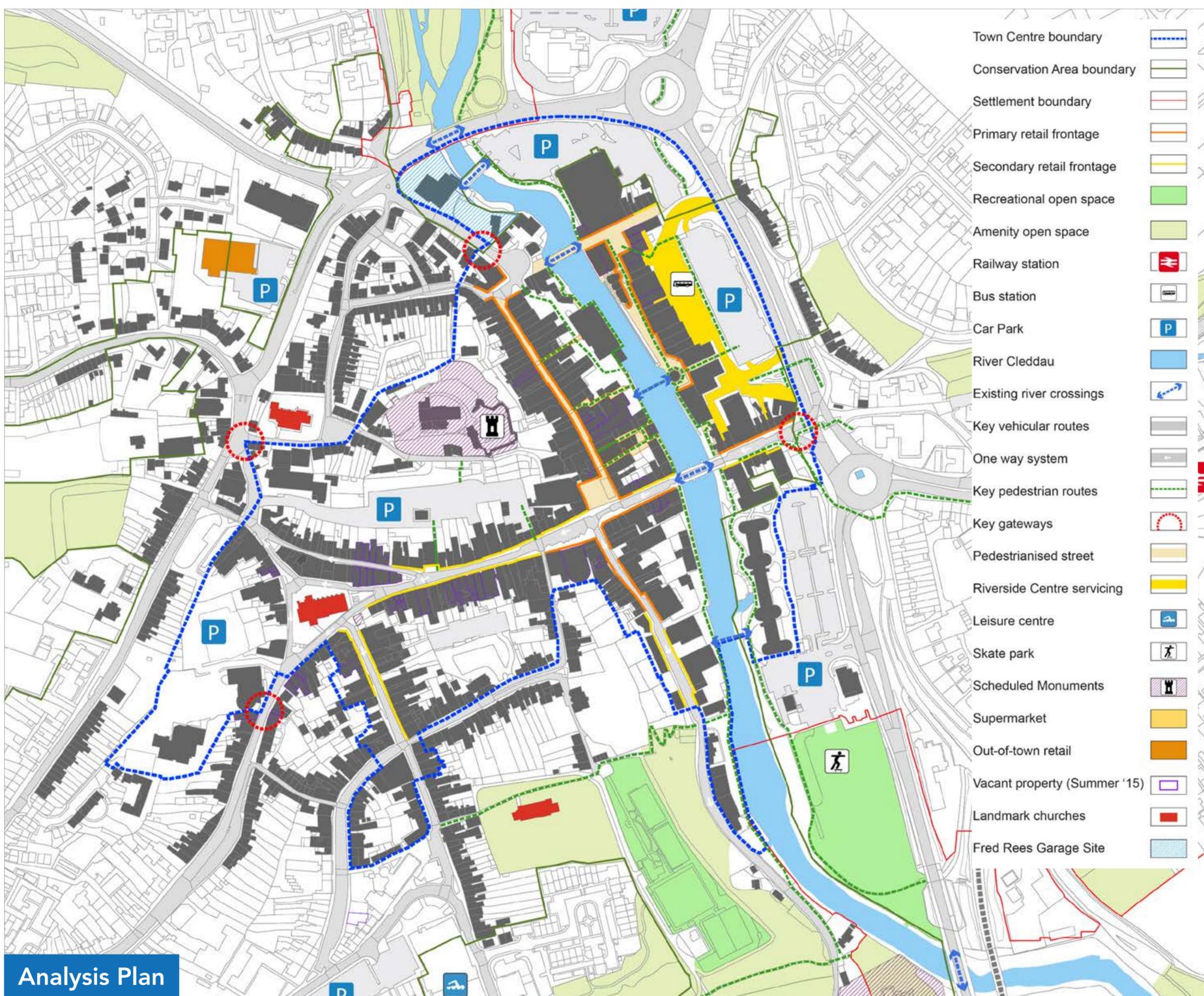


Structure

Having undertaken extensive site analysis and following discussions with the project team and input from Confluence's 'Big Map' events, the structure of the masterplan framework has evolved - based upon the four key themes.

Four key themes have been identified:

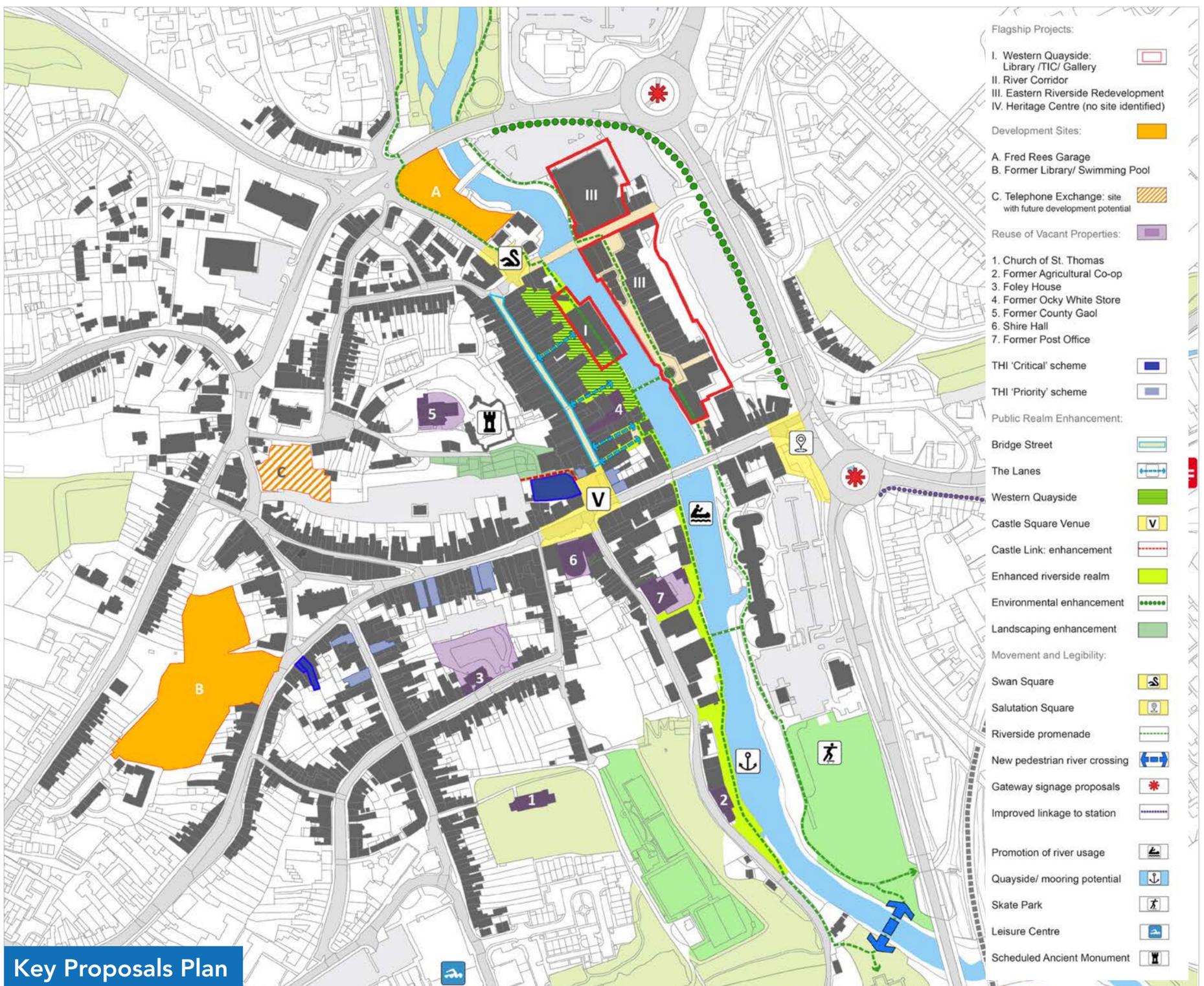
- Exploiting the River Cleddau Corridor
- Capitalising on the Town's Unique Heritage
- Enhancing the Town Centre Offer
- Improving Gateways and Wayfinding



Vision

To encourage a regionally distinctive, sustainable and vibrant town centre with a mix of independent and national retailers, strong cultural, arts and creative influences, a safe and secure environment for residents and visitors, with an eclectic mix of events, a buoyant night-time economy and an improving visual appearance.

- **Flagship Projects**
Four key projects have been highlighted
- **Re-use of Vacant Properties**
Seven vacant properties have been identified
- **Development Opportunities**
Two current and one future development sites have been identified
- **Public Realm Enhancement**
Key squares, routes and public spaces requiring improvement
- **Movement and Legibility**
Enhancement of key gateways, signage and wayfinding



Objective

In order to provide a focus for action four key projects have been identified. Some of these are already progressing well, others are at an early stage of development. All signal a change in approach. Their development aims to engender support and interest, inspire investor confidence and encourage others to bring forward

- **Library/ Visitor Centre / Gallery**

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

- **Riverside**

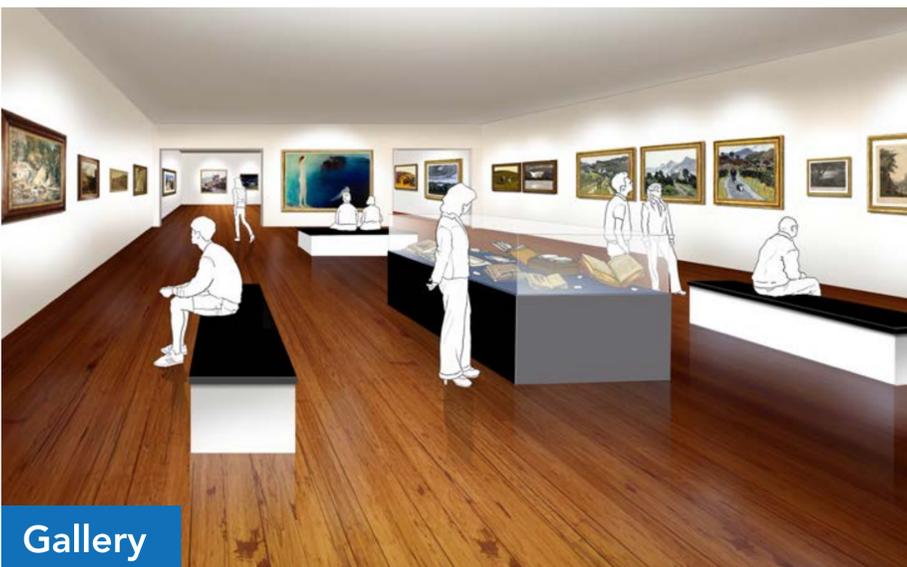
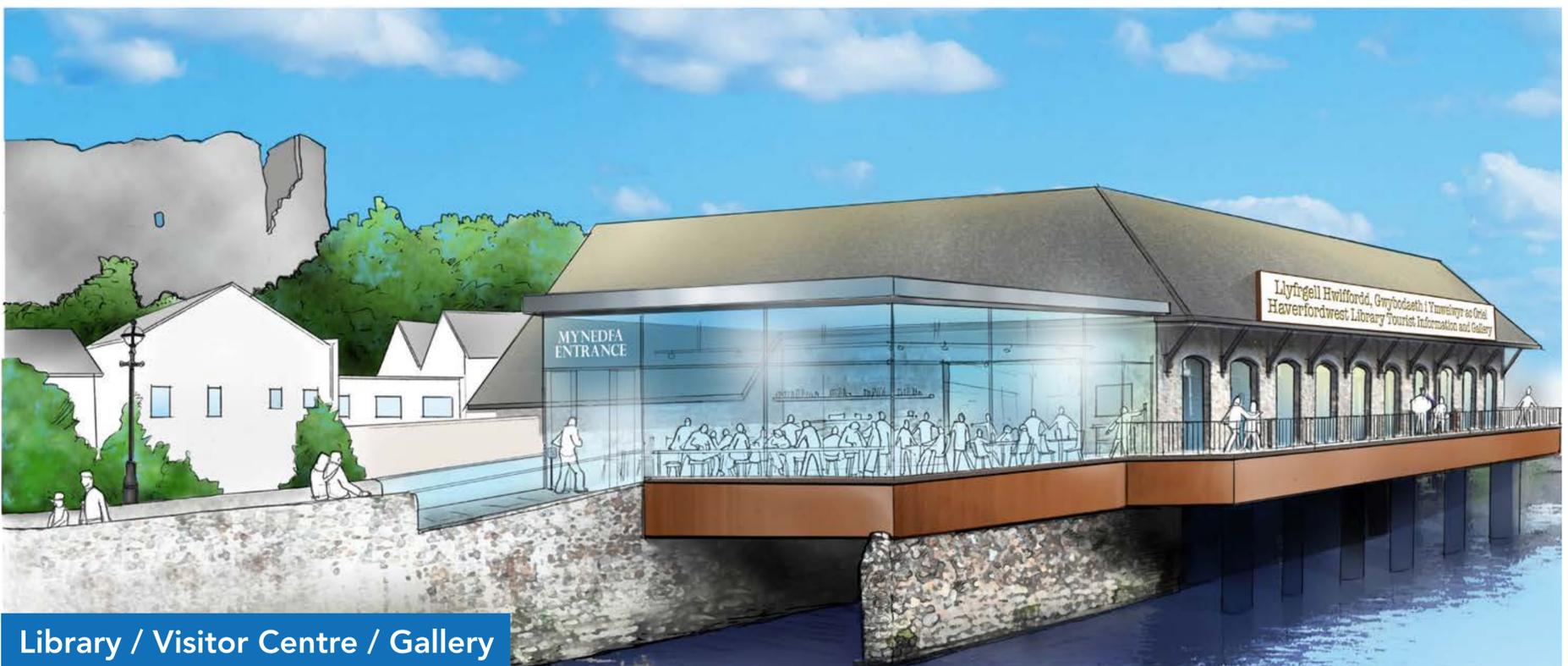
Promotion of a greater use of the river and riverside, including the creation of a circular riverside route.

- **Eastern Riverside Re-development**

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

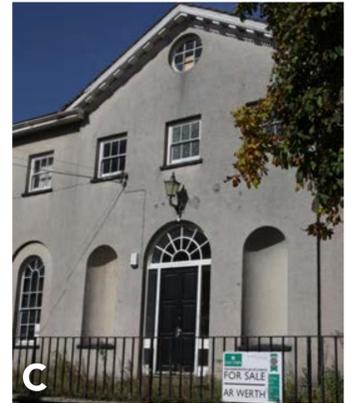
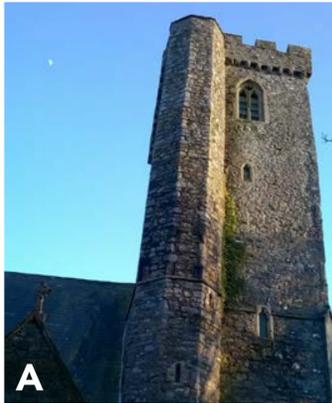
- **Heritage Attraction**

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



Objective

Actively encourage the reuse of key buildings within the town to ensure their on-going maintenance and preservation of the town's heritage. This will provide opportunities to accommodate new and innovative uses to reinvigorate the town centre. As well as reusing important buildings, this is about reducing vacancy which helps to change perceptions.



A. Church of St. Thomas
B. Former Agricultural Co-op, Old Quay
C. Foley House, Goat Street

D. Former Ocky White Store, Bridge Street
E. Former County Gaol, Castle
F. Shire Hall, High Street



An indicative illustration of how a redeveloped former Post Office site may look

© Nathaniel Lichfield & Partners



Go West...
HAVERFORDWEST
A Vision for the Future

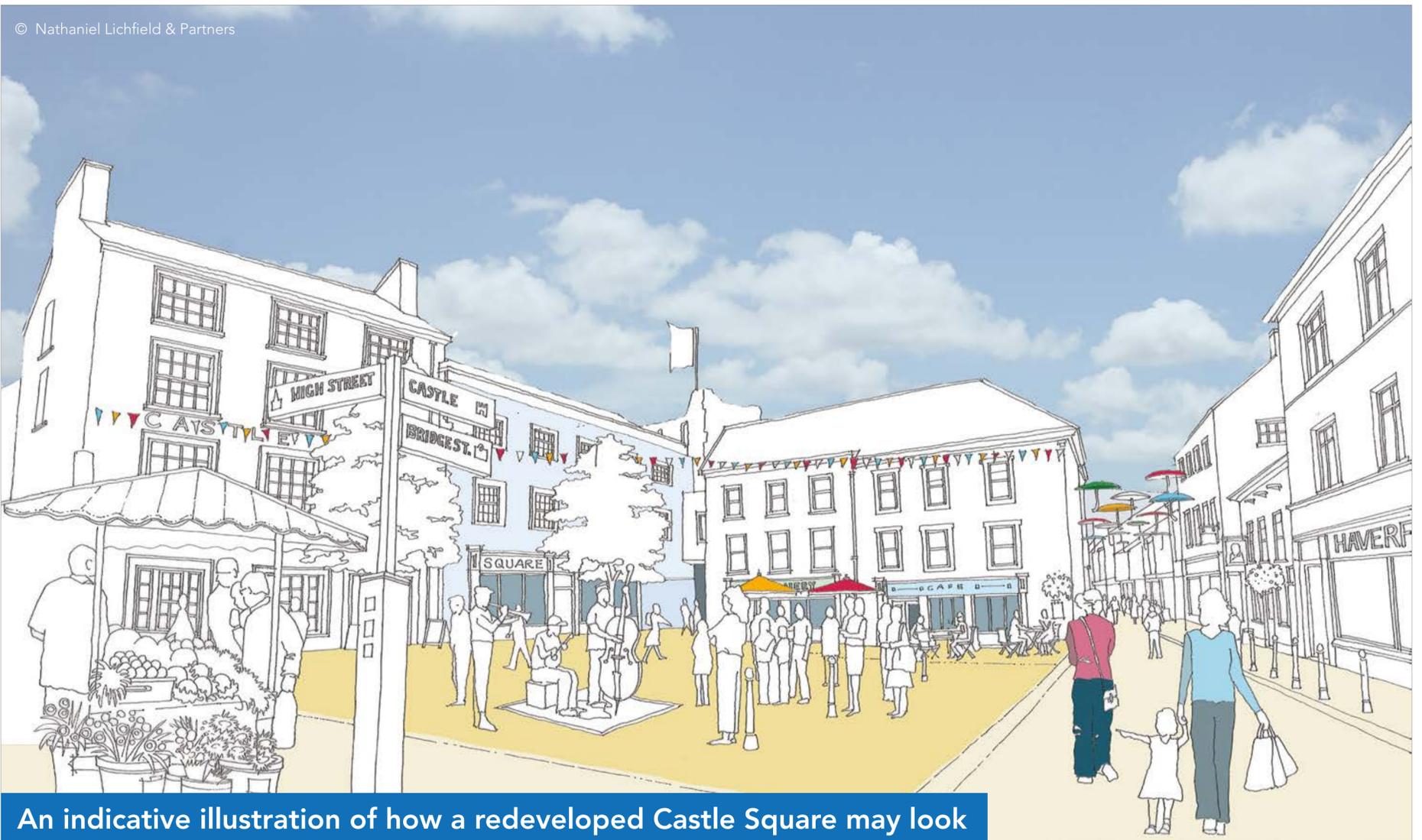
Objective

Enhance the quality of the town's main public spaces and key pedestrian routes as a means of encouraging greater exploration by visitors and instilling a sense of pride in residents. Providing opportunities for formal and informal use of these streets, squares and incidental spaces to encourage increased activity and vitality within an improved setting.



- **Western Quayside**
Capitalise on the accessible, open spaces adjacent to the western riverside to extend the pedestrian experience of the town's river frontage, complementing the spaces and routes located along the eastern bank.
- **Bridge Street**
Transformation of Bridge Street to an attractive, vibrant 'market place', which provides the opportunity for wide range of businesses to showcase their products within a distinctive environment.
- **The Lanes**
Strengthen the existing pedestrian linkages between the western riverside and Bridge Street, and encourage them to be a destination/ attraction in their own right.
- **Castle Square**
Creation of a key focal space to impart a sense of arrival and provide a flexible event/ performance space at the heart of the town.

© Nathaniel Lichfield & Partners



An indicative illustration of how a redeveloped Castle Square may look



Nathaniel Lichfield & Partners
Planning, Design, Economics.



Go West...
HAVERFORDWEST
A Vision for the Future

Objective

The river corridor is the heart of the town and brings together all of the key themes. There are opportunities for some exciting new developments and excellent potential for increasing activity and events, with the river acting as the catalyst for these. With fairly modest interventions the legibility, walkability and attractiveness of the town as a destination can begin to take shape - starting with the river corridor and radiating outwards along new and improved linkages.

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



An indicative illustration of how a redeveloped Old Quay may look

© Nathaniel Lichfield & Partners

Objective

Prioritise the enhancement of key arrival points within the town centre through a series of public realm improvements. Encourage increased visibility of the town centre and improved legibility, focussing upon key gateways, public spaces and routes. Prepare and promote a signage and wayfinding strategy for Haverfordwest.

- **Salutation Square**
Reconsideration of existing to provide a greater sense of arrival, improved visibility and enhanced landscape and public realm
- **Swan Square**
Creation of attractive northern gateway for pedestrians
- **Castle Square Link**
Enhanced accessibility between the Castle and town centre
- **Multi-storey car park**
Reconfiguration of layout and improved facilities
- **Railway Station**
Enhanced public realm and improved signage to aid legibility

