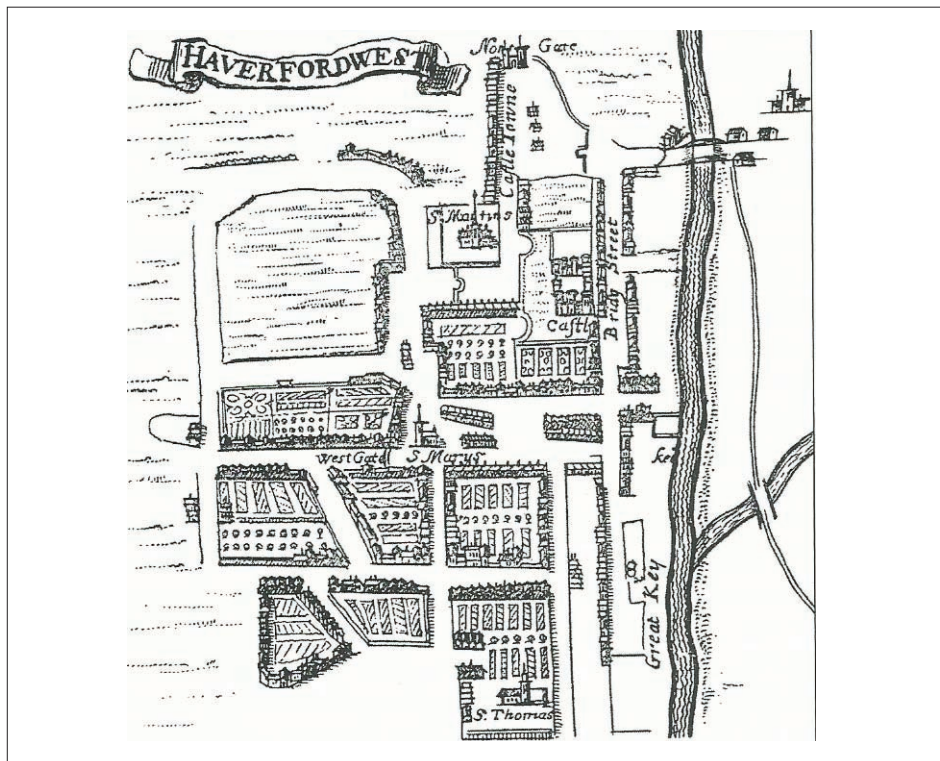


Archaeology Wales

Ebenezer Row, Haverfordwest, Pembrokeshire

Archaeological Desk-Based Assessment



By
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Report No. 1045

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Report No: 1045

Date: **February 2012**

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Summary

An Archaeological Desk-based Assessment was carried out to investigate the archaeological potential of a proposed development on the north-eastern side of Ebenezer Row, Haverfordwest. The proposed development involves the construction of a series of mixed retail, office and residential units on ground adjacent to the Western Cleddau River. The site is currently occupied by two garages, a Chinese restaurant and two retail/office premises. The HER data suggests that the site was the location of a medieval chapel, although no remains are visible above ground. The cartographic sources examined revealed that the site remained undeveloped until the mid-twentieth century, however it does lie within an area of historic and archaeological significance containing Scheduled Ancient Monuments, Listed Buildings and other, undesignated sites of cultural interest. The site is also partly within the Haverfordwest Conservation Area.

1. Introduction

In October 2011, Archaeology Wales was commissioned by Axis, to carry out a Desk-Based Assessment for a small mixed-use development comprising retail, office and housing on Ebenezer Row, Haverfordwest, Pembrokeshire (NGR: SM 95314 15922; fig. 1). The proposed development involves the construction of one large retail unit and a large mixed use unit, split into several individual retail units with offices and residential accommodation above (fig. 2).

The development proposal is being submitted by Axis on behalf of Conygar Haverfordwest Ltd. The archaeological assessment is being undertaken prior to the submission of a planning application.

The proposed development lies on the north-eastern side of the historic town of Haverfordwest, adjacent to the Western Cleddau River. There are a number of sites of archaeological and historic interest in the local area and the site lies partly within the Haverfordwest Conservation Area (fig. 3), and as a result Pembrokeshire County Council requested that an archaeological desk-based assessment be carried out, including an assessment of the impact of development on the Conservation Area.

The work was carried out by Dr Amelia Pannett (MIfA), following guidelines set out by the Institute for Archaeologists *Standards and Guidance for Desk-Based Assessments* (2008).

2. Site Description

2.1 Location, Geology and Topography

The proposed development site is located on the north-eastern side of the historic town of Haverfordwest, between Ebenezer Row and the Western Cleddau River. The site lies on level ground on the western bank of the river and is currently occupied by two Skoda garages, a Chinese restaurant and two retail and office units.

The underlying geology is alluvium and Millstone Grit (British Geological Survey 2001).

2.2 Study Area

The area assessed for this report encompasses a 1km radius around the proposed

development site (fig. 1). This allows an understanding of the impact of the proposed development upon the wider archaeological resource and the cultural landscape as a whole.

2.3 Historic Background

Haverfordwest lies within a wider landscape of known archaeological significance, with sites dating from the Mesolithic to the post-medieval period recorded. There are a number of significant monuments in the landscape around the town, including a Neolithic chambered cairn, a number of Bronze Age barrows and several Iron Age hillforts, all of which are Scheduled Ancient Monuments.

The town of Haverfordwest was founded in the early twelfth century in the shadow of the castle built in 1110 by Takred the Fleming. The town originally grew up around the northern and western sides of the castle and became known as Castleton. The town prospered as a port for the import and export of cloth and wool and attracted merchants from all over southern Pembrokeshire. In 1220 the town was raided by Llewellyn the Great, who succeeded in burning the town 'right up to the castle'. In response to this a murage grant was issued and town walls were constructed by 1270. There were originally five gates into the town, plus another into the castle:

- North Gate – at the northern end of North Street
- Red Gate – on the western side of the Old Bridge
- St Martin's Gate – adjacent to St Martin's Church
- West Gate – at the western end of Dew Street
- South Gate – at the northern end of Market Street.

Haverfordwest continued to prosper into the fourteenth century becoming one of the largest towns in Wales and a thriving port that traded with England and the continent. In 1349 the town was hit by the Black Death, which decimated the population, killing nearly half its inhabitants. The prosperity of the town inevitably suffered, despite it remaining the main port for this part of Pembrokeshire. A second bout of plague in 1653 effectively brought the prosperous years to an end and by the 1660s the town had been reduced to less than 200 houses, with the majority of inhabitants described as very poor.

The early eighteenth century saw the town regain some of its former prosperity, attracting wealthy local landowners to build townhouses to complement their country estates. In the late eighteenth and early nineteenth century the town underwent an extensive programme of rebuilding, and many of the Regency style buildings that still exist today date from that period. Industry grew up in the early nineteenth century and there were several mills and an iron forge in the town in the early 1800s, while new quays were added to the port to allow an expansion in trade. The arrival of the railway in 1853 signalled the start of the decline of Haverfordwest as a centre for trade, commerce and industry. Goods were now moved by rail rather than ships and the landed gentry preferred to visit London and other previously inaccessible cities than Haverfordwest. By the start of the twentieth century the town was a shadow of its former self and the modern Haverfordwest is predominantly a retail centre.

2.4 Issues and Constraints

There are a number of statutory designations related to the cultural heritage that will affect the proposed development. These include:

- Scheduled Ancient Monuments
- Listed Buildings
- Conservation Area

Ancient Monuments and Archaeological Areas Act (1979)

Under the Ancient Monuments and Archaeological Areas Act (1979; 2000 revision), the Welsh Assembly Government (WAG) and Cadw are required to compile and maintain a schedule of monuments considered to be of national importance. The statutory consent of Cadw is required before any works are carried out which would have the effect of demolishing, destroying, damaging, removing, repairing, altering, adding to, flooding or covering up a Scheduled Ancient Monument (SAM). In addition, impacts of development works upon the setting of a SAM form an important consideration in the granting or refusal of planning consent to conduct development works.

There are no Scheduled Ancient Monuments within the proposed development area. However there are three SAMs within the 1km study area.

Planning (Listed Building and Conservation Areas) Act (1990)

Under the Welsh Office Circular 61/96, 'Planning and the Historic Environment: Historic Buildings and Conservation Areas' and the 'Planning (Listed Buildings and Conservation Areas) Act 1990 and the Historic Buildings and Ancient Monuments Act of 1953, listed buildings are categorised as Grades I, II* and II in decreasing order of special architectural and historic importance. These buildings are of acknowledged importance to the nation's built heritage. Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning decision makers to have special regard to the desirability of preserving listed buildings and their settings.

There are two Grade I Listed Buildings, 23 Grade II* Listed Buildings and 394 Grade II Listed Buildings within the study area. There are no listed buildings within the proposed development area.

Conservation Areas may be designated under the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 72 of the 1990 Act requires decision-makers on applications for planning consents to pay special attention to the desirability of preserving or enhancing the character or appearance of the area. As a matter of policy, planning decision-makers must take into account the potential effects of development on the setting of Conservation Areas. Approximately one-third of the proposed development area lies within the Haverfordwest Conservation area (see fig. 3).

Town and Country Planning Act (1990)

Other known sites of archaeological or historic significance are listed on county-based Historic Environment Records, following the 1990 Town and Country Planning Act. There are 94 sites listed on the HER for the study area, including all the SAMs and LBs. There are no sites recorded within the proposed development area itself.

Welsh Office Circular 60/96 (Planning and the Historic Environment: Archaeology)

These guidelines establish the principles and framework within which archaeological

matters are a material consideration within the planning process. They identify how sites are preserved and recorded, and the role of local authorities and the Welsh Office working through *Cadw*. It states:

*'Archaeological remains should be seen as a finite and non-renewable resource, in many cases highly fragile and vulnerable to damage and destruction... They are part of our sense of national identity and are valuable both for their own sake and for their role in education, leisure and tourism'.
(Welsh Office Circular 60/96 Paragraph 3).*

Welsh Office Circular 60/96 places emphasis on the need for early consultation with the appropriate authorities (Paragraph 11) and includes information on the need for formal Environmental Assessments in some circumstances (Paragraph 12).

In Wales this guidance replaces Planning Policy Guideline (PPG) 16: Archaeology and Planning (1990).

Welsh Office Circular 61/96 (Planning and the Historic Environment: Historic Buildings and Conservation Areas)

This document addresses issues associated with development proposals affecting standing buildings, and also recommends consideration of other designations including the settings of listed buildings, World Heritage Sites and Historic Landscapes, Parks and Gardens as a material consideration for planners when scrutinising applications. It lays out the criteria for the Listing process.

At a regional level the *Pembrokeshire Deposit Local Development Plan* (2011) and the *Joint Unitary Development Plan for Pembrokeshire* (2006) state:

'Development that affects sites of architectural and/or historical merit or archaeological importance, or their setting, will only be permitted where it can be demonstrated that it would protect or enhance their character and integrity.'

3. Desk-based Assessment Results

3.1 Consultation

The following sources were consulted:

- Heritage Environment Records (HER) data held by Dyfed Archaeological Trust
- National Monuments Record (NMR) held by RCHAMW Aberystwyth
- National Library of Wales
- Cadw
- Pembrokeshire Record Office
- Pembrokeshire Local Studies Library
- Haverfordwest Museum

3.2 HER Data

The HER lists 85 sites or features of historic or archaeological significance within the study area (see Appendix 1 for full listing and fig 4). These sites are predominantly medieval or post-medieval in date and include the possible site of a plague pit on Perrot's Road, the location of North Gate and sections of the town defences, several chapels and churches, bridges, mills and dwellings. In addition, the HER lists sites of

probable prehistoric date including Iron Age ringworks underlying Haverfordwest Castle and a Bronze Age round barrow in Prendegast.

3.3 Listed Buildings in Haverfordwest

The HER lists 420 Listed Buildings within the study area (see Appendix 2 for full listing and fig. 4):

- two Grade I buildings - the remains of the Priory of St Mary and St Thomas the Martyr (also a Scheduled Ancient Monument) and St Mary's Church
- 23 Grade II* buildings – including Foley House, the Shire Hall, St Martins Church and the New Bridge.
- 394 Grade II buildings – including post-medieval houses and shops, the Old Quay, gate piers, railing and walls associated with post-medieval buildings, the War Memorial and several telephone boxes.

3.4 Scheduled Ancient Monuments (see fig. 4)

There are three Scheduled Ancient Monuments (SAMs) within the study area, all of which are medieval in date:

SAM No.	SAM Name	Site Type	Period
PE079	Medieval crypt at the corner of Market St and High St.	House	Medieval
PE017	Haverfordwest Priory	Priory	Medieval
PE366	Haverfordwest Castle	Castle	Medieval

3.5 Historic Landscape Characterisation

The site lies within the Haverfordwest Historic Landscape Characterisation (HLC) area, which covers the whole of the modern town. The HLC listing (compiled by Dyfed Archaeological Trust) describes the Haverfordwest HLC area:

“The core of the town retains many of its historic components, notably its street-plan, burgage-plots and churches. The castle, established on a bluff overlooking the west bank of the Cleddau, also survives. The initial walled settlement or ‘Castleton’ lies immediately west and north of the castle, around the church of St Martin, within which is an informal arrangement of streets. However, neither the town wall nor gates survive. The main town bridge was, until the construction of New Bridge in 1835, located 200 metres upstream of the present structure. The church of St Mary was established within a triangular marketplace, separated from ‘the Castleton’ by the steep valley of a now-culverted stream called ‘Shitters’ Brook’, giving an indication of its original function. A semi-grid pattern of streets leads west and south from St Mary’s. Within one of these ‘grids’ lies St Thomas’ church, but there is no evidence that St Thomas Green was originally an open space. The priory ruins lie on the west bank of the Cleddau immediately south of the town, while the Dominican Friary established in 1256 on a more cramped site between the castle and the river has gone. Post-medieval rebuilding within the town includes 18th century and 19th-

century buildings with town houses in the Georgian tradition. These can be of good quality and there are 245 listed buildings within the historic town. The castle and 19th century county gaol buildings, and a number of warehouses associated with the former quay, also survive. Subsequent development is post-medieval and suburban in nature, and most of it is late. Albert Town and Prendergast comprise mostly 19th century terraces, with later schools and sports grounds at Albert Town. Merlin's Bridge is a council estate established after World War 2, divided from the town by a green space either side of Merlin's Brook, through which runs the railway line and the A40 Haverfordwest bypass. Other 20th century developments include the hospital to the north of the town, the late 20th century county hall next to the priory ruins, and some limited alterations to the road system within the historic town. Haverfordwest is a very distinctive historic landscape character area and contrasts with neighbouring farmland." (DAT 2011)

3.6 Haverfordwest Conservation Area

The proposed development area lies on the northern edge of the Haverfordwest Conservation Area, with around one-third of the site located within the Conservation Area boundary (fig. 3). The Conservation Area covers approximately 50 hectares and comprises the historic core of the town, including the Castle, St. Thomas Green, Market Street and the High Street. It also encompasses the principle retail and commercial areas along Bridge Street, the Riverside and those areas adjacent to the Western Cleddau such as Quay Street. All of the listed buildings within the town, together with the castle, medieval crypt and Priory (SAMs) lie within the Conservation Area.

The draft Conservation Area Character Appraisal (Pembrokeshire County Council 2011) summarises the character of the Conservation Area:

"Haverfordwest is a medieval market town that grew up around the Anglo Norman Castle. The settlement was built on a pair of sandstone ridges either side of the river valley and its morphology reflects the variations in land heights that determined where a successful settlement could occur. Its topography has determined where historic tracks and pathways would become a local and subsequently more formal system of roads, but it has also meant that the waterway has a particular significance to the town. The conservation area covers the medieval core of the town as well as much of the surrounding urban area. The conservation area is distinct due to its large size and urban form.

The combined elements of building form, architectural style, layout, street pattern, materials, detailing and the influence of the underlying natural configuration of the area on its urban form and townscape determined the unique character and identity of the conservation area. The diversity of the area in terms of the variation in building and townscape scales and styles complements the historic pattern of streets and spaces within the conservation area. The layout of the area is not the result of planned growth but of the incremental evolution of the town that has been long connected to the establishment and development of the castle. A large concentration of Scheduled Ancient Monuments, listed buildings and architecturally distinctive prominent buildings, historic shop fronts and ecclesiastical architecture

throughout the conservation area creates a strong sense of character and quality that is unique to this area. Due to the landscape setting, topography of the area and the layout and building form there are many significant views into, out of and within the conservation area.”

The draft character appraisal lists Swan Square, at the southern end of the proposed development area, as one of the principal spaces within the conservation area, linking the old bridge with Castle Square. The appraisal notes:

“...despite its historical significance of being within close proximity to the Castle and a link to Castle Square it has become dominated by traffic and largely comprises negative and neutral buildings. As a result this space has lost any kind of definition or function within the Conservation Area.”

The appraisal highlights the potential for enhancement of this area through appropriate development.

The draft character appraisal lists a number of significant views within, into and out of the Conservation Area, including view across and along the Western Cleddau River. Significantly, the appraisal document also notes:

“The Western Cleddau is one of the town’s assets that is at present not fully exploited. The redevelopment of sites along the riverside importantly needs to address the river and provide an opportunity to secure riverside landscaping. There is also a need for coordination of the whole of the river as it passes through the town.”

While the site lies only partly within the Conservation Area, the setting of the historic town is considered to be a significant element of the Conservation Area, and therefore the impact of proposed development on the setting is considered below (section 5).

3.7 Cartographic Sources

1627 Van de Keere

The earliest map to depict the town of Haverfordwest is Peter Van de Keere’s 1627 map of Pembrokeshire (fig. 5). The map does not show any detail of the town, but depicts a church (probably St Martin’s Church) and the castle. The proposed development area is not discernible.

1693 Lea

Philip Lea’s map of 1693 is the first to show detail of Haverfordwest (fig. 6). The map depicts the castle and the town both within and outside the line of the town walls. North Gate is shown, with the line of the town wall extending towards the old bridge and the site of another possible gate (although this one is not labelled) at the southern end of the proposed development area. The proposed development area itself is depicted as open ground with a large building adjoining the western end of the old bridge.

1718 Taylor

Thomas Taylor’s 1718 map depicts ‘Pembrokeshire with its Hundreds’ in some detail, showing all of the major settlements together with many of the smaller villages (fig.

7). Haverfordwest is depicted as a large town clustered around the Cleddau river, although no detail of the proposed development area is depicted.

1748 Morris

Lewis Morris' map of Milford Haven includes a depiction of Haverfordwest (fig. 8). The town is not shown in much detail, although it is depicted as encircled by walls that reach the western bank of the river. No detail of the proposed development area is shown.

1800 Morris

William Morris' map of 1800 updated his father's map and shows Haverfordwest in slightly more detail (fig. 9). The castle is depicted together with houses to the west and south of the Castle, with a bridge across the river to the east. Interestingly, no town walls are shown. No buildings are depicted within the proposed development area.

1841 Tithe Map

The Tithe map does not depict the proposed development area in any detail, instead recording it as a thin strip of land between the river and the buildings in the parish of St Thomas. No details are recorded on the Apportionment document.

1889 OS 1st Edition County Series

The OS 1st edition County Series map of 1889 (fig. 10) depicts the proposed development site as open ground with an orchard at the southern end and formal gardens with laid paths and a glasshouse at the northern end – this appears to be communal space for the town as it is not associated with a large house or estate.

Twentieth Century Maps

The twentieth century OS mapping for Haverfordwest reveals that the proposed development site remained largely undeveloped until after World War Two. An open market area was constructed adjacent to the western end of the old bridge between 1907 and 1938, but this had gone out of use in the 1960s. The 1960s saw the construction of the modern bridge linking Ebenezer Row with the cattle market, and also the construction of the first garage at the northern end of the proposed development site. The remainder of the buildings on the site were constructed between 1970 and 2000.

3.8 Paintings

Bucks 1748

Bucks' drawing of 1748 (fig 11) depicts the northern end of Haverfordwest, including the old bridge and the area to the south of the Castle. The proposed development area is clearly seen at the end of the bridge and largely comprises open ground with a couple of riverside buildings.

Worsley 1837

Worsley's drawing of Haverfordwest in 1837 (fig. 12) depicts the town just after the construction of the new toll bridge to the south of the old bridge. The town has expanded considerably since the 1748 image and many of the new Regency-style buildings are depicted. The proposed development area is partly visible beyond the

old bridge and is shown as largely tree covered with a couple of buildings adjacent to the end of the old bridge.

3.9 Aerial Photographs

An RAF image from 1946 shows the proposed development site as largely empty with a couple of modern buildings at the northern end.

4. Historic Overview

This section presents a detailed history of the proposed development site and the study area, based on the information presented in section 3 and from secondary sources.

4.1 Prehistoric period (10,000 BC to AD 47)

There is abundant evidence for the prehistoric occupation of Pembrokeshire, from scatters of flint tools, hut circles and defended settlement enclosures to burial cairns, stone circles and standing stones.

The earliest evidence for occupation in the Haverfordwest area dates from the Mesolithic period (10,000 cal BC to 4,000 cal BC). The evidence is ephemeral, comprising scatters of struck flint tools. In Pembrokeshire the majority of Mesolithic sites have been recorded around the coast rather than inland, but this is probably a result of investigation bias rather than reflecting the true pattern of occupation in the early post-glacial period. The HER held by Dyfed Archaeological Trust list four Mesolithic sites around the coast to the south of Haverfordwest, while David (1989) and Burrow (2003) list a number of findspots of Mesolithic material that are not recorded on the HER or NMR. (David 1989; Burrows 2003). David notes the recovery of both early and late Mesolithic materials from locations along the Western Cleddau close to Haverfordwest, indicating that the river would have provided a focus for occupation. There are no recorded Mesolithic sites within the study area, however it clearly lies within a landscape exploited by people in the early post-glacial period.

Around 4000 cal BC there was a distinct shift in economy, material culture and ideology - the populations of Britain started to make pottery and an array of new lithic tools, build burial monuments, farm animals and grow domesticated cereal crops. Northern Pembrokeshire has one of the densest concentrations of Neolithic chambered cairns in Britain, with evidence for settlement also known. Southern Pembrokeshire is, by contrast, relatively devoid of Neolithic evidence, with only three chambered cairns known. One of these is located 7km to the south of Haverfordwest on the west bank of the Cleddau. The HER lists two sites of Neolithic date in the vicinity of Haverfordwest, one pit circle 2km to the north of the town, to the west of the airport, and a rhyolite axe collected as an isolated find from the banks of the Eastern Cleddau to the south of the town. There are no recorded lithic scatters around the Cleddau, the closest being to the south of Milford Haven and adjacent to Newgale beach. Despite the lack of recorded evidence, it is likely that Neolithic populations would have exploited this part of the landscape, including perhaps the land within the study area.

The end of the Neolithic period saw the closure of the large communal chambered tombs and a shift towards the burial of individuals in single monuments. New types of monuments were constructed, including stone circles, individual standing stones and

stone rows. Settlement became more permanent and people began to construct stone-built houses and lay out field systems. This period also saw distinct changes in the types of pottery produced and a downturn in the form and quality of lithic tools. More importantly, the Early Bronze Age saw the introduction of metal. There are no recorded settlement remains in this part of south Pembrokeshire, and no recorded findspots of Bronze Age material. There are, however, a number of burnt mounds clustered around the Cleddau river, the closest being at Uzmaston where two were identified during recent archaeological work in advance of development (Barber and Pannett 2007). These sites comprise mounds of burnt stones, often with an associated hearth, and are considered to have been used for cooking or bathing. The burial monuments of the Early Bronze Age comprise round earthen barrows or stone cairns covering a single burial placed in a cist. There are several recorded round barrows in the Haverfordwest area, including two within 2km of the study area: one at Tangiers, close to the airport and one at Mountain Farm in Pelcomb Bridge. The upright stones, set either individually or in circles and rows, are perhaps the most enigmatic of the Bronze Age monuments in Britain. Their function is poorly understood, with suggestions put forward ranging from centres of astronomical observation to communal meeting places and places of worship, although it is probable that their true function covered a multitude of activities. There are a number of stone circles and individual standing stones recorded on the HER in the area of Haverfordwest, although most of these no longer exist or are possible sites based on placename evidence. There are no recorded Bronze Age sites within the proposed development area, although its location adjacent to the Western Cleddau River raises the possibility of burnt mounds on the site.

In the Iron Age the focus on communal living and farming continued, and was taken to extremes with the construction of large defended settlements called Hillforts or Promontory Forts. Hillforts were generally built on high, easily defensible positions in the landscape and enclosed by single or multiple banks and ditches. Within these defended enclosures, people lived in post- and daub-built roundhouses and stored the grain from their harvests in thatch covered granaries raised off the ground using posts. There are a large number of Hillforts, defended enclosures, or Rathes, in the Haverfordwest area, and it is thought possible that an Iron Age defensive enclosure existed on the site of the castle prior to the construction of the Norman/Flemish structure.

4.2 Roman period (AD 47 – AD 400)

Wales was initially invaded around AD 47, although it took 30-odd years for the Romans to cement their rule on the country. In south-west Wales, the lands of the Demetae were the least ‘Romanised’ in the country, perhaps a sign that they accepted rather than opposed Roman rule. A Roman road leads from the fort and eventual *civitas* at Moridunum (Carmarthen), which has been traced as far as Wiston 10km to the north-east of Haverfordwest (K. Murphy *pers. comm.*). Evidence for the continued occupation of Iron Age Hillforts into the Roman period has been revealed at a number of sites in Pembrokeshire, including at Walesland Rath, and it appears that people continued to live in roundhouses and farm the same fields.

There are no recorded Roman sites within the study area, with only scant evidence for Roman occupation in the wider landscape. If, however, the road from Wiston

continued to Haverfordwest, as it is thought to do (K. Murphy *pers. comm.*), the landscape around the town would probably have been settled and farmed.

4.3 Early Medieval (AD 400 – 1080)

In Pembrokeshire, the remains of early medieval settlement and activity are common in the landscape, from inscribed stones and holy wells to cemeteries, chapels and clas (monastic) churches, the most famous of which is St Davids. Evidence for the sites of early clas churches can be found in the layout of modern graveyards – those with a D shape outline are likely to be early in date. Many of these early ecclesiastical sites were subsumed into later parish churches. There is archaeological evidence for the continued occupation of pre-Roman sites in the early medieval period, with defended Iron Age enclosures containing evidence for domestic structures dating from the fifth to tenth centuries AD (Barber and Pannett 2007). Such evidence was found at a newly discovered defended enclosure at Wiston, north-east of Haverfordwest, where a sunken building dating to the seventh to tenth centuries AD was found overlying earlier roundhouses.

There are no recorded early medieval sites within the study area, although the HER and NMR list several sites of confirmed or probable early medieval date within 5km of Haverfordwest. These include the chapel and holy well within Rudbaxton Rath (Scheduled Ancient Monument), the medieval parish church at Camrose that is set within a D-shaped enclosure and The Causeway at Camrose, a pre-Norman road.

4.4 Medieval (1080 – 1603)

The history of the town of Haverfordwest begins around 1100, when the invading Normans cleared much of the southern part of Pembrokeshire of its native populations to make way for Flemish settlers. The Flemish were brought in to the Cantref of Rhos to protect the main Norman settlement at Pembroke from attack from the Welsh in the northern part of the county. As Samuel Lewis, in his *Topographical Dictionary of Wales*, noted:

“Haverfordwest was originally built by the Flemings, who, driven from their native country by an inundation of the sea, which laid waste a great part of Flanders, obtained from Henry I. an asylum in England. They at first dispersed themselves in different counties in the principality, but soon became odious to the native population, and Henry at length removed them to the district of Roose, in this shire, where, at the same time, a strong castle was erected. The Flemings, equally expert in husbandry and in war, maintained possession of the district that had been assigned to them, notwithstanding all the efforts of the Welsh; and their descendants, who are easily distinguished from those of the aboriginal inhabitants by their language and manners, still constitute a distinct class among the people of the principality. The district in which these strangers settled, and of which Haverfordwest became the metropolis, obtained, from the similarity that subsisted between the Flemings and the English both in manners and in language, the appellation of "Little England beyond Wales." (Lewis 1849).

Haverfordwest Castle was built by Takard (or Tankred) the Fleming around 1110 (RCAHMW 2011) at the eastern end of a promontory of land overlooking the Western Cleddau. Nothing of this period survives in the extant castle, and it is thought

possible that the original structure was wooden, rebuilt in stone in the thirteenth century (Miles 1999). The founding of the town of Haverfordwest was roughly contemporary with that of the castle. Initially, the town grew up around the northern and western sides of the castle, in the areas of St Martin's Church (thought to be contemporary with the foundation of the castle and town and therefore the oldest church in Haverfordwest), Hayguard Lane and Queen's Square, and was originally called Castleton (Miles 1999; Parkinson nd.). Haverfordwest acquired wealth and prosperity through trade, with the port becoming the centre for importing and exporting cloth and wool. The town was issued with a series of charters from the early 1200s onwards, with the first granted by William Marshall, earl of Pembroke, around 1200. A merchant guild was established by a charter of 1219 and all previous charters were confirmed when the borough was taken into Royal control by Edward I in 1291 (Parkinson nd.). In the late thirteenth century, Eleanor of Castile, wife of Edward I, acquired the castle and spent a vast sum of money redesigning it – much of the medieval structure that survives today was built by Eleanor.

In 1220 Llewellyn the Great attacked and burned the town. It was reported that he was able to burn buildings right up to the castle, suggesting that the town was undefended at this time (Miles 1999). In 1264, probably as a result of this attack, a murage grant was issued for the construction of the town walls (Parkinson nd.; Miles 1999). Records show that from at least 1270 the town north of the Castle was walled, and in 1404 money was granted to the town for the upkeep of 6 gates, including the castle gate that was used for court leets (Parkinson nd.). All of the gates lay within the study area (Parkinson nd.):

1. North Gate – at the north end of North Street or Castleton, this was demolished in 1765 but had been drawn as a twin towered gateway on Peter Lea's map of 1690. In 1415/16 it was recorded that an enclosed meadow lay outside the north gate.
2. St Martins Gate – by St Martins Churchyard marked on Lea's map but already built over by 1620. A fragment may be visible in the houses of Church Street.
3. Red Gate – at the western end of the old bridge, at the eastern end of Swan Square. Marked on Lea's map, and possibly associated with a large double tower structure also depicted.
4. West Gate – on Dew Street adjacent to St Mary's Church. Marked on Lea's map.
5. South Gate – at the northern end of Market Street. Not marked on Lea's map and therefore probably destroyed by this stage.

The wall linking North Gate and St Martin's Gate ran along the modern North Street Mews. Traces of thick stone walls, thought to be part of this section of the town wall were found during building work in 1922 (Parkinson nd.).

The Augustinian Priory dedicated to St Mary and St Thomas the Martyr was founded around 1200 by Robert FitzRichard. The site lies on the banks of the Western Cleddau, around 500m south-east of the castle. Little is known about the history of the priory, although it flourished until the dissolution of the monasteries in 1536,

when it passed to Sir John Perot who largely demolished the site to acquire building stone to enlarge his house at Haroldston (RCAHMW 2011).

The town quickly grew, and by 1324 there were 350 burgage plots and many of the streets around St Mary's Church had been laid out (Parkinson nd; Miles 1999). The town had a number of churches, both inside and outside the town walls, serving the increasing population. Research into the ecclesiastical sites of the town suggests that a post-conquest chapel was sited on the western side of the Cleddau River adjacent to the site of the later Old Bridge, within the proposed development area. The Old Bridge is thought to have replaced a ford that crossed the Cleddau River and entered the town through the Red Gate (Parkinson nd.).

By 1340 Haverfordwest was one of the largest towns in Wales, attracting people from all over Pembrokeshire to use the port and to trade at the regular markets and fairs. A field 500m to the north west of the proposed development site is listed in the HER as the probable site of a fair (PRN 47600). Here, coins dating from the reign of King John (1199-1216) to the reign of Elizabeth I (1558-1603) have been found by metal detectorists demonstrating the longevity of the site as a gathering place outside the town walls. The land to the north of the town walls was evidently used as common grazing by the burgesses of the town. Field names recorded in the Tithe Apportionment reveal that this area incorporated the Lammas Lands, or land turned over to common grazing between Lammas day (1st August) and Lady Day (25th March). The HER also records this area as the probable location of the town gallows, presumably due to an association between Lammas land and gallows.

In 1349 the plague, or Black Death, hit Pembrokeshire severely reducing the population of many towns and villages. Haverfordwest suffered, with nearly half of the population dying (Edwards 2001). The decline of the town continued over the next 150 years, and by 1473 there were only 135 burgage plots, half of which were unoccupied (Parkinson nd.). In 1533, Henry VIII granted Haverfordwest a charter that created the town an independent county (Parkinson nd.). He also granted Haverfordwest castle to Anne Boleyn when he created her Marquess of Pembroke prior to marrying her in May 1533.

4.5 Post-medieval and modern periods

Haverfordwest suffered greatly during the Civil War, with the castle and town changing hands several times. While the castle was not fit for military purposes by that time, Cromwell ordered that it should be dismantled – a task carried out half-heartedly by the people of the town, as evidenced by the surviving structures. A second outbreak of plague in 1653 added to the suffering of the town (Edwards 2001), further reducing its population and by 1660 there were less than 200 households recorded in the town, with over two-thirds of the population described as very poor (Edwards 2001). The town remained an important port and continued to survive on trade to and from both England and the continent. In the eighteenth century additional quays were constructed to allow more ships to dock, which allowed an expansion of the town's trading capabilities.

In the late eighteenth and early nineteenth centuries, Haverfordwest became gentrified, with many wealthy local families building town houses and contributing to the construction of churches, chapels and civic buildings. Many of the houses and

buildings from this date still stand, of which most are Listed Buildings. In the early eighteenth century William Owen, a local man and four-time mayor of Haverfordwest, undertook a programme of extensive modernisation, demolishing many of the dilapidated medieval houses and replacing them with terraces in the Regency style (Parkinson nd; Miles 1999). Lewis and William Morris' maps of 1748 and 1800 respectively (figs. 8 and 9) provide interesting details about the changes taking place in Haverfordwest in the late eighteenth century. Lewis Morris depicts Haverfordwest as a small walled town focussed around the castle while his son's depiction, 50 years later, shows no walls – these were demolished around 1760-1770 (Miles 1999). His depiction of the town is perhaps more interesting, as he shows a neat arrangement of buildings set around two streets, with the gradual of the expansion of the town evident in the location of some buildings away from these streets. This is a depiction of Haverfordwest at the start of its post-medieval boom years.

In the nineteenth century, Haverfordwest underwent its own industrial revolution (Miles 1999), with the construction of the largest cotton mill in Wales, Prendegast Mill. This was later converted into a paper mill. In 1853, the railway line reached Haverfordwest, opening the town up to the rest of the country. The arrival of the railway marked the start of the decline of Haverfordwest as a trading town, with the port quickly going out of commercial use. Modern Haverfordwest is a largely retail-based town, with little industry. In recent years it has become the home of Pembrokeshire County Council. While elements of the historic town still exist, forming the Conservation Area, the medieval and post-medieval buildings are interspersed and surrounded by modern houses and offices, retail developments, car parks and major roads.

5. Site Visit

A site visit was carried out on the 8th December 2011. The aims of the visit were to:

- assess the historic and archaeological sites identified during assessment of the documentary and cartographic sources
- assess the condition of archaeological sites within the proposed development area and the potential impact of development on them
- assess the potential of the development to yield new and unrecorded archaeological sites.

Prior to the site visit the 1st Edition OS map of 1889, aerial photographs held by the RCAHMW and copies of the HER data were consulted to ensure that all recorded sites were visited and assessed, and potential sites were investigated.

High resolution digital photographs were taken where appropriate, and a finds sampling strategy was formulated in case surface finds were encountered during the site visit.

Following the Institute for Archaeologist's *Standards and Guidance for Desk-Based Assessments* (2011), the main objective of the site visit was to gain information about the archaeological resource within both the study area (1km from the centre of the proposed development) and the proposed development area in order to make an assessment of its significance in the local, regional and national context. The determination of significance will enable the following to be formulated:

- a strategy to ensure the recording, preservation or management of the resource during the proposed development
- a strategy to mitigate against a threat to the archaeological resource should it be considered of sufficient value
- a proposal for further archaeological investigation within a programme of research associated with the proposed development.

The impact of the development on the Conservation Area was also assessed.

5.1 Criteria for assessing impact on the Conservation Area

Impact was assessed in terms of both the potential physical effect the development might have on the Conservation Area, and the effect on its setting. The assessment was carried out following guidelines set out in *Design Manual for Roads and Bridges* (DMRB 2009, Volume 11, Section 3, part 2 HA 20807).

The scale of impact is as follows:

- **Major** - Comprehensive changes to setting.
- **Moderate** - Considerable changes to setting that affect the character of the site.
- **Minor** - Slight changes to setting.
- **Negligible** - Very minor changes to setting.
- **No Change**

5.2 Site Description

The site is located on the western bank of the Western Cleddau River, bounded by the A487 and the new roundabout on to Thomas Parry Way to the northwest, Ebenezer Row to the southwest and Swan Square and the Old Bridge to the southeast (fig. 1). The A487 and Ebenezer Row are busy traffic routes, and Swan Square contains a mini-roundabout and has become a turning point for cars and lorries accessing the shops and buildings on the western riverfront (fig. 14). A stone river wall runs along the whole eastern boundary of the site, with an overgrown path following the wall (fig. 17). The riverbank is overgrown with vegetation and seeded trees and has been used for dumping litter and other waste (fig. 15).

At the north-western end of the site is a Skoda garage, comprising a large sales building and a car park (fig. 16). Immediately behind the garage is a road and bridge accessing a car park for a large retail outlet on the eastern side of the river (see fig. 15). Beyond the road is another, smaller, garage with a sales building and car park (fig. 17). From this car park, views extend towards the Conservation Area, with the Castle clearly visible on the hill behind (fig. 17).

At the south-eastern end of the site are three retail units:

1. Williamson House with Seasons Ladies Clothing on the ground floor and Hedley Asset Management on the first floor.
2. The Dragon and Pearl Chinese Restaurant
3. Bridge House with Proposals Bridal wear on the ground floor and The Beauty Lounge on the first floor.

These units are arranged around a small parking area. Bridge House is located at the western end of the Old Bridge and the Dragon and Pearl is located immediately adjacent to the river.

All the buildings on the site are modern and there is no evidence for any structures or features of medieval date within the proposed development area.

5.3 Assessment of Impact on Archaeological Sites

The 85 archaeological sites listed on the HER as within 1km of the proposed development site include medieval and post-medieval town buildings, bridges, quays, burial grounds and findspots. There are also a number of prehistoric sites in the countryside surrounding Haverfordwest town. None of the recorded sites will be directly impacted by the proposed development. Three archaeological sites will be impacted by the proposals:

Haverfordwest Castle

The remains of Haverfordwest Castle lie on a rocky bluff overlooking the River Cleddau. The castle has been much altered since its construction in the twelfth century, however substantial sections of the original structure survive. From the northern side of the castle, within the outer ward enclosed by the curtain wall, there are views across the north-western part of Haverfordwest, towards the Cleddau River and the proposed development site, with the roofs of the buildings that currently occupy the site visible from the curtain wall. The historic setting of this scheduled ancient monument has been significantly altered by the growth of Haverfordwest in the post-medieval period. The proposed development will not significantly change the setting of the Castle, as it will replace modern buildings with new modern buildings. The impact on the Castle is predicted to be **Minor**.

Old Bridge

The Old Bridge dates from at least the late seventeenth century, and connected the walled town of Haverfordwest with further settlement on the eastern side of the Cleddau. The structure of the Old Bridge remains largely intact and it is used as a pedestrian river crossing. The setting of the Old Bridge was significantly altered in the twentieth century, with the construction of modern buildings on both sides of the river, including within the proposed development area. The proposed development will not further change the setting of the bridge and consequently the impact is predicted to be **Minor**.

Site of Medieval Chapel

A medieval chapel is thought to have existed on a site at the south-western end of the Old Bridge. No remains of the chapel survive above ground and its location has been established through the study of documentary sources. It is possible that the foundations of the chapel survive below ground, although the site has previously been developed, and these could be impacted by the proposed development. As a consequence the impact on any buried archaeological remains is predicted to be **Major**.

5.4 Assessment of Impact on Listed Buildings in Haverfordwest

There are 420 Listed Buildings within 1km of the proposed development area. The majority of these buildings are located on the streets surrounding the Castle, on Old Bridge, along Bridge Street and to the south of High Street. It was only possible to assess the impact of the proposed development from the street frontage of the buildings at ground level.

All of the listed buildings within sight of the proposed development area are located within a townscape comprising a mix of post-medieval and modern buildings. The historic character of this part of the town has been dramatically altered by twentieth century building and as a consequence the impact of the proposed development on the setting of listed buildings is predicted to be **Minor**.

5.5 Assessment of Impact on Haverfordwest Conservation Area

The proposed development site lies partly within the Haverfordwest Conservation Area (CA; fig. 3). The two garage sites lie outside the CA, but are surrounded on three sides by the designated area. The buildings around Swan Square, the two retail units and the restaurant, lie within the CA, with Swan Square listed as a significant space within the CA. The draft Conservation Area Appraisal states:

‘Swan Square is situated west of the Old Bridge and despite its historical significance of being within close proximity to the Castle and a link to Castle Square it has become dominated by traffic and largely comprises negative and neutral buildings. As a result this space has lost any kind of definition or function within the Conservation Area.’ (Pembrokeshire County Council 2011).

The Appraisal document further states that the modern development within Swan Square has had a ‘neutral’ effect on the CA, ‘neither preserving or enhancing its character’. Designs for the proposed new development will follow the recommendations set out in the CA Draft Appraisal:

1. In order to preserve or enhance the special character of the conservation area every effort should be made to ensure that future developments should have regard to the existing; materials, style, detailing, form, scale, roof and building line so as to be sympathetic to their surroundings. Important views and open spaces that exist should be preserved.
2. The redevelopment of sites along the riverside importantly needs to address the river and provide an opportunity to secure riverside landscaping.

As a result the impact on the CA is predicted to be **Minor**.

The setting of the Conservation Area has altered significantly since the turn of the twentieth century, with modern housing, industrial estates and retail outlets built all around the historic town. The section of the proposed development site that lies outside the CA is currently occupied by two car showrooms/garages, neither of which is in keeping with the historic character of this part of the town. The proposed development site is visible from sections of the northern and eastern parts of the Conservation Area, particularly areas around the castle, along Bridge Street and North Crescent, and from much of the eastern bank of the Cleddau around the Riverfront shopping centre. While the redevelopment of the plot of land adjacent to the Cleddau will have an impact on the setting of the CA, it is predicted that the impact will be **Minor**.

It is considered that the sympathetic redevelopment of this site could have a beneficial effect on the historic character of this part of the CA.

6. Discussion and Conclusions

The desk-based assessment has determined that the proposed development site lies on the north-eastern edge of the medieval town of Haverfordwest, between the Red Gate within the town walls and the Cleddau River. The site lies partly within the Haverfordwest Conservation Area, and there are a large number of listed buildings within the surrounding area. The HER lists several sites of archaeological significance within Haverfordwest and its surroundings, including the Castle, the Priory and a medieval crypt. The HER records that the south-eastern end of the site, adjacent to the Old Bridge, as the possible location for a medieval chapel. While no remains are visible, it is possible that structure survives below ground, and these would be severely impacted by the proposed development. The proximity of the site to the Red Gate raises the possibility of extramural structures along this section of the Cleddau river, remains of which could survive below ground. The site has, however, been extensively developed in the twentieth century. The potential for archaeological remains surviving on the site is considered to be moderate to low.

The impact of the proposed development on the Conservation Area is predicted to be minor, as this part of Haverfordwest currently comprises a mix of historic and modern buildings. The proposed development should be designed in reference to the recommendations made in the Draft Conservation Area Appraisal, and in the Deposit LDP and JUDP which state that development will on be permitted if it can demonstrably preserve and enhance the historic character of the town.

7. Mitigation Proposals

Archaeological mitigation is proposed, to ensure that any surviving archaeological features are suitably investigated and recorded if they are revealed during construction works. This should comprise an archaeological watching brief, the scope of which will be determined in discussion with Dyfed Archaeological Trust – Heritage Management.

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1627 Peter Van de Keere's map of Pembrokeshire (NLGW)

1718 Thomas Taylor's map of Pembrokeshire with its Hundreds (NLGW)

1748 Morris's map of Milford Haven (NLGW)

1798 Propert's map of Milford Haven (NLGW)

1845 Tithe Map for the Parish of St Thomas, Haverfordwest (NLGW)

1889 OS 1st Edition map of Haverfordwest (Promap)

1937 OS map of Haverfordwest (Promap)

1966 OS map of Haverfordwest (Promap)

Aerial Photographs (held by RCAHMW)

106G/UK/1425 4139 15/4/1946.

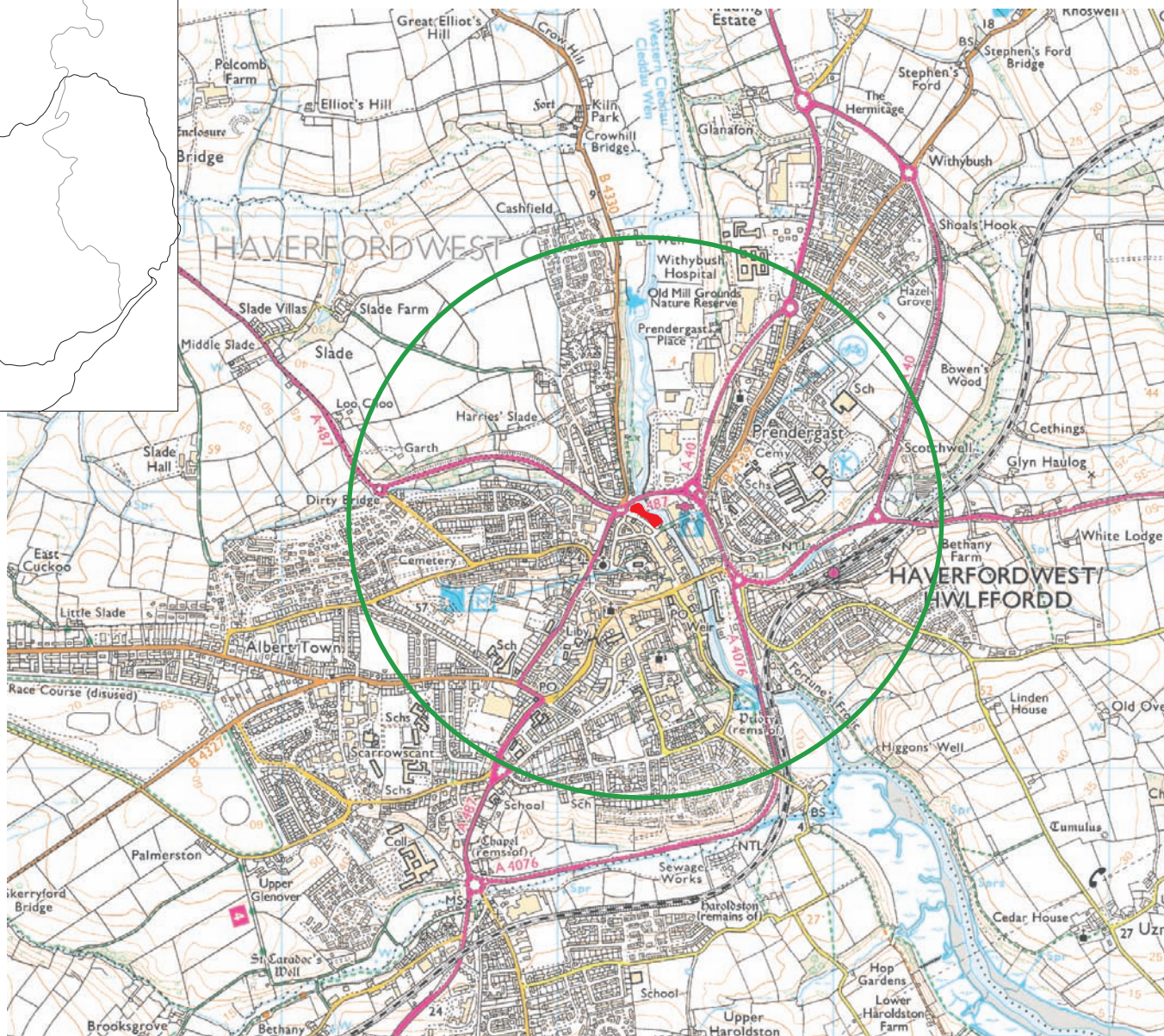
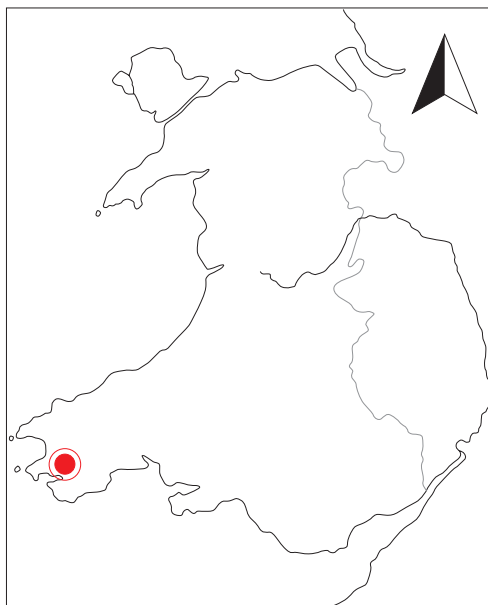


Fig. 1
Location of
proposed
development
area (red) and
study area (green)



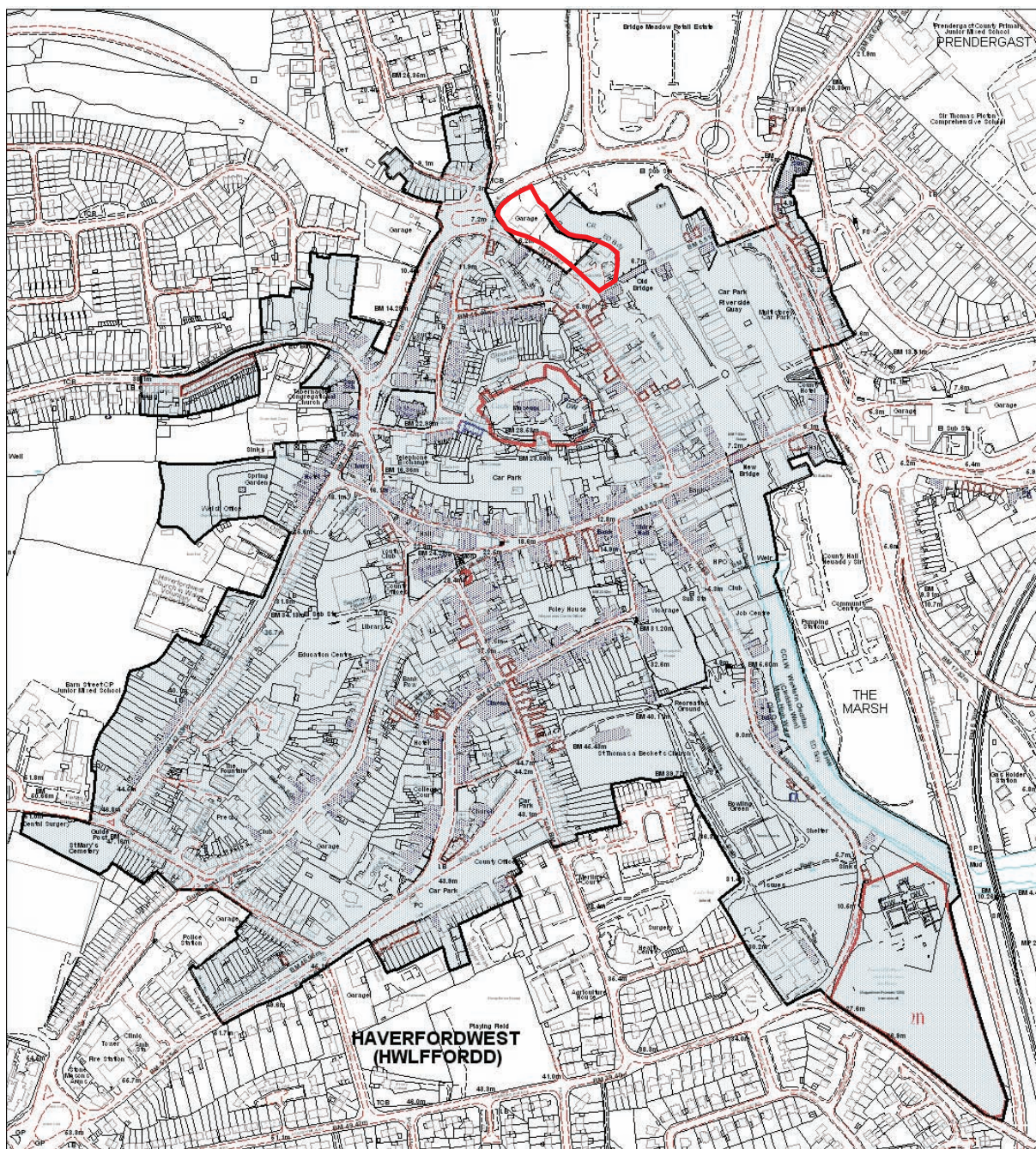
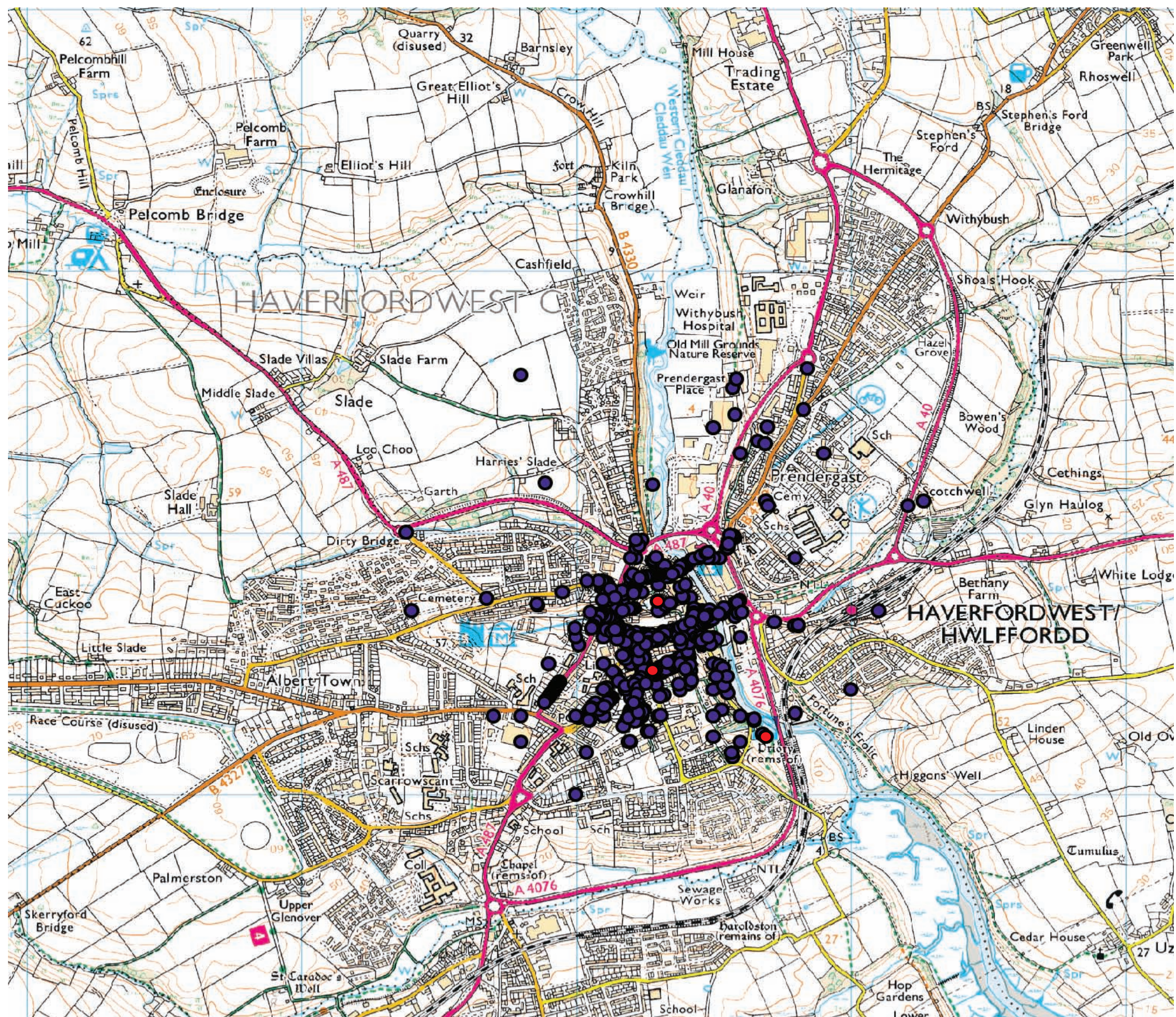


Fig. 3
Haverfordwest
Conservation
Area with
proposed
development area
shown outlined in
red



- Scheduled Ancient Monument
- Listed Building and other feature

Fig. 4
Location of sites listed
on HER within study area



Fig. 5
Van de Keere's map of
1627 showing
'Herfoedwest'
(circled in red)

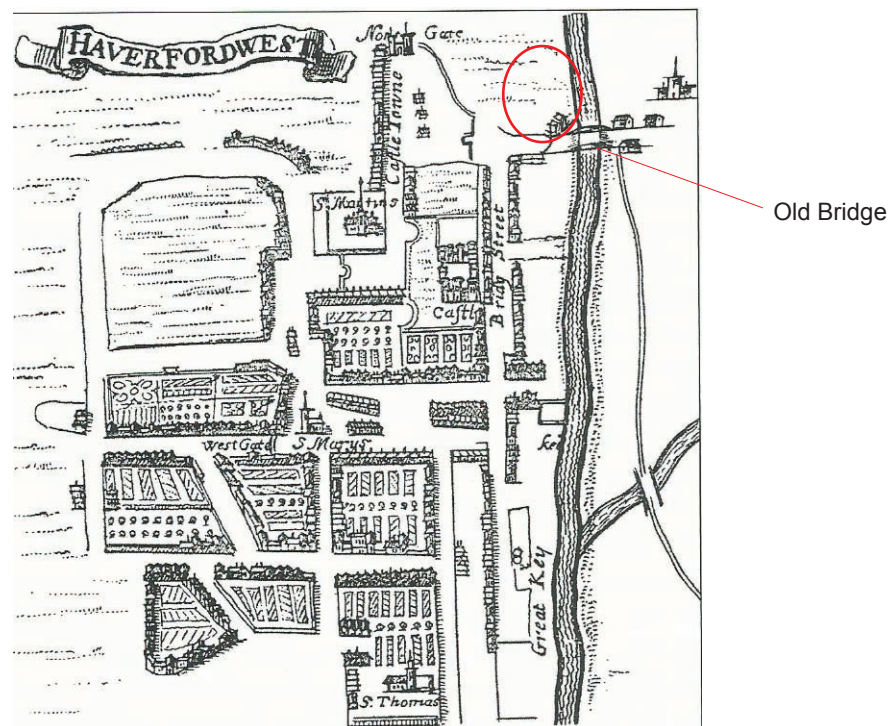


Fig. 6
Lea's map of 1693
depciting the medieval
town of Haverfordwest.
The proposed development
area is circled.

(from Edwards 2001)



Fig. 7
Taylor's map of
1718 showing
'Haverfordwest'
(circled in red)



Fig. 8
Lewis Morris's map of 1748 showing the Milford Haven area note that Haverfordwest is still walled

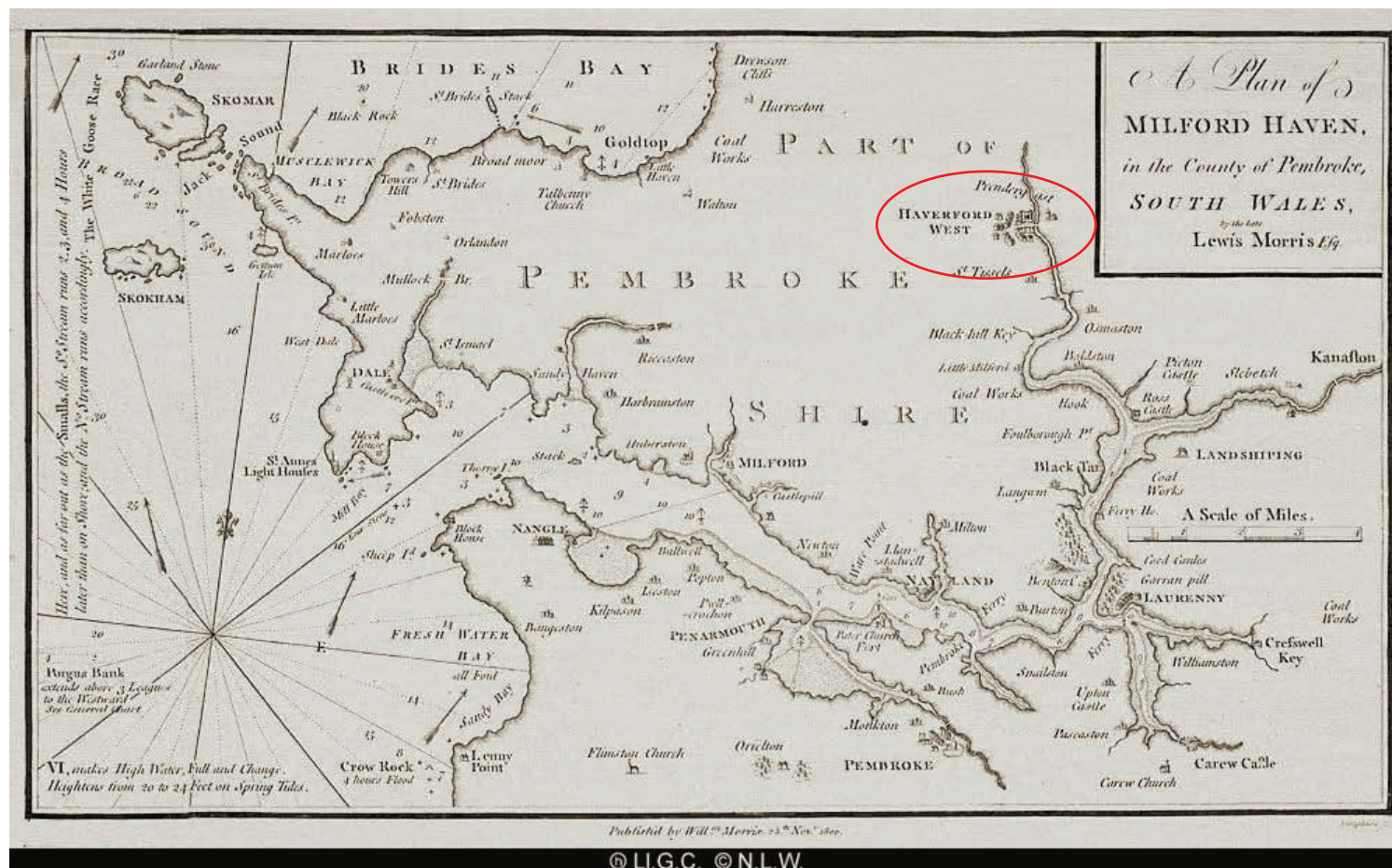
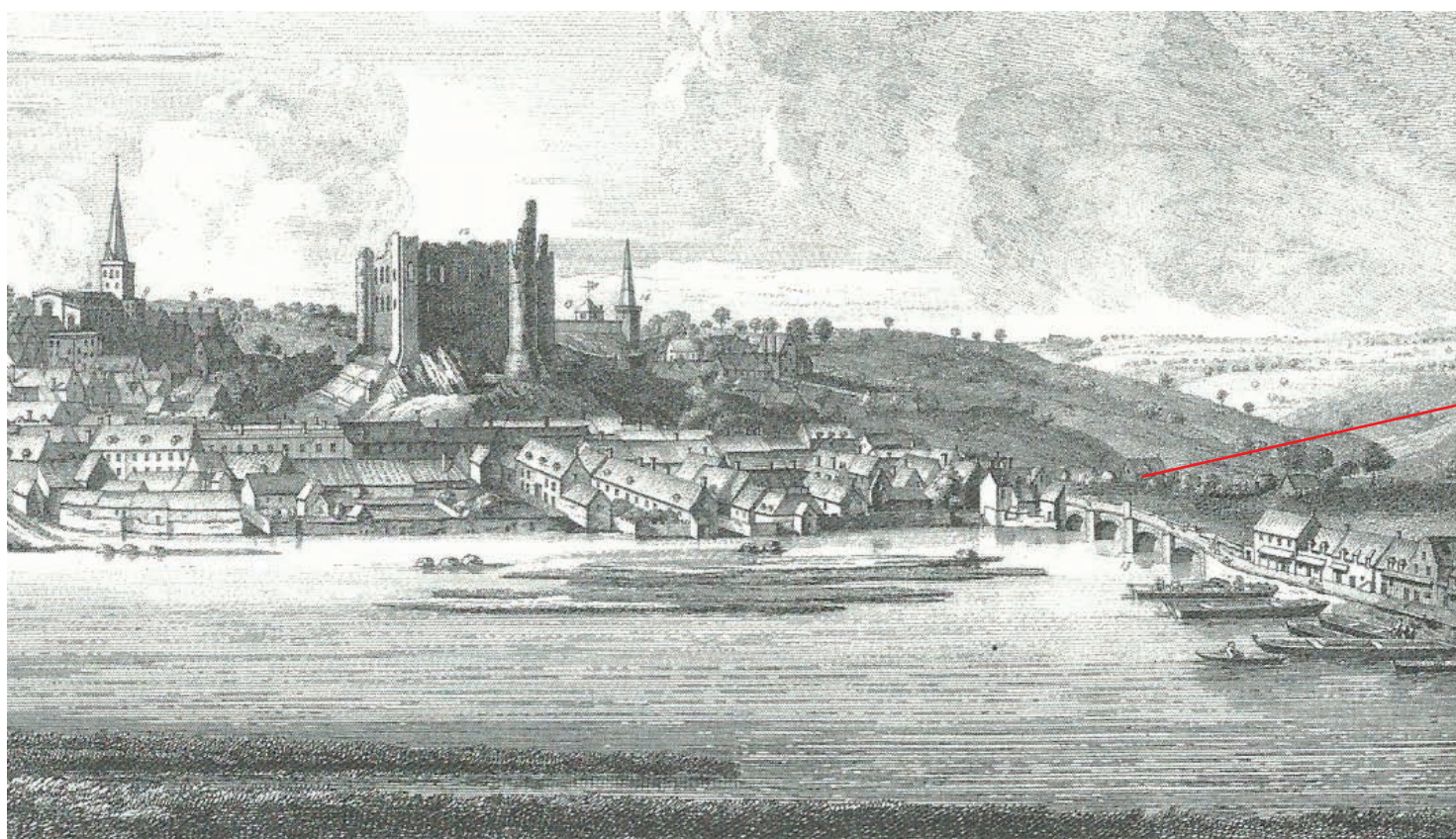


Fig. 9
 William Morris's map of 1800 showing the Milford Haven area note that Haverfordwest now has no town walls

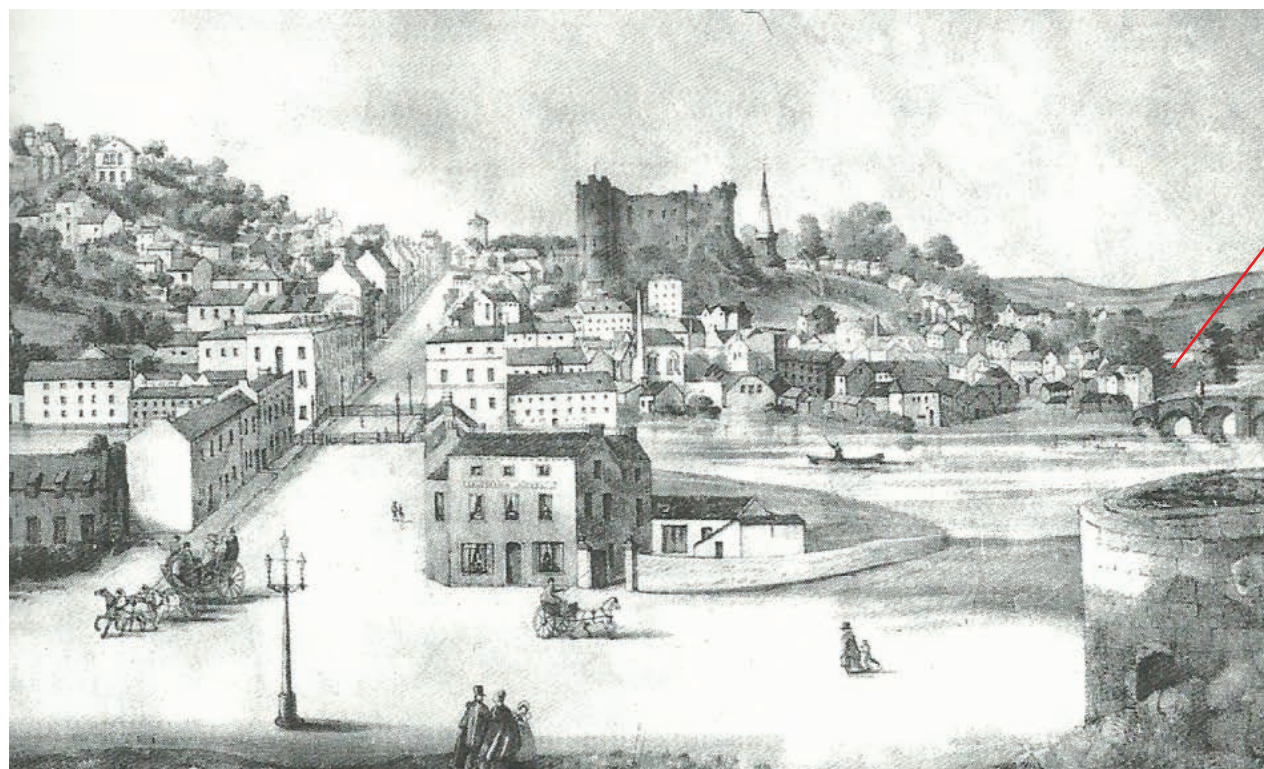


Fig. 10
OS 1st Edition map of
1889 showing the
approximate outline of
the proposed development
area



Proposed development area

Fig. 11
Bucks' 1748 image of
Haverfordwest town showing
the location of the proposed
development area



Proposed development area

Fig. 12
Worsley's 1837 image of
Haverfordwest town showing
the location of the proposed
development area



Fig. 13
RAF aerial image
from 1946 showing
the proposed
development area



Fig. 14
View NW across
Swan Square and
along Ebenezer
Row



Fig. 15
View SE along the
Cleddau towards
the Old Bridge. (The
bridge access to the
retail area on the
eastern side of the
river is in the centre
of the image. The
proposed
development site is
on the right hand
side of the river).



Fig. 16
View SW across
the northern end
of the site with the
A487 to the right
and the Skoda
garage to the left

Haverfordwest Castle



Fig. 17
View south across
the garage car
park towards the
Conservation Area.
(The castle can be
seen on the hill
behind the post-
medieval and
modern buildings.
The path alongside
the river is on the
left of the image.)



Fig. 18
View north-east
across Swan Square
towards the retail
units adjacent
to the river. Bridge
House is on the right
and Williamson
House on the left.

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