

Prestatyn High Street Public Realm Improvements Scheme

Detailed Design Feedback Summary Report

July 2026

Prestatyn High Street Public Realm Improvements Scheme

Detailed Design - Feedback Summary Report

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1. Purpose of this report

The purpose of this report is to summarise the feedback received regarding the detailed design of the Prestatyn High Street Public Realm Improvement 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 final design for the scheme.

2. Executive Summary

Overall, respondents were broadly supportive of investment in the High Street, particularly improvements to paving, planting, signage, public realm appearance and measures intended to increase footfall. However, significant concerns were raised regarding traffic management proposals, parking changes, accessibility, and the potential impact on local businesses.

Many respondents supported physical improvements to the town centre but expressed a desire to retain convenient access and parking. The consultation demonstrated a clear distinction between support for environmental/public realm improvements and opposition to traffic and parking changes.

3. Analysis of detailed 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 3 June 2026 until 5 July 2026. The Council also ran a public consultation to gather feedback from the public about the detailed design proposed for the scheme.

161 responses were made directly via Denbighshire's Consultations webpage or via completed paper questionnaires. Written feedback was also received from various stakeholders, including Elected Members, local businesses and residents.

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4. Quantitative data

Data was collected to help us understand what people like and dislike about the detailed design proposed for Prestatyn High Street.

Respondent Type	No. of Responses
Live and work/retired in Prestatyn	92
Live in Prestatyn, work elsewhere	48
Live in nearby villages	9
Visting from elsewhere in Denbighshire	4
Work in Prestatyn, live elsewhere	4
Councillor/Town Council/MS/MP	3
Visitor from outside Denbighshire	1

Q1. Do you like the overall design for the scheme?

Response	No. of Responses	% of Responses
Yes	57	35
No	58	36
Don't know	42	27
No response	4	2

Q2. Will the High Street look better after the changes?

Response	No. of Responses	% of Responses
Yes	56	35
No	46	29
Don't know	29	17
Other – comment	30	19

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Q3. Do you support the proposed paving materials?

Response	No. of Responses	% of Responses
Yes	98	61
No	32	20
Don't know	8	5
Other – comment	23	14

Q4. Do you want more planting and greenery?

Response	No. of Responses	% of Responses
Yes	114	71
No	24	15
Don't know	4	2
Other – comment	19	12

Q5. Benches – enough and in the right locations?

Response	No. of Responses	% of Responses
Yes	79	49
No	21	13
Don't know	25	17
Other – comment	34	21

Q6. Would you use the new spaces for sitting/socialising/events?

Response	No. of Responses	% of Responses
Yes	66	41
No	58	36
Don't know	21	13
Other – comment	16	10

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Q7. Public art, gateways, flagpoles, telephone box and Pulse Hubs

Response	No. of Responses	% of Responses
Yes	58	36
No	47	29
Don't know	14	9
Other – comment	42	26

Q8. Are you happy with traffic management proposals?

Response	No. of Responses	% of Responses
Yes	36	22
No	69	43
Don't know	26	16
Other – comment	30	19

Q9. Impact of the Bridge Road 2-way traffic trial

Response	No. of Responses	% of Responses
Helped	36	23
Not helped	86	53
Don't know	7	4
Other – comment	32	20

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Q10. Reversing traffic flow at the bottom of High Street

Response	No. of Responses	% of Responses
Will help	38	24
Will not help	77	48
Don't know	18	11
Other – comment	28	17

Q11. Moving parking from High Street to side streets

Response	No. of Responses	% of Responses
Yes	62	39
No	56	35
Don't know	15	9
Other - comment	28	17

Q12. Echelon parking proposals

Response	No. of Responses	% of Responses
Yes / Accept proposal	72	45
No	19	12
Don't know	31	19
Other - comment	20	12
No response	19	11

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5. Key findings

The following is a range of findings and comments received from respondents that help us to understand what they like and dislike about the detailed design proposed for Prestatyn High Street.

5.1 General Support for Town Centre Investment

A consistent theme throughout the consultation was appreciation that investment is being made in Prestatyn High Street. Respondents welcomed:

- New paving and resurfacing.
- Improved appearance of the High Street.
- Additional planting and greenery.
- Better links between Parc Prestatyn Retail Park and High Street.
- New public spaces and social areas.
- Improved wayfinding and signage.

Typical comments included:

- *“The design is lovely and will really enhance the High Street.”*
- *“Anything that improves the look and feel of the High Street is good.”*
- *“It’s nice to see that Denbighshire are investing in Prestatyn.”*

Many respondents stated that the High Street would benefit from becoming more attractive, greener and more welcoming to residents and visitors.

5.2 Planting and Greening

This was one of the most positively received elements of the proposal. Supportive comments highlighted:

- Desire for more trees and planting.
- Improved visual appearance.
- Creation of a softer and more attractive environment.
- Contribution to biodiversity and place-making.

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However, concerns were raised about:

- Long-term maintenance responsibilities.
- Potential vandalism.
- Impact of tree roots on paving and nearby buildings.
- Planters creating obstacles for wheelchair users and mobility scooters.
- Formal maintenance plan to ensure planting remains attractive in the future

5.3 Paving and Materials

Many respondents supported new paving and considered existing surfaces tired, uneven or in poor condition. Positive comments included:

- Improved appearance.
- Better quality public realm.
- Opportunity to replace damaged paving.

Key concerns included:

- Granite surfaces becoming slippery when wet.
- Suitability for older residents.
- Accessibility for wheelchair users.
- Long-term durability and maintenance.

5.4 Street Furniture, Public Art and New Features

5.4.1 Benches

Views on benches were mixed. Supporters stated that:

- Additional seating would be beneficial on a steep High Street.
- Seating would support older residents and those with mobility challenges.
- Benches would encourage people to spend longer in the town centre.

Concerns centred on:

- Anti-social behaviour.
- Youth gatherings.
- Alcohol and drug-related issues.
- Potential increases in littering.

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5.4.2 Public Art and Gateway Features

Public art and gateway features attracted positive feedback. Respondents welcomed:

- Entrance features linking Parc Prestatyn to the High Street.
- Increased visual identity for Prestatyn.
- Opportunities to celebrate local history and Welsh culture.
- Improved wayfinding.

Several respondents suggested incorporating:

- Information about local heritage.
- References to Offa's Dyke.
- Promotion of local events.
- Interpretation boards explaining existing public art and landmarks.

5.4.3 Telephone Box, Flagpoles and Pulse Hubs

These elements generated the greatest level of concern among the public realm features.

Common themes included:

Telephone Box

Some support:

- Attractive heritage feature.
- Potential book exchange.

Concerns:

- Vandalism.
- Anti-social behaviour.
- Ongoing maintenance.

Flagpoles

Frequently considered as an unnecessary addition to the High Street. Concerns included:

- Visual clutter.
- Maintenance.
- Potential noise impacts.
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Pulse Hubs

This was one of the least supported proposals for the public realm improvement scheme.

Concerns included:

- Visual impact.
- Commercial advertising.
- Cluttering the street.
- Questions around ongoing maintenance.

5.5 Traffic Management

Traffic management emerged as the single most contentious aspect of the consultation.

The main issues raised included:

- Significant dissatisfaction with recent traffic trials.
- Concerns regarding congestion around Parc Prestatyn.
- Concerns regarding access to Tesco and the petrol station.
- Concerns about queue lengths on Bridge Road.
- Safety concerns for pedestrians.
- Concerns relating to the proposed reversal of traffic flow at the bottom of the High Street.

Many respondents argued that recent traffic changes had worsened congestion rather than improved it. Others believed changes could improve flow but required further testing.

Several respondents requested a return to previous traffic arrangements, while others advocated more radical measures including:

- Full pedestrianisation of parts of the High Street.
- One-way traffic systems.
- Changes to retail park access arrangements.
- Improved crossing facilities.

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5.6 Parking

Parking was the most frequently discussed topic in the consultation.

5.6.1 Strong Opposition to Loss of On-Street Parking

A substantial number of respondents opposed removal or relocation of existing High Street parking. The principal concerns were:

- Impact on independent businesses.
- Accessibility for older people.
- Accessibility for Blue Badge holders.
- Convenience for short visits.
- Potential reduction in footfall.

Many respondents specifically highlighted parking outside businesses between The Deli on the Hill and Morgan's, noting that customers often make short convenience visits and that removal of parking could negatively affect trade.

5.6.2 Echelon Parking

Feedback was mixed on the proposed echelon parking at the top of the High Street.

Supporters believed:

- It would maintain parking numbers.
- It could improve traffic management.

Concerns included:

- Reversing manoeuvres on a hill.
- Safety issues.
- Suitability for older drivers.
- Reduced road width.

5.7 Accessibility and Inclusion

Accessibility emerged as a significant theme in feedback received from disabled residents and accessibility advocates. Key concerns included:

- Lack of clearly identified Blue Badge parking within the consultation drawings.
- Requests for wider pavements, reduced crossfall, additional dropped kerbs and level access between parking spaces and footways.

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- Concerns that planters, street furniture, flagpoles and telephone boxes could create unnecessary obstacles for wheelchair users, mobility scooter users and people with visual impairments.
- Concerns regarding the long-term performance of block paving and tree roots creating trip hazards.
- Requests for a wider range of bench types, including seating with arm rests and varying seat heights.

Respondents emphasised that accessibility should be a core design principle rather than a secondary consideration and requested that Equality Impact Assessment findings be fully reflected in the final design.

5.8 Business and Stakeholder Feedback

Feedback from local business owners, town centre stakeholders and Elected Members highlighted concerns about the potential economic impact of aspects of the scheme.

5.8.1 Support for Public Realm Investment

Several respondents welcomed:

- Improved paving and streetscape quality.
- Additional planting and landscaping.
- Better connections between the retail park and High Street.
- Public art and town centre identity features.
- General investment in Prestatyn town centre.

5.8.2 Independent Business Concerns

Strong concerns were raised regarding:

- Removal of parking adjoining independent retailers.
- Reduced convenience for short-stay customers.
- Potential impacts on business viability.
- Delivery access and servicing arrangements.
- Customer accessibility, particularly for older residents.
- Parking directly in front of businesses is needed.

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5.9 Additional Design Suggestions

A number of detailed suggestions were received for consideration during final design development. These included:

- Replacement of damaged town information boards.
- Screening of service yards and visually poor areas behind businesses.
- Review of Church Lane parking arrangements to improve pedestrian safety.
- Retention and protection of memorial benches where applicable.
- Consideration of additional tree planting and decorative lighting.
- Rationalisation of street clutter, signage and unnecessary furniture.

6. Drop-in Session, Scala Cinema

Over 100 people attended the drop-in session held at Scala Cinema on 3 June 2026. It is important to note that not all attendees commented during the day, but everyone was asked to complete the online consultation to share their thoughts.

Feedback gathered during the public drop-in session broadly reinforced the themes identified through the online consultation and written submissions. Participants were supportive of investment in the High Street but expressed concerns regarding traffic, parking and the overall ambition of the scheme.

6.1 Key Themes

6.1.1 Creating Destinations and Increasing Footfall

A recurring message was that the proposals should do more than improve paving and appearance. Participants suggested:

- Spaces for markets, performances and community events.
- Seaside-themed seating and destination spaces.
- Improvements to the precinct to encourage greater use.
- Strong gateway features linking the retail park to the High Street.
- Better promotion of Offa's Dyke and local heritage assets.
- Improved paving alone would not attract additional visitors to town.

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6.1.2 Traffic and Active Travel

Concerns were raised regarding:

- The Bridge Road traffic trial.
- Existing congestion on Ffordd Pendyffryn.
- Potential impacts of one-way arrangements on Ty Nant Road.
- Traffic movements around the retail park.
- Future development pressures on Nant Hall Road.
- Improve cycling infrastructure
- Safer route to the beach
- Enhanced pedestrian links between Ffordd Pendyffryn, the bus station and the High Street

6.1.3 Parking

Parking remained a significant concern. Attendees highlighted:

- Opposition to echelon parking at the top of the High Street.
- Requests to retain or increase parking near independent businesses.
- Concerns regarding parking removal adjacent to the former Vicarage.
- Concerns over reversing manoeuvres and driver safety.
- Replace proposed landscaped areas with additional parking provision.

6.1.4 Street Furniture and Town Centre Features

Views on proposed street furniture were mixed. Positive feedback included:

- Support for the proposed red telephone box.
- Requests for seating with backs and accessible design.
- Interest in innovative features such as USB charging points.

Concerns included:

- Potential anti-social behaviour associated with benches.
- Lack of support for flagpoles.
- Strong requests for litter bins with seagull-proof flaps.
- Requests for better directional signage to the retail park.
- Public drinking water refill stations.
- Wildlife friendly features such as water sources for birds and hedgehogs.

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6.1.5 Landscaping, Trees and Public Art

Support was expressed for:

- Additional tree planting.
- Better maintenance and management of existing trees.
- Public art created by local artists.
- Greater use of planting instead of decorative structures such as flagpoles.
- Relocating existing public artwork, including the Mother and Baby statue into more prominent town centre locations

All of the comments and observations shared on the day will help inform the final design along with the feedback gathered during the consultation.

7. Conclusion

The consultation demonstrates strong support for investment in Prestatyn High Street and broad agreement that the town centre would benefit from improvements to paving, landscaping, public spaces and overall appearance.

However, there remains substantial concern regarding:

- Traffic management proposals.
- Changes to parking provision and location.
- Accessibility and inclusive design.
- Potential impacts on independent businesses.
- On-going maintenance arrangements.
- Certain elements of street furniture, particularly Pulse Hubs and flagpoles.

The strongest recurring message throughout the consultation was that physical improvements should support, and not adversely affect, the accessibility, vitality and commercial success of Prestatyn High Street. Respondents consistently expressed a desire for a project that not only improves appearance but also strengthens the town centre as a destination, supports local businesses and remains accessible to all users.

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8. Next steps

The Council would like to take this opportunity to thank everyone for sharing their thoughts and opinions about the detailed design for Prestatyn High Street. This will help inform the final design for the scheme. In terms of consultation and engagement, we will not be seeking any further feedback.