



Strategic Regeneration Framework

For

Pembroke Dock



Final Report – February 2018

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Introduction

- 1.1 BE Group, BDP and CBO Transport has prepared five Strategic Regeneration Framework documents on behalf of Pembrokeshire County Council, to guide the regeneration of five town centres; Tenby; Pembroke; Pembroke Dock; Milford Haven; and Fishguard and Goodwick.

- 1.2 Each Strategic Regeneration Framework contains the following main elements:
 - The identification of interventions that will significantly enhance the vitality and viability of the town centre
 - The identification of major development opportunities (referred to as Flagship Sites)
 - An Action Plan setting out the key steps necessary to implement major projects including the requirements for and likelihood of external funding.

- 1.3 The framework will guide the development and management of the towns and highlights realistic and deliverable opportunities to secure investment in town centre developments and infrastructures. It will guide decisions

about the development and management of town centres, as well as helping in developing a cohesive long term strategy for Pembrokeshire.

The Regional Context

2.1 This chapter provides the strategic context pertinent to Pembrokeshire. It provides a brief overview on the policies and the core socio-economic fundamentals of the County and, where available, Tenby. The policy framework includes County-wide planning and specific planning for the town centre.

Vibrant and Viable Places – A Regeneration Framework, Welsh Government (2003)

2.2 Vibrant and Viable Places is a regeneration framework that was produced by Welsh Government in March 2013. The vision was ‘that everyone in Wales should live in well-connected vibrant, viable and sustainable communities with a strong local economy and good quality of life’.

2.3 Welsh Government defines regeneration as “an integrated set of activities that seek to reverse economic, social, environmental and physical decline to achieve lasting improvement, in areas where market forces will not do this alone without some support from government”. The key principles that the programme will operate are Partnership, Strategy and Sustainability.

2.4 Even with the country estimated to have £2-4 billion less capital available for spending than the last decade, Wales is still determined to invest £15 billion over the coming decade into growth and jobs in the country.

2.5 The Framework recognises that the approach to regeneration must adapt to changes with shopping habits, especially with the rise in internet shopping and out-of-town retail spaces, and decline of town centres. An approach to regeneration which is more evidence based is important and a mixture between ‘people-based’ and ‘place-based’ regeneration.

2.6 There is a growing need for town centre regeneration to focus on town centre’s becoming the hubs of economic development, and to be the catalyst for improvement in employment, leisure and public services.

Well-being of Future Generation (Wales) Act, 2015

2.7 The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales. It will make the 44 public bodies listed in the Act think more about the long-term, improve relationships

with communities and each other, look to prevent problems and take a more joined-up approach.

2.8 To ensure all public bodies are working towards the same vision, the Act puts in place seven well-being goals:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh Language
- A globally responsible Wales.

2.9 The Act also puts in place a 'sustainable development principle' which advises organisations how to meet their duty under the Act. Public bodies need to make sure that when making their decisions they take into account the impact they could have on people living their lives in Wales in the future.

2.10 The Act outlines five things that public bodies need to consider to demonstrate that they have applied the sustainable development principle:

- **Long term** – The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs
- **Prevention** – How acting to prevent problems occurring or getting worse may help public bodies meet their objectives
- **Integration** – Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.
- **Collaboration** – Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.
- **Involvement** – The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

Environment (Wales) Act, 2016

2.11 The Environment (Wales) Act puts in place the legislation needed to plan and manage Wales' natural resources in a more proactive, sustainable and joined-up way. It delivers against Welsh Government's commitment to introduce new

legislation for the environment and positions Wales as a low carbon, green economy, ready to adapt to the impacts of climate change.

2.12 The Act will create significant economic, social and environmental benefits for Wales. It has been carefully designed to support and complement ongoing Welsh Government work to help secure Wales' long-term well-being, so that current and future generations benefit from a prosperous economy, a healthy and resilient environment and vibrant, cohesive communities.

2.13 The key parts of the act are:

- **Part 1:** Sustainable management of natural resources – enables Wales' resources to be managed in a more proactive, sustainable and joined-up way. It also helps to tackle the challenges we face and is focused on the opportunities our resources provide.
- **Part 2:** Climate change – provides the Welsh Ministers with powers to put in place statutory emission reduction targets, including at least an 80% reduction in emissions by 2050 and carbon budgeting to support their delivery. This is vital within the context of our existing UK and EU obligations and sets a clear pathway for decarbonisation.

It also provides certainty and clarity for business and investment.

- **Part 3:** Charges for carrier bags – extends the Welsh Ministers' powers so that they may set a charge for other types of carrier bags such as bags for life. It also places a duty on retailers to donate the net proceeds from the sale of carrier bags to good causes.
- **Part 4:** Collection and disposal of waste – improves waste management processes by helping us achieve higher levels of business waste recycling, better food waste treatment and increased energy recovery. This will help to decrease pressure on natural resources while also contributing towards positive results for both the economy and the environment.
- **Parts 5 & 6:** Fisheries for shellfish and marine licensing – clarifies the law in relation to shellfisheries management and marine licensing.
- **Part 7:** Flood & Coastal Erosion Committee and land drainage – clarifies the law for other environmental regulatory regimes including flood risk management and land drainage.

Welsh Government – Prosperity for All – The National Strategy, 2016

- 2.14 The Programme for Government, Taking Wales Forward, outlines the commitments that Welsh Government will deliver over the next five years to help drive improvements and build a Wales that is:
- Prosperous and secure
 - Healthy and active
 - Ambitious and learning
 - United and connected.
- 2.15 Welsh Government's long-term aim is to build a Wales that is prosperous and secure, healthy and active, ambitious and learning, and united and connected. The Programme for Government, Taking Wales Forward, sets out the headline commitments we will deliver between now and 2021. This strategy takes those key commitments, places them in a long-term context, and sets out how they fit with the work of the wider Welsh public service to lay the foundations for achieving prosperity for all.
- 2.16 Taking Wales Forward provides clarity about Welsh Government's pledges for this Assembly term. Set out in four

chapters, it outlined the main commitments that will make a difference to the people of Wales, despite the impact of a decade of cuts to the Welsh budget, and the uncertain impact of Brexit.

- 2.17 The four key themes of this strategy are the same as those in Taking Wales Forward. The vision for each theme is set out, showing how they will contribute to prosperity for all, and how delivering in a more integrated and collaborative way can enhance the well-being of the people of Wales.
- Prosperous and Secure – The aim is to drive a Welsh economy which spreads opportunity and tackles inequality, delivering individual and national prosperity. This will enable people to fulfil their ambitions and enhance their well-being through secure and sustainable employment. This can be achieved by breaking down the barriers many face to getting a job, and creating the right environment for businesses to grow and thrive.
 - Healthy and Active – The aim is to improve health and well-being in Wales, for individuals, families and communities, helping to achieve the ambition of prosperity for all, taking significant steps to shift the approach from treatment to prevention.

- Ambitious and Learning – The aim is to instil in everyone a passion to learn throughout their lives, inspiring them with the ambition to be the best they possibly can be. A prosperous Wales needs creative, highly skilled and adaptable people, so our education from the earliest age will be the foundation for a lifetime of learning and achievement.
- United and Connected – The aim is to build a nation where people take pride in their communities, in the Welsh identity and language, and in Wales' place in the world. This will be achieved by building the vital links that make it easier for people to come together, for the economy to grow, and for Wales to become a confident nation at ease with itself.

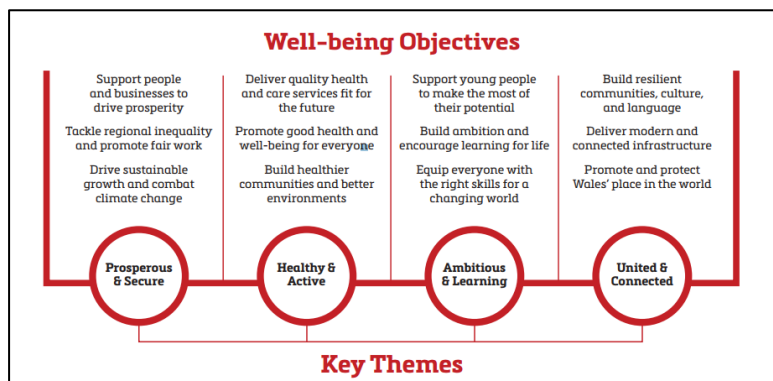
2.18 In developing the strategy, five areas are recognised as having the greatest potential contribution to long-term prosperity and well-being. These priority areas reflect the times in people's lives when they may be most in need of support, and when the right help can have a dramatic effect on their life course.

- Early Years: an individual's experiences in childhood play a significant part in shaping their future, and are critical to

their chances of going on to lead a healthy, prosperous and fulfilling life.

- Housing: the bedrock of living well is a good quality, affordable home which brings a wide range of benefits to health, learning and prosperity.
- Social Care: compassionate, dignified care plays a critical part in strong communities, ensures that people can be healthy and independent for longer, and is a significant economic sector in its own right.
- Mental Health: one in four people in Wales will experience mental ill health at some point in their lives, getting the right treatment at an early stage, coupled with greater awareness of conditions, can in many cases prevent long term adverse impacts.
- Skills and Employability: the better people's skills, the better their chances of getting fair, secure and rewarding employment, and the stronger the skills base is in Wales, the more chance we have of attracting new businesses and growing existing ones to improve prosperity. These are by no means the limit of government's activities, and therefore it is important to not lose sight of the day to day running of vital public services, while adapting and improving them to reflect this new approach.

Figure 1: Prosperity for All: the national strategy – Well-being Objectives



Source: Welsh Government, 2016

South West Wales Regional Retail Study 2017

- 2.19 The study has been prepared to help inform both plan-making and decision-taking across the three authority areas of Pembrokeshire County Council, Ceredigion County Council and Pembrokeshire Coast National Park Authority, and assist in the development of planning policy; particularly in relation to future retail provision.
- 2.20 A survey of 1,600 households was commissioned as part of the study, which helped to identify shopping patterns for different types of retail categories and identified where retail expenditure is directed to, including key foodstores and town

centres. An assessment of the need (or 'capacity') for new retail (convenience and comparison goods) floorspace up to 2036 was also carried out, identifying need at strategic level and for key centres in each authority area.

- 2.21 The market share analysis for Pembrokeshire County and Pembrokeshire Coast National Park shows almost all of resident catchment convenience expenditure is retained in Pembrokeshire County and Pembrokeshire Coast National Park as a whole. Key foodstores in Haverfordwest account for the majority of retained convenience expenditure. Smaller centres in Pembrokeshire County and Pembrokeshire Coast National Park (including Pembroke Dock, Pembroke, Milford Haven, Fishguard and Tenby) attract a smaller proportion of convenience expenditure which reflects a more limited offer in convenience provision compared to larger centres.
- 2.22 For comparison goods, the catchment for Pembrokeshire County and Pembrokeshire Coast National Park as a whole retains a relatively high proportion of expenditure for all comparison goods (60.1 percent). Leakage from the catchment is mainly directed to Carmarthenshire. At centre level, Haverfordwest attracts the greatest proportion of expenditure from the catchment, which reflects the centre's

role as a sub-regional town centre. Within the Pembrokeshire Coast National Park area, Tenby attracts the greatest proportion of comparison goods expenditure.

2.23 At a strategic level, the capacity assessment identifies up to 1,244 sqm net of new comparison goods retail floorspace in 2031, increasing to 4,973 sqm net by 2036. The majority of the forecast capacity is directed to Haverfordwest (up to 2,916 sqm net by 2036). No new convenience floorspace capacity is identified over the study period.

2.24 In terms of accommodating growth, the study concluded the following for Pembroke Dock, which is relevant to this Regeneration Framework:

Pembroke Dock

2.25 Pembroke Dock is in close proximity to Pembroke but each town serves different functions in terms of their retail offer and customer base. This is reflected in the capacity assessment which identifies the balance of forecast retail floorspace towards Pembroke Dock. No capacity is identified in either centre for additional convenience floorspace as a result of low expenditure retention (Pembroke Town) or planned floorspace (Pembroke Dock).

2.26 Forecast need for new comparison floorspace shows that some 713 sqm net is identified for Pembroke Dock by 2036. The health check assessments for the centres highlights key differences between the two centres but the close proximity of the two means that their futures need to be considered together. Hence the location of any further retail development needs to be reviewed in the context of the wider plans for the towns and the availability of sites.

2.27 In terms of other recommendations the potential development options for Pembroke Dock need to be considered together with Pembroke and it be determined whether one or both are to be encouraged to take the projected comparison growth anticipated to 2036. Once this has been determined, the primary and secondary shopping frontages should be reviewed to ensure consistency.

Pembrokeshire Local Development Plan 2013-2021 (adopted 2013)

2.28 The Local Development Plan provides the framework for decisions to be made up until 2021 on how land is used and developed, for example what type of development is appropriate or desirable for Pembrokeshire's economy,

communities and environment and how best to secure resilience to climate change and to bring forward affordable housing through the Planning System.

2.29 The Plan establishes a Vision based development strategy and policies to guide the development and use of land in Pembrokeshire from adoption to 2021. It provides the policy context for directing development to appropriate locations, conserving the natural, built and historic environment and providing a basis for rational and consistent decision-making on planning applications. The base date for the Plan's land use allocations is 2011.

2.30 The LDP vision for Pembrokeshire includes 'creating a network of strong urban and rural communities in Hub Towns, Service Centres, Service and Local Villages and the Strategic Objectives to deliver this vision include 'Regenerating town centres' and 'Supporting the development of the distinctive role of Pembrokeshire's towns especially within the Haven Hub'. Pembroke Dock is defined as Hub Town along with Pembroke, Milford Haven and Fishguard and Goodwick. It is worth noting that Tenby is within Pembrokeshire Coast National Park and therefore not considered in this document.

2.31 The Plan states that the economic base of the County has changed in recent years, and the tourism sector is now the largest industry and employer. However, there is an issue in that many tourism jobs are seasonal. There is consequently a need for the County to diversify to become a year-round industry in order to provide employment opportunities consistently throughout the year. There is an opportunity, and need for Pembrokeshire's regeneration projects to help achieve this.

2.32 In terms of Pembroke Dock, it should be considered as the most important retail centre in South Pembrokeshire and so needs selective redevelopment to increase opportunities for larger retail units. Links with the marina for a wider range of tourism and employment opportunities should also be explored.

2.33 The plan states that any new development must consider the towns' current character and environment, and not allow the development to significantly impact upon this or cause a detrimental increase of pollution for the town. Respect must be given to each town's individuality in terms of scale of growth and rate of development.

- 2.34 Furthermore, traffic must be managed so development does not significantly impact the current services available, whilst ensuring accessibility to the new site. In addition, any new/improved infrastructure and services, must be funded by the development.
- 2.35 Lastly, the Plan affirms that tourism must be centred towards using the distinctiveness of the locality to provide year-round services and employment.

Pembroke Dock's Context

3.1 Pembroke Dock lies on the River Cleddau and has a population close to 10,000 people. The town was largely developed during the nineteenth century following the establishment of the Royal Dockyard and is based on a regular grid layout. The town centre is now focused on and around Dimond Street, which lies roughly in the geographic centre of the town, although it was previously located further west around Commercial Row and Albion Square and where the market still resides.

Day to Day Activities

3.2 A lot of retail development has occurred outside the town centre core within recent years including the supermarkets Tesco and Lidl, and most recently Aldi. In addition to these supermarkets, retailers traditionally found in town centres including Wilkinson and Argos are located away from the town centre, as is the town's market. The town centre itself includes an Asda store but the traditional 'High Street' (Dimond Street) has many vacancies. The St Govan's Centre is a small shopping centre located between Dimond Street and Asda, and whilst it has a mix of kiosk type occupiers, there are significant vacant areas particularly the larger

format shops. The town centre does, however, continue to support retailers such as Boots, Specsavers, and Select Fashions, and there are also independent shops including a ladies fashion store, jeweller, and a recently added butcher, as well as a Lloyds Bank and a Post Office.

3.3 The Pater Hall on the corner of Dimond Street and Meyrick Street is the main public building in the town centre and is used for meetings and functions. The town's library, job centre, and a health centre are located in independent buildings near the Asda store. A careers centre and CAB are located on Meyrick Street. Pembrokeshire Council offices, a youth centre, and the main medical centre are located out of town on Argyle Street.

3.4 The size of the retail area has shrunk from its original inception and many commercial buildings have been converted into residential use outside of the main retail area. Upper floors on Dimond Street appear to be in residential use but are not all occupied.

Environmental Quality

3.5 Pembroke Dock has a very consistent character, related to its development as a nineteenth century planned town. These

characteristics include its walkable scale, a grid iron network of streets, regular building lines, and stucco facades. Contemporary interventions such as the Asda store, Y Cerrig Glas pub/restaurant, and library have been less sympathetic to the grain of the town, however, and have an ‘anywhere’ character.

- 3.6 Away from the town centre Pembroke Dock has a strong historic naval heritage. Within the dockyard are the Martello towers historic wet docks, a former military chapel converted to a museum focussing on Sunderland Flying Boats and the heritage of the town, and a smaller maritime museum run by volunteers on Front Street at Hancocks Yard.
- 3.7 Properties are reasonably maintained and alterations to properties have largely been sympathetic to the historic character of the town. The high proportion of vacant and boarded up shop fronts has the most negative visual impact.
- 3.8 Public space is limited to pavements but traffic is satisfactorily light and pavements proportionally wide enough to encourage dwell time. There has been some investment in public realm materials, which supports the town’s architectural character.

- 3.9 To the north of the town centre and the Y Cerrig Glas pub is Maritime Park, a large waterfront development opportunity, previously part of a regeneration proposal. This comprises part car park, and part scrubland on what was former harbour-side development.

Movement and Transport

- 3.10 Dimond Street and its surrounding streets are very walkable and traffic has minimal impact. Areas north of the town centre including the Asda store and Maritime Park, however, feel somewhat detached from the town centre due to expanses of car parking, fast moving traffic on Western Way, and a real lack of directional signage and entrance features approaching the town centre.
- 3.11 The town centre is well served by parking on Gordon Street and next to the Maritime Park. These car parks are conveniently located to the north east of the town centre where most main routes into the town converge.
- 3.12 The railway station is located off Apley Terrace, a few minutes’ walk from Dimond Street. Rail services to/from Pembroke Dock and Swansea run each way approximately every two hours via Carmarthen. The port at Pembroke Dock

lies on the western side of the town with two crossings a day to Rosslare. Bus services run into the town with the closest bus stops located on Laws Street near the library

Attractions

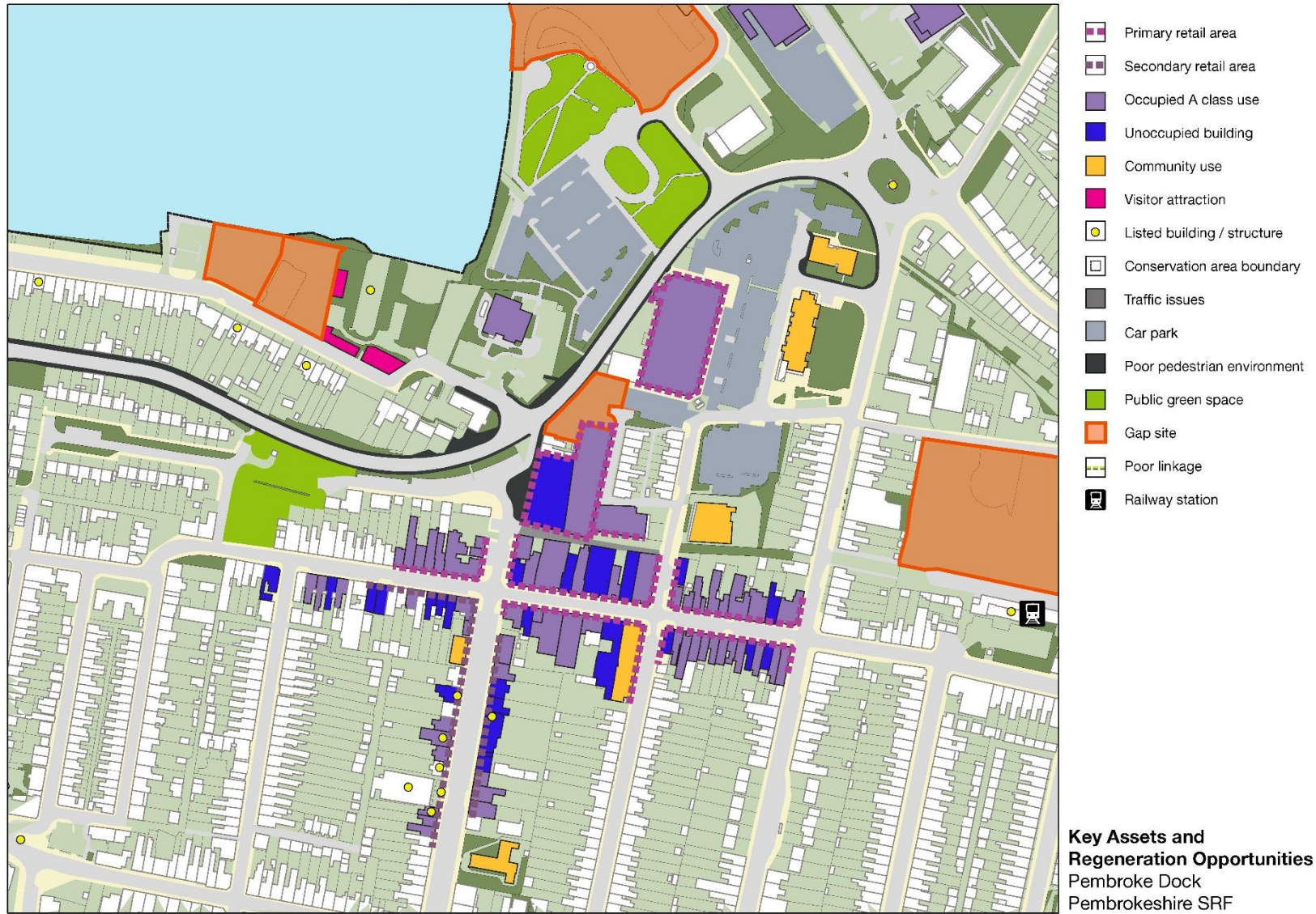
3.13 There are few major attractions in Pembroke Dock itself. The Pembroke Dock Heritage Centre is the most significant in the town and is about a 10 minute walk from Dimond Street. The West Wales Maritime Heritage Society has a presence at Hancock's Yard just north of the town centre, where vintage sailing boats are stored and sailing events, social evenings, and open days take place.

3.14 The Maritime Park, just north of the town centre is a green space with views across to the harbour and a play area. The space provides for local need and is not particularly well integrated into the town centre. The beach areas are neglected and not attractive for users.

3.15 There are very few eateries in the town centre, and these are mainly limited to cafes, so the night time offer is very insignificant. The new Y Cerrig Glas public house and restaurant on Western Way provides some improvement to the current offer. Around the town centre there are a number

of inns, guest houses, and bed and breakfast accommodations that mainly cater at the budget end including a Travelodge and smaller bed and breakfast establishment around the edge of Pembroke Dock.

3.16 Pembroke Dock is part of the Swansea Bay City Region and is to benefit from part of the City Deal Investment. This will see direct investment into the Dock area with the creation of an offshore energy catapult for the development of wave and offshore technology. This will form part of a wider masterplan with additional employment opportunities, being developed by owners Milford Haven Port Authority.



Key Assets and Regeneration Opportunities

Strengths	Weaknesses
<ul style="list-style-type: none"> Asda store, the library (adjacent to the town centre), and Pater Hall are key assets in which to drive footfall. The town has retained some national retailers and independent shops, and source interesting uses, jewellers, fashion and independent food stores. Townscape character has been sensitively maintained. Walkable scale and limited impact of traffic on Dimond Street. Well served by car parking. Convenient access by car. Railway station in walking distance. 	<ul style="list-style-type: none"> High proportion of empty retail properties including St Govan's and former Post Office. Asda store, the library, and doctor's surgery sit in a sea of car parking and have a poor visual relationship with the rest of the town centre. Poor sense of arrival and directional signage for the town centre. The St Govan's centre presents a very drab frontage to Meyrick Street. Few town centre attractions. Lack of good quality town centre food and drink offer. Limited town centre use by Ferry traffic. Lack of variety for comparison shopping.
Opportunities	Threats
<ul style="list-style-type: none"> Redevelopment of Maritime Park could bring to life a largely unused site and increase town related population, plus drive up footfall through the town centre. The St Govan's Centre could be reconfigured / redeveloped to bring in new retailers / uses to the town, including the market. Scope to consider new uses for vacant retail properties and upper floors to drive up footfall. A rich heritage provide scope to consider a possible visitor attraction and town trail that could increase visits into the town centre – potentially including the West Wales Maritime Heritage Society, linking with the museum, and the towers and wet docks in the Dockyard. Scope to improve pedestrian linkages to the Maritime Park and enhanced crossings on Western Way. Scope to consider relocation / reconfiguration of Asda and surface car parks as part of Maritime Park development. Reverse the one-way system to increase accessibility. Increase town centre living around Dimond Street and Meyrick Street. Direct Ferry traffic to town centre attractions. 	<ul style="list-style-type: none"> Large format retail and local services are located out of the town centre, restricts the ability to drive up footfall and linked trips. Limited retail capacity may restrict retail development opportunities (e.g. St Govan's Centre). Low developer confidence may thwart large scale development plans (e.g. current marina plans have been dropped). Public funding limitations could reduce the scope to relocate public services. Asda may resist any costly investments that have limited commercial benefit (e.g. relocation / reconfiguration of store). Local traders may be resistant to reductions in car parking. Reducing footfall and increasing vacancies if no remedial action.

Rationale for Regeneration in Pembroke Dock

- 4.1 Pembroke Dock was largely developed during the nineteenth century following the establishment of the Royal Dockyard. For 150 years Pembroke Dock was a military town, and home to all three Armed Services. The last military unit left in the 1960s and the town has striven to find new roles ever since. The former dockyard is a commercial port and a gateway by ferry to Ireland, but the town centre has declined in recent years.
- 4.2 Despite Pembroke Dock being one of South Pembrokeshire's key service, employment and retail centres, much of its retail development has occurred outside the town centre including the supermarkets Tesco and Lidl, and most recently Aldi. In addition to these supermarkets, retailers traditionally found in town centres including Wilkinson and Argos are located away from the town centre, as is the town's market.
- 4.3 The town centre itself includes an Asda store, which sits close to the shopping core and is a major draw and key anchor for the town centre. The St Govan's Centre represents an important link between the Asda and the town centre. It offers

a mix of unit sizes, however it suffers from vacant space particularly the larger store layouts. Furthermore the entrance from the Asda direction is not inviting and footfall appears to be insufficient to maintain full occupancy from retail businesses within the centre. The physical appearance of the centre and links to it from Asda are also likely to be reducing potential footfall. The main high street (Dimond Street) is also in need of improvement. The secondary area along Meyrick Street has retained some retail uses, but increasingly the street is becoming primarily residential.

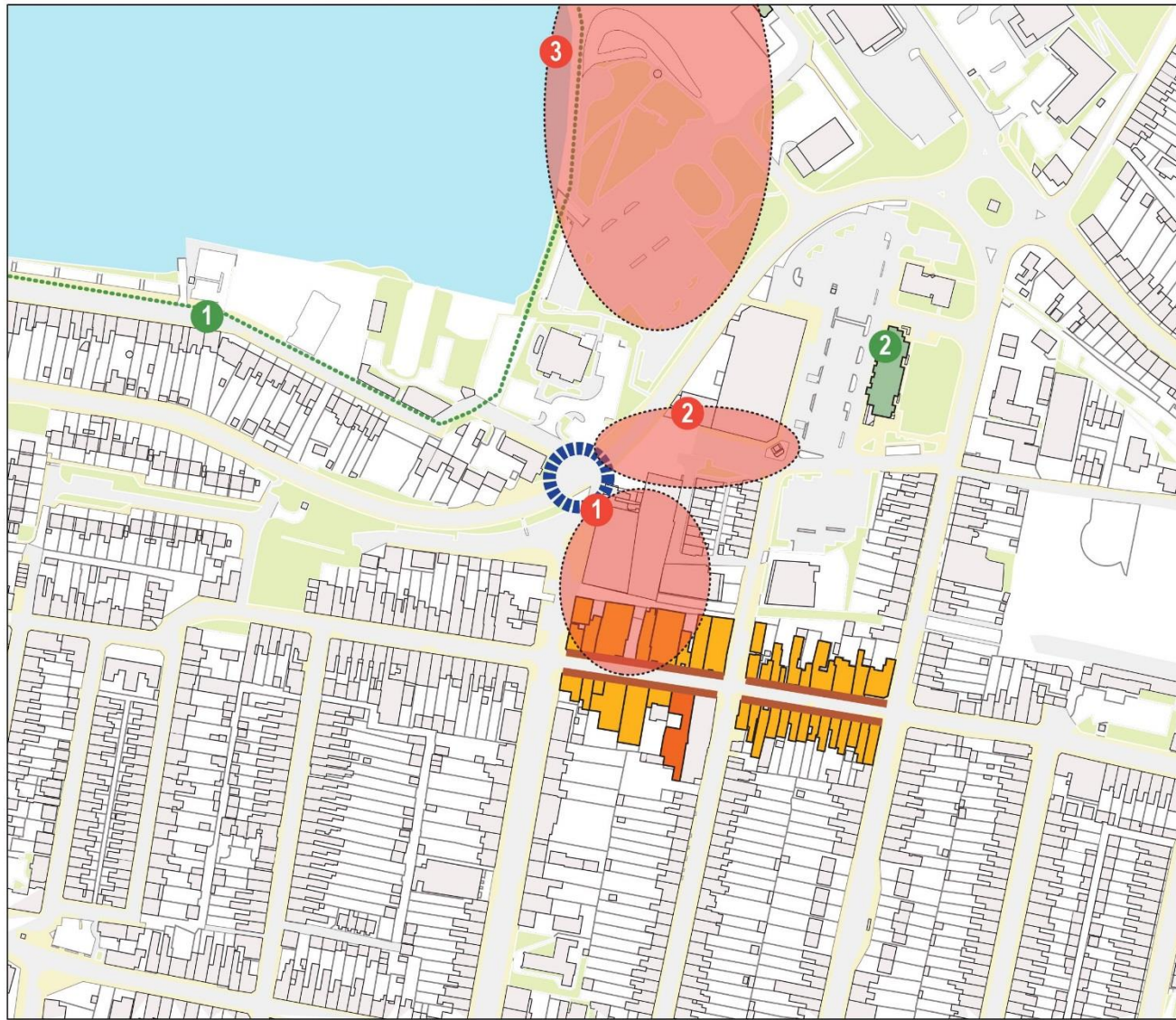
- 4.4 Lack of through-traffic and awareness of the town centre is an issue. There is no obvious gateway to the town centre and the current route along Water Street is residential. A higher profile entrance with strong signage would benefit the town centre. Improvement to the Meyrick Street access from Western Way is one option, but to capitalise on this entrance, a reversal of the one-way system would be required.
- 4.5 A lot of hope and aspiration for the rejuvenation of the town was riding on the proposed Martello Quays scheme - a £100 million waterside development. However at the beginning of 2017 Conygar announced they were withdrawing from the scheme, stating that it was no longer viable. This has

generated a sense of disappointment and negativity in the town. However there is optimism that the land set aside for the marina development could still be developed, helping to regenerate the town centre. Conygar wanted a retail-led scheme but larger scale retail development there could damage further to the vitality of the town centre. A residential focussed scheme would bring an increased population. Furthermore, comprehensive development around the waterfront could draw in the heritage assets and town centre to widen the town's appeal.

4.6 Reflecting this, the Framework is structured under the following sections.

4.7 The objectives and outcomes of these sections are overlapping; however grouped under these sections it is apparent that a Framework for the regeneration of Pembroke Dock must be multi-faceted.

Providing New Development/Re-development (Flagship Sites)
Enhancing Town Centre Vitality
Improving Movement and Access
Promoting Heritage and Tourism
Developing Employment and Skills Opportunities



- FLAGSHIP PROJECTS**
- 1 St Govan's Centre / Dimond Street
 - 2 Gordon Street / Western Way
 - 3 Martello Quays
- TOWN CENTRE VITALITY**
- Living above the shop scheme
Empty shop policy
 - Redevelopment of old post office
 - Primary retail frontage
- ACCESS AND MOVEMENT**
- New town centre arrival point
- HERITAGE AND TOURISM**
- 1 Town trail
 - 2 New visitor information point

Proposed Interventions
 Pembroke Dock Town Centre
 Pembrokeshire SRF

Providing New Development/Re-development (Flagship Sites)

Objectives: Support the redevelopment of underutilised and vacant sites, encouraging the introduction of a mix of uses to assist in the diversification of the town centre.

Rationale: It is felt that there are three key areas within the town that are not meeting their potential. The redevelopment and improvement of these areas will create more attractive space, provide new employment opportunities, and improve access to the town centre for both residents and visitors.

St Govan's Centre / Dimond Street

The St Govan's Centre occupies a prime location in the town, with frontage onto Dimond Street, the main shopping street, and its back entrance leading to Asda and the parking at the north edge of the town. However, the Centre has significant vacant space, including a 10,000 sq. ft. unit that has been vacant for some time and a further shop adjacent that once housed Woolworths. The redevelopment of the Centre is a crucial element of town centre improvement, and if a single occupier cannot be found for the large units, there are a number of options for the Centre. One idea is to relocate the market, or other community functions into the heart of the town, or alternatively the large floorplate could be split into smaller units. In addition, links to Asda and the northern part of the town could be improved, through improvements to the northern entrance to the centre, which is particularly unappealing. There have been previous designs to add a glass frontage to this shopping centre, in an attempt to increase its appeal and attractiveness. Alternative uses could also be considered, if retail uses are no longer sustainable at the Centre.

The creation of an enhanced gateway to the town centre from Western Way to Meyrick Street to include the reversal of Dimond Street's one-way system, a new pedestrian crossing on Western Way, and new gateway signage would improve traffic flow and improve the town centre experience.



- Improved surfacing and removal of car parking spaces
- Improved frontage to St Govan's centre southern entrance
- Active public spaces
- Potential for town centre living options
- Encourage dining and café options





St Govan's Centre Existing



St Govan's Centre Conceptual – Baltic Market, Liverpool



Dimond Street Existing



Dimond Street Precedent – Warrington

Gordon Street / Western Way

There is an opportunity to create a town square between the St Govan's Centre and Asda, introducing a community focal point in the town, and providing a space for events and outdoor markets, although it should be noted that this land is privately owned and has planning permission for a residential and retail scheme. Linked to this is the straightening of the lower end of Meyrick Street to create a new town centre approach. A reversal of the one way system would take traffic from this new entrance through the town, along Dimond Street.

A bolder scheme could see this area combined with the St Govan's Centre, though acquisition by either the public or private sector.



Western Way existing

Martello Quays

Following the decision for Conygar to withdraw from the marina scheme at Pembroke Dock, there has been a sense of disappointment and negativity in the town. It is therefore vital that an alternative strategy is developed for the Waterfront, particularly given it provides a key attraction for the town. The site provides an excellent opportunity for high quality residential development, with a mix of other uses, although large scale retail is not favoured. Locations on the edge of the area such as the Maritime Museum, the Waterfront along Front Street, the Martello Tower, and linking footpaths could be incorporated.

A comprehensive development scheme is needed with type and mix of uses, capacity, and a review of constraints, costs and potential capital returns. The feasibility should soft test uses with developers, housebuilders, leisure operators and complementary retailers and, ahead of finalising a development brief for a sale or further joint venture. Coupled with this is the opportunity to improve the shoreline, link to the wider waterfront and town assets, car parking and the town centre via the new entrance.



Martello Quays Existing



Martello Quays Precedent – C4DI, Hull

Enhancing Town Centre Vitality

Objectives: To increase activity levels in Pembroke Dock Town Centre and to improve the town centre offer for residents and tourists.

Rationale: Despite being one of Pembrokeshire's key service centres, much of the retail development has been out of town and footfall has decreased over time, effecting the vitality of the town centre. There is a need to reconnect the out-of-town shopping with the high street and improve signage and create a clear entrance to the town.

Opportunities: Pembroke Dock Town Centre benefits from a number of independent shops that attract people from quite a wide radius. However, it is felt by many that Pembroke Dock as a retail centre is in decline, and there are a number of empty units, including several large units. The reconfiguration of larger floorplate shops could attract new retailers into the town centre, which can increase footfall and vitality and therefore Pembrokeshire County Council and Pembroke Dock Town Council should work with retailers and landlords to restructure the larger units – for example the old Post Office building and St Govan's Centre on Dimond Street. Furthermore it is felt that the high street needs to be redefined and condensed, with the primary frontage area limited to Dimond Street and Meyrick Street. This would help to concentrate footfall and help to create a real focus for the town. It would also allow new residential development, similar to the current proposals on Meyrick Street, and which could help address the predominance of buildings in multiple occupation.

There is a lack of connection between the large national retailers on the outskirts (Asda, Tesco, Lidl, Argos, Poundstretcher, Peacocks and Wilko) and the smaller, independent retailers in the town centre. Improved signage and linkages could draw shoppers in to the town. Links between Asda and Dimond Street could be improved through improvements to the northern entrance to the centre, which is particularly unappealing at present and desperately needs investment. Signage, street furniture and planting could also enhance this entrance. Furthermore the St Govan's Centre itself is in need of investment and revitalisation (hence being identified as one of the town's Flagship Developments).

Community uses fall outside the town centre, including the market, and now the Town Council offices. Whilst the Library fulfils a strong function beyond Dimond Street, and is unlikely to relocate, other community uses and public sector functions should be encouraged back to the town. The Pater Hall is well used, in the heart of the town centre. It could become more public facing with information centre and linking to a relocated market to drive a greater use of the town centre.

The market is displaced from the town centre and it would therefore be beneficial to relocate to the heart of the town, to act as a real draw. One potential site is the St Govan's Centre and this should be considered. However, should the market be relocated it is vital that alternative uses are considered for the market hall building.

There is a good amount of residential accommodation in and around the town centre. However, there is underused upper space above many of the shops, and there is potential for this to be utilised for targeted affordable housing for local people (not HMI type accommodation).

At present the town has a very limited food and drink offer, Y Cerrig Glas has been successful on the waterfront, and other similar food and drink outlets should be considered in proposals.

There are a number of different community groups in the town, and there is a need for better consolidation of these so that the sense of community in the town can be further encouraged.

Improving Movement and Access

Objectives: To improve accessibility, linkages and the pedestrian experience of Pembroke Dock.

Rationale: Access into Pembroke Dock town centre is poor and there is no sense of arrival. Routes into the town centre are hidden and there is insufficient signage. By improving access and signage, there can be a clear gateway drawing in new visitors, and encouraging linked trips from the out-of-town retail parks, ferry traffic and overnight stayers in the hotels at the edge of Pembroke Dock. Furthermore there are issues with car parking that disadvantage the town centre, and need to be addressed.

Opportunities:

There is quite a lot of negativity regarding car parking charges, with some retailers reporting a major loss of profit since they were introduced. It is also felt that the period of 'free' car parking at Dimond Street is too short, at 30 minutes. Conversely the closest car park to the town centre is taken up with all-day parking. A new town centre parking management scheme to extend short-term free parking to encourage linked visits within the town centre, move all-day parking to more appropriate areas, and create accessible parking is recommended.

Access in the town is poor, there is no sense of arrival and routes into the town centre is hidden, with no signage. A new access study incorporating new marked routes from car parks and other assets including the Waterfront, should be undertaken. This should also address signage, street furniture and a reversal of the one-way system on Dimond Street.

Promoting Heritage and Tourism

Objectives: To protect Pembroke Dock's heritage and enhance the town's Tourism offer to attract more visitors to the town.

Rationale: There are strong, historic links to the naval shipyard, and the town has two heritage centres, which reflects this history. In addition, there are significant historic features in the Dockyard area including the Council owned Martello Tower, West Mortello Tower and former Wet Docks which are currently wasted assets. The town does not promote its heritage offer widely enough, and has potential to attract more visitors, with particular opportunity to capture those who have an interest in military history who may see Pembroke Dock as a destination and more casual visitors such as Ferry traffic. There is also an opportunity to encourage more linked trips with those who visit nearby Pembroke and the wider Pembrokeshire coast and countryside. However, in order to attract these visitors it is vital that Pembroke Dock develops its heritage and tourism offer.

Opportunities: Although the town is promoted through social media, it does not yet have a website and the town lacks a physical tourism and visitor information point in the town centre. This could be incorporated into the library, or at another central location, and should be explored at the earliest opportunity. Furthermore, the town could be promoted at the Ferry Terminal, and there is potential to link Pembroke Dock visits with other tourist attractions in the vicinity e.g. Pembroke (indeed the heritage centre already offers linked tickets with Pembroke Castle).

The Pembroke Dock Heritage Centre is a highly regarded and popular visitor attraction. However it is detached from the town centre and improved links could be mutually beneficial for both the Heritage Centre and town centre businesses. There is also another small museum, the West Wales Maritime Museum on Front Street close to the town centre. There is real potential to develop a town trail to enhance and promote Pembroke Dock's heritage offer. This could link the heritage centre, museum, Martello Towers, and the historic dockyard. The owners of the Dockyard, Milford Haven Port Authority should be encouraged to embrace the heritage and incorporate development of these assets in its masterplan for the area.

There are a number of events held throughout the year including a beer festival and a 'bungee jump' off the Cleddau Bridge. The town should build on these and develop a programme of events that can capitalise on the town's community spirit, and those who visit Pembroke Dock.

The Millennium Falcon for the second Star Wars movie was built in Pembroke Dock in 1979 by Marcon Fabrications in the Western Hangar. The project was top secret, but Pembroke Dock was chosen because of its skilled workforce and the availability of huge aircraft hangars. At present there is very little reference to the town's links to Star Wars and there is opportunity for this to be promoted, either through a town centre trail or a stand-alone attraction.

Developing Employment and Skills Opportunities

Objectives: To encourage local business growth and expand skills in Pembroke Dock

Rationale: Pembroke Dock has a number of established business units, but these are located out of town around Pier Road, to the north of the town centre. Town centre employment would rejuvenate the town and increase footfall and other economic benefits. Furthermore, with a historical dependence on the dockyard, the town would benefit from diversifying its skills base.

Opportunities:

As part of the City Deal substantial investment at Pembroke Dock into wave technology has been secured. Pembrokeshire is involved in three key schemes as part of the City Deal. Spearheaded by the Port of Milford Haven, Pembroke Dock Marine is a £76million project to establish a marine energy centre around the Milford Haven waterway. The world class facility will be the centre for marine energy development, fabrication, testing and deployment in the town's naval dockyard. The other two schemes – which will be rolled out across the whole region – involves improving broadband and mobile continuity and creating a new industry based around innovative and sustainable energy generation. The proposals will bring direct new employment and research and technology to the town. The town should embrace the investment, and seek opportunities for spin-off investment, growth and job creation. Pembrokeshire County Council can act as a link between the landowners and industry to facilitate growth.

Milford Haven Port Authority have plans to redevelop Pembroke Dock's Historical Dockyard, and are currently undertaking a masterplanning exercise. This will incorporate new employment opportunities creating floorspace there.

PEMBROKE DOCK ACTION PLAN

Activity	Lead	Timescale	Resources/Funding Options
Flagship Project – St Govan’s Centre/ Dimond Street			
The owners of St Govan’s Centre should engage with PCC and Pembroke Dock Town Team to consider the feasibility of restructuring the Centre and introducing new uses, such as the market and other community uses.	Landowner/PCC	Short	PCC
Flagship Project – Gordon Street / Western Way			
PCC should undertake a feasibility study to look at improvements to the entrance to Pembroke Dock and the creation of event space, working with the owners of the Gordon Street site. This could involve a comprehensive redevelopment of the site and St Govan’s centre.	Landowner/PCC	Medium	Private
Flagship Project - Martello Quays			
A detailed masterplan and development strategy is required to assess demand and feasibility of a residential led development, ahead of seeking a development partner to deliver a scheme.	PCC/MHPA	Medium	Private
Enhancing Town Centre Vitality			
Produce a marketing strategy for Pembroke Dock building on existing events, heritage assets and town trail.	Pembroke Dock Town Team	Short	Pembroke Dock Regeneration Team /Town Team
Produce a ‘living over the shop’ scheme and work with town centre property owners to provide affordable housing to local people.	PCC	Medium	PCC
Encourage partnership and consolidation of various different community groups.	Pembroke Dock Town Council / Regeneration Team/Town Team	Short	Pembroke Dock Regeneration Team / Town Team

Activity	Lead	Timescale	Resources/Funding Options
Identify development opportunities to deliver high quality residential development in the town centre, reducing the core primary shop front zone.	PCC	Long	Private
Improving Movement and Access			
Improve signage into town centre.	PCC	Short	<u>PCC</u>
Develop a town centre parking management strategy	PCC	Short	PCC
Promoting Heritage and Tourism			
Improve and promote the heritage trail around the town, linking key heritage attractions, and bringing different parties together. Include the assets in wider town centre masterplanning schemes.	PCC	Short	Pembroke Dock Regeneration Team / Town Team
Promote town and its attractions at Ferry Terminal.	Pembroke Dock Regeneration Team/Town Team	Short	MHPA and Irish Ferries
Developing Employment and Skills Opportunities			
Capitalise on the creation of the Wave Hub and Catapult to encourage spin-off investment and job creation.	PCC	Medium - Long	Private
Support MHPA in the development of its employment-led masterplan for the Dock Yard and encourage investment in employment premises.	MHPA	Ongoing	MHPA