhancement and detriment of the CA.

Historic boundaries

Although a number of historic boundaries have been lost, the churches and chapels which stand in their own grounds retain a series of stone walls and decorative railings which are all listed in their own right and significantly add to the street view whilst providing breaks within the street elevation. There are also several surviving front gardens with boundary walls and railings as well as rear rubble walls which all help to enhance the character of the area.

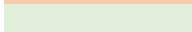
18th to 20th Century growth

Carmarthen grew rapidly from the 18th to early 20th Centuries, with growth radiating east and west from the main town core. Lying to the east of the town, Priory Street grew rapidly from the late 18th century to support the growing population and is a visual connection to this development and an important part of the history of the town.

Notable series of religious buildings

The street elevation is notably broken by a series of listed churches and chapels which one discovers whilst walking through the CA as a result of them all being set back from the street edge. They are all of high architectural quality and invite exploration as well as maintaining a tangible connection to the historic development of religious communities within the town.

	Evidential Value	Historical Value	Aesthetic Value	Communal Value
Historic street pattern	High Value	Medium Value		
Moridunum and Old Carmarthen	Low Value	High Value		
Greyfriars	Low Value	Medium Value	Low Value	Medium Value
Roman Amphitheatre	Medium Value	High Value	Medium Value	Medium Value
Archaeological potential	High Value	High Value		
Notable events and people	Medium Value	High Value		
Former infirmary	Medium Value	Medium Value	Medium Value	Medium Value
Significant views			High Value	High Value
Local and national buildings of significance	High Value	High Value	High Value	
The war memorial	High Value	Medium Value	Medium Value	Medium Value
Enclosure and views out			High Value	
Historic boundaries	Low Value	Medium Value		
18 th and 20 th Century growth	Medium Value	Medium Value		
Notable series of religious buildings	High Value	High Value	High Value	High Value

Low Value 
 Medium Value 
 High Value 

8.0 Issues, Threats, and Management Proposals

Strategic overview

A conservation area is 'an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance' as set out in the Planning (Listed Buildings and Conservation Areas) Act 1990. As such, Carmarthenshire County Council (CCC) is required to ensure that 'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area' (Section 72). CCC has a duty 'from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas' (Section 71).

The following table summarises the key issues and threats which have been identified through the preparation of the Character Area Appraisal for Priory Street. Accompanying each item are recommendations for its management. This list is not comprehensive and does not exclude additional items which may present themselves either currently or within the future development of the CA.

Issues relate to those items which are currently causing harm to the appearance and or the character of the area. Threats are those items which do not currently cause harm but which through insensitive alteration may. Those items which are identified as issues should also be considered as those posing continual threat. Alongside each is a management recommendation intended to ensure the character, appearance of the conservation area, its significance and special architectural and historic interest, is preserved and enhanced. These historic environment

recommendations could inform the production of a wider and more detailed policy document for the management of the area, to be produced by Carmarthenshire County Council.

The issues have been identified through site visits, as well as consultation with stakeholders, County Council officers and members of the public. They relate primarily to the historic built environment, both in the conservation of existing historic fabric and the impact of new development on the character and appearance of the CA. This includes those identified as affecting the public realm.

Examples have also been provided to illustrate both good and bad examples of the management of these items to offer additional guidance when considering development within the area. It is important that the following is read in association with all relevant guidance and policy documents, including the CCC's Local Development Plan 2018 – 2033 and supplementary planning guidance.

Item	Issue	Management
1.0 Views and setting		

1.1 Views into and out of the CA can be difficult to protect, since the impact of buildings which have the potential to affect key views can sometimes become fully apparent only after construction. This relates to the introduction of tall buildings outside of the CA, those on higher ground which affect long distance views of the landscape beyond, or those visible due to break points in the road. For example, whilst much of the CA's setting is protected by terraces which enclose many of the principal road frontages, the topography of the land and numerous break points allows for panoramic and far-reaching views at a number of junctions within the CA.

Development within the conservation area's setting should be carefully assessed to understand the impact of the proposals on the significance of the conservation area. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against development which is considered harmful. New development within the conservation area or its setting should not obscure or detract from important views within, towards or from the conservation area. Important views and landmarks have been highlighted within the appraisal, however more may be identified by others. Proposals which have the potential to affect and fall within the important views which contribute to the significance of the conservation area, and the heritage assets within it, should be assessed carefully. Verified computer generated views showing the potential impacts of proposals may be required to demonstrate the effect on the character and appearance of the area or its setting.



1.2 The existing green spaces provide important break points to the buildings and require effective, continued protection, particularly during new development and alteration works. The loss of boundary trees can significantly alter key views along the length of the CA. For example, the loss of street trees to the former infirmary has substantially altered street views at this point.

Significant green spaces should be actively maintained, and management processes should be adopted which ensure their special interest, and their ecological value, is preserved and enhanced. There is scope for more tree and other planting to enhance the appearance of the conservation area and its potential for biodiversity and this should be encouraged. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against the loss of trees or green spaces which make a positive contribution to the area.



Item	Issue	Management
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2.0 Demolition of buildings

- | | | |
|-----|--|--|
| 2.1 | <p>The loss of buildings to the street line can cause break points which disrupt the long elevational views which are characteristic of the area and can lead to blank gable end elevations and unintentional views out. For example, where buildings have been removed to create a carpark to the west of the former infirmary this has created views of the contemporary 20th Century development to the south and a large break to the street elevation.</p> | <p>There are many listed buildings and unlisted buildings of merit which contribute positively to the character and appearance of the conservation area, and there is a strong presumption that these buildings and their features are retained. Applications for consent to demolish must be made to the local planning authority. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against the creation of modern gaps which would disrupt long elevational views of established street lines.</p> |
| 2.2 | <p>Partial or total demolition of buildings that make a positive contribution to the character or appearance of the CA can erode the architectural quality of the area. This can include whole buildings for redevelopment or partial areas such as chimneys, boundary walls and extensions.</p> | <p>Applications for consent to demolish must be made to the local planning authority. There is a strong presumption that buildings and features which make a positive contribution to the character and appearance of the area will be retained.</p> |



3.0 Redevelopment

- | | | |
|-----|---|---|
| 3.1 | <p>The use of modern materials which are not complementary or appropriate to the existing palette of materials can erode the historic character and significance of the CA. Whilst a building should be of its time, some deference to the CA's original palette of materials will ensure continuity. Similarly, buildings of poor design have caused harm to the CA; the original characteristics of 19th Century design must be respected to prevent further harm.</p> | <p>Development proposals should respond to and respect the unique character and appearance of the conservation area and its setting, and should be of appropriate scale, density, height, form, massing, layout, plot position, materials, colours, composition and detailed design. Any new development in the conservation area should be of high quality, in terms of design and materials used. Generally, all work to historic buildings, alterations and extensions, should positively respond to the original architectural style of the building, its setting and should enhance its traditional appearance. In considering any proposals reference should be made to the Placemaking Guide 2020.</p> |
|-----|---|---|



Item	Issue	Management
3.2	Where there is consistency regarding storey height, mass, material, architectural detailing, plot size and relationship to the street, changes to this can cause any deviations to have an immediate impact, particularly where there are long ranging views. For example, the introduction of gable ends and brick work to contemporary developments around the junction with Old Oak Lane.	Development proposals should respond to and respect the unique character and appearance of the conservation area and its setting, and should be of appropriate scale, density, height, form, massing, layout, plot position, materials, colours, composition and detailed design. Any new development in the conservation area should be of high quality, in terms of design and materials used. Generally, all work to historic buildings, alterations and extensions, should positively respond to the original architectural style of the building, its setting and should enhance its traditional appearance. In considering any proposals reference should be made to the Placemaking Guide 2020.



4.0 Inappropriate alterations and loss of original features

4.1	The topography of the area means that the insertion of items such as aerials and satellite dishes can erode character, particularly in rows of buildings of a similar style. This can be seen to the 19 th Century row of cottages to the east of Old Oak Lane.	The wider use of Article 4 Directions could be considered so that planning permission is required for such alterations.
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Item	Issue
4.2	<p>The introduction of seemingly minor works can have a cumulative effect on the building as a whole and the setting of the CA. This includes the following examples:</p> <ul style="list-style-type: none"> Changing windows to PVC replacements The introduction of new services which are prominently positioned The installation of satellite dishes Loss of cast iron rainwater goods Replacement of slate with red clay or concrete tiles Loss of chimneys Loss of timber panelled front doors and their canopies and doorsets Loss of historic boundaries such as railings and rubble stone walls
4.3	<p>The replacement of traditional lime render with pebble dash has had a considerable impact on buildings and views through the CA.</p>

Management

Detailed design guidance should be developed to include information on the typical colours, architectural details such as windows, and materials found in the area to assist homeowners wishing to improve their property in ways which are beneficial to the character and appearance of the conservation area. Design guidance should also include advice on retrofitting existing buildings, to improve their thermal performance and the installation of renewable energy sources, without harming the character and appearance of the conservation area. The wider use of Article 4 Directions could be considered so that planning permission is required for alterations listed where appropriate.

The use of traditional materials such as lime render should be encouraged and applications for the introduction of inappropriate plasters and renders should be refused.



Item	Issue	Management
4.4	<p>Unauthorised works to buildings appears to be a common problem, including works such as the replacement of historic features such as windows and doors. This has led to a steady erosion of the character of some parts of the CA. Where unauthorised works have occurred, this can encourage other property owners to undertake similar works and can result in a detrimentally cumulative effect on a larger scale.</p>	<p>Where appropriate the council should seek enforcement action to remediate unauthorised works. Detailed design guidance should be developed including information on the typical colours, architectural details such as windows, and materials found in the area to assist homeowners wishing to improve their property in ways which are beneficial to the character and appearance of the conservation area. Design guidance should also include advice on retrofitting existing buildings, to improve their thermal performance and the installation of renewable energy sources, without harming the character and appearance of the conservation area. The wider use of Article 4 Directions could be considered so that planning permission is required for alterations which at present do not require permission.</p>
4.5	<p>The loss of features such as chimneys and the introduction of dormers can fundamentally change the roof-scape and have a detrimental impact on views, particularly in light of the topography of the area which provides long-ranging views of buildings within the CA.</p>	<p>Detailed design guidance should be developed to include information on the typical colours, architectural details such as windows, and materials found in the area to assist homeowners wishing to improve their property in ways which are beneficial to the character and appearance of the conservation area. The wider use of Article 4 Directions could be considered so that planning permission is required for alterations where appropriate. There will be a presumption against the loss of traditional features which contribute to the conservation area's character and appearance.</p>
4.6	<p>The repair and maintenance of buildings appears to have suffered throughout the CA with a number of buildings in a poor condition. Due to the nature of the CA this has a significant impact on views and can lead to the partial or total loss of significant heritage assets.</p>	<p>Publish guidance on appropriate maintenance and repair of buildings and structures within the Conservation Area.</p>



Item	Issue	Management	
5.0 Street furniture, signage, roads			
5.1	Increased traffic density and poorly managed road layouts can have a detrimental impact on the overall character of the area, causing a loss of stopping points, and areas to congregate which would otherwise allow for moments of reflection and appreciation. Limited crossing points and narrow pavements also cause streets to be divorced from each other and a limited appreciation of buildings due to the density of traffic obscuring lower storeys.	Produce and implement a strategy for opportunities for increased pedestrianisation and improved road layouts. Encourage and support major new development which would improve cycle and pedestrian connectivity and incorporate public space.	
5.2	Roads, pavements and contemporary boundary treatments are typically of modern materials and can detract from the setting of buildings and the public realm. This can weaken key gateways in, around and through the CA. For example, timber bollards to the Roman amphitheatre and the hardstandings to the WWI memorial.	Publish design guidance on the design of streets and public spaces to encourage co-ordinated approach to lighting, materials, boundary treatments and furniture. Prioritise a series of renewals to enhance the appearance of streets including decluttering, maintenance of paintwork and introduction of appropriate surface materials and street furniture.	
5.3	There is a lack of coordination in the treatment of pavements, roads, and pedestrian footpaths, including a lack of cohesion in the use of materials, signage, road marking and barrier treatments. This can lead to a deterioration of character within the public realm and changes between streets which would otherwise share a strong connection to each other. The use of patch repairs and inappropriate repair methods has also led to a general deterioration of the streetscape in some areas, such as The Avenue.	Publish design guidance on the design of streets and public spaces to encourage co-ordinated approach to lighting, materials, boundary treatments and furniture. Prioritise a series of renewals to enhance the appearance of streets including decluttering, maintenance of paintwork and introduction of appropriate surface materials and street furniture.	

Item	Issue	Management
6.0 Boundary treatments and parking		

6.1 The increase in demand for onsite and on street parking has led to the loss of historic boundary treatments to incorporate hard standings and parking spaces. This can dilute the hard street edge which is characteristic of the area, disrupt views through, in and out of the CA and alter the historic layout. An example of this is to North Parade and Penuel Street.

Reinstatement of traditional boundary walls should be supported. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against the loss of historic boundary walls and front gardens which make a positive contribution to the area. The wider use of Article 4 Directions could be considered so that planning permission is required for alterations to historic boundary walls, irrespective of height.



6.2 Street parking lines most secondary streets and areas along Priory Street, which can dominate many of the views through the CA to its detriment.

Produce and implement a strategy for opportunities for increased pedestrianisation of key spaces, improved road layouts and parking.



6.3 The introduction of modern materials to create new boundaries and hard landscaping which are not in keeping with the CA or of sufficient quality can dilute character and interrupt views.

Publish design guidance on the design of streets and public spaces to encourage co-ordinated approach to lighting, materials, boundary treatments and furniture. Prioritise a series of renewals to enhance the appearance of streets including decluttering, maintenance of paintwork and introduction of appropriate surface materials and street furniture.



Item	Issue	Management
7.0 Shopfront design		

7.1 The contribution of shopfronts to the CA is significant, and the insertion of inappropriate shopfront designs can have a negative impact on the character of the area. There exist a number of examples of historic shopfronts within the CA and where these exist, they provide an important contribution to the streetscape and can provide inspiration for future heritage-led design. Features which currently have a negative impact on the CA include: The lack of consideration between the ground floor and the building above, for example the replication of bay widths, and an acknowledgment of architectural detailing and style of the existing building.

Where an existing shopfront represents a good example of an earlier style appropriate to the character of the area and the host building it should be retained and refurbished rather than replaced. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against the loss of historic shopfronts and signage. The replacement of unsympathetic modern shopfronts with more appropriate designs has the potential to greatly enhance historic buildings and conservation areas and should be supported.



The lack of consideration between the ground floor and the building above, for example the replication of bay widths, and an acknowledgment of architectural detailing and style of the existing building.

Replacement shopfronts should reflect the scale and proportions of the host building. Publish shopfront and signage design guide to demonstrate a best practice approach to materials and design.

Large fasciae which are not in proportion with neighbouring buildings, or which overwhelm the building frontage and cover surviving historic details.

Replacement shopfronts should reflect the scale and proportions of the host building. Publish shopfront and signage design guide to demonstrate a best practice approach to materials and design.

The use of inappropriate signage, including illuminated signs.

Publish shopfront and signage design guide to demonstrate a best practice approach to materials and design. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against inappropriate signage that does not respond to the traditional character and appearance of the area, including illuminated signs.



Item	Issue	Management
	The use of inappropriate contemporary materials, or colours, such as Perspex, PVC or aluminium, whose reflective nature typically does not respect the palette of materials within the CA or neighbouring buildings.	Replacement shopfronts should reflect the scale and proportions of the host building. Publish shopfront and signage design guide to demonstrate a best practice approach to materials and design.
	Two-dimensional elevations, including large areas of plate glass, which dominate the façade and bear little relationship to the treatment of the elevations above.	Replacement shopfronts should reflect the scale and proportions of the host building. Publish shopfront and signage design guide to demonstrate a best practice approach to materials and design.
	The loss of stallrisers which provide a base to the shopfront above and ground it within the streetscape.	Where an existing shopfront represents a good example of an earlier style appropriate to the character of the area and the host building it should be retained and refurbished rather than replaced, including all features such as stallrisers.
	The installation of external security shutters which can materially affect the external appearance of a building and add to a perceived lack of security.	The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against inappropriate security shutters that do not respond to the traditional character and appearance of the area. Publish shopfront and signage design guide to demonstrate a best practice approach to materials and design.
	The introduction of inappropriately scaled awnings or canopies, often in non-traditional materials, which break the rhythm of terracing and the building line.	The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against inappropriate signage and awnings which do not respond to the traditional character and appearance of the area. Publish shopfront and signage design guide to demonstrate a best practice approach to materials and design, including how to incorporate awnings and canopies.
	The pressure of branding associated with the introduction of chain stores which often follows a one-size-fits-all approach without consideration of the individual characteristics of a building.	The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against inappropriate signage that does not respond to the traditional character and appearance of the area.

Item**Issue**

The loss of traditional hanging signs.


Management

The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against the loss of traditional hanging signs. The introduction of hanging signs should be encouraged as they can greatly benefit the character of street elevations and reduce pressure to provide overly large or additional signage elsewhere.


Item	Threat	Management	
8.0 Views and setting			
8.1	<p>The impact of development on the setting of the amphitheatre and allotments is potentially very significant in consideration of the importance of these areas and panoramic views which could be impacted. Any development to the fringes of the monuments, or which have a visible connection across or from it, needs to be carefully considered and managed. The amphitheatre would benefit from management as well as the integration of interpretation, wayfinding, and protection to preserve and enhance its importance.</p>	<p>Development within the surroundings of the amphitheatre and allotments should be carefully assessed to understand the impact of the proposals on the significance of the conservation area. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against development which is considered harmful. New development within the conservation area or its setting should not obscure or detract from important views within, towards or from the conservation area. Important views and landmarks have been highlighted within the appraisal, however more may be identified by others. Proposals which have the potential to affect and fall within the important views which contribute to the significance of the conservation area, and the heritage assets within it, should be assessed carefully. Verified computer generated views showing the potential impacts of proposals may be required to demonstrate the effect on the character and appearance of the area or its setting.</p>	
8.2	<p>Side streets and the rear of buildings are a characterful part of the CA, offering glimpsed views away from the main thoroughfare. Due to a perceived lack of visibility these areas can encourage anti-social behaviour such as littering, damage to buildings, the public realm, and graffiti. These areas can also suffer from a lack of general maintenance in both the public realm and boundary treatments, which erode the character of these areas.</p>	<p>Development proposals should be carefully assessed to understand the impact of the proposals on the character and appearance of side street and of rear buildings, as well as key views and main thoroughfares. The council will pay special attention to the desirability of preserving the conservation area and there will be a presumption against development which is considered to cause harm.</p>	

Item	Threat	Management
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9.0 Demolition of buildings and structures

9.1	<p>The poor condition of buildings which have been out of use or have suffered from poor maintenance, can be used to put pressure on the Local Authority for demolition and redevelopment. This can lead to a misunderstanding that large scale redevelopment is appropriate, when careful management of future alterations could reinstate the original character of these buildings, enhance the CA, and avoid the loss of embodied carbon already spent through its original construction.</p>	<p>Where there is evidence of deliberate neglect of, or damage to, a heritage asset, the deteriorated state of the heritage asset should not be taken into account in any decision. There are many listed buildings and unlisted buildings of merit which contribute positively to the character and appearance of the conservation area, and there is a strong presumption that these are retained. If demolition is proposed, consideration should be given to the whole life carbon cycle, taking into account the embedded carbon of the existing building. It may be appropriate to retain and adapt the existing building rather than to replace it with a new building. The care and reuse of traditional and historic buildings in the area, in order to save energy and carbon dioxide, through better maintenance, management and energy efficiency measures, should be encouraged. Reinstatement of traditional features should be encouraged through the production of a design guide specific to the CA. Applications for consent to demolish must be made to the local planning authority.</p>	
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10.0 Redevelopment

10.1	<p>Corner plots are important gateways into and through the CA and due to the topography of the area are prominent additions to the streetscape.</p>	<p>Development proposals should respond to and respect the unique character and appearance of the conservation area and its setting, and should be of appropriate scale, density, height, form, massing, layout, plot position, materials, colours, composition and detailed design. Any new development in the conservation area should be of high quality, in terms of design and materials used. Where corner buildings are redeveloped or replaced, an understanding of their impact and how they may help to strengthen these key points is required.</p>	
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Item	Threat	Management
10.2	The CA holds a high degree of archaeological potential which could be at risk through redevelopment and below ground excavation.	When considering any significant development proposal, the potential impact on archaeological remains should be professionally assessed and advice taken as to how they can be best preserved and protected.




11.0 Inappropriate alterations and loss of original feature

11.1	The inappropriate choice of colour can also have a detrimental impact on character views.
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12.0 Street furniture, signage and roads

12.1	Street 'clutter' created by large amounts of public signage, bollards, bins, and barriers, particularly on roadsides, can cause confusion, obscure views, and detract from the wider environment.	Publish design guidance on the design of streets and public spaces to encourage co-ordinated approach to lighting, materials, boundary treatments and furniture. Prioritise a series of renewals to enhance the appearance of streets including decluttering, maintenance of paintwork and introduction of appropriate surface materials and street furniture. Publish guidance on appropriate maintenance and repair of buildings and structures within the Conservation Area.
12.2	A coordinated approach to street furniture of a high-quality design ensures unification throughout the area and can substantially uplift the quality of the public realm. The introduction of further items within the public realm to offer points for people to rest and consider their surroundings would also be of benefit.	Publish design guidance on the design of streets and public spaces to encourage co-ordinated approach to lighting, materials, boundary treatments and furniture. Prioritise a series of renewals to enhance the appearance of streets including decluttering, maintenance of paintwork and introduction of appropriate surface materials and street furniture. Publish guidance on appropriate maintenance and repair of buildings and structures within the Conservation Area.
12.3	Welsh place names are an important part of the history of the town and where these survive, these should be maintained.	Further guidance could be produced on the design of signage in the Conservation Area and the incorporation of Welsh places names on road and place names.



Item	Threat	Management	
13.0 Boundary treatments and parking			
13.1	The further creation of on street parking to Priory Street needs to be resisted to avoid any further impact on views through the area and an increase in traffic movements and associated highways infrastructure.	Produce and implement a strategy for opportunities for increased pedestrianisation of key spaces, improved road layouts and parking. The creation of on-street parking on Priory Street should be resisted.	
13.2	Front gardens are strong part of the character of the area and their removal to create off street parking should be resisted.	The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against the loss of front gardens which make a positive contribution to the area.	
14.0 Trees and Landscaping			
14.1	The loss of trees outside of the CA can be difficult to control as they are often outside the protection of designated areas. For example, the trees to the rear of Priory Street on the northern edge can be seen as you travel from west to east but could be removed without the requirement of consent or consideration of the impact on views.	Council to assess and designate Tree Preservation Orders on trees in the setting of the Conservation Area if it appears to them to be expedient in the interests of amenity.	
14.2	The use of non-native trees, flora and fauna can be incongruous with their surroundings if chosen without due regard to their context.	The use of native trees, flora and fauna should be encouraged when soft landscaping schemes are approved by the Local Authority.	

Item	Threat	Management
15.0 Change of use		
15.1	<p>The introduction of commercial activities within former residential buildings can cause harm through the following;</p> <p>Introduction of signage which does not respond to the proportions or layout of the building.</p> <p>Introduction of shopfront windows which overwhelm the domestic scale of the building and lead to loss of original fabric.</p> <p>Splitting ownership can cause confusion with regard to maintenance and upkeep and lead to the general deterioration of the building.</p>	<p>Any proposals for the change of use of existing buildings or subdivision would require careful consideration of the impact on the character and appearance of the conservation area, including any consequent changes to delivery access, parking, and external services, such as condensing units, other plant and alterations to historic elevations. The council will pay special attention to the desirability of preserving and enhancing the conservation area and there will be a presumption against development which is considered harmful.</p>

16.0 General

- | | | |
|------|-----------------------------|---|
| 16.1 | Archaeology | When considering any significant development proposal, the potential impact on archaeological remains should be professionally assessed and advice taken as to how they can be best preserved and protected. Consideration should also be given for how the past uses, structure and buildings which inhabited the site could influence the design of new elements. |
| 16.2 | Climate Emergency | Retrofit proposals to improve energy efficiency should be carefully considered to ensure compatibility with traditional building materials, functionality and significance.
If demolition is proposed, consideration should be given to the whole life carbon cycle, taking into account the embedded carbon of the existing building. It may be appropriate to retain and adapt the existing building rather than to replace it with a new building. The care and reuse of traditional and historic buildings in the area, in order to save energy and carbon dioxide, through better maintenance, management and energy efficiency measures, should be encouraged. |
| 16.3 | Implementation and Review | All the statutory duties under the Planning Acts resulting from conservation area designation need to be adhered to. The Council should adopt the recommendations made here and formulate a formal management plan (it is intended that this report will form the basis of this) which is reviewed regularly to ensure the policies remain useful and relevant. The Council should seek to undertake other relevant studies and produce further guidance as identified here, where the resources for this are available. |
| 16.4 | Heritage Impact Assessments | A heritage impact assessment should be provided by applicants, where a proposal is considered to affect the conservation area (either within the boundary or its setting) or a heritage asset within it. |

9.0 Opportunities

The following opportunities refer to identified possibilities for undoing harm, enhancing the area and the appreciation of it, or managing development. These have been identified through the preparation of this document and the proceeding issues, threats, and management section.

1. The WWI memorial is an important piece of townscape and could offer a pleasant area of public realm at this end of the CA. The introduction of high quality hard or soft landscaping and the redevelopment of the buildings in its vicinity as and when the opportunity arises would help.
2. The Roman Amphitheatre is an important part of the story of Carmarthen but is isolated and can be easily overlooked to its and the CAs detriment. The site would benefit from management as well as the integration of interpretation, wayfinding, and a well-designed boundary to the road to preserve and enhance its importance. It would also help define the entrance into the CA from the east.
3. The redevelopment of the public realm to the western gateway would help strengthen this corner and celebrate the entrance into the CA, as well as helping improve the setting of St Peter's Church.
4. The empty retail plot to the west of the former Infirmary is currently detrimental to the CA, particularly in regard to views from, into and through the area. If the opportunity arises to redevelop this site, the introduction of buildings to the street edge, which are of a high quality and respect the

mass, height, materiality, detailing of the area could re-establish this lost section of Priory Street and screen views which are currently detracting.

5. If an alternative location can be found, the removal of the street sign from outside of St John's would be of benefit to the setting of this important asset.



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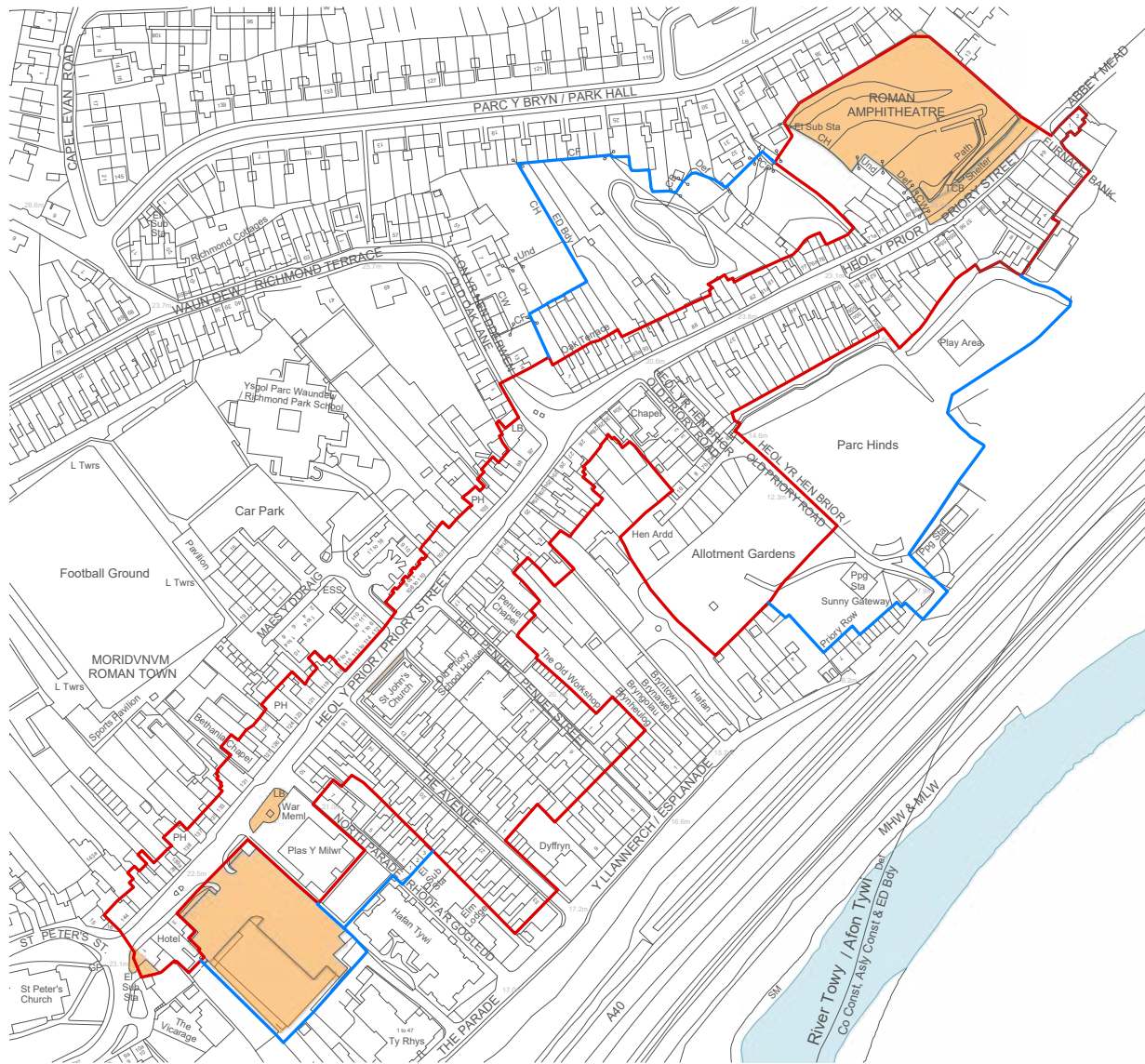
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4



5



- Priry Street Conservation Area Boundary
- Proposed boundary alterations
- Area of opportunity



Appendix I: Bibliography

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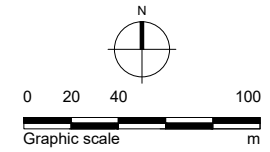
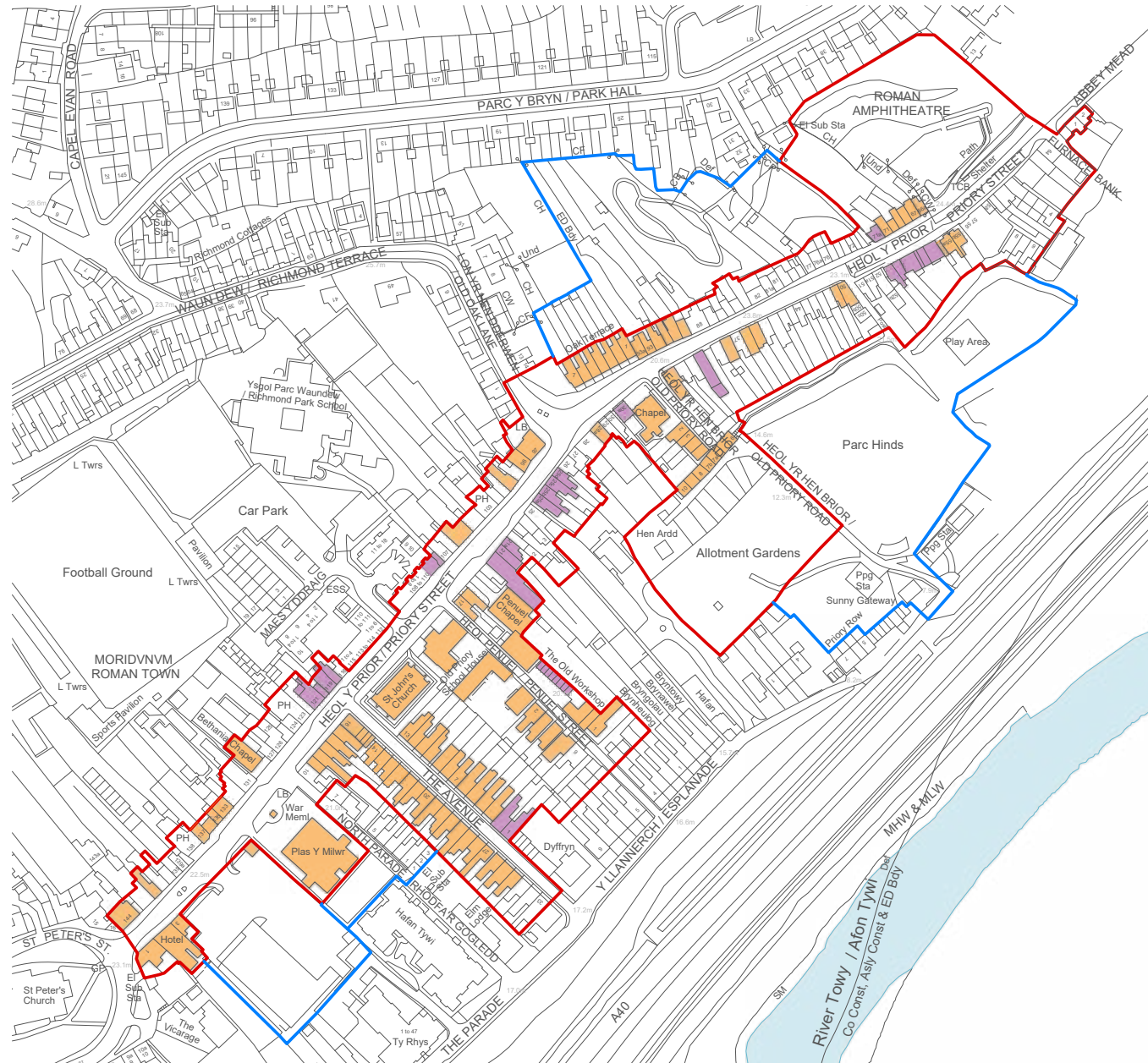
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Appendix II: Glossary

Abbreviation	Formal term	Definition	Abbreviation	Formal term	Definition
A4D	Article 4 Direction	A measure, instigated by a local authority, whereby issues of work which would normally be permitted under planning legislation General Development Orders are bought within the control of the planning department.	CCC	Carmarthenshire County Council	
			GDO	General Development Order	An order, under national planning legislation, which sets out the classes of development which are 'permitted development' and hence do not normally require the issue of formal planning consent
BAR	Building At Risk	A buildings register, maintained by local authorities (supported by Historic England) which includes buildings and structures which are at risk from decay, collapse or other loss. It usually sets out a degree of risk and indicates the type of action which is deemed necessary to remedy the problem.		Cadw	The organization responsible for the protection of historic buildings, structures, landscape and heritage sites in Wales
			LB	Listed Building	A building of architectural and/ or historic interest which is protected by inclusion on a list of such buildings maintained by Cadw. The building will be graded – grade I for the most important, Grade II* for the next most important or grade II for the remainder which comprises about 95% of the total
CA	Conservation Area	An area, designated by the local authority, the character of which it is desirable to preserve of enhance			
CAA	Conservation Area Appraisal	A report which assesses the character and effectiveness of the CA at a particular time			
CPO	Compulsory Purchase Order	A legal instrument for the compulsory purchase of land by a local authority of government agency for a defined purpose and at a fair rate		Burgage Plot	A burgage plot is usually characterised as a long walled plot, garden or yard, behind a building, the front of which faces one of the older streets in a town or city with medieval origins
	Fascia	The space in which a sign is displayed, typically above a shop			

Abbreviation	Formal term	Definition	Abbreviation	Formal term	Definition
LBC	Listed Building Consent	An approval for the carrying out of works to a listed building (which would otherwise constitute a criminal offence) issued by the local authority and following consultation with a set list of national and local amenity bodies and organisations	Sn215	Section 215 Notice	A notice under the planning acts which a local authority can issue to owners or occupiers for the tidying up of land or buildings which are deemed to be harmful to the amenity of an area
LP	Local Plan	A document prepared by or on behalf of the local authority setting out its planning policy for a forthcoming fixed period; it will include policy concerning the natural environment, conservation, highways, building development among a wide range of other topics.	SPG	Supplementary Planning Guidance	A document which sets out a particular policy specific to a site or area which can be used as material evidence in determining any relevant planning application. The content of the document will have been prepared with this specific intent and will require to be formally adopted as one of its suite of planning documents by the authority concerned
PPW	Planning Policy Wales	National policy outlining guidance for making planning decisions	TPO	Tree Preservation Order	An order made by a local planning authority in Wales to protect specific trees, groups of trees or woodland in the interest of amenity. An order prohibits the cutting down, topping, lopping, uprooting, wilful damage and wilful destruction of trees without local authority's written consent
P(LBCA) Act 1990	Planning (Listed Buildings and Conservation Areas) Act 1990	A consolidating act which brought together previous diverse pieces of legislation into one Act of Parliament			
	Repairs Notice	A notice issued under sections 47 and 48 of the P(LBCA) Act 1990 requiring owners or occupiers to carry out urgent repairs to listed buildings			

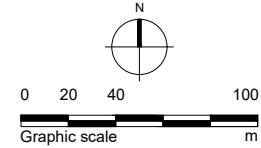
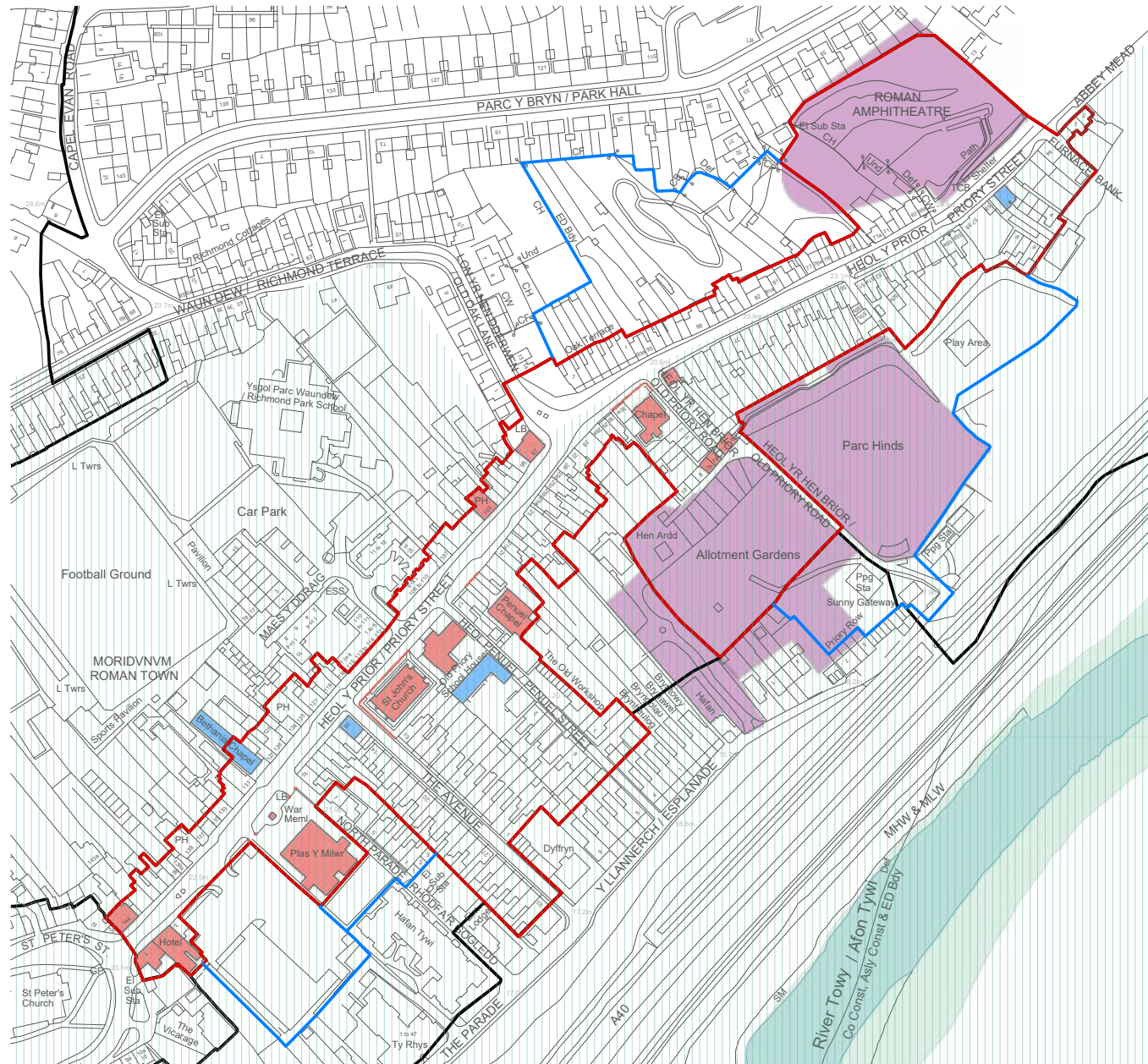
Appendix III: Maps



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- KEY:**
- Priry Street Conservation Area Boundary
 - Proposed boundary alterations
 - Positive buildings
 - Detracting buildings

Priry Street Conservation Area
 Contribution of Buildings

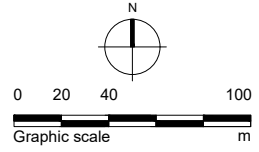
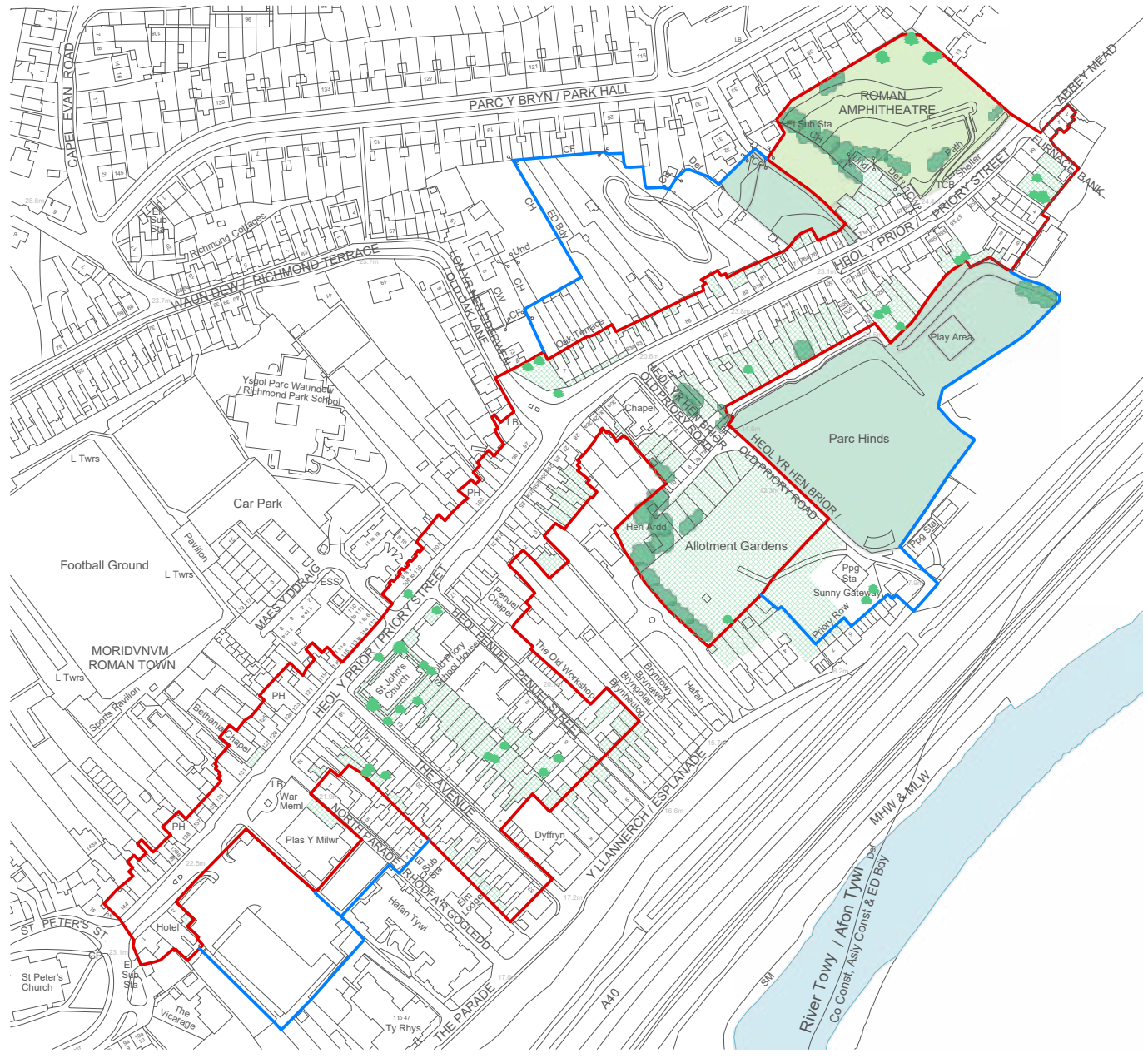


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KEY:

- Priry Street Conservation Area Boundary
- Proposed boundary alterations
- Other Conservation Areas
- Listed buildings Grade II
- Scheduled Monuments
- Registered Landscapes of Outstanding and of Special Interest in Wales
- Special Areas of Conservation (SAC)
- Unlisted buildings and structures of note

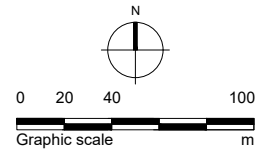
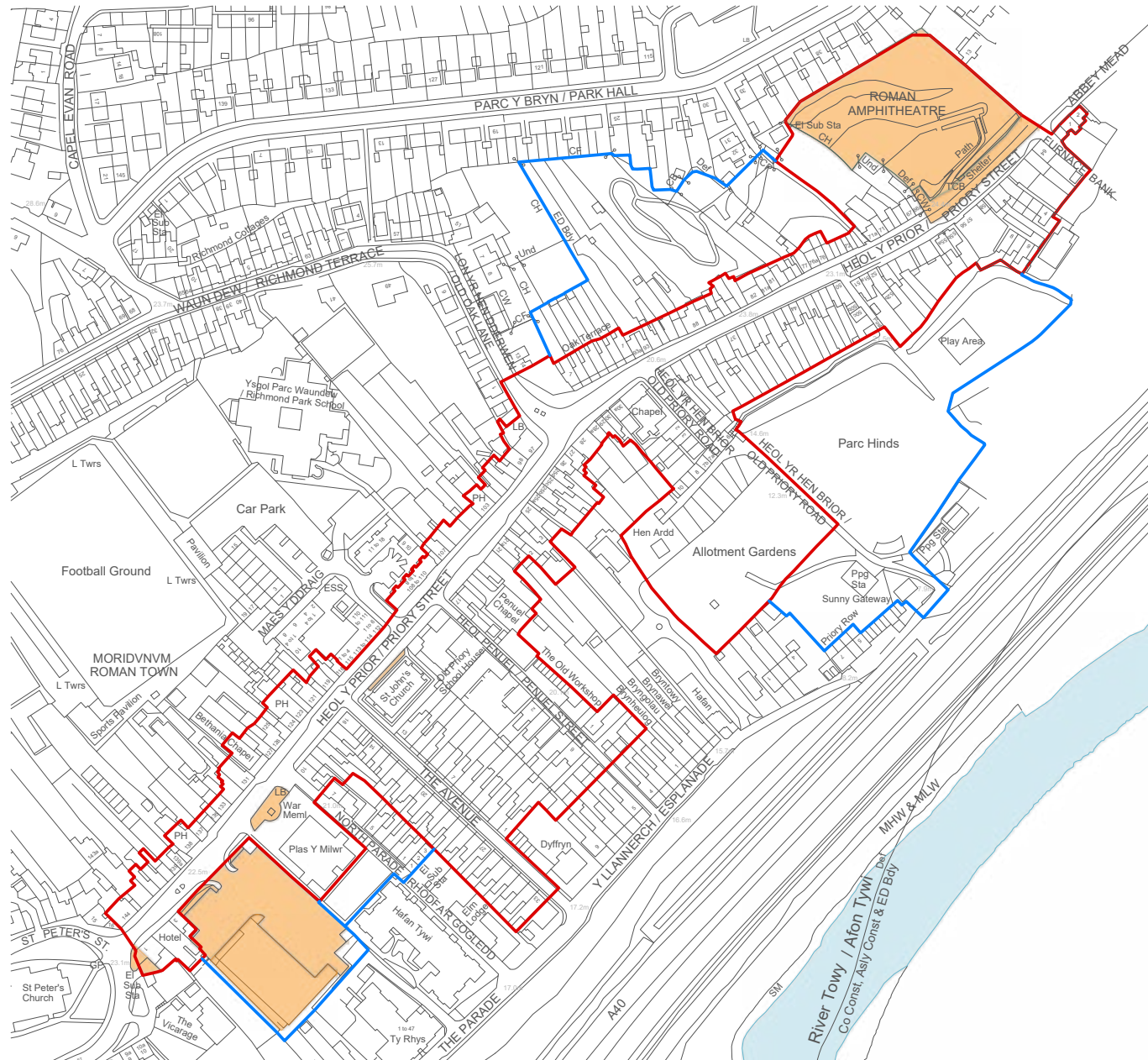
Priry Street Conservation Area
 Designations Map



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- KEY:**
- Priry Street Conservation Area Boundary
 - Proposed boundary alterations
 - Green spaces
 - Parks
 - Private / semi-private gardens
 - Trees
 - Group of trees

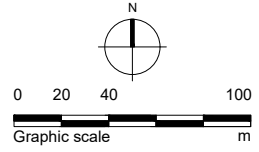
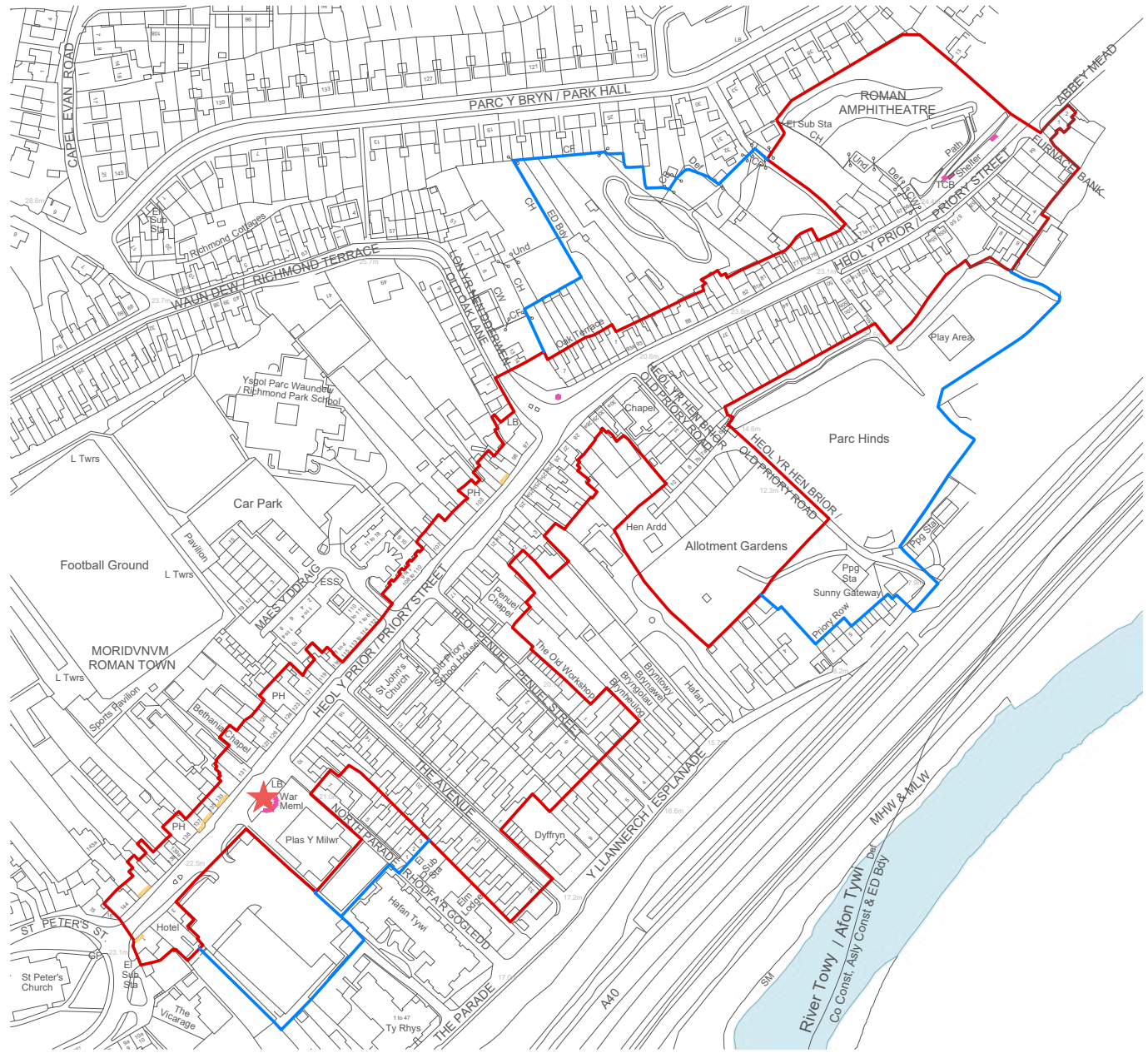
Priry Street Conservation Area
 Trees, Green Spaces, Parks and Gardens



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- KEY:
- Prioxy Street Conservation Area Boundary
 - Proposed boundary alterations
 - Area of opportunity

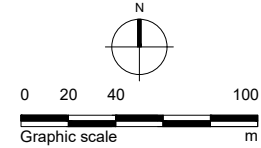
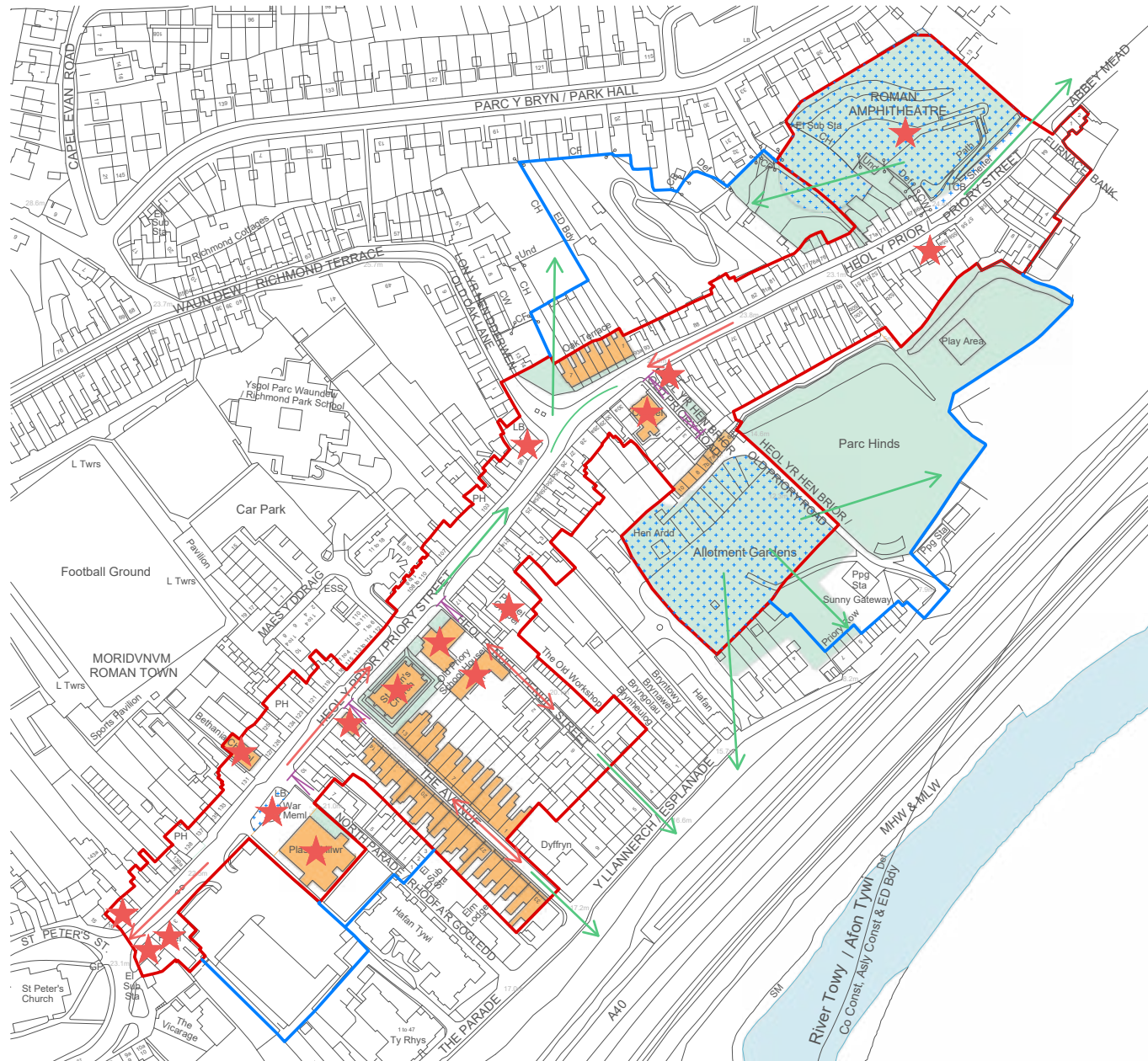
Prioxy Street Conservation Area
 Opportunities Map



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- KEY:
- Priory Street Conservation Area Boundary
 - Proposed boundary alterations
 - Historic shopfronts
 - ★ Townscape feature
 - Street furniture

Priory Street Conservation Area
 Public Realm



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KEY:

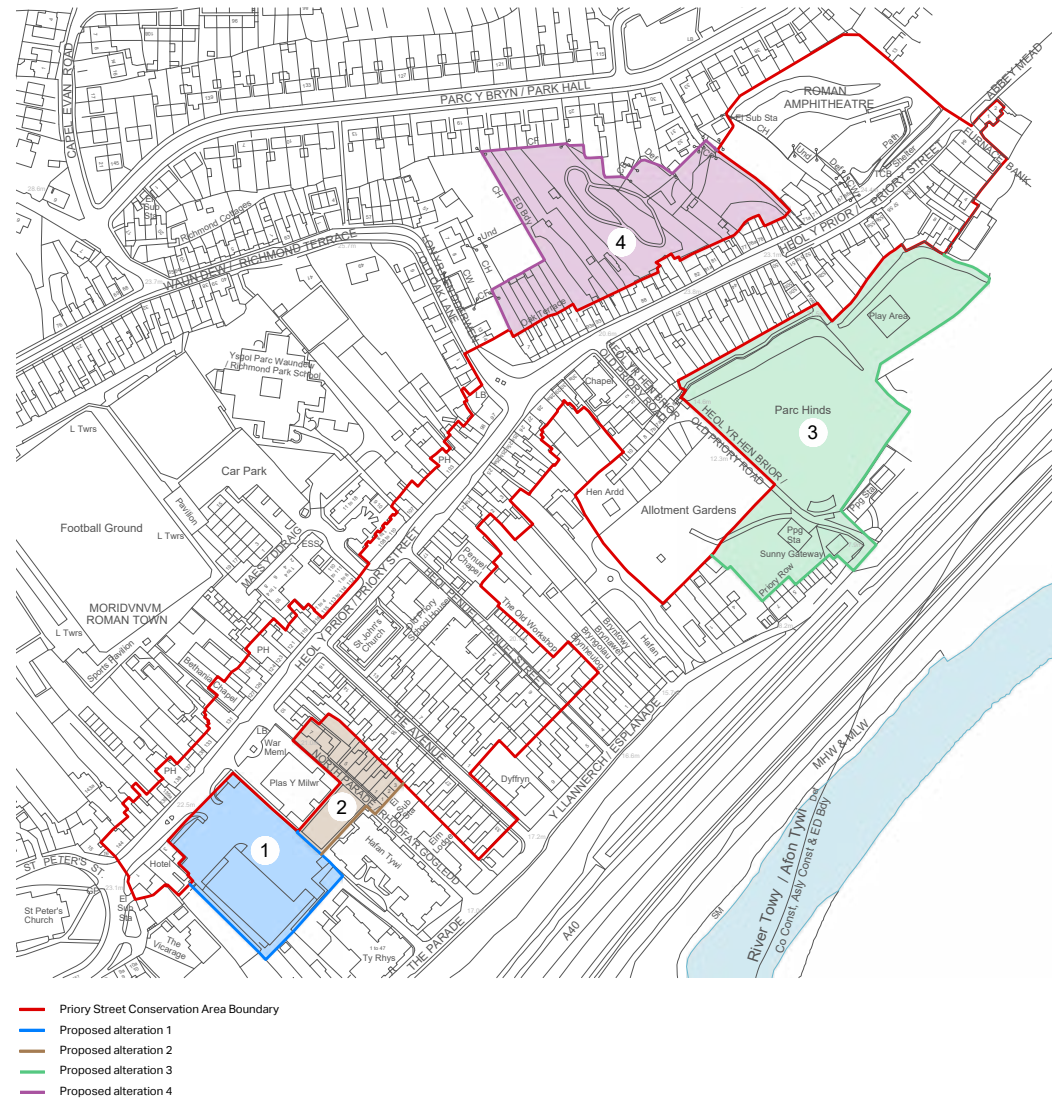
- Priory Street Conservation Area Boundary
- Proposed boundary alterations
- Areas which offer a sense of place - Amphitheatre, allotment & statue
- Positive green areas / landscaping / trees
- Significant roofscapes
- ★ Main landmark, key buildings & spaces
- Important landscape views
- Important street views
- Terminated views
- ↪ Deflected views

Priory Street Conservation Area
 Spatial Analysis

Appendix IV: Boundary Review

As part of the preparation of this Conservation Area Appraisal and Management Plan, a review of the Conservation Area boundary has been undertaken to understand the rationale for designating the area, and whether development since its initial designation means that this boundary should now be redrawn. This review has been undertaken through a series of site surveys, as well as desk-top research and consultation with the Local Authority, stakeholders, and the public.

There are four suggested alterations proposed to the Priory Road Conservation Area, each of which can be identified on the following map. The location and reasons for these alterations are set out below:



Area 1 – Empty Retail Plot

An extension to the current boundary

The empty retail plot to the west of the former infirmary is currently outside of the CA boundary, but development upon it would have a significant impact on the views to, from and through the area. It is therefore proposed that the boundary includes this area to ensure that future development responds to the special characteristics of the CA and that its impact is fully understood.



Area 2 – North Parade

An extension to the current boundary

Although much of North Parade is now dominated by contemporary housing, it is proposed that the most northern section be bought into the CA for two reasons; firstly to bring in a number of late 19th Century cottages which respond in style and details to others within the area; secondly to protect and enhance views from Priory Street to the south and ensure any future development which may occur within this location is of a quality which responds to the status of the area.



Area 3 – Park and gardens to the north of Priory Street

An extension to the current boundary

The views out to the wider landscape at the north, east and south are a significant aspect of the character of the CA. As one walks from west to east one has a constant connection to this landscape, and this is enhanced by the treescape which is visible above the lower heights of the buildings which line the northern edge of the eastern half of Priory Street. Trees within CAs have protection from removal without their impact being fully understood. It is therefore proposed that this area of public park and rear gardens be bought into the CA to ensure that their loss is protected without due regard for the impact it may have on wider views from Priory Street and the amphitheatre.



Area 4 – Parc Hinds and Old Priory playgrounds

An extension to the current boundary

Parc Hinds and the Old Priory playgrounds currently sit outside of the CA boundary but are part of the site of the former Priory and associated scheduled monument alongside the allotment gardens. As such they retain significant archaeological potential which could enhance our knowledge of medieval ecclesiastical development, as well as the history of Carmarthen. The inclusion of these areas within the boundary will ensure the relationship with the allotment gardens is maintained and that the historic, evidential, aesthetic, and communal values of these spaces are understood if development was to ever be proposed here.



Appendix V: Summary of Related Legislation, Policy, and Guidance

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires:

- Local planning authorities to determine areas where it is desirable to preserve and enhance, and designate them as conservation areas (section 69 [1])
- Local planning authorities to review their past activities in this area, including existing conservation areas, and to add more conservation areas (section 69 [2])
- Local planning authorities to formulate and publish proposals for the preservation and enhancement of conservation areas and consult the public in the area in question, taking account of views expressed (section 71 [1 and 2])
- In the exercise by local planning authorities of planning functions within the conservation area 'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area' (section 72 [1])

Well-being of Future Generations (Wales) Act 2015

The Well-Being of Future Generations (Wales) Act 2015 places a duty of well-being on public bodies, which must set out and publish well-being objectives designed to maximise their contribution to achieving each of the seven well-being goals. One of these goals is a Wales of vibrant culture and thriving Welsh language, described as 'a society that promotes and protects culture, heritage and the Welsh language'. There are clear synergies between the specific duty to preserve or enhance conservation areas, as required by the 1990 Act,⁷ and the general duty to promote and protect

heritage, as set out in the 2015 Act. Properly protected and enhanced conservation areas can improve the quality of life and well-being for everyone.

Planning Policy Wales February 2021

- The historic environment is made up of individual historic features which are collectively known as historic assets. Conservation areas are considered historic assets.
- Paragraph 6.1.6 states that the Welsh Government's specific objectives for the historic environment seek to: [...] preserve or enhance the character or appearance of conservation areas, whilst the same time helping them remain vibrant and prosperous.
- Paragraph 6.1.14 notes that there should be a general presumption in favour of the preservation or enhancement of the character or appearance of conservation areas or their settings. Positive management of conservation areas is necessary if their character or appearance are to be preserved or enhanced and their heritage value is to be fully realised. Planning authorities should establish their own criteria against which existing and/or new conservation areas and their boundaries should be reviewed. The preparation of conservation area appraisals and management plans can assist planning authorities in the exercise of their development management functions.
- Paragraph 6.1.15 notes that there is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public

interest grounds.

- Paragraph 6.1.16 notes that preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area's character or appearance or leaves them unharmed. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area.
- Paragraph 6.1.17 notes that conservation area designation introduces control over the total or substantial demolition of unlisted buildings within these areas, but partial demolition does not require conservation area consent. Procedures are essentially the same as for listed building consent. When considering an application for conservation area consent, account should be taken of the wider effects of demolition on the building's surroundings and on the architectural, archaeological or historic interest of the conservation area as a whole. Consideration should also be given to replacement structures. Proposals should be tested against conservation area appraisals, where they are available.
- Paragraph 6.1.29 notes that development plans should consider the inclusion of locally specific policies relevant to the historic environment. These must be distinctive and only cover those elements deemed as important considerations from a local planning perspective. They might include locally specific policies relating to:
- Listed buildings and conservation areas – development plans may include locally specific policies for the conservation of the built historic environment, including the protection or enhancement of listed buildings and conservation areas and their settings. They may also include

policies relating to re-use or new development that affect particular historic areas and/or buildings, which may assist in achieving urban and rural regeneration. Development plans should not include policies for the designation of new conservation areas or extensions to existing conservation areas, nor should they include detailed statements or proposals for existing conservation areas. The process of assessment, detailed definition or revision of boundaries and formulation of proposals for individual conservation areas should be pursued separately from the development plan.

- Paragraph 1.36 notes that the Welsh Ministers have reserve powers to make their own Revocation/Modification or Discontinuance Orders, but only after consultation with the planning authority. Such intervention would overturn a planning authority's judgement on a matter which is, in the first place, its responsibility and may only be justified in exceptional circumstances. The general principle is that such action should be considered only where the original decision is judged to be grossly wrong, so that damage would be done to the wider public interest. This policy also applies to the use of the Welsh Ministers' default powers in respect of listed buildings and conservation area consent.

Planning Policy Wales Technical Advice Note 24: The Historic Environment, 2017

This document sets out that:

- Local planning authorities are responsible for designating conservation areas and they hold the definitive information on their boundaries.
- Supplementary Planning Guidance may be developed and adopted by a local planning authority to assist them in delivering policies in the local

development plan. Specific guidance relating to the historic environment might include topics such as: Conservation area management plans.

- The Planning (Listed Buildings and Conservation Areas) Act 1990 requires local planning authorities to identify areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance and designate them as conservation areas. They should review their areas from time to time to consider whether further designations or revisions are called for. The Welsh Ministers also have powers to designate conservation areas after consultation with the local planning authority. This is a reserved power that is used in exceptional cases, for instance, where an area is of more than local interest.

6.2 Conservation area designation provides the basis for policies designed to preserve or enhance all the aspects of character or appearance that define an area's special interest: this might include the pattern of settlement and the organisation of space and routes as well as the style and type of building, and the use of materials and detail. Green infrastructure may also be important, but conservation area designation is not likely to be an appropriate means of protecting landscape features, except where they form an integral part of the historic built environment.

6.3 Local planning authorities must from time to time formulate and publish proposals for the preservation and enhancement of conservation areas in a management plan. In accordance with best practice, this should be every five to ten years. It is good practice for local planning authorities to adopt the management plan as supplementary

planning guidance. They must also give special attention to the desirability of preserving or enhancing conservation areas when taking planning decisions. In exceptional circumstances where part or the whole of a conservation area no longer possesses the special interest which led to its designation, the designation may be amended or cancelled.

6.4 A conservation area appraisal is the foundation for any proposals for preservation and enhancement. It provides a detailed picture of the special interest of an area and identifies opportunities and priorities for action which can provide the basis for a more detailed management plan. It should include an analysis of the policy and management needs of the area, including an assessment of the effectiveness of current planning controls, the need for supplementary protection and the identification of ways in which special character can be preserved or enhanced. Local development plan policies and development management decisions which relate to conservation areas will have a sounder basis and make more positive contributions to long-term aims if the character of each conservation area is defined and policies for its preservation and enhancement are set out in detail in a management plan. Consideration can also be given to whether to introduce Article 4 Directions in these areas.

6.5 By their very nature, conservation areas have multiple stakeholders and management arrangements should provide opportunities for participation and engagement in plan and

decision making. Proposals for preservation and enhancement will also be most effective when all council departments understand the significance of designation and work together. A development team approach that recognises the contribution of other departments, such as highways and housing, is therefore strongly recommended.

6.6 Local development plans may include locally specific policies for the protection or enhancement of conservation areas. In such circumstances, the local development plan should make clear that development proposals will be judged against their effect on the character or appearance of a conservation area as identified in the appraisal and management document. Certain development proposals within a conservation area, including the provision of one or more dwelling houses, the provision of a building or buildings where the floor space created by the development is 100 square metres or more, will require a design and access statement.

6.7 Many conservation areas include the commercial centres of towns and villages. Generally, there will be an emphasis on controlled and positive management of change that encourages economic vibrancy and social and cultural vitality and accords with the area's special architectural and historic qualities. Many conservation areas include sites or buildings that make no positive contribution to, or indeed detract from the character or appearance of the area; their replacement should be a stimulus to imaginative, high-quality design and an opportunity to enhance the area.

6.8 One of the purposes of the advertisement control system is to encourage the display of outdoor advertisements which make a positive contribution to the appearance of the environment. It is reasonable to expect that the local planning authority's duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area will result, in practice, in more exacting standards when the authority considers whether to grant consent for a proposed advertisement in such an area.

6.9 In conservation areas it is important for local planning authorities to be flexible in their use of their powers under the Town and Country Planning (Control of Advertisements) Regulations 1992, because many areas include retail and commercial premises ranging from small corner shops to thriving commercial centres. Outdoor advertising is essential to commercial activity and the success of local businesses will usually help owners and tenants of commercial premises to maintain buildings in good repair and attractive in appearance.

6.10 Conservation Area Consent is required for the demolition of an unlisted building in a conservation area, though there are some exceptions. In this context, the courts have ruled that demolition amounts to pulling down a building so that it is destroyed completely or at least to a very significant extent. Therefore, the removal of an entire building except its facade could also count as demolition.

6.11 The Welsh Ministers may direct that Conservation Area Consent is not required for certain descriptions of buildings and the Welsh Ministers have directed that Conservation Area consent is not required for certain works. These works include the demolition of a building with a total cubic content not exceeding 115 cubic metres and the demolition of a built boundary feature that is less than one metre high where abutting a highway, waterway or open space, or less than two metres high in any other case. This means that many works which involve the destruction of the fabric of part of a building will not be works of demolition and will not require conservation area consent.

6.12 Applications for consent to demolish must be made to the local planning authority. Applications for Conservation Area Consent will require a heritage impact statement, which should explain why demolition is desirable or necessary alongside a broader assessment of the impact of the proposals on the character or appearance of the area.

6.13 There should be a general presumption in favour of retaining buildings, which make a positive contribution to the character or appearance of a conservation area. Proposals to demolish such buildings should be assessed against the same broad criteria as proposals to demolish listed buildings (see 5.15). In cases where it is considered a building makes little or no contribution, the local planning authority will normally need to have full information about what is proposed for the site after demolition. Consent for demolition should not

be given without acceptable and detailed plans for the reuse of the site unless redevelopment is itself undesirable. The local planning authority is entitled to consider the broad principles of a proposed development, such as its scale, size, and massing, when determining whether consent should be given for the demolition of an unlisted building in a conservation area.

6.14 It may be appropriate to impose a condition on the granting of consent for demolition so that it does not take place until full planning permission has been granted and a contract for carrying out the development work has been made.

6.15 Local planning authorities have the power to protect trees and woodlands by making tree preservation orders. In addition, there is a special provision for trees in conservation areas which are not the subject of tree preservation orders. Anyone proposing to cut down, top or lop a tree in a conservation area is required to give the local planning authority six weeks' notice, during which time the local planning authority can decide whether to protect that tree with a tree preservation order.

6.16 When considering whether to extend protection to trees in conservation areas, local planning authorities should always consider the visual, historic and amenity contribution of trees. In some instances, new or re-plantings may be desirable where this would be consistent with the character or appearance of the area.

6.17 Enforcement has a key role to play in the protection of conservation areas and local planning authorities should consider a more proactive approach, including monitoring development activity and ensuring compliance with the terms of regulatory controls, rather than just investigating when a formal complaint is made. A positive and active approach to enforcement will help to reduce the number of contraventions and secure sustained improvements in environmental quality.

6.18 An applicant has a right to appeal against certain decisions or failure to take a decision by the local planning authority on a conservation area consent. An appeal may be made in circumstances including the following: Where a local planning authority: Refuses an application for conservation area consent; Grants an application for conservation area consent subject to conditions; Refuses an application for the variation or discharge of conditions attached to a conservation area consent; Refuses an application for approval required by a condition imposed on the granting of conservation area consent; or Fails to determine an application for consent within 8 weeks of its validation by the local planning authority.

6.19 An appeal is made to the Welsh Ministers on a form within six months of the applicant being notified of the local planning authority's decision.

Managing Conservation Areas in Wales, Cadw, 2017

Managing Conservation Areas in Wales supplements Planning Policy Wales¹ and Technical Advice Note 24: The Historic Environment. Managing Conservation Areas in Wales sets out the policy context and duties for local planning authorities to designate and manage conservation areas. It also identifies key aspects of good practice for their designation and appraisal, including the participation of stakeholders and the development of local policies for positive management and enhancement so that their character and appearance are preserved and enhanced. It should also help local planning authorities to take account of Cadw's Conservation Principles for the Sustainable Management of the Historic Environment in Wales (Conservation Principles) to achieve high-quality sensitive change.

