

Prestatyn High Street Public Realm Improvements Scheme

Concept Design Feedback Summary Report

December 2025

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Concept design - Feedback Summary Report

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Purpose of this report

The purpose of this report is to summarise the feedback received regarding the concept design of the Prestatyn High Street Improvements Scheme. 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 detailed design for the scheme.

Analysis of concept design feedback stage

The Council shared the design online; presented drawings and visuals at a drop-in session in Scala Cinema, and shared drawings at Prestatyn Library from 15 September until 31 October 2025. The Council also ran a public consultation to gather feedback from the public about what they would like to see in the central precinct area of the High Street. 85 responses were made directly via Denbighshire's Consultations webpage or via completed paper questionnaires.

Quantitative data

Data was collected to help us understand what we should focus on the most in the central precinct area of Prestatyn High Street.

Please choose the three (3) things you think we should focus on the most in the central precinct area of the High Street to make it an attractive destination for residents, businesses and visitors.	Number of Respondents	Percentage (%) of Respondents
Response	Number of Respondents	Percentage of Respondents
Trees / Planting	48	56
Communal Seating Space	42	49
Interpretation Board and Historical Information	41	48
Events Area - Staging	29	34
Offa's Dyke Related Features	23	27
Artwork / Murals / Statues	20	24

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Qualitative data

The following is a range and frequency of comments received from respondents that help us to understand what they would like to see in the central area of the High Street as well as what they like and dislike about the concept design.

Is there anything else you would like to see in this area?

Comment	No. of responses
Anti-social behaviour concerns / More CCTV needed	6
Do not want any of the proposed changes	4
Improve / increase on street parking	4
Improved maintenance / Street cleaning	4
Support needed for top of High Street, it is neglected, businesses are struggling	4
More crossing points & safety for pedestrians / Pedestrianise High St	3
Empty shop windows/frontages to be enhanced with artwork	3
More things needed for young people (11-16 years)	3
Weekly market (Town/Farmers)	2
Close off connection to Clwyd Avenue, used as rat run to avoid High Street	2
Tu Mondo build out to remain - easier for pedestrians to cross	2
Better traffic enforcement on High Street	2
Better street lighting at night	2
Improved signage, including free parking directional signage	2
Increased police presence	2
An overhead structure to reduce seagulls nuisance	2
Too much street furniture in places	2
High Street shops to be painted	2
Events area not needed - Cookhouse car park is already used for events	2
More space for cycling/walking/mobility scooters - less focus on motor vehicles	1
Museum of Prestatyn history	1

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Comment	No. of responses
Blue plaques and official recognition	1
Prioritise disabled parking spaces at bottom of High Street	1
Move Tesco petrol station elsewhere - make this area the town square for events	1
Retail park access road at bottom by Holland & Barrett should be exit only - priority for pedestrians	1
Beautification of frontage of shops from Barnardo's to Spar - 60s buildings ruin look of town	1
The un-named road that joins the High Street at Morgan's hairdressers to be renamed "Burrows Close" as it is right opposite JT Burrows old premises	1
Extend the free parking to 4 hours	1
Get Tesco and M&S etc to help the top of the High Street. Ask them to give a 2% to 5% discount with any top High Street Purchase	1
Easy to read walking route maps to Offa Dyke footpath displayed at train and bus stations for hikers and other visitors;	1
Open an outdoor pursuits / clothing retailer to support hiking /camping visitors and local residents (cyclists, Park Run members)	1
Improve the cultural scene e.g. displays and installations by local artists in accessible venues and high footfall areas venues such as the library, churches, High Street and Parc Prestatyn	1
Events to support and showcase local musicians and dancers (we saw a snapshot of these at the Prestatyn Carnival)	1
An Eisteddfod-type event to celebrate our heritage and identity;	1
No narrowing of pavements	1
Funding or rate rebate for small businesses to use empty shops	1
Red telephone box kiosk outside parish church	1

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Comment	No. of responses
Concerns about one way traffic proposal	1
Consider budget for ongoing maintenance	1
Reduction in parking will stop people visiting town	1
Stop electric scooters on High Street	1
Toilets	1
Non sloping pavements - easier for wheelchairs and prams	1
Move bus station to opposite side of road to improve traffic flow	1
Real Christmas tree	1
Information board at bus station to show shops on High Street	1
Reversing into spaces at top of High Street will be problematic	1
Fairy lights in trees and bunting all the way up High Street	1
Proper one way traffic system across all of the High Street, not disjointed	1
Do not make Ffordd Ty Nant one way, it will cause problems on Nant Hall Road for properties trying to exit	1
Highlight the library and services available	1

Next steps

The Council would like to take this opportunity to thank everyone for sharing their thoughts and opinions about the concept design for Prestatyn High Street. This will help inform the detailed design for the scheme.

In terms of consultation and engagement, we will not be seeking any further feedback at this stage but will consult further once the detailed design is complete next year.