ABERTEIFI / CARDIGAN

Conservation Area Appraisal

February 2024

Prepared for

Ceredigion County Council

The GRIFFITHS HERITAGE CONSULTANCY Ltd

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1.   INTRODUCTION

1.1   The Historic Environment in Ceredigion

1.1.1   The Ceredigion landscape is rich in evidence from the past. The term 'historic environment' describes the results of human interaction with the natural environment over many thousands of years, including the buildings, monuments, conservation areas, townscapes and landscapes that we value as a community and wish to preserve. This series of appraisals and management plans are to assist the Council and the local community / public with understanding the special value and interest of the conservation areas in Ceredigion, and how it can best be protected and enhanced.

1.1.2   Many historic features are protected through legislation and the planning system (see below). In addition to Ceredigion's designated assets there are numerous undesignated features including archaeological sites and historic buildings. Undesignated assets can be more vulnerable to unsympathetic change or loss through development and other works. As well as analysing the contribution of designated assets to the towns of Ceredigion, the acknowledgement of undesignated assets, through tools such as this appraisal, can help to identify their significance and to protect them for the future. In Wales, over 200,000 undesignated heritage assets are recorded on the four regional Historic Environment Records that are now a consideration in the planning system under the Historic Environment (Wales) Act 2016.

Fig. 1 Cardigan's busy historic town centre

1.1.3   There are 1896 buildings and structures included on the national 'List of Buildings of Special Architectural and Historic Interest' in Ceredigion. Many more pre 1948 structures are protected by being within the 'curtilage' of a listed building. A listed building is one which has been identified, by Cadw, as being of national architectural or historic importance. As such, any works which would affect the character of the structure or any features of architectural or historic interest would require permission - known as Listed Building Consent. Contrary to popular belief, the listing covers the whole of a building - inside and out, and includes any fixtures or fittings.

1.1.4   Ceredigion has 262 Scheduled Monuments. Scheduling is the way that a monument or archaeological site of national importance is recognised by law. The term 'scheduled monument' is wide ranging and includes not only well-known castles, abbeys and prehistoric burial sites, but also sites such as limekilns, deserted medieval settlements and the remains of the iron, coal and slate industries. Some scheduled monuments contain standing buildings or ruins and others have no visible remains above ground, but their buried archaeology is of national importance. The aim of scheduling is to preserve the archaeological evidence that survives within sites and monuments. This includes the physical fabric of the monument, its setting and any associated artefacts and environmental evidence. This means that if you want to carry out work that would physically alter a scheduled monument you will probably need to apply to Cadw for permission - known as Scheduled Monument Consent.

1.1.5   There are 12 Registered Historic Parks and Gardens within Ceredigion. Registration identifies parks and gardens which are of special historic interest to Wales. They range in date from the medieval period to the mid-twentieth century. Registration is a material consideration in the planning process; local planning authorities must take into account the historic interest of the site when deciding whether or not to grant permission for any changes.

1.1.6   Four areas in Ceredigion have been designated through the Register of Landscapes of Historic Interest in Wales. The largest of these is the Upland Ceredigion Historic Landscape which covers much of the eastern and northern part of the county. The Lower Teifi Valley Historic Landscape, is located in the south-west, and is partially shared with Pembrokeshire and Carmarthenshire. The Drefach-Felindre and Towy Valley Historic Landscapes are located within Carmarthenshire, but part also falls within Ceredigion's southern boundary.

1.1.7   Ceredigion also has 13 designated conservation areas, which means there are additional controls over demolition (requiring Conservation Area Consent) and works to trees in these areas. The conservation areas are:

- Aberaeron
- Aberystwyth
- Adpar
- Cardigan
- Lampeter
- Llanbadarn Fawr
- Llandysul

- Cenarth
- Llanddewi Brefi
- Llanrhystud
- Llansantffraed
- New Quay
- Tregaron

Of these areas; Cardigan, Llanddewi Brefi and Tregaron have Article 4 Directions in place. These Directions remove the permitted development rights for a particular building, site or area meaning that there are more restrictions regarding what works can be carried out without the need for planning permission. Trees in Conservation Areas are also protected: the local authority must be given 6 weeks notice before carrying out works to trees in a conservation area.

1.2   Conservation Areas

1.2.1   Local Planning Authorities are required to **preserve or enhance** the character and appearance of designated conservation areas under The Planning (Listed Buildings and Conservation Areas) Act 1990. This Act also requires the Local Authority to identify and designate new conservation areas by determining which parts of their area are of special architectural or historic interest.

1.2.2   There are more than 500 conservation areas in Wales and they are valued as special places by those who visit and live or work in them.

Fig. 2 View of part of Cardigan Conservation Area across the Teifi

1.2.3   Conservation areas are rich in the physical evidence of the past. Their special interest is expressed in the character of the area and not in isolated buildings. This could be the pattern of settlement, the organisation of space and building plots, and the networks of routes, as well as the style and type of building, their materials and detailing.

1.2.4   This means that it is essential to manage change carefully in conservation areas to make sure that their character and appearance are safeguarded and enhanced. To achieve this, there are special controls around demolishing buildings and cutting down, topping and lopping trees.

1.3   Appraisals and Management Plans

1.3.1   Section 71 of the 1990 Act sets out that it shall be the duty of the LPA, from time to time, to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas. Technical Advice Note 24: The Historic Environment identifies conservation area appraisals as the foundation for such proposals as they provide a basis for more detailed management plans.

1.3.2   A conservation area appraisal is the foundation for positive management. It provides a detailed picture of what makes an area special and can be used to identify opportunities and priorities for action. The appraisal offers a shared understanding of character and importance, and highlights problems and potential, which can be used as the evidence base for a more detailed management plan supported by a robust local policy framework.

1.3.3   Ceredigion County Council has commissioned The Griffiths Heritage Consultancy to prepare appraisals and management plans, alongside undertaking a boundary review, for the conservation areas in 6 of the County's towns.

1.3.4   The appraisals and management plans have been subject to initial stakeholder and public consultation as set out in section 4.5. If agreed, following further public consultation, they will be adopted by Ceredigion County Council as supplementary planning guidance (SPG).

2.   INTRODUCTION TO CARDIGAN CONSERVATION AREA

2.1   Designation and The Conservation Area Boundary

2.1.1   Cardigan Conservation Area was designated in 1969 and its boundary was amended in 1989 and again in 2001. An Article 4 (2) Direction was made in the Conservation Area in 2001/2002. There is a 2011 draft Conservation Management Plan for the conservation area.

Fig. 3 Cardigan Conservation Area Current Boundary

Cyngor Sir Ceredigion
Ceredigion County Council
Neuadd Cyngor Ceredigion, Penmorfa,
Aberaeron, Ceredigion SA46 0PA
Ffôn/Tel. 01545 570881

Aberteifi / Cardigan

Allwedd / Key

☐ Conservation Area

Graddfa / Scale:1:4,324
Argraffwyd ar / Printed on: 2024-02-23

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0   100   200 m

2.2   Location and Setting

2.2.1   Cardigan lies on the estuary of the River Teifi at the very south of Ceredigion, at the point where Ceredigion meets Pembrokeshire. Cardigan was the county town of the historic county of Cardiganshire and is now the second largest town in Ceredigion. The historic town mostly lies to the north of the river and includes the last bridging point of the River Teifi before the sea 3 miles to the north west. It was located here to control the access of the Teifi to Cardigan Bay and the Irish Sea.

2.2.2   Cardigan has a complex bedrock geology with a mixture of sandstone and mudstones types - sedimentary bedrock formed 450 million years ago during the Ordovician period. Superficial deposits are Till and Glaciofluvial, Devensian (Irish Sea Ice) formed between 116 and 11.8 thousand years ago during the Quaternary period.

2.2.3   The town is situated on the banks of the Teifi near the Teifi estuary. The core of the town, with its Medieval origins, is situated on a small promontory jutting out from the north banks of the Teifi. The remainder of the town is spread out mainly on the more gently sloping south facing land to the north and east, with the smaller component of Bridgend on the south bank.

2.3   Summary Description

2.3.1   Cardigan essentially started as a Medieval castle town possibly associated with an early Christian settlement at St Dogmaels. The castle and associated town were strategically important and typically became a contentious prize in the Medieval skirmishes between the indigenous Welsh and the Norman settlers. It later became an important maritime centre. Today, it is a lively often elegant town, crammed with historic buildings predominantly from the late Georgian and Victorian periods, laid out to the north of the Castle area in a traditional Medieval grid street pattern. Key civic and communal buildings such as the Shire Hall, chapels / churches, pubs and banks break up the commercial area, while the Parish church of St Mary's dominates the eastern side. To the north elegant late Victorian residential development is characteristic, while the Afon Teifi and Castle are the predominant features in the south.

3.   LEGISLATION, PLANNING POLICY AND GUIDANCE

3.1   Well-Being of Future Generations (Wales) Act 2015

3.1.1   The Well-being of Future Generations (Wales) Act 2015, places a duty on public bodies to *'improve the economic, social, environmental and cultural well-being of Wales in accordance with the sustainable development principle that the needs of the present are met without compromising the ability of future generations to meet their own needs'*.

Fig. 4 General View of Priory Street

3.1.2   It is widely recognised that the historic environment can have a positive impact on people and communities and contribute towards quality of life and well-being. If the historic environment is going to continue to deliver its rich benefits to communities there is a need to identify what is significant and manage change in a sensitive and sustainable way.

3.1.3   Essential to maintaining the special quality of a particular area (or any heritage asset) is the positive management of change based on a full understanding of the character and significance of the area. This is underpinned by raising awareness and understanding of the benefits that they can deliver and the skills necessary to do so.

3.2   Planning (Listed Buildings and Conservation Areas) Act (1990) as amended by The Historic Environment (Wales) Act 2016.

3.2.1   Section 69 of 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 must also formulate and publish proposals for the preservation and enhancement of these conservation areas from time to time. The Act also requires local planning authorities to give special attention to the desirability of preserving or enhancing conservation areas in local development plan policies and when taking planning decisions.

3.2.2   The Historic Environment (Wales) Act 2016 amended the 1990 Planning Act in a number of ways, including a requirement for the submission of a Heritage Impact Assessment with applications for Conservation Area Consent.

3.2.3   The forthcoming Historic Environment (Wales) Act 2023 received Royal Assent on 14 June 2023 and it is expected that the Act will come into force in the latter part of 2024. It will bring all the existing legislation together in one bilingual Act without affecting existing levels of protection or duties.

3.3   National Policy and Guidance

3.3.1   *Planning Policy Wales* (PPW) (Edition 12, 2024) sets the context for sustainable land use policy within Wales and identifies the need for the promotion of good design.

3.3.2   Policy on the historic environment is contained within Chapter 6 of PPW, which sets out national policies requiring that Local Planning Authorities exercise a general presumption in favour of the preservation or enhancement of the character of a Conservation Area and/or its setting when considering development proposals.

3.3.3   *Technical Advice Note (TAN) 24: The Historic Environment* provides guidance on how to consider the historic environment in development plans and planning decisions.

3.3.4   Local planning authorities should take account of Cadw's (2011) *Conservation Principles for the Sustainable Management of the Historic Environment in Wales* (Conservation Principles) to achieve high-quality sensitive change. The document sets out six guiding principles for the conservation of the historic environment:

- Historic assets will be managed to sustain their values

- Understanding the significance of historic assets is vital

- The historic environment is a shared resource

- Everyone will be able to participate in sustaining the historic environment

- Decisions about change must be reasonable, transparent and consistent

- Documenting and learning from decisions is essential

3.3.5   Cadw has also produced a series of best-practice guidance publications that complement the legislative framework and associated planning policy and advice and support the sustainable management of the Welsh historic environment. These include: *Managing Conservation*

Fig 5. Early 18th century cottages. Two of the few buildings in the town to pre-date its major building phases of the later C18 and early C19

Areas in Wales; Managing Historic Character in Wales; Managing Change to Listed Buildings in Wales, Setting of Historic Assets in Wales, and *Managing Lists of Historic Assets of Special Local Interest,* amongst others.

3.3.6   Cadw's (2017) *Managing Conservation Areas in Wales* supplements PPW and TAN 24 and 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.

3.4   Local Planning Policy

3.4.1   Ceredigion Local Development Plan (LDP1): 2007 - 2022 (Adopted 2013) sets out polices and specific proposals for the development and use of land in Ceredigion for the 15 year period up to 31 March 2022. The replacement LDP (LDP2) is, however, currently on hold due to Phosphate issues and therefore LDP1 is the current Development Plan for the county.

3.4.2   In LDP1, Policy DM07 requires that development within conservation areas must demonstrate that regard has been had to Conservation Area Appraisals, where available, and national guidance.

3.4.3   Ceredigion County Council's SPG: Built Environment and Design provides supplementary guidance for development relating to or affecting the historic environment.

4.   DEFINITION OF SPECIAL ARCHITECTURAL OR HISTORIC INTEREST

4.1   Summary of Special Architectural or Historic Interest

EVIDENTIAL SIGNIFICANCE	HISTORICAL SIGNIFICANCE	AESTHETIC SIGNIFICANCE	COMMUNAL VALUES
HIGH	HIGH	HIGH	HIGH

4.1.1   This table, together with the explanations below, summarise the state of the conservation area at the current time and identifies the special interest, which should be preserved, and also where enhancements can be made. A 'High' value does not mean that improvements cannot be made. They are based on the physical and historic research and assessment undertaken for this appraisal and used in conjunction with Cadw's (2011) *Conservation Principles for the Sustainable Management of the Historic Environment in Wales,* which identifies four heritage values by which significance can be identified:

- **Evidential value:** every historic asset has a unique story to tell. The surviving historic fabric and detail — whether above or below ground — helps us to understand when and how each historic asset was made, how it was used and how it has changed over time. Pictorial and documentary sources may also increase our understanding.

- **Historical value:** historic assets may illuminate particular aspects of the past. They can help us to understand how people lived and worked, and the beliefs and values they cherished. They may be associated with notable people or events. Through evocation and association, historic assets can connect past people, aspects of life and events with the present.

- **Aesthetic value:** we may value historic assets for their visual qualities, whether they result from conscious design and craftsmanship, or from the fortuitous effect of change over time. Tastes alter and so do historic assets: earlier records and careful analysis of what survives may help in appreciating aesthetic value.

- **Communal value**: historic assets may be cherished by the people and communities who relate to them, and they may play an important part in collective experience or memory. Historic assets can have economic as well as social value with the capacity to provide a valuable source of income or employment.

Fig. 6 Historic assets can have economic as well as social value with the capacity to provide a valuable source of income or employment

4.2   Evidential

4.2.1   There are still upstanding remnants of major Medieval buildings within Cardigan and much of the layout of the centre of the town still reveals a great deal about its Medieval origins. The town also still has a good survival of significant later Post Medieval buildings, evidenced in the number of sites that have been protected as listed buildings and Scheduled Ancient Monuments.

4.2.2   Many of the buildings within the town centre retain their Georgian structure and architectural features. These are important for understanding Georgian society and its impact on West Wales, building techniques and styles, and for the development of the town in this period.

4.2.3   The Victorian adaptation and construction with in the town tells the story of the various social and economic forces at work during this period and the development and impact of new forms of transport and local businesses such as the brick works and the influence of fashion, places and people from further away than was previously possible.

4.2.4   The archival holdings and historical research which has been carried out for Cardigan are a prolific and valuable resource.

4.2.5   Cardigan has extensive archaeological potential.

4.3   Historical

4.3.1   Cardigan Castle is believed to be the first stone castle ever built by a Welshman. To celebrate its completion in 1176, Lord Rhys ap Gruffydd hosted a gathering of bards, musicians, and performers: the first Eisteddfod, and the start of the Welsh tradition of cultural festivals that continues today.

4.3.2   The town soon grew in the shadow of the castle, becoming both the centre of native Welsh and Royal control throughout its turbulent Medieval history. Its position as the county town and its maritime links meant Cardigan retained its importance in West Wales throughout much of the subsequent Post Medieval period.

4.3.3   By the beginning of the 13th century the settlement at Cardigan was regarded a "privileged, fortified island of commercial activity, broad horizons, administrative autonomy and strategic importance" (Griffiths, R.A. 1990. 'The Making of medieval Cardigan in Ceredigion vol xi no 2, p97-133).

4.3.4   Cardigan exemplifies key historical events, characters and national and regional trends such as: the violent and disruptive Medieval conflicts in Wales between the Normans and the native Welsh; the growth and decline of the maritime industry in West Wales and nationally; the impact of the growth in popularity and prosperity of West Wales in the Georgian period; the growth of tourism; and the impact of the railways, amongst others.

4.4   Aesthetic

4.4.1   Cardigan is an attractive town, which has been made more so by continuous and extensive investment in its historic infrastructure. It is popular with tourists and locals alike.

4.4.2   The historic buildings, the river setting and its gently curving streets and small alleys, greatly contribute to the aesthetic value of the town and create a sense of discovery and engagement. High quality modern design, for example at the Castle, has contributed to its significance.

4.4.3   There are a few, mostly modern industrial or commercial, areas which detract from its aesthetic value. These are generally outside of the town centre. The few empty historic buildings within the main shopping area also detract from its visual appeal.

Fig. 7 Despite their historic significance, empty buildings can detract from the aesthetic value of the conservation area

4.5   Communal values

4.5.1   The conservation area contains a number of public buildings and community resources such as the Guildhall, Shire Hall, Castle, churches, pubs, chapels, shops, restaurants, hotels, and others.

4.5.2   The main commercial and economic activity happens within the boundary of the conservation area meaning that the area has a high community value for income and employment.

4.5.3   During the process of producing this appraisal, an initial survey was sent to stakeholders asking them to identify what they thought was important about the conservation area and if there were any issues. Unfortunately, no responses were received to this survey.

4.5.4   In order to gather public comments about the first draft of the appraisal and management plan, a public consultation drop in event was held at Cardigan during September 2023. The draft appraisal and management plan were also available to download via a web link. Three

people attended the session and a good number of comments were received which have been used to revise the appraisal. Reponses related to the following matters, amongst others:

- Support and suggestions for events, tourism and provision of interpretation

- Support and suggestions for environmental improvements, particularly in relation to specific sites, highways matters and street lighting

- Support and help offered for compiling the 'local list'

- Acknowledgement of the importance of the architecture of the town

- Acknowledgement of the importance of the history of the town, particularly its Medieval and maritime history

- Projects that have and are being undertaken by Cymdeithas Aberteifi to improve the town

4.5.5   This rate of engagement is, from experience, considered to be rather on the low side for a town such as Cardigan. However, it is clear from the written and verbal responses that the local community has pride in the town, its architecture and history and would like it to be preserved and enhanced.

5.   PHYSICAL CONTEXT

5.4   Landscape Character

5.4.1   Natural Resources Wales' LANDMAP resource identifies Cardigan as being within the National Landscape Character Area of 'Teifi Valley'. Whilst many Landscape assessments are broad brush, that for Cardigan is detailed and useful in this context. LANDMAP's historic landscape character statement reports: "Cardigan is a complex urban historic landscape character area lying mainly on gently sloping south-facing land on the north bank of the Afon Teifi, but including a smaller but nevertheless substantial component on the opposite bank. Older elements of the town are mainly confined within the circuit of the medieval town walls (now almost entirely gone), with a focus on the remains of the medieval castle and bridge at the southern end of the High Street. The medieval urban topography of the High Street, and St Mary Street leading to the parish church located a little distance to the east of the walled town, is perpetuated in the modern town plan. Mid to late 19th century development, mostly housing, lies along North Road, to the east towards St Mary's Church and on the south bank of the river across the early 18th century stone bridge. Extensive 20th century (mostly later 20th century) housing and commercial development lies further out to the north and south. Teifi valley slate is the principal building material in the older buildings, the medieval remains of Cardigan Castle, the medieval St Mary's Church and Cardigan Bridge, and was used down to

the end of the 19th century. On better quality buildings it is cut and coursed, but is uncoursed rubble on many structures. It is assumed that the cement render, common on many buildings, covers rubble. Banded Teifi valley slate in conjunction with squared, warm brown stone (Dolerite?) is used on some buildings; it is particularly noticeable on the three-storey early to mid 19th century warehouses close to the river. A couple of late 18th century buildings survive, but most stone-built domestic and commercial properties date to the early to mid 19th century. Numerous two-and three-storeyed Georgian style buildings are present (most are listed), but most, though generally in the Georgian tradition are relatively small terraced houses. Within the confines of the medieval town it is usual to find these terraces made up of buildings of different styles and dates the available space for building dictated by the medieval burgage plots. Outside the medieval town single-build terraces are more common. The 18th century brick-built Black Lion is unusual, if not unique, in southwest Wales as brick was not commonly used until the late 19th century. The opening of a brickworks at Cardigan in the late 19th century marked the decline of stone. Brick buildings are particularly evident along North Road, many displaying moulded designs and period details such as gothic and classically inspired architectural details. Some of these are listed, as are brick-built shops/commercial premises in the town centre. Cement rendering probably covers many smaller domestic brick-built buildings."

Fig. 8 Red brick moulded designs on North Road

"North Wales slate is used on roofs of stone-built and brick buildings. Early 20th century development along North Road includes several substantial, pebble dashed, detached villas with towers, turrets and red tile roofs, as well as more modest semi-detached suburban style housing. Substantial later 20th century housing estates in a variety of styles and materials and commercial and light industrial development lie on the fringes of the historic town core. The

urban character of Cardigan distinguishes it from the surrounding areas of fields and farms".
Cardigan is evaluated as having Outstanding value and as being "a fine example of an historic town with many buildings surviving in good condition".

6.   HISTORICAL DEVELOPMENT

6.1   Prehistoric

6.1.1   There is relatively little known about prehistoric activity in this area. There have been sporadic finds from the Neolithic and Bronze Ages, particularly around the estuary.

6.1.2   The Iron Age saw more activity with several defended enclosures and larger hillforts in the surrounding landscape.

6.2   Medieval

6.2.1   A monastic community was established at St Dogmaels, it is thought from the 5th century from the existence of early Christian inscribed stones. The community was more certainly established by the 11th century, and Robert fitz Martin, the Norman lord of Cemais founded a priory for the Tironensian monastic order in 1115 on the site.

6.2.2   The Normans first established a castle in the area in 1093 when Roger de Montgomery, Earl of Shrewsbury, raided the area and built a timber and earth castle on the north banks of the Teifi, at a site called Din Geraint. This may have been the first castle at present day Cardigan but it is more likely that it was the defensive earthworks visible at Old Castle Farm slightly downstream to the west.

6.2.3   Roger de Montgomery died just a year later and the native Welsh took back the area.

6.2.4   In 1110 Gilbert fitz Richard de Clare performed another successful invasion and established another castle on the Teifi. This would appear to have been on the site of the current castle and a settlement grew up around it. The first reference to the settlement comes from reports of the battle of Crug Mawr in 1136, where the Welsh managed to take the town but failed to take the Castle.

6.2.5   Eventually Rhys ap Gruffydd managed to take both the town and castle in 1165 and rebuilt the castle in stone in 1171. It is thought that the town at this time was small extending from Lower Mwldan to Carriers Lane and from the back of the Quayside to Ebens Lane. Although small, it appears to have been Rhys' centre of power for this part of Wales. In 1165 Rhys granted a charter confirming the right of the small Benedictine Priory already established to the east of the castle. St. Mary's Lane between the castle and the Priory also appears to have

been developed by this time. Plots of land have been identified as being the property of the Knight Hospitallers in 1158, currently beneath the Angel Inn. The first National Eisteddfod of Wales was held in the town in 1176.

6.2.6   Rhys ap Gruffydd died in 1197 and the castle was sold back to the English crown in 1199, whereupon it was granted royal charters which encouraged further expansion.

6.2.7   The town continued to change hands during the 13th century but also continued to grow in importance, with various further charters being granted for weekly markets and annual fairs. In 1241 Cardigan came once again under the direct control of the Norman crown. In the 1240s the castle was extensively repaired and the stone town wall with ditch constructed around the main part of the town.

Fig. 9 Site of one of the Medieval town gates near the bridge

6.2.8   A town survey from 1268 records c.130 burgages, an East (Wolf's) Gate on the road to the Priory, 2 mills and expansion outside the town walls.

6.2.9   In 1284 Edward I made the castle the administrative centre for the newly founded county of Cardiganshire and granted the town a charter to strengthen the burgesses control over the towns commerce and attract further settlement. A survey of 1302 records a relatively densely packed urban area.

6.2.10 As with many towns this period was the height of Cardigan's Medieval success and it gradually declined until the increase in maritime trade in the 17th century.

6.2.11   Part of this decline was no doubt partly as a result of the many Medieval calamities which hit Wales and the UK over this period. For example, in 1349 the Black Death reaches Cardigan and the town is left with only seven occupied homes.

6.3   Post- Medieval

6.3.1   John Speed's map from 1610 gives us the most accurate picture of the town in this period. In his notes he mentions the poor condition of the castle:

The castle is higher built upon a Rock, both spacious and fair,
had not storms impaired her beauty, and time left her carkase a very anatomy"

Fig. 10 Inset of Cardigan from John Speed's map of 1610

(Llyfrgell Genedlaethol Cymru – The National Library of Wales)

6.3.2   Note the number of sailing ships navigating the Teifi river on Speed's map. The 17th century saw Cardigan begin to recover its fortunes due to the increase in maritime trade.

6.3.3   Cardigan became an important maritime centre. By the 18th century the port had jurisdiction over Newport, Fishguard, Aberaeron, Aberporth and Newquay. There had been a general expansion in trade such as agricultural produce and limestone and also in the herring industry.

6.3.4   The quayside area developed and had expanded onto the southern river bank at Bridgend by the 1740s. Numerous maritime trades such as ropewalks, block makers, sail lofts, warehouses

and associated iron foundries are noted from this period. The Customs House was constructed in St Mary Street in the early 19th century.

6.3.5   Samuel Lewis in his *Topographical Dictionary of Wales* describes the town in 1833 and also mentions its lucrative maritime trade:

"It comprises one principal thoroughfare, extending from the bridge along the turnpike-road to Aberystwith, from which another diverges to the east, in a line towards Newcastle; the former contains several respectable shops, and in both are a few good houses."

"The port has jurisdiction over Newport and Fishguard, in the county of Pembroke, to the west, and over Aberporth, to the north; it carries on a very considerable coasting-trade, and a limited intercourse with foreign parts. The principal exports are, corn (chiefly oats) to Bristol and Liverpool, butter, oak, bark, and slate ...The chief imports are, timber from Norway and North America, coal, principally from Liverpool, and sometimes from South Wales and Staffordshire, culm from South Wales, limestone from Pembrokeshire, and manufactured goods and merchandise for the supply of the shops ...A lucrative salmon-fishery is carried on in the river Teivy, during the summer months; and a herringfishery, which in some years is exceedingly productive, affords employment to many during the winter."

6.3.6   Lewis also mentions the characteristic use of large numbers of coracles on the river in summer.

6.3.7   The increase in trade and therefore prosperity saw the construction of civic and administrative buildings within the town. John Nash designed a new gaol which was built on the edge of the town in the 1790s and the Shire Hall had also been built by the late 18th century. A market hall was built at the end of Market Lane c.1822 and the town had expanded up to North Street. Pwllhai and Feidr Fawr were being developed as was the settlement at Bridgend, and the Mwldan was becoming the focus of industrial activity, with iron foundries, a tannery, warehouses, a mill and malthouses all recorded during the 18th and early 19th century.

6.3.8   The 19th century once more saw a decline in Cardigan's fortunes as it's role as Cardiganshire's prime administrative town was taken over by Aberystwyth and maritime trade dropped away. However, the arrival of the train in 1885 meant that Cardigan continued to expand in the later 19th century and the town grew along North Street and St Mary Street, with new houses often utilising bricks from Cardigan's brickworks, established in the 1850s.

6.3.9   During the 20th century Cardigan continued to expand with new housing and industrial estates on its peripheries but thankfully the town centre has retained most of its 18th and 19th century character and buildings.

Fig. 11 John Woods map of 1834 (Llyfrgell Genedlaethol Cymru – The National Library of Wales)

6.4   Historic Maps

6.4.1   The first detailed map of Cardigan is John Speed's map from 1610 (above). The Tithe map from the 1840s shows the extent of development by the mid 19th century but more detail is shown on John Woods's map from 1834.

6.4.2   Woods's detail includes the owners of land holdings, several chapels and administrative buildings and public houses as well as the site of the old turnpike gate at the north end of the High Street.

Fig. 12 Ordnance Survey Map 1887/8

6.4.3   The 1887/8 Ordnance Survey map demonstrates the expansion of the town in the late 19th century, particularly areas of terraced housing along North Road and infill development to the east of High Street. The 1850s brickworks are clearly marked in the north west corner. Also of note is the old cattle market at the northern end of North Road, which by the 1905 OS map

had been converted into public gardens. John Nash's gaol unfortunately appears to have been demolished at some point between 1834 and 1887/8.

7   SPATIAL ANALYSIS

7.1   Form and Layout

7.1.1   The form of the Medieval town can still be seen in the street layout. Many of the modern place names also reflect previous land uses and areas of activity, including Priory Street, Market Lane, Black Lion Mews and Pwllhai (see John Speed's map and site of Pole Hay field).

7.1.2   Parts of the castle, elements of St Mary's Church and sections of the town wall are survivals from the Medieval period.

7.1.3   The town centre is a pleasing mix of 18th and 19th century building styles with considerable variety of materials and designs. Buildings are generally terraced and open directly onto relatively narrow streets and mostly high at three stories, creating a distinct sense of enclosure in many places.

7.1.4   Key public buildings and two small open areas in front of the Guild Hall and Old Shire Hall punctuate the commercial activity and provide relief from what otherwise might be an overbearing density of development. Several small lanes and mews at right angles to the main street also help to provide contrast.

7.1.5   The area around the castle has a more open feeling due to the width of Bridge Street and the open aspect towards the quayside and the River. The character of this area is, of course, dominated by the Castle itself on its rocky promontory, the Castle grounds and the modern redevelopment at the site.

Fig. 13 The width of Bridge Street creates a more spacious character than in the town centre

7.1.6   The part of Bridgend included within the conservation area has a more industrial character due to the large warehouses, quayside and historic public houses.

7.1.7   The busy commercial character of the town centre quickly becomes more residential on the fringes of town as one moves away from the High Street. Buildings around the edges of the town are generally two storey although often still terraced. This is evident at the northern part of North Road, along Queen's Terrace and the area towards St Mary's Church.

7.1.8   There are also examples of poor quality medium / large scale modern industrial and commercial development in pockets around the edges of the town as well as poorly designed rear extensions and back yard development. Morgan Street, Greenfield Square, Chancery Lane, around Finch's Square, Lower Mwldan, and parts of The Strand have particular examples. Some of these are just outside the designated boundary but nevertheless affect the setting of the conservation area.

7.1.9   The A487 bypass has effectively removed most heavy traffic from the town centre and its bustling character comes instead from cars, shoppers and tourists.

7.2   Boundaries

7.2.1   The town is nucleated and surrounded by fields and open space on the west, north and east with the River Teifi creating a false boundary to the south but nevertheless being an important feature of the town and its raison d'etre.

7.2.2   New housing developments have primarily been located at the edges of the town and impact very little on the historic character of the designated area.

7.2.3   Within the historic town there are plenty of high historic stone walls, some earlier brick walls and some very modern boundaries in unsympathetic materials. Despite the urban nature of the town there are also examples of hedges and pockets of trees.

7.2.4   The late Victorian terraced houses on the northern side of North Road have characteristic small front gardens, mostly enclosed by dwarf brick walls with iron railings.

7.3   Views and Approaches

7.3.1   Views both ways across Cardigan Bridge are important, particularly of the Castle, as are views along the River Teifi.

7.3.2   Views from the Registered Historic Park and Garden at the Castle to the south and south-east have been identified as important, as shown on the map below.

Fig. 14 Identified important views (black arrows) from the Castle grounds (© Crown copyright (Cadw), 2021)

7.3.3   The High Street curves gently and views are restricted by the built form and serpentine nature of the road.

7.3.4   Short views of important buildings such as the Castle, the Guild Hall, Old Shire Hall, the Angel Hotel, St Mary's Church and others have been maintained through the retention of small public open spaces.

7.3.5   The linear view along North Road emphasises the terracing of the properties and the regularity of their scale and proportions.

7.3.6   From many places the tower of St Mary's church can be seen or glimpsed, it is an important feature from the A487 and from all the way along Priory Street and parts of St Mary Street.

Fig. 15 View of St Mary's church tower from the top of St Mary Street

7.4   Open and Green Spaces

7.4.1   Despite the density of development within Cardigan, there are, both within the boundary and adjoining it, numerous open spaces such as private urban gardens, small private car parks, larger public car parks, gardens around chapels, public squares (such as Finch's Square, Morgan St Square and Greenfields Square), the two small areas where the road widens outside the Old Shire Hall and the Guildhall, public gardens at the top end of North Road, the Quayside performance space, the grounds of St Mary's church, the Castle gardens, and Coed Y Mwldan Nature Reserve to the west .

7.4.2   Pavement widening has occurred in some places along High Street which has created room for a pavement café culture which adds vitality to the street scene. Unfortunately, tarmac and plastic bollards have been used instead of matching the existing metal bollards and paving slabs, but this could be improved in the future.

7.4.3   These open spaces are important to the character of the area as they provide relief from the narrow streets and tall buildings, which otherwise might be oppressive.

Fig 16 Café culture on a sunny day in the High Street

8   ARCHITECTURAL CHARACTER

8.1   Building Traditions, Materials and Detailing

8.1.1   The Medieval remains within Cardigan are constructed from stone and have a distinctive solid defensive character. These remains include the Castle, parts of the town wall, parts of St Mary's Church and Cardigan Bridge.

8.1.2   Stone was used well into the 18th and 19th centuries and is seen throughout the town centre, both in formal architecture and in stone cottages of more modest vernacular style. Blue lias is typically used.

8.1.3   Many of the 18th and early 19th century buildings within the town are stone covered in render.

8.1.4   Brick was rarely used until the arrival of the railway and the opening of the Cardigan brickworks in the late 19th century. There are, however, two early examples of brick buildings - The Black Lion Hotel (late 18th century) and a short row of four (possibly six) small terraced cottages on North Road, most of which still show the larger hand made brick of the 18th century.

Fig. 17 Cottages on North Road constructed from large hand made bricks

8.1.5   Some buildings within the town were used to demonstrate the expertise of the brickworks. There are many examples of moulded brick in elaborate styles, which help to date these buildings to the later 19th century. Priory Terrace is a group of five houses, built and probably designed by William ap Woodward, builder and proprietor of the Cardigan brickworks. They include perhaps the most ambitious and decorative examples of his work (see Fig. 8).

8.1.6   Within the commercial town centre there are many different styles of architecture, features and materials, often very decorative and adding a picturesque variety to the appearance of the town.

8.1.7   The architectural detailing in the town centre shows a mixture of Georgian and Victorian styles. However, most of the buildings here are Georgian in date but many have been remodelled in the Victorian period with the addition of new facades, sash windows, bay

windows and so on. Therefore architectural detailing is an interesting mix of classical Georgian style, Victorian remodelling of Georgian features, and archetypical Victorian detailing.

| Fig. 18 Classical Georgian doorway | Fig. 19. Georgian style sash in Victorian gothic façade | Fig. 20 Typical Victorian remodelling of a late Georgian townhouse |

8.1.8   Victorian architecture is very varied, with examples of different architectural styles demonstrating the influence of different architects, builders and fashions prevalent at the time.

Fig. 21 The Guild Hall by R J Withers in the Ruskin Gothic style
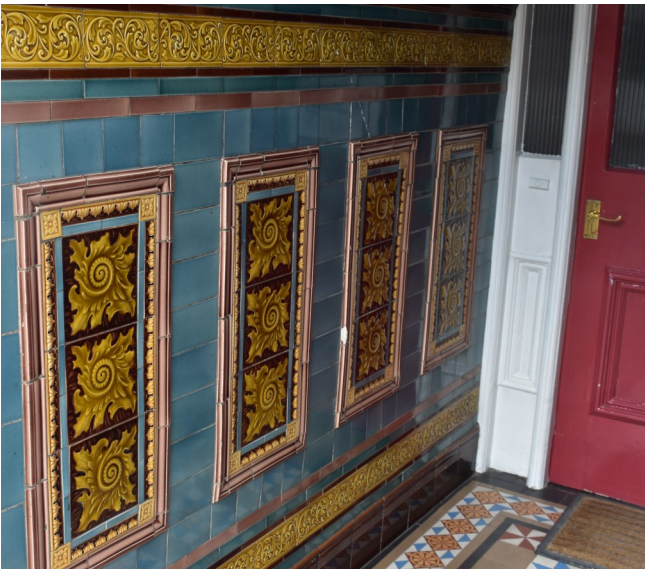
Fig. 22 Faience tiles at 20 Pendre

Fig. 23 Late C19th Cardigan moulded brickwork

8.1.9   Georgian and Victorian sash windows are typical features in various formats. Quoins and rendered window architraves are also featured, along with decorative window heads, often in brick. Bay windows are also common - some in oriel format, especially above shops, and this style continues into the Edwardian / early 20th century period.

Fig. 24 Victorian oriel window

Fig. 25 Edwardian / early C20th oriel window

8.1.10 Substantial chimneys survive in many places, mostly of brick but some in stone, with simple clay chimney pots.

Fig. 26 Large chimney stacks punctuate the skyline

8.1.11 A surprising number of original panelled doors survive within the conservation area, some with original fanlights and door casings. Although there have, unsurprisingly, been many modern replacements, often in inappropriate designs particularly on the more artisan domestic dwellings.

8.2   Street Furniture and Shop Fronts

8.2.1   Ironwork within the street scene includes some original historical pieces and some good quality modern replacements / additions as well as the usual poor quality modern introductions. Rainwater goods, railings, street lighting, bollards, decorative architectural features all add to the overall character of the area where they are of high quality and of suitable design and materials.

Fig. 27 Historic iron railings   *Fig. 28 Good quality street lamp*   *Fig. 29 Original iron hopper with high quality modern replacement downpipe*

8.2.2   Unlike most other conservation areas in Ceredigion, street lighting overall has been poorly chosen and negatively impacts on the area's historic character.

8.2.3   Most shop fronts appear to be modern replacements of historic designs with just a few being original. These probably mostly date from the 'Townscape Heritage initiative' grant scheme in the fist decade of the 21st century. They have significantly enhanced the overall appearance of the town centre but in many places are now starting to suffer from lack of maintenance.

8.2.4   Modern shop fascia in poor proportions and inappropriate materials and designs have inevitably made their appearance but are thankfully in the minority.

8.2.5   Hanging signs are also frequent in both historic styles and modern interpretations but generally in appropriate proportions and styling.

Fig. 30 A variety of historic style shop fronts adds to the quality of the street scene

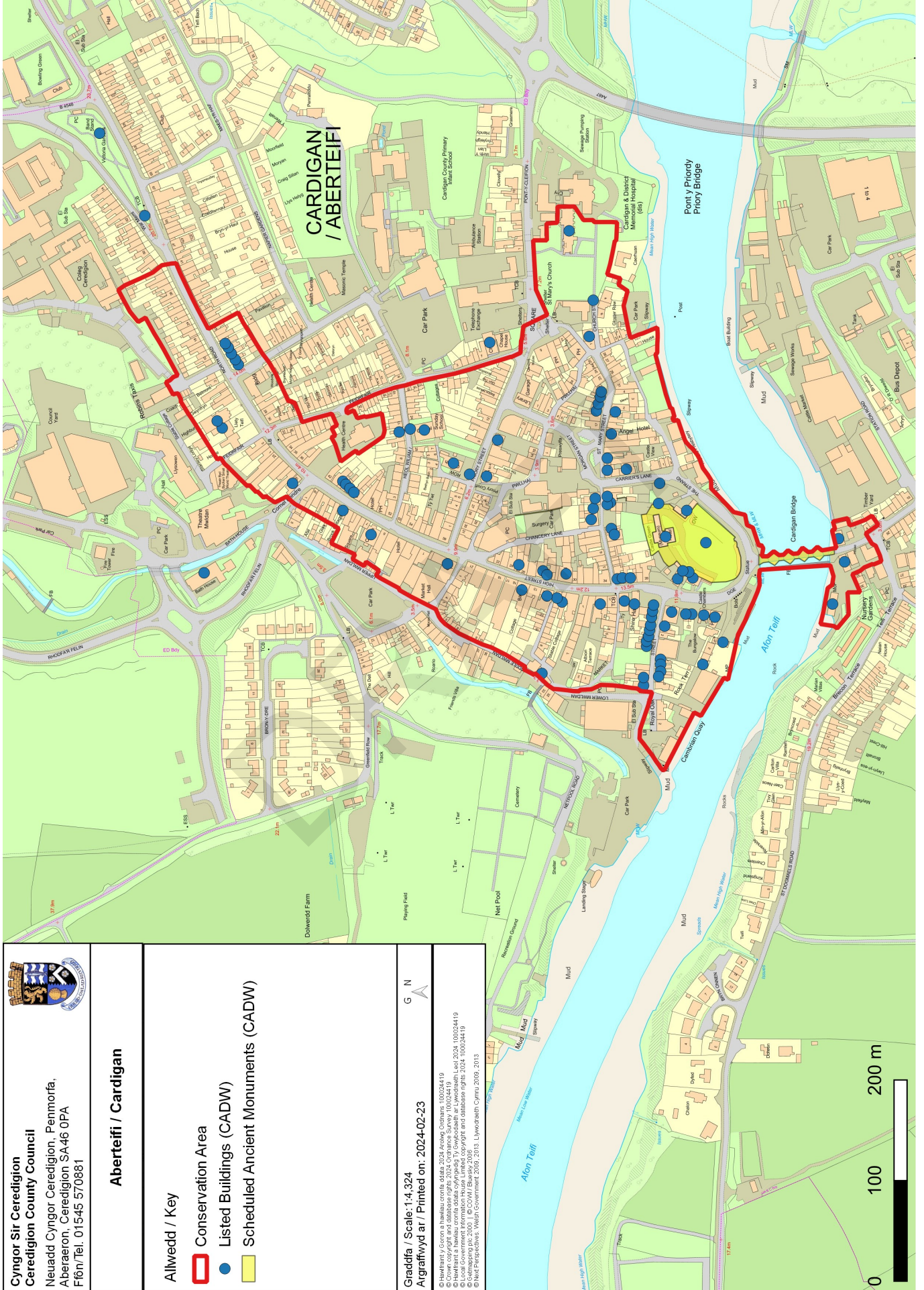*Fig. 31 and 32 Some shops fronts are beginning to need maintenance*

9   DESIGNATED ASSETS AND IMPORTANT LOCAL BUILDINGS

9.1   Scheduled Monuments and Listed Buildings

9.1.1   There are three scheduled monuments within the conservation area: Cardigan Castle (Cadw Ref: CD123); Cardigan Bridge (Cadw Ref: CD003); and Cardigan Town Walls (Cadw Ref: CD141). These are shown on the map below.

9.1.2   Within Cardigan Conservation Area there are 92 Listed Buildings: 1 at Grade I (Cardigan Castle), 9 at Grade II* (Castle Green House, The Guildhall & Markets, The Old Shire Hall, Cardigan Bridge, Parish Church of St Mary, Bethania Baptist Chapel, Railings gates & gate piers at Bethania Baptist Chapel, No.7 St. Mary Street, and 40 St Mary Street) and 82 at Grade II.

Fig. 33 Map of designated historic assets within Cardigan

Cyngor Sir Ceredigion
Ceredigion County Council

Neuadd Cyngor Ceredigion, Penmorfa,
Aberaeron, Ceredigion SA46 0PA
Ffôn/Tel. 01545 570881

Aberteifi / Cardigan

Allwedd / Key

☐ Conservation Area

● Listed Buildings (CADW)

☐ Scheduled Ancient Monuments (CADW)

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9.2 Registered Historic Park and Garden

9.2.1   As shown in the map on page 20, Cardigan Castle grounds are a Registered Historic Park and Garden. They are designated at Grade II as a pleasure garden and kitchen garden with main phases of construction dating to 1713; about 1808; 1827-30; and 1924-39.

9.2.2   The gardens were created to provide a romantic setting to Castle Green House with most of the structure and some planting, of an interesting and unusual Regency period garden, set within the medieval castle ward, surviving.

9.2.3   The house was built as a prestigious, well-appointed residence, requiring an attractive and appropriate setting of fashionable gardens, grand entrance, drives, coach house and stabling. The castle ward and its immediate surroundings were altered and adapted to provide all of these features.

9.2.4   The entire complex fell into disrepair and ruin during the twentieth century. In 2003 the castle, including the house, was bought by Ceredigion County Council. Since 2011, a comprehensive programme of repair and restoration has taken place and the site is now open to the public.

Fig. 34 Castle Green House in its garden setting, now open to the public as a popular tourist attraction

9.3 Buildings of Local Interest

9.3.1 There are two levels of buildings of local interest - those which might meet the criteria for being included on a list of buildings of local special architectural or historic interest (see https://cadw.gov.wales/advice-support/historic-assets/other-historic-assets/historic-assets-special-local-interest) and those which positively contribute to the character or appearance of the conservation area.

9.3.2 Local planning authorities may choose to identify historic assets of special local interest and keep a list of them. This is known as 'local listing'. The criteria for the selection of assets should be drawn up by the local authority but can be based on Cadw's guidance. Selection should also be based on community involvement. Planning authorities can then develop policies for their protection and enhancement through Local Plan policies and Supplementary Planning Guidance.

9.3.3 Buildings which positively contribute to the character and appearance of a conservation area are often traditional buildings with historic value, quality architecture or detailing. It does not mean that they have not been changed in some way nor that there is not room for enhancement, only that their loss would negatively impact on the overall character or appearance of the designated area. Buildings not included on the list should not be viewed negatively since there are often opportunities to enhance a building or structure or reinstate features. Their lack of inclusion may mean that several elements of a traditional building have been lost or its integrity severely compromised through later alteration. Lack of inclusion should not, by itself, be a reason for granting consent for demolition or for permitting poor quality development, design, materials or alterations.

9.3.4 Most of the buildings of historical or architectural interest within Cardigan Conservation Area have been listed but there are a few unlisted buildings which should be considered for inclusion on a 'local list'.

9.3.5 As a result of the public consultation, members of the local community have volunteered to undertake a survey of buildings which could be included on a 'local list'. Initial meetings have already been undertaken.

10 HISTORICAL ASSOCIATIONS

10.1 People

10.1.1 Cardigan Castle's prominent place in history means that there are many historical figures who have had an impact on the development of the town, including:

- **Gilbert fitz Richard de Clare** was a powerful Anglo-Norman baron who was granted the Lordship of Cardigan after managing to take it from the local Welsh in the early 12th century. He was the first to found a castle on the current site, in around 1110, and the Medieval settlement grew up around it.

- **Robert fitz Martin**, a Norman and first Lord of Cemais. Robert was born in the late 11th century and Robert inherited property in Somerset, Dorset, and Devon. He participated in the Norman invasions of Wales and thereby obtained the barony of Cemais, located between Fishguard and Cardigan. He married Maud Peverell, and with her, founded St Dogmaels Abbey, Cardigan, between 1115 and 1119. Robert fitz Martin successfully managed to defend and hold Cardigan Castle, against the Welsh, during The Great Revolt of 1136–1137.

- In 1166 the castle was captured by **Rhys ap Gruffydd**, who rebuilt it in stone in 1171 and in celebration held the first National Eisteddfod here in 1176. He granted the existing priory to the east of the town, a charter confirming its rights.

- The castle was refortified in 1240 by **Walter Marshall** and rebuilt in 1244 by **Robert Waleran**, one of Henry III's household knights, on behalf of the King.

- In 1284 **Edward I** made the castle the administrative centre for the newly founded county of Cardiganshire and granted the town a charter to strengthen the burgesses control over the towns commerce and attract further settlement. A survey of 1302 records a relatively densely packed urban area.

Fig. 35 The 'Eisteddfod stone' and plaque outside Cardigan Castle, which commemorate the first Eisteddfod

10.1.2 A number of prominent historic architects have associations with Cardigan:

- The famous neoclassical architect, **John Nash**, may have been born in Cardigan and designed the County gaol (now demolished) and Priory House behind the church, in the grounds of the Benedictine Priory.

- The Old Guildhall, (1858-60), which was originally the Corn Exchange and also housed the Grammar School, news-room, markets and slaughterhouse, was designed by **R J Withers**, an English ecclesiastical architect. Withers established a large practice in West Wales, but is best know for his rural churches.

- Mount Zion Baptist Chapel, in Priory Street (1878-80) was designed by **George Morgan** of Carmarthen, one of Wales' most celebrated chapel architects. It was built by W Woodward of Cardigan with brick from his own local brickworks.

- Bethania Baptist Chapel (1846-7) was designed by **Daniel Evans** architect of Cardigan. He may also have designed the Custom House in St Mary Street. He owned, and may have designed, the Castle Inn at Bridgend, just over Cardigan Bridge and died there in 1852.

Fig. 36 The Castle Inn at Bridgend, owned and possibly designed by Cardigan architect Daniel Evans

10.2 Traditions

10.2.1 Most market towns have a traditional hiring fair and Cardigan is no exception, except that it has two. It is said that the usual end of the agricultural season hiring fair (in Cardigan in November) has been held in the town since 1302. This still occurs annually but is today more of a fun fair than a hiring fair. The second traditional fair in Cardigan is the Barley Saturday Fair, said to have been held since the early 19th Century, on the last Saturday in April. It was a half yearly hiring of farm servants and celebrated the end of the sowing season, with barley being the final cereal to be sown. It was also a horse fair where farmers came to inspect stallions that were to be put out to stud. During today's fair, there is, amongst other festivities, still a parade of stallions through the town.

10.2.2 The 'Russian' cannon, or the Balaclava Cannon, in front of the Guildhall, is said to have been captured during the famous Battle of the Light Brigade and presented to the town in 1857 in memory of the sacrifices of Cardigan's soldiers in the Crimean War.

10.2.3 The clock tower on top of the Guildhall is a later addition and is known locally as the 'Whiskey Clock', since it was presented to the town by David Davies, a local wine and spirit merchant when he became Mayor in 1890. It was originally illuminated by gas light and has four iron clock faces, each four feet wide, with copper hands and opaque glass. On top is a weather vane with the ship and castle from the town seal.

Fig. 36 The 'Whiskey Clock' on top of the Guildhall

10.2.4 Perhaps the most important 'tradition' stems from the holding of the first ever National Eisteddfod in 1176 by the Lord Rhys at Cardigan Castle. He held two major competitions at the Castle; one in poetry, and the other in music. The prize was a chair at Lord Rhys' table for the evening feast and 'chairs' are still awarded today. Similar tournaments were held in the 15th and 16th centuries and the phrase 'eisteddfod' was coined during this period. However, these gatherings declined during the reign of Henry VIII until London based Welsh societies revived the tradition at the end of the 18th century.

11   HIDDEN HISTORIES

11.1 Archaeological Potential

11.1.1 In 2007 Cambria Archaeology (Dyfed Archaeological Trust) produced an historic town survey of Cardigan. The survey was commissioned to inform the Townscape Heritage Initiative programme. It sets out the history and development of the present urban historic character of the town and identifies the archaeological potential of the area. The information presented in this document is extremely relevant and should be used to inform decision-making and to inform future forward planning for the growth and development of Cardigan.

11.1.2 The town survey is a large and detailed document and it is not possible to reproduce it here. It is best referred to direct for detailed analysis of the archaeological potential of specific areas.

11.1.3 There have been a few small-scale archaeological excavations within the conservation area, as well as building recording work, photographic records, desktop surveys and watching briefs. These have included several excavations with the castle itself which have found substantial evidence of buried Medieval structures. Rescue excavations within the centre of the Medieval town have discovered structures, surfaces, pottery and deposits dating back to the Medieval period. Buried remains of the later Post Medieval development have been found along Bridge Street.

11.1.4 The town survey report concludes that "*these investigations do clearly illustrate that there is a survival of both buried deposits and upstanding buildings which date from the earliest phases of Cardigan's development to its recent past. These archaeological remains have the potential to reveal a wealth of knowledge about the life and society of the people of Cardigan throughout its long history. This understanding is not only important at a local level, but also at a regional and national level*".

11.1.5 The report also identifies and describes six different planning zones, highlighting the expected archaeological potential of those areas. These suggest the type of physical remains that may

be expected and also how historical development may have affected these remains and the conditions in which they may have been preserved. It also sets out archaeological research objectives for each area.

12   BIODIVERSITY

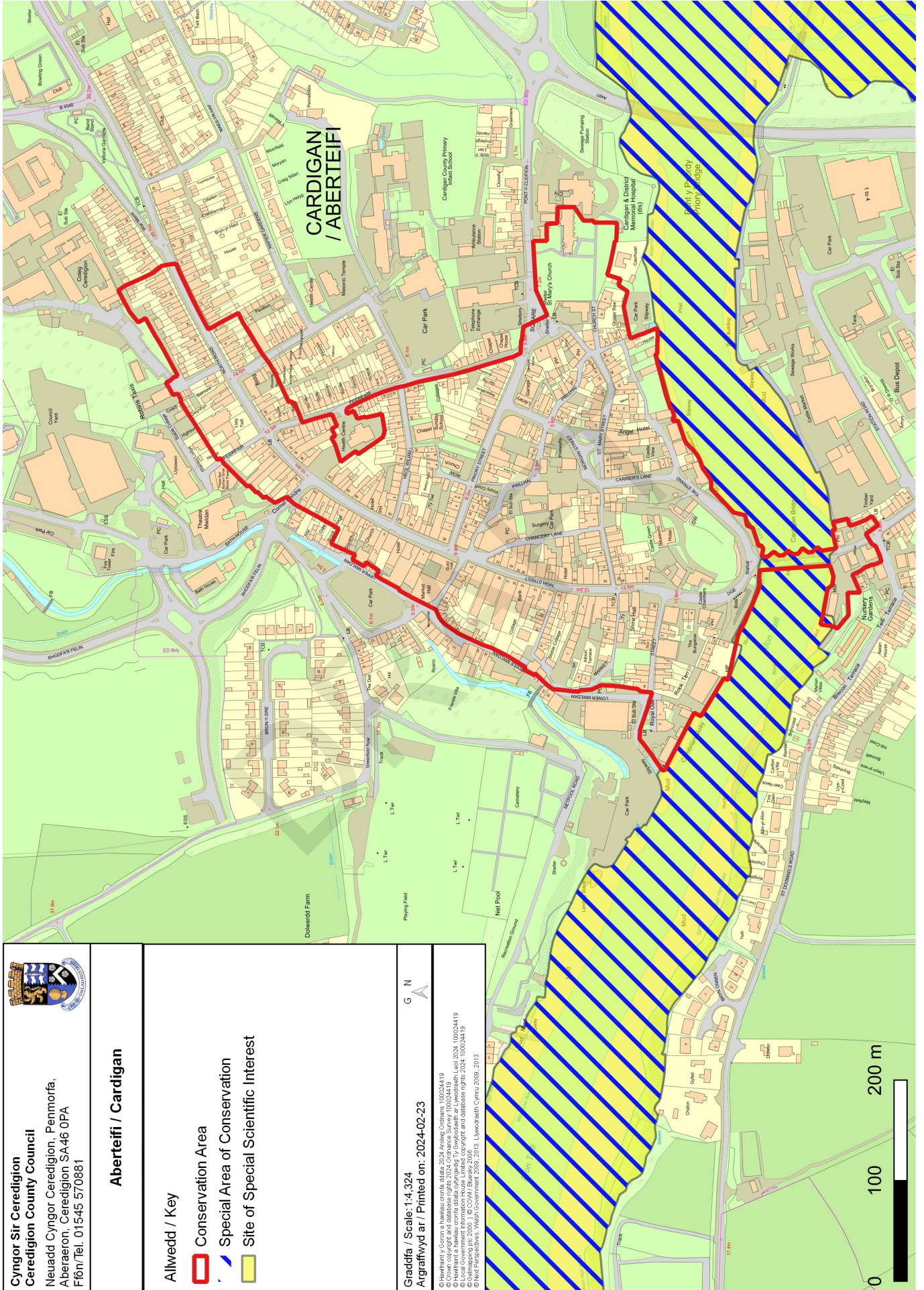### 12.1   Special Areas of Conservation (SAC)

12.1.1   The Afon Teifi has been designated as a Riverine Special Area of Conservation (SAC). The Teifi is a large catchment of high conservation value. The primary reasons for the selection of this site are the following characteristic and the presence of the following species:

- Water courses of plain to montane levels with the *Ranunculion fluitantis* and *Callitricho-Batrachion* vegetation.
- Species: Brook lamprey *Lampetra planeri*
- Species: River lamprey *Lampetra fluviatilis*
- Species: Atlantic salmon *Salmo salar*
- Species: Bullhead *Cottus gobio*
- Species: Otter *Lutra lutra*
- Species: Floating water-plantain *Luronium natans*

12.2   Site of Special Scientific Interest (SSSI)

12.2.1   The coast along this area is also designated as the Aberarth - Carreg Wylan SSSI for geological, geomorphological and biological reasons. Bottlenose dolphin and Atlantic grey seal are of special interest. Secluded beaches and sea caves provide pupping sites for grey seals. The shoreline, made up of reefs, rock pools, boulders, exposed cobble, shingle and sand, supports a range of important intertidal communities including fine examples of honeycomb worm reefs. The nationally rare crustacean *Pectenogammarus planicrurus*, typical of clean shingle shores occurs here. The sea cliffs provide roosts and nest sites for nationally important populations of Chough, kittiwake and lesser black-backed gull. Habitats of special interest associated with the cliffs and coastal slopes include cliff crevice and ledge vegetation, maritime grassland and coastal heathland supporting a large number of nationally scarce and regionally rare plant species including rock sea lavender, common gromwell and smooth cat's ear. The scarce pearl-bordered fritillary butterfly and the regionally rare small blue, are part of an important invertebrate community.

Fig. 36 Map showing the extent of the SSSI and SAC at Cardigan

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Ceredigion County Council

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Aberaeron, Ceredigion SA46 0PA
Ffôn/Tel. 01545 570881

Aberteifi / Cardigan

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[ ] Special Area of Conservation

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12.3 Trees

12.3.1 DataMapWales (2018 data) shows Natural Resources Wales' data on Urban Tree Cover. As discussed above it demonstrates that there is a good level of tree cover within the town, contributing to its character.

12.3.2 The map also shows that there is a considerable amount of tree coverage which contribute to the setting of the conservation area.

Figs. 37 and 38 Tree cover is an important feature of the setting of the conservation area and enhances the setting of individual buildings

Fig. 39 DataMapWales (2018 data) showing tree cover at Cardigan

Fig. 40 Map showing Tree Preservation Orders and Ancient Woodland

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Ceredigion County Council

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Aberaeron, Ceredigion SA46 0PA
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Aberteifi / Cardigan

Allwedd / Key

☐ Conservation Area

／／ Ancient Woodlands

▮ Tree Preservation Orders

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13   ISSUES — SWOT ANALYSIS

STRENGTHS	WEAKNESSES
Very high historical significance	Loss of original features on non-listed buildings outside main town centre
Visible evidence of Medieval castle & town	A few poor quality shop fascia
High quality post-medieval architecture	Recent tarmac pavement widening
Good survival of architectural features in main town centre	Replacement of traditional boundary features with non-traditional materials
Open spaces, alleys and squares provide relief from high buildings and narrow streets	A small build up of maintenance - reliance on external funding for routine maintenance
Successful THI / Regeneration schemes	Past loss of significant buildings (e.g. work by John Nash)
Popular tourism destination	Reliance on tourism
Burgeoning café culture	Lack of evening activities
Few 'problem' or empty buildings	
Biodiversity of the Coast	
Main road by-passes the town centre	
Good tree coverage	
Supportive and active local community	
OPPORTUNITIES	**THREATS**
Archaeological potential	Inappropriate new development and extensions, particularly commercial / industrial just outside town centre
Replacement of modern street lighting	Loss of original architectural detailing and features
Improvement of tarmac pavements	Loss of tree cover
Protection or replacement of original architectural features on unlisted buildings	Loss of open spaces to development
Improvement of areas outside main town centre	Erosion of historic character through modern interventions, particularly to shops
Improve historic quayside/s and their settings and their 'connection' to the town	Loss of tourism
Tree planting	

DRAFT

ABERTEIFI / CARDIGAN

Conservation Area Management Plan

March 2024

Prepared for

Ceredigion County Council

The GRIFFITHS HERITAGE CONSULTANCY Ltd

1.   INTRODUCTION

1.1   Introduction

1.1.1   This management plan addresses the issues raised in the appraisals and consultations and identifies appropriate responses commensurate with the significance of the area. The plan sets out realistic management objectives, taking into account resources and funding opportunities, and policies for enhancement.

2.   ARTICLE 4 DIRECTIONS

2.1   Introduction to Article 4 Directions

2.1.1   The special interest of conservation areas is expressed in the character and appearance of the area and not in isolated buildings. This means that it is essential to manage change carefully in conservation areas to make sure that their character and appearance are safeguarded and enhanced. To achieve this, there are special controls around demolishing buildings and cutting down, topping and lopping trees.

2.1.2   There are additional planning controls which can be applied to conservation areas to protect the historic and architectural elements that make the area special. These special controls are called Article 4 Directions. They are decided by each local planning authority depending on what particular element of the conservation area they wish to protect. They are most likely to affect owners who want to make changes to the outside of their building. These can include cladding, replacing doors or windows, and installing satellite dishes and solar panels.

2.1.3   These controls are not intended to prevent change; instead they encourage developments in keeping with the area or that enhance its special character. Article 4 Directions could be used to help manage small-scale changes which would have little effect individually, but cumulatively could affect the appearance or character of a conservation area.

2.1.4   Articles 4(1) and 4(2) of the General Permitted Development Order 1995 enable local authorities to make directions that withdraw some permitted development rights, including from certain types of buildings or specified areas.

2.1.5   Article 4(1) Directions can be used to withdraw permitted development rights to most types of land and building but need to be approved by the Welsh Ministers.

2.1.6   Article 4(2) Directions apply to domestic buildings and structures, but only to those parts that front onto highways, waterways or open spaces. They can be confirmed by local authorities once the direction has been advertised locally and notice served on residents. Such directions

could also apply to the demolition of the whole or part of any gate, fence, wall or other means of enclosure, which may or may not be associated with a domestic property.

2.1.7   Article 4 (2) Directions are the most commonly applied direction for control within conservation areas. They are often applied in a 'stick and carrot' scenario, where controls are applied through the planning system and the use of a Direction but incentives are applied through a grant system applicable to replacement or maintenance of traditional features.

2.1.8   The Town and Country Planning (General Permitted Development etc.) (Amendment) (Wales) Order 2022 contains a change to Article 4 Directions but as of the date of writing this has not yet come into force. This change removes Article 4(2) Directions and allows Local Authorities to make Directions without recourse to Welsh Government Ministers. In effect there will be two types of Directions, both served under Article 4(1) of the Order:

- An **Immediate Direction** is where permitted development rights are withdrawn with immediate effect and are then confirmed by the LPA following consultation;

- A **Non-Immediate Direction** is where permitted development rights are withdrawn following consultation and confirmation by the LPA.

Fig. 1 Chimneys are an important feature of the skyline within Cardigan Town centre but most are not on single dwelling houses

2.2   Cardigan

2.2.1   Cardigan Conservation area has an Article 4 (2) Direction which was put in place in 2001/2002 and covers all of the existing conservation area. It applies to dwelling houses and to elevations fronting a highway, open space or waterway and covers the following areas of permitted development:

- Schedule 2 Part 1, Class A: The enlargement, improvement or other alteration of a dwelling house

- Schedule 2 Part 1, Class B: Enlargement of a dwellinghouse consisting of an addition or alteration to its roof

- Schedule 2 Part 1, Class D: The erection or construction of a porch

- Schedule 2 Part 1, Class E: Provision of any building or enclosure, swimming or other pool, or the maintenance, improvement or other alteration of such a building or enclosure.

- Schedule 2 Part 1, Class F: Provision or replacement of a hard surface

- Schedule 2 Part 1, Class H: Installation, alteration or replacement of a satellite antenna

- Schedule 2 Part 2, Class A: The erection, alteration, rendering, or removal, of boundary walls, fences, or railings

2.2.2 Chimneys have been identified as an important feature within Cardigan Conservation Area, particularly the very large chimneys within the town centre. Schedule 2 Part 1, Class G covers their alteration, erection, rendering, or removal. This only applies to dwelling houses in single occupation. Houses of multiple occupation, flats and commercial buildings do not have these permitted development rights.

2.3   Recommendation

2.3.1 The vast majority of important chimneys are not on single dwelling houses, so there would be limited benefit is extending the existing Article 4 (2) Direction to remove this permitted development right.

2.3.2 Ensure that owners, occupiers and planning staff are aware of the existing Article 4 (2) and the restrictions to permitted development rights.

3.   BOUNDARY REVIEW

3.1   Introduction

3.1.1 It is important to review the boundary of conservation areas from time to time and consider where adjustments may be necessary. Many early conservation area boundaries were drawn very tightly and did not always acknowledge the contribution of later phases of development to the character of a place, or the value of historic plot patterns, for example. In some instances land boundaries have changed or good modern development has occurred.

3.2   Cardigan

3.2.1 The conservation area boundary at Cardigan was extended in 2001.

3.2.2 The 2001 extensions partly recognised the contribution of the Victorian development of the town, particularly to the north. It did, however, stop part way along North Road and does not include the later stages of Victorian development which are situated north east of the old turnpike gate.

Fig. 2 Map showing the original designation in 1969 and the boundary extension in 2001

CARDIGAN / ABERTEIFI

Cyngor Sir Ceredigion
Ceredigion County Council

Neuadd Cyngor Ceredigion, Penmorfa,
Aberaeron, Ceredigion SA46 0PA
Ffôn/Tel. 01545 570881

Aberteifi / Cardigan

Allwedd / Key

▭ Original Conservation Area (1969)

▭ Conservation Area Extension (2001)

Graddfa / Scale:1:4,324
Argraffwyd ar / Printed on: 2024-02-23

G   N

0   100   200 m
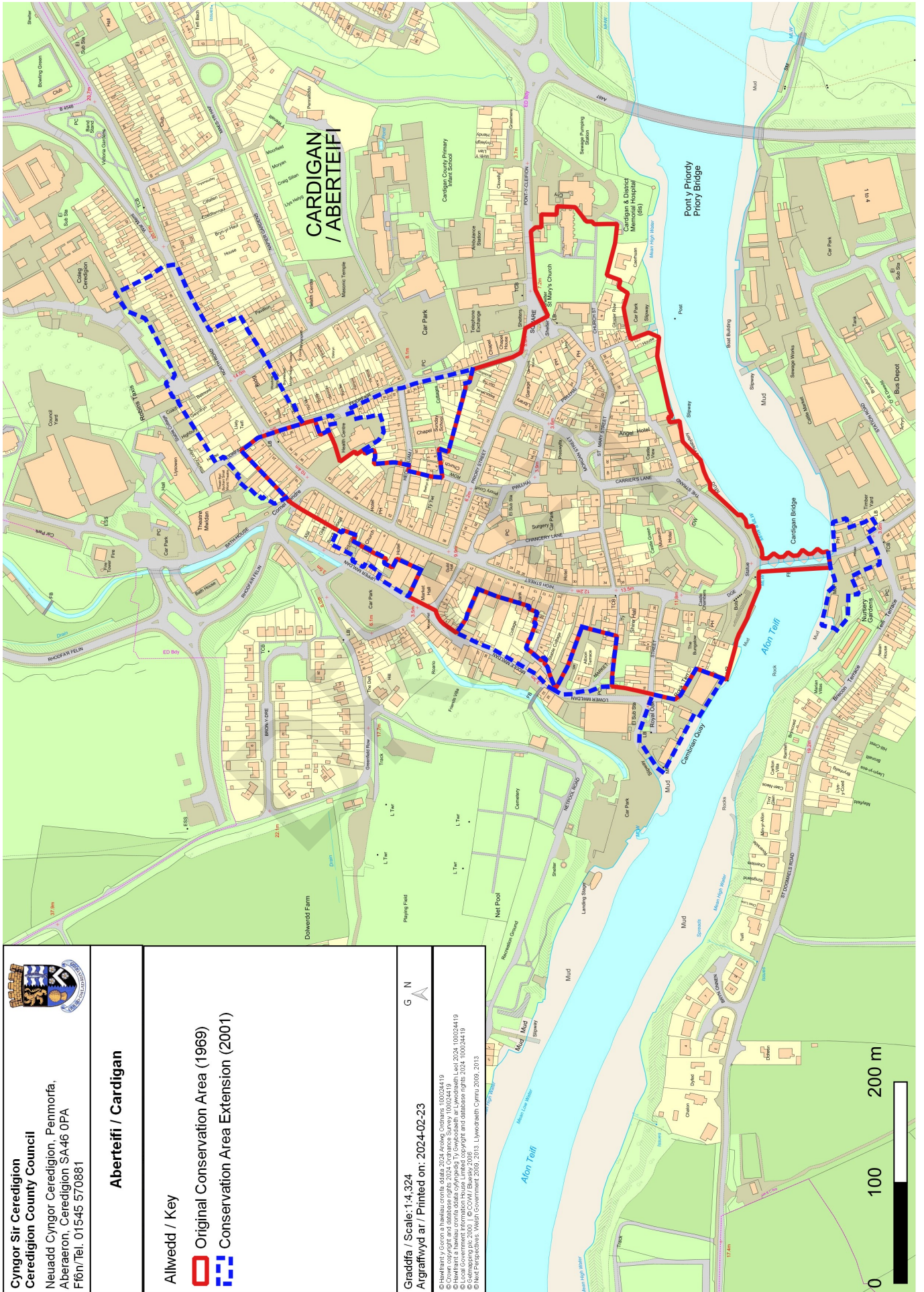
3.2.3   At the top of North Road are a series of late Victorian villas, many of which have high quality architectural detailing. The series to the north of Victoria Park were built in 1900 according to the plaque on the last house. This represents the last stages of Victorian development of the town

Fig. 3 High quality architectural detailing

Fig. 4 A building date of 1900
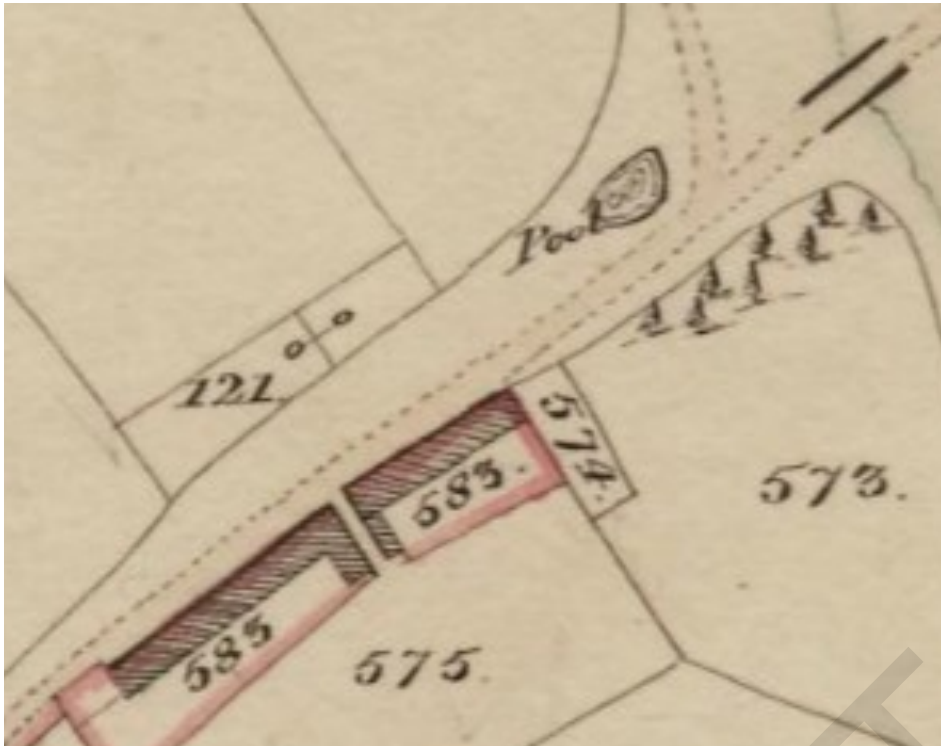
Fig. 5 Tithe map of 1846

3.2.4   Also in this area is Victoria Gardens, a public park, which was laid out in 1897 to commemorate Queen Victoria's Diamond Jubilee. It is a triangular park containing a Grade II listed bandstand and flower beds and a cenotaph war memorial, also Listed Grade II.

3.2.5   The park is also known as Pwll Pensarnau and is shown on the historical maps as a cattle market on the 1887/8 Ordnance Survey map and indeed as a 'pool' on the Tithe map.

3.3   Recommendation

3.3.1   It is recommended that a small extension is made to the Cardigan Conservation Area consisting of Victoria Gardens, the two listed structures of the bandstand and war memorial and the row of high quality villas to the north side of the road (46 to 74 North Road).

Fig. 6 Victoria Gardens

Fig. 7 Proposed Conservation Area boundary extension

Cyngor Sir Ceredigion
Ceredigion County Council

Neuadd Cyngor Ceredigion, Penmorfa,
Aberaeron, Ceredigion SA46 0PA
Ffôn/Tel. 01545 570881

Aberteifi / Cardigan

Allwedd / Key

Current Conservation Area

Proposed Extension

Graddfa / Scale: 1:4,324
Argraffwyd ar / Printed on: 2024-02-23

4.   NEED FOR DETAILED DESIGN GUIDANCE OR PUBLIC INFORMATION

4.1 Introduction

4.1.1   Local planning authorities are involved in the day to day management of conservation areas through their role in the planning process. Local planning authorities must aim to preserve or enhance the character or appearance of conservation areas and need to scrutinise planning applications closely with these objectives in mind.

4.1.2   Detailed information about particular aspects of the historic built environment can help owners, occupiers, planning agents and the Local Planning Authority to decide the best ways of managing positive change and keep to a consistent approach.

4.1.3   Public information or interpretation can help ensure that everyone understands why an area is special. People who understand why something is special are more likely to care about it and want to look after it. It can also help with the tourism offer and encourage investment in a local area

4.2   Cardigan

4.2.1   Several management documents exist for Cardigan and the Conservation Area.

4.2.2   A draft Management Plan was provided to assist with this study. It dates from 2010 and follows on from the successful THI scheme run within the town.

4.2.3   The historic town survey by Cambria Archaeology (Dyfed Archaeological Trust) from 2007 is an important and still valid document primarily relating to buried archaeology but with some relevance to standing buildings.

4.2.4   There is therefore no current or up to date and adopted appraisal and management plan for the conservation area.

4.3   Recommendation

4.3.1   The Conservation Area Appraisal and Management Plan should be adopted as Supplementary Planning Guidance and used to guide decision making.

4.3.2   Produce a Cardigan Conservation Area leaflet for residents and businesses which explains what is important about the area, controls and what it means to be living and working within the area.

4.3.3   In partnership with other Local authorities, the South Wales and Mid-Wales Conservation Officers Groups, Cadw's Built Heritage Forum, IHBC, Tywi Centre and other organisations develop and adopt new guidance leaflets and information relevant to the area. Examples

could include guidance on maintenance and repair, historic windows and doors, micro-generation and sustainability and energy efficiency for all conservation areas, historic, and listed buildings in Ceredigion. The sustainability and energy efficiency guidance should cover:

- **Maintenance**: Building defects affect the long-term sustainability of historic buildings. Educating building custodians and contractors is essential to address these issues, to preserve the region's architectural heritage, and to meet sustainability goals. The use of appropriate traditional materials and skills in a timely fashion is vitally important to the long term survival of historic buildings.

- **Traditional construction and how old buildings work:** Traditional buildings are generally defined as those that were built before 1919, with solid (as opposed to cavity) walls, using natural materials including stone, earth, brick, wood and lime. The term 'traditional' covers a huge range of types, styles and ages of building, from stone cottages to castles and town houses to chapels. The materials and techniques used in traditional construction have created the individual, contrasting and idiosyncratic buildings that help to define the distinctive character of our towns, villages and rural landscapes, and the identity of the communities that live in them. Older buildings use

Fig. 8 There are many sympathetic ways in which traditional buildings can be upgraded to improve their thermal performance without damaging significant features

different building techniques to modern new builds. Understanding this and learning to use the appropriate techniques is vital to the longevity of our historic buildings.

- ***Energy saving and retrofit in historic buildings:*** The guidance should cover: Energy efficiency and why is it important - health, climate change and carbon emissions; What is retrofit and why do older buildings need a special approach?; Options for improving energy efficiency in traditional buildings - e.g. use, ensuring a whole house approach, alternatives to traditional window and door replacement, the importance of heating and venting, breathability and insulation, maintenance and repair etc.

4.3.4 Provide additional interpretation regarding the quaysides and Cardigan's maritime history in a way which does not add to the street clutter in this area. This could be an addition to existing signage, via street art or poetry, online, QR code, (self) guided walks or other methods of delivery.

4.4.5 Ensure people are aware of the history of the annual fairs, through press announcements, themed social media and greater involvement in the events.

4.4.6 Update the existing shop front design guidance for Aberystwyth so that it can be used throughout all conservation areas in Ceredigion. Work with local business organisations to distribute and provide training.

5. OPPORTUNITIES FOR LOCAL LISTING

5.1 Introduction

5.1.1 Local planning authorities may choose to identify historic assets of special local interest and keep a list of them. This is known as 'local listing'. The list can include all types of historic asset — buildings, parks, gardens, monuments and archaeological sites — so long as they are not already formally designated.

5.1.2 The assets identified for inclusion on the list should make an important contribution to local distinctiveness and have the potential to contribute to public knowledge.

5.1.3 Their selection should be based on clear criteria, sound local evidence and public consultation. A conservation area appraisal is one way of identifying these assets.

5.1.4 An adopted list of historic assets of special local interest must be added to the local historic environment record for public accessibility. The Local planning authority must then develop relevant local plan policies that can be used for decision making.

5.1.5   Further information and advice can be found here: https://cadw.gov.wales/sites/default/
files/2019-05/Managing%20Lists%20of%20Historic%20Assets%20of%20Special%20Local%
20Interest%20in%20Wales%20EN.pdf

5.2   Cardigan

5.2.1   Cardigan has a few historic buildings which are of particular local historic and architectural
significance and which are not designated in their own right.

5.2.2   Recognising these buildings through inclusion on a 'local list' would:

- Provide recognition that these buildings are valued by local people
- Provide an opportunity for the community to get involved in their identification and in
  caring for them appropriately
- Allow the Council to apply for funding or grant schemes that would provide
  regeneration opportunities for locally listed buildings
- Enable changes to be carefully considered through the planning process to ensure they
  are positive and do not negatively affect the assets, their settings or the communities in
  which they are located

5.3   Recommendation

5.3.1   The Council should set up an 'Historic Assets of Special Local Interest Project' for the whole
county that will identify the criteria for inclusion on such a list and develop the list.

5.3.2   Local communities should be involved with the selection process.

5.3.3   Ceredigion County Council should develop and adopt a relevant Local Development Plan
policy.

5.3.4   The following is a list of buildings of special local interest (that are not already designated) as
identified in the appraisal that could be considered for inclusion:

- 29 and 30 North Road
- All the non-listed buildings along Pendre and the High Street should be assessed but
  specifically: 4, 5, 6 Pendre; 23 Pendre; 50 Pendre; 52 Pendre; 54, 55, 56 Pendre; 3 High
  Street, 21, 22, 23, (24 is listed but may be wrong on listing description), 25, 26 High Street,
  34 High Street, 39 High Street
- 4 Priory Street
- Former Police Station and Court House on Priory Street

Following public consultation on these reports, members of the local community have volunteered to assist with the compilation and survey of buildings of local interest. Initial meetings have already been held

Fig. 9 Providing advice to prospective new owners of buildings which are currently for sale can help to prevent unauthorised works

6.   CONSIDERATION OF ENFORCEMENT

6.1 Introduction

6.1.1   Enforcement has a key role to play in the protection of conservation areas.

6.1.2   It is essential to ensure that all owners and occupiers of buildings understand where there are limitations for development, what their permitted development rights are, and that they can approach the LPA for advice.

6.1.3   Regular monitoring is a more proactive approach for LPAs which may help to reduce the number of contraventions.

6.1.4   Discussion and negotiation with the owner / occupier should be the first action taken in any case, which may lead to a suitable solution without the need for enforcement action.

6.2   Cardigan

6.2.1   There is no current comprehensive baseline review information for Cardigan.

6.2.2   Owners and occupiers may be unaware of their permitted development rights and where there may be restrictions on development.

6.3. Recommendation

6.3.1   The photographic survey produced as part of this conservation area appraisal should be used as baseline information for enforcement purposes.

6.3.2   The Council should make a commitment to follow best practice enforcement procedures within the conservation areas in Ceredigion.

6.3.3   The Council should take steps to ensure all owners and occupiers are aware of their permitted development rights and any restrictions.

6.3.4   A follow up photographic survey should be conducted during the next review of the conservation area appraisal, ideally every five years.

7. OPPORTUNITIES FOR REGENERATION

7.1 Introduction

Fig. 10 The Quayside area has previously been regenerated as an open air performance and events space

7.1.1   Historic areas can be an important focus for community regeneration. Their distinctive character is an asset that can deliver social, economic and environmental benefits for Welsh communities. Regeneration can help to create a sense of place and local distinctiveness, and support valuable skills and encourage investment.

7.1.2   Many historic areas have suffered from declining economic activity, which results in underused buildings and low investment. In these circumstances, targeted actions may be needed to unlock potential and realise wider benefits. Regeneration activities can give historic assets fresh meaning and relevance, breathing new life into underused and undervalued buildings and areas.

7.2   Cardigan

7.2.1   Cardigan has benefited from a comprehensive and successful Townscape Heritage Initiative scheme in the early part of the 21st century.

7.2.2   Over 70 projects were completed, all of them either on the High Street or in the immediate area of the main shopping streets of the town. Improvements included the replacement of 'lost' architectural features and new shop fronts using traditional styles and traditional materials.

7.2.3   Since 2001 several other 'Regeneration' or 'Renewal' schemes have been set up building on the success of the initial Townscape Heritage Initiative (THI). These include a Welsh Assembly Government (WAG) 'Town Improvement Grant' (TIG) scheme, The Cardigan & South Ceredigion Regeneration Scheme and a WAG 'Area Renewal Scheme.' In 2005 an Objective 1 European Union grant scheme topped up a second phase of the initial THI scheme. There has also been a Teifi river area renewal scheme, a Castle development scheme and a substantial town centre redevelopment scheme approved or proposed.

7.2.4   Ceredigion County Council and their partners have shown an admirable tenacity to build on the improvements made within these schemes and to secure additional funding for the town.

7.3   Recommendation

7.3.1   There is some concern that owners and occupiers will become reliant on external funding to undertake essential works which are necessary to keep up the appearance of the town.

7.3.2   The Council needs to ensure that building owners and users have the tools necessary to carry out their own appropriate repairs and renovations. This may include guidance, training and mentoring.

7.3.3   In line with the Aberystwyth Conservation Area Management Plan, the Council should seek funding to buy and conserve a vacant listed building to set up a Conservation training establishment in partnership with organisations such as Cadw, the University, RCAHMW, the Welsh Traditional Buildings Forum, Building Research Establishment (BRE), the Strata Florida Project, the Towy Centre, Hyfforddiant Ceredigion Training (HCT), Adult Learning Wales, Creative and Cultural Skills, or similar. This could train local people in conservation techniques, create jobs which provide local conservation services to owners and occupiers in the towns and surrounding areas. This could provide a valuable and sustainable resource which would support regeneration in Ceredigion's town centres and conservation areas, in addition to providing some employment, upskilling owners and occupiers, and helping to preserve and enhance the historical architecture of the county. A model similar to Carmarthenshire's Adfer Ban a Chwm building preservation trust could be used.

7.3.4   Regeneration and other schemes potentially affecting the quayside areas should utilise heritage based design principles and ensure the significance of these areas informs the development of any proposals. Opportunities for physical improvements, interpretation, and contribution to the vitality of town should be maximised. Important views must be respected.

7.3.5   There are a few empty buildings within the town centre, some of which are Listed (please see Section 9). The Council should work with their partners such as the Town Council and local business forums to identify appropriate uses and encourage owners to sensitively repair buildings so that they become attractive to investors. There are a number of tools available for the Council to use to 'encourage' owners to improve their properties such as Repairs Notices, Section 105s, and Urgent Works Notices. These generally require some financial commitment from the Council but recently there have been grants available from Cadw to assist with such activities. The Council should ensure they are ready to take advantage of such schemes should they be re-run.

Fig. 11 The Grade II Listed Tabernacle Chapel is currently empty. Cymdeithas Aberteifi are looking to purchase it to create a Poetry Centre

7.3.6   Investigate the possibility of pop-up shops in empty buildings in the main shopping area, particularly during peak season.

7.3.7   Consider producing detailed development design guidance for sites within or adjacent to the conservation area which are identified for mixed use, housing or employment development in the LDP (M0201, E0202, H0204) and for sites which come up for redevelopment within the conservation area, particularly redevelopment of the few poor quality 20th century buildings.

8.   ADVERTISEMENT GUIDANCE AND CONTROL

8.1   Introduction

8.1.1   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. Many conservation areas include commercial premises ranging from small corner shops to thriving commercial centres so outdoor advertising can be essential to commercial vitality. The kinds of advertisement which require planning consent include illuminated advertisements on business premises and advertisements on hoardings around development sites.

8.1.2   Authorities may also choose to adopt advertisement control policies as part of their proposals for the preservation or enhancement of conservation areas, for example, by the designation of areas of special advertisement control. Local planning authorities should use such controls flexibly in conservation areas to preserve those features of architectural or historic interest which led to designation.

8.2   Cardigan

8.2.1   The conservation area has a vibrant commercial core. This area features surviving and replacement historic shop frontages, public houses, and

Fig. 12 Black Lion Mews has a large amount of uncoordinated signage

civic buildings. There has been some ingress of poor quality or designed shop fascia and advertising, particularly in large shop windows.

8.2.2   Where there are several small shops in an alley or market area, a clutter of uncoordinated signs has built up.

8.3   Recommendation

8.3.1   It is not considered that an area of special advertisement control is currently necessary within Cardigan Conservation Area. Instead negotiation with owners and shop managers should be a priority.

8.3.2   Encourage small shop owners to work together to produce co-ordinated signage where there are several shops signposted from the High Street.

8.3.3   Review the 2013 Aberystwyth shopfront guidance to cover good practice in all conservation areas and consider a re-release of the guidance with additional promotion throughout conservation areas in Ceredigion.

9.   BUILDINGS AT RISK

9.1   Introduction

9.1.1   Keeping buildings in use and repaired is the cornerstone of successful conservation area management. Neglected and underused buildings damage the vitality and attractiveness of conservation areas.

9.2   Vacant Buildings in Cardigan

9.2.1   There are a small number of vacant buildings within the main shopping area which are currently negatively impacting on the character and appearance of the area. There are clear signs that these buildings are not being maintained and may be at risk but conserved, they would positively contribute to the character of the area. Those identified include:

- The Hope and Anchor Public House - 51 Pendre - not listed but important to the street scene, now empty

- Tabernacle Chapel and Caretaker's House, including Forecourt Walls, Gates & Railings, Pendre - Listed Grade II, now empty

- 4 High Street, former house and Natwest Bank - Grade II Listed, now empty

- Castle Inn, Bridgend - Grade II Listed, now empty

- 26 St Dogmaels Road, former pub and restaurant, - not listed but important to the street scene, now empty and for sale

9.3   Recommendation

9.3.1   The Council should set up a county wide Buildings at Risk Strategy which would work with both Listed Buildings and those considered to positively contribute to the character or appearance of conservation areas. This would identify a strategic approach to identifying and managing these buildings. (see: https://cadw.gov.wales/advice-support/historic-assets/listed-buildings/listed-buildings-risk#section-managing-listed-buildings-at-risk).

9.3.2   Owners of listed buildings are obliged to keep them in a reasonable state of repair. Local planning authorities have powers to serve Repairs Notices and use other enforcement tools in extreme cases. If negotiation fails, then the Council should consider the use of its statutory powers.

Fig. 13 The Grade II Listed former Natwest Bank is currently empty. Maintenance is starting to building up and it will not be long before it is a Building at Risk

9.3.3   The Council, to cover all conservation areas, listed buildings and non-designated properties, should investigate the possibility of setting up training schemes and courses - training occupiers and owners in good conservation practice, especially in repair and maintenance

with appropriate materials. See Section 7.3.3 for scheme suggestions. Circulation of a publication such as 'Stitch in Time' (IHBC and SPAB) to all properties within Ceredigion conservation areas would provide a good start to this process

10. ENVIRONMENTAL IMPROVEMENTS

10.1 Introduction

10.1.1 In addition to the various enforcement tools available for local planning authorities there are additional opportunities for environmental enhancement. These include partnership working with national agencies, other council departments and local organisations such as Town Councils and business forums.

10.1.2 Opportunities for environmental enhancement often relate to the physical infrastructure of the town, including highways, works by statutory undertakers, environmental health, housing and others.

10.1.3 Community engagement and mentoring can also achieve positive change within designated areas.

10.2 Cardigan

10.2.1 Through the THI and other regeneration schemes, CCC has already developed partnerships with various local and national organisations and groups.

10.2.2 There are some examples of small extensions of poor design and use of inappropriate materials within the conservation area which negatively impact on the overall appearance and character.

10.2.3 Street furniture, public realm and surfacing is generally harmonious with the historic character of the area but a few instances of poor choices such as the new tarmac pavement widening, new plastic bollards, signage clutter, poorly designed street lighting and extensive use of double yellow lines, detract from the overall quality of the area.

10.2.4 Public car parks are generally consigned to outside the conservation area boundary but visually they can still be intrusive and are generally the first part of the town that visitor will experience.

10.2.5 The small riverside area next to The Bathroom Centre on the Strand has been identified through the consultation process as an area for possible environmental improvement. Some other small sites, such as along Morgan Street and Middle Mwldan, also have potential for improvement.

Fig. 14 Small environmental enhancement schemes can make a bid difference to the overall character and appearance of an area

10.3   Recommendations

10.3.1 The Council's development management team must encourage good design for extensions and new development within conservation areas, particularly by using the pre-application enquiry process and ensuring the current SPG is fit for purpose. The SPG may need revising and re-release with promotion especially within designated areas.

10.3.2 Ensure Enforcement Officers are trained in understanding the specific remit of conservation areas and designated buildings and sites and that resources are available for enforcement action if and when required.

10.3.3 If required, offer training for Highways Officers regarding good design in conservation areas. There are some excellent publications and guidelines available such as Historic England's '*Streets for All*' (https://historicengland.org.uk/images-books/publications/streets-for-all/heag149-sfa-national/).

10.3.4 In conjunction with Highways colleagues draw up a design code for each conservation area in Ceredigion and seek funding for implementation. Cover surfacing, safety railings, street furniture, lighting, yellow lines and calming measures, and highways road and safety features.

10.3.5 With the local community set up a conservation area advisory / enhancement community group which can carry out small tasks which would make a big difference such as litter picking, enhancing car parks, identifying signage for removal, etc. (see: https://www.keepbritaintidy.org/sites/default/files/resources/How%20To%20Organise%20A%20Litter-Picking%20Event.pdf). They could also comment on development proposals in conservation areas and bring any future issues within the conservation area to the Council's attention. Mentoring and training should be provided by the Council.

10.3.6 With the local community undertake an assessment of the car parks around the conservation area boundary and consider enhancement schemes such as resurfacing, tree planting, hedges, natural stone walling or similar to improve their visual impact.

10.3.7 With the local community identify sites for environmental improvement, such as the riverside site next to the Bathroom Centre and sites along Morgan Street and Middle Mwldan, and work with the owners, community and Town Council to develop ideas for improvement of these spaces.

11.   TREES, LANDSCAPE AND OPEN SPACES

11.1 Introduction

11.1.1 Trees are an important component of the character and amenity of many conservation areas and — along with green open spaces, including private gardens — have a valuable role to play in ecosystem services. To complement the controls over trees in conservation areas, it is a good idea for local planning authorities to develop specific local policies for the protection and management of trees and other elements of the natural environment, such as hedgerows and verges.

11.1.2 A strategy for trees could include an assessment of their amenity and biodiversity value, and their contribution to ecosystem services before there is pressure to remove them. The protection and management of trees and open spaces could be integrated in a green infrastructure strategy.

11.2 Cardigan

11.2.1 Cardigan has a number of individual trees and areas of tree cover within the town centre (see section 12 of the Appraisal document) which positively contribute to its character and appearance.

11.2.2 The appraisal has identified a number, of mostly small, open spaces which greatly contribute to Cardigan Conservation Area's character and vibrancy.

11.2.3   Ceredigion County Council have undertaken a Green Infrastructure Assessment which, along with public engagement, has informed a Strategy for Greening its 6 main towns, including Cardigan.

Fig. 15 Open spaces such as the small area next to the Shire Hall are key places for gathering or for small events and can be relatively easily enhanced.

11.3 Recommendation

11.3.1   Continue to follow the recommendations in the relevant and adopted Green Infrastructure strategic documents.

11.3.2   Ensure the Green Infrastructure Assessment and the strategy for trees in each conservation area are kept up to date and regularly reviewed.

11.3.3   Consider commissioning a separate tree report and / or involve the local community in identifying and mapping trees and tree groups suitable for Tree Preservation Orders.

11.3.4   Protect important trees, open spaces and views within the conservation area and those which contribute to its setting through the LDP.

12.   MONITORING AND REVIEW

12.1 Introduction

12.1.1 The legislation requires local planning authorities to review existing conservation areas 'from time to time' - best practice is generally considered to be every five to ten years.

12.1.2 The review should establish progress achieved since the previous appraisal and should confirm or redefine both special interest and critical issues. The review should also revise the management plan and provide new recommendations where appropriate.

12.1.3 Monitoring change is essential to be able to evaluate the impact of designation and the success of management strategies in preserving or enhancing the character or appearance of conservation areas.

12.1.4 Cadw considers that the baseline for periodic review is a full photographic survey recording buildings from the street, as well as other components of character, including trees, gardens, boundaries and views. There is scope for involving local community groups in carrying out this work.

12.2 Cardigan

12.2.1 A management plan for Cardigan was drawn up following the implementation of the Townscape enhancement schemes. It is not sure if this document was adopted but nevertheless it is now somewhat out of date and did not include a full appraisal of the character and appearance of the area.

12.2.2 The Council has recently appointed a new planning officer with responsibility for conservation.

12.3 Recommendations

12.3.1 The Council should adopt this appraisal and management plan as Supplementary Planning Guidance and use it to inform decision making.

12.3.2 The Council should commit to review the Conservation Area Appraisal and Management Plan at a suitable interval and at least within ten years.

12.3.3 The Council should involve the local community with the monitoring and management of the area and future appraisal reviews, where possible.

12.3.4 The Council should ensure that, within budget constraints, Conservation and Heritage officers are politically supported and have sufficient resources.

12.3.5 The Council should continue to facilitate partnership working between local councils, departments, local businesses and communities to ensure their statutory duty with regards to conservation areas is carried out.

Fig. 16 It is important to build on previous successes and work in partnership with other stakeholders to ensure the historic town centre remains attractive, vibrant and sustainable

APPENDIX A: ACTION PLAN

ACTION / RECOMMENDATION (FOR FULL EXPLAINATION SEE MANAGEMENT PLAN)	RESPONSIBILITY / PARTNERS	PRIORITY
The Conservation Area Appraisal and Management Plan should be adopted as Supplementary Planning Guidance and used to guide decision making.	CCC - Heritage and Policy	**High** **0-1 years**
Implement the proposed boundary extension.	CCC - Heritage and Policy Local community / TCC	**High** **0-1 years**
The photographic survey produced as part of this conservation area appraisal should be used as baseline information for enforcement purposes.	CCC - Heritage, Planning Enforcement, Legal	**High 0-1 years** **Ongoing**
Ensure that regeneration and other schemes utilise heritage based design principles to ensure the significance of these areas informs the development of any proposals. Draw up design briefs for potential development sites within and in the setting of the conservation area. Encourage good design for extensions and new development within conservation areas.	CCC - Heritage, Policy, Regeneration, Development Management TCC, local community	**High 0-1 years** **Ongoing**
Make a commitment to follow best practice enforcement procedures within the conservation areas in Ceredigion (Enforcement charter or similar). Negotiate with owners regarding infringements. Serve Repairs Notices and use other enforcement tools as necessary. Ensure Enforcement Officers are trained in understanding the specific remit of conservation areas and designated buildings and sites.	CCC - Heritage, Planning Enforcement, Legal	**High - 0-1 years** **Ongoing**
Continue to follow the recommendations in the relevant and adopted green infrastructure strategic documents. Ensure the green infrastructure assessment and the strategy for trees in each conservation area is kept up to date and regularly reviewed.	CCC - Ecology, Policy and Development Management Local community	**High - ongoing**
Protect important trees, open spaces and views within the conservation area and those which contribute to its setting through the LDP and development management. Identify trees suitable for Tree Preservation Orders.	CCC - Heritage, Policy, Ecology and Development Management Local community	**High - ongoing**
Ensure that, within budget constraints, Conservation and Heritage officers are politically supported and have sufficient resources.	CCC	**High - ongoing**
Facilitate partnership working between departments, local businesses and communities to ensure their statutory duty with regards to conservation areas is carried out.	CCC	**High - ongoing**

ACTION / RECOMMENDATION (FOR FULL EXPLAINATION SEE MANAGEMENT PLAN)	RESPONSIBILITY / PARTNERS	PRIORITY
Review the 2013 Aberystwyth shopfront guidance to cover good practice for shop fronts and signage in all conservation areas. Seek funding for a shop front and signage grant programme. Consider enforcement measures as necessary.	CCC - Policy and Heritage Other local authorities, the South Wales and Mid-Wales Conservation Officer Groups	**Medium 2-3 years**
Produce a Cardigan Conservation Area leaflet. Ensure all owners and occupiers are aware of their permitted development rights and any restrictions, particularly in relation to the existing Article 4 Direction.	CCC - Heritage, Ecology and Policy Local community	**Medium 2-3 years**
Set up an 'Historic Assets of Special Local Interest Project' for the whole county. Develop and adopt a relevant Local Development Plan policy.	CCC - Heritage and Policy Local community	**Medium 2-3 years *(partially completed for Cardigan)***
Set up a county wide Buildings at Risk Strategy which would work with both Listed Buildings and those considered to positively contribute to the character or appearance of conservation areas.	CCC - Heritage, Policy, Regeneration, Housing Local community	**Medium 2-3 years**
Seek funding to buy and conserve a vacant listed building to set up a Conservation training establishment in partnership with other organisations.	CCC - Regeneration, Heritage Cadw, the University, RCAHMW, the Welsh Traditional Buildings Forum, Building Research Establishment (BRE), the Strata Florida Project, the Towy Centre, Hyfforddiant Ceredigion Training (HCT), Adult Learning Wales Creative and Cultural Skills, etc	**Medium 2-3 years and ongoing**
Encourage small shop owners to work together to produce co-ordinated signage.	CCC - Heritage, Policy, Regeneration TCC, Local community	**Medium 2-3 years**
Review the 2013 Aberystwyth shopfront guidance to cover good practice for shop fronts and signage in all conservation areas. Seek funding for a shop front and signage grant programme. Consider enforcement measures as necessary.	CCC - Policy and Heritage Other local authorities, the South Wales and Mid-Wales Conservation Officer Groups	**Medium 2-3 years**
Training for Highways Officers regarding good design in conservation areas.	CCC - Heritage, Policy, Highways Consultants	**Medium 2-3 years**
Set up a conservation area advisory / enhancement community group which can carry out small tasks to enhance the conservation area and also comment on development proposals. Mentor this group to undertake an assessment of the car parks and identify enhancement schemes. Also identify sites for environmental improvement, such as the riverside site next to the Bathroom Centre and sites along Morgan Street and Middle Mwldan.	CCC - Heritage, Policy TCC, Local community	**Medium 2-3 years ongoing**

ACTION / RECOMMENDATION (FOR FULL EXPLAINATION SEE MANAGEMENT PLAN)	RESPONSIBILITY / PARTNERS	PRIORITY
Develop and adopt guidance leaflets and information for conservation areas. e.g. historic windows, micro generation, external wall insulation, sustainability and energy efficiency etc.	CCC - Heritage Other Local authorities, the South Wales and Mid-Wales Conservation Officer Groups, Cadw's Built Heritage Forum, IHBC, Tywi Centre	**Low 3-5 years**
Provide additional interpretation regarding the quaysides and Cardigan's maritime history.	CCC - Heritage, Policy, Regeneration Local community / TCC	**Low 3-5 years**
Ensure people are aware of the history of the annual fairs, through press announcements, themed social media and greater involvement in the events.	CCC - Heritage, Policy, Communications Local community / TCC	**Low 3-5 years**
Highways - draw up a design code for each conservation area in Ceredigion and seek funding for implementation.	CCC - Heritage, Policy, Regeneration and Highways Welsh Government?	**Low 3-5 years**
Commit to review the Conservation Area Appraisal and Management Plan at a suitable interval and at least within ten years. Follow up photographic survey as part of next review. Involve the local community with the monitoring and management of the area and future appraisal reviews.	CCC - Policy and Heritage Consultants	**Low 5 -10 years**

APPENDIX B: REFERENCES AND BIBLIOGRAPHY

Legislation and Guidance

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Technical Advice Note (TAN) 24: The Historic Environment: *https://www.gov.wales/technical-advice-note-tan-24-historic-environment*

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