

Indicative Timescales

- Engagement Exercise:
10th Sept to 5th October, 2018.
- Evaluation of comments and detailed design work:
Early October, 2018.
- Start construction on site:
Autumn, 2018
- Public Engagement Report published:
Late October, 2018.

How to Make Contact

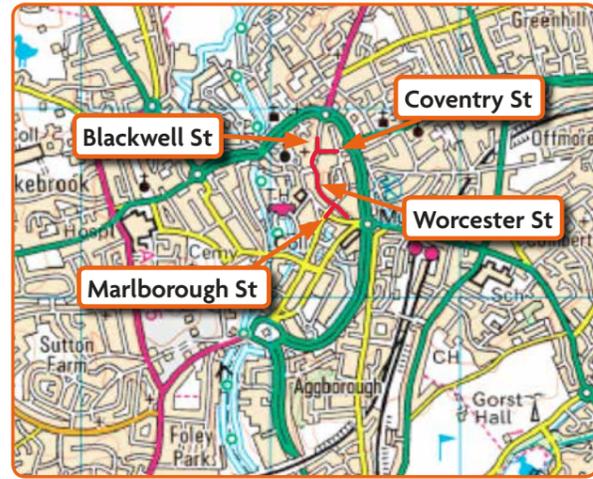
If you would like to make any comments about the scheme, or have an enquiry, please email:

majorschemes@worcestershire.gov.uk

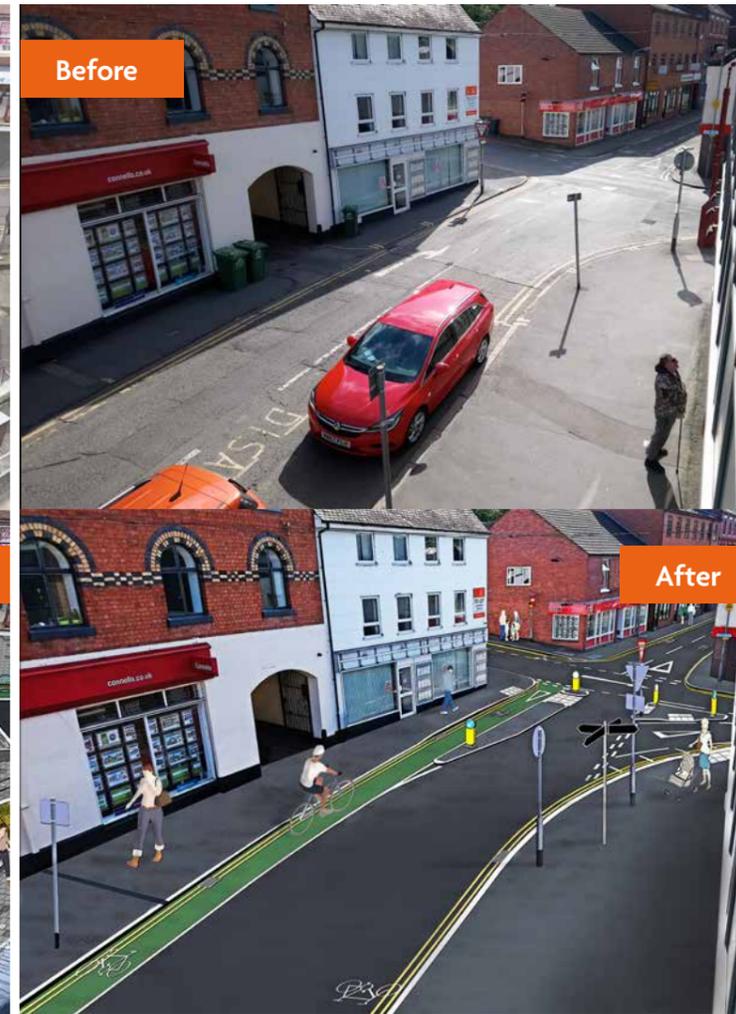
What Happens Next?

The public engagement exercise will finish on 5th October, 2018. A report will be published on Worcestershire County Council's website along with regular scheme updates:

www.worcestershire.gov.uk/wsk



Worcestershire County Council



Artists Impression

Worcester Street, Kidderminster Proposed Improvements Autumn 2018

Find out more online:
www.worcestershire.gov.uk/wsk



Introduction

Improvements to Worcester Street will deliver against the aims of both Worcestershire County Council (WCC) and Wyre Forest District Council (WFDC). This proposed public realm scheme has significant potential to support regeneration and economic activity by delivering better access into and through Kidderminster Town Centre for pedestrians and vehicles. This can be achieved by providing new facilities and cosmetic upgrades to improve the overall appearance of the street.

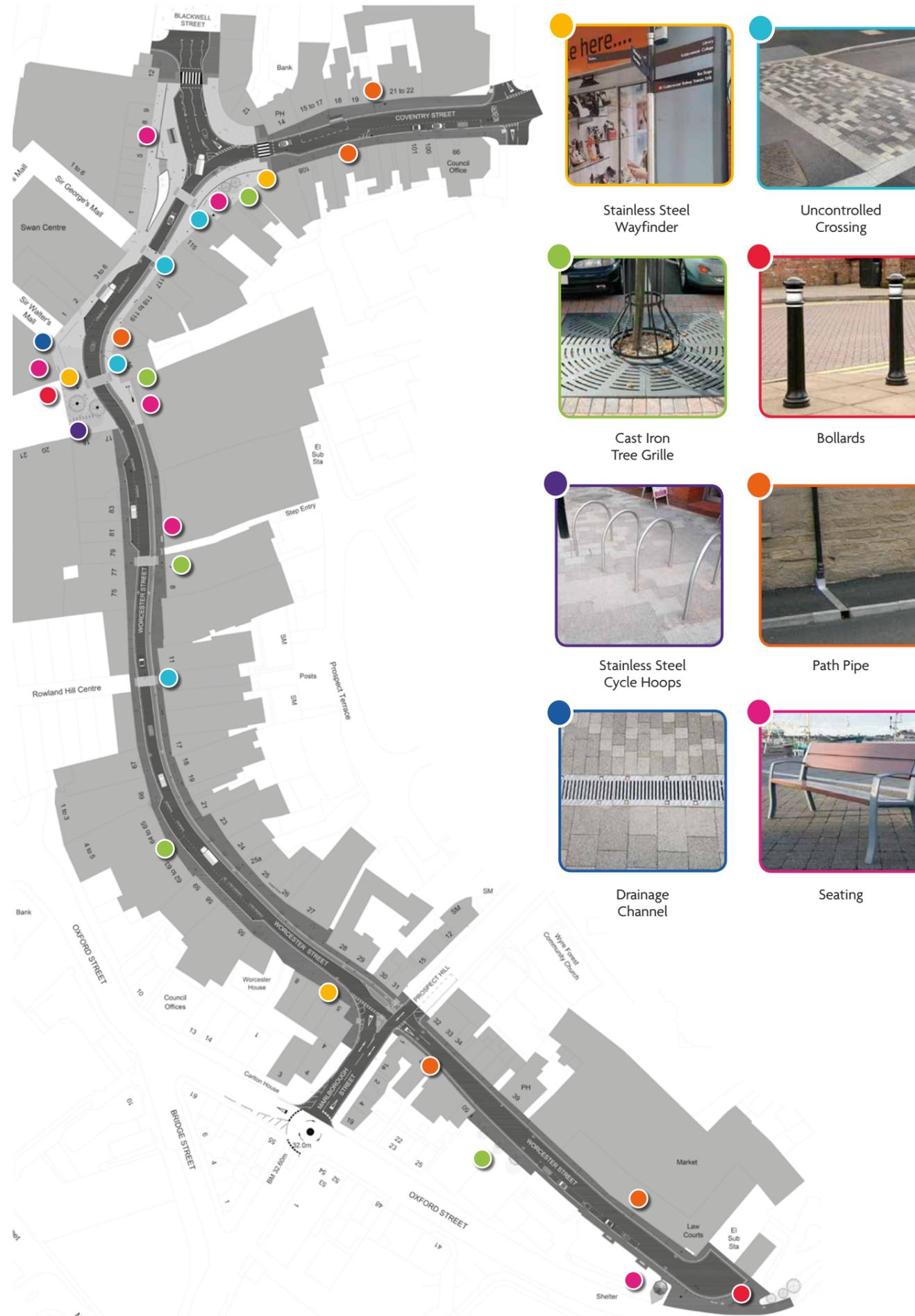
Enhancing Worcester Street will make access easier for all, increase pedestrian footfall and make the area more attractive to businesses and investment. There is also an aspiration for increased residential land use in the eastern town centre, so improvements to the public realm and accessibility will be of benefit to this in the future.

Worcestershire County Council's corporate goals of remaining Open for Business and Promoting Health and Well-being are clearly met by this scheme, as it supports regeneration of the Worcester Street area which will make it more attractive for investment and new and existing businesses. The improvements to walking and cycling facilities will make the area easier to use for people in a way that promotes fitness, and could also reduce the overall need for vehicular transport, which could improve air quality across the urban area.

The Worcester Street area currently has low pedestrian footfall, mostly used to pass through to the western part of the town centre, and features a mix of retail premises and vacant properties. The pedestrian walkways require updating to standards appropriate for a principal town centre, while the far southern end of the road is little used, except for illegal street parking.

Scheme Description

This scheme will include the length of Worcester Street from the Worcester Cross junction at the southern end (with pedestrian/cycle access to Kidderminster Railway Station via the Comberton Hill roundabout) through to the Coventry Street/Blackwell Street junction at the northern end. Coventry Street will then be altered to one way travel eastbound.



The Extent of the Scheme

The proposed scheme comprises of:

- The creation of a new one-way northbound route along Worcester Street. The reconstruction of Worcester Street will provide a kerbed, one-way northbound route for all vehicles. This will include a number of parking and loading bays and the provision of a contraflow cycle lane to enhance accessibility to and through Kidderminster Town Centre; and
- Enhancing the street in the vicinity of the junctions of High Street, Worcester Street, Blackwell Street and Coventry Street by:
 - » Creating one central set of steps to replace the existing steps to provide more visibility and greater accessibility with handrails to both sides and to the middle. The steps will include tactile pavers at the top and base;
 - » Removing the unattractive brick planters which are no longer in use. This will include improving the area with new seating, bus shelters and modern lighting. A new retaining wall will also be constructed beyond the central stairs to extend the public space at the higher level, as well as moving the carriageway kerb edge;
 - » Using post and railing (type to be agreed) to create a decorative feature, to protect pedestrians and to create additional handrail support along the length of the raised sections of wall, improving accessibility;
 - » Realigning a retaining wall to create an additional public realm space to the lower level shop fronts, whilst retaining a higher level pedestrian route;
 - » Building a new retaining wall which will extend along Coventry Street to a point just beyond the proposed controlled pedestrian crossing;
 - » Creating a widened public area with seating opposite the shop fronts, with trees to provide a visual feature;
 - » Creating a new drop kerb crossing at the higher level footpath to provide an alternative pedestrian link to the bus stop alongside the Swan Centre;
 - » The existing bus stop in its current location is to be removed and replaced elsewhere as part of a wider change to the transport infrastructure of the town centre.