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Placemaking Statement Proposed Development, Broad Haven

DRAFT – V1

3rd Oct 2024



PROJECT SUMMARY & INTRODUCTION

Placemaking Statement for Residential Development at Site HA5, Broad Haven, Pembrokeshire. This statement looks to address the key points set out in the 'Placemaking Charter'

- ***Description of development:***
 - Proposed residential development

- ***Location:***
 - Land North-East of Marine Parade, Brod haven, Pembrokeshire , SA62 3HZ

- ***Date:***
 - Oct 2024

- ***Client:***
 - Mill Bay Homes

1. People and Community

The proposed development aims to foster a strong sense of community by providing a mix of housing types to cater to diverse needs, including a significant proportion of affordable housing options. The design has been undertaken with input and comments from the local planning authorities, a wider design team, and the Pembrokeshire County Council Highways department. Community engagement has been a priority throughout the planning process, ensuring that the development reflects the aspirations and needs of local residents. The design includes communal spaces to encourage social interaction and community cohesion.

The client held a 'Presentation and Q&A event for the community at the local village hall on the 16th May 2023. The evening was well supported with 80+ attendees.



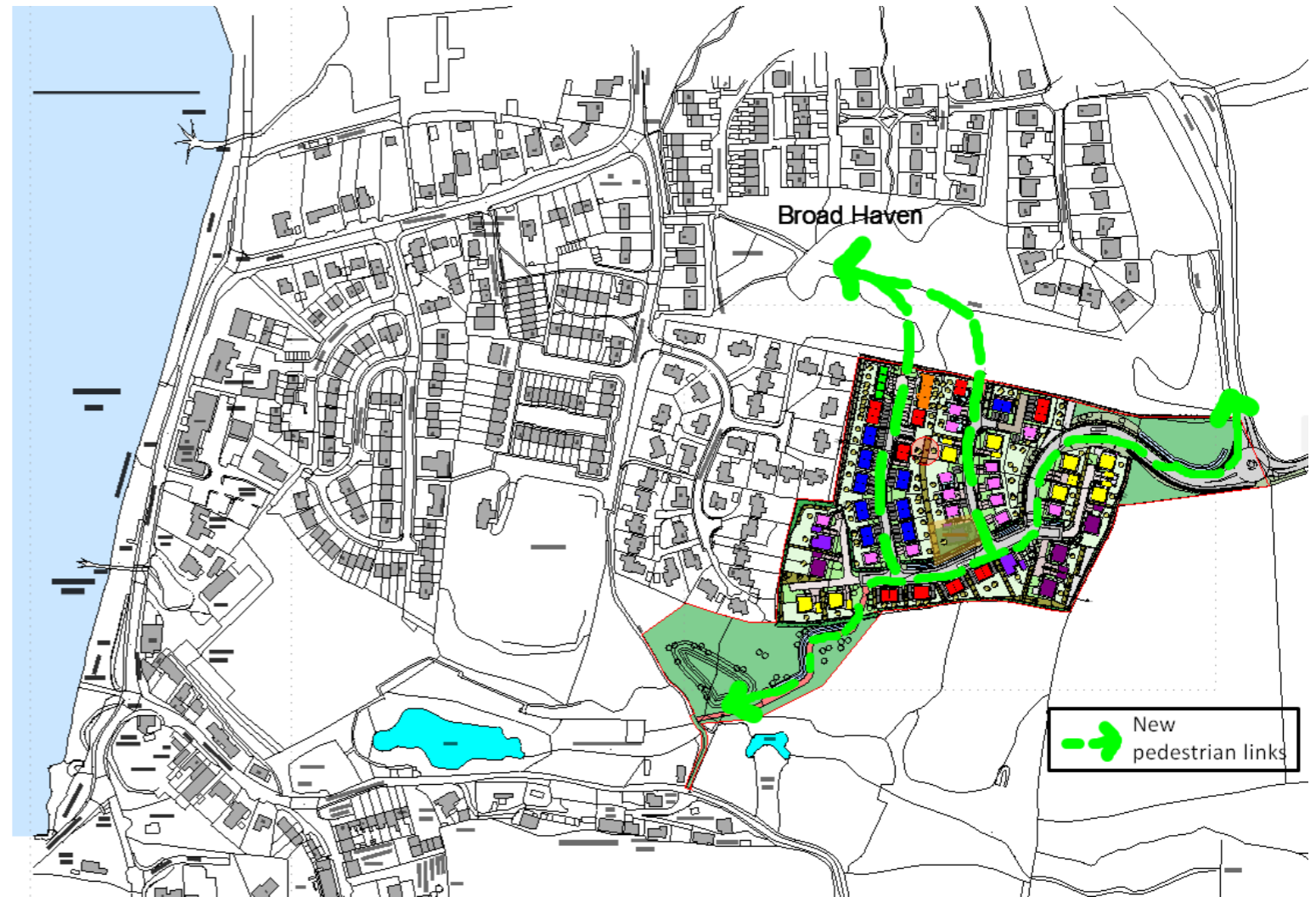
2. Public Realm



The development will enhance the public realm by creating attractive, safe, and accessible public spaces. Landscaping will incorporate native plant species to support local biodiversity and create a pleasant environment for residents. Streets and pathways will be designed to be pedestrian-friendly, with ample lighting and seating areas to encourage outdoor activities and social gatherings.

3. Movement

A key focus of the development is to promote sustainable modes of transport. The layout includes well-connected pedestrian and cycling routes that link to existing networks, reducing reliance on cars. No new bus stops will be created within the development, but existing stops are within short walking distance, ensuring convenient access to public transport. Adequate parking will be provided, but priority will be given to green transport solutions.



4. Location

The site is strategically located to take advantage of existing amenities in Broad Haven, including schools, shops, and healthcare facilities. The development will be designed to complement recent developments in and around the area, ensuring a cohesive and harmonious expansion of the community. The design will also respect the natural landscape of the Pembrokeshire Coast National Park, ensuring minimal environmental impact. Proximity to the coast will be leveraged to create a unique living experience that promotes well-being and a connection to nature.



5. MIX OF USES

To create a vibrant and sustainable community, the development will focus on residential spaces with a strong emphasis on affordable housing. This mix will ensure that the area remains inclusive and accessible to a wide range of residents, fostering a diverse and dynamic community.





6. IDENTITY

The design of the development will reflect the unique character and heritage of Broad Haven and the wider Pembrokeshire Coast National Park. Architectural styles and materials will be chosen to harmonize with the local vernacular, creating a sense of place that is both contemporary and respectful of the area's history. Public art and cultural elements will be incorporated to celebrate the local identity and foster a sense of pride among residents.





Additional Features

The development will include a new off-site Sustainable Urban Drainage System (SUDS) basin/feature and a walkway to the south-east of the site. These features will provide ecological enhancements, supporting local wildlife and biodiversity, while also offering good pedestrian links to the centre of Broad Haven. Additionally, new pedestrian walkways to the north will offer great links to the existing equipped play area, enhancing connectivity and access for residents. A new roundabout will be formed at the entrance of the site, replacing a 90-degree bend in the main access road from Haverfordwest to Broad Haven. This improvement will benefit the wider community of Broad Haven by enhancing road safety and traffic flow.