

Appendix C - Summary of the key findings and recommendations of the Review

1.0 General observations from the Focus Groups and Residents' Survey

- 1.1 Many respondents preferred online shopping for electronics, media, toys and books.
- 1.2 Many respondents liked the ability to test, touch and feel products that was offered by town centres and was considered as more of an experience.
- 1.3 The ability to combine shopping with other activities was seen as another benefit offered by town centres.
- 1.4 The majority of respondents to the business survey said parking for customers/clients was very important and that they wanted to see the cost of parking reduced.

Town Specific findings

2.0 Corwen

- 2.1 Survey respondents whose nearest town is Corwen mostly selected Wrexham as their preferred destination for non-grocery shopping.
- 2.2 Respondents listed the best three features of Corwen as car parking facilities, the range of shops and the appearance of the location.
- 2.3 The three areas most needing improvement as identified by respondents was an increase in the range of shops, more competitive pricing of products and improvements to the visual appearance of the area.
- 2.4 The above results obviously show there are some differences in opinion amongst residents who responded in regard to the range of shops and the visual appearance of the town.
- 2.5 Recommendations
 - Improve lighting in car parks
 - Improve signage in car parks
 - Mark out parking bays at Bridge Street end of car park
 - Provide suitable pedestrian signage between car parks and retail area
 - Change High Street on-street parking to 1 hour
 - Change London Road on-street parking to 1 hour
 - Increase enforcement of on-street parking
 - Trial a reduction in the cost of short stay parking tariffs in Green Lane Car Park

3.0 Denbigh

3.1 Chester was the preferred destination for non-grocery shopping for Denbigh residents who responded to the survey. 17% of respondents selected Chester, followed by 11% who chose Denbigh and 11% chose Rhyl.

3.2 The lack of availability of short term parking was seen by focus group members as a barrier to shopping in Denbigh and participants generally wanted an increase in parking spaces.

3.3 Satisfaction with availability and location of parking exceeded the average for the study as a whole.

3.4 Residents expressed concerns about person safety in the multi-storey car park in Denbigh which was felt to discourage use.

3.5 Car park tariffs are appropriate

3.6 Recommendations

- Improve signage and bay markings in Mount Pleasant car park
- Provide suitable pedestrian signage between car parks and retail area
- Change High Street on-street parking to 1 hour
- Change Townsend on-street parking to 1 hour
- Increase enforcement of on-street parking
- Improve directional signs to Barkers Well Lane car park
- Consider re-designating Crown Lane car park and Mount Pleasant car park as short stay
- Consider measures to improve the perceived security and attractiveness of the multi-storey car park as it is currently under-utilised.
- Consider the introduction of VMS signing on main approaches to Denbighshire County Council

4.0 Dyserth

4.1 Prestatyn (30.5%) and Chester (19.5%) were the two most preferred locations for non-grocery shopping expressed by Dyserth residents responding to the survey.

4.2 The range of shops and public transport accessibility were two positive features of Dyserth as selected by respondents. Other respondents, however, said the range of shops and the parking facilities need improving.

4.3 Recommendations

- Consider upgrading the Waterfall car park to improve the quality of the surface, signage and lighting.

5.0 Llangollen

- 5.1 Llangollen residents expressed pride about their town centre retail offer but many were frustrated about congestion during peak periods in the summer. Many Llangollen residents said that they chose to walk rather than drive when visiting the town centre.
- 5.2 Wrexham (56.6%) was the preferred destination for non-grocery shopping expressed by respondents to the survey who live in or around Llangollen. Cheshire Oaks was the second most popular answer, chosen by 10.2% of respondents. 6.2% of respondents selected Llangollen as their preferred destination for non-grocery shopping.
- 5.3 Respondents' satisfaction with the availability of parking was significantly below the average for the study as a whole (i.e. compared with elsewhere in the County). Satisfaction with the cost of parking was slightly below the average.
- 5.4 The visual appearance of the town, leisure/entertainment facilities and the range of shops were the three best features of Llangollen as listed by respondents.
- 5.5 Improvement to car parking facilities was the main area for improvement selected by respondents. An increase in the range of shops and more competitive pricing of goods were the next two most selected areas for improvement.
- 5.6 Recommendations
- Improve lighting at Mill Street, Royal Pavilion, Hall Street and Brook Street car parks
 - Improve pedestrian signage between retail centre and Royal Pavilion and Hall Street car parks
 - Explore options to increase parking capacity
 - Change all on-street parking to 1 hour
 - Increase enforcement of on-street parking bays and other indiscriminate parking
 - Consider increasing long stay tariffs on Market Street car park to discourage long stay parking and thus increase availability for short stay parking
 - Consider introducing on-street pay and display to deter long stay parking
 - Consider use of Variable Message Signs on approaches to the town

6.0 Meliden

- 6.1 Prestatyn (46.6%) was the preferred destination for non-grocery shopping expressed by respondents to the survey who live in or around Meliden. Chester was the second most popular answer, chosen by 14.5% of respondents.
- 6.2 Parking is currently free and there is insufficient demand to justify the introduction of charging.

6.3 Recommendations

- Improve lighting in car park

7.0 **Prestatyn**

7.1 Prestatyn was the preferred destination for non-grocery shopping at 43% of residents, followed by Chester at 19%

7.2 Residents were generally pleased with the range and prices of products available

7.3 Satisfaction with the cost and availability of parking was above the Denbighshire average

7.4 Recommendations

- Improve pedestrian signing between car parks and High Street
- Signage and lighting should be improved in the Lower (Offa's Tavern) car park
- Change all on-street parking to one hour
- Improve enforcement of on-street parking bays
- There is plenty of capacity in car parks. Both the Offa's Tavern (Lower) car park and the Nant Hall (Central) car park are under-utilised, however, it is recommended that some spare capacity is retained to accommodate future growth.

7.5 Tariff levels are considered to be appropriate.

8.0 **Rhuddlan**

8.1 Rhuddlan residents listed the appearance of the town, leisure/entertainment facilities and public transport accessibility as its best features.

8.2 Areas identified for improvement were the range of shops, parking facilities and more competitive pricing of products.

8.3 The Rhuddlan businesses who responded said that there traffic congestion needed reducing which is in response to the traffic control on the bridge.

8.4 Recommendations

- Pedestrian signage between both car parks and the High Street should be improved.
- Change on-street parking bays to 1 hour
- Retain free parking in Library car park.
- Consider changing tariff in Parliament Street car park to short stay i.e. make longer stays more expensive in order to encourage a good turnover and availability of parking spaces.

9.0 Rhyl

9.1 Rhyl is the preferred destination for non-grocery shopping of 34.3% of residents, followed by Prestatyn at 13.4% and Llandudno at 11.3%.

9.2 General satisfaction with the range and price of products was below the average for the study as a whole, as was satisfaction with the cost and availability of parking.

9.3 Some residents of Rhyl who responded expressed concern about the loss of High Street brands from the town centre.

9.4 The three best features of Rhyl town centre as chosen by residents of Rhyl (and surrounding area) was public transport accessibility, leisure/entertainment facilities and the price of products.

9.5 The three areas for improvement identified by residents were an increase in the range of shops, improvements to the location and improvements to car parking facilities

9.6 Rhyl business owners who responded felt that a greater range of stores and increased promotion of the area as a business destination would be most likely to encourage more visitors to the area.

9.7 The one way system and a lack of full directional signage are considered to not help shoppers to make best use of the car parks available

9.8 Recommendations

- Improve directional signage to short stay parking especially Morley Road, Library and White Rose Centre car parks
- Change Wellington Road parking bays to 2 hours
- Improve enforcement of on-street parking bays generally to encourage more frequent turnover of parking spaces
- Consider VMS signing at a later date if spare car park capacity reduces
- Consider future increase of short stay parking in the town centre if suitable land becomes available
- The quality of car parks is generally good but pedestrian signage between car parks and the shops should be improved.
- Renew pay and display machines in West Kinmel Street car park

10.0 Ruthin

10.1 Chester (23.5%), Wrexham (19.7%) and Ruthin (17.2%) are the preferred destinations for non-grocery shopping for residents and surrounding areas.

- 10.2 For respondents whose preferred destination above was Ruthin, their satisfaction levels were below the average for the study as a whole for the range and price of products available and for the availability and cost of parking.
- 10.3 The best three features of Ruthin listed by respondents were Ruthin's appearance, its parking facilities and leisure/entertainment facilities.
- 10.4 The three main areas for improvement that respondents listed were a greater range of shops; improvements to parking facilities and improvements to the location/surrounding areas.
- 10.5 The appearance of parking in both lists above obviously suggests a split in opinion amongst respondents.
- 10.6 Businesses who responded chose cheaper parking costs as the measure most likely to encourage more visitors to Ruthin.

10.7 Recommendations

- Improve lighting at Troed y Rhiw, Market Street and Dog Lane car parks
- Improve directional signage to Dog Lane car park
- Improve pedestrian signage between St Peter's Square and both Market Street and Dog Lane car parks
- Increase time limit on St Peter's Square parking bays from 30 mins to 1 hour
- Improve enforcement of on-street parking bays
- Change the tariffs for Market Street and St Peter's Square car parks to discourage long stay use through changing the 4 hours or more for £3.50 rate to 3 hours or more for £7.00
- Consider a small area of free short stay bays in Market Street car park such as free for an hour providing an effective enforcement method is used.
- Increase time limit on Park Road on-street parking bays
- Change all other parking bays to 1 hour

11.0 St Asaph

- 11.1 Chester (20.7%), Rhyl (20.7%) and Prestatyn (11.7%) were the three most selected locations for non-grocery shopping as chosen by respondents who live in or around St Asaph.
- 11.2 Leisure/entertainment facilities, special offers and competitive pricing of goods were the three features most chosen by respondents when asked to list what they consider to be the best features of St Asaph.
- 11.3 An increase in the range of shops, improvements to car parking facilities and improvements to the visual appearance of the city were the three most selected areas for improvement.

11.4 Recommendations

- Change on-street parking to 1 hour
- Improve enforcement of on-street parking to increase turnover of spaces
- Improve quality of Pay and Display meter in Bowling Green car park
- Consider a trial reduction in short stay parking tariffs to test the response in terms of footfall

12.0 **On-street parking – all towns**

- 12.1 Common to the review of many towns is the observation that many on-street parking bays are occupied by overstay parking (i.e. motorists are parking for longer than the permitted time period as displayed on the adjacent parking signs). Whilst some of this is due to blue badge parking (a blue badge enables unlimited parking in on-street parking bays) a lot is also due to insufficient enforcement. Since the surveys were undertaken, greater focus has been placed on the enforcement of parking bays so it is likely that instances of overstay parking have been reduced, however, this will only be known by undertaking further random surveys to enable a comparison to be made.
- 12.2 It is also likely that some of this overstay parking occurs because the existing time limit is insufficient. This is why a change to 1 hour time limits is proposed for many of the towns covered by the Review.
- 12.3 Greater levels of enforcement will continue to be needed and thus enforcement of short stay parking will continue to be prioritised, whilst balancing this against the need to enforce yellow lines on road safety or traffic management grounds.