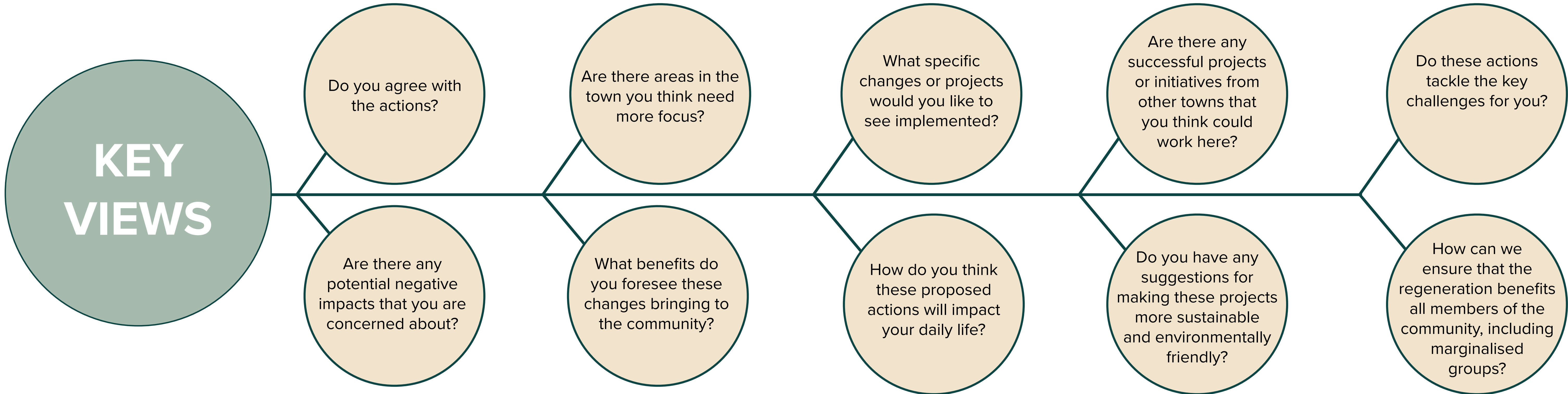


01. Denbigh Placemaking Plan



Following the completion of the place analysis, a series of core place ambitions were prepared to provide a future vision for the town and frame the type of investment and projects that to be explored and pursued. The ambitions respond to the place analysis and stakeholder feedback.

The core ambitions are presented below by each of the Placemaking Charter Principles.

PHYSICAL SETTING

ACTIVITY

MEANING

A THRIVING, HISTORICAL DESTINATION

...in the heart of Denbighshire, built upon the rich Welsh heritage and history, outstanding natural landscapes and array of independent shops creating an exceptional leisure and recreational offer, as well as a place to live.

LOCATION

A VIBRANT MARKET TOWN AND PUBLIC REALM

...defined by listed buildings and characterised by a green and bustling High Street, with attractive public spaces able to support social interactions and a strong sense of community.

PUBLIC REALM

A CONNECTED AND ACCESSIBLE TOWN FOR ALL

...with excellent pedestrian routes connecting the High Street to the east and west, key heritage sites and surrounding towns; with frequent and reliable bus services; and high quality active travel routes that establishes the town as a base to explore the wider natural landscape.

MOVEMENT

A RICH MIX OF HOMES, INDEPENDENT SHOPS AND ACTIVITIES

...with refurbished historical buildings, a series of spaces for small businesses, and access to a wide range of local services and unique heritage assets.

MIX OF USES

A STRONG SENSE OF COMMUNITY AND PRIDE

...to support and serve the local residents, businesses and groups, as well as create a stronger offer for the younger generations.

PEOPLE AND COMMUNITY

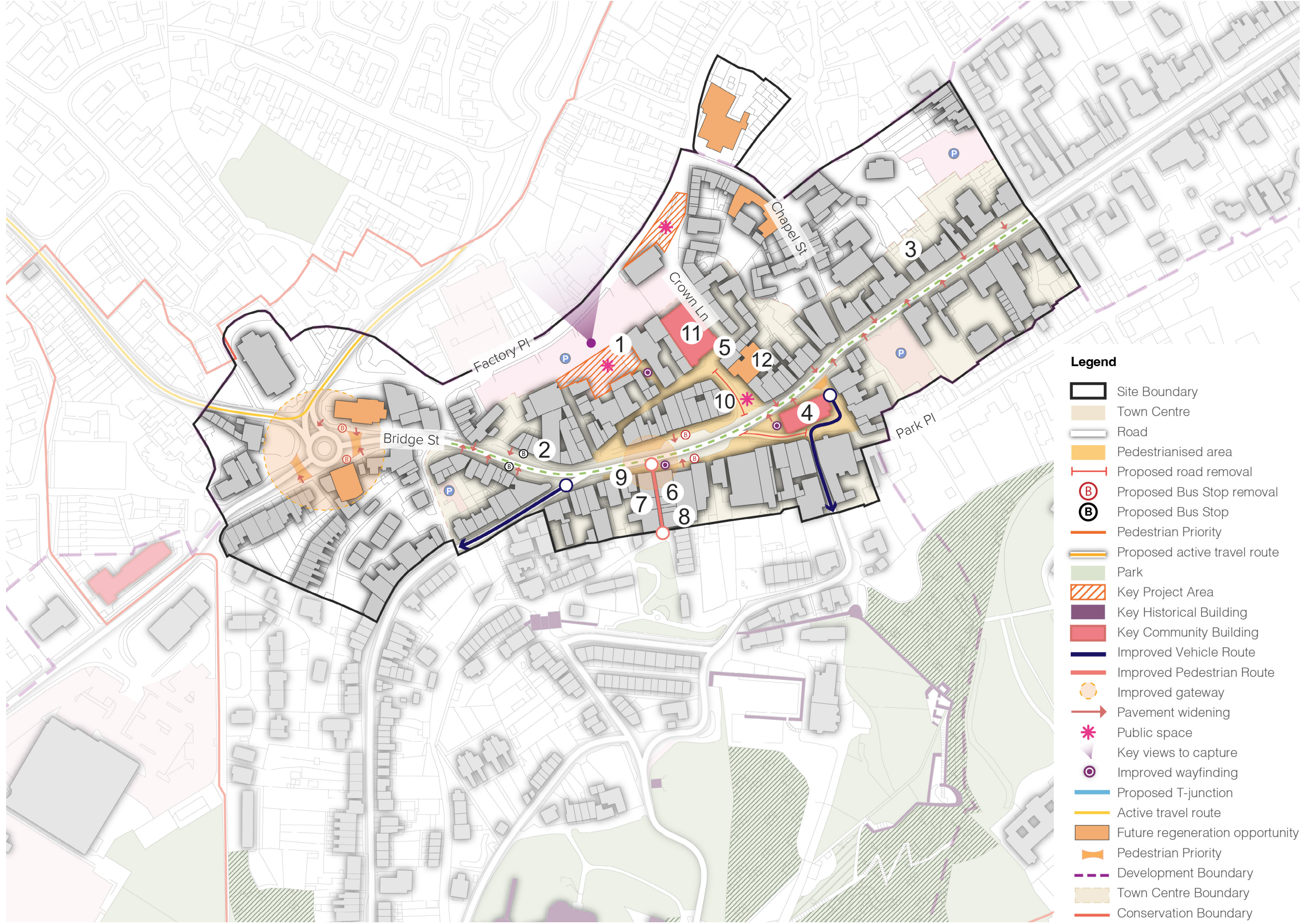
A CENTRE FOR WELSH CULTURE, HISTORY AND LANGUAGE

...that celebrates Denbigh's rich heritage and history through local and cultural events, architecture, and art, with a strong emphasis on promoting the Welsh language throughout.

IDENTITY

02. Western Gateway and Town Centre

OPPORTUNITIES	AMBITIONS MARKED AGAINST THE WALES PLACEMAKING CHART					
	MIX OF USES	MOVEMENT	LOCATION	PUBLIC REALM	PEOPLE AND COMMUNITY	IDENTITY
1. Better utilise Factory Ward car park, redesigning part of the area to create a flexible event space for markets and small businesses. Explore opportunities around Chapel Place which could be activated by bringing the arches back into use, targeted towards local start-ups, to create small spill out space.	Yellow	Light Green	Light Green	Purple	Blue	Pink
2. Relocate existing bus stops on High Street to Portland Place utilising wider street to create a more accessible environment, and introduce new pedestrian crossings to improve access, priority and safety, and explore reducing the dominance of vehicle infrastructure.	Light Green	Yellow	Light Green	Purple	Light Green	Light Green
3. Explore the conversion of underutilised upper storeys of buildings along High Street into flats; will create greater activity in the centre. Explore implementation of vacant unit activation scheme opportunities to invest in and restore the historic Gwasg Gee Print Works listed building, possibly providing new accommodation.	Yellow	Light Green	Light Green	Purple	Blue	Pink
4. Access to the rear of the library (Sqwar Y Neuadd) to be pedestrian only to create a high quality environment and more pedestrian friendly space local businesses can spill into.	Light Green	Yellow	Light Green	Purple	Light Green	Pink
5. Create a more pedestrian orientated environment in front of The Crown by reconfiguring the space to restrict vehicle movement and better allow surrounding businesses to spill out onto the street.	Yellow	Light Green	Light Green	Purple	Light Green	Light Green
6. Invest in and reinforce the heritage trails through physical street enhancement and additional wayfinding, incentivising movement between Denbigh Castle and the centre.	Light Green	Yellow	Light Green	Purple	Blue	Pink
7. Express Welsh language and culture in public art and wayfinding around the town centre.	Light Green	Light Green	Light Green	Purple	Blue	Pink
8. Improve access to Denbigh Castle through street design enhancements, including pedestrian priority treatments and creating a one way system along Bull Lane, gaining spaces for on street parking and safe pedestrian routes.	Light Green	Yellow	Light Green	Purple	Light Green	Light Green
9. Improve wayfinding and public awareness of local events through a new bilingual town/heritage information board. Incorporate digital capabilities to better allow the promotion of local events.	Light Green	Light Green	Light Green	Purple	Blue	Light Green
10. Improve the public realm along High Street and Hall Square by rationalising the traffic infrastructure, introducing greenery, and de-cluttering. Add more sociable seating, and create consistent high quality shop fronts to generate a more attractive offer for existing local businesses and improve overall sense of place.	Yellow	Light Green	Light Green	Purple	Blue	Pink
11. Invest in the Town Hall to better enable its role as a multi-generational community hub, for hosting local events and for community facilities targeted towards helping vulnerable users.	Yellow	Light Green	Light Green	Light Green	Blue	Pink
12. Explore opportunities to invest in The Crown to bring the structure back into use, helping sustain the historic building and contributing towards the vibrancy of the town.	Yellow	Light Green	Light Green	Light Green	Light Green	Pink



Example of external pop-up food and drink market



Example of external pop-up market in a car park



Example of wayfinding and signage



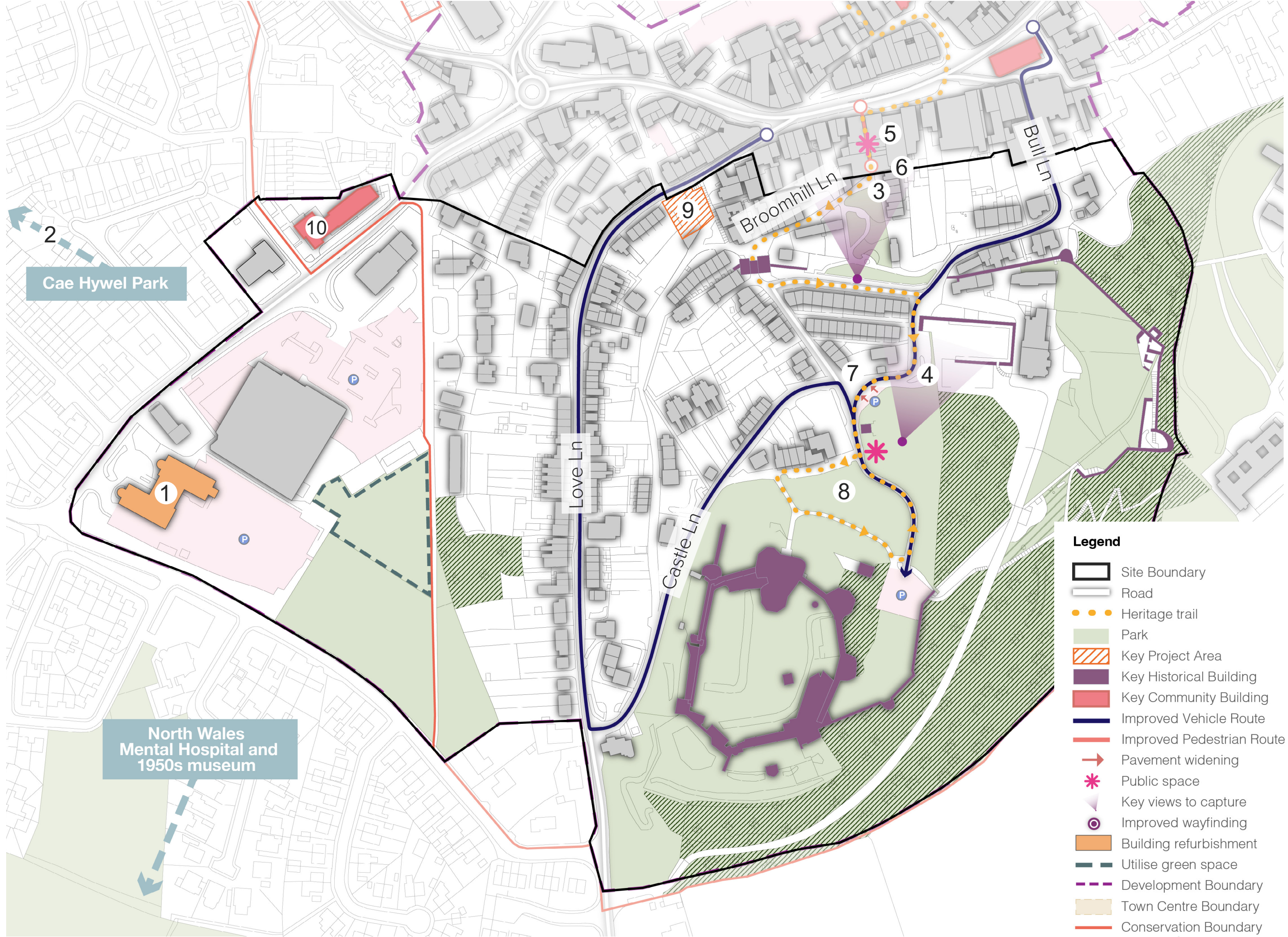
Example of heritage trail signage



Example of independent start ups businesses within arches

03. Denbigh Castle and Western Denbigh

OPPORTUNITIES	AMBITIONS MARKED AGAINST THE WALES PLACEMAKING CHART					
	MIX OF USES	MOVEMENT	LOCATION	PUBLIC REALM	PEOPLE AND COMMUNITY	IDENTITY
1. Council Office Retrofit - potential for residential, flexible working space or health associated use.	Orange				Blue	
2. Expand outdoor green space offer of the western side of town with new recreational facilities Cae Hywel Park including new running track, multi-use games area and outdoor fitness equipment to diversify recreational offer.	Orange	Yellow	Green		Blue	
3. Improve the existing heritage trail with physical street enhancements and additional wayfinding with an emphasis on links to the castle from High Street.			Green	Purple		Pink
4. Enhance access to Denbigh castle with improved and sensitively implemented designated parking and drop off areas. Implementation at St Hilary's Terrace provides parking closer to the castle for those with mobility challenges.		Yellow				
5. Explore opportunities for additional public art installations / murals along Broomhill Lane towards the castle.				Purple	Blue	Pink
6. Create designated space for bins along Broomhill Lane to deal with the waste issue along this important connecting route between the town centre and Denbigh Castle.				Purple		
7. Improve the wayfinding around the castle to the car park. Narrow road with roadside parking to allow the green space to expand and create a less harsh landscape in front of the old tower (St Hilary's Terrace).		Yellow	Green	Purple		
8. Explore better utilisation of the green area around Denbigh Castle to better utilise this space including provision of a flexible green space which includes space for events, social seating and children's play provision.	Orange			Purple	Blue	
9. Explore redevelopment of the former Scala Cinema (Wedgewood Cinema) site for residential or multi-purpose hub for community, business, and well-being, capable of housing uses such as business hub and multi-purpose rooms.	Orange				Blue	Pink
10. Explore opportunities to invest in the Hwb and expand its offer.	Orange				Blue	



Example of digital information board



Example of welcoming environment for pedestrians allowing businesses to occupy and activate the public realm



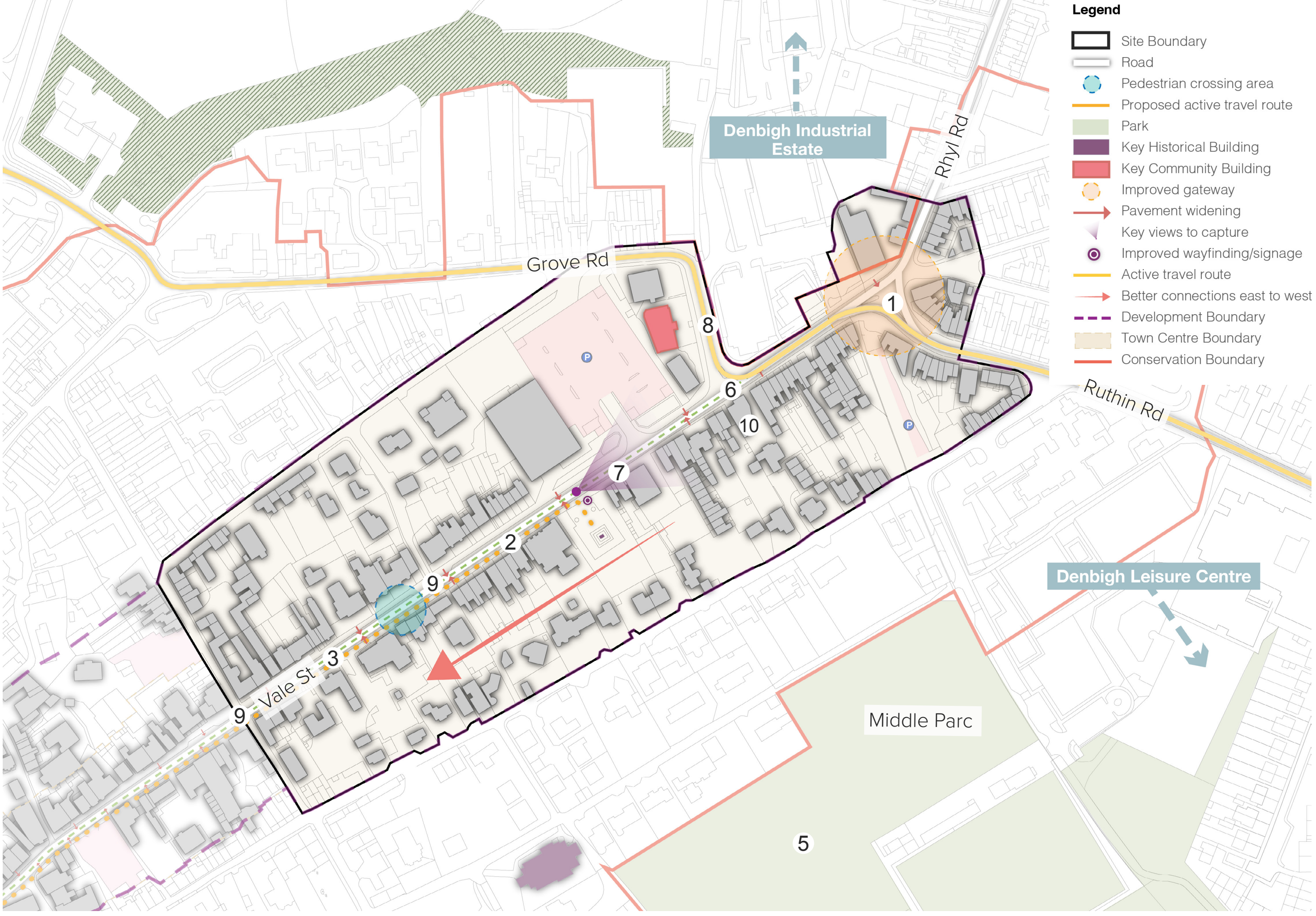
Example of outdoor mixed use play area



Example of outdoor sports field and running track

04. Eastern Gateway and Vale Street

OPPORTUNITIES	AMBITIONS MARKED AGAINST THE WALES PLACEMAKING CHART					
	MIX OF USES	MOVEMENT	LOCATION	PUBLIC REALM	PEOPLE AND COMMUNITY	IDENTITY
1. Explore reducing vehicle infrastructure at Ruthin and Rhyi Road junction to create a safer, more attractive environment for pedestrians and improve the town's entrance.		Yellow		Purple		
2. Improve Vale Street with new street furniture such as benches to make the street more inviting for pedestrians. Additionally, making material changes at key junctions to facilitate pedestrian crossing movements and naturally calm traffic.		Yellow		Purple		
3. Consider implementing street greening with planters, rain gardens, and trees to improve the environment and support local businesses. Collaborate with local groups passionate about maintaining and introducing greenery in the town.	Orange			Purple	Blue	
4. Express Welsh language and culture in public art and wayfinding along Vale Street through bilingual signage, cultural themes in public art and use of poetry and literature.			Green	Purple		Pink
5. Invest in Middle Parc to introduce more facilities and amenities, including outdoor exercise equipment, fitness trail, and social seating areas with sheltered provision.	Orange			Purple	Blue	
6. Improve active travel within the town centre and surroundings with better links east to west and provide new cycle infrastructure secure storage. Create pedestrian priority junctions at secondary junctions, prioritising pedestrian movement along Vale Street.		Yellow	Green			
7. Explore how new digital infrastructure along Vale Street can enhance the visitor experience in Denbigh and bring more people to the town centre and heritage attractions. This could include implementing reliable public Wi-Fi and a digital noticeboard for local information and special offers.				Purple	Blue	
8. Explore implementation of a vacant unit activation scheme to help regenerate empty Vale Street units in prominent location, improving the offer and perceived quality of the town.	Orange					Pink



Example of SuDS and street greening



Example of social seating along a high street



Examples of Welsh murals and public art

