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# Design Statement Proposed Development, Broad Haven

FINAL – V1

11<sup>th</sup> Nov 2024



# ***PROJECT SUMMARY & INTRODUCTION***

**Design Statement for Residential  
Development at Site HA5, Broad Haven,  
Pembrokeshire.**

- ***Description of development:***
  - Proposed residential development (76 units)
- ***Location:***
  - Land North-East of Marine Parade, Broad haven, Pembrokeshire , SA62 3HZ
- ***Date:***
  - Oct 2024
- ***Client:***
  - Mill Bay Homes



# Historical and Local Context of Broad Haven

Broad Haven, a picturesque coastal village on the western edge of Pembrokeshire, has a rich history closely tied to the maritime and fishing industries. Over the years, it has grown into a popular holiday destination, attracting visitors with its wide sandy beaches, dramatic cliffs, and scenic coastal paths. The village retains much of its traditional charm, reflected in a blend of older cottages and more modern homes, all shaped by the natural beauty of the area and its strong connection to the sea.

Historically, Broad Haven's architecture has been modest and functional, with traditional homes featuring simple forms, whitewashed render, and slate roofs designed to withstand the harsh coastal conditions. However, recent developments, such as the modern 'Sand Banks' project, have introduced contemporary design principles while respecting the village's character, balancing tradition with innovation.







## **EXISTING DESIGN AESTHETIC IN PUFFIN WAY AND SWANSWELL CLOSE**

The properties in Puffin Way and Swanswell Close reflect the suburban development trends of the late 20th century. These homes, while functional, are largely utilitarian in design and lack the architectural innovation seen in more recent projects. They typically feature pitched roofs, brick or rendered facades, and UPVC windows, with minimal attention to landscaping or distinctive architectural detailing.

While these areas provide comfortable living spaces for local residents, they do not necessarily set a high benchmark for design quality. The new development aims to raise the architectural standard by integrating more contemporary and sustainable design principles, taking cues from both the traditional vernacular and the modern aesthetic of newer developments like Sand Banks.





# Responding to the Challenging Topography

The proposed development has been carefully designed to work with the challenging topography of the site behind Swanswell Close. Rather than imposing a rigid, flat layout, the homes are arranged to follow the natural contours of the land, stepping up and down in response to the site's slopes. This approach minimizes the need for extensive excavation and preserves much of the natural landscape. It also ensures that each home has a unique relationship with its surroundings, with most properties benefiting from stunning sea views due to their elevated positions.

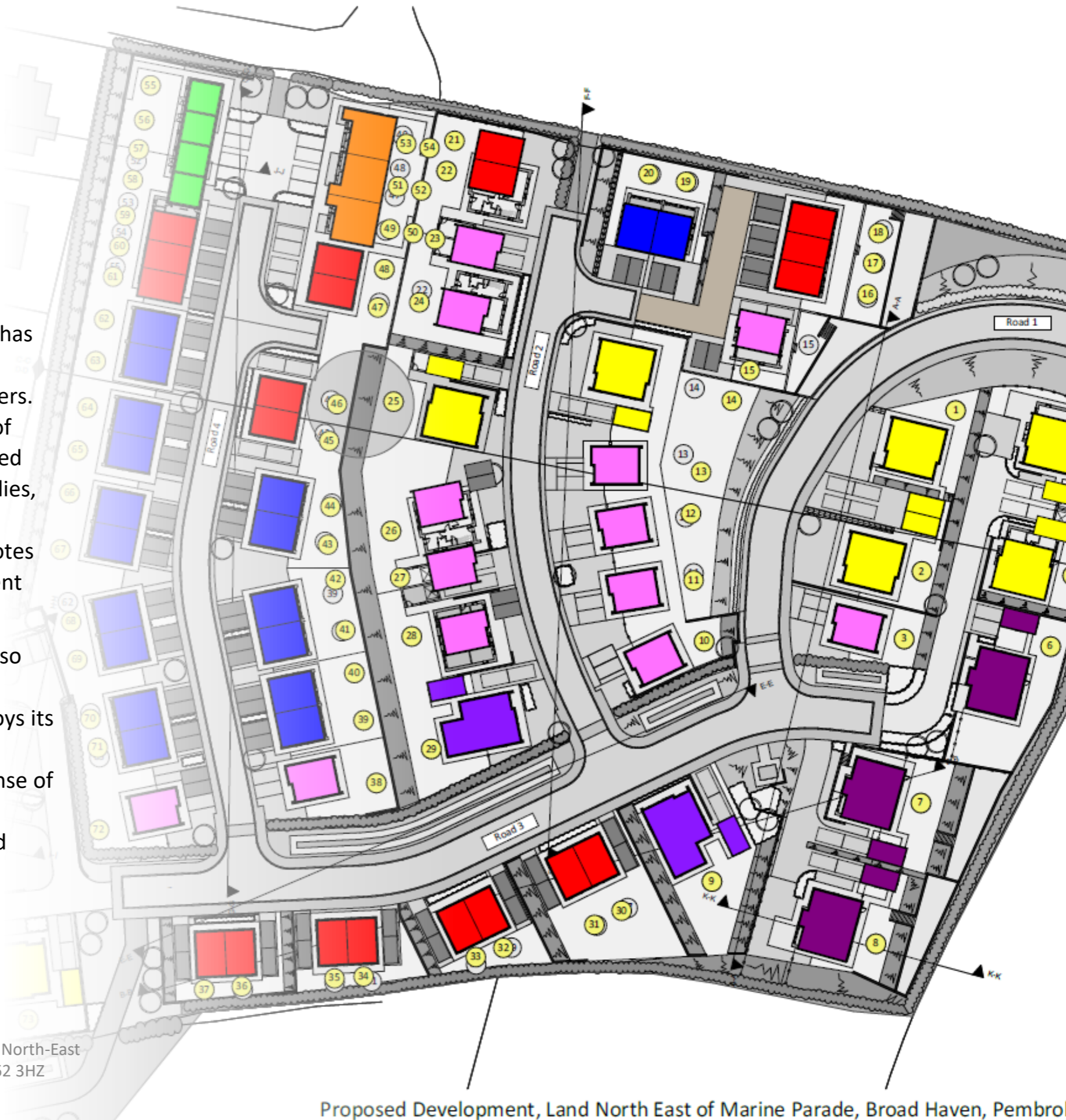
By embracing the site's topography, the development not only minimises its environmental impact but also creates a visually appealing and varied streetscape that feels integrated into the natural landscape rather than imposed upon it.



# A VARIED HOUSING MIX OFFERING DIVERSITY

The housing mix in the development has been designed to offer variety and flexibility for a broad range of end users. The scheme includes a combination of detached, semi-detached, and terraced homes, catering to the needs of families, couples, and individuals. This variety ensures that the development promotes inclusivity and accommodates different lifestyles.

The careful arrangement of homes also balances privacy and community interaction. While each property enjoys its own space and orientation, the development as a whole fosters a sense of neighbourhood through thoughtfully designed communal areas and shared pathways.



# Simple Forms Inspired by Surrounding Properties

The architectural design of the new homes takes inspiration from the simple, functional forms of existing properties in Broad Haven, while adding modern refinements. The homes feature clean lines, pitched roofs, and minimal ornamentation, echoing the vernacular architecture of the village. However, they incorporate modern materials and design elements to enhance both functionality and aesthetic appeal.

This respectful yet contemporary approach ensures that the new development integrates seamlessly with the surrounding village, preserving its coastal character while introducing a fresh, modern aesthetic.








## Maximizing Sea Views

A key feature of the development is its careful orientation to maximise sea views for as many homes as possible. Large windows, terraces, and thoughtfully positioned rooms have been designed to capture the breathtaking views of Broad Haven's coastline, flooding the interiors with natural light and creating a strong connection between indoor and outdoor spaces. Roof heights and building placements have been meticulously planned to avoid obstructing views for other properties within the development, ensuring that the coastal vistas are shared rather than restricted.



# Thoughtful Landscaping Following a Landscape and Visual Impact Assessment



An extensive Landscape and Visual Impact Assessment (LVIA) informed the landscaping proposals for the development, ensuring a sensitive approach to the natural environment. The landscaping strategy has been designed to enhance both the aesthetic quality and ecological value of the site, with native plant species chosen for their ability to thrive in the coastal environment. These plants not only add visual interest but also support local biodiversity and require minimal maintenance.

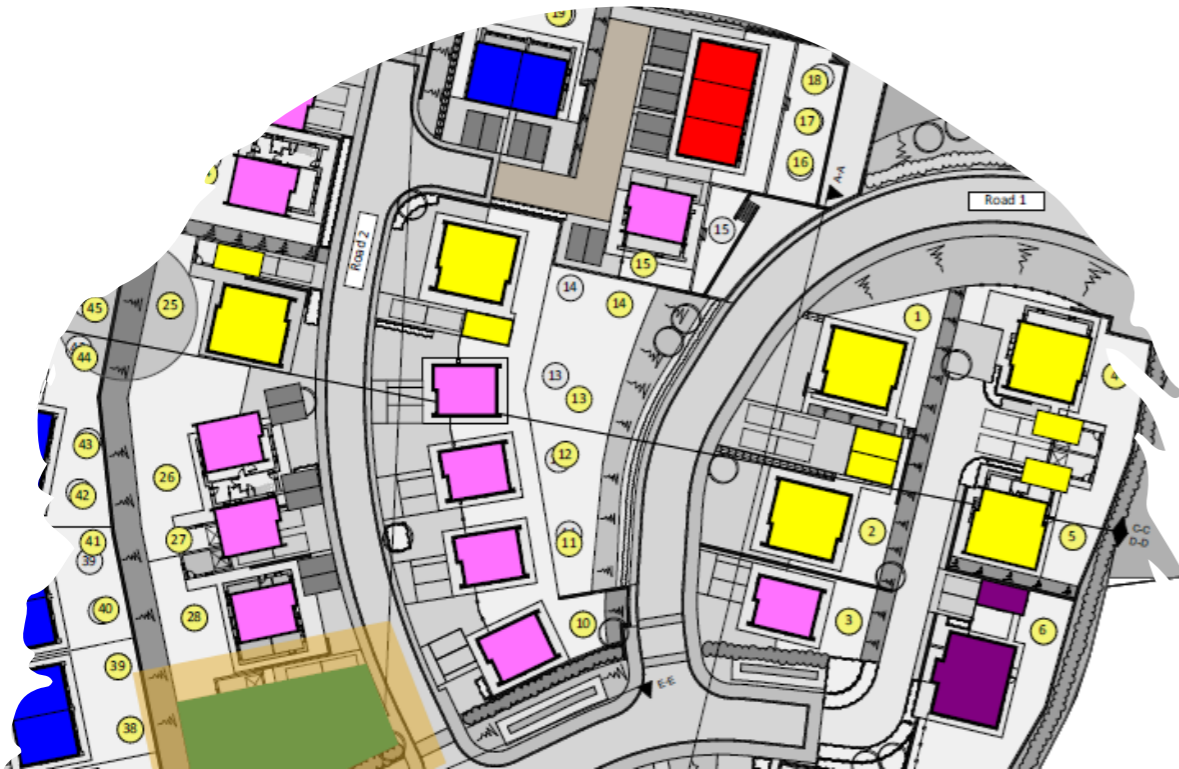
The development features communal green spaces and thoughtfully designed planting schemes that complement the architecture and provide outdoor areas for relaxation and recreation. These landscaped areas create a softer, more inviting transition between the built environment and the natural landscape, helping the development blend harmoniously into its surroundings.



# INCORPORATION OF PLANNING FEEDBACK AND DENSITY ADJUSTMENTS



The scheme has undergone revisions in response to previous comments from the planners regarding the site's density. Initially, the density was increased from 62 to 77 units. However, in consideration of further feedback, the number of units has been reduced to 76, with **plot 29 omitted** to allow for the inclusion of an area of '**Informal open space**' totalling 400m<sup>2</sup>. This green space has been designed to meet the planners' request and to offer a communal area where residents can enjoy outdoor activities and relaxation in a natural setting. This adjustment reflects the development's commitment to balancing density with quality of life and maintaining open, accessible spaces for the community.





# KEY PLACEMAKING CONSIDERATIONS

In line with the Welsh Government's **Placemaking Charter**, the development prioritises key placemaking principles, ensuring that it contributes positively to both the environment and community well-being. The following criteria have been carefully considered and incorporated:

- **Community:** The development fosters a sense of place and belonging through the thoughtful layout of homes and communal areas. By offering a range of housing types and public spaces, the scheme promotes social interaction and inclusivity, creating a strong sense of community.
- **Movement:** The layout ensures easy pedestrian and cycle movement throughout the development, with clear connections to existing routes within Broad Haven, encouraging sustainable travel and reducing reliance on cars.
- **Green Infrastructure:** The inclusion of open spaces, native planting, and landscaped communal areas ensures that residents can enjoy high-quality green spaces, promoting health and well-being while also enhancing biodiversity.
- **Sustainability:** By incorporating energy-efficient design, PV panels, and low-maintenance materials, the development reduces its carbon footprint and ensures long-term sustainability for residents and the wider environment.
- **Distinctiveness:** The architectural design reflects both the character of Broad Haven and the modern aspirations of the village, offering homes that are visually appealing and functionally suited to the coastal environment.

These considerations align with the Welsh Government's vision for **placemaking**, ensuring that the development meets the needs of both current and future generations, while contributing to the overall sustainability and distinctiveness of Broad Haven.

**- Read in-conjunction with 'Placemaking Statement'**



# Alignment with Pembrokeshire Coast National Park's Supplementary Planning Guidance

An aerial photograph of Broad Haven beach in Pembrokeshire, Wales. The image shows a wide, sandy beach with a dark stone sea wall running along the edge. To the right of the sea wall, there is a cluster of modern residential buildings, including a prominent white building with a gabled roof and a blue house. The background features rolling green hills under a blue sky with scattered white clouds.

The design of the new development takes full account of the **Supplementary Planning Guidance (SPG)** issued by the **Pembrokeshire Coast National Park Authority (PCNPA)**. These guidelines, particularly in documents such as the *Landscape Character Assessment* and the *Sustainable Design Guide*, highlight the importance of modern architecture that balances contemporary design with respect for the local vernacular and natural landscape.

The PCNPA's guidance emphasises the need to maintain the coastal character of Pembrokeshire while encouraging the use of modern materials, sustainable construction methods, and energy-efficient designs. The proposed development reflects this shift by:

- Adopting a more contemporary architectural form that complements the existing village character.
- Utilising sustainable materials like timber cladding and zinc roofing that are in line with modern design trends but also resilient to the coastal climate.
- Incorporating energy-efficient features like photovoltaic (PV) panels, and designing roofscapes to minimise visual impact, all of which align with the sustainability targets encouraged by the PCNPA's planning guidelines.

The Pembrokeshire Coast National Park has been proactive in encouraging developers to embrace innovation in housing design while safeguarding the area's unique landscapes. This scheme responds to these aspirations, striking a balance between tradition and modernity, ensuring that the development contributes positively to the evolving architectural landscape of Broad Haven.



# Sustainability and Energy Efficiency

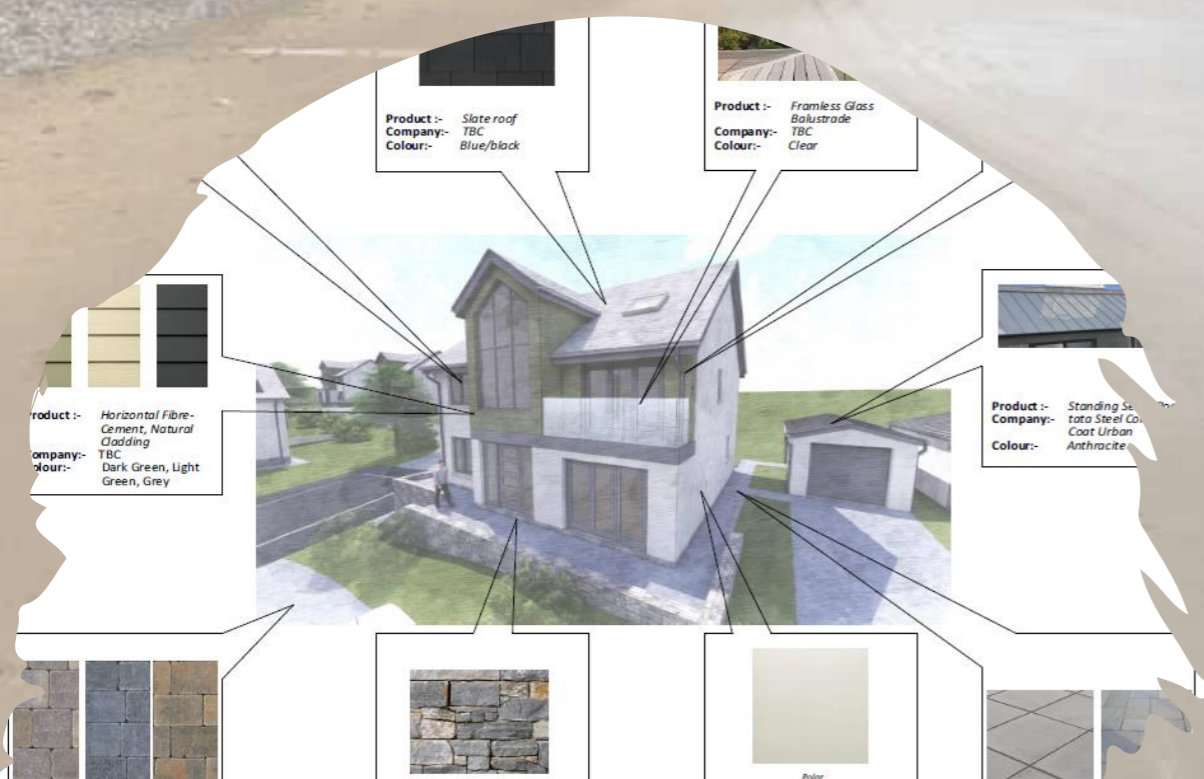
Sustainability is at the core of the development's design. The homes have been engineered to meet high energy efficiency standards, with an aim to achieve an EPC (Energy Performance Certificate) rating of A. Roofscapes have been carefully shaped to not only preserve sea views but also provide adequate space for the installation of photovoltaic (PV) panels, which will significantly reduce the energy consumption of the homes. Additional sustainable features include high-performance insulation, energy-efficient glazing, and water-saving fixtures, ensuring that the development is environmentally responsible and future-proof.





# DURABLE, LOW-MAINTENANCE MATERIALS FOR A COASTAL ENVIRONMENT

The materials chosen for the new homes are both durable and low maintenance, making them ideal for the harsh coastal environment of Broad Haven. Rendered walls, fibre-cement cladding, and zinc roofing (where applicable) have been selected for their ability to withstand salt air, wind, and rain, ensuring that the homes remain attractive and functional over time. These materials not only enhance the aesthetic appeal of the development but also reduce long-term maintenance costs for homeowners, contributing to the sustainability of the scheme.







## *Conclusion*

The proposed residential housing scheme represents a carefully considered response to the village's architectural heritage, challenging topography, and coastal environment. Through thoughtful design, the development will create a vibrant, sustainable community that offers diverse housing options, maximizes sea views, and integrates seamlessly with its surroundings.