

Prestatyn High Street Public Realm Improvements

Feedback Summary Report

May 2025

Prestatyn High Street Public Realm Improvements

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Prestatyn High Street Public Realm Improvements

Purpose of this report

The purpose of this report is to summarise the feedback received during the recent consultation regarding the Prestatyn High Street Public Realm Improvements scheme, which is part of the Pride of Place and Natural Environment projects funded by UK Government.

The report itself will not make any recommendations about the overall proposals but the views of stakeholders and the wider community of Prestatyn will be considered as part of the initial concept design options for the scheme.

Analysis of feedback received

The Council shared the consultation survey online; paper copies were available at Prestatyn library and posters were sent to businesses in Prestatyn and Meliden for them to display to promote the survey as wide as possible. The consultation ran from 14 April 2025 until 11 May 2025, and we received 244 responses either made directly via Denbighshire's Consultations webpage or via completed paper questionnaires, though it must be noted that not all respondents answered every question.

Site visit consultation

Site visits were also arranged for Denbighshire County Council Elected Members and Prestatyn Town Council Members, residents, visitors and businesses to meet with the Project Team and share their thoughts of what they would like to see improved as part of the scheme. These sessions were promoted on Denbighshire's social media pages and corporate website.

4 Elected Members/Town Councillors, 10 residents/visitors and 4 businesses attended the sessions.

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Quantitative data

Data was collected to help us understand who participated in the consultation and their connection to Prestatyn.

Which of the following applies to you?		
Response	Number of Respondents	Percentage (%) of Respondents
I live and work in Prestatyn	122	50
I live in Prestatyn, but I work somewhere else	60	24.5
I work in Prestatyn, but I live somewhere else	1	0.5
I live in a nearby village (e.g. Meliden, Dyserth, Gronant) and Prestatyn is my main town for shopping, GP surgery or other amenities	24	10
I am visiting Prestatyn from elsewhere in Denbighshire	4	2
I am visiting Prestatyn from somewhere else (not in Denbighshire)	8	3
I am a Denbighshire County Councillor, Member of a City, Town or Community Council, Aelod y Senedd or Member of Parliament	3	1
Other	19	9
<ul style="list-style-type: none"> - Live, don't work/retired - Retired business owner - Live and shop 		

Over 200 respondents live in Prestatyn, which is highlighted in the three options:

- I live and work in Prestatyn
- I live in Prestatyn but work elsewhere
- Other

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Data was collected to help us understand the current habits of participants when visiting Prestatyn High Street and the town centre.

How often do you visit Prestatyn town centre?		
Response	Number of Respondents	Percentage (%) of Respondents
Every day	94	39
At least once a week	136	56
At least once a month	6	2
Less frequently	8	3
I don't visit Prestatyn town centre	0	0

If you visit Prestatyn town centre, how long do you stay?		
Response	Number of Respondents	Percentage (%) of Respondents
0 – 1 hours	57	23
1 – 2 hours	118	49
2 - 4 hours	51	21
4 – 8 hours	10	4
Other	8	3
<ul style="list-style-type: none"> - Varies depending on reason for visit - Few times a day / few hours - More at weekends 		

Which part of Prestatyn town centre do you visit?		
Response	Number of Respondents	Percentage (%) of Respondents
I only visit the High Street	4	2
I only visit Parc Prestatyn Retail Park	25	10
I visit both the High Street and retail park	213	87
Other	2	1
<ul style="list-style-type: none"> - All amenities - Mainly retail park but weekly High Street 		

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Please choose the three (3) things to you do the most when visiting Prestatyn town centre	
Response	Number of Respondents
Purchasing essential goods/services such as food or medical supplies	228
Eating out or socialising	177
Purchasing non-essential goods/services such as clothes, hobby/interest items	166
Spending time with friends or family	75
Spending time outdoors	57
Going to work (such as in a shop, restaurant or café)	25

If you don't visit, or don't visit frequently, what stops you from visiting or spending more time there?		
Response	Number of Respondents	Percentage (%) of Respondents
I'm not sure what's on the High Street that's for me	6	5
I prefer to only visit shops I can park directly outside of	26	23
There aren't enough nice places to sit on the High Street	30	27
I don't know	23	21
Other	26	23

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Other reasons why participants do not visit the High Street included:

- Not enough variety
- Bad traffic
- Nowhere to sit and enjoy view
- No toilets at top of High Street
- Anti-social behaviour
- Irregular shop opening hours
- Parking restrictions
- Low environmental quality

How do usually/most often travel to Prestatyn?		
Response	Number of Respondents	Percentage (%) of Respondents
I usually drive to Parc Prestatyn Retail Park	135	56
I usually drive and park elsewhere in town	24	10
I usually come to Prestatyn on the bus or train	3	1
I usually walk, cycle or other active travel	79	33

If you cycle to Prestatyn, would you like to see a cycle lane on the High Street?		
Response	Number of Respondents	Percentage (%) of Respondents
Yes	22	13
No	118	70
I don't know	28	17

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If you travel by car to Prestatyn, do you use the Council car parks within the town centre?		
Response	Number of Respondents	Percentage (%) of Respondents
Yes	45	20
No, I use Parc Prestatyn Retail Park	112	50
No, I use on-street parking	11	5
I use the car parks and on-street parking	58	26

If you use the Council car parks, which one do you use the most?		
Response	Number of Respondents	Percentage (%) of Respondents
Fern Avenue	40	20
King's Avenue	17	8
Lower High Street	11	5
Nant Hall Road	45	21
Prestatyn Railway Station	4	2
I don't use the Council car parks	93	44

If you don't use the Council car parks in Prestatyn, what stops you?		
Response	Number of Respondents	Percentage (%) of Respondents
I use free parking in Parc Prestatyn Retail Park	120	62
They are not close to the shops I visit	4	2
They are too expensive	35	18
They are not accessible for me	6	3
I can't always find a space in the Council car parks	10	5
Other	19	10

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Other reasons why participants do not use the Council car parks in Prestatyn included:

- Live close enough to town centre to walk
- Pay machines are always out of order
- Charges for disabled parking
- Heavy congested traffic so avoid area

Data was also collected to help us understand what participants would like us to focus on when improving the public realm on Prestatyn High Street, and whether the improvements would encourage them to visit the area more.

Please choose the three (3) things that you think we should focus on the most in Prestatyn town centre	
Response	Number of Respondents
Adding street furniture seating, bike racks and litter bins	176
Planting trees, shrubs and flowers	164
Improving the paving on the ground	129
Directional & wayfinding signs, so people know what's where	88
Making footpaths/pavements wider	81
Improving the street lighting	54

If we make improvements, would you be more or less likely to visit Prestatyn town centre?		
Response	Number of Respondents	Percentage (%) of Respondents
More likely	148	62
Less likely	23	10
I don't know	69	29

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Qualitative data

The following is a range and frequency of comments received from participants that help us to understand what they would like to see improved as part of the scheme. It must be noted that not all of these suggestions are possible for this project but have been acknowledged and will be shared with internal and external partners.

Do you have any final comments or observations you wish to make?

Comment	No. of responses
Improve the range of shops on the High Street / too many closed shops	22
More CCTV and Police presence needed	20
Pedestrianise the High Street, in particular top of street	18
Improve the landscaping / more trees / illuminated trees	18
Improve traffic flow turning into High Street	16
Bring back the on-street market / regular High Street events	16
More recycling bins needed and more emptying of bins	15
Reduce Business Rates and Rent on High Street	13
No need for a cycle lane – too steep	12
Offer free parking for locals / increase parking enforcement	12
Do not pedestrianise the High Street	12
Better disabled access and parking	11
Improve signage and interpretation	11
Improve paving and road surfaces	9
Concerns about impact of project on Prestatyn – comparison with Rhyl	7
More outside space for bars and restaurants	7
Widen pavements	4
Improve the promenade and seafront	4
More attractive link from retail park to High Street	4
Accessible and open toilets	4
Tourist Information Centre on High Street	3
More cycle parking	2
Improvements to old precinct area	2

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The following is a range of comments received from attendees of the site visit sessions that help us to understand what they would like to see improved as part of the scheme.

Comments
Links to Parc Prestatyn Retail Park:
Links to the retail park are priority – Paving, lighting, wall art, link into the Café colour theme at the rear
Security:
Improve the lighting on Priory Lane at top of High Street
Greater Police presence
Traffic, Parking and Pedestrians:
Traffic Flows – Lower High Street the current system is chaotic and has always caused major issues for the High Street, reverse the one-way system
Consider some pedestrianisation
Improve the poor pedestrian links to cross the lower roundabout to access the train station
Removal of central build-out area
Addition of loading bays / dedicated coach drop-off
Restrict on-street parking to one side of High Street only
Dedicated blue badge parking at top of High Street / increase disabled parking to 3 hours and make spaces wider
Remove on-street parking outside the church only
Relocate gullies away from dropped kerbs
Access for Kings Avenue and Fern Avenue car parks for wheelchair and scooter users is extremely dangerous
Passing points for wheelchairs and mobility scooters needed on middle and top section of High Street
Free Parking similar to retail park and for 3 hours
Cycle parking
Assistance for elderly and those with mobility issues to reach top of High Street
Do not remove any on-street parking, residents park on High Street from 5pm
Paving:
Poor areas of paving on lower High Street – also need levelling
Narrow the pavements in the middle section

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Drop kerbs needed at the top or middle of town for crossing on mobility scooters, wheelchairs, pushchairs
Landscaping:
Living walls, perennial plants to reduce maintenance, more greenery, trees with lighting not in planters, quality planters on the central wall
Open up the green area and removed stepped access
Flag poles and custom flags at top of High Street
Busking area – possibly in old precinct area
Benches / seating outside the church
Statue feature in precinct area
Red phone box feature – flowers/food bank
Quantity and location of bins should be reviewed
Designated area for events i.e markets (seasonal and weekly)
Artwork on floor for children
Maintenance of High Street needs to improve i.e street cleaning
Spikes installed on lamp posts and shop fronts to deter birds
Signage and Interpretation:
Declutter the High Street signage, repositioning of signposts
Improve signage / information boards including interactive and highlight Offa's Dyke route and use of empty shop windows
Outside seating/dining – Bistro style table and chairs - create café culture
A-boards, seating, sign posts all cause obstructions in the footways
Large archways with signage on the link path entrance from the retail park, banners directing pedestrians to the High Street
Better advertising of the High Street and the shops available and to direct people from the retail park

Next steps

The Council would like to take this opportunity to thank everyone for sharing their thoughts about what they would like to see improved as part of the Prestatyn High Street Public Realm Improvements scheme. This will help inform the initial concept design options that will be consulted on in due course.